

"The best bits are that we do loads of fun things"

Best bit was "Going down the slide, the swing zip one. I loved my holiday, can't wait to come back"

Parents' and Children's Survey 2010

"I hate it when we have to go inside when it's dark; I love playing on the swings"

"My son got an opportunity to go and he had an absolutely brilliant time - he's still talking about it!"

Survey Background

Introduction

As part of our commitment to quality holiday provision, The Fund periodically surveys both our young guests and their parents to ensure we continue to meet their expectations and needs. This was last completed in 2006 as part of the comprehensive research project led by the DIT research team (Quinn, Griffin and Stacey) from the Tourism Research Centre.

"I can tell you there is not only two (good) things about Sunshine, there is a million; my kids wouldn't go with anybody for more than one night at home, but at Sunshine they would go a week without not even thinking of me."

Cohort

All children who remained within our age range for holidays in 2011 and who travelled on weeks 1, 5, 9 or 12 were invited to participate, along with their parents or guardians.

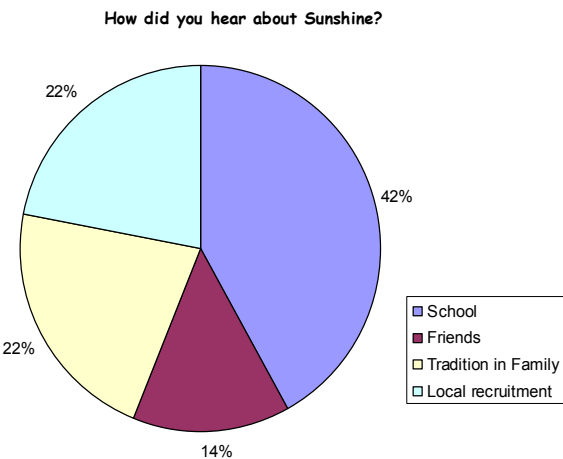
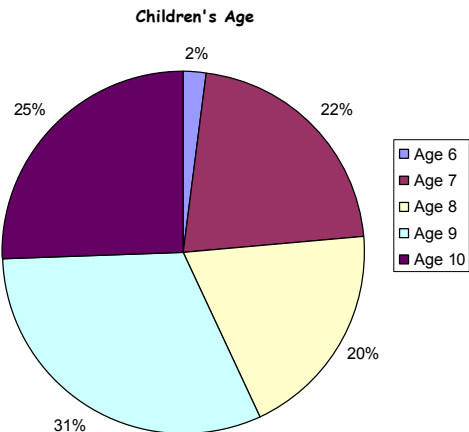
An explanatory cover letter stressed that all responses were anonymous and therefore criticism could not affect their selection for future holidays. To help maximise response, the questionnaires were kept short, written in simple language (lest literacy be a problem) and included a prepaid return envelope.

199 families were invited to participate, covering 218 children who attended Sunshine holidays in 2010. 51 questionnaires were returned; the response rate was 23.4%

"I love that I really felt like my son was safe and there was no form of bullying. I would also like to thank you so much for allowing my child to go. He loves every bit of it, so thanks once again."

Demographics of families who responded

- 59% attended Sunshine for the first time in 2010
- 59% of those responding were girls
- 56% were aged nine or ten
- Schools were the commonest source of information on Sunshine



Parents' Views

Satisfaction with Sunshine

Encouragingly, all parents surveyed were either happy or very happy with Sunshine holidays: 86% were very happy with the remaining 14% happy. No one was unhappy, very unhappy or unsure of their response.

Willingness to recommend Sunshine

Our reputation in local communities has always been very strong, due largely to word of mouth from satisfied parents. This is particularly important in new areas or communities where we are trying to build our presence. From this small sample, 100% of parents would recommend Sunshine to other parents; many are already doing so, acting as local ambassadors for us.

Best aspects

Children have fun / good time	20
Safety and high quality of care provided	16
Children meet new people / make new friends	14
Increases children's confidence / independence	12
Break for parents from their children	6
No chance of a holiday elsewhere	3

Importantly, we didn't give a list of potential options to select from, so these are unbiased views of the benefits of a Sunshine holiday from a parent's perspective.

What needs improvement

51% of respondents were unable to identify any area for improvement. Of those that did make a comment, there was a diverse range of suggestions as shown below. Of note, only one parent mentioned bullying as a concern.

