

2010

Parent Questionnaire Results



Summary

All parents who have used Class Of Their Own during 2010 were asked to complete our annual online questionnaire.

99 respondents completed the questionnaires. There were 3 questionnaires to choose from:

Holiday Club Only, After School Club Only or Holiday and After School Club.

Parents were incentivised to complete the questionnaire by the offer of a £50 Class Of Their Own voucher.

A paper questionnaire was available for completion, but no completed paper questionnaires were received.

“I am very pleased to have found a place where I can feel totally at ease that my children are being entertained, stimulated and well looked after!”

Overall the responses are very positive. Some of the responses have lent themselves to analysis by club so each club can compare their responses to other clubs. Generally, there is not a huge disparity between the club responses.

Where parents were asked to judge on a sliding scale there were 4 options given, so parents had to either select a positive or negative response. The overall responses are overwhelmingly positive. An overall response of greater than '2' is a grading of 'good' or 'excellent'

Since the parents completed the questionnaire two changes have already been put into place:

- St Pauls and Portslade After School Clubs now have longer opening hours
- All After School Club newsletters now have information specifically about their club

More small changes will be put in place over the coming 12 months.

The questions cover a broader scope than they have in previous years. Most of the responses are broadly the same or better than they were 12 months ago. Where they are not, we have identified the difference.

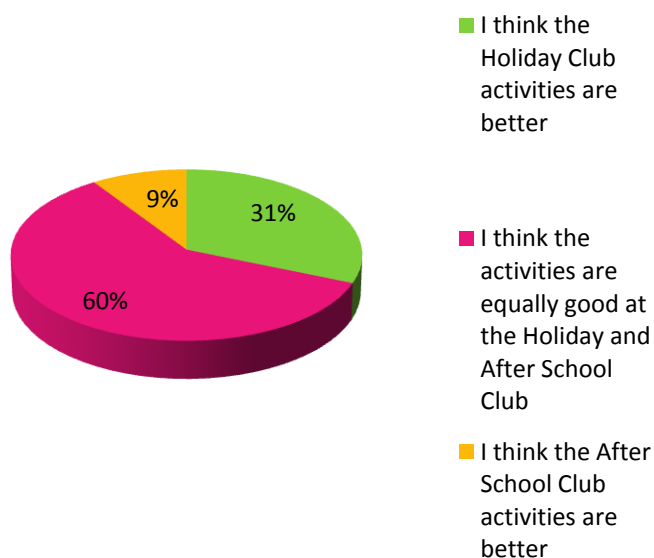
Parents were asked to comment on the activities and resources available in the clubs.

During school holidays each day has a different theme with a selection of 5 – 6 specific activities that the children can choose from. After School Club sessions have lots of activities, but are not generally tied to a specific theme.

“A good mixture of structure, free play & relaxation opportunities.”

Each club has their own budget to invest in equipment throughout the financial year. This is a sizeable budget, and the children are encouraged to provide their suggestions on how it is spent.

How do you rate the activities at the After School Club compared with the Holiday Club?



Most parents feel the Holiday Club and After School Club activities are equally good, however nearly a third believe that the holiday club activities are better.

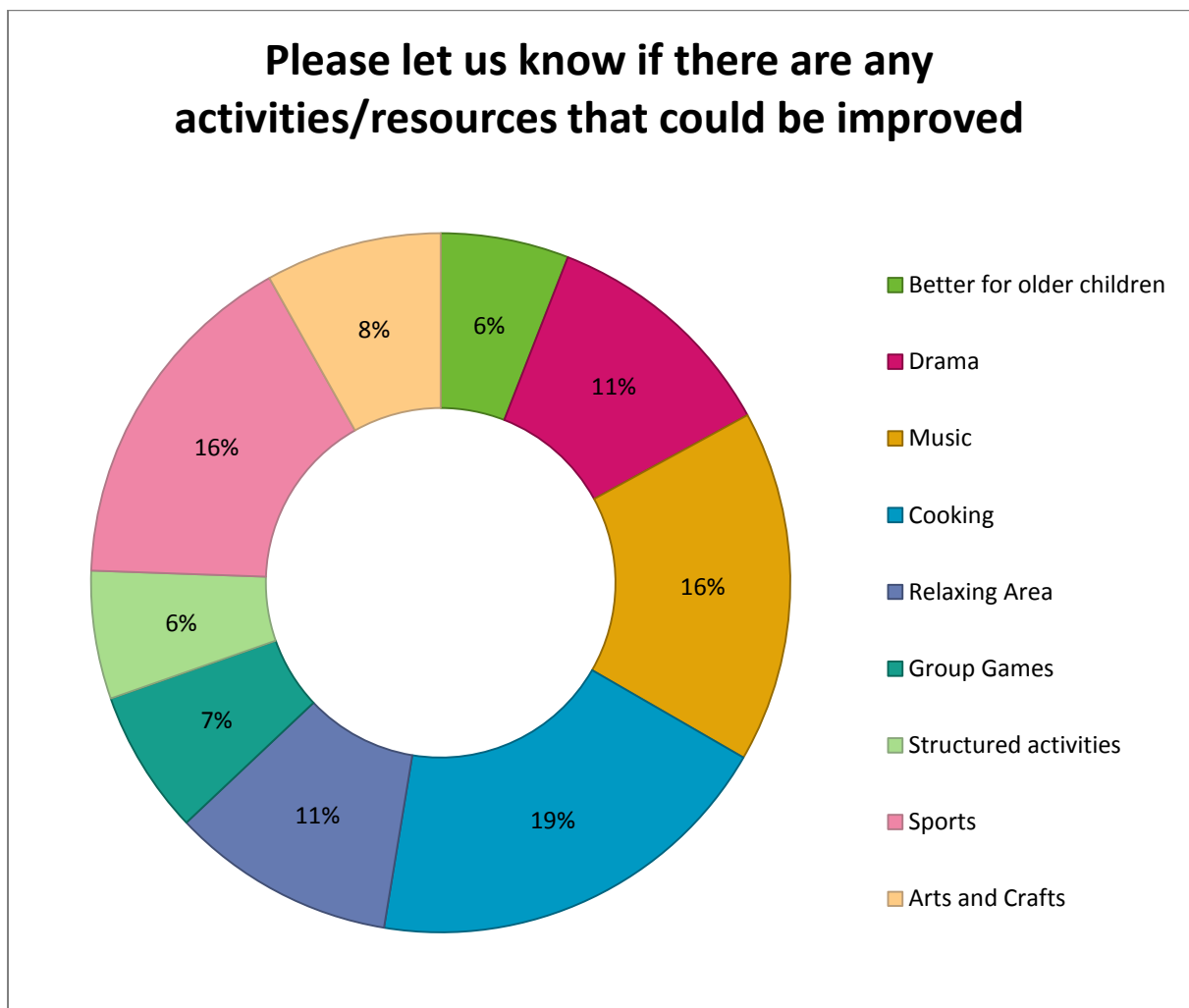
The holiday club activities are more structured as there is a longer day.

During the forthcoming period clubs will look for ways to make the After School Club activities more attractive to children.

