

## **Survey of Bolsover Secondary Schools – Summary Report**

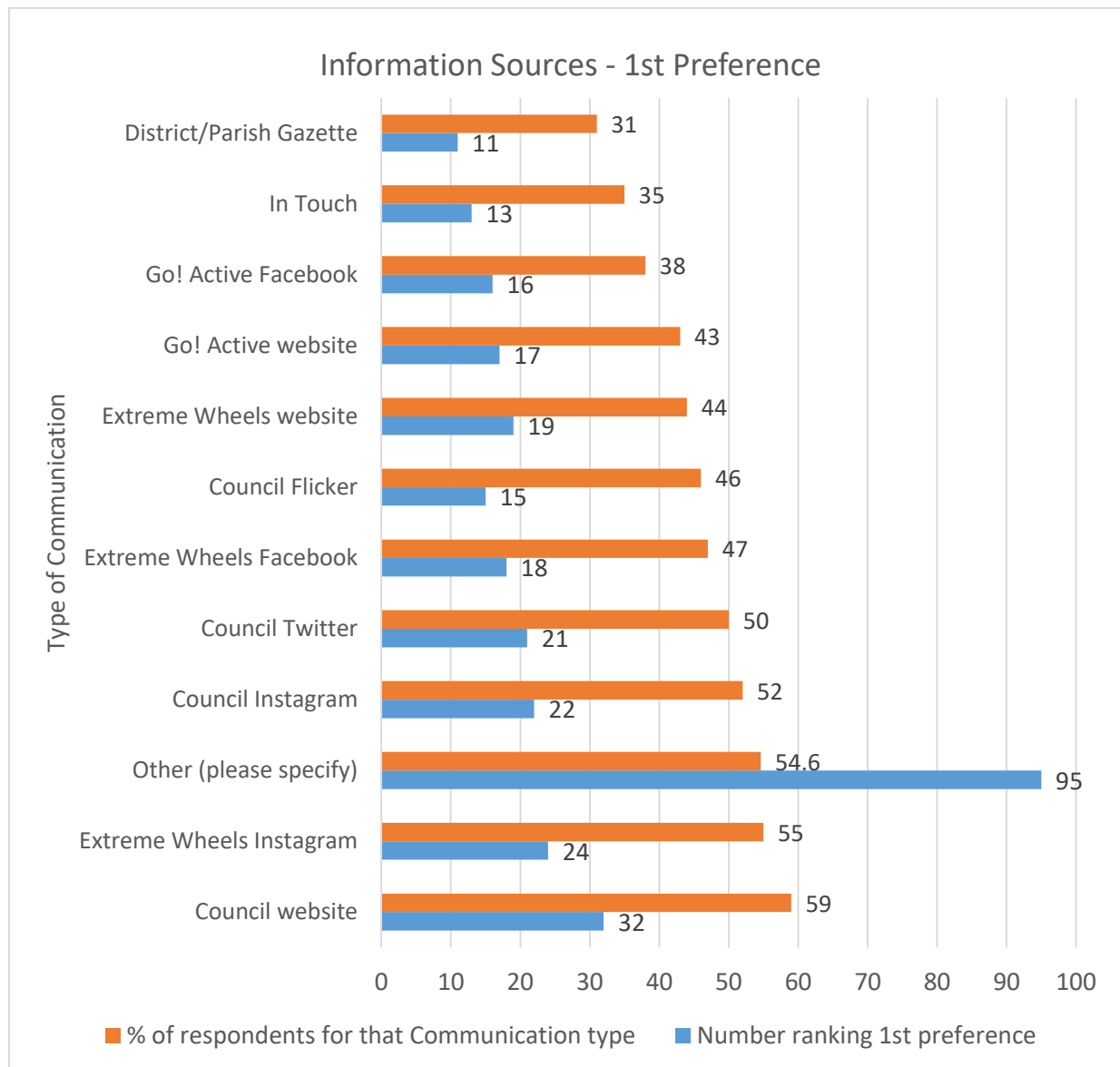
Following consultation with the Healthy, Safe, Clean & Green Communities Scrutiny Committee and the Bolsover District Youth Council as to the type of questions to pose, a survey was circulated across all six secondary schools within Bolsover District.

