Parental Satisfaction Survey 2005

Report from research carried out on behalf of

HOYLAND AND JUMP SURE START

June 2005

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**APPENDIX A: QUESTIONNAIRE**

**APPENDIX B: TOPLINE RESULTS**
1. Introduction

1.1 Background and objectives

All Sure Start programmes are required to measure satisfaction levels of the parents and carers of 0-4 year olds in their area. In June 2004, RBA research surveyed 200 parents and carers in Hoyland and Jump Sure Start’s (H&JSS) catchment area, the results of which set a baseline. The aim of this project is to repeat the 2004 survey to measure change in satisfaction.

The issues covered in the survey include…

- Satisfaction with activities and services for young children
- Awareness of and satisfaction with Hoyland and Jump Sure Start
- Where people look for information about Sure Start services
- Barriers to accessing activities and services

1.2 Methodology

RBA carried out interviews with 200 parents and carers of 0-4 year olds and pregnant women eligible for Sure Start services. Experienced interviewers carried these out between 9\textsuperscript{th} June and 30\textsuperscript{th} June 2005, by door knocking in the specified areas.

Achieving 200 results out of a population of approximately 800, means that the results given are +/-6% at the 95\% confidence level. This means that if we had interviewed all possible respondents then we can be 95\% confident that the result for the same question would be within 6\% of that achieved.

In some cases, responses to individual questions may not total 100\%. This could be due to one or more of the following reasons: respondents may have been able to choose more than one category, percentages are given to the nearest whole number so the rounding may not result in a total of 100\%, respondents may have opted out of a particular question, resulting in some “no replies” (which are not quoted unless significant). A full set of responses are included as an appendix to this report.
2. Main Findings

2.1 Satisfaction with services available

Overall satisfaction is high, with eight out of ten parents and carers (78%) saying they are satisfied with the local services available for young children under the age of four (37% are very satisfied). The chart below shows that parents and carers are more satisfied now than 12 months ago, when 55% were satisfied, and just 14% very satisfied.

Chart 1: Satisfaction with local services for under 4s

In 2004, parents and carers in Blacker Hill, Jump, and Platts Common were less satisfied with the services for under 4s, with just 15% saying they were satisfied. Now, there is little difference, with 84% in Elsecar, 76% in Hoyland and Hoyland Common and 74% in Blacker Hill, Jump and Platts Common saying they are satisfied. This shows that H&JSS are successfully integrating these areas into the programme, which has been a problem due to these areas being further from the main Sure Start Centre.
Three quarters of parents and carers (77%) agree with the statement ‘my child/children have had access to good quality play and learning opportunities’ (35% strongly agree). This is a significant improvement since 2004, where half (49%) agreed with this statement.

Chart 2: Agreement with the statement that over the last 12 months, ‘My child/children have had access to good quality play and learning opportunities’

Eight out of ten parents and carers in Blacker Hill, Platts Common and Jump now agree with this statement, compared with only a quarter (24%) in 2004).

Parents and carers in the other areas are also more likely to agree with this statement (84% in Elsecar, 73% in Hoyland and Hoyland Common), but the increase is less, partly attributable to the high agreement levels to start with.
To obtain feedback on support for specific issues, we asked how satisfied parents and carers are with the support available in the area for a number of these. The chart below shows that parents and carers are more likely to be satisfied than dissatisfied with all of the named elements, but particularly ‘Child’s health’, where 79% are satisfied (55% very satisfied).

Chart 3: Satisfaction with support available in the Hoyland and Jump area

Parents and carers in Blacker Hill, Jump and Platts Common seem to be satisfied overall, they are less satisfied with individual services. Half (52%) are satisfied with parents’ health (compared with 86% in the other areas), six out of ten (60%) are satisfied with child’s health (compared with 79% overall).
We can compare these findings with last year, a chart for which is shown below.

**Chart 3: Satisfaction with support available in the Hoyland and Jump area (using the scores for very satisfied and fairly satisfied combined)**

We can see that satisfaction with each of the named services has not changed greatly. Those that have changed are ‘play and learning opportunities for children’, which has seen an increase in satisfaction, and ‘child’s health’ and ‘parents’ health’ which have seen a decrease.
To help us to understand parents’ and carers’ view on how services have changed over the last year we asked how the provision of services for the under 4s has changed. Four in ten (41%) say that there has been an improvement over the last 12 months (43% say there has been no change, and just 5% say the service provided has got worse). This is extremely positive for H&JSS and backs up the general feeling of improvement in the area.

