

Branding & Communications



When was the survey carried out?

June 2012

What was the purpose of this consultation?

To assess the public's awareness of the council's brand and to find out which of the council's external communications channels (Connect, local press etc) are being used.

Did you provide feedback to participants?

Feedback was given to members of the Peoples Voice panel.

How was the consultation publicised?

The consultation was carried out through the Peoples Voice.

How many responses did the consultation receive?

305 surveys were completed yielding a response rate of 57%

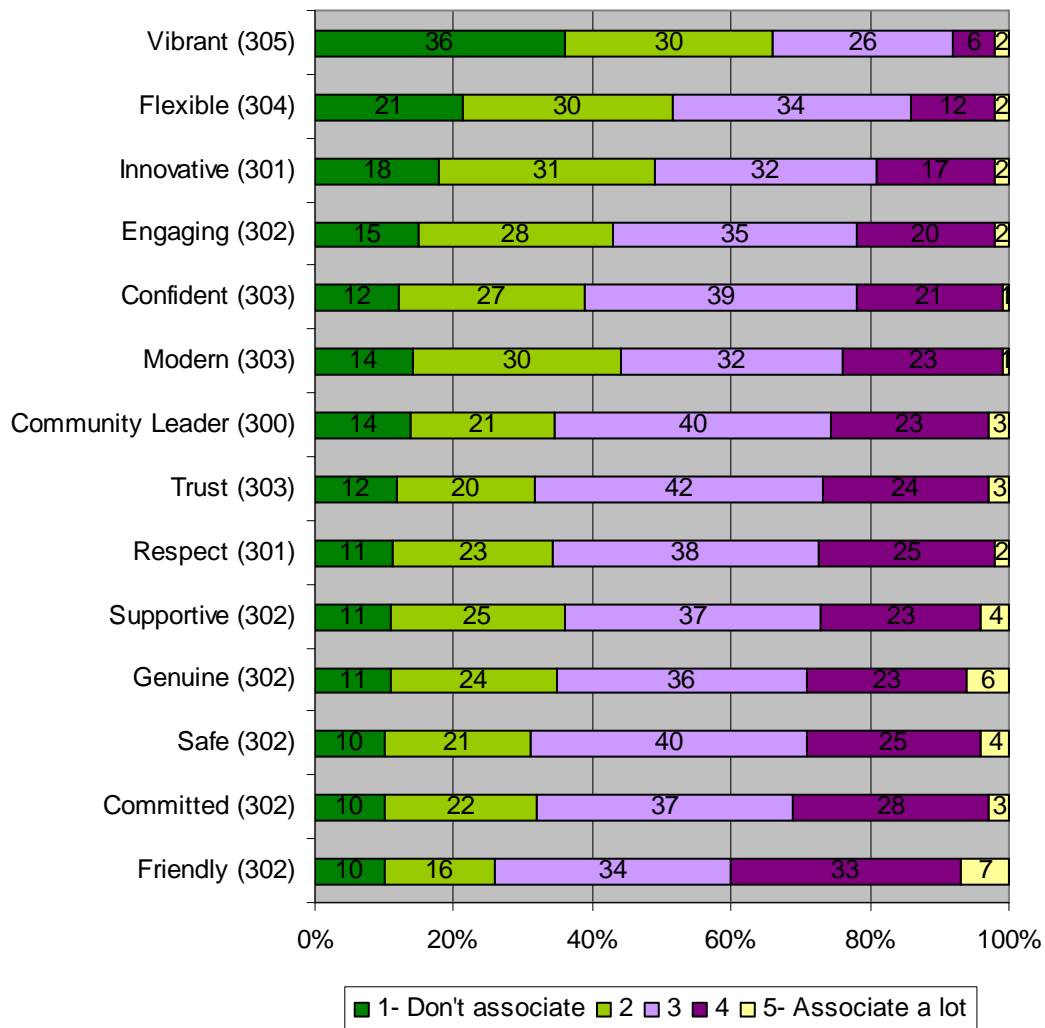
How did WCBC use the results and what, if any, changes will be made following this consultation?

The results will be used to inform the council's external communications activity to ensure that we are using the channels that the public use and prefer. In terms of branding, we have used the results to influence the council's internal communications toolkit.

