

Scottish Childminding Association Membership Survey Results 2017

The following results are from our recent Membership Survey; distributed by email to 4314 SCMA members on Monday 30 January 2017. The survey received 530 responses, which is a response rate of 12%. In 2016 we collected 603 responses; therefore the 2017 survey has attracted less membership participation, with a decrease of 12%.

Our annual Membership Survey provides SCMA with an overview of membership services, products, how we are rated by our members and the areas we can improve on. Feedback and results are divided into six sections: Membership, Learn with SCMA, SCMA Online, *Childminding Magazine*, Early Learning and Childcare and the Prize Draw.

Membership

Q1. Are you happy with your SCMA membership?

	Response Count	%
Yes	498	92
No	19	4
Not sure yet - I only joined within the last month or so	13	4

Selection of comments from those who responded YES:

*Offer a very good variety of services - good value for money and easy access to training
Love how everything is with the same company – insurance, training and support
Good price for public liability insurance, enjoy the magazine, good training opportunities
I know that they are just a call away and understand my issues.
Not used them much but the online courses and knowing someone has your back is comforting.
Been a member for 11 years and I'm fully satisfied with the great service which you provide
SCMA is an invaluable resource and always on hand whenever I have had any queries.
Staff are always friendly, very easy to talk to and it's easy to access training.
Great support so far for the ELC 2020 campaign, it's also good to know SCMA are there at the end of a phone line if we need any advice or help.
Great support, great training - fantastic value for money and at the forefront of childcare for childminders
Great campaigners*

Selection of comments from those who responded NO:

*Everything is online so can't access it during working hours
Not enough training at affordable prices, not local to me and stationery is also over-priced
SCMA doesn't cover for non-paying parents like other insurers do
Kerr Brown not very pro-active at recovering fees either, feel very let down
Some give free insurance and help, which to us great saving
I feel they aren't pushing the councils to use childminders as an early years option
I don't feel it's worth the money - I really only stay with SCMA in case I need legal assistance
I pay more for membership than public liability insurance and get nothing in return
Unless SCMA contracts are in place - no legal assistance. This should not be the case.
Feel there could be a conflict of interests going on
Don't feel I really benefit from my membership. The training is of an extremely low standard*

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 (%)			Have not used yet
	'16	BM	'17	'16	BM	'17	'16	BM	'17	'16	BM	'17	
Helpline	38	50	37	23	45	27	5	5	8	1	0	1	27
Learn with SCMA	32	35	33	29	40	29	17	25	19	2	0	4	15
Business Aids	42	35	39	36	45	35	14	5	18	1	0	2	7
Pub. & Resources	38	45	36	38	45	40	18	10	17	1	0	1	6
News and Info.	42	50	42	38	45	39	16	5	16	1	0	1	1
Events	24	35	19	26	40	20	18	25	15	4	0	3	43

(BM = Benchmark)

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

	Response count	%
Very well informed	149	28
Well informed	243	46
Adequate	107	20
Not informed	28	5
I'm not interested	3	1

Q4. Have you signed SCMA's 'Mandate for Change' to support our campaign for childminders to be more involved in providing funded Early Learning and Childcare (ELC) places?

	Response Count	%
Yes	439	84
No	84	16

An additional 58 respondents recorded their email addresses to sign the Mandate for Change online.

Q5. Do you plan to cancel your registration with the Care Inspectorate this year?

	Response count
NO	518
YES – I'm due to retire	4
YES - due to changing circumstances	1
YES - due to families leaving as a result of funded 600 hours of Early Learning and Childcare	2
YES - due to another reason	5

Q6. Paying for your SCMA membership and insurance monthly by Direct Debit can help spread the cost. From less than £7 a month, this is a manageable and more affordable payment option for many childminders. Which of these statements best applies to you?

	Response count	%
I'm already paying monthly via Direct Debit	261	49
I've chosen not to use Direct Debit payments	187	35
I'm interested in paying monthly via Direct Debit	32	6
I didn't know about Direct Debit payments	50	9

Q7. How would you rate the SCMA Conference 2016?

	Response count	%
Excellent	26	5
Very Good	15	3
Good	9	2
Poor	0	0
I did not attend the Conference	480	90



Q8. Why did you not attend the SCMA Conference 2016?

