

PRIMARY SCHOOL
CUSTOMER SURVEY
2009



Primary School Customer Survey 2009

Background

The School Admissions Team provides a school placement service for parents & schools within the Plymouth City boundary.

One of the team's functions is the allocation of community primary school places when children become of school age.

The Survey

We are always interested in feedback from parents and one of the methods that we use to gather this is by issue of a customer survey. The purpose of the survey is to look at ways of improving the service that we offer.

Parents applying for a 'starting school' place were issued with a survey form as an attachment in the Starting School Booklet.

The majority of parents applied online rather than by paper form.

The zero response of the online survey form is attributed to the fact that the form was not attached to the application form. We were unable this year to attach the survey to the application form. The lack of response could be attributed to parents finding the form satisfactory and therefore not feeling the need to complete the survey form.

Parents were asked for their comments on the following topics:

- How helpful they found the information provided to them
- Whether the information they were looking for was easy to find
- Whether the information was clearly presented
- How easy the application form was to complete

Parents were also invited to submit general comments

What we learnt

2394 parents applied for primary school places for September 2009/January 2010. Of those parents who applied, 353 survey forms from the booklet were returned.

Of the 353 forms received from the on-line and booklet survey;

- 52% of parents found the information provide very helpful.
- 46% of parents found the information they required very easy to find.
- 58% of parents found the information very easy to understand
- 54% liked the style and presentation of the information.
- Most parents found the application process took then 0-5 minutes to complete

Recommendations

Recommendations centred upon comments received from parents are as follows;

- Improvements to the online application process
- Improve notification to parents of needing to apply for a school placement

Primary School Transfer Customer Survey 2009

1. How helpful was the information provided?					
Very Helpful	Helpful	Adequate	Unhelpful	Very Unhelpful	No Response
182	128	38	3	1	1

2. Was the information you required easy to find?					
Very Easy	Easy	Adequate	Difficult	Very Difficult	No Response
162	140	47	2	1	1

3. How clear was the style and presentation of the booklet?					
Very Clear	Clear	Adequate	Unclear	Very Unclear	No Response
190	133	28	1	0	1

4. How easy was it to understand the application form?					
Very Easy	Easy	Adequate	Difficult	Very Difficult	No Response
202	125	25	0	0	1

5. How long did it take to complete the application form?						
0 – 5 Mins	6 – 10 Mins	11 – 15 Mins	16 – 20 Mins	21 – 30 Mins	More than 30 Mins	No Response
167	134	21	18	7	5	1

6. Were there any parts of the booklet did you not understand? If so, which?
346 people said no or made no comment. See next page for comments made

7. Is there any additional information needed?		
Yes	No	No Response
22	266	65

Comments noted on next page

8. Where did you hear about the need to apply for a school place (multiple answers)							
Council Leaflet	Parents Guide Booklet	Poster	School Talk/Letter	Friends	Council Letter	Media	Other
68	50	28	123	42	40	28	26

Other = Family members, project worker, telephone call to school admissions, Plymouth City Council, work colleague, rang up council, child in care of local authority, internet, nursery, family information service, already done process with previous children.

Total Forms Received = 353

6. Were there any parts of the booklet did you not understand? If so, which?

continued

- The bit were it said name of child.
- Where is says 'nursery or other pre-school'. I wasn't sure what to put down because I didn't understand what you wanted me to put in the space.
- What is PAN and NOR.
- The part were children start in January.
- Page 36.
- It would have been useful to know age ranges in school.
- The booklet was clear and understandable.

