



School Transport

Event

23rd March 2012

Statistics & Report

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Introduction

Survey objective

To gain feedback from our target audience of Parent/carers regarding Torbay PPF Events for goal setting and direction. To obtain feedback from our Professionals attending an Event to enable us to work together productively.

Methodology

The questionnaire was handed to our target audience to complete at the end of the event and hand in to relevant PPF SG member(s). 15/18(83%) Parent/carer completed the feedback questionnaire 5/15(33%) were PPF SG Members. 1/4(25%) of the Professionals completed the questionnaire.

The questionnaire was administered on March 2012.

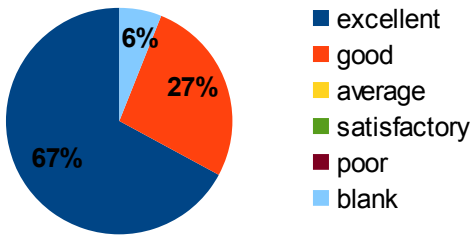
Report

This report presents the survey results through:

Charts & Graphs: The percentages are presented on the charts and graphs.

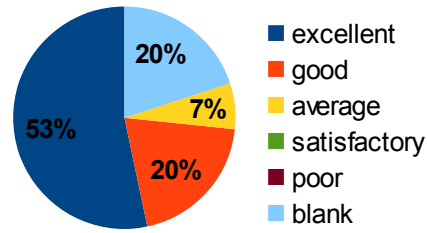
**Parents/Carers Evaluation Statistics:- Forms Returned 15/18 (83%).
Graduated Responses**

PPF Event Management



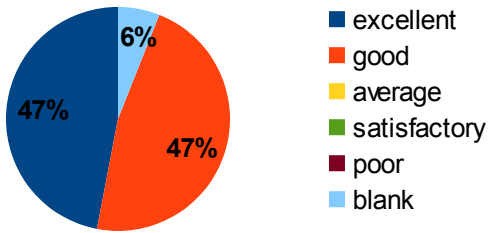
No one answered average, satisfactory or poor.

PPF Intro & Welcome



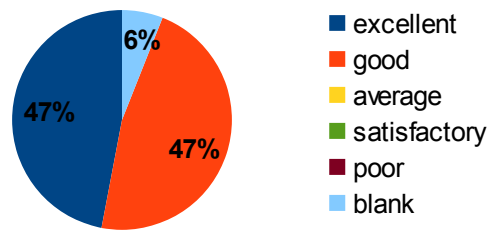
No one answered satisfactory or poor.

Professionals Presentations/Info



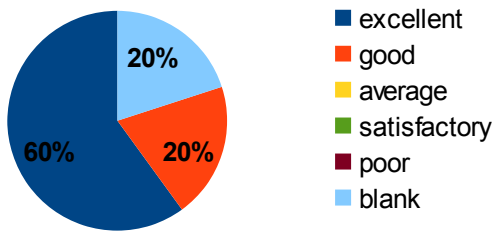
No one answered average, satisfactory or poor.

How well were the event aims met



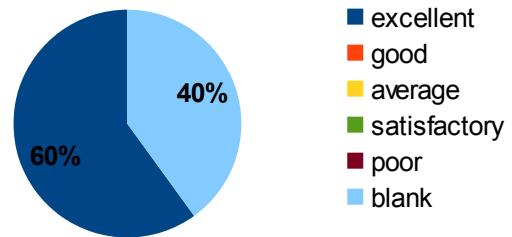
No one answered average, satisfactory or poor.

Format



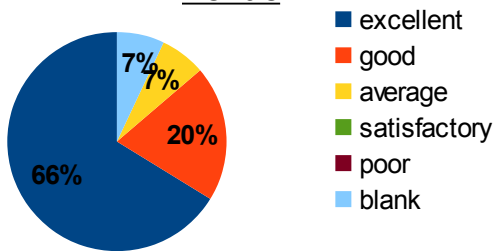
No one answered average, satisfactory or poor.

Your PPF Torbay Steering Group



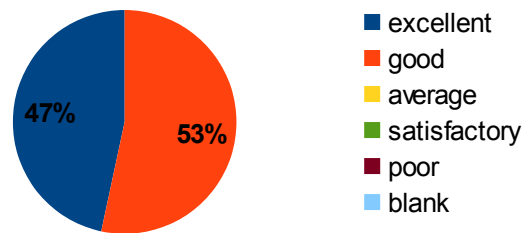
No one answered good, average, satisfactory or poor.

