THE QUINTON COMMUNITY COMMUNICATION SURVEY

RESEARCH FINDINGS
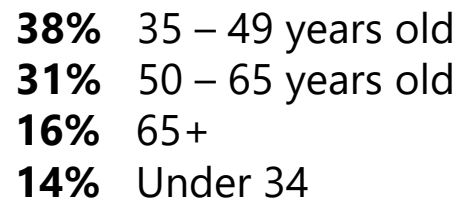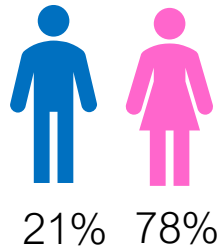
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DR ANTONY SHARPLES

RESEARCH METHODS

Online public survey – 213 respondents

- Disseminated via social media, TAWS member database and local contacts within Quinton.
- Mixture of open and closed questions – all optional.

38%	35 – 49 years old	
31%	50 – 65 years old	
16%	65+	
14%	Under 34	

21% 78%

67% Quintile 1 & 2

30% Physical or mental health condition or illness lasting or expected to last 12 months or more

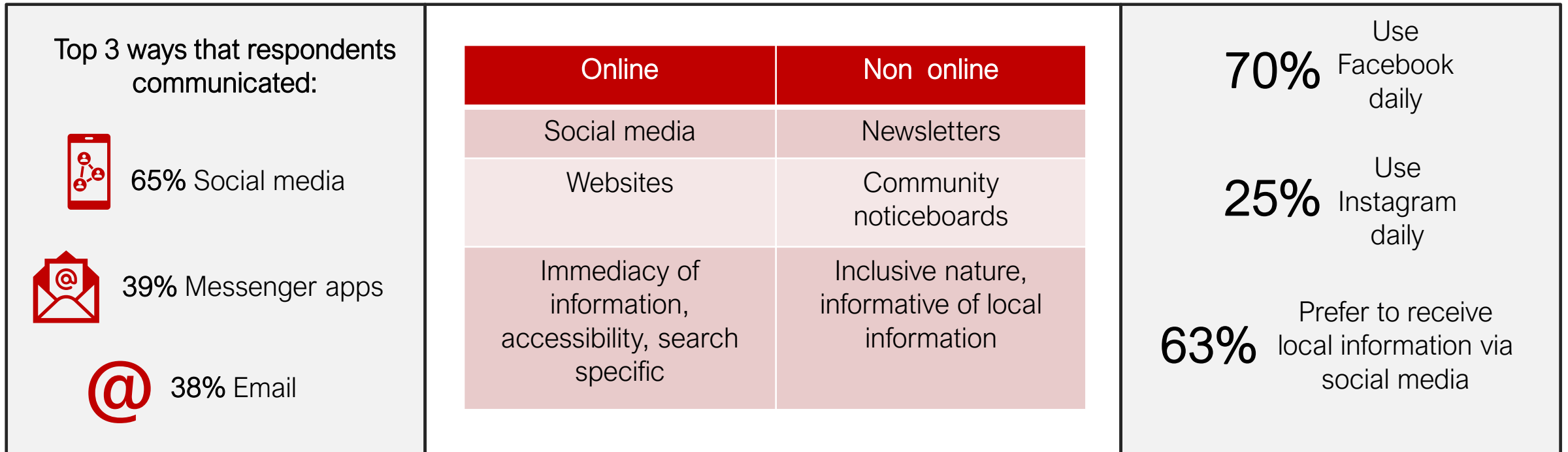82% White
9% BAME
1% Other
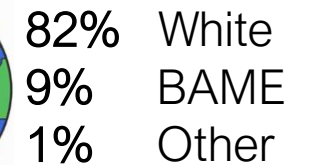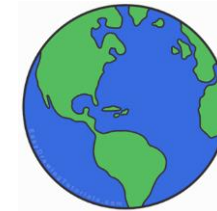
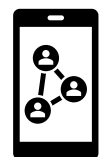## 1 2 1 telephone interviews – x8

- Semi structured with questions shaped by survey.
- Interest expressed via survey and consent given.
- Thematically analysed.
- Results integrated with survey data within broad themes.

COMMUNICATION PREFERENCES

Respondents were asked a variety of questions that explored their preferences of communication.

