Objective
The work of Sure Start Oswestry is framed around four objectives:
1. Improving social and emotional development
2. Improving health
3. Improving the ability to learn
4. Strengthening families and communities
Aims and Objectives

**Introduction: challenges and achievements!**

Developing this plan has been an excellent opportunity to look back on the challenges and achievements of the last three years—one of which is that nearly 82% of families living in the Sure Start catchment areas have become members of Sure Start.

**Children's Centre**

One of our other major successes is the establishment of a Children's Centre in Oswestry. Sure Start Oswestry was amongst the first 32 settings to secure early designation as a Children's Centre in June 2003.

**Sustainability**

Developing the Business Plan was also a chance to take stock, consolidate and develop a strategic framework for the next two years… with one of our major aims being to ensure sustainability of Sure Start Services.

If you would like to view a full copy of the Sure Start Oswestry Local Programme Business Plan 2004-2006, they are available at each Sure Start Family Centre, Programme Offices and in the Members Library at Shirehall.

**Celebrate!**

We have had many challenges, and we have met them all ‘head on’ …and we have also achieved a tremendous amount, sharing our success with partners and families in the Sure Start area. So…read on to see what we have to celebrate…and what we have still to do!

**Local Programme: Objectives and Targets**

**Improving social and emotional development**

- **PSA 3** An increase in the proportion of babies and young children aged 0 - 5 with normal levels of personal, social and emotional development for their age

- **SDA 10** All families with new born babies in Sure Start local programme and Children's Centre areas to be visited in first 2 months of their baby's life and given information about the services and support available to them

- **SDA Target** Parenting support and information available for all parents of young children in Sure Start areas. Target on child protection/working with social services under consideration

**Improving the availability, accessibility, affordability and quality of childcare**

- **PSA 1** 12% reduction in the proportion of young children 0-4 living in households where no-one is working by March 2006

- **SDA 4** To establish Children's Centres in areas of disadvantage extending core Sure Start services to a further 300,000 children aged 0-4, so that by March 2006 at least 650,000 children have access to Children's Centre services

- **SDA 2** All Sure Start programmes to work with their EYDCP to help close the gap between the availability of accessible childcare for 0-3 years old in Sure Start area and other areas

**Improving Health**

- **PSA 2A** An increase in the proportion of children having normal levels of communication, language and literacy at the end of the Foundation Stage

- **PSA 2B** An increase in the proportion of young children with satisfactory speech and language development at age 2 years

- **PSD Target** To increase the use of libraries by families with young children aged 0-5

**Strengthening families and communities**

- **SDA 15** Sure Start local programmes and Children’s Centres to have effective links with Jobcentre Plus, local training providers and further/ higher education institutions

- **SDA Target** Seventy five percent of families reporting personal evidence of an improvement in the quality of services providing family support

- **SDA Target** All Sure Start local programmes too have parent representation on the Management Board
Aims and Objectives

Sure Start has a clear set of aims and objectives which are:

• Increasing the availability of childcare for all children
• Improving health, education and emotional development for young children
• Supporting parents as parents and in their aspirations towards employment

Section 2

Family Centres in and around Oswestry

Sure Start Oswestry has achieved a lot in a relatively short space of time. For example it has built FIVE Family Centres located adjacent to primary schools at:

• Middleton Road
• Weston Rhyn
• Woodside
• Gobowen
• Ifton Heath

Services in Whittington are facilitated in partnership with the Whittington under 5's group at the local Community Centre

ACHIEVEMENT

Family Centres at Gowbowen and Middleton Road offered a weekly Social Services ‘Contact Time’ for families.

ACHIEVEMENT

Respite care offered by Sure Start Oswestry through Footsteps NNI, Childminder Network and Sure Start Creche.

ACHIEVEMENT

Childminder Network launched October 2003 with six local childminders.

ACHIEVEMENT

Pregnancy Related Depression training sessions held for all Sure Start staff.

ACHIEVEMENT

Monthly ‘Time for Me’ sessions piloted at Ifton Heath Family Centre and at Church Street offices.

ACHIEVEMENT

By February 2004 these crèches were held twice weekly at three different centres.

Objective 1 -Improving social and emotional development: What has been achieved up to APRIL 2004

ACHIEVEMENT

The family support team supported 152 families in the home during 2003-2004.

ACHIEVEMENT

Smoking Cessation courses were developed and training delivered to programme staff.

ACHIEVEMENT

Full-time Health Promotion Specialist recruited, joint funded by the Primary Care Trust and Sure Start Oswestry.

ACHIEVEMENT

Established a quarterly Sure Start Newsletter.

ACHIEVEMENT

Childcare Outlook - the Children’s Information Service for Shropshire providing outreach services in all family centres and Church Street offices.

