



Communications Survey 2010

Results

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Communications Survey 2010

What we did

Both Adur and Worthing Councils surveyed their citizens' panels, Adur – Viewpoint and Worthing - Talkback and also gave the wider population the option to take part. Participation was advertised via press releases and the Adur Outlook and Worthing VIBE.

Participants were asked about how they felt the councils communicated with them. The survey was split into 5 main sections:

- General communications
- The council's magazines
- The website's
- Customer Services
- Your local councillor

In the General section respondents were asked a set of questions which included how well informed they felt, where they get their information from, and if they would like to get there information in alternative ways such as SMS texting and social media. The question on influencing decisions from the 2008 Place Survey was also repeated so we were able to gauge if there had been a change.

The section on the magazine contained questions about whether people see the magazine as providing value for money, how useful they find it and if people would like to see one magazine to cover both Adur and Worthing.

The website section contained questions about general internet access as well as questions appertaining to www.worthing.gov.uk or www.adur.gov.uk for example are they easy to navigate and are they used to pay bills such as council tax.

The customer service section focussed on the HelpPoints and the phone service that residents felt they received and also how they chose to make contact with the council.

Democratic services requested that some questions were included whether people knew who their local councillor was and if they would be interested in attending any of the public meetings the council holds.

When we did it

The survey was carried out during November and December 2009. The survey was targeted at the citizens' panels, Talkback and Viewpoint and the survey was available to them both online and in paper format. The survey was also open to the wider population in both formats.

Why we did it

The communications team, were the ultimate generators of the survey, in a bid to be more efficient and to not let resident and panel members suffer consultation fatigue the communications team invited the other teams to add to their survey questions the web, customer and democratic services had the opportunity to input. The questions were designed to help the team establish if they are providing council information and news in a format that is most effective for our residents. The results would help to establish whether changes need to be made, for example does the council need to look at using new social media tools such as Twitter and Facebook. They also wanted to find out how residents found the councils' magazines Adur Outlook and Vibe; the questions were designed to give them information about receipt, frequency and content. They also wanted to know how residents felt about the possibility of a joint magazine.

Response and respondent breakdown

The panels both gave a good response to the survey with 63% (414) of Viewpoint members and 49% (393) of Talkback members. As previously mentioned the response from the general population was not good; only 6 Worthing residents and 10 Adur residents who were not panel members took part.

Adur results

About you

Please specify your gender

Gender	Count	%
Male	177	41.7
Female	220	51.9
No reply	27	6.4

Please specify your age

Age	Count	%
18-24	2	0.5
25-34	15	3.5
35-44	47	11.1
45-54	80	18.9
55-64	116	27.4
over 65	138	32.5
no reply	26	6.1

Do you consider yourself to be disabled?

Disability	Count	%
Yes	44	10.4
No	341	80.4
No reply	39	9.2

Please specify your ethnic background

Ethnicity	Count	%
White British	381	89.9
White Irish	2	0.5
Other White	6	1.4
Mixed Race White/Black Caribbean		
Mixed Race White/Black African		
Mixed Race White/Asian		
Other Mixed Race		
Black or Black Caribbean		
Black or Black African		
Other Black		
Asian or Asian British Indian		
Asian or Asian British Pakistani		
Asian or Asian British Bangladeshi		
Other Asian	0.2	0.2
Chinese	0.2	0.2
Other ethnic group		
no reply	33	7.8

General Communications

How well do you think Adur District Council keeps its residents informed about the services it provides?

How well informed?	Count	%
Well informed	82	19.3
Fairly well informed	254	59.9
Limited	59	13.9
Not much info	10	2.4
Don't know	4	0.9
No reply	15	3.5

Do you agree or disagree that you can influence decision affecting your local area

Influencing decisions	Count	%
Definitely agree	17	4
Tend to agree	178	42
Tend to disagree	139	32.8
Definitely disagree	33	7.8
Don't know	40	9.4
No reply	17	4

We are keen to ask all our residents and businesses in Worthing for their views about our services. What methods would you prefer we use?

