

# Customer Satisfaction Surveys 2004-2005

Bacup and Stacksteads Sure Start



Supported by



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## **AIM**

The aim of these surveys is to determine if customers are happy with services and if not, what we as an organisation can do to rectify the situation.

## **METHODOLOGY**

A combination of questionnaire and face to face interview was used. The questions asked were the same in both cases and were both quantitative and qualitative.

## **BACKGROUND INFORMATION**

On the 2<sup>nd</sup> August 2004 the Neighbourhood Nursery, within the much larger Maden Early Years and Childcare Centre, opened its doors to the community. The nursery is registered with OFSTED for 51 full time equivalent childcare places and caters for families where the parent either works or is attending some form of training. It also retains a few places for emergency respite or Children in Need under the definition of the Children Act 1989.

At the 50% capacity mark it was felt timely to ascertain how those families viewed the service they were receiving and determine whether anything needed to change prior to the nursery reaching capacity attendance.

30 parents were given the option of either completing a questionnaire or a face to face interview. 13 chose to complete a questionnaire, 5 chose the face to face interview, and 12 declined to do either but stated they were extremely happy with everything within the nursery.

The Maden Centre began to provide services to the community from 6<sup>th</sup> September 2004 with an Open Day being held on the 9<sup>th</sup> October 2004.

As this was a newly refurbished building we wanted to know if people knew about services and how they best gained information, access to the building to ensure it was Socially Inclusive, and usage of the Community Café.

Visitors to the Open day were asked to complete a questionnaire or a face to face discussion about the building whilst they were being conducted on a guided tour.

390 people visited on that day , 23 completed a questionnaire whilst the majority of other adults preferred face to face interview. The views of children were gained from observations and talking to them as they took part in activities.

## OUTCOMES

Below are copies of the two questionnaires and the responses people gave.



## NURSERY SATISFACTION SURVEY

How did you find out about the Nursery? Please circle as many as you need to.

- Local Press
- Sure Start Newsletter
- Family Information Network Meeting
- Poster
- A friend
- A staff member
- Any other. Please State.

- |  |
|--|
| <ul style="list-style-type: none"><li>• Local Press 1</li><li>• Newsletter 7</li><li>• Family Information Network Meeting 2</li><li>• Poster 1</li><li>• A friend 3</li><li>• A staff member 6</li><li>• Any other, Health Visitor</li></ul> |
|--|

Did you attend for an Induction? YES 30 NO (please circle)

### What did you find useful?

- Being able to have informal visits
- Giving information about my daughter's likes/dislikes etc. that would go in her file for staff to look at.
- Being shown the areas, toys and activities my daughter would be playing with.
- Having my questions answered.
- I came away knowing my son would be well cared for and safe. The staff were lovely.
- The fact we were well informed on how the centre works by the staff when we got there.
- They explained the daily routine and showed us around everywhere.
- Flexible sessions. Don't have to be full time can have AM or PM. Can drop off late and pick up early.
- Full explanation of how sessions would run and the chance to ask questions. Chance to look around with my husband whilst the children explored the rooms.
- To understand how the nursery functioned and to meet members of staff and other children attending.
- Found it more difficult than I thought to leave my child but was treated with understanding and patience.

### Was there anything you were concerned about?

- At first I was concerned that the staff didn't seem to communicate with each other, but now the team seems to have gelled quite nicely and all staff are confident with the children and each other.
- Leaving my daughter with people she barely knew.
- Whether my child would settle or not?
- How staff would deal with my child if she was very upset.
- Yes, no separate sleep area for babies.
- Before I came I was concerned about checks made on staff, ages and qualifications of staff.
- A little worried about when my child has to move to another room or on to Nursery School.
- At the very beginning there were new staff arriving and my child

- found it difficult to settle as there was not a consistent familiar face.
- Found it more difficult than I thought to leave her.

Did you tell anyone about your concerns? YES Everyone who had a concern discussed it with the staff team. NO (please circle)

What was their response? Did you find it helpful?

- Yes. Bonding and Team Building take time. Not only did the staff have to develop relationships with each other and new children, but with lots of parents and colleagues at the same time. A tough one, but all the staff I have met seem to have managed very well.
- I was reassured in every way I could be. Staff have been open and honest -which I like.
- With regard to separate sleeping arrangements the staff thought it would not be a problem.
- The staff appear to be supportive of parent's and children's needs. A good start I feel.
- The staff listened to my concerns and a key worker was assigned to make the leaving situation easier for child and parent.

What did you think about the Information Pack? Was it useful?

