



Forbairt Cáilíocht  
Luathbhlianta Náisiúnta  
National Early Years  
Quality Development

## Better Start Quality Development Service Customer Satisfaction Survey

August 2017

### Overview

In June 2017, Better Start sent our annual online Customer Satisfaction Survey to services participating in quality development with the Better Start Quality Development Service. The survey was sent to any service that had received at least four visits from an Early Years Specialist since January 2016. A minimum of four visits was chosen to allow the quality development process to have progressed beyond the initial paperwork and set-up phase. The survey was issued via an anonymous email link to a Survey Monkey questionnaire for the attention of the owner, manager or Quality Liaison Person. Of the 323 services contacted, 180 responded which was a response rate of 56 percent. This percentage rate was just 7% lower than the previous year. Better Start Quality Development Service would like to extend sincere thanks to all who took the time to complete the survey. This feedback is an invaluable resource in continuing to review and develop the model. The main results for the whole sample are summarised in Graphs 1 to 22 below.

### Main Findings

- Almost 95% of respondents were either satisfied (23.3%) or very satisfied (71.1%) with the support they received from a Better Start Early Years Specialist, which is on a par with last year's feedback.
- A majority of participants (90%) felt that Better Start Quality Development Service understood their service needs.
- Almost 98% of respondents would recommend Better Start Quality Development Service to a friend, which was on a par with last year's feedback.
- Similarly, almost 98% rated Better Start Quality Development Service positively (Good 13.4%, Very Good 30.5%, Excellent 53.8%)

### Feedback on Reports and Quality Development

- Participants (90%) found that the Aistear Síolta Practice Guide was a useful resource for quality development.
- A majority were satisfied (48.3%) or very satisfied (38.3%) at their rate of progress in achieving their quality development goals.
- Just over half of the respondents (53.1 %) had already received a final quality development report from Better Start Quality Development Service and the majority found it either useful (43.16%) or very useful (49.47%).
- The vast majority (90%) of those who received reports were satisfied ( 44.2%) or very satisfied (46.3%) with their progress in implementing the recommendations outlined in the

quality development report, indicating that they felt well placed to continue quality development independently after the support process finished.

- When asked about participation in other quality development supports, the most frequent support engaged in was the Introduction to the Aistear Síolta Practice Guide Workshop (67.4%), followed by the Diversity, Equality and Inclusion Charter Training (55.3%), followed by Síolta Quality Assurance Process (18.9%), followed by the Leadership for Inclusion Programme training (9.0%). As no information was sought on when this training was taken up, it is not possible to say conclusively whether this training happened before, after or concurrent to, the engagement with Better Start Quality Development process. Given the newly developed nature of some of the training mentioned, it does seem to indicate that training may have happened concurrently, if not subsequent, or prior to, the quality development engagement with Better Start.

### **Better Start Facebook and Website Feedback**

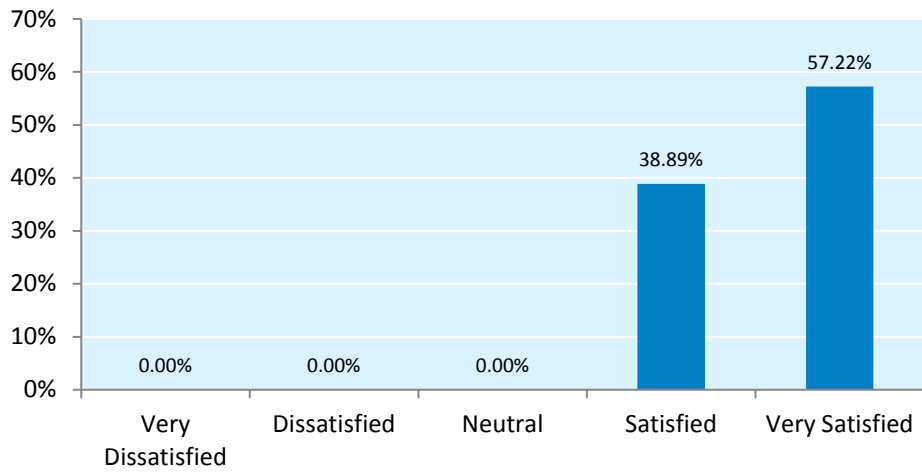
- There was a 15% increase in awareness of the Better Start Facebook page since last year's survey (up to 64.2%).
- People were also positive about the usefulness (80% overall) of the content on the Better Start website and Facebook pages (77.1% overall).
- This indicates that steps taken, based on feedback provided in last year's survey, to develop and improve content on both platforms such as blogs, tip sheets and sharing of images of quality practice, have been successful and well-received.

