

KITES FAMILY INFORMATION SERVICE

QUARTERLY REPORT

1 October 2008 – 31 December 2008

NO. 3

www.eastsussex.gov.uk

www.childcarelink.gov.uk/eastsussex

www.direct.gov.uk/childcare

Telephone : 01323 463850 / 737294

Fax : 01323 737411

E-mail: KITES@eastsussex.gov.uk



Contents

| | |
|---|----|
| KITES Resources | 3 |
| IT work..... | 5 |
| Positive Activities for Young People (the Youth Offer) | 5 |
| Outreaches attended by the KITES team | 6 |
| Networking and team meetings with professional partners | 7 |
| Interagency meetings attended by KITES' manager, Helen Harrison | 7 |
| Advertising..... | 7 |
| Enquiries received by the KITES team..... | 8 |
| The subject of enquiries | 8 |
| Childcare enquiries..... | 9 |
| Enquirers and services offered..... | 10 |
| Website visits | 10 |
| Monitoring and Evaluation Quarter 2 (July - September 2008)..... | 11 |
| Appendices..... | 12 |
| Evaluation Form | 15 |

KITES Resources

Database records

Leisure

In the third quarter of 2008/2009 we saw an increase in the number of new leisure records generated. This reflects the decision to extend our coverage to include records for popular local attractions such as Drusillas Zoo Park. We expect this to continue in the next quarter as two new outreach workers come into post who will add to our local knowledge.

| Leisure - base 225 | Quarter 3 | Quarter 2 | Quarter 1 |
|------------------------------------|------------------|------------------|------------------|
| New records generated | 28 | 14 | 9 |
| Records closed or suspended | 17 | 9 | 10 |

Parent and toddler groups

In quarter three we updated all parent and toddler groups and this is a time when the number of closures increases. If we are unable to update the record after several attempts we are forced to suspend the record to maintain the integrity of the information we provide to parents. These records can be re-activated once we have made contact.

| Parent and toddler groups - base 180 | Quarter 3 | Quarter 2 | Quarter 1 |
|---|------------------|------------------|------------------|
| New records generated | 7 | 6 | 5 |
| Records closed or suspended | 14 | 11 | 21 |

Support groups

The large increase in the number of records closed in quarter three is due to a change in the way we hold data. The majority of the closed records are children's centre-based support. We now have a dedicated children's centres section and all the related support services have been incorporated into the new records for each children's centre.

| Support groups – base 273 | Quarter 3 | Quarter 2 | Quarter 1 |
|------------------------------------|------------------|------------------|------------------|
| New records generated | 9 | 5 | 6 |
| Records closed or suspended | 31 | 1 | 0 |

Publications

Our development of a new information booklet to provide advice and guidance on childcare options, leisure and family support and a supporting leaflet, has experienced some delays.

These publications will utilise the new corporate identity and we hope they will be available shortly in print and online.

Before Christmas our new KITES magazine was available to the public and work began on the next edition. We are working to incorporate ideas received from readers to offer a parent-focused magazine. Expect to see some developments in upcoming editions.

In September we revised our 'Information for Partners' publication that summarizes the full range of our services in brief. We have since made good use of the pack which we have shared with partners and Parent Information Contacts in paper and electronic formats.
Please call us if you would like a copy.

Displays

In October we continued the theme begun in September of 'Help for your child' with a more detailed look at the support available from Contact A Family for families of children with special needs.

This was followed by a display which we called 'All About Parenting' featuring the range of free parenting leaflets available from NSPCC on coping with crying, listening to children, keeping your child safe and so on.

This was followed with a seasonal greeting from KITES.

If you have any suggestions for themes or would like your service to be featured please let us know.

Consultation with families - the KITES survey update

Between 20th June and 20th September we consulted with families across the county with the KITES survey. The short survey was widely distributed, for example to libraries, Children's Centres, a school, community groups and parents who agreed to consultation. We also took it out to families at outreach visits and it was available online at the East Sussex County Council website.

We had a good response, receiving nearly 750 completed surveys, which gave us a 30% return rate. Work has begun on analysing the results which will give us a better understanding of our customers, potential customers and their needs. The results from the survey will be available in early 2009.

We would like to extend our thanks to all the groups and individuals who helped us to reach communities across the county and to achieve such a wonderful response.

