

Viewpoint Evaluation Survey 2017 – Key findings

Hello and welcome to the third edition of the South Gloucestershire Viewpoint newsletter.

Thank you to those of you who took part in our evaluation survey in June. In total, **498 members completed the evaluation survey**. Your views will help us to improve the Viewpoint Panel and make it easier for members to be involved.

We value your feedback and hope to make some positive changes to the Viewpoint panel. The main findings of the survey, accompanied with our response and what we are going to do, is summarised below.

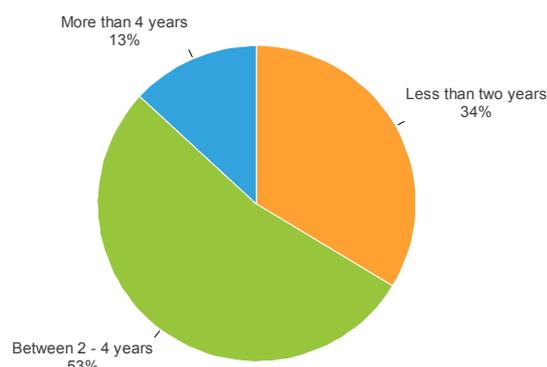
Congratulations to our gift voucher winners:

Bruce – Patchway,
Erica – Yate,
Mary – Easter Compton,
Priscilla – Thornbury and
Anthony – Staple Hill

The Viewpoint Panel

- ❖ **Over half of respondents have been members of the Viewpoint Panel for between two and four years (53%).**

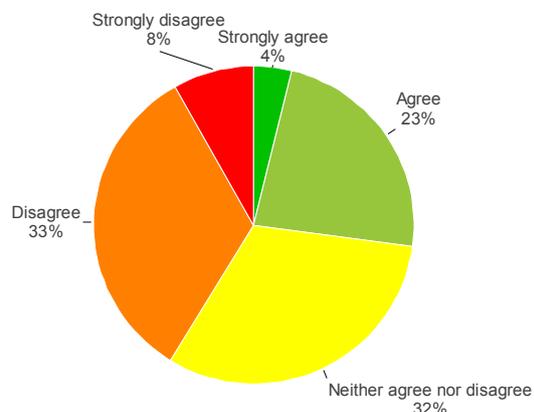
We will be refreshing the panel later this year – this may mean that some members are removed from the panel to allow new members to join to panel as we need to rebalance the age profile of the panel.



- ❖ **When asked how you would rate your experience of the Viewpoint Panel, almost half of respondents rated their experience as ok (46%).**

By making the changes explained in this document, hopefully we will improve people's experiences of being a member.

- ❖ **The statement which received the greatest agreement score was that the panel 'is an effective way of getting resident's views'. Being 'informed about how my contributions have made a difference' received the greatest disagreement score of 41%.**



Being informed about survey results and how they impact decisions was highlighted as a clear area to improve through various questions. To improve the feedback you receive, we will:

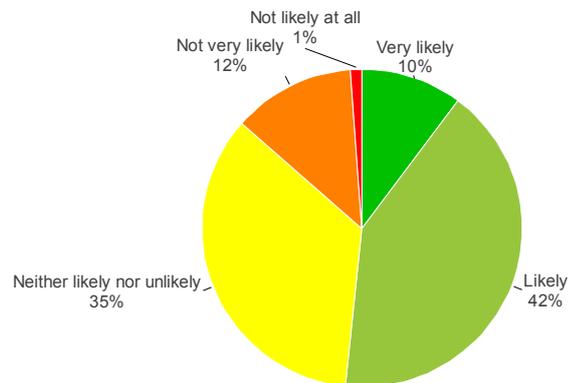
- ❖ Produce a newsletter outlining the key results, how they were used and if they impacted any key decisions.
- ❖ Ensure that every member receives a newsletter following every survey.
- ❖ Work with colleagues to provide more information about how the results have been used and if they have impacted any decisions.
- ❖ Consider your suggestions to improve the newsletter.