### **Feedback on Improvements/Changes to the Quality Development Process**

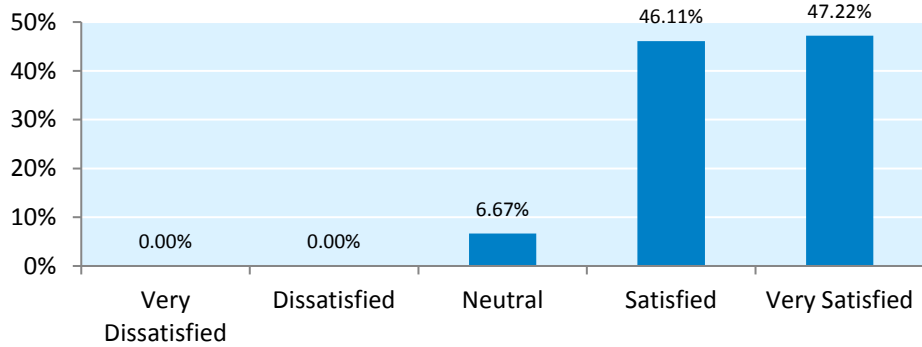
- Some participants (n=66) provided additional comments, which were analysed thematically.
- The majority (68.1%) of these comments were positive endorsements of the Quality Development Process, including specific comments and thanks for named Early Years Specialists.
- Some comments (7.5%) suggested that the process could have been better tailored to individual aspects of their service such as their staffing arrangements, number or rooms or frequency of visits. It should be noted, however, that there was broad satisfaction across the sample with the timing and duration of Early Years Specialists' visits overall (92.7%).
- A small percentage (3.0%) reported that they would have welcomed more specific guidance and information from the Early Years Specialist to achieve their initial aims.
- Similarly, some (3.0%) reported that they would welcome formal certification as recognition of their achievements during the quality development process.
- Other comments mentioned difficulties in providing non-contact time, difficulties with staff turnover and a desire that a hard copy version of the Aistear Síolta Practice Guide be made available due to difficulties with rural broadband. One respondent suggested that networks arising out of the quality development process would be beneficial in supporting them to continue the quality development work independently.
- Of those who provided specific comments or suggestions on improving the support process (n=150), a majority (60.6 %) said that would welcome follow-up visits at the end of the formal support process.

- One third (33.3%) would like to re-engage with the Better Start Quality Development Process in the future, followed by 28.7% who would like a longer period of engagement for the support.
- The availability of follow-up phone support was identified as a possible improvement for 24% of those who responded.
- Miscellaneous comments (16%) ranged from discussion of the difficulty of providing non-contact for educators to engage in the process to reiteration that providing the support over a longer period of time would be beneficial to indicating that no changes were needed.

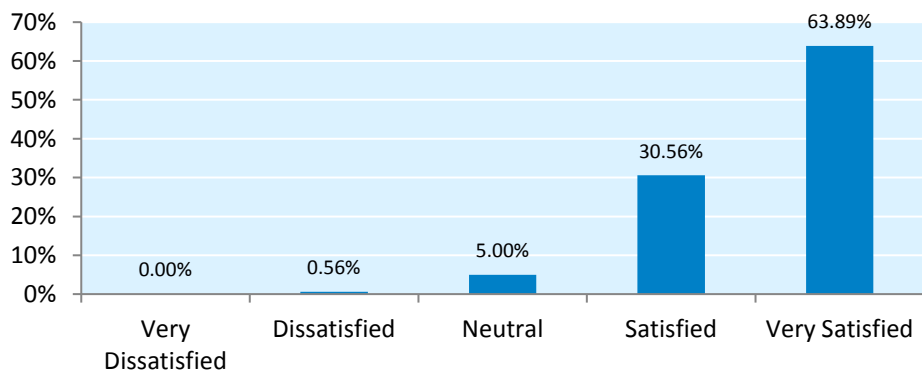
**Graph 1: Please tell us how satisfied you are with the process for making a request to the Better Start Quality Development Service through your CCC**



