Bridgend County Borough Council

Summer survey 2019

Digital Developments

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Introduction

Background

Bridgend County Borough Council has independently undertaken a survey designed for its 1268 Citizens' Panel members. The following report provides a summary of the findings derived from a survey undertaken among panel members between 24 June 2019 and 18 August 2019. The purpose of this survey was to seek views on digital developments, waste services, employability Bridgend, adult Community Learning, mental health provision, 'Your Medicines Your Health' Cwm Taf health board project, feedback on engaging through the Citizens' Panel and contact with the councils Customer Services team.

Methodology

All panel members were sent an invitation to complete the survey. 965 members received an email containing the online survey link and 303 members received a paper copy in the post. Surveys were provided in either Welsh or English depending on individual preferences. Accessible versions of Welsh and English surveys were made available to those who had requested these. Each panel member also received a letter from the Leader of the council and a newsletter called 'You said, we did' outlining the findings and the actions that had resulted from the last two Citizens' Panel surveys.

A reminder email was sent during the second and fourth week of consultation by the panel members whose preferred method was e-mail. By the survey end date of 18 August 2019, 473 surveys had been completed. This represents an overall response rate of 37 per cent.

The table below highlights the response rate based on format and language preference.

	Online English	Paper English	Online Welsh	Paper Welsh	Total
Invitations sent	953	294	12	9	1268
Survey completions	314	154	1	4	473
% response rate (based on format)	33%	52%	8%	44.5%	-

1   Survey overview

This survey contained 82 questions (with an additional 14 supplementary questions which were asked based on responses from previous questions), split into eight sections. The sections included the following questions;

- The digital developments section included questions regarding navigating our website and online services;
- The waste services section looks at community recycling centres and collections;
- The employability Bridgend section included questions to gain feedback on the service;
- The Adult Community Learning section asked what course should be available and where courses should be running;
- The mental health provision section included questions about the new Mental Health Prevention services;
- 'Your Medicine Your Health', a campaign developed by the Health Board, looked at understanding members' use and disposal of medicines;
- Engagement with Citizens' Panel sections looked at the different ways members would like to engage with us during key council consultations;
- Contact with Customer Services team asked for feedback from a previous visit.

The survey also contained the standard equalities questions which were optional to respondents.

Confidence testing

A sample of 473 is robust and is subject to a maximum standard error of ±3.57 per cent at the 95 per cent confidence level on an observed statistic of 50 per cent. Thus, we can be 95 per cent confident that responses are representative of those that would be given by the total adult population, if a census had been conducted, to within ±3.57 per cent of the percentages reported. This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 46.43 per cent and 53.57 per cent.

Rounding

Figures and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to 'rounding' differences, these are never more than +/-1

per cent. These occur where rating scales have been added to calculate proportions of panel members who are satisfied at all (i.e. either very or fairly satisfied). For example, if 25.4 per cent of residents state they are very satisfied and 30.3 per cent of residents are fairly satisfied, these figures are rounded down to 25 per cent and 30 per cent respectively. However, the sum of these two responses is 55.7 per cent which is rounded up to 56 per cent, whereas the individual responses suggest this total should be 55 per cent.
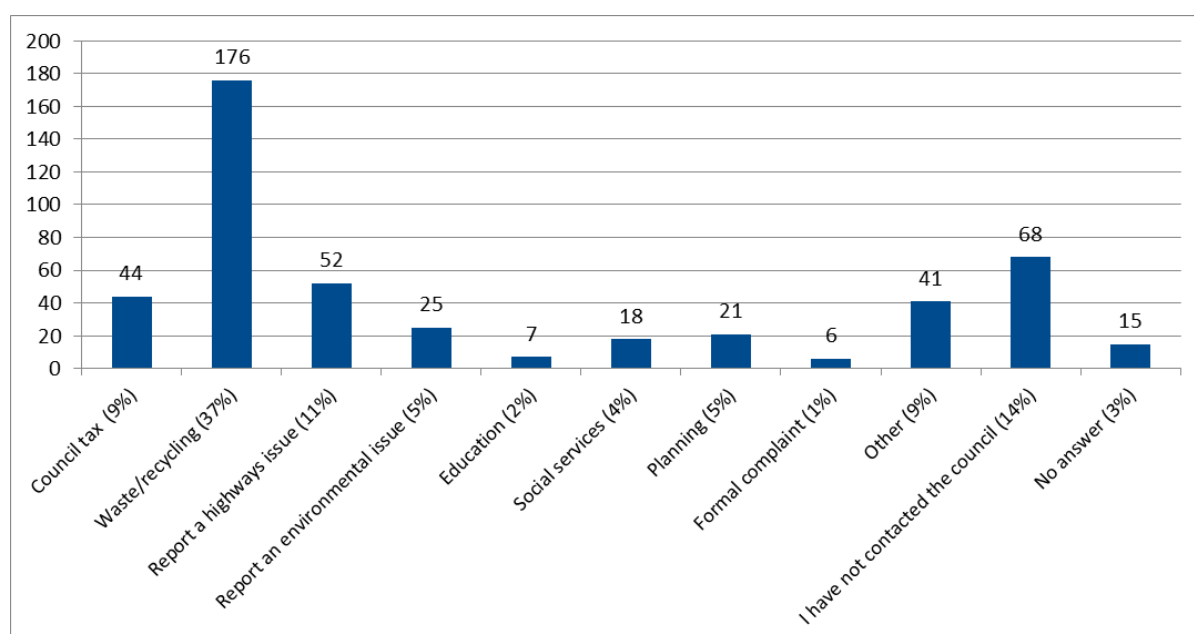
Digital developments

Introduction

The first section of the survey asked 15 questions about contacting the council, Bridgend County Borough Council website, use of technology and accessing council services.

