

January 28, 2008

Dear Parents,

Re: Customer Satisfaction Survey – Summer 2007

I am very pleased to at last enclose the findings of the recent Parental Survey which was distributed over the last summer holidays.

I apologise for the delay in sending out this document to you however, due to the Marketing Director's involvement in an unfortunate car accident in November, we were unable to complete the Executive Summary before Christmas. It was also essential for the Rossall School Council to validate the report and provide their feedback before sending the results to you.

I would like to thank everybody who returned a Survey to us - your comments and feedback are greatly appreciated and we endeavour to act upon them. However, I must also express my disappointment that we received only a 20% return from the Survey. We had hoped for a greater response from our parents particularly as we felt the Survey offered a good opportunity to provide honest feedback on a wide range of issues by an anonymous means.

It is only by listening to your comments that we can improve, and we look forward to working together to ensure a better Rossall for the benefit of your children's education and personal development.

In the Executive Summary enclosed, you will find an outline of the major issues raised by the parents who responded and the positive steps that are being put in place as part of our ongoing commitment to customer satisfaction. There will be an update to the whole survey early in the Summer Term.

From this point forward the Parental Survey will be distributed every two years and I look forward to receiving a larger return next time. The next Parental Survey will be sent out during the Lent Term in 2009.

Thank you once again for your replies, the issues raised and your continued support of Rossall School.

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Yours sincerely,

A handwritten signature in black ink, appearing to read 'D.S. Stockton', with a horizontal line underneath it.

D S Stockton
Chair of Rossall School Council