

Talkback Newsletter



Autumn 2007

Topics covered in this issue include:

- 'Seat belts on' in Calderdale
- Childcare Counts in Calderdale
- Calderdale Highways
- 'Urgent Care' Services in the NHS
- Voter Awareness
- Calderdale Drug & Alcohol Action Team
- Calderdale Call

Welcome and Introduction

A warm **'welcome'** to our Autumn 2007 **Newsletter** and a big 'thank you' to all of you who completed and returned our Summer survey, providing us with a **69%** response rate. The response was disappointingly slightly lower than previous surveys, but this may have been because of the holiday season - please help us to raise the response of this autumn survey by taking the time to complete it and returning it in the envelope provided.

Inside this issue:

The Summer survey contained seven topics on important issues from both the Council and from our partners, the Primary Care Trust. Your responses so far have enabled us to collate a valuable set of results on which we can base future decisions and potential improvements to our services. The results are summarised in the following pages, the topics covered include:

- 'Seat belts on' in Calderdale
- Childcare Counts in Calderdale
- Calderdale Highways
- 'Urgent Care' Services in the NHS
- Voter Awareness
- Calderdale Drug & Alcohol Action Team
- Calderdale Call

The results of each section of this survey have now been fed back to the relevant service area, we hope to include news of how these results have been used in the **'You said.....We did'** section of future Newsletters.

As this Newsletter covers results on a large number of topics from the summer questionnaire, due to space restrictions, unfortunately we are unable to include a **'You said.....We did'** feature in this edition. We will make sure however that the Newsletter in the New Year contains information on how we are using/have used your responses in previous surveys to improve our services.

Change of details:

If you have changed either your home address or your Email address please tell us your new details in the space provided at the back of the questionnaire.

Calderdale Engage

If you wish to know more about, or be involved with, other community consultations in Calderdale, please visit our interactive website on:

www.calderdale.gov.uk/community consultations

Contact details:

If you no longer wish to be a member of the **Talkback** panel, or have any other questions regarding the panel, please let us know by contacting:

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If you would like this Newsletter in large print or in a different language, please contact us and we will do our best to help.

‘Seat belts on’ in Calderdale

In order to address the current issue of below average seat belt wearing in Calderdale, the Road Safety team asked you questions to help us address this problem. Your responses will be used to develop a scheme to be presented to the Department of Transport as a ‘benchmark’ for improving seat belt wearing rates nationally.

We asked how often you wear seat belts as both a driver and a passenger:

	Yes,always/ Usually	Rarely or Never	No Reply
Driver	82.5%	0.5%	17.0%
Front passenger	96.2%	0.6%	3.2%
Rear passenger	91.5%	6.9%	1.6%

91% of respondents correctly think the driver of the vehicle is responsible for ensuring children under 14 years old are wearing an appropriate restraint but only 31% are correct in thinking the passengers themselves are responsible for wearing seat belts when adult.

We then asked who you think has to wear a seat belt or restraint from a given list. The table at the top of the next column shows your responses.

	% Yes	% No	% Not sure
Pregnant women*	71.1	12.4	16.4
Private hire drivers with passengers	75.2	15.3	9.5
Private hire drivers without passengers	82.8	7.9	9.3
Delivery drivers	74.7	14.4	10.9
Goods vehicle drivers**	74.6	13.8	11.7
Taxi passengers	85.1	6.7	8.2
Children 3 to 11 years of age	95.9	1.5	2.6
Minibus drivers	83.1	7.8	9.1

