

SURE START: Technical Note for Public Service Agreement 2003-04 to 2005-06

The following sets out the full technical details of how the Public Service Agreement for 2003-04 to 2005-06 for Sure Start will be measured. The Sure Start PSA targets are demonstrable milestones towards the programme's longer-term aims and objectives. The targets apply to specific local programmes that target disadvantaged areas within the wider Sure Start programme. The targets are expected to be achieved on average across Sure Start programmes fully operational at 1 April 2003 and new Sure Start programmes and Children's Centres that become operational between 1 April 2003 and 31 March 2005. Progress towards the targets will be published annually in the DfES Departmental Report.

| PSA Target | Technical Note |
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| <p>Objective 1: Improving social and emotional development</p> <p>In fully operational programmes, achieve by 2005-06 a [x] per cent increase in the proportion of babies and young children aged 0-5 with normal levels of personal, social and emotional development for their age</p> <p>Target level to be set by end of 2003-04 when the first data from the Foundation Stage Profile becomes available. Target level will be set so that it aims to narrow gap between children in the areas targeted by the programmes and the population generally.</p> | <ul style="list-style-type: none"> • The target is to improve the personal, social and emotional development of young children of children aged 0-5. • The target refers to the aggregate score for the three elements of personal, social and emotional development covered by the Foundation Stage Profile (FSP) which together form a single Early Learning Goal. • Progress will be measured by the proportion of children living in Sure Start local programme and Children's Centre areas meeting the Early Learning Goal for personal, social and emotional development each year as assessed by the FSP. • The exact level of increase will be set by the end of 2003-4 when the first FSP data (for 2002-03) will be available. The level will be set to take account of the very minimal input that FSP children will have received in the programmes that became operational after April 2003. • Data used to measure this target will come from the FSP owned by the Qualifications and Curriculum Agency (QCA). DfES plan to collate FSP results for children in Sure Start local programme and Children's Centre areas from Summer 2003. Data period is the school year and data refers to all children living in fully operational programme areas completing the Foundation Stage in that particular year. • The FSP is a continuous teacher assessment during the course of the Foundation Stage with a final assessment recorded at the end of the Foundation Stage. Further information about the FSP can be found on the QCA website at |

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| | <p>www.qca.org.uk/ca/foundation.</p> <ul style="list-style-type: none">• Progress will be measured annually. The Sure Start Unit will obtain data from DfES for each Sure Start local programme and Children's Centre area.• Baseline period will be the school year 2002-03. This is the first time FSP will be available. Data will refer to children who were aged 4 in 2001-2. An initial baseline will be set by end of 2003-04 when the data for 2002-03 is available though this will only refer to R1-6 Sure Start areas and will need to be updated once definitions of Children's Centre areas are available.• Quality controls – Data collected via national consistent assessment framework developed by an independent body – the QCA. The first year of operating the FSP (2002-03) will be a pilot year and data quality thoroughly reviewed at this stage. |
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Objective 2: Improving health

In fully operational programmes, achieve by 2005-06 a 6 percentage point reduction in the proportion of mothers who continue to smoke during pregnancy.

- The target is to reduce by 6 percentage points the proportion of women who had a live birth in the measurement period who continued to smoke during pregnancy.
- This target will refer only to Sure Start local programmes and Children's Centres operational before 1 April 2005 for which data is readily available (*'readily available' to be defined in conjunction with HMT and DH in 2003-04*)
- Refers to mothers of newborn babies living in Sure Start local programme areas who did not give up smoking completely, before or during pregnancy.
- Target refers only to pregnancies resulting in a live birth.
- **Data:** Health visitors, midwives and Sure Start workers will collate this data from maternity records or collect it at their visit to families with newborns within 2 months of birth. They will ask mothers:
 - Did you smoke in the year before your pregnancy was confirmed?
 - Did you give up smoking completely, at any time prior to, or during your pregnancy, until after the baby was born?
 - Did you start smoking again after the birth of your baby?
- **Progress:** Sure Start Unit will collect data annually from programmes. Performance will be assessed by the percentage point change in the proportion of women who continued to smoke during pregnancy.
- **Baseline:** The baseline period will be 2002-03. A national baseline, based on aggregation of data from individual programmes, will be established by 31 December 2003.
- **Quality Control:** Although data will be based on self-report by mothers, it will be collected primarily by health professionals who, by the nature of their role, should have established a trusting relationship with the mother so eliciting accurate information from them. Sure Start Unit will conduct a small-scale study looking at the quality and validity of the information collected in 2002-03 and use this to make improvements where necessary.

