



Leading the Agenda

Children and Young Person's services: An approach to consultations and a snapshot of survey results

March 2018

1.0 Introduction

Consultations are an important part of effective service design and development. They allow us to understand the benefit, weaknesses and gaps in service provision and by involving people who use our services we can more effectively meet their needs.

For the 2017-2018 Children and Young Person's consultation we used a different method of designing the survey. It is based on the Listen for Good campaign that is promoted by the Fund for Shared Insights in the US. This methodology was chosen as a recent report provided by New Philanthropy Capital ¹ highlighted this as an innovative approach to impact measurement and evaluation within the third sector.

Listen for Good ² is an initiative dedicated to building the practice of listening to the people that charities and not for profits seek to help. The initiative provides a simple but systematic way of getting feedback from the people at the heart the services that they use. The approach focuses on applying a semi-standard survey instrument, which includes using the Net Promoter System (NPS), which is employed widely in customer feedback tool, to the third sector context. NPS has also been adopted by the National Health Service in recent years.

It is argued that this approach is particularly useful for charities that are customer focused and aim to respond to people's needs in an agile manner.

Five questions underpin the structure of the survey in order to provide a breadth of responses without being too prescriptive. These are:

1. How likely is it that you would recommend [...] to a friend or family member?
2. What is [...] good at?
3. What could [...] do better?
4. How much of a positive difference has [...] made in your life?
5. How often do staff at [...] treat you with respect?

We used this approach to carry out our children and young person's survey (CYP) and modified it to suit our purposes to ensure we collected all the information we required.

2.0 Method

Using the Listen for Good model we produced a short survey that was hosted online using Survey Monkey (see appendix 1). The survey was advertised on Vista's CYP website. We are still collecting responses and plan to run this survey until May 2018. This is a snap shot of what it is telling us so far, along with reflections on using the new methodology to survey design. Our CYP services reach 692 people and we want our survey to cover 10% of this total number. We aim to have at least 69 respondents and we report here on the first 24.5% of results.

A mixture of qualitative and quantitative responses were collated. Descriptive statistics were used for analysing quantitative data and themes were used to group the qualitative insights that were collected.

3.0 Who has completed the survey so far?

We currently have n=17 responses. Twelve responses were completed on behalf of someone who uses Vista's CYP services (e.g. carer) while five have identified themselves as service users. Of these, six were male, four females and seven responses did not provide this information. The average age was 7.10yrs (standard deviation of 4.85yrs). It is interesting to understand the geographical reach of our services. Only two live in Leicester city with seven living in the county. Eight respondents did not complete this information.

4.0 What do people think of Vista's CYP services?

Vista offers a range of CYP services. These broadly fit into three area:

- Children's rehabilitation
- Children's activities
- Family support service

Children's rehabilitation carry out a needs assessment and it is from here that signposting to other services and activities in the CYP service portfolio can be made. Within the children's activities there is a plethora of initiatives on offer ranging from inclusive sports through to guide dog experience. Family support includes opportunities for meet ups along with information advice and guidance.

Most people have used family support over the past 12 months (table 1). Two respondents highlighted that they used other services which include the Vista mobile support service which is city based, and stay and play

activities. Interestingly only three respondents highlighted using more than one of the services on offer.

Table 1 – Service use from respondents.

Question				
Which of Vista's CYP services have you had contact with in the past 12 months?				
Service	Children's Rehab	Family Support	Children's Activities	Other (please specify)
Number	3	7	2	Vista mobile support service Stay and Play

4.1. What are we good at?

The qualitative responses provide a richer picture as to the use of these services, the benefits, and where improvements can be made. Table 2 highlights a selection of these comments and themes them accordingly.

Table 2 – Comments about what Vista’s CYP services are good at.