Young people were able to respond both online via the Snap Survey system and via hard copy. Completion of the survey was encouraged by both the School Councils and Youth Council representatives.

The aim of the survey was to gauge young people's views on how they currently accessed our services and any issues arising; how they sourced information about our services and activities; and how they felt the Council could improve how it communicated with young people.

The final report was generated on 02/08/19. Overall 174 respondents completed the questionnaire.

**How do you currently find out about Council activities or services i.e. swimming, leisure services, environmental issues?  
(Rank all that apply in order of preference)**



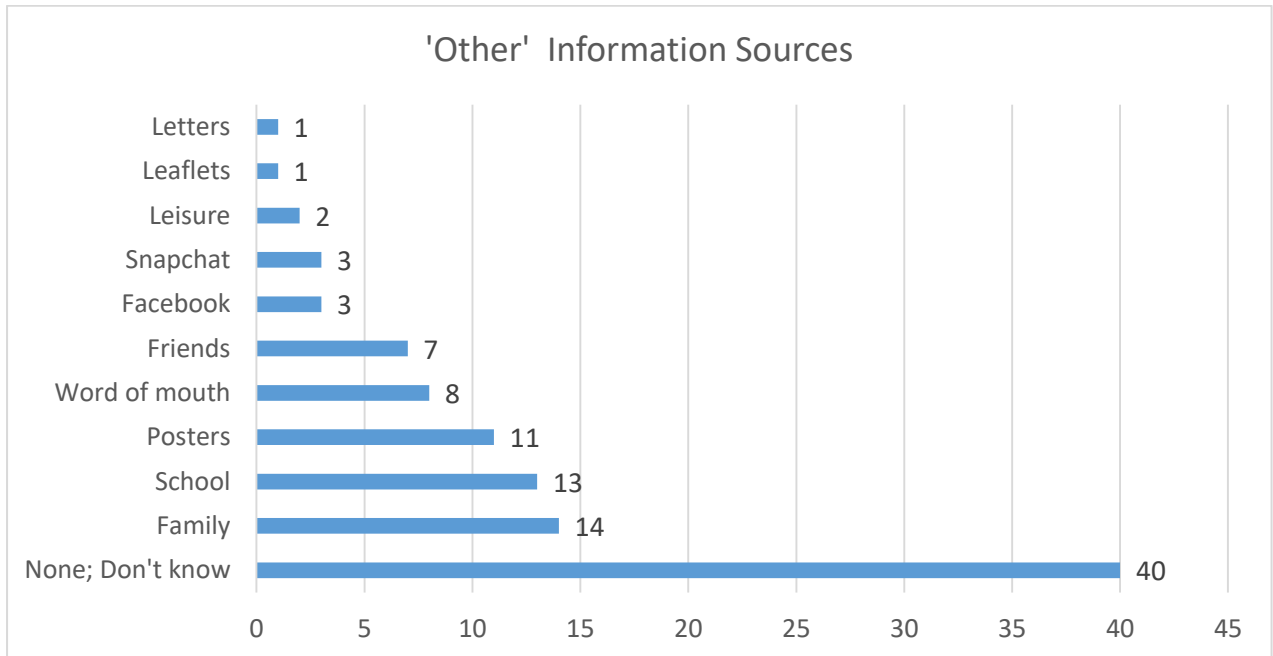
The top five Information sources were:

- Council website
- Extreme Wheels Instagram
- Other (see subsequent chart)
- Council Instagram
- Council Twitter

