

Amaze Annual Statistics and Analysis - 2010/11



This paper sets out the annual statistics and analysis for Amaze services currently funded wholly, or in part, by BHCC, NHS Brighton and Hove, South Downs NHS during 2010/11. This has been a very busy year for Amaze services as demand continues to increase for all our key services.

A) Performance Report

1) The Compass

a) Key Outputs and Activities:

- 1,465 children and young people with disability or special need with record created or updated in last 2 years (a 7% increase on the previous year). 219 new Compass cards issued and 506 renewal cards issued
- 46 targeted mailings to families with relevant information for their child
- 13 statistical reports or analysis provided to local partners for commissioning reports or service development initiatives e.g. Compass figures featured in Brighton and Hove City Council's (BHCC) Joint Strategic Needs Assessments for Disabled Children, Adults with Learning Disabilities and Adults with Autism Spectrum conditions and Child Poverty, Compass data on children with autism spectrum conditions was presented to BHCC'S scrutiny panel on autism.
- 38 leisure, cultural or sporting activities now offered to Compass Card holders at a discounted or free rate
- Estimated financial savings for families in city = £677,000 [e.g. average family of 4 (one child under 11 and one over 16): Swimming once a week for 25 weeks (£9.65*25) = £241, Gym (£33*12) = £396, Cinema 4 times a year (£8*5) = £40; total = £677 per year * 1000 families]

b) Key Outcomes:

- Through provision of targeted information, parents become more knowledgeable about services available to them
- We send Compass parents information about Amaze events and workshops and details of other events across the city which can provide opportunities for them to meet other parents in similar situations to them, helping parents to feel less isolated and more socially included
- We provide parents with info about Compass Card discounts, increasing the child's access to leisure and social activities thereby increasing social inclusion and increasing the disposable income and respite time for the parents
- Getting local service providers to use Compass data in service planning can lead to improved commissioning of services for all families with disabled children in the city
- Improved provision of 'special needs inclusive' services by leisure providers
- Respite for parents of children with a Compass Card
- Improved health and well being for children with a Compass Card and their families
- During 2010/11 The Compass was cited by the Contact a Family (CAF) email bulletin that shares examples of good practice: We received several requests

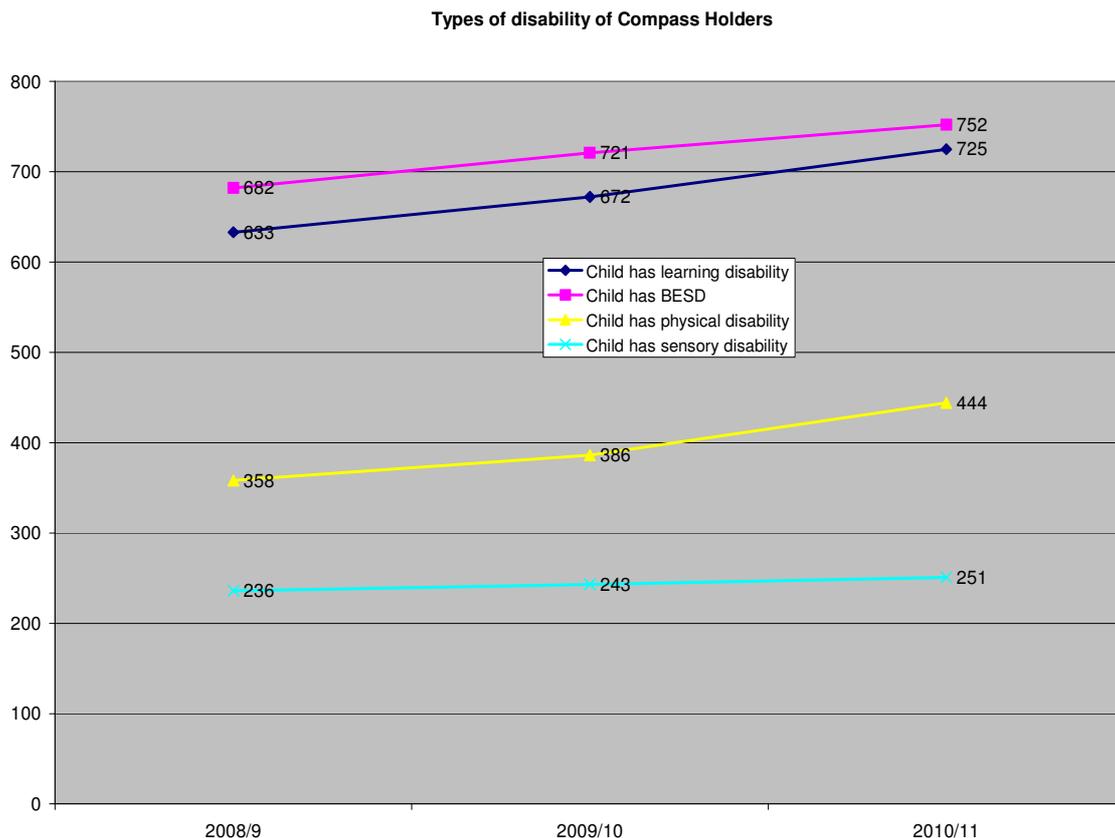
Amaze Annual Statistics and Analysis - 2010/11

