

Final Confidential

Dartford Sure Start Children's
Centres

Headline report from
Parent Satisfaction Survey

February 2010

Overview

Dartford Sure Start Children's Centres in the Dartford Locality, Kent County Council, have undertaken a large-scale consultation with local families about their satisfaction and take-up of services with Children's Centres. To this end, Dartford Sure Start Children's Centres commissioned Cordis Bright to train and support local parents as community researchers, who together with practitioners operating across the eight Children's Centres, interviewed 903 local families (about 17% of local families in the seven fully operational phase one and phase two Children's Centres) about their experiences and satisfaction levels for approximately a month across November/ December 2009.

The report evidences the results of this data collection process. The report reveals many areas of considerable success for Dartford Sure Start Children Centres and for which practitioners, managers, partners and families should feel very proud. Key achievements include:

- 90% of parents are 'satisfied' or 'very satisfied' with services.
- 29% of parents' rate the quality of services provided as 'outstanding' and 62% rating services as 'good quality'.
- Three out of five parents say they have made 'new friends' as a result of Dartford Children's Centres while close to two in five parents also valued the 'new ideas of playing with my child' and 'I'm less stressed'.
- Close to two thirds of parents also say their children have made 'new friends', while two in five parents also identified that their children have *made an early start on development* and that their children's behaviour has improved.
- Black and minority ethnic families have particularly positive views about the services offered.

The report sets out the different outcomes for families in different Sure Start catchment areas. Not surprisingly, New Ash Green which is due to be fully operational in 2010/2011 has more parents concerned about the quality of local services for children and families. This reinforces the considerable difference Dartford Children's Centres make to local families in terms of their perceptions of the quality and the extent of relevant services available for them locally.

To that end, the results of this satisfaction study suggests there is scope for making a positive impact for New Ash Green

children and families relatively quickly through applying the ways of working and offering the services that have worked well in other parts of the locality.

The report also sets out other areas of potential opportunity. This includes:

- Opportunities for more targeted consultation with fathers across Dartford, lone parent households in Darenth and young parents in Oakfield, Brent and New Ash Green and for Children's Centres to consider how their services can be extended to improve take-up rates for working parents and fathers
- While health visitors and midwives are the single most important vehicle for ensuring families hear about Children's Centres, word-of-mouth (peer to peer and Sure Start worker to parent) is also particularly effective and the CC newsletters have high rates of recognition. Other mass media methodologies such as internet and radio do not, however, deliver high rates of awareness at this stage. Given this, there may be benefit to explore options for fostering positive word-of-mouth strategies for improving awareness and take-up of services
- There may well be some benefit to identifying the impact of the most popular services- Christmas parties/ parties in the park, baby drop-ins (health clinics) and the music/singing groups facilitated by speech and language assistants. To the extent that the parties serve as an entry-point into the wider service offering of Children's Centres could well make an interesting evaluation.

Following are tables that set out the results for individual Children's Centres and an overall assessment as it concerns the main questions about satisfaction, take-up of services, the use of different Children's Centres and the difference that access to Dartford Children's Centre services makes to parents and their children.

1.1 Overview of results per Children's Centre (CC)

It should be noted that number of respondents vary between Children's Centres and particular questions, and caution should be taken in particular with New Ash Green with only 24 possible respondent parents.