Question	What are Vista’s CYP services good at?	Theme
<i>Comment</i>	Support for families. Understanding how challenging raising a special needs child can be. Sign posting to other services.	Carer support
	They are very good at providing music therapy and children's activities.	Activities and experiences
	Organising the sessions, getting to know everyone, making us feel welcome, has supported us to network.	Social networks
	Everything really. When first found out my daughter was VI you got in touch next day which was brilliant I was aware of Vista but didn't know you did. You have been on the boil with everything especially help in the school environment My daughter likes cooking and getting involved and getting her hand in things she loves getting messy.	Carer support Activities and experiences
	Music therapy, promoting social activities, emotionally supportive at times.	Activities and experiences Carer support
	Wasn't prepared for my son losing his sight as this happened overnight we were panicking and didn't know what to do so being able to talk to someone and have someone there was great.	Carer support Activities and experiences

	<p>Talking to the family support service helped us accept and be able to live a normal life, it made it real. We really didn't know what to do and the service helped us normalise...My son is now learning Braille and is almost our support now as he's way ahead in his learning and the services provided by CYP has supported this.</p>	
	<p>Helping me network making feel like I'm not alone.</p>	<p>Social networks</p>
	<p>Firstly we weren't aware my daughter has VI [visual impairment] problems. When the consultant told us it took us by surprise. With your input it's helped us come to terms and we realise there are others like us. It's a fantastic service.</p>	<p>Carer support</p>
	<p>We first attended stay and play when [name] was little, it was one of the first places where I met parents in the same boat, I felt less isolated which you can often feel as a special needs parent. This is where we first discovered music therapy and how much our son got out of it.</p>	<p>Social network Activities and experiences</p>
	<p>Been involved since my daughter was young, these sessions are our way to meet others in similar situations and do other things.</p>	<p>Social networks</p>
	<p>[CYP] services are always fully inclusive and as our son has additional disabilities, this is hugely important to us.</p>	<p>Activities and experiences</p>

Overall the services received positive comments group into three themes of:

1. Carer support
2. Social networks
3. Activities and experiences

Although the service focuses on activities and experiences for the children there is a formal and informal network of carer support. This comes from information, advice and guidance offered by Vista staff and informally through peer support and the subsequent broadening of social networks. The comment "helping me network making feel like I'm not alone" offered from a CYP reveals that there are similar peer benefits for the children and young people using the service as for carers

4.2. What can we do better at?

Opportunities to improve service provision are always present. Feedback on what we can do better is important and the current responses to the service have highlighted a number of ways. These are grouped into themes and detailed in table 3.

Table 3 – Response to understanding what Vista’s CYP service can do better.

Question	What could Vista’s CYP services do better?	Theme
<i>Comment</i>	Ask all the members if that are happy with our service.	Listening
	Not sure. Vista have always supported us as a family and the services they provide are inclusive. This is really important to me as our son has additional needs along with being visually impaired.	Listening
	They could provide more sensory activities.	Activity range
	Self-promotion, how we communicate, your brand image how we sell what we do, for example where services are provided we don't always see Vista's information...need a more CYP friendly image.	Keeping people informed

Vista could listen to feedback more and incorporate this into service improvement. Sign posting to other complementary services offered by Vista and other organisations may help improve the activity range and opportunities to keep service users informed, two areas that were also highlighted. Diversifying the offer to skills development in, for example ICT, may also attract a range of service users and maintain their engagement.

Encouragingly this section also included comments that were positive:

- Everything's been great.
- I feel lucky that I had good support where other areas in the country don't have this, I have seen this on various forums... I couldn't fault the team in any services they were amazing.
- Honestly I can't think of anything.

4.2. Understanding the difference we have made

The next question asked for people to quantify the difference that Vista's CYP services made on their life and how services had met their needs. We used a 7-point rating scale to capture this with space for free comments. Overall it was felt that Vista had made a significant difference on people's lives recording an average rating of 6.4 (see table 4). Results are based on self-reported rating and do not have baselines for comparisons, so we cannot measure the distance travelled. When we have the full results, we will triangulate these responses with other data sources to understand this in more detail. Nevertheless, the results show a positive impression of Vista's CYP services and the perceived difference that these have made.

Table 4 – Question to understand the difference Vista’s CYP services have made. *Note, 7-point Likert scale. Score 1 = no difference. Score 7 = a great difference.*

Question	How much of a difference has Vista’s CYP services made in your life?
Mean score	6.4
Standard deviation	0.8

Qualitative feedback was able to offer a little contextual narrative around this. One comment reported *“we value the service and we would miss the services if they were not available”*. Other comments mirrored the comments in table 1 and note the difference being through broadening social networks and offering carer support.

Following the Listen for Good model, we were also interested in how well the services met service user need (see table 5). Again, positive responses were captured recording an average score of 6.0.