from organisations and local authorities in other parts of the UK, to assist them with setting up their own versions of The Compass. Unfortunately, we don't have the resources to offer long-term support with this, but we were able to provide information and advice by email or telephone to all the groups who asked.

c) Key Trends:

i) Disability Type:

- See the graph below to show the changes over the last 4 years of recorded disability types of Compass Card holders



ii) Geographical Spread:

- 5.5% of current Compass members live outside the city, which is slightly lower than in the previous year. This follows the strategy to reduce out of city agency placements.
- As with 2009/10, the majority of Compass members live in the most deprived areas of the city – East Brighton and Moulsecoomb & Bevendean account for 23% of the total Compass membership and 25% of the Brighton and Hove membership.
- This figure is greater than we would expect when compared with the 2001 Census, which states that less than 16% of the city's children and young people live in those two wards. This indicates that The Compass is continuing to reach the most deprived families within Brighton and Hove.
- A further 15% of the total Brighton and Hove membership live in two other relatively deprived areas: North Portslade and Hangleton & Knoll. This closely follows the 2001 Census figures.

Amaze Annual Statistics and Analysis - 2010/11

- The proportion of Compass members from the other Brighton and Hove wards is also representative of the Census figures for the local population.

iii) Age Range of Members:

- 76% of those on The Compass are of school age, which is an increase of 6% on the previous year.
- We have retained a figure of 12% for the under-5s - In 2008 the Thomas Coram Research Unit reported that of the total number of UK children with disabilities, 8% were under that age of 5 (Mooney et al: 'Disabled Children: Numbers, Characteristics and Local Service Provision') so our higher figure suggests that we are continuing to successfully make contact with this hard to reach group via Presens, Health Visitors and Children's Centres.
- 12% of Compass members are now over the age of 16, which is a slight decrease on last year's figure of 17.5%.

iv) Gender:

- In 2010/11, 70% of The Compass members were male and 30% were female. This closely mirrors the findings of the Thomas Coram Research Unit, (see reference above). In 2008 they reported that 69% of children and young people with disabilities are male and 32% are female, indicating that male children are at least twice as likely as girls to have disabilities.

v) Ethnicity:

- Of the 1465 up-to-date members of The Compass, 13.5% are from Black or Minority Ethnic (BME) backgrounds, which reflect the Census figures for 2001, which gave Brighton and Hove's BME population as 12%.
- This indicates that The Compass is very successful in reaching this often hard to reach group within the local community.

d) Key Developments

- In 2010/11 11 new offers were added, as follows: ZT Kids Fit Skool; Pizza Express Jubilee Street; Pizza Express Prince Albert Street; Pizza Express Hove; Early Learning Centre; Renaissance Legal; fitness sessions at Stanley Deason and Moulsecoomb leisure centers; City College Hair and Beauty Salon; The Gallery Restaurant at City College.
- Compass Card Activities are now an integral part of the Compass Card offer. After the launch of the first two activities in February 2010, a further three were added in June 2010: table tennis with Hollingbury Table Tennis Club, karate and kick boxing with Sama; and circus skills with circus theatre company, Bandbazi.
- The first two activities – Story Magic at Jubilee Library and Take a Leap trampolining - were fully evaluated in September 2010 and produced excellent results. In the case of Story Magic, 100% of parents rated the activity as 'excellent' or 'good' and 100% of parents of children who attended Take a Leap gave coaching, class organisation, facilities and overall experience the top rating. 80% gave enrolment and booking the highest rating, 20% rated it average.
- Extratime delivered disability awareness training to staff from Prince Regent Swimming Complex; City Libraries; and Westow's World of Play, after funding was secured from Aiming High. Training at King Alfred had to be cancelled because of bad weather and has yet to be re-booked by the centre. Feedback on the training has been extremely positive.