Contacting the council

Please tell us why you last contacted the council?

37% (176) of respondents stated that they last contacted the council regarding a waste/recycling issue, 11% (52) to report a highways issue and 9% (44) regarding council tax.

If 'other', please specify:

41 respondents identified another reason they contacted the council.

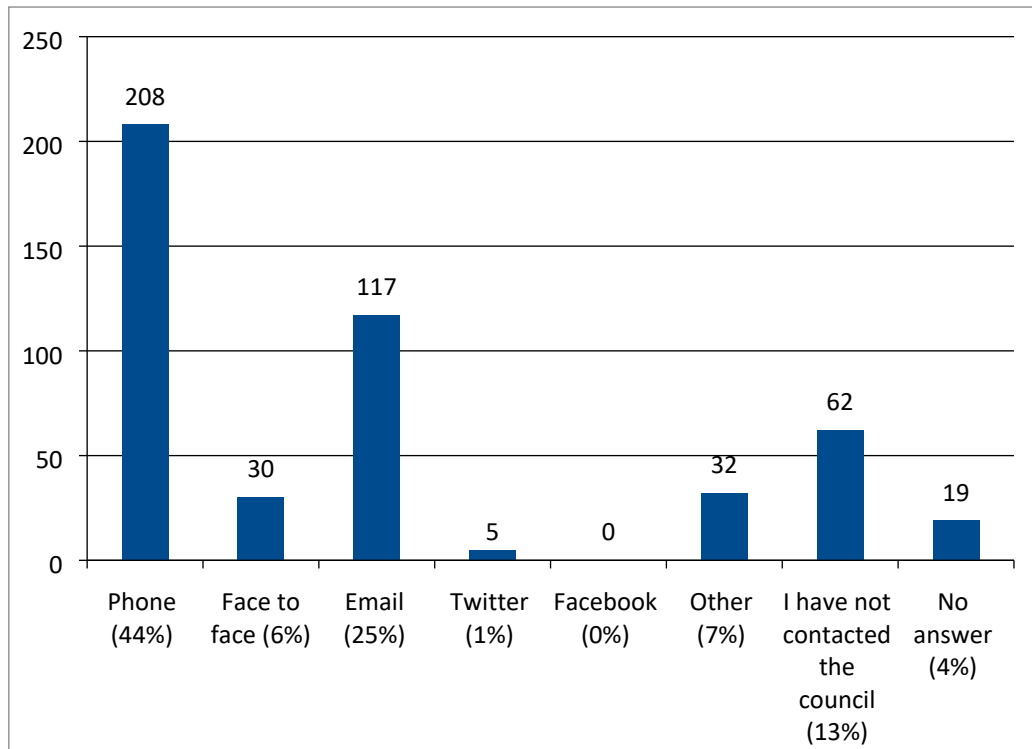|	
Blue Badge Scheme	5
Electoral roll	5
Bus passes	4
Damage to public property	3
Parks	3
Housing	3

Pay a bill	2
Street lighting not working	2
Dog warden	2
Dumped vehicle	1
Citizen Panel	1
Applied for a job	1
Illegal camping in Newbridge fields	1
Wasps nest	1
Highways	1
Overgrown tree	1
The over-50s help scheme	1
Rights of way	1
I am a Councillor	1
Drain blockage	1
To speak to a specific member of staff	1

The table shows that the top three 'other' reasons respondents contacted the council were:

- Blue Badge Scheme
- Electoral roll
- Bus passes

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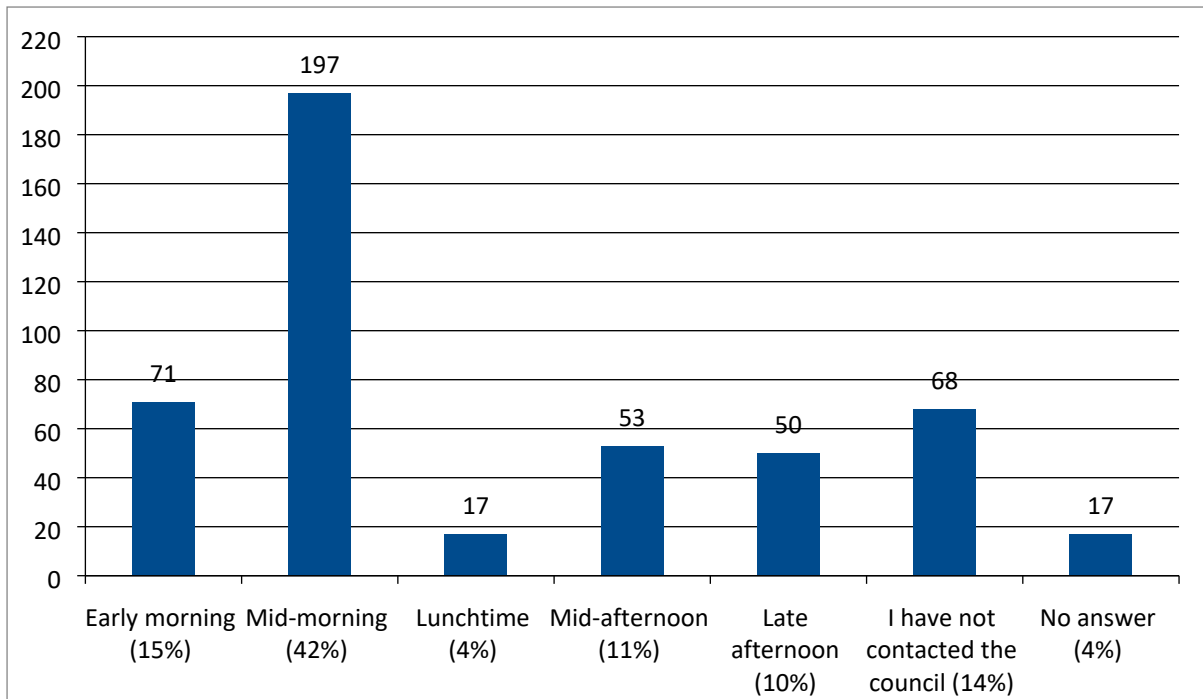
What method did you use to contact the council?

44% (208) respondents contacted the council by phone, 25% (117) respondents emailed and 7% (32) identified another method they used.

If 'other', please specify:

|	
BCBC website	14
Fix my street website	7
Letter	4
My Account	3
Talktous	2
My councillor	2

What time of day do you typically contact the council?

42% (197) respondents said they contacted the council mid-morning, followed by 15% (71) respondents said early morning and then 11% (53) respondents said mid-afternoon. The least popular response was lunchtime with 4% (17) respondents giving this answer.
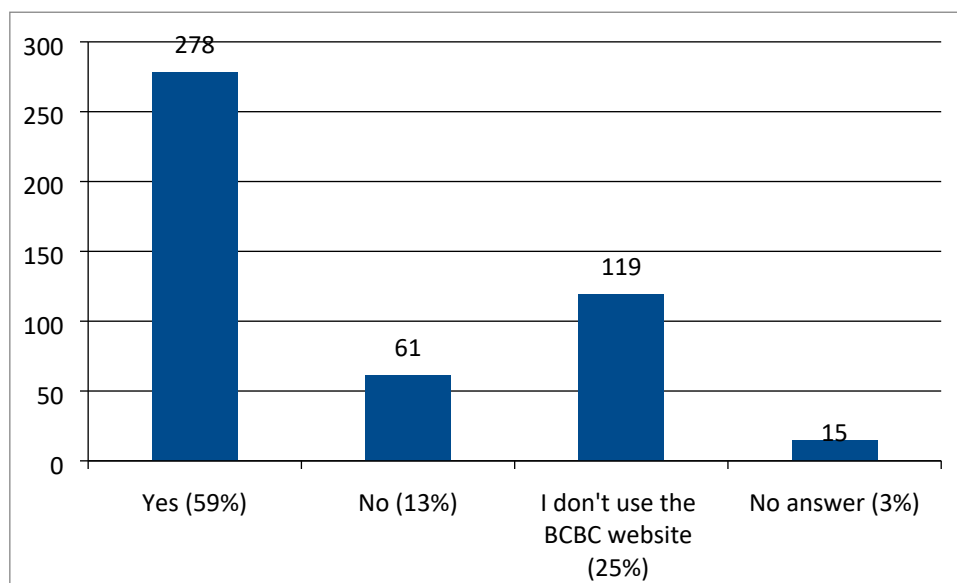
Bridgend County Borough Council website

