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Centre for Public Health Research

Sure Start Ellesmere Port

Reach Report

May 2005 – December 2005

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Acknowledgements

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Executive summary

Introduction

Sure Start programmes are required to keep computerised records. As part of these records, Sure Start must keep personal details of all registrations with the programme along with records of each service and which service users have accessed them. This allows the Sure Start programme to feed back the details to the Sure Start Unit in order that the development of Sure Start on a national scale can be monitored. Sure Start Ellesmere Port currently uses the MCA designed database to record all service users and contact information. Sure Start Ellesmere Port commissioned the Centre for Public Health Research (CPHR), University of Chester to undertake monitoring and evaluation to establish the reach of the local programme. The timeframe selected for the analysis of data was May 1st 2005 – December 31st 2005.

This was a quantitative study which involved the analysis of routinely collected monitoring data loaded onto the MCA database and combined the use of a range of computer-based programmes to interrogate, analyse, and evaluate the reach of Sure Start Ellesmere Port and the individual services which the programme has delivered over the identified time-frame.

Findings

- In total, 46% of eligible families accessed Sure Start Ellesmere Port services during the eight month period.
- Parents/carers aged between 20-24 made the most contacts (20%).
- Whilst lone parents accounted for 14% of those accessing Sure Start Ellesmere Port only 8% of contacts were made by lone parents.
- In terms of service users, 29% had accessed 3 or more services. Whilst, 77% had accessed services eight times or less in eight months.
- The service with the highest number of contacts was PEEPO Babies.
- The majority of adults who accessed the services and had support from staff were mothers (92%).
- The ratio of contacts with children and adults altered during the eight months, so that the majority of contacts by December 2005 (52%) were with children.
- The use of the GIS programme has helped to create a visual picture of reach and this has enabled a spatial understanding of service usage.

It was evident that the service location may affect service usage. A number of services attracted greater service usage from people living within close proximity to the activity venue. For example, when examining the number of contacts with Messy Rascals, GIS indicated those people living within close proximity to the service as having greater levels of service usage. Such findings may help inform service development and future service delivery.

There have been limitations to the data analysis. Contacts were identified with no schedule date or service allocation and were subsequently omitted from the analysis. As a result this may lead to an under representation of some services. Personal details of some service users were incomplete and may have lead to an under-representation of contacts when examining social characteristics. To ensure accurate data analysis can be undertaken it is essential all records are fully completed upon initial registration with the programme. Whilst giving details such as disability, ethnicity and age is not mandatory, newly registered families should be encouraged to provide all relevant information. In doing so this will help establish if traditionally hard-to-reach groups are accessing services or whether Sure Start Ellesmere Port services should target potential service users.

This report will help Sure Start Ellesmere Port identify their needs for data collection and analysis in order to make best use of the wealth of information that is available and potentially aid future service development.

Chapter 1

Introduction

1.1   Background

Sure Start local programmes were established to address the social, emotional, educational and health inequalities that have been widely acknowledged to exist in areas of deprivation. The 1998 Comprehensive Spending Review on services for young children highlighted that early co-ordinated and sustained provision for those children under four years old could make a significant difference to child outcomes (H M Treasury, 1998). Therefore, by providing such services through Sure Start local programmes, it was anticipated that life chances would improve and children would have the opportunity to reach their full potential.

Through the introduction of Sure Start Children's centres, which are at the heart of the Government's Every Child Matters: Change for Children Programme. Sure Start is seen as a key vehicle for providing services that families need (Sure Start, 2006). Guidance from the Sure Start Unit suggests that local programmes should see an increasing number of children and families in the first year until they are in contact with every family with children under four years old in their area. The expectation is that a fully operational programme sees between a third and a quarter of all children aged nought to three years living in their area each month, including a 'steady' number (around 20%) of children who have never been in touch with the programme before (Sure Start Unit, 2002). To facilitate access, the Sure Start Unit has stated that where possible, Sure Start services should be available within pram-pushing distance from families' homes, a maximum of 800 metres (Sure Start, 2001). The Sure Start Unit has given each local authority a target number of children to reach by December 2006. This target relates to the number of children who might use health or family support services provided by or through the individual children's centres (Sure Start, 2003). This includes all children living in the area under 5 (Sure Start, 2005). A further target will be put in place to facilitate long term planning and the move to children's centres, with each local authority being advised of the total number of children they should plan to reach by 2010 via Sure Start children's centres (Sure Start, 2003).

A requirement of Sure Start programmes is to keep computerised records. Such records should include the personal details of all families and individuals who have

registered with the programme and all subsequent contacts with individual services or support offered by Sure Start staff. In doing so, this allows each Sure Start local programme to provide the Sure Start Unit with information of its progress in order that the development of Sure Start on a national scale can be monitored. Sure Start Ellesmere Port currently uses the Meggs, Costoya and Attfield (MCA) database to record all registrations, service users and contact information.

Sure Start Ellesmere Port commissioned the Centre for Public Health Research (CPHR), University of Chester, to undertake monitoring and evaluation to establish the reach of the local programme. Sure Start Ellesmere Port was established in 2002 and covers three wards: Wolverham and Stanlow, Central, and Westminster wards. Disadvantage profiles indicate that these three wards are ranked within the top ten percent of the most deprived wards in England (Cheshire County Council, 2004). Appendix 1 illustrates the Ward boundaries for the Ellesmere Port area.

1.2   Aim and objectives

The aim of this study was to establish the reach of the programme in the Sure Start Ellesmere Port area. This has been done through the exploration of the number of people who have accessed services, the social characteristics of service users (for example, sex, age, lone parent status) and the geographical area in which service users lived. Such analysis will provide an indicator of the success of the programme in engaging the eligible population in the Sure Start Ellesmere Port area. In addition, such analysis may help to inform future service development. An eight month period (1st May 2005 and 31st December 2005) of data was interrogated.

The main objectives of the study were to:
- identify the number of registered and eligible families;
- investigate the number of families accessing services;
- identify the number of contacts made with services;
- discover the number of different services accessed by each family and total contacts by individual service users;
- investigate the use of services by social characteristics: for example, use by fathers/male carers; disabled people; teenage parents; lone parents; and ethnic minority groups;
- explore the geographical reach of services to establish the areas within the Sure Start Ellesmere Port area where engagement has occurred.

1.3   Methodology

This was a quantitative study involving the analysis of data routinely collected by the Sure Start programme held on the MCA database. Microsoft Access, the format of the MCA database, was used to interrogate the data to explore the reach of Sure Start Ellesmere Port between 1st May 2005 and 31st December 2005. All contacts made during the eight month period were exported to Microsoft Excel and examined to establish the characteristics and levels of service usage. In order to retrieve the relevant information, the research team worked closely with the Monitoring and Marketing Assistant for the local programme who maintains the database. Additional support was provided by the staff from the department of Computer Science Information Systems at the University of Chester. Geographical Information Systems (GIS) were also used to represent visually the results with the support of staff from the Geography Department at the University of Chester.

The time-frame of the study data (1st May 2005 to 31st December 2005) was selected for analysis. Prior to this period the local programme had encountered difficulties with the operational aspects of the database, resulting in concerns about the accuracy of the data. From the 1st May 2005, the local programme employed a Monitoring and Marketing Assistant whose responsibility it was to enter data on a regular basis and chase up missing data. This resulted in an improvement in the completeness and quality of the data recorded on the MCA database from this point onwards.

Additional data on the eligible population were provided by Cheshire West Primary Care Trust (PCT) from the Child Health Database. Such data related to the number of eligible children aged under four during the analysis period and the postcodes of all eligible families. All data were anonymised by Cheshire West PCT before being forwarded to the research team for quantitative and geographical analysis.

1.3.1   Data cleaning

Data cleaning was undertaken to ensure that the dataset was free of errors as this would have an impact on the quality of the output from the analysis. The database was exported into Microsoft Excel and the data were interrogated to identify errors, a number of which were identified. For example, in some cases mothers were entered on the database as male and sons were recorded as female. Having identified these data entry errors, amendments were made to the database (where possible) to

reduce inaccuracy within the final analysis. Despite the data cleaning process, it is possible that some errors were not detected and may have remained within the dataset.

1.4   Research ethics

Ethical approval for access to Sure Start Ellesmere Port data for this study was granted by South Cheshire Local Ethics Research Committee on 3rd October 2003.

1.5   Structure of the report

This report is organised into a number of chapters. Chapter 2 presents a profile of service users over the eight month period. Chapter 3 presents the findings, illustrating the number contacts made by Sure Start Ellesmere Port services users. Results are further broken down into social characteristics. Chapter 4 discusses the findings in respect of both social characteristics and the geographical reach.

Chapter 2
Profile of service users

2.1 Introduction

This chapter explores the overall reach of the programme. It examines the number of eligible families in the Sure Start Ellesmere Port area and compares this with those who have accessed services during the eight month period. It then presents a profile of the different groups of people who have accessed Sure Start Ellesmere Port.

2.2   Eligible and registered families

Eligible families are all those families living in the three Ellesmere Port wards (Stanlow and Wolverham, Westminster and Central) with children under four years old during the eight month period. Registered families are those on the MCA database who may or may not have used Sure Start services, but who have completed a registration form.

During the eight month period between 1st May 2005 and 31st December 2005:

- there were 808 individual service users identified on the database, from 388 families;
- according to the child health database there were 968 eligible children representing 841 families;
- a total of 413 children and 395 parent/carers were accessing services;
- 46% of all eligible families accessed Sure Start Ellesmere Port services during the eight month period.

GIS mapping of postcoded data was used to provide a visual display of those eligible and accessing Sure Start Ellesmere Port services. Of those families who accessed Sure Start Ellesmere Port, 14 failed to provide a full postcode upon registration and subsequently are unidentifiable through GIS mapping. Figure 2.2.1 illustrates those eligible to access services, whilst Figure 2.2.2 illustrates those families accessing Sure Start Ellesmere Port services during the eight month period. The maps show that there is some clustering of families from Westminster, Central and Stanlow and Wolverham which would be expected given the distribution of eligible families shown in Figure 2.2.1. However, they also show that the reach has extended beyond the three wards.

Figure 2.2.1 Eligible families
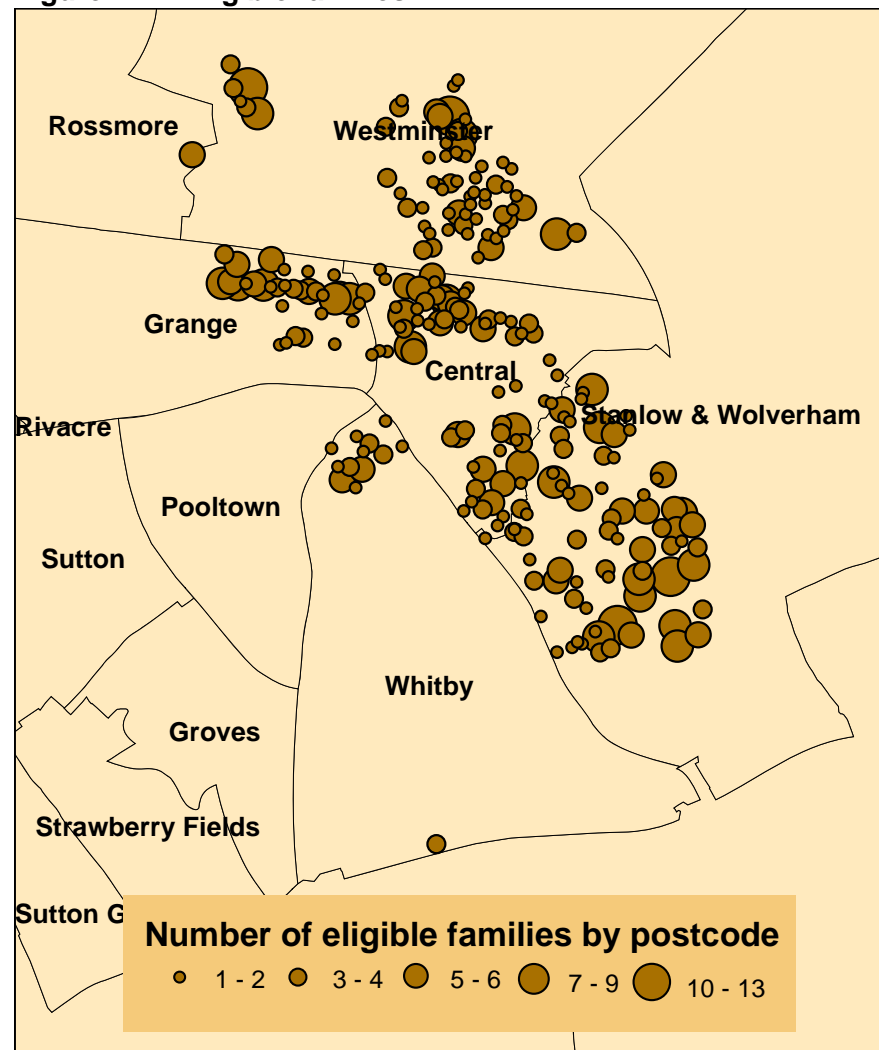
Rossmore

Westminster

Grange

Central

Rivacre

Staplow & Wolverham

Pooltown

Sutton

Whitby

Groves

Strawberry Fields

Sutton G

Number of eligible families by postcode

○ 1 - 2 ○ 3 - 4 ○ 5 - 6 ○ 7 - 9 ○ 10 - 13

Figure 2.2.2 Families accessing Sure Start Ellesmere Port
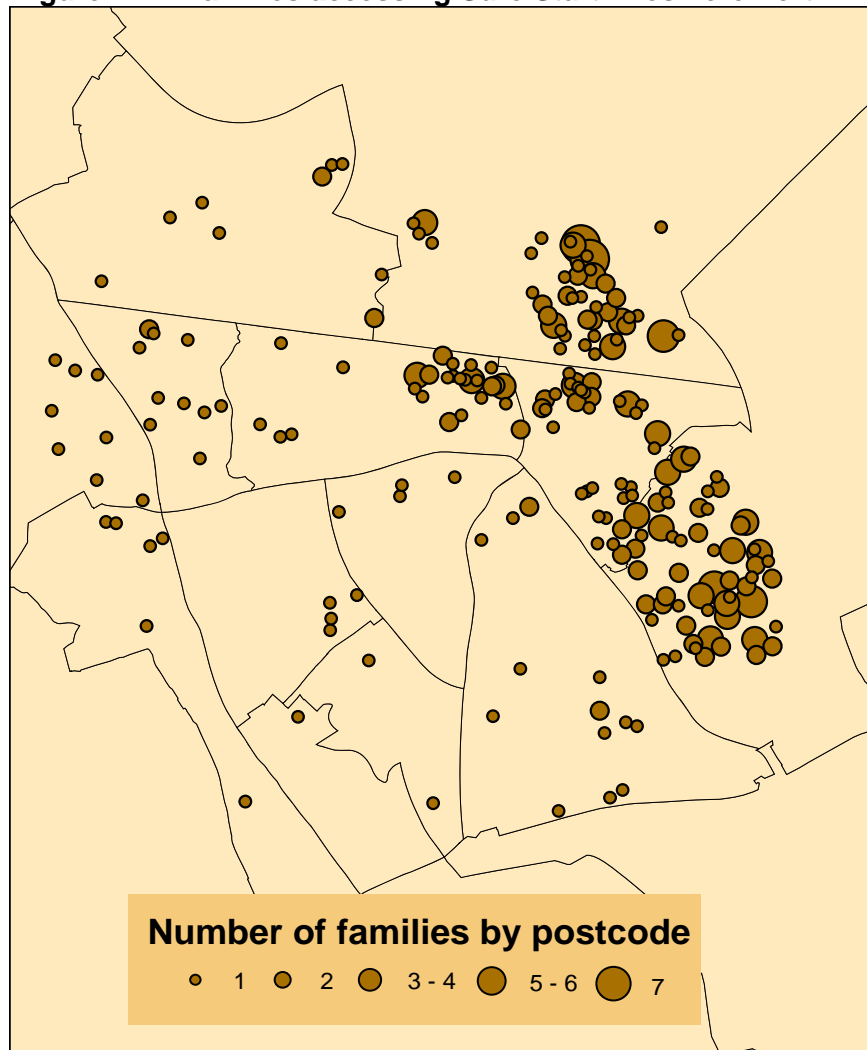
Number of families by postcode

○ 1 ○ 2 ○ 3 - 4 ○ 5 - 6 ○ 7

2.3   Changes in service use over time

Registrations and contacts with individuals are recorded on the database as 'new' or 'existing': this enables the programme to identify the number of new families or individuals using services each month or year. However, a limitation of the MCA database is that the system does not allow a date field for recording a person's date of registration. Rather, the date entered onto the system corresponds to the date when the record was created. Therefore, given that the programme entered new records in bulk, rather than at the actual time of registration caution should be exercised when examining registrations during the eight month time period.

- There were 282 existing families recorded on the database, representing 580 individuals, at the 1st May 2005;
- 106 new families comprising of 228 individuals were recorded on the database during the eight month period.

These figures show that during this period, 27% of families were new to the programme. This equates to an average of 13 families, or 29 individuals each month.

2.4   Considering different groups of people

At registration, various characteristics of families and individuals are recorded, for example, age, sex, position in the family, disability, ethnicity and so on. Such data allow patterns of service usage to be examined by these characteristics. However, some of these figures will underestimate the actual numbers of people in these categories as not all personal details were provided for every individual when the registration form was completed.

2.4.1   Lone parents

Parental status was recorded upon registration to identify those who considered themselves to be lone parents. The data revealed that:

- 57 lone parents accessed services between 1st May 2005 and 31st December 2005;
- 55 of these parents were mothers, one a father and one was a grandmother;
- three (5%) lone parents were teenage mothers;
- 14% of all parents/carers accessing services during this time period we lone parents/carers.

2.4.2   Disability

The number of individuals who identified themselves or their children as disabled is detailed below:

- 11 people with disabilities accessed services between 1st May 2005 and 31st December 2005;
- 10 of these were parents, whilst 1 was a child;
- 1% of all individuals accessing services during this time period identified themselves as disabled.

2.4.3   Teenage parents

For the purpose of this analysis 'teenage parent' was taken to be any parent aged 19 and under. The MCA database establishes the ages of all services users. For the purpose of the analysis their age on the 31st December 2005 was used to calculate all teenage parents for the whole analysis period. There were 2 individuals on the database whose age had not been entered onto the system. The data showed that:

- 10 teenage parents accessed services during the eight month period, this represents 3% of the total number of parents/carers accessing services during this time period;
- the youngest teenage mother was 18 years old;
- all of these parents were mothers;
- three teenage parents were single parents.

2.4.4   Sex

The sex of all individuals on the database was recorded except for one person. There were:

- 564 females, comprising 70% of those people accessing services during the eight month period;
- females on the database included mothers, grandmothers, carers, daughters, and nieces;
- 243 males, comprising 30% of those people accessing services;
- males recorded on the database included fathers and sons.

2.4.5 Age

The age of those on the MCA database is recorded in years, months and days. For the purpose of this analysis only the column 'age in years' has been used. The ages have been calculated on the 31st December 2005. The ages of 133 (16%) people are unknown due to people not disclosing their age upon registration. Table 2.4.5.1 shows the age of individuals accessing services between 1st May 2005 and 1st December 2005.

Table 2.4.5.1 Age of service users

Age Group	Number of people	%
Under 1	76	9
1 – 4	275	34
5 – 9	40	5
10 – 14	8	1
15 – 19	12	1
20 – 24	72	9
25 – 29	77	10
30 – 34	66	8
35 – 39	34	4
40 – 44	11	1
45 and over	4	<1
Unknown	133	16
Total	**808**	**100**

2.4.6 Children

Table 2.4.6.1 illustrates the number of contacts made with those children under the age of 4 years old in each of the eight months for the analysis period. Percentages have been calculated using the 820 children eligible for Sure Start Ellesmere Port services in May 2005. However, caution should be taken when interpreting all of the data as the exact number of eligible children is unknown for each of the months.

Table 2.4.6.1 Total number of under 4s accessing services by month

Month	Under 4s accessing services (n)	% of eligible users
May	130	16
June	151	18
July	120	15
August	96	12
September	140	17
October	107	13
November	110	13
December	79	10

2.4.7 Ethnicity

Table 2.4.7.1 shows the breakdown of all service users by ethnicity. The data demonstrate that the majority of those who have accessed services during this period are 'White British'. This is expected in an area such as Ellesmere Port where 97% of residents are people of White British origin (Cheshire County Council, 2006).

Table 2.4.7.1 Breakdown of ethnicity

Ethnicity	Number of people	%
White - British	704	87
White - Other	16	2
Asian - Other	7	1
White - Irish	4	<1
Asian - Bangladeshi	2	<1
Mixed - White + Black (Caribbean)	2	<1
Mixed - Other	2	<1
Chinese	2	<1
Black - Other	2	<1
Mixed - White + Black (African)	1	<1
Black - African	1	<1
Asian - Indian	1	<1
Ethnic Origin Unknown	64	8
Total	**808**	**100**

2.4.8 Family Position

The family position of each person registering with the programme was recorded on all records on the database. Table 2.4.8.1 shows the breakdown of family position, indicating that the majority of those people accessing services are mothers, daughters and sons.

