

## Kidzone - Evaluation of the customer satisfaction survey 2009

Here 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.

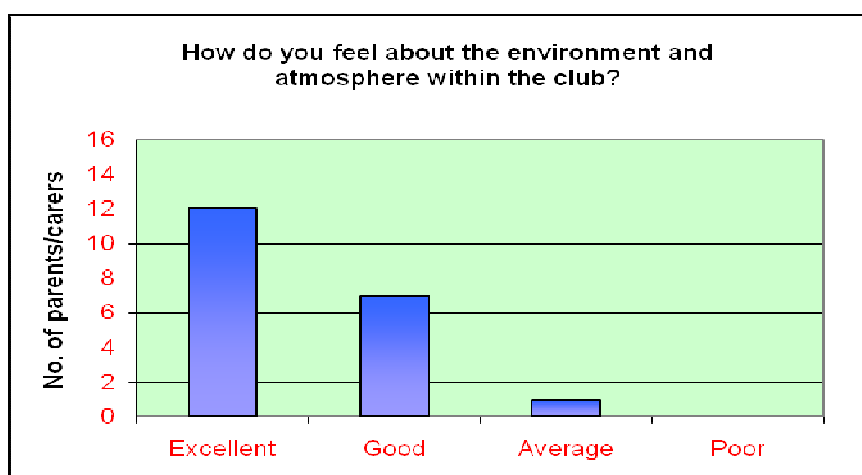
To provide such a service we feel it is important to work in partnership to continually review and improve, therefore each year we ask the children and their parents to complete a survey. The results of which are displayed for all parents to see. All opinions are evaluated and decisions made on how to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

This evaluation focuses on the parents' section of the survey. 203 questionnaires were sent out 20 returned.