Branding

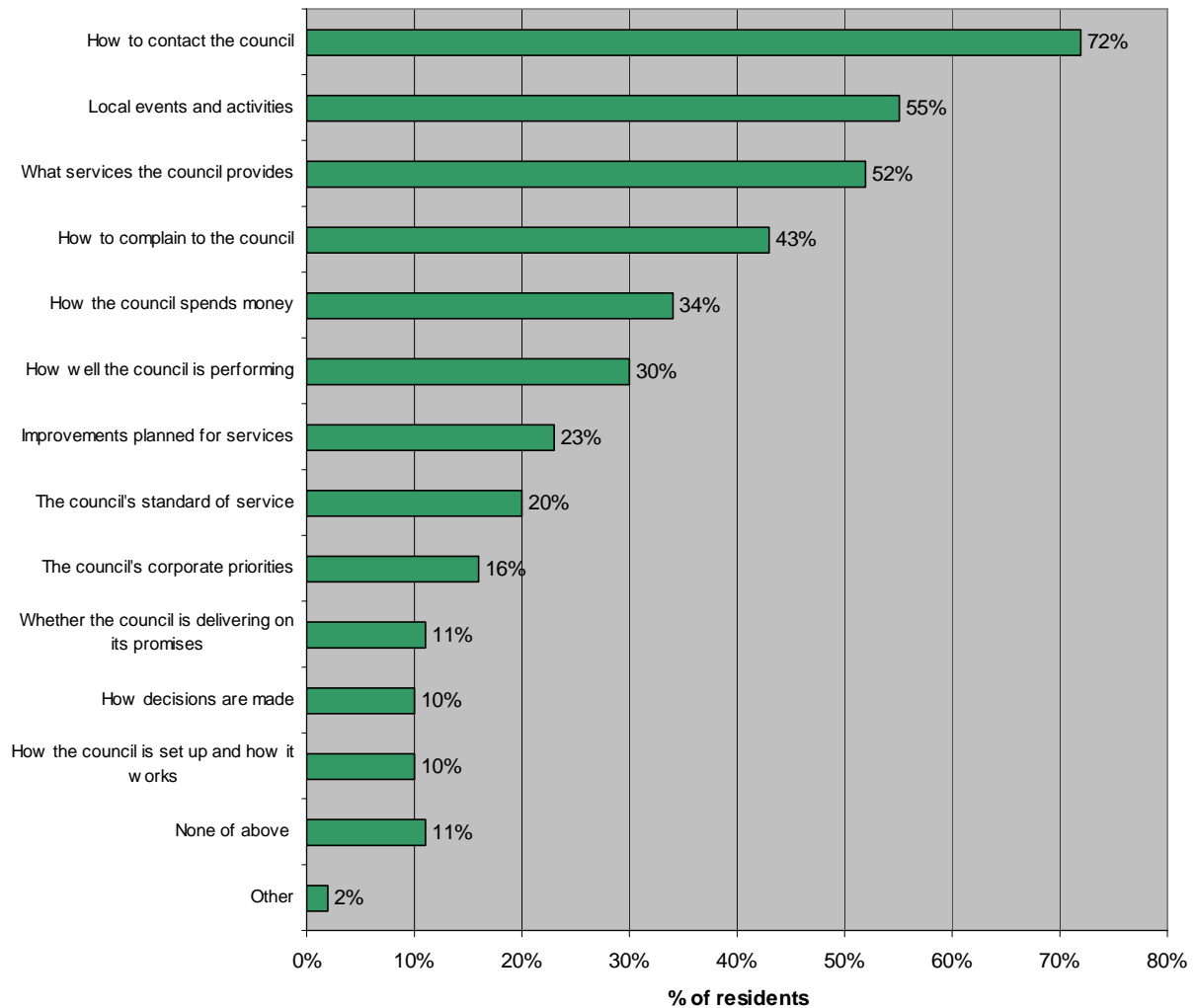


- When residents were asked what the Wrexham County Borough Council 'W' symbol reminded them of responses included: Wrexham County Borough Council, Wales, home, birds, fireworks, flowers, teeth, trees and nothing.
- Almost all (99%) residents recognised the logo; only 1% (2 residents) did not.
- When residents were asked how the Wrexham County Borough Council logo made them feel, responses included: proud, strong, positive, impressed, welcome, confused, cheerful, comfortable, emotional, angry, disappointed, uninspired, indifferent and nothing.
- Residents were also asked to rate a list of words relating to Wrexham Council, where 1 equalled 'don't associate' and 5 equalled 'associate a lot'. Two fifths of residents (40%) associated Wrexham Council with being friendly (4 or 5 on the scale). Almost a third of residents (31%) also associated Wrexham Council as committed. In contrast, two thirds of residents (66%) did not associate (1 or 2 on the scale) Wrexham council with being vibrant, while around half of residents did not associate Wrexham Council with being flexible (51%) or innovative (49%).

