



Better Start Quality Development Service Customer Satisfaction Survey

August 2018

Overview

In June 2018, Better Start sent the 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 2017. 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 320 services contacted, 179 responded, which was a response rate of 55.9%. 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 26 below.

Main Findings

- The majority of respondents heard about Better Start Quality Development Service through their CCC (62.6%), followed by Better Start (22.9%), followed by word of mouth (19.6%) and Tusla (12.8%), DES inspectorate (5%) and NVCOs (1.7%).
- Almost 97% of respondents were either satisfied (30.2%) or very satisfied (66.5%) 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 (93%) felt that Better Start Quality Development Service understood their service needs.
- 96% of respondents would recommend Better Start Quality Development Service to a friend or colleague.
- Similarly, almost 96% rated Better Start Quality Development Service positively (Good 7.8%, Very Good 19%, Excellent 68.7%)

Feedback on Reports and Quality Development

- Most participants (93%) found that the Aistear Síolta Practice Guide was a useful resource for quality development.
- A majority were satisfied (38.5%) or very satisfied (50.8%) at their rate of progress in achieving their quality development goals.
- Just under half of the respondents (43.6%) had already received a final quality development report from Better Start Quality Development Service and the majority found it either useful (36.6%) or very useful (54.5%).

- The majority (92%) of those who received reports were satisfied (45.4%) or very satisfied (46.5%) 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.
- The reported that they found the recommendations contained in the report useful (30.7%) or very useful (59.4%) in the main.

Training, Additional Quality Development and AIM Support

- When asked about participation in other quality development supports, the most frequent support engaged in was Diversity, Equality and Inclusion Charter Training (68.2%), followed by the Leadership for Inclusion Programme training (57.5%), followed by Introduction to the Aistear Síolta Practice Guide Workshop (49.2%), followed by Síolta Quality Assurance Process (18.4%), 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. However, there was a notable rise in the uptake in the LINC programme compared to the previous year's survey (when uptake was just 9%).
- 65% of the services responding had received AIM support through Better Start and of those, most were satisfied (27.4%) or very satisfied (65%) with the support received.
- When asked about additional quality supports, a significant proportion indicated they would like to avail of Síolta QAP support (41.9%), followed by Introduction to the Aistear Síolta Practice Guide Workshop (27.4%), followed by Diversity, Equality and Inclusion Charter Training (21.1%) followed by LINC training (17.9%).
- It is notable that the interest in engaging in the Síolta QAP (41.9%) considerably outstrips the reported engagement (18.4%) indicating the possibility of a resourcing gap in addition to an increasingly confident sector that feels ready to take on this formal quality assurance programme.

Better Start Facebook and Website Feedback

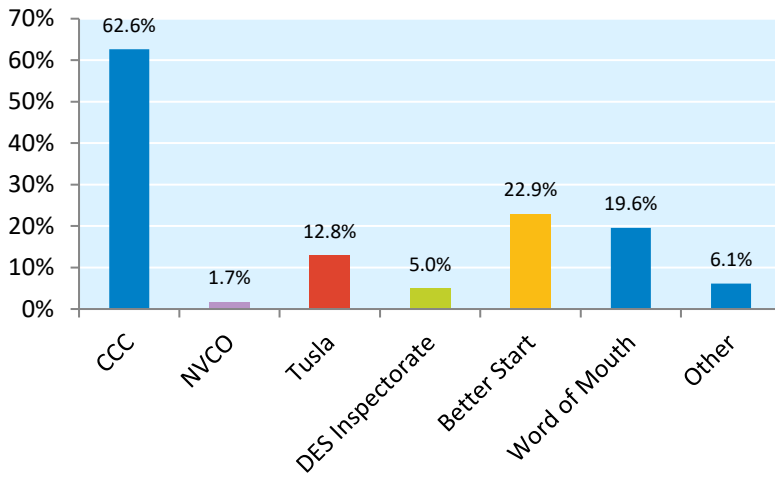
- There was a high level of awareness about Better Start's Facebook page survey (62.6%) and website (78.8%).
- People were also positive about the overall usefulness (82%) of the content on the Better Start website and Facebook pages (84%), with a particular rise noted in relation to perceptions of the usefulness of content on the Facebook page from last year's survey (77%).

