



Parent Survey

Ecclesall Kids Club February 2024 Findings Report

82 Responses out of 223 parents sent the survey.

We thank all parents and carers who took the time to complete the Parent Survey in February 2024. Your responses have given the management team and committee valuable feedback on relevant areas that require improvement and areas that are delivering the expected standard of service. Below we detail responses to common feedback made throughout the survey and explain the action we will/have already taken to make changes.

The enjoyment/safe play environment for the children is our priority and most parents reported that their child/children enjoyed coming to both breakfast and afterschool club, that the activities indoor and outdoor were varied and educational, and staff went the extra mile to interact and create a caring and safe space for the children. Children enjoyed time spent with friends at the club and mostly enjoyed the outdoor activities. Some parents commented that their children found breakfast club activities repetitive and more limited. *We will look at ways to provide more variety / new equipment and activities at breakfast club.*

Eighty percent of parents commented that the club is very good value for money. We have introduced a slight increase in prices this term but are still one of the cheapest breakfast/ afterschool club providers within the area and hope to continue to offer good value for money to all our parent users.

Most users agreed that the opening and closing times for both breakfast and afterschool club is sufficient. However, some parents wished the breakfast club opened slightly earlier at 07:30am and that afterschool club opened slightly later at 06:30pm. We try and operate in the most suitable time frame to accommodate the needs of the majority of users and also for our staff, who have to set up / pack away after each session. *The committee will keep opening hours routinely under review and consider the balance of the needs of parents and retaining skilled and talented staff.*

We can confirm that this year's Magic Booking 'go live' for KS1 and KS2 is currently going smoothly and efficiently compared to last year and the Magic Booking system is now becoming more familiar, useful, and efficient. You can find advice on Magic Booking on our website if you need help – how to book/ cancel and a user guide on how to navigate the. Janet, our Administrator, and Kelsey our Business Manager will answer any queries and offer direction to any parents struggling with the system. Any system takes time to get used to and once it is familiarized by users it becomes progressively easier to use and we must keep consistent with our booking procedure and policy.

The 90-day cancellation policy attracted feedback. A minority of users commented that the time period should be reduced. However, a majority expressed satisfaction with the consistency from last year to this year. The 90-day cancellation policy was put in place to stop users from block booking places and then cancelling at short notice. This behaviour left us unable to meet the demand from regular users. The committee introduced the policy to encourage users to only book what they need instead of booking all slots even though they may not use them. Putting this cancellation period in place has helped the situation and made spaces available for other parents that require the remaining spaces. The committee regularly discuss this policy and they reviewed it again ahead of this year's 'go live'. They decided to retain the policy for the coming year to ensure smooth running for bookings



and again to provide consistency for parents. This doesn't mean we will not reduce the cancellation period next year after more feedback and assessing how the booking year runs. Providing a smooth booking process this year has been a priority.

Feedback on holiday club was generally positive. The main suggestions for improvements were to open sooner for bookings, and aim for more consistency on when the club is open. *We can confirm that we are working on this, and we have opened our bookings for the Easter holidays open from 8th – 12th April 2024 well in advance and we are going to continue to do this for other holiday clubs throughout the year. We are open for the full week again to start to provide consistent dates and days. We have also developed our activity program which now includes trips and new fun activities not normally used in the normal term time kids club to ensure that the children have a memorable and fun time during the holidays.*

The club's communications by email and newsletters had a positive response, with 89% of users agreeing that the communication is just right. There were requests for the food options to be communicated for the week – *the weekly menu will now be visible on the front entrance to the club.* Food choice will be something we will be looking at in response to some comments. Hopefully you will see from the menu that we offer a healthy and varied selection of snacks. We have also added profiles of the staff in the entrance to the club and on the website, so you can see who is taking care of your children.

We hope the above commentary shows that we value and act on your feedback. We are working to improve and adapt what we do, and will continue aspiring to offer the best possible care and fun, safe environment for your children.