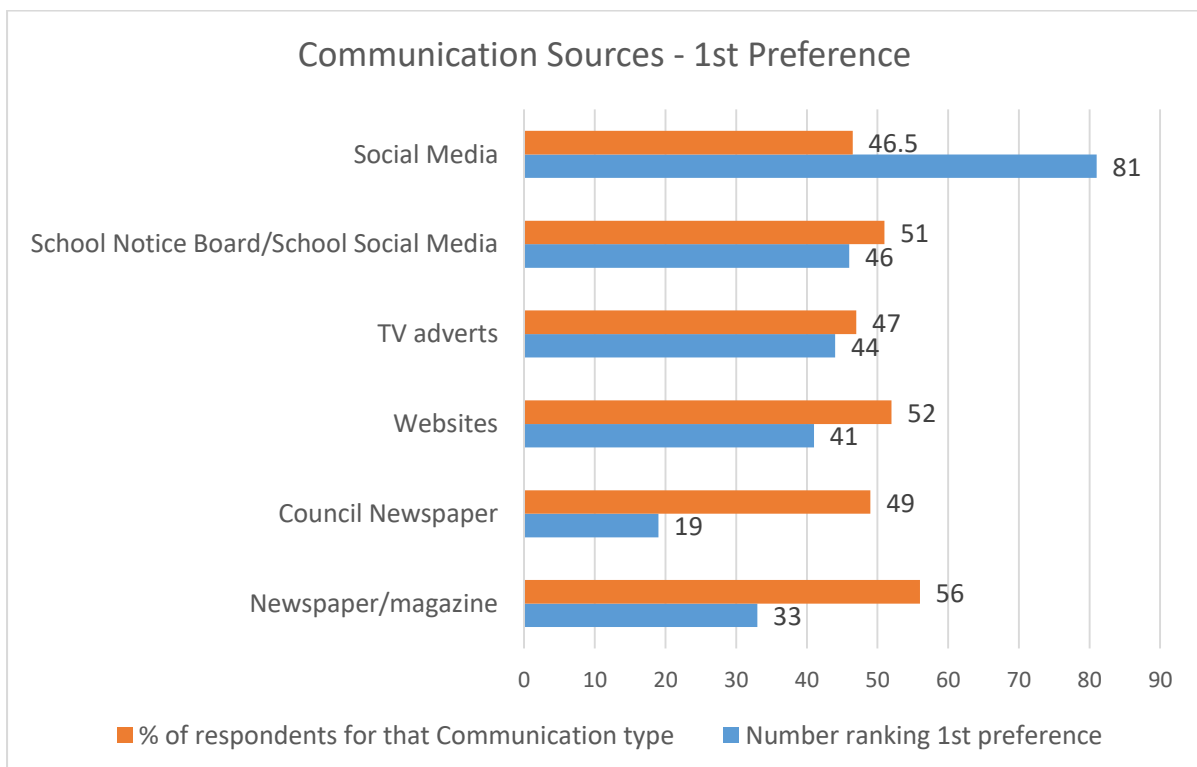
Printed sources such as In Touch and the Parish Gazettes were less popular. In addition, more respondents also directly access Extreme Wheels sources rather than Go Active! The mixture of Information Sources used highlights the benefits of publicity across the full range of digital platforms and the importance of

'tagging' and 're-posting' between sources to ensure messages hit the widest audience.

Of the 95 respondents noting that they used 'Other' core sources of information to find out about Council activities and Services. It should be noted that a small number gave more than one answer under 'Other'.



