

# Talkback Newsletter



## Summer 2008

### Topics covered in this issue include:

- Customer First
- Children and Young People's Plan
- Partnership for Older People's Project
- Local Facilities
- Working for Calderdale Council - a 'Local' Perception
- Older People's Services
- How are we doing?
- You said ..... We did

# Welcome and Introduction

'Welcome' to the Summer edition of our **Newsletter** and a big 'thank you' to all of you who completed and returned our Spring 2008 survey, providing us with a 69% response rate. We hope you enjoy completing our 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 summer survey contained seven topics on important issues relating to both Council services and communities within Calderdale. 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 and the topics covered include:

- Customer First
- Children and Young People's Plan
- Partnership for Older People's Project
- Local Facilities
- Working for Calderdale Council
- Older People's Services
- How are we doing?

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

The '**You said.....We did**' feature on page 7 covers improvements we have made to services as a result of some of the questions asked in previous surveys.

## 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.

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

## 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.**

## Customer First

Customer First are looking for the views of the panel to help plan the future of face-to-face services in Calderdale. A new customer service centre will be opening in Brighouse in November 2008 with planning in progress for one in central Halifax.

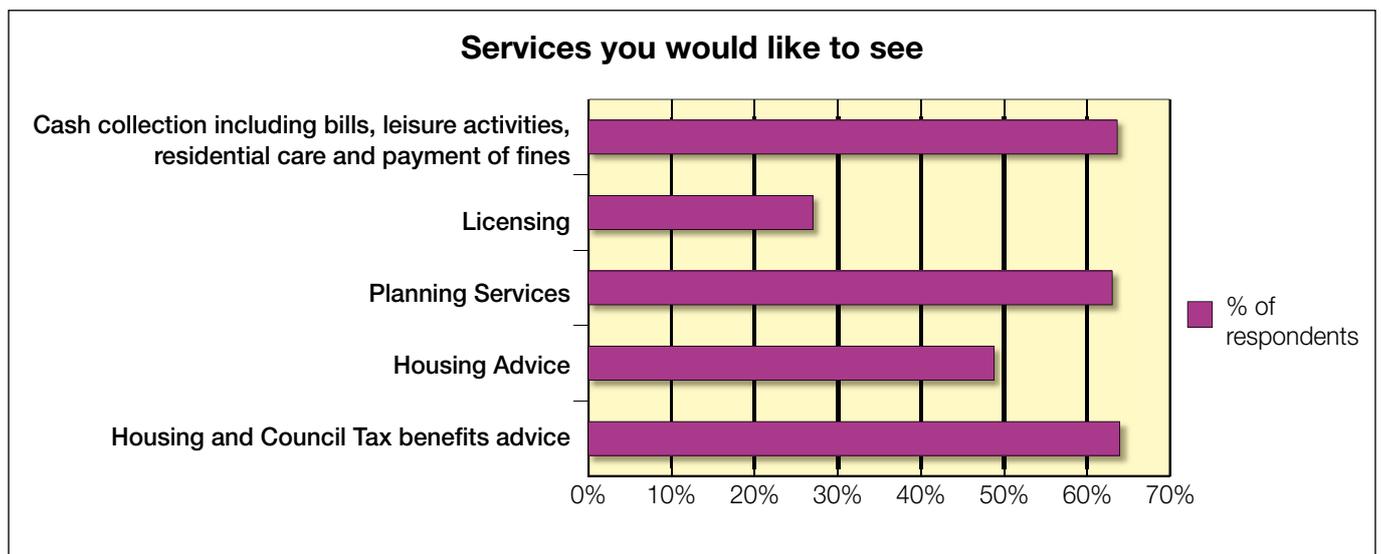
We asked panel members to choose from a varied list of opening times which they would find most useful. Almost 50% of the panel said they would like access to the service on a Saturday morning, with 32% requesting a late night opening one night per week. The most preferred 'standard' office hours were 9am to 5pm.