Table 2.4.8.1 Breakdown of family position

Family Position	Number of people	%
Mother	340	42
Daughter	206	26
Son	201	25
Father	41	5
Grand Mother	8	1
Unknown	6	1
Niece	3	<1
Carer	2	<1
Aunt	1	<1
Total	**808**	**100**

2.5 Activity use by postcode area

This section examines service use by postcode to establish a geographical picture of the areas Sure Start Ellesmere Port has reached. This section is complemented by the findings in Chapter 3 where GIS has been used to analyse individual service usage. Figure 2.5.1 shows the postcode sectors within the Sure Start Ellesmere Port area.

Figure 2.5.1 Ellesmere Port postcode sectors
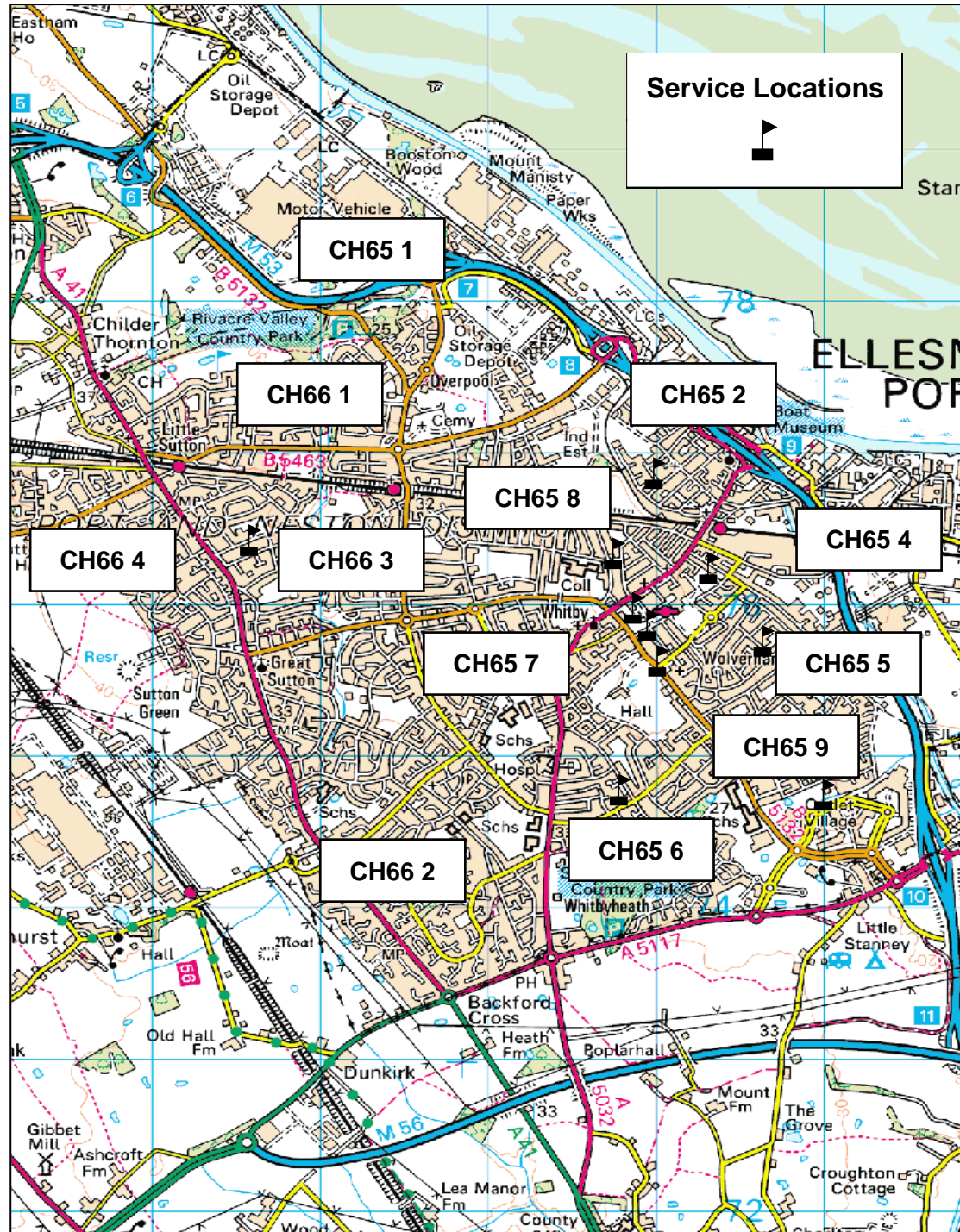
Of those accessing services during the period the data revealed that:

- no postcode was recorded for 29 (4%) individuals;
- the 29 missing individuals came from 15 (4%) families.

Of the postcodes that were listed on the database there were:

- 373 families identifiable by postcode;
- 238 different postcodes;
- 71 different areas represented[1].

Figure 2.5.2 illustrates the number of families accessing services during the eight month period for each of the postcode sectors of Ellesmere Port. The chart shows that the majority of families came from the CH65 2, CH65 5 CH65 8 and CH65 9 sectors.

Figure 2.5.2 Number of families accessing services by postcode sectors
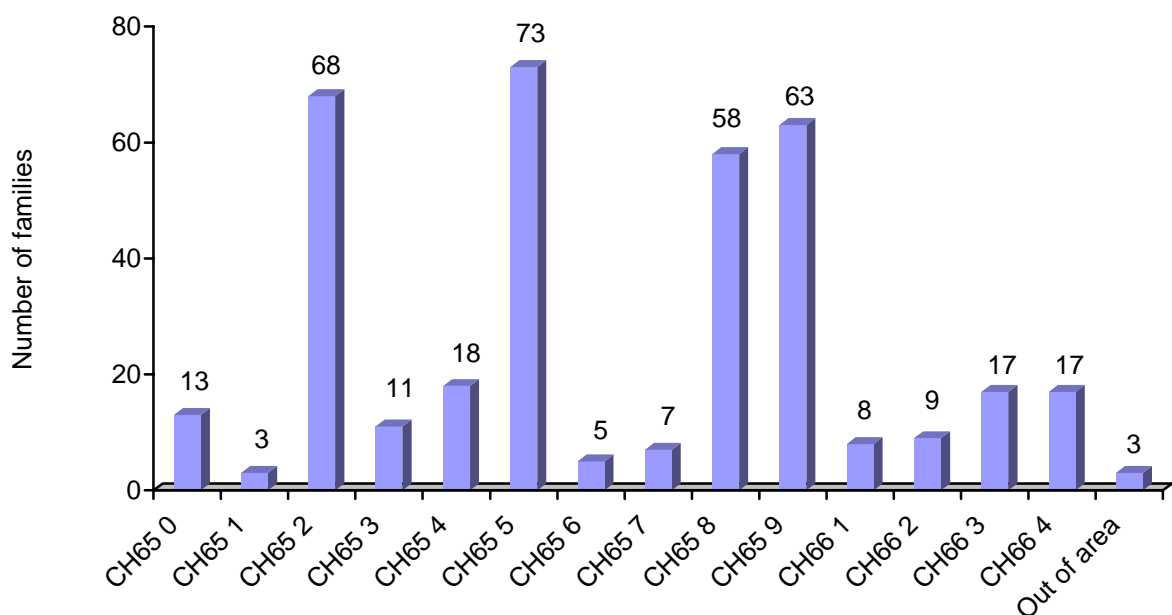
With regards to the **out of area** postcodes, the following was observed:

- there was one family from the CH2 2A area;
- one family from the CH2 4J area;
- and one family from the CH4 7R.

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[1] For the purpose of this analysis an 'area' was determined by the letter preceding the final number in a complete postcode. For example, the postcode CH65 8EB would be in area CH65 8E.

2.6 Conclusion

The data presented have given an insight into the number of individuals and families who have accessed Sure Start Ellesmere Port between 1st May 2005 and 31st December 2005, and some of their social characteristics. The programme appears to have reached some service users from the traditionally hard to reach groups including the disabled, lone parents, those from ethnic minorities and teenage parents.

Chapter 3
Patterns of service usage

3.1   Introduction

This chapter explores patterns of service usage amongst those families and individuals who accessed Sure Start Ellesmere Port services between 1st May 2005 and 31st December 2005. It focuses on identifying the services families have used, and how often they have used them. In some cases, it has also been possible to show the different groups of people who have accessed services during this time, as well as the variation in service usage over time.

3.2   Total contacts between 1st May 2005 and 31st December 2005

The MCA database showed the following:

- the total number of contacts during this period was 4,638;
- 2,247 (48%) of these contacts were with 395 adults;
- 2,391 (52%) of these contacts were with 413 children;

It is also possible to analyse the intensity of service use by each adult or child who has had contact with Sure Start Ellesmere Port. Table 3.2.1 illustrates the number of occasions that each of the 808 service users had accessed services provided by the programme during the eight month period. It shows that 31% of service users made a single contact with the programme, whilst 77% made eight or less contacts. At the other end of the spectrum, 4% of service users had 20 or more contacts with the programme during the eight month period.

Table 3.2.1   Contacts by each service user

Number of contacts	Number of individuals	Cumulative %
1	250	31
2	112	45
3	58	52
4	52	58
5	38	63
6	59	70
7	32	75
8	24	77
9	33	81
10-14	77	91
15-19	38	96
20-24	18	98
25-30	7	99
30+	10	100
Total	**808**	**100**

An analysis of the number of activities or services that each family has used during the eight month period shows that of the 388 families who have had contact with the programme, 178 (46%) have used just one service – they may have attended the activity only once or on a number of occasions. As Table 3.2.2 shows, 18% of the families who have attended Sure Start Ellesmere Port services have had contact with four or more different services.

Table 3.2.2   Services used by each family

Number of services	Number of families	Cumulative %
1	178	46
2	99	71
3	42	82
4	35	91
5	18	96
6	7	98
7-9	7	99
10+	2	100
Total	**388**	**100**

3.2.1   Monthly contacts between May 1st 2005 and December 31st 2005

Contacts were examined to establish the number of adults and children who accessed services each month, Figure 3.2.1.1 illustrates the fluctuation in the number of contacts each month. Lower numbers of contacts are seen in the holiday periods of August and December. The average number of monthly contacts with Sure Start Ellesmere Port

was 580, whilst the average number of contacts with children and adults over the eight months was 299 and 280 contacts respectively.

Figure 3.2.1.1 Monthly contacts with adults and children
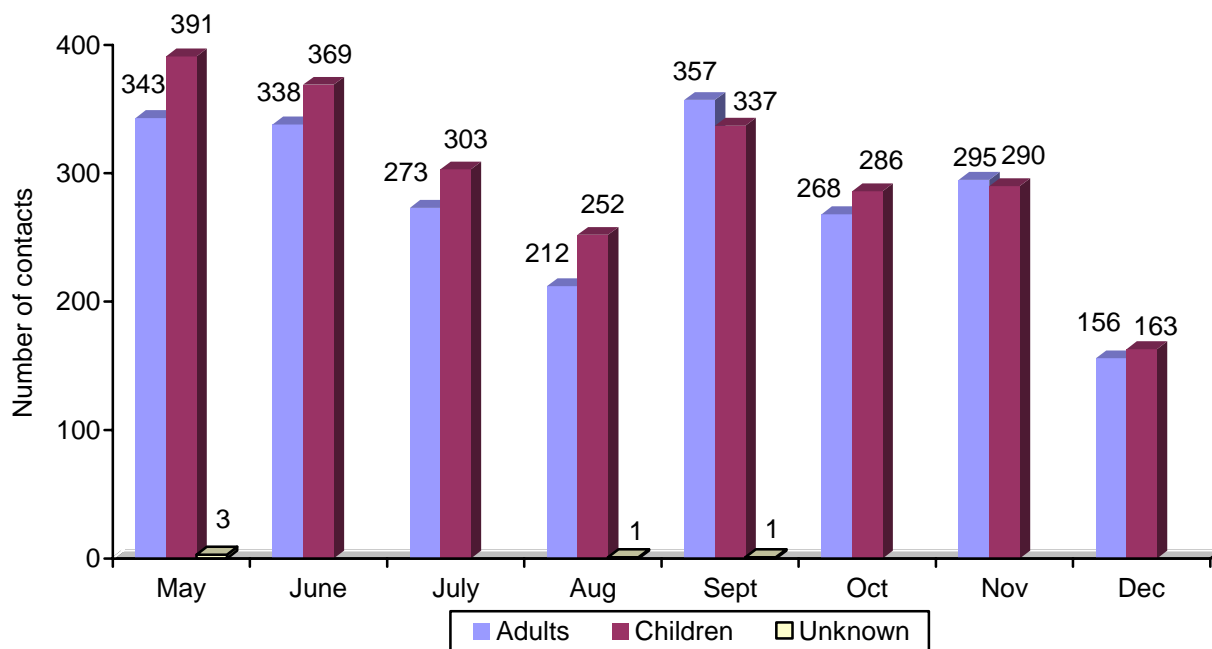
3.3   Examining the use of services by different groups of people

Through the interrogation of the MCA database it was possible to examine all contacts made during the period to identify personal characteristics of those accessing Sure Start Ellesmere Port services.

3.3.1   Lone parents

There were 349 contacts recorded for lone parents on the database between May 1st 2005 and December 31st 2005. This represents approximately 8% of the total number of contacts recorded during this time. There appeared to be a spread of usage by lone parents across individual services and activities. However, the following was noted:

- 15% of the contacts from lone parents were with the PEEPO service;
- 12% of contacts were made through both Parent and Toddler services and the Toy Library.

3.3.2   Teenage parents

There was a total of 42 contacts recorded for teenage parents between May 31st 2005 and December 31st 2005. This represented approximately 1% of the total number of contacts recorded during this time. The following information was retrieved during analysis:

- teenage parents accessed PEEPO services more than any other service, these contacts representing 62% (26) of the total contacts with teenage parents.

3.3.3   Disabled service users

There was a total of 68 contacts recorded with disabled service users between May 1st 2005 and December 31st 2005. This represented approximately 1% of the total number of contacts during this time. The following information was retrieved regarding these contacts:

- 31% (21) of all contacts were made through PEEPO services;
- senior childcare worker home visits was the second most used service with disabled service users, representing 19% (13) of the contacts.

3.3.4   Age of parents

Data relating to the age of parents were analysed in relation to use of activities. There were 485 contacts with parents/carers recorded on the database without their age completed, whilst 5 contacts were not identifiable by either age or family position.

Table 3.3.4.1 shows the parents/carers by age in relation to their contacts with Sure Start services. The largest proportion of contacts was with the 20-24 year olds. Just over 71% of contacts were with parents/carers between the ages of 20-39 years.

Table 3.3.4.1   Age of Adult contacts

Age group (years)	Number of contacts	%
18 - 19	42	2
20 - 24	459	20
25 - 29	413	18
30 - 34	406	18
35 - 39	322	14
40 - 44	87	4
45 and over	28	1
Unknown	485	22
Total	**2,242**	**100**

3.3.5   Sex of adult contacts

The sex of the parents/carers recorded on the database as having contact with Sure Start Ellesmere Port between May 1st 2005 and December 31st 2005 was explored. Analysis of these figures showed the following:

- there were 113 contacts with adult males during this time. This equated to 5% of the total contacts with adults;
- there were 2,123 contacts with adult females during this time, equating to 95% of the total contacts with adults.

Table 3.3.5.1 shows the proportions of contacts with all adults accessing the programme during the identified time period. It should be noted that only female carers registered and accessed services during the analysis period. The Table illustrates all adult contacts, and demonstrates that the majority of contacts have been with mothers (92%).

Table 3.3.5.1 Breakdown of adult contacts

Adult family position	Number of contacts	%
Mother	2,065	92
Father	113	5
Grandmother	44	2
Aunt	1	<1
Carer	13	<1
Unknown	6	<1
Total	**2,242**	**100**

3.4   Service locations

Figure 3.4.1 illustrates the 10 venues within Ellesmere Port that are used to deliver Sure Start Ellesmere Port services.

Figure 3.4.1 Service locations
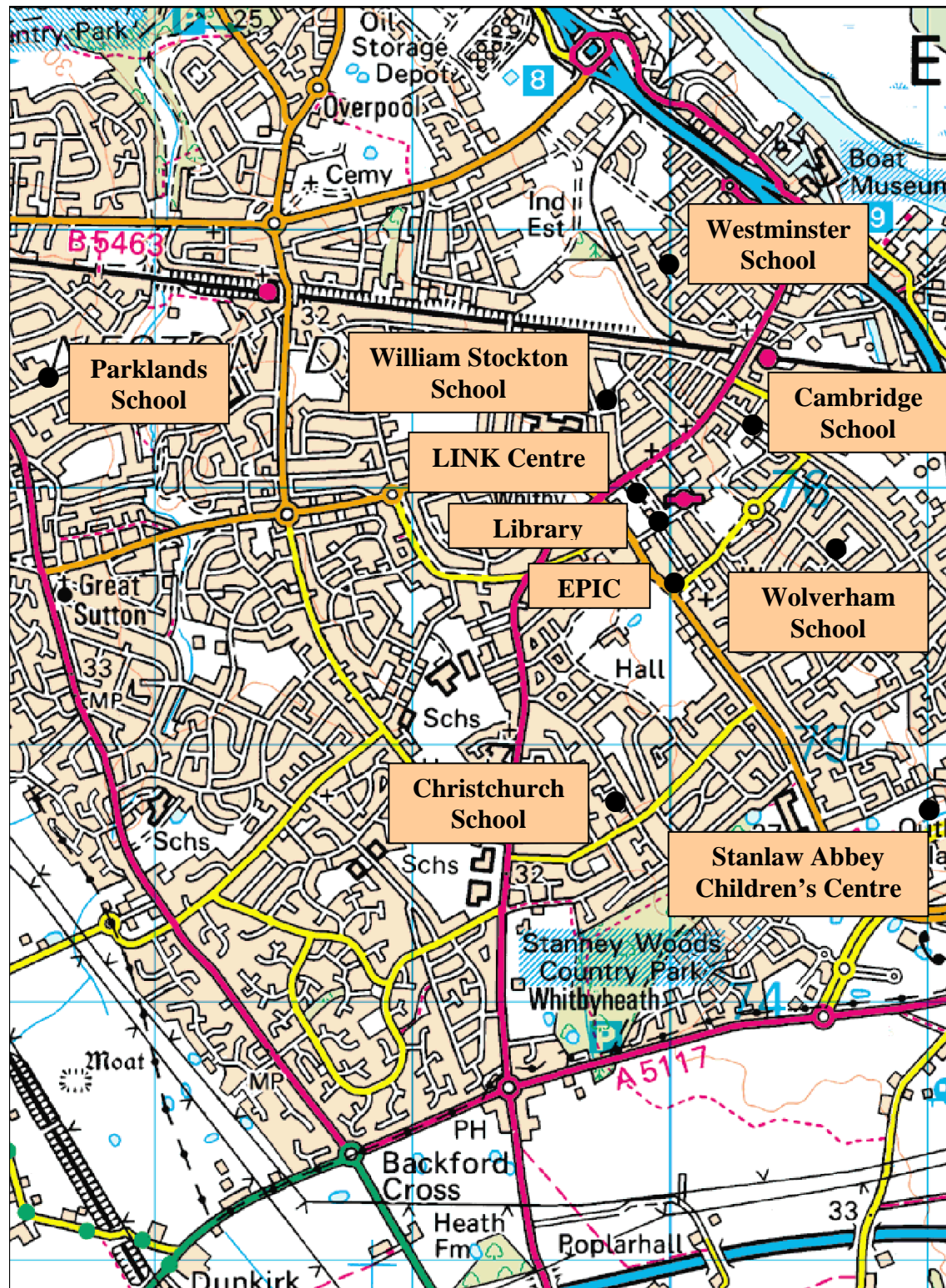
3.5 Exploring the use of individual services

The MCA database was analysed to explore the number of contacts made by individuals to establish patterns of service usage over the eight month period. Additional contacts made with service users and home visits have also been recorded on the MCA database and incorporated within the analysis, in order to offer a more comprehensive view of service usage.

3.5.1 Baby Massage

Baby Massage operates from LINKS (Wednesday afternoon) and Stanlaw Abbey Children's Centre (Thursday afternoon). This service is delivered by a senior childcare worker. The following information was retrieved from the database regarding Baby Massage:

- a total of 182 contacts were recorded for Baby Massage;
- these contacts were made by a total of 80 individuals from 40 different families.

Figure 3.5.1.1 shows the distribution of the 182 contacts over the eight month period. October 2005 witnessed the highest number of contacts with Baby Massage, whilst December witnessed the lowest number of service users and contacts.