Preferred method	Count	%
Paper	280	45
Online surveys	150	24.1
Online discussions	22	3.5
Telephone surveys	21	3.4
Focus groups	62	10
Public meetings	87	14

Where do you receive your information from about Adur District Council?

Where received info	Count	%
Adur Outlook	381	89.9
Newspapers/TV/Radio	198	46.7
Website	84	19.8
Leaflets/posters	197	46.5
Other council publications	39	9.2
Public meetings	27	6.4
Help point	37	8.7
Local Council Offices	29	6.8
Consultations	15	3.5

Do you read any of the following local newspapers?

What newspapers?	Count	%
Shoreham Herald	183	43.2
Lancing Herald	84	19.8
Guardian	40	9.4
Advertiser	139	32.8
West Sussex Gazette	23	5.4
Argus	170	40.1
Sentinel	68	16
Essentially Worthing	31	7.3
Talking news	26	6.1

Do you listen to the radio? Please tell us which local stations you listen to

Which radio station	Count	%
Heart	119	37.1
Splash	58	18
BBC Sussex	137	42.7
Sprit	7	2.2

Would you like to receive information on council services via email?

Info via email	Count	%
Yes	140	33
No	243	57.3
No reply	41	9.7

Would you like to receive information on council services via SMS texting on your mobile?

Info via text	Count	%
Yes	15	3.5
No	372	87.7
No reply	37	8.7

Do you use social media? Please could you tell us which ones?

Social media	Count	%
Facebook	88	77.2
Twitter	10	8.8
Bebo	5	4.4
MySpace	7	6.1
Blogging	4	3.5

Would you be interested in receiving information about council services via any of the above social media?

Info via social media	Count	%
Yes	46	10.8
No	21	5
No reply	357	84.2

Adur Outlook – the council’s magazine

How often have you received a copy of the council magazine Adur Outlook in the last year?

Frequency of receipt	Count	%
All	265	62.5
Twice	83	19.6
Once	7	1.7
Never	0	0
Can't say	40	9.4
No reply	29	6.8

How useful have you found Adur Outlook?

How useful	Count	%
V useful	113	26.7
Useful	246	58
Not useful	27	6.4
Can't say	10	2.3
No reply	28	6.6

Adur Outlook is currently produced 5 times a year and costs 15p per copy. This includes design, print and distribution costs. Do you think this represents value for money?

Value for money	Count	%
Very Good	178	42
Good	167	39.4
Poor	23	5.4
Very Poor	5	1.2
Can't say	23	5.4
No reply	28	6.6

Do you find the magazine?

Do you find it - Clear	Count	%
Very Good	179	42.2
Good	176	41.5
Average	46	10.8
Poor	1	0.2
Very Poor	1	0.2
No reply	21	4.9

Do you find it - Colour	Count	%
Very Good	155	36.6
Good	183	43.1
Average	42	9.9
Poor	5	1.2
Very Poor	1	0.2
No reply	3.8	9

Do you find it - Interesting	Count	%
Very Good	106	25
Good	175	41.3
Average	91	21.5
Poor	10	2.4
Very Poor	2	0.4
No reply	40	9.4

Do you find it - Informed	Count	%
Very Good	106	25
Good	176	41.5
Average	84	19.8
Poor	18	4.2
Very Poor	0	0
No reply	40	9.4

Which of these would you like to see more of in Adur Outlook?

Would like to see more	Count	%
News	311	57.7
Longer stories	36	6.7
Competitions	75	13.9
Consultations	117	21.7

The council is always looking at ways to improve services and / or make savings. Do you think we should consider any of the following options?

Magazine options	Count	%
1 magazine	108	20.2
less pages	7	1.3
more pages	91	17
less editions	74	13.8
more editions	45	8.4
stop producing	15	2.8
stay the same	194	36.3

Website – www.adur.gov.uk

Do you use the internet?

Internet use	Count	%
Yes	299	70.5
No	115	27.1
no reply	10	2.4

Where do you access the internet from?

Where do you access	Count	%
Home	244	57.4
Work	45	10.6
Internet café	0	0
Library	3	0.7

Have you visited the council's website at www.adur.gov.uk

Visit website	Count	%
Yes	215	50.7
No	80	18.8
No reply	129	30.4

If yes, did you find the information you wanted?

