

Internal Satisfaction Survey - Weekly Bulletin

Background and Introduction

The Weekly Bulletin is a key part of the internal communication strategy which includes Grapevine the magazine for employees, ERIC the authority's intranet, plasma screens and the monthly Highlight Reel. An internal satisfaction survey was undertaken to identify levels of usage, and satisfaction with content, presentation, format and frequency of the Bulletin. Information gained will be used as part of a review of the Bulletin.

Results will be fed back to employees in the Weekly Bulletin and available at http://www.askderbyshire.gov.uk/bolsover/Weekly_Bulletin

Methodology

From 29/07/2010 to 20/08/2010, Bolsover District Council Community Services and Performance Department ran an on-line satisfaction consultation on the Weekly Bulletin using Quick Consult. 99 responses were received. Bolsover District Council presently employs 620 people but only 400 have access to a P.C. which makes a response rate of 25%. The questionnaire contained 11 questions.

Responses were received as follows:

Chief Executive Office	3	3.09 %
CEPT	1	1.03 %
CSPD	30	30.93 %
Community & Street Services	5	5.15 %
Democratic Services	6	6.19 %
Housing	4	4.12 %
HR & Payroll	5	5.15 %
ICT	6	6.19 %
Legal	4	4.12 %
Leisure	8	8.25 %
Planning & Environmental Health	10	10.31 %
Procurement	1	1.03 %
Regeneration	6	6.19 %
Revenues & Finance	2	2.06 %
Elected member	0	0.0 %
Other	6	6.19 %

Results

Topic 1: Weekly Bulletin Satisfaction Survey

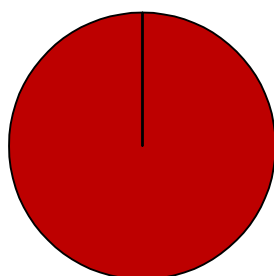
Q1: Have you read the Weekly Bulletin in the last three months?



- **Yes: 97%**
- **No: 2%**

Option	Value	%
Yes	79	97%
No	2	2%
Total	81	

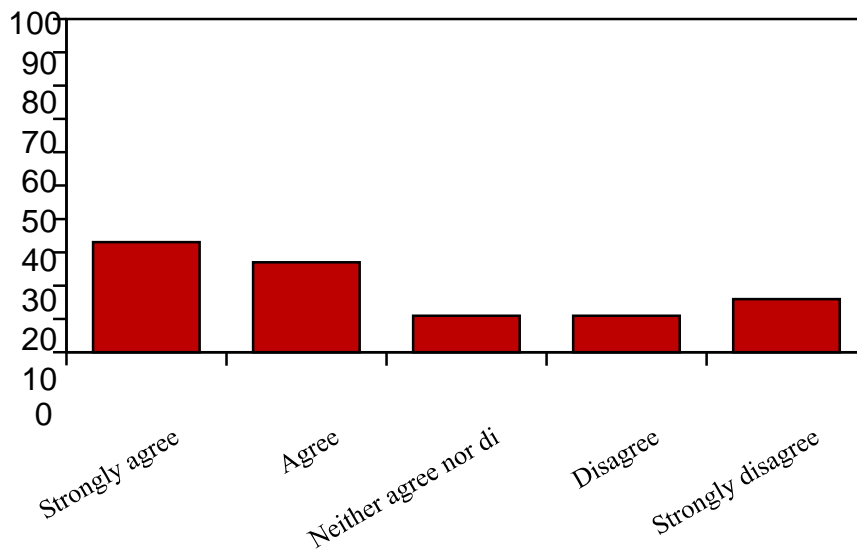
Q2: Only answer this question if you answered "no" to the previous question. Please explain why you gave this answer by choosing from the following statements (Choose all that apply)



- **I am not interested: 100%**
- **I am too busy to read it: 0%**
- **I prefer other ways of keeping informed: 0%**
- **Other: 0%**