Figure 3.5.1.1 Baby Massage contacts
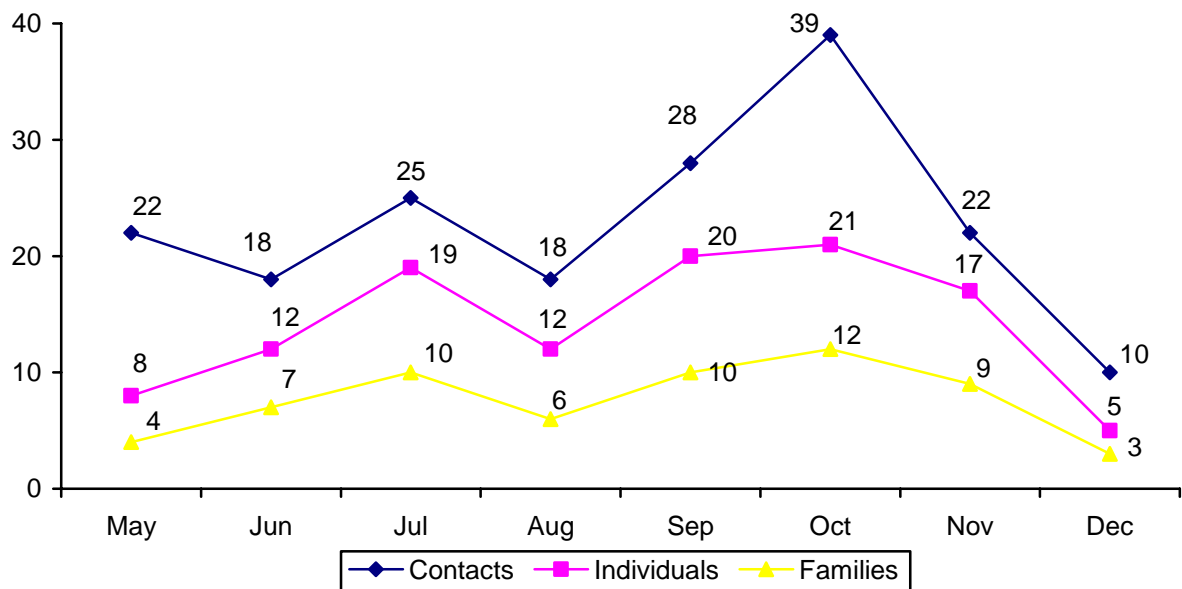
By examining the family identification number on the MCA database it was possible to establish the number of contacts and the number of families who have accessed the Sure Start programme by postcode. Eighty-three percent of all contacts with Baby Massage came from six postcode areas. Appendix 2.1 illustrates the number of contacts and the number of families who have accessed the Baby Massage by postcode area.

GIS mapping has been used to visually display service usage. Such visual representation of service users has the potential to provide greater understanding of the reach of the programme in a spatial sense. Baby Massage has been analysed using these techniques. Figure 3.5.1.2 illustrates the geographic distribution by postcode of those who have accessed Baby Massage. The map indicates the numbers of families at each postcode using graduated symbols. Figure 3.5.1.3 shows the number of contacts by postcode again using graduated symbols. Families accessing Baby Massage came from a wide geographical area from those registered with Sure Start Ellesmere Port. When examining the number of contacts, it would appear that the location of the service did not influence the number of contacts made with Baby Massage with relatively even distribution throughout the area.

Figure 3.5.1.2 Families accessing Baby Massage by postcode
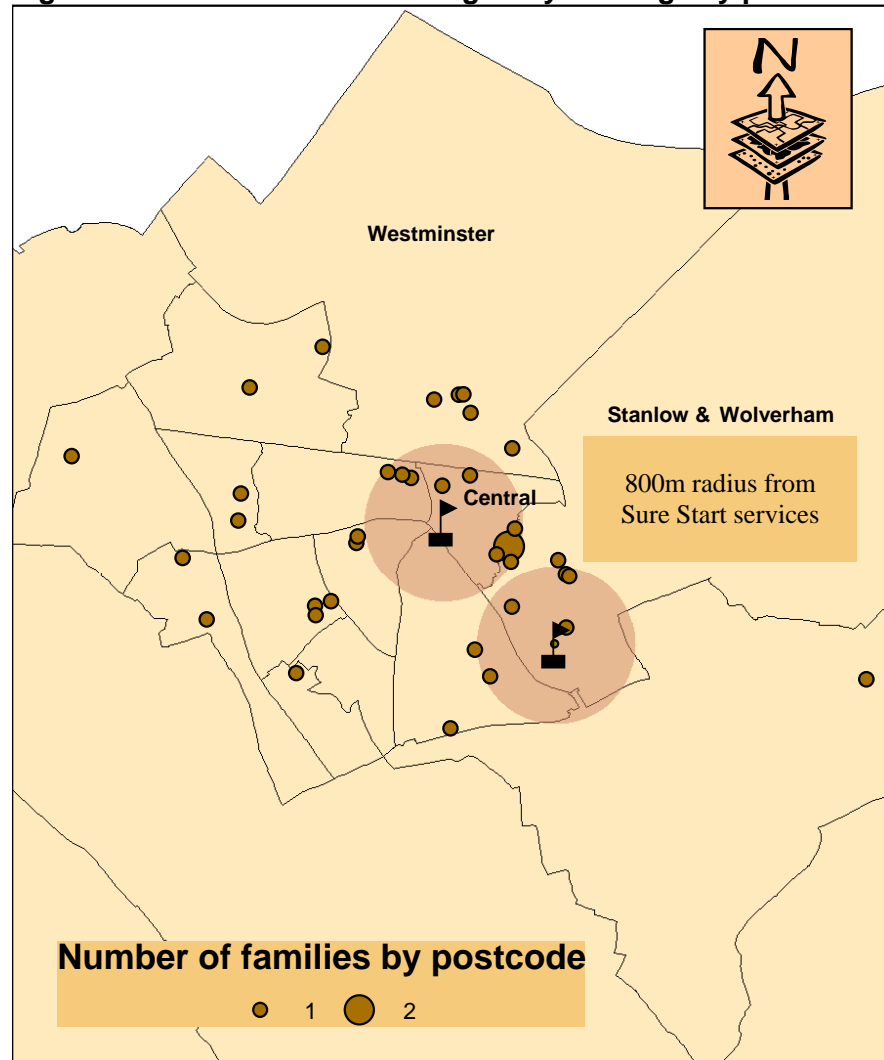
Figure 3.5.1.3 Baby Massage contacts by postcode
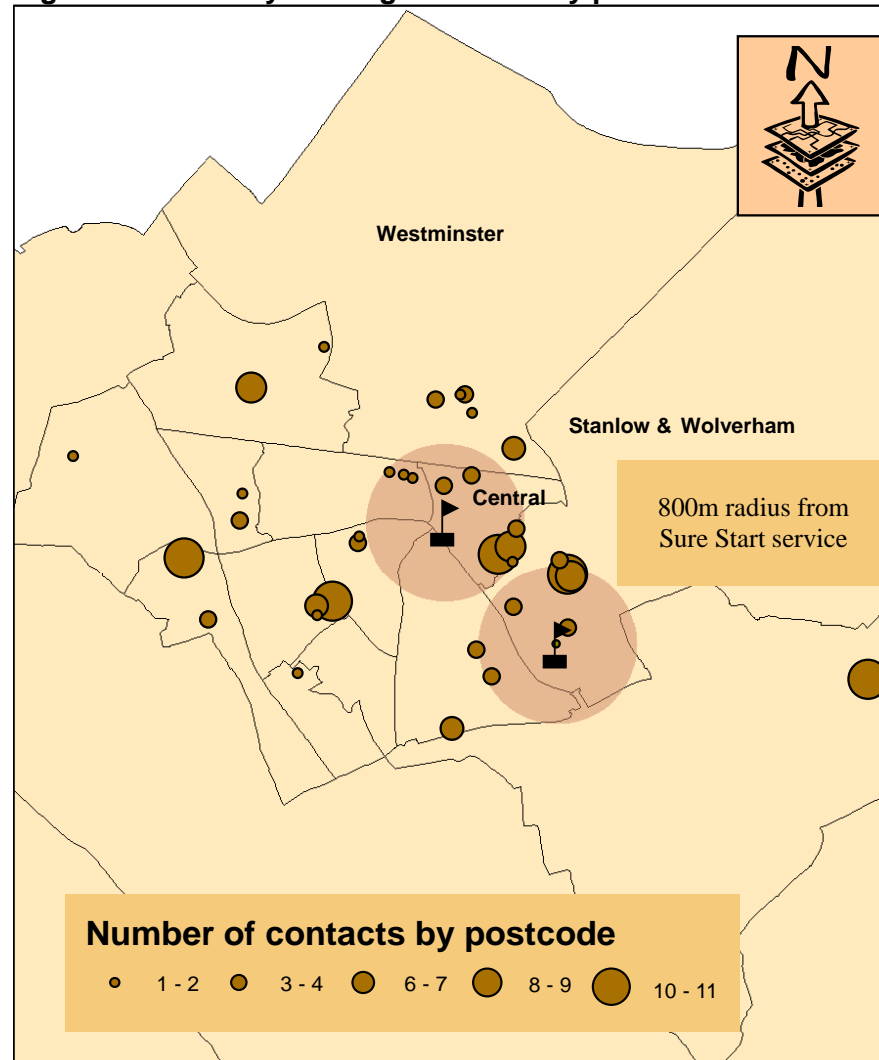
N

Westminster

Stanlow & Wolverham

Central

800m radius from
Sure Start services

Number of families by postcode

○ 1 ● 2

N

Westminster

Stanlow & Wolverham

Central

800m radius from
Sure Start service

Number of contacts by postcode

○ 1 - 2 ● 3 - 4 ● 6 - 7 ● 8 - 9 ● 10 - 11

3.5.2 Messy Rascals

Messy Rascals operates from Stanlaw Abbey Children's Centre (Monday afternoon). This service is delivered by a senior childcare worker and neighbourhood worker. The following information was retrieved from the database regarding Messy Rascals activities:

- a total of 315 contacts were recorded for Messy Rascals between 1st May 2005 and 31st December 2005;
- contacts were made in each of the eight months;
- these contacts represented a total of 130 individuals from 55 different families.

Figure 3.5.2.1 shows the distribution of the 315 contacts over the eight month period. The trend is for the number of users to increase over the eight month period.

Figure 3.5.2.1 Messy Rascals contacts
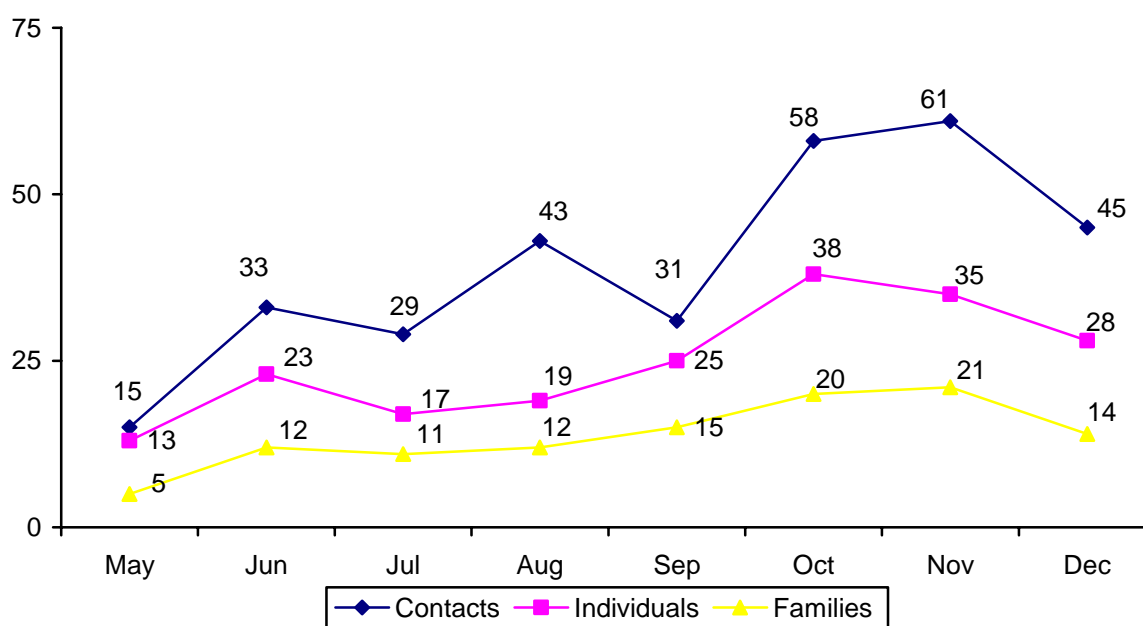
When examining Messy Rascal contacts by postcode, 17 contacts made by five families were not identifiable. As a result, the analysis of postcoded data examines 298 contacts made by 44 families. Families using Messy Rascals came from a wide geographical area when examining the postcode areas services users come from. There were a number of postcode sectors which had a higher number of families accessing Messy Rascals. These postcode sectors were found to have a greater number of contacts. Appendix 2.2 illustrates the number of contacts and the number of

families who have accessed Messy Rascals services by postcode. Figure 3.5.2.2 shows the geographical distribution of those who have attended the Messy Rascals sessions, whilst Figure 3.5.2.3 illustrates the number of contacts by postcode, using graduated symbols. When examining the distribution of services users the majority live in close proximity to the service location. This is also reflected in the contacts made with Messy Rascals as illustrated in Figure 3.5.2.3.

Figure 3.5.2.2 Families accessing Messy Rascals by postcode
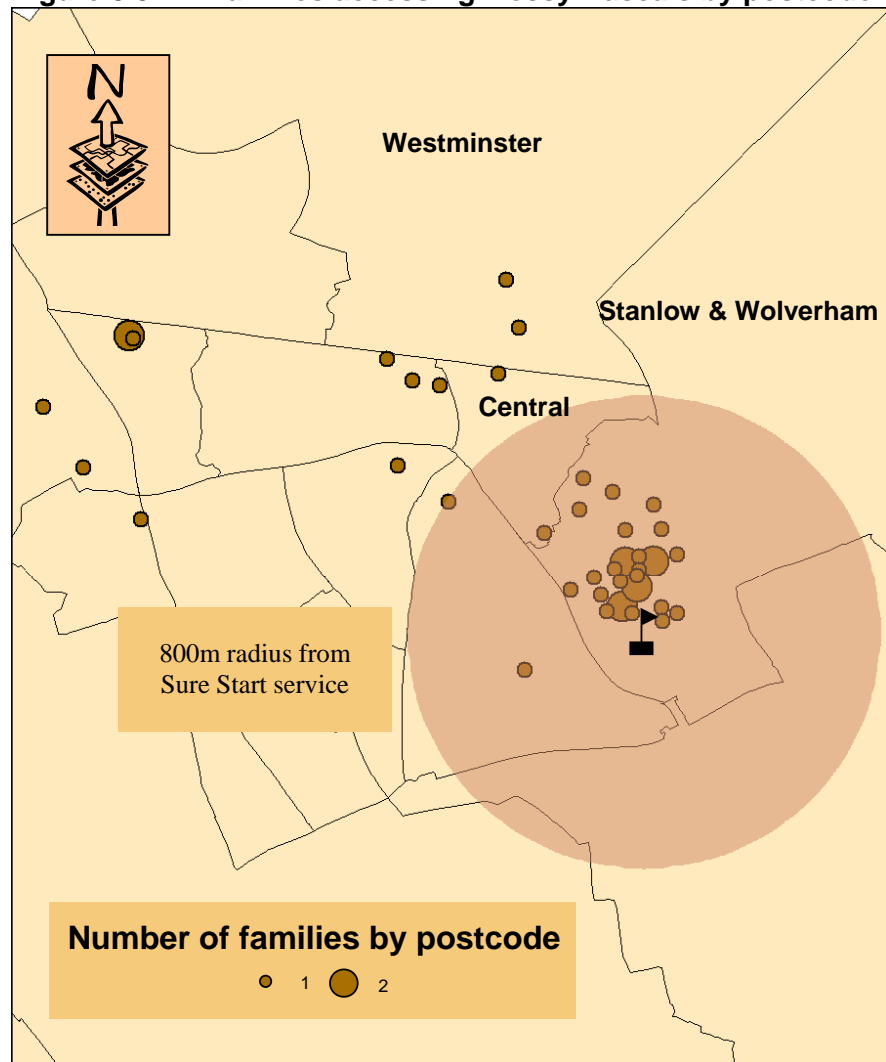
N

Westminster

Stanlow & Wolverham

Central

800m radius from
Sure Start service

Number of families by postcode

○ 1   ○ 2

Figure 3.5.2.3 Messy Rascals contacts by postcode
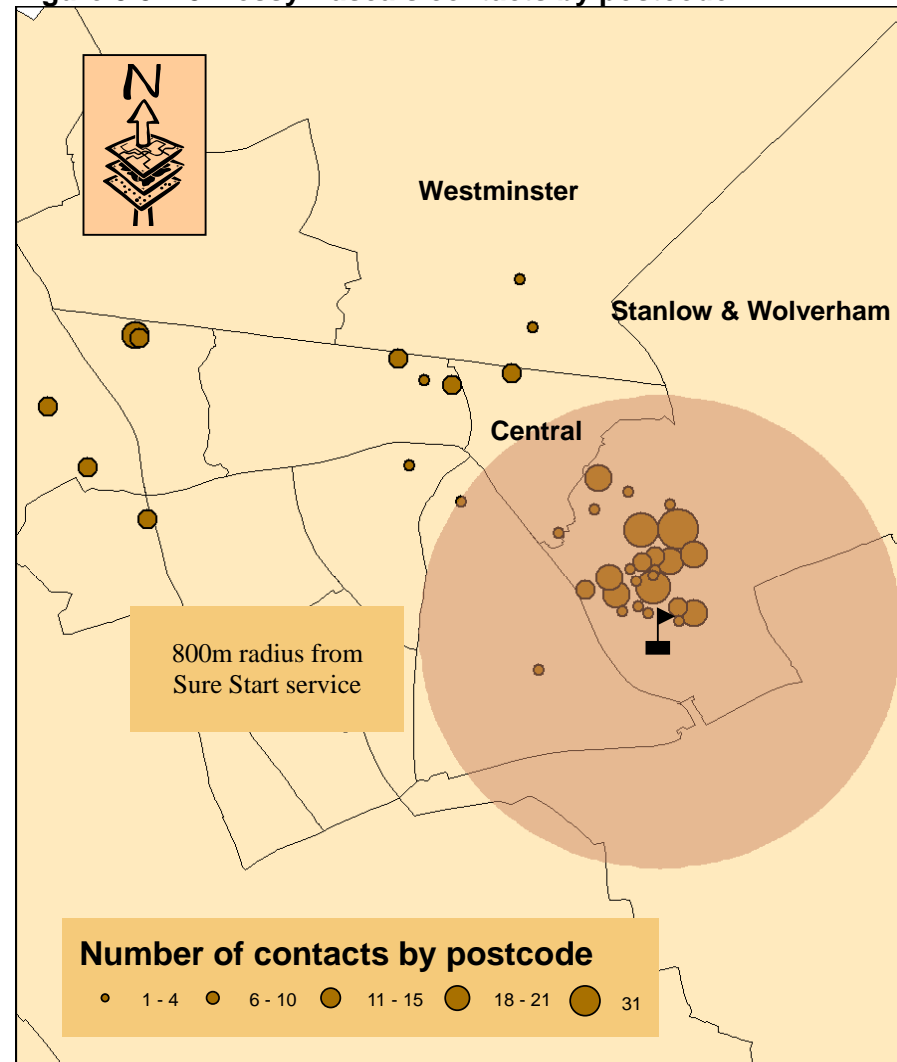
N

Westminster

Stanlow & Wolverham

Central

800m radius from
Sure Start service

Number of contacts by postcode

○ 1 - 4   ○ 6 - 10   ○ 11 - 15   ○ 18 - 21   ○ 31

3.5.3 MOMS Breastfeeding Workshop

MOMS Breastfeeding Workshop operates from the Links Healthy Living Centre (Monday afternoon). This service is delivered by a midwife. The following information was retrieved from the database regarding MOMS Breastfeeding Workshop:

- a total of 158 contacts were recorded under MOMS Breastfeeding Workshop between 1st May 2005 and 31st December 2005;
- these contacts represented a total of 47 individuals from 24 different families.

Figure 3.5.3.1 shows the distribution of the 158 contacts between 1st May 2005 and 1st December 2005. No services were held in June or July as there was no midwife in post during this period. The number of contacts declines from August.