How easy is it to use the website?
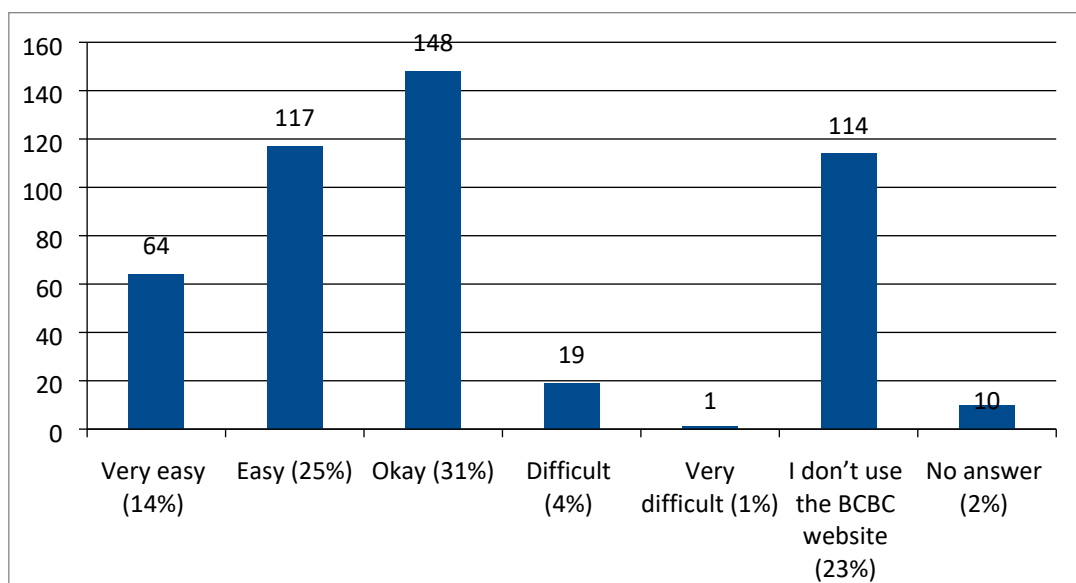
39% (181) respondents said the website is either very easy or easy to navigate, 31% (148) respondents said it was okay and 5% (20) respondents said it is either difficult or very difficult to navigate.

Does the website provide you with all the information you require about services?

59% (278) respondents said the website provided them with all the information they required about services, 13% (61) respondents said it does not.

If 'no' please tell us what is missing

|	
Recycling information	13
Difficult to navigate	10
Unable to find information easily	8
Did not answer my question	7
Planning information	3
Old fashioned design/ not fit for purpose	2
Unable to download forms	2
Blue badge information	1
Complaints process	1
Housing register	1
More links to community resources	1
Rights of way information	1
School meals information	1

Social services information	1
Unable to report incidents in real time	1

53 comments were made in response to the question to tell us what is missing from the website. The top three responses were:

- Recycling information
- Difficult to navigate
- Unable to find information easily

Your use of technology

Which of the following do you use on a regular basis?
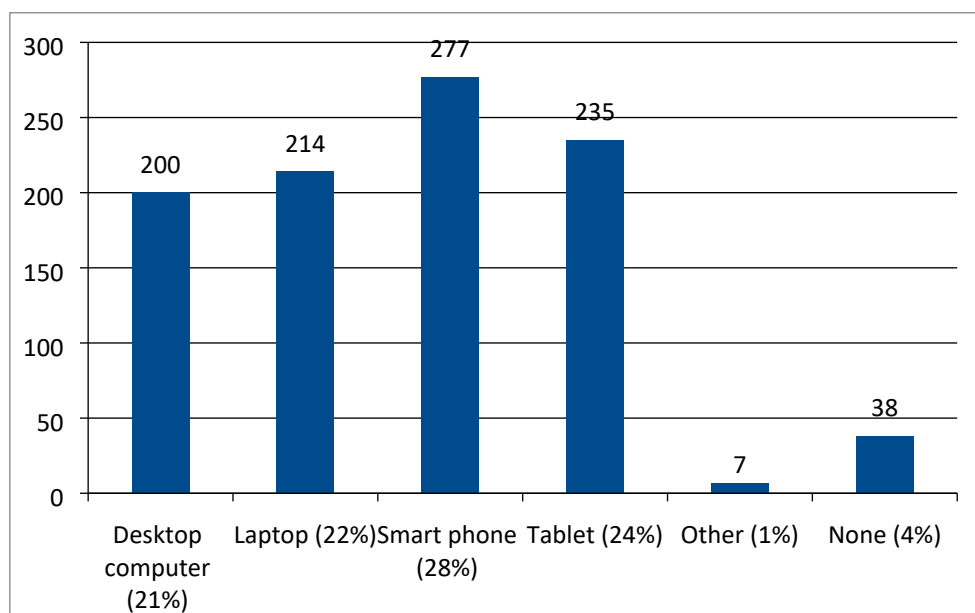
This was a multiple choice question that enabled respondents to choose more than one option. 28% (277) respondents said the use a smart phone, 24% (235) said they use a tablet and 22% (214) respondents said they use a laptop.
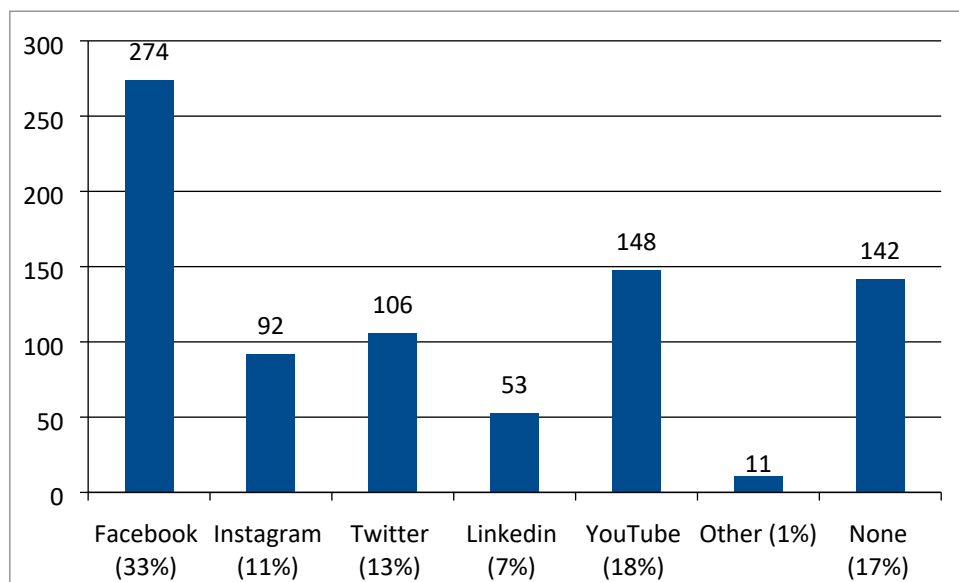
If 'other', please specify:

Acer Chromebook	1
land-line	1
library computer	1
kindle	1

IPad	1

Five comments were made by respondents to identify other technology they used on a regular basis. The five comments were

- Acer Chromebook
- Land-line
- Library computer
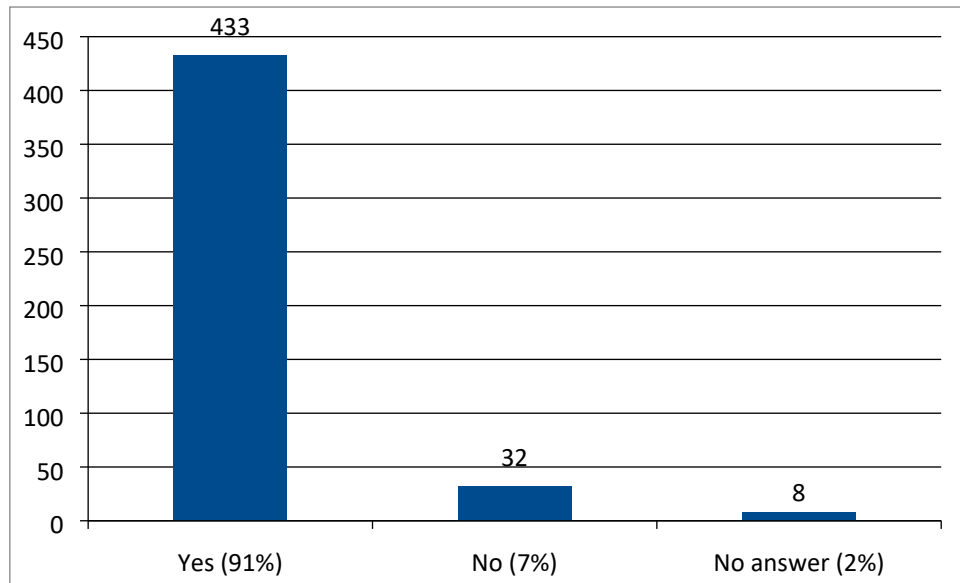- Kindle
- IPad

Which social media do you use?

This was a multiple choice question that enabled respondents to choose more than one option. 33% (274) respondents said they use Facebook, 18% (148) said they use YouTube and 13% (106) said they use Twitter.

If 'other', please specify:

| WhatsApp	7
e-mail	1
Telegram	1
Internet	1

11 comments were made by respondents to identify other social media platforms they use. The most popular response was WhatsApp, followed by email, telegram and internet.

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Does your household have access to the internet?

91% (433) respondents said their household has access to the internet. 7% (32) respondents said they did not have access and 2% (8) respondents did not answer this question.