Feedback on Improvements/Changes to the Quality Development Process

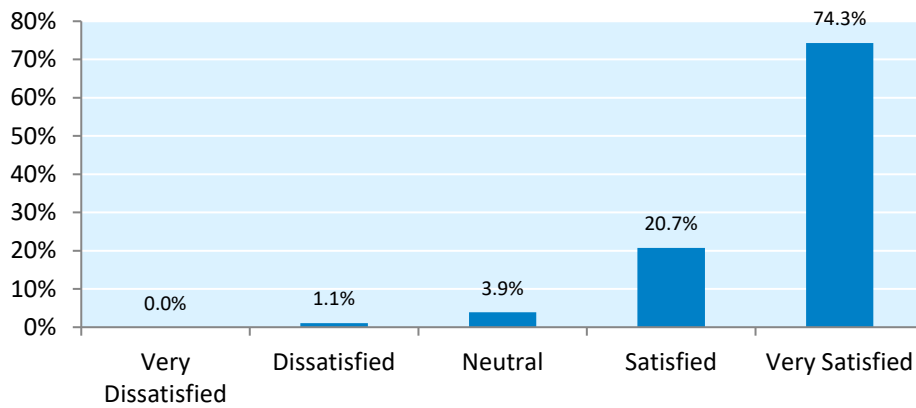
- The most commonly requested change or improvement to the service was re-engagement (36.9%), followed by follow-up phone support (21.8%), followed by a longer engagement period (19.6%) and followed by follow-up visits (18.4%).
- 29 respondents made an 'Other' comment, the majority (31%) of which were positive endorsements of the Quality Development Process, including specific comments and thanks for named Early Years Specialists.

- Other comments related to the types of follow up support that would be welcome, including visits, phone and/or email support.
- Miscellaneous comments ranged from thanks and acknowledgement of the positive support provided by Better Start Quality Development and/or Access and Inclusion Model Early Years Specialists (67.3%) to comments on the effectiveness of demonstration and modelling of practice to those who felt they were too early on in the process to comment.
- While a small proportion mentioned challenges such as provision of non-contact time and resource provision, it was notable this year that these comments were less frequent than previous years, perhaps indicating the influence of policy supports in these areas.

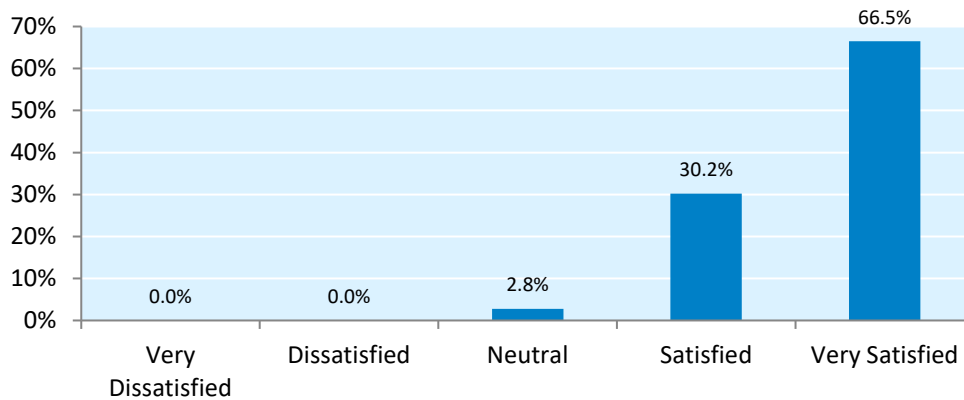
Graph 1: How did you hear about Better Start Quality Development Service(tick all that apply)?



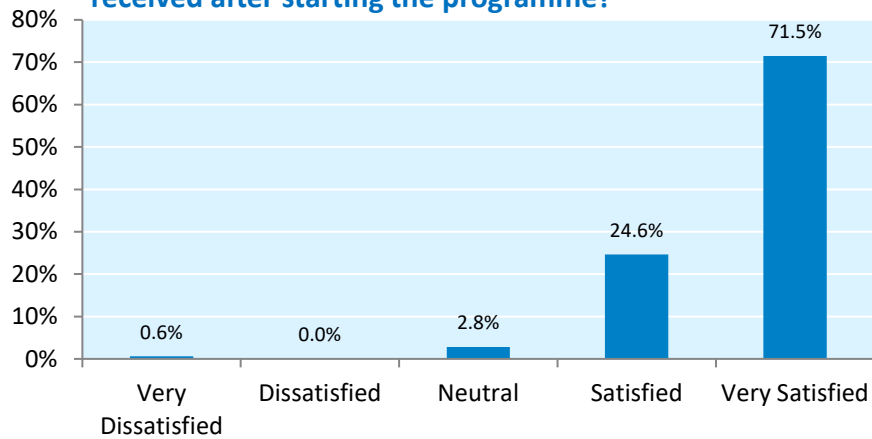
Graph 2 : How satisfied are you with the process for making a request to the Better Start Quality Development Service?