We then asked what you would like to be able to apply for in the centre, with the following results:

Disabled car parking badges	62%
Passport to Leisure	79%
Housing/Council Tax benefits	60%

The graph below shows which type of services panellists would like to see offered in the centre - in three instances over 60% of respondents would like this service available to them.

If free telephone and internet access were provided in the centre, 61% said they would use the telephone to access the Council's contact centre, 50% would use the Internet but 35% would still prefer face-to-face contact.



## Children and Young People's Plan

Each year the Council produces a Children and Young People's Plan which identifies the priority areas for improvement within Calderdale regarding children and young people.

The Children and Young People's Service asked the panel to comment on the eleven proposed priorities set out in the draft Children and Young People's Plan. In most cases over 90% of the panel agreed with the priorities, with less support for the two priorities dealing

with removing barriers that children face as they change to adult life. Many thoughtful and useful comments were provided concerning other priorities for children and young people; these will be analysed carefully and, where relevant, built in to our priorities.

Some panel members told us they considered these types of questions too obvious and biased. We apologise for this and will try to ensure future surveys do not include questions of this nature.

# Partnership for Older People's Project

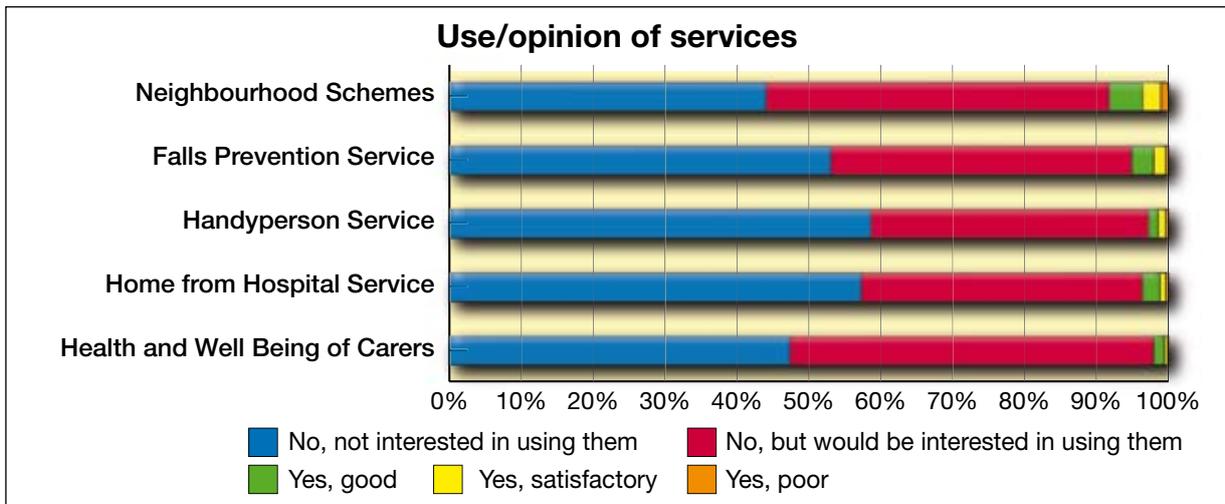
The Partnership for Older People's project has been designed in conjunction with partner organisations and older people to focus on improving the health and well-being of people over 50 in Calderdale. We know that it makes sense to put more money into preventing ill health to keep people out of hospital and to improve their quality of life. We hope the POPP's project will show that this works.

When asked how many panellists had heard of the POPP's project prior to receiving the

Spring Talkback survey, only a disappointing 13% said they were aware of the project.

Of those who had heard of the project, 32% had knowledge of the project via the local media, 29% via word of mouth and 17% via the POPP's Healthy Ageing leaflet.