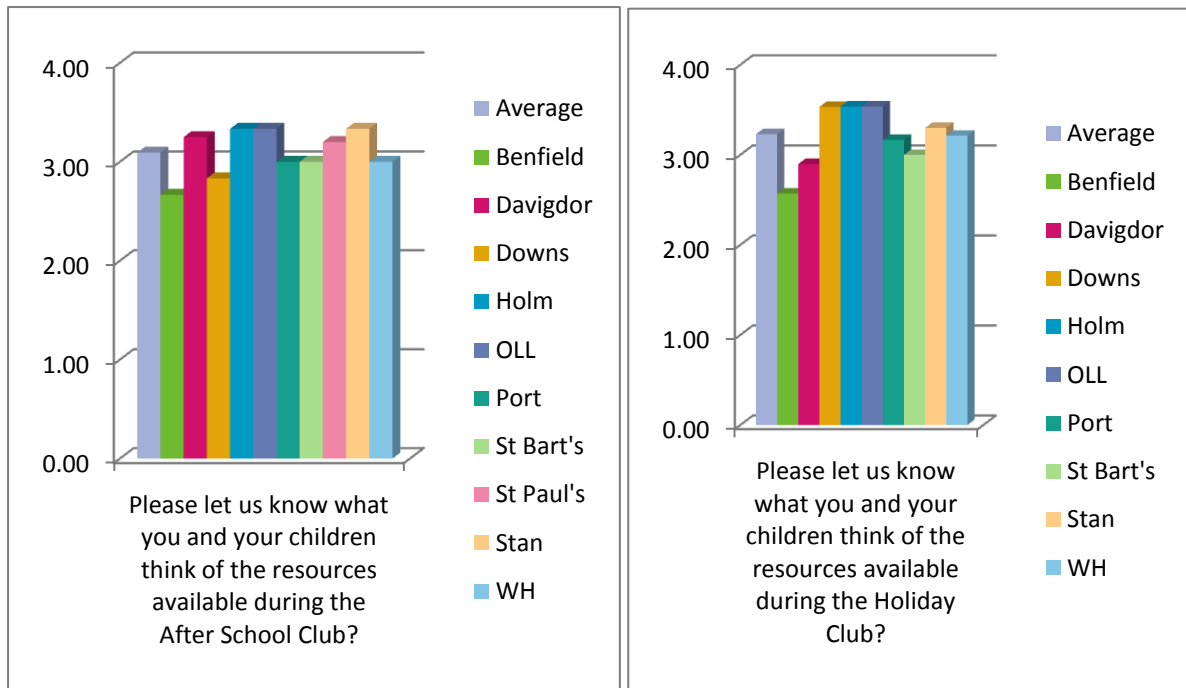
Activities/Resources Continued

Although parents generally think the resources are good, when asked which areas could be improved, parents thought that sport, cooking, music, drama and relaxing areas were the key activities that could be improved.

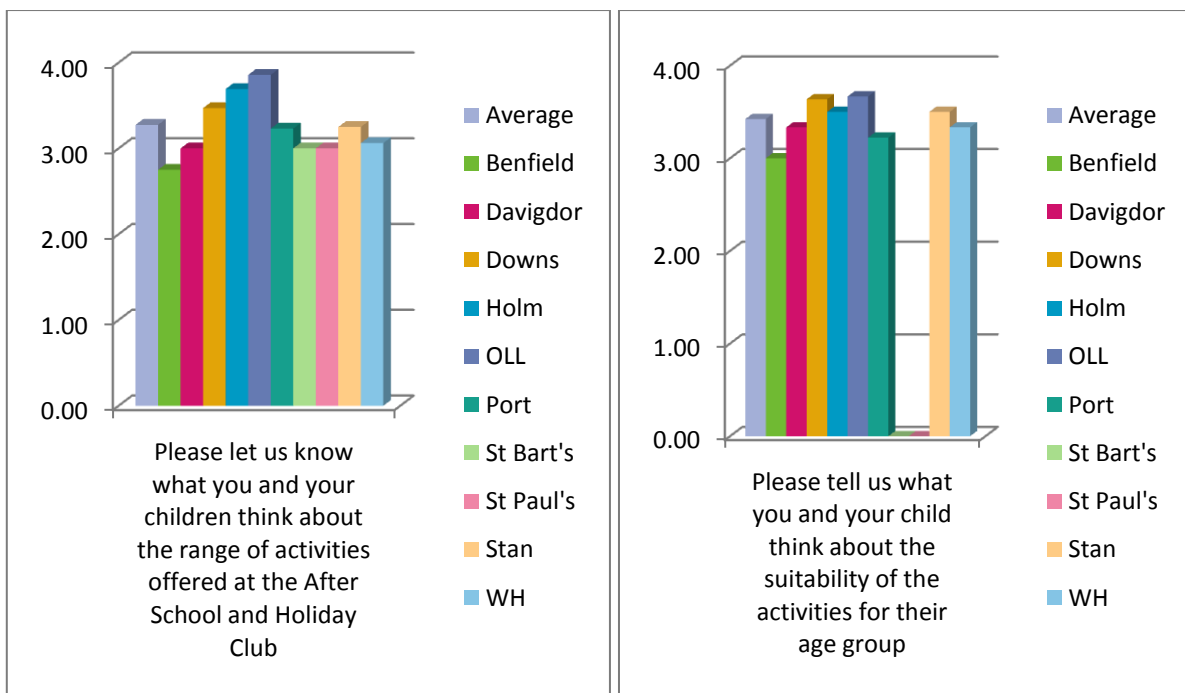
These are areas for improvement for the coming 12 months.



Activities/Resources Continued

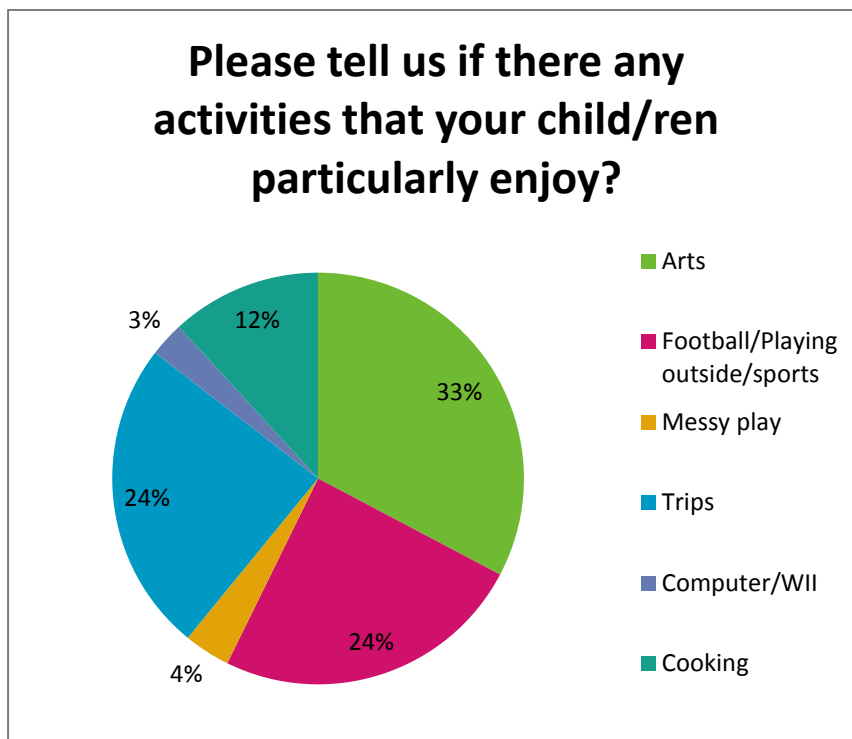


Parents generally viewed the range of activities and resources available as good or excellent. The last 12 months has seen significant investment in resources and equipment, however, the average was very slightly lower than the results in 2009. It has given us an area for improvement in the next 12 months.