Have you signed up to My Account (our online portal allowing you to interact with services such as council tax on a 24 hours a day)?
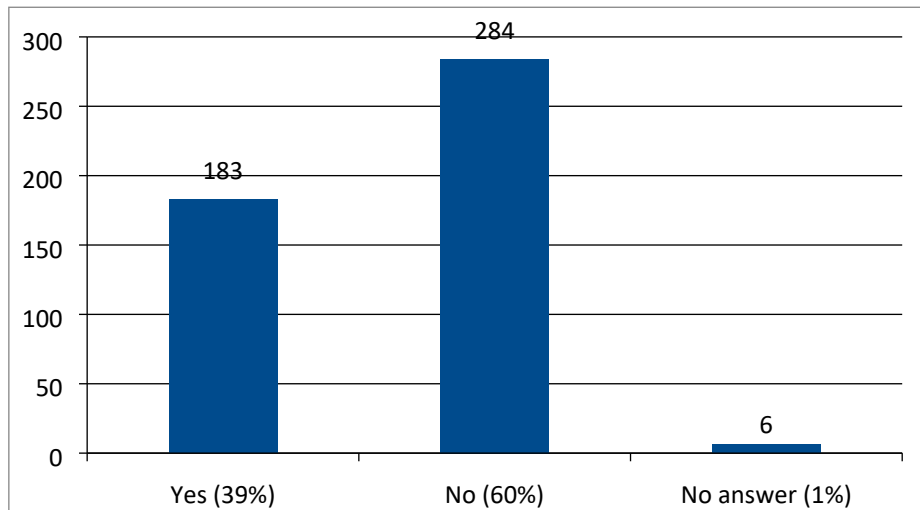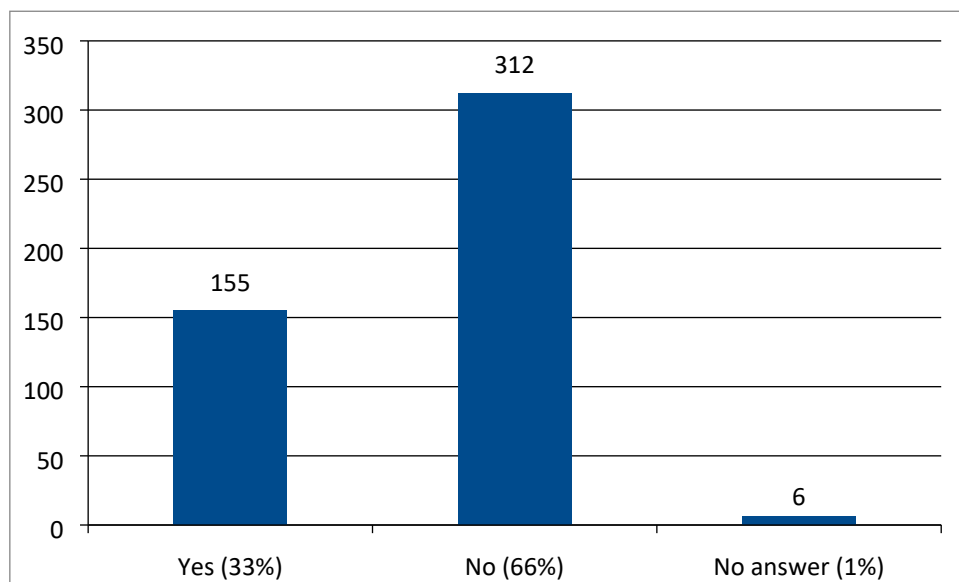

39% (183) respondents said they had signed up to My Account, 60% (284) said they have not.

If 'no', please can you tell us why:

Did not know about it	61
Do not need to	60
No access/ unable to use a computer	32
Haven't got round to it	21
Prefer to speak to someone	8
Prefer face to face	6
Prefer paper bills	6
Do not want to	4
I am not responsible for households council tax	2
Pay Council tax by direct debit	2
Prefer to pay at post office	2
Like to pay by card	1
Need more information about it	1

206 respondents commented as to why they have not signed up to My Account. The top three responses were: They did not know about it, they did not need to and they have no access to, or are unable to work, a computer.

Have you subscribed to council tax e-billing?

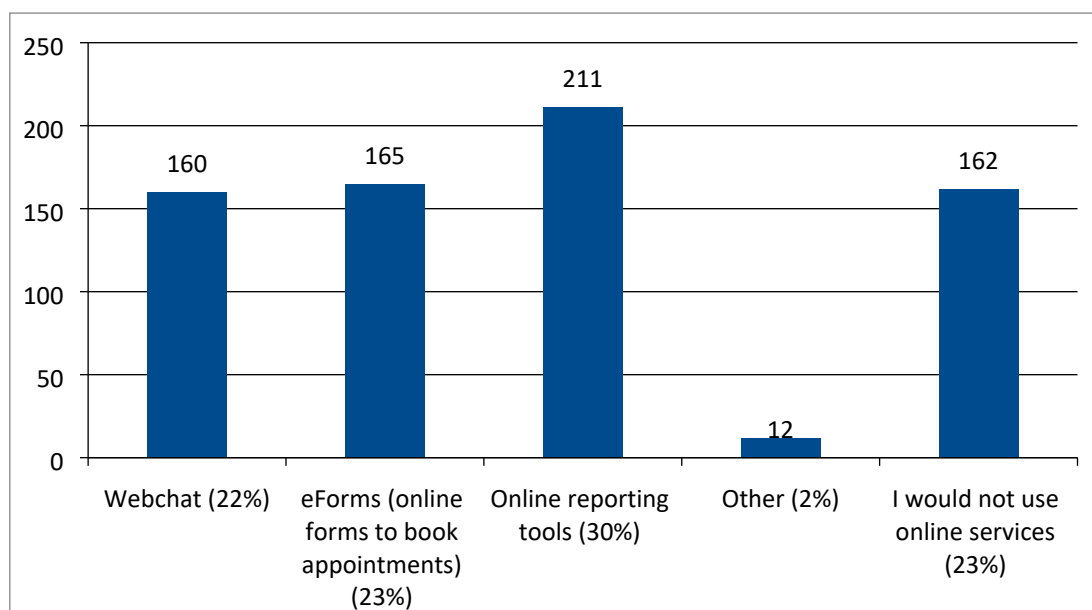33% (155) respondents said they have subscribed to council tax e-billing and 66% (312) said they have not.

If 'no', please can you tell us why:

Did not know about it	57
Prefer paper copy	53
No access/ unable to use a computer	29
Pay by direct debit	28
Do not need to	14
I am not responsible for households council tax	10
Haven't got round to it	10
Do not want to	7
Don't know	3
Have been unable to sign up	2
Prefer to pay in post office	1
Prefer face to face	1
Have you got the money for this?	1
Hardly seems worthwhile for one communication per annum	1
Give me an incentive and I will	1

218 respondents made comments as to why they have not signed up to council tax e-billing. The top three responses were: they did not know about it, they prefer a paper copy and they have no access, or are unable to use, a computer.