Top 3 ways that respondents communicated:

65% Social media

39% Messenger apps

38% Email

Online	Non online
Social media	Newsletters
Websites	Community noticeboards
Immediacy of information, accessibility, search specific	Inclusive nature, informative of local information

70% Use Facebook daily

25% Use Instagram daily

63% Prefer to receive local information via social media

Top 3 ways that would encourage respondents to become involved in a local project:

Social media 78%

Leaflets/ newsletters 46%

Local website 39%

The Active Wellbeing Society

EXPERIENCE OF LOCAL INFORMATION COMMUNICATION

Usual way of getting information:

F Facebook

Word of mouth

Noticeboards

Internet

Newsletters / leaflets

News sites

N Nextdoor website
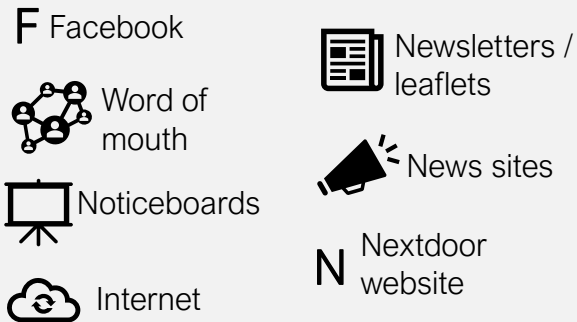
64% strongly agree/ agree that they read community noticeboards

Information content usually shared:

- "Local needs" e.g. requests for help or recommendations for home services e.g. plumbers

- General information e.g. crime and sometimes events.

66% would join local groups and attend events if they had more information,

Statement	Strongly agree or agree	Neither agree/ disagree	Strongly disagree or disagree
There is lots of information readily available on the above communities	33%	36%	31%
I know how and where to find the information on the above communities	37%	30%	33%
There is a lot of information available, but it is difficult to find	30%	46%	24%
I feel there should be more local information available on the internet	77%	20%	3%

Survey results revealed mixed views on knowing where and how to locate local information and the difficulty of this with 77% agreeing more information should be on the internet.

The Active Wellbeing Society

ENGAGEMENT WITH LOCAL INFORMATION

64%
read a local piece of information in the last week

72%
agree that local information is important to them

87%
Likely to read a local information piece if they came across it

Why is it important?

Covid
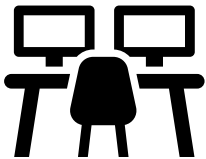Unable to access local community spaces
Live and work in the area
Stay informed of what's happening
Want to report things
Community connection

(in relation to 8x interviewees)

Active or Passive role when engaging with information?

Active role

- Most interviewees share, like, comment, post and discuss

- Provide information/suggestions when questions are posted by other residents - particularly on Nextdoor

- Can take action immediately

- Why – to help others

Passive role

- Read information just to stay informed

- Act upon information if needed

"It's good to know what's going on in your area. And if you want to go along to any events and meet people. You get to know some of your neighbours and stuff…" (Interview 6)

"Local information is very important to find out what's happening and to report things that are happening." (Interview 5)

"Sometimes i suppose if somebody has asked a question, I could be using Nextdoor for example some people may say do you know a good gardener. So I feel more inclined to recommend someone there where as obviously on a noticeboard you can't recommend that way. So, if you ask a question that tends to be a bit better." (Interview 6)

"I will always share the information in terms of activities because if I don't want to do a particular activity, like I'm not a fan of salsa, but my community, they may be, so I'll still push the information out. If its stops with me…information just gets cut off there." (Interview 4)

"Social media...I'm always sharing something…there was a man walking around trying people's doors…it immediately came up…[name] forwarded it and I shared it. We do that sort of thing. Lots of us do that." (Interview 3)

"It's just good to know, I mean, in a sense, what your community is like, what's going on, who's involved." (Interview 8)

SOURCING LOCAL INFORMATION

Statement	Strongly agree or agree	Neither agree/disagree	Strongly disagree or disagree
I always go to the same place/site for local information	52%	35%	13%
I just simply Google things i want to know on my phone	63%	21%	15%

Interviewees - read most local information to stay informed about their local community, identifying events of interest and whether local people need help.

