The Voice of Warwickshire Panel

Report 4: Homepage Survey
Version 1.1

produced by Business Intelligence Service

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Contents

1. Background

The Voice of Warwickshire panel was launched in October 2021 when residents in Warwickshire were invited to register and join the panel. The panel gives residents aged 18 and over in Warwickshire an opportunity to share their views on the big issues in Warwickshire, like health and wellbeing, climate change and sustainability, community safety, education, transport, economic growth, inequalities and inclusion, and more.

This report summarises the results of the fourth survey sent to all Voice of Warwickshire panel members. This survey was intended to gather residents' views on Warwickshire County Council's homepage.

For many people, the Warwickshire County Council (WCC) homepage is the starting point for their engagement with the WCC website. As such, it plays an important role in helping customers to navigate the website and also represents an opportunity to shape their perceptions of the council and what we do. We are currently redesigning WCC's website homepage to ensure that it meets the needs of Warwickshire residents. The main goal will be to improve customer experience by making sure it offers people the best start in finding what they're looking for, as well as presenting a clear overview of what the council does.

2. Method

An online survey was hosted on the Citizen Space 'Ask Warwickshire' site via a private link only available to panel members. All members of the panel were asked how they would prefer to complete surveys when they initially signed up to join the panel. The majority (>99%) of panel members opted to complete online surveys with five members advising they would prefer to complete paper-based surveys. Those opting for paper-based surveys were contacted by phone and asked if they would like to complete the survey via the phone, due to the nature of the survey. The other panel members were sent an email to participate in the online survey with two reminder emails being sent to those who had not yet completed the survey. In total, an email with a link to the survey was distributed to 1000 members of the Voice of Warwickshire panel.

The survey ran from 21 September 2022 to 16 October 2022.

Appendix 1 provides the survey questions.

3. Key Messages

There were 356 responses to the survey, a response rate of 35.6%. Respondents living in Stratford-on-Avon District are slightly overrepresented and those aged 18-39 are underrepresented.

Respondent's use of WCCs website

- 80.3% (n=286) of respondents had previously used or visited Warwickshire County Council's website
- Of those respondents that had accessed the WCC website:
    - 64.3% (n=184) accessed the website via the homepage.
    - Over half (55.2%, n=158) visited the webpage to answer a specific question whilst 39.9% (n=114) visited to browse services provided by WCC and 28.7% (n=82) visited to complete a specific task
    - 45.8% (n=131) found it very easy or easy to find the information they were looking for whereas 43.7% (n=125) respondents advised it was average, and the remaining 10.5% (n=30) said it was difficult or very difficult.
    - A total of 57.3% (164) indicated their overall impression of the website was good or very good. Just 8.7% (n=25) said it was poor or very poor
- Of the 70 respondents who had not previously visited WCC's website, half (n=35) said they had had no need to, and 20.0% (n=14) said they didn't know there was one.

Warwickshire County Councils homepage

- A total of 93% of respondents advised it was either very important or important to have links to pages relevant to why you visited the webpage.
- Overall 60.5% of respondents advised it was very important or important to have news stories about County Council services
- When respondents were asked about the importance of having the latest social media posts from WCC on the homepage, a total of 37.1% advised they were neutral.
- A total of 45.8% of respondents advised links to sign up to receive updates on a service were important
- The majority of respondents, 93.5% advised a search tool was very important or important.

Respondents views on the current homepage

- A total of 44.4% of respondents advised they were using a desktop or laptop to view the homepage and complete the survey
- Overall 45.8% of respondents advised they felt the homepage looked interesting and informative

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- A total of 45.8% of respondents advised the homepage content was relevant to them
- Overall 48.3 % of respondents agreed they would be able to find what they are looking for on the homepage
- A total of 39.0% advised they neither agreed or disagreed that the information they may need was immediately visible on the homepage
- Overall 39.6% of respondents advised they either strongly agreed or agreed that It was easy to find out what the Council is doing from the homepage, with a total of 39.3% advised they neither agreed or disagreed.
- A total of 43.8% of respondents advised they neither agreed or disagreed that there is too much information on the homepage
- Overall 43.5% neither agreed or disagreed that they needed to scroll/ move a long way down the page to find the content relevant to them
- Ranking 1-6
- A total of 42.4% of respondents advised they did not feel the new stories and WCC's tweets needed to be present on the homepage

Using the current homepage

- Respondents were asked to use the homepage to see if they could see how to renew a library book, a total of 32.3% advised they used the search bar to complete the task
- A total of 60.4% respondents advised it was either very easy or easy to complete the task

Equality and inclusion

- Respondents were WCC want to ensure a dedicated, inclusive and accessible service allowing our communities to feel safe and supported, a total of 68.0% advised they had no concerns that the webpage achieved this

Further comments and future participation

- A total of 62.9% of respondents advised they would be happy to participate in any future testing of the webpage

4. Results

There were 356 responses to the survey a response rate of 35.6%. Typically, we would expect response rates to online-surveys to be between 20% and 50% and this was factored in when deciding on the overall size of the Panel.