Accessing council services

Customers can currently contact us through phone, email, face to face, Twitter and Facebook. We are considering developing alternative online methods, would you use any of the following methods to contact us if they were available?

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30% (211) respondents said they would contact the council using online reporting tools, 23% (165) would use eForms, 22% (160) would use webchat and 2% (12) chose another response.
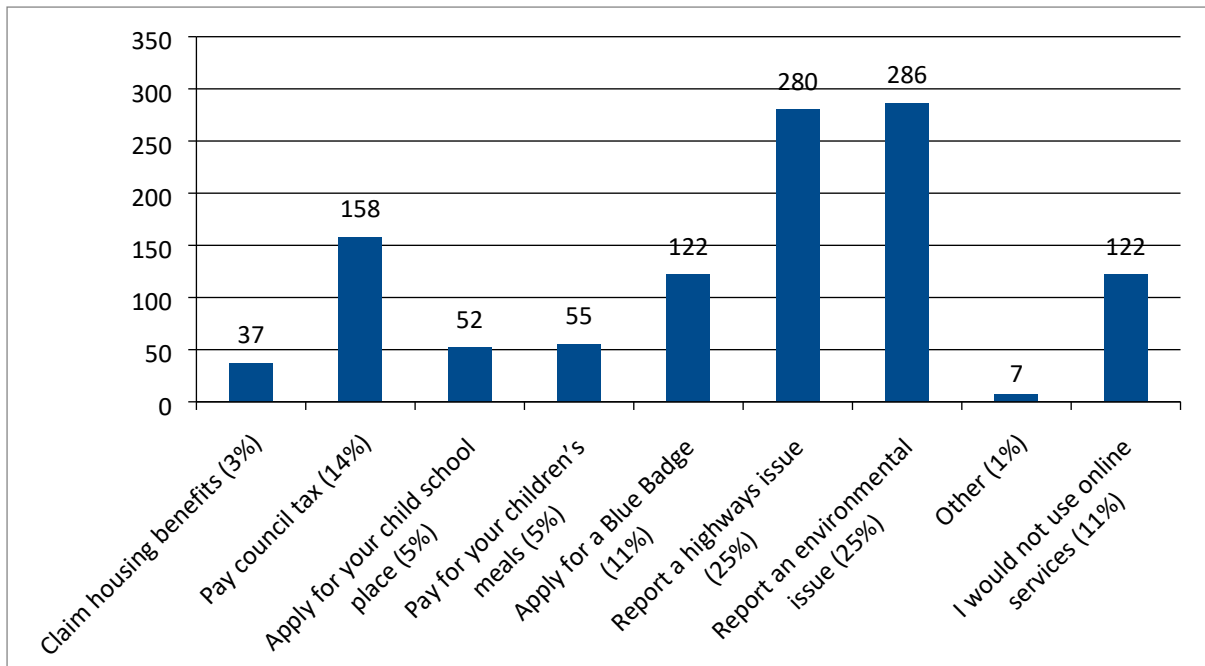
If 'other', please specify:

Talking to a person can be useful	3
Messenger or WhatsApp	2
Option to obtain and print forms	1
Apply for bus pass	1
Ability to report issues with roads	1
Online tools to order more waste disposal bags	1
I am unable to use a computer	1

10 comments were made by respondents regarding other ways they would contact the council. The two most popular responses were: talking to a person can be useful followed by messenger of WhatsApp.

We are looking to develop more online opportunities for customers to access services. Would you consider accessing any of the following services online?
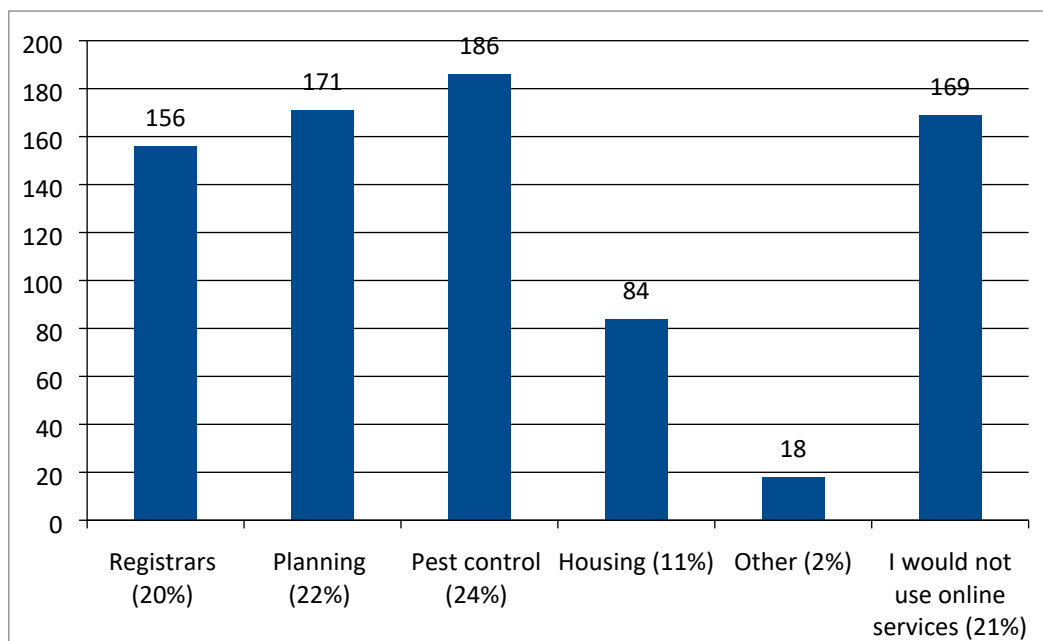
25% (286) respondents said they would access a service to report an environmental issue online, 25% (280) said they would report a highways issue and 14% 9158) would pay their council tax.

