

# Talkback Newsletter



## Summer 2010

### Topics covered in this issue include:

- Calderdale Council Website
- Refuse and Recycling
- Anti-social Behaviour
- Long Term Medical Conditions
- Teenage Pregnancy
- Local Decision-making

# Welcome and Introduction

'Welcome' to the second edition of our **Newsletter** for 2010 and a big 'thank you' to all panel members who completed and returned our Spring 2010 survey. We hope you enjoy completing our new summer survey, as it will help us to shape and improve policies and services in Calderdale in the way you would like us to.

## Inside this issue:

The spring survey contained six topics on issues and initiatives relating to both Council services in Calderdale and services provided by NHS Calderdale. The results are summarised in the following pages and the topics covered include:

- Calderdale Council Website
- Refuse and Recycling
- Anti-social Behaviour
- Long Term Medical Conditions
- Teenage Pregnancy
- Local Decision Making

Also included in this Newsletter is a section detailing how we have improved our services, by acting on responses from previous Talkback surveys. This issue details improvements to our Museums and Galleries Service and the activities and exhibitions they offer.

## Change of details

If you have changed either your home address or your email address please tell us your new details when you return your questionnaire.

**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.**

## 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/consultations](http://www.calderdale.gov.uk/consultations)**

## Data protection and you

As we are bound by law under the Data Protection Act and by the Market Research Code of Conduct, we have to ensure that Talkback is carried out in an ethical manner which ensures confidentiality and protection of personal data.

## 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:

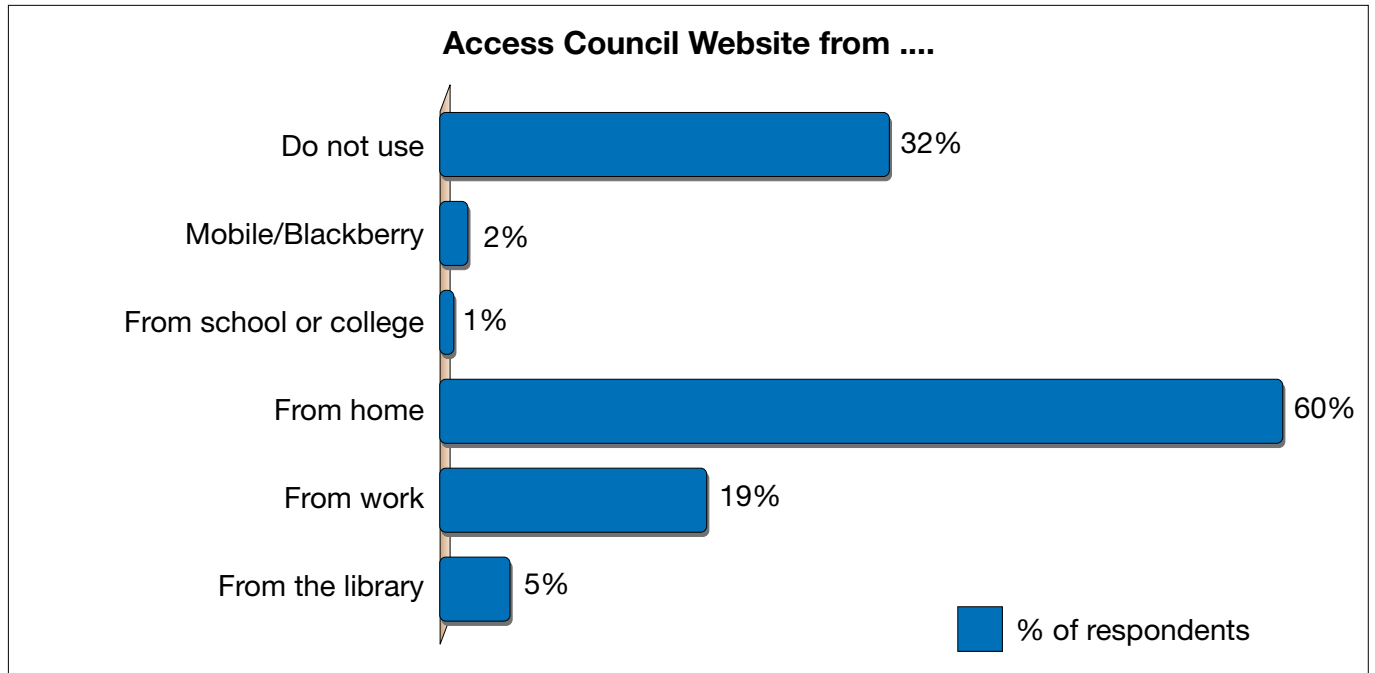
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# Calderdale Council Website

