



# Stakeholder Survey 2009/2010

## Highlights

### Introduction

Kids' City provides a valuable service to a wide range of people, from parents who wish to work or study, children who want to play, enjoy activities and make new friends; to Headteachers who are able to fulfil the Extended Schools Agenda and staff and volunteers who are gain valuable experience and qualifications. It is an important part of Trustees' roles to seek feedback from our stakeholders to learn how our services are valued and to continuously improve.

The survey confirmed that Kids' City provides a valuable resource for parents who wish to work while their children make new friends and improve their confidence. Children children enjoy coming to Kids' City and would recommend it to their friends. Headteachers responded that Kids' City was in some part meeting every element of extended schools with it meeting 100% of the childcare element. Staff and volunteers told us they were involved in order to work with children and to benefit from the training and experience that Kids' City could give them.

This report presents a snapshot of some of the information which has been gathered. A fuller report will be available later this year on the Kids' City website [www.kidscity.org.uk](http://www.kidscity.org.uk) and will be sent to key stakeholders.

We are grateful to all of the people who replied and also to Snap Surveys who provided the software at a minimal cost.

### Methodology

The survey was carried out in the summer term of 2010. Respondents were given paper surveys or were able to complete the survey online.

The following stakeholder groups were surveyed.

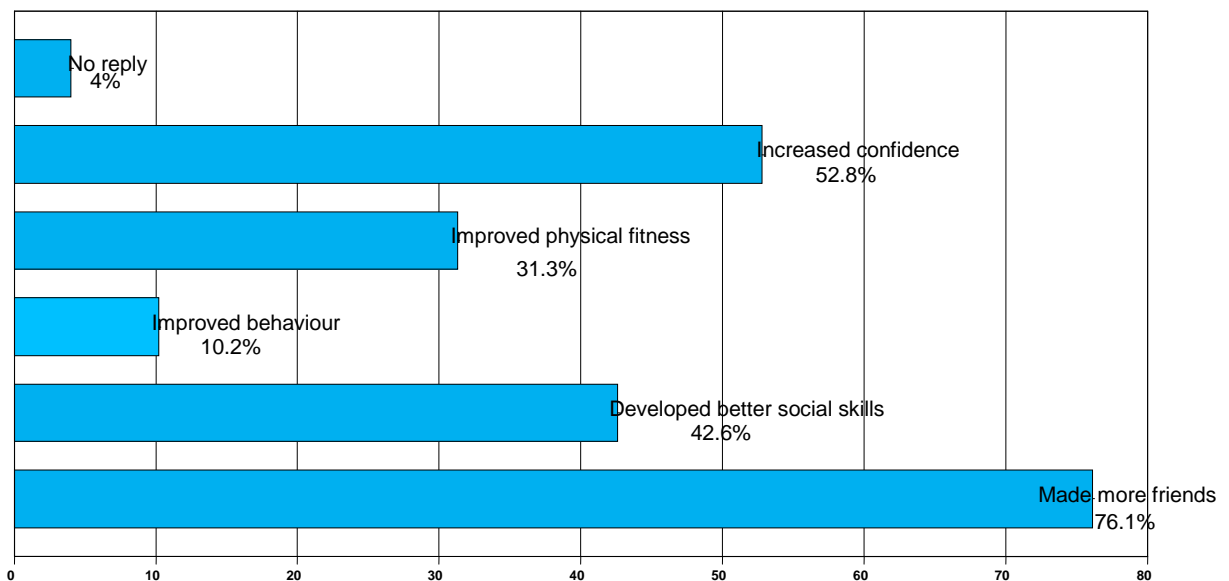
Stakeholder group	Target sample	Number of responses
Parent users	150	176
Parent non-users	100	150
Child users	200	402
Child non-users	100	124
Kids' City staff and volunteers	100	63
Headteachers	17	6

## Parents

The survey showed that Kids' City is an important resource for allowing parents to continue to work. Of the 176 responses received, 52% of parents gave this as the reason for choosing to send their children to Kids' City. That means that 48% use Kids' City for other reasons which we will report on further in the full report. 37% of the parents who responded are lone parents, who are a target group. The location of Kids' City is important, with 27% of parents stating this as the reason they send their children. Other factors included range of activities (8%), cost (4%) and friends involved (1%). Parents were able to provide more than one reason.

