

After Schools Pricing Review – March 2016

Parents view of after school clubs

The vast majority of parents feel that the after school clubs are good value for money (83 per cent). [Table 1].

Table 1. In your view, are the after-school clubs good value-for-money?					
Number of children enrolled in clubs next year	No	Unsure	Yes	No opinion	Grand Total
1	2	5	41	1	49
2	1	4	27		32
3	1	1	4		6
0 (children not at Bruntsfield next year)			3		3
Grand Total	4	10	75	1	90

Selected comments from parents who think the clubs are good value for money

Currently clubs are a convenient and lower-cost alternative to clubs outside of the school

Good value for money, my child benefits greatly from the club's.

For a relatively small amount my child gets a chance to try out many things. You only commit to one term at a time, which keeps the risk low (ie. child doesn't like the club or wants to try something else).

I think they are very good value, especially when you consider how incredibly good they are and the minimal travel and arrangements that they entail.

It is a great service & understand it needs to be sustainable

The range, variety and quality of after school clubs at Bruntsfield is such a valuable asset and benefit. I support any incremental price increases to support the after school staff and help secure the continuation of these clubs that offer our children such a fantastic range of activities and experiences.

They're great. Cheaper than the community equivalent.

They should make profit for the school, a small rise in fees seems fair

We are very lucky to have such a great range of after school clubs and everything should be done to protect these as most schools have nothing like this.

Will read the paper - but how much does it cost to run a single club based on the number of children attending (what is the minimum nos required?)

They are all fairly good value. I would prefer for the language clubs to be longer (and pay £1 more).

The after school clubs are incredibly valuable not only to the children but I also believe to the school as a whole. They offer excellent extra curricular activities for the children which help with confidence, skills and interaction with children from different classes and years which fosters a strong sense of belonging and community. The amount of time, effort and expertise the club organisers and tutors dedicate to the clubs is a wonderful asset to the school.

Selected comments from parents who think the clubs are not good for money or are unsure

Currently, I pay between £200-£250 for clubs for my two children on top of after school club per term. This is a lot of additional expenditure. £50.00 for cycling club where the child brings their own equipment is pricey, I think. Similarly, the cost of chanter when again we have had to purchase the instrument is high. The kids love to have variety and as a working family, the clubs provide the, with opportunities that they would not have otherwise.

I am in the bracket of being a low earning single parent that doesn't quite meet the criteria for a reduced place therefore at present my daughter does 1 club i would like her to do at least 2 but its fairly unaffordable.

I can only comment on JUDO club, which I believe is good value. Not sure about the other clubs, would be unfair for me to comment

If you have 2 or more children. You spend a lot of money. Should have offers

It can feel like paying twice - for Kidzcare and the club cost too

I am lucky enough to be able to pay if my child wants to participate in clubs at school, however feel that currently some are not necessarily good value for money. For example, I currently pay £4.80 for a 1hr session of athletics coaching on the track at Meadowbank (1:12 ratio), however I pay £4.75 for a 45 min session of netball in a small school hall (similar ratio). Active schools runs a Basketball session at school in the same hall for 1hr which is just over £2 per session.

Outside school I also currently pay £4.50 for 45mins for a 1:4 ratio badminton lesson and under the new proposal will pay the same for a 1:12 session on 1 court.

I think they are expensive but understand the overhead costs.

Not yet started; my son is in P1

The standard of the coaches seems to vary across clubs and this is not reflected in the relative costs. Some clubs seem to have a proper structure with gradings/certificates etc while others can't even provide an update on child's aptitude for a certain sport so it is hard for a parent to know if they should invest further money in equipment etc.

They are expensive and it doesn't seem to vary very much whether the club requires much equipment or has safety issues or not. How could chess and cycling be a similar cost? Clubs too expensive for poorer families just over the concession rate of income, particularly if they are paying for after school club too.

Parents view on the pricing proposal

The Parent Council proposes to revise the price structure in order to:

- Rationalize per-session club prices (which vary widely with no discernible logic).
- Ensure that the after-school clubs cover all their overhead costs.
- Generate a small surplus to be reinvested in the after-school clubs.

The Parent Council proposes that £4.50 becomes the benchmark price for all 45-minute club sessions in single-tutor clubs.

- The main criterion for clubs pricing will be the length of the session.
- Other cost factors, such as the number of tutors and the costs of consumables will be secondary.
- Issues such as parent demand for places and the precise per-session share of overheads will not be considered systematically.

The proposed price schema would be as follows:

<i>Club/Pricing Type</i>	<i>Basic Price</i>	<i>Explanation</i>
Class-room based clubs with sessions of less than 45 minutes	£3.60	No price change is proposed for club sessions lasting 30 minutes or less.
Standard 45-minute club session	£4.50/£4.75	Clubs with consumables fees may be charged at the higher rate (i.e. 'bench fees').
Longer club sessions lasting 60 minutes	£5-£5.50	Prices would vary within this band depending on tutoring and consumables costs.
Club sessions lasting over 60 minutes and other expensive clubs	£5-£6.50	Specific club session prices would be determined on a case-by-case basis.