Objective 3: Improving learning

In fully operational programmes, achieve by 2005-06 a [x] per cent increase in the proportion of children having normal levels of communication, language and literacy at the end of the Foundation Stage and an increase in the proportion of young children with satisfactory speech and language development at age 2 years

Target level for part a) to be set by end of 2003-04 when first Foundation Stage Profile data available. Target level for part b) to be set by mid 2003 when further analysis of first application of Sure Start Speech and Language Measure for 2 year olds available.

Target levels will be set so they aim to narrow gap between children in areas targeted by SSEYCU programmes and children generally.

- Two measures will be used to assess progress towards this target: one concerned with communication skills at the end of the Foundation Stage (when children are aged between 5 and 5.11 months) and the other with speech and language development at 2 years of age. These are referred to as measure A and measure B below. Part B of the target will only refer to Sure Start local programmes.

Measure A

- Progress will be measured by the change in proportion of children achieving Early Learning Goal for communication, language and literacy.
- The measure refers to the aggregate score for the three elements of communication, language and literacy measured in the Foundation Stage Profile (FSP).
- The exact level of increase will be set by the end of 2003-4 when the first Foundation Stage Profile data (for 2002-03) will be available. The level will be set to take account of the very minimal input that FSP children will have received in the programmes that became operational after April 2003.
- **Data** used to measure this target will come from the FSP owned by the Qualifications and Curriculum Agency (QCA). DfES plan to collate FSP results for children in Sure Start and Children's Centre areas from Summer 2003. Data period is the school year and data refers to all children living in fully operational programme areas completing the Foundation Stage in that particular year.
- See objective 1 above for more information on the FSP.
- **Progress** will be measured annually. SSU will obtain data for each programme area from DfES.
- **Baseline** period will be the school year 2002-03. This is the first time FSP will be available. Data will refer to children who were aged 4 in 2001-2. An initial baseline will be set by end of 2003-04 when the data for 2002-03 is available.
- **Quality controls** – Data collected via national consistent assessment framework developed by an independent body – the QCA. The first year of operating the FSP (2002-03) will be a pilot year and data

quality thoroughly reviewed at this stage.

Measure B

- This part of the target only applies to Sure Start local programmes.
- **Data** will be collected from each Sure Start local programme by the application of a specially devised measure of speech and language development at age 2. The measure is a parent report administered by Sure Start workers in each local programme who return data to Sure Start Unit (or their representatives) annually. Further information on the Sure Start Speech and Language Measure (SSLM) can be found on the Sure Start Unit website www.surestart.gov.uk/guidance.
- 'Satisfactory' speech and language development' at age 2 according to the SSLM is still to be defined on the basis of national norms. This should be available by mid 2003.
- Data will be collected for a representative sample of children living in each Sure Start local programme area and collated to produce national level analysis.
- Data collection and analysis being carried out by independent experts at City University on behalf of Sure Start.
- **Progress:** Progress will be measured annually based on application of the measure to a representative sample of children aged 24 months living in Sure Start areas.
- **Baseline:** Baseline period will be 2001-02. Baseline will be set by 31 March 2003 and will be based on Round 1-3 Sure Start programmes. This baseline will not be updated to include newer programmes.
- **Quality control:** Data collection is managed by independent external experts at City University who ensure and randomly check the quality of the returned data. Measure based on standard measure that has been widely used and thoroughly piloted.

Objective 4: Strengthening families and communities

In fully operational programmes, to achieve by 2005-06 a 12 per cent reduction in the proportion of young children (aged 0-4) living in households where no one is working.

