

Talkback Newsletter



Summer 2007

Topics covered in this issue include:

- Working together for Safer Roads
- Calderdale Council's Contact Centre
- Your Use of Local Facilities
- You and Your Council
- Emergency Planning and Business Continuity
- Teenage Pregnancy
- Patient Information and NHS Services

Welcome and Introduction

A warm **'welcome'** to our Summer 2007 **Newsletter** and a big **'thank you'** to all of you who completed and returned our Spring survey, providing us once again with an excellent **78%** response rate!

Inside this issue:

The Spring survey contained seven topics on important issues from both the Council and from our partners, the Primary Care Trust. Your responses 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 and the topics covered include:

- Working Together for Safer Roads
- Calderdale Council's Contact Centre
- Your Use of Local Facilities
- You and Your Council
- Emergency Planning and Business Continuity
- Teenage Pregnancy
- Patient Information and NHS Services

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.

Page 7 of this Newsletter tells you what we have done so far as a result of your views in previous surveys. In this edition we have covered news on Calderdale's Contact Centre and 'Waste and Recycling'.

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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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. Or, if you now prefer to change how you receive the surveys and Newsletter, please tell us your option on the back page of the questionnaire (please **print** your address/Email address clearly as it is very important we have your correct details).

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

We have recently upgraded our Engage website to include consultation details of some of our partner organisations as well; these include Calderdale PCT, Pennine Housing 2000, the Police, the Fire & Rescue Service as well as more local initiatives around North and West Halifax.

It is very important to Calderdale Council that we improve our services in ways that are important to you and your families. To do this we need to hear from you, so please take time to visit our website to learn more about how your voice can be heard.

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.

Working Together for Safer Roads

The Road Safety team have been working hard to reduce the number of people hurt on the district's roads. Over the last ten years we have been successful in halving the number of fatalities and injuries on our roads but we still need to reduce these figures much further.

The questions asked in this section were designed to help us understand how best you think we can achieve safer roads in Calderdale.

Over 90% of respondents agreed that the council should: continue to provide School Crossing Patrols, teach road safety in schools and reduce congestion outside schools, by working closely with residents and local businesses. 78% thought we should be introducing more safety measures with over 80% feeling that motorists drive too fast on local roads.

Many of you took time to tell us your own comments on road safety - a rich vein of information was given in this section and will be closely analysed to highlight any burning issues and views. Below are some of the comments you made:

Speed bumps only irritate drivers and damage cars. I don't think they serve a useful purpose

Walking buses are a good idea

Love Crosbie for kids!

More speed cameras

Parking outside schools is an accident waiting to happen

Calderdale Council's Contact Centre

Despite the council's Contact Centre being open since July 2006, only 18% of panel members have used the Centre to contact the Council in this time. The main reasons for contacting the Council being 'Waste management', 'Highways' and 'Planning issues'.

Over 75% of those who contacted the Centre were pleased with the way the adviser handled their call and said they would use the Contact Centre again to access the services of the Council. 61% of callers were satisfied and had their query answered straight away. 19% disagreed, saying their query was not answered straight away.

Amongst panel members who had not used the Contact Centre, 58% said they had no reason to contact the Council in this time but over 40% said they had not used the Centre because they were 'not aware of the Council's new Contact Centre'.

When asked what would encourage respondents to use the Contact Centre more, there was an overwhelming response indicating that we need to promote and advertise the service more. Many suggestions were given on how we could make people more aware of this facility from distributing leaflets, advertising on local radio or in the press, to providing phone cards.

Having looked at these responses carefully, we have already put wheels in motion to advertise the services the Contact Centre provides more effectively. In the '**You said....We did**' section on page 7 you can see how seriously we have taken your comments and the actions we have taken to address the issues highlighted. Please also note that details of the Centre can be found in Calderdale Call - a copy of which is included with this season's Talkback.