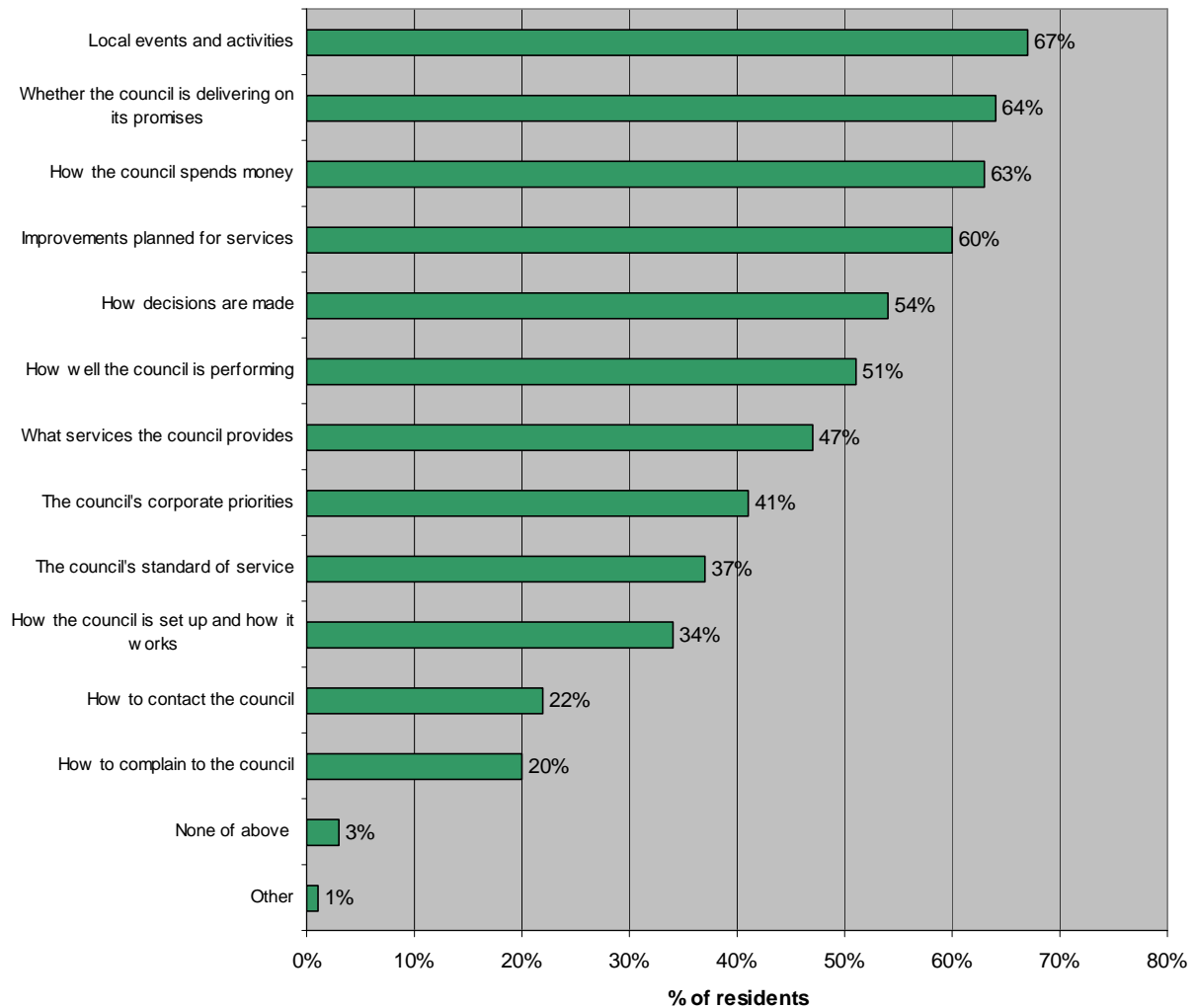


Communications

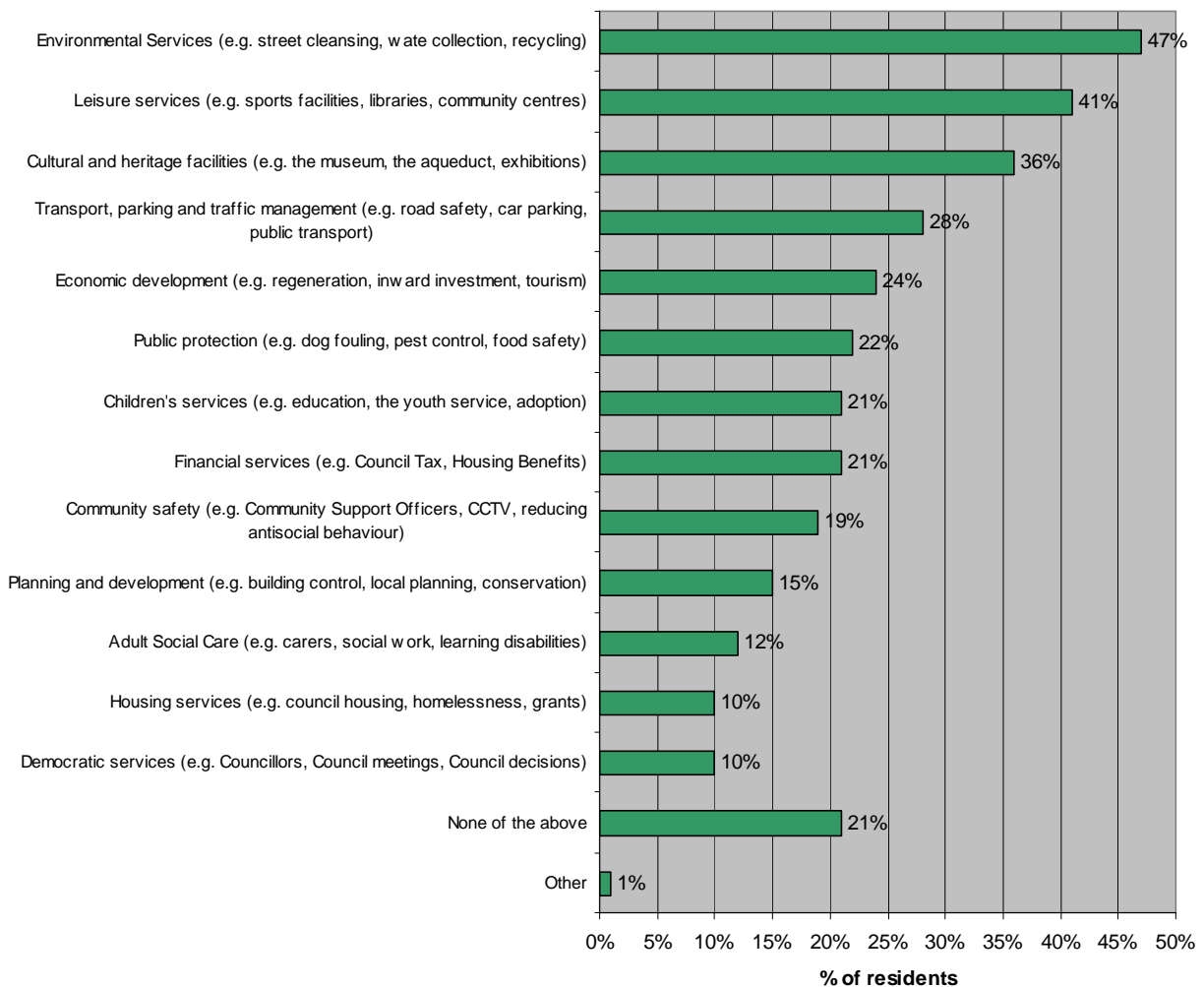
- More than three fifths (63%) of residents reported that overall, they thought the amount of information provided by Wrexham County Borough Council was about right. However, around a third of residents (34%) reported that the information provided is not enough.
- Almost three quarters (72%) of residents reported that the Council **keeps them well informed** about how to contact the council. More than half of residents also felt that the Council keeps them well informed about local events and activities (55%) and what services the Council provides (52%).
- Less than a fifth of residents felt that the Council **keeps them informed on:** the Council's corporate priorities (16%), whether