Figure 3.5.3.1 MOMS Breastfeeding Workshop contacts
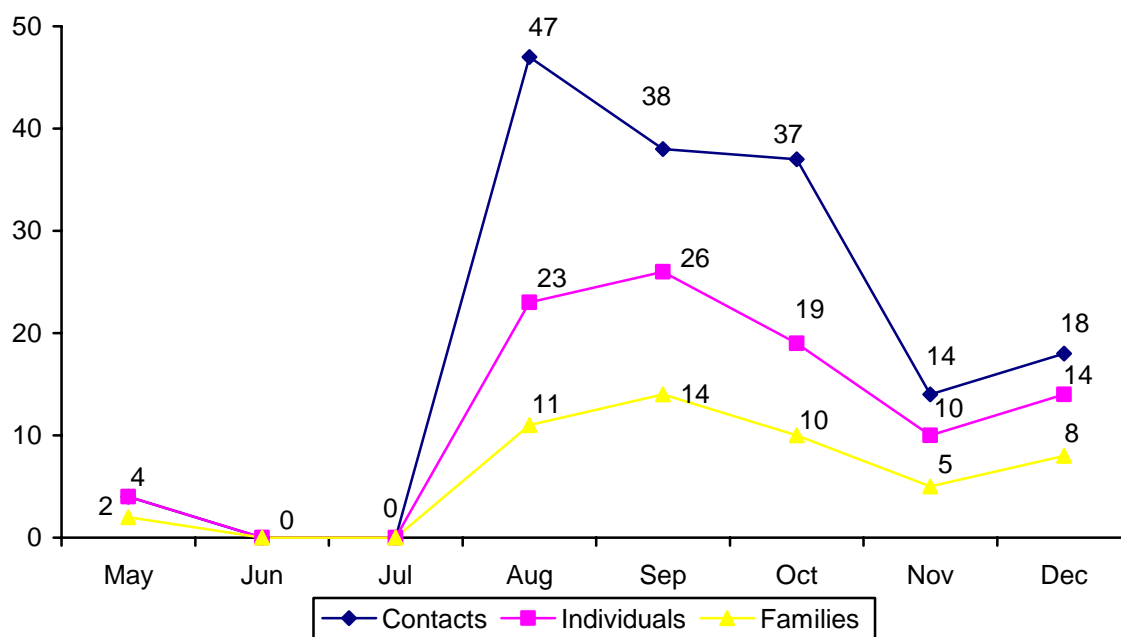
When examining MOMS Breastfeeding Workshop by postcode, all contacts were identifiable by postcode. Families accessing this service came from 18 different postcode areas. Eighty-one percent of contacts (128 contacts) were made by just 54% of families (13). These families come from seven postcode areas (CH65 5A, CH65 5B, CH65 5D, CH65 8A, CH65 8B, CH65 8D CH65 9A and CH65 9H). Appendix 2.3 illustrates the number of contacts and postcode area for those families who have accessed MOMS Breastfeeding Workshops. Figure 3.5.3.2 shows the geographical distribution of those who have accessed or been supported through MOMS

Breastfeeding Workshops. Figure 3.5.3.3 illustrates the number of contacts made by postcode. The maps indicate the majority of service users lived close to the service delivery point. This is also reflected in the number of contacts, with those living closer to the service appearing to have greater levels of service usage, as illustrated in Figure 3.5.3.3.

Figure 3.5.3.2 Families accessing MOMS Breastfeeding Workshop by postcode
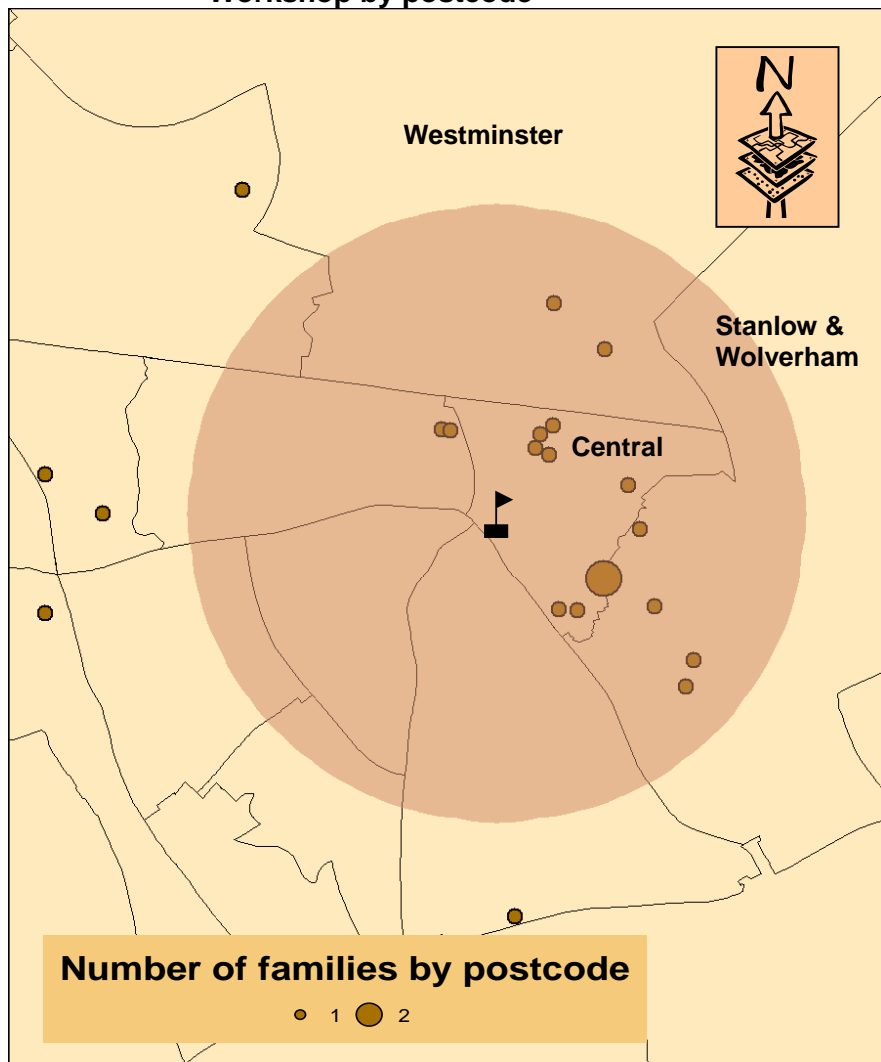
Figure 3.5.3.3 MOMS Breastfeeding Workshop Contacts by postcode
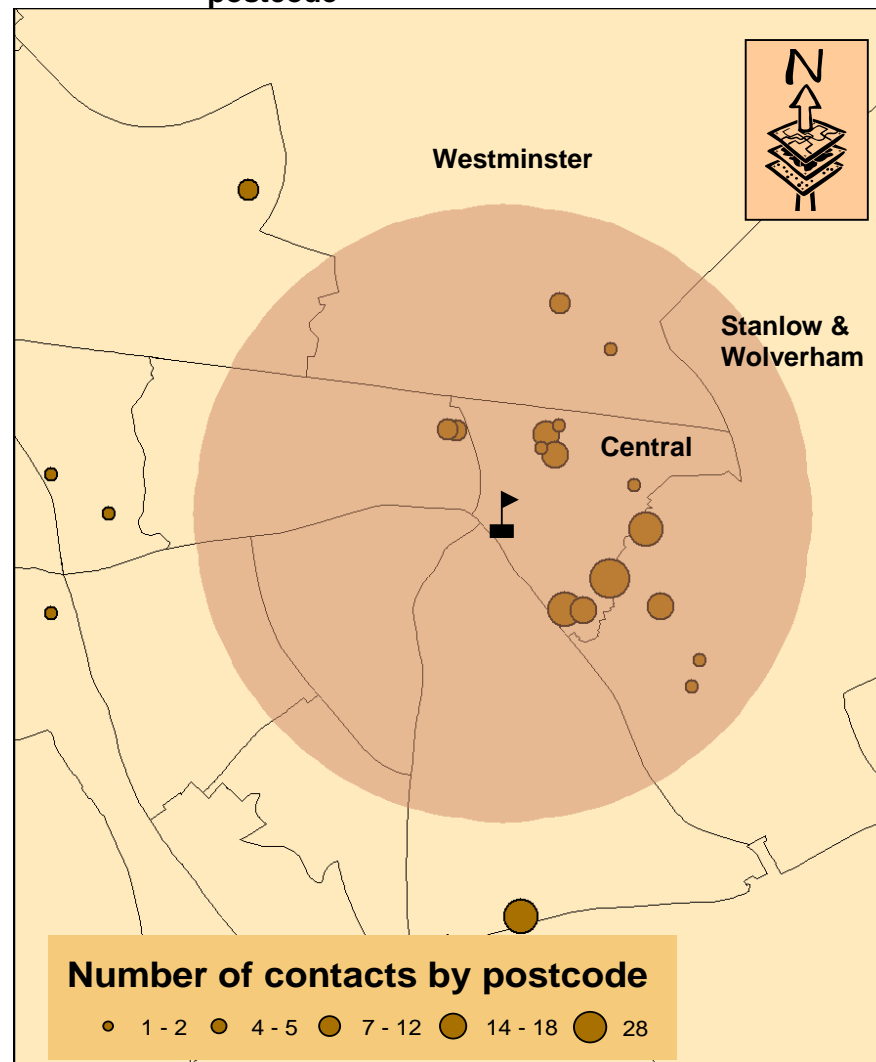
Westminster

Stanlow & Wolverham

Central

Number of families by postcode

○ 1 ⬤ 2

Westminster

Stanlow & Wolverham

Central

Number of contacts by postcode

○ 1 - 2 ○ 4 - 5 ⬤ 7 - 12 ⬤ 14 - 18 ⬤ 28

3.5.4 Parent and Tots

Parent and Tots services operate from the EPIC (Tuesday morning) and Christchurch School (Friday morning). Both sessions are delivered by a senior childcare worker, whilst a neighbourhood worker is also in attendance for the Tuesday session. The following information was retrieved from the database regarding Parent and Tots:

- a total of 522 contacts were recorded under Parent and Tots between 1st May 2005 and 31st December 2005;
- contacts were made in each of the eight months during this period;
- these contacts represented a total of 155 individuals from 74 different families.

Figure 3.5.4.1 shows the distribution of the 522 contacts between 1st May 2005 and 31st December 2005. The number of service users fluctuates throughout the eight month period.

Figure 3.5.4.1 Parent and Tots contacts
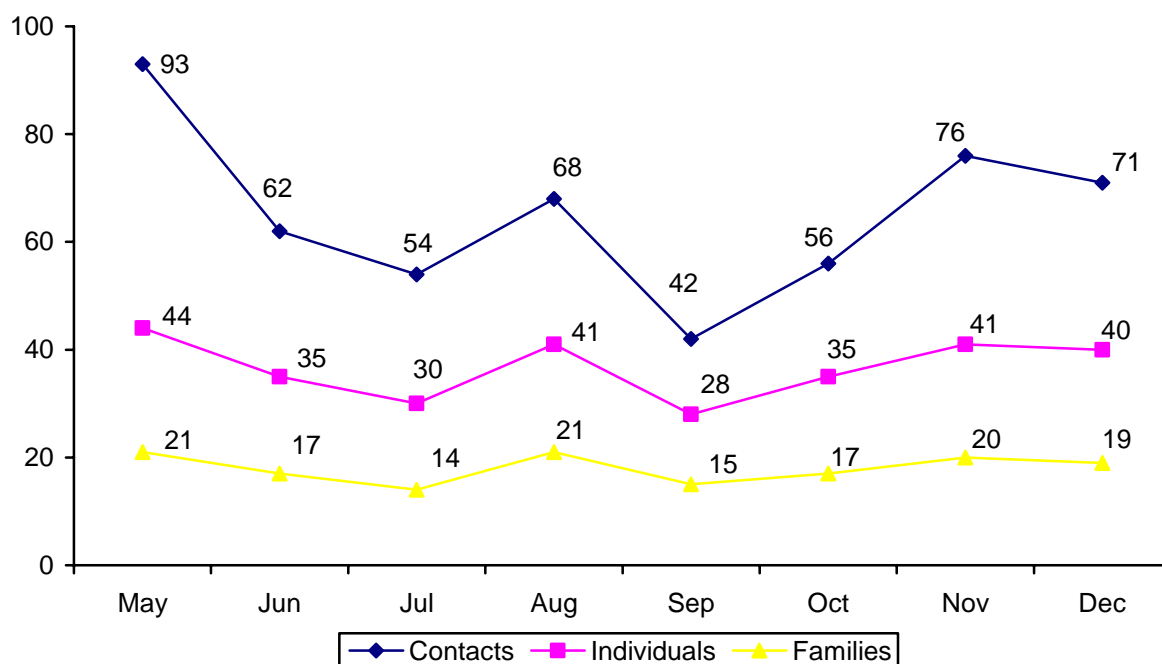
When examining Parent and Tots by postcode, 11 contacts with four families were not identifiable. As a result, the analysis of postcoded data examines 511 contacts made with 70 families. There is a widespread use of Parent and Tot services, with those families receiving services coming from 38 different postcode areas. However, 67% of contacts (349) made with Parent and Tots were with 34% of families (24). This indicates a number of families had a higher intensity of service usage. These families come from just six postcode areas (CH65 2B, CH65 2H, CH65 4D, CH65 5B, CH65 5E

and CH65 5D). Appendix 2.4 illustrates the number of contacts and the number of families who have accessed Parent and Tots by postcode area. Figure 3.5.4.2 illustrates the distribution of those families who have accessed Parent and Tots, whilst Figure 3.5.4.3 illustrates the number of contacts made through Parent and Tots by postcode. Parent and Tots services are delivered from two sites. However, from the map it is not possible to establish at which of the two sites these contacts were made. When examining the distribution of families using Parent and Tot services a large proportion of service users come from the north of the Sure Start area. It would also appear the majority of contacts were made by service users living in the north as illustrated in Figure 3.5.4.3.

Figure 3.5.4.2 Families accessing Parent and Tots by postcode
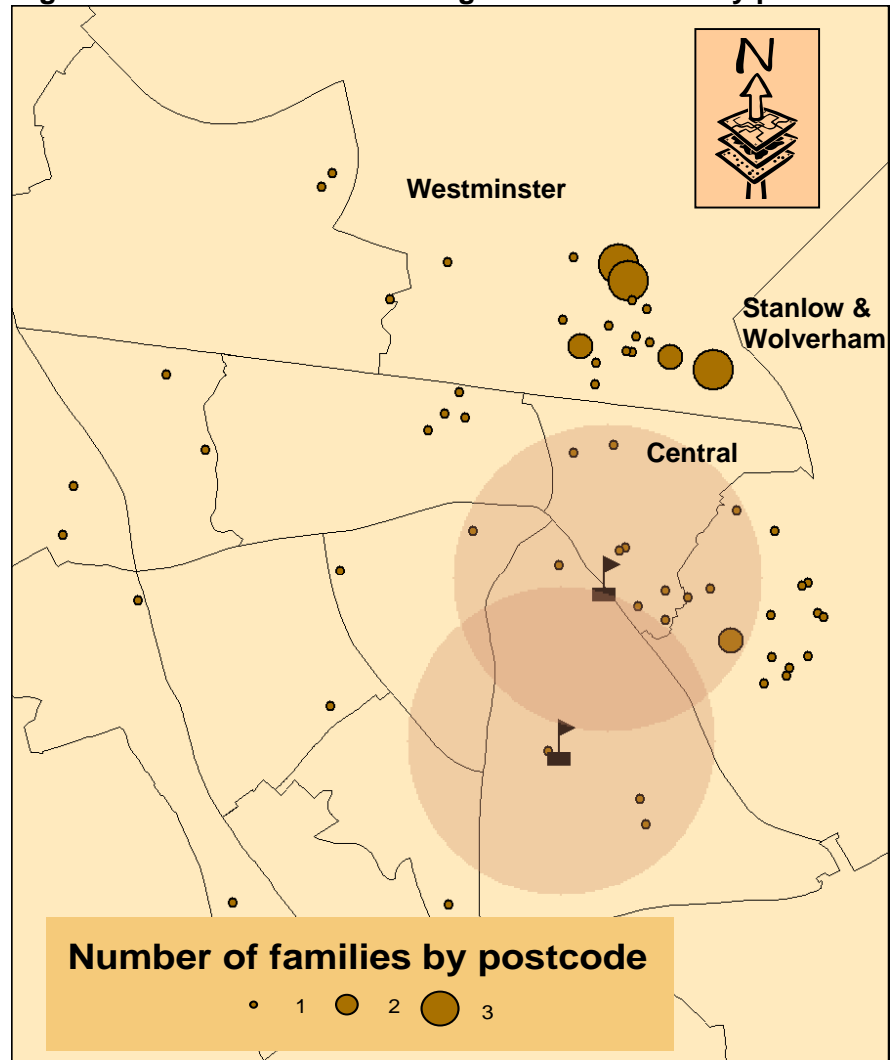
Westminster

Stanlow & Wolverham

Central

Number of families by postcode

● 1 ● 2 ● 3

Figure 3.5.4.3 Parent and Tots contacts by postcode

Westminster

Stanlow & Wolverham

Central

Number of contacts by postcode

● 1 - 3 ● 4 - 8 ● 11 - 18 ● 36 - 43 ● 54 - 60

3.5.5 PEEPO Babies

PEEPO Babies operates from Stanlaw Abbey Children's Centre (Tuesday afternoon), Westminster School (Tuesday afternoon), Parklands School (Thursday afternoon) and William Stockton School (Thursday afternoon). This service is run by a senior childcare worker, a neighbourhood worker and a nursery nurse. The following information was retrieved from the database regarding PEEPO Babies:

- a total of 676 contacts were recorded for PEEPO Babies sessions between 1st May 2005 and 31st December 2005;

- these contacts represented a total of 171 individuals from 85 different families.

Figure 3.5.5.1 shows the distribution of the 676 contacts over the eight month period. The numbers of users of PEEPO Babies fluctuates over the eight month period with no contacts occurring over the holiday period of August.

Figure 3.5.5.1 PEEPO Babies contacts
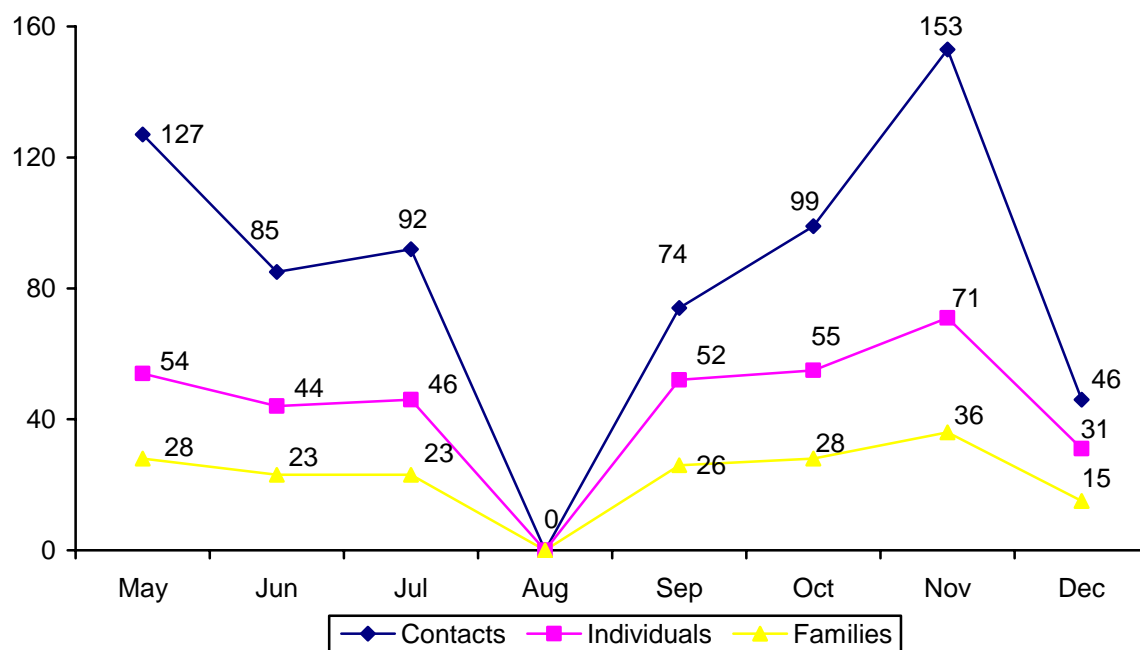
When examining PEEPO Babies contacts by postcode, 10 contacts with two families were not identifiable. As a result, the analysis of postcoded data examines 666 contacts made to 83 families. When examining the postcode service users came from, there appears to be a wide distribution with families coming from 44 postcode areas. There were a number of postcode areas which had larger 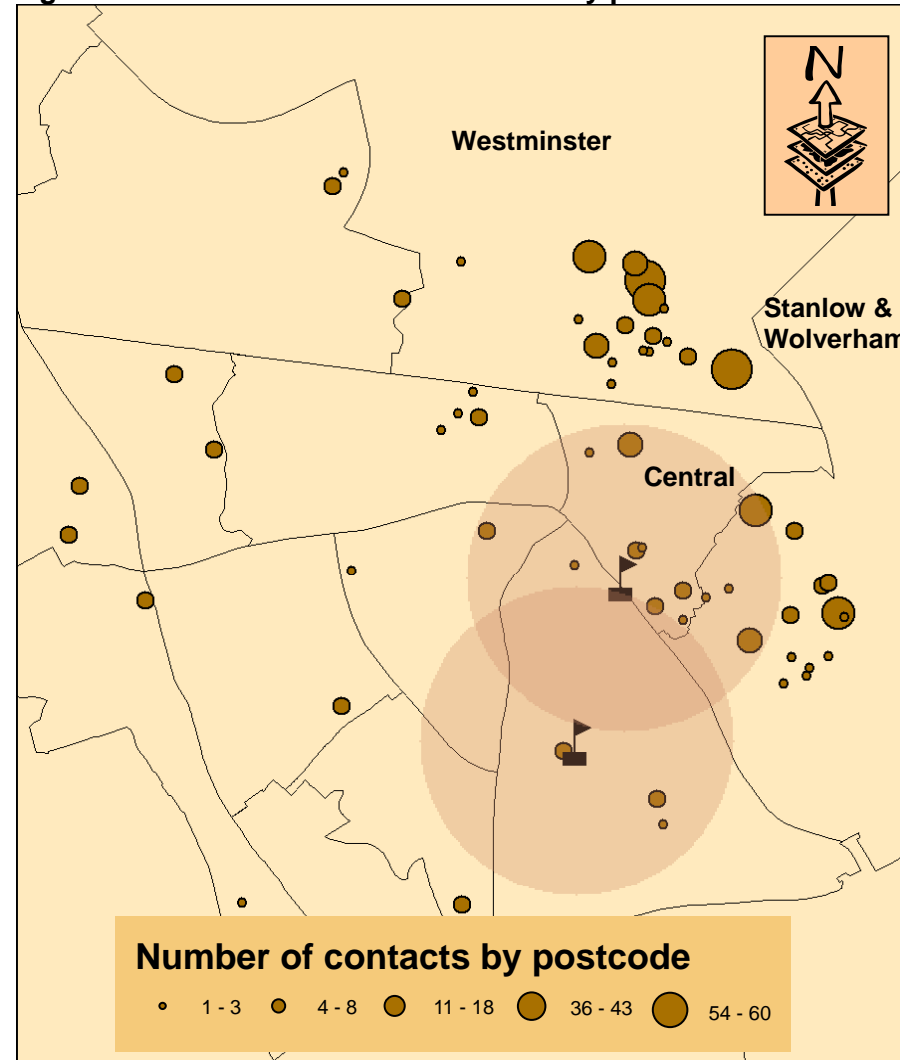numbers of families accessing PEEPO Babies and made more contacts. Appendix 2.5 illustrates the number of contacts and the number of families who have accessed PEEPO Babies

services by postcode area. Figure 3.5.5.2 shows the geographical distribution of those who have attended the PEEPO Babies sessions using graduated symbols. Figure 3.5.5.3 illustrates the number of PEEPO Babies contacts by postcode. PEEPO Babies services are delivered from four sites, however, it is not possible to establish at which of the three sites these contacts were made. When examining the distribution of families using PEEPO Babies, service usage appears to be widespread. There also appears to be an even distribution with regards to the number of contacts by postcode, as illustrated in Figure 3.5.5.3.