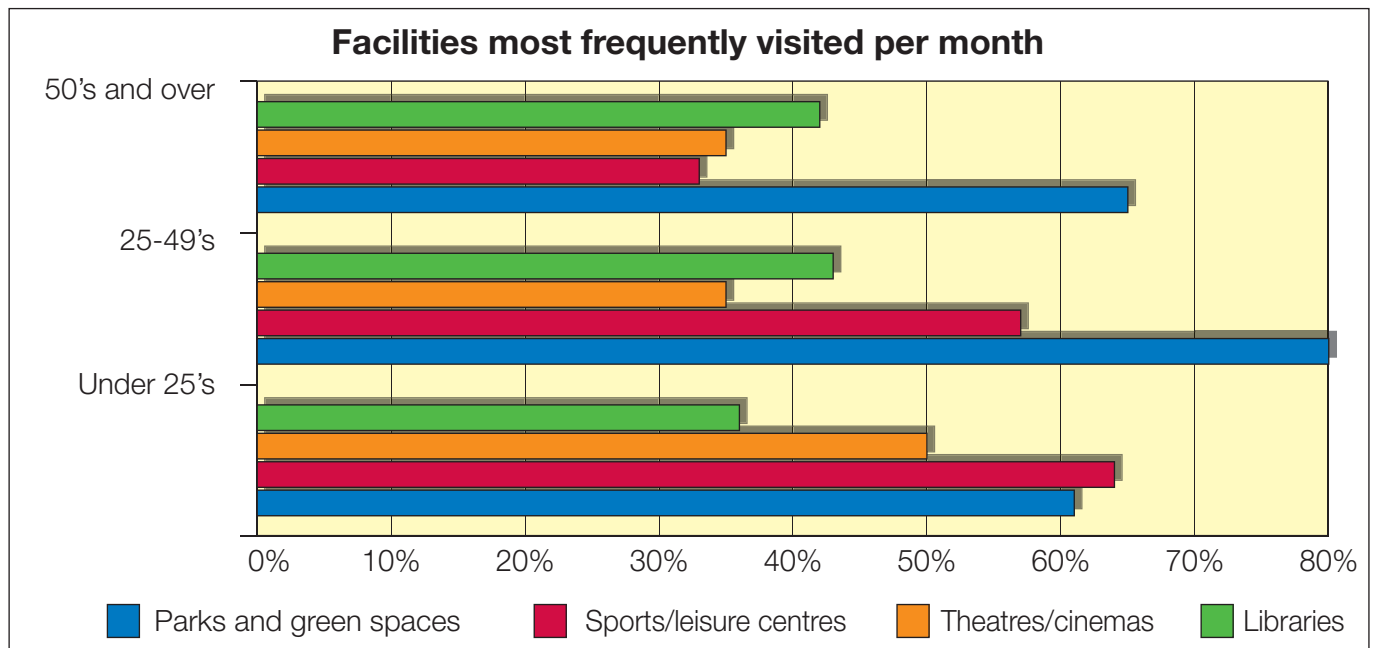
Your Use of Local Facilities

Looking at the use of key local facilities in the district helps us understand the level or extent to which residents are involved with, and contribute to, their local communities.

This is an important indicator to the Council as it helps us to realise which facilities are most important to you and which are used most regularly.

The graph below shows which facilities are used the most in a month, by the three different age groups we studied.

For the under 25's the Sports and Leisure centres are used most frequently (64%), for the 26 to 49 year olds it is the Parks and Green spaces which are most popular (80%), as it is for the 50's and over, but to a lesser extent (65%).



You and Your Council

It is very important to Calderdale Council that residents are kept fully informed about Council services, the provisions that are available to them and who to contact when necessary. The questions asked in this section will help us understand the level of interaction of residents with the Council, Councillors and the various services provided.

Just over half (53%) of panel members know the name(s) of their local Councillor(s) with 72% knowing where to find their contact details, if required. Your preferred method to contact your Councillor is by telephone (38%) followed by Email (27%) and then letter (23%).

Of the 16% of panel members who have contacted their Councillor in the last twelve months, 67% said their Councillor was able to help them with their query. Of those whose Councillor was unable to help, we have been given some valuable information which we

will look at closely to help improve the contact and service we provide in this important area.