Activities/Resources Continued

The activities that children enjoy tend to not change too much from generation to generation! This year the children particularly enjoyed arts and crafts, playing outside and going on trips.



These results are not a surprise or different to what was expected, and will not result in any major changes to our activities.

"I feel comfortable leaving my son at Class Of Their Own because I know he is neither molly-coddled nor completely left to his own devices. You strike a good balance between ensuring they're safe and happy and allowing them some freedom."

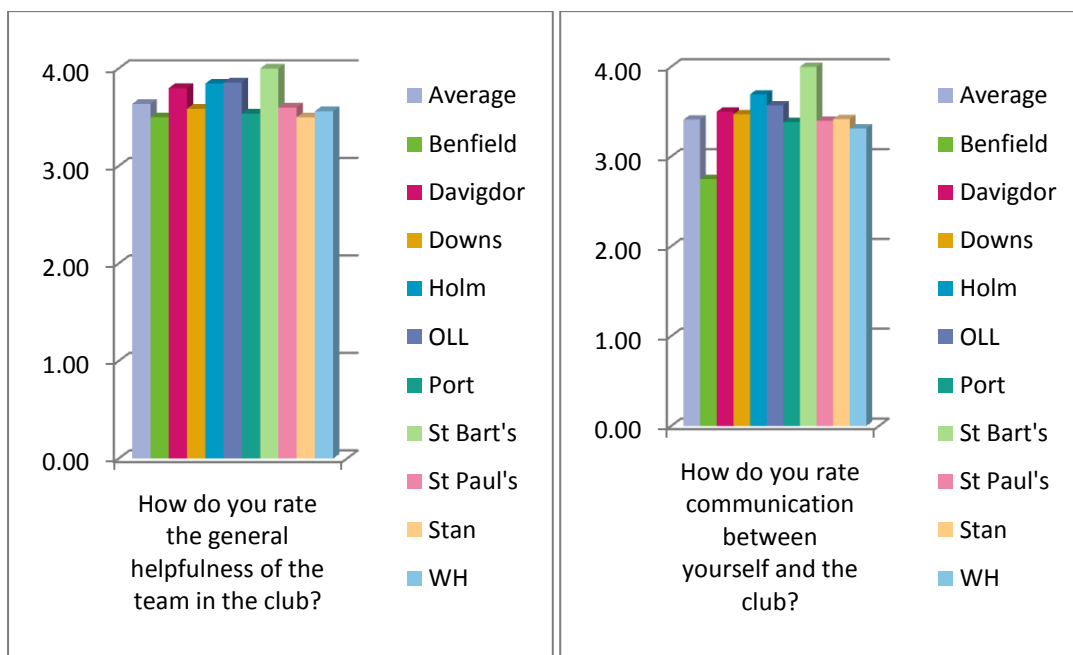
Club Staff Team

To ensure consistency, most clubs have the same team during the After School and Holiday Clubs, but at some clubs key members of staff are different.

We have a staff ratio of one adult to 8 children across all age ranges. The Ofsted ratio stipulates the staff ratio should be one adult to 8 children for under 8s with no specific guidance for over 8s. We maintain this ratio regardless of age.

“The staff that were there were genuinely excellent and my child was very happy”

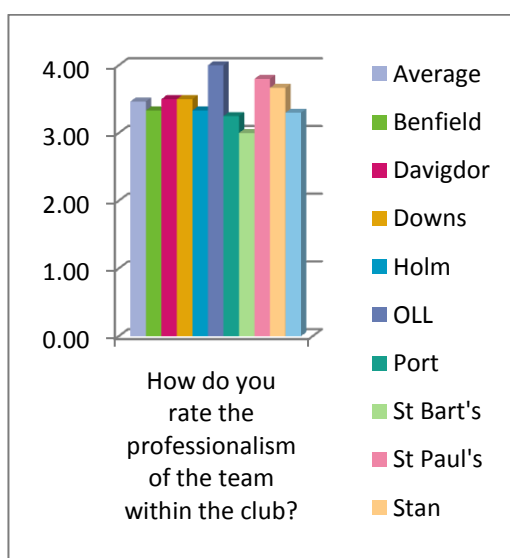
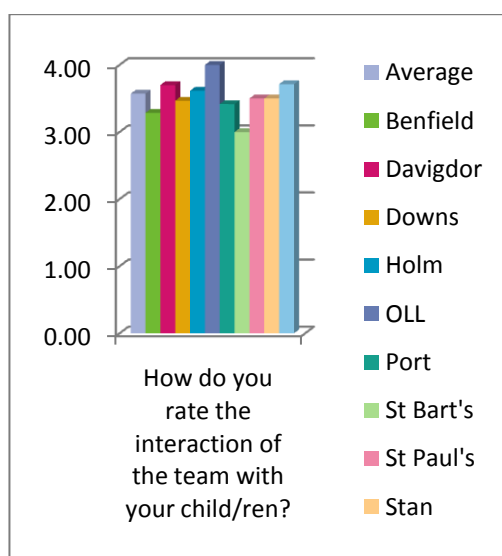
All staff are encouraged to attend in house training, first aid, and over 50% of our staff team holds an NVQ Level 2 (or equivalent) in Playwork.