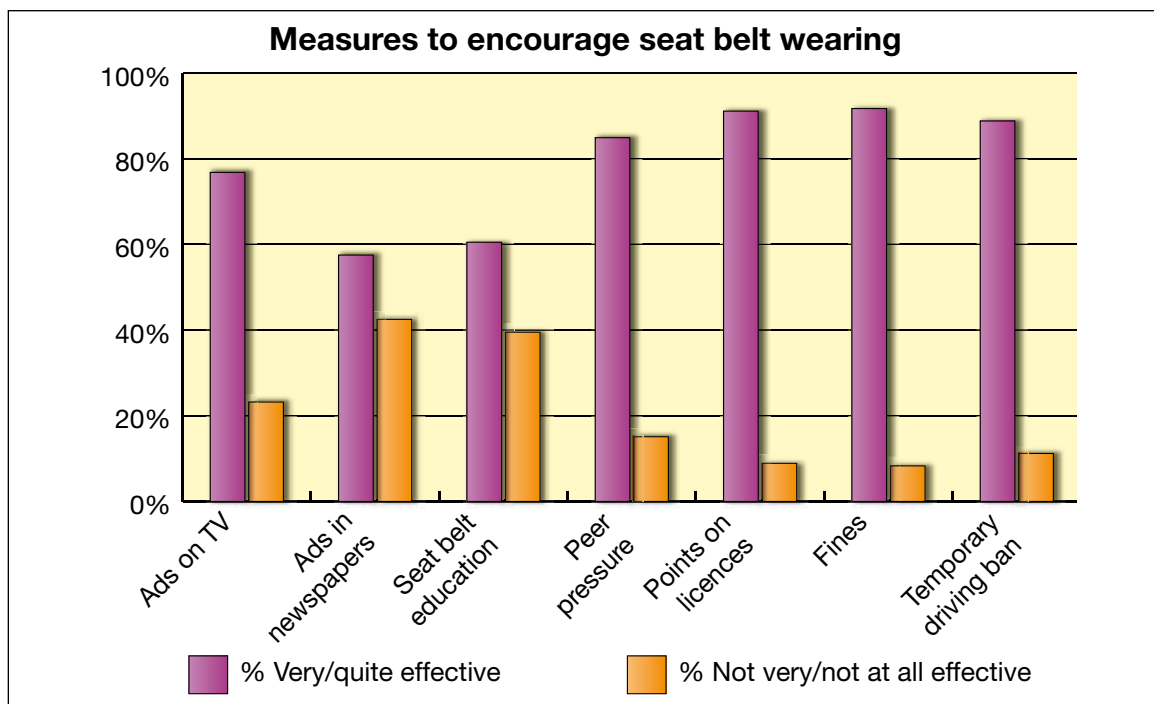
* unless holding a medical exemption certificate

** over 50 metres

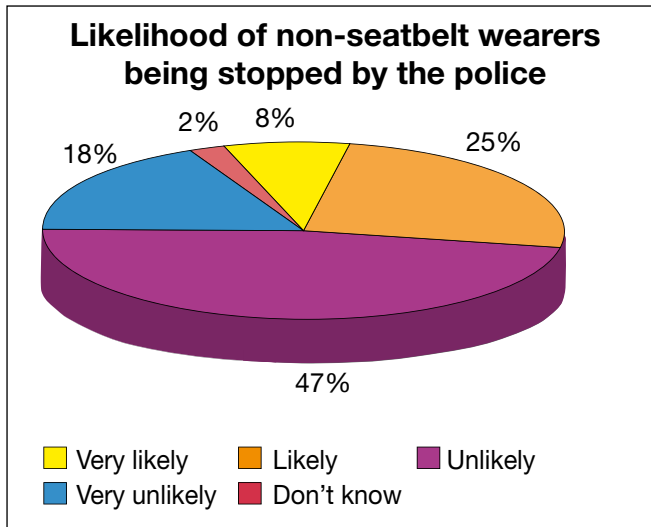
The numbers in magenta indicate the correct ‘Yes/No’ answer for that option.

We then asked questions relating to which seat belt wearing promotions you have seen or heard. Advertising on TV was the most successful with 50%, followed by adverts in the local newspaper (21%) and then leaflets (16%).

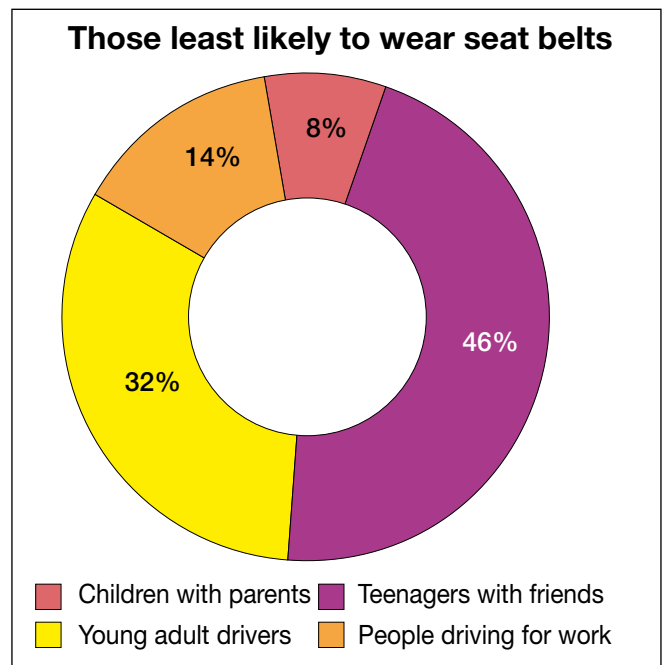
The graph below shows how effective you think different courses of action would be in encouraging more people to wear seat belts.