IT work

How we responded to enquiries

KITES can respond to families in a variety of different ways including email, letters, and over the phone. KITES responded to 350 enquires between October 1st and December 31st 2008. The most popular ways of receiving information were by letter or via email, which made up 299 of the enquiries (86%). The results were different from the same period the previous year

| Method | Oct - Dec 2008 | | Oct - Dec 2007 | |
|--------------|----------------|-----|----------------|-----|
| | No. | % | No. | % |
| Letter | 164 | 47% | 309 | 52% |
| Email | 135 | 39% | 213 | 36% |
| Face to face | 27 | 8% | 70 | 12% |
| Telephone | 23 | 7% | 0 | 0% |
| Fax | 1 | 0% | 1 | 0% |

KITES received fewer enquiries than the last quarter, where 620 enquiries were taken.

Email updates

This quarter saw the continuation of updating information with our providers via emails. This has been very successful.

An email was sent out to providers with email addresses, showing the current details we have about them and their provision. This email was sent out on the 1st July 2008 and then every two weeks, a total of six e-mailouts for the quarter.

In total, we sent 2521 emails and received 854 replies. This is a higher response rate from the last quarter. This stands at a 34% response, which is up 6% from last quarter.

Positive Activities for Young People (the Youth Offer)

The KITES team has continued raising awareness of the new web-based youth directory by visiting practitioner team meetings, attending conferences and including information about the directory in all new KITES literature. We are also using the web directory to provide information to parents / carers enquiring about services for 11yrs+.

The new young people's website is currently being developed and will be available to young people early in 2009. The web-based youth directory will be available on the young people's website. The name of the young people's website is being finalised.

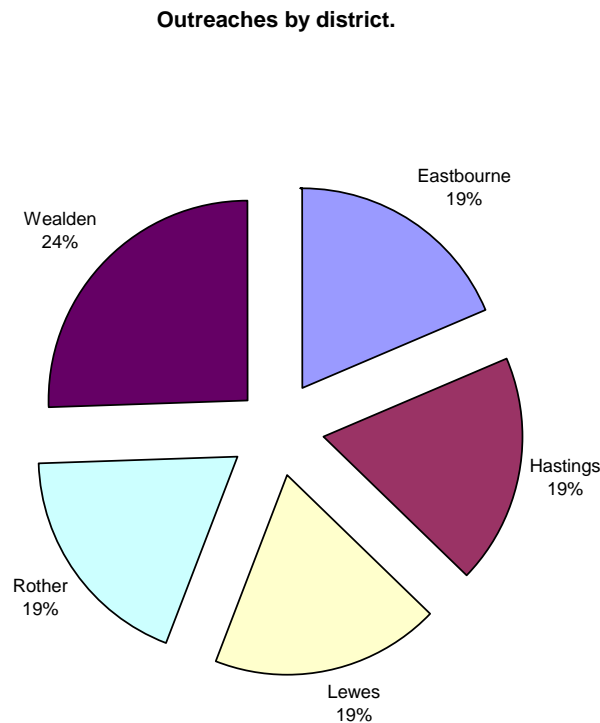
We are planning to launch the web directory to young people in schools this year.

The directory is continuing to expand and develop with more information being added each day.

Anyone who would like their organisation's details added or more information on the directory should contact the Youth directory officer (Sarah Daniel) at KITES on 01323 463850 or e-mail kites@eastsussex.gov.uk.

Outreaches attended by the KITES team

KITES attended 27 outreaches across the county. Please see appendix 1.1 for details of outreach numbers, attendees and enquiries taken. The following chart shows the number of times we visited each district.



Alongside the regular postnatal outreaches, KITES attended the Living Life Show at the Winter Garden in Eastbourne. We had a stand with Parent Link and over 100 parents visited the stand. We also attended a Parent Conference at the Hastings Centre and answered many questions asked by parents.

In November we attended a 'Live Better for Less' community event held at Community Wise in Eastbourne. This event was very well attended and the children enjoyed making Christmas stars whilst their parents chatted to the KITES team.

We returned to Community Wise in December to attend a lone parents course. We explained the childcare choices available and sources of funding available to help with the cost. We also attended the Ticehurst toddler group Christmas party. This was well attended and a fun morning.

Networking and team meetings with professional partners

KITES continues to work with partners throughout the county. This quarter KITES spoke to the Lewes area Homestart volunteers group and we attended a childcare providers session at West Rise Children's Centre in Eastbourne.

KITES also met with Graham Goffey, the new East Sussex Partnership Manager for Jobcentre Plus to discuss future partnership working. One of the main areas discussed was the possibility of KITES staff going out with the job centre's mobile unit, especially to rural areas. The KITES team will also present information to Jobcentre Plus staff about our service and a Lone Parent Adviser will talk to the KITES team in February.

Over the next quarter KITES is hoping to arrange a talk to the school nurses teams (West).