Staff Team Continued

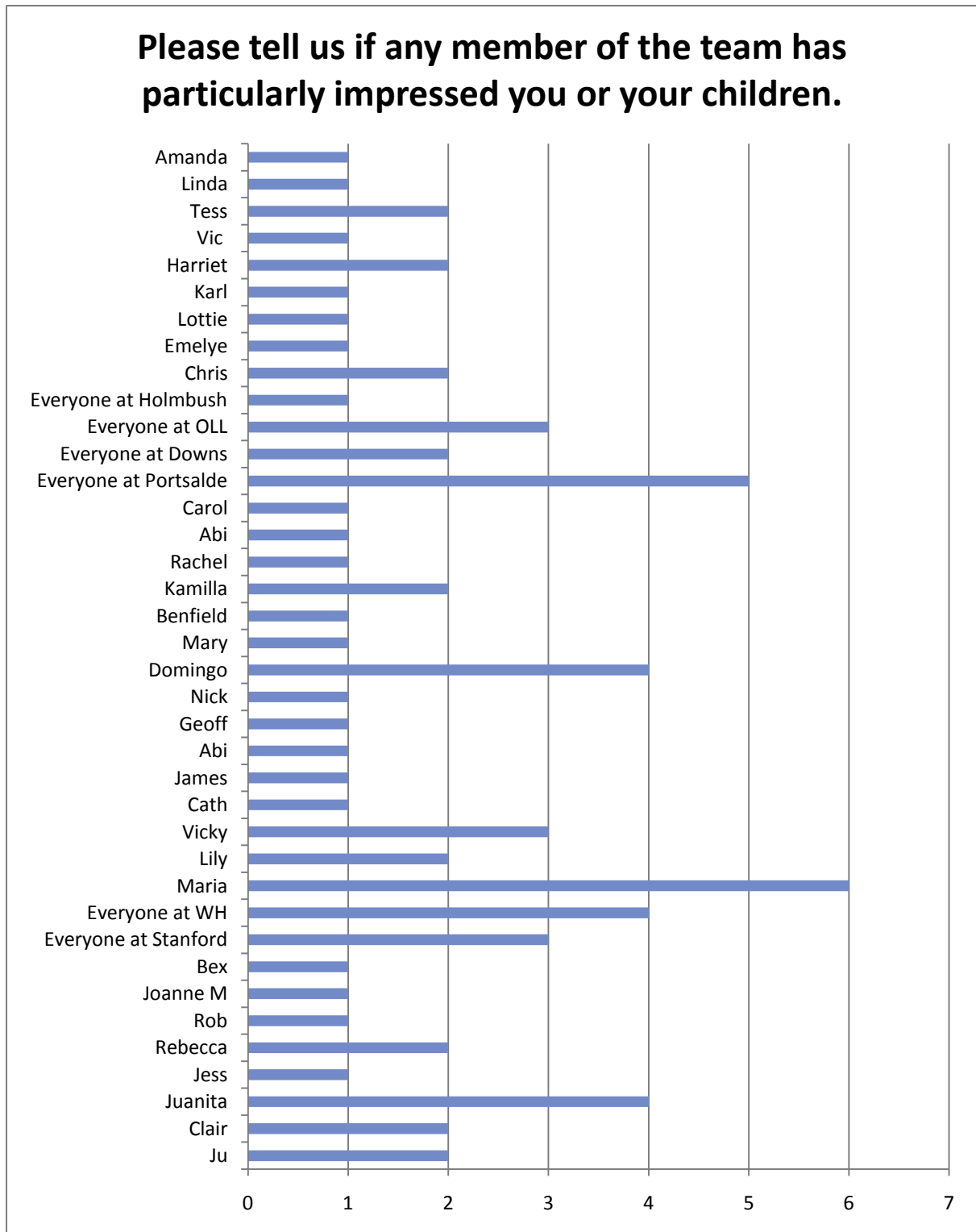
The results were very positive, with all clubs receiving a better than good rating. There was a slight change from last year, with the helpfulness of the Holiday Club team receiving a higher rating than last year, and the After School Club team receiving a slightly lower rating than last year.

Overall clubs were rated as good or excellent in relation to their communication with parents and their interaction with children.



“Fantastic club - would have no hesitation in recommending it. I am happy in the knowledge that my son really enjoys attending and is always looking forward to being there. I am impressed by how lovely, caring and professional the team are and how well looked after my child is.”

Staff Team Continued



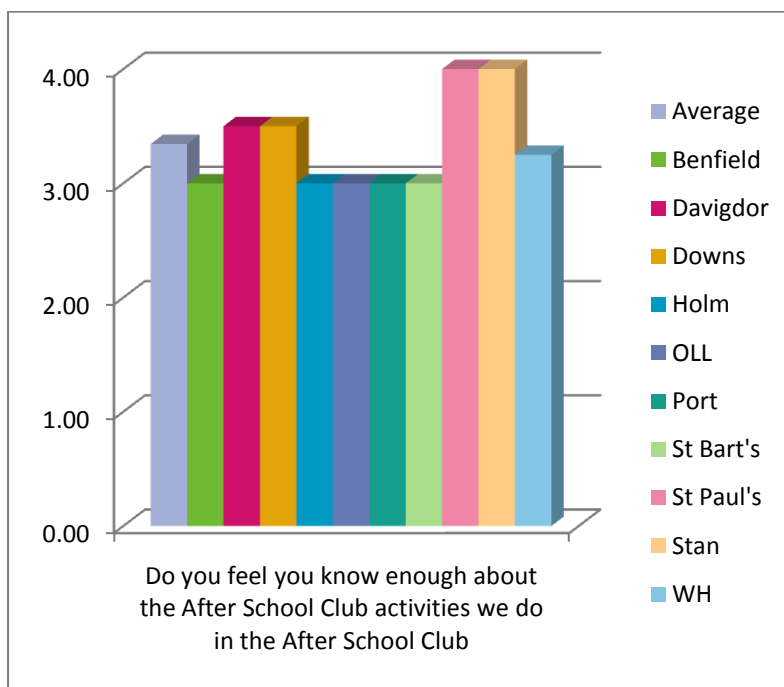
This is the longest list of names of people who have impressed that we have ever received. We view it as an excellent achievement for everyone who is mentioned by name. Well done!

Communication

Parent communication takes place through a variety of methods. In the club the parent can speak to the team at drop off or pick up or by telephone and look at signs and notices detailing the day's activities.

Prior to attending the club, parents are able to obtain information from our website, their introductory parent information pack, their confirmation email and our holiday club practicalities page which contains detailed information about the club trips and workshops.

After School Club parents receive a half termly newsletter.



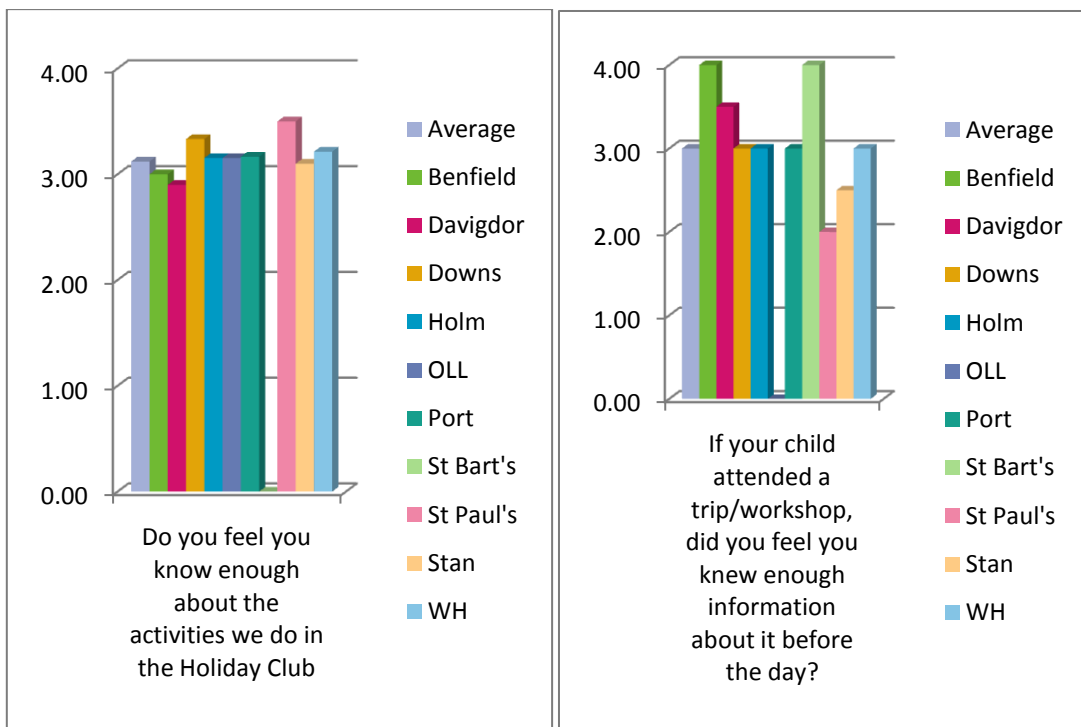
"You provide an excellent service, and I MUST TELL YOU, Benfield junior is the most fun my kids have had since they have been attending Class Of Their Own, and the kids were so happy to go, and happy when I picked them up, and both seemed to make friends, u don't have to change much there, thanks."