e) Publicity and Marketing

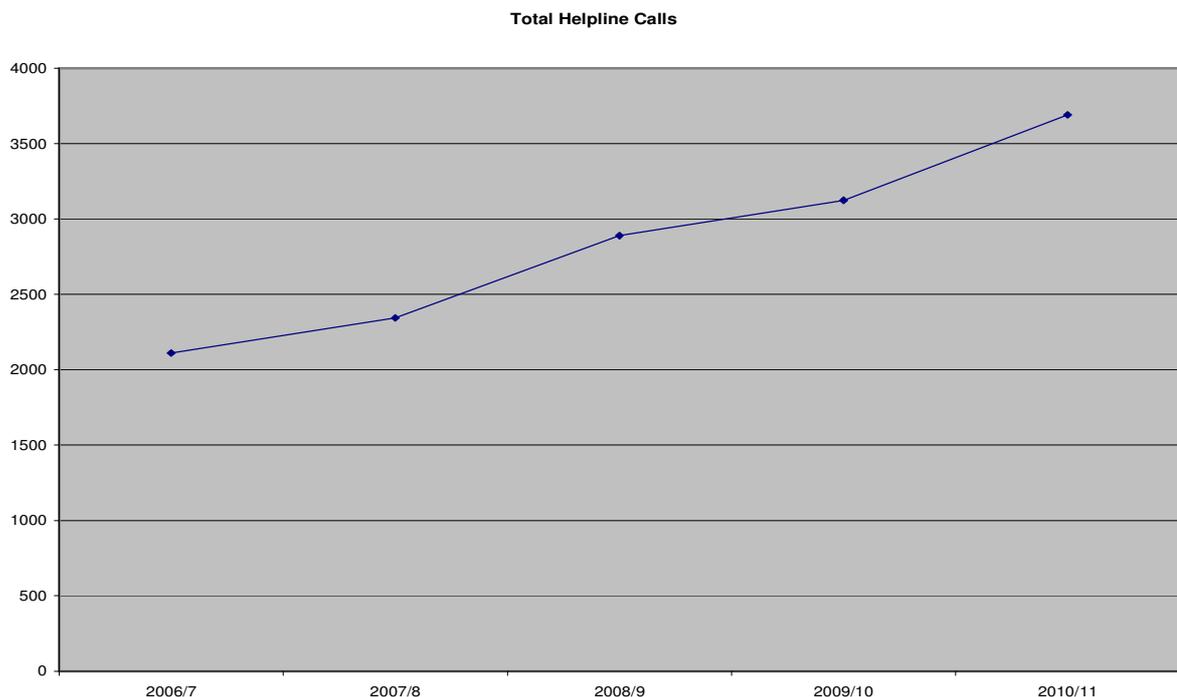
Amaze Annual Statistics and Analysis - 2010/11

- All of the literature has been updated. Literature has been disseminated to a wide variety of organisations across the city and at key city events, including TAKEPART Launch Day 2011, Barnado's Routemaster Bus event, Choices Event and the Amaze Parent Information Fair.
- Distribution of 'Practitioner packs' (A5 packs for professionals to give to families to add value to consultations) continued. Packs continued to be provided for PRESENS and Seaside View and the Royal Alex and some SENCOS were also added.
- The 'e-bulletin' to Compass Card families on The Compass has been a vital tool in communicating with parents and is extremely popular. The bulletin was extended to include a wide variety of relevant city-wide information and sent out at least every two weeks. The email database expanded from 750 families to over 900 families (approx 75% of the total). Special schools, play providers and Compass Card Partners were also sent email updates when appropriate.

2) The Helpline

a) Key Outputs and Activities:

- 3,691 calls in total to the Helpline – a 15% increase on the previous year and a 75% increase over 4 years
- 5 Helpline sessions offered 9.30-12.30 Mon-Thurs and 6-8pm on Thurs evenings



b) Key Outcomes:

- Parents have access to impartial information, individual advice and support from trained advisers on the helpline
- Parents report they are able to take action or feel differently about their situation following a helpline call because of the impartial information given and as advisers really understand the issues they face

Amaze Annual Statistics and Analysis - 2010/11

- Parents from all parts of the community can and do use the helpline service including parents from the more deprived areas of the city, parents from "seldom heard" groups and parents of children with a range of disabilities and special needs in all age groups
- Parents are able to learn of and take up other services from Amaze and other organisations based on appropriate signposting and referrals – reducing social isolation
- Parents get a holistic response from the helpline that increases their resilience by building their knowledge, confidence and sense of belonging.

c) Key Trends:

i) Call Subject:

In 2010/11 the helpline received 3,691 calls, which is an increase of 15% on the previous year. Just over 38% of enquiries received on the helpline were regarding financial issues – the vast majority of these (88%) were about DLA. After finance enquiries, the next highest were enquiries regarding education, with 23% in total, with an extra 358 calls about this than last year. This was followed by workshop enquiries/bookings with 13.75%.