Please contact the office for a KITES information pack for partners / professionals.

Interagency meetings attended by KITES' manager, Helen Harrison

The national project aimed at joining up information for families across the country is continuing, which has meant a number of meetings with Department for Children's School and Families (DCSF) in London. These are made up of various partners including other local authority staff, Ofsted, DCSF and IT providers to ensure that all the systems are able to share information across the country. The launch is still due to be September 2009 where information from all local authorities will be available for families and partners to search for themselves on the internet.

Helen has attended meetings with local partnership groups across the county which include the voluntary sector. These have included the Extended Schools teams as well as Parent Information Contacts across the county.

Regional Family Information Service (FIS) meetings have also taken place.

Meetings are still taking place to decide on the best way forward for the Children's Services contact centre for the benefit of East Sussex families. It is hoped that this will be established during 2009.

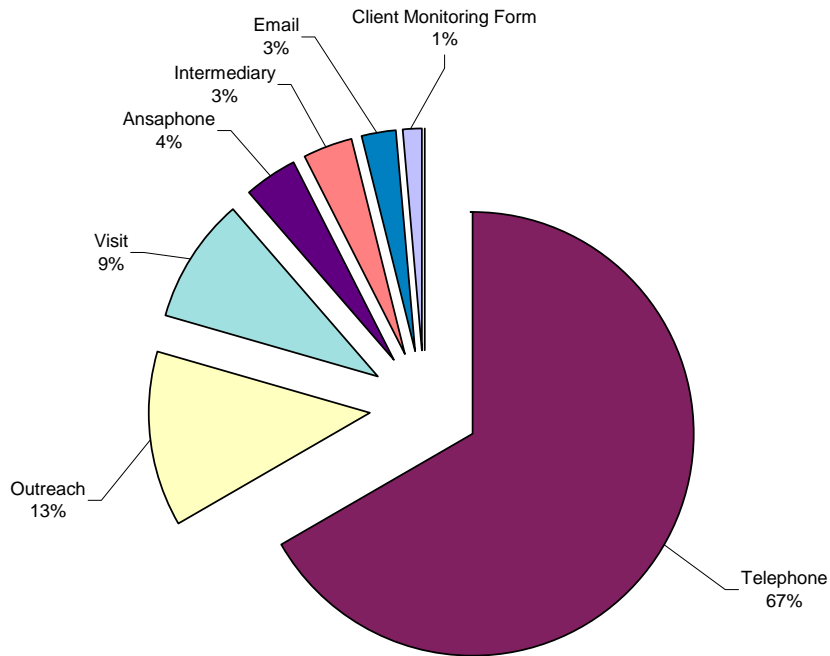
Advertising

KITES has placed adverts with:

National Childbirth Trust for the areas of Lewes, Battle and Uckfield.

Enquiries received by the KITES team.

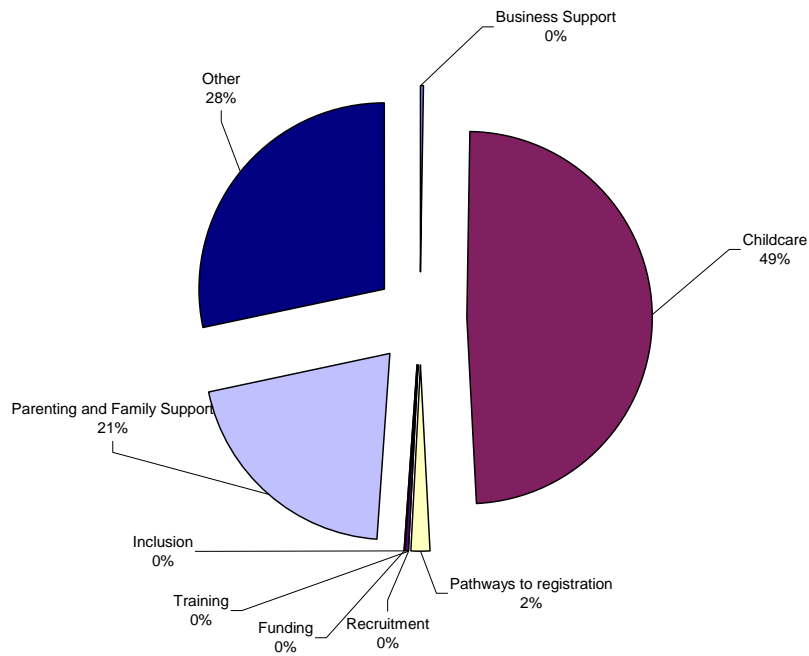
The chart below shows how people contacted KITES. The majority of contacts were made by phone. Contact patterns are very similar to quarter 2, with a slight increase to telephone enquiries and decrease to email enquiries.



