# **Your Voice Member Survey 2015/16**

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## **1. Introduction**

Your Voice is a membership scheme open to all Norfolk residents that want to have their say on public services. Members are sent information about a whole range of opportunities to influence decision making, including surveys, mystery shopping exercises and invitations to focus groups.

This report summarises the results of the third annual survey of Your Voice members. The report covers their views on Your Voice and how they think it could be improved.

## **Methods**

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### A survey was sent to all 5,437 Your Voice members. 1,980 were emailed a link to complete the survey online. 3,457 were posted a paper copy of the survey, a freepost return envelope and a newsletter.

### **Fieldwork dates:** The survey ran from 18 January 2016 to 29 February 2016.

## **Response**

### 1,043 Your Voice members responded to this year’s annual member survey, which is a 19% response rate (up from 13% in 2014/15).

## **Summary of findings**

**How satisfied are Your Voice members with the scheme?**

| **1. How satisfied or dissatisfied are you with your membership of Your Voice? Please select one only** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Very satisfied | |  | | --- | |  | | 22.14% | 228 |
| 2 | Satisfied | |  | | --- | |  | | 55.44% | 571 |
| 3 | Neither satisfied or dissatisfied | |  | | --- | |  | | 20.58% | 212 |
| 4 | Dissatisfied | |  | | --- | |  | | 1.46% | 15 |
| 5 | Very dissatisfied | |  | | --- | |  | | 0.39% | 4 |

Overall satisfaction has increased from 74% in 2014/15 to 78% in 2015/16.

Satisfaction with Your Voice is higher amongst members who feel that they can influence decisions affecting their local area, those who think that Norfolk County Council provides value for money and those who live in North Norfolk.

**Would Your Voice members recommend the scheme?**

| **2. Would you recommend Your Voice to other people? Please select one only** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Yes – if so why? | |  | | --- | |  | | 86.69% | 853 |
| 2 | No – if so why not? | |  | | --- | |  | | 13.31% | 131 |

86% of Your Voice members would recommend the scheme to other people. This is the same as the results from the 2014/15 survey.

**Why did members say they would recommend Your Voice?**

Members love that Your Voice gives them a chance to have their say, comment on local issues and share their opinions. They want to make a difference, to contribute to their community and to improve public services. Members also find that Your Voice is a useful and interesting source of information about what is happening locally.

Here are some quotes from Your Voice members:

* “If you don't tell the people who make the decisions, how else do they know what you want?”
* “It's an easy way to have a say on local issues.”
* “Gives me a chance to have a say on things I care about.”
* “Makes me feel I'm part of the decision making process.”
* “People have a right to have their views heard and listened to.”
* “I’m encouraged by the fact that 'ordinary' citizens are being included in local democratic process at a time of financial challenges for Government at all levels.”
* “I feel you shouldn't complain about services / lack of things if you haven't taken time to voice your opinions.”
* “The surveys help to improve the quality of life and projects in Norfolk.”
* “The more people the better, we all have different thoughts on things.”
* “It is so informative about what is happening within our area.”

**What did the people say who wouldn’t recommend it?**

Some members aren’t convinced that their contribution is making a real difference and that they don’t get enough feedback to be confident to recommend it to others. Whilst other members aren’t sure that it is their place to ask family and friends to sign-up.

Here are some quotes from Your Voice members:

* “I am not clear how surveys and results link to informing policy and if the results really shape it.”
* “I do no not think that most people would want to devote time to being involved with surveys etc.”
* “I tend not to recommend matters to other people. Even within family - will tell them of its existence but leave next steps to them.”
* “I don't like putting on other people, but if someone asked me about it, I would recommend it.”

**Improving Your Voice**

We asked you what you think would improve the scheme. This is what **you said** and **we will** change**:**

1. **You said:** Provide more regular feedback about what members have said and what impact we’ve had. Some of your specific suggestions included:

* Give us more detailed results, for example about the differences between people living in different parts of the county.
* Show us where the results of the surveys we’ve completed and our involvement in projects appears in reports to councillors and in the decision making process.
* Publicise feedback widely and not just to members of Your Voice, for example in the local media and in community buildings, like libraries.
* Share feedback from the people that have benefitted from projects we’ve been involved in.
* Have an annual report on each topic covered, and continue to follow-up on issues in subsequent years to see if we’ve made a difference as some things take time to change.