- 4 responded with YES, 1 with OK, 2 with VERY
- At first yes, but was a bit complicated regarding grants.
- It was fantastic and very informative. Told me all I needed to know.
- Very informative and covered all aspects.
- Yes it was very useful. However the paper application pack was a little confusing in parts. but staff explained.
- Yes it explained any questions I might have had.
- Yes, but the information was better explained by the staff.
- Yes it was very useful. Packed with information about what my child would be doing and learning at nursery.

What do you like about the nursery?

- In the baby room I like the space for children to play. I like the brilliant range of toys and having two outside play areas is great. I like to see the staff sat with the children and being cuddled when they are upset.
- The staff are very helpful and informative. They know what they are doing and most of all my son absolutely loves the place even more than any other nursery he has attended.
- The caring friendly atmosphere.
- The atmosphere. The friendly staff. My child can make friends and feel secure - he likes the stickers he has received.
- Well managed friendly staff. Has a personal touch. Clean, monthly activities board, very informative.
- OUT OF THIS WORLD! Fantastic environment for children to grow, explore and develop.
- Very clean, plenty of toys.
- I like everything.
- The nice décor and the covered play area.
- My son loves going. I like the fact that everything is new and the staff are really nice.
- Bright colours, friendliness of the staff, good range of equipment.
- Clean, bright and spacious.
- Bright, friendly and clean.
- Everything - particularly the fact that you get to know how your child's day has been in detail.

### What do you feel could improve?

- Possibility of starting at 7.30am. x 2
- Everything is great - but "atmosphere" is something that can't be bought. Sometimes - when it is not very busy there seems to be a lack of it -it's so quiet - even children's songs playing quietly in the background would help.

What do you think about the toys and books your child has access to?

- Ten out of Ten! I am very happy with them. There seems to be a great range of toys and books.
- Fantastic
- They must be great because my child always seems to have plenty to do and say about them and he's not easily satisfied.
- Very good and lots of choice.
- Very good. A full range. It is nice they get a chance to go in all the rooms.
- Very impressed with the toys etc. seen. Wide and varied choice.
- Bright, colourful and very good quality. Each room is like an Aladdin's cave for children(and parents!)
- Wide range. My child really likes the musical instruments.
- Excellent
- They are all OK.
- Very good range of toys and books to entertain the children.
- Superb. A great selection geared to his age group.

Do you think anything could be improved upon?

Most comments were positive and felt no improvements were necessary.

Only 4 people felt things could be better:

- My daughter likes the doll's house but it is in the corridor. I wonder if she gets a chance to play with it?
- Open earlier.
- Liaison between staff and parents so we will be able to back up the info children are learning at nursery at home. At the moment I look on the notice board to see what he has been doing.
- I feel the toys should be rotated more often. Babies and children get bored quickly so there needs to be lots of variety.

## What do you think about the outdoor play area?

- Fantastic! Great for the children although I have some concerns since hearing local children have been in at night. What kinds of things might be left lying about?
- Excellent, however the sandcastle could be dangerous if children climb on it. A swing or slide might be useful or a trampoline. The indoor/outdoor area is good so they get fresh air even when the weather is not suitable for outdoor activities.
- My child always talks about it so it must be good.
- Brilliant! There's enough room to play and ride bikes. There's also enough for the imagination to get to grips with i.e. beach theme or pirates on the boat.
- Brilliant and safe.
- Fantastic.
- My children's faces say it all, they think it is amazing and love the outdoor play sessions.
- Fabulous.
- Lovely and safe.
- I think it is really good that the children can still play in a big space where they will not be able to hurt themselves due to the soft flooring.
- Lovely.
- Great - it must be the envy of every nursery in Rossendale

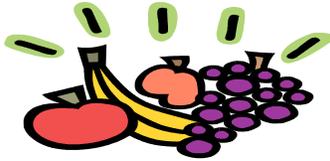


Do you find the staff:-

- Helpful
- Approachable
- Listen to me
- Friendly
- Caring
- Any other, please state

- All of the above - a great team.
- Yes -all of the above
- Approachable
- All and more
- All of the above and more, my concerns over one of my children's toileting were addressed in an appropriate manner and he got rewarded by the sticker system which did wonders for his confidence.
- All of the above. They are very understanding.
- They are well informed and know what they are doing.
- Very understanding and take on the individual needs of the children.
- It is early days yet and I don't see the staff that often. Sometimes the staff seem a little disinterested however the Senior Nursery nurse is a fantastic member of staff! Always honest, caring, understanding, friendly and easy to talk to. Very professional - I think the staff could learn a lot from her.