Services are meeting need through providing support across activities and experiences, social networks, and carer support. To improve further on this is opportunity to create tailored support where possible. This might be through a broader range of opportunities delivered in the project or through partnership working alongside other organisations. We might also improve the offer through removing a perception of a 9-5 service and delivering a model that offers peer support during ‘out of hours’. Online platforms offer this capability and the flexibility to cater for carers and CYP in equal measure. An innovation of this type is something we are keen to develop and deliver in the future.

Table 5 – Question to understand how well the need was met. *Note, 7-point Likert scale. Score 1 = not at all. Score 7 = completely.*

Question	Overall, how well has Vista’s CYP services met your needs and/or your family’s needs
Mean score	6.9
Standard deviation	0.3

4.3. Net Promoter Score

A Net Promoter Score (NPS) is a measure, using a 10 point scale, of how satisfied a customer might be with a business or service. NPS is based on two core ideas. The first is that the most reliable way to measure customer satisfaction is to ask how likely a customer is to recommend a service to a friend, colleague, or family member. The second is that customers fall into three broad groups, detractors, passives, and promoters, categorised as follows:

- Detractors. These are people who are unsatisfied with the service. Scores 0-6 reflect this.
- Passives. These people are happy with a service but not enthused. Scores of 7-8 would categorise passives.
- Promoter. These are people who love and are loyal to the service. Scores of 9-10 indicate promoters.

The current data sample is too small to apply the standardised NPS calculation due to limited variance within the data set. However, taking the NPS to date, the mean value was 9.5 (table 6). This supports the comments above and suggest that most of the people of our CYP

services are promoters. Once the data set is larger, and we have achieved our response rate target, we will be able to apply the full NPS working calculations and position the CYP service within the NPS framework more accurately.

Table 6 – Net Promoter Score. *Note, Score 1 = very unlikely. Score 7 = very likely.*

Question	On the scale below how likely is it that you would recommend Vista to someone who has sight loss, a friend or a family member?
Mean score	9.6
Standard deviation	0.9

5.0 Final Comments

Overall this snapshot has revealed a positive experience of our CYP services for users. Caution is needed as only 25% of responses have been completed so far. We will work to get more responses over the coming weeks ensure a rounded and representative response.

Nevertheless, the use of the Listen for Good model of questioning has worked well. It has ensured that the questionnaire is short yet the results are providing a mix of useful metrics and rich narratives.

Once complete, the NPS result will create a baseline for us to work from in the future the themes extracted will indicate avenues to explore to improve the offer further.

We value the service and we would miss the services if they were not available...

Couldn't imagine coping without the services...

Views from service users

References

1. Weston, A, Kazimirski, A, Kenley, A, McLeod, R, Gripper, R. (2017). Global innovations in measurement and evaluation. *New Philanthropy Capital*. URL: <https://www.thinknpc.org/publications/global-innovations-in-measurement-and-evaluation/> [accessed 13.3.18].
2. Listen for Good Campaign. (2018). URL: <https://www.fundforsharedinsight.org/listen-for-good/> [accessed 13.3.18]

Appendix 1 - Children and Young person's survey.

Are you filling this questionnaire out on behalf of a child or young person?

- Yes
- No

Q1a. What is your (child's) age? _____

Q1b. What is your (child's) sex? _____

Q1c. Who else currently lives in your household?

- Spouse/Partner
- Children without a visual impairment
- Parents
- Siblings
- Extended Family (Aunts / Uncles / Grandparents, etc.)
- Friends
- Other (Please Specify) _____
- Live alone

Q1d. Where do you currently live?

- City
- County
- Rutland

Please Specify Postcode _____

Q2. Which of the following Vista's CYP services have you had contact with in the past 12 months?

- Children's Rehab
- Family Support
- Children's Activities
- Other (Please Specify) _____

Q3. What is Vista's CYP services good at?

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Q4. What could Vista's CYP services do better?

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Q5. How much of a positive difference has Vista's CYP services made in your life?

1	2	3	4	5	6	7

Please add any comments you may have here.
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Q6. Overall, how well has Vista's CYP services met your (your child's) needs and/or your family's needs?

Not at all						Completely
1	2	3	4	5	6	7

Please add any comments you may have here.

Q7. On the scale below how likely is it that you would recommend Vista to someone who has sight loss, a friend or a family member?

Very unlikely									Very likely
1	2	3	4	5	6	7	8	9	10

END.