



worcestershire

countycouncil

November 2005 Citizens' Panel Survey Feedback of Results

In November 2005 we sent you our 11th Citizens' Panel survey. The survey aimed to find out what you thought about the Worcestershire Hub, the Worcester Library and History Centre and our Communications with you. Thank you to those of you who responded! We received 1453 completed surveys by the closing date, which is a record 70% response rate. Here are some of the headline results. You can view the full results analysis at www.worcestershire.gov.uk/citizenspanel.

THE WORCESTERSHIRE HUB

Currently most of you contact us by telephone. The percentage of you who said you would be likely to access Council services online in the future ranges from over half of respondents aged 18-39 to just under 20% of respondents aged 65 and over.

65% of you were satisfied with the way your query was dealt with, the last time you contacted the Council. The level of satisfaction increases with age from 63% of 18-39 year olds to 69% of respondents aged 65 and over.

More than half of you (57%) said it would be useful to be able to contact the Council out of normal office hours.

28% of you had heard of the Worcestershire Hub prior to receiving the Citizens' Panel survey, awareness of the Hub was greatest in Malvern Hills and lowest in the Wyre Forest.

The Worcestershire Hub Programme team said: "The results of the survey are currently being used to inform the next phases of development within the Worcestershire Hub. For example, discussions are currently taking place around increased opening hours for both face to face and for access via the telephone.

A publicity campaign will be launched in early summer to raise awareness of the Worcestershire Hub, so that more people who need our services feel confident to contact us, and to encourage those who can, and would like to do so, to use the Internet to access on-line information, and services. Wyre Forest customers can expect the launch of their dedicated customer service centre- to be located in the Town Hall in Kidderminster- later in 2006."

THE WORCESTER LIBRARY AND HISTORY CENTRE

68% of you agreed that a building combining the University Library, Worcester City Public Library, Archives and Archaeology is a good idea.

Most of you would like to see Cafes, Public Exhibitions and Bookshops in the new building, and would like the building to be in keeping with the local area.

20% of you said you would like to use the meeting rooms at the Library and History Centre and potential uses for the rooms include business meetings, charity and voluntary sector events and for learning/educational purposes.

Most of you would like to hear about future developments to do with the library via your local newspaper.

Worcestershire County Council's Record and Information Services Manager says:

"The findings from the survey have been given to the core Project Team who are working on the new building. They have found the results useful in the development of the Outline Planning Application and are keen to pursue some recurrent themes further (such as transport and car-parking), through more consultation, as the brief for the building develops. The finding that most people want to be kept updated on the project by local press or website has been taken on board. Promotion of the building as a County resource is also needed as many viewed the new centre as a Worcester City resource."

COMMUNICATION

40% of you said the Council keeps them very or fairly well informed about the services and benefits it provides. This percentage has increased since we last asked this question in 2002.

1 in 5 of you said you knew a great deal or a fair amount about Worcestershire County Council. However, most of you (49%) said you knew just a little about Worcestershire County Council.

Just under 40% of you said that the quality of Council services is good. 13% of you disagreed with this statement.

Worcestershire County Council's Communications Manager says:

"The indicators relating to how well informed people feel have shown significant improvements since 2002, which clearly demonstrates the effectiveness of the Corporate Communications Strategy 2004-2009. However, there is still room for improvement and these findings will be fed into an ongoing 'communications health check' which will see appropriate adjustments made to our plans for how we communicate in the future. Over the next 12 months we will also be looking at ways to improve our branding of activities/services to ensure people are clear about the services we provide."