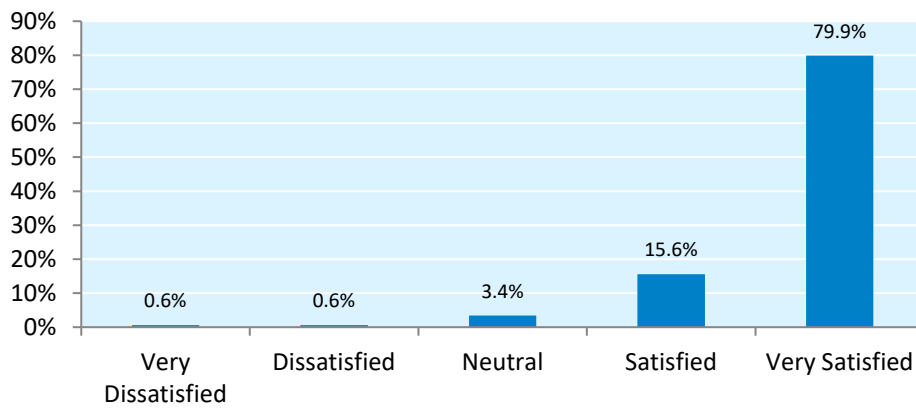
Graph 3: How satisfied are you about the information and documentation you received before starting the programme?



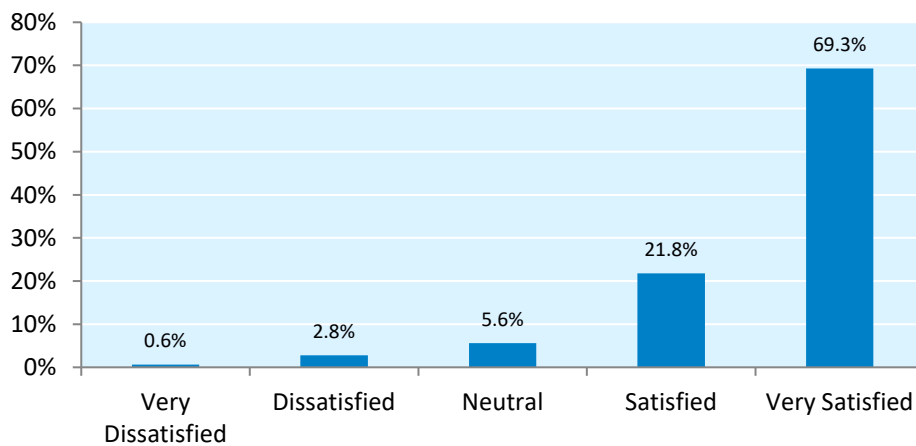
Graph 4: How satisfied are you with the information received after starting the programme?



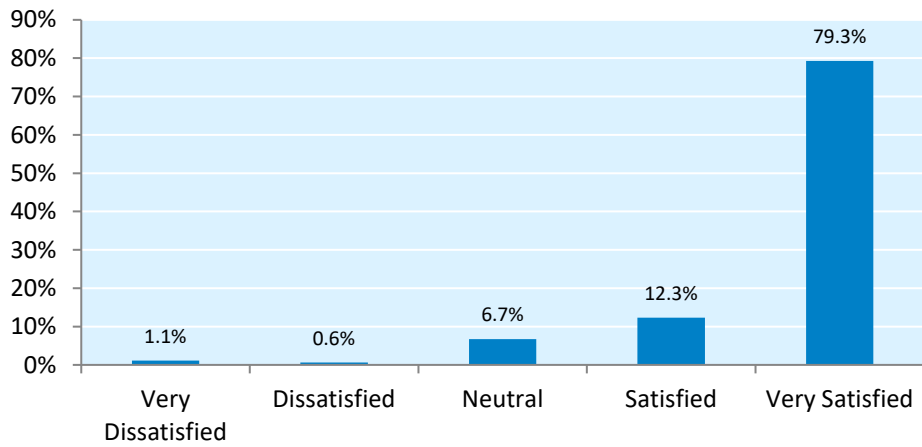
Graph 5: How satisfied are you regarding the manner in which the Early Years Specialist introduced the programme to you and your team?