	Response count	%
Distance	94	21
Cost	40	9
Family and other commitments	256	57
Workshops did not appeal to me	9	2
I'm not interested in the SCMA Conference	50	11

Learn with SCMA

Q9. How do you...Learn with SCMA? (Tick all that apply)

	Response count	%
Workshops	280	53
e-Learning	263	50
Network Meetings	174	33
Webinars	40	8
None of the above	91	17



Q10. Why do you not Learn with SCMA?

	Response count	%
Distance	49	61
Cost	25	31
I'm not interested	8	10
I don't have online access	0	0
I have access to funded courses	20	25

Q11. What would make you engage more with Learn with SCMA?

A selection of comments received:

Make the courses less expensive

Free courses, courses that are closer to my location

Courses that start at a manageable time after work has finished

Pay for everything now! Never hear from SCMA staff - Lorraine is very active and I follow the Aberdeen

Childminders Facebook page

Free courses on line

Free or cheap courses

Lower costs - other companies are offering courses much cheaper than SCMA that are just as good

Would be good if you could offer training course in the island, with the number of childminders on the island who could come along

I have a degree so don't qualify for free training but financial hardship means I can't pay for training so rely on council funded training.

More courses need to be run in North Lanarkshire area, majority of courses appear to be in Glasgow or even further away making it impossible to attend due to my family commitments.

Closer courses and ones that are beneficial to us

If it was local I would definitely take up learning with SCMA

Closer venues

Free courses like we get through the Childcare Strategy.

I have a degree and not eligible for ILA and find costs quite expensive and cannot afford them

Local venues and less cost

Closer to where I live, or if they had courses on Saturdays.

I'll apply for an ILA and use that to fund SCMA courses

Having the courses free as like the council run ones

Heading to retirement so not interested

If I had an ILA account

Online qualifications

Q12. '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	77	15
YES - I've not accessed On Demand Training yet	240	46
NO	202	39

Q13. Do you hold (or currently working towards) a recognised childcare qualification?

	Response Count	%
Yes	214	41
No	305	59

Q14. If YES, What childcare qualifications do you hold (or currently working towards)?

	Response Count
HND Childhood Practice	0
HNC Early Education and Childcare	43
HNC Childhood Practice	2
SVQ 2 Children's Care, Learning and Development	11
SVQ 3 Children's Care, Learning and Development	54
SVQ 4 Children's Care, Learning and Development	2
SVQ 2 Playwork	0
SVQ 3 Playwork	0
SVQ 4 Playwork	1
SVQ 2 Social Services (Children & Young People) at SCQF level 6	2
SVQ 3 Social Services (Children & Young People) at SCQF level 7	16
SVQ 4 Social Services (Children & Young People) at SCQF level 9	3
PDA Children & Young People's Health and Wellbeing at SCQF level 7	2
PDA Children & Young People's Health and Wellbeing at SCQF level 8	0
PDA Childhood Practice at SCQF level 8	5
PDA Childhood Practice at SCQF Level 9	4
Other childcare qualification	65
Prefer not to say	1

Q15. Would you be interested in gaining a formal childcare qualification?

	Response Count	%
Yes	175	58
No	128	42

Q16. What is your current ILA (Individual Learning Account) status?

	Response count	%
I have an ILA	260	50
I'm not eligible for an ILA	101	20
I've never applied for an ILA	131	25
I don't know anything about ILA	24	5

The 155 members who responded with 'I've never applied' or 'I don't know anything about ILA' were directed to an additional question (see overleaf)

Q17. Would you like to know more about an ILA?

	Response count	%
YES	70	45
NO	86	55

63 members entered their email address and have received additional information about ILA.

SCMA Online

Q18. How would you rate the SCMA website?

	Response count	%
Excellent	189	37
Very Good	219	42
Good	93	18
Poor	2	1
I haven't visited the website yet	12	2

A selection of comments received:

Easy to find training events but find the shop harder to navigate

Sometimes I find it hard to find files

I don't find it as easy as some to navigate around.