the Council is delivering on its promises (11%), how the council is set up and how it works (10%) and how decisions are made (10%).
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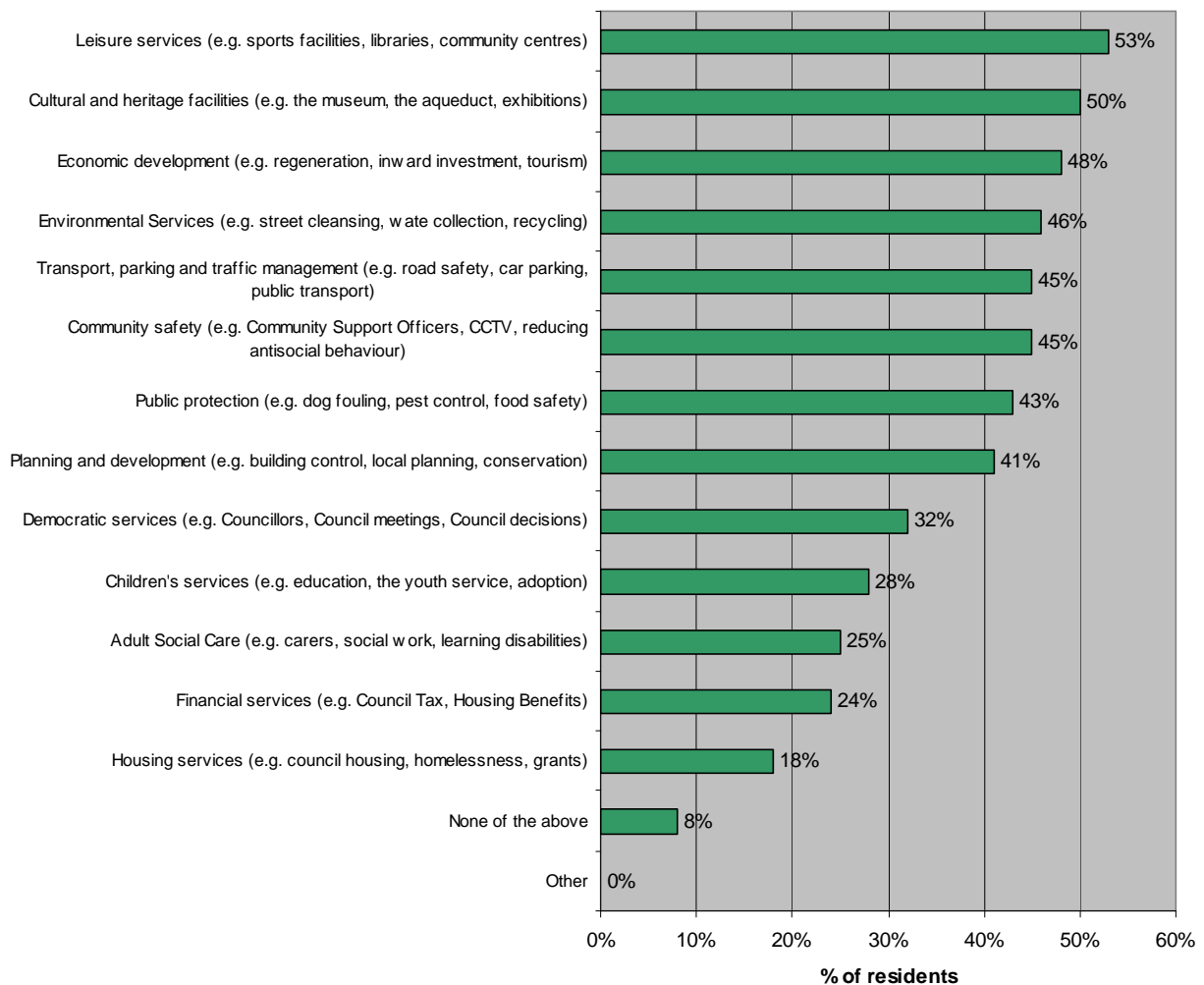
- Three fifths or more of residents expressed **interest in knowing more about**: local events and activities (67%), whether the Council is delivering on its promises (64%), how the Council spends money (63%) and improvements planned for services (60%). More than half of residents would also be interested in knowing more about how decisions are made (54%) and how well the Council is performing (51%).
- Only around a fifth of residents expressed **interest in knowing more about** how to contact the council (22%) and how to complain to the Council (20%).