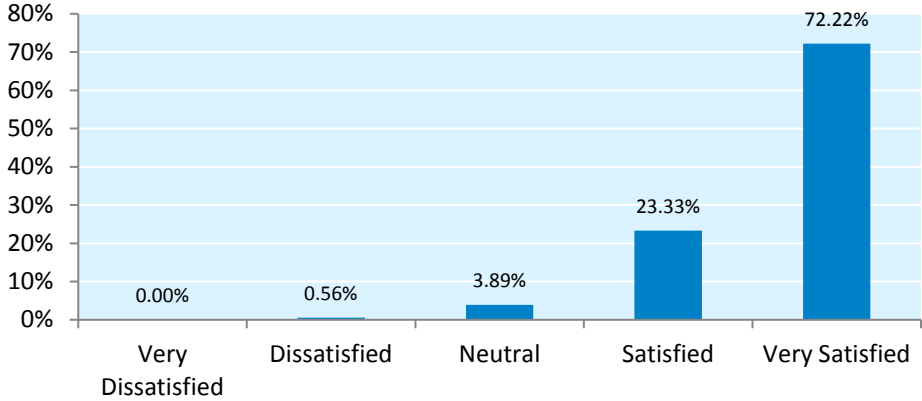
**Graph 2: Please tell us how satisfied you are regarding the information and documentation you received before starting the programme**



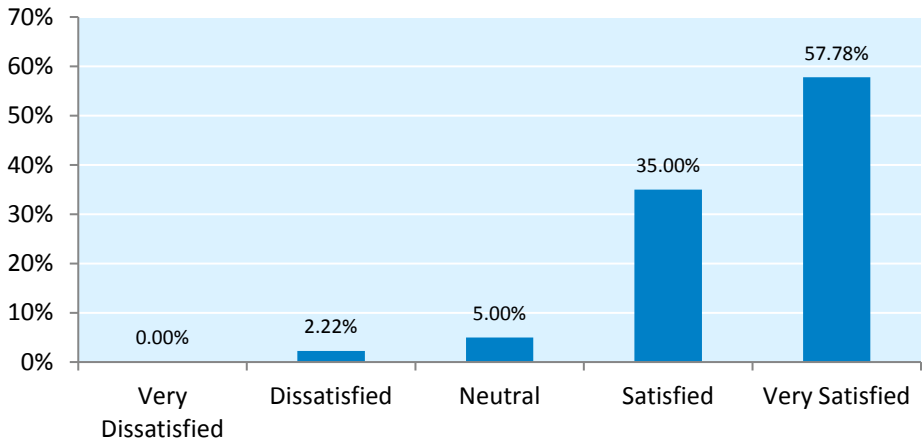
**Graph 3 Please tell us how satisfied you are with the information and documentation received after starting the programme**



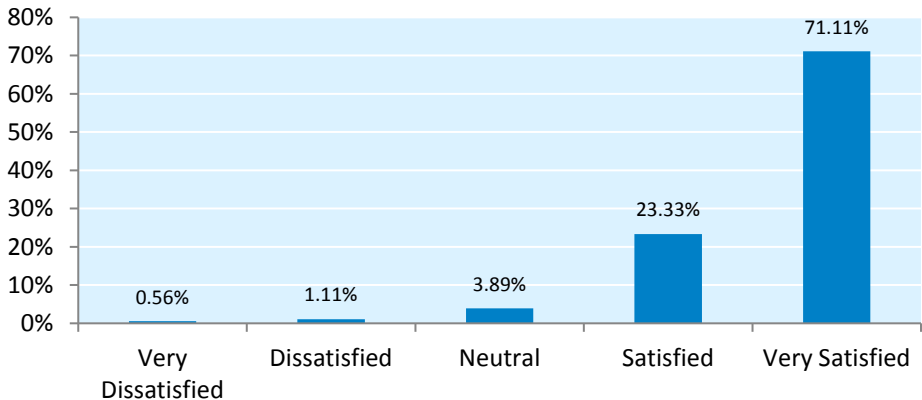
**Graph 4: Please tell us how satisfied you are regarding the manner in which the Early Years Specialist introduced the programme to you and your team**



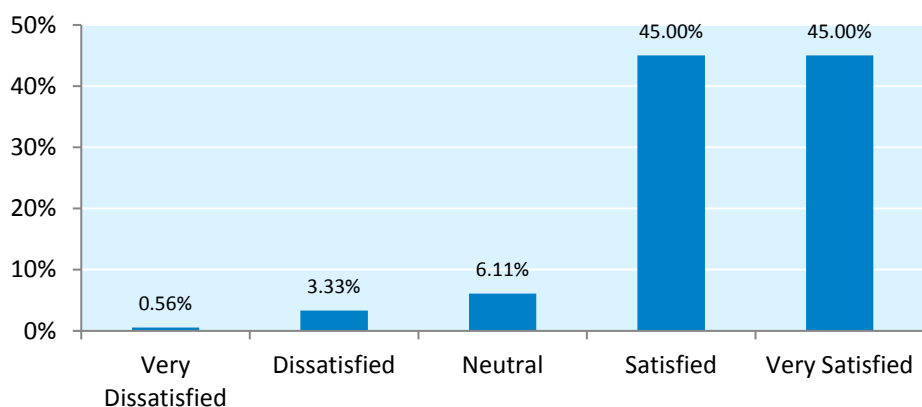
**Graph 5: Please tell us how satisfied you are regarding the timing and duration of Early Years Specialists' visits**