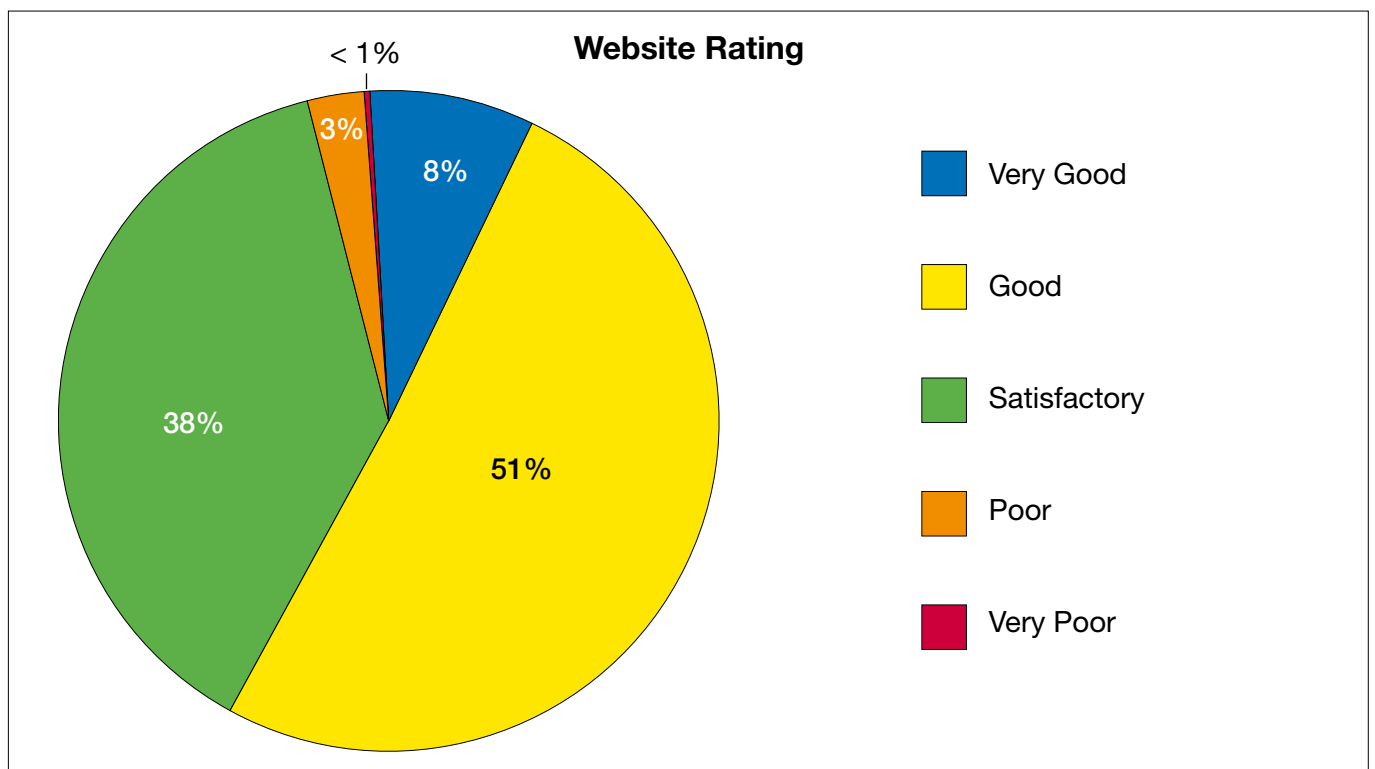
The web team are continually looking at ways to improve the Calderdale Council website:  
[www.calderdale.gov.uk](http://www.calderdale.gov.uk)

The questions asked in the spring survey were to help us understand more about how and why people use the Calderdale Council website, and how we can better support people to do this.

The chart below shows the different ways panellists access the Calderdale Council website:



Of those respondents who use the website (68%) the next chart shows how they rate their experience when using the site:



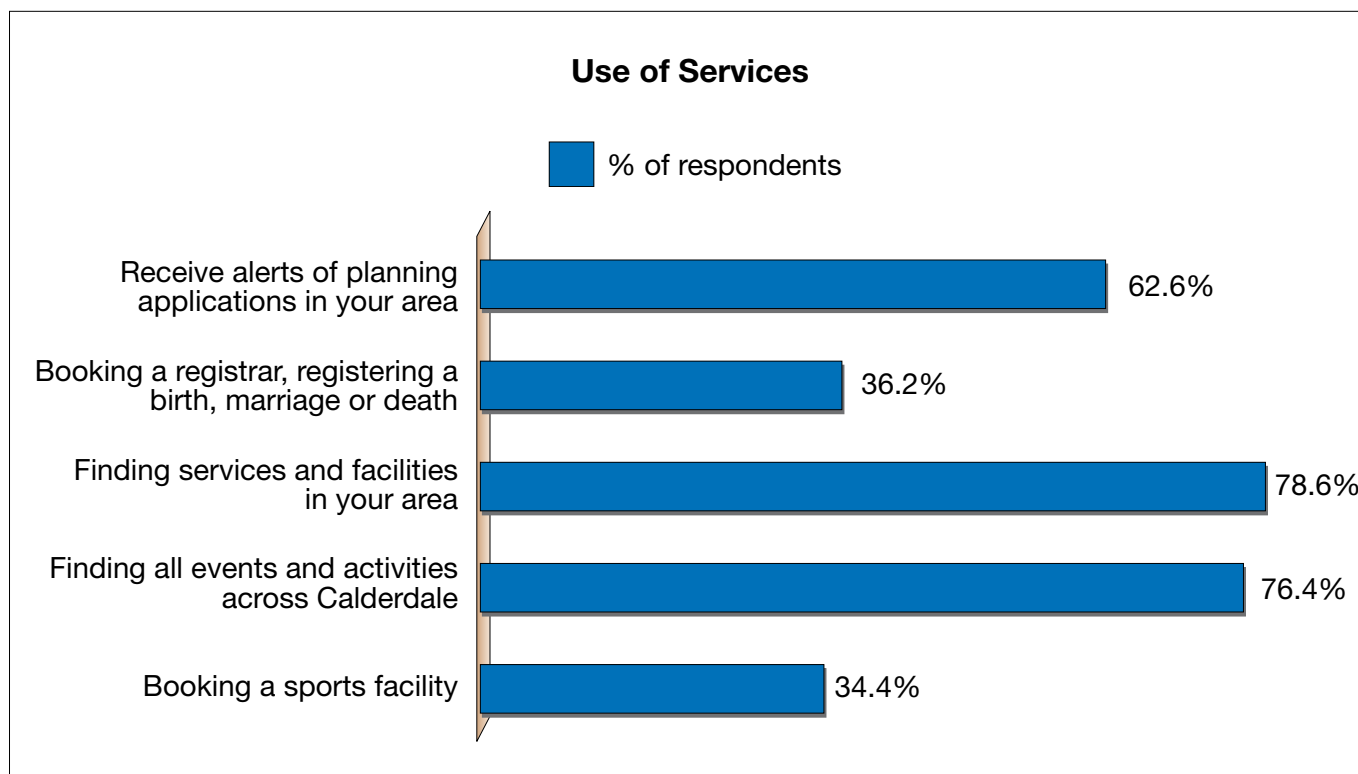
Nearly 80% of website visitors said they were able to find what they were looking for. Only 7% said they did not find what they were looking for with 14% visiting the site just to browse.

We then asked panellists if they were aware of certain facilities that are currently on the website. The responses are shown below:

	Yes	No
Pay parking fines	24%	76%
Pay your Council Tax	36%	64%
Request library books	28%	72%
Request replacement green/black bin bag	26%	74%
Make a planning application	37%	63%
Apply for housing benefit	20%	80%

These results show that many of the facilities offered by the Council’s website are under-used as a large majority of Website users are not aware that they are available.

We then asked, if a number of other services were made available, would panellists be interested in using them. The graph below shows the responses:



A number of interesting and useful ideas were also given to help us improve our website – we hope to incorporate some of these when we look at making future upgrades to the website.

# Refuse and Recycling

In April 2009 Calderdale Council began a new Household Refuse and Recycling Service. The service has been a great success, with recycling levels rising from 25% in 2008 to 42% (provisional) in 2009.

We would like to thank all residents who are using the service and recycling as much as possible. The questions asked in this section were to find out how well panellists think the service is running a year down the line, and how satisfied they are with the service.