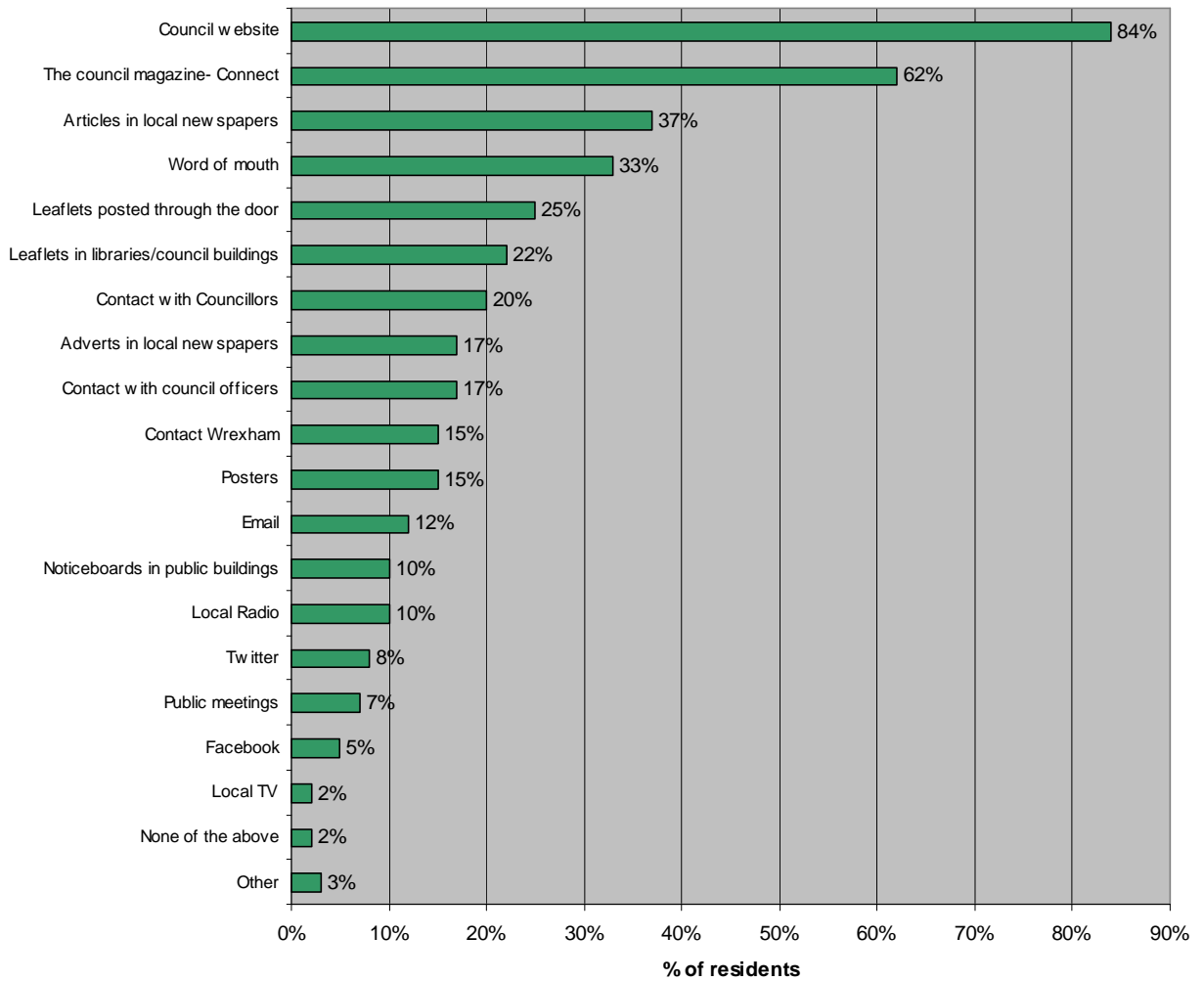
- When residents were asked which **services the Council keeps them well informed about**, more than two fifths of residents reported that the Council keeps them well informed on environmental services (e.g. street cleaning, waste collection and recycling) (47%) and leisure services (e.g. sports facilities, libraries, community centres) (41%). More than a third of residents also felt that the Council keeps them well informed about cultural and heritage facilities (e.g. the museum, the aqueduct, exhibitions) (36%).
- Only around 1 in 10 residents felt that the Council **keeps them well informed on** adult social care (e.g. carers, social work, learning disabilities) (12%), democratic services (e.g. councillors, council meetings, council decisions) (10%) and housing services (e.g. council housing, homelessness, grants) (10%). It is worth noting that just over a fifth (21%) of residents reported that the Council does not keep them informed of any of the services listed in Figure 8.