Venue



No one answered satisfactory or poor.

Overall Evaluation



No one answered average, satisfactory or poor.

Conclusion:- From our Overall percentage our event was relatively successful with an Excellent Rating of 47% and a Good of 53%. in comparison with our last event under this heading receiving 66% excellent and 9% good. We received no satisfactory rating here compared to our last event receiving 25%.

It is very positive that many of the individual statistics are Excellent's ranging from 47%-67%, followed by a varying percentage range of Good's(20%-53%).

It is noted that under the heading, Professional presentations/info, that 47% of our target audience ticked excellent and 47% good an exact amount for both ratings indicating overall that the parent/carers were very happy with the way the professionals conducted themselves and presented their information. This may be attributed to parents/carers attending the event because the topic was of specific interest to them.

Comparatively with our last Event(February 2012) under the heading, Professional presentations/info, 74% of our target audience ticked excellent and 14% good. It is worth noting however that our last specific topic event yielded very similar results under Excellent & Good (46% excellent and 38% good).

Some questions had a fair amount that were left blank (20%-40%). This applies to:- PPF Intro & Welcome(20%), Format of the Event(20%) & Your PPF Torbay Steering Group(40%).

Comparative results

PPF Intro & Welcome:- 89% Excellent, 9% Good & 2% Blank(Feb. 2012), 65 % excellent, 27 % good & 8 % left this question blank.(Nov. 2011).

Previous results here have larger percentages rating excellent and good. We received some averages(7%) under this heading. Please also note individual(s) comment(s) regarding PPF Intro & Welcome under heading Comments(Q9).

Format of the event:- no comparative data is available under this heading. Refer to Q6 to view more detailed results received under this heading which may reflect the reason for this question being left blank by some of our Parent/carers.

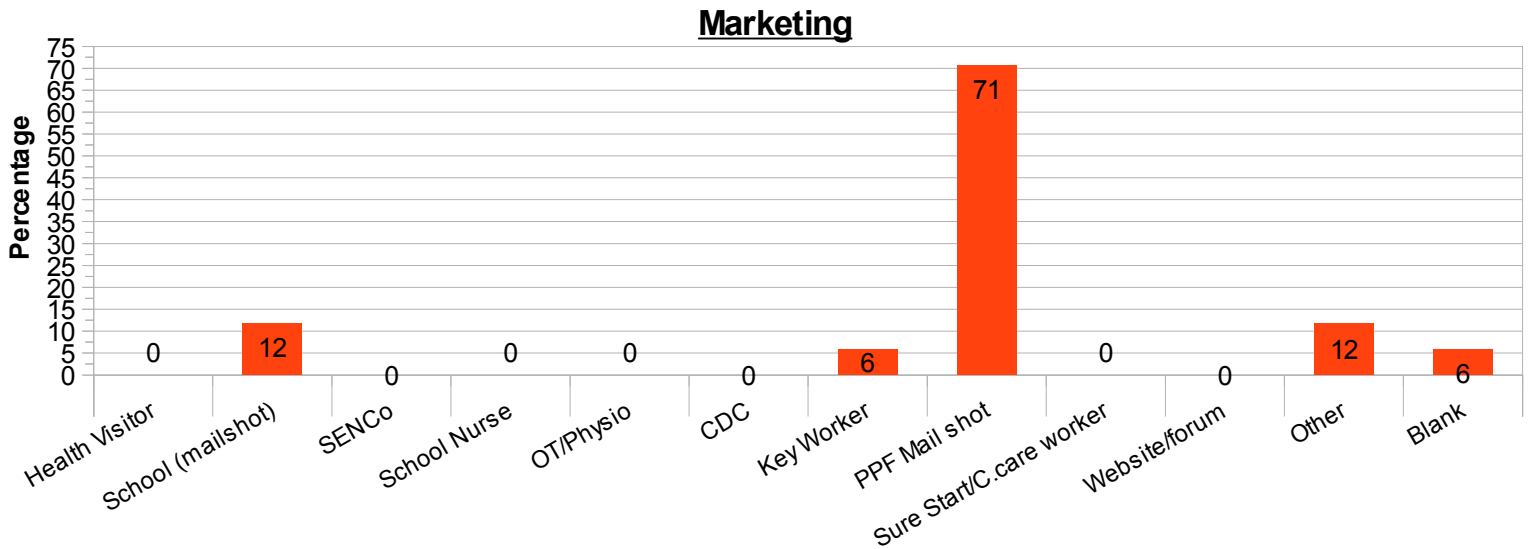
Your PPF Torbay Steering Group:- 77% Excellent, 11% Good, 3% Average & 9% Blank.(Feb. 2012), 65 % Excellent, 12 % Good, 4% Satisfactory and 19% left this question blank.(Nov. 2011)

