

Appendix 1

227 Telephone Enquiries

These enquiries were on a range of subjects, categorised as Childcare, Education, Activities, Nursery Education or other general enquiries.

90 (approximately 40%) of the callers were contacted to ask the questions in section 3.1.4 a selection of their comments are as follows:

- Just moved to the area so help in finding activities for my children was invaluable.
- Received a list of local Parent and Toddler Groups to visit.
- Will use the list of summer playschemes.
- Was able to resolve my queries with admissions once I had spoken to you.
- Very informative, will definitely use the service again.
- Heard about the service from friends, poster in library, health visitor, leaflet in Town Hall.
- I am a new mum and have not got a clue what to do when I go back to work about childcare.

All rated the service between 8/10 and 10/10. For several callers they had been unable to find a childminder with a vacancy so had called again for a further search. Although vacancy information is checked monthly, the situation can vary day by day. The same was reported for some of the childminder contact details and following these points being raised and explored we conclude this is sometimes due to inputting errors and have taken steps to improve practice in this area.

1335 Website hits

The vast majority of these hits (40.3%) were for childcare, with the others spread across the full range of CIS information. This medium is used extensively by families and therefore is an area of constant development.

261 Contacts via Outreach

This activity was across many venues, Children's Centres, Health Clinics, Parent and Toddler Groups and Libraries. The target audience was those who may not know about the CIS or who may need specific information, for example return to work advice. In some cases these will be vulnerable families or children/young people or that they may be traditionally hard to reach groups. During this period an Outreach Worker attended a partnership meeting with a school in Datchet to plan strategies for improving contact within the traveller community. Partners included Bookstart and the local Health Visitor.

Customer satisfaction was gauged by verbal responses at the event or follow up contact at a future date.

Comments received included the following:

- I was confused about what I had to pay for childcare.
- The Bookstart pack was great; I will be using it with my son.
- I am worried about after school care for my child, I now understand a bit more about my options.
- The free gifts were great- I will not forget the CIS number now.
- I was really glad to know more about how my local Children's Centre can support my twins and me.

Future Developments

1. The Bullying helpline will be a well-publicised resource for all those who are concerned that their child may be being bullied. They will receive consistent advice and support to help them manage their situation. The effectiveness of this resource will be considered within the Area Team structure.
2. Updated marketing information following the launch of the new name- Family Information Service. A cycle of publicity will be implemented ensuring that the service is the first port of call for families. The new logo will be eye-catching and will alert people to the service offer. This logo was designed following an art competition offered to all our schools. Two schools entered and the winner was chosen from Dedworth Middle School.
3. Improved use of data and statistics across all relevant service areas, for example parents needs around their childcare requirements, present and future will feed into our childcare sufficiency assessment. Other relevant information will support the planning of services within children's centres and extended schools. Should childcare gaps be identified the CIS will report findings to the relevant service, for example, if there was found to be a need for childminders within a specific area then priority places would be allocated on the termly childminding briefing for prospective childminders in that area.