Communication Continued

Overall parents feel slightly better informed regarding After School Club activities than Holiday Club activities, however, both results are very good.

The information received prior to the trip was classified as much better than in previous years, although there are strong differences between each club. This is an area for improvement for some clubs.

“Excellent club, the children really enjoyed it. Lots of information about activities, good structure and friendly staff.”



Trips/Workshops

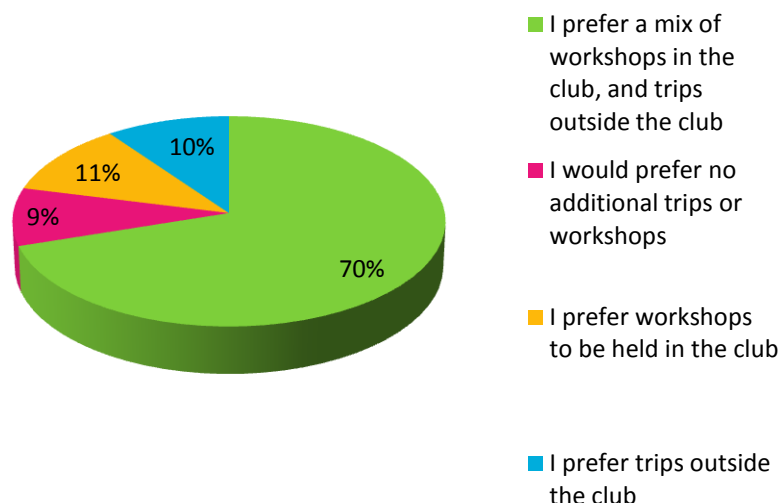
Although some parents are not keen to send their children on trips or workshops, trips in particular tend to be some of the most memorable and enjoyable days for children.

We try to ensure that most trips are optional so children can join in if they choose. Depending on the trip/workshop, we tend to find that around 60% of children participate in the trip/workshop.

We try to spread the trips across different days.

"I am gleaning all my information from my daughter who just says 'it was brilliant'"

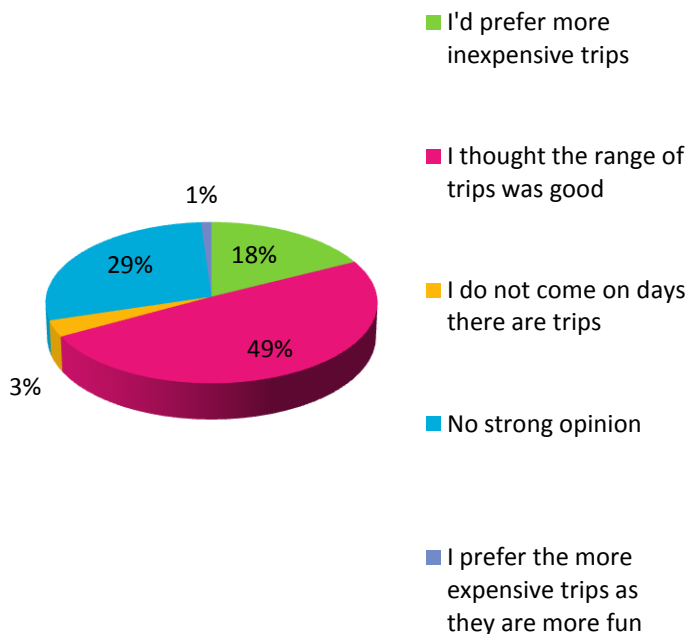
We arrange one trip (outside the club) or workshop (inside the club) a week. Do you prefer trips outside the club or workshops inside?



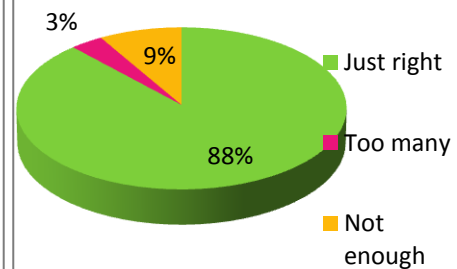
Trips/Workshops Continued

Seventy per cent of respondents thought the range of trips was good, and 78% thought the range of prices was good. A further 88% thought the number of trips is just right. We will be looking at a similar mix of trips over the next summer holiday.

Our workshops and outings this year ranged in price from £3.50 to £10. What do you think of the range of prices for trips/workshops?



Do you think the number of outings we do is:



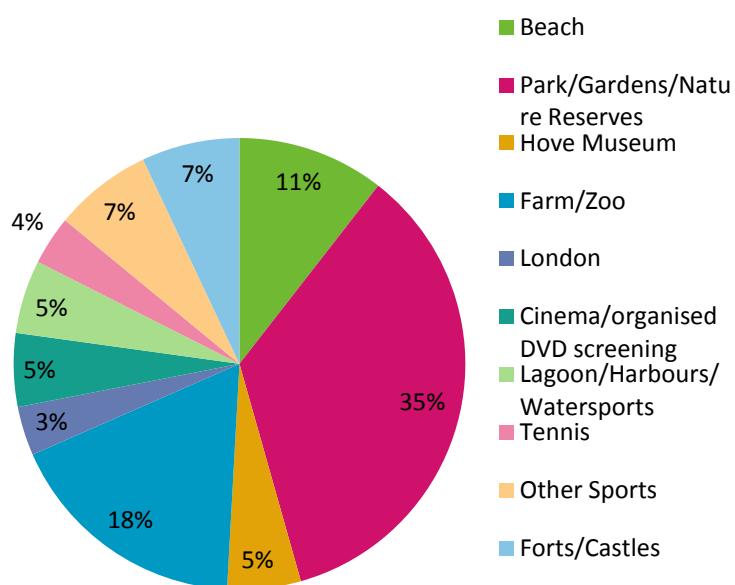
Trips/Workshops Continued

We asked for suggestions for trips and workshops, and when we analysed the results, parents are keen for simple trips to local parks, gardens and nature reserves and also to go to farms/zoos.

We will use these suggestions when planning our next trips.

“Thank you very much for all of your help at Davigdor. My son had super days with you during this summer holiday which made him happy and me very happy.”