### Are you happy with the meals your child receives?

- The menus are a good choice
- Yes. He seems to eat more variety at lunch than he would at home. Feel the teas are maybe not as healthy.
- Yes - if only he would eat them!
- Definitely - my son cannot get enough from what I have seen.
- More than happy - so it seems is my child who usually has more than one helping.
- My children have tea at the nursery and they have developed really healthy appetites due to all the activities they do.
- Yes. It is also nice to have feedback about what your child has/or has not eaten.
- Yes very happy. They are healthy and well balanced.
- Yes. Lots of variety and well balanced.

### How do you find out about your child's day at the nursery?

- His Key worker tells me.
- The staff always approach me and tell me about his day.
- Verbally by the staff and on a daily occurrence sheet.
- I receive a report everyday telling me what my son has done, eaten etc.
- By a report from staff and of course my children constantly chatter about what they have done that day.
- A daily worksheet.
- The staff always tell me before I've even asked - that is if they can get in there before my son does!
- This is a day in my child's life and so I want to know every little detail, whether good or bad.

## Is there anything else you would like to comment on?

- Does the nursery have a television? A short time watching appropriate programmes might be a good idea.
- Told what they are going to do the next day so I can prepare my child for what to expect.
- I think the nursery is an excellent facility in an otherwise deprived area. A much needed and valuable facility that should have been made available earlier.
- I know my children are safe and happy which makes me feel at ease.
- I have been amazed at the development of self confidence, interaction with staff and children with both of my children. They absolutely love coming to "school at mummy's work" as they call it. You should all feel very proud at providing a fantastic centre with caring professional staff who provide a wonderful service. Thank you all for what you have done.
- Excellent Nursery - keep up the good work. Very helpful staff.
- My son's Social Skills have improved significantly since starting nursery. I feel confident going to work knowing he is in a happy, safe and caring environment.

## Conclusions

From all the responses, both verbal and written, it is obvious that the majority of parents are more than satisfied with all aspects of the nursery provision. From listening to the children talk about their day and hearing comments such as, "I love the sandcastle and the boat. We pretend we are pirates", and also the laughing and smiley faces, it is evident the children are happy too.

The staff of the nursery took on board the comments made by parents and have responded almost immediately.

The new initiatives now in place are:-

- Staff meetings for the team to get to know each other and iron out any issues.
- A questionnaire has been distributed to ascertain if a 7.30am start is needed by enough parents to make it viable and if not look at alternatives such as a Breakfast Club run by Crèche Staff/Volunteers or linking with the Childminding Network.

- Daily Routines and Play Plans for the week are on display for parents to see what their child will be doing and what toys they will have available to them.

## Final Comment

Due to the pressures exerted upon the staff of the Nursery by the timescales laid down by NNI, it was impossible to have thorough Team Building sessions.

Had this been possible the issues raised by parents about the lack of communication and apparent "atmosphere" of staff relationships could have been avoided. However, it must be noted that this was only short lived and the staff are to be commended on the hard work they have put in making the nursery and quality place for children and parents.

Perhaps a time for Compulsory Team Building should be written into the agreement for funding and realistic timescales set down by NNI for opening, as following consultation with other NNI schemes this appears to be a common issue. In the haste to open by the set deadline from NNI good practice around consistency and continuity of care appears to have taken second place to the threat of losing funding.

A further Satisfaction Survey will be carried out when the nursery reaches capacity. One will be addressed at the parents and children who commenced on opening and one will be addressed at the new parents and children to see if progress has been made.



## OPEN DAY QUESTIONNAIRE

Please take a few minutes to complete this questionnaire. Your answers will help us improve the services we provide.

*How did you find out about the Open Day?*

- *Banner in Bacup town centre*
- *Local Press*
- *Newsletter*
- *Invitation*
- *Word of mouth*
- *Some other way?*

- 4 x by invitation
- 1 x by email
- 30 x by word of mouth
- 1 x by email
- 47 x by Banner in town centre
- 3 x local press
- 2 x Family Information Network Meeting
- 17 x via newsletter
- 4 x just passing

*Did you find access to the building:*

- *Easy*
- *Difficult*

*Please say why?*

Everyone who attended said they found access to the building very easy either via the ramp or the steps. Comments made were:-

" It was well signed" " Both the steps and the ramp were wide enough for people to go up and down at the same time" " the car parking was easy due to the clear signs" " there were people on the door to direct you" " the big lettering above the door helped"

*Do you know about what things you can access within the Centre?*

*YES NO*

*How did you find out about the services?*

Three people surveyed said they had not known about the services provided by Sure Start prior to the open day, however when probing further it transpired they did not have any pre-school children. All other people surveyed said they did know and had found out via the newsletter and Sure Start Information Leaflet sent to all families in the Sure Start Local programme area. The remainder had found out from a staff member.