Figure 1: Top line results from all Children's Centres

Centre normally attended the most	Other Children's Centre used ¹	How did you hear about this CC?	Most popular services used	In a typical month how often do you use the services?	How satisfied are you with the services?	What is the overall quality of the services?	How do you think the CC has made a difference to YOUR life? ²	How do you think the CC has made a difference to your CHILD'S life? ³	Do you know how to get involved in the decisions and planning of your CC?	Would you like to get involved?
Brent	No other CC (42 of 69)	Health Visitor 76%	Baby drop in 41%	At least once a week 39%	Satisfied or Very Satisfied, 96%	Good, 64%	I've made new friends 71%	They've made new friends, 75%	No, 67%	No, 70%
	Temple Hill (9 of 69)	Children's centre Newspaper, 14%	Christmas parties or parties in the park, 35%	Between once a week & once a fortnight 24%			It's given me new ideas of playing with my child, 40%	They've made an early start on development, 38%		
	Oakfield (5 of 69)	Word of Mouth, 10%	Midwife services/ health visitor, 31%				It's given me time out- I'm less stressed, 28%	Their behaviour has improved, 33%		
Darenth	No other CC (16 of 33)	Health Visitor 67%	Baby drop in 19%	At least once a week 68%	Satisfied or Very Satisfied, 97%	Good, 53%	I've made new friends, 75%	They've made new friends, 70%	Yes, 52%	No, 66%
	Oakfield (9 of 33)	Word of Mouth, 16%	Health visitor services, 48%	Between once a week & once a fortnight 20%			It's given me new ideas of playing with my child, 39%	Their behaviour has improved, 42%		

¹ This does not include respondents who did not use any other Children's Centre

² Respondents answered more than 1 question and percentages refer to the % of total respondents, not answers. Therefore questions will not total 100%.

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Centre normally attended the most	Other Children's Centre used ¹	How did you hear about this CC?	Most popular services used	In a typical month how often do you use the services?	How satisfied are you with the services?	What is the overall quality of the services?	How do you think the CC has made a difference to YOUR life? ²	How do you think the CC has made a difference to your CHILD'S life? ³	Do you know how to get involved in the decisions and planning of your CC?	Would you like to get involved?
	Knockhall (4 of 33)	Children's centre Newspaper, 14%	Christmas parties, parties in the park, 38%				I've gained more confidence, 37%	They've made an early start on development, 38%		
Knockhall	No other CC (45 of 71)	Health Visitor 70%	Christmas parties, parties in the park, 63%	At least once a week 39%	Satisfied or Very Satisfied, 99%	Good, 58%	I've made new friends, 55%	They've made new friends, 72%	No, 69%	No, 69%
	Swanscombe (12 of 71)	Children's centre Newspaper, 17%	Baby-drop in, 36%	Between once a week & once a fortnight 31%			It's given me new ideas of playing with my child, 37%	They've made an early start on development, 41%		
	Brent AND Oakfield (4 of 71)	Word of Mouth, 11%	Music/singing group, 33%				Given me time out- less stressed, 30%	Their behaviour has improved, 35%		
Maypole	Oakfield (23 of 59)	Health Visitor 43%	Christmas parties or parties in the park 35%	At least once a week 41%	Satisfied or Very Satisfied, 91%	Good, 61%	I've made new friends, 49%	They've made new friends, 52%	No, 53%	No, 73%
	No other CC (19 of 59)	Word of Mouth, 20%	Toddler drop-in, 32%	Between once a week & once a fortnight 29%			It's given me time out- I'm less stressed, 31%	Their behaviour has improved, 39%		

Centre normally attended the most	Other Children's Centre used ¹	How did you hear about this CC?	Most popular services used	In a typical month how often do you use the services?	How satisfied are you with the services?	What is the overall quality of the services?	How do you think the CC has made a difference to YOUR life? ²	How do you think the CC has made a difference to your CHILD'S life? ³	Do you know how to get involved in the decisions and planning of your CC?	Would you like to get involved?
	Temple Hill (7 of 59)	Other Sure Start centre, 20% (6 of 24)	Health visitor AND baby drop-in, 25%				I've gained more confidence, 31%	They've made an early start on development, 39%		
New Ash green	Darenth (2 of 4)	Children's Centre Newsletter 33% (8 of 24)	Toddler drop ins, 50%	At least once a week 43%	Satisfied or Very Satisfied, 79% (15 of 19)	Good, 57%, (8 of 14)	I've made new friends, 64% (9 of 14)	They've made new friends, 67% (8 of 12)	Yes, 59%	No, 56%
	Brent (1 of 4)	Word of Mouth, 25%	Music/singing group, 40%	Between once a week & once a fortnight, 24%			It's given me time out- I'm less stressed, 43% (6 of 14)	They've made an early start on development, 50% (6 of 11)		
	None (1 of 4)	Health visitor/Midwife, 21% (5 of 24)	Baby drop-in AND Christmas parties, 25%	It's helped me join the community/ It's given me new ideas of playing with my child, 29% (4 of 14)			Their behaviour has improved, 42%			
None	No other Children's Centre (64 of 64)	Health Visitor 43% (20 of 47)	None of them 84% (41 of 49)	Have not used the centre services before 91% (52 of 57)	Don't know, 81% (21 of 26)	Good, 100% (6 of 6)	It's given me a chance to train, 33% (2 of 6)	Other, 40% (2 of 5)	NO, 88%	No, 91%
		Word of Mouth, 19% (9 of 47)	Health visitor, 8% (4 of 49)	Have hardly ever used before 4% (2 of 57)			Other, 33% (2 of 6)	They've made new friends, 20% (1 of 5)		