We then asked how likely/unlikely you felt it would be that vehicles with drivers/passengers not wearing seat belts would be stopped by the police. The graph below shows your responses.



Your opinions on which sections of the Calderdale community you think are least likely to wear a seat belt are shown on the graph in the next column.

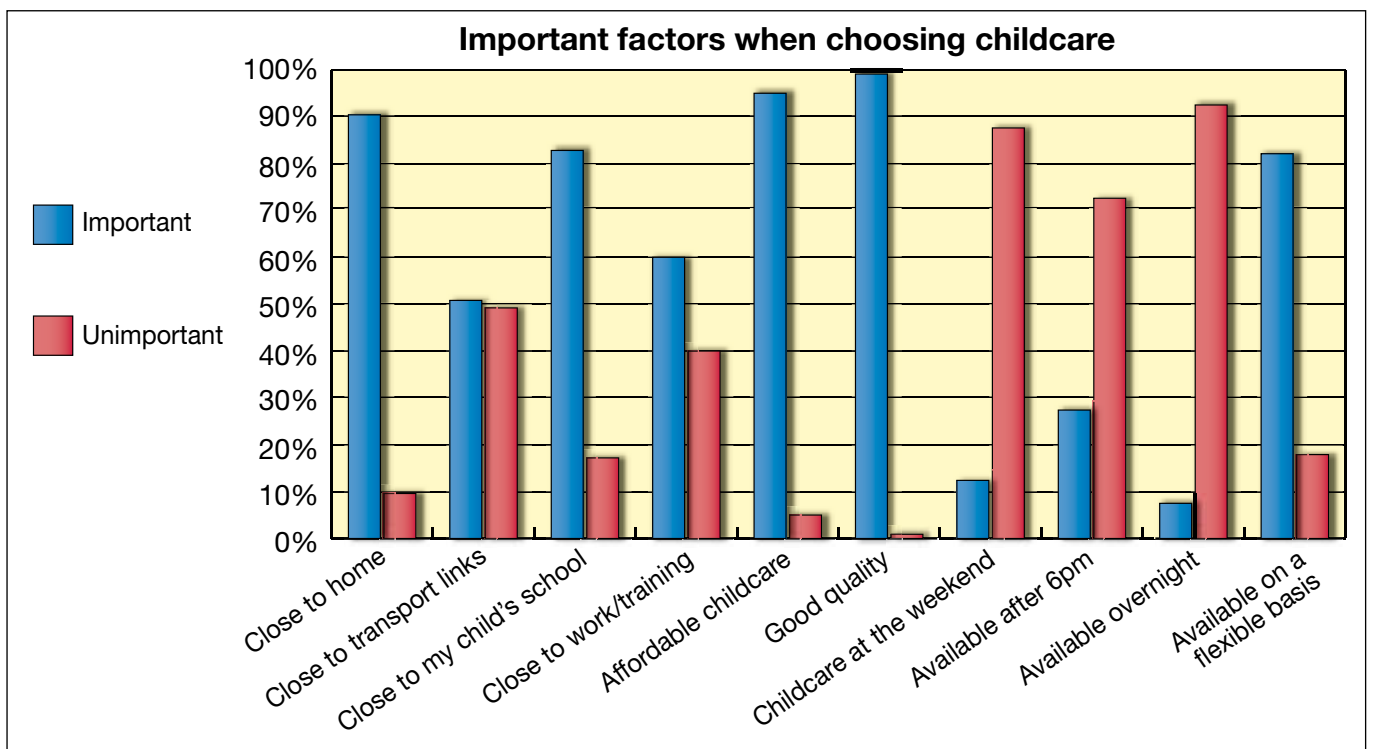


Finally in this section, we asked in the event of a crash did you think you would be more or less likely to suffer serious injury if you were not wearing a seat belt. 87% said it would be more likely, 10% said less likely, 2.5% said there would be no difference and 0.5% did not know.