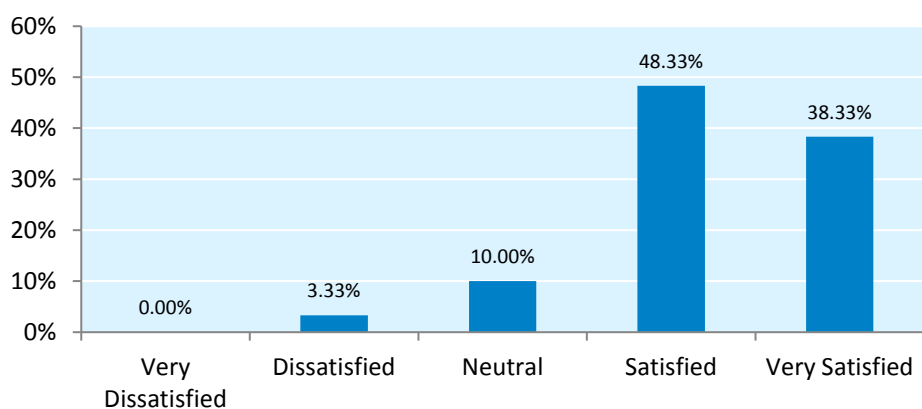
**Graph 6: Please tell us how satisfied you are regarding the support provided by the Early Years Specialist to your service**



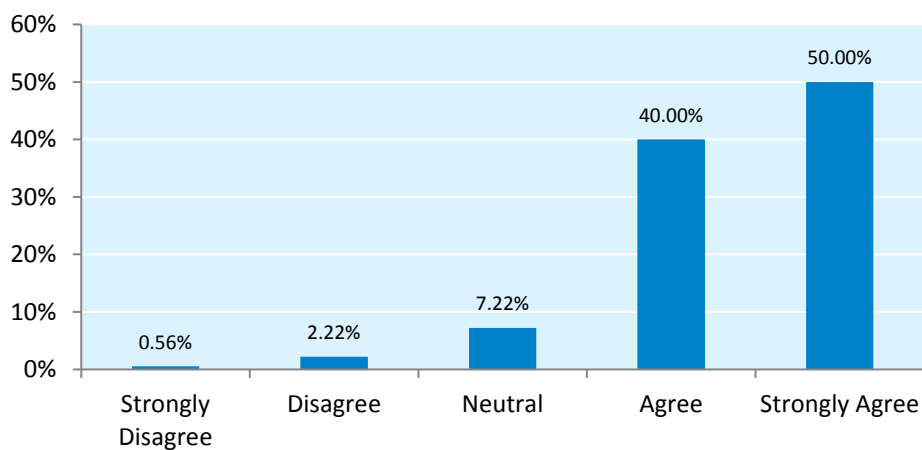
**Graph 7: Please tell us how satisfied you are with the Aistear Síolta Practice Guide as a resource for quality improvement**



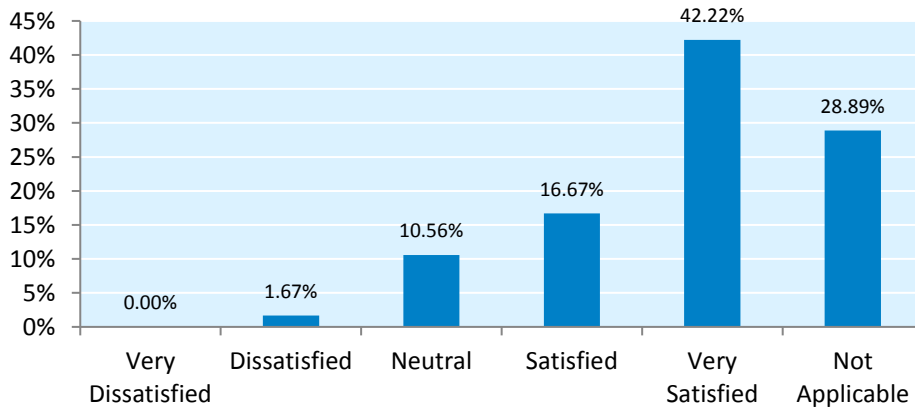
**Graph 8: Please tell us how satisfied you are regarding the rate of progress in achieving your quality development goals**



