

Maida Vale Children's Centre Satisfaction Survey 2010

Introduction

The Children Centre survey is undertaken annually to ascertain levels of satisfaction with services and to identify areas for improvement from the responses of the Centre users.

The levels of satisfaction can help us to understand how well the services are delivered and received and provide information for the Centres' Performance, Achievements and Outcomes Review.

Suggestions of improvements are requested to inform development for those services and activities already in place and to contribute towards future service and activity planning in the Centres.

Methodology

Maida Vale Children's Centre completed 46 surveys for the 2010 Children Centre satisfaction survey, exceeding their target of 30 by 16. The Centre's Estart data was not updated to record users who attended Maida Vale children's Centre activities during the survey period (28th June to 13th July 2010) so we do not know what percentage of their reach they surveyed. A total of 6 activities/services were surveyed.

Key Findings

- All the users who answered the Question "Are you aware you are attending a Westminster Children Service?" said yes, they were aware (100%, 45 of 45 users).
- All 46 users rated the activity they had chosen to attend with either a score of 4 (*Happy*) or 5 (*Very Happy*)
- User satisfaction in *choice of services* at Maida Vale Children Centre has risen by 42% from 2009 (from 51% in 2009 to 93% in 2010)
- 15 comments were made about suggested improvements with the top 2 areas being *Plan and vary activities* (5 users) and *Increase frequency/length of activities* (5 users)
- 20 of those users surveyed would prefer to be kept up to date by email about what services are available at the Centre and was the most selected option

Demographics

46 surveys were completed for Maida Vale in total; the participation of the survey was similar to 2009 where 40 surveys were completed. 31 of the Centre users who completed the survey were female, 15 were Male. 80% of users surveyed were parents, 13% were childminders/nannies and 4% were grandparents.

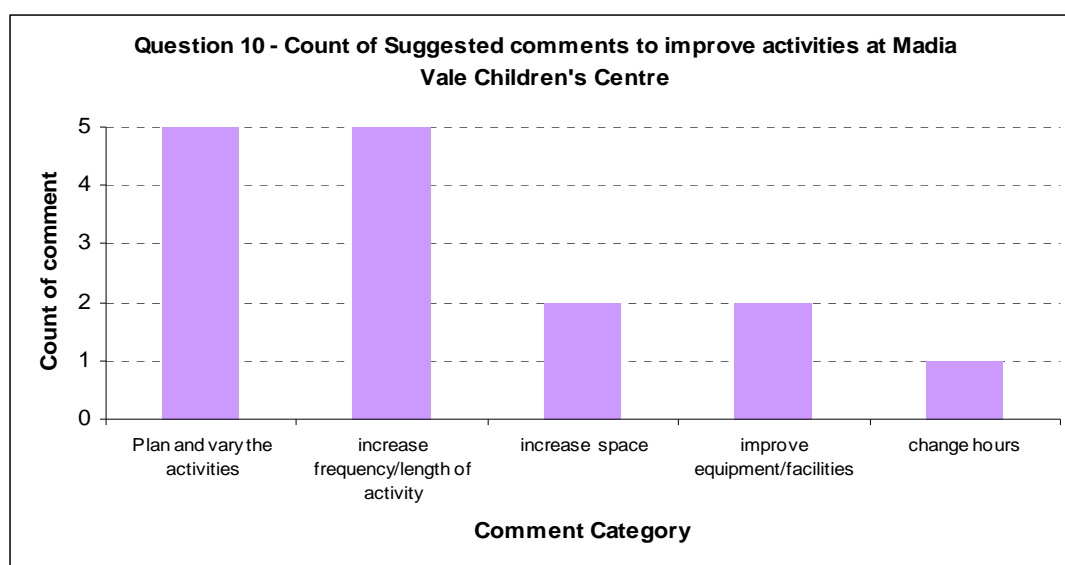
In terms of ethnicity the 3 highest ethnic groups surveyed were *White British* (28%), *White Other* (21%) and *Bangladeshi* (9%). 17 users lived in the Maida Vale ward (where the Centre is based) and 5 users were from Brent. The rest were from 7 other Westminster wards and other boroughs. The average time taken to get to the Centre activities for the 46 users was 10 minutes.

1. The service/group/activity the user attended

All the users who completed Question 6 said they were aware they were attending a Westminster Children Centre service (100%, 45 of 45 users). Almost two thirds (65%, 30 users) attended their chosen activity once a week or more.

All 46 users rated the activity they had chosen to attend with either a score of 4 or 5. 76 positive comments were made in total regarding all the activities, 21 of these were positive comments made about the staff, 15 positive comments were made about how good the specific activity was, and 6 positive comments were each made regarding the space for the activity. 100% of users who attend *Bumps to Babies* were *Very Happy* with the Service (4 users were surveyed).

15 comments were made about suggested improvements with the top 2 areas being *Plan and vary activities* (5 users) and *Increase frequency/length of activities* (5 users).