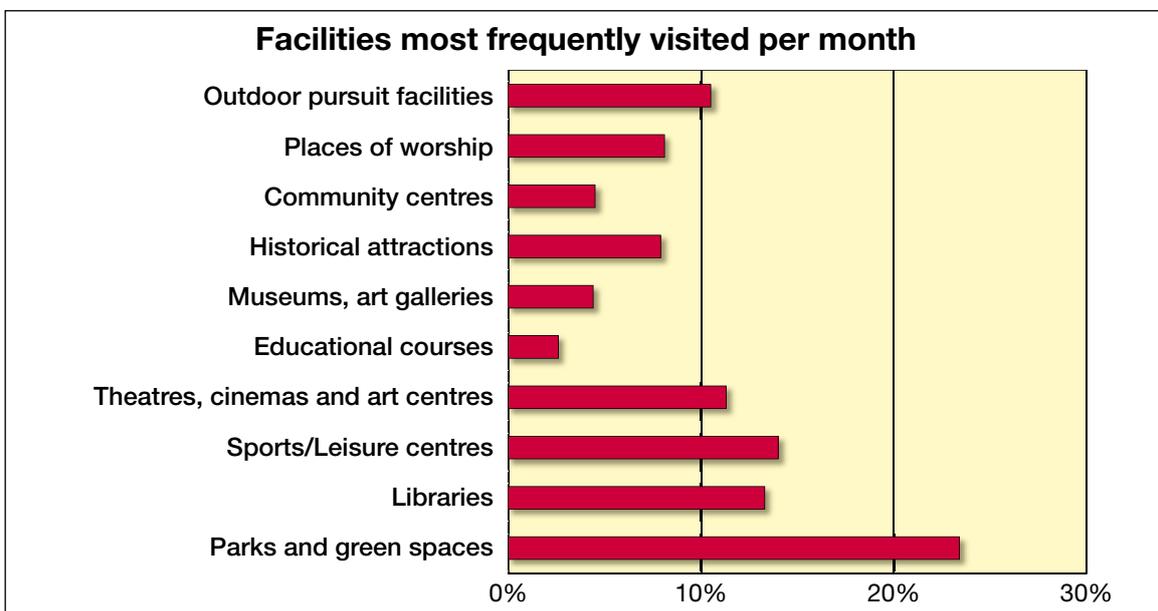
We then asked if respondents had used or attended a number of the services and schemes offered within the project. The graph below shows the level of use and opinions of these services:



## Local Facilities

The use of key local facilities provides us with an important measure of the extent to which residents are involved with, and contribute positively to, their local communities. Having asked similar questions last year, we would

now like to see if the improvements we have put in place have changed your level of activity in these areas. The graph below illustrates the results:



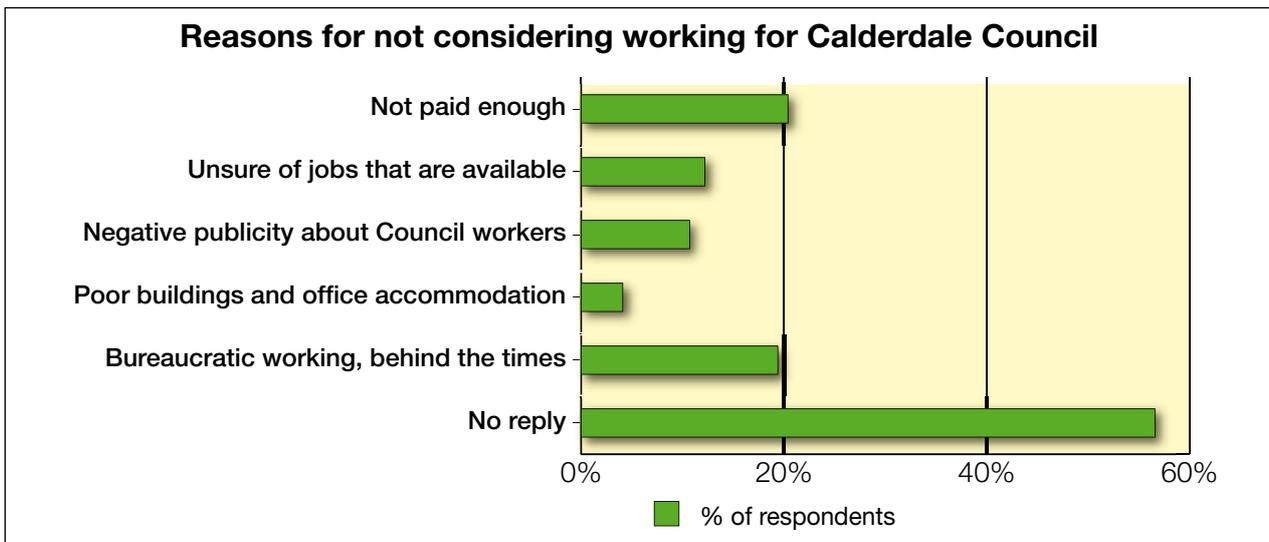
# Working for Calderdale Council - a 'Local' Perception

