ENGAGING WITH COMMUNITIES TASK GROUP

Survey of Councillors’ Engagement Methods

Background

The task group was interested in understanding the methods of community engagement currently used by councillors. A short survey form was sent to all fifty-five councillors asking them to say which methods of engagement they use and which they do not use.

Survey questions

The survey asked councillors the following question:

From your experience as a councillor of engaging with residents, what methods have worked the best? Please remember, we are looking backwards at how things have really been – we are NOT looking at how things might be at some time in the future, in an ideal world.

The following methods of engagement were listed and councillors were asked to make comment about their use of each one:

- Letters/phone calls
- Surgeries
- Ward walks
- Door to door
- Local forums
- Community groups
- Newsletters, leaflets, Wyre Voice, etc.
- Noticeboards
- Council’s website
- Email
- Social media (Facebook, Twitter, blogs, etc.)
- Other (please specify)

Responses

Twenty of the fifty-five councillors (36%) responded to the survey.

A summary of the responses received is attached at Appendix 1.
Results and analysis

The methods of engagement that were favoured by councillors as either “quite” or “very successful” were:

- Letters/phone calls 95% of respondents
- Email 95%
- Door to door 80%
- Newsletters, leaflets, Wyre Voice, etc. 80%

The methods of engagement that were “not always successful” or “never used” were:

- Surgeries 95% of respondents
- Noticeboards 80%
- Social media 75%

75% of respondents had never used any form of social media (Facebook, Twitter, blogs, etc.) to engage with residents and communities.

Peter Foulsham
Scrutiny Officer
26 November 2014
### ENGAGING WITH COMMUNITIES TASK GROUP – Councillors’ Survey of Engagement Methods

**SUMMARY OF RESULTS**

From your experience as a councillor of engaging with residents, what methods have worked the best? Please remember, we are looking backwards at how things have really been – we are NOT looking at how things might be at some time in the future, in an ideal world.

<table>
<thead>
<tr>
<th>Method</th>
<th>Found to be very successful</th>
<th>Found to be quite successful</th>
<th>Sometimes but not always successful</th>
<th>Never Used (please tick if appropriate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters/phone calls</td>
<td>55%</td>
<td>40%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Surgeries</td>
<td>5%</td>
<td></td>
<td>40%</td>
<td>55%</td>
</tr>
<tr>
<td>Ward walks</td>
<td>30%</td>
<td>45%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Door to door</td>
<td>50%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Local Forums</td>
<td>40%</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Community Groups</td>
<td>30%</td>
<td>40%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Newsletters, leaflets, Wyre Voice, etc.</td>
<td>30%</td>
<td>50%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Noticeboards</td>
<td>10%</td>
<td>10%</td>
<td>30%</td>
<td>50%</td>
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<tr>
<td>Council’s website</td>
<td>15%</td>
<td>30%</td>
<td>35%</td>
<td>20%</td>
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<tr>
<td>Email</td>
<td>65%</td>
<td>30%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Social media (Facebook, Twitter, blogs, etc.)</td>
<td>5%</td>
<td>15%</td>
<td>5%</td>
<td>75%</td>
</tr>
<tr>
<td>Other (please specify)</td>
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<tr>
<td>Other methods referred to were Parish Councils (1 response), responding to direct resident requests (3), using a local pub as an informal ‘surgery’ (1) and social events/official openings (1).</td>
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</tbody>
</table>