Repeat callers made up nearly 40% of our callers. Other significant ways of hearing about KITES were through health visitors and outreach (both 12.5%). Please see appendix 1.3 for more detail.

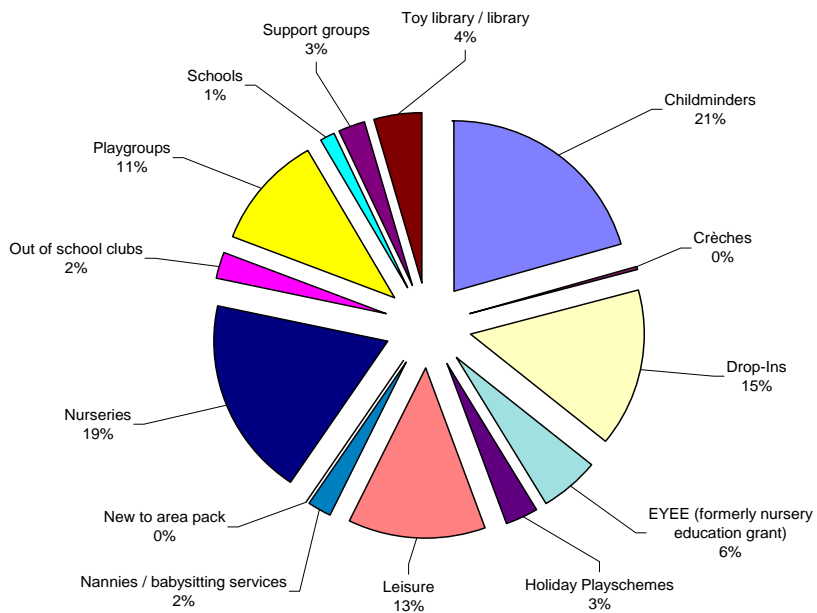
The subject of enquiries

Detailed childcare enquiries accounted for 49% of our calls with parenting and family support accounting for 21% and 'other' calls 28% (please see Appendix 1.4 for more detail).



Childcare enquiries

The most popular enquiries with people asking directly for childcare this quarter continued to be childminders and nurseries. Also popular were parent and toddler drop-ins and leisure activities. Please see Appendix 1.5 for more details.



Enquirers and services offered

Statistics on 'Who was the enquirer?' and 'What services were offered to the enquirer?' are available in appendices 1.6 and 1.7.

89% of our enquirers (for full enquiries rather than quick calls) were parents / carers.

Website visits

A large number of service users accessed childcare and family information through the internet, on local and national web pages.

There were 8688 visits to the KITES pages on the national website, www.childcarelink.gov.uk/eastsussex. 23% (1991 visits) were repeat visitors, a small increase from the previous quarter.

There were 22 867 visits to the KITES and Early Years, Childcare and Extended School Service team pages on the East Sussex County Council website (www.eastsussex.gov.uk).

Monitoring and Evaluation Quarter 2 (July - September 2008)

Monitoring and Evaluation Quarter 2 (July - Sept 2008)

At the end of September 2008, a total of 396 forms were sent - 249 were sent by post and 147 were sent by email. In total, 24 (9.6%) have been returned by post and 7 (4.7%) by email. The total return rate was 31 (7.8%), down 5.2% from the previous quarter.

KITES staff were helpful & friendly

Strongly Agree = **94% (29)**, Agree = **6% (2)**.

KITES helped me quickly

Strongly Agree = **100% (31)**

The information and/or advice I received was clear and easy to understand

Strongly Agree = **90% (28)**, Agree = **10% (3)**

The information I received was useful and correct

Strongly Agree = **84% (26)**, Agree = **16% (5)**

The information KITES sent me was what I needed

Strongly Agree = **90% (28)**, Agree = **10% (3)**

I would recommend KITES to others

Strongly Agree = **94% (29)**, Agree = **6% (2)**

I think KITES service is

Excellent = **97% (30)**, Good = **3% (1)**

During this period 14 clients (42%) added comments. No one requested replies to their comments and 7 agreed to consultation (21%). Some of the comments made are listed below.