If we calculate net improvement (those saying ‘improved’ minus those saying ‘got worse’ we can see the following changes over the last year:

**Chart 4: Change in the provision of services for under 4s in the last 12 months (by area)**

Base: All (various, see chart)

<table>
<thead>
<tr>
<th>Area</th>
<th>2005</th>
<th>2004</th>
<th>Net Improved (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (2005 &amp; 2004: 200)</td>
<td>36%</td>
<td>19%</td>
<td>36%</td>
</tr>
<tr>
<td>Elsecar (2005:49, 2004:51)</td>
<td>65%</td>
<td>39%</td>
<td>65%</td>
</tr>
<tr>
<td>Hoyland &amp; Hoyland Common</td>
<td>38%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Blacker Hill, Jump &amp; Platts</td>
<td>-13%</td>
<td>9%</td>
<td>-13%</td>
</tr>
</tbody>
</table>

We can see that across all areas, parents and carers are more likely to be saying the provision has improved. A year ago, parents and carers in Blacker Hill, Jump and Platts Common were more likely to say that the provision has got worse rather than better, so this year we see the situation reversed, although they are still not recognising the high levels of improvement reported by those in other areas both this year and last. It is extremely positive to see that most areas are seeing year on year improvement, so recent improvements to the area are being recognised.
Those who say they have seen an improvement in services were asked what these have been. Answers include…

- ‘more facilities, activities and groups for children’ (63%),
- ‘safer/cleaner or new park areas’ (9%),
- ‘opening of a nursery and crèche’ (6%)

Also mentioned is ‘new Sure Start Centre’ (14%). As parents and carers are already mentioning this as an improvement to the area, and at the time of interviewing the centre is not even up and running, this will hopefully lead to even greater increased satisfaction in the years to come.
2.2  Awareness of Sure Start

Parents and carers were asked if they had heard of Sure Start before this interview, and nearly all (96%) said that they have. Just 4% had not heard of Sure Start. This is similar to 12 months ago, when 94% of parents and carers had heard of Sure Start showing that H&JSS is continuing to communicate the Sure Start name.

All parents and carers we interviewed in Elsecar and almost all in Hoyland and Hoyland Common (99%) have heard of Sure Start, whereas awareness is lower in Blacker Hill and Platts Common, where 10% had not heard of Sure Start before the interview.

Respondents who say that they have heard of Sure Start were then asked if they have registered their details. Over eight in ten (83%) say they have, which is 80% overall. This is an increase since 2004 where just 64% of those who had heard of Sure Start had registered, which was 60% overall.
H&JSS are keen to increase the awareness of the programme so it is interesting to see how parents and carers who have heard of Sure Start, first heard of Sure Start. The chart below shows that, like 12 months ago, parents and carers are most likely to have heard of Sure Start from a friend / neighbour / family member or Health Visitor / Midwife, which are more informal channels of communication.

Chart 5: How respondents first heard of Sure Start
Base: All those who have heard of Sure Start (2005: 192, 2004: 188)

Parents and carers in Blacker Hill, Jump and Platts Common are most likely to have heard of Sure Start through family, neighbour or friends (45% say this).

Younger parents and carers (43% of those 25 and under) are more likely to hear about Sure Start through a Health Visitor or a Midwife visit so it is important that on visits,
parents and parents-to-be are encouraged to register with Sure Start, as there may be less
word of mouth amongst those who are younger (only 18% of those 25 and under say they
first heard of Sure Start through a friend, family or neighbour).
2.3 Awareness, use and interest in Sure Start services

Parents and carers were shown a list of all the activities that H&JSS has at least a hand in organising. Nine in ten respondents (92%) are aware of at least one of these, which is a slight drop since 12 months ago where 97% of respondents said this.

We also asked which activities they have used and which they are interested in using, the results of which are shown in the chart below.

Chart 6: Usage and interest in Sure Start activities
The chart shows that more parents and carers have attended playgroups or parent / carer toddler groups than any other activity, and more respondents say they have attended this activity this year (54%) than did so last year (40% said this).

There has been a significant increase in those who have been involved in the Safety Equipment Scheme (17% from 4% in 2004) showing that the scheme has started to benefit more of the community, although those in Hoyland and Hoyland Common are most likely to receive this service.

As would be expected, respondents who look after the home are more likely to be involved in the listed activities, with just 17% saying they haven’t been involved with any of them.

For many activities, for every person who has attended a specific activity, there is another who is interested in attending, so H&JSS need to continuously communicate the wide range of activities that are run. In particular, just 1% of respondents have attended Get Cooking, Nutrition advice or Weaning, when a further 10% are interested in this.

