



**REPORT TO: CHILDREN AND YOUNG PEOPLE'S SERVICES COMMITTEE ON
18 OCTOBER 2017**

SUBJECT: PARENTAL SURVEY – SATISFACTION WITH SCHOOLS

BY: CORPORATE DIRECTOR (EDUCATION AND SOCIAL CARE)

1. REASON FOR REPORT

- 1.1 To inform the Committee on the outcome of the biennial survey on parental satisfaction with schools in Moray.
- 1.2 This report is submitted to Committee in terms of Section III D (32) of the Council's Scheme of Administration to contribute to public performance reporting.

2. RECOMMENDATION

2.1 It is recommended that the Committee:-

- (i) **scrutinises and notes the contents of this report (Appendices 1 and 2); and**
- (ii) **instructs the Corporate Director (Education and Social Care) to report the next findings on parental satisfaction with Moray schools, to this Committee, in two year's time.**

3. BACKGROUND

- 3.1 The Society of Local Authority Chief Executives (SOLACE) benchmarks each local authority's performance and/or outcomes across a wide range of indicators, including a number for children's services.
- 3.2 One of the benchmark indicators for children's services is 'the percentage of adults satisfied with schools'. This indicator uses data obtained from the Scottish Household Survey.
- 3.3 Customer satisfaction measures have been identified as areas to be addressed in terms of providing Best Value and while all schools conduct regular audits of parental views on schools, there is no simple mechanism to collect and analyse this information in a Moray wide format, as all schools are responsible for their own audits and are likely to be posing questions in different focus areas.

- 3.4 In 2013 Education and Social Care offered parents the opportunity to respond to sixteen questions, very similar to those used by Education Scotland prior to an inspection, on their satisfaction with schools. The results of the survey were scrutinised and noted by this Committee on 24 April 2013 (para 19 of the minute refers). A further Moray wide survey took place in 2014/15 and the findings were reported to the Committee. This was scrutinised and noted by this Committee on 25 March 2015 (para 15 of the minute refers). The Committee instructed the Corporate Director (Education and Social Care) to conduct a third Moray wide survey in 2016/17 and to report the findings to the committee.
- 3.5 The 2016/17 survey was 'live' from 24 April 2017 – 23 June 2017. A summary of the results is given in **Appendix 1**.
- 3.6 The 2016/17 survey attracted 565 responses from across Moray, a decrease in responses of almost 16% compared to 2014/15. While again this was too small a sample from which to draw absolute conclusions it was, nevertheless, large enough to identify issues of greatest and least concern to parents.
- 3.7 A comparison of the 2014/15 and 2016/17 results is given in **Appendix 2**. When comparing current responses against the 2014/15 results, all but one of the questions showed either a reduction in the percentage of positive responses or remained the same. The area of greatest satisfaction noted was: my son / daughter enjoy learning at school (90% strongly agree/agree).
- 3.8 The largest reductions in percentage of positive responses were: the school is well led (a reduction of 8%); the school has good links with the local community to support children's learning (a reduction of 8%); my son's/daughter's learning is progressing well (a reduction of 7%) and I know that if my son/daughter is having difficulty as an individual and support him/her well (a reduction of 7%).
- 3.9 Areas of greatest concern noted were: (Q10) children benefiting from clubs and outside activities; (Q13) the school asking for parent's views and (Q14) taking parent's views into account. While these areas all recorded increases in positive responses for 2014/15, the same three aspects also ranked as the highest areas of concern in 2012/13. In 2016/17, Q10 showed an increase of 2%, Q13 remained the same and Q14 a reduction of 5% in overall parental satisfaction compared with the 2014/15 survey.
- 3.10 It is important to note that this declining response rate to the traditional closed question survey format is in stark contrast to other forms of contact and feedback open to parents reported by schools. Schools across the authority report that parents are engaging positively with individual schools through social media and websites.
- 3.11 Going forward it may be pertinent to look at a different format to gather data and opinion on parental satisfaction that focuses on the success in this area that schools are reporting.

- 3.12 The responses in relation to schools asking for parents' views and taking these into account will be subject to further investigation with schools.
- 3.13 The data on individual schools was fed back to the schools and to the link Quality Improvement Officers, for consideration and action where appropriate. It should be noted for some schools, there were insufficient responses from which to draw any meaningful conclusions.

4. **SUMMARY OF IMPLICATIONS**

(a) **Moray 2026: A Plan for the Future and Moray Corporate Plan 2015 - 2017**

The contents of this report relate to Moray 2026 Priority 3 – 'Ambitious and confident young people'.

(b) **Policy and Legal**

None arising from this report.

(c) **Financial implications**

There are no financial implications arising directly from this report.

(d) **Risk Implications**

There are no risk implications arising directly from this report.

(e) **Staffing Implications**

There are no staffing implications arising directly from this report.

(f) **Property**

None.

