



Evaluation of the customer satisfaction survey 2012/2013

At Kidzone we aim to provide a service of high quality to meet the needs of both parents/carers and children. For parents/carers this means knowing that your child is safe happy with a club that is reliable and offers a consistent service. For a child this means an environment that is safe, supportive, encouraging, challenging, a place to be with friends and make new ones, try out new activities, to relax, to have fun and enjoy.

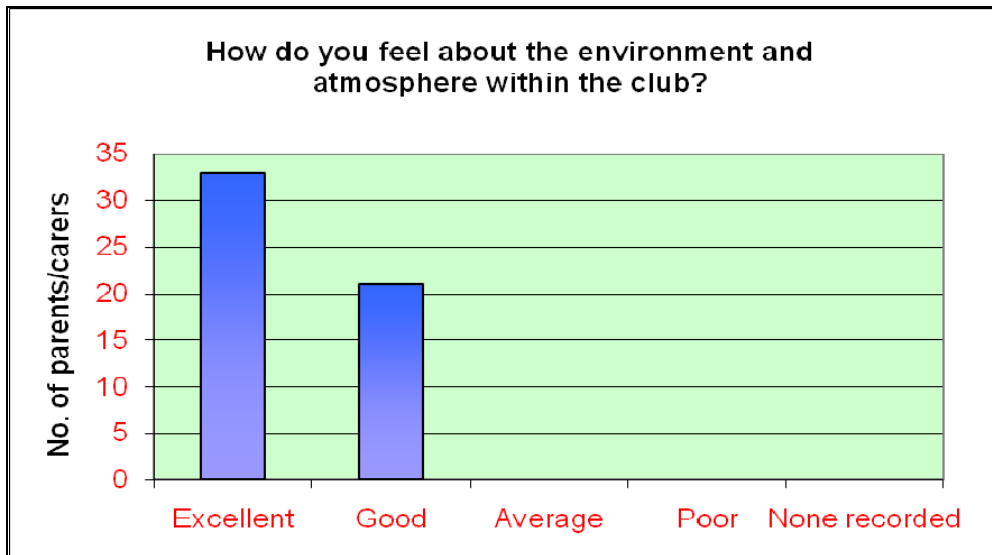
To provide such a service it is important to work in partnership to continually review and improve, therefore each year the children and their parents are asked to complete a survey. The results of which are displayed for all parents to see. All opinions are evaluated and decisions made on how to develop.

This evaluation focuses on the parents' section of the survey. 245 questionnaires were sent out 54 returned.

Question 1

How do you feel about the environment and atmosphere within the club?

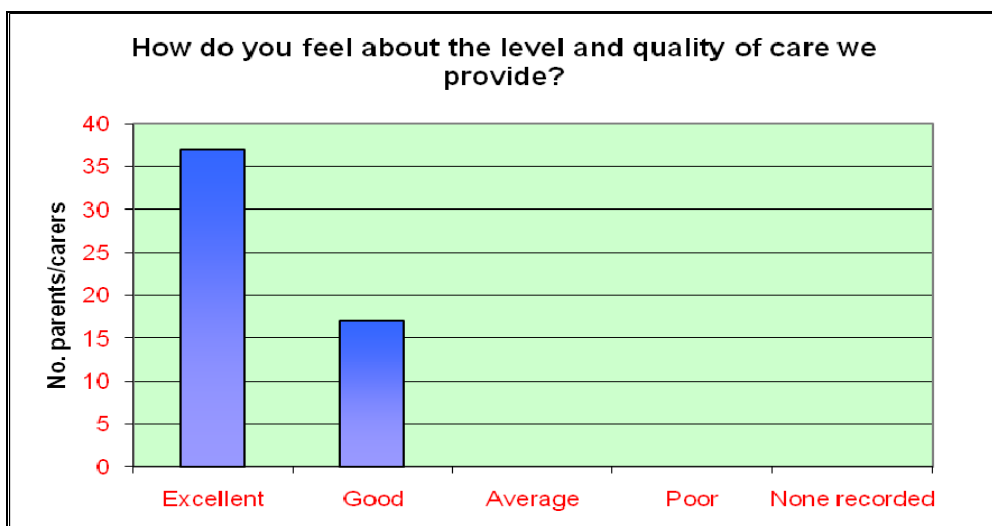
	Excellent	Good	Average	Poor	None recorded
2013	61%	39%	0%	0%	0%
2012	63%	34%	3%	0%	0%



Question 2

How do you feel about the level and quality of care we provide?