Figure 3.5.5.2 Families accessing PEEPO Babies by postcode

Figure 3.5.5.3 PEEPO Babies contacts by postcode

Westminster

Stanlow & Wolverham

Central

Number of families by postcode

1   2   3

Westminster

Stanlow & Wolverham

Central

Number of contacts by postcode

1 - 3   4 - 6   7 - 11   12 - 18   23 - 28

3.5.6   PEEPO Ones

The PEEPO Ones operates from Stanlaw Abbey children's centre (Tuesday morning), William Stockton School (Tuesday afternoon), Cambridge and Westminster Schools (Wednesday afternoon). This service is delivered by a number of workers including a senior childcare worker, a childminder, a neighbourhood worker, and a life long learning worker. The following information was retrieved from the database regarding the PEEPO Ones:

- a total of 463 contacts were recorded for the PEEPO Ones between 1st May 2005 and 31st December 2005;

- these contacts represented a total of 47 different families and 95 different individuals;

Figure 3.5.6.1 shows the distribution of the 463 contacts over the eight month period. There is not a clear pattern to the number of contacts. However, no contacts were made in August.
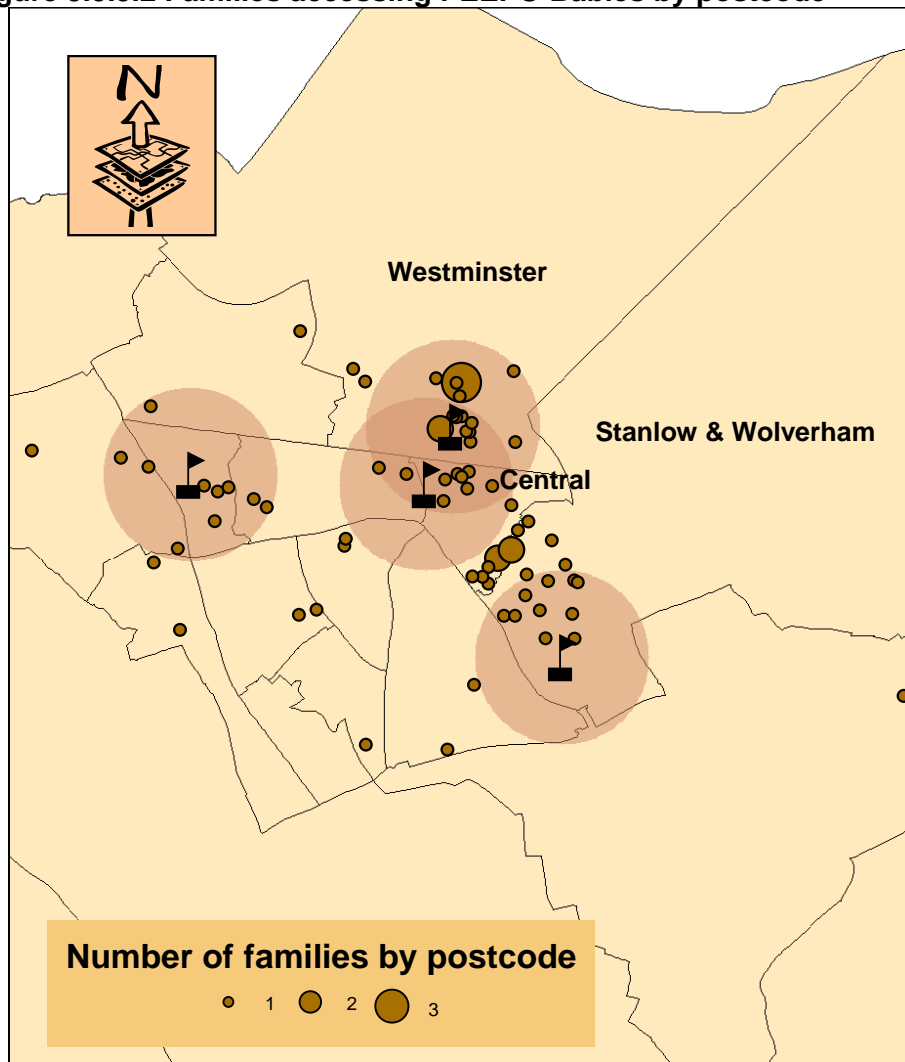
Figure 3.5.6.1 PEEPO Ones contacts
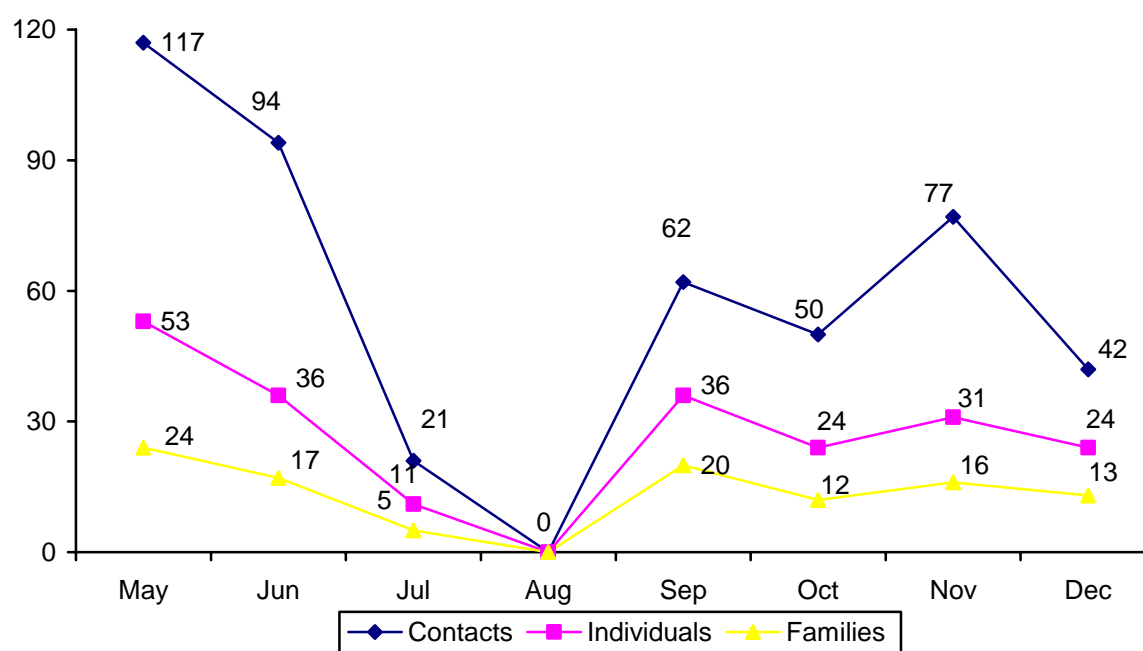
When examining the PEEPO Ones contacts by postcode, two contacts by two families were not identifiable. As a result, the analysis of postcoded data examines 461 contacts made by 45 families. Families accessing PEEPO Ones were found to come from 18 postcode areas. However, 51% of contacts (236) were made by families who came from just four postcode areas (CH65 5A, CH65 5D, CH65 8D and CH65 9D).

These families represented 53% (24) of all families identifiable by postcode using PEEPO Ones. Appendix 2.6 illustrates the number 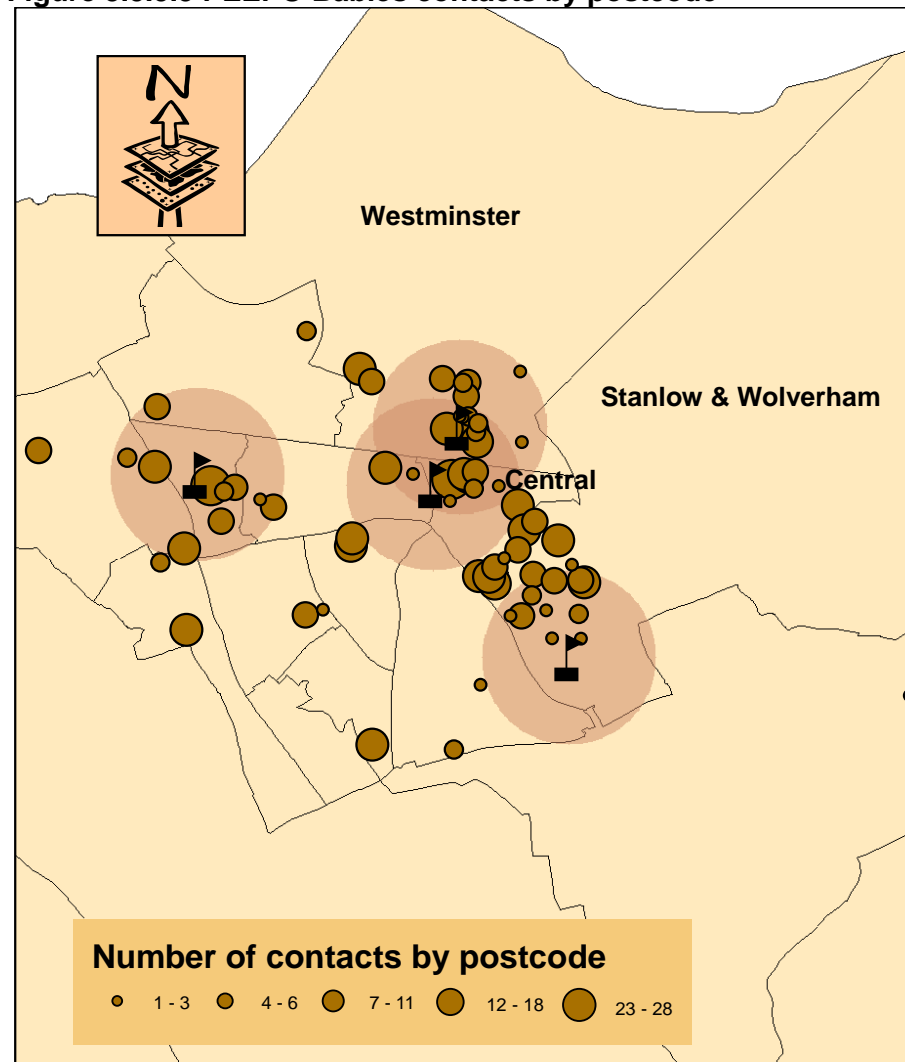of contacts and the number of families who have accessed PEEPO Ones by postcode area. Figure 3.5.6.2 shows the geographical distribution of those who have attended the PEEPO Ones by postcode using graduated symbols. Figure 3.5.6.3 illustrates the number of PEEPO Ones contacts by postcode also using graduated symbols. PEEPO Ones services are delivered from four sites, however, it is not possible to establish at which of the four sites these contacts were made. When examining the distribution of families using PEEPO Ones, service usage appears to be widespread. There also appears to be an even distribution with regards to the number of contacts by postcode, as illustrated in Figure 3.5.6.3.

Figure 3.5.6.2 Families accessing the PEEPO Ones by postcode
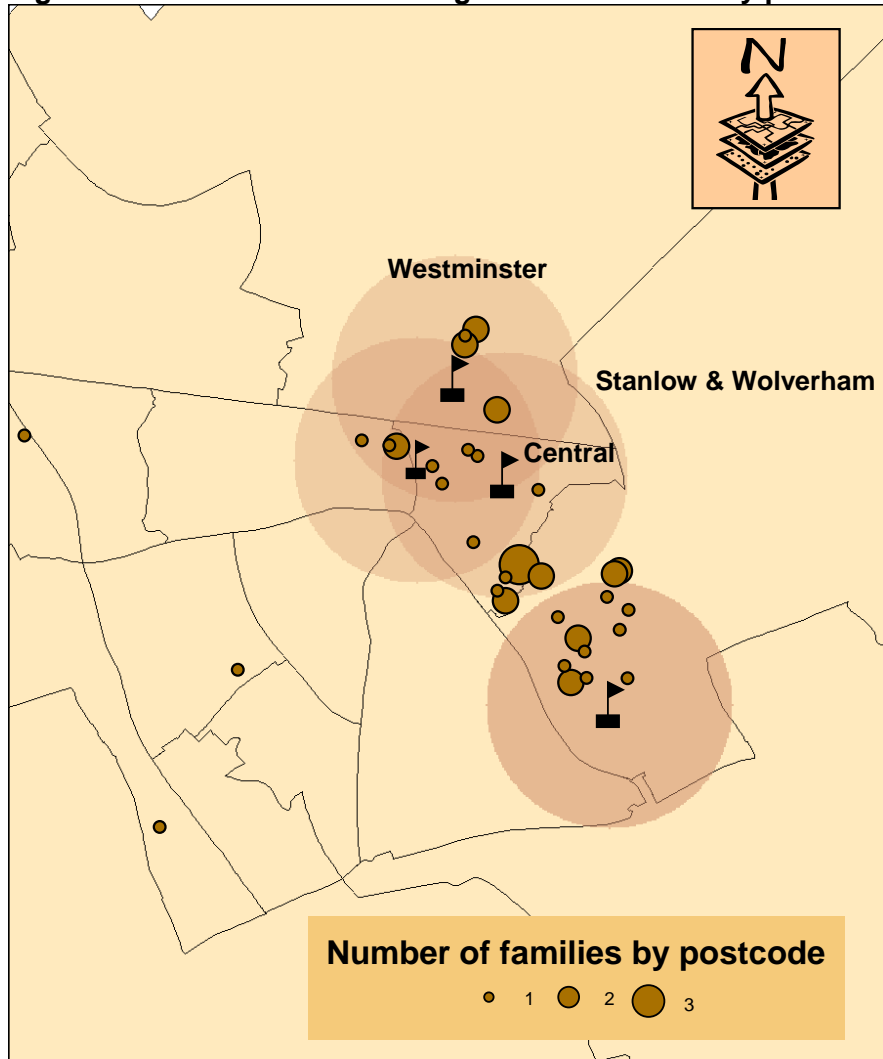
Westminster

Stanlow & Wolverham

Central

Number of families by postcode

1   2   3

Figure 3.5.6.3 PEEPO Ones contacts by postcode
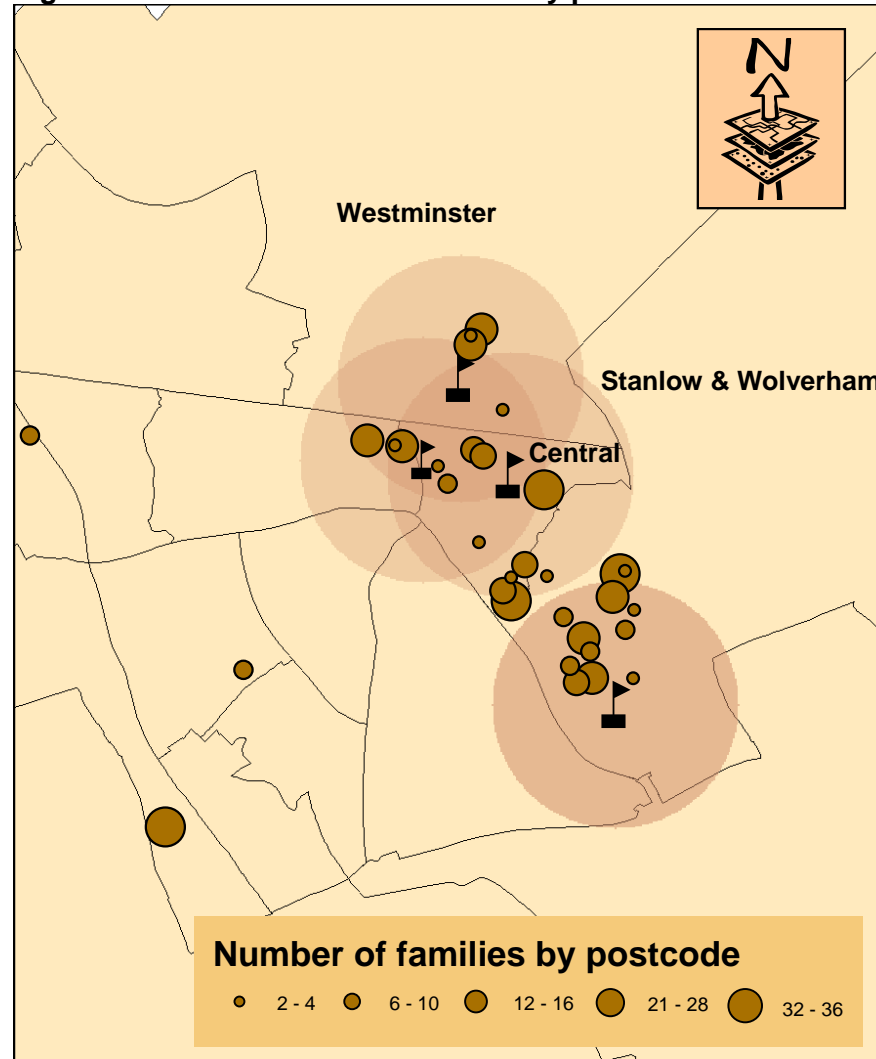
Westminster

Stanlow & Wolverham

Central

Number of families by postcode

2 - 4   6 - 10   12 - 16   21 - 28   32 - 36

3.5.7   PEEPO Twos

PEEPO Twos operates from both William Stockton School (Tuesday afternoon) and Wolverham School (Thursday morning). PEEPO Twos is run by a senior childcare worker. The following information was retrieved from the database regarding PEEPO Twos:

- a total of 294 contacts were recorded for the PEEPO Twos between 1st May 2005 and 31st December 2005;
- these contacts represented a total of 30 different families and 68 different individuals;

Figure 3.5.7.1 illustrates the distribution of the 294 contacts over the eight month period. There is a decline in the number of contacts made with PEEPO Twos over this period.

Figure 3.5.7.1 PEEPO Twos contacts
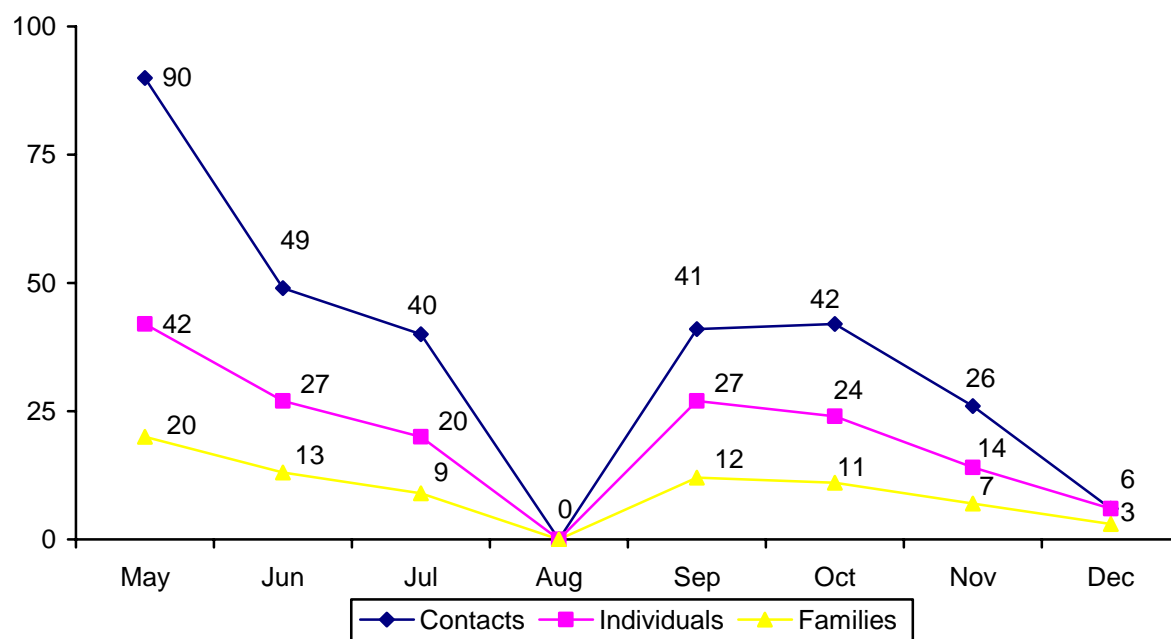
When examining PEEPO Twos contacts by postcode, all contacts were identifiable. Users of PEEPO Twos services came from 15 postcode areas. One family was found to have made 10% of all contacts with PEEPO Twos during the eight month period. Appendix 2.7 illustrates the number of contacts and the number of families who have accessed PEEPO Twos services by postcode area. Figure 3.5.7.2 shows the geographical distribution of those who attended PEEPO Twos, whilst Figure 3.5.7.3 illustrates the number of contacts made through PEEPO Twos by postcode. PEEPO

Twos services are delivered from two sites. When examining the distribution of families using PEEPO Twos services, service usage appears to be widespread, whilst the distribution of contacts appears to be evenly spread in relation to the service delivery points. Figure 3.5.6.3 illustrates that there are a number of postcodes where very few contacts have been made with the service.

