



# The 2013 Movement Matters Survey

11th July 2013



## Background





- Ripple Marketing Limited conducted a survey on behalf of Stretch-n-Grow during May 2013.
- The objective of the survey was to gather feedback from customers that use our Stretch-n-Grow service, that may be used in future marketing activity, including new business drives.
- It was conducted by Survey Monkey and the respondents were made up from the nurseries and other early years settings, the details for which had been supplied by franchisees.
- 53 took part in the survey. We do not know the total number of settings that Stretch-n-Grow operate in and so cannot quote this as a percentage, but we feel that the number of respondents is good for anecdotal use. We are not positioning this as scientifically robust research.
- This document is for internal use. The results are suitable for external use.

**The results were very positive and a credit to the excellent service provided by the franchisees and coaches throughout the UK**

# Stretch-n-Grow 2013 Movement Matters Survey



## 1. Which description best describes your Early Years Setting?

		Response Percent	Response Count
Independent Nursery		61.5%	32
Nursery which is part of a group of more than 5 nurseries		23.1%	12
A Pre-School setting		5.8%	3
Other		9.6%	5
	Other (please specify)		7
		<b>answered question</b>	<b>52</b>
		<b>skipped question</b>	<b>1</b>

## 2. How long have you worked with Stretch-n-Grow?

		Response Percent	Response Count
Less than 12 months		19.2%	10
1 year to 3 years		34.6%	18
<b>More than 3 years</b>		<b>46.2%</b>	<b>24</b>
		<b>answered question</b>	<b>52</b>
		<b>skipped question</b>	<b>1</b>

## 3. Please indicate which age groups Stretch-n-Grow works with in your setting. You can choose more than one answer.






		Response Percent	Response Count
Wrigglers <18 months		5.7%	3
Wobblers 18 months to 3 years		58.5%	31
<b>Pre-School Children</b>		<b>77.4%</b>	<b>41</b>
Mixed Age Class		17.0%	9
		<b>answered question</b>	<b>53</b>
		<b>skipped question</b>	<b>0</b>

#### 4. How strongly do you agree/disagree with these statements?

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Rating Average	Rating Count
We believe that Stretch-n-Grow has contributed to our latest OFSTED rating.	7.8% (4)	33.3% (17)	<b>54.9% (28)</b>	2.0% (1)	2.0% (1)	2.57	51
Stretch-n-Grow is designed to meet the EYFS commitment. By having the classes, it contributes to us delivering EYFS in our setting.	25.0% (13)	<b>57.7% (30)</b>	15.4% (8)	1.9% (1)	0.0% (0)	1.94	52
						<b>answered question</b>	<b>52</b>
						<b>skipped question</b>	<b>1</b>

**82% of respondents believe that Stretch-n-Grow classes are designed to meet the EYFS commitment and by having the classes it contributes to them delivering this requirement.**

**5. From your experience, what are the main benefits of Stretch-n-Grow? You may choose more than one answer.**

		<b>Response Percent</b>	<b>Response Count</b>
It develops a child's motor skills.		89.6%	43
<b>The children that attend develop a basic awareness of their bodies.</b>		97.9%	47
They develop a basic awareness of the importance of good nutrition.		68.8%	33
They develop their emotional and social skills.		62.5%	30
Other.		10.4%	5
	Other (please specify)		8
	<b>answered question</b>		<b>48</b>
	<b>skipped question</b>		<b>5</b>

**89.6% of respondents believe that Stretch-n-Grow develops a child's motor skills.**

**97.9% believe that children who attend the classes develop a basic awareness of their bodies.**

**6. Which statement best describes your reasons for having Stretch-n-Grow within your setting? You can rank the reasons in order with number 1 being the main reason.**

	1	2	3	4	5	Rating Average	Rating Count
We understand that exercise and movement is important for our children and we know that Stretch-n-Grow deliver this in a structured and safe manner.	<b>87.5% (42)</b>	4.2% (2)	4.2% (2)	2.1% (1)	2.1% (1)	1.27	48
We believe that Stretch-n-Grow offers value for money.	2.1% (1)	<b>37.5% (18)</b>	25.0% (12)	29.2% (14)	6.3% (3)	3.00	48
By having Stretch-n-Grow come into our setting, it allows our room staff to use their time effectively elsewhere.	2.1% (1)	2.1% (1)	14.6% (7)	18.8% (9)	<b>62.5% (30)</b>	4.38	48
Stretch-n-Grow coaches are professionally trained and REPS certified.	8.3% (4)	<b>39.6% (19)</b>	29.2% (14)	18.8% (9)	4.2% (2)	2.71	48
Stretch-n-Grow is backed by research.	0.0% (0)	16.7% (8)	27.1% (13)	<b>31.3% (15)</b>	25.0% (12)	3.65	48
<b>answered question</b>							<b>48</b>
<b>skipped question</b>							<b>5</b>

**87.5% of respondents understand that exercise and movement is important for children and know that Stretch-n-Grow deliver this in a safe and structured manner. This was an example of their main reason for having Stretch-n-Grow classes.**

## 7. How strongly do you agree or disagree with the following statements?

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Rating Average	Rating Count
Stretch-n-Grow has benefited the physical development of children at our setting.	25.0% (12)	<b>68.8% (33)</b>	6.3% (3)	0.0% (0)	0.0% (0)	1.81	48
Stretch-n-Grow has had a positive effect on child retention rates at our setting.	4.2% (2)	<b>43.8% (21)</b>	<b>43.8% (21)</b>	6.3% (3)	2.1% (1)	2.58	48
I would recommend Stretch-n-Grow classes to another EYFS setting.	41.7% (20)	<b>54.2% (26)</b>	4.2% (2)	0.0% (0)	0.0% (0)	1.63	48
						<b>answered question</b>	<b>48</b>
						<b>skipped question</b>	<b>5</b>