### Question 1

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

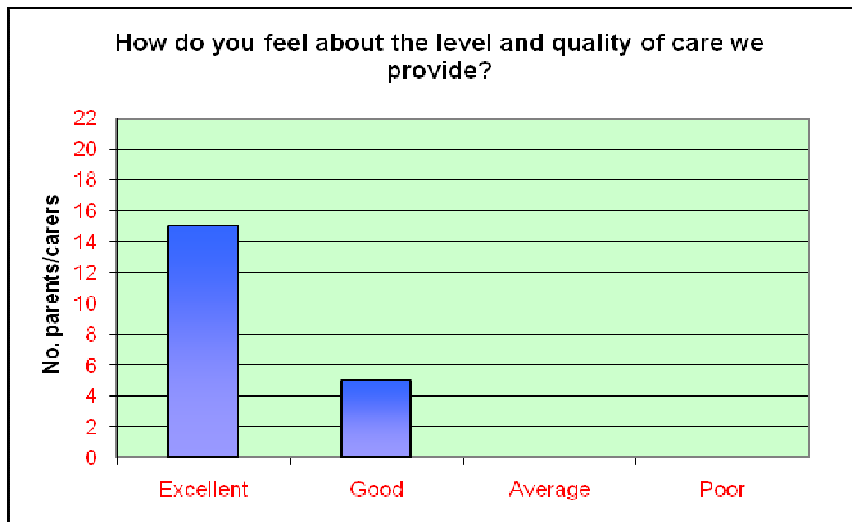
Excellent	Good	Average	Poor
12	7	1	



### Question 2

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

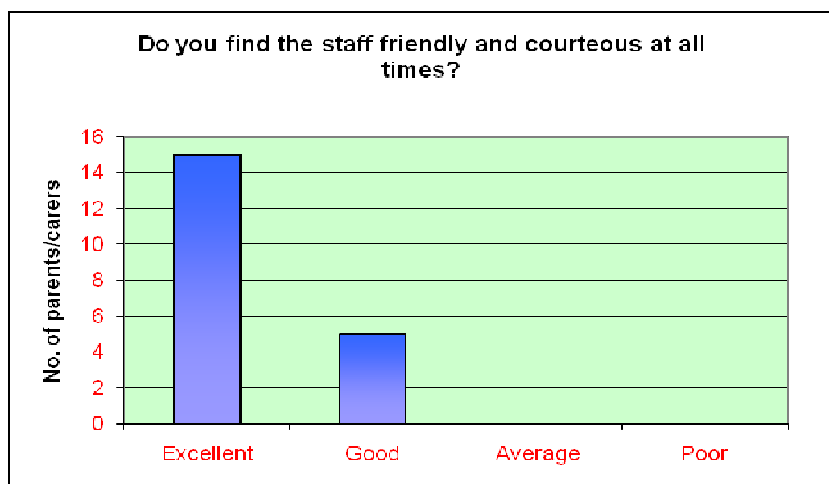
Excellent	Good	Average	Poor
15	5		



### Question 3

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

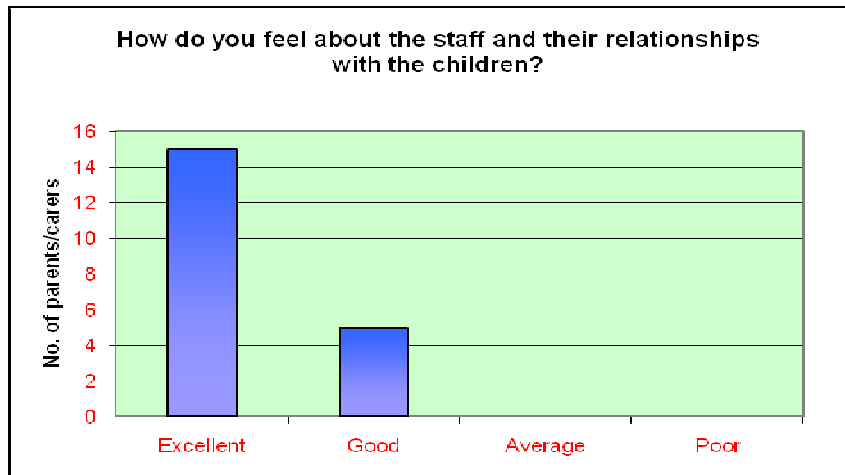
Excellent	Good	Average	Poor
15	5		



### Question 4

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

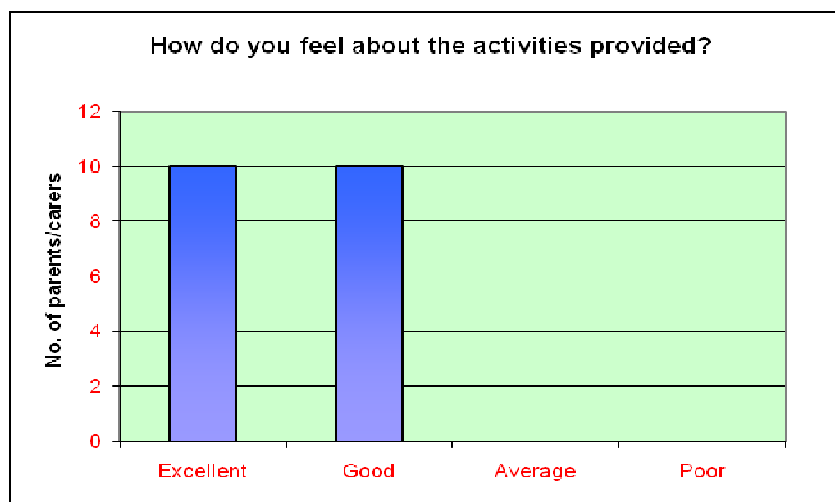
Excellent	Good	Average	Poor
15	5		



### Question 5

*How do you feel about the activities provided?*

Excellent	Good	Average	Poor
10	10		



*What improvements could be made?*

The following are parents' suggestions about the activities we provide

Awareness of what activities are available during the afterschool club

A rota is displayed on the notice board in the cloakroom each week; which details each of the daily activities such as what toys are available to play with indoors and outdoors, whether it's PlayStation, I Toy, TV etc. The list also shows what the adult-led activity, art and game will be each evening, the majority of these have been requested by the children.

Information on what my child has been doing

On arrival parents are able to go and see their child at play and speak to the staff in that area, if further information is required the parent can speak to the child's key person, a list of the key person groups are situated in the cloakroom. There is also a digital photograph frame in the cloakroom showing photographs of the children during their time at Kidzone, this is updated frequently.