Sometimes I feel it could be more accessible and easier to use for finding information

Always room for improvement

Some pages feel a bit 'messy' and you have to trawl through the other tabs before you find the right tab you're looking for. Also the ELC 2020 information isn't easy to find on the website - this should perhaps be more obvious

As a user I struggle to find what I need when using my phone

More photo information regarding items to buy via the shop

I still find it hard to find things on

When trying to become a member you have to put your details in - but then nothing happened, I did this for three weeks before telephoning

Easy to use - attractive, colourful and informative

I liked the forum best

Very informative but struggle to find e-learning courses

The only thing I would like to see improve is the advertising your business

It's great having so much information to hand that's easy to access.

By time children leave at night and I have dinner, I'm knackered

You can easily manage to find what you need from online site

I preferred the old one as it was easier to find what you were looking for.

I find it a bit disjointed

I find it too busy and cluttered and can never find what I am looking for without really searching.

There is a good amount of information available. It would be ideal to see samples of the paperwork resources before you buy

There's a fantastic selection of information.

Q19. Our 'Membership Dashboard' at childminding.org is exclusive for SCMA members. How would you rate the Membership Dashboard?

	Response count	%
Excellent	131	25
Very Good	186	36
Good	74	14
Poor	4	1
I've not logged into the Membership Dashboard yet	120	23

The 120 members who responded with 'I've not logged into the Membership Dashboard yet' were directed to an additional question (see overleaf).

Q20. Why have you not logged in the Membership Dashboard yet? (Tick all that apply)

	Response count	%
I don't have enough time	34	28
I don't have online access	1	1
I'm unable to login	1	1
I don't know about the Membership Dashboard	69	58
I'm not interested	7	6
Another reason	12	10

Other reasons given:

Just haven't got round to it yet.

I'm not good with computers

No very good on computer

Not on computer very often

Just not logged in as yet

Family commitments

Keep forgetting about it

Forgot there was one

I have been on but not often

Just haven't done it yet

Just not got round to it

I have had constant issues with my computer over the last 4 years

Q21. When you login to the Membership Dashboard, what do you access? (Tick all that apply)

	Response count	%
Book onto Learn with SCMA workshops	108	28
Book onto e-Learning programmes	163	42
Track your learning with My Learning Log	136	35
Access online learning resources from our Learning Library	141	36
Access free resources, documents, FAQs and information	234	60
Advertise your childminding service to parents	161	42
Purchase from our range of SCMA business aids	244	63
Renew your SCMA membership (and Public Liability Insurance)	173	45
Read your Childminding magazine online	54	14
Catch-up with the latest news via our Social Wall	121	31
None of the above	18	5

Q22. The SCMA website is designed to meet your needs, and we use your feedback to make changes and improvements. We want our members to engage and enjoy using the website and all of its features. So, tell us.... What you want the SCMA website to do, to have or tell you about?

Want to be informed about things by letter so that I can read it when I have a minute

Would like the shop area to be easier to navigate, often find it hard to find specific items

Have clear documentation a list of what the CI requires - each CI inspector is different

Cheaper e-Learning and a bigger variety

More information about SHANARRI and GIRFEC

A plain easy-to-read menu so you can access different areas of the website without having to search

More e-Learning

I find Childminding Facebook pages, Twinkl and Minding Kids far more helpful than SCMA
A members advice forum where we could ask questions and get other members to give us advice
The latest information policies and procedures
Ideas/activities can do with children. Help examples of paperwork need to keep.
Info on any changes from the Care Inspectorate and free resource downloads
It would be good to have an area where you can read minutes from meetings
Bring back the forum
I would like templates of policies, procedures and other paperwork required so that I know what I have is correct and up to date.
I seem to always phone though when ordering anything
What I want is usually already on the website, but I have difficulty finding it
I always forget my log in and password – make it easier
Help on how to use the Learning Log.
An easy access to all policy updates etc.
Would be useful to see when someone has viewed your profile in the website
The forum isn't easily visible and seem outdated and unused
A forum to talk to other childminders would be useful.
Dashboard and Training Calendar please
Online child protection refresher courses

Q23. In the future, a SCMA app would allow you to access information, update your profile and receive instant notifications from SCMA....Would you consider downloading a SCMA app?

	Response count	%
Yes	407	81
No	97	19

Q24. Do you follow SCMA on....