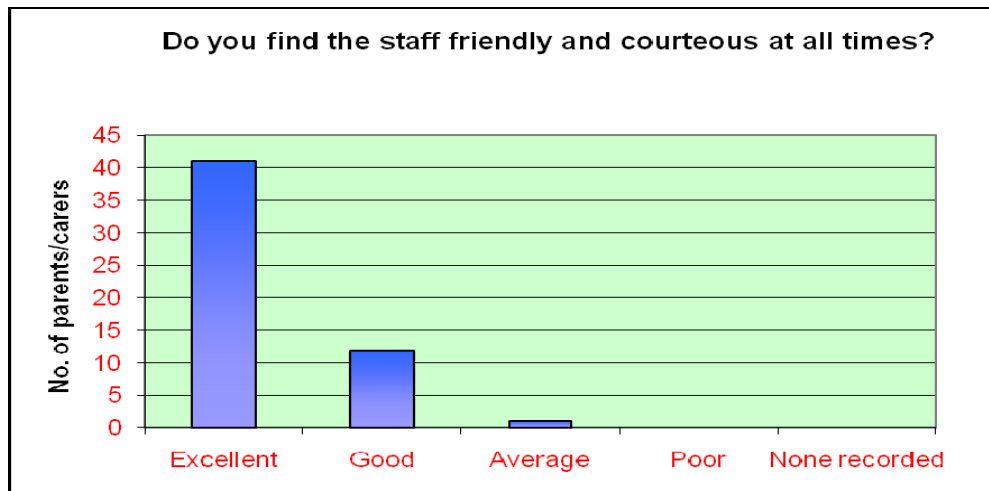
	Excellent	Good	Average	Poor	None recorded
2013	69%	31%	0%	0%	0%
2012	62%	35%	3%	0%	0%



Question 3

Do you find the staff friendly and courteous at all times?

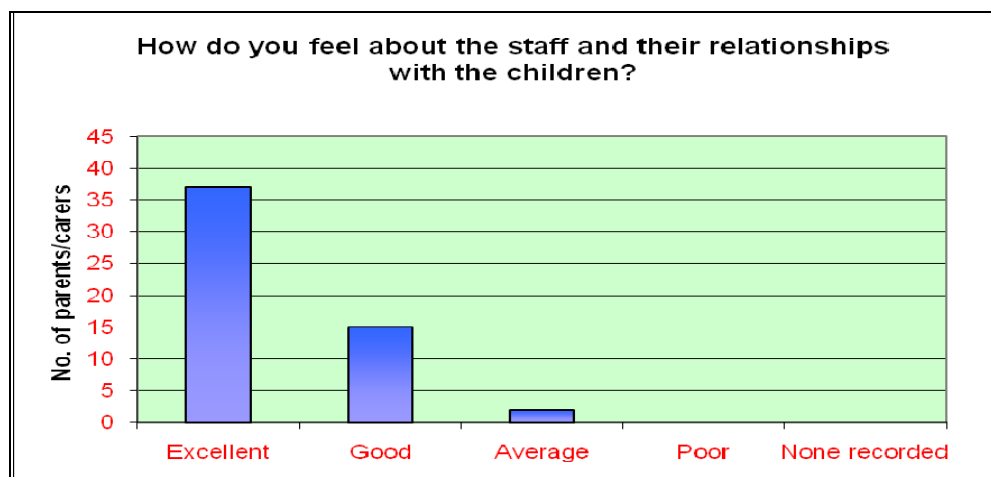
	Excellent	Good	Average	Poor	None recorded
2013	76%	22%	2%	0%	0%
2012	73%	23%	4%	0%	0%



Question 4

How do you feel about the staff and their relationships with the children?