2. Maida Vale Children's Centre

The 6 activities surveyed took place at 3 different venues; these were Maida Vale Children's Centre, the Maida Centre and Carlton Hill.

Of the 28 surveys completed at the Maida Vale Children's Centre building 10 users (at the Drop in and ESOL) said they had not visited the Centre building in the past 12 months. This may suggest they were not aware they were physically at the Centre or they found the question confusing.

Users who expressed an opinion were positive about Maida Vale children's Centre services with 100% feeling *happy* or *very happy* with the Centre, which is 14% higher than 2009's survey result of 86%. 100% of users who expressed an opinion felt *happy* or *very happy* with the staff which (this is similar to 2009's percentage which was 96%). 95% felt *happy* or *very happy* with the information provided about services/activities, an 18% increase from 2009's result of 77%.

The percentage of users who felt happy to recommend the service had risen from 86% in 2009 to 100% in 2010. The users' satisfaction of *quality* of services has also increased - in 2009 64% of users said they were satisfied with the quality of services at the Maida Vale Centre, this has risen to 98% in 2010. This result is similar to satisfaction of *choice* of services, with a 42% increase in user satisfaction (from 51% in 2009 to 98% in 2010). Maida Vales' satisfaction percentage levels were similar to the overall Westminster Children Centre satisfaction percentage levels for each question.

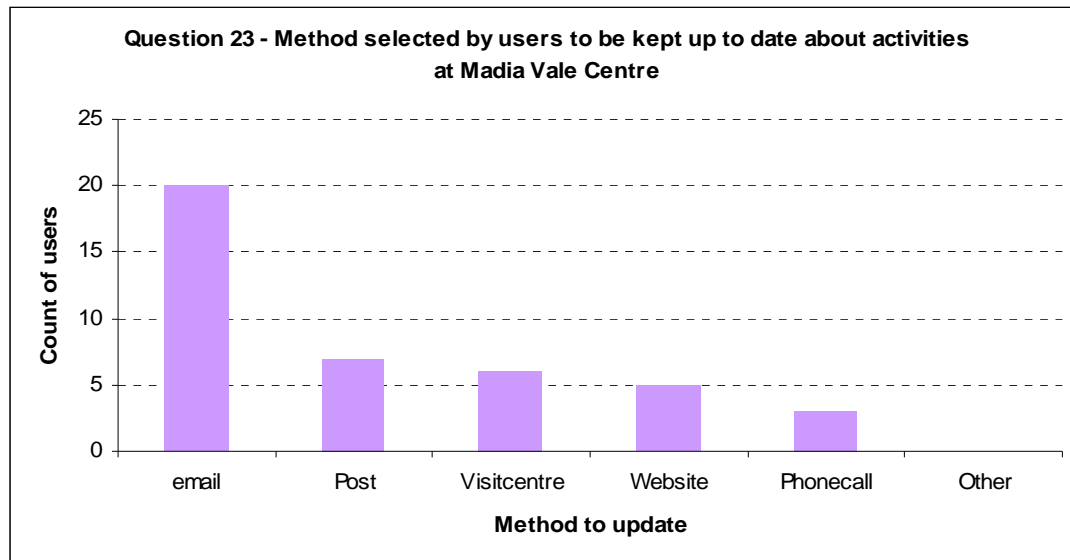
100% of users who expressed an opinion were happy with the physical access of the services and 65% of users attend the Centre once a week or more, which is similar to 2009's result of 69%.

3. Accessing Westminster Children's services

The most common means of first finding out about children's Centres for users of Maida Vale was from Friends/Family - 35% (16 users) first found about children's this way. This was the most common method for all the users surveyed across all the children's Centres (189 users in total found out from friends/family). 17% (8 users) of Maida Vale users heard about children's Centres through a Newsletter, this was the second most common method.

The most popular way of sourcing information about what activities and services occur at Maida Vale Children's Centre is to visit the Centre - 13 users of the 38 surveyed found out this way. This was the most common method for all the users surveyed across Westminster Children's Centres (275 users in total visit the Centres to find out about activities). 9 users of Maida Vale Children's Centre services rely on the newsletter to keep them informed and 8 users visit the website. (Users were able to select more than one option for this question)

20 of those users surveyed would prefer to be kept up to date by email about what services are available at the Centre and was the most chosen option for Maida Vale Children's Centre. 7 users said they'd prefer to be kept up to date by post and 6 users are happy to visit Centres. (Users were able to select more than one option for this question)



Recommendations for Maida Vale Children's Centre

- That the Centre explore keeping their users up to date regarding services and activities via email
- That the Centre explore the top 2 suggested areas of improvements made by the users; Plan and vary activities (5 users) and Increase frequency/length of activities (5 users).
- That the Centre develop it's Children's Centre website to keep their users up to date
- The Centre staff make all users of the Drop in and ESOL classes aware that it is a Maida Vale Children's Centre service
- To help us understand participation levels for different activities it is recommended that the Centre record activity attendance information onto estart