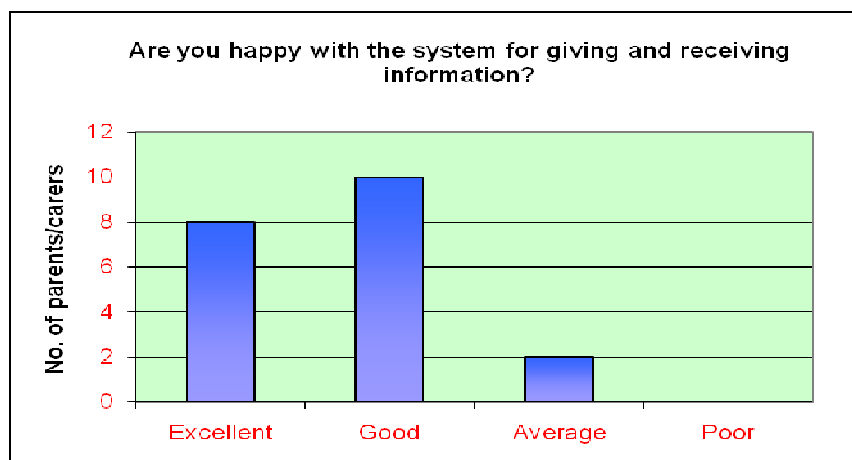
A quiet room for homework and reading

The IT Suite has been altered to include tables and chairs for homework. The reading area is situated in the Welcome Room.

**Question 6**

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

Excellent	Good	Average	Poor
8	10	2	



*What improvements could be made?*

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

### Email

At present parents can use email to book or cancel their child's place or for general enquires. Parents can also sign up to receive email updates.

### Mobile number to contact staff

There are very few occasions when a member of staff is not available to answer the office phone, in these circumstances an answer machine is available and email is also an option. Queries are dealt with immediately on our return.

### Opening and closing times for Christmas

The holiday club calendar showing the days Kidzone is open over the Christmas and New Year period is produced and sent out to parents during the summer holidays, the information is also available on our websites [www.kidzone.uk.com](http://www.kidzone.uk.com) and [www.bsskidzone.com](http://www.bsskidzone.com). A sign reminding parents of the dates is placed in the Kidzone building during the month of December.

### **Question 7**

*What do you like best about the club?*

Friendly staff who know the children

My child feels happy there and is always keen to go and wants to go everyday!

Friendly atmosphere

Opening hours

Friendly and supportive staff

Happy, friendly, clean and safe

Very friendly

Very friendly, accommodating and helpful

The staff are very friendly and accommodating, good variety of activities and trips

Friendly staff who care about the children. There is always some type of activity for the children to participate in if they wish to do so. Very well organised.

Friendly and relaxed environment. My child mixes with older/other children.

Convenience and choices of options of things to do.

Peace of mind that children are collected from school/afterschool clubs and are safe.

Variety of activities and trips during the holiday club.

Excellent and helpful, committed staff, a good range of activities to suit all tastes and ages.

My son loves it!

Friendly, warm, nurturing atmosphere.

My child is really happy at Kidzone and settled straight away.

### **Question 8**

*What do you least like about the club?*

My child wanting to be there from dawn till dusk – he never wants to come home.

The building – it's small, there seem to be too many small rooms leading off each other it has a 'rabbit warren' feel which I don't like.

Can't think of anything negative.

Nothing!

Lack of parking

Choice of food

Lack of parking to drop off and collect. Quality/ health of snacks provided.

The choice of food for snacks, offer bread, cheese to make a sandwich

Increasing costs but no increase in provision of equipment

#### Response regarding snack

The snack provided consists of a choice of healthy items such as yoghurts, cheese and crackers, cereal bars, low fat crisp, Dairylee Dunkers etc. Plus there is an unlimited amount of fruit and crudities with dip and crackerbread, breadsticks, pitta bread or French stick. After snack has finished the fruit, crudities and bread are left out for the children to eat at their leisure during the evening.

#### Response regarding equipment

Equipment is purchased steadily throughout the year, however a number of large items have been purchased such as a new wooden kitchen in the Everyday Room and a sofa and storage in the Chill Out Zone. A digital photograph frame has been placed in the cloakroom.

#### **Question 9**

*Are there any comments you would like to make?*

A big thank you to all staff!

Keep up the good work my daughter loves coming to Kidzone – well done.

My child loves their time at Kidzone – Thanks!

Better snack

Generally a very good service, life would be very difficult without the service.

I find the environment i.e. the building strange for its intended purpose.

Keep up the good work! A very positive experience for my child. Friendly and caring staff.

Thanks very much for providing a very valuable service so professionally. The children are always happy to go to Kidzone and enjoy themselves. I am very impressed that you try so hard to accommodate booking even at the last minute.

Overall I am very happy with the club and the range of activities. The staff are always polite courteous and helpful.

Keep up the good work; you all do a fantastic job!

Could the children wear a smock when painting.

My child would go every night if he could which I think is fantastic as I was worried how he would cope with the change of having a new school and afterschool club. Thanks for helping him settle so well.

#### Response regarding painting

The children wear aprons when painting and are encouraged to roll up their sleeves, however sometimes accidents happen.