The vast majority of parents were in agreement with the proposal (71 per cent), however, just over 1 in 5 respondents were unsure about the pricing proposal. [Table 2].

Table 2. What is your view on the pricing proposal?					
Number of children enrolled in clubs next year	Agree	Disagree	No opinion	Unsure	Grand Total
1	32	3	2	12	49
2	27	1		4	32
3	3		1	2	6
0 (children not at Bruntsfield next year)	2			1	3
Grand Total	64	4	3	19	90

Selected comments from parents who agree with the pricing proposal

Absolutely happy with proposed changes. The clubs are very good value.

Clubs are a huge asset. Some kind of care-share with kids are would be really helpful for cover before/after or to/from clubs on a rate per hour basis.

Could it be £5 to allow a budget for concessionary places?

Could there be a voluntary contribution of say £5 per term for replacement of instruments /equipment. What would be the take up?

I don't mind paying a bit more for clubs like art where materials are needed.

I think this is a fair proposal. The clubs are not there as a money making scheme but so long as the income reverts back to the club running and equipment then this is a fair proposal.

I thought Kids Care were going to transport th children between clubs so we don't have to? happy to pay to do this...in fact how could I pay t do this??

Makes sense to rationalize it

Seems fair to me, I also like the idea of investing in the clubs, it's a great way to ensure that they keep running at such a great standard.

the clubs need to be making a profit for the school. I just assumed that they would. A small price increase would mean they are still very reasonably priced and you know that it all goes toward making the school even better.

This price is already paid for some clubs, I have no issue in their being a uniform charge for all the club's.

seems sensible

Seems very balanced, sensible and I appreciate the communication of the changes.

The pricing is good as long as we keep focussing on high quality of teaching

There may be a case to have a higher session fee for clubs that require a higher teacher-student ratio.

This price is already paid for some clubs, I have no issue in their being a uniform charge for all the club's.

This seems a sensible and common sense proposal

Selected comments from parents who disagree or unsure about the pricing proposal

Different clubs must have different costs. I think it is not fair for those who do cheaper activities to have to subsidise the more expensive ones. The price should be what the club costs to run. Surely there are several years worth of data on which to be able to make a reasonable estimate.

Disagree only because, I know many other schools who either provide these for a very low fee or in some cases free. In these cases however it is school employees / teachers who offer these clubs. At Bruntsfield, without the parents and volunteer organisers, giving up their time for free then these clubs wouldn't happen - I don't know any teachers/staff in Bruntsfield volunteering their time for the extra-curricular clubs / for the good of the school and pupils - maybe I'm wrong - therefore I understand why the fees are required

I agree that clubs should not run at a loss but it is also difficult for parents to afford a good clubs for their children, especially when they have more than one. The school requests money for outings, workshops and other activities continuously and these things can put a strain on the budget.

I'm not keen on clubs outside of school that cost more than £5 an hour or thereabouts, making school clubs £4.50 for 45mins makes them less attractive and is definitely enough to reduce the number of clubs attended, especially for clubs that can be found elsewhere

Seems a good idea to rationalise but a quite a coat on top of other childcare costs for parents on lower incomes or with 2/3 children at school

the lower the price the better for me.

The new prices may limit the choice of clubs for my children as I would have to think twice before opting for the more pricy ones.

Understand the need to cover costs but if prices go up much more may have to consider whether or not my child attends. Alresdy pay for after schol care & have another child at highschool who also attends after school clubs.

While I like the idea of standardising prices across clubs, I feel there are issues. Firstly, I feel that value for money (in some clubs) will be even worse due to the proposed price increase.

External to school I would not expect to pay the same for an hour of badminton as an hour of music instrument lesson. If there is a real desire to standardise the prices I dont think it fair that kids in clubs that could be cheaper are subsidising (greatly in some cases) others, therefore would like to see some of the funds from the Parent Council events used for this instead. While I understand a need to account for clubs costs separately, I do not understand the need for the clubs to be making a profit on their own and why the other money made at events cannot be used to subsidise the clubs or buy equipment etc.

An average price of £4.50 for 45 min sounds reasonable.

Unsure of affect on clubs we currently book.