- The target refers to a reduction in the number of children aged 0-4 (up until 5th birthday) living in fully operational programme areas that are living in households where no adult of working age is in paid employment.
- Progress towards target will be measured in two ways: at the aggregate level using data from the Labour Force Survey (LFS) and at the individual programme level using data on receipt of IS/JSA benefits from Department of Work and Pensions (DWP). The LFS based measure will be the prime measure to assess performance against the target.
- Two measures are necessary because although the LFS is a truer measure of children living in workless households it is not available at for small areas such as Sure Start local programmes. DWP benefit receipt data is available for small areas but is more strictly a measure of dependent children of IS/JSA recipients which doesn't equate fully with children in households where no one is working.
- As programmes will be working to a target based on DWP data, adjusting the LFS data will be explored so levels of change are equivalent to those observed from the DWP data.
- **Data:** Data will come from two sources: the LFS carried out by ONS, and DWP administrative data on benefit receipt.
- SSU will obtain data annually from ONS and DWP. LFS data will be based on Spring quarter (Mar-May) each year and DWP data on a fixed point in April each year.
- **Progress:** Target refers to a percent decrease in the number of children living in households where no adult of working age is in paid employment.
- **Baseline:** The baseline for the LFS based measure will be spring quarter 2002. For the DWP data based measure the baseline point will be April 2002. Initial baselines for both measures will be set by end of 2003-04.
- **Quality control:** Data is from external national sources and is subject to extensive validation and quality checking by ONS and DWP.

Notes:

Coverage and performance assessment

- The targets cover all Sure Start local programmes fully operational at 1 April 2003 and new Sure Start local programmes and Children's Centres that become operational between at 1 April 2003 and 31 March 2005 unless stated.
- Performance will be calculated by averaging the performance of all operational programmes. Achievement of the target will be assessed by the change between the baseline and 2005-06.
- Each Sure Start local programme and Children's Centre will work towards achieving each of the relevant targets in a three year period from their first full year of operation.
- Target 2 will only be assessed for Sure Start local programmes (including those that are also Children's Centres) and Children's Centres for which data is readily available. The Children's Centres areas for which data can be regarded as 'readily available' will be explored during 2003-04.
- Target 3b will only be assessed for Sure Start local programmes (including those that are also Children's Centres) as data cannot be easily collected for other Children's Centres.
- Children's Centres will still work towards affecting the outcomes these two targets cover but will look for others ways to assess their impact on these outcomes.
- Baselines will be set by the end of 2003-04 and refer to the period 2002-03 unless otherwise stated. Early baselines will refer to the programme areas for which definitions are available and will be updated as new programme areas are defined so they refer to the full set of programme areas covered by this PSA.
- All targets will be measured for the PSA period 1 April 2003 -31 March 2006, unless otherwise stated.
- Performance will be assessed annually with the measurement period being the 12 months ending 31 March each year, starting with the 12 months ending 31 March 2004, unless otherwise stated.
- Progress will be reported internally by 31 December each year following the end of the reporting period and published annually in the DFES Annual Report the following Spring.
- Data for three of the measures will be collected centrally by the Sure Start Unit who will obtain this from DFES, ONS and DWP. Data for the remaining measures will be collected direct from Sure Start local programmes by 1 September each year and will be collated by the Sure Start Unit.
- All data collected direct from programmes is verified by Regional Development Officers, employed by the Sure Start Unit to monitor and support local programmes.
- Target 2 refers to a percentage point decrease in the proportion while Target 4 refers to a percent reduction in the number. The precise nature of the expected performance for the other targets where the levels still need to be set, will be defined when the levels are set.

Fully and Newly Operational Programmes

- Programmes are defined as fully operational in the first full financial year after approval.
- Fully operational programmes at 1 April 2003 will be the 437 Round 1-5 Sure Start local programmes.
- Newly operational programmes are the 85 Round 6 Sure Start local programmes and the non Sure Start Children's Centres that will become fully operational between 1 April 2003 and 31 March 2005.
- These programmes will be expected to be on course to achieve the targets in a three year period from becoming fully operational and on average will be expected to achieve the same level of performance as did fully operational Sure Start local programmes at the same stage.
- The most effective way of monitoring Children's Centres will be explored as part of their

implementation. This is likely to be based on ward level definitions of catchment areas even though children's centres will not necessarily target whole wards.