Previous results here have larger percentages, rating excellent, and the results were spread across some of the other rating scale. On this occasion we received no other rating other than excellent here. The remaining percentage was blank. This may be attributed to all of the attendee Parent/carers, that filled out and returned a feedback form, having already attended a PPF event and are happy with us and did not feel any need to put an answer down. This event would have needed less active facilitation compared with our speed dating event where Torbay PPF(us) interacted closely and on a more personal level with the parent/carers.

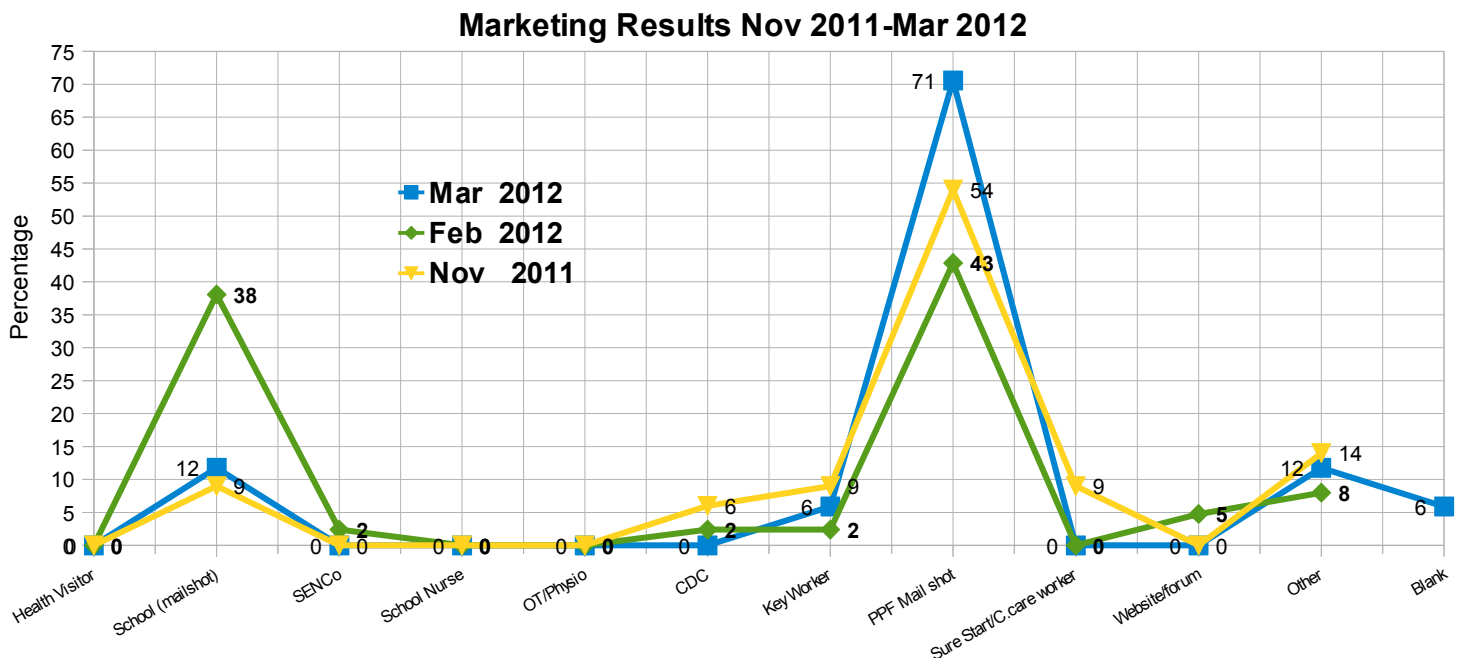
Action:- To ensure that future events have a defined introduction from Torbay PPF and to introduce and to familiarise the other parent/carers attending with Torbay PPF and each other(without too much pressure as suggested from previous March Event 2011) to allow for relaxed successful discussion & participation. e.g small quick coffee/tea mingle before event start during registration.

