

# SCMA Membership Survey Results 2016

The following results are from our recent Membership Survey; distributed by email to 4370 SCMA members on 10 February 2016. The survey received 603 responses, which is a response rate of 14%. The 2016 survey attracted a 26% increase in responses, when compared to our previous nationwide survey in November 2014 (443 responses).

The following results provide an overview of our membership services, how we are rated by our members and the areas we can improve upon. The feedback and results are divided into six sections, including SCMA Membership, Learn with SCMA, SCMA Online, *Childminding* magazine, Early Learning and Childcare, and Prize Draw.

## SCMA Membership

Q1. Are you happy with your SCMA membership?

	Response count	%
<b>YES</b>	<b>554</b>	<b>92</b>
NO	22	4
Not sure yet, as I only joined SCMA within the last month or so	27	4

Selection of comments from those who responded **YES**:

- "I like the support and education, and belonging to a wider family."*
- "SCMA keep me up-to-date, do a lot behind the scenes to benefit all childminders, fight for us, provide good training and networking, good support and very friendly staff."*
- "I've used it to do a lot of e-Learning courses and use a lot of resources."*
- "Yes, although not sure about active involvement with SCMA in the Highlands."*
- "Yes, however more needs to be done to raise our profile."*
- "I have been with SCMA since I started being a childminder over 30 years ago and you have never let me down when I need information or support."*
- "I was seriously considering not renewing my membership when funding was withdrawn for our local CDO, but reconsidered as she has been kept on - albeit on reduced hours."*
- "Everything you need, advice, paperwork and they all there make my life simpler."*
- "Not been a member for a few years but came back due to the training opportunities."*

Selection of comments from those who responded **NO**:

- "We don't get courses for free and having to pay £80 for nothing."*
- "Lack of local training on offer."*
- "I don't believe I receive adequate information and updates."*
- "I feel SCMA should hold the Care Inspectorate to task more."*
- "Really not worth the money - £40 for workshops! I have sourced my own with a professional who work in the field."*
- "SCMA don't seem to do much."*
- "It is expensive, but I'm happier with free insurance." [confused with childcare.co.uk?]*
- "It's only for stationary and insurance."*
- "I get more work through childcare.co.uk, they have free e-training and include PLI."*
- "I don't feel the benefit of being a member of SCMA. I understand that the SCMA are working behind the scenes representing childminders, but I don't feel the direct benefit of this."*
- "No courses in our area that are free - why should we pay £40 when others pay nothing and not everyone has ILA?"*

Q2. Rate the following services from SCMA:

To track our performance, benchmarks have been set to guide to our progress and direct goal leaders and the Service Development team.

	Excellent (%)			Very Good (%)			Good (%)			Poor (%)			Don't use
	Nov	BM	Apr	Nov	BM	Apr	Nov	BM	Apr	Nov	BM	Apr	
Helpline	39	50	38	31	45	23	5	5	5	0	0	1	33
Learn with SCMA	29	35	32	31	40	29	19	25	17	5	0	2	20
Business Aids	42	35	42	32	45	36	16	5	14	1	0	1	7
Pub. & Resources	36	45	38	39	45	38	20	10	18	1	0	1	5
News and Info.	39	50	42	41	45	38	17	5	16	2	0	1	3
Events	25	35	24	26	40	26	22	25	18	3	0	4	28

(BM = Benchmark, Nov = November 2014, Apr = April 2016)

Q3. How well informed do you feel of SCMA's policy work?

	Response count	%
Very well informed	169	28
<b>Well informed</b>	<b>257</b>	<b>43</b>
Adequate	130	22
Not informed	39	6
I'm not interested	8	1

Q4. Do you plan to cancel your registration with the Care Inspectorate this year?

	Response count
<b>NO</b>	<b>583</b>
YES – I'm due to retire	6
YES - due to changing circumstances	7
YES - due to families leaving as a result of funded 600 hours of Early Learning and Childcare	5
YES - due to another reason	2

*"As childminding is one out of three jobs I have already cut down hours and children numbers. The ever growing legislation does lessen the enjoyment of the work!"*

*"I've had to pay £400 to my council for me to have an assistant."*

*"I am waiting for the planning decision, if I don't get it, I'll think about cancelling my registration."*

*"I may have to leave childminding, as I feel we are going to get fewer children due to Highland Council not using childminders. If I can't fill space I can't afford to stay in a job I have loved for the last 15 years."*

*"I have no plans to cancel, but I'm only working six hours per week because our local nursery now opens at 8.30 am this has affected me badly. And now, the 600 hours of early learning and childcare makes matters worse. Over the 25 years, I have always been full."*

*"I don't earn enough from childminding, and I'm concerned I haven't made enough money to pay into a pension in 10 years. I have to think about my longer term situation."*

*"I don't enjoy childminding as much as I used to - partly due to the GIRFEC."*

Q5. Paying for your SCMA membership and insurance monthly by Direct Debit can help spread the cost. From only £7 a month, this is a manageable and more affordable payment option for many childminders.