If 'other', please specify:

Refuse collection	3
Apply for a course	1
Bus pass application	1
Anti-Social Behaviour	1

Six comments were made by respondents regarding what services they would access online. The most popular response was to organise refuse collections.

We are looking to develop more online opportunities to book appointments with us, would you consider booking any of the following online?

24% (186) respondents said they would book pest control appointments online, 22% (171) said they would book planning appointments and 20% (156) said they would book appointments with registrars.

If 'other', please specify:

Any service suitable for this	3
I have no need to contact these services	2
I would not use online service to deal with these services	2
Blue badge application	2
Waste Management	2
Highway issues	1
Employability Bridgend	1
Customer Services	1
Complaints	1
Benefits work capability assessment	1
Rights of way	1

17 comments were made by respondents regarding online services. The most popular response was that any service would be suitable to book appointments for online.

Would you sign up for email notifications on any of the following services?
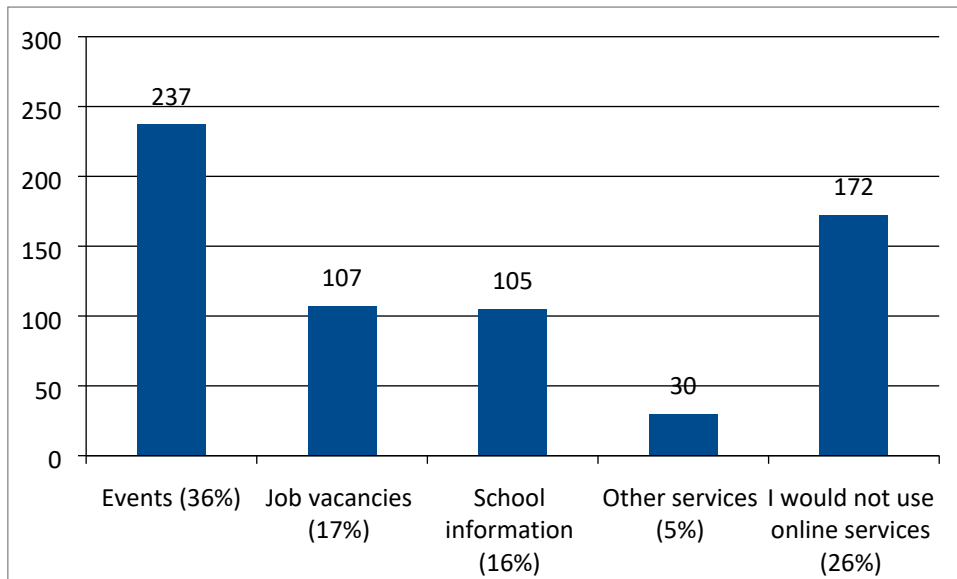
36% (237) respondents said they would sign up for email notifications regarding events, 17% (107) chose job vacancies and 16% (105) chose school information.

If 'other', please specify:

Highways or environmental issues	5
Waste/recycling	5
Information on road works and local developments	4
Council tax and any benefits	2
Any service is suitable for this	2
Decisions made by the council	2
Email social workers	1
Planning applications in my area	1
Employability Bridgend	1
Complaints	1
Housing	1
Music services	1
Children's activities	1

28 comments were made by respondents regarding what email notifications they would like to receive. The top three responses were: highways or environmental issues, waste/recycling and information on road works and local developments.

Please tell us if there is anything else we could do to improve our digital services:

Improve the website (easier to find information)	14
Not everybody wants to go online	11
Faster follow up after using email	9
Improve face to face and phone service	7
Report environmental issues	3
Provide contacts for departments	3
Reassure personal information is safe	3
Support people to use the website	3
More forms online to download	2
Easier complaints/scrutiny procedure	2
Improve blue badge applications	2
Search facility on website returns invalid results	2
Advertise online facilities	1
Email reminders re. recycling and waste	1
Have web chat	1
Kiers details on BCBC website	1
Make an app	1
Save payment information on school meals	1
Self-serve technology in reception	1
Add a 'What's on' section	1

69 comments were made by respondents on how digital services could be improved. The top three responses were: Improve the website so it is easier to navigate, not everyone wants to go online and faster follow ups if emailing the council.