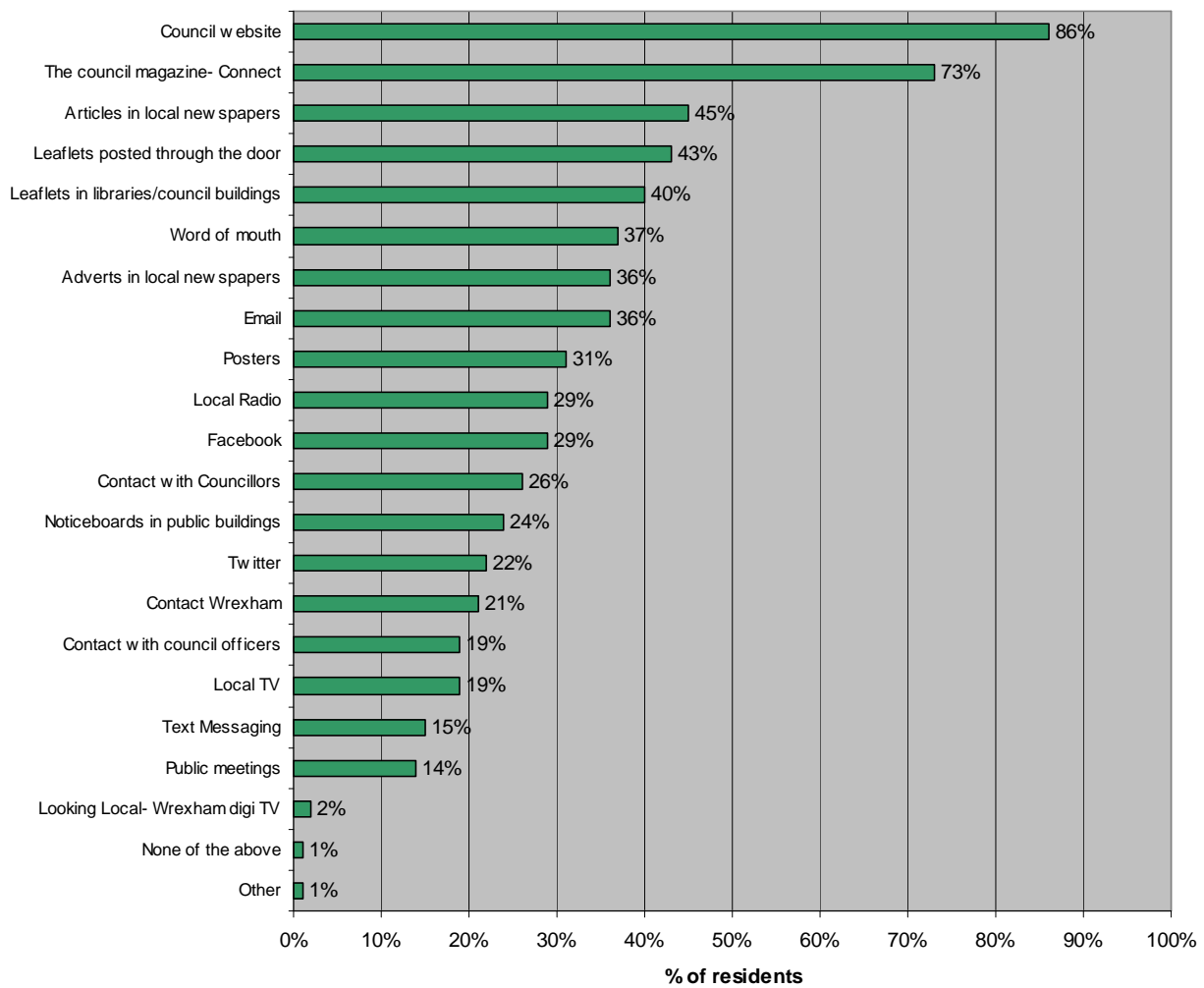
- When residents were asked which, if any, of the listed **services** (see Figure 9) they were **interested in knowing more about**, around half or more of residents reported that they were interested in leisure services (e.g. sports facilities, libraries, community centres) (53%), cultural and heritage facilities (e.g. the museum, the aqueduct, exhibitions) (50%) and economic development (e.g. regeneration, inward investment, tourism) (48%).
- Less than a quarter of residents expressed interest in financial services (e.g. Council Tax, Housing benefits) (24%) and housing services (e.g. council housing, homelessness, grants) (18%). 8% of residents stated that they were not interested in knowing more about any of the listed services.



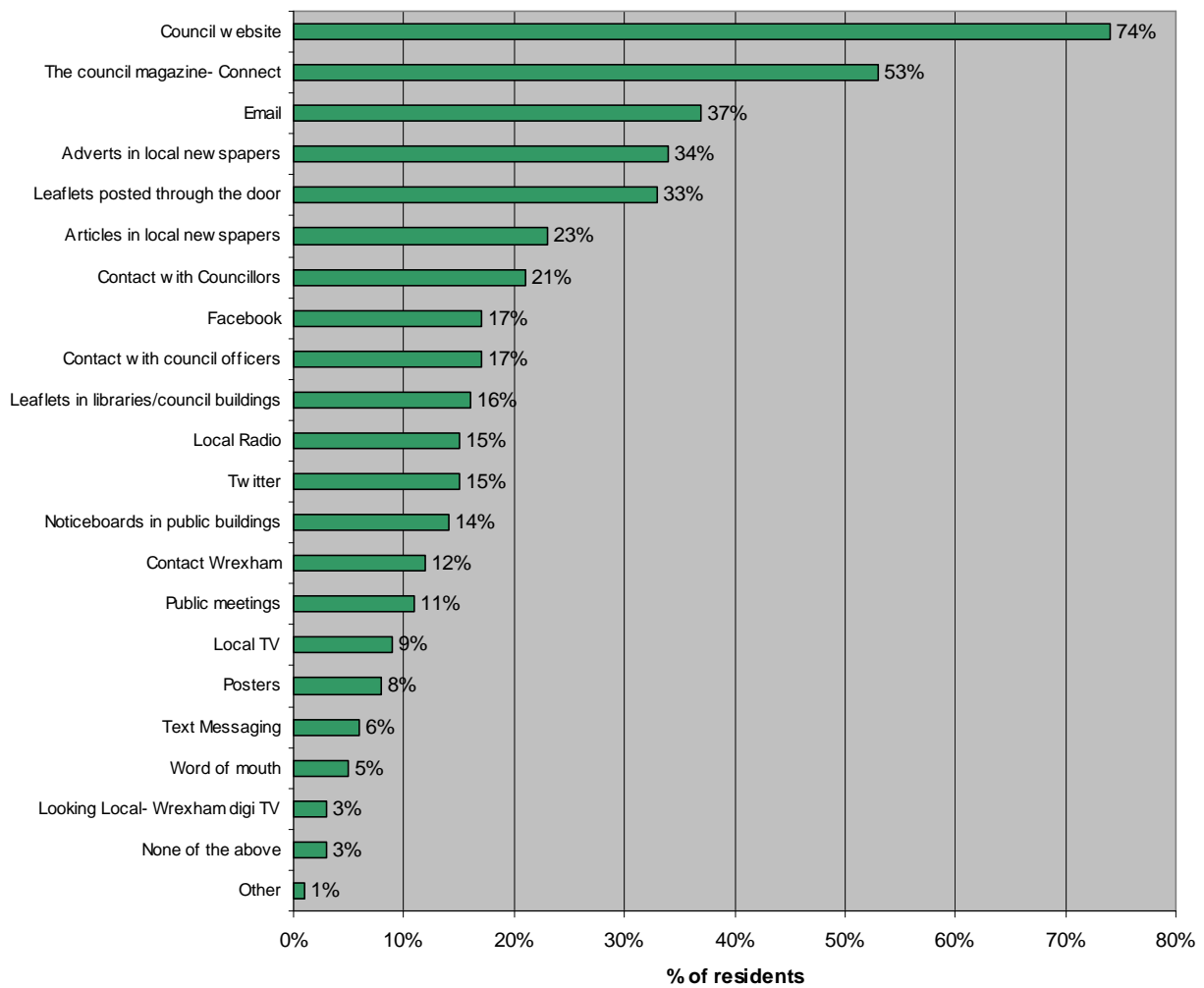
- More than four fifths (84%) of residents reported that they have **used** the Council website **to obtain information** about the Council and just over three fifths (62%) said that they have used the council magazine 'Connect' to obtain such information. A third or more of residents had used articles in local newspapers (37%) and word of mouth (33%) to obtain information about the Council.
- The least **used** sources of information **to obtain information** about the Council were: notice boards in public buildings (10%), local radio (10%), twitter (8%), public meetings (7%), Facebook (5%) and local TV (2%).