2.How did you find out about this event?

We asked this question again to determine how successful our marketing had been and for future events. We asked that ALL categories were ticked if our target audience had learned about the event from more than one source.



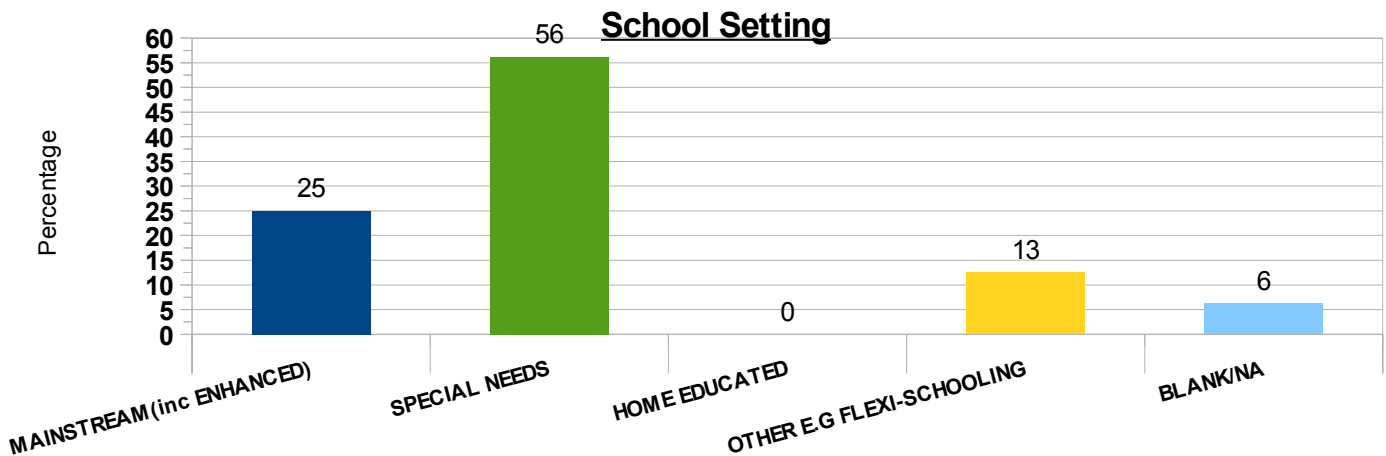
Conclusion:- It is positive that we received a high yield of our target audience of parents/carers from our PPF mailshot/emails(71%) which is an increase from our last event in February 2012. However, with this increase saw a decrease in other areas. This may be attributable to the March Event being smaller and target group was more specific. Error Margin:- Our parent/carers may also not tick all of the places they have heard about the event.



Action: - We need to determine the reasons for the shift in the groups that are marketed to. e.g planning, promotion by PPF, personalised promotion or other mitigating factors. We will hopefully establish whether our feedback information for this section was accurate or whether parents/carers had just missed some of the categories out. We still need to ensure that the other groups that scored a percentage are targeted as much as they can be to ensure the success reached from the February Event.