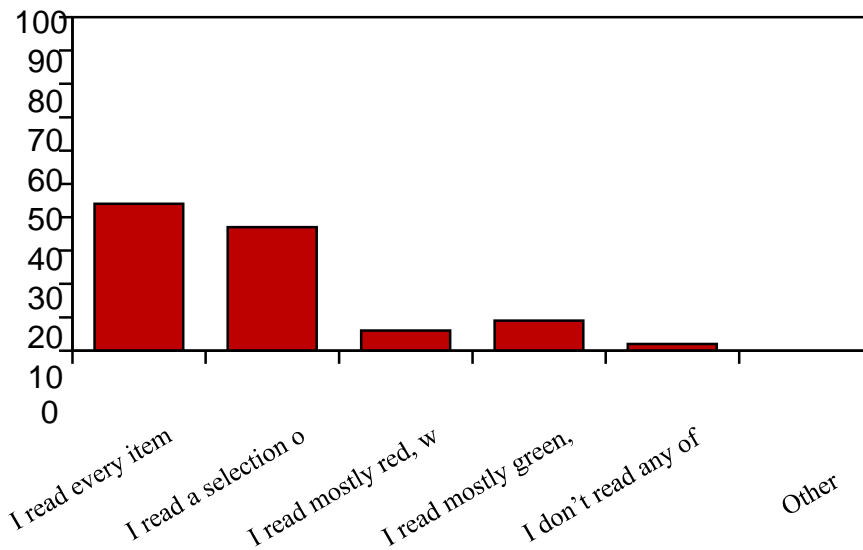
Option	Value	%
I am not interested	5	100%
I am too busy to read it	0	0%
I prefer other ways of keeping	0	0%
Other	0	0%
Total	5	

Q3: Only answer this question if you answered no to question 1. Please think about the ways you receive information and indicate how much you agree or disagree with the following statement: "I feel well informed as an employee" (Choose one only) Please then proceed only to question 11.



Option	Value	%
Strongly agree	6	33%
Agree	5	27%
Neither agree nor di	2	11%
Disagree	2	11%
Strongly disagree	3	16%
Total	18	

Q4: The bulletin is divided into two sections – red and green items representing issues relating to work (red) and social issues (green). When you open the bulletin, how do you read it? (Choose one only)



Option	Value	%
I read every item	36	44%
I read a selection of the items that	30	37%
I read mostly red, work related items	5	6%
I read mostly green, items of general	8	9%
I don't read any of the items	2	2%
Other	0	0%
Total	81	

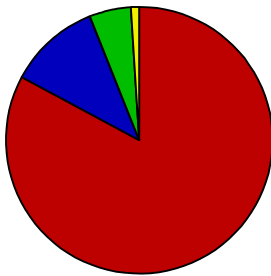
Q5: What attracts you to the article headings? (Choose all that apply)



- It looks relevant to my work: 34%
- It's about the place where I live: 10%
- It's about a topic in which I'm interested: 47%
- Other: 7%

Option	Value	Perce
It looks relevant to my work	42	34%
It's about the place where I live	13	10%
It's about a topic in which I'm	57	47%
Other	9	7%
Total	121	

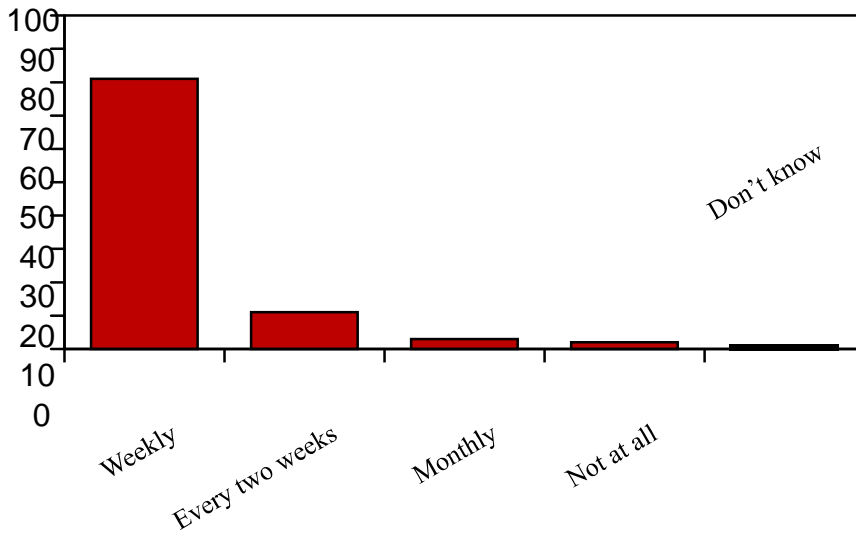
Q6: The bulletin is presently sent directly to your inbox in an e mail format. How would you like to receive it in the future? (Choose one only)



