Tartan Tycoons Masterclass

Results of Questionnaire

Proposal for a Registered Tartan Tie

Analysis of Parental Questionnaire

Introduction

The proposal to create a Busby Primary School tartan was developed in order to create a sense of identity as a Scottish primary school in our local East Renfrewshire community. The idea is being supported by Kinloch Anderson who have offered to register one of the tartans designed by our pupils. This provides an exciting opportunity for Busby Primary School to lead the way in a unique initiative that has never been done before.

In order to progress this initiative we feel that it is vital to consult parents to provide a sense of ownership with regards to the final decision being made. The children and staff members were also consulted in this decision. The pupils carried out their own market research with the parents of Busby Primary school.

Through a Masterclass, tartan designs have been submitted by children in the second level of the school which provides ownership of the initiative and ensures that children are involved at all stages of the process. The final decision on the design of the busby tartan is yet to be made by our guest judges.

The Survey

The first question that the pupils asked was a simple yes/no question to gauge the overall mood with regards to the proposal. We asked around two hundred parents if they liked the idea of Busby Primary School having its own registered tartan. The response suggested overwhelming support for this proposal which was encouraging. A staggering 94 % of parents thought that this was a good idea and wanted to offer their support.

The next issue to think about was whether to limit the tartan to one product (such as a school tie) or whether to spread the net wider and make the tartan available in different products.

This was an important question to ask because it helped to understand the level of interest from parents. It could be taken as a positive point if multiple products were selected or less so if only one product was selected.

Overall, support for the idea was also positive as parents repeatedly selected more than one product to be made available in the Busby Primary School tartan. The tartan tie was the most popular product as it registered positive feedback at 57%. This was followed by the scarf which registered positive feedback at 42%. The hairband was closely followed with positive feedback at 38% and the P.E. kit was less successful with positive feedback at 11%.

‘Other’ suggestions registered positive feedback at 40% showing an interest in other items that almost outstripped interest in the more conventional items of a tie and scarf. This could be something to look into further at a later date.

The next question was reflecting on the school tie. Unlike other items of clothing the tie is worn throughout the school by all pupils and is therefore a key piece of the school uniform which applies to everyone. Therefore, it was important to try and gauge whether the Busby Primary School tartan should be rolled out across the board and be available to everyone or for it to be more limited. The idea behind limiting the tartan ties to second level pupils or P7 pupils only is that it provides pupils with a sense of progression in school life. However, the advantage of producing tartan ties for everyone in the school is that it helps with uniformity and it creates a sense of unity among pupils.

Around two hundred parents were asked if a tie should be available to all pupils, second level pupils or P7 pupils only. 66% of those parents thought that the tartan tie should be available to all pupils whereas only 27% and 8% believed it should be made available to P7 only or 2nd level respectively.

To help understand whether this initiative was to be woven into the fabric of school life or whether it should be reserved for significant moments in school life, the children asked parents whether the tie should be worn on special occasions or every day, if it is produced.

Despite less parents opting to answer this question, a clear majority emerged which revealed that more than two thirds felt it would be appropriate for the tartan tie to be worn every day. 67 people (33%) felt that the tie would be better reserved for special occasions and 133 (67%) felt it should be worn every day.

The final question related to cost. This question was important because production of any item with the Busby Primary School tartan has to be practical but it also has to be economical for parents. Therefore, we asked parents what they felt would be reasonable to pay.

Around two hundred parents were asked if they though it was reasonable to pay £4-6, £7-9 or £10-12. The results showed that there was only an 11% difference between those who responded to the lowest amount and those who responded in the other two categories showing that even if most parents thought it reasonable to pay the lowest amount a significant amount felt it reasonable to pay one of the higher amount, suggesting that a middle ground of £7-9 may not necessarily be unreasonable for parents economically.

More than half felt it reasonable to pay £4-6 whilst 39% felt it reasonable to pay £7-9. Only 4.3% thought it reasonable to pay £10-12 showing that the weight of any final decision lies somewhere between £4-9.

In conclusion, the majority of parents/carers of Busby Primary School support the idea of the school registering its own tartan to be worn as part of the daily school uniform. The additional comments received indicated that parents were excited about the idea felt that it was a unique prospect for their children.

Analysis of Pupil Questionnaire

The Survey

The pupils were firstly asked the same yes/no question to gauge the overall mood with regards to the proposal. We asked around two hundred pupils if they liked the idea of Busby Primary School having its own registered tartan. Although the response was not as overwhelming in support for this proposal when compared to the parents, there was still a majority in favour of the idea which was encouraging. 59 % of pupils thought that this was a good idea and wanted to offer their support.