ACHIEVEMENT

Community Midwives’ trained as Breast Feeding Peer Counsellors to promote breastfeeding and support other breastfeeding mothers.

ACHIEVEMENT

Development of regular Family “Fun Fitness” sessions at the local leisure centre.

ACHIEVEMENT

Paediatric First Aid courses run for parents.

ACHIEVEMENT

Handyperson Scheme launched to offer low cost purchase/fitting of safety gates, fireguards and stair-gates.

ACHIEVEMENT

Recruitment of Dental Therapist and Dental Nurse, with distribution of Dental Health resource packs.

Objective 2 -Improving health: What has been achieved up to APRIL 2004

ACHIEVEMENT

Training delivered by Speech and Language Therapist to all Sure Start staff.

ACHIEVEMENT

Sure and Rhyme Group well established and running at several different centres. Parents evaluation very positive with many parents saying that they have noticed improvements in their child’s development.

ACHIEVEMENT

Playbus visits the Gypsy/Traveller site in Whittington.

ACHIEVEMENT

Pre-School Learning Alliance commissioned to develop support for local toddler groups...resulting in good practice training sessions for toddler groups along with termly newsletters.

ACHIEVEMENT

Toy Library developed and available in each Family Centre.

ACHIEVEMENT

Buggy Bus ‘transport service launched providing transport to the library...a Library Officer was also seconded from the Library Service...and Bookstart Plus was launched to give free books to 0-2 and 2-3 year-olds.

Objective 3 -Improving the ability to learn: What has been achieved up to APRIL 2004

ACHIEVEMENT

Services in Whittington are facilitated in partnership with the Whittington under 5’s group at the local Community Centre

ACHIEVEMENT

Also, the Church Street offices provide town centre services including an Information Point, crèche facilities and a toy library.
Objective 4 - Strengthening families and communities: What has been achieved up to APRIL 2004

**ACHIEVEMENT**
- Parent meetings established on a monthly basis in all Family Centres supported by crèches which, in addition, also support courses/groups for parents.

**ACHIEVEMENT**
- Basic Skills IT course developed and running weekly at Middleton Rd Family Centre.

**ACHIEVEMENT**

**ACHIEVEMENT**
- Neighbourhood Nursery built and opened March 2003.

**ACHIEVEMENT**
- A User Satisfaction Survey was carried out in October 2003, with a random selection of both service users and non service users. Some key findings from parents were...

**Objective 4 - Strengthening families and communities: What has been achieved up to APRIL 2004**

**ACHIEVEMENT**
- 67% had participated in Family Play and Stay sessions, of which 74% rated them ‘Excellent’ and 26% ‘Good’.
- 23% had joined Bounce and Rhymes sessions, with 62% and 38% judging them as ‘Excellent’ and ‘Good’ respectively.
- 79% had received a Safety Pack, and 25% had made use of the Safety Equipment Purchase Scheme and Handyperson fitting service.
- 22% had benefited from the Home Visiting Service.
- 77% had accessed the Start Smiling Dental Project.
- 75% had believed that services in the area had been improved since Sure Start was developed.

**CHALLENGE: speed of growth**
By April 2004 the cumulative reach of the programme was 62%, highlighting the fact that the biggest challenge has been keeping up with the rapid growth of Sure Start in Oswestry. The Family Support Service was established and working with families by March 2002! Four out of the five Family Centres were open and delivering services from October 2002. Are you keeping up?

**CHALLENGE: delivering services in rural areas**
The local programme has been delivering services across eight rural sites on the same budget that many urban programmes have for one large site. We were successful in securing additional funding in June 2003 which enabled the programme to employ additional staff to deliver further Sure Start services. Are you keeping up?

Sure Start Oswestry has met all of its challenges head on… and developed some innovative solutions.

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Sure Start Oswestry gets a move on!
Sure Start Oswestry has also had an impact on the local infrastructure. Between November 2003 and March 2004 Sure Start piloted a ‘Buggy Bus’ service to help families living in the four outlying villages to access Sure Start services. By linking up all other local services, Sure Start Oswestry facilitated the extension of local transport services with minimal outlay for all partner agencies and paving the way for longer-term transport sustainability. This was achieved by working in partnership with the local Dial-a-Ride service based at the QUBE in Oswestry.

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Section 3

Achievements and Challenges

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New innovative core services
Other new services on offer include:
- Freedom Group for Women
- Family Centres
- Childcare
- Young Parents Group
- Asian Parents Group
- Toy Library
- And many more!

For a full list of Sure Start Oswestry’s services contact Sure Start Oswestry on 01691 656513 or visit a local Family Centre

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Sure Start Oswestry has met all of its challenges head on… and developed some innovative solutions.

