

Digital engagement strategy

Medium/High users of the internet

Herefordshire Council has an existing digital strategy that it wants to update considering all the changes that have happened when using on-line services - especially in response to the pandemic. As part of this Herefordshire Council are keen to find out:

- To what extent people use the Council's on-line services?
- What stops people from accessing Council services on-line?
- What would encourage people to access more services on-line?
- How on-line services could be improved?
- What support people need to help them get on-line?

We are asking different groups of people how they use the internet, if at all, and if there is anything that would encourage them to use it more.

This survey is aimed at regular users of the internet (e.g. those that access services, make payments several times a week) to explore what more would they like to see the council do and what would encourage them to access Council services on-line.

1. What is your gender?

- Male Female Other Prefer not to say

2. Which age bracket are you in (years)?

- Teenager (13-19 years) 20s 30s 40s 50s 60s 70s
 80s

3. How often do you use the internet?

- Daily
 Frequent (several times a week)
 Casual (several times a month)
 Infrequent (occasional use)

4. How do you access the internet? (Tick all that apply)

- By myself for myself
- For myself and someone else on their behalf
- By myself but with support
- Get a friend/family member to do it
- Get other support

5. How did your internet use change during lock down?

- Increased Stayed the same Decreased

*** 6. Are you happy with the internet you get at home ?**

- Yes
- No

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7. If no, why is that? (Tick all that apply)

- Connection is slow
- Connection drops out or lags
- It is too expensive
- It is unreliable
- Other (please specify)

8. What is stopping you from accessing a better internet service at home? (Tick all that apply)

- Limited choice of provider
- Not prepared to pay more
- Already accessing the best service available for my property
- It isn't that important to me to have improved internet
- Other (please specify)

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There is an opportunity for the council to use digital technology to support its ambitions for the economy, environment and community. Herefordshire Council want to make the most of many council services now on-line and much of the county being able to access fast broadband services. This updated strategy therefore aims to consider what next for residents, business and the council itself.

9. Where would you like to see Herefordshire Council focus its efforts to improve digital technology and use? Please rank the following options.



Accessing Council Services online



IT training for those who need it



Use technology more in everyday life



Making use of technology at home to support disabled people or those living with illnesses



Sharing information to enable better health and well-being



Creating more technology focused jobs which may offer better pay

10. Do you have any additional comments about the proposed priorities listed in Q3? Or is anything missing?

11. What kind of online services that aren't provided by the Council do you use the internet for, and has this changed during the pandemic?

	Don't use it	Increased	Stayed the same	Decreased
Internet banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obtaining information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Submitting completed on-line forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloading official forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booking appointments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Which of the following council services have you accessed on-line? (Tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Not used any online council services | <input type="checkbox"/> Challenge a penalty charge notice. |
| <input type="checkbox"/> Contact us form | <input type="checkbox"/> Pay for your Blue Badge |
| <input type="checkbox"/> Council Tax - Change of address | <input type="checkbox"/> Apply or renew residents' parking permits |
| <input type="checkbox"/> Comment on a planning application | <input type="checkbox"/> Report a missed waste collection |
| <input type="checkbox"/> Report a pothole | <input type="checkbox"/> Report a public right of way problem |
| <input type="checkbox"/> Library book collection order form | <input type="checkbox"/> Library membership form - join or update |
| <input type="checkbox"/> Garden sack order form | <input type="checkbox"/> Revenues and Benefits contact form |
| <input type="checkbox"/> Request a new bin, or change the size of an existing bin | <input type="checkbox"/> Report Flytipping |
| <input type="checkbox"/> Other (please specify) | |

13. Has your use of online Council Services changed during the pandemic?

- Increased Stayed the same Decreased

14. What council services would you like to be able to do on-line that you cannot currently do? (open text)

[Greyed-out text area]

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15. If no why not?

- I don't like putting my personal information in
- I don't like using the internet for payment purposes
- I want to be able to speak to someone
- I find the council website difficult to navigate
- I don't know what council services are on-line
- It takes too long
- Other (please specify)

16. What would encourage you to access council services on-line more? (Tick all that apply)

- Access through a single portal
- If my internet connection was better
- If I knew what services I could access on-line
- If I felt it was more secure
- Nothing
- Other (please specify)

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My Account is the online system Herefordshire Council has in place to allow individuals to do more for themselves. Registering an account will enable individuals to access information or make payments for local authority services such as:

Council Tax

Housing Benefit and Council Tax Support

Landlord

Business Rates

Housing

17. Are you registered with My Account on the Council Website?

- Yes
- No
- I don't know

18. What would encourage to sign up with an Account with the council? (Tick all that apply)

- I already have an account
- Enabling me to access a range of services and functions
- Knowing it would save me time
- Knowing my data was secure
- An improved service for all of my contact with the council
- Other (please specify)

*** 19. Would you be willing to take part in an interview to discuss your answers to these questions in more detail. It will take about 30 minutes and one of our three Researchers, Maxine, Sarah or Claire will call you at a time convenient for you?**

Yes

No

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Interview contacts

Data Protection Notice: The information you provide will only be used to enable Impact Consultancy and Research to contact you as part of the research Digital Strategy Engagement. The Data Controller for this information is Herefordshire Council, please contact the Data Protection Officer, Herefordshire Council for further information.

20. If Yes, please provide a phone number for us to contact you on, and the most suitable time to call.

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Thank you for your time.

If you have any questions or comments about this questionnaire, please call Maxine Bassett (Impact Consultancy and Research) on behalf of Herefordshire Council on 07904 980238 or email digitalstrategy@herefordshire.gov.uk .