



results of the

COMMUNITY ENGAGEMENT SURVEY



FAIRLY WELL INFORMED

59% of all respondents felt that they were kept fairly well informed about Parish Council services and the benefits it provides



THERE WERE 82 RESPONSES - LOWER THAN HOPED FOR, BUT THE SURVEY PROVIDED SUFFICIENT DATA TO WORK ON

The data collected will help the Parish Council to improve communication and engagement activities and can provide a benchmark to see what changes are achieving that aim



MORE VISIBLE

67% of respondents said that the Parish Council should be more visible in the community



INFO FROM THE NEWSLETTER

Half of all respondents said they got information from the newsletter



Respondents who felt that they were 'Not very well informed/ Not well informed at all' provided reasons for their thinking and the following themes emerged:

LIMITED UNDERSTANDING ABOUT THE PARISH COUNCIL DUE TO LACK OF INFORMATION & COMMUNICATIONS NOT REACHING THEM, PLUS NOT ENOUGH NOTICE GIVEN TO RESIDENTS ON ISSUES THAT REQUIRE RESIDENT INPUT



OVERALL, MANY RESPONDENTS WOULD BE VERY LIKELY TO ENGAGE WITH THE PARISH COUNCIL BY READING THE NEWSLETTER IN PRINT AND FAIRLY LIKELY TO GET INFORMATION FROM THE WEBSITE, FOLLOWED BY SOCIAL MEDIA

The least likely way that respondents would engage with the Parish Council would be by attending committee meetings. There was a roughly equal split between likely and unlikely for respondents to engage via attending open Q&A sessions



apart from the newsletter, the top three ways of **GETTING INFORMATION ABOUT THE PARISH COUNCIL...**



Word of mouth from friends and neighbours



The Parish Council's social media



Social media outside the Parish Council

THE CURRENT WEBSITE



20% of respondents said the website was worse than they expected. Most people who had visited the website said they were neither satisfied nor dissatisfied with the website

THE NEW WEBSITE!

Will be responsive, organised and accessible. It will have many elements that will help users find what they are looking for, including a diary feature and an A-Z of services that will help to signpost what the Parish Council does and what is looked after by other providers, ie North Somerset Council



Paper communication is still as important as social media. The newsletter works well and noticeboards also have a part to play. Word of mouth between friends and neighbours is important

IN THE FUTURE, MOST PEOPLE WOULD READ THE NEWSLETTER IN PRINT AND WOULD BE FAIRLY LIKELY TO GET INFORMATION FROM THE WEBSITE, FOLLOWED BY SOCIAL MEDIA. FOR MANY, THE PREFERRED SOCIAL MEDIA PLATFORM IS FACEBOOK AND PEOPLE FIND OUT ABOUT THE PARISH COUNCIL NOT ONLY VIA THE PARISH COUNCIL'S FACEBOOK PAGE BUT FROM OTHER COMMUNITY FACEBOOK GROUPS TOO.



WHAT'S NEW

we are going to...

- install an additional noticeboard at Kings Croft
- work with LACA to consider providing a new outside noticeboard at the Community Centre
- investigate whether an additional noticeboard at Kingcott Park Homes is wanted
- repair and make some small changes to existing noticeboards where necessary



**CRACKING
NEW
WEBSITE
COMING SOON!**

EYE-CATCHING

We have started to display eye-catching posters at the Post Office noticeboard to highlight meetings and agenda items, particularly those where residents' input is particularly welcomed and sought

These are also being posted on Facebook, with links back to the website so that people can easily find the zoom invites, agendas and papers (plus info on how to speak in the public participation session) in the 7-day period before the meeting



We now post 'events' on our Facebook page that detail upcoming committee meetings

ON OUR FACEBOOK PAGE WE ARE SHARING MORE AND MORE INFORMATION THAT IS RELEVANT TO RESIDENTS

NEWSLETTER ARTICLES ARE BEING RE-PURPOSED ON OUR FACEBOOK PAGE

More content from local community groups is being shared on our Facebook page



Parish Council messages are 'branded' with a consistent look so you can spot them quickly on Facebook

We'll continue to produce the newsletter 3 times a year and address the gaps in its distribution

Now that we have a Volunteering Policy, we'll make sure we involve those who want to volunteer in community initiatives and events

We've not had many opportunities to meet people face-to-face at community events such as the village market due to Covid restrictions, but we'll start again as soon we can!

Want to read the full report on the Engagement Survey? Visit the website