- E mail format as at present: 82% E
- Newsletter: 11%
- Links via ERIC, Bolsover's intranet: 5%
- Other: 1%

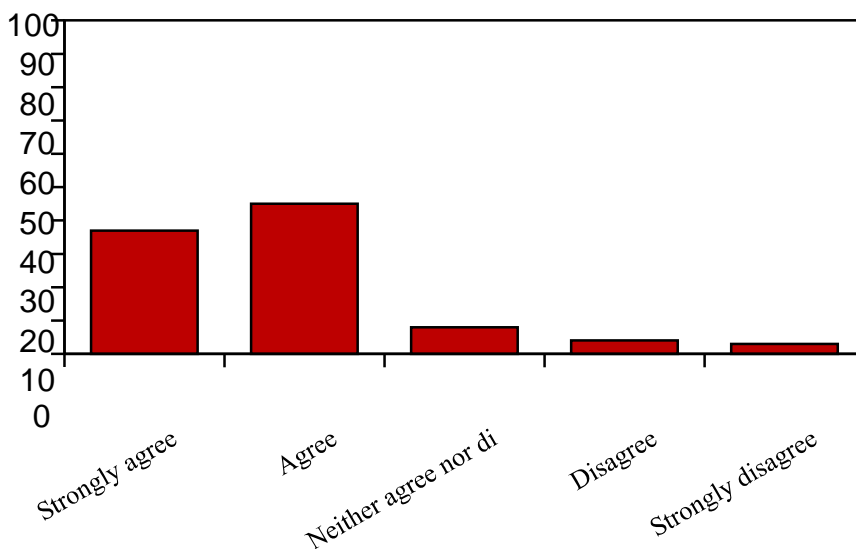
Option	Value	Perce
E mail format as at present	66	82%
E Newsletter	9	11%
Links via ERIC, Bolsover's	4	5%
Other	1	1%
Total	80	

Q7: The bulletins are presently produced weekly. In the future how frequently would you prefer to receive bulletins? (Choose one only)



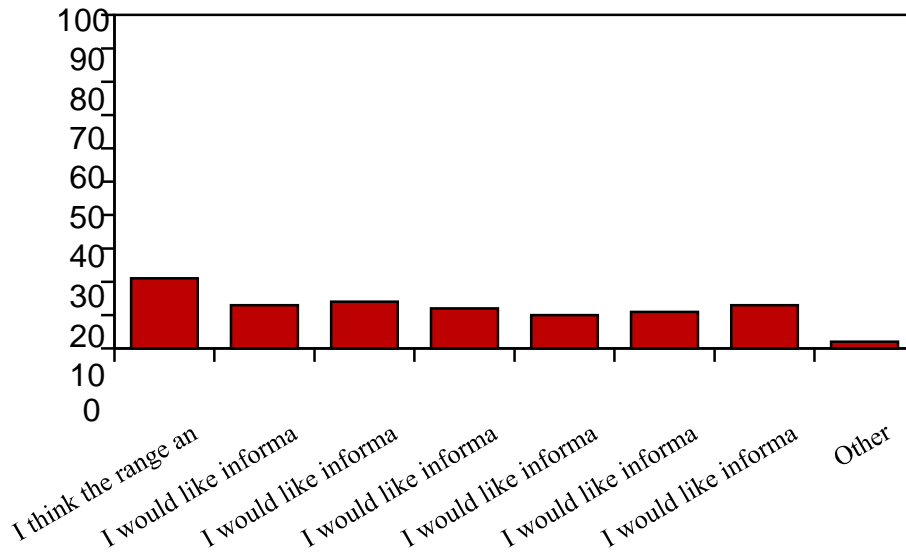
Option	Value	%
Weekly	66	81%
Every two	9	11%
Monthly	3	3%
Not at all	2	2%
Don't know	1	1%
Total	81	