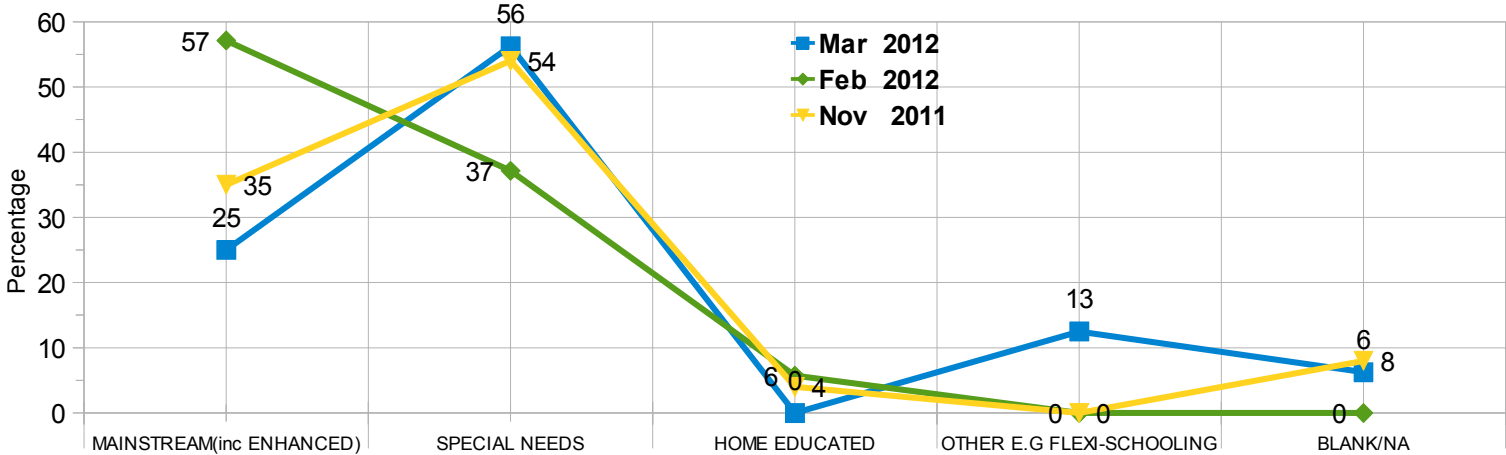
3. What type of schooling/setting is your child in?

We asked our target group this question to allow us to determine which groups we are reaching to ensure a mixture of attendees from various school settings.



Conclusion:- This Event had a mixture of attendees with over half(56%) of the parents/carers attending the event, that have a child or children that attend a special needs school followed by Mainstream(inc Enhanced) 25%. Other(13%) when specified was flexi-schooled children(between special needs school and other setting). Blank /N/a (6%). Home educated group (0%). It is probable that this event would have not been beneficial to anyone within this group as it is not a service that they would use. It is positive to see that our event reached so many parents/carers within a special needs setting and that there were some attendees from our other target group areas.

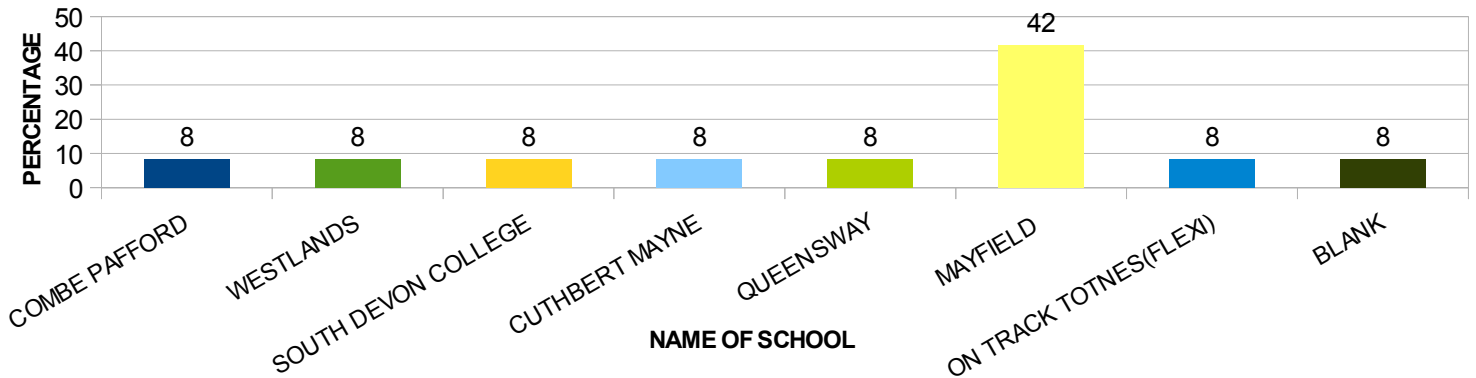
What Type of school/setting is your child in - Results Nov 2011-Mar 2012



Action: - We need to ensure that we maintain the level of parent/carers attending events taking into account the results from our last three events and ensure that we maintain the groups we have along with expanding on some of the groups that may miss out or not have the opportunity to receive information that our events help provide to parent/carers. The way to do this is to ensure that we continue marketing across special needs schools, more mainstream schools & other schooling facilities. We need to look at how we market and who, to ensure we reach those that we know use services but do not know how to find out about them.

