

DATA ANALYSIS:

Note: Most questions can have multiple answers so the % figures are not intended to be added together. Where there is a low response rate this is indicated.

The information in this report will be useful when making decisions on what mediums to use to publicise activities, surveys or decisions; changes that might be considered for the website; and how the Town Council might change the way it communicates and how it engages with the community.

Q16 SOURCES OF INFORMATION ON WHAT IS GOING ON IN FRAM

There are 4 main sources for information:

Framfare	78%
About Fram	40%
TC Newsletter	34%
Fram Website	29%

Predictably high on the list by all are display boards 45%, and word of mouth at 71%.
Instagram and twitter are used the least at 8% and 3% respectively
Other sources: Next Door app (8), FBA (4), School/College (3), Library (1)

The use of print media for local information far outweighs online info:

Digital Media	versus	Print Media
584	(responses)	749

Very little difference between new residents from long term residents.

Q51 USERS OF THE WEBSITE

225 out of 420 say they look at the website. 81 people skipped this.

This question covered three categories: general info, news on events/activities, TC news agendas/minutes, which were rated fairly evenly across all three.

Of those who rated it's effectiveness the responses were on average:

V Good	Good	OK	Poor	V Poor	Don't Know
9.5%	24%	25 - 30%	3 - 5%	2%	25%

The main finding of the survey is the total of Don't Know responses which is high, and for newcomers this is as high as 34%. It was as high as 51% of those who completed the survey on paper.

A slightly higher number of OK results came from those who have been residents for 5yrs or more (39%).

Poor or Very Poor featured very low on all responses.

Q52 IMPROVEMENT OF THE WEBSITE

174 people skipped this question, so results would have been meaningless, except that there were 62 comments:

Most suggest including more information, that the website is slow and clunky, and many suggest advertising it in various places to make it more widely known

Yes	Improve	No
98	(responses)	125

Q48 DO YOU KNOW WHAT THE TOWN COUNCIL DOES

44 people skipped this question. 70% said they knew what the council does. However 40% of those living here less than 4yrs said they didn't know, by comparison with 24% of long term residents.

Q49 HOW DO YOU CONTACT THE TOWN COUNCIL

41 people skipped this question.

327 responses were: via verbal communication - in person and/or word of mouth

305 responses were: by email - directly and/or through the website

Of those living here 4yrs or less this was primarily by email 60%, whereas those residing 10yrs or more it was primarily in person 61%

Of those who completed the survey on paper 65% said they contacted the council in person.

(Note: Verbal communication has no means of being recorded, other than at Council meetings)

Q53 RECEIVING TOWN COUNCIL NEWS

43 people skipped this question.

Framfare was the preferred method of hearing about the Town Council by 64% of people. Of those living here more than 10yrs this rises to 71%

The use of print media for local information far outweighs online info:

Digital Media	versus	Print Media
291	(responses)	528

Q54 SUBSCRIBING TO THE TOWN COUNCIL NEWSLETTER

There was strong support for this:

130 said they are not interested in subscribing to the TC Newsletter

291 said yes they were

Of those who completed the survey online it was 90% affirmative, and paper responses were still 66% yes

Current level of subscribers is 416

Q50 HOW WELL DOES THE TOWN COUNCIL COMMUNICATE

40 people skipped this question.

Of those who rated how well the Council communicates across the three categories: effectiveness of communication, engagement / approachability, and responsiveness, the overall figures are:

V Good	Good	OK	Poor	V Poor	Don't Know
7%	24%	35%	15%	6%	12 - 25%

Predictably of those living here 4yrs or less had higher levels of Don't Know responses - but this is higher than expected at up to 33% on some criteria.

The 15% Poor rating is also worryingly high, and predictably the longer one lives here the worse the ratings are - around 2/3 of those who rated it poor have lived here more than 10yrs.

Q55 HOW DO YOU RATE YOUR EXPERIENCE OF THE TOWN COUNCIL

55 people skipped this question.

Of those who rated their experience, 79% said it met their expectations, or exceeded it (5%).

21% said their experience of the Council was below their expectations.

Of those living here more than 10yrs this poorer view increased to 27%.

GENERAL CONCLUSIONS REF: COMMUNICATION AND THE TOWN COUNCIL

General Comments

- In the general comment box at the end of the survey 112 people made comments. By far, the most comments relate to planning, over development, traffic and parking issues.
- The second most common comments relate to information or lack of it.
- There were 10 positive, supportive and thank you comments.

Knowledge about the Town Council

- There are high numbers of residents who don't know much about the Town Council's work and its responsibilities.
- And many more who make the wrong assumptions about the Council's effectiveness and have high expectation of its abilities to prevent or mitigate change in local housing and traffic management which are not possible or achievable in practice.
- Longer term residents have a poor view of the Council - this is not unexpected. However many newer residents don't know what we do, or what we have the ability to do. Those newer residents that do have some knowledge of the Council seem to have favourable views and it is important that this is not dissipated.

Recommendations

The results show that it is vital that we communicate more effectively with residents to inform them of the Council's work to generate a better understanding of what we can do, and to develop more community engagement.

To achieve this we need to do the following:

Framfare

- Print media is vital for communicating to a large number of residents in the town and so our monthly content in Framfare is very important. We should explore the possibility of supporting this news outlet to encourage its continued presence and any potential development. One consideration should be to arrange for it to be delivered to all households.

Town Council Newsletter Subscriptions

- Subscribing to the Town Council Newsletter was very popular idea in the survey, and this is a very efficient way of communicating with residents. Currently there are 416 subscribers and this is far too low. The newsletter needs to be more interesting so that residents welcome it dropping into their email boxes each month and actually read it. The range of content should be broader to include community interest, and the TC committees should contribute regular resumes of their work in hand. This will generate more subscribers if, along side this, the free subscription is highly promoted and advertised. The new design layout recently adopted presents a reasonably professional approachable style so this is ready to capitalise on by developing it's content.

- The effort to print out this newsletter is secondary to making Framfare more widely available. The TC content of Framfare is probably more easy to put up on noticeboards than attempting to output a print version of the TC subscriber issue (which is difficult to do).

The Website

- In general terms the website is considered ok by residents who use it, but there are many comments about the difficulty of finding information on the site, navigating around it and how slow it is to respond. There are a very high number of residents who do not use it at all. People have also said there should be more information on the site.
- Providing a wider range of content on local services and facilities would be of great benefit as gradually people would realise that they can go to one place to find out what is directly available here, as well as following up links to more regional services. This kind of approach would mean more local people would use the site, instead of it being largely used by visitors to the town and individuals particularly interested in the activities of the council.
- Promoting the website and including more useful local information are key to increasing its use, especially among new residents. This is important as it is an easy way of keeping in touch with the community, and would be cost effective, making best use of the allocated budget.

Face to Face Engagement

- Verbal communication is also quite high on the methods used by residents both to find out what is going on, and to communicate with the Council.
- Face to face meeting opportunities play an important role in improving engagement and correcting misinformation - one of the largest issues evident from all the comments in the survey.
- The council should consider a range of different methods for regular opportunities for Councillors to engage directly with residents, and this might be through local clubs and groups, and through a stronger presence on Market Hill in some way.