Holiday should be longer / Sunshine should organise more events	5
Allow parental contact during holiday	3
Food	3
Have collection points locally	2
More frequent showers	2
Bullying	1
Better organisation at Saturday collection point	1
Children should be grouped in dorms with children their own age	1
Prizes should be given out rather than allowing children choose	1

"As far as I remember myself from my experience as a child in Sunshine House, change nothing please! Keep everything exactly as it is."

"It was a free holiday that gave me and my partner time together which we don't get; it was a chance for my child to take responsibility for herself without us there and to mix with other children."

"Thank you so much for giving Tony the best holiday of his life. Tony spent about 30mins when he arrived back in Dublin telling the next group of children going down what an adventure they'd have, where they'd go, what they'd be doing. It's the best place in the world honestly!"

Children's Views

Satisfaction with Sunshine

100% of the children surveyed enjoyed their holiday, despite some of the concerns they raised below, and that fact that one or two indicated they would not return in 2011.

"The best thing is meeting all the sisters and brothers. My second thing is going out away to give me a break and have great fun and get away"

Will you return?

96% of children expressed a wish to return for the 2011 holiday season. One child was undecided, and one indicated he did not wish to return.

What are the best things about Sunshine?

Our facilities were the most popular element of Sunshine holidays, closely followed by the beach. This supports our decision to invest considerably in playground equipment over the years.

Playground / Slides / Facilities	20
Beach	17
Disco	13
Shopping	11
Activities organised	10
Crab collecting	7
Being with friends and making new friends	7

"When we had to walk to Ardgillan Park and when we went to the beach and it was raining and we had to stay in the rain, it was really bad for us"

What are the worst things about Sunshine ?

43% of children were unable to identify any problems with Sunshine. Of those that did, the most dominant theme was of bullying and a perceived lack of response to it. The issues identified by more than one child are outlined in the table below.

Bullying	8
Missing home	3
Having to go home when the holiday ends	3

"The two worst bits about Sunshine is when Tom takes our points away and when it's raining"

A diverse range of other problems were reported by individuals, all of which are more trivial:

- "Water with jellyfish"
- "Waking up early"
- "The cold milk in the morning and mashed potato for dinner"
- "I would like more pasta or change of food, that's all"
- "The beds are hard"

"I only wish there was summer camp available that operates like Sunshine House on a 2, 3 week basis for children, and yes, I tell everyone about how my child had such a great time. Thanks!"

"Your children are in the best capable hands and you would be depriving the child of not only a holiday but a life changing experience."

"I wouldn't change a thing. I am very pleased my son was so happy after his holiday, thank you."

"According to my son it's 'the best thing since sliced bread'!!"





31 August 2010

Parents' and Children's Survey 2010

Dear X,

We're looking for five minutes of your time. **Will you help us?** At Sunshine, we think our holidays really are the holidays of a lifetime - but we're always trying to make them better.

X went to Sunshine this year - so as a parent or guardian you know exactly what a Sunshine holiday involves. Your experience would really help us improve, so will you complete a short questionnaire for us? Please tell us what you think we do well, and what we could do better. And please be honest - your suggestions or criticisms are valuable.

There's also a short questionnaire for your child/children. Please take a few minutes and get X to put down a few answers for us.

The two questionnaires are **anonymous**. We have NO way of knowing who says what, so any criticism will NOT affect your child being invited to Sunshine next year.

I've enclosed a prepaid envelope for you - just pop your answers in a post box when you're done!

Looking forward to hearing from you,

Kind regards,

Tom Mac Mahon
Children's Department



THE SUNSHINE FUND

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Charity Reg. No.: CHY 06892 Tax Relief No.: CHY 8

For Parents / Guardians



About your child:

(please tick)

1. Boy ☐ or Girl ☐

2. What age is s/he? _____

3. Where did you hear about Sunshine? _____

Overall, how happy are you with Sunshine Holidays?

(pick one option)

Very happy ☐ Happy ☐ Not sure ☐ Unhappy ☐ Very unhappy ☐

What are the two best things about Sunshine House?

What two things should we change to make Sunshine better?

Would you recommend Sunshine to other parents? Yes ☐ No ☐

(If not, why not?)

For Children

Was this your first time in Sunshine?

(please tick)

Yes ☐ or No ☐

Did you enjoy your holiday this year?

(please tick)

Yes ☐ or No ☐

What are the two best bits about Sunshine?

What are the two worst bits about Sunshine?

Will you come back next summer?

(please tick)

Yes ☐ or No ☐