**How do you prefer to find out about local activities or services?  
(Rank your top 3 preferences)**

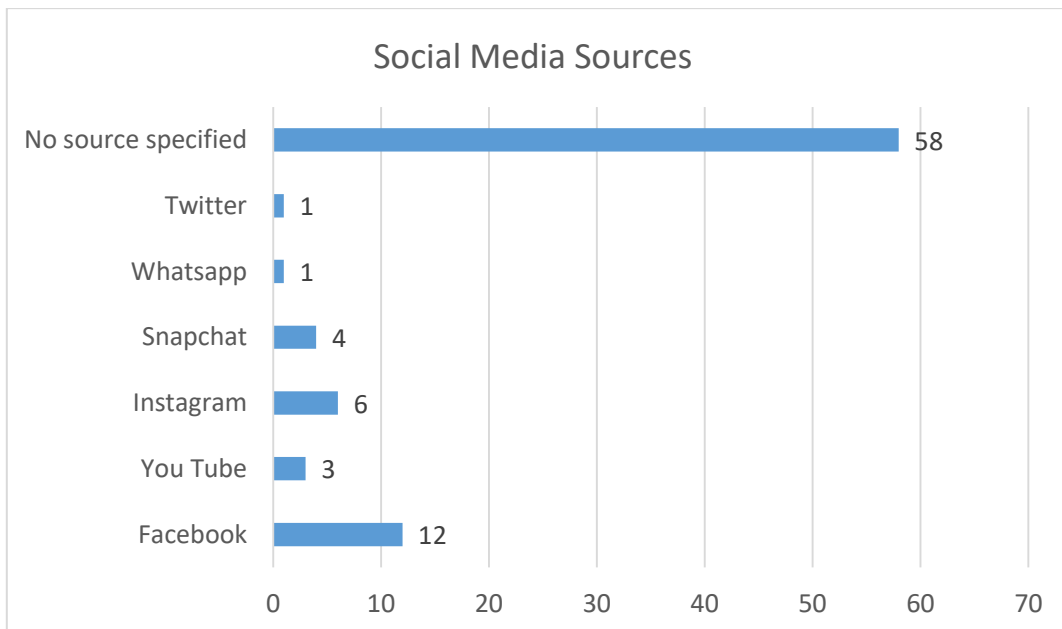


The three top preferences were:

- Social Media,
- School Notice Board/School Social Media and
- TV adverts.

Again, as before, the use of printed media was not as popular. This indicates that it may be beneficial to build relationships with the local Secondary Schools where circulation via School Social Media would boost coverage. It may also be useful to investigate take-up of Bolsover TV and the potential audience coverage for key messages/awareness raising.

Of those stating Social Media as their top preference, a large proportion unfortunately did not state their preferred source. The most popular identified however, was Facebook followed by Instagram. It should be noted that a small number gave more than one source.