3.1 Which school does your child attend?

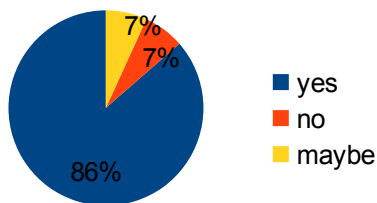
Parents were asked an *optional* question regarding which school their child attends in order to help us improve on the groups we target for marketing and which schools are more willing to work with us.



Conclusion:- It is apparent from the statistics that we mainly reached Mayfield school. They were one of the main groups that we targeted with a mailshot to parent/carers.

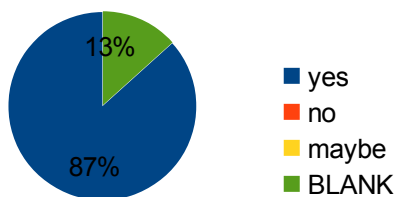
Action:- We need to try and work with a wider range of schools next time especially when we have a topic specific event to enable us to increase our uptake of a wider demographic. If we are targeting a small user group some users may miss out on the information possibly by approaching them directly as this seems to have worked with the group of schools that we currently have on board. Reaching more parents/carers from smaller groups by expanding on our “promotional” information through a variety of mediums e.g. flyers, bulletins, websites and forums.

4. Do you feel more informed about a service than you did before attending this event?



The event content proved successful as 86% of attendees learnt more about the service(school transport).

5. Do you feel the PPF gave you the opportunity to attend by offering various facilities/support?



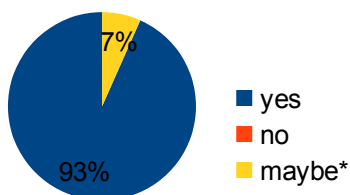
87% of PPF parent/carers that attended the event felt that they could attend because PPF offered various facilities

5.1 What facilities/support do you feel allow you & other parent/carers to attend a PPF Event?



It is positive that 37% of attendees felt that parking is a large factor to attending an event. PPF have taken note of issues with parking from previous events and acknowledge that this is a contributing factor to helping people attend an event. This was the most important factor. Followed by 18% in respect of travel reimbursement. Childcare reimbursement and refreshments tied for third popular, with free childcare at 8%. Blank and Other(specified as Location) received 3% each

6. Did the format of the day enable you to express your concerns/issues/views?

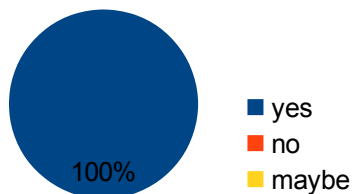


93% of attendees felt that the format allowed them to express their feelings etc

*Need to ask about specialist help.(1 parent ticked yes and maybe)

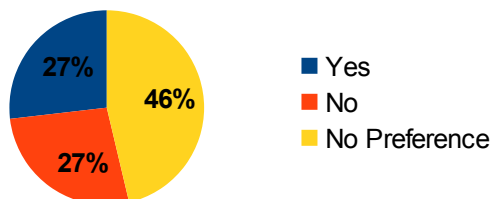
Partially - expert left so no chance earlier to ask question. (1 Parent Ticked maybe)

7. Have you attended a previous PPF Event at the Grand Hotel?



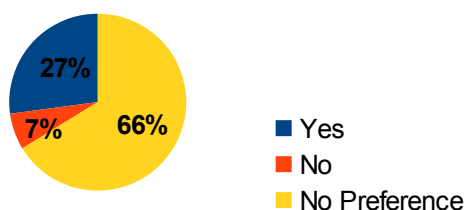
All attendees, that returned a feedback form, had been to a previous PPF event before held at the Grand.