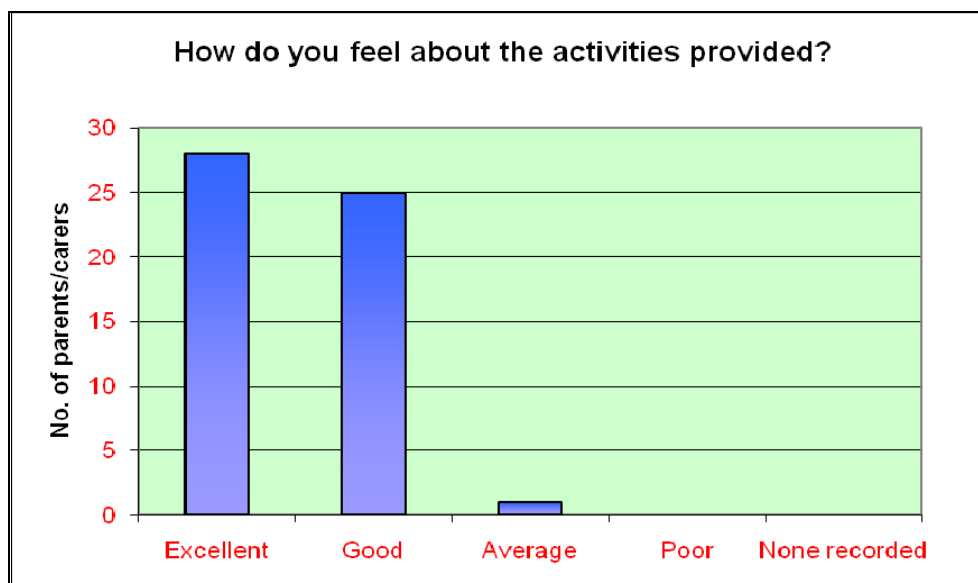
	Excellent	Good	Average	Poor	None recorded
2013	69%	28%	4%	0%	0%
2012	61%	32%	4%	0%	4%



Question 5

How do you feel about the activities provided?

	Excellent	Good	Average	Poor	None recorded
2013	52%	46%	2%	0%	0%
2012	53%	38%	6%	0%	3%



What improvements could be made?

The following are parents' suggestions about the activities we provide

Cater for 11+ include more sport.

More children being able to go on trips arranged.

More flexibility of places for outdoor activities.

Great range of activities

More swimming/More Strikerz

Some of the trips seem expensive

Fees for additional activities could be subsidised through standard fees already paid for Holiday Care.

My feedback from my daughter is that she finds it boring and therefore does not like to come much so more activities may be better.

I think overall the activities are good, you could make improvements here and there but you won't please everyone due to the amount of children you have attending, therefore keep doing what you are doing.

Have more sporting sessions.

More outdoor team games.

Quiz, competitions, baking session, cookery class, music, crafts
More outdoor activities like the trips to nature reserve, what about Haigh Hall?
Could offer swimming more often in holidays.
I couldn't suggest any!!! You already offer a full programme.
Limited spaces on some trips.

Response to a few of the comments

More children being able to go on trips arranged

To provide a flexible service for all parents, trips are optional; numbers are often limited to ensure that we are able to provide a safe environment not only on the trip but also back at Kidzone. In some circumstances trips may be limited due to the nature of the trip or by the attraction we expect to visit

Some of the trips seem expensive

We aim to offer trips to parents at the best possible price. We understand that some trips can seem expensive which is why we also aim to provide reasonable priced trips too. One of the main costs associated with the cost of trips is the cost of the coach, we do combat this cost by utilising the school minibus, however, this does limit the number of people we can take at any one time

