Website Update Survey

Background

Date of Survey: Sunday 5th July to Monday 27th July
Access to survey: Survey accessed digitally on Egerton Parish Council website
Promotion of survey: Next Door, Egerton Parish Council website, Egerton Village website.
Reach of survey: NextDoor 'Egerton and nearby' currently 1278 people and 'Egerton' 571 registered users
Responses:
Twenty-seven valid responses
Seven duplicates (Number 23)
One missing after analysis (Number 7)

Aims of survey:
Evaluate current usage, current satisfaction levels and importance of a range of Parish Council related topics.

Summary of results please refer to the raw data results in Appendix 1

Connection to Egerton
Of the twenty-seven valid responses the vast majority (93%) were residents, three of these responses also had businesses in Egerton. The two non-resident responses were connected to Egerton through 'social and spiritual' or 'other'.

Frequency of use
The vast majority (81%) used the website less than once a month with the remaining (19%) making 1-5 visits a month

Accessing Information
The vast majority (92%) found the information they required and only 2 respondents were unable to find the information they required. Ease of accessing information was evenly split between 'some difficulty' and 'fairly easily'.

Quality of the information
Here there is a slightly greater range with the major number of respondents (46%) rating the quality as adequate, and 31% as good or 8% very good. 15% felt the quality was poor and no responses were given for very poor.

Overall experience
Again, the range is similar to the previous responses, with the vast majority in the adequate (44%) or good (40%) option.

Relative importance of topics for the website

Rating	Topic	Relative importance score / respondent

1	3.Services and facilities	4.7
2	1.Role and function of the Parish Council 5.Events and projects supported by the Parish Council	4.1
3	6.Clubs, Societies and business in Egerton	4
4	2.Committee, subcommittees and working parties	3.9
5	9. E mail alerts on Parish Council activities	3.8
6	4.Regulatory information 7.Health and wellbeing related activities in Egerton 8.Thanking our volunteers 11.Comments and suggestions	3.7
7	10. Links or e mail alerts on information from KCC, ABC and Kent Police	3.5

Comments received on improvements to the website Please refer to the raw results data (below) for all the comments received)

Some common themes are more information, more frequently and presented in a more accessible way. More specific comments related to accessing information on Parish Council meetings and activities, and some strong feelings from respondents on being able to express their views to the council. There were concerns raised about the impact of winding down the village website and maintaining a website to keep it up to date and relevant. Other comments were more related to the Council itself than the website survey. Interestingly of the 27 respondents, 16 (60%) used the comments facility on the survey, but only 13 (48%) respondents rated the importance of a comments and suggestions section on the website as 4 or 5.

Conclusion

Although it is important to be aware this survey has its limitations, it has provided a reasonable idea of current activity and current satisfaction levels and some useful comments for updating the Parish Council website. Certainly, there seems a desire for some changes to the website. I feel we can use this information to implement changes and, with further surveys, assess the impact.
It would be useful for the Council to consider how it intends to maintain and update the website moving forward, taking into account the winding down of the Village Website

Appendix 1

Raw Data Results

1. Please indicate your connection to Egerton. Tick all that apply.

Resident	25
Business	3
Sport and recreational	1
Social and Spiritual	4
Other	2

2. In the past year, roughly how often did you visit the Egerton Parish Council website? Tick one option.

Less than once a month	22
1-5 visits a month	5
More than 5 visits a month	

3. Thinking about your most recent visit to our website; did you find the information you wanted or where to go to find that information? Tick one option.

Did not find the information	2
With great difficulty	
With some difficulty	12
Fairly easily	12
Very easily	

4. Thinking about your most recent visit to the website; How would you rate the quality of the information you received? Tick one option.

Very poor	
Poor	4
Adequate	12
Good	8
Very good	2

5. Thinking about your most recent visit to the website; how would you rate your overall experience? Tick one option.

Very poor	1
Poor	2
Adequate	11
Good	10
Very good	1

6. Thinking about what you want from your Parish Council website: How important are the following topics to you? (please rate on a scale of one to five with one being not important and five being very important)

	1	2	3	4	5	Total records	Total scores	Score/ record
1.Role and function of the Parish Council	1	1	6	5	14	27	110	4.1
2.Committee, subcommittees and working parties	2	2	2	8	10	24	94	3.9
3.Services and facilities		1	5	7	14	27	115	4.3
4.Regulatory information	1	2	7	3	8	21	78	3.7
5.Events and projects supported by the Parish Council	1	1	4	7	11	24	98	4.1

6.Clubs, Societies and business in Egerton	3	2		8	13	26	104	4
7.Health and wellbeing related activities in Egerton	3	1	6	6	9	25	92	3.7
8.Thanking our volunteers	2	1	7	6	8	24	89	3.7
9. E mail alerts on Parish Council activities	2	2	2	11	8	25	96	3.8
10. Links or e mail alerts on information from KCC, ABC and Kent Police	3	2	7	8	7	27	95	3.5
11.Comments and suggestions	1	3	8	3	10	25	93	3.7

7. Please write your comments and suggestions on improvements to the Parish Council website here

	Comment
1	None, its superb
2	Could have more news on things EPC are doing rather than needing to look through minutes. Though Egerton update does provide news. Think EPC could make more use of Nextdoor for getting news out linking back to EPC website for details
3	-
4	Generally needs more regular inputting and updating of information to encourage more frequent visits; if little changes, there is little incentive to visit the site again.
5	Easier navigation. Encouragement for a better village. There isn't anything fun, uplifting. This village has become very stale and has lost its spirit. This needs to change. Just a whole heap of committees nothing enjoyable happens anymore. EPC need to take a different approach altogether and broadcast it.
6	Website needs updating so it is always current. Links also need to be available and any information should be easily accessible eg neighbourhood plan.
7	Bit stuffy needs to be less formal. I suppose you'll have another sub sub sub committee to discuss forming another sub committee.

8	The web site which really needs attention, and would be most useful to the village, is the village web site. If it was more accessible and lively, then a link to the parish council site would be more effective, with alerts on new information, and hopefully a wider understanding of what the parish council does.
9	-
10	As the computer centre is winding down it would be helpful for the Council to expand its site to cover the range of interests in the village
11	A little more detail in the Parish meeting notes. Sometimes there is just a heading and no other information.
12	-
13	The website is grim. Starchy. Nothing lighthearted. No fun. Boring. Shows that nothing good or enjoyable happens around here. Events organised are poorly supported because of the lack of advertising or that the organisers are grim. Nothing to encourage people to like living here. Nothing to get excited about.
14	-
15	LISTEN!!!
16	It needs to be proactive accessible and accountable. The Parish Council seems to consist of a number of people who like being on the council but don't actually want to do anything. Currently the website reflects this culture
17	-
18	-
19	-
20	-
21	Make easy to provide feedback and views via polls and surveys etc. Perhaps linking with the neighbourhood app
22	-
23	As far as I am concerned the website is very good. Many thanks.
24	-
25	-
26	Quicker updates on PC Meetings and publication of minutes and planned agendas
27	-
28	-
29	-
30	-