

# Community Book

November 2018

*This report is based on conversations or responses freely given by members of the public. Where possible quotations are used to illustrate individual or collectively important experiences.*

*Engagement officers collect responses verbatim and we also present these in our final report as an appendix. This is important in showing the accuracy of our analysis, and so that further work can be done by anyone wishing to do so.*

*A full explanation of the guiding principles and framework for how we do engagement and analysis can be found online on our website [www.healthwatchwiganandleigh.co.uk](http://www.healthwatchwiganandleigh.co.uk).*

*Please note that this report relates to findings observed and contributed by members of the public in relation to the specific project as set out in the methodology section of the report.*

*Our report is not a representative portrayal of the experiences of all service users and staff, only an analysis of what was contributed by members of the public, service users, patients and staff within the project context as described.*

## Background to the project

- The Community Book is a free, online directory allowing residents to connect with local services, activities and events in their community, available 24 hours a day, 7 days a week.
- Communication is a key priority for Healthwatch Wigan and Leigh and we are keen to hear the public's knowledge and experience of using and accessing of the Community Book
- The feedback from the report will inform the Local Authority in relation to the people's knowledge of the Community Book and their views about using it.
- Clearly peoples comments on using the Community Book or otherwise can be linked to wider questions about digital communications and information, digital maturity etc and we hope that these findings will be used to inform wider digital strategies within the Borough
- The project will also serve a purpose in spreading knowledge about the Community Book and how to access it among people who are not aware of its existence.
- It is intended to repeat this survey in approximately 6 months time to see if any discernible change can be found.

- 152 people took part in this survey and 69% were regular internet users.
- Only 22 of the regular internet users had heard of the Community Book.
- 15 people had actually used the Community Book
- Of the 15 people who had used the Community Book...
  - 7 found it useful/good
  - 8 found it difficult to use/navigate

## How we carried out the research

- Healthwatch Wigan and Leigh developed a set of questions which were included on all other activities.
- We used a snowball sampling method by asking gatekeepers such as the voluntary and statutory sector to publicise the survey and encourage people to participate.
- Data was collected using two methods; in person using hand written surveys and via an online survey Data was analysed and 'qualitative and quantitative' themes identified.
- The survey was open for one month

## Who we spoke to

- Healthwatch Wigan and Leigh took the opportunity to ask anyone we engaged with a couple of questions about the Community Book, during all other activities throughout the project period.
- The survey was publicised online using our websites and by voluntary and statutory sector partners.

## What we asked people?

Do you use the internet?

Have you heard of the Community Book?

Have you used it?

What did you think of it?

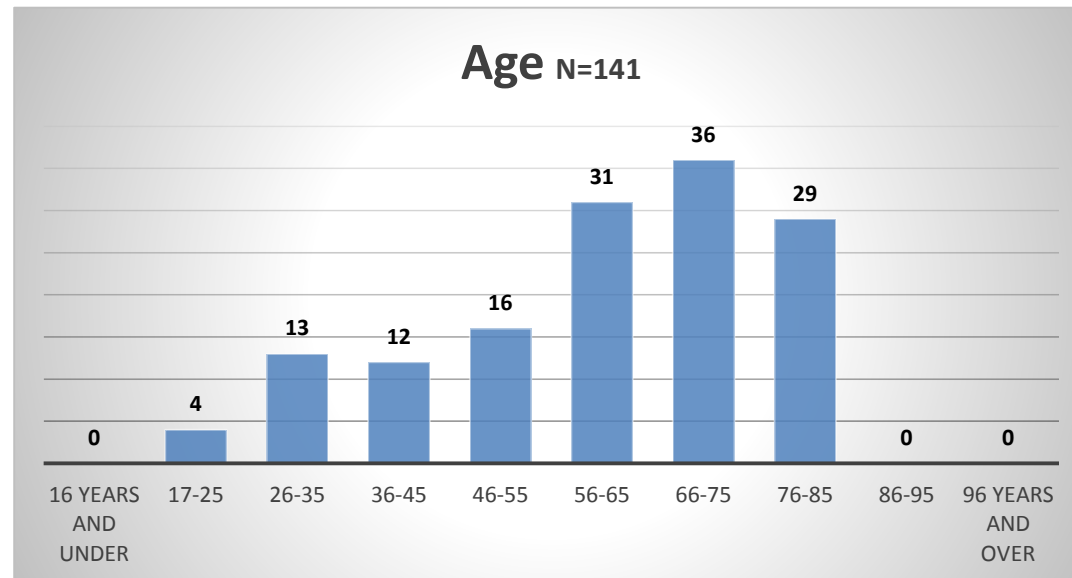
Is there anything you can think of that would improve it or make it easier to access?