In its provision of after school care, Kids' City is able to give the children a wide range of activities and opportunities to socialise with other children. 84% of parents said that their children enjoy Kids' City and 47% said that their children had new experiences at Kids' City. 28% of parents said that Kids' City provides education and 24.4% said that it has helped them and their children become part of the community.

Parents were asked about the affect of attending Kids' City on their children. Again parents could choose multiple answers.



Parents were asked how they rated our services

	Excellent	Good	Satisfactory	Could be better	Poor	Not used	No response
Breakfast club	8%	10%	4%	1%	0%	56%	22%
After school club	43%	40%	6%	3%	0%	6%	2%
Holidayplayscheme	10%	17%	7%	4%	1%	39%	22%
Breakout sessions	5%	9%	2%	1%	1%	54%	28%
Sports activities	9%	17%	4%	3%	1%	42%	25%



## Children

We had 402 responses from children who attend Kids' City, surveys were divided in those for the under eight years and those eight and over

### Children under eight years

74% of children under eight said that they enjoyed coming to Kids' City, 6% didn't like it and 20% said it was okay.

They told us what they liked:

*"You make good friends with the adults."*

*"It's fun and I like it."*

*"I like playing with my friends."*

*"I like the toys, like the climbing frame and football and basketball."*

And what they would change:

*"Different snack choices"*

*"To be able to wear what we want"*

*"Paint the walls pink"*

*"I wouldn't change anything"*

82% of children under eight would tell their friends to come to Kids' City.

### Children eight and over

51% of children eight years and over said that they enjoyed coming to Kids' City, 43% sometimes enjoyed attending and 5% did not enjoy it. 86 children of children eight years and over said that they had made new friends.

The told us what they liked about Kids' City:

*"It's fun to go; we do lots of fun activities"*

*"When I joined Kids' City, they taught me loads of things"*

*"It's the best place in the world, it is lots of fun; I wish all my friends could go"*

*"Kids' City is fun and they make everything exciting"*

*"It's fun because the adults play with you as well as the kids"*

75% of children over eight years said they would tell their friends to come to Kids' City.

## Headteachers

Our partnership with Headteachers is paramount. Six Headteachers responded with all of them indicating that parents liked Kids' City. Four Headteachers believed that children liked it and also that it contributed to the school community, in addition to caring for children and including children of all primary ages and abilities. Three Headteachers said that Kids' City employed friendly staff with playful attitudes. The majority of Headteachers said that area of the school used by Kids' City were cleaned and left in a desirable state. Others did not know –we believe they would hear if things were untidy.



We asked Headteachers what they valued in their partnership with Kids' City.

What Headteachers value about Kids' City	No. of respondents
Partnership	4
Solution to late collections	4
Interesting extra curricular activities	3
Play opportunities	3
Childcare	5
Benefits and offers choices to parents	3
Someone available if things go wrong	1
Employment opportunities for parents and schools staff	2
Access to qualified play staff for schools	3
Support for children experiencing difficulties	2

Headteachers are seeking children's views about our services, with five Headteachers indicating that this is how they received feedback about Kids' City. In addition, Headteachers make regular visits to the clubs, and seek informal and formal feedback from parents, children and school staff. They also received further information via the Kids' City's newsletter and the Stakeholder Survey. Senior Management Team staff formally visit the schools at least six times a year and three Headteachers indicated that they received feedback in this way.

All of the Headteachers who responded indicated that Kids' City was meeting the Extended Schools Agenda in terms of childcare, five that it provided a varied menu of activities, two that it provided parenting support and partnership to parents in need and one that it offered community access.