Find info	Count	%
Yes	198	46.7
No	23	5.4
No reply	203	47.9

Did you find it easy to navigate to the information you wanted?

Easy navigation	Count	%
Yes	182	42.9
No	31	7.3
No reply	211	49.8

Do you use website to pay for any council services?

Used to pay	Count	%
Yes	24	5.6
No	251	59.2
No reply	149	35.1

Do you use our website to check any specific information?

Check info	Count	%
Yes	136	32
No	130	30.6
No reply	158	37.3

Customer Services

Have you used the Councils Help Point service either at the Town Hall, Civic Centre or Lancing Library?

Have you used Helppoint	Count	%
Yes	63	14.9
No	346	81.6
No reply	15	3.5

How did you find service at the Help Point?

Service at Helppoint	Count	%
Excellent	27	6.4
Good	31	7.3
Average	4	0.9
Poor	1	0.2
No reply	361	85.1

If you have had to phone the council how did you find the service you received?

Phone service	Count	%
Excellent	83	19.6
Good	170	40.1
Average	59	13.9
Poor	11	2.6
Never phoned	88	20.7
No reply	13	3.1

When you phoned the council did we complete your business with one phone call. Or, did you have to phone back?

Phoned - completed service	Count	%
Once	241	56.8
Twice	52	12.3
3 or more	19	4.5
No reply	112	26.4

What hours would you expect the Help Point to be open from?

Ideal helppoint opening hrs	Count	%
09.00 to 17.00	200	47.2
08.30 to 17.30	94	22.2
08.00 to 16.30	23	5.4
10.00 to 18.00	48	11.3
no reply	59	13.9

How would you choose to make contact with the council?

Ideal contact method	Count	%
Letter	22	5.2
Telephone	209	49.3
Email	69	16.3
In person	68	16
On-line	25	5.9
No reply	31	7.3

Your local councillor

Do you know who your ward Councillor is?

Do you know who your ward councillor is?	Count	%
Yes	156	36.8
No	243	57.3
no reply	25	5.9

Would you know how to make contact with them?

Would you know how to make contact?	Count	%
Yes	175	41.3
No	220	51.9
no reply	29	6.8

Did you know you can attend many council meetings?

Did you know you can attend council meetings	Count	%
Yes	240	56.5
No	159	37.5
no reply	25	5.9

Would you be interested in attending any of the following meetings as part of the public gallery?

Interested in attending	Count	%
Cabinet	114	24.1
Full council	93	19.7
OSC	72	15.2
Standards	45	9.5
Planning	114	24.1
Licensing	35	7.4

Worthing Results

About you

Please specify your gender

Gender	Count	%
Male	198	49.6
Female	200	50.1
No reply	1	0.3

Please specify your age

Age	Count	%
18-24	10	2.5
25-34	31	7.8
35-44	72	18
45-54	61	15.3
55-64	99	24.8
over 65	126	31.6
no reply	0	0

Do you consider yourself to be disabled?

Disability	Count	%
Yes	83	20.8
No	310	77.7
No reply	6	1.5

Please specify your ethnic background

Ethnicity	Count	%
White British	375	94
White Irish	2	0.5
Other White	9	2.3
Mixed Race White/Black Caribbean		
Mixed Race White/Black African		
Mixed Race White/Asian	1	0.2
Other Mixed Race		
Black or Black Caribbean	1	0.2
Black or Black African		
Other Black	1	0.2
Asian or Asian British Indian	2	0.5
Asian or Asian British Pakistani		
Asian or Asian British Bangladeshi		
Other Asian	2	0.5
Chinese		
Other ethnic group		
no reply	6	1.5

General Communications

How well do you think Worthing Borough Council keeps its residents informed about the services it provides?