Since the Council provides information in a number of different ways, we then asked panel members about the level of awareness of the information we provide. The results are given in the following table:

	Awareness	
	Good	Poor
Information about Council services	65%	25%
Contact numbers for individual services	56%	32%
Contact Centre number	39%	34%
Availability of information in varied formats	48%	21%

Emergency Planning and Business Continuity

The Emergency Planning section of Calderdale Council maintains plans to enable it to respond quickly and effectively to any emergency situation.

The questions asked in this section were to help the Emergency Planning section to understand the level of awareness of residents about the Council's emergency planning procedures and associated business continuity plans.

Only 37% of respondents are aware that the Council has an Emergency Planning section, with 44% aware that the Council does have plans in place to deal with emergency incidents.

71% of panel members say they would like to receive information on Emergency Planning, preferably in the form of leaflets (71%), or by information placed on the Council website (17%).

Emergency Planning information is already available on the Council website and the team is now hoping to produce informative leaflets for distribution later this year.

Interesting results were given when we asked you to prioritise which services should be maintained in the event of an emergency. The top 3 priority services being: Vulnerable people (54%), Highways (24%) and Environment (8%).

A significant number of respondents agreed that it is essential that the Council should be able to respond quickly in an emergency situation, and have plans in place to carry out essential services under such circumstances. Over 52% think that Emergency Planning should be taught in schools, with 86% agreeing that it is everyone's responsibility to have their own household emergency plan.

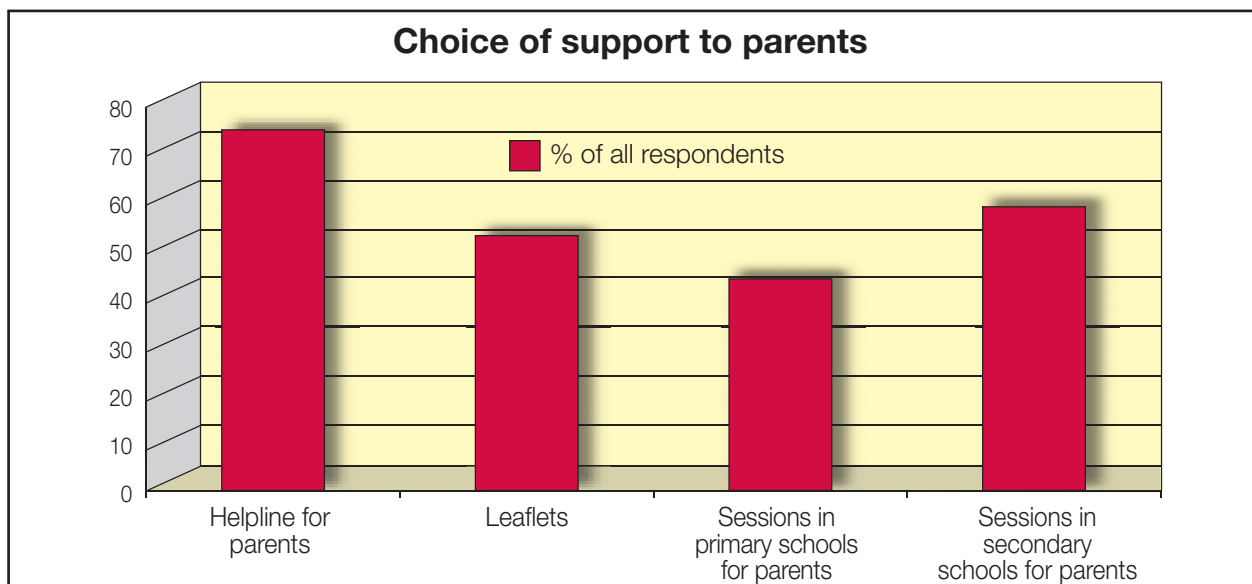
Teenage Pregnancy

Calderdale Council, along with partners in the borough, is working hard to reduce the number of teenagers finding themselves pregnant. To help us continue this work further we need to understand and take into account the views of residents on this issue.

