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SureStart Bierley, Holmewood and Tyersal

User Satisfaction Survey Summary

This is a summary of a survey commissioned by SureStart Bierley, Holmewood and Tyersal, to find out what local people who use our services have experienced, and what they would like to see happening in the area.



The Findings

These are the main findings of the survey:

Awareness of SureStart BHT

- The overwhelming majority of respondents (89%) were already aware of SureStart BHT and its activities. Most had heard of SureStart through leaflets, word of mouth or a health visitor.
- 44% had had contact with a SureStart worker (such as receiving help and advice, involvement with childcare services and home visits). Playgroups, crèches, mother and toddler groups and community centres were common places of contact, and the provision of child safety equipment was also an important link.
- About 11% were unsure if they had had contact with a SureStart worker, suggesting a need for more information. Roughly 73% of respondents thought this would be helpful in encouraging them and their families to use SureStart facilities, with 46% saying that more publicity would be beneficial and 46% wanting someone to introduce services to them in person.

"The nursery is helpful, with supportive staff, and well equipped." Mother (Bierley)

Health Services

- A significant proportion of respondents (77%) were satisfied or very satisfied with the support they received from health services during their child's first four years. The health services named included GPs, midwives, health visitors, district nurses and NHS Direct. People mentioned in particular good care and information. There was also general satisfaction with the baby clinic. A minority said they'd had negative experiences with hospital services including midwives and health visitors.

"The health visitor provided fantastic support through lots of bad times." Mother (Holmewood)

Childcare Services

- Respondents were generally satisfied with playgroups, parent and toddler groups and nursery schools. Three quarters (of 66 respondents) thought their child had good play and learning opportunities (the proportion saying this was similar across all three districts).
- However, some found that the parent and toddler and playgroups were less than satisfactory. A significant number of parents were also unhappy with the local park facilities: 49% out of the 68 people who responded to that part of the questionnaire.

Future Service Provision

- 47% of clients had a strong preference for family support services to be closer to home. The most popular additional community services people would like to see are indoor play areas (61%); outdoor play areas (52%); family activities (38%); and childcare when shopping (38%).



Additional Community Services

These are the additional community services that families would like locally:

	Bierley	Holmewood	Tyersal	Total
Number of interviewees:	29	34	26	89
Indoor play areas	15 (52%)	18 (53%)	21 (81%)	54 (61%)
Outdoor play areas	16 (55%)	20 (59%)	11 (42%)	47 (52%)
Family activities	6 (21%)	16 (47%)	12 (46%)	34 (38%)
Childcare whilst shopping	9 (31%)	12 (35%)	13 (50%)	34 (38%)
Weekend/holiday play sessions	8 (27%)	8 (24%)	11 (42%)	27 (30%)
Advice centre	7 (24%)	6 (18%)	14 (54%)	27 (30%)
Neighbourhood wardens	6 (21%)	6 (18%)	12 (46%)	24 (27%)
Crèche facilities	7 (24%)	7 (21%)	9 (35%)	23 (26%)
SureStart information line	4 (14%)	9 (26%)	9 (35%)	22 (25%)
Breakfast/teatime clubs for under 4s	6 (21%)	5 (15%)	10 (38%)	21 (24%)
Mobile toy library	6 (21%)	4 (12%)	11 (42%)	21 (24%)
Training/learning opportunities	4 (14%)	7 (21%)	9 (35%)	20 (22%)
Drop-in centre	4 (14%)	8 (24%)	8 (31%)	20 (22%)
Personal counselling	4 (14%)	5 (15%)	9 (35%)	18 (20%)
Pre-school/nursery places	5 (17%)	3 (9%)	9 (35%)	17 (19%)
Craft groups for parents	5 (17%)	6 (18%)	6 (23%)	17 (19%)
More health visitors	3 (10%)	4 (12%)	7 (27%)	14 (16%)
Healthy eating/cooking	3 (10%)	5 (15%)	5 (19%)	13 (15%)
Story telling	2 (7%)	3 (9%)	7 (27%)	12 (13%)
Self-help groups	4 (14%)	4 (12%)	4 (15%)	12 (13%)
Support in own home	2 (7%)	2 (6%)	7 (27%)	11 (12%)
Debt counselling	2 (7%)	1 (3%)	7 (27%)	10 (11%)
More speech therapy	2 (7%)	1 (3%)	3 (12%)	6 (7%)

The Bierley, Holmewood and Tyersal Area

Bierley, Holmewood and Tyersal are districts in south east Bradford. Together they make up a large area, with Holmewood in the centre. The three districts are covered by Bradford South and West Primary Care Trust. A number of other agencies have provided support to the area, including the Education Action Zone, Health Action Zone, New Deal and others. SureStart BHT has formed partnerships with these and many other local and district wide initiatives.