Figure 3.5.7.2 Families accessing PEEPO Twos by postcode
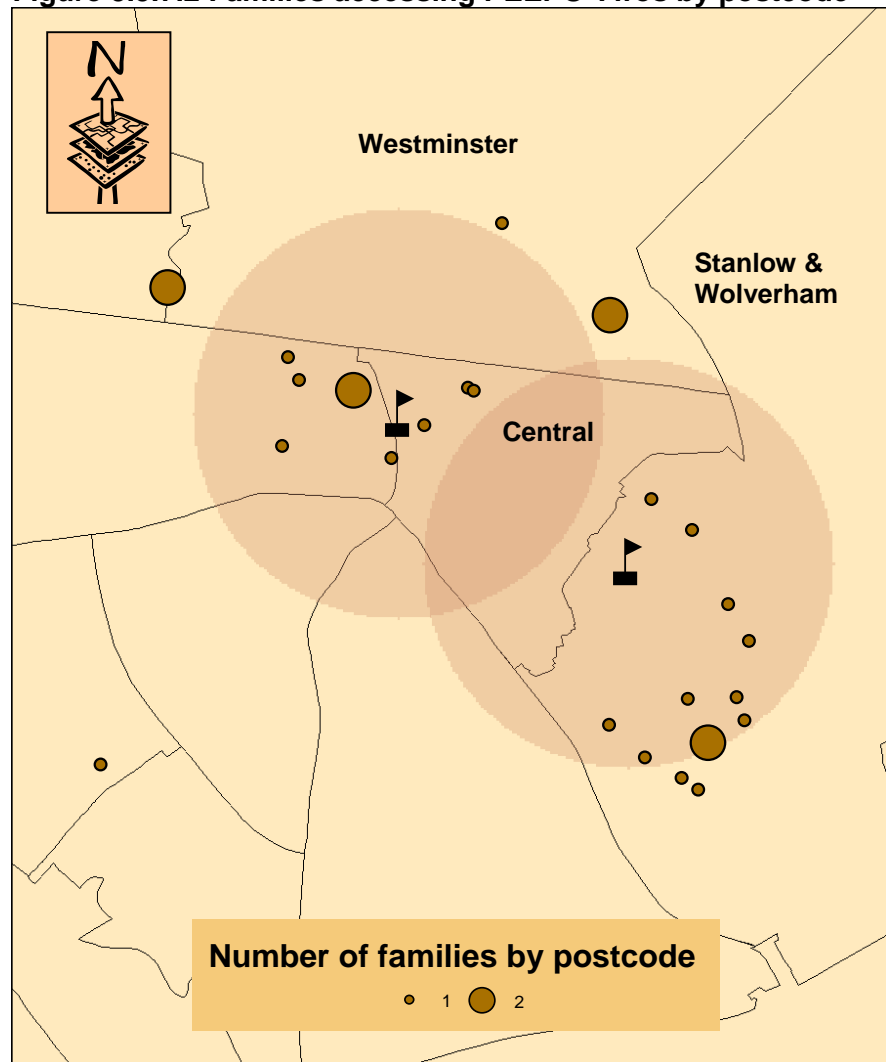
Westminster

Stanlow & Wolverham

Central

Number of families by postcode

1   2

Figure 3.5.7.3 PEEPO Twos contacts by postcode
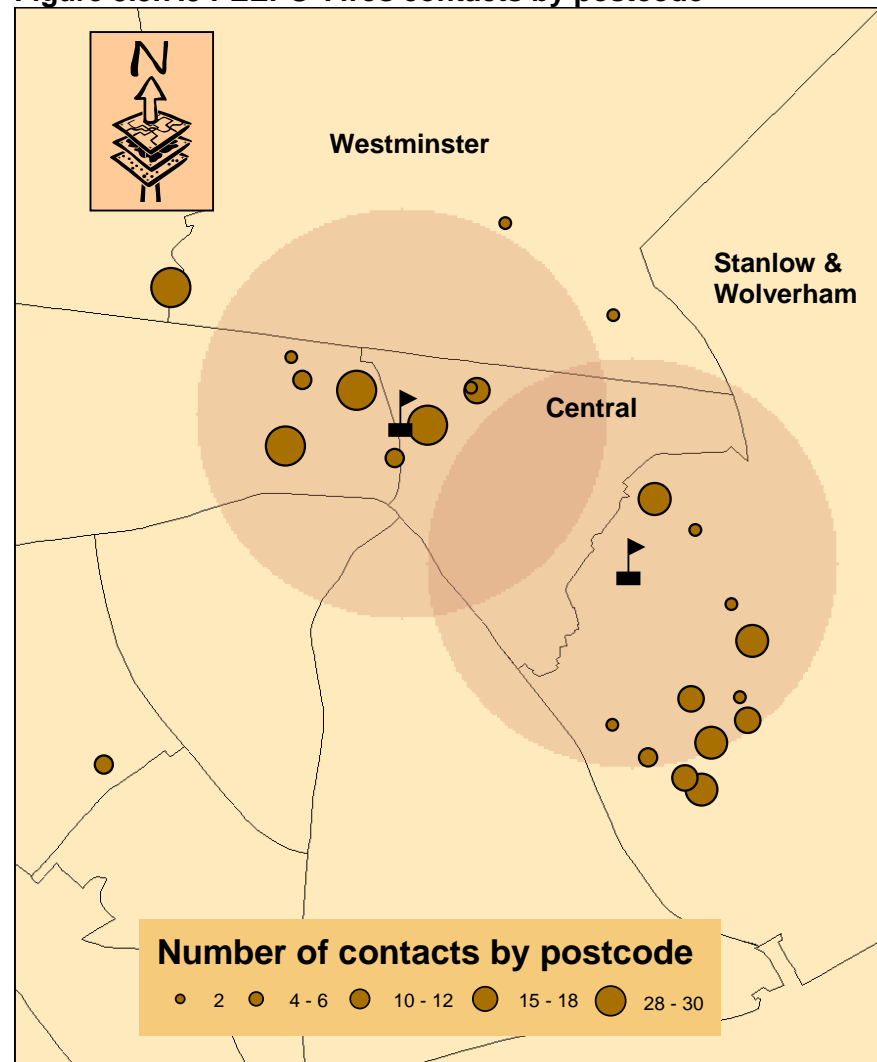
Westminster

Stanlow & Wolverham

Central

Number of contacts by postcode

2   4 - 6   10 - 12   15 - 18   28 - 30

3.5.8 Home visits

The analysis of home visits examines all contacts undertaken by a senior childcare worker to those registered with Sure Start Ellesmere Port. The following information was retrieved from the database regarding home visits:

- a total of 366 contacts were recorded for the home visits between 1st May 2005 and 31st December 2005;
- there were contacts for senior childcare worker home visits for each of the eight months;
- these contacts represented a total of 65 different families and 129 different individuals.

Figure 3.5.8.1 shows the distribution of the 366 home visit contacts over the eight month period. The numbers of home visit contacts appears to fluctuate, whilst the number of families has remained relatively constant.

Figure 3.5.8.1 Home visits contacts
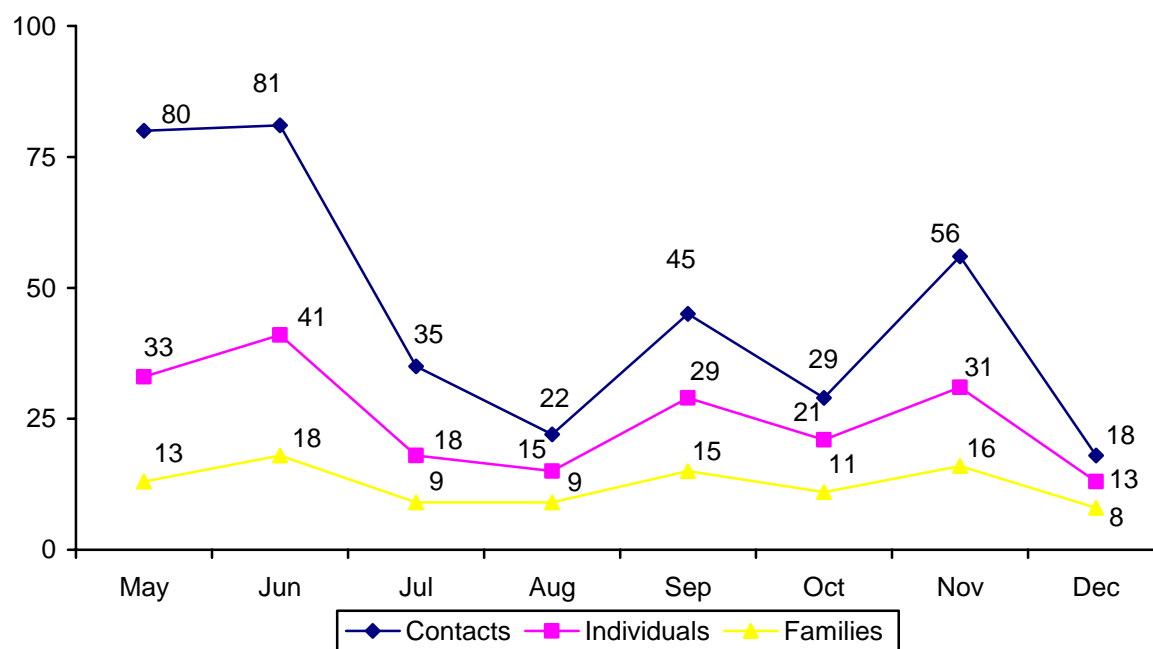
When examining home visit contacts by postcode, 18 contacts made by six families were not identifiable. As a result, the analysis of postcoded data examines 348 contacts made by 59 families. Families come from 27 different postcode areas. There are a number of postcode areas, which had more families receiving home visits and subsequently received a larger proportion of all home visit contacts. However, there were two postcode areas that accounted for 22% (75) of all contacts despite

accounting for just 7% of home visit service users. Appendix 2.8 illustrates the number of contacts and the number of families who have accessed home visits by postcode area. Figure 3.5.8.2 shows the geographical distribution of those families who have accessed home visits using graduated symbols. Figure 3.5.8.3 illustrates the number of home visits contacts made by postcode. The maps indicate widespread access to home visits by families throughout the Sure Start Ellesmere Port area. When examining the number of contacts made through home visits, there appears to be an even distribution of contacts made throughout the Sure Start Ellesmere Port area.

Figure 3.5.8.2 Families accessing home visits by postcode
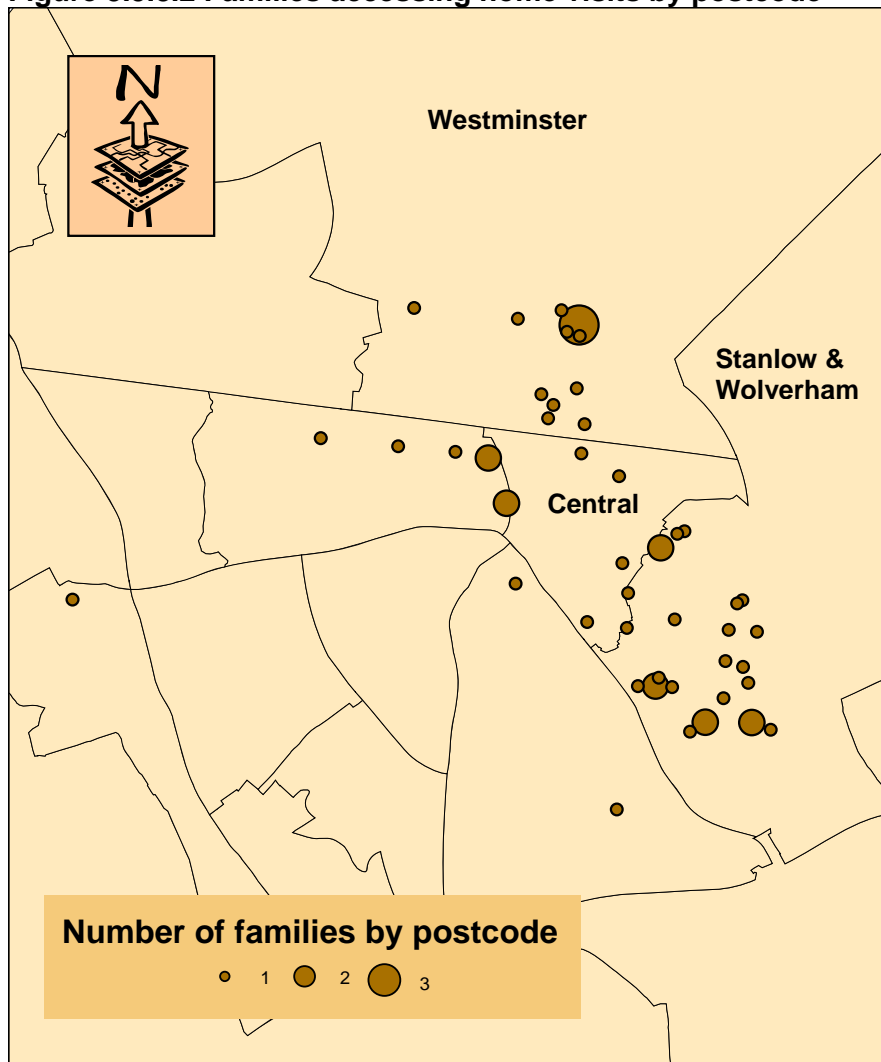
N

Westminster

Stanlow & Wolverham

Central

Number of families by postcode

○ 1   ● 2   ● 3

Figure 3.5.8.3 Home visits contacts by postcode
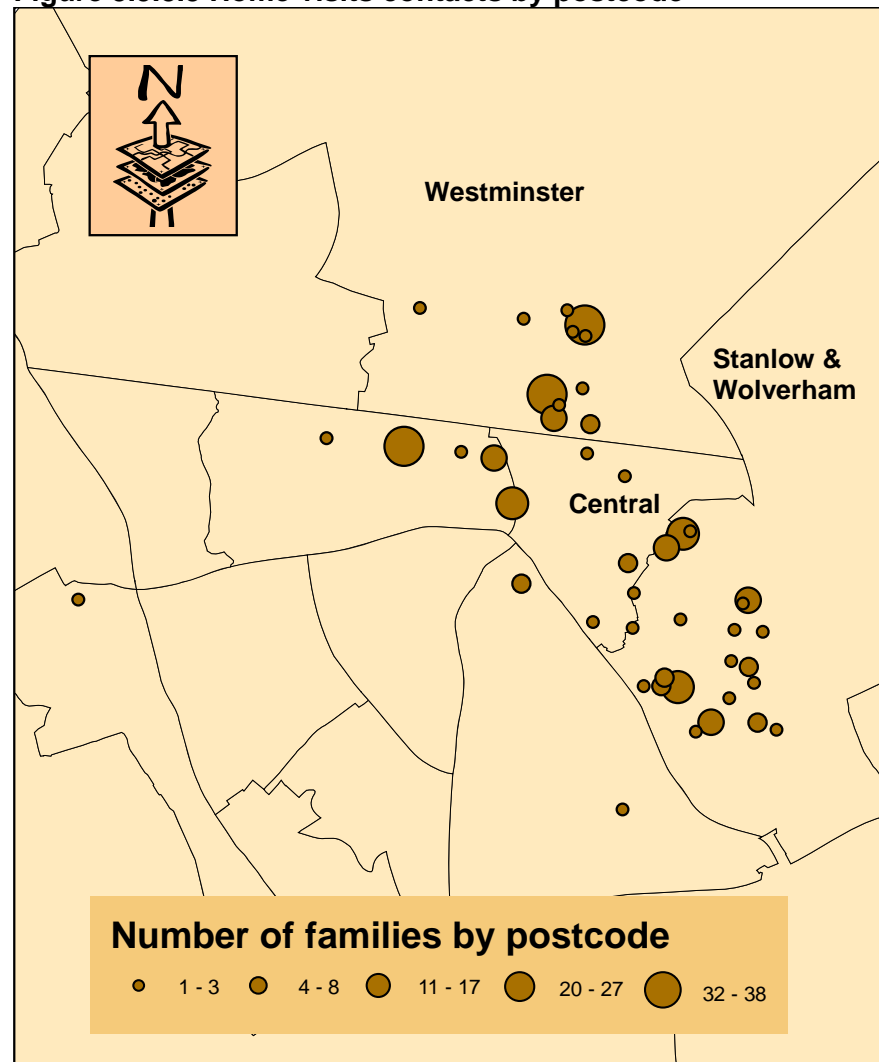
N

Westminster

Stanlow & Wolverham

Central

Number of families by postcode

○ 1 - 3   ● 4 - 8   ● 11 - 17   ● 20 - 27   ● 32 - 38

3.5.9   Shape Up for Sure Start

Shape Up for Sure Start operates from the EPIC (Thursday morning) and is delivered by health visitors. The following information was retrieved from the database regarding Shape Up for Sure Start:

- a total of 255 contacts were recorded for the Shape Up for Sure Start between 1st May 2005 and 31st December 2005;
- there were contacts for the Shape Up for Sure Start in four of the eight months;
- these contacts represent a total of 26 different families and 60 different individuals.

Figure 3.5.9.1 shows the distribution of the 255 contacts over the eight month period. There is no clear pattern to the number of contacts made with Shape Up for Sure Start. The decline in contacts from August is due to the health visitor being on maternity leave and no permanent replacement being found. The highest number of recorded contacts can be seen in June 2005 (95 contacts).

Figure 3.5.9.1 Shape Up for Sure Start contacts
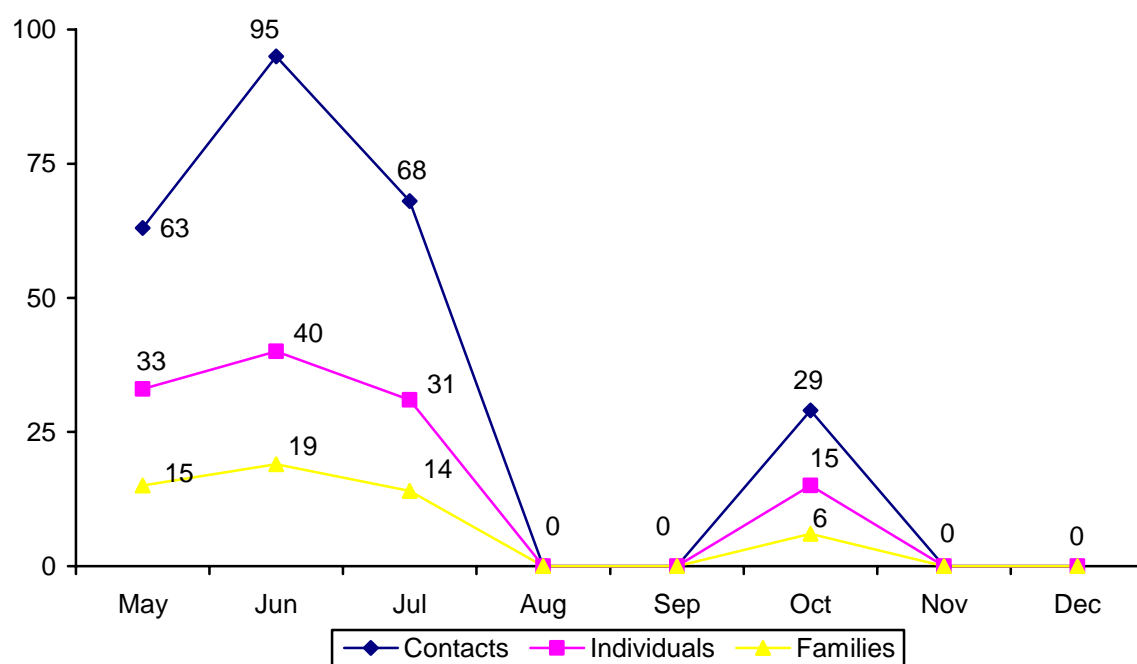
When examining Shape Up for Sure Start contacts by postcode, all contacts were identifiable by postcode. Users of Shape Up for Sure Start service came from 15 postcode areas, with each area registering a substantial number of contacts over the course of the eight month period. Appendix 2.9 illustrates the number of contacts and

the number of families who have accessed Shape Up for Sure Start services by postcode area. Figure 3.5.9.2 shows the geographical distribution of those who have used the Shape Up for Sure Start using graduated symbols, whilst Figure 3.5.9.3 illustrates the number of contacts by postcode. There appears to have been a greater number of families accessing Shape Up for Sure Start in the south of the area, in close proximity to the EPIC where the service is delivered. When examining the number of contacts, the majority of user contacts with Shape Up for Sure Start were also made by people living in the south of the area in close proximity to where the activity is undertaken.