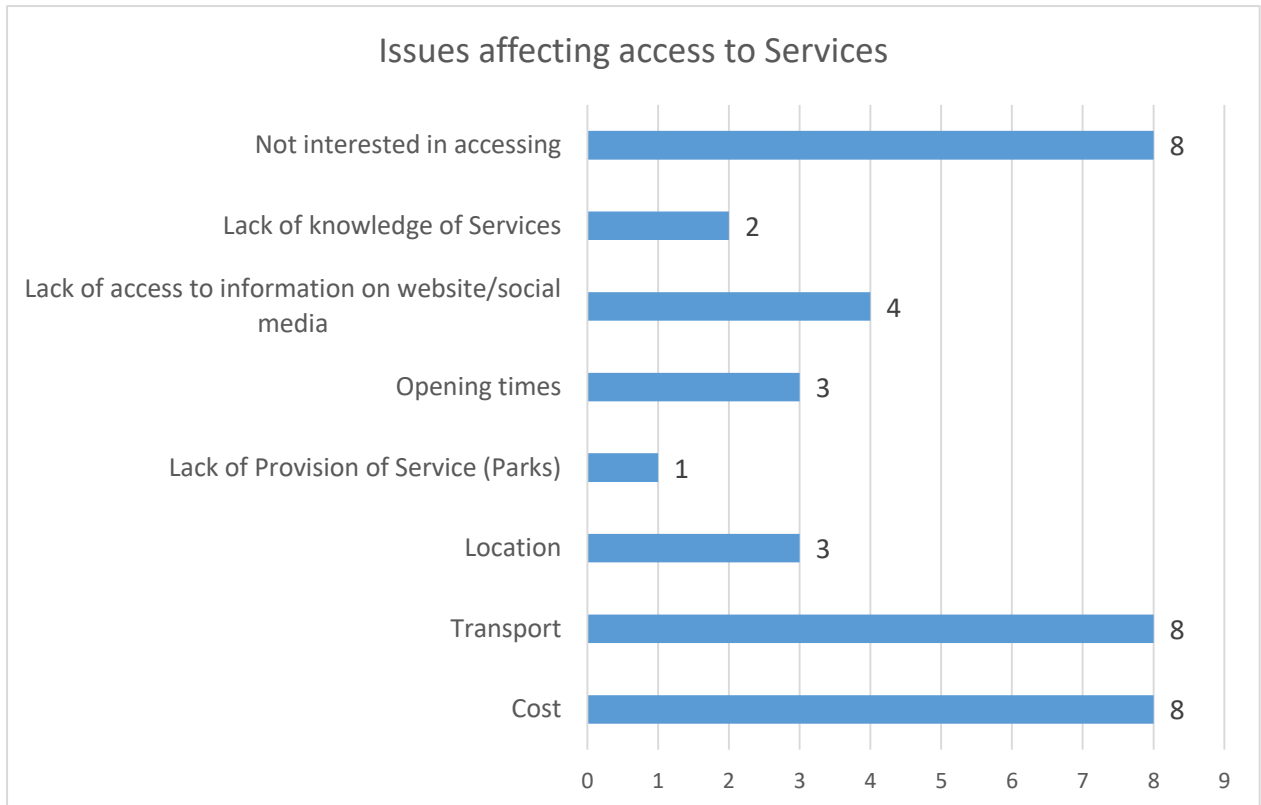


Other sources identified were identified by 21 respondents, mirrored those responses to the first question on 'Information sources'.



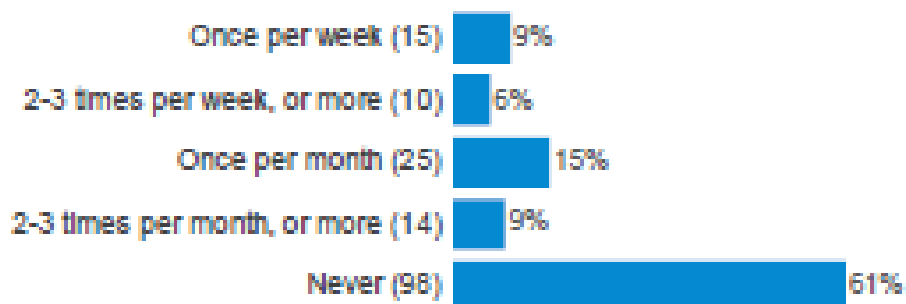
79% of those responding confirm that they find Council services easy to access. Of the 22% answering 'No', we received 28 detailed answers and the main issues were as follows:

- Cost
- Transport
- Not interested in accessing our services



In relation to frequency of use of our services the responses were as follows:

**How often do you currently access our services? (Tick one option)**



This suggests that either the young people responding do not appreciate the breadth of services that we offer and are likely to be accessing (despite this being provided to them as part of the survey); are potentially too young to access