In order to help us focus our future recruitment campaigns we asked panel members their views and perceptions about working for Calderdale Council.

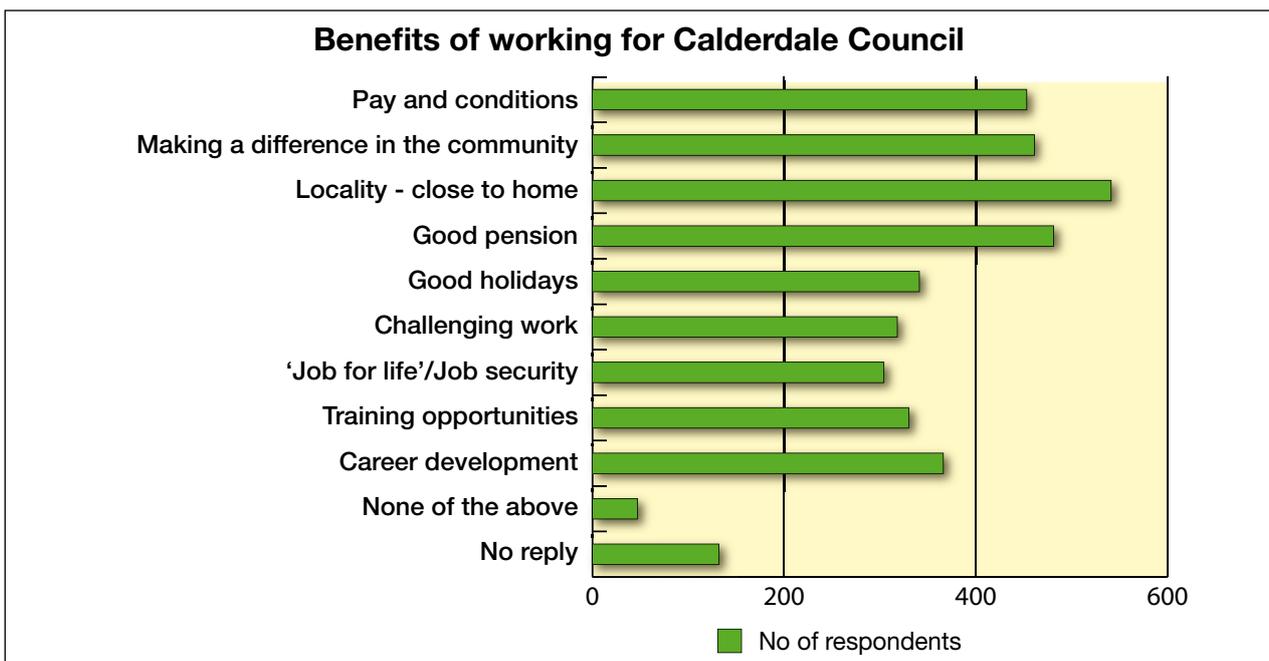
83% of the panel currently do not work for the Council, but of these 64% said they would, or may, consider working for the Council in the future.