(g) **Equalities**

This is an information report therefore an equalities impact assessment is not necessary.

(h) **Consultations**

The Corporate Director (Education and Social Care); members of the Education and Social Care Senior Management Team; Quality Improvement Officers; Head of Financial Services; Margaret Forrest, Legal Services Manager (Litigation and Licensing); Katrina McGillivray, Senior Human Resources Adviser; Don Toonen, Equal Opportunities Officer and Tracey Sutherland, Committee Services Officer; have been consulted on this report and agree with the sections of the report relating to their areas of responsibility.

5. CONCLUSION

- 5.1 The 2016/17 parental survey indicates a reduction in parental satisfaction with schools compared to 2014/15 and provides a further benchmark against which future trends can be measured.**
- 5.2 The results of this survey allow for some 'sense checking' of the SOLACE benchmark project results.**
- 5.3 The parental survey provides information on the areas of greatest and least concern to parents. The areas of greatest concern will be further explored with schools.**
- 5.4 The decline of nearly 16% in the parental response rate may mean that a different method of collating this information be looked at in two year's time.**

Author of Report: Adam Macleod, Quality Improvement Officer
Background Papers:
Ref:

Moray Council Parents Survey - Primary / Secondary Schools

A total of 565 responses were received for the Moray Council Parents Survey - 2016/17
A breakdown of replies is provided below showing the parental results for each question.



Appendix 1

Please tell us about your experience of your child's school	Strongly agree	Agree	Disagree	Strongly disagree	Don't Know
Q2. My son / daughter enjoys learning at school	38%	52%	7%	2%	1%
Q3. My son's / daughter's learning is progressing well	31%	50%	12%	3%	4%
Q4. My son / daughter is encouraged and stretched to work to the best of their ability	26%	45%	19%	5%	5%
Q5. The school helps my son / daughter to be more confident	28%	48%	12%	4%	7%
Q6. My son / daughter feels safe at school	32%	54%	8%	3%	3%
Q7. My son / daughter is treated fairly at school	27%	51%	12%	4%	6%
Q8. I know that if my son / daughter is having difficulty he / she will be helped	26%	46%	14%	4%	10%
Q9. I feel staff really know my son / daughter as an individual and support him / her well	28%	43%	17%	3%	8%
Q10. My son / daughter benefits from school clubs and activities provided outside the classroom	16%	38%	26%	8%	12%
Q11. The school has good links with the local community to support children's learning	21%	42%	15%	2%	19%
Q12. I understand school reports and find the information about my son's / daughter's progress helpful	28%	51%	15%	4%	2%
Q13. The school asks for my views	16%	51%	23%	5%	6%
Q14. The school takes my views into account	12%	40%	20%	8%	21%
Q15. I get a quick response to any enquiries or complaint regards my son's / daughter's education	25%	47%	15%	5%	8%
Q16. The school is well led	30%	40%	9%	10%	10%
Q17. Overall, I am happy with the school	33%	44%	13%	5%	5%

Moray Council Parents Survey - Primary / Secondary Schools

Comparable breakdown of parental responses from 2014/15 and 2016/17



Appendix 2

Please tell us about your experience of your child's school

- Q2. My son / daughter enjoys learning at school
- Q3. My son's / daughter's learning is progressing well
- Q4. My son / daughter is encouraged and stretched to work to the best of their ability
- Q5. The school helps my son / daughter to be more confident
- Q6. My son / daughter feels safe at school
- Q7. My son / daughter is treated fairly at school
- Q8. I know that if my son / daughter is having difficulty he / she will be helped
- Q9. I feel staff really know my son / daughter as an individual and support him / her well
- Q10. My son / daughter benefits from school clubs and activities provided outside the classroom
- Q11. The school has good links with the local community to support children's learning
- Q12. I understand school reports and find the information about my son's / daughter's progress helpful
- Q13. The school asks for my views
- Q14. The school takes my views into account
- Q15. I get a quick response to any enquiries or complaint regards my son's / daughter's education
- Q16. The school is well led
- Q17. Overall, I am happy with the school

Strongly agree or Agree		Strongly disagree or disagree		Don't Know	
2014/15	2016/17	2014/15	2016/17	2014/15	2016/17
92%	90%	8%	9%	0%	1%
88%	81%	11%	15%	2%	4%
74%	71%	20%	24%	6%	5%
76%	76%	19%	16%	5%	7%
90%	86%	8%	11%	2%	3%
82%	78%	13%	16%	5%	6%
79%	72%	14%	18%	6%	10%
75%	71%	18%	20%	6%	8%
52%	54%	35%	34%	12%	12%
71%	63%	13%	17%	16%	19%
83%	79%	12%	19%	5%	2%
67%	67%	27%	28%	5%	6%
57%	52%	25%	28%	19%	21%
76%	72%	13%	20%	11%	8%
78%	70%	15%	19%	7%	10%
83%	77%	13%	18%	4%	5%