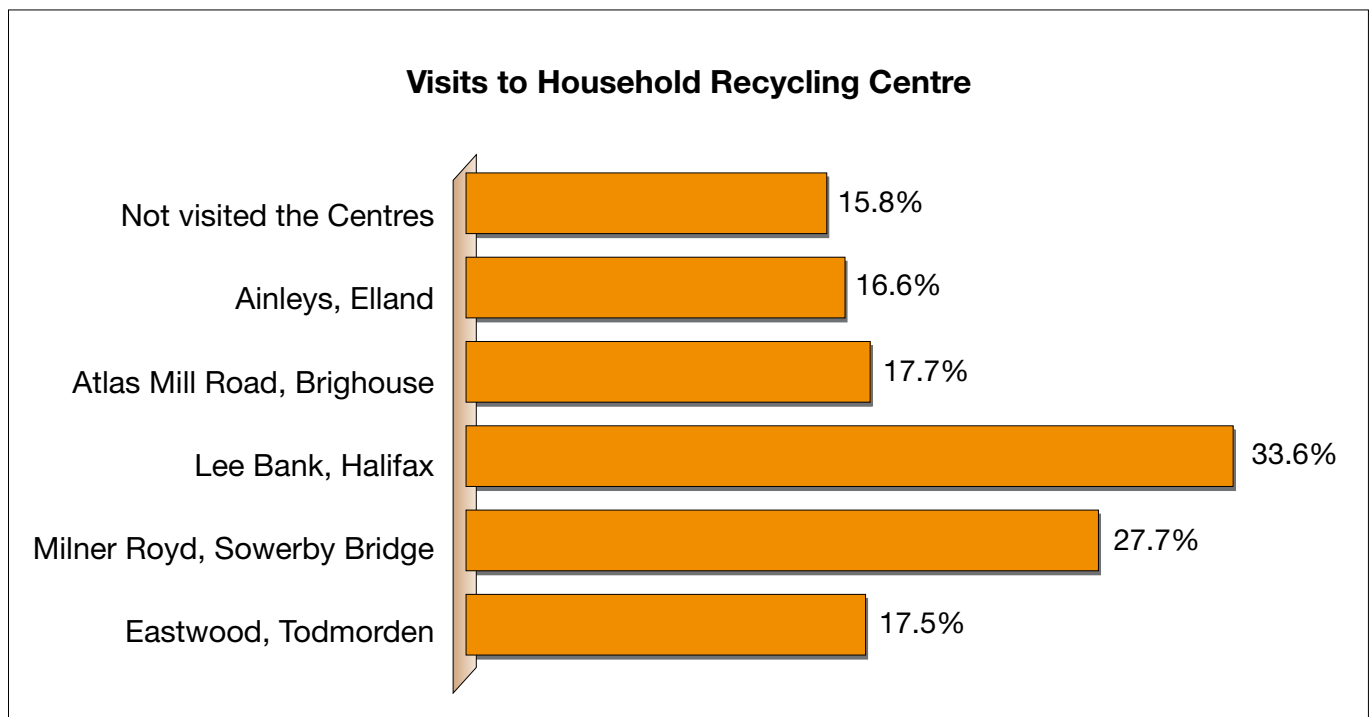
66% of respondents have their refuse collected in a wheeled bin with 5% receiving an 'assisted collection' service. 90% use the Council's weekly collection service, with similar high levels using the designated boxes and bags provided. A slightly lower number (80%) use the food waste caddy with only 24% using a carrier bag for recycling textiles.

Of those who do not use the recycling service the 2 main reasons for this are:

- **'I take my recyclables to the Household Waste Recycling centre'**
- **'I live in a flat/maisonette where recycling facilities are not provided'**

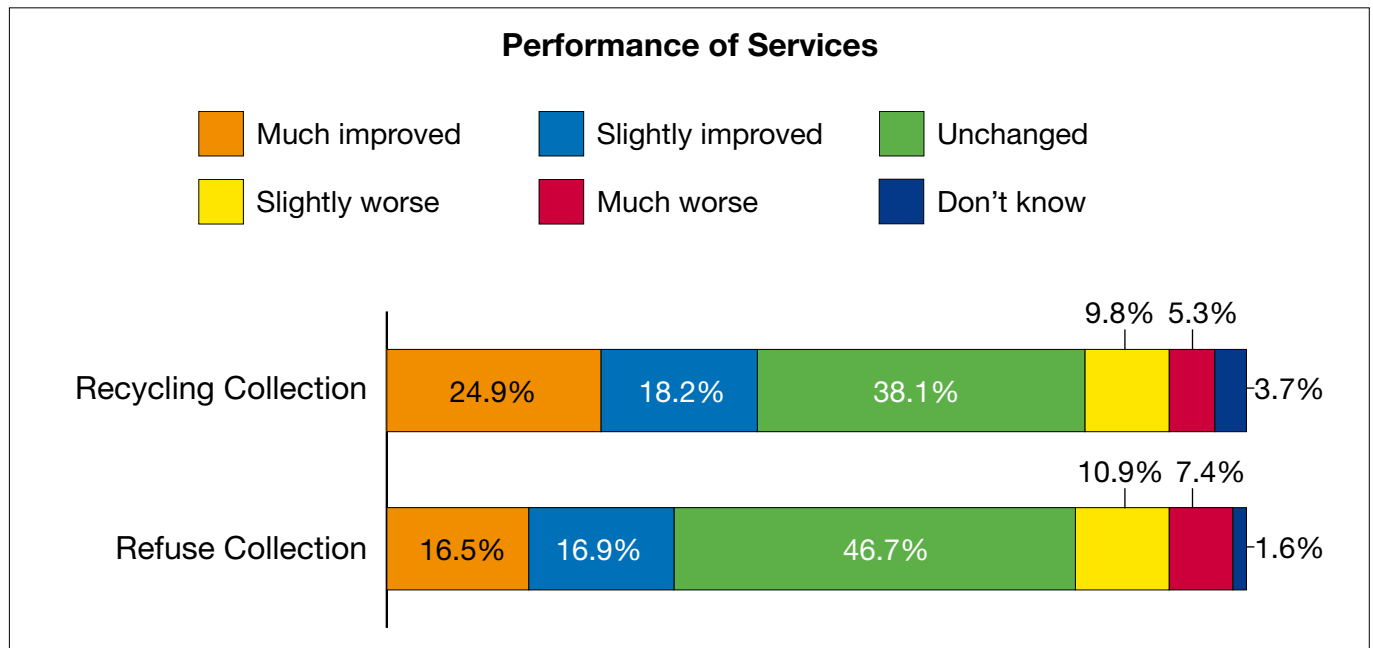
The Household Recycling Centres are well attended, with over one third (34%) of respondents visiting one or more of the Centres more than 10 times in the last year.