7.1 Did you prefer a change of Venue?



The results here proved interesting. It would appear that 46% of the attendees have no preference to either venue which does provide PPF with some flexibility when booking events and can book events based on the style and format of that event to fit either venue. Each venue may be suitable for a particular type of event over the other e.g. parking facilities are more abundant at the Riviera Centre However the grand can accommodate and cater for a very large event(speed dating). The rest of the attendees were evenly split with 27% definitely preferring a change and 27% definitely NOT preferring a change in venue. This does not give the PPF an definite answer in favour or not and so both venues could be used if the most popular result was No Preference.

7.2 Did you prefer the Event as a Half-Day?



The results indicate that our attendees do not mind whether the event is half day or a full day(66%) this may be because the event format and topic discussed was suited as a half day and allowed parent/carers to voice their views but for other events a full day is better and that format works for whatever . however 27% did prefer the event as a half day. This may be because this topic(school transport) was suited to half day event. Only 7% of attendees did not like the event as a half day this may be because they couldn't air all their concerns or the event needed longer to express views/concerns.

8. Would you come to a similar event in the future?

Out of the 15 feedback forms that were completed all 15 parent/carers said 'Yes' that would come to a similar event in the future.

9. Is there anything else you would like to tell us to help improve your PPF Event Experience? Feel free to comment.

*comments have been categorised under a group heading to allow for these areas to be taken into consideration when arranging/planning future events.

Intro/Welcome - "Some sort of ice-breaker/intro session – felt people were a bit subdued."

Format -

"Caberet – style seating so people didn't have backs to speakers."

"Needed to be a longer event. Didn't feel reassured by Matt Redwood."

"Some parents were anxious towards the end when things were running late".

Professional Presentations/Information -

"While understanding time constraints for presenters (experts) – it would be good if they attend the whole meeting so they listen to each others presentations and be available to answer questions at the end".

"Professionals should attend the whole event".

Refreshments -

"Choice of cakes poor, bite-size would be better, not enough."

General -

"Hard to make time – Need to be able to turn up and leave when needed to, which I feel I can Thank you".

"What could have been a dull subject turned out to be quite interesting."

"Another speed date event".

Professionals Evaluation Statistics:- Forms Returned 1/4 (25%).

Due to the small amount of feedback forms received from the professionals, statistical information is not truly representative. Detailed below are the individual results from that professional instead.

Graduated Responses

It was felt by the professional that PPF Event management & the Venue was good. The professional left all other areas here blank (PPF Introduction & Welcome, Professionals Presentations (Information/content), How well were the Event aims met, Format of the Event, Your PPF Torbay Steering Group, Overall evaluation of the Event)

6. Did the format of the day enable you to express your concerns/issues/views?

Under this question the professional indicated that the format allowed them to express their views/concerns. Clearly the professional felt that they were able to convey their information suitably to our target audience.

The professional did not respond regarding any of the questions listed below either because the professional felt they were not applicable to them or because they had no response to give. (see below)

2. How did you find out about this event?, 3. What type of School setting is your child in?, 3.1 Name the School (optional), Do you feel more informed about a service than you did before attending the Event?, Do you feel the PPF gave you the opportunity to attend by offering various facilities/support?, 5.1 What facilities/support do you feel allow you & other parent/carers to attend a PPF Event?, 7. Have you attended a previous PPF Event at the Grand Hotel?, 7.1 Did you prefer the change of venue?, 7.2 Did you prefer the event as a half-day?, 8. Would you come to a similar event in the future?

Final Thought

The overall statistics within the Parent/Carer section are very positive. This maintains and continues to demonstrate how the PPF, as a group, are learning and evolving into a solid successful working team and organisation representing our target group of Parent/carers.

It is clear that we need to streamline our feedback forms and to get further more detailed information on, specific areas of interest for us to work on and plan events successfully, along with obtaining comparable data to ensure consistency. We need to have key steps in place to ensure the whole event arrangement is uniform as it would appear that this is the way forward in arranging an event for our parent/carers. It will allow the PPF to all understand exactly what our roles are and what is expected from us each time. This in turn will promote consistency and a precedent will be set with both our parent/carers and professionals alike.

Moving forward we may need to speak outside agencies that provide and are experienced in Market research regarding customer satisfaction feedback and reporting. This may be by investing in training &/or software packages to ensure that we can continue to truly represent our target group and expand on our own knowledge of this field and work towards any targets the PPF have set.