

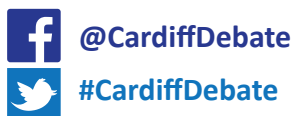
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# Communication With Members - Let's Talk About It?

October 2015



# Cardiff Research Centre

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**We strive to deliver research, information and consultation services for the City of Cardiff Council and its partner organisations.**

## Services include:

- Collection, analysis and interpretation of primary survey data;
- Analysis and interpretation of a wide range of secondary demographic and socioeconomic data including the Census and all other sources from the wider data environment;
- Specialised studies on a wide range of topics including social, economic and demographic data sources and their uses;
- Quantitative and qualitative research and consultation projects;
- Supporting the Cardiff Debate Community Engagement exercise with other public service partners;
- Management of the Cardiff Citizens' Panel;
- Focus Group facilitation;
- Advice and support on all aspects of research including survey & questionnaire design, &
- GIS thematic & schematic mapping services.

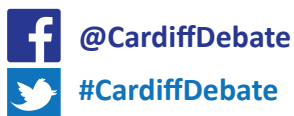
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## **Communication with Members – Let's talk about it?**

### **Background**

Cardiff Research Centre (CRC) were commissioned by the Communications department of the Council to survey all Members of the Council to get their views on how the current communication platforms are working and how effective they are in supporting the Members in their elected roles.

### **Methodology**

A short survey was compiled by CRC, with questions supplied by the Communications department, asking the Members to rate how positively they think the current communication platforms are performing. This was emailed out from the Leader to all Members encouraging them to take part.

A reminder was also sent out after two weeks encouraging them to take part in this survey in order to maximise participation.

### **Response Rate**

The survey was emailed to all 75 Members of the Council. There were 29 submitted responses to the survey giving a return rate of 38.7%.

## **Results**

Below is a summary per question of responses to the survey. For the purpose of this report it was decided that the following ranking chart would be used:

**1 = Very Poor**

**2 = Poor**

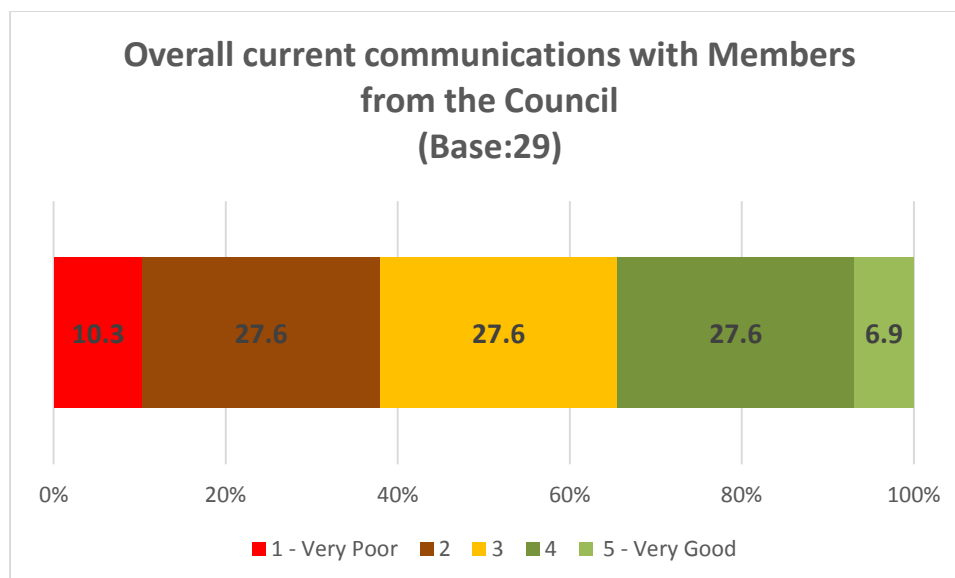
**3 = Average**

**4 = Good**

**5 = Very Good**

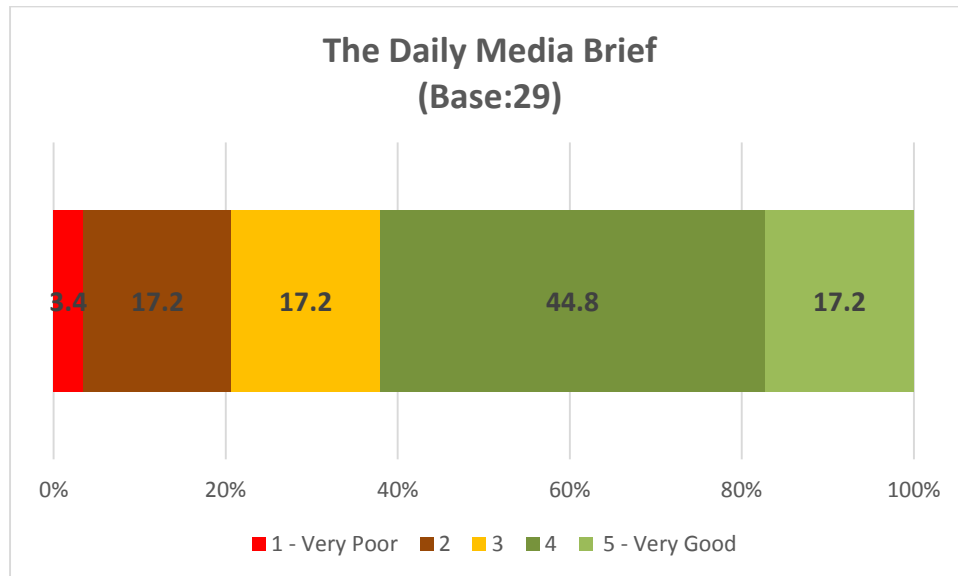
### **1. Overall current communications with Members from the Council**

Over a third (34.5%) of Members rated ‘Overall current communications with Members from the Council’ positively (i.e. a score of 4 or 5), with 6.9% of respondents giving it a scoring of ‘Very Good’. An additional 27.6% ranked overall communications as ‘Average’ with the remainder ranking it negatively.



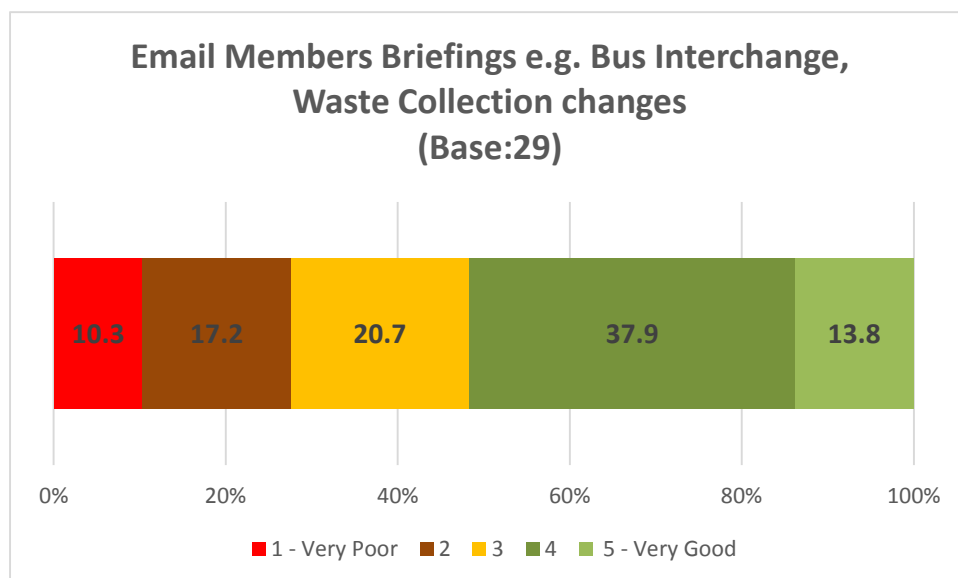
## **2. The Daily Media Brief**

62% of responding Members rated the Daily Media Brief positively (including 44.8% and 17.2% who felt it was ‘Good’ and ‘Very good’ respectively). In comparison 20.6% ranked it poorly.