A substantial number of respondents (over 90%) agreed that we need to continue supporting these young people through improved education, by working more closely with young men and providing more support through youth workers.

Slightly less (87%) however agreed that there should be easy access to contraception for those young people who choose to have sex.

We then asked how you think services in Calderdale can help support parents to develop skills and confidence to talk to their teenagers about relationships and sex. The following graph shows the options chosen to help parents in this regard:



Patient Information and NHS Services

The Calderdale Primary Care Trust, as important partners of Calderdale Council, would like to measure residents' awareness of how their personal healthcare records are used and stored. This section of the survey attempts to measure the level of awareness of, and satisfaction with, how your records are currently dealt with.

72% of respondents are aware of the personal information held on them as a patient, with 15% 'not sure' and 13% 'not aware'. However, only 16% are 'fully aware' of how this information may be used, with 51% 'aware to some extent' and 33% 'not aware at all'.

A significant 87% of respondents have never asked a healthcare professional how the information stored about them would be used, with 5% feeling they were unable to ask. 8% of panel members have asked how the information was used with the majority of these receiving a helpful answer.

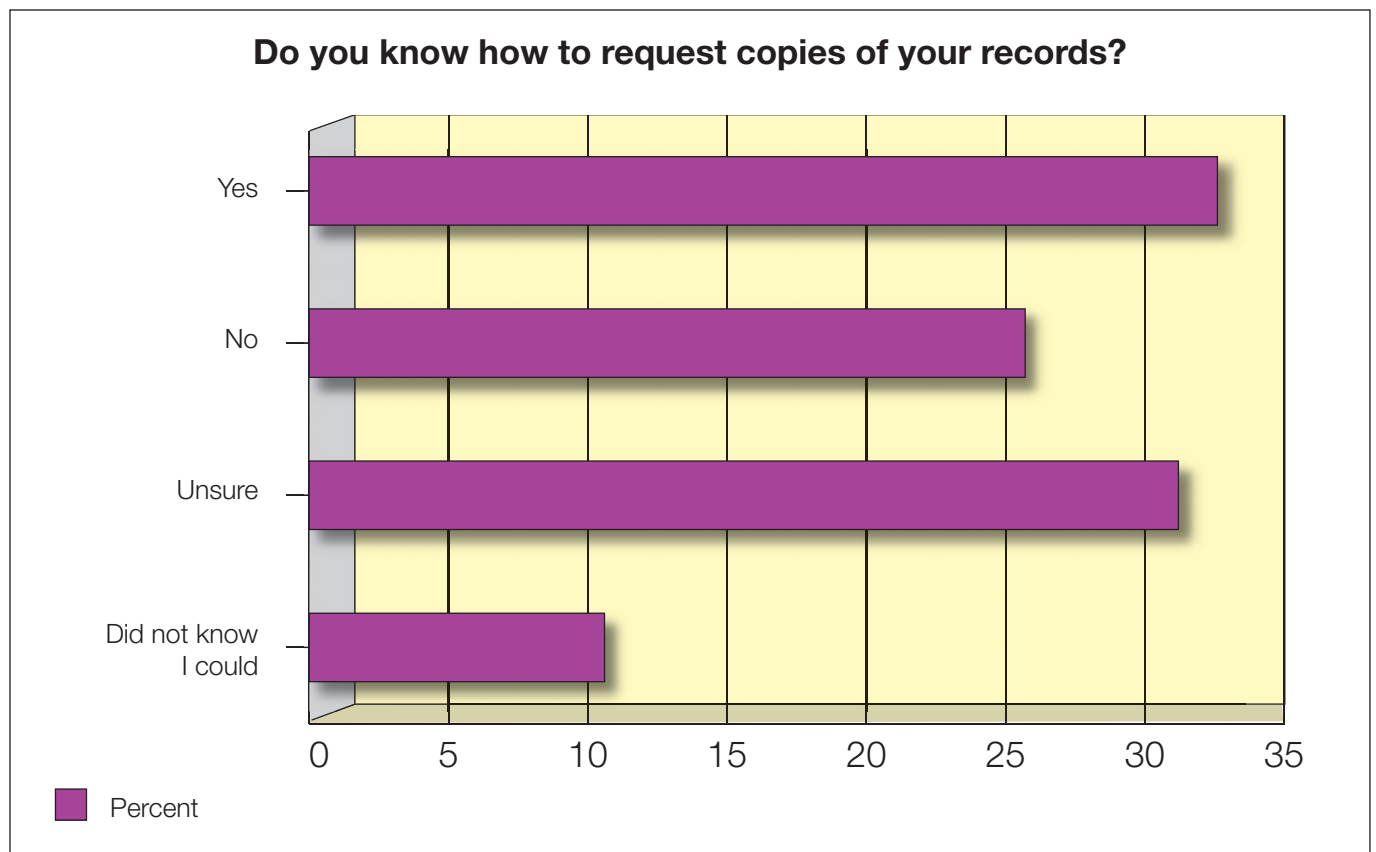
When asked if panel members would know how to request copies of any records held about them, 33% said they would know how to request their records, with 26% saying they would not know. The graph below displays the full responses to this question and shows the very varied results given.