- *Health Visitor*
- *Midwife*
- *Worker from Maden Centre*
- *Newsletter*
- *Large Sure Start Leaflet*
- *Other/Please state*

*Have you ever used the café, and did you know it was open to everyone?*

*YES 120 NO 8*

*If you have used it what did you think of the food on offer?*

- *Cater for special diets such as gluten free.*
- *Very good, well priced, friendly helpful staff.*
- *Good range and good prices.*
- *Very good food and well priced. Very friendly service.*
- *Good food.*
- *It's lovely.*
- *Very Good!*
- *The cakes were lovely and the food is reasonably priced.*
- *Not yet used but I soon will.*

*If not, now you know you can, will you use it? YES NO*

*If no can you say why?*

The people who had not used the café before all said they would now they had seen it.

## Conclusions

It would appear from the responses to this Customer Satisfaction Survey that the most effective method of informing people about the Centre is via publicity banners with word of mouth coming a close second.

Access to the building is described as easy due to both the physical aspects of the entrance, signage and staff support.

Overwhelmingly the feedback regarding the Community Café is extremely positive.

## Recommendations

To continue to talk to the community in addition to the written word appears to be essential to assist with Social Inclusion.

Equally a combination of written and personal approach should continue in facilitating access to the building.

Continue to provide affordable quality food in the Community Café and continue to promote its usage in both written and verbal formats.

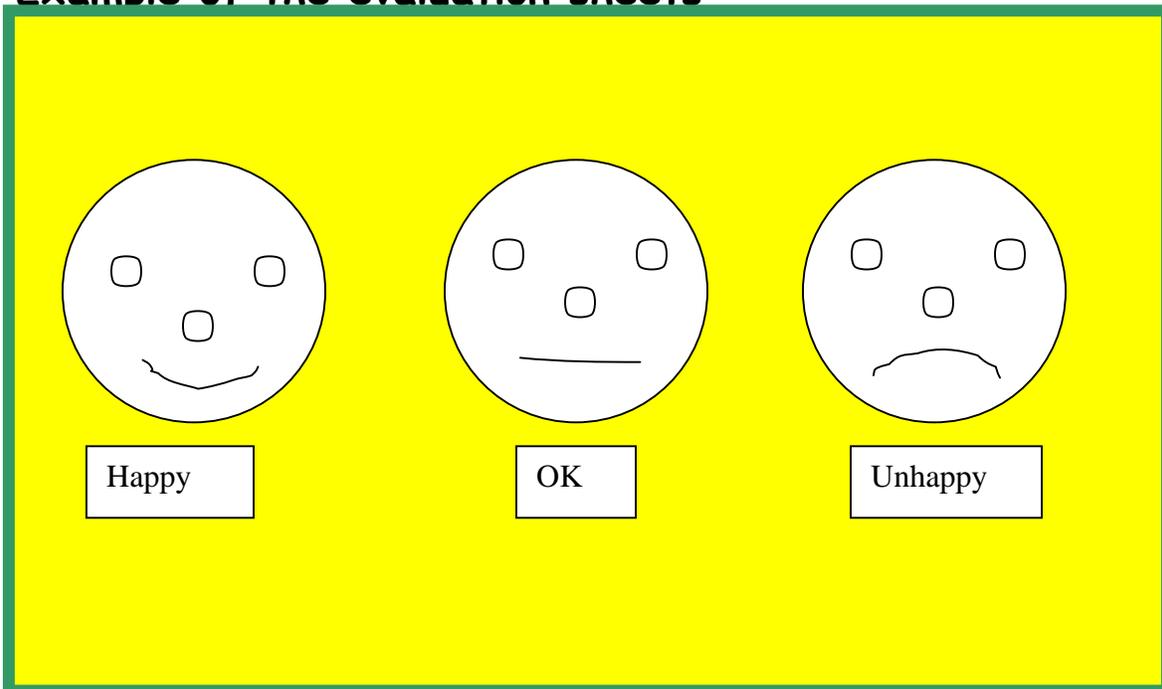


## Other methods used to gain customer opinion

In order to make the evaluation Socially Inclusive a pictorial method of gaining customer opinion was used. This allowed for pre verbal and pre reading children to make their feelings known and also for adults who for whatever reason were unable to complete a questionnaire or face to face interview. This could be due to some form of disability or time constraints.

The contingency plan, in the event of customers feeling unhappy with services, was to revisit the poster sights with further post-it notes with a request for information about any concerns with services.