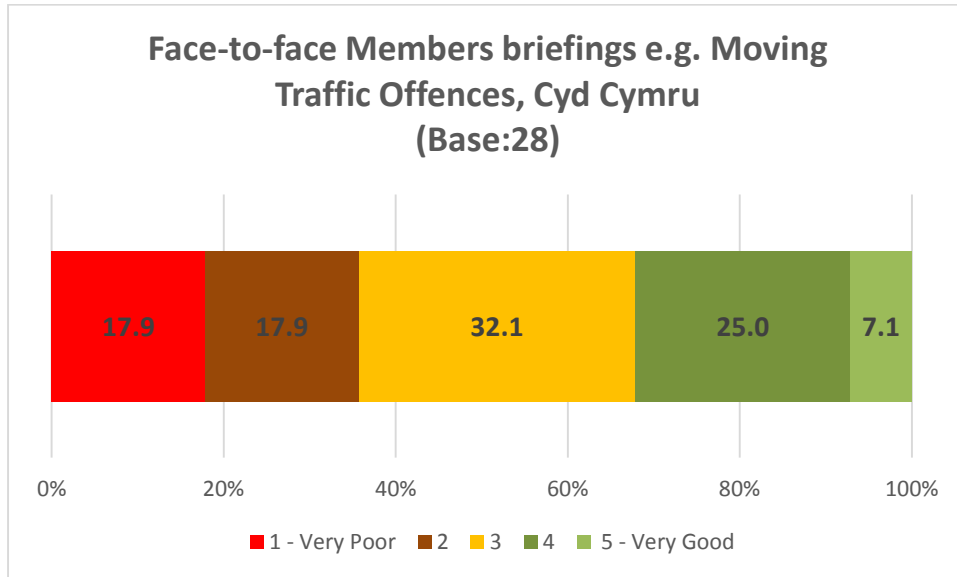
## **3. Email Members Briefings e.g. Bus Interchange, Waste Collection changes**

Over half (51.7%) of responses rated the Email Members Briefings positively, with an additional 20.7% rated as ‘Average’. Just over 25% (28.0%) felt that the briefings are functioning poorly.



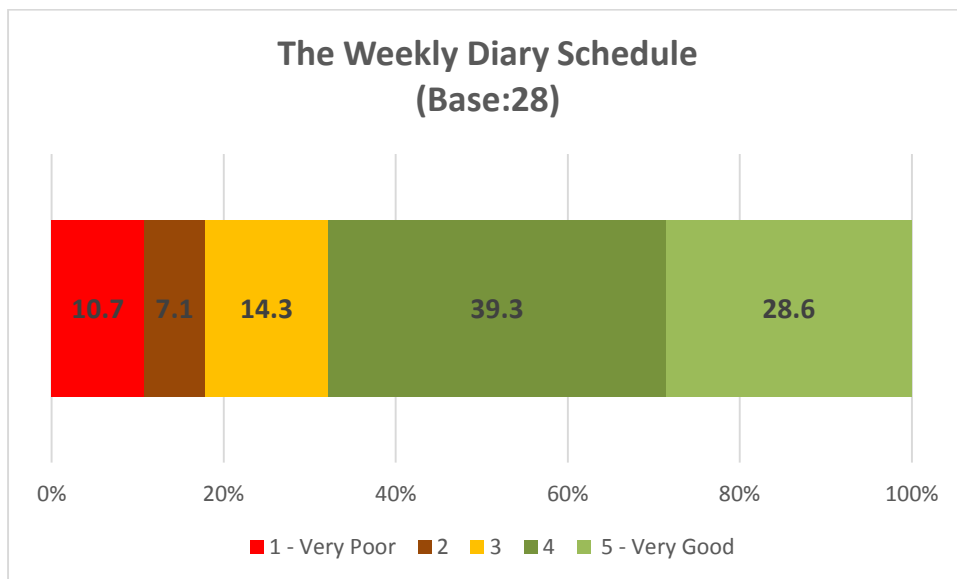
**4. Face-to-face Members briefings e.g. Moving Traffic Offences, Cyd Cymru**

32.1% of respondents rated this communication channel as ‘Average’ making it the most popular response with an additional 32.1% rated as either ‘Very good’ or ‘Good’.