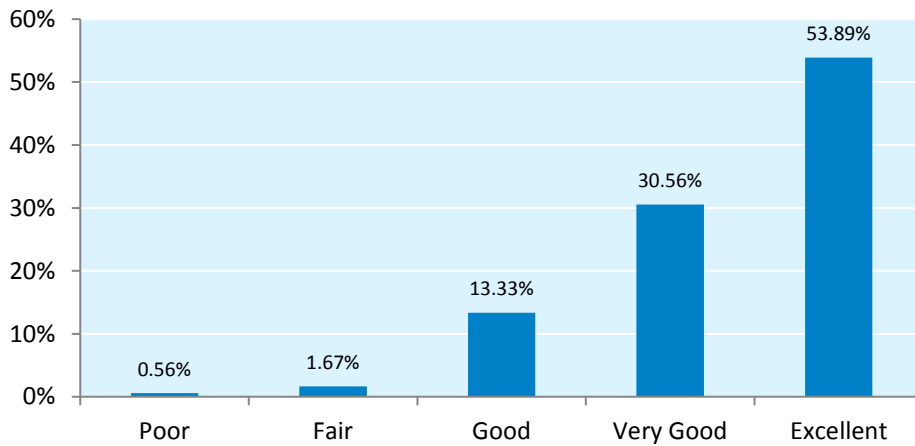
**Graph 9: Would you agree that Better Start Quality Development Service understands your service needs?**



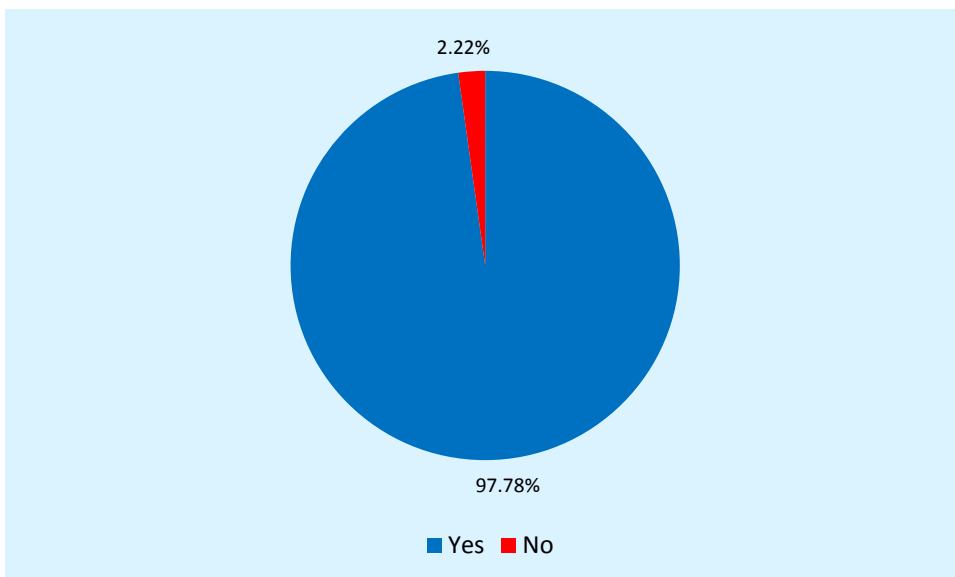
**Graph 10: Overall, how satisfied are you with the contact (if any) between you or your service and Better Start's management?**



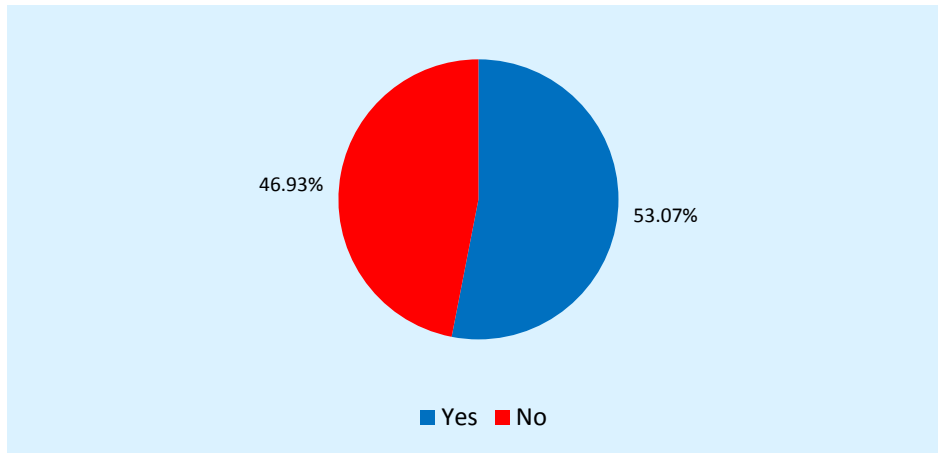
**Graph 11: How would you rate the Better Start Quality Development Service overall?**