The graph below shows attendance levels at the Centres across Calderdale:



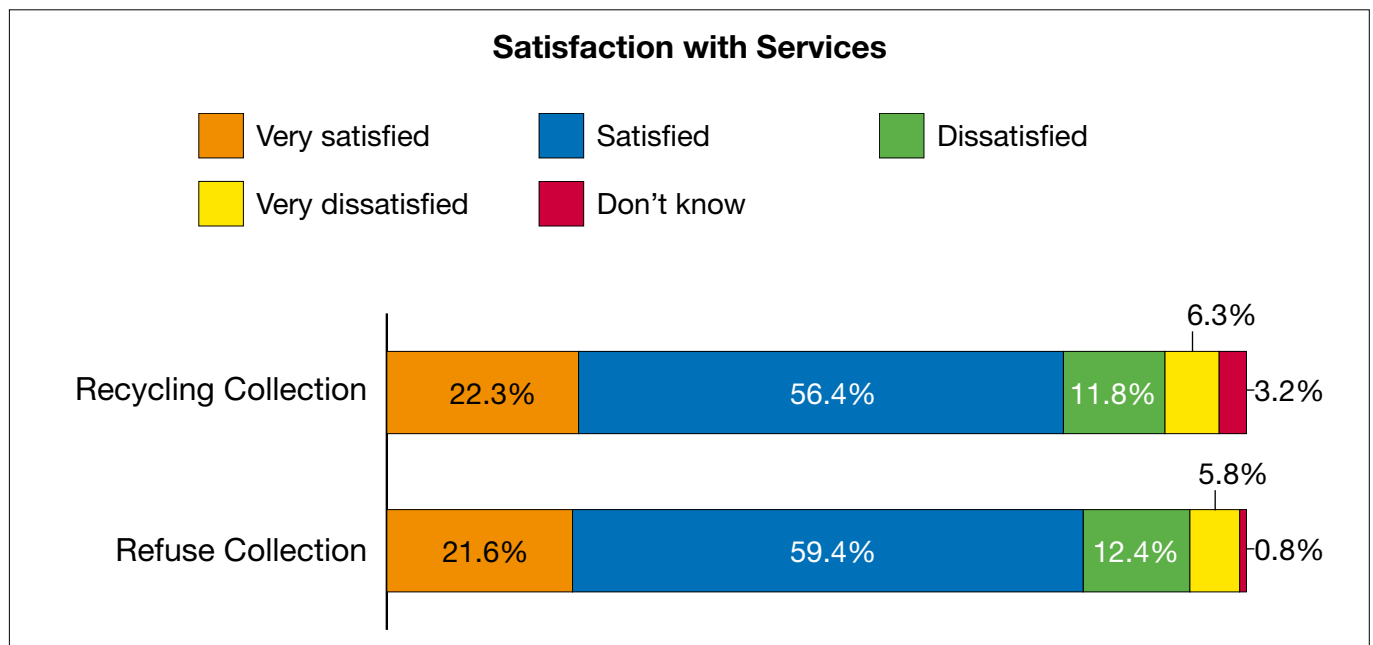
These results clearly show that the centres most frequently visited are Lee Bank, Halifax and Milner Royd, Sowerby Bridge. Over 15% of respondents have not had cause to visit the centres in the last 12 months.