Childcare Counts in Calderdale

Calderdale Family Services team are currently working to fulfil the requirements of the new Childcare Act. To do this they need to understand what the childcare needs are in Calderdale and where any gaps might be, both now and in the future.

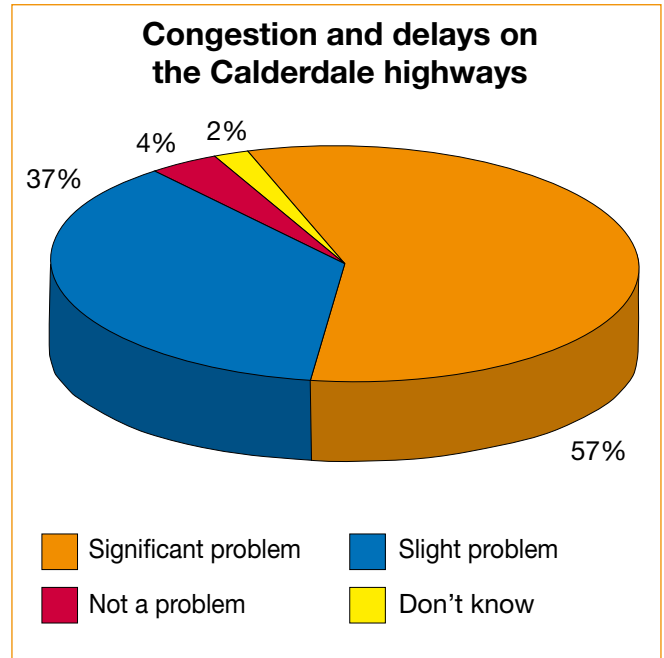
Thank you for providing the team with a great deal of useful information, this will be collated with results from other research that is being carried out on this topic. The graph below shows which factors you say are important when choosing childcare.



Calderdale Highways

The Council, in its role as Highway Authority, now has a duty under the Traffic Management Act 2004, to manage its highway network to maximise available road space and minimise disruption and delays to all highway users. The questions we asked in this section were to see if, in your view, we are delivering this duty and also to hear any concerns you might have in this regard.

Initially we asked how satisfied you were with the way the network is managed, both locally in Calderdale and across the whole of Yorkshire and Humberside. The graph below shows the results indicating a range of views both locally and regionally. We then asked you if you considered congestion and delays on the highway network in Calderdale to be a problem. The graph at the top of the next column shows a significant proportion of respondents think that congestion and delays are a significant problem (57%), fewer think it a slight problem (37%), with only 4% not having a problem with it at all.



The top three major contributors to delays and congestion were thought to be:

- increased usage/traffic growth
- works by utility companies
- roadworks for maintaining the highways

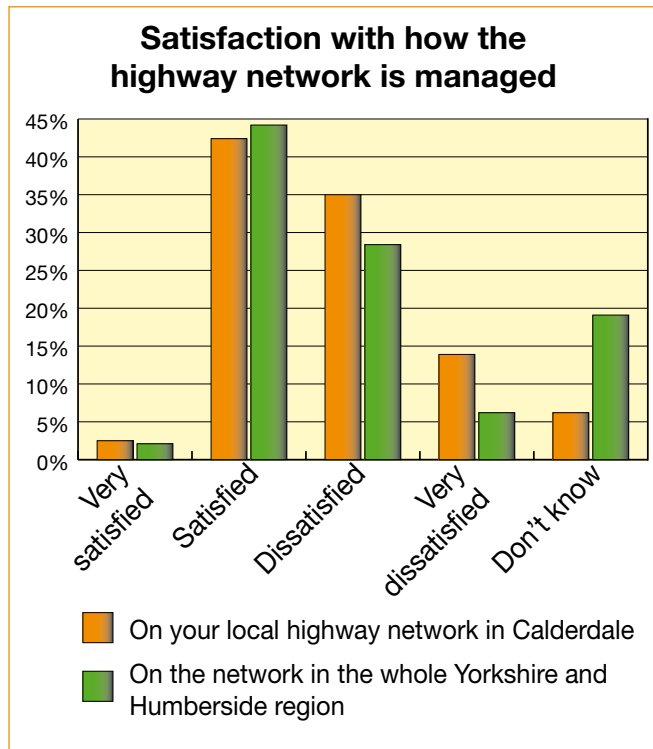
The top three measures you would support to reduce delays are:

- improved public transport
- road improvements to increase capacity
- flexible working practices to reduce morning/evening peaks.

