This chapter includes the next phase of the Sure Start story that comes in four interconnecting parts: getting programmes established on the ground; dealing with a change of ministers; the next Comprehensive Spending Review (CSR); and setting up the evaluation. All of these were to have profound effects on Sure Start. The first sixty trailblazer areas were announced in 1999; hence, the most important job from 1999 to 2002 was getting 250 Sure Start Local Programmes (SSLPs) established, spending money, and delivering Sure Start in local areas. At the same time, the wider business of government continued. The first reshuffle of government ministers took place in October 1999, and work was starting on the 2000 CSR.

Sure Start grows up

This chapter will tell three key stories in the development of Sure Start: the impact on Sure Start Local Programmes (SSLPs) of the merger at the Department for Education and Skills (DfES) of Sure Start, Early Years Education and Childcare, and particularly the impact of the 2002 Comprehensive Spending Review (CSR); the development of Choice for Parents, the Best Start for Children: A Ten Year Strategy for Childcare, the document produced by the Treasury and DfES that set the framework for Early Years and childcare services for the foreseeable future; and
the launch of the Ten Year Strategy and the media uproar following the publication, which heralded the end of Sure Start.