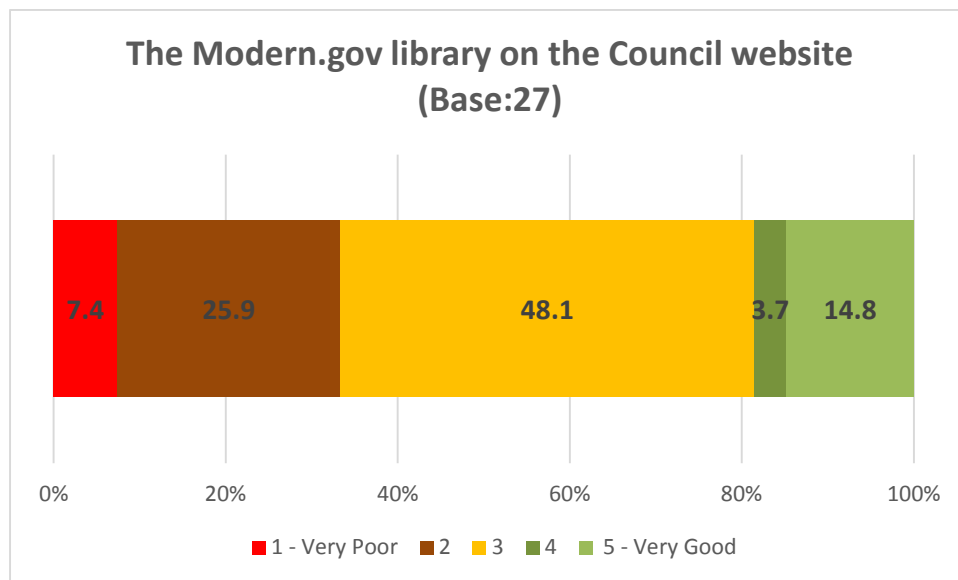
**5. The Weekly Diary Schedule**

Over two-thirds (67.9%) of Members feel that ‘The Weekly Diary Schedule’ is a positively functioning communication platform, including over a quarter (28.6%) scoring this as ‘Very Good’ and 39.3% as ‘Good’. The Schedule was rated as ‘Average’ by 14.3%, ‘Poor’ by 7.1% and ‘Very Poor’ by 10.7%.



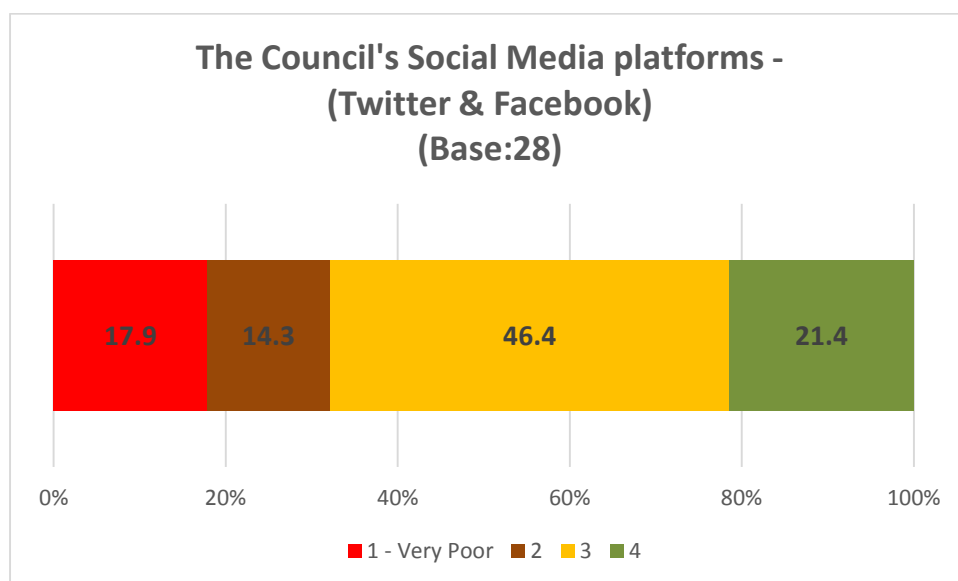
### **6. The Modern.gov library on the Council Website**

Almost a half (48.1%) of members deemed this method of communication as ‘Average’, with 18.5% feeling that it is functioning well, and 33.1% rating it negatively.



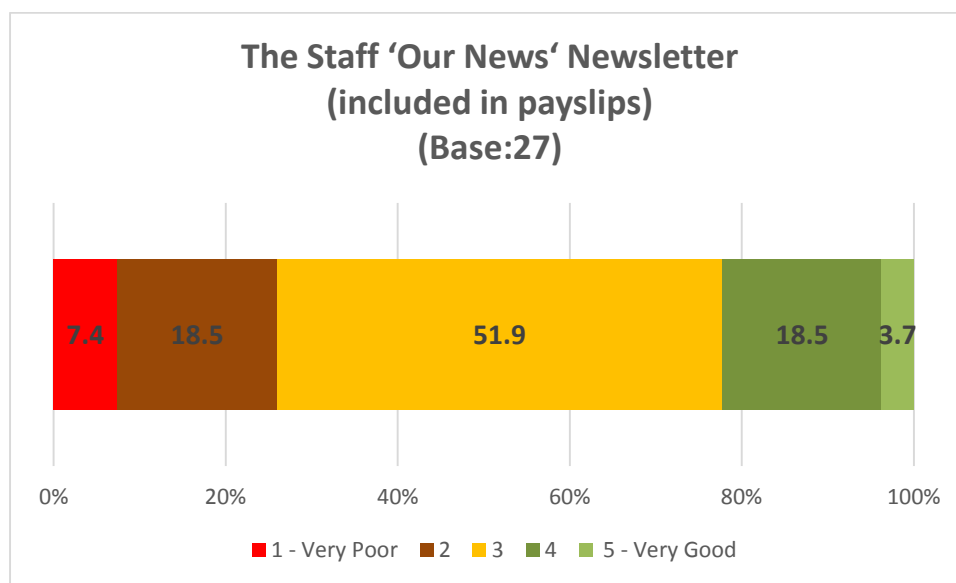
### **7. The Council's Social Media platforms - (Twitter & Facebook )**