How do you find out what is going on in your area?

Total number of people who answered the survey was 152

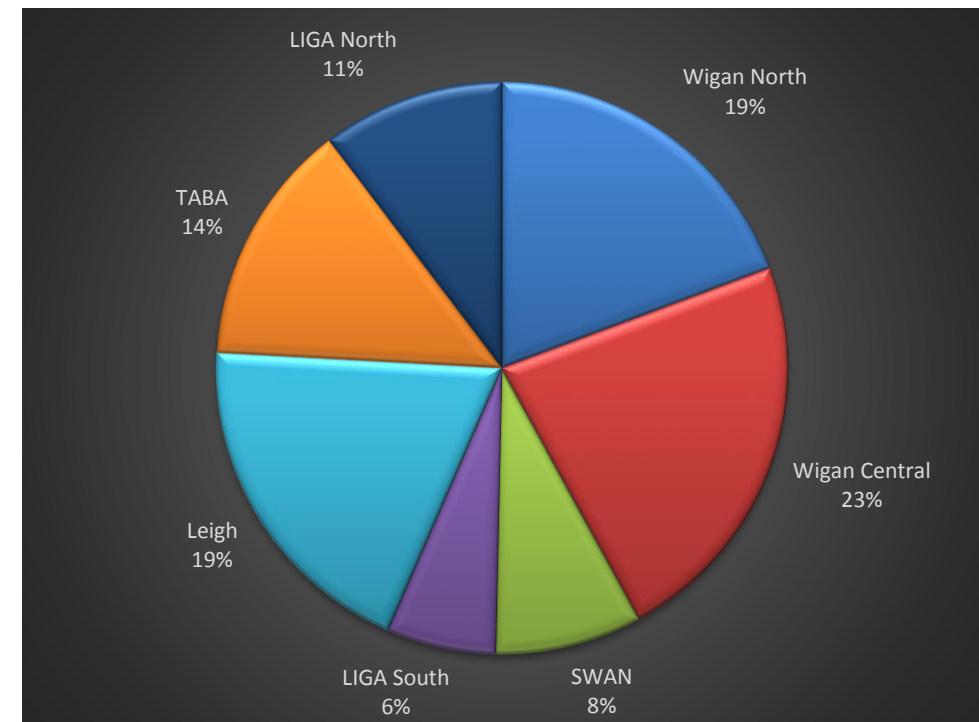
Although people from all age groups participated in the survey. Of the 141 respondents for this question a little over two thirds, (68%) were over the age of 55.

It is worth noting, for the remainder of this report, that this age group is over represented when compared with national age groupings and analysis therefore the general findings of this survey will be weighted towards the views and experiences of over 55's.



### Which Areas of Wigan were the respondents from?

145/152 people answered this question  
There was a good spread of respondents from across the Borough