7. Is there any additional information needed?

continued

- We currently live in Nottingham, will be moving to Plymouth 02/10/09.
- More information about the procedure if you're new to the area and the process for Reception Class.
- The booklet did not take into account transfers from abroad and any additional information that may be relevant for registering.
- Yes, our address, as we will be moving on the 18/08/2009.
- Child's dad is not allowed contact or to know where we are living.
- Children currently in care.
- I'm going through a divorce so any contact is to go to me.
- More information on how the catchment areas are decided.
- Had to change school orders, due to change in nursery.
- Need child to go to first preference due to childcare issues.
- My child's native language is Kosovo (Albanian).
- I have to write a letter to explain why this form is late.
- Possibly a map of Plymouth indicating where the schools are located in context with the list of schools. This would be helpful to those new to the area.
- Ticked yes but made no comment.
- You could explain a little about nursery's on the list, what happens after they finish here – where to they go next.
- What is the 'reasons' for preferring a good school? Does this count towards the admission.
- What to do if the application is late. How to tell whether you live in a schools catchment area.
- This application replaces our previous one following notification of a house-move.
- I tried to fill out an online application form and found this very difficult to do, therefore have had to do a written one.
- Special schools surrounding my area.
- I am hopefully moving before my daughter starts school but I am not sure where yet so wasn't sure what to put.
- A catchment area map would have been useful.

Parent's Comments

9. How could the information be improved?

319 people made no comment

34 people made the following comments:

Positive Comments

- It was fine.
- No improvement needed.
- We think the information is concise and to the point, it made this form easy to fill in.
- The information was fine to understand.
- Do not think it could be.
- It's ok as it is.
- I don't think it needs to be improved.
- Could not see a way that you can improve what is already clear and understandable to all.
- It couldn't be improved, very easy.
- It doesn't need to be improved.
- No need for improving.
- The information was all clear.
- It's fine.
- No at all.
- I think if you don't have a computer this is an ideal way to apply for child admission.
- Quite efficient already.
- No need for improvement.
- I feel it was very good information.
- I don't think it needs improving.
- Don't think it needs to as all the information is in the book.
- It is ok.
- It doesn't need to be improved. I found it extremely easy to fill in.
- I don't see any need for improvement as fully understand form.
- I found this booklet very useful and I cannot think of how it could be improved.
- I found all the information clear and easy to understand.
- It's very ok the way it is.
- Perfect as it!
- Found it satisfactory.

Negative Comments

- No negative comments were made.

Other Comments

- Personal touch – always hard but appealing.
- The online application is a very complicated process and I found it confusing to use and I am confident using online application, hence I reverted to using the paper copy.
- I didn't find out that I had to apply until a very late stage, therefore would like to have been notified by post as I feel this would be a valuable way to save late allocations.
- Making the form, leaflet or booklet in another language e.g. French.
- Ofsted report would be helpful in booklet.
- Could be broken down instead of blocks of text.

8. Do you have any other comments to make?

317 people said no or made no comment

9 people used this section to explain why they wanted their child to attend their 1st preference

Positive Comments

- Thank you.
- It's clear and easy to read.
- Only 'Thank you' for your consideration in our son's application for school allocation.
- Excellent Service as a new mum to the area, thank you.
- Thank you for your help.
- The ladies on the phone are extremely friendly and helpful.
- Thank you.
- Very useful book and helps you to decide on a school.