A significant percentage of the population of Bierley, Holmewood and Tyersal is made up of children under four years old - a total of 1,033.

Bierley, Holmewood and Tyersal are in one of Bradford's most disadvantaged areas. A statistical snapshot from 2002 shows that 53% of residents were council tenants, 36% were homeowners, 55% received council benefit and 87% of children claimed free school meals. Lone parent households totalled 16% and underage pregnancy was almost twice that of Bradford district overall. According to the 2001 Census, 92.6% of the population were white with a proportion being of traveller descent.

The housing stock is mainly council-built houses and flats, although there are pockets of terraced Victorian property (in Tyersal) and newly-built housing stock (in Bierley).

Breastfeeding

Overall, 40% of the mothers interviewed breastfed, 15% continued up to four months, and 26% experienced difficulties. Of these, 16% sought support and were happy with the help they received. Midwives and health visitors were the main sources of support.

Smoking

Sixty per cent of the women interviewed said they smoked before pregnancy. Thirty per cent gave up during pregnancy. Some took up smoking after the birth and 31% of the women's partners smoked.

The Survey

SureStart BHT asked the Local Evaluation Team, University of Leeds, to design and undertake the survey. The team looked, in particular, at how satisfied local families are with SureStart BHT health and childcare services, and how well SureStart BHT is seen to be meeting its objectives and targets.

The team designed a questionnaire to gather the information. They recruited and trained local people to help them as interviewers.

- **89 families were interviewed: 29 from Bierley, 34 from Holmewood and 26 from Tyersal**
- **91% of those interviewed were mothers, seven were men, and one was a grandmother**
- **38% per cent were married, 38% per cent were single and 5% were divorced or separated**

- **76 (85%) were white, four were black, six were South Asian, two were mixed race and one was Turkish**

- **The average number of children in the households taking part was 2.4**

- **Five families had a pre-school child with special needs, 10 families had an adult with special needs and 12 families had an older child with special needs**

SureStart BHT would like to thank everyone who took part in this survey.

SureStart Bierley, Holmewood and Tyersal

SureStart is a government programme which aims to improve children's physical and emotional health, and their educational attainment. It also supports parents, taking the view that strengthening families and communities gives children the best possible start in life.

SureStart Bierley, Holmewood and Tyersal (BHT) began in February 2003. It helps families with children under four-years-old. SureStart BHT offers a wide range of initiatives giving children access to good quality play and learning facilities, and helping families become financially independent.

SureStart-backed provision includes crèches, a home visiting service at key development stages for all 0-4 year-olds, and additional services for families who need ongoing support.

These include:

- **day care**
- **advice and support groups for pregnant women**
- **parent drop-ins**
- **access to training and education**
- **a home safety project**
- **the money advisory project**
- **referral to stop smoking services and healthy eating guidance**

The main objectives and targets of SureStart BHT are set out below:

Objectives	Targets
Improving social and emotional development	100% of families with young children should be contacted by local programmes within the child's first 12 months
Improving health	All local programmes give guidance on breast feeding, hygiene and safety
Improving the ability to learn	All children in SureStart areas to have access to good quality play and learning opportunities, helping progress towards early learning goals when they get to school
Strengthening families and communities	Reduce the number of 0-3 year-old children in SureStart areas living in households where no-one is working by 10%



"SureStart arranged safety gates and security plugs. I was also informed about the trips and about the Money Advisory Project." Mother (Bierley)



The Way Forward

The following recommendations have been made to take the work **forward**:

- o SureStart BHT should explore ways of bringing parents' concerns (for example, about local parks) to the attention of the relevant agencies.
- o Some families remain isolated. Those where any child or adult has special needs should be given priority attention.
- o Additional child friendly services particularly indoor and outdoor play areas, family activities and childcare when shopping should be considered.
- o Work that emphasises the impact of smoking around infants and young children needs to continue.

Contact Us

Do you have suggestions or feedback relating to this survey? We would like to hear from you. Call or email us.

This is a SureStart BHT summary of the evaluation carried out by Leeds University. For further information, contact the number below.

Sarah Procter

Programme Manager

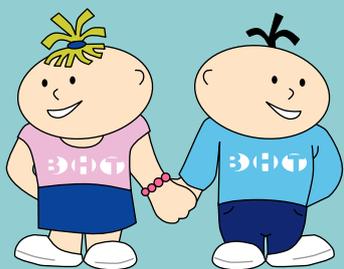
SureStart Bierley, Holmewood and Tyersal

Telephone: 01274 322339

Email: sarahprocter@surestartbht.org.uk

Website: www.surestartbht.org.uk

"SureStart helped with potty training my daughter. I found that the help and advice they gave was extremely useful."
Mother (Tyersal)



Bierley, Holmewood & Tyersal