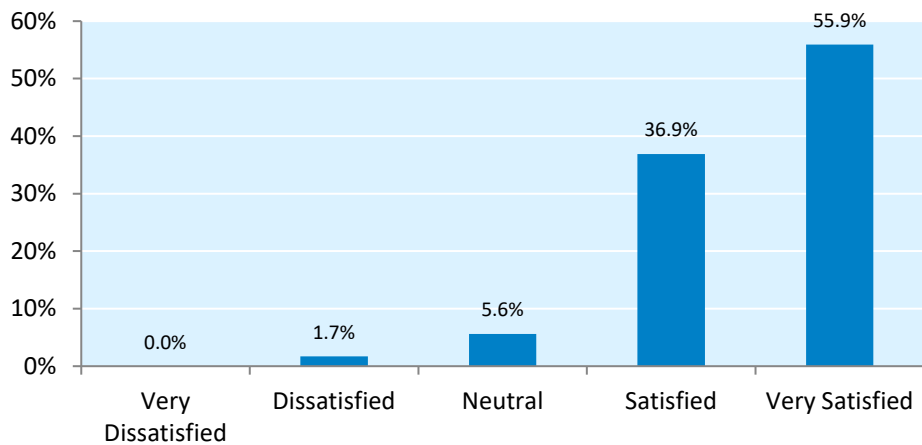
Graph 6: How satisfied are you regarding the timing and duration of Early Years Specialists' visits?



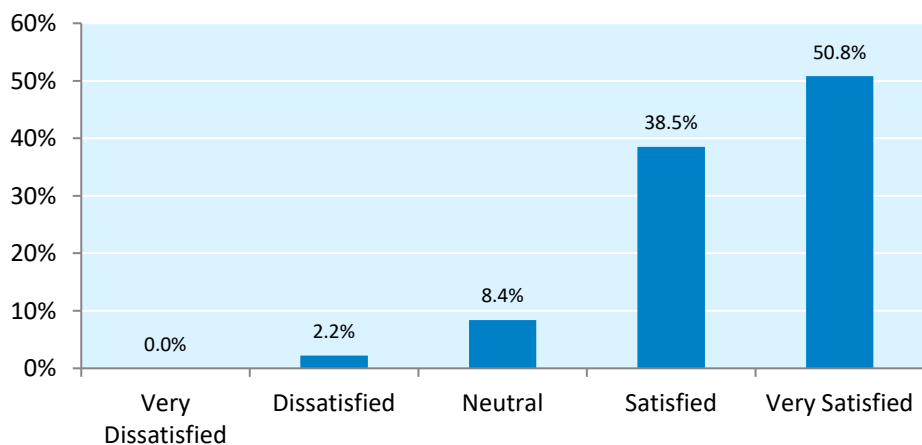
Graph 7: How satisfied are you regarding the support provided by the Early Years Specialist to your service?



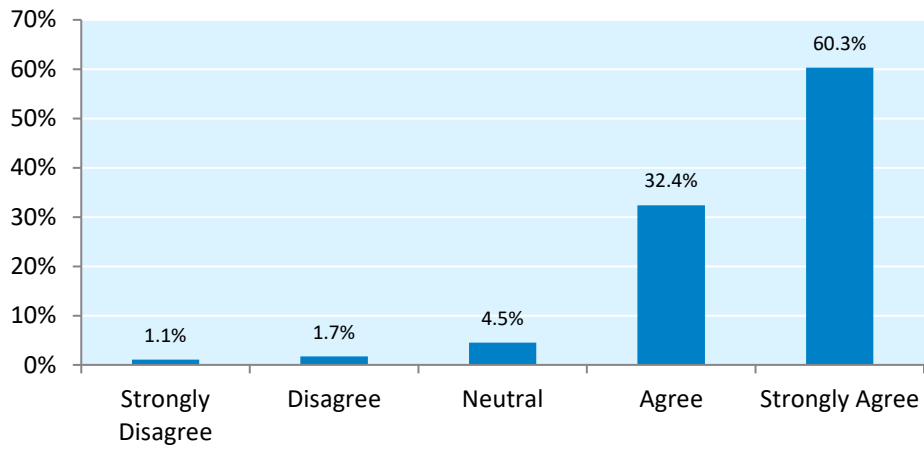
Graph 8: How satisfied are you with the Aistear Síolta Practice Guide as a resource for quality improvement?