### Example of the evaluation sheets



Customers, be they adult or child, were asked after each session they attended to put a sticker on the face that told us how they felt about the service they had experienced. This took place throughout the months of October 2004 and November 2004.

### Results

Happy	OK	Unhappy
95	3	3

## Conclusions

As mentioned previously a request for people to tell us what they were unhappy about was posted and only one of the three people responded. This was a person attending the smoking cessation group who was disgruntled about being moved from room to room as there appeared to have been a change from the original plan and the system for notifying those changes appeared to have broken down in some way.

The other two people who were unhappy did not respond. This could be due to number of reasons:

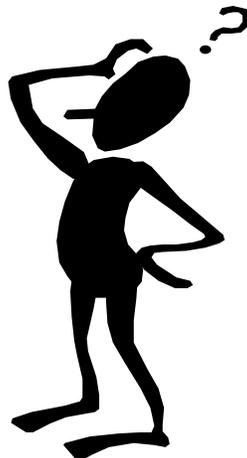
- The people may not have returned to the building as they were extremely unhappy.
- The stickers had fallen off and someone had just stuck them anywhere.
- The people may have literacy problems and feel unable to ask for help or to complain.

However, from the results it is evident that the majority of people accessing services during the evaluation period were happy with those services. The services on offer were:

- Basic Skills
- Counselling
- Breastmates
- Baby Massage
- Crèche
- Computer Courses
- Induction
- Variety of meetings
- Nursery
- Community Café
- Stay and Play
- Training
- Smoking Cessation
- Coffee mornings
- Craft Groups
- Young parents

## Recommendations

- It would appear the majority of customers are satisfied with the services provided and therefore the level of quality should be maintained by continual monitoring, consultation and customer feedback.
- The feedback should be responded to as soon as is practicable.
- A more user friendly way of expressing dissatisfaction needs to be adopted.
- A review of the room allocation system may need to take place to ensure everyone who needs to know about room changes is consulted before the decision is made.



**The previous Satisfaction Surveys were conducted with the EXTERNAL CUSTOMER. The following Satisfaction Surveys were carried out with the INTERNAL CUSTOMER i.e. support networks within the Sure Start Local Programme for staff.**

It must be noted that only 13 completed questionnaires were received from a total of approximately 50 sent out. Research shows that the most response is usually received from people who have an issue they need addressing and therefore this cannot be viewed as a representative sample of the whole staff team's views of the support they receive. Nevertheless people's opinions must be listened to and responded to in order to validate how they are feeling.

As people were asked to comment on individual people's performance only general issues will be addressed within this report in order to preserve confidentiality. However, if those individuals felt they would like to see their personal feedback then this was available in a sealed envelope. As this could prove emotive, support was offered from peers and support networks within the team i.e. if training needs were identified then this would be discussed with the Training Co-ordinator or supervisor.

## **Satisfaction with the Management Team**

In the first instance workers were asked to identify what each manager's primary role was within the team. All respondents were fully aware and identified Overall Responsibility for the Programme both Strategic and Financial, Child Care Services, Family Support and Monitoring and Evaluation, and Health Services.

Staff were asked to think of five words which described their manager and the following words are just some of them:

**Professional      Good listener      Constructive      Approachable**

**Team player      Knowledgeable      Understanding      Motivational**

**Disciplined      Forward thinking      Opinionated      Determined**

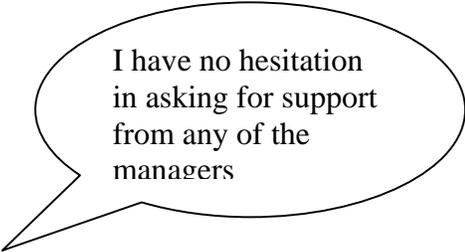
Staff were then asked to comment on their manager's skill in fulfilling their role of staff support with regard to the following areas:

- Supervision
- Leadership
- Support
- Recognising Achievement
- Information Sharing

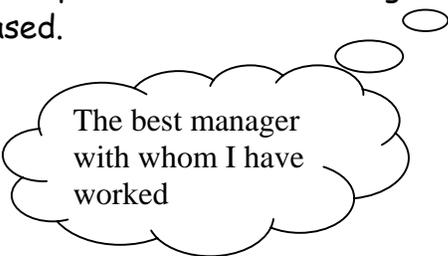
Some staff chose to comment on all four senior managers although staff on the whole are line managed by one manager.

On the whole the staff who responded were very happy with the support their immediate manager provided with comments such as, " I find my supervision sessions are excellent and very supportive". Where a worker's remit crossed boundaries of manager's responsibility staff felt both managers supported them. However the further away a staff member's role was from the manager's remit the less informed about that remit they became, and the less supported and informed they felt.