❖ **When respondents were asked what motivates them to be involved in the Viewpoint panel, the majority said it gives them an opportunity to have their say (82%).**

❖ **The most frequently mentioned theme was that their views do not make a difference or that the Council do not listen (7).**

❖ **The next question asked respondents how likely they would be to recommend being a member of the Viewpoint panel to a friend. Slightly over two fifths of respondents chose likely (42%).**

Hopefully by improving your experience of the panel we will increase the chance of you recommending the panel to a friend.



Surveys

❖ **The greatest proportion, of 58%, of respondents complete surveys on a laptop or computer. This was followed by almost one fifth who complete surveys on a tablet (17%), using a paper survey (12%), on a smart phone (11%), or other (2%).**

In future we will produce a mobile/tablet friendly survey in addition to online and paper surveys.

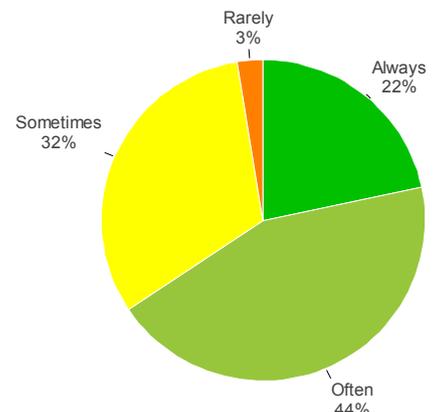
❖ **When asked how often you would like to be involved in Viewpoint surveys or activities, the majority of 62% said three or four times a year.**

We will continue running three or four surveys a year.

❖ **Around three fifths of respondents felt as though the language is always easy to understand (62%); the format is always clear and easy to follow (62%); and that they are given enough time to respond (64%).**

❖ **Slightly over two fifths of respondents also felt as though survey topics often interest them (44%).**

We will work with teams in the council to provide a wider range of survey topics to appeal to a wider range of members.



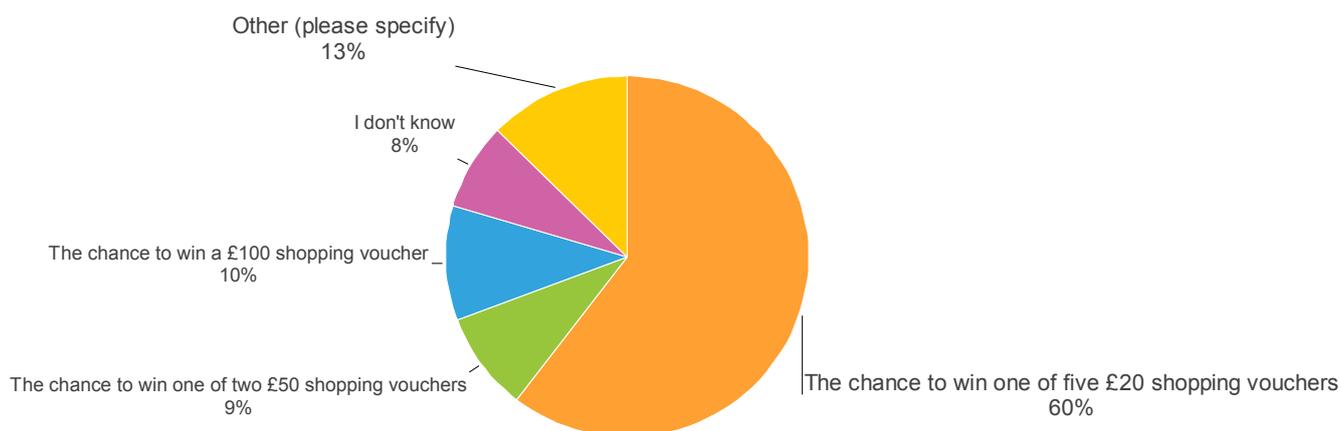
- ❖ The largest proportion (almost two fifths) of members felt that none of the options stop them from getting more involved in panel activities (37%). This was followed by almost one fifth who felt work commitments get in the way (21%), family commitments (19%) and that survey topics are not relevant to them (17%).
- ❖ When asked what is more likely to encourage them to respond to a survey, ‘the survey being about a topic I am interested in’ received the greatest score (80%).
- ❖ The most commonly mentioned theme was that they would like more feedback about survey results and how they are used (15).