Only 7% of respondents said they have seen a leaflet on how information is used and stored in the NHS, despite over 71% saying they generally read leaflets and find them useful.

We then asked how confident respondents felt that their personal information is treated confidentially, with the following results:

Yes, completely	17.7%
Yes, to some extent	43.0%
Not sure	29.0%
Not at all	10.3%

Many other comments were provided as to how you think personal information is used and stored and these views have all been passed to the Patients Advice and Liaison Services for full consideration.



You said.....We did!

In the **Spring 2007** survey we asked you questions on the Council's Contact Centre.

You said: "More public awareness of the Contact Centre was needed"

We did.... implement a marketing plan to raise awareness.

As part of this marketing campaign we have already placed adverts:

- on the large plasma screen in the library
- on boards outside Sainsbury's, Wade St.
- on Council vehicle livery
- on the Calderdale website
- in the A-Z Booklet of Council services
- in the local press

Where possible, the advertisements give full details of the contact numbers, and the services available, through the Contact Centre. We would not want to miss a chance of spreading the word - so here are the main numbers for the Contact Centre (all charged at local rate only):

01422 288001	General Enquiries
01422 288002	Street Care
01422 288003	Finance Enquiries

You said: "The Customer Service experience was not always consistent".

We did.... set in place improved internal quality measures.

Call monitoring is now undertaken on a weekly basis, across all advisers, to ensure consistency in Customer Service. An outbound Customer Satisfaction Survey has also been introduced to continually monitor the level of customer satisfaction. Mystery shopping has also been used to monitor the level of service provided when contacting Customer First by phone.

In addition to all the above measures we will continue to work hard to ensure all Customer First advisers are responsive to the needs of our Customers.

In **October 2005** we asked panel members their views on 'waste and recycling'.

You said: "The Council should do more to improve the reduction and re-use of waste materials in the borough".

We did.... introduce a range of improved objectives to put increased emphasis on the reduction and re-use of waste.

The new objectives have been set out to:

- achieve a reduction in the amount of household waste generated
- re-use domestic items deferring their entry into the waste stream
- increase recycling and composting
- divert waste from landfill by using alternative processing

From these objectives an Action Plan has been devised, guided by comments and responses from panel members, which includes the following actions:

- a) To encourage and expand the provision of home composting facilities to reduce the amount of compostable material in the waste stream.
- b) To encourage the 're-use' principle by supporting the use of local web-based schemes for the exchange of unwanted goods, and by making residents aware of practices they can change at home e.g. to support the use of re-usable nappies.
- c) To extend the range of recyclates collected e.g. Pilot Food Waste Collection Scheme - this is to begin on the 21st May and run for a 40 week period.
- d) Improving the household waste recycling sites into Recycling Centres to increase the capture rate for materials.

As a result of these initiatives, and with your help, we hope to improve the **recycling, reduction and re-use of waste** in Calderdale.

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