How well informed?	Count	%
Well informed	37	9.2
Fairly well informed	198	49.6
Limited	120	30.1
Not much info	31	7.8
Don't know	9	2.3
no reply	4	2.3

Do you agree or disagree that you can influence decision affecting your local area

Influencing decisions	Count	%
Definitely Agree	25	6.3
Tend to Agree	107	26.8
Tend to Disagree	189	47.4
Definitely Disagree	35	8.8
Don't Know	36	9
No reply	7	1.7

We are keen to ask all our residents and businesses in Worthing for their views about our services. What methods would you prefer we use?

Perferred method	Count	%
Paper	222	36
Online surveys	168	27.2
Online discussions	30	4.9
Telephone surveys	28	4.5
Focus groups	67	10.8
Public meetings	102	16.5

Where do you receive your information from about Worthing Borough Council?

Where received info	Count	%
Worthing Vibe	230	57.6
Newspapers/TV/Radio	237	59.4
Website	84	21.1
Leaflets/posters	216	54.1
Other council publications	29	7.3
Public meetings	11	2.7
Help point	22	5.5
Receptions	20	5
Consultations	10	2.5

Do you read any of the following local newspapers?

What newspapers?	Count	%
Worthing Herald	256	64.2
Guardian	82	20.5
Advertiser	194	48.6
West Sussex Gazette	35	8.8
Argus	69	17.3
Sentinel	221	55.4
Essentially Worthing	62	15.5
Voice of Progress	1	0.3

Do you listen to the radio? Please tell us which local stations you listen to

Which radio station	Count	%
Heart	100	29.4
Splash	145	42.6
BBC Sussex	81	23.8
Spirit	14	4.1

Would you like to receive information ion council services via email?

Info via email	Count	%
Yes	165	41.3
No	222	55.6
No reply	12	3

Would you like to receive information on council services via SMS texting on your mobile?

Info via text	Count	%
Yes	32	8
No	351	87.9
No reply	16	4

Do you social media? Please could you tell us which ones?

Social media	Count	%
Facebook	103	78.6
Twitter	16	12.2
Bebo	2	1.5
MySpace	4	3
Blogging	6	4.6

Would you be interested in receiving information about council services via any of the above social media?

Info via social media	Count	%
Yes	30	7.5
No	41	10.3
No reply	328	82.2

Worthing VIBE – the council’s magazine

How often have you received a copy of the council magazine Worthing VIBE in the last year?

Frequency of receipt	Count	%
All	145	36.3
Twice	77	19.3
Once	44	11
Never	54	13.5
Can't say	73	18.3
No reply	6	1.5

How useful have you found Worthing VIBE?

How useful	Count	%
V useful	37	9.3
Useful	196	49.1
Not useful	41	10.3
Can't say	115	28.8
No reply	10	2.5

Worthing VIBE is currently produced 3 times a year and costs 16p per copy. This includes design, print and distribution costs. Do you think this represents value for money?

Value for money	Count	%
Very Good	93	23.3
Good	175	43.9
Poor	13	3.3
Very Poor	12	3
Can't say	92	23
No reply	14	3.5

Do you find the magazine?

Do you find it - Clear	Count	%
Very Good	75	18.8
Good	141	35.3
Average	62	15.5
Poor	4	1
Very Poor	2	0.5
No reply	115	28.8

Do you find it - Colour	Count	%
Very Good	72	18
Good	140	35.1
Average	60	15
Poor	3	0.7
Very Poor	2	0.5
No reply	122	30.6

Do you find it - Interesting	Count	%
Very Good	49	12.3
Good	119	29.8
Average	95	23.8
Poor	12	3
Very Poor	4	1
No reply	120	30

Do you find it - Informed	Count	%
Very Good	46	11.5
Good	110	27.6
Average	101	25.3
Poor	18	4.5
Very Poor	3	0.7
No reply	121	30.3

Which of these would you like to see more of in Worthing VIBE?

Would like to see more	Count	%
News	245	66.8
Longer/shorter stories	14	3.8
Competitions	27	7.4
Consultations	81	22

The council is always looking at ways to improve services and / or make savings. Do you think we should consider any of the following options?

Magazine options	Count	%
1 magazine	116	25.2
less pages	61	13.3
more pages	10	2.2
less editions	86	18.7
more editions	22	4.8
stop producing	28	6.1
stay the same	137	29.7

Website – www.worthing.gov.uk

Do you use the internet?