One Headteacher commented:

*"Kids' City is always very supportive of families in crisis and provides emergency places for our most vulnerable children after school and in the holidays. We are very grateful."*

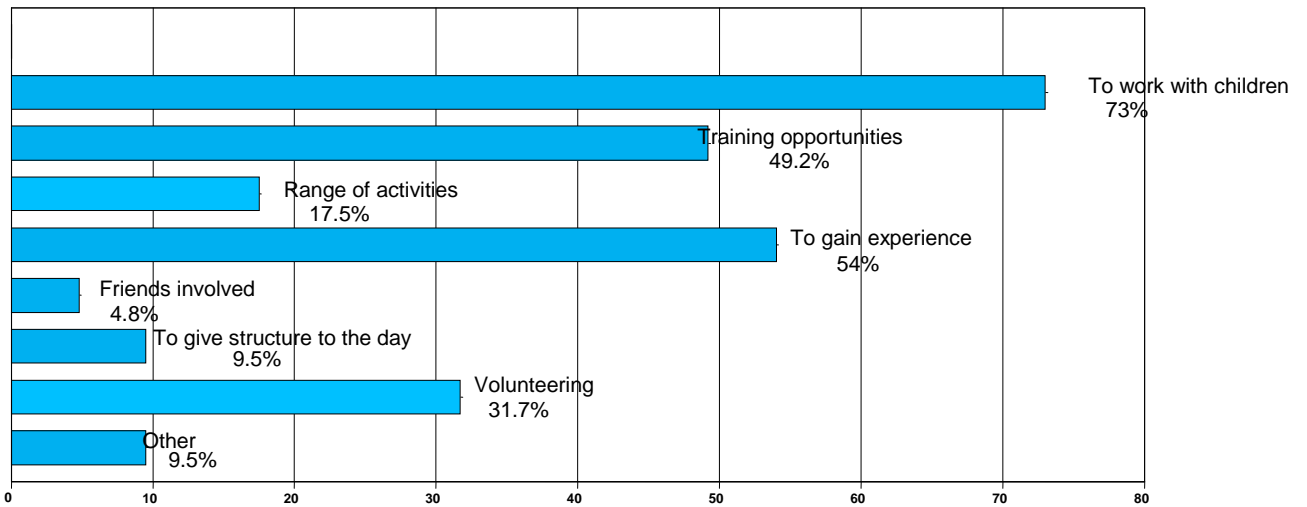
### **Staff and Volunteers**

Our staff and volunteers cover a wide range, from Centre Managers and Playworkers at the school centres, support staff at Head Office to the Board of Trustees. 63 people responded to the survey. Kids' City provides a range of volunteering, employment and training opportunities in areas of high unemployment and Kids' City provides subsidised places for the primary-aged children of staff and volunteers.

Staff and volunteers said:

- 79% feel that Kids' City makes good use of their skills and experience
- 60% feel that they understand what is expected of them in their role
- 54% feel that they are given enough guidance to fulfil their role

Staff and volunteers decided to become involved for the following reasons:



We asked staff and volunteers whether they felt appreciated

By	Always	Mostly	Occasionally	Never	Not applicable
Children	30%	54%	8%	0%	8%
Your manager	46%	37%	5%	0%	13%
Colleagues	46%	38%	5%	1%	10%
Parents	29%	40%	12%	2%	17%
Headteacher/s	11%	22%	14%	6%	47%
School staff	13%	25%	18%	3%	41%
Head Office Staff	30%	37%	14%	6%	13%
Trustees	14%	19%	14%	5%	48%

The staff and volunteers told us that Kids' City does the following things well:

*"Offers excellent opportunities for staff and volunteers and provides excellent services for children and families"*

*"Training of staff and volunteers, organisation of events and coordination of resources available"*

*"Allows children who would not usually get the opportunity to come and attend a play environment"*

*"Friendly working environment, allows children to have fun!"*

*"Great publicity, training and volunteer induction"*

*"Lots of resources for children"*

*"Staff, volunteers and children are treated as unique individuals"*

And what Kids' City could do better:

*"Offer more holiday playschemes and find more funding"*

*"Develop better communication between Head Office and site staff"*

*"Better resources, such as toys and more materials to be available to the children"*

*"Provide more activities for the children in the summer"*

FULL REPORT AVAILABLE FROM OUR WEBSITE NOVEMBER 1ST