The chart below shows how panellists think the refuse and recycling services have performed over the last 6 months (except for the bad weather in January!):



It is clear that, following the initial teething troubles involved in such a major change, a significant number of people think that both Refuse Collection and Recycling Services have improved over recent months.

We then asked how satisfied you are with the two services. Results for this were:



Pleasingly over 78% of our customers are 'Very satisfied/Satisfied' with our services. By carefully looking at your suggestions for making more improvements we hope to increase your satisfaction with our services even more.

Once again thank you for all your efforts in recycling. We look forward to working with you as we try even harder to improve our refuse and recycling services throughout Calderdale.

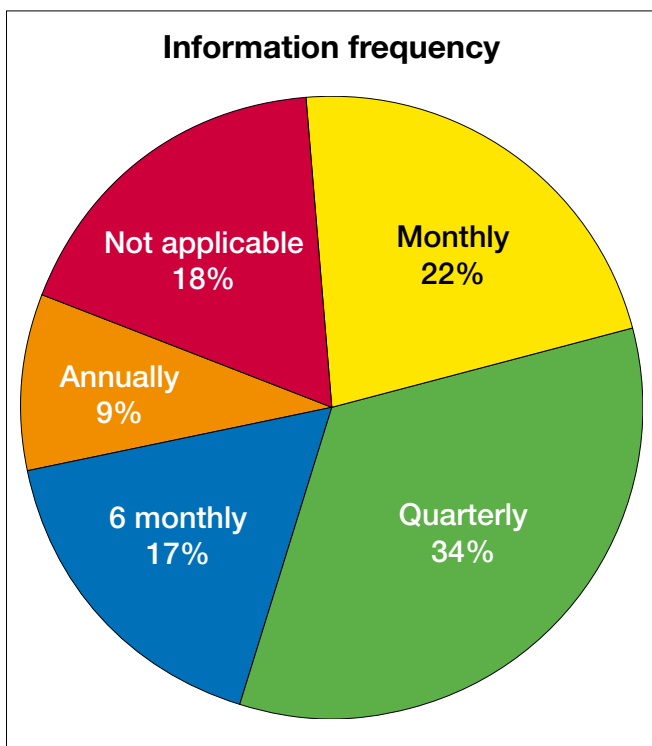
# Anti-Social Behaviour (ASB)

Calderdale Council and the West Yorkshire Police are working together towards reducing anti-social behaviour and making Calderdale a better place to live. The questions asked in this section of the survey were to find out what information about anti-social behaviour panellists would be interested in, and how they would like to receive it.

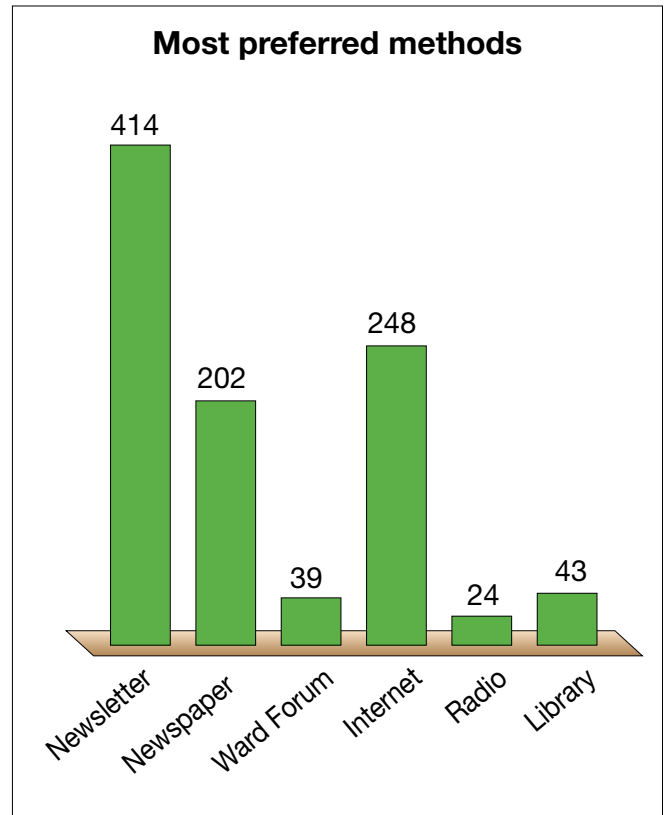
A significant amount of interest was shown in receiving information about what the Council and the Police are doing to combat ASB both locally (79%) and Calderdale-wide (67%).