Over a fifth (21.4%) of Members felt that the social media platforms are functioning well. An additional 46.4% rated it as ‘Average’, and 32.2% negatively.



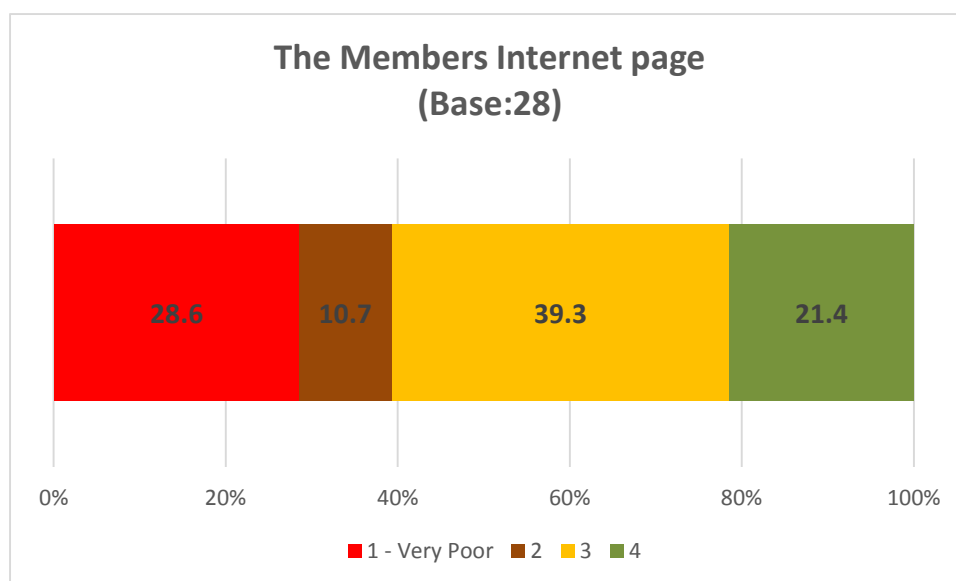
### **8. The Staff ‘Our News’ Newsletter (included in payslips)**

The dominant rating for the Staff ‘Our News’ Newsletter was average with over half of responses average (51.9%). Of the remainder 22.2% of responses were positive and 25.9% of responses negatively.



### **9. The Members Internet page**

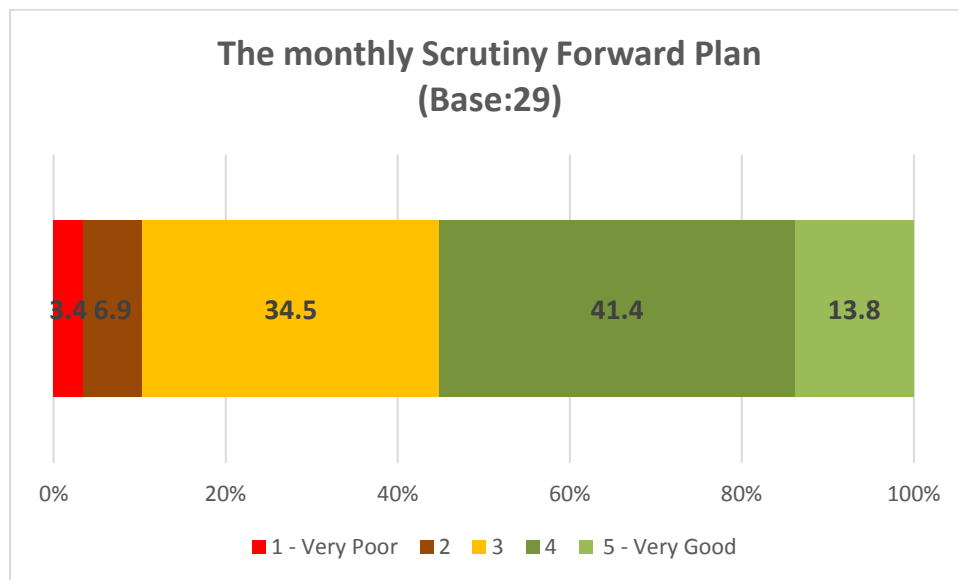
Over 60% of Members (60.7%) rated their Internet pages as ‘Average’ or better, including 21.4% who felt the page is ‘Good’. Over a third of Members rated it negatively.