One in five parents and carers would be interested in playgroups / parent carer toddler groups, play activities for children, safe children's play areas and educational trips / outings, in addition to those already using these activities.
2.4 Satisfaction with Sure Start services

We asked those parents and carers who have used H&JSS services how satisfied they are with what is provided. There is a high level of satisfaction, with nine in ten respondents (92%) saying that they are satisfied, with seven in ten (70%) saying they are very satisfied. Impressively, no parent or carer we interviewed who has used a Sure Start service or activity is dissatisfied. The chart below shows how this compares with 12 months ago.

Chart 7: Satisfaction with the activities or services provided by Sure Start

We can see that, although satisfaction was high in 2004, this has increased further, including a shift from being fairly satisfied to now being more likely to be very satisfied.

All parents and carers we interviewed in Blacker Hill, Jump and Platts Common are fairly or very satisfied with the services or activities provided by Sure Start. Aside from this there is little difference in satisfaction with Sure Start across the areas.
Parents and carers were asked how they usually find out about Sure Start services and activities. The chart below shows that parents and carers are still getting information from mailshots and the Sure Start leaflet, as well as through family and friends.

**Chart 8: Where respondents find out about Sure Start services and activities**


Parents and carers seem to get information through fewer channels, so as H&JSS is becoming more established, parents and carers know where to look for information.
2.5 **Barriers and suggested improvements**

Parents and carers were asked if there is anything else that Sure Start should be doing, and only 28% mention anything. Suggestions made include 'more play areas and activities for all ages', 'more advertising and raising the profile', 'safer play areas', longer opening hours and more help for younger parents.

Two thirds of parents and carers (67%) say that there is nothing that puts them off using Sure Start, which is higher than in 2004 when half (52%) said that there was nothing that puts them off using Sure Start. The main barriers are not having enough time (particularly prevalent in Elsecar) or they are working. Some also say that not being able to get childcare puts them off, which is something that should not be a barrier as most activities and services are supported by childcare which may need to be promoted alongside the activities.
### 3. Profile of respondents

#### Gender

<table>
<thead>
<tr>
<th></th>
<th>2004 %</th>
<th>2005 %</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man</td>
<td>15</td>
<td>14</td>
<td>-1</td>
</tr>
<tr>
<td>Woman</td>
<td>85</td>
<td>86</td>
<td>+1</td>
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#### Age

<table>
<thead>
<tr>
<th></th>
<th>2004 %</th>
<th>2005 %</th>
<th>+/-</th>
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<tbody>
<tr>
<td>Aged 25 and under</td>
<td>25</td>
<td>31</td>
<td>+6</td>
</tr>
<tr>
<td>26-29</td>
<td>24</td>
<td>18</td>
<td>-6</td>
</tr>
<tr>
<td>30-35</td>
<td>27</td>
<td>28</td>
<td>+1</td>
</tr>
<tr>
<td>36 and over</td>
<td>25</td>
<td>24</td>
<td>-1</td>
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</table>

#### What respondents are doing at present

<table>
<thead>
<tr>
<th></th>
<th>2004 %</th>
<th>2005 %</th>
<th>+/-</th>
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</thead>
<tbody>
<tr>
<td>Employee in full-time job (30 hours plus)</td>
<td>14</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>Employee in part-time job (under 30 hours)</td>
<td>21</td>
<td>26</td>
<td>+5</td>
</tr>
<tr>
<td>Self-employed, full or part-time - with employees</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Self-employed, full or part-time - without employees</td>
<td>3</td>
<td>1</td>
<td>-2</td>
</tr>
<tr>
<td>On a Government supported training programme (e.g. Modern Apprenticeship/National Traineeship/Training)</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Full-time education at school, college or university</td>
<td>0</td>
<td>1</td>
<td>+1</td>
</tr>
<tr>
<td>Unemployed and seeking work</td>
<td>5</td>
<td>16</td>
<td>+11</td>
</tr>
<tr>
<td>Unable to work due to long-term sickness or disability</td>
<td>4</td>
<td>3</td>
<td>-1</td>
</tr>
<tr>
<td>Wholly retired from work</td>
<td>2</td>
<td>5</td>
<td>+3</td>
</tr>
<tr>
<td>Looking after the home or family</td>
<td>53</td>
<td>35</td>
<td>-18</td>
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### Relationship to 0-4 year child