These figures indicate that the helpline remains an extremely valuable contact point for parents who need assistance with their DLA claims and demonstrate how important the helpline is to the DLA service as a whole. With almost 1 in 4 enquiries dealing with education issues, it is also a valuable service to parents requiring IPS support.

ii) Geographical Spread:

16.5% of calls came from the two most deprived wards– East Brighton and Moulsecoomb & Bevendean, which correlates with Census data, which tells us that those wards account for just under 16% of the total child population of Brighton and Hove. Clearly the helpline is successfully reaching families in these areas and they are making wide use of its service. The figures for remaining calls also closely follow the local population breakdown.

iii) Age:

72% of helpline enquiries received in 2010/11 were regarding school-age children, which is a rise of 8.5% on the previous year, with 697 extra calls about children aged 5-10. 16.5% were regarding children under the age of 5, which was 129 fewer calls than in 2009/10. 6.75% of calls were regarding young people aged 16 or over which is also slightly lower than in 2009/10.

3) DLA Project

a) Key Outputs and Activities:

- Amaze assisted 267 families to make DLA applications
- 60% of outcomes known to date – bringing in an estimated £2.5m in benefits [estimated final income generated is £3m]
- 97 energy audits completed
- 19 DLA volunteers trained and supported to deliver work with families

b) Key Outcomes:

- Extra income generated per family is £8-12k per annum which alleviates child poverty, fuel poverty and other risk factors such as family breakdown

Amaze Annual Statistics and Analysis - 2010/11

- Support given to parents helps increase their knowledge and confidence with the hope that they are then equipped to make renewal application
- DLA volunteers are often the first point of contact with Amaze building up trust in our services. Volunteers help 'plug' family into other relevant services or training that is relevant – reducing social isolation
- Working with a volunteer can help parents better understand their child's needs and think about practical strategies that make life easier. They may help identify other issues e.g. problems at school or difficulties accessing leisure etc

c) Key Trends:

i) Geographical Spread:

- Of the 267 DLA applications that Amaze assisted with in 2010/11, only 7 were for families living outside the city (2.5%).
- Of the remaining 260, the highest proportion was from East Brighton and Moulsecoomb & Bevendean (22% in total). As with The Compass, this is far higher than the 2001 Census figures, which state that less than 16% of the city's children and young people live in those wards.
- This indicates that the DLA service is very successful in reaching the most deprived areas of the city, and therefore those families most in need of financial support.

ii) Multiple Deprivation factors:

- 43% of the families helped by the DLA service in 2010/11 live entirely on benefits
- 21% have more than one disabled child.
- 42% are lone parent families
- 21% have one or more parents with mental health problems.

iii) Age:

- 69% of the 2010/11 DLA claims supported by Amaze were for school-age children, which is a rise of 11% on the previous year.
- However, the percentage of claims for over-16s has dropped from 22% in 2009/10 to 13% in 2010/11.
- Claims for the under 5s have remained constant at around 20%.

4) IPS Service

a) Key Outputs and Activities:

- The IPS service supported the parents of 128 children in 2010/11, which is one more than in 2009/2010.
- The service is run by the Independent Parental Support Coordinator with the assistance of 5 trained volunteers.

b) Key Outcomes:

- The IPS volunteers offer impartial advice and support to parents at tricky meetings with education professionals. This ensures parents feel equipped and confident enough to get the best outcome for their child
- This independent support helps alleviate tensions between parents and schools allowing communication to flow and parents to feel informed to make choices for their child

Amaze Annual Statistics and Analysis - 2010/11

- Overall parental confidence and satisfaction with their child's school placement increases
- Volunteers help 'plug' family into other relevant services or training that is relevant – reducing social isolation

c) Key Trends:

i) Geographical Spread:

- 9.5% of IPS cases are from the Patcham ward, which is a much higher percentage than is covered by The Compass membership (5%) This suggests that there is an unusually high demand for the IPS service by parents in this ward.
- Moulsecoomb & Bevendean and East Brighton account for 15.5% of the IPS cases, which closely follows the Compass figures and also the local population (from the Census 2001). Other wards also closely follow the Compass figures for geographical spread.