The highway users which you think should be given priority when taking measures to reduce congestion are:

Public transport and Cars at peak hours.

We had a fantastic response to the question we asked on your concerns with local issues on the highway network. These responses will be analysed closely to understand the problems you encounter on a daily basis.



‘Urgent Care’ Services in the NHS

The Primary Care Trusts in the district would like to improve ‘Urgent Care’ services in Calderdale and West Yorkshire so that they can give the best care when you need it most. ‘Urgent Care’ is the advice or treatment you are given if you have a medical emergency or an urgent or unexpected health problem and feel you need help immediately, or in the next few hours.

When asked if you would know who to contact in an ‘Urgent Care’ situation, 57% of respondents said ‘Yes’, 23% said ‘Not always’, 14% said ‘No’ and 6% did not know what urgent care is.

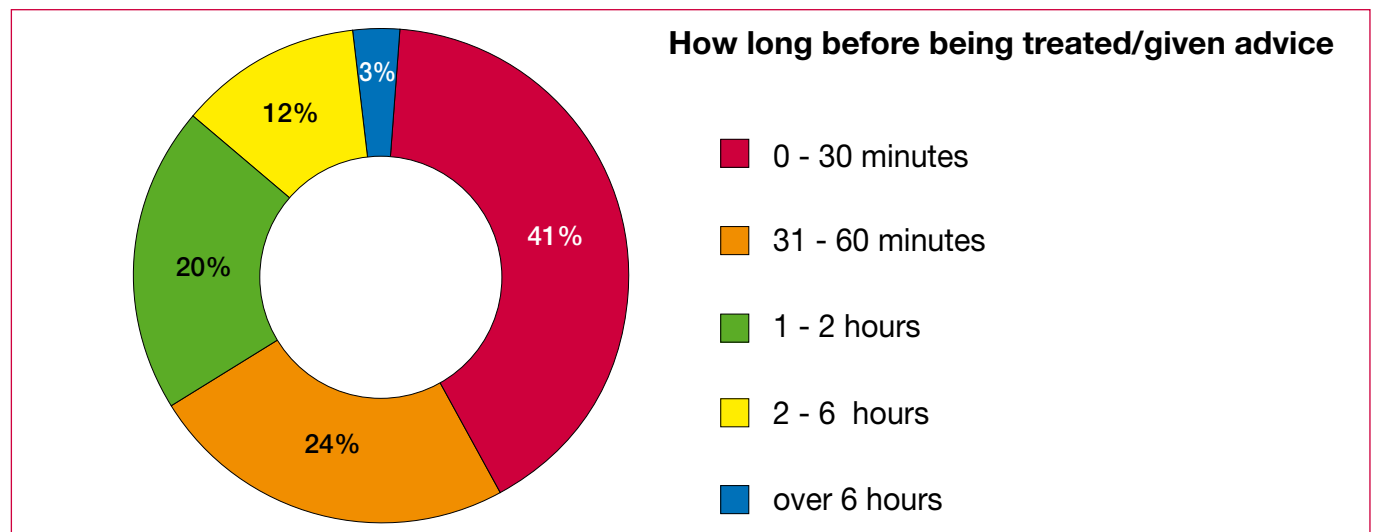
In the last twelve months the three ‘Urgent Care’ services you used most were:

NHS Direct	35%
Hospital A&E	34%
Ambulance	15%

Thinking of the last time you contacted the service we then asked how easy it was for you to do so. 59% of respondents said ‘Very easy’, 34% said ‘Fairly easy’ and 6% said ‘Not at all easy’ (1% could not remember).

The next question then asked the important question of how long was it after contacting this ‘Urgent Care’ service before you were treated or given advice. The graph below shows the distribution of responses to this question.