Q8: Thinking about this range of information in the bulletin, how much do you agree with the statement "I find the Weekly Bulletin keeps me better informed as an employee"



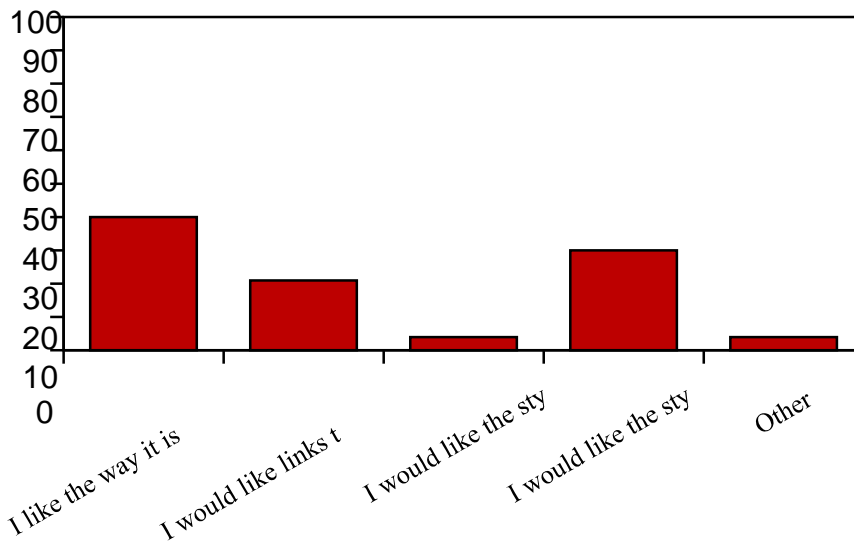
Option	Value	%
Strongly agree	30	37%
Agree	37	45%
Neither agree nor	7	8%
Disagree	4	4%
Strongly disagree	3	3%
Total	81	

Q9: Again, thinking about the range of information in the bulletin please tick all that apply from the following:



Option	Value	Percent
I think the range and content is about right	47	21%
I would like information about Bolsover District Council	29	13%
I would like information about issues that affect local	31	14%
I would like information about issues that affect Bolsover	27	12%
I would like information about issues that affect	22	10%
I would like information about national government issues	24	11%
I would like information about social events within the	29	13%
Other	5	2%
Total	214	

Q10: Thinking about the way the bulletin is presented choose any from the following statements with which you agree



Option	Value	%
I like the way it is presented	40	40%
I would like links to reading	21	21%
I would like it more formal	4	4%
I would like it more casual	30	30%
Other	4	4%
Total	99	

Q11: Finally, do you have any other comments or suggestions about the Weekly Bulletin?

There are 75 responses to this question. Please see Appendix A for the text of these responses.

Appendix A

Finally, do you have any other comments or suggestions about the Weekly Bulletin?