Figure 3.5.9.2 Families accessing Shape Up for Sure Start by postcode
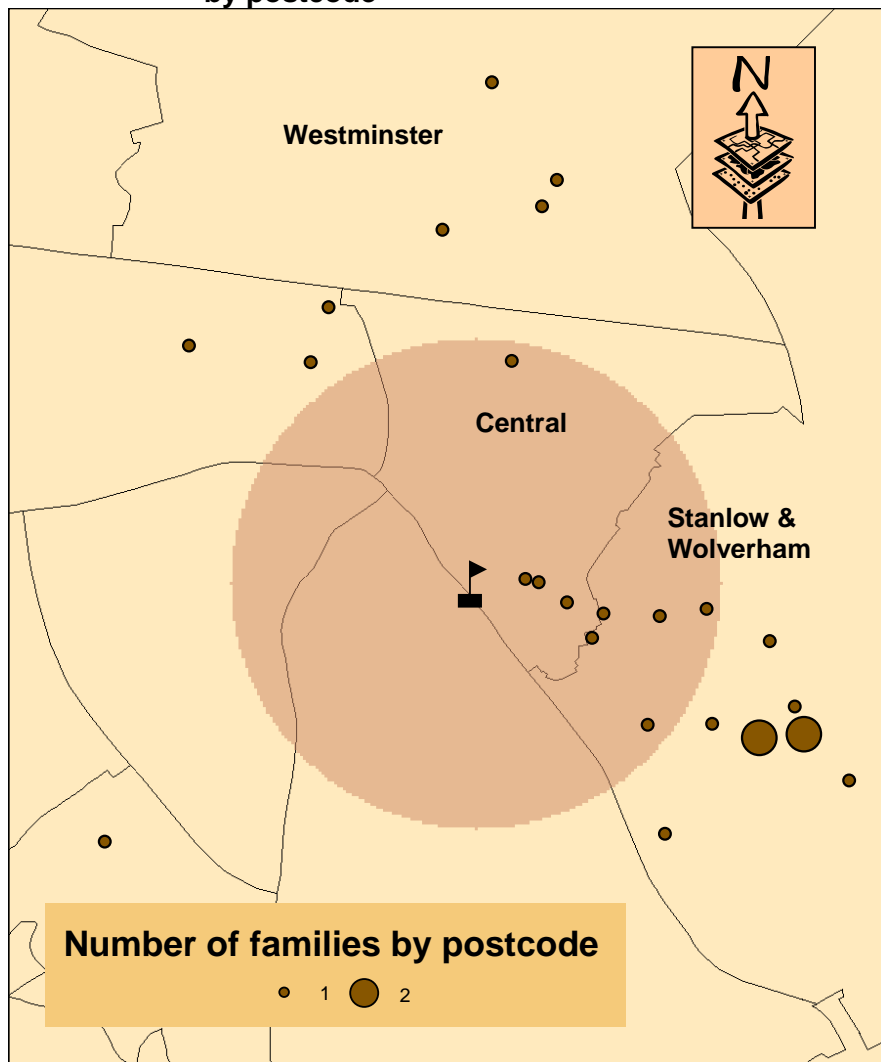
Westminster

Central

Stanlow & Wolverham

Number of families by postcode

● 1 ● 2

Figure 3.5.9.3 Shape Up for Sure Start contacts by postcode

Westminster

Central

Stanlow & Wolverham

Number of contacts by postcode

● 2 - 4 ● 5 - 8 ● 9 - 14 ● 16 - 25 ● 35

3.5.10 Toy Library

The Toy Library operates from Ellesmere Port Library (Friday morning) and is overseen by the senior childcare worker. The following information was retrieved from the database regarding the Toy Library:

- a total of 333 contacts were recorded with the Toy Library between 1st May 2005 and 31st December 2005;
- there were contacts for the Toy Library in each of the eight months;
- these contacts represented a total of 44 different families and 96 different individuals;

Figure 3.5.10.1 shows the distribution of the 333 contacts over the eight month period. The trend is for the number of contacts to decrease over the eight month period. However, the number of families accessing the Toy Library has remained relatively constant.

Figure 3.5.10.1 Toy Library contacts
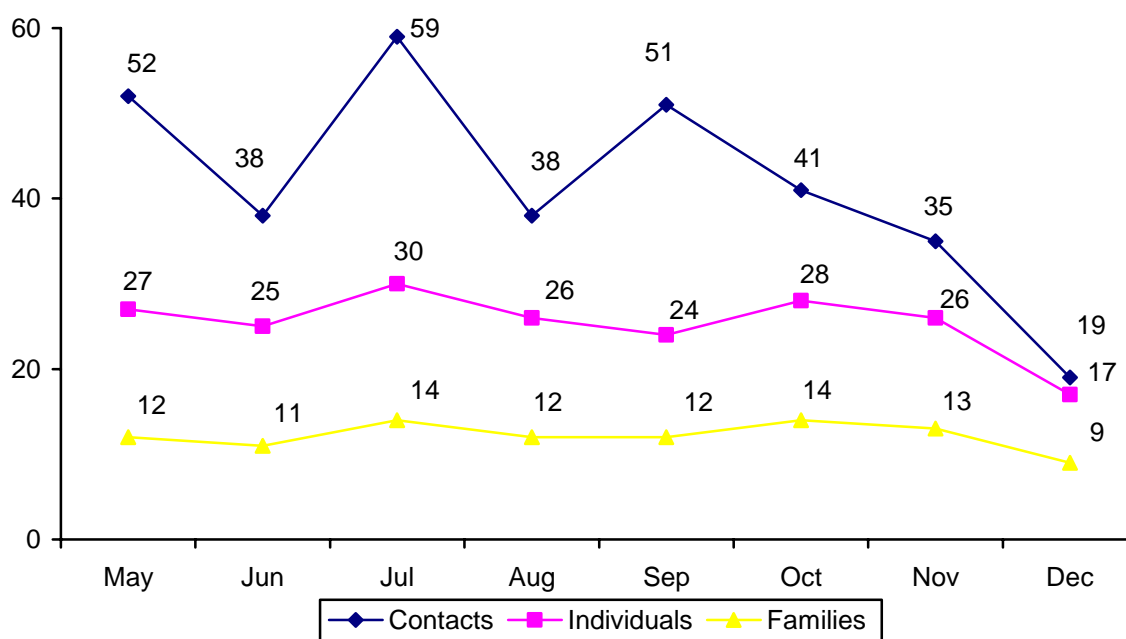
When examining the Toy Library contacts by postcode, 43 contacts made by five families were not identifiable. As a result, the analysis of postcoded data examines 290 contacts made by 38 families. Toy Library service users were found to come from 26 postcode sectors. Two postcode areas were found to have high levels of service usage. Thirty-three percent of all contacts were made by five families (13%) from two

postcode areas (CH65 8E and CH65 5D). Appendix 2.10 illustrates the number of contacts and the number of families who have accessed Toy Library services by postcode area. Figure 3.5.10.2 illustrates the distribution of those families who have accessed the Toy Library, whilst Figure 3.5.10.3 illustrates the number of contacts recorded through the Toy Library by postcode. When examining the number of families accessing the Toy Library there appears to be very few families accessing services from the north and the south of the Sure Start area. Many of those accessing the Toy Library appear to live in close proximity to the delivery point at Ellesmere Point Library. However, the map reveals that the number of contacts made by service users does not appear to be affected by the location of the service.

Figure 3.5.10.2 Families accessing the Toy Library by postcode
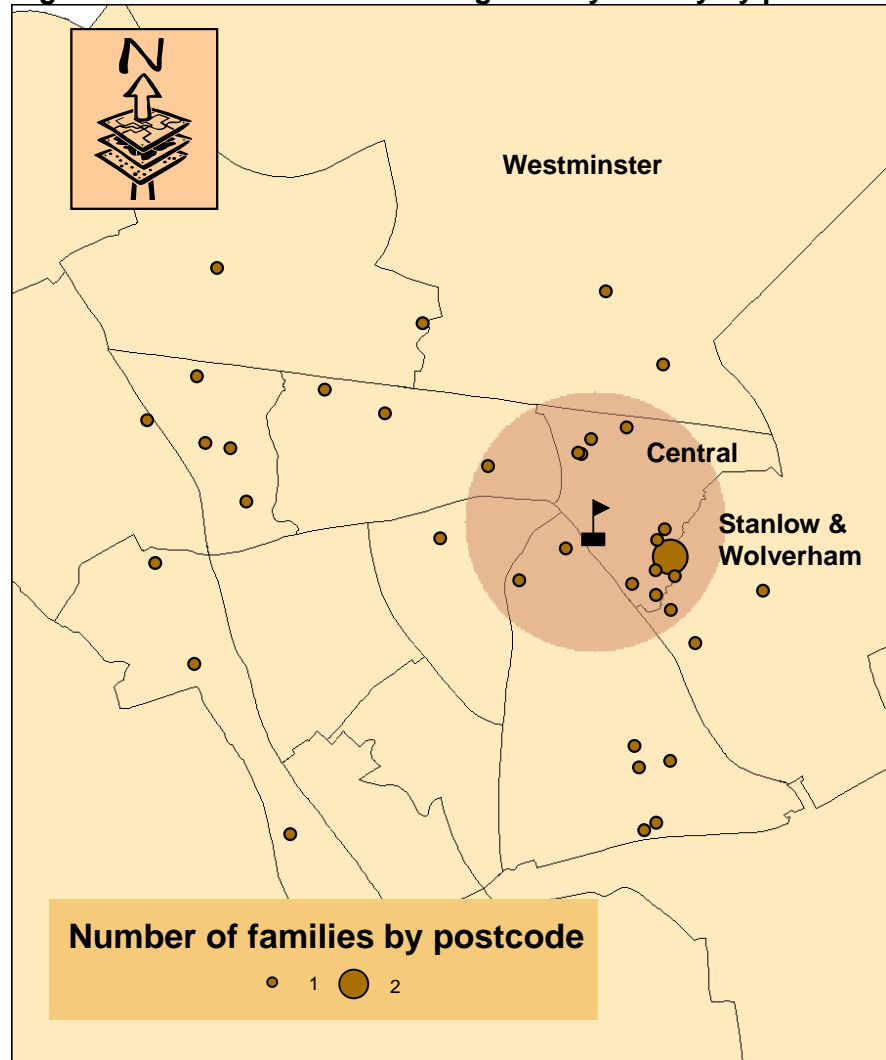
Westminster

Central

Stanlow &
Wolverham

Number of families by postcode

1   2

Figure 3.5.10.3 Toy Library contacts by postcode
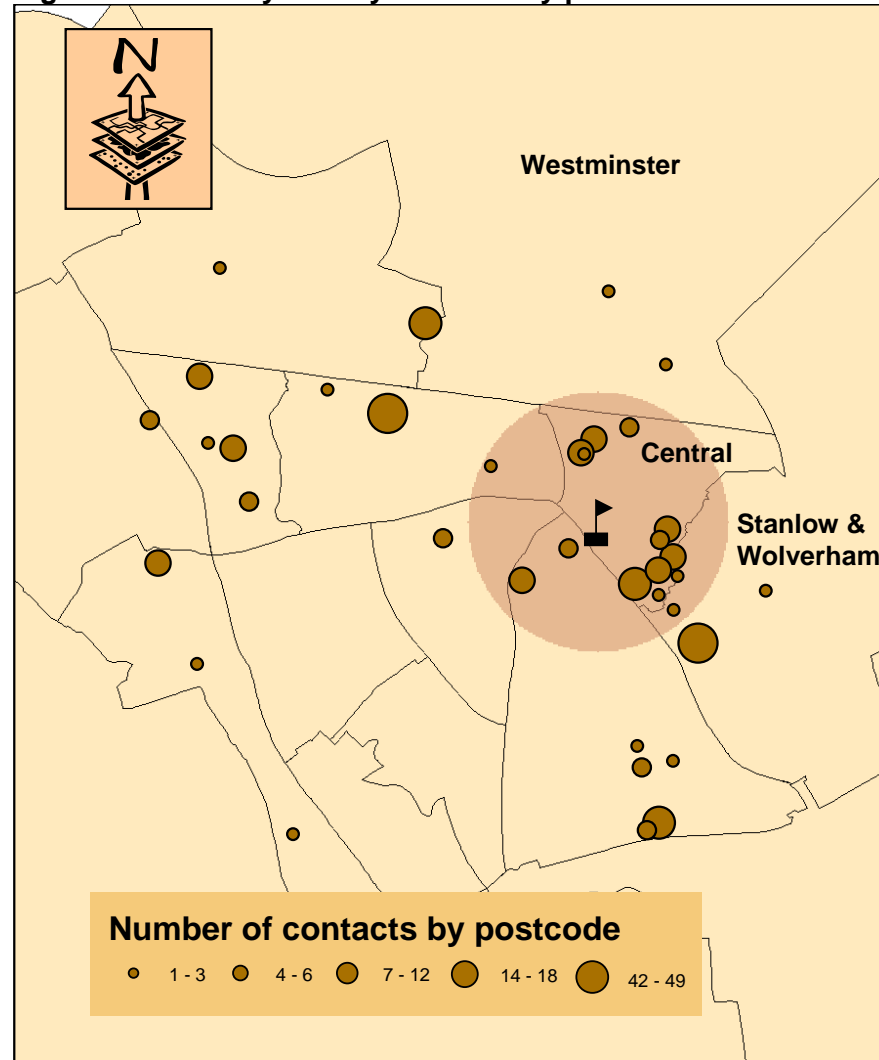
Westminster

Central

Stanlow &
Wolverham

Number of contacts by postcode

1 - 3   4 - 6   7 - 12   14 - 18   42 - 49

3.5.11 Speech and language therapy clinic and home visits

The speech and language therapy clinic is held in Ellesmere Port Library (Tuesday afternoon). Speech and language therapy services are delivered by a speech and language therapist and physiotherapist. The following information was retrieved from the database regarding the speech and language therapy clinic and home visit services:

- a total of 161 contacts were recorded for Speech and language therapy between 1st May 2005 and 31st December 2005;
- contacts were made by a total of 55 individuals from 27 different families.

Figure 3.5.11.1 shows the distribution of the 161 contacts between 1st May 2005 and 31st December 2005. The numbers of contacts with speech and language therapy users fluctuates over the eight month period. Sessions are held on a drop-in basis unlike the majority of services which run weekly sessions to account for service trends. Furthermore, speech and language therapy is a specialist service that many Sure Start service users will not require.

Figure 3.5.11.1 Speech and language therapy contacts
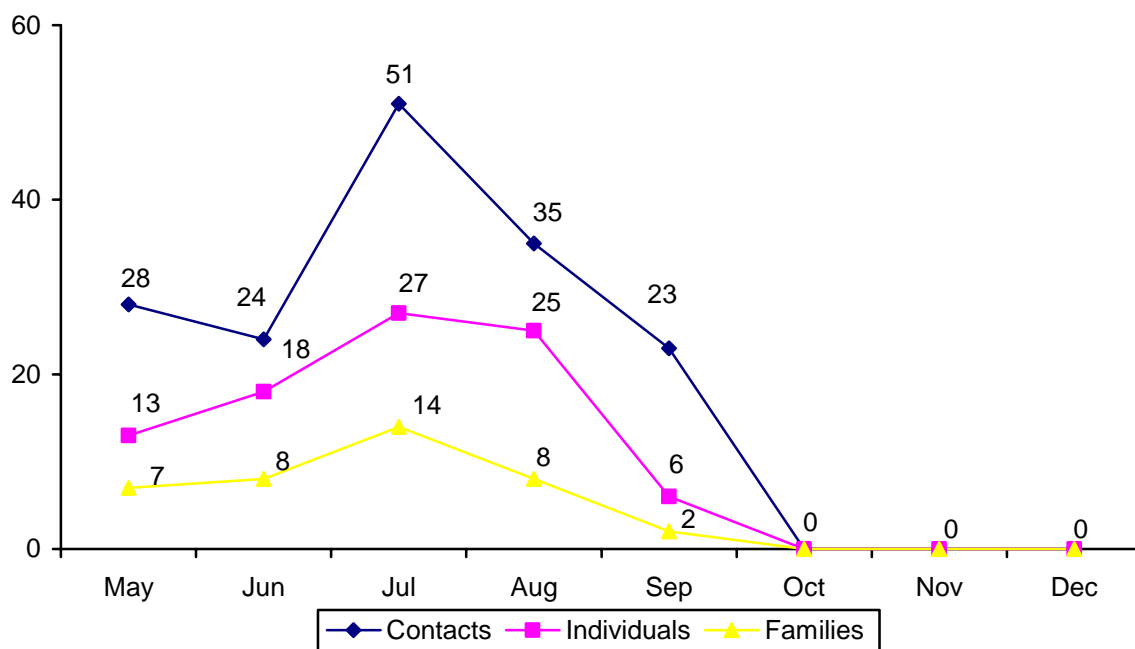
When examining the speech and language therapy contacts by postcode, 13 contacts made by two families were not identifiable. As a result, the analysis of postcoded data examines 148 contacts made by 25 families. Users of speech and language therapy services came from 15 postcode areas. However, 65% of all contacts (96) were made

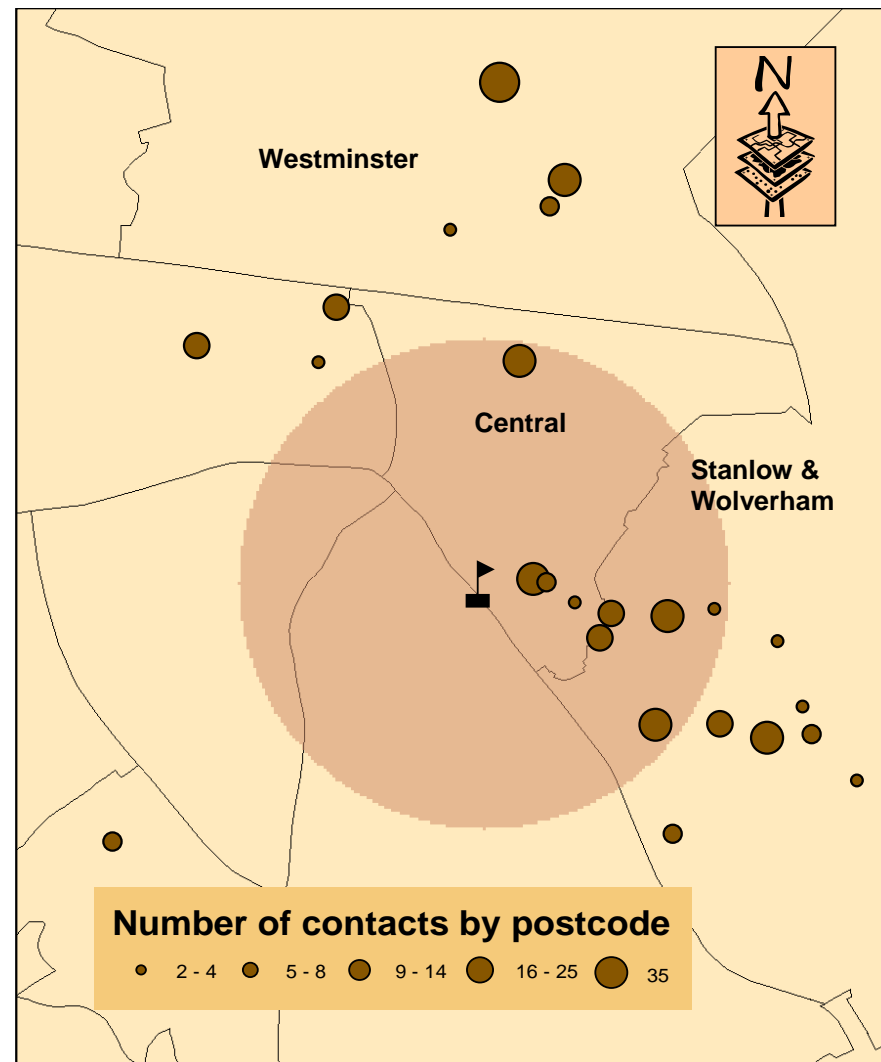by 28% of families (7) from four postcode areas (CH65 8H, CH65 2B, CH65 2H, CH65 8D). Appendix 2.11 illustrates the number of contacts and the number of families who have accessed speech and language therapy services by postcode area. Figure 3.5.11.2 shows the geographical distribution of those who have attended the speech and language therapy sessions. Figure 3.5.11.3 illustrates the number of speech and language therapy contacts by postcode. Speech and language therapy is a specialised service, which is not required by all those registered with Sure Start. The maps highlight the majority of users and contacts were made by those living in the north of the Sure Start Ellesmere Port area despite the service being delivered centrally at Ellesmere Port Library. Therefore, service location does not appear to affect people accessing speech and language therapy.