	Response count	%
Facebook	260	52
Twitter (@ScotChildmind)	12	2
Other social media	1	0
I don't follow SCMA on social media	231	46

Childminding Magazine

Q25. Your quarterly *Childminding* magazine is packed full of news, features and updates, including useful activities and stories from the world of childminding. How would you rate your *Childminding* magazine?

	Response count	%
Excellent	176	35
Very Good	218	43
Good	95	19
Poor	6	1
Don't Know	7	1

A selection of comments received:

Interesting articles and fun activity ideas for the kids

Easy to read, good for getting information on new legislation

Can we have it every two months instead every three months?

It's just more bits of paper to file away - in a job where we drown in paperwork I would prefer it to be an online copy and added to our Learning Log once read.

Great read – and kids read it as well

Always an article or two that is particularly related to myself

No time to read everything on the website, so it's a great way to keep up with everything and CPD

It is quite samey

Well laid out, attractive, easy to read (clean, clear layout and good use of language), informative and great learning resource

Good to relax, read and update

Lots of up to date information and ideas

Always has loads of information, good tips and activities for kids too

I enjoy reading this publication, which is full of information specifically for childminders

Nice to read about certain childminders doing well, but activities and craft ideas stand out for me

Love the craft section and have used this in workplace

Keeps you up to date with new CI news etc.

I love the bits on guidelines, questions and answers, the photos and activities that are included.

Sometimes it can be easier to understand than the Care Inspectorate

I would like templates of paperwork requirements - this would make the magazine excellent.

Always information I need and want to know love the Q&A

Always full of information and info needed for inspections

It is very useful keeping up to date with changes in our field of work

Boring

I have a quick flick through when it arrives and then I like to read it with a cuppa and relax if I get a minute during the day if not I read it at night - good information in it

I keep all magazines it's great for ideas and information

Colourful and knowledgeable

Very informative

If I'm honest I don't always have time to read the magazine

Great Content

Would like to see more pics of childminders at work with their children in their care

I like being nosy at how other childminders operate and get ideas - very useful.

Find out what's going on in regards to new legislation etc. and has good ideas for things to do

Informative but in bite sized chunks which is good when you are busy

Informative and gives me ideas to help my childcare setting

It is not very interesting to me. I'd like to read articles about things such as how to decide on a retainer rate, methods to help sleep children of varying ages in a regular sized house, twenty free things to do, how to keep your outgoing payments down, the best car travel set up etc. etc.

Use it for group activity ideas, to check for any changes I should know about and great craft ideas

There's always interesting articles and information in the magazine.

Could do with more activities for older children

Q26. Do you have any suggestions or further improvements for SCMA's Childminding magazine?

More arts and craft projects

Better news items

Links to free resources

Articles from childminders would be interesting to read

More profiles of grade 6 childminders with practical suggestions for us to aspire to be a '6' too

More specific ideas that are ready to use

Ideas for new things to do with the children

A training page with a little training session we can do at home for our CPD's of some sort.

More imaginative play ideas, more art and crafts and members questions

More ideas of what to do with our minded children, places to go and local areas

I would like more policy info (national/local/business level) to help adapt practice

Just new places to go when out and about

Perhaps email would be a better way to send this?

More about free courses, updating policies and other useful resources to access

More questions and answers from childminders with real problems, issues and queries.

More articles for older children

Early Learning and Childcare

Q27. Does your local authority contract with childminders to deliver funded 600 hours of Early Learning and Childcare?

	Response Count	%
Yes	137	27
No	189	38
Don't Know	172	35

Q28. Do you currently provide funded places for eligible two year olds, as part of the 600 hours of Early Learning and Childcare?

	Response Count	%
Yes	38	8
No	460	92

Q29. Do you currently provide funded places for three and four year olds, as part of the 600 hours of Early Learning and Childcare?

	Response Count	%
Yes	23	5
No	475	95

Q30. 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	%
Yes	375	75
No	123	25

Q31. Have families left your service, as a result of funded 600 hours of Early Learning and Childcare?

	Response Count	%
Yes	79	16
No	375	75
Don't Know	44	9

Prize Draw

Test 329 members submitted their details and were entered into the prize draw to win one year's SCMA membership and Public Liability Insurance worth £80.

The winner was Joanne Robson from East Kilbride - congratulations Joanne!