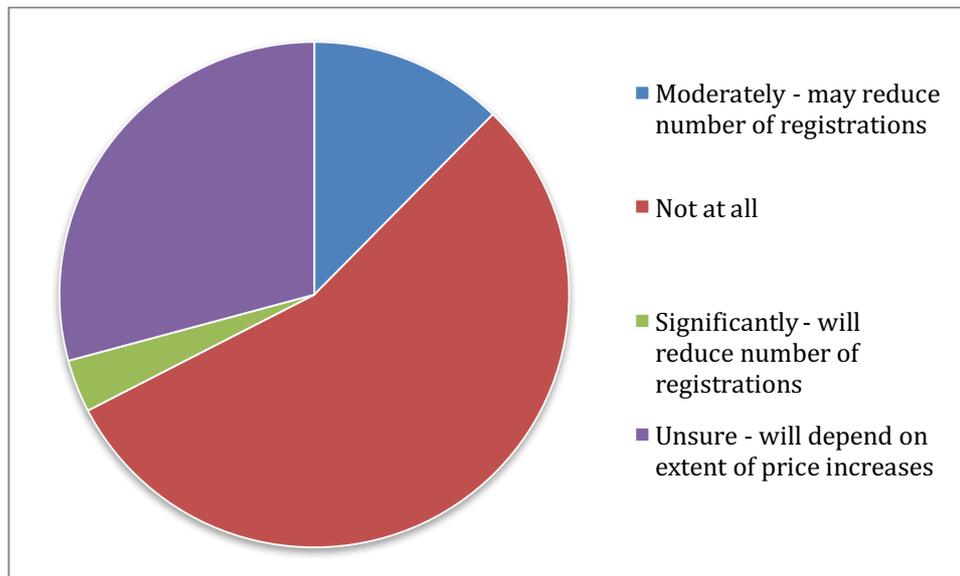
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Parents views on how the pricing proposals will affect participation in clubs

Table 3. How might price changes affect your children's participation in after-school clubs?						
Number of children enrolled in clubs next year	Moderately - may reduce number of registrations	Not at all	Significantly	Unsure -	Grand Total	
			- will reduce number of registrations	will depend on extent of price increases		
1	7	25	1	16	49	
2	2	21	2	7	32	
3	2	1		2	5	
0 (children not at Bruntsfield next year)		2		1	3	
Grand Total	11	49	3	26	89	

Around 55 per cent of parents who responded felt that the price change would not have any effect on their child(s) participation in afterschool clubs. Just under a 30 per cent of respondents were unsure how the price changes would affect their child(s) participation. The results were dependent on the number of children that a parent has in the school. [Table 3; Figure 1]

Figure 1: Affect on the number of registrations



Additional feedback

After school and breakfast club costs are significant so I limit my children to one club each.

Even with possible price increases the option to have any clubs at all is great for the children, and I would prefer to pay more than not to have any clubs at all.

I don't think the price increase would affect my child's participation in the clubs, unless they go up a considerable amount.

I guess it is a balance between making sure the clubs run at capacity and the cost. No point in increasing the cost if registration goes down. I think it is a good idea for there to be the option of cheaper clubs.

I strongly believe that the clubs should break even and cover their costs. The events for fundraising the PC organise who'll give the PC a chance to have a dialogue with the school in the best way to spend the money in enhancing the children's education and NOT subsidising the clubs

I think clubs that use equipment every session (Science, Art and Creative) might need specific fees to cover these costs.

It would be good if there could be more provisions for the popular clubs such as creative to ensure children get a place.

many of the activities covered by clubs were part of my education it's hard to have to both pay and factor clubs around work to allow for them at all. would it be possible to have a middle ground of reduced payments that are say half price for those on low incomes to allow participation. i literally miss out by 100 pounds on the reduced fee.

My child will be at Bruntsfield next year but I can guarantee if he was the price would not deter me from him signing up to do the club.

Psychologically 50mins seems like 'almost an hour'... if clubs were 50mins long instead of 45mins for £4.50 then it would completely change my opinion on whether they were value for money or not

Thanks again to everyone organising & running these clubs / opportunities for the kids

Thanks for all your work keeping the clubs going.

The clubs are a very valuable part of the all round education at Bruntsfield. I am pleased you have busted the profit myth , but making the clubs break even is a must .

We are very lucky to have such an extensive clubs network. Thank you to everyone for all their hard work.

What do we do with the cash raised in fundraising if not reinvest in the school? What happens to the active kids vouchers collected at the office - what do we purchase with those?

Well done tackling this in such an open and transparent manner.

Parents would be good to know the amount of surplus (if any) and where it will be re-invested

There is no mention of whether the concession rates would remain and if they would be subject to increases too. It is brilliant that these rates exist especially for lower income families who's children wouldn't get these opportunities otherwise.

Would be really beneficial to parents if childcare vouchers could be accepted for the clubs!

The costs really add up (in addition to the cost of our children also being in Kidzcare) when you have 2 children wanting to do various clubs so it

would be a huge benefit and financial help if parents could pay for the clubs through Childcare Vouchers.

Please could clubs such as choir come back into the school building, arranging to get kids to and from clubs is a nightmare otherwise!

The children will return to Bruntsfield (places permitting) in 2017/18. We are very grateful for all the hard work of the volunteers to make the clubs possible.

Think of a bundle price for children attending more than 2 clubs or discount % to apply to the 3rd choice; thus could incentive attendance to the clubs, have stable finance there and reach the minimum number of attendees for each club, not being forced to close any of them.