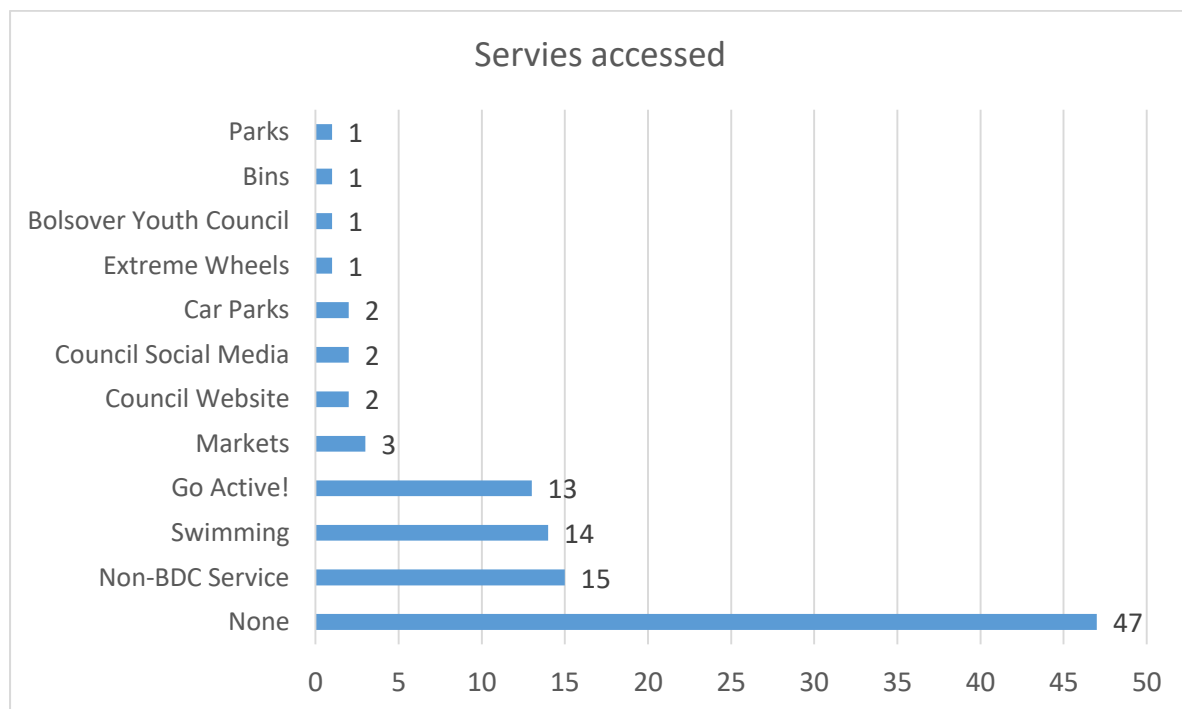
without adult supervision (and therefore don't) or they are unable to access due to lack of awareness of the service or ability to access the service (transport/cost/location).

This also appears to be contradictory to the fact that 79% of respondents find Services easy to access, as 61% state they 'Never' use our services.

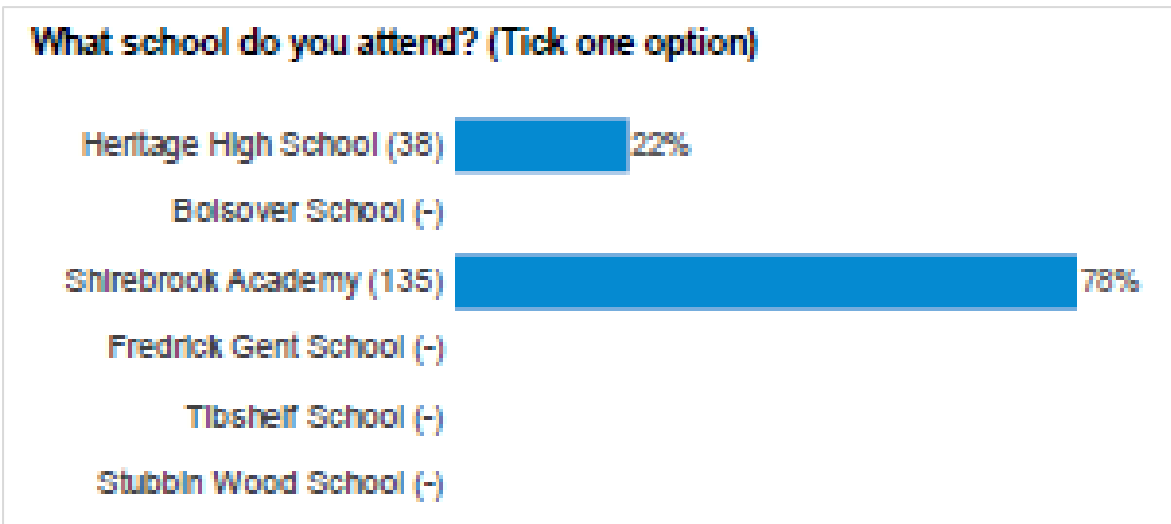
Under the response option of 'Other', of which there were 16 in total, eight rarely used our services (possibly one to six times per year) and six never used at all.