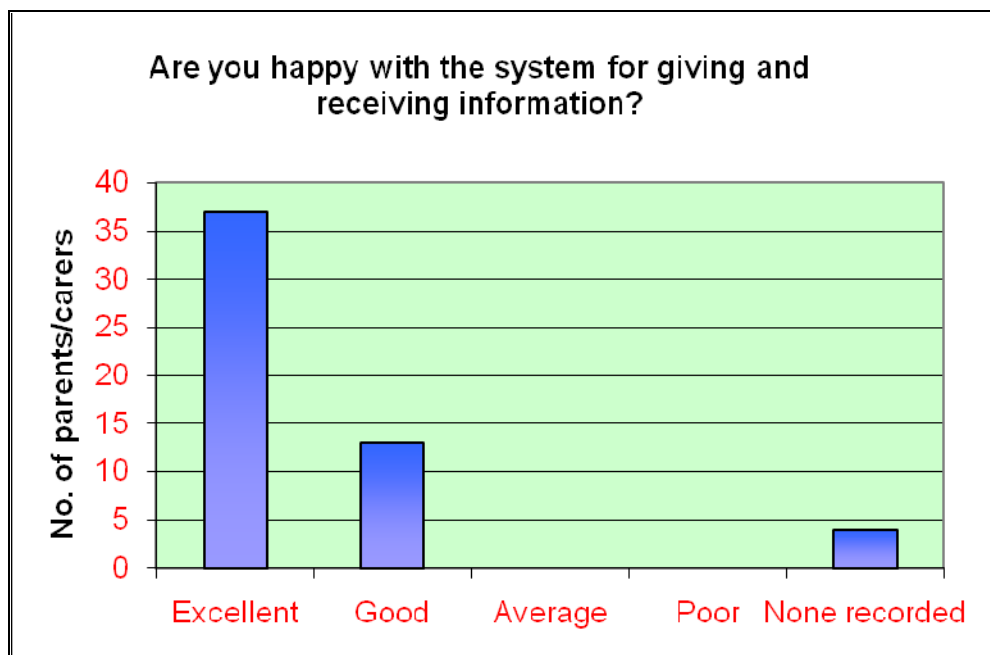
I think overall the activities are good, you could make improvements here and there but you won't please everyone due to the amount of children you have attending, therefore keep doing what you are doing

Thank you very much for this response, we continue to work hard to provide a valuable experience for all children who attend Kidzone, whilst keeping the quality of care we provide, we will continue to work with the children to get their ideas for how we can improve their time with us.

Question 6

Are you happy with the system for giving and receiving information?

	Excellent	Good	Average	Poor	None recorded
2013	69%	24%	0%	0%	7%
2012	65%	32%	4%	0%	0%



What improvements could be made?

The following are parents' comments about the system we have for giving and receiving information

E-mail also in addition to text?

Fine

Fine at the moment.

Duplicating paperwork, I pay when I book the childcare in full, no need to send remittance notices every week.

More space as sometimes holiday club can be quite crowded.

Join the school blog.

None

Response to a few of the comments

E-mail also in addition to text

Please note that we already offer this service, the opportunity to opt-in to receive e-mail updates has been available since October 2009 with our first update being sent out in January 2010. Please contact the office if you would like to be put on the email updates list

Join the school blog

This is a fantastic Idea, we will look into the possibilities of this and how it could benefit our service.

Duplicating paperwork, I pay when I book the childcare in full, no need to send remittance notices every week.

From our Finance Department you will receive an invoice which will state the sessions your child has attended, statements detailing the balances on your account are usually sent alongside this bill to provide clarity. Please note that bills are only sent out weekly during the summer period. This then reverts back to monthly billing from the start of the new school year. We understand your frustration at receiving these, however, the system used to generate the invoices automatically prints off the information, this is unavoidable.

Question 7

What do you like best about the club?

The following are the parents' comments

Safe, Clean, Competent.

Friendly atmosphere and flexibility with bookings.

Staff

Friendly staff and variety of activities offered.

Everyone is friendly and my child feels happy and safe there.

Friendly environment - I know my children are safe.

Helpful, Friendly Staff

Friendly and accommodating

Professional organised and excellent communication, my son really enjoys it and looks forward to going.

Caring staff - friendly. Easy to book and can ring up on the day.

Feel my children are in a safe and secure environment.

My child is so happy at the club he is keen to go.

Linked to school

Consistency of service level.

Quick responses to emails, security arrangements, professional manner of staff, behaviour expectations, cleanliness of rooms.

Friendly

My daughter has lots of school friends who attend and feels safe & happy there, so consequently I am happy.

Knowing my daughter is happy & cared for. Most days there is something for her to enjoy doing i.e. swimming etc.

Activities vary from all sorts

My child is happy @ Kidzone. The staff are friendly and approachable.

Warmth, Security, setting and the diversity of activities of available.

My child enjoys the holiday Club activities.

Safe environment, friendly efficient and helpful staff, easy access and parking.

The fact that my son is generally disappointed when I turn up to collect him. He has so much fun there he doesn't want to leave!