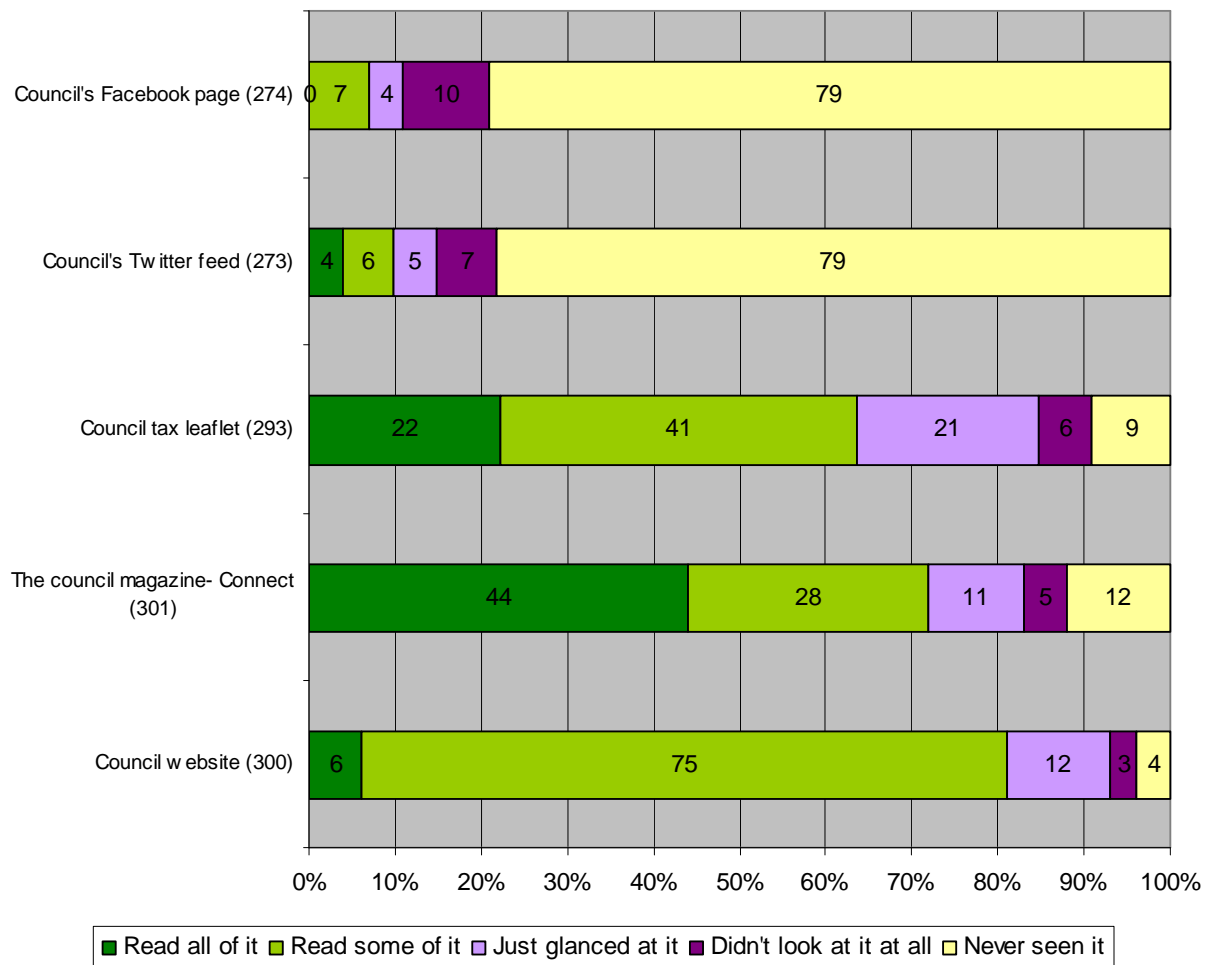
- Residents were asked which, if any, sources of information they **have access to obtain information about the Council**. The sources that most residents reported having access to were the Council website (86%) and the Council magazine 'Connect' (73%). In contrast, less than a fifth of residents reported having access to local TV (19%), contact with Council officers (19%), text messaging (15%), public meetings (14%) and Looking Local – Wrexham digi TV (2%).