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Family Support Team
An example of a planned service is Family Support—which is a core service linked to all Sure Start targets.

The aim of the team is to support families who cannot easily access the Family Centres. They provide information and support on a wide variety of subjects including:
- benefits advice
- health and safety
- personal safety and lone working
- paediatric first aid
- parenting skills
- pregnancy related depression
- signposting to other agencies
- smoking cessation.
- A whole host of other topics too…...
Sustainability

Having set up services and provisions over the last three years, one of the major tasks for Sure Start Oswestry is to now focus on sustaining and mainstreaming these services...we want them to be around for a very long time and to greater numbers of families and children!

Examples are:

SUSTAINABLE: Health Promotion
Start Oswestry has joint funded a Health Promotion Specialist post with Shropshire County PCT (NHS) from October 2003-March 2006. By 2006 the Health Promotion Specialist's projects will have been evaluated for their effectiveness in promoting the physical and intellectual and social development of babies and young children...and it is hoped that these services will continue.

SUSTAINABLE: Pregnancy Related Depression – ‘Beat the Blues’

A group developed in Oswestry to help and support mothers and families experiencing pregnancy related depression. The group is now mainstreamed, jointly funded by the Primary Care Trust and Adult Mental Health Services, and is now extended to Wrexham.

SUSTAINABLE: Job Centre Plus Secondment - the role of an ‘Into Employment Advisor’ (seconded from Job Centre Plus) could continue after a two year period. The Advisor works across the county offering advice on local training and employment opportunities.

SUSTAINABLE: Children’s Centre in Oswestry: one of the first!

In June 2003 early designation status was awarded to 32 childcare settings nationally. The Sure Start Oswestry local programme was amongst the 32 receiving early designation as a Children’s Centre. This represents an excellent achievement given that Sure Start Oswestry was a ‘young’ programme and one of relatively few operating in a rural area.

The exciting ‘next step’: Children’s Centres

The exciting next step in co-ordinating all childcare, health and family support services is...‘Children’s Centres’. Introduced by the Sure Start Unit in June 2003, the core offer for Children’s Centres are:

- Early education integrated with childcare
- Health
- Family Support
- Support into Employment.

What will the Children’s Centre model look like in Oswestry?

Children’s Centres and the Vision of Sure Start Oswestry

What will the Children’s Centre model look like in Oswestry?

Achievements and Challenges

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Children’s Centres and the Vision of Sure Start Oswestry

What will the Children’s Centre model look like in Oswestry?
The Vision of Sure Start Oswestry

Sure Start Oswestry is dedicated to offering every child and parent the best possible health, childcare, education and family support services...and they will be affordable and available to all.

Making headlines

The local programme team has been characterised by tremendous energy and vision. In a recent exercise to develop a vision for the future, the Sure Start team, parents, carers and partners predicted newspaper headlines.

Sure Start Oswestry is dedicated to offering every child and parent the best possible health, childcare, education and family support services...and they will be affordable and available to all.

The Children Bill

The Children Bill, which after receiving Royal Assent (Nov 2004) will be known as The Children Act (2004), will have a significant effect on how services to children and families are delivered in the future, including the integration of services, and the development of a Children’s Services Directorate and Children’s Trust in Shropshire.

Leading the way

Sure Start Oswestry does not see itself as a ‘project’ where there are resources attached to the delivery of a national Sure Start agenda. It has risen to the challenge of developing a local delivery model for:

• integrating services
• enhancing provision in the local community
• working towards the delivery of a strategic framework by which services to families can be improved.

Looking ahead: Two Year Strategic Plan

Sure Start Oswestry has developed a Two Year Strategic Plan, based around quarterly milestones...to ensure continuous improvement of services for families.

Full details of this Two Year Strategic Plan are in the full Business Plan...and copies are available from each Sure Start Family Centre, Programme Offices and in the Members Library at Shirehall.

Making headlines again:

Visit to Number 10

Michael Jarrett, Sure Start Oswestry Local Programme Manager, was invited to meet the Prime Minister and Cherie Blair at 10 Downing Street on 8th January 2004.

Michael attended the evening reception along with other heads of childcare services from across the UK – to talk about the innovative work that Sure Start Oswestry had undertaken and to share best practices.

Where will Sure Start Oswestry be in two years time?

At the heart of integrated working lies the challenge of making it happen. The programme is doing just that, developing and testing new links and partnership working, increasing parental participation and ensuring the delivery of quality services to children and families.
Sure Start Oswestry
Business Plan
Summary 2004 - 2006

...and what we have achieved over the last three years!

Objectives
The work of Sure Start Oswestry is framed around four objectives:
1. Improving social and emotional development
2. Improving health
3. Improving the ability to learn
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Sure Start Observation

Useful contacts

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The Future