Internet use	Count	%
Yes	296	74.2
No	91	22.8
no reply	12	3

Where do you access the internet from?

Where do you access	Count	%
Home	282	73
Work	99	15.6
Internet café	1	0.3
Library	4	1

Have you visited the council's website at www.worthing.gov.uk

Visit website	Count	%
Yes	204	51.1
No	93	23.3
No reply	102	25.6

If yes, did you find the information you wanted?

Find info	Count	%
Yes	191	47.8
No	15	3.7
No reply	193	48.4

Did you find it easy to navigate to the information you wanted?

Easy navigation	Count	%
Yes	171	42.8
No	33	8.3
No reply	195	48.8

Do you use website to pay for any council services

Used to pay	Count	%
Yes	36	9
No	245	61.4
No reply	118	29.6

Do you use our website to check any specific information

Check info	Count	%
Yes	126	31.6
No	149	37.3
No reply	124	31

Customer Services

Have you used the Councils Help Point service either at the Town Hall, Civic Centre or Lancing Library?

Have you used helppoint	Count	%
Yes	46	11.5
No	349	87.5
No reply	4	1

How did you find service at the Help Point?

Service at Helppoint	Count	%
Excellent	20	5
Good	10	2.5
Average	3	0.7
Poor	0	0
No reply	366	91.7

If you have had to phone the council how did you find the service you received?

Phone service	Count	%
Excellent	75	11.3
Good	138	34.6
Average	84	21
Poor	18	4.5
Never phoned	18	4.5
No reply	96	24

When you phoned the council did we complete your business with one phone call. Or, did you have to phone back?

Phoned - completed service	Count	%
Once	190	47.6
Twice	61	15.3
3 or more	19	4.8
No reply	129	32.3

What hours would you expect the Help Point to be open from?

Ideal helpoint opening hrs	Count	%
09.00 to 17.00	156	39.1
08.30 to 17.30	146	36.6
08.00 to 16.30	14	3.5
10.00 to 18.00	48	12
no reply	35	8.8

How would you choose to make contact with the council?

Ideal contact method	Count	%
Letter	23	5.7
Telephone	205	51.4
Email	63	15.8
In person	67	16.8
On-line	30	7.5
No reply	11	2.7

Your local councillor

Do you know who your ward Councillor is?

Do you know who your ward councillor is	Count	%
Yes	148	37.1
No	246	61.6
no reply	5	1.3

Would you know how to make contact with them?

Would you know how to make contact	Count	%
Yes	158	39.6
No	227	56.9
no reply	14	3.5

Did you know you can attend many council meetings?

Did you know you can attend council meetings	Count	%
Yes	182	45.8
No	210	52.5
No reply	7	1.7

Would you be interested in attending any of the following meetings as part of the public gallery

Interested in attending	Count	%
Cabinet	128	23.7
Full council	119	22
OSC	68	12.6
Standards	35	6.5
Planning	143	26.5
Licensing	47	8.7

What happens next.

Each of the relevant departments are studying their data and it will be used to influence decisions about service delivery.

So far...

Customer Services have used their data during the investigations to help retain their Charter Mark Status, this application renewal has been successful. They are also hoping to improve of their accreditation by applying for Customer Service Excellence which is a new government standard for customer service within the public sector.

The Web Teams are working towards a joint website; this will mean greater convenience for the residents of both areas.

Democratic services are working on ways that they can promote public involvement in the democratic process.

The Communications team are in discussions with members about the potential of a joint magazine. They have also been researching the potential and need to use social media in the communication of key council messages.

Our E-Business team are looking at companies who could provide SMS texting solutions as a way to get information out to residents about council services.

The data provided by this survey will continue to be used by officers and councillors to make changes to the way we communicated with you.

Contact Details for data

If you have any queries regarding this data or the citizens panels please contact:

Sarah Garbutt
Consultation Officer
Adur and Worthing Councils
Town Hall
Chapel Road
Worthing
West Sussex
BN11 1HA

Email : sarah.garbutt@worthing.gov.uk
Telephone : 01903 221109