Do you know about Direct Debit payments?

(5 members skipped this question)

	Response count	%
<b>YES - already paying monthly via Direct Debit</b>	<b>280</b>	<b>47</b>
YES - chosen not to use Direct Debit payments	240	40
NO	78	13

## Learn with SCMA

(13 members skipped this section)

Q6. How do you...Learn with SCMA? (Tick all that apply)

	Response count	%
Workshops	325	<b>55</b>
e-Learning	258	<b>44</b>
Network Meetings	159	<b>27</b>
Webinars	66	<b>11</b>
None of the above	125	<b>21</b>

Q7. 'On Demand Training' is exclusive for SCMA members. We can arrange our workshops to come to you (anywhere in Scotland) at a date, time and place to suit you.

Do you know about this?

	Response count	%
YES - I've already accessed On Demand Training	86	14
<b>YES - I've not accessed On Demand Training yet</b>	<b>281</b>	<b>48</b>
NO	223	38

Q8. What is your current ILA (Individual Learning Account) status?

	Response count	%
<b>I have an ILA</b>	<b>278</b>	<b>47</b>
I'm not eligible for an ILA	110	19
I've never applied for an ILA	177	30
I don't know anything about ILA	25	4

The 202 members who responded with 'I've never applied' or 'I don't know anything about ILA' were directed to an additional question:

Would you like to know more about an ILA?

	Response count	%
YES	78	40
<b>NO</b>	<b>118</b>	<b>60</b>

Of the 25 members who responded 'I don't know anything about ILA' 12 (48%) requested more information about applying for an ILA, and 13 (52%) answered 'no'.

In total 78 members entered their email address and requested additional information about ILA.

## SCMA Online

(33 members skipped this section)

Q9. The SCMA website is designed to meet the needs of our members. We used your feedback to re-develop the site in 2014 and we are continually making improvements. We want to ensure it is accessible, easy to use and focused towards your needs.

How would you rate the SCMA website?

	Response count	%
Excellent	201	35
<b>Very Good</b>	<b>251</b>	<b>44</b>
Good	86	15
Poor	8	2
I've not visited the website yet	24	4

Q10. Login to your personalised 'My Membership' Dashboard, designed to help you:

- book onto our training and learning events.
- track your learning with My Learning Log and My Learning Library.
- catch up on the news or updates you've missed.
- access free resources, FAQs and information.
- advertise your childminding service to parents.
- purchase from our range of SCMA business aids.

How would you rate the My Membership Dashboard?

	Response count	%
Excellent	163	29
<b>Very Good</b>	<b>214</b>	<b>37</b>
Good	68	12
Poor	5	1
I've not logged in to My Membership Dashboard yet	120	21

Comments and feedback referring to the website:

*"Very informative educational and full of good tips and ideas"*

*"Intuitive to navigate and well populated"*

*"Usually find information I need through website"*

*"I find it difficult to find things"*

*"It would be better if your profile was visited by more parents."*

*"Excellent, but I still find navigating quite difficult, and sometimes unsure where to find things I want to buy and download."*

*"Sometimes find it hard to find specific information – it would be useful to have a list of all the information and "things you need to do" as a childminder. As well as letting childminders know if any SCMA stationary or policies have been updated."*

*"Everything is easily found"*

*"I've probably not researched it as much as I should have."*

*"Very easy to manoeuvre and user friendly"*

*"It is very busy with a lot of content and as a new childminder not knowing what exactly I was looking for, initially I found it was hard to navigate."*

*"I've not had a childminding enquiry in a whole year. It would be good if SCMA came up first on Google and childminders were easier to find on SCMA."*

*"Can be confusing with layout and training and business resource pages!"*

*"Since the last update I found the site not so user friendly."*

*"I like the breaking news, it's my first port of call."*

*"I am not keen on computers so don't use the website or Facebook often, and I feel miss out sometimes."*

"It is good but I would like examples of policies and procedures so I have everything exactly right."  
 "The old site was easier to find everything but the My Learning Log is good and easy to access."  
 "I did not know about the Dashboard."  
 "Too busy"  
 "Found it difficult to find some of the SCMA business aids from the dashboard"  
 "Wish it was easier to purchase items from the Dashboard, e.g. medication forms."  
 "Not aware of Dashboard"  
 "It contains all the relevant information"  
 "Can be difficult to find what I am looking for immediately."  
 "So much is done online now - I find it less appealing as a way to gain information."  
 "I have had a lot of parents through the SCMA website and have also done a lot of courses."  
 "I find the layout messy with some things difficult to find."  
 "Instantly takes take you to the required place in one click."  
 "I can see everything I have learnt and ordered - plus a great way to find new information."  
 "A search function for documents or news would be useful and things easier."