We are always looking for suggestions for trips/workshops



Snack

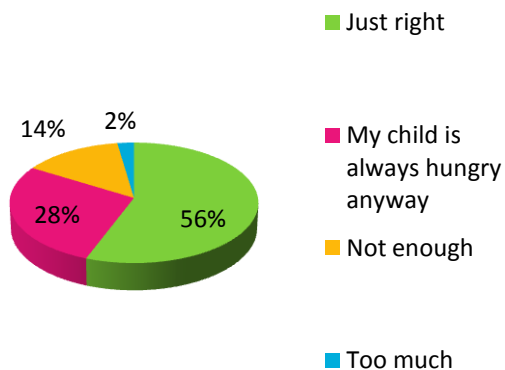
Snacks are provided at the After School and Holiday Clubs. All clubs have a healthy eating policy. Water is always available.

At the holiday club, snack is provided at morning and afternoon break. The snack always consists of fruit/veg and something else such as a rice cake or pitta bread.

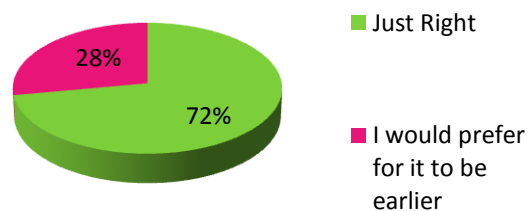
At the After School Club, a light snack (piece of fruit/veg) is provided upon arrival. We have a light tea (beans on toast, homemade pizza) at about 4.30pm.

At this stage we do not have any plans to change snack although each club will ensure that they are eating early enough.

What do you think about the size our daily snack?



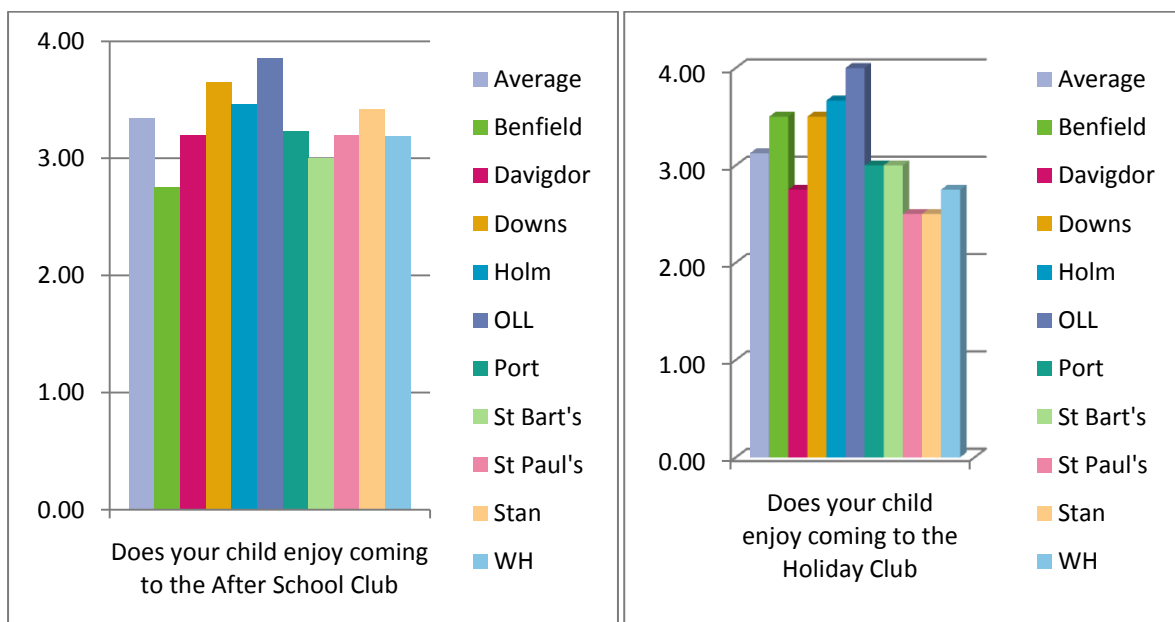
What do you think the timing of our snack?



Do children enjoy coming?

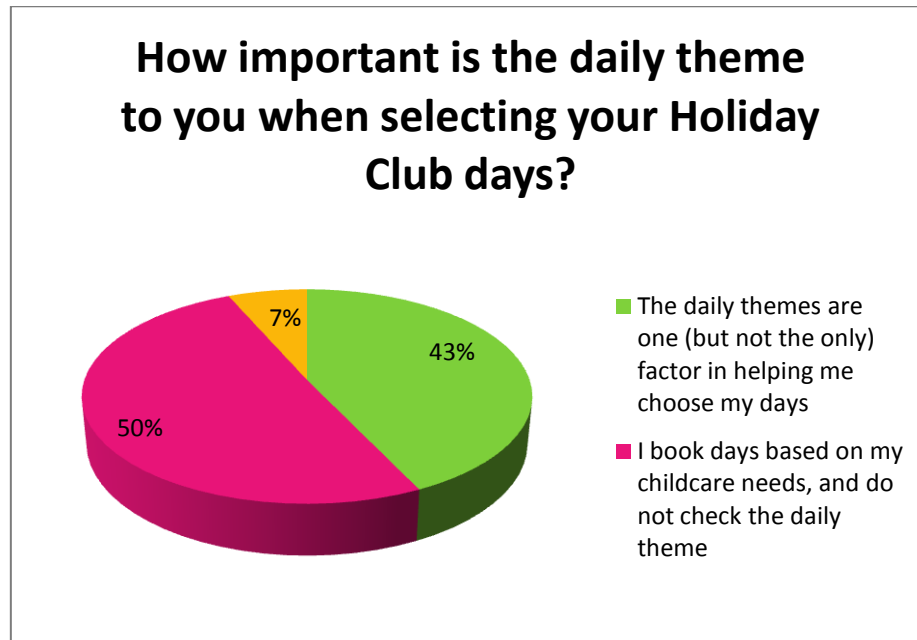
All clubs had results that were good or excellent, but there was a much greater level of difference in the results between After School and Holiday Club, with all clubs ranking quite equally for the After School Club, but differently on the Holiday Club. The results are better than 2009 for the After School Club, but worse for the Holiday Club. This will be an area for us.

“I think you run an excellent service and have recommended you to many of my friends”



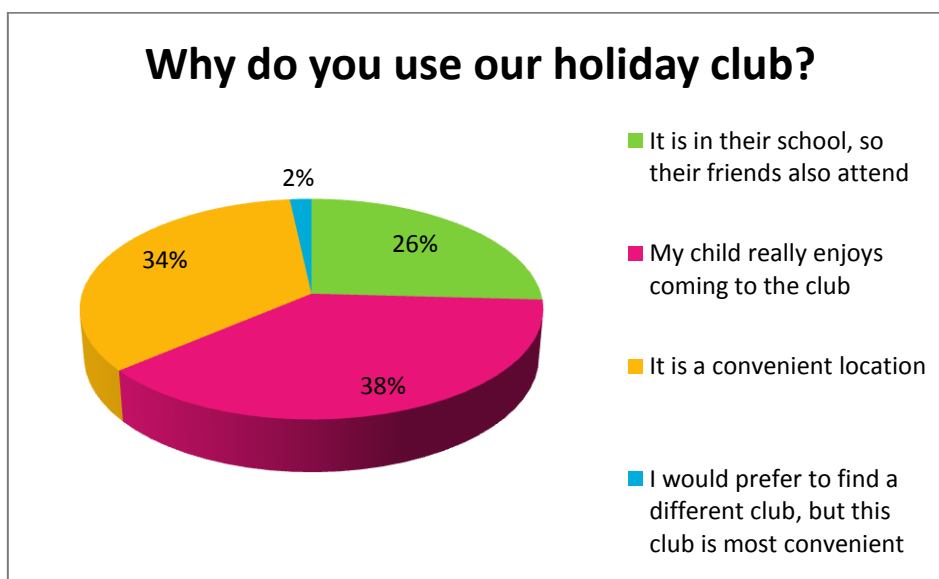
Why do you use our Holiday Club?