ii) Age:

- As is to be expected, the vast majority of IPS cases (90%) involved school-age children, although this is a 10% increase on the same age group for 2009/10.
- 56% of cases were attending mainstream primary schools, compared with only 28% in mainstream secondary schools or colleges. 8.5% were attending special schools.
- There has been a slight drop in IPS support being provided to young people aged 16 or older, with that age group accounting for just over 4% of the total cases in 2010/11, compared with 10% in the year before.
- Support for the under 5s has also slightly dropped, from 8% to 5.5%

iii) Gender:

- 72.75% of IPS cases are male, compared with 25.75% female (for a further 1.5% we don't know the gender). This closely follows the Compass figures above, indicating that male children are at least twice as likely as girls to have disabilities or special needs.

5) Transition Development

a) Key Outputs and Activities:

- 149 parent carers attended workshops, training or support sessions or individual advice sessions hosted by Amaze
- 75 professionals and students attended training provided by Amaze
- Transition Development Worker attending 11 different strategic groups, boards, consultations etc

b) Key Outcomes:

- Parents have access to information about support and services regarding transition to adulthood. They can access this information via the Amaze helpline, Through the Next Maze handbook, the website and information and training events.
- Parents' resilience through their teenagers' transition to adulthood is bolstered. Parents of teens in transition will have the opportunity to come together to share experiences, information and support in a variety of ways, including attending

Amaze Annual Statistics and Analysis - 2010/11

Insiders' Guide To Bringing up teenagers with special needs training course.
Increasing social interactions increases parental confidence social inclusion.

- Parents and professionals will be informed about best practice in transition and a person centred approach.
- Parents of teens in transition will have their views represented on relevant strategic groups and parent representatives will be supported to do this.

6) Parent Participation

a) Key Outputs and Activities:

- Amaze supports PaCC with current active membership of 160 parent carer members who have signed up to be more involved plus links to over 650 parent carers through 7 partner organisations
- 52 parent carers involved in consultations and focus groups
- Support and guidance given to PaCC steering group made up of 15 parent carer reps

b) Key Outcomes:

- Promotes the importance of parent carer engagement to professionals, raising the profile of children with disabilities and their needs and those of their carers through different means and formats e.g. representatives at meetings, production of research reports, events, calendar, newsletters
- Increases parental influence over how decisions are made within services by involving parents in the key decision making processes at strategic levels
- Communication with parents about service developments, they have helped to change, increases parental satisfaction with services their children receive

7) Workshops and training

a) Key Outputs and Activities:

- 43 parents attended an Amaze Insider Guide (6 week intensive) course
- 31 parents attended an Amaze Stepping Stones Triple P
- 78 parents attended other Amaze training courses

b) Key Outcomes:

- Parents are equipped with extra skills and knowledge that support them in parenting their children and getting the best out of life for their children and themselves (Triple P, Insiders Guides, workshops on specific issues, information stalls and events)
- Parents have opportunities to learn alongside and share experiences with other parents, reducing isolation and stress, and leading to greater resilience (Insiders Guides, Triple P, workshops on specific issues)
- Professionals have opportunities to develop their understanding of the parent experience (presentations and workshops) and specific knowledge that will help them better support families (workshops on specific issues)
- Use of parent trainers makes courses and workshops more accessible and "real" to parents; it encourages parents and professionals to recognise the value of parents' experience. It also offers individual parents the opportunity to build training/facilitation skills.

Amaze Annual Statistics and Analysis - 2010/11

8) Publications and the Website

a) Key Outputs and Activities:

- 33,117 hits to Amaze website
- 88,454 pages on website viewed
- 8,589 Out of Amaze newsletters distributed
- 584 Through the Maze and Next Maze handbooks distributed

b) Key Outcomes:

- Parents are better informed and therefore can take up services and opportunities for themselves and their children because they trust and use our reference information in different formats (Through the Maze and Through the Next Maze handbooks, website "advice for parents" and factsheets). Better informed parents are more confident, more able and more resilient.
- Parents get timely information relevant to their family (e-bulletin, Out Of Amaze newsletter, website "news and events") and so don't miss out on opportunities and events; this enhances the family's social inclusion and helps them get the best out of local services.
- Parent-friendly publications and information written from the parent perspective give parents validation of their experience and a sense of belonging.
- Service providers (statutory, voluntary, business) can reach parents through the range of Amaze publications, leading to more engagement and inclusion.