<table>
<thead>
<tr>
<th>Relationship</th>
<th>2004</th>
<th>2005</th>
<th>+/-</th>
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<tbody>
<tr>
<td>Parent / Legal Guardian</td>
<td>89</td>
<td>86</td>
<td>-3</td>
</tr>
<tr>
<td>Grandparent</td>
<td>8</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Other family member (16+) responsible for caring for the child</td>
<td>2</td>
<td>5</td>
<td>+3</td>
</tr>
<tr>
<td>Family friend responsible for caring for the child</td>
<td>2</td>
<td>1</td>
<td>-1</td>
</tr>
<tr>
<td>Carer</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

### Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2004</th>
<th>2005</th>
<th>+/-</th>
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<tbody>
<tr>
<td>White - British</td>
<td>99</td>
<td>98</td>
<td>-1</td>
</tr>
<tr>
<td>White - Irish</td>
<td>0</td>
<td>1</td>
<td>+1</td>
</tr>
<tr>
<td>Other White background</td>
<td>1</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Mixed - White &amp; Black Caribbean</td>
<td>1</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Mixed - White &amp; Black African</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mixed - White &amp; Asian</td>
<td>1</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Other Mixed background</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Black or Black British - Caribbean</td>
<td>0</td>
<td>1</td>
<td>+1</td>
</tr>
<tr>
<td>Black or Black British - African</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other Black or Black British background</td>
<td>0</td>
<td>1</td>
<td>+1</td>
</tr>
<tr>
<td>Asian or Asian British</td>
<td>0</td>
<td>1</td>
<td>+1</td>
</tr>
<tr>
<td>Chinese</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Any other ethnic group</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
4. **Summary and recommendations**

- Eight out of ten parents and carers (78%) are satisfied with the local services available for under 4s, up from around one-half (55%) in 2004.

- Three-quarters of parents and carers (77%) agree that ‘my child / children have good access to good quality play and learning opportunities’, up from half (49%) in 2004.

- When a list of services were read out, parents and carers are more likely to be satisfied than dissatisfied with each listed, but particularly ‘child’s health’, where 79% are satisfied (55% *very* satisfied), followed by ‘play and learning’ (78% are satisfied (48% *very* satisfied). There is little difference since 2004.

- Parents and carers are reporting improvements to the provision of services for the under 4s this year - four in ten (41%) say that there has been an improvement over the last 12 months (43% say there has been no change, and just 5% say the service provided has got worse).

- Improvements identified by parents and carers include ‘more facilities, activities and groups for children’, ‘safer/cleaner or new park areas’, ‘opening of a nursery and crèche’, and ‘new Sure Start Centre’.

- Over eight in ten parents and carers who are aware of Sure Start (83%) have registered their details with H&JSS, an increase since 2004, where 64% had registered.

- Informal word-of-mouth is still the way most parents and carers first hear about Sure Start.

- Nine out of ten parents and carers (92%) are aware of at least one Sure Start run or Sure Start assisted activity.
• The most popular activities are playgroups or parent and carer toddler groups. Over half of parents and carers (54%) say they have taken part (up from 40% in 2004).

• There has been a significant increase in those who have been involved in the Safety Equipment Scheme (17% from 4% in 2004).

• Very few activities are reaching their maximum audience.

• There is a high level of satisfaction with the services run by Sure Start. Nine in ten parents and carers (92%) say that they are satisfied, and no-one saying they are dissatisfied.

• Parents and carers using Sure Start are still getting information from mailshots and the Sure Start leaflet, as well as through family and friends.

• Only 28% say there is something that Sure Start could improve, but suggestions include ‘more play areas and activities for all ages’, ‘more advertising and raising the profile’, ‘safer play areas’, longer opening hours and more help for younger parents.

• Two thirds of parents and carers (67%) say that there is nothing that puts them off using Sure Start, so there are less people that face barriers than in 2004 (only 52% said this in 2004).

• Barriers identified include not having enough time, they are working, or don’t have childcare. This should not be a barrier as most activities and services are supported by childcare which may need to be promoted alongside the activities.

• In 2004, it was noticeable that parents in carers in Blacker Hill, Jump and Platts Common were significantly less satisfied with the area as a whole, answering more negatively on a variety of issues. However this year, satisfaction has increased
dramatically, and parents are now more likely to say that there has been an improvement in the provision of services rather than saying that things have got worse. Therefore although they are in general less satisfied than other areas, there is much less of a gap, and parents and carers in Blacker Hill, Jump and Platts Common seem to be feeling less on the periphery.

Caroline Hughes
Tim Neal
RBA Research

18th July 2005