Figure 3.5.11.2 Families accessing the Speech and language therapy by postcode
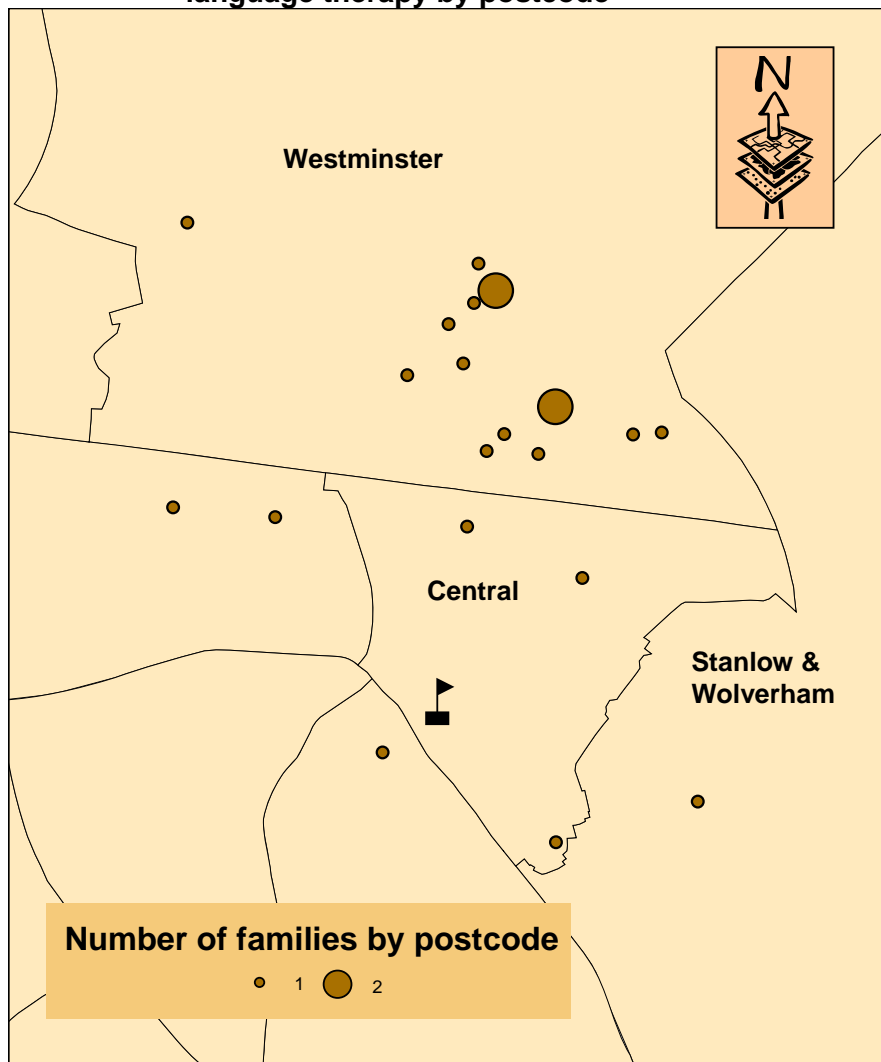
Westminster

Central

Stanlow & Wolverham

Number of families by postcode

● 1 ⬤ 2

Figure 3.5.11.3 Speech and language therapy contacts by postcode
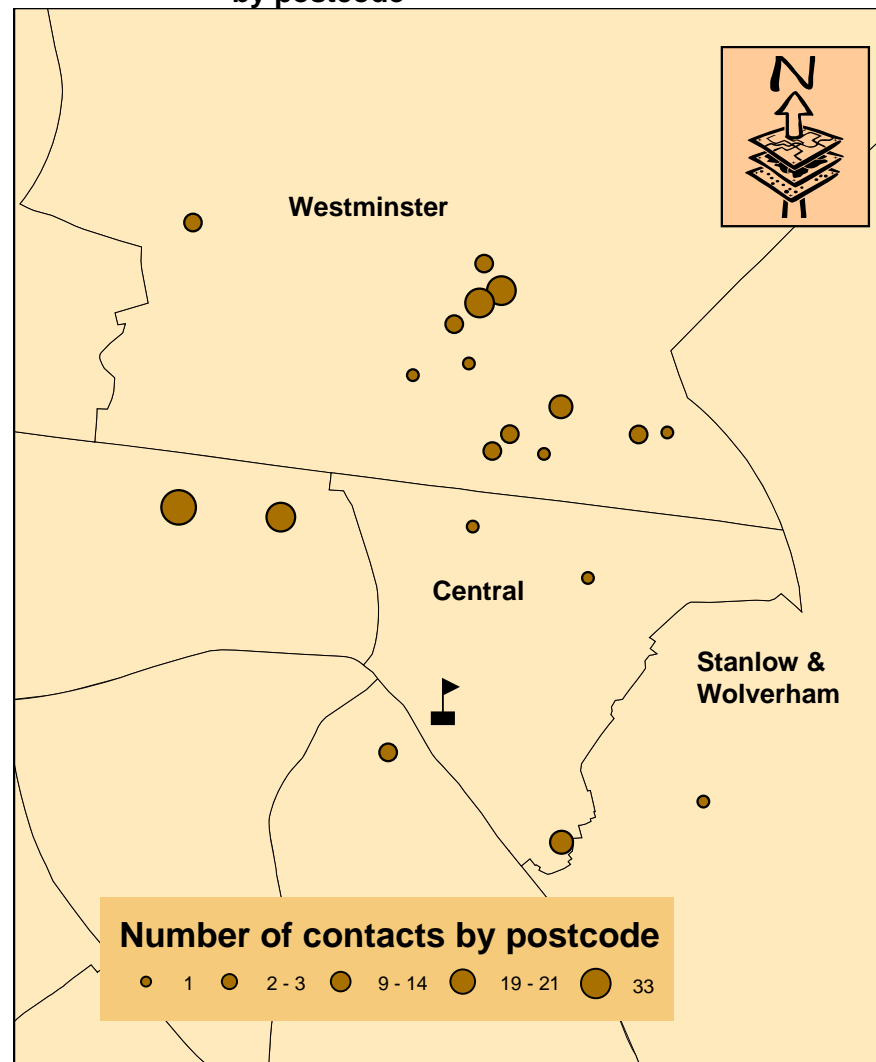
Westminster

Central

Stanlow & Wolverham

Number of contacts by postcode

● 1 ● 2 - 3 ⬤ 9 - 14 ⬤ 19 - 21 ⬤ 33

3.6 Conclusion

This chapter has focussed on the patterns of services usage by considering factors such as the number of contacts made with individual services and by particular groups of people such as lone parents. The use of GIS has further helped to identify the extent of access to services in relation to the service delivery point. In some cases this has identified high levels of usage by those living in close proximity to the service delivery point.

Chapter 4
Conclusions

4.1   Introduction

The examination of the information on the MCA database has produced an insight into engagement with the Sure Start Ellesmere Port local programme between 1st May 2005 and 31st December 2005. Through the process of data analysis the following conclusions can be drawn.

4.2   Limitations of the study

There have been a number of limitations to the analysis of the data extracted from the MCA database. The incompleteness of the database in terms of service names, and service provider identification may lead to an under-representation of some services. In addition, some personal details of Sure Start Ellesmere Port users were missing and may have lead to an under-representation of contacts when examining social characteristics.

During the initial data extraction, 3,032 contacts were identified with no schedule date or service allocation. These contacts were subsequently omitted from the analysis as their true date of origin was unknown.

All of the figures presented in this report are dependent on accurate records of attendance being kept and logged on the MCA. Whilst data cleaning was undertaken prior to the analysis to minimise errors it is impossible to deduce how far a low number of contacts may be the result of under recording, low levels of use or a combination of both of these factors.

A limitation of GIS mapping is that a full postcode is required in order to plot service users according to the street on which they live. The postcodes of fifteen families were incomplete due to missing or partial completion of the postcode field upon registration. As a result, it was not possible to display visually 140 contacts using GIS.

4.3   The reach of Sure Start Ellesmere Port

When examining the reach of Sure Start Ellesmere Port between 1st May 2005 and 31st December 2005, it can be seen that 46% (388) of eligible families had accessed

services. This included 106 (27%) new families who had not previously accessed Sure Start Ellesmere Port services. The fact that just over a quarter of the service users who had contact with the programme did so for the first time highlights the importance of continually providing information about new and established activities that are offered by the programme.

The pattern of contacts over the eight month period demonstrates equal levels of contacts with both adults and children. However, the figures extracted from the MCA database showed that the programme was not reaching the monthly target of between one quarter and one third set by the Sure Start Unit. The month that the largest proportion of children accessed Sure Start Ellesmere Port services was June 2005 when 18% of eligible children were seen by the programme. The most frequently used services were the PEEPO services together accounting for 31% of all contacts. PEEPO Baby activities were found to have the highest level of service usage (676 contacts). However, cautioned should be used when looking at these figures as the number of families eligible to access such services is ultimately dependent on the number of eligible children. Parent and Tots was another service, which received high levels of service usage, accounting for 11% (522) of all contacts made with Sure Start Ellesmere Port.

Sure Start programmes aim to provide a range of services to meet the needs of individual families. Despite 18% of the families who had contact with Sure Start Ellesmere Port having used three or more different services, 46% of all families had accessed only one service. These figures suggest that, in addition to involving new families, the programme could significantly broaden its reach by encouraging families that they have established contact with to access more than one service. In addition, 52% of all service users had only made three contacts during the eight month period. It may be beneficial to attempt to establish why some individuals, are making few contacts with the programme in an attempt to encourage regular service usage.

4.3.1   Social characteristics

With regards to the social characteristics of services users between 1st May 2005 and 31st December 2005, a number of points can be made. The majority of all contacts (52%) were undertaken with children over the eight month period. When examining the sex of all adult contacts it is apparent that females use the services significantly more than males. Ninety-five percent of all contacts made by adults were made with

females. This highlights the difficulties the Sure Start Ellesmere Port programme has had in engaging male service users.

When examining the ages of those who accessed the programme, the adults who made the most contacts (20%) were aged 20-24 years. However, 22% of all contact made by adults were not identifiable by age due to incomplete records on the MCA database. The majority (56%) of contacts were made with those aged between 20 and 34 years old. However, it is not possible to tell if this is representative of the ages of all eligible parents in the Sure Start Ellesmere Port area.

Sure Start Ellesmere Port services had reached some lone parent families, teenage parents, fathers, and parents with a disability. However, the data was not available to identify the proportion of the eligible population reached in each of these groups. In all of these cases the number of contacts were not proportional to the number of individuals from each group. For example, lone parents accounted for 14% of all parents/carers on the MCA database. However, contacts made by lone parents accounted for just 8% of all contacts made with the programme. Figures for disabled users and contacts may be an underestimation of the actual numbers in this category due to incomplete information being provided when undertaking the initial registration. Consequently, the results may not represent the whole picture.

4.3.2 Geographical reach

The geographical reach of the programme examined through the use of GIS mapping has provided a visual insight into the use of services. Such a technique can illustrate how the location of a service may affect service usage. For example, those people living within close proximity to Messy Rascals had great levels of service usage compared to those living further away. Such a finding may help inform service development and future service delivery. A further example comes through examining the use of Parent and Tots services, which is provided in two locations within the Ellesmere Port Sure Start area. It can be seen that the majority of Parent and Tots contacts are made by people living in the north of the Sure Start area despite both service delivery points being located in the central and south of the Sure Start area. Whilst the map does not show which of the two services people use, it helps to highlight that those people registered in the south of the area do not tend to access the service compared to people living in the north, which considering the location of the service may be worthy of further investigation.

4.4   Data monitoring recommendations

Currently, the full extent of the work being undertaken within the programme may not be fully reflected in the figures presented within this report, or indeed those submitted to the Sure Start Unit on the M3 and M7 returns. To ensure that accurate data analysis can be undertaken it is essential that the monitoring system is robust, with all records fully completed upon initial registration with the programme. Within the current analysis a number of service users had not provided all the details asked of them upon registration. Whilst giving details such as disability, ethnicity and age is not mandatory, newly registered families should be encouraged to provide all information. In doing so, this will help give a clear picture in terms of establishing if the traditionally hard to reach groups are accessing services or whether such services need to target potential service users. It is also important that accurate records of attendance for all services are kept and all entries upon the database should ensure schedule date and service fields are complete. In doing so this will avoid any data being excluded from analysis due to uncertainty regarding when the contact occurred.

Through work undertaken with other Sure Start projects it has been noted that duplications can occur on the MCA database. Whilst the MCA is designed to identify duplications they can occur through two registration forms being completed for a single family or individual. The reasons for duplications going undetected can be a simple data entry error or the shortening/misspelling of a name on one of the two forms. Therefore, all efforts should be made to avoid duplication that may cause misrepresentation with regards to the number of families and individuals who access services.

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Appendix 1

Ellesmere Port wards

Westminster

Willaston & Thornton

Rossmore

Stanlow & Wolverham

Ledsham

Rivacre

Grange

Central

Pooltown

Sutton

Sutton Green & Manor

Groves

Whitby

Strawberry Fields

Elton

Mollington

Saughall

Mickle Trafford

Upton Grange

Upton Westlea

Appendix 2

Service use by postcode area

A2.1 Postcode areas of those using the Baby Massage

Postcode	Contacts	Families
CH2 2A	6	1
CH2 4J	10	1
CH65 2A	2	1
CH65 2B	6	2
CH65 2H	4	1
CH65 4D	7	1
CH65 5A	13	2
CH65 5B	4	1
CH65 5D	8	2
CH65 5E	20	3
CH65 7A	3	1
CH65 7B	2	1
CH65 8A	4	1
CH65 8D	6	2
CH65 8E	3	2
CH65 9B	4	1
CH65 9E	12	2
CH65 9H	6	1
CH65 9J	4	1
CH66 1R	8	1
CH66 1T	2	1
CH66 2H	4	1
CH66 2R	18	3
CH66 2S	2	1
CH66 3F	2	1
CH66 3P	6	2
CH66 4L	10	1
CH66 4U	4	1
CH66 4X	2	1

A2.2 Postcode areas of those attending Messy Rascals

Postcode	Contacts	Families
CH65 5E	62	6
CH65 9E	61	8
CH65 5D	30	3
CH66 3S	22	3
CH65 5A	21	3
CH65 9D	21	5
CH65 9H	12	2
CH66 4N	10	1
CH65 8D	9	2
CH65 8E	9	1
CH65 8A	8	1
CH66 4L	8	1
CH66 4T	6	1
CH65 5B	4	1
CH65 7D	4	1
CH65 9J	4	1
CH65 2D	2	1
CH65 2H	2	1
CH65 9L	2	1
CH65 9F	1	1

A2.3   Postcode areas of those accessing MOMS Breastfeeding Workshop

Postcode	Contacts	Families
CH65 5A	28	2
CH65 9A	24	2
CH65 5B	18	1
CH65 9H	18	1
CH65 5D	12	1
CH65 8B	10	2
CH65 8A	9	2
CH65 8D	9	2
CH66 3F	5	1
CH66 4Y	5	1
CH65 2B	4	1
CH66 1R	4	1
CH66 3P	4	2
CH65 0B	2	1
CH65 9F	2	1
CH66 4L	2	1
CH65 4B	1	1
CH65 5E	1	1

A2.4 Postcode areas of those accessing Parent and Tots

Postcode	Contacts	Families
CH65 2B	116	8
CH65 2H	55	3
CH65 4D	54	3
CH65 5B	49	2
CH65 5E	46	3
CH65 5D	29	5
CH65 8B	14	1
CH65 2E	12	3
CH65 8H	12	3
CH65 5A	8	3
CH65 9E	8	3
CH66 4X	8	1
CH65 6T	6	1
CH65 9J	6	2
CH66 1R	6	2
CH66 2S	6	1
CH66 4L	6	1
CH66 4T	6	1
CH65 0D	5	2
CH65 3B	5	1
CH65 4A	5	2
CH66 3P	5	1
CH65 2D	4	2
CH65 2F	4	2
CH65 7A	4	1
CH65 7D	4	1
CH65 9A	4	1
CH66 2P	4	1
CH66 3Q	4	1
CH65 6Q	3	1
CH65 9F	3	1
CH65 2A	2	1
CH65 3D	2	1
CH66 2W	2	1
CH65 7B	1	1
CH65 8D	1	1
CH65 8E	1	1
CH65 9D	1	1

A2.5 Postcode areas of those attending PEEPO Babies

Postcode	Contacts	Families
CH2 2A	10	1
CH2 4J	2	1
CH4 7R	2	1
CH65 1P	20	1
CH65 0B	18	1
CH65 2A	6	1
CH65 2B	17	4
CH65 2D	18	2
CH65 2E	26	4
CH65 2H	30	4
CH65 3D	27	2
CH65 4A	2	1
CH65 4D	3	1
CH65 4F	2	1
CH65 5A	25	4
CH65 5B	38	4
CH65 5D	31	6
CH65 5E	20	4
CH65 5J	10	1
CH65 7A	22	2
CH65 7B	12	1
CH65 8A	12	2
CH65 8B	29	2
CH65 8D	27	3
CH65 8E	13	1
CH65 9A	32	2
CH65 9D	2	1
CH65 9E	19	3
CH65 9H	5	1
CH65 9J	2	1
CH66 1H	8	1
CH66 1R	4	1
CH66 2H	14	1
CH66 2P	14	1
CH66 2R	10	2
CH66 3N	12	2
CH66 3P	50	4
CH66 3R	16	1
CH66 4J	4	2
CH66 4L	20	2
CH66 4P	6	1
CH66 4X	10	1
CH66 4Y	16	1

A2.6   Postcode areas of those attending PEEPO Ones

Postcode	Contacts	Families
CH65 0B	36	1
CH65 0D	2	1
CH65 2B	22	2
CH65 2D	4	2
CH65 2E	21	2
CH65 2H	2	1
CH65 5A	55	8
CH65 5D	68	6
CH65 5E	25	2
CH65 8B	26	2
CH65 8D	63	6
CH65 9A	16	1
CH65 9D	50	4
CH65 9E	16	3
CH65 9F	9	1
CH66 2S	6	1
CH66 2W	34	1
CH66 3R	6	1

A2.7   Postcode areas of those attending PEEPO Twos

Postcode	Contacts	Families
CH65 8D	63	4
CH65 9E	48	5
CH65 8E	34	2
CH65 1S	28	1
CH65 3B	28	2
CH65 5E	25	2
CH65 5B	20	2
CH65 9D	16	2
CH65 8B	13	2
CH66 2S	6	1
CH65 5D	4	2
CH65 7A	3	1
CH65 2B	2	1
CH65 4D	2	2
CH65 8A	2	1

A2.8 Postcode areas of those accessing home visits

Postcode	Contacts	Families
CH65 2B	43	5
CH65 2H	42	3
CH65 5D	40	8
CH65 5B	38	5
CH65 8D	33	5
CH65 8H	32	1
CH65 5E	29	2
CH65 2F	16	1
CH65 9D	16	3
CH65 9E	16	6
CH65 6Q	6	1
CH65 5A	5	2
CH65 0D	4	1
CH65 1S	4	2
Ch65 7D	3	1
CH65 2E	3	1
CH65 9J	3	1
CH65 2D	2	2
CH65 3D	2	1
CH65 4A	2	1
CH65 8E	2	1
CH65 9A	2	1
CH65 2A	1	1
CH65 8A	1	1
CH65 9H	1	1
CH66 3F	1	1
CH66 4L	1	1

A2.9   Postcode areas of those attending Shape Up for Sure Start

Postcode	Contacts	Families
CH65 2B	35	1
CH65 9E	35	6
CH65 5E	26	2
CH65 0D	24	2
CH65 5D	23	3
CH65 8B	18	1
CH65 5B	17	1
CH65 2E	16	1
CH65 5A	14	2
CH65 8E	13	2
CH65 8H	10	1
CH65 2A	8	1
CH65 9H	6	1
CH66 2L	6	1
CH65 2H	4	1

A2.10 Postcode areas of those using Toy Library services

Postcode	Contacts	Families
CH65 8E	50	2
CH65 5D	47	3
CH65 8D	21	3
CH65 3B	18	1
CH65 5A	18	4
CH65 9L	18	1
CH65 9A	14	1
CH66 3P	14	2
CH65 0D	12	2
CH65 6T	12	1
CH65 9J	12	3
CH66 3R	8	2
CH66 4L	8	1
CH66 3S	7	1
CH65 6Q	4	1
CH65 7A	4	1
CH65 8A	4	1
CH65 5E	3	1
CH66 1J	3	1
CH65 2A	2	1
CH65 4B	2	1
CH66 2H	2	1
CH66 2W	2	1
CH66 3N	2	1
Ch66 4Y	2	1
CH65 9H	1	1

A2.11 Postcode areas of those using the speech and language therapy clinic and receiving home visits

Postcode	Contacts	Families
CH65 8H	33	1
CH65 2B	23	3
CH65 2H	21	2
CH65 8D	19	1
CH65 5A	14	1
CH65 2E	12	4
CH65 3H	8	1
CH65 2D	6	4
CH65 4D	3	2
CH65 6Q	3	1
CH65 3D	2	1
CH65 4A	1	1
CH65 5D	1	1
CH65 8B	1	1
Ch66 4Y	1	1