

## June 2008 Citizens' Panel Survey

# Feedback of Results

In June 2008, we sent out our 17th Citizens' Panel survey. The survey was themed around Quality of Life and topics related to communications: Worcestershire Hub, Word on Worcestershire, Trading Standards and Sustainable Travel. We received 1,242 completed surveys by the closing date, representing a response rate of 78%. Thank you to those of you who responded!

This feedback sheet aims to highlight the main findings from the survey and provide you with some information about what officers are currently using the results for. The full results analysis can be downloaded from our website

[www.worcestershire.gov.uk/citizenspanel](http://www.worcestershire.gov.uk/citizenspanel)

### Quality of Life

77% of you are satisfied or very satisfied with your local area as a place to live. Rural respondents are more satisfied with their local area as a place to live compared to those of you living in urban areas.

In total, 11% of you think your local area will become a better place to live in the next three years. 27% of you think in the next three years your local area will become a worse place to live; those of you living in Redditch, Bromsgrove and Malvern Hills are most likely to think this.

60% of you don't think that you can influence decisions affecting your local area, but those of you aged 65 or over are most likely to think that you can have an influence.

We asked you rate the availability and quality of a range of services in your wider local area; 9% of you said the availability was good or very good, while still low this percentage has more than doubled since 2005. Access to nature and the countryside and availability of parks and open spaces are considered good or very good by the majority of you, but on a more negative note, 62% rated the quality of road maintenance as poor or very poor, and this has changed little since a similar survey in 2005.

We asked you about the problems occurring in your wider local area. 23% of you said that road safety is a major problem. We also note increasing perceptions that drunk people or drinking in the street and drug dealing or drug use are problems; only 29% think that drinking in the street is not a problem, 22% think that drug use is not a problem.

### Worcestershire Hub

44% of you have used the Worcestershire Hub while in 2005 only 28% of the Citizens' Panel had heard of the Hub. The majority of contacts have been on the telephone or face-to-face.

We asked if you would prefer a single contact telephone number to contact the Hub in place of the current numbers for local Hub centres across the county, 48% of you are in favour of this option, 29% are not and 24% don't know.

We asked about likely timings of calls to the Hub and possible weekend opening hours. The peak time for calls would be between 9 a.m. and 12 noon, and 45% of you would be likely to contact the Hub on a Saturday.

**In response to these findings our Customer Services Team said:** "The team will use the results of the survey to inform the next phase of development within the Worcestershire Hub. In particular, a piece of work is currently underway to determine the need for and to assess the benefits of longer opening hours and weekend opening of the Worcestershire Hub. Results from the Citizen's Panel survey will feed into this and help shape the decision-making process."

## Communications from the Council

Overall, 41% of you recalled receiving a copy of the Word on Worcestershire magazine but this varied by district and only 32% of you from Redditch had seen the magazine. Of those who recalled receiving WoW, 83% agreed that the magazine was informative, 55% thought that the magazine had an appealing design and style, but only 43% of you agreed that you believe and trust the contents.

When you receive publications from the county council the majority of you (84%) prefer a single publication about many services.

We asked about proposals to provide an updated A-Z Guide of council services. 62% of you would like to see a new printed version, 28% would prefer a website version and 10% do not think a new Guide is necessary.

**In response to these findings our Marketing & Communications Unit said:** “We welcome your feedback about our council magazine. We intend to address the low recall rate in Redditch by making similar efforts to the steps taken recently in Malvern Hills - in particular, looking at making WoW available on local bus routes.

We are pleased that you find the information easy to understand and the Marketing & Communications Unit will continue to determine the writing style and the language. We note that the result for ‘the magazine had an appealing design and style’ has fallen since the previous survey. Unfortunately, we are restricted by the need for accessible presentation (in particular, for those with visual impairments) and there is currently little room to make design improvements, but the unit will make these results known to the team responsible for accessibility for future consideration.

Since the majority of residents would prefer to receive County Council information in a single publication, the unit will continue with its attempts to rationalise publishing and channel items into WoW.”

## Trading Standards Service

We asked for your opinions on how we should communicate information on consumer rights. 34% of you would like to receive general information about this, 60% would simply like to know who to contact in the event of a problem, while 6% already know their consumer rights.

## Sustainable Travel

54% of those of you who live in Worcester City have seen or received promotional material about sustainable travel in the last 12 months. Overall, 23% of you have seen such material and 78% of those who recalled seeing some information had found it useful.

Concerning factors that would encourage you to travel more sustainably more often, 69% said that improved infrastructure would encourage you and 67% cited potential financial benefits.

14% of you use passenger transport services such as the bus to travel to your local healthcare centre, 25% do not do so because you are not aware of relevant services or the services do not meet your needs, 43% prefer to travel by other means. Just 4% of you use passenger transport services to travel to your local leisure centre, 40% do not use the leisure centre and 34% prefer to travel by other means. 22% are not aware of relevant services or the services do not meet your needs.

**In response to these findings our Sustainable Transport team said:** “We are pleased to hear that most people find our promotional materials memorable and useful. We will use the information gained through this survey to help us distribute information materials effectively and to direct improvements to passenger transport services and facilities for pedestrians and cyclists over the coming years.”

If you need help understanding this document in your own language, please contact Ethnic Access Link. Tel: 01905 25121' (English)

‘যদি এই দলিলটি আপনার নিজের ভাষায় বুঝতে আপনার সাহায্যের প্রয়োজন হয়, অনুগ্রহ করে Ethnic Access Link (এথনিক অ্যাক্সেস)-কে 01905 25121 টেলিফোন নম্বরে যোগাযোগ করুন’ (Bengali)

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To the best of our knowledge all information was correct at the time of printing: November 2008.