**93% of respondents believe that Stretch-n-Grow benefits the physical development of their children.**

**48% of respondents believe that it has had a positive effect on their nursery retention rates.**

**96% of respondents would recommend classes to another setting.**



## 8. How would you rate Stretch-n-Grow overall?



		Response Percent	Response Count
Excellent		68.8%	33
Good		29.2%	14
Average		2.1%	1
Below Average		0.0%	0
Poor		0.0%	0
<b>answered question</b>			<b>48</b>
<b>skipped question</b>			<b>5</b>

## 9. Is there anything that you would like to feedback to Stretch-n-Grow either positively or negatively?

	Response Count
	48
<b>answered question</b>	<b>48</b>
<b>skipped question</b>	<b>5</b>

98% of respondents rate Stretch-n-Grow as 'excellent' or 'good' with most voting for the former.

**10. Are we able to get back in touch with you to feature your setting as a good example of a positive approach to exercise and nutrition for children?**

		Response Percent	Response Count
Yes		87.2%	41
No		12.8%	6
	Your name and email contact. THANK YOU!		37
		<b>answered question</b>	<b>47</b>
		<b>skipped question</b>	<b>6</b>



Stretch-n-Grow is a very popular activity at our setting. The children and staff love it. 22/5/2013

We have been doing the class for a number of years and the children continue to benefit from the class. We have for the most had the same teacher, so it provides continuity for the children. The children and staff look forward to their Tuesday exercise class. 18/5/2013

Our coach has been an excellent teacher and she has a great relationship with all our children who really look forward to her coming in to do Stretch-n-Grow. 8/5/2013

We all enjoy Stretch-n-Grow. The coaches have built a good relationship with children and staff and we all look forward to our Tuesday session. The children feel very comfortable with stretch and grow and has helped children about to make transition into school as school PE sessions are more structured than our usual physical activities. Would highly recommend. 7/5/2013

We are very happy with the service! 2/5/2013

The children benefit so much from the sessions. The coach is so positive and such a good role model! The information left to share with parents is very useful and helps with partnership with parents. 1/5/2013

The coach who runs our Stretch-n-Grow classes has an excellent relationship with the children and this is a strong reason why we continue with the class. 1/5/2013

Very pleased with our Stretch and Grow classes. The children love it and our coach is excellent with them. 1/5/2013

Staff and children all enjoy this session and both benefit, staff from new ideas and children from a trained professional talk about and encourage exercise and health. 24/4/2013

Linda engages the children to fully participate creating a fun time learning experience. Linda is very flexible i.e. changing days to give other children the experience to participate. Linda has excellent communication skills and is always happy to sort out any enquiries we or our parents have. 23/4/2013



The staff are very positive and friendly whilst being highly professional. 22/4/2013

Amazing and fantastic. Very good selling point and I'm sure will contribute to my grade in my next inspection. 17/4/2013

Aside from the physical side, our instructor has motivated the children and they have develop a love of the activity and also good listening skills. 17/4/2013

Professional and caring approach. Strong sense of commitment so the children are not disappointed by cancelled visits.16/4/2013

Our coach delivers a friendly and professional programme of activities, she relates well to all our children and their carers. 16/4/2013

Just to say that our coach is fantastic, she has been coming to us for a number of years and is always upbeat. The children love her! 15/4/2013

Excellent sessions and children at nursery thoroughly enjoy it. 15/4/2013

Stretch-n-Grow staff are extremely committed to their work they are able to capture children's interest and make every session fun, children look forward to these sessions every week and learn something new at every occasion. In a society where childhood obesity is becoming a real problem it's important that we all do our part to encourage children to be active and Stretch-n-Grow helps to support us in this. 15/4/2013

Great classes, great handouts for parents, great coach and managers. 15/4/2013

I have always found our coach to be enthusiastic about her work with Stretch-n-Grow and her attendance at our open day was very positive, the parents who witnessed the session were very impressed. 12/4/2013



Excellent as always!! 12/4/2013

Stretch-n-Grow is fantastic throughout my setting. Children, parents and staff thoroughly enjoy the fun, but they also receive a very important learning experience. I would like the following to be passed onto our coach - she always comes and gives 100% in each class, she has fantastic report with the children and meets all children's needs and development in a very professional manner. She is very adaptable with the different age ranges and uses appropriate language and communication to compliment this. She is a pleasure to have in my setting and as long as she continues to coach this, we will be continuing with Stretch-n-Grow grow. 12/4/2013

The children are always asking 'is it is a Stretch-n-Grow day?' and how many sleeps they have until they arrive! Songs are regularly sung throughout the week by staff and children! 12/4/2013

Our coach is excellent with the children and is very enthusiastic and energetic. The children and staff think she is fab! 12/4/2013

Our coach is wonderful and we enjoy having her as part of the nursery team. 12/4/2013

Our coach is wonderful and the children absolutely love Stretch-n-Grow. Even to the point that they are getting their parents involved at home! Thank you. 2/4/2013

Our coach is very good and all the children love her coming into the setting and connect with her very well. Thank you. Very impressed with her work. 12/4/2013

Our Stretch-n-Grow service providers are very professional to deal with and the staff who deliver sessions are very warm and welcoming.12/4/2013