

Appendix 2 – Monitoring our progress against the results from previous consultations

Community Wardens Feedback Consultation

14 June – 26 July 2018

Number of Responses from Previous Community Warden Feedback Consultations		
2013	2015	2018
95	63	182

- Between the 2015 and 2018 consultations we saw an **increase of 189% in responses** (119 additional responses in 2018). We took a more proactive approach this year and used new promotional tools in addition to what has been done previously.
- We promoted the consultation on the campaigns banner on the front page of our website and boosted a Facebook post which caused a spike in responses over the last 7 days of the consultation. The highest proportion of respondents (**51.5%**) said they discovered the consultation through Facebook.
- The significant increase in responses this year was achieved by making the most of one of our best promotional tools; Facebook. We also held progress meetings which encouraged the Community Wardens to be proactive in collecting responses in their areas.
- During the progress meetings we analysed where the responses were coming from which helped us to alter our approach and gain more responses. See the table below:

Where did you hear about this survey?	Percent
Facebook	51.5%
From a Community Warden	24%
Word of mouth	8.4%
Other	5.4%
Web banner on Council website	4.2%
Council offices	3.6%
Twitter	1.8%
Community Wardens web page	0.6%
Leaflet / poster	0.6%

Economic Development Strategy Consultation

2 July – 26 August 2018

- 154 businesses responded to this consultation. We do not have a comparable survey aimed at businesses so it is difficult to distinguish our progress. However, businesses are notoriously hard to engage with as there are more barriers in our way and we

have achieved a good result with a variety of promotional tools we haven't used before.

- Pooling together and emailing lists of business contacts was the most effective promotional method by far and, unusually Twitter saw the most success on social media. We trialled a prize draw to encourage businesses to respond, with the winner receiving £50 to donate to a Chichester-based charity of their choice – this will give the council and the winning business good PR opportunities.
- Officers also visited some of the larger businesses in the district, attended meetings of local businesses, distributed posters and postcards and collaborated with local business associations to encourage businesses to respond.
- This consultation succeeded because the officers involved were enthusiastic and proactive in adjusting where they focused their efforts after the feedback at each progress meeting and the new 'Let's Talk' branding gave the whole process a recognisable identity.
- During the progress meetings we analysed where the responses were coming from which helped us to alter our approach and gain more responses. See the table below:

Where did you hear about this survey?	Percent
Email from a Chichester District Council officer	71.2%
Social media (Facebook, Twitter, LinkedIn)	11.1%
Other	5.2%
Word of mouth	3.3%
eBiz newsletter	2.6%
Visited by an officer from Chichester District Council	2.6%
Chichester District Council website	2%
A business association	1.3%
Parish newsletter / magazine	0.7%

- It is also interesting to note that for this consultation Twitter was the most effective social media platform, whereas it is ordinarily Facebook. This tells us that for surveys aimed at businesses, Twitter is a more effective communication tool.

Council Tax Reduction Scheme Consultation

9 July – 3 September 2018

Number of Responses from Previous Council Tax Reduction Scheme Consultations					
2013	2014	2015	2016	2017	2018
63	75	54	48	71	106

- Between 2017 and 2018 we saw a **49% increase in responses** (35 additional responses in 2018). The Council Tax Reduction Scheme consultation has never had

a high response rate but by boosting 2 separate Facebook posts and sending out targeted leaflets with other materials about Universal Credit and council tax we managed to increase that number.

- With some consultations it will be the case that despite our best efforts people just aren't interested, or have no opinion on the consultation subject. As there were no major changes proposed to the Council Tax Reduction Scheme for the next financial year people were generally less interested despite our efforts to promote the survey.
- During the progress meetings we analysed where the responses were coming from which helped us to alter our approach and gain more responses. See the table below:

Where did you hear about this survey?	Percent
Facebook	68.2%
Postcard / leaflet	11.2%
Council Tax bill	11.2%
Other	3.7%
Twitter	2.8%
Web banner on Council website	1.9%
Council offices	0.9%

Initiatives Magazine Feedback Consultation

12 November – 31 December 2018

Number of Responses from Previous Initiatives Magazine Feedback Consultations	
2015	2018
93	140

- Between the 2015 and 2018 consultations we saw an **increase of 50.5%** in responses (47 additional responses in 2018).
- In 2018 we sent out the questionnaire in initiatives magazine, but this time also made it available online and promoted the survey on our social media channels. We notified our Let's Talk Panel members [235] via email about the survey as well.
- We offered a prize draw incentive to those who completed the survey. The prize draw was for a £50 Chichester Gift Card which can be spent in a number of local and independent shops in Chichester City Centre.
- These additional methods of promotion have had a significant impact on the response numbers and seem to have encouraged more people to respond.
- 11 people signed up to the Let's Talk Panel as a result of the initiatives feedback survey.