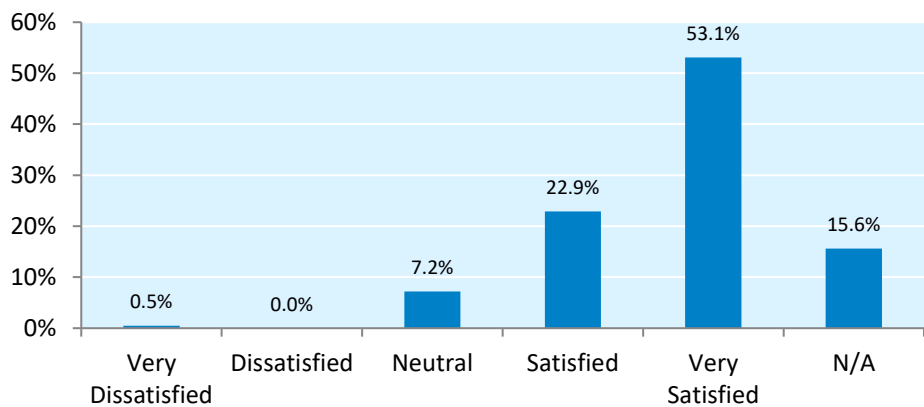
Graph 9: How satisfied are you regarding the rate of progress in achieving your quality development goals?



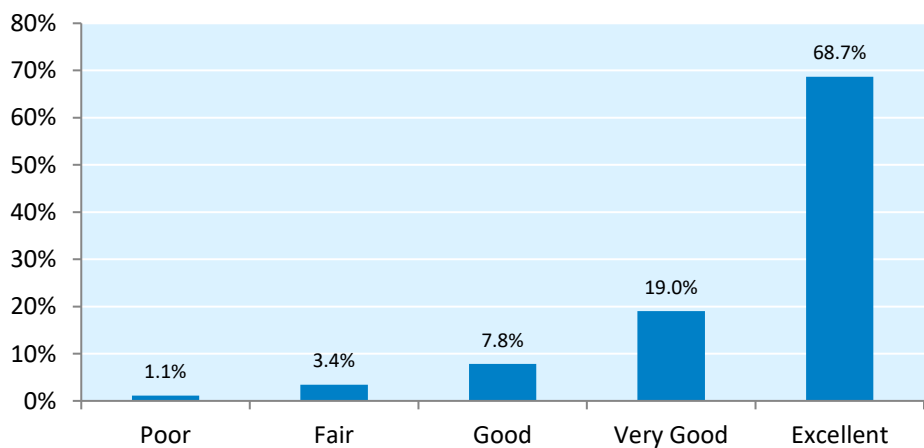
Graph 10: Would you agree that Better Start understands your service needs?



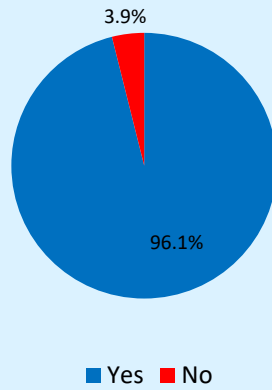
Graph 11: How satisfied are you with the contact between your or your service and Better Start's management?



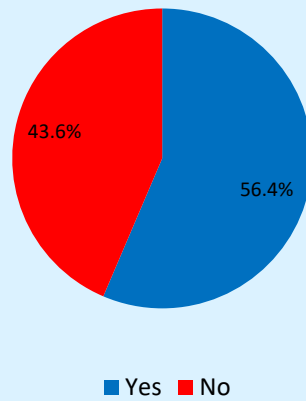
Graph 12: How would you rate the Better Start Quality Development Service overall?



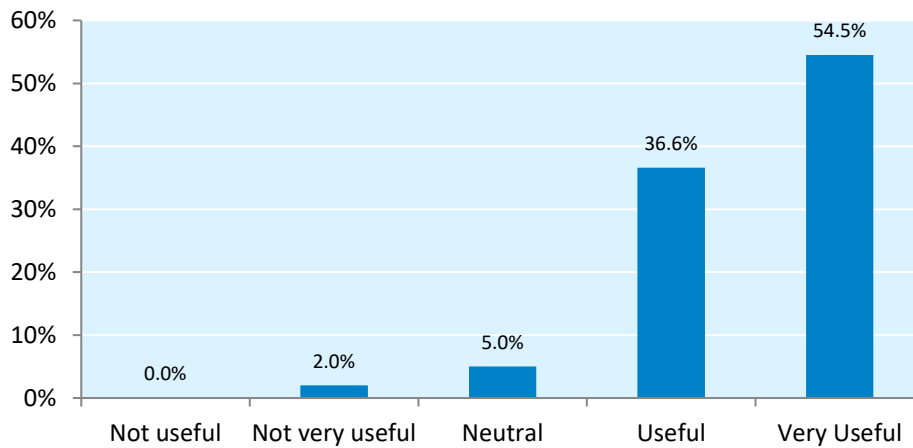
Graph 13: Would you recommend Better Start Quality Development Service to colleagues or contacts within the Early Year sector?



