

Draft Residents Survey 2012 – Action Plan

Key Actions	Responsibility	Timescales	Success Criteria
1. Involvement and influence over local decisions			
1.1 Raise the awareness of young adults (e.g. through Bracknell and Wokingham College, university and business links) and black and minority ethnic (BME) groups on how they can get involved in decision making.	HDRS/HCEE/ CYPL Dept		
1.2 Promote and support volunteering particularly amongst younger people and those of working age.	HCEE/All Depts/BFVA		
1.3 Improve the quality of the Council's consultation and engagement activity through staff training, implementation of the BFP Community Engagement Strategy Action Plan and introduction of Objective Consultation Software.	HCEE/HCM/ Consultation Steering Group		
1.4 Future consultations need to explore mechanisms for encouraging increased participation from BME communities including the Residents Survey 2014.	HCEE/All Depts		
2. Attitudes towards the local area			
<p>2.1 Geographical variations in affluence around the borough influence satisfaction with the local area as a place to live; answers to survey questions are significantly lower in less affluent areas, particularly Great Hollands North, Wildridings and Central, Bullbrook, Priestwood, Harmanswater.</p> <ul style="list-style-type: none"> Establish what the top challenges are in each area based on dissatisfaction with services. Undertake segmentation analysis of the make-up of these communities to understand better their drivers of satisfaction and levels of engagement. Consider analysing survey results in the future by socio-economic group. Continue to geographically target the Council's resources based on the areas of greatest need. Consider working with areas of deprivation to develop strategies and consider capacity building. 	CO:CS/HCM/ HCEE		

3. Use of and satisfaction with specific Council services			
3.1 Explore why low satisfaction levels are associated with services residents don't use or have little experience of using particular services. <ul style="list-style-type: none"> Look at other service specific survey results to explore satisfaction with particular services. Consult elected members on whether they want to put out more service specific positive stories. Use segmentation analysis to understand preferred channels of communication and develop targeted reputation management strategy 	HCM/All Depts		
4. Perceptions of the Council overall			
4.1 Ensure that the Council's communications strategy continues to reinforce the value for money that the Council provides regularly through a variety of channels.	HCM/All Depts		
4.2 Continue to progress the town centre redevelopment as a key driver of resident satisfaction with the local area.	ACE	TBC	Redevelopment of the Northern retail quarter completed
5. Communication with the Council			
5.1 Increase the Council's use of online and social media to provide information and engage communities; while maintaining hard copy information sources for those that need them.	CO:CS/HCM/HCEE		Increased numbers of residents engaging through social media and online
5.2 Use segmentation analysis to understand preferred channels of communication and develop social media and digital communications strategy to reflect these preferences.	CO:CS/HCM/HCEE		
5.3 Progress the Council's digital inclusion activities: use segmentation analysis and connections with partners to target delivery of digital inclusion activities	CO:CS		
5.4 Promote Town and Parish councils as engagement vehicles for Bracknell Forest Council and further develop joint working around customer services to provide a seamless service to communities	HCEE/CO:CS		
5.5 Identify which communications channels residents prefer to use on a household basis using analysis by <i>Experian</i> and then target our communications.	HCEE/CO:CS		