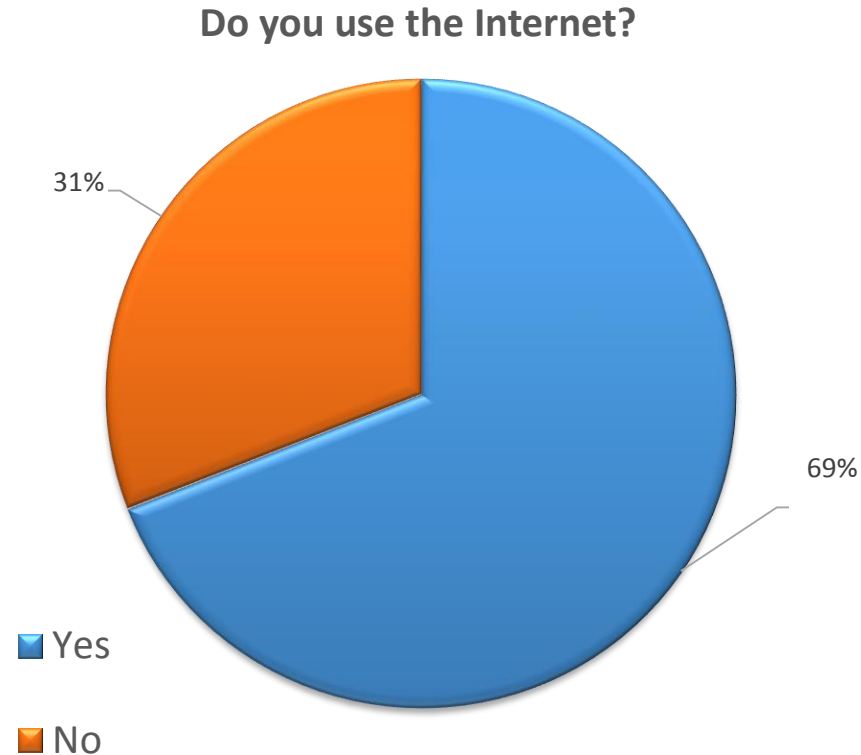


As the Community Book is an online tool, the first question was set to establish who did and who did not use the internet .

Of the people we spoke to, or who answered the survey, just over two thirds (69%) used the internet regularly.

Nationally, the percentage of people who use the internet regularly is 89.8%

\*(Office of National Statistics 2018).



Although these figures appear to show that internet usage is significantly lower than the National average, as stated previously, the over 55's are over represented in this survey.

As the over 55's are the highest non-users of the internet it is logical that this survey has a lower percentage of internet users.

\*

<https://www.ons.gov.uk/businessindustryandtrade/internetindustry/datasets/internetusers>

Of the 148 people who answered this question, only 22 (15%) people had heard of the community book. All the 22 people who had heard of the community book were regular internet users.

15 (10% of total sample) of the 22 people who had heard of the community book had actually used it.

Of the 15 people who had used the Community Book, 7 (46% of actual users) found it good or useful and 8 (54%) found it hard to navigate or use.

## I find the Community Book useful

- Easy to use, looks to be getting more on it all the time
- Its good
- Its good - very useful
- It's good to people who use it, but, I feel it's not reaching properly.
- Its ok but it needs to be promoted more widely across the borough
- It's reasonable
- Seems to have improved and be more user friendly.

## I find the Community Book hard to navigate or use

- I do not use it so much. The group I run are registered with them but I have had no response from that.
- I found it difficult to find out what I was looking for even though I knew the activities existed. The website isn't easy to use
- Its a good idea, but not very user friendly
- It's difficult to find things of interest with an up to date entry
- It's not easy to use although it has improved over time. I like the drop down boxes
- Unless you know about it you wouldn't know it existed as I've never seen any publicity on it. When you do use it isn't very user friendly and when you actually do a search for something if you don't use the keywords that the activity/group that matches you have used then it's pointless because you don't find what you need



There were 29 responses to this question.