- ❖ *A hugely helpful service. I'm using it as a granny, so I like the idea of it being helpful to grannies.*
- ❖ *Staff were extremely knowledgeable and keen to help – excellent service.*
- ❖ *Make it easier to find your telephone number. It wasn't very hard but it would do you good to have it displayed in more places. Otherwise, a really great service that is helpful and informative.*
- ❖ *Rather a lot of information sent (11 files) and mums have little time to read it all. What I have looked at has been useful.*
- ❖ *Improve childminders areas – I asked for Langney and received Seaside and Hampden Park.*

Appendices

| 1.1 Outreaches attended by the KITES team | | | | |
|---|----------------------|---------------------|------------------|-----------------|
| District | Outreaches quarter 3 | Outreach percentage | People attending | Enquiries taken |
| Eastbourne | 5 | 19 | 153 | 19 |
| Hastings | 5 | 19 | 62 | 11 |
| Lewes | 5 | 19 | 56 | 11 |
| Rother | 5 | 19 | 94 | 6 |
| Wealden | 7 | 24 | 56 | 9 |

| 1.2 How were enquiries received? | |
|----------------------------------|-----|
| Telephone | 233 |
| Outreach | 44 |
| Visit | 32 |
| Answer phone | 14 |
| Intermediary | 12 |
| Email | 9 |
| Client Monitoring Form | 5 |
| Letter | 3 |

| 1.3 How did enquirers hear about KITES? | |
|---|-----|
| ABC Magazine | 1 |
| Bookmark | 1 |
| Borough Council | 1 |
| Childcare Provider | 11 |
| ChildcareLink Phone | 1 |
| ESCC Switchboard | 4 |
| EYDCP | 2 |
| FE College | 1 |
| Hastings Information Center | 1 |
| Health Service | 4 |
| Health Visitor | 44 |
| Internet | 10 |
| Job Centre Plus | 9 |
| Kites flyer | 2 |
| Local Auth staff | 10 |
| Local Authority | 4 |
| Local marketing | 1 |
| Other CIS | 8 |
| Other Referred | 1 |
| Outreach | 44 |
| Referred by Library | 1 |
| Repeat Caller | 140 |
| School | 4 |
| Social Services Staff | 4 |
| Surestart/DfES | 2 |

| | |
|----------------------------|----|
| Telephone Book | 1 |
| Tourist Information Centre | 1 |
| Unknown | 4 |
| Website/Childcarelink | 7 |
| Website/ESCC | 3 |
| Word of Mouth | 25 |

| 1.4 What was the subject of the enquiry ? | |
|---|-----|
| Business Support | 3 |
| Childcare | 662 |
| Pathways to registration | 23 |
| Recruitment | 2 |
| Training | 3 |
| Funding | 0 |
| Inclusion | 1 |
| Parenting and Family Support | 279 |
| Other | 383 |

| 1.5 If the enquiry was related to childcare, what type of care was required? | |
|--|-----|
| Childminders | 189 |
| Crèches | 2 |
| Drop-Ins | 139 |
| EYEE (formerly nursery education grant) | 51 |
| Holiday Playschemes | 27 |
| Leisure | 117 |
| Nannies / babysitting services | 20 |
| New to area pack | 1 |
| Nurseries | 174 |
| Out of school clubs | 21 |
| Playgroups | 101 |
| Schools | 13 |
| Support groups | 23 |
| Toy library / library | 40 |

| 1.6 Who was the enquirer? | |
|---------------------------|-----|
| Parent/Carer | 281 |
| Intermediary | 11 |
| Prospective Carer | 5 |
| Childminder | 5 |
| Local Authority Worker | 4 |
| Other | 3 |
| Relative | 2 |
| Student | 1 |
| Health Worker | 1 |

| | |
|------------------|---|
| Childcare Worker | 1 |
|------------------|---|

| 1.7 What services were offered to the enquirer? | |
|---|-----|
| Benefits / tax information | 214 |
| General advice | 142 |
| In-depth advice | 40 |
| Information lists | 330 |
| Information pack | 5 |
| Selection of leaflets | 323 |
| Survey of need | 5 |
| Other | 236 |

Evaluation Form

We hope you have found this quarterly report useful. Please help us to evaluate and improve our service and assist in planning for future reports by completing and returning this short evaluation form.

Please let us know what you thought about the report:

| | Excellent ✓ | Satisfactory ✓ | Unsatisfactory ✓ |
|--------------|----------------|-------------------|---------------------|
| Content | | | |
| Presentation | | | |
| Format | | | |
| Usefulness | | | |

We would like the content of this report to reflect the needs of those who read it. Please let us know if there is anything you would like to see added into the report in future or comment further on its current content.

Please return this form to the following Freepost address:

Helen Harrison
Childcare Information Service
East Sussex County Council
Freepost SEA8322
Eastbourne
BN21 4BR