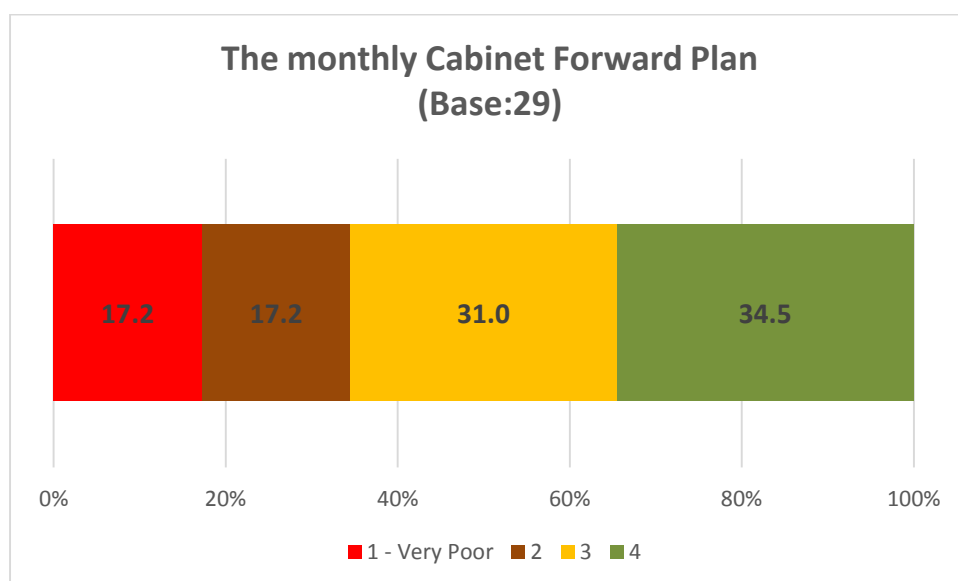
### **10. The monthly Scrutiny Forward Plan**

Over a half (55.2%) of Members feel that ‘The monthly Scrutiny Forward Plan’ is a positively functioning communication channel with 13.8% rating this as very good. 34.5% rated it as ‘Average’ with less than 10% ranking it poorly (6.9% as ‘Poor’, 3.4% as ‘Very Poor’)



### **11. The monthly Cabinet Forward Plan**

Over a third (34.5%) of Members stated that ‘The Monthly Cabinet Forward Plan’ was a good communication channel, with 31% rating it as average. The remaining third rated the Cabinet Forward Plan negatively).



## How could we improve communications with you?

Council members were asked how communications with them could be improved. Due to the respondent size all themes are detailed below with the number and percentage of responses they appeared in. Of the 29 responses to the survey overall, 19 answered this question including several responses that met multiple themes:

Theme	No.	%
Lack of information	7	36.8
Technology	4	21.1
Need for concise emails with topic in title	2	10.5
More notice of meetings and information in advance	2	10.5
Reminder of response deadlines	2	10.5
Need to highlight key messages	1	5.3
Reporting problems through social media	1	5.3
Respond to communication/enquiries from members	1	5.3
Review Capital Times and develop positive news content	1	5.3
Individual post-box for each member	1	5.3
No improvement needed	1	5.3

The dominant theme was a lack of information with seven Members feeling that they were not informed of council activities when talking to both the media and residents. Members need more information about events and incidents in their wards, as well as incidents which are happening in multiple wards where there is the potential to work together. In addition they require up to date information concerning key members of staff.

Technology was raised on four occasions with two Members feeling that communication is hampered by poor laptops which they cannot access. One member suggested using a single app which will enable them to access all key services including email, calendar and briefings.

Other reoccurring themes included a need for greater notice of meetings and in particular the need for minutes and information in advance, a reminder of key deadlines, and a need for concise accurately titled emails due to the amount of messages Members receive.