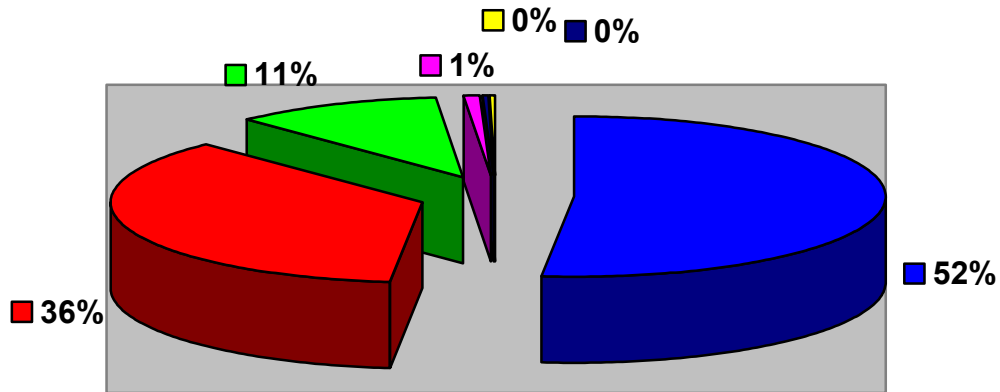
Negative Comments

- Struggled with the website a bit.
- I did not receive any letter, in post like most people so I have just collected this from pre-school so I am so sorry this is late, we did try on the internet but for some reason it would not go.
- If I had not asked then I would never have known. I don't know anyone in Plymouth to talk too about schools and it's my only child, so I don't have that knowledge.
- I never received any forms from you to apply for my son's education so I think there could be improvements on this.
- We feel that it's wrong to essentially penalise children from non-religious families to the detriment of their education.
- I did try to complete the application on line, but without success.
- I did try for several days to apply online but was unable to get through to Plymouth.gov website. I wasn't sure where I could get this booklet, there was no info available.

Other Comments

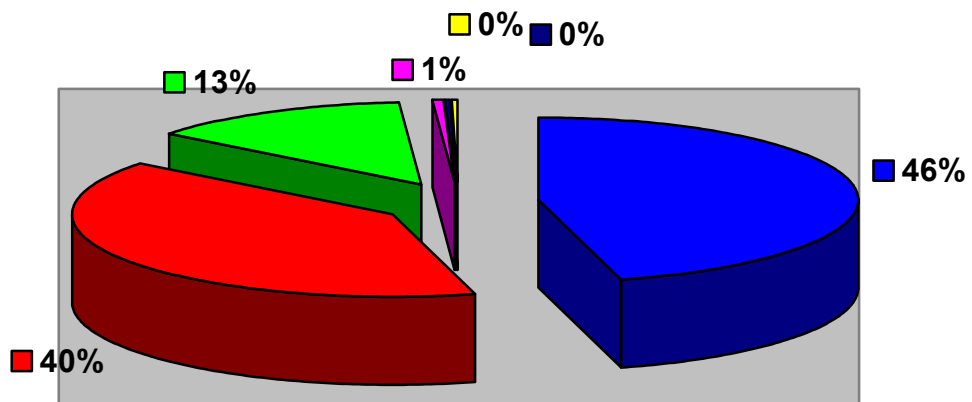
- I filled out a form in the Nursery and they did not send it in.
- Yes, I was given an out of date booklet so I applied already and had it sent back to me through no fault of my own.
- Simplify the online application.
- No details on late comers to the council.
- I am late with my application due to a movement of my children and a confusion of the date, many apologies.
- I would like if possible to stop my daughters schooling until January.
- I have put a question mark on special education and undergoing statutory assessment.
- I will not be changing my mind again.
- I would like my son to start in January as he is very young for his age.
- Do not understand how you work out catchment area. I live in Elburton yet Elburton school, which is closer to my house than any other schools is not in my catchment area.
- Does this go straight to the new school?
- I tried to apply on line and it closed on me. I rang the helpline (very helpful) tried again and it wouldn't accept the details – good old fashioned paper and pen.

Q1. How helpful was the information provided?