Initially we asked panel members their current employment status: 58% said they are currently employed or seeking employment, 31% are retired and just over 1% are in further education.

We then asked the 30% of respondents who said 'they would not consider working for the Council', why that was. The graph below details the responses - it is worth noting here that over 50% of those asked this question did not give a response to the options given, but many gave us their written views in the 'Other' option.



Panellists were then asked to consider what are/would be the main benefits of working for Calderdale Council. The graph below shows the results of this question:



When asked if they thought anything could be done to improve the image of the Council, 34% of panelists said 'Yes' and 44% said

- Be more transparent, more publicity on all issues
- Raise awareness of job variety
- Be more Customer friendly

'No'. Some of the ideas you gave us to help us improve things are:

- Change image to a more positive one
- Make it a Council to be proud to work for
- Educate the general public into how diverse and satisfying working for the Council really is.

## Older People's Services

This section of the survey was to find out how much panel members know about the services that Social Services provide for older people. In addition we also asked if respondents had used the services, how

satisfied they were with them. The following graph shows the results of those who have used the services and are 'Very/Fairly satisfied' with that service:



## How are we doing?

Thank you for telling us your views on the Talkback questionnaire itself. Over 99% of panel members say they find the topics easy to understand; with only 4% saying the topics are 'Rarely' or 'Never' of interest. Over 96% say they find the instructions for each question easy to follow with 84% saying the length of the surveys are 'Just right'. Over 10% of respondents requested longer surveys, with just over 5% saying they would prefer a shorter questionnaire. 61% said there is always generally enough room on the surveys to voice their opinions but 35% said this was only sometimes the

case – we will try and leave more room for your answers in future but please feel free to add an extra sheet of paper to your returns, if necessary.

81% of the panel still prefer to receive the questionnaire in a standard paper format, 17% by email with 2% requesting a large print format. If you decide you wish to change how you receive the questionnaire, please let us know in the space provided at the back of each questionnaire. Thank you once again for your time and all your useful comments.

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

In our **Summer 2007** edition of Talkback we asked you your views on seat belt wearing across the Borough.

**You said: more education and enforcement is needed to increase seat belt wearing in Calderdale**

**We did....draw up an action plan to develop educational resources; rolled out the 'Seat Belt On' project**

In **Primary Schools** we are using the 'Smart and Not So' assembly to engage pupils in car safety and giving very specific advice to parents about appropriate child seats through an age-specific comic book. 8000 pupils will have been trained by the end of Feb 2008. In **Senior schools/colleges** they told us they wanted to be shown why they should wear seat belts. So, with help from our partner services, we have developed a DVD depicting a fatal crash scene with interviews with all the emergency services explaining why seat belts are very important in preventing death and injury. 17000 booklets are being produced to compliment the DVD.

The worst offenders for flouting seat belt laws are those 'Driving for Work'. We are hoping to develop a booklet aimed at employers and employees, as those who drive for work have a high risk of death or serious injury – about 30% of those killed or seriously injured on the roads are working at the time.

We are also planning to work with new parents to ensure the correct advice is given at the start of a child's 'journey' through life, as well as working with the Licensing section to persuade all Taxis to display seat belt wearing notices in their vehicles (this is currently not a compulsory safety feature).

We have erected 120 roadside '**Seat Belt On**' posters, reminding drivers to buckle up. This provides direct advice in a place where drivers will see the message.

For those who have chosen to ignore the advice we have been able to target enforcement towards those groups especially in those areas that evaluation tells us seat belt rates are low. Over 800 tickets have already been issued and an added benefit has been that many drivers stopped have also been caught and convicted for using mobile phones, driving without a licence, tax and insurance. This has resulted in many vehicles being confiscated.

The 'Seat Belt On' project is not just protecting car occupants but also making the roads in Calderdale even safer for everyone.

Early indications also suggest that we may be reducing the numbers of car occupant deaths and injuries through the initiative – this statistic however needs more time to be monitored before accurate comparisons can be drawn.



Calderdale Council listening to your views

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