The primary reason that families use our holiday club is because children enjoy coming, followed by the convenience of the location. This is very good as we want children to want to come, and not to come because they have to.



Whilst our daily themes are relevant, only 50% book exclusively because of the daily theme, a further 43% do not take any account of the daily theme when booking.

We are not planning any significant changes to the daily themes.



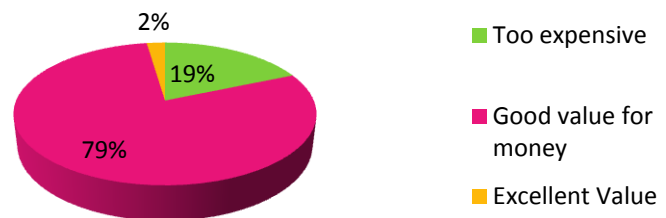
Pricing

We try to keep our prices affordable. We increased our prices in April 2010 for the first time since April 2008. We try to not increase more than the cost of inflation. Our costs have gone up recently (approx 70% of income goes on staff costs (wages and training)), but we have embarked on a programme of cost cutting to try and reduce the need to increase prices.

We provide a high quality service and believe it is important to continue doing so.

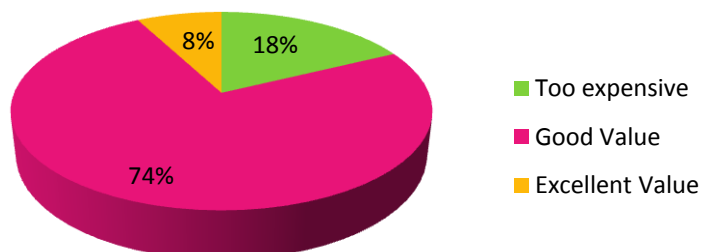
Most people believe our prices are good value for money, however, just under 20% believe our pricing is too expensive.

What do you think about our After School Club pricing?



We understand the need for providing families with good value care, and we are constantly reviewing our prices and practices to make them attractive to all families.

What do you think about our Holiday Club pricing?



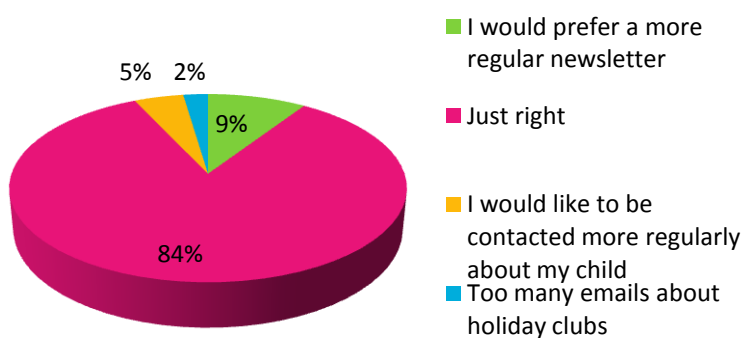
Administration

We try to not over communicate with parents, and typically send out a half termly invoice and newsletter to all After School Club parents, and two emails per half term about the holiday clubs.

Whilst most parents think the amount of communication is just right, nearly a quarter would like more information about their club. In our future newsletters each club will provide information to be included about their specific club.

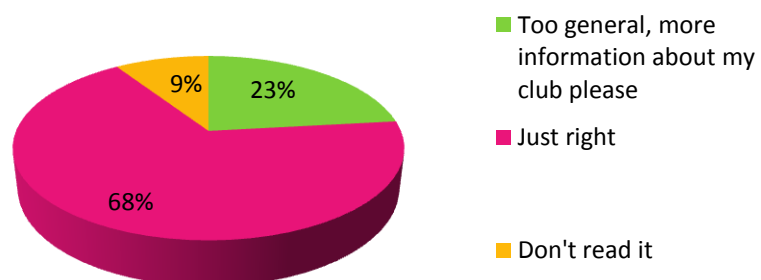
"I really have been impressed with both the Club itself and the understanding and help when my son first started with the Voucher Scheme and spreading payments. I really can't fault it."

What do you think about the amount of communication you receive from the office?



We encourage parents to read their half termly After School Club newsletter as it contains lots of useful information!

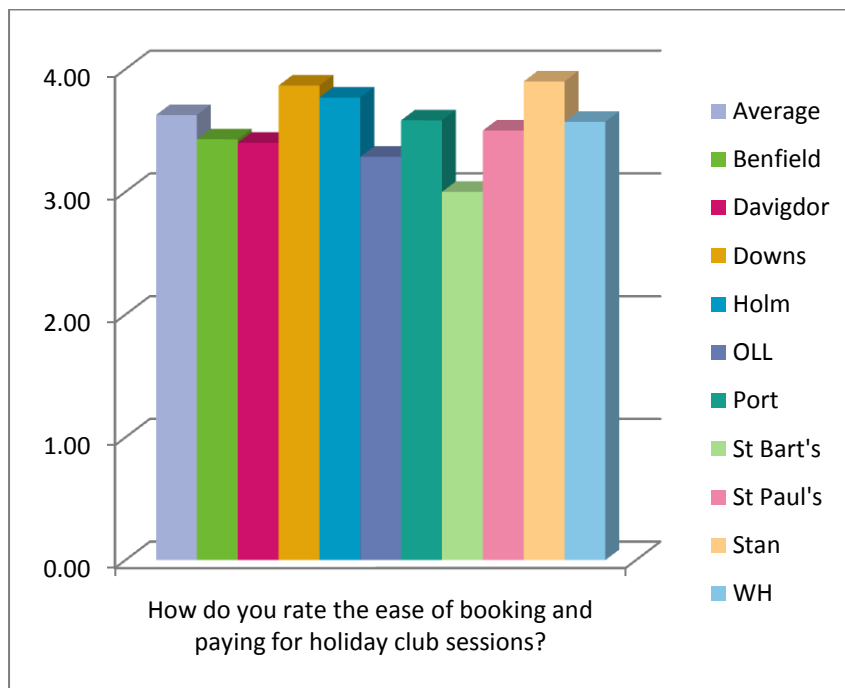
What do you think about the content of our half termly newsletter?