### What services do you currently access?

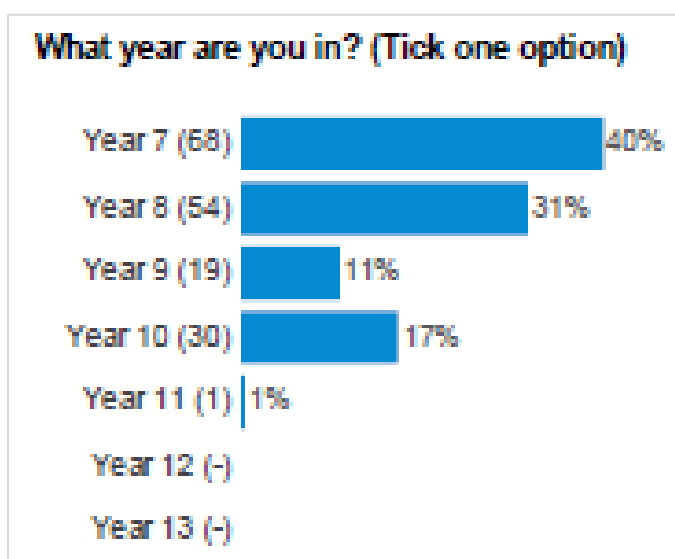
96 of the respondents provided additional detail. The results show that Go Active! And the swimming facilities are the most used by those responding. There appears to be limited use of the Council's digital services via the website and social media.



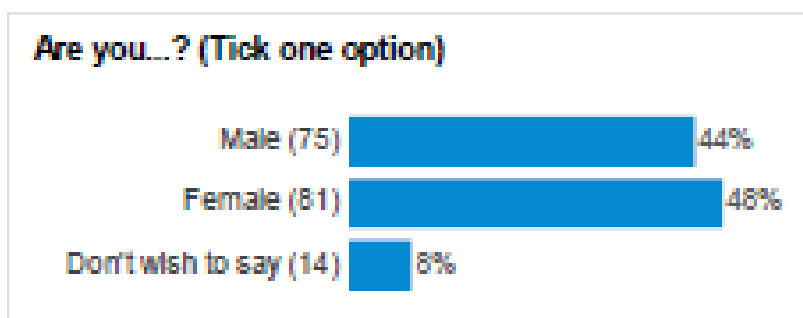
Unfortunately, only two out of the six schools submitted responses which leads to the data being bias to a small proportion of the District and potentially un-representative.



While there was not a full geographic spread in responses, the data gathered does show that there was a greater age range in the responses, which gives a more representative sample. It should be noted however, there was still a higher response from the younger age groups targeted via the survey which could impact the results due to potential differences in the types of media/information accessed via younger and older secondary school pupils.



There was a relatively even split between male and female respondents.



**Do you have any other comments that you think would help the Council improve communications and how you access services?**

Of the 71 responses to this question, the most common themes were as follows:

- Don't rely on social media for communications
- Improvements to access to football facilities in the Shirebrook area would be beneficial
- Consider using a text alert service
- Make more use of Facebook
- Consider greater use of magazines
- Consider greater use of Posters and Fliers
- Provision of transport to access services is key – potential for Council to lobby re cost and level of provision.
- Communicate more via schools

A number of the respondents to this question however simply noted that they had nothing to add.