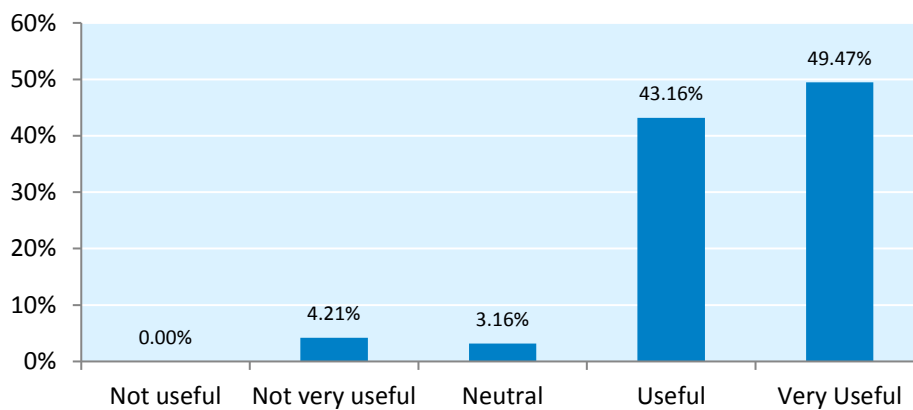
**Graph 12: Would you recommend Better Start to a colleague or friend?**



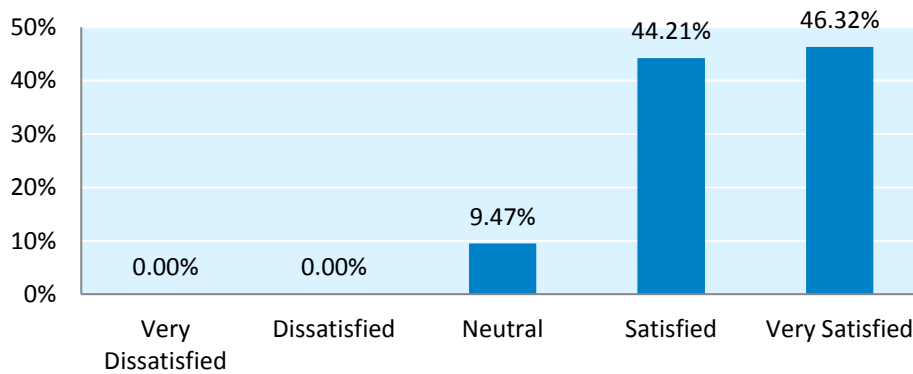
**Graph 13: Have you received a Better Start Final Report?**



**Graph 14: Please tell us how useful you found the the layout and content of the Better Start quality development report?**

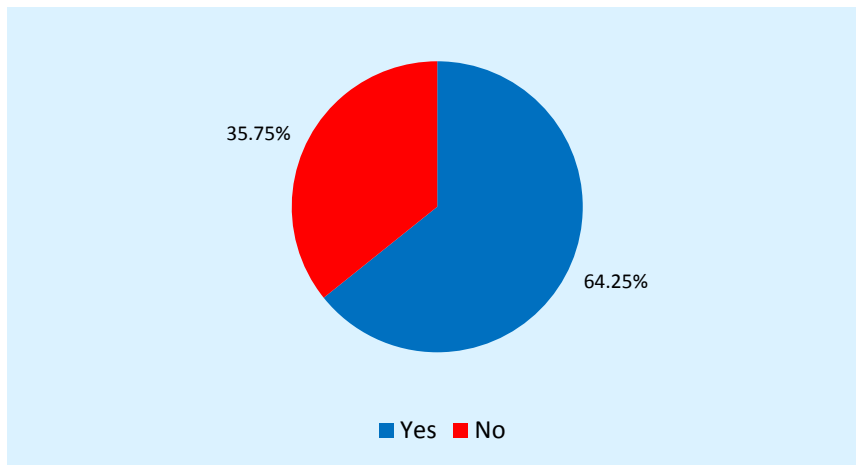


**Graph 15: Please tell us how satisfied you have been with your progress in implementing the recommendations for service providers contained in the report?**