Q11. Do you have any suggestions or further improvements for the SCMA website?

- Numbers of views on your Childminder Search profile
- Show waiting lists for courses to see if it's worth adding my name
- Clearer access to training and business aids
- More simplistic menu – too many options and boxes
- Webchat would be great
- More compatible with Apple systems
- App would be good and easier to use

Q12. Do you follow SCMA on...

	Response count	%
Facebook	217	38
Twitter (@ScotChildmind)	183	3
<b>I don't follow SCMA on social media</b>	<b>335</b>	<b>59</b>

## Childminding – SCMA’s quarterly magazine

Q13. Your quarterly *Childminding* magazine is full of news and updates, as well as features, activities and stories from the world of childminding.

How would you rate your *Childminding* magazine?

	Response count	%
Excellent	200	35
<b>Very Good</b>	<b>267</b>	<b>47</b>
Good	81	14
Poor	5	1
Don’t know	17	3

Comments and feedback referring to the magazine:

*“It’s boring - I provide before and after school care only and I have no interest in early years.”*

*“Very informative, particularly like reading the up-to-date news”*

*“Always very good stories, activities and information”*

*“Easy to read, and informative”*

*“The magazine could be bigger”*

*“Don’t really use the magazine much, I read through and keep any articles that are of use.”*

*“It takes a long time for information to show up – photos in the spring magazine of Halloween events.”*

*“I found out about SQA in the magazine and I am hoping to complete that this year.”*

*“Nice to see what is happening and new ideas to use and to take on board.”*

*“The children in my care enjoy the magazine as much as I do-there, especially the clever craft ideas.”*

Q14. Do you have any suggestions or further improvements for SCMA’s *Childminding* magazine?

- Wider selection of messy, sensory, outdoor play ideas for all levels of practice
- More craft ideas, games, play ideas for all different ages would be great
- Policy development suggestions would be helpful
- Examples of best practice paperwork, and share ideas from other childminders
- Examples and how to get an excellent rating at inspections
- It would be good if the magazine was online to save on postage and paper
- More seasonal crafts and input from childminders
- I enjoy other childminders events, stories, what they do and their photos etc.
- A calendar to let members know about what’s going on
- More input from childminders on the ground not just from the board more contact with local groups this would help to promote the SCMA in areas where there is not a great membership and loss of interest in SCMA as many childminders do not think they are interested in them.
- Go digital - drop the hard copy.
- Make it an e-mag, cut costs and save trees please.
- More ideas of what the CI expect from us
- Suggest more publications or websites for further study, to follow up articles in more depth.
- More input from experienced practitioners
- Q&A from real members – not just FAQs from the website
- Articles on documenting observation and learning would be helpful
- Include a ‘What’s On’ section, to promote fun FREE events
- More articles sharing food ideas for lunches and snacks
- More hints and tips for play and more info on policies
- More craft and activity ideas, and more competitions
- Help with filling in Wellbeing Wheel and examples of things to put down

## Early Learning and Childcare

(41 members skipped this section)

Q15. Does your local authority contract with childminders to deliver funded 600 hours of Early Learning and Childcare?

	Response count	%
Yes	140	25
No	192	34
<b>Don't Know</b>	<b>230</b>	<b>41</b>

Q16. Do you currently provide places for eligible two year olds, as part of the funded 600 hours of Early Learning and Childcare?

	Response count	%
Yes	53	9
<b>No</b>	<b>509</b>	<b>91</b>

Q17. Do you currently provide places for three and four year olds, as part of the funded 600 hours of Early Learning and Childcare?

	Response count	%
Yes	44	8
<b>No</b>	<b>518</b>	<b>92</b>

Q18. Would you be able to offer a place(s) to parents, as part of the funded 600 hours of Early Learning and Childcare?

	Response count	%
<b>Yes</b>	<b>374</b>	<b>67</b>
No	188	33

Q19. Have families left your service, as a result of funded 600 hours of Early Learning and Childcare?

	Response count	%
Yes	54	10
<b>No</b>	<b>466</b>	<b>83</b>
Don't Know	42	7

## Membership Survey Prize Draw

(226 members skipped this section)

The winner of the 2016 SCMA Membership Survey is Gemma Coldwell, from Banff Aberdeenshire. Congratulations Gemma – you've won SCMA membership and insurance free for a year.