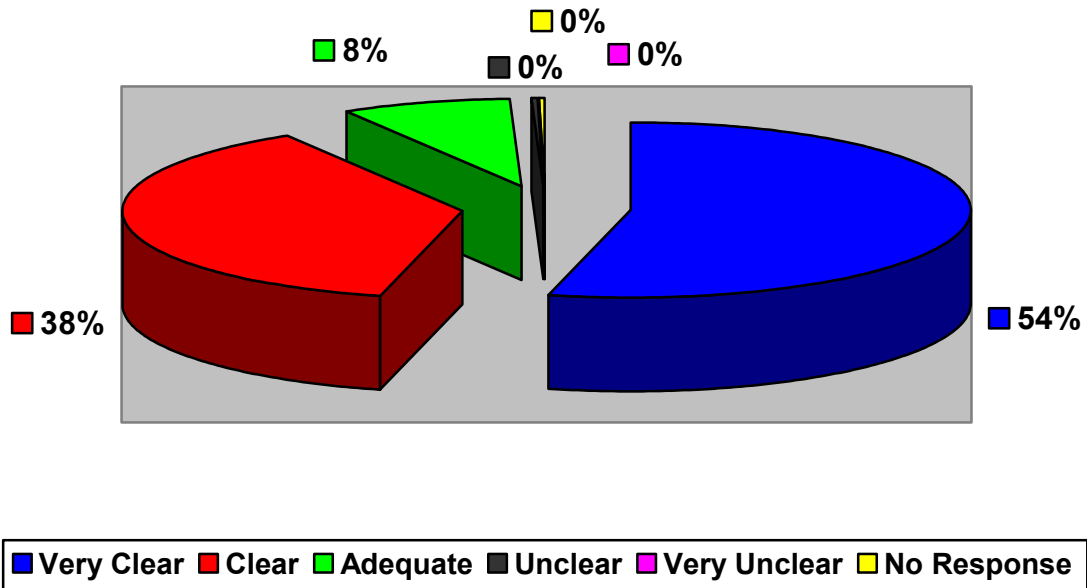
■ Very Helpful ■ Helpful ■ Adequate ■ Unhelpful ■ Very Unhelpful ■ No Response

Q2. Was the information you required easy to find?