The remaining two questions asked you to tell us about your experiences with the treatment and advice you received when contacting the ‘Urgent Care’ services and how you think we can improve our services. You provided us with a lot of useful information from which we can build on to change and improve the services we provide for you.



Voter Awareness

This year Calderdale Council joined with other Councils in the region in a TV advertisement campaign to encourage people to vote in the May elections. As this was a new venture we are interested in knowing how effective this campaign was. Your responses were very interesting! Only 30% of panel members could remember seeing the advert in the run-up to the elections, but of those who had seen it 80% said that it helped make them aware that

the elections were taking place. Similarly of those who saw the advert, 20% said it persuaded them to vote.

When asked overall if you thought the advertising campaign was a good idea, 44% said ‘Yes’, 15% said ‘No’ and 41% replied ‘Don’t know’.

Thank you for your honest response to this campaign.

Calderdale Drug & Alcohol Action Team

The Calderdale Drug and Alcohol Action team are working hard to ensure we are addressing drug problems effectively and efficiently. One way to measure the effectiveness of the programmes they put in place is to ask residents how they perceive these problems in their local area and to monitor how these perceptions change with time.

The questions asked in this section were asked in the summer editions of 2005 and 2006, allowing us to compare your responses over time and highlight any trends, improvements or other changes taking place.

Over the three years we have asked the questions small trends have been seen in certain areas - a slight reduction in seeing drug-related problems in your local area both in drug dealing and those under the influence of drugs.

No significant differences have been noted but on the positive side no deterioration in these drug-related scenarios has been noted.

The CDAAT team will continue to promote drug awareness programmes in the borough to help ensure that we make it more difficult for drug users to access illegal drugs and to provide effective treatment where it is needed.

Calderdale Call

Calderdale Call is the new-look magazine of Calderdale Council, having redesigned the magazine we are now wanting to make sure it contains what interests you!

You tell us we still have some work to do with regard to distribution of the Call as 20% of respondents still do not receive a copy at their home - we will be discussing this issue further with our distributors!

A pleasing 91% of panel members read some or all of the magazine with over 70% liking the way it is written, the way it looks and the photographs it uses. The presence of adverts was not as popular but a large proportion did say they held no opinion for this category.

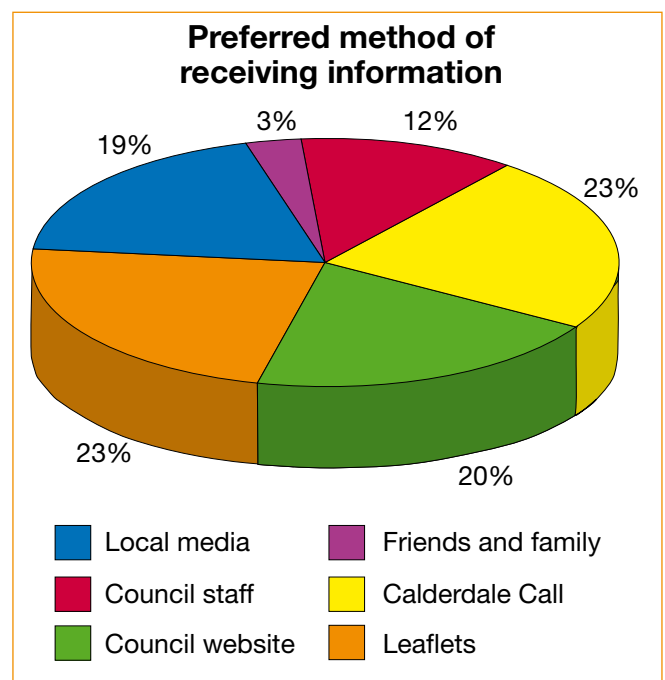
When asked which articles in the Call are of interest to you the top three chosen were:

- News in Brief
- Local Focus
- What's On

The articles of least interest were the adverts, Careers and Book Reviews.

When asked which different formats you think the magazine should be available in, there was significant support for large format and internet versions, slightly less for audio/CD versions followed by requests for other language versions. If you do require the Call in a different format please ring 01422 393003 to make your request.

Lastly, we asked how you would prefer to receive information on Council services, the graph below shows your responses:



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