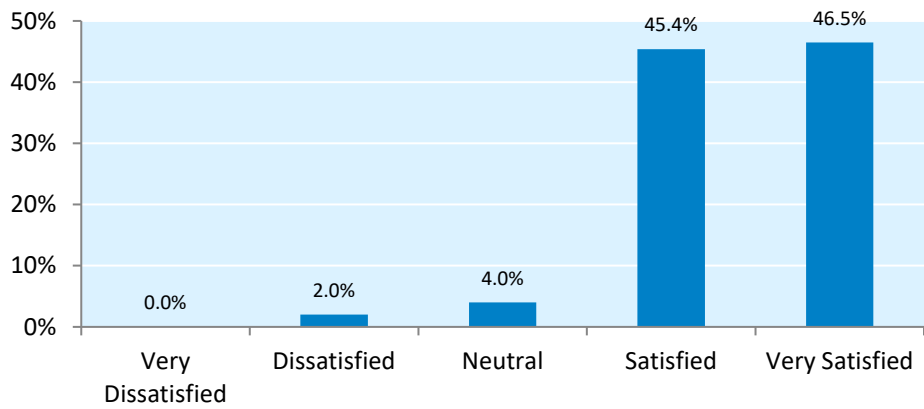
Graph 14: Have you received a Better Start quality development report?



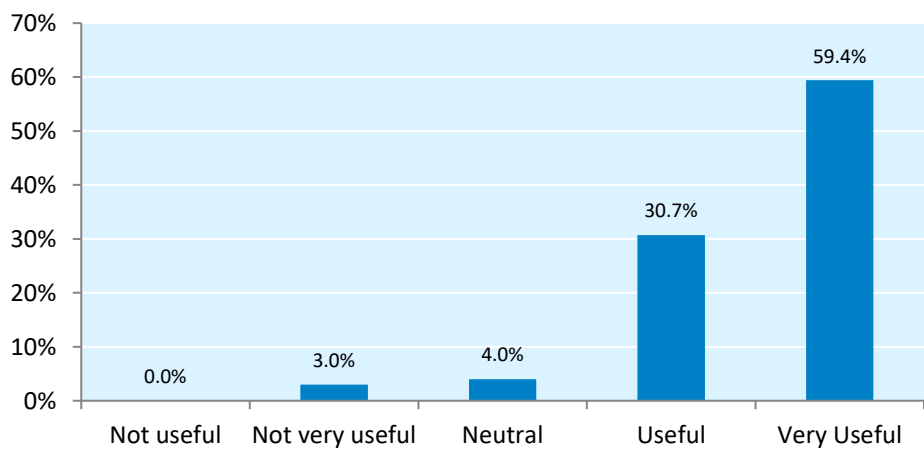
Graph 15: How useful did you find the layout and content of the Better Start quality development report?



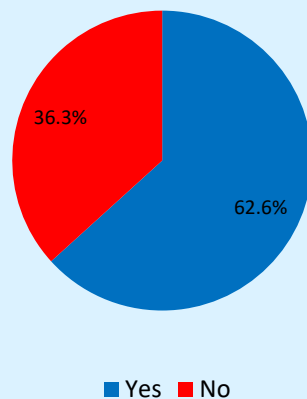
Graph 16: How satisfied have you been with your progress in implementing the recommendations for service providers contained in the report?



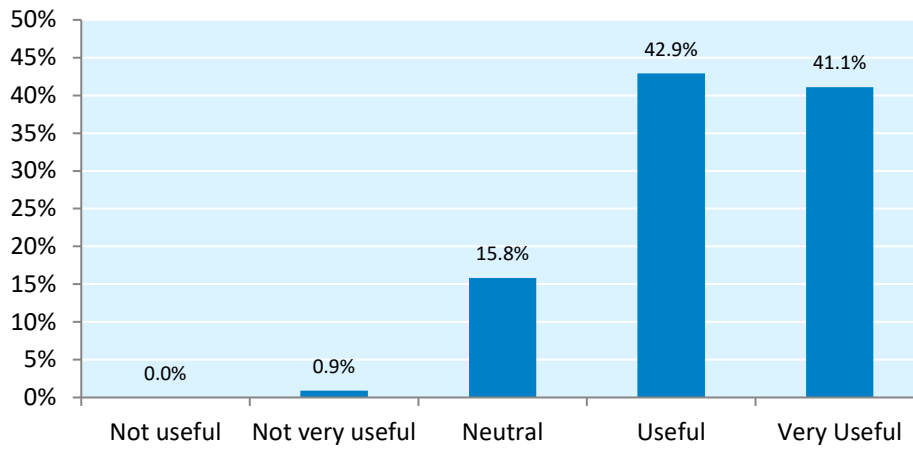
Graph 17: How useful did you find the recommendations contained in the report?