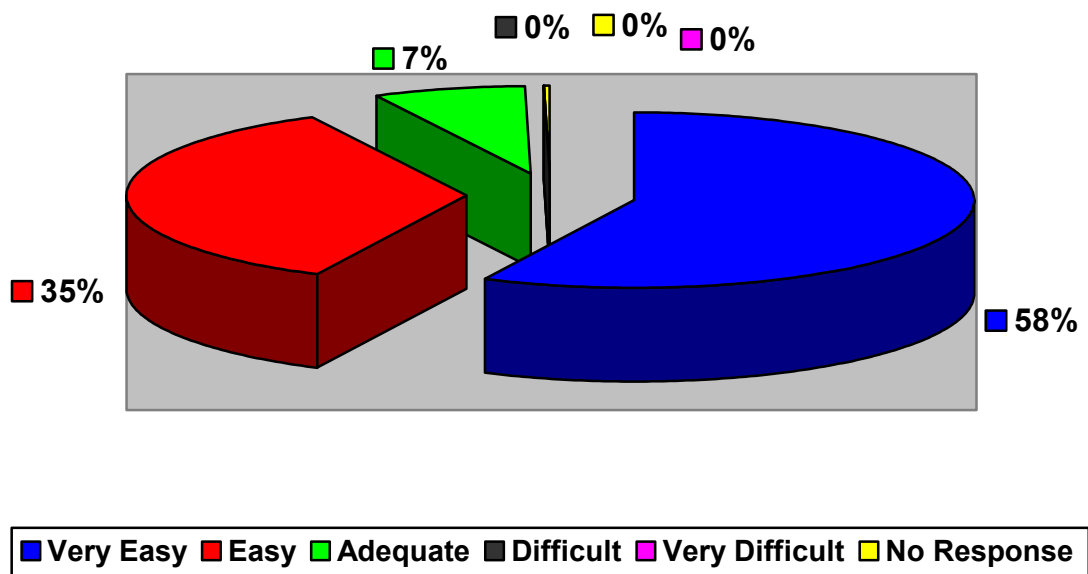


■ Very Easy ■ Easy ■ Adequate ■ Difficult ■ Very Difficult ■ No Response

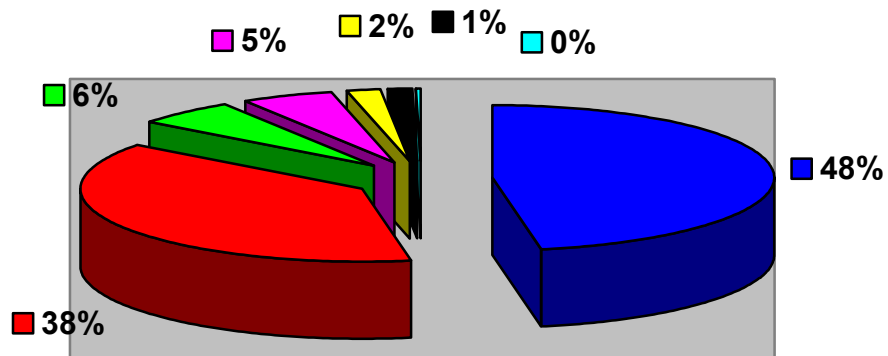
3. How clear was the style and presentation of the booklet?



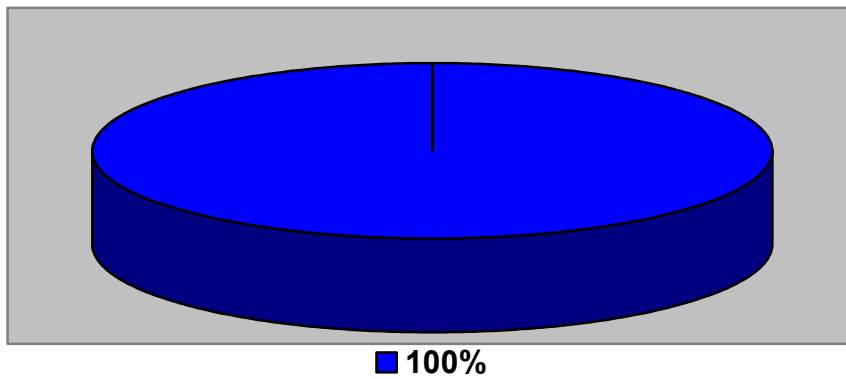
4. How easy was it to understand the application form?



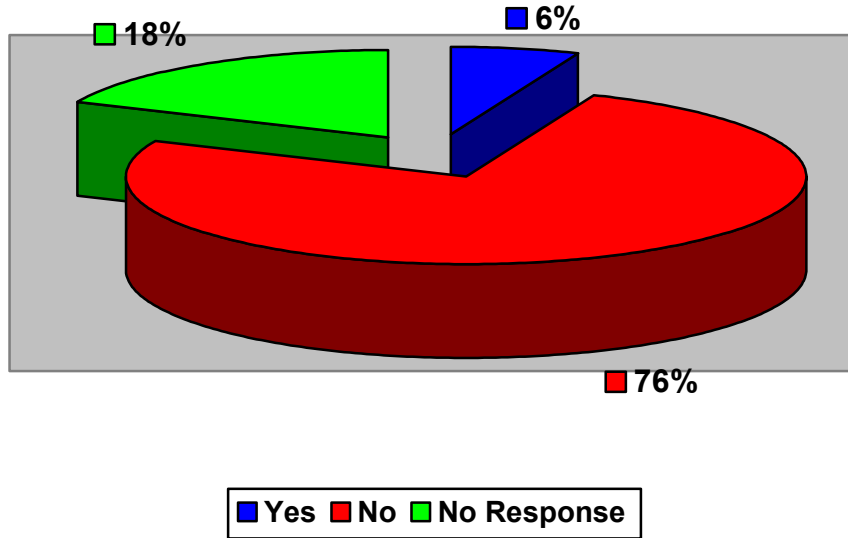
5. How long did it take to complete the application form?



6. Were there any parts of the booklet did you not understand?



7. Is there any additional information needed?



8. Where did you hear about the need to apply for a school place (multiple answers)