Local Website

84% agree there is a need for a local website

👍

85% - Promote community events/ activities

80% - Share local news & stories

64% - Access resources to help residents get physically/civically active

62% - Signpost to local groups

51% - Links to other social media groups and websites

Trustworthy & Familiarity

Over half of the respondent's agree that their engagement with reading local information may be influenced by the source of the information.

Statement	Strongly agree or agree	Neither agree/disagree	Strongly disagree or disagree
Local sources of information are more trustworthy	55%	39%	6%
I would only go to a website that I recognise	66%	19%	15%

Interviewees specifically referenced the Quinton Facebook page, community centers and The Active Wellbeing Society – familiarity and official reliable sources such as the council, police, local newspapers and local groups – trustworthy.

Interviewees would actively source information and choose where to look depending upon the information they are searching for:
E.g. Nextdoor for suggestions, local organisations for events/activities

CONTENT PREFERENCES

Local political affairs

Area improvements

Good news stories

Crime and policing

Covid updates and plans post lockdown

Requests for help

Organisation and service information

Other general local information

Events

Difference between local information shared by the community:
- No ulterior agendas, but only to support each other

Some organisations only communicate with the community if beneficial to themselves / suited their own objectives e.g. elections

THE IMPACT OF COVID ON LOCAL INFORMATION

"How do you rate your current levels of engagement with the local community compared to before the Covid-19 pandemic (i.e. before March 2020

Engagement level	Percentage (%)
About the same	29%
A little more engaged	25%
A lot less engaged	23%
A lot more engaged	13%
A little less engaged	10%

38% overall more engaged
33% overall less engaged
29% about the same

Interviewees felt there is **limited or a lack of information** now due to Covid
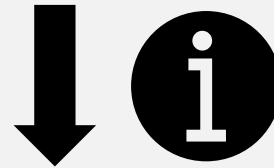
- Community centers shut – previously reliable sources of information

- Noticeboards are inaccessible/not updated

- Council, police and organisations aren't communicating as much/well enough with the community

Changes to **communication & sourcing information**

Social media mostly – Facebook Nextdoor and the News

Digital exclusion increased

Difficulty: Council consultations stopped & WFH means difficult to contact council or health services / organisations

Have **to actively source information**

Some interviewees felt local information communication has not been prioritised by the authorities and there is a lack of care with signposting and action being taken. Not enough general information is being provided.

SUMMARY AND RECOMMENDATIONS

➢ Local information is important to Quinton residents and needs to be provided and pushed out to them frequently. There were mixed views as to whether the current amount of local information received is enough.

➢ There is a need to consider, that although local information is currently largely found online, there is a need to diversify the communication channels to include more non-online sources of information, such as, leaflets and newsletters.

➢ Residents are currently using communication platforms such as Facebook and Nextdoor, alongside other sources, such as noticeboards in community spaces and local newsletters and leaflets to receive information. There is an opportunity for some, or all of these communication channels, to work more closely together, to improve the delivery and content of local information, to meet the needs of local residents.

➢ There was interest in a local community website, with the main purpose being to promote community events/activities, and to share local news and stories. However, social media was the most preferred way to receive information and communicate with the community. In addition, social media was also the main method of communication that would encourage residents to become involved in a local community project. Therefore, the findings suggest that residents may not engage with a local website, preferring to have information pushed to them via social media.

➢ There is a need to improve the range of information provided to suit the residents preferences of what they would like to stay informed about. This includes: all local information and news (crime, politics, area developments or roadworks etc.), good news stories, community events and activities, and local organisations information' to ensure they are generally aware of their local area. There is a particular emphasis on the desire to hear about local good news stories and local events.

➢ There is a need to increase the quantity and timeliness of communication from the authorities, such as, the council and police, and to provide updates on any actions or communications from the community.

➢ Noticeboards in community spaces need more frequent updating as they are seen as a trustworthy source of information and are easily accessible when out and about in local spaces.

➢ The use of Nextdoor as a community forum for sharing local information, particularly in regards to safety, recommendations and requests for help is proving useful and valuable within the community. Better use of Nextdoor as a website is welcomed, with possible input from local councilors.

➢ As we move foreword there is a need to consider how to communicate and engage Young People e.g. Instagram, WhatsApp ect.

Any Questions

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