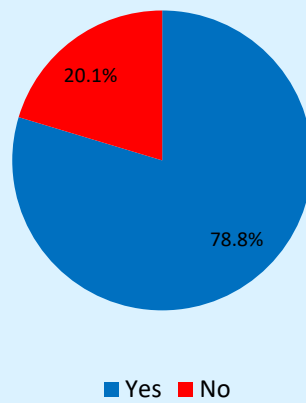
Graph 18: Are you aware that Better Start has a Facebook page?



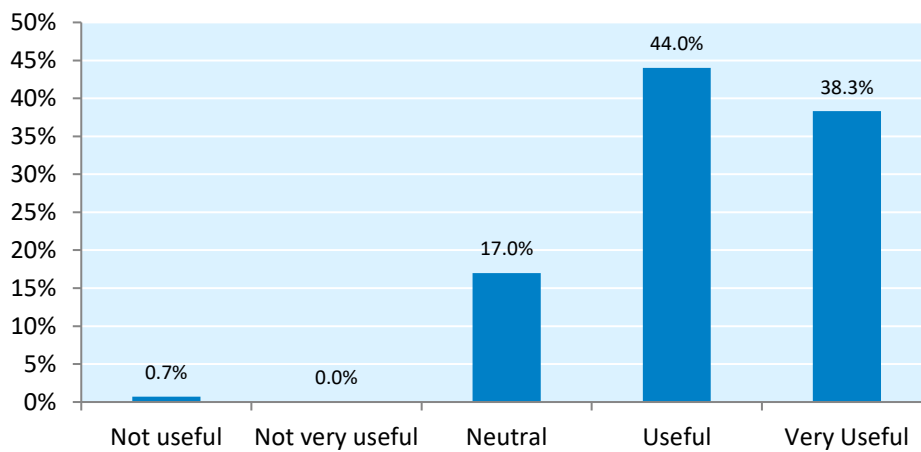
Graph 19: How useful did you find the layout and content of the Better Start facebook page?



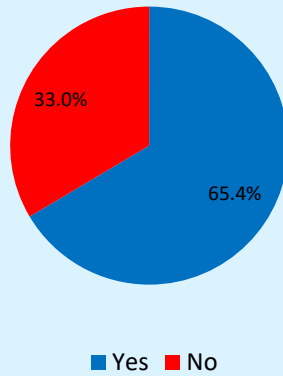
Graph 20: Are you aware that Better Start has a website?



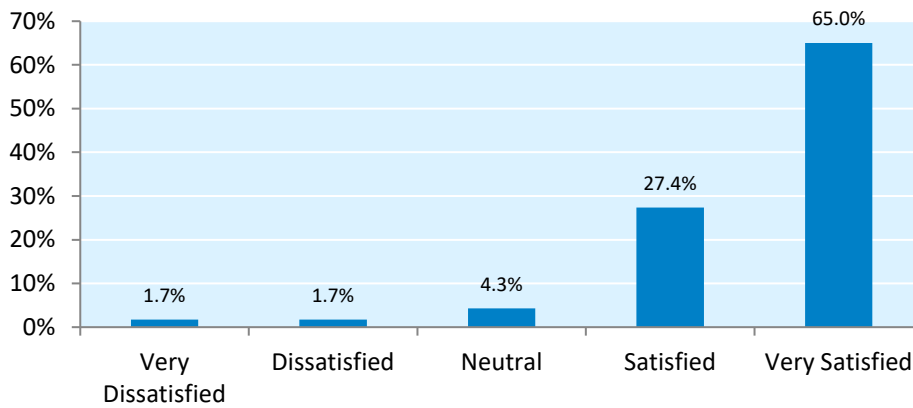
Graph 21: How useful did you find the layout and content of the Better Start website?



