

Summarised Feedback from Orkney Opinions Surveys issued in 2017

Feedback from Orkney Opinions Survey 1 – June 2017

We were pleased to receive a return rate of 57% on our first survey issued in late June and closed on 17 July which asked for thoughts about the Council's website, how it might look in the future, what people would like to see available on the website and questions about broadband speeds, the type of device used to access the internet. At the time there were 119 members on the group.

We are conscious that some of the Orkney Opinions members may have felt unable to answer these questions as they do not use the internet and wish to reassure that the questions asked in these surveys will not always relate to digital technologies, but your opinions on the website gave a valuable contribution to the intended improvements coming in the not too distant future.

We hope you find some of the following information arising from the survey interesting:

73% of respondents do visit the Council website, with the vast majority visiting only occasionally.

By far the most popular reason to visit the website was to find information on Council services (60.1%), followed by to find out how to contact the Council (42.6%). Around 4.4% of people use the website to listen to live broadcasts or make payments, and around 5.9% use the website to request a service or make a complaint.

Of the two new design options presented for the website, 73.5% preferred the first option that featured a local photograph at the top, with only 14.7% preferring the second option without the photograph. 11.8% of respondents did not answer this question.

Top reasons for liking the first design included that it would be easier to find what section to go to as the layout and headings were clearer and were logical. Several people however felt that there was too much information on the first page.

There was a fairly even split between whether respondents were able to find information on the Council's current website with 48.5% answering yes and 38.2% answering no (13.3% did not answer this question). A common comment was that users would like to see the website streamlined and made easier to navigate, plus updated more regularly, with old out of date information removed.

Only 8.8% consider their internet connection speed to be fast, with 45.6% selecting medium and 39.7% slow.

Outcomes from Orkney Opinions Survey 2 – October 2017

Orkney Health and Care:

Orkney Health and Care's (OHAC) Strategic Commissioning Plan is a document that lays out the Integration Joint Board's (IJB) priorities for health and social care services, with the next iteration of the plan due for publication in April of 2019.

Engagement with people in Orkney is fundamental to identifying these priorities and shaping the way that services in Orkney are commissioned. The Orkney Opinions survey has given OHAC the opportunity to ask specific questions around residential care and care at home services, allowing the IJB to compose a plan that accurately reflects the health and social care needs of Orkney.

Islands Deal/Islands Bill:

The survey results and suggestions received from this survey were shared with the various teams working on the Islands Bill and the Islands Deal. This provided a useful steer and many of the issues raised will be found in the Council's submissions to Scottish Government regarding the Islands Bill, and in the projects included in the Islands Deal proposal.

The Islands Bill has now been enacted as the Islands (Scotland) Act 2018, but we expect further involvement in the drafting of guidance relating to island-proofing and the National Islands Plan, when this feedback will again be a useful resource.

The groups were surprised to find that 71% of respondents had not previously come across the concept of City Deals, or the Islands Deal, given the prominence given to City Deals in local government circles, but evidently not in the regular news media. This will help us pitch our press releases on the Islands Deal at the right level.