1. Generally, the Weekly Bulletin provides an excellent method of sharing both corporate and informal issues that affect us employees. It allows for us to keep abreast of things and to be in the know about current developments. It is also crucial to enable catch ups when you have been away from the office!
2. The bulletin was a light hearted newsletter that you looked forward to; Now I see it just as a communication device that I recognise which is valuable to the authority but I personally don't gain much from. The balance between making it interesting as opposed to just functional has to be right
3. The weekly bulletin provides employees (with ICT access) with regular, up-to-date information. It is a very successful tool which should be maintained at all cost. Other authorities do not have access to this level of information on such a regular basis.
4. I would prefer a little more content in relation to social events and the 'goings on' in the BDC District. The Weekly Bulletin brings light into my life. However, i did prefer the bulletin when it was funnier. If people are upset by its content, they shouldnt bother reading it.
5. It needs to be a lot more light hearted, more like it used to be.
6. The weekly bulletin is a great idea, but i miss the general jokes and banter it used to have.
7. Yes, the weekly bulletin has now become a formal work related item. It's the end of the week, why not have a bit of joke, there are too many people without a sense of humour, start and consider the ones that have one. If they dont want to read it, then dont, nobody forces them to.
8. Bring back the fun element, many people have stopped looking at the bulletin altogether so are missing the links to important information.
9. Inject a more fun element into it - it gets people discussing things and raises awareness. Better communication all round and a morale booster!
10. I find the bulletin very useful and receiving it weekly via email enables me to regularly keep myself updated on a range of issues.
11. At the moment it is very formal (boring). The old jocular presentation was much better.
12. Doesn't seem as light hearted as it used to be
13. I am often unsure whether to click on the links in work time or whether I will get into trouble. Therefore unless it is directly related to my work I will often disregard some of the information provided.
14. I liked the previous format when it was lighthearted and had a joke.
15. scrap it all together - no matter what views / opinions / comments etc. etc. employees have regarding any matter - answers & replies are always politically produced and full of the usual PR nonsense (i.e. the real truth would be nice once in a while)
16. I like it as it is and would want to see it continue weekly.
17. What about access for those members of staff who work outside, namely the GM and Cleansing Team and Refuse.
18. Please bring the jokes back
19. Keeping it simple works for me. Thanks for doing a cracking job for us all.

20. I like the informal nature. Also the fact that even though it is sent out regularly each Friday, you can read the email when you get time, even the following week. Also as it is in your inbox, if you are off, you can read the previous weeks, to catch up on anything that was missed.

21. well done scott, keep up the good work. jamie

22. I enjoy reading the light hearted information as well especially if it has been a stressful week.

23. I like this method of communication - it is quick and to the point.

24. Could do with being less corporate

25. when the weekly bulletin first went out it was full of information and some lighter moments and gradually it has been toned down .. Scott was doing a brill job of presenting it,with audience participation at times but,over the years the bulletin has become boring and not worth reading at times .. take it back up to the level it first began ...

26. It's a pity it changed form the light hearted approach we used to have.

Some people need to take statements how they are meant and not read between the lines and make a mountain out of a mole hill! Bring back the witty banter we used to enjoy

27. The Weekly Bulletin used to be very informative with an element of fun as well and in my department we used to look forward to it. It used to be a very light way to end the week. I know that there are reasons behind it, but it has become very boring and not very 'attractive' at well. Can't you add the fun element back to it? People will be more likely to read it and retain the information!!! Thanks.

28. We use the weekly bulletin to tell other departments about new forms or procedures etc but when an incorrect form comes into the department and we query why it is incorrect we are told that they didn't know about it because they don't read the bulletin. I don't feel this is an appropriate excuse and feel it should be made clear that all employees should read the bulletin as a matter of course.

29 Removed

30. Please, please make it more lighthearted and jokey like it used to be. The vast majority of people looked forward to it dropping in ther mailbox and read every word with baited breath. Since all the jokes have been removed, the majority of people don't bother to read it at all. The views of a small minded minority should not spoil it for the rest of us.

31. Bring some humour back

32. Light hearted information would be nice. Include details when books are received from the book club.

33. The comedy should be brought back into the bulletin. At present I do read the bulletin but mostly find it dull and boring. We recieve it on a friday afternoon when most have lost the will to live and it was something to look forward to and perk you up for the last few dreaded hours before home time.

34. I find the bulletin extremely useful and informative.

35. Having the bulletin fortnightly allows sufficient time to build up a bank of items, both work and pleasure. I would also suggest moving away from starters and leavers which also includes transfers - they should be included as such so people know where they have moved to and from. New Starters will then be recognised as new to the authority.

36. Think should be more formal as it is easy to overlook them when returning from absences. Then you miss the corporate stuff. Would prefer to receive

corporate/policy stuff in a different format.

37. I find the weekly bulletin very beneficial as it gives me information from around the council and keeps me up to date with what is happening