## Suggestions for improving the Community Book

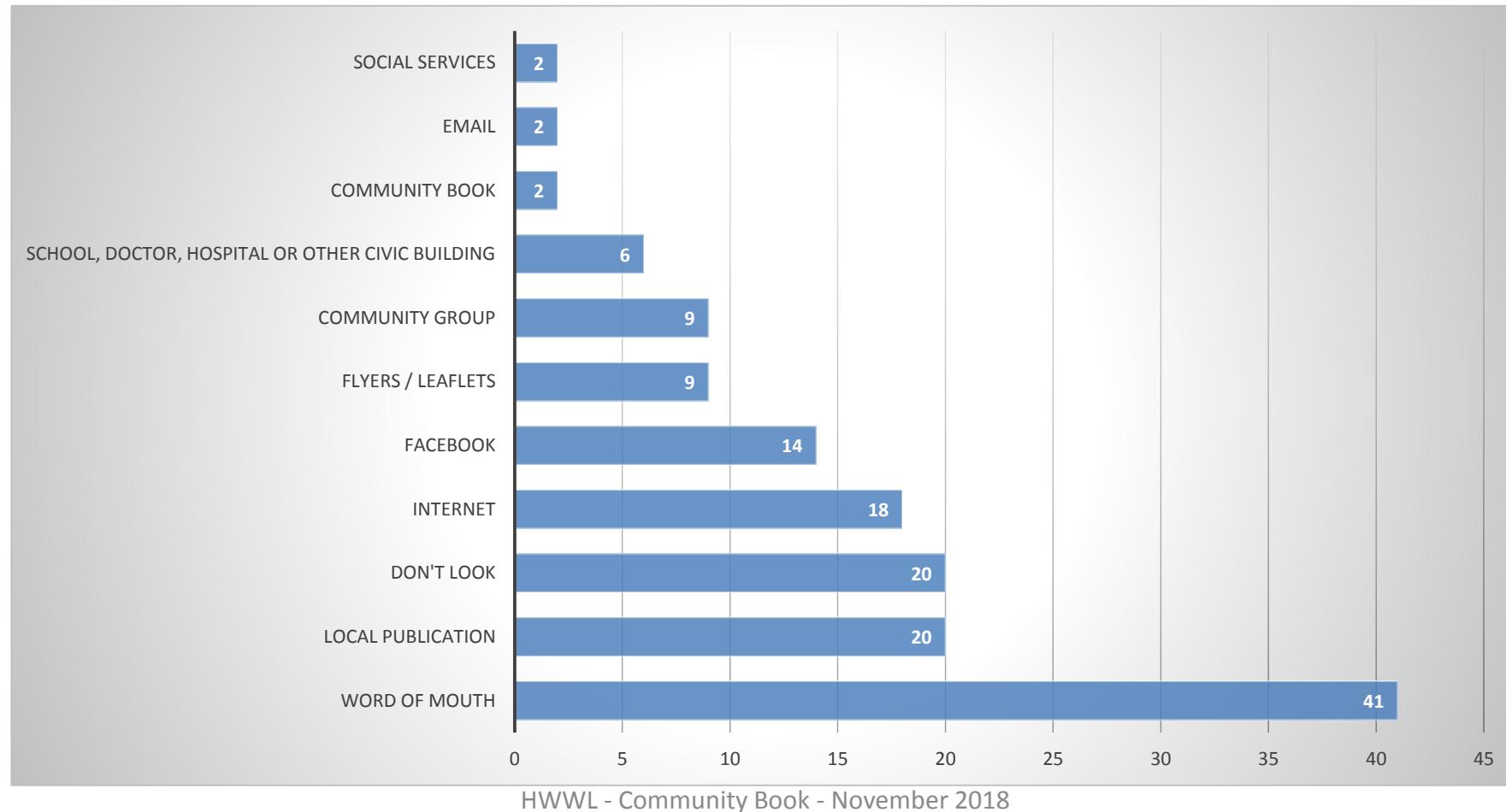
- “ eg. AA meetings, rather than list each week state Monday weekly - looking at an alphabetical list it has 13 up to November and that takes up a lot of space’
- ‘If it had a directory of service numbers it would be useful’
- ‘Make a mobile app’
- ‘Make it simpler’
- ‘Maybe it needs simplifying and making more user friendly. I'm reasonably IT savvy and found it a little daunting at first sight. Is the target market expected to be IT literate? Has it been created 'by IT people for IT' people?’
- ‘Remind organisations to update their information’
- ‘Test entries need to be removed’

## Suggestions for increasing usage/knowledge of the Community Book

- ‘If not already it could have a dedicated area in the libraries, etc. More local companies could sign up to it and advertise it in their premises. People could sign up to alerts when new items are posted. Not sure if its on Facebook.’
- ‘It still needs to be advertised more.’
- ‘Make people more aware of it’
- ‘Maybe advertise it so people know about it’
- ‘More events and groups’
- ‘More publicity about what it is and what it's for’
- ‘People in hospital aren't really interested but hopefully social workers and community workers point people in the direction of the community book.’
- ‘Perhaps do a Facebook or twitter feed locally, there are a lot of local FB particularly in Wigan Borough to reach people better than waiting for them to reach/find Community Book.’
- ‘Promote it and be clearer what it is - its not a "book" ‘
- ‘Publicise it in areas where people visit e.g. doctors surgery community centre, in the local paper, via social media etc. and make it user friendly and easier to search for what you are looking for’

There were 106 respondents for this question

A clear majority of respondents obtained local information from word of mouth or paper publications. The online sources and social media were used by about a third of the respondents (36/106 (34%) of respondents).



*Healthwatch Wigan and Leigh would like to thank all those that took part in this research or facilitated it to take place.*