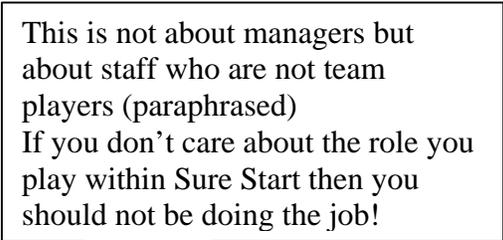
Finally staff were asked if there were any other comments they wished to make about the support the senior manager's provided. The following comments were made:- some are paraphrased.



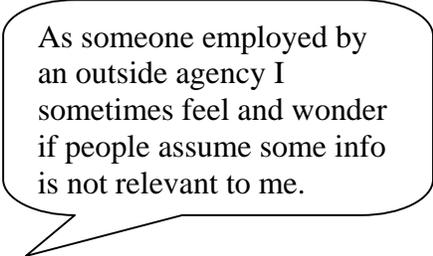
I have no hesitation in asking for support from any of the managers



The best manager with whom I have worked



This is not about managers but about staff who are not team players (paraphrased)  
If you don't care about the role you play within Sure Start then you should not be doing the job!



As someone employed by an outside agency I sometimes feel and wonder if people assume some info is not relevant to me.

One staff member appeared to feel particularly aggrieved and commented on the following issues:-

" I often find out things on the grapevine rather than through communication routes. Staff meetings tend to be a chance for managers to "moan" about minor details that can be addressed on an ongoing basis this does not give a good team ethos.

Often a blanket addressed approach is used for negative aspects that need relaying when it only needs to be addressed with the people the issues are about. This can be portrayed as a weak management style and leave team members feeling low when the issues do not relate to them. When a mistake is made people would prefer that managers admitted this rather than justify themselves in some way."

## **Conclusions**

It would appear from the few questionnaires completed that on the whole staff are happy with the support they receive from their designated immediate manager.

They are less satisfied the further removed their work is from a manager's primary remit e.g if they are a child care worker and a manager is responsible for health promotion.

Some staff members do not feel Staff Meetings are conducted in a useful manner.

Members of staff funded by Sure Start but employed by other bodies sometimes feel omitted from information sharing.

## **Recommendations**

- A mechanism is devised to inform all team members in general terms what is happening within the wider team. This could be a standing item on the staff meeting agenda or a cascading method through supervision.
- Staff meetings are more structured and unless the issue involves the whole team it should remain outside of that meeting.
- A mechanism is devised so all team members are kept informed especially if those team members are part time or have been out of the main office for some time.
- Communication is a two way process and people can be told things or they can seek out information. A model of upwards, downwards and sideways communication should be adopted.

## **Administration Team Feedback**

Another important support mechanism within the wider team is that provided by the Administration Team.

Not only are they "the frontline face" of the programme, they also provide an invaluable link between all the varied components of the programme.

There are four administrators who each have a designated area of responsibility and are jointly then responsible for all general administrative duties.

A questionnaire was distributed to all staff which asked questions regarding role, responsibility and performance.

The responses would be used to identify what was working well and what areas could be improved upon. The feedback could also be used as a tool in supervision to identify personal and professional growth and training needs.

## **Outcomes**

11 questionnaires were completed. All participants were fully aware of the specific areas each administrator was responsible for i.e. Finance, Health, Child care and Data Input.

In these areas all respondents felt work was of a high quality and produced in a timely manner with comments such as, " Finance systems have been improved upon" " The fliers I asked for were well presented and sent out on time" " No sooner do I ask for data than it appears and often more besides"

It was felt clearer systems needed to be devised for the request and allocation of general admin. Due to uncertainty some staff were completing their own administration work. Some respondents felt the distribution of general admin. was inequitable.

Concern was expressed regarding a feeling of intrusion if the reception area was entered and how service users may perceive this.

It was felt some team members were more skilled in verbal communication than others which often resulted in confusion for customers and staff alike.

It was felt that, with time, these issues could be overcome with team building training.

## **Recommendations**

- A robust system for collection and allocation of workload is devised.
- Training in greeting the public, message taking and communicating by telephone is facilitated. This could be through mentoring from a colleague or through formal training.
- Continue to maintain the quality of specialised work and use that expertise to enhance other general areas of administrative work.
- This method of evaluation was not well received as constructive criticism can prove difficult for the critic and more so for the recipient. Other approaches could have been face to face interview or Action Centred Research where the person or service being evaluated compiles the questions they would like asking.
- A more user friendly survey model should be used for future consultations.