68% of respondents would like to know when ASB Orders are issued to people locally, with 40% interested in the Calderdale-wide data. 54% would like to know more details about the individuals who receive the ASB Orders. These results show a high level of interest in information about local ASB developments, and somewhat lower interest in the wider aspects.

When asked how often panellists would like to receive this type of data the results were as follows:



We then asked how panellists would prefer to receive this information. The graph below details the most preferred methods:



As can be seen, the 2 most preferred methods of receiving this information were by Newsletter and by use of the Internet.

70% of panellists said they would be interested in information on how to report ASB and 63% would like to know how to access services relating to ASB.

# Teenage Pregnancy

Education about relationships and sex will be part of the national curriculum from September 2011, for every age group in schools. The questions asked in this section will help us make sure that parents of primary school children are happy with the content of those lessons.

We asked the panel which subjects they feel are appropriate for younger children. The results are shown below:

	Appropriate for all ages 5 - 11	Only Appropriate for 10 - 11s	Not appropriate for 5 - 11s
Naming parts of the body	87%	10%	3%
Able to keep themselves safe	83%	15%	2%
Family types (step families, one parent families etc)	80%	18%	2%
Meeting and making friends	90%	8%	2%
Preparation for puberty	32%	63%	5%
Recognising and resisting pressure	62%	34%	4%
Types of contraception	7%	60%	33%
Understanding and talking about feelings	66%	29%	5%
Reproduction and pregnancy	23%	57%	20%

## Long Term Medical Conditions

NHS Calderdale is committed to reducing the prevalence of long term conditions locally. The responses to questions in this section will help them to improve services for people living with a long term condition in Calderdale.

93% of respondents correctly identified that a Stroke is 'an attack' of the brain. 81% correctly recognised that the recently used slogan 'act FAST' stands for:

**F**acial  
**A**rm  
**S**peech  
**T**ime

97% were correct in saying they would call 999 if they were with someone who they thought was having a stroke. The three main factors identified for increasing the risk of a stroke were: Over weight, Smoking and Stress.

Only 47% of respondents had heard of Chronic Obstructive Pulmonary Disease (COPD). As only a relatively low number of respondents had heard of the disease this was similarly reflected in the questions we asked on symptoms and risk factors for this disease. COPD is a disease of the lungs in which the airways become narrowed and inflamed, the main causes being infections or air pollution. If you would like to know more about this disease you can find more information by visiting [www.lunguk.org](http://www.lunguk.org) or ask your GP for further information.

Respondents were much better informed about the symptoms and factors which may increase the risk of diabetes. Diabetes is a common life-long condition where the amount of glucose in the blood is too high as the body cannot use it properly. Again if you would like to know more about this condition please visit [www.diabetes.org.uk](http://www.diabetes.org.uk) or ask your GP for further information.