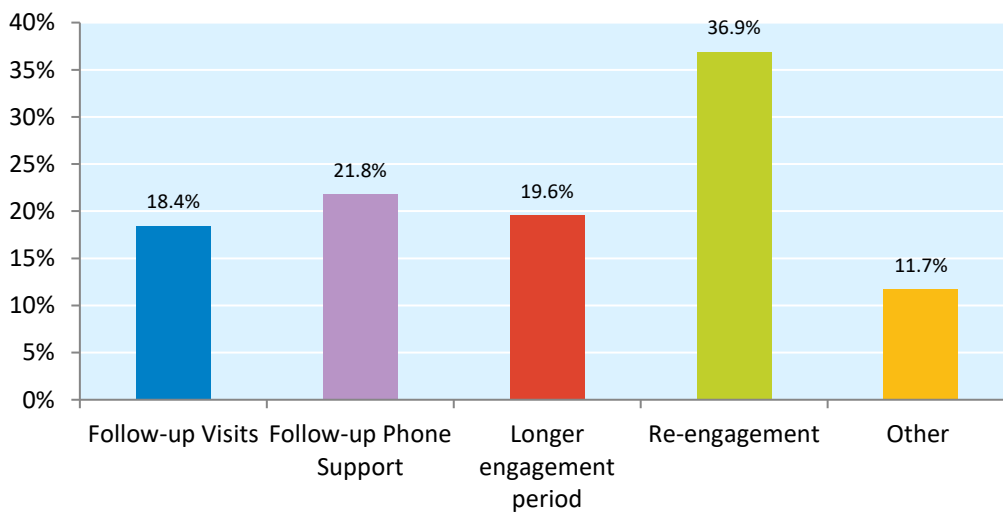
Graph 22: Have you had AIM support through Better Start?



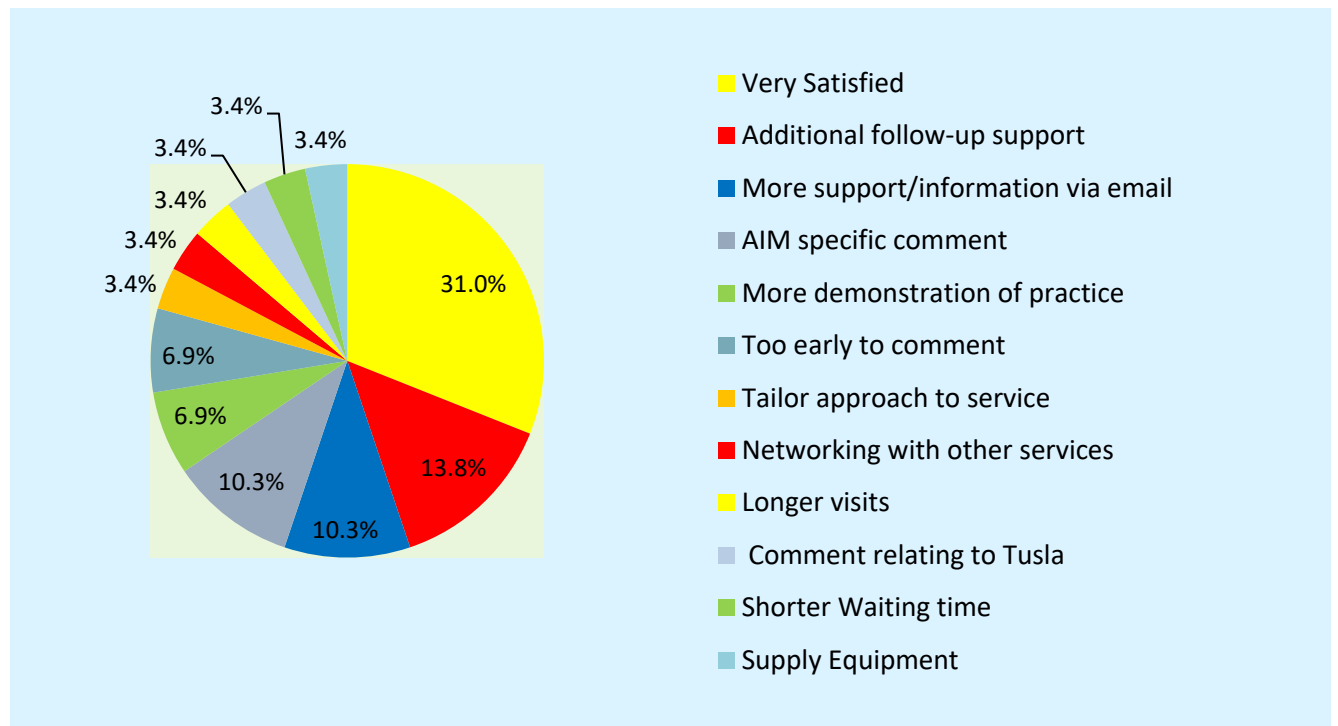
Graph 23: How satisfied are you regarding the support provided by the AIM Early Years Specialist to your service?



Graph 24: Tell us what we could do to improve the Quality Development Service experience for your service and your team?



Graph 25: Analysis of “Other” suggestions for improving the Quality Development Service



Graph 26: Breakdown of general comments