## **Generalist versus Specialist**

In the original consultation of 2000/01 the preferred model of health service delivery towards Sure Start Targets was the funding of two extra health visitors. The plan was that they would join the existing health visitors and share the Sure Start directed work across the whole team. In essence freeing up all practitioners to undertake enhanced work. The health steering group at that point, through consultation with health professionals, felt this would ensure the Sure Start funded health visitors did not feel detached from their peer group. The link to the main Sure Start Local Programme would be maintained via the Assistant Programme Manager who had additional responsibility for Family Support and Monitoring and Evaluation.

Despite every effort being made on both parts to make this hypothetical plan become a reality it quickly became evident the plan was flawed.

Following consultation with representatives from the PCT and the Sure Start Partnership Board the decision was made to redistribute the funding and fund a separate Health Co-ordinator employed by the PCT. This was also in response to the Health Visitor Team's preference for a co-ordinator with a health background as they felt this person would have a better understanding of their issues.

In July 2004 a Health Co-ordinator was appointed who had previously been employed as a Health Visitor so was very knowledgeable regarding current issues. She quickly established strong communication links with the health element of the programme and in addition linked the health workers into the wider programme.

After being in post 6 months it was felt timely to evaluate whether the specialist model was preferred to that of a generalist.

A series of questions were devised and the health team were asked if they wanted to respond via a face to face interview or in writing. All chose to write their responses. The following table demonstrates their responses:-

*Do you feel the employment of a Health co-ordinator with a health background has advantages and so what are those?*

*Yes. Communication has much improved.*

*More collaborative working and better understanding of the difficulties encountered within health care.*

*Greater understanding of our role and constraints in providing health care.*

*It is felt the team is being listened to and ideas being taken forward.*

*Do you see any disadvantages to this model of working?*

*None at the present moment except maybe a conflict of interests.*

*Which is your preferred model?*

*A Health Co-ordinator who has other responsibilities*

*A Health Co-ordinator who has sole responsibility for the health element of the programme ( All ticked this )*

*Are there any changes you would like to see in relation to the Health Coordination of the programme?*

*It is crucial that the role continues to develop and improved communication is maintained. It is felt as a result of this role there have been positive advantages for families and an increase in the uptake of services.*

## **Conclusions**

- From the responses to the questions asked it appears evident the preferred model is the specialist approach to coordination.
- Workers feel their views were listened to and acted upon.
- Service to the customer appears to have improved from feedback from the workers. Happy informed workers appear to lead to happier informed customers.

## **Recommendations**

- To continue with the model of specialist coordinator.
- To continue to build on the strong foundations of communication and support.
- To continue to monitor progress through customer satisfaction surveys.

## Summary of conclusions and recommendations



### NURSERY SATISFACTION SURVEY

#### Conclusions

From all the responses, both verbal and written, it is obvious that the majority of parents are more than satisfied with all aspects of the nursery provision. From listening to the children talk about their day and hearing comments such as, "I love the sandcastle and the boat. We pretend we are pirates", and also the laughing and smiley faces, it is evident the children are happy too.

The staff of the nursery took on board the comments made by parents and have responded almost immediately.

The new initiatives now in place are:-

- Staff meetings for the team to get to know each other and iron out any issues.
- A questionnaire has been distributed to ascertain if a 7.30am start is needed by enough parents to make it viable and if not look at alternatives such as a Breakfast Club run by Crèche Staff/Volunteers or linking with the Childminding Network.
- Daily Routines and Play Plans for the week are on display for parents to see what their child will be doing and what toys they will have available to them.

#### Final Comment

Due to the pressures exerted upon the staff of the Nursery by the timescales laid down by NNI, it was impossible to have thorough Team Building sessions.

Had this been possible the issues raised by parents about the lack of communication and apparent "atmosphere" of staff relationships could have been avoided. However, it must be noted that this was only short lived and the staff are to be commended on the hard work they have put in making the nursery and quality place for children and parents.

Perhaps a time for Compulsory Team Building should be written into the agreement for funding and realistic timescales set down by NNI for opening, as following consultation with other NNI schemes this appears to be a

common issue. In the haste to open by the set deadline from NNI good practice around consistency and continuity of care appears to have taken second place to the threat of losing funding.

A further Satisfaction Survey will be carried out when the nursery reaches capacity. One will be addressed at the parents and children who commenced on opening and one will be addressed at the new parents and children to see if progress has been made.

## **OPEN DAY QUESTIONNAIRE**

### **Conclusions**

It would appear from the responses to this Customer Satisfaction Survey that the most effective method of informing people about the Centre is via publicity banners with word of mouth coming a close second.