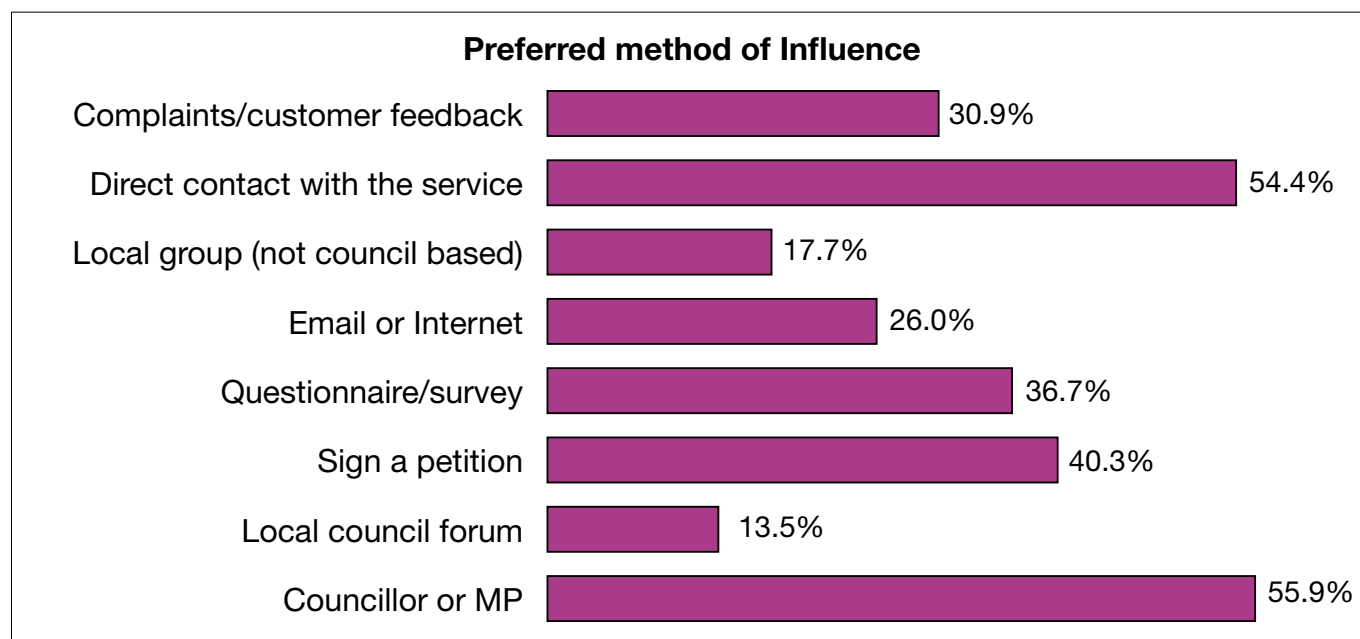
# Local Decision-making

The questions asked in this section were designed to help us find out how much panellists know about the opportunities available to influence what happens in their local area.

46% said they would know how to have an influence or say in their area but 40% said they would not. Over 80% said they might want to

have a say if the matter in question directly affected themselves, their family or friends, their local area, or a service they may use. Slightly less felt they would want a say if the matter affected their local community (72%).

The graph below shows the methods which respondents are most likely to use if they wanted to influence a decision or have a say:



These results show that respondents much prefer to have direct contact with either Councillors or with the relevant service. This will help us to understand where we need to concentrate our efforts to enable residents to contact us to have their say on issues which are important to them.

We then gave panellists a list of 12 potential ways they can currently use to influence decisions. From this list ‘the most heard of’ include Councillors (52%), Parish and town councils (49%) and School Governors (49%). Approximately one third of respondents had also heard of the different types of community groups/forums (Council, NHS and police led). 33% had heard of the Ward forums, a similar number were familiar with the Voluntary networks and 27% with Faith groups.

Though the sample sizes are small and care should be taken using this data, of those who had used the channels , 46% said they

would use the NHS community groups again, 44% said they would attend the Ward forums again and 29% said they would contact Councillors again.

Again with small sample sizes, of the 12 ways to influence listed in the survey, Ward Forums scored highest in answer to the question “were my views listened to”, with Police Community groups and Council scrutiny panels also being high in this regard.

Responses to the questions which asked for ‘other’ methods by which people might have an influence or say, some of the most popular included writing letters to the local press, use of the Internet eg. [www.fixmystreet.co.uk](http://www.fixmystreet.co.uk) and contacting local Police groups.

We will carefully look at these results to understand how we can help to make it easier for residents in Calderdale to be more involved with local decision-making.

## You said .....We did!

In our spring 2009 edition we asked questions relating to our Museums and Galleries Service.

**You said: it is important to present our local history and we should provide more events with better publicity.**

**We did.....revised our exhibition programme to reflect a more local focus, initiated more activities and reviewed our promotional material.**

Over 97% of respondents said it was important to present Calderdale's history and heritage. Local history was also flagged up as one of the elements that would make you more likely to visit our museums and galleries. In response our exhibition programme now has a stronger local history focus, with a number of local history exhibitions. In particular we opened "A Rich Man's World", a new local history gallery at Bankfield Museum on 6th February 2010. The gallery covers the development of Akroydon model village and its founder Edward Akroyd.

You asked for more children's/family activities. We now have Saturday Art Clubs running at Bankfield Museum and Smith Art Gallery, aimed at 8- 12 year olds and Mini Maker sessions at Bankfield aimed at the under 5's. These are in addition to a busy events programme at all sites.

Another area you flagged up was the need for more publicity. We are reviewing our promotional material and have also made some improvements to our website. We hope this now provides clearer and more detailed information about our venues and what they have to offer.

Since we have made these improvements the service has seen a 16% increase in visits for 2009/10. This equates to a rise from 92,319 to 106,997 visitors making an increase of 14,678 visitors in 2009/10.

**Thank you for your feedback and to find out more about what is going on in your local museum or gallery please visit [www.calderdale.gov.uk](http://www.calderdale.gov.uk), or contact us directly on:**

**Bankfield Museum**

**01422 352334**

**Halifax Visitor Centre & Art Gallery**

**01422 368725**

**Heptonstall Museum**

**01422 352334 (weekends only)**

**Shibden Hall**

**01422 352334**

**Smith Art Gallery**

**01422 288065**



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