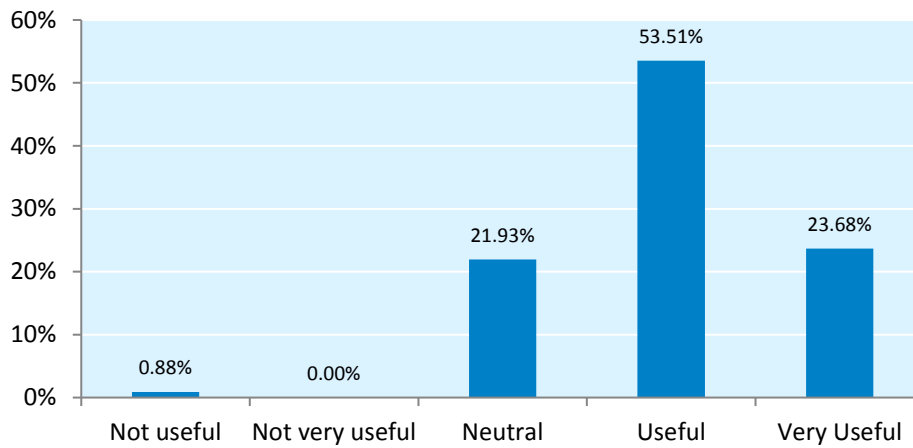




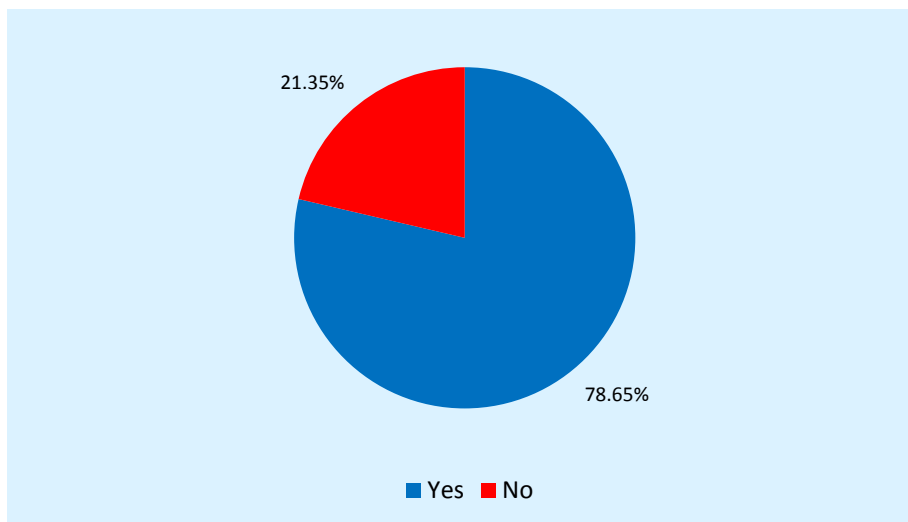
**Graph 16: Are you aware that Better Start has a Facebook page?**



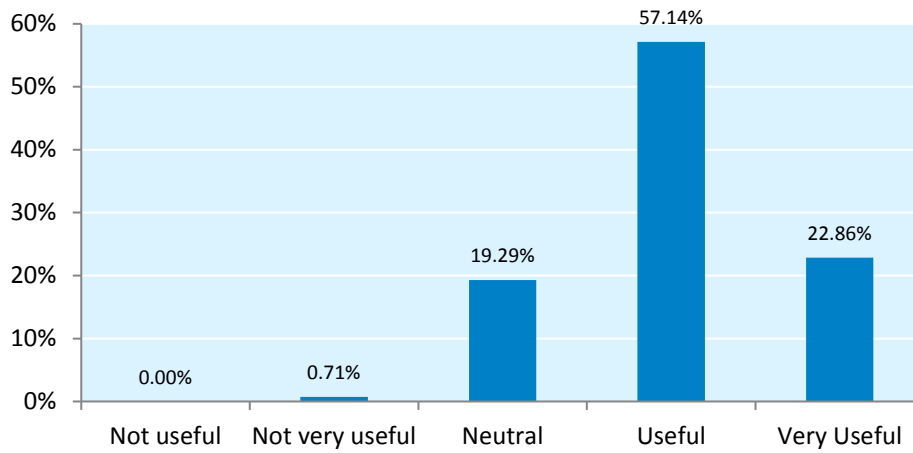
**Graph 17: Please tell us how useful you found the layout and content of the Better Start Facebook page?**