The flexibility - being able to cancel by giving 3 days notice.

Staff are friendly and know the children well.

Overall Excellent

Safe environment and lots of activities.

Activities offered, outside activities, times of opening/closing suit us.

The Staff

The Staff - Lindsay and Maryam

Friendly Staff.

Reliable, I feel confident leaving my child at Kidzone

Swimming and sport activities.

Friendly, caring, happy place to be.

A wide variety of activities are provided - something different every day.

The variety of activities to keep the children busy and not bored.

Hours it is open.

My children are really happy to get up in the holidays and go to club. They love the activities and the trips, and this makes our lives so much easier than sending them somewhere they don't want to go. Priceless!

It allows parents to relax, knowing that their children are being cared for in safe hands.

Question 8

What do you least like about the club?

The following are the parents' comments

Changing who/when activities were pre booked.

It's great!

Would like a few more trips/groups that come in to entertain the children.

None

Nothing!

Meals - Children return home very hungry - improvements in the quality and quantity of afternoon meal definitely an area for improvement.

Unable to take own fruit to the club and a lack of nutritional snacks during the

afternoon.

Happy all round

48 hour cancellation should be 24 hours for Bolton School Customers.

Range of food offer at afterschool care, would like to see a more substantial 'snack' offered e.g. Cheese/ham sandwich, beans on toast.

Its length of time children wait at school reception to be collected.

Nil

This summer the main gates were open daily, this left me feeling uneasy. I know there was major building work being undertaken. But any of these workmen aren't CRB checked. And people could wonder into the grounds complex.

Space for kids, activities, homework corner preferred for older kids.

Parking can be tricky at times, perhaps the spaces near the shop could be used and access allowed into the playground

Nothing

Cost

Everything is great.

Nothing!

I worry about the level of supervision on trips. The club itself is starting to look shabby.

Be nice to have more modern facilities.

When the computers don't work.

Nothing!!

Response to a few of the comments

I worry about the level of supervision on trips

For every outing we work on a ratio of one member of staff: to every five children. This ratio is considered best practice within childcare. If we deem the trip to be a higher risk, for example, Ice Skating, we will look to lower that ratio to safeguard the welfare of everyone involved. Our safety record on trips is exemplary.

It's the length of time children wait at school reception to be collected

Our staff arrive at Beech House at 3:30pm to collect the reception children from their classrooms, all children then meet at the music room and a register is taken to ensure all children are accounted for.

We aim to be back at Kidzone as soon as possible, however, delays do occur for a number of reasons. Some of these reasons are:

- Children being collected from school by parent/carer and Kidzone not being notified.
- Children being let out of class late or returning from Swimming at the Arts Centre.

- Lost or forgotten items of clothing or school equipment.
- Children arriving without being booked in.
- To ensure the safety of the children when crossing the busy road to Kidzone, we have the Beech House Sergeant to help us; sometimes this means we have to wait for him to complete his duties.

Unfortunately we do not have control over these events.

Space for kids, activities, homework corner preferred for older kids

We feel that we are able to offer children who attend our setting a unique facility which allows them freedom and choice in what they choose to do when they attend. With nine individual playrooms filled with toys, games and equipment there is so much choice for children. Our over 8's enjoy the comfort of the Chill Out Zone and in the after school club can utilise the space we provide in the Homework Room.

Range of food offered at Afterschool care, would like to see a more substantial 'snack' offered, e.g. Cheese and Ham sandwich, beans on toast

We endeavour to have ten different options in the week, two per evening. We do this to try and cater for every child and their preference, which I'm sure you can appreciate, is difficult. When deciding on the food, we carefully consider the options and try to ensure they are healthy and nutritious. Some examples of the options we offer are open sandwiches the children create themselves, yoghurts, cheese and crackers, Dairylea Dunkers and Cereal bars. During the winter months we provide toast, crumpets etc. To go alongside these there is fruit and crudities, breadsticks, Crackerbread and dip; these are left out throughout the evening for the children to eat at their leisure and brought out again for the children still remaining at 5:30pm.

Unfortunately due to the logistics of having a large number of children, space, staffing and health and safety, it is not possible to offer more hot food. The snack we provide is what it states, just a snack to keep the children going until they go home, it is not a substitute for an evening meal.