Incentives

- ❖ The largest proportion of respondents agreed with the current scheme and felt that the chance to win one of five £20 vouchers was most appropriate (60% or 272 respondents).

We will continue providing the chance to win one of five £20 ‘Love to Shop’¹ vouchers. Suggestions were made to provide a different voucher, such as Amazon, or giving members a choice of vouchers however this would not be feasible due to how we order vouchers and staff time available to administer this.

When asked for other suggestions the most frequently mentioned theme, with over eighty mentions, was not needing incentives (83).



We will continue to provide incentives as a reward for taking part in surveys.

Many other suggestions were made but were not feasible for various reasons, such as paying members per survey due to budget reasons.

¹ Love to shop’ vouchers can be redeemed in over 20,000 stores, restaurants and attractions, with over 150 top brands to choose from such as Argos, Debenhams, HMV, New Look, River Island, TK Maxx, Matalan, Mothercare, Superdrug and Halfords.

Newsletter

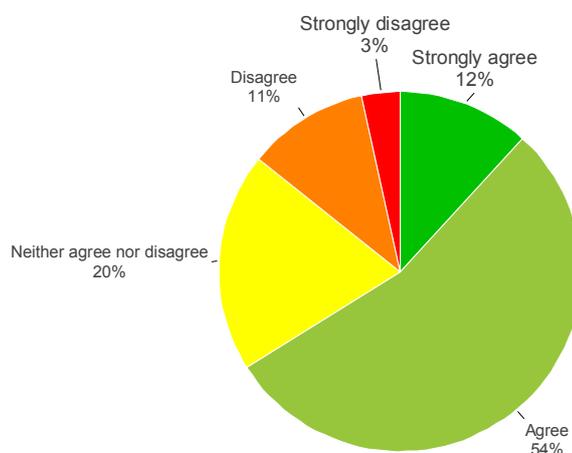
❖ Over half of respondents had not read the Viewpoint Panel newsletter (58%)

We are aware that some members had not received a newsletter before due to a distribution error. All members have since been sent the previous two newsletters. We will ensure all members receive a copy of any future newsletters.

❖ 'The newsletter keeps me informed about how my feedback is used' received the lowest agreement score of 54% (66% combined agreement).

❖ When asked for suggestions on how we can keep you informed the most frequently mentioned suggestion was by email (11).

❖ The most frequently mentioned theme was wanting more information about the impact of survey results (18). This was followed by suggestions about how to improve the presentation including a friendlier format, charts and graphs, including upcoming topics and pictorial overviews.



Graphs are not currently included in the newsletter to keep it as short as possible. As there are so many questions it would be difficult to include a graph for each question therefore for this newsletter we have included occasional graphs. We will continue to explore how graphs can be included in future newsletters.

Graphs for each question are included in the full reports which are available from www.southglos.gov.uk/viewpoint. The link to the full report will be circulated with each newsletter.

❖ The most frequently mentioned theme was not having received a newsletter before (45). Several comments asked how individuals were entered into the prize draw.

When you join the Viewpoint panel you are assigned an ID number. If you receive a paper copy you may notice that this ID number is printed on every page of your survey. If you complete surveys online you are automatically logged in to your account. The ID numbers attached to every completed survey are input into a prize draw. Once the winners have been drawn we identify who the survey belongs to.

If you have any questions please do let us know by:

Email: Viewpoint@southglos.gov.uk

Telephone: 01454 868408

Post: Freepost RTXL-YHGY-GSYS, South Gloucestershire Council, Consultation Team, Council Offices, Badminton Road, Yate, BRISTOL, BS37 5AF

Thank you for being part of the Viewpoint panel.