The next issue to think about was whether to limit the tartan to one product (a school tie) or whether to spread the net wider and make the tartan available in different products. This was an important question to ask because it helped to understand the level of interest from the pupils as well as the parents.

Similar to the parent’s response, the production of the tartan tie being the one main product was the most popular choice as it registered positive feedback at 62%. The remaining response of 38% represented the pupils who would like additional items to be produced as well as the tartan tie.

The next question was reflecting on the school tie. Unlike other items of clothing the tie is worn throughout the school by all pupils and is therefore a key piece of the school uniform which applies to everyone. Therefore, it was important to try and gauge whether the Busby Primary School tartan should be rolled out across the board and be available to everyone or for it to be more limited. The idea behind limiting the tartan ties to second level pupils or P7 pupils only is that it provides pupils with a sense of progression in school life. However, the advantage of producing tartan ties for everyone in the school is that it helps with uniformity and it creates a sense of unity among pupils.

The pupils were asked were asked if a tie should be available to all pupils, second level pupils or P7 pupils only. The most popular response echoed the response of the parents as it excelled their feedback with 78% pupils agreeing that the tartan tie should be available to all. Less pupils than parents felt it should be available in the other categories with only 16% and 6% believing that it should be made available to P7 only or 2nd level respectively.

To help understand whether this initiative was to be woven into the fabric of school life or whether it should be reserved for significant moments in school life, the pupils were asked whether the tie should be worn on special occasions or every day, if it is produced.

Of those who answered with a positive response to question 1, a clear majority emerged which revealed that more than two thirds felt it would be appropriate for the tartan tie to be worn every day. Of those who responded, 72% of pupils felt that the tie should be worn every day and 28% preferred the idea of it being kept for special occasions.

In conclusion, the findings of this survey suggest that the majority of pupils in Busby Primary School would support the introduction of a new school tie that is available to all to wear on a daily basis.

Analysis of Staff Questionnaire

The Survey

The staff of Busby Primary were issued with a questionnaire to be consulted on the proposal for a new school tie. The staff were firstly asked the same yes/no question to gauge the overall mood with regards to the proposal of their school having its own registered tartan. It was very encouraging to discover that all members of staff who responded to the questionnaire were in favour of a new school tie: 100% of 31 staff members including teaching staff, pupil support assistants, janitorial staff, clerical assistants, management team and catering staff.

The next issue address was whether to limit the tartan to one product only (a school tie) or whether to give a variety of options and make the tartan available in different products as well as the tie.

Similar to the parent’s and pupil’s responses, the production of the tartan tie being the one main product was the most popular choice as it registered positive feedback at 71%. The remaining response of 29% represented the staff who would like additional items to be produced **as well as** the tartan tie. The suggestions given were for a scarf, PE kit bag, hairband, and a scrunchie.

The next question was reflecting on the school tie. The staff were asked were asked if a tie should be available to all pupils, second level pupils or P7 pupils only. The most popular response registered positive feedback at 59% agreeing that the tartan tie should be available to all. 38% felt it would be appropriate to only primary 7 pupils and 3% felt that second level pupils should wear the tie as part of their uniform. Again the findings here echo the responses of the parents and pupils regarding the matter of who should wear the tie if it is to be introduced into the Busby uniform. Similar findings were to follow in the next question of the survey.

To help understand whether this initiative was to be embedded into the identity of the whole school or whether it should be reserved for significant moments in school life, the staff were asked whether the tie should be worn on special occasions or every day, if it is produced.

A clear majority emerged which revealed that 78% felt it would be appropriate for the tartan tie to be worn daily. This compared to the 22% of staff that felt that the tie should be kept for special occasions shows that, as before, all partners of the school feel that if a tie we produced in the Busby tartan it should be worn by all every day giving the whole school a sense of uniformity and distinctiveness.

The final question related to cost and asked the staff what they would consider reasonable to pay for a new and unique school tie. The options given in the survey were a price range between £4-6, £7-9 and £10-12. 58% of staff felt that the lower £4-6 would be the correct price to pay. 42% felt that charging £7-9 would be an acceptable price to pay for this product. There were no individuals who opted for the £10-12 option. Noted in one survey was the suggestion to make available clip on ties for the younger pupils as this is a popular option at the moment.

In conclusion, the findings of this survey suggest that the staff of Busby Primary School would support the introduction of a new school tie that is available to all pupils to wear on a daily basis. This would suggest a replacement to the current school tie and we have found that the vast majority of those who will be directly affected (pupils, parents and staff) are enthusiastic about the change.