Centre normally attended the most	Other Children's Centre used ¹	How did you hear about this CC?	Most popular services used	In a typical month how often do you use the services?	How satisfied are you with the services?	What is the overall quality of the services?	How do you think the CC has made a difference to YOUR life? ²	How do you think the CC has made a difference to your CHILD'S life? ³	Do you know how to get involved in the decisions and planning of your CC?	Would you like to get involved?
		Children's centre Newspaper, 15% (7 of 47)	Baby drop-ins AND music/singling group 4%, (2 of 49)					They've made an early start on development, 20% (1 of 5)		
Oakfield	No other Children's Centre (44 of 78)	Health visitor 62%	Toddler drop ins, 36%	At least once a week , 42%	Satisfied or Very Satisfied, 88%	Good, 61%	I've made new friends 64%	They've made new friends, 54%	No, 59%	No, 68%
	Maypole (17 of 78)	Word of mouth, 16%	Baby drop-ins, 34%	Between once a week & once a fortnight, 31%			It's given me time out- I'm less stressed, 44%	They've made an early start on development, 41%		
	Temple Hill (4 of 78)	Children's centre Newspaper, 14%	Christmas parties or parties in the park, 34%				Given me new ideas of playing with my child, 38%	Their behaviour has improved, 38%		
Swanscombe	No other Children's Centre (24 of 64)	Health Visitor 63%	Music/singing group, 43%	At least once a week 60%	Satisfied or Very Satisfied, 94%	Good, 66%	I've made new friends, 71%	They've made new friends, 67%	No, 67%	No, 78%
	Knockhall (14 of 64)	Word of mouth, 27%	Christmas parties or parties in the park, 41%	Between once a week & once a fortnight, /hardly ever, 14%			It's given me time out- I'm less stressed, 46%	They've made an early start on development, 50%		
	Oakfield (10 of 64)	Children's centre Newspaper, 21%	Toddler drop-ins, 31%				It's given me new ideas of playing with my child, 38%	Their behaviour has improved, 43%		

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Temple Hill	No other Children's Centre (19 of 49)	Health Visitor 63%	Toddler drop-ins, 39%	At least once a week 60%	Satisfied or Very Satisfied, 95%	Good, 65%	I've made new friends, 53%	They've made new friends, 65%	No, 54%	No, 70%
	Oakfield (13 of 49)	Word of mouth, 17%	Christmas parties or parties in the park, 34%	Between once a week & once a fortnight, 19%			It's given me new ideas of playing with my child, 43%	Their behaviour has improved, 54%		
	Brent (11 of 49)	Children's centre Newspaper, 12%	Music/singing group, 33%				It's given me new ideas of playing with my child, 38%	They've made an early start on development, 43%		
Average overall	No other Children's Centre (272 of 489)	Health visitor 60%	Christmas parties or parties in the park, 36%	At least once a week 43%	Satisfied or Very Satisfied, 90%	Good, 62%	I've made new friends, 60%	They've made new friends, 63%	No, 61%	No, 72%
	Oakfield (64 of 489)	Word of mouth, 17%	Baby Drop ins, 31%				It's given me new ideas of playing with my child, 37%	They've made an early start on development, 41%		
	Temple Hill (36 of 489)	Children's centre Newspaper, 16%	Toddler drop ins AND Music/singing group, 29%				Given me time out- less stressed, 36%	Their behaviour has improved, 40%		



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