**We will:**

* Email our online members with more feedback. Over the past year we’ve introduced the ‘Your Voice Echo’ – a quarterly update on how you’ve made a difference. In future we’ll include links to more detailed feedback about the results of surveys and other projects.
* Send our postal members more feedback. We currently send an annual newsletter, but in future we will also include updates about the difference you’ve made when we send you surveys.
* Regularly complete the new ‘We asked, you said, we did’ feedback page of our website: <https://norfolk.citizenspace.com/>. We will be able to give you more detailed feedback on our website than we can include in a short newsletter.
* Include links to where survey results have been presented to councillors in the feedback we send you. Here are a couple of examples:
* The results of this Your Voice member survey were reported to councillors on our Communities Committee. You can read the [paper here](http://norfolkcc.cmis.uk.com/NorfolkCC/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=pdJUE9xG2IoYhc33a9WqN%2b0yV7kok6dgImeN0BRRcTPUeyvEyghu2Q%3d%3d&rUzwRPf%2bZ3zd4E7Ikn8Lyw%3d%3d=pwRE6AGJFLDNlh225F5QMaQWCtPHwdhUfCZ%2fLUQzgA2uL5jNRG4jdQ%3d%3d&mCTIbCubSFfXsDGW9IXnlg%3d%3d=hFflUdN3100%3d&kCx1AnS9%2fpWZQ40DXFvdEw%3d%3d=hFflUdN3100%3d&uJovDxwdjMPoYv%2bAJvYtyA%3d%3d=ctNJFf55vVA%3d&FgPlIEJYlotS%2bYGoBi5olA%3d%3d=NHdURQburHA%3d&d9Qjj0ag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3d&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3d&WGewmoAfeNQ16B2MHuCpMRKZMwaG1PaO=ctNJFf55vVA%3d) (paragraph 2.9).
* The results of the ‘Your local pharmacy’ survey were reported to the Norfolk Health and Wellbeing Board. You can read the [paper here](http://norfolkcc.cmis.uk.com/NorfolkCC/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=1sLEA0E6IURxQv%2bosx3KjSLInnSmXd7MLjsKShPtbbbDvVIHRl3j0g%3d%3d&rUzwRPf%2bZ3zd4E7Ikn8Lyw%3d%3d=pwRE6AGJFLDNlh225F5QMaQWCtPHwdhUfCZ%2fLUQzgA2uL5jNRG4jdQ%3d%3d&mCTIbCubSFfXsDGW9IXnlg%3d%3d=hFflUdN3100%3d&kCx1AnS9%2fpWZQ40DXFvdEw%3d%3d=hFflUdN3100%3d&uJovDxwdjMPoYv%2bAJvYtyA%3d%3d=ctNJFf55vVA%3d&FgPlIEJYlotS%2bYGoBi5olA%3d%3d=NHdURQburHA%3d&d9Qjj0ag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3d&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3d&WGewmoAfeNQ16B2MHuCpMRKZMwaG1PaO=ctNJFf55vVA%3d) about the Pharmaceutical Needs Assessment (it is Item 7, Appendix K).
* Make sure that Your Voice is referenced in reports and publicity that talk about your work.
* Continue to update you on projects that you’ve been involved with. Sometimes it takes longer for things to change, so we will start to revisit issues in our feedback newsletters to update you on what has happened and how we’ve used your views to improve services.

1. **You said:** Do more to promote the scheme, in order to recruit more members and to get a broad range of people involved and sharing their views.

**We will:**

* Use social media more to share our surveys and other opportunities. We’ll ask other organisations to re-tweet our messages to their followers. You can follow us on Twitter @yourvoice\_nflk.
* Carry out a campaign to recruit a new sample of residents to be part of Your Voice.
* Make sure that Your Voice is referenced in reports and publicity that talk about your work.

1. **You said:** Ask us about different topics. Some of your specific suggestions included:

* To deal with more political and controversial subjects.
* Let Your Voice members choose some of the questions and topics.
* Tell us what topics are coming-up, so that we can have a think about them and discuss them with family and friends.

We always want to know what you think about our services and to hear your ideas about how we could improve them. There are plenty of ways for you to have your say, for example you can always contact your local county councillor to talk about a problem affecting your local community. Find [your councillor's contact details](https://www.norfolk.gov.uk/what-we-do-and-how-we-work/councillors-meetings-decisions-and-elections/councillors) and get in touch with them.

We carefully choose the topics that we ask you about. We feel it’s only right to ask you about topics where there is an opportunity for you to influence the outcome. For example we often ask you to help evaluate services when a contract is coming to end, or to share your thoughts on a consultation we’re running about changing a service. This approach has resulted in us asking you about a broad range of topics, from council tax to health services, policing to protecting vulnerable adults.

**We will:**

* Continue to send you surveys and other opportunities about topics where you can influence decisions about public services in Norfolk.

1. **You said:** It would be great if there were opportunities to share your views with us face-to-face. Some of your specific suggestions included:

* Have local Your Voice meetings to discuss issues with people who live in the same area as you.
* Hold meetings where Your Voice members can talk to decision makers about their ideas and concerns.
* Make it clear who is responsible for Your Voice and give it a ‘face’.

We love it when get out of the office and meet Your Voice members. We really appreciate your help, so it’s nice to be able to thank you in person and find out a little more about you.

**We will:**

* Explore arranging more meetings and events for you to share your views directly with decision-makers.
* Make our communications a bit more personal and include the odd photo of us in action so that you can see who is contacting you.

1. **You said:** Provide us with more information about councillors and your services

**We will:**

* Send you more information about the council. You can find out more about [our councillors](https://www.norfolk.gov.uk/what-we-do-and-how-we-work/councillors-meetings-decisions-and-elections), [our services](https://www.norfolk.gov.uk/) and [how we spend your money](https://www.norfolk.gov.uk/what-we-do-and-how-we-work/our-budget-and-council-tax) on website.

1. **You said:** We have some ideas for improving your surveys. Some of your specific suggestions included:

* Give us more information at the beginning of the survey, particularly about how the results will be used and when they will be reported.
* Have a question about socio-economic status on our surveys.
* Have a box to tick to stop being sent surveys.

**We will:**

* Make sure we provide you with as much information as we can about how the results will be used and when they will be reported. Sometimes the results are used by senior managers to improve their service and so they are not reported to a committee. We will make sure that you know what we’ve done with the results though.
* Use a range of questions to help us understand what different groups of people think, including questions about socio-economic status when appropriate.
* Include a box to tick to stop being sent surveys.

1. **You said:** Contact me by email and let me complete surveys online.

The great news is that you can sign-up to receive opportunities via email. There are lots of reasons to switch – we’ll send you more opportunities (some can only be completed online), it will be easy for you complete surveys and it will save us money. Just email us at [yourvoice@norfolk.gov.uk](mailto:yourvoice@norfolk.gov.uk) and we’ll switch you over.