Access to the building is described as easy due to both the physical aspects of the entrance, signage and staff support.

Overwhelmingly the feedback regarding the Community Café is extremely positive.

### **Recommendations**

To continue to talk to the community in addition to the written word appears to be essential to assist with Social Inclusion.

Equally a combination of written and personal approach should continue in facilitating access to the building.

Continue to provide affordable quality food in the Community Café and continue to promote its usage in both written and verbal formats.

### **Other methods used to gain customer opinion**

#### **Conclusions**

As mentioned previously a request for people to tell us what they were unhappy about was posted and only one of the three people responded. This was a person attending the smoking cessation group who was disgruntled about being moved from room to room as there appeared to have been a

change from the original plan and the system for notifying those changes appeared to have broken down in some way.

The other two people who were unhappy did not respond. This could be due to number of reasons:

- The people may not have returned to the building as they were extremely unhappy.
- The stickers had fallen off and someone had just stuck them anywhere.
- The people may have literacy problems and feel unable to ask for help or to complain.

However, from the results it is evident that the majority of people accessing services during the evaluation period were happy with those services. The services on offer were:

- Basic Skills
- Counselling
- Breastmates
- Baby Massage
- Crèche
- Computer Courses
- Induction
- Variety of meetings
- Nursery
- Community Café
- Stay and Play
- Training
- Smoking Cessation
- Coffee mornings
- Craft Groups
- Young parents

## **Recommendations**

- It would appear the majority of customers are satisfied with the services provided and therefore the level of quality should be maintained by continual monitoring, consultation and customer feedback.

- The feedback should be responded to as soon as is practicable.
- A more user friendly way of expressing dissatisfaction needs to be adopted.
- A review of the room allocation system may need to take place to ensure everyone who needs to know about room changes is consulted before the decision is made.

## **INTERNAL CUSTOMER Conclusions**

It would appear from the few questionnaires completed that on the whole staff are happy with the support they receive from their designated immediate manager.

They are less satisfied the further removed their work is from a manager's primary remit e.g if they are a child care worker and a manager is responsible for health promotion.

Some staff members do not feel Staff Meetings are conducted in a useful manner.

Members of staff funded by Sure Start but employed by other bodies sometimes feel omitted from information sharing.

## **Recommendations**

- A mechanism is devised to inform all team members in general terms what is happening within the wider team. This could be a standing item on the staff meeting agenda or a cascading method through supervision.
- Staff meetings are more structured and unless the issue involves the whole team it should remain outside of that meeting.
- A mechanism is devised so all team members are kept informed especially if those team members are part time or have been out of the main office for some time.
- Communication is a two way process and people can be told things or they can seek out information. A model of upwards, downwards and sideways communication should be adopted.

## **Administration Team Outcomes**

11 questionnaires were completed. All participants were fully aware of the specific areas each administrator was responsible for i.e. Finance, Health, Child care and Data Input.

In these areas all respondents felt work was of a high quality and produced in a timely manner with comments such as, " Finance systems have been improved upon" " The fliers I asked for were well presented and sent out on time" " No sooner do I ask for data than it appears and often more besides"

It was felt clearer systems needed to be devised for the request and allocation of general admin. Due to uncertainty some staff were completing their own administration work. Some respondents felt the distribution of general admin. was inequitable.

Concern was expressed regarding a feeling of intrusion if the reception area was entered and how service users may perceive this.

It was felt some team members were more skilled in verbal communication than others which often resulted in confusion for customers and staff alike.

It was felt that, with time, these issues could be overcome with team building training.

## **Recommendations**

- A robust system for collection and allocation of workload is devised.
- Training in greeting the public, message taking and communicating by telephone is facilitated. This could be through mentoring from a colleague or through formal training.
- Continue to maintain the quality of specialised work and use that expertise to enhance other general areas of administrative work.
- This method of evaluation was not well received as constructive criticism can prove difficult for the critic and more so for the recipient. Other approaches could have been face to face interview

or Action Centred Research where the person or service being evaluated compiles the questions they would like asking.

- A more user friendly survey model should be used for future consultations.

## **Generalist versus Specialist**

### **Conclusions**

- From the responses to the questions asked it appears evident the preferred model is the specialist approach to coordination.
- Workers feel their views were listened to and acted upon.
- Service to the customer appears to have improved from feedback from the workers. Happy informed workers appear to lead to happier informed customers.

### **Recommendations**

- To continue with the model of specialist coordinator.
- To continue to build on the strong foundations of communication and support.
- To continue to monitor progress through customer satisfaction surveys.