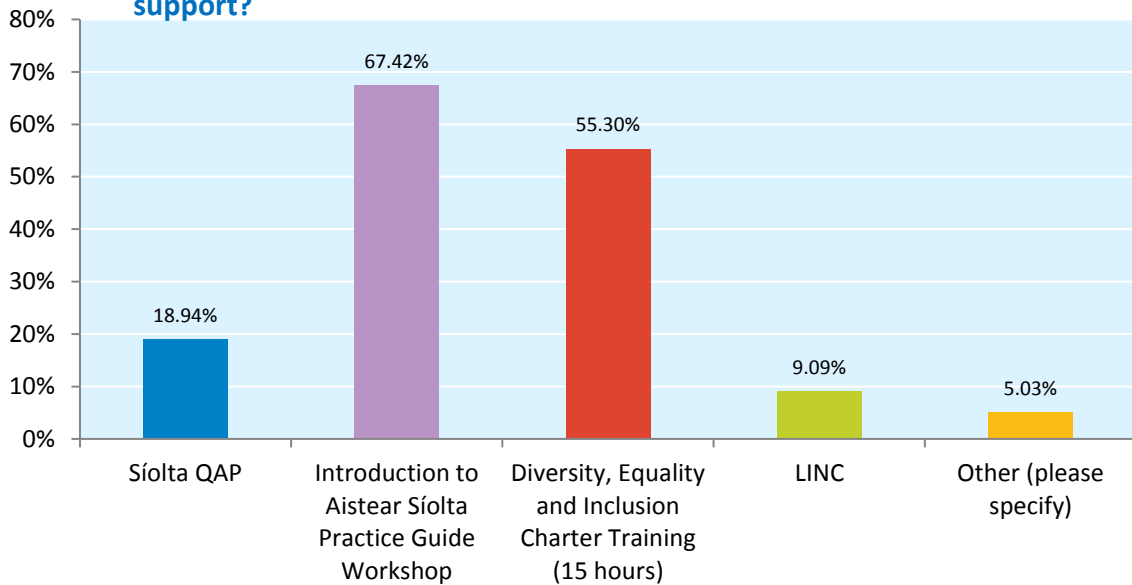
**Graph 18: Are you aware that Better Start has a website?**



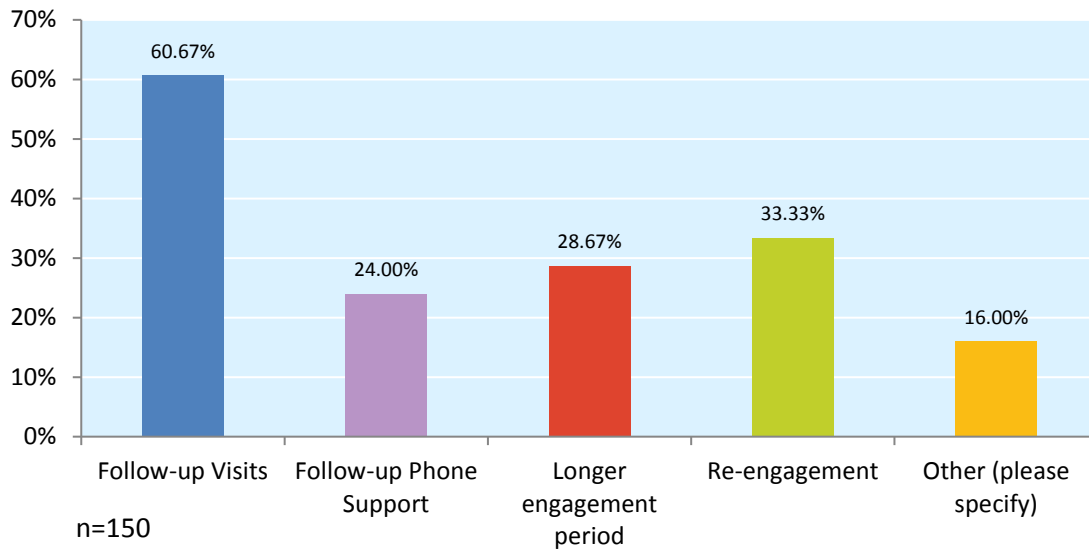
**Graph 19: Please tell us how useful you found the layout and content of the Better Start website?**



**Graph 20: Have you participated in any other quality development support?**



**Graph 21: Please tell us what we could do to improve the Quality Development Service experience for your service and your team ?**



**Graph 22 Additional comments/suggestions for Better Start Quality Development Service**