Administration Continued

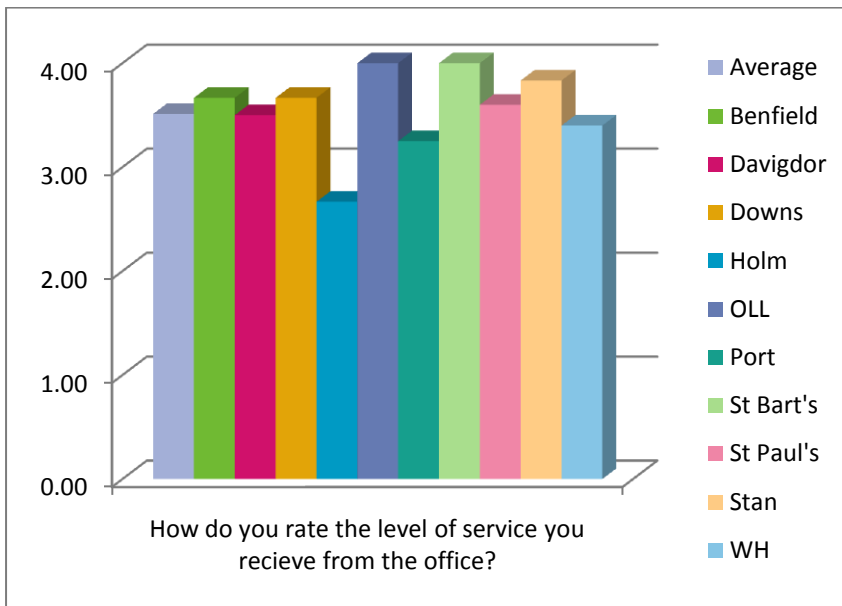
It is our intention to provide excellent levels of service and to ensure our invoicing system is up to date. We are always reviewing our invoicing processes to try and make them as accurate as possible.

Most parents are very happy with the service they receive from the office, although surprisingly this does vary between clubs.



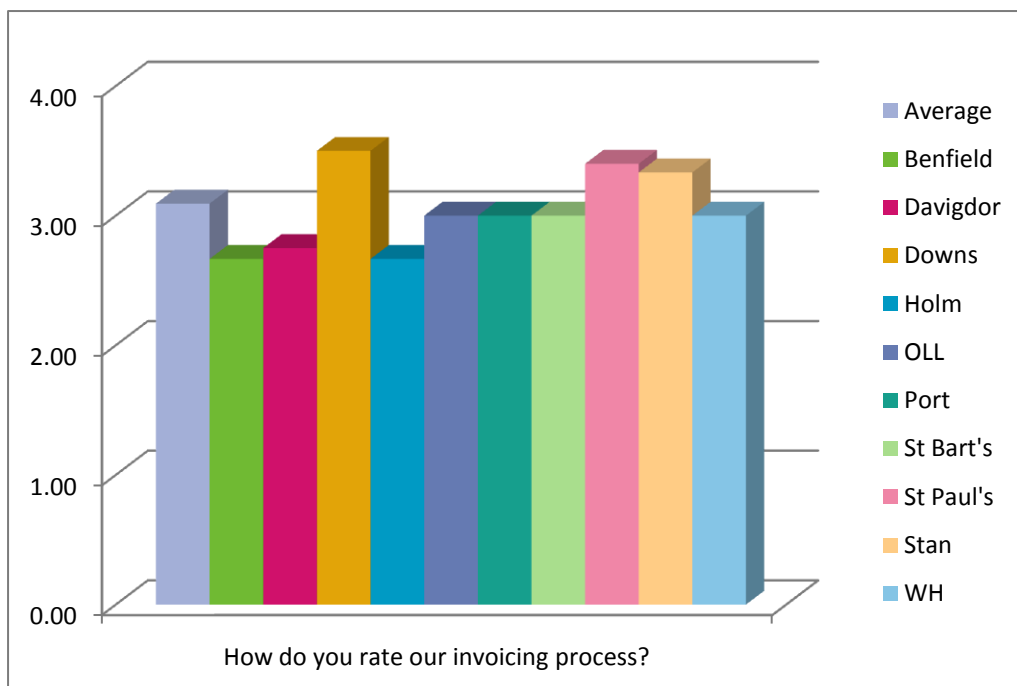
Funding for my sons 1to1 was all taken care of for us and we have always been made to feel included and welcome which is very refreshing and comforting. Nothing is too much trouble and the worry is taken from us. It means so much to us that our son has somewhere safe to go that he enjoys so much and it gives us a well earned break.

Administration Continued



Happy child
equals happy
parent!"

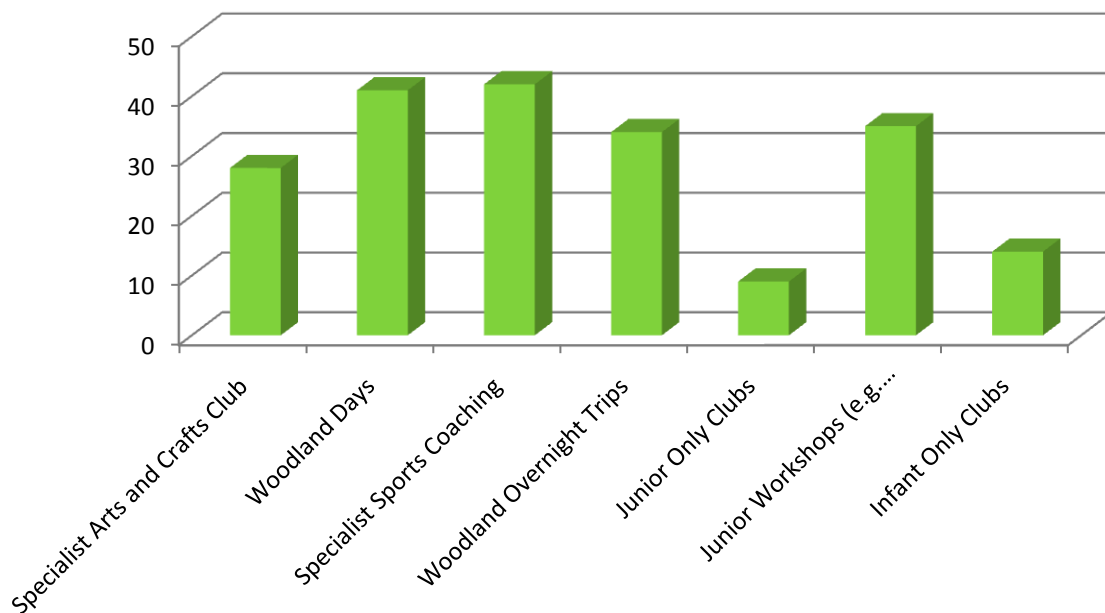
Our online booking system has made booking holiday club sessions much easier. Parents are now also able to pay using childcare vouchers on the website. There is a small fee to use PayPal as PayPal charges us to use their service.



Future Plans

We are often asked about running different types of clubs. The research this year showed there is a significant demand for activities for junior children. We will be investigating Overnight Woodland Trips, Specialist Sports Coaching and Specialist Junior Workshops.

We are sometimes asked about running specialist clubs, please let us know if you would be interested in any of the following



Summary

We would like to thank all parents who completed the questionnaire.

We are pleased that most of the feedback is very positive, however, we each club will review their results in detail and will be identifying changes that they can make.

We are always interested in hearing parent feedback. If you have any further comments, please contact tanya@classoftheirown.com