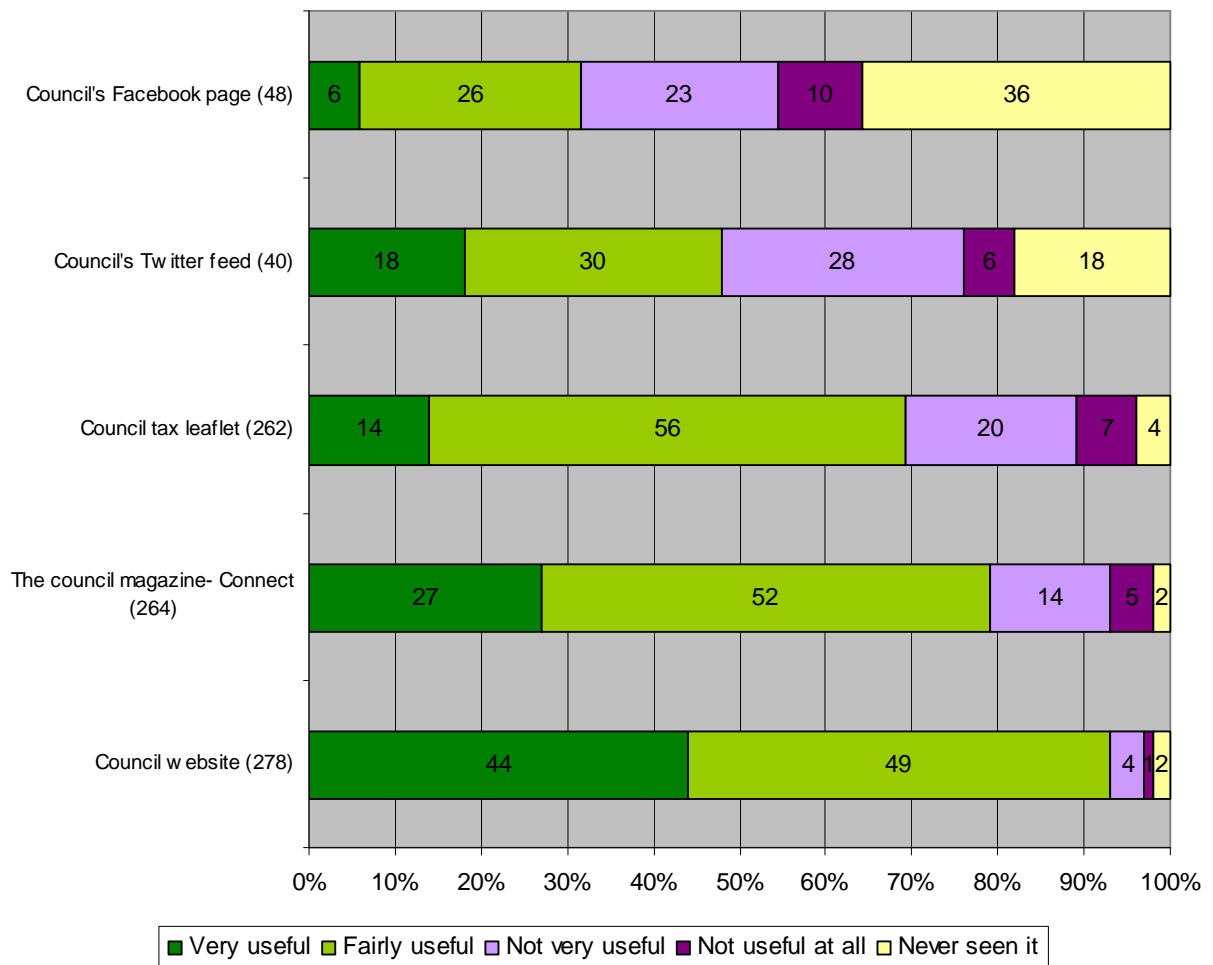
- The sources that residents reported that they **would like to have access to** corresponded with those that they would **prefer to use to obtain information about the Council**, with the Council website (74%) and the Council magazine (Connect) (53%) being the most preferred.
- The least **preferred services** were reported to be: local TV (9%), posters (8%), text messaging (6%), word of mouth (5%) and Looking Local – Wrexham digi TV (3%).



- Just over four fifths (81%) of residents said that they read all (6%) or some (75%) of the information on the Council website. Almost three quarters (72%) also reported reading all (44%) or some (28%) of the Council magazine (Connect). Almost two thirds (63%) of residents also said that they read all (22%) or some (41%) of their Council tax leaflet.
- In contrast, around four fifths (79%) of residents said that they have never seen the Council's Twitter feed or Facebook page.



- When respondents who had seen or read the sources of information were asked how **useful** they found certain sources of Wrexham County Borough Council information (outlined at Figure 13), more than 9 in 10 (93%) residents reported that they found the council website useful. 7 in 10 or more residents also reported finding the Council magazine 'Connect' (79%) and the Council tax leaflet (70%) useful.
- Smaller proportions of residents reported finding the Council's Twitter feed (48%) and Facebook page (32%) useful. Around a third of residents found these sources not very useful/not useful at all (34% and Opinion Research Services Wrexham County Borough Council Online Citizen's Panel Survey July 2012 11 33% respectively). It is also worth noting that a number of respondents had never seen these sources (18% and 36% respectively).



- Residents were asked how often they **read, listen to or watch** the list of media sources listed in Figure 15. BBC Wales TV and ITV Wales were the most watched sources with half (50%) of residents reporting that they watch BBC Wales every day or almost every day and a third (33%) reporting that they watch ITV Wales every day or almost every day.
- Around a third or more of residents also reported that they read, watch or listen to The Wrexham Leader (43%), Granada TV (40%), The Leader (32%) and Heart FM (31%) every day, almost every day or at least once a week.
- However, around three quarters or more of residents reported that they never read, listen to or watch or have never heard of the following sources: The Western Mail (91%), BBC Radio Cymru (84%), Central TV (78%), Calon FM (76%) and Real Radio (74%).