4.1 Respondent Profile

Figure 1 and Table 1 provide details on where panel members responding live in Warwickshire. The place of residence of panel members responding to the survey is broadly similar to the population of Warwickshire (aged 18 and over) with respondents from Stratford-on-Avon District slightly overrepresented and respondents from Nuneaton and Bedworth Borough slightly underrepresented.

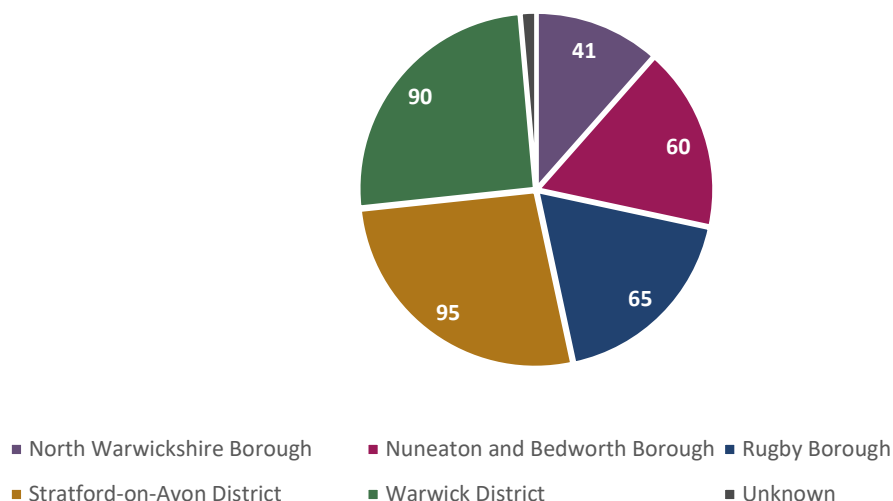*Figure 1: Place of residence of respondents*

- North Warwickshire Borough
- Nuneaton and Bedworth Borough
- Rugby Borough
- Stratford-on-Avon District
- Warwick District
- Unknown

Table 1: Place of residence of respondents compared with panel membership and the Warwickshire population

District	Number of respondents	% respondents	% total VoW panel *	% total Warwickshire**
North Warwickshire Borough	41	11.5%	11.0%	11.3%
Nuneaton and Bedworth Borough	60	16.9%	19.3%	21.9%
Rugby Borough	65	18.3%	17.3%	18.4%
Stratford-on-Avon District	95	26.7%	23.4%	23.1%
Warwick District	90	25.3%	29.0%	25.2%
Unknown	5	1.4%	-	-

*This is the current composition of the Voice of Warwickshire panel (October 2022)

**This is the composition of the Warwickshire population aged 18 and over based on mid-2020 population estimates

Table 2 shows the characteristics of panel members responding to the survey and compares this to the characteristics of the Voice of Warwickshire panel and Warwickshire population (aged 18 and over) where available. Responses from panel members in the age groups fifty and over make up 78.4% of responses meaning that the voice of respondents in younger age-groups are under-represented. Some ethnic minority groups were also underrepresented.

*Table 2 – Characteristics of respondents (356 respondents)*

Characteristics		Panel respondents	% of panel respondents	% total of VoW panel	% total of Warwickshire
Gender	Female	159	44.7%	52.6%	51%
	Male	182	51.1%	44.4%	49%
	Non-binary	-	-	0.4%	-
	Prefer not to say	6	1.7%	1.2%	-
	Prefer to self-describe	4	1.1%	1.4%	-
	Not answered	5	1.4%	-	-
Age in years	17-24	1	0.3%	1.6%	9.9%
	25-39	41	11.5%	18.8%	23.1%
	40-49	28	7.9%	14.4%	15.7%
	50-59	73	20.5%	18.6%	17.9%
	60-64	49	13.8%	12.1%	7.4%
	65-74	116	32.6%	24.3%	13.6%
	75+	41	11.5%	8.8%	12.5%
	Prefer not to say	2	0.6%	1.4%	-
	Not answered	5	1.4%	-	-
Long standing illness or disability	Yes	65	18.3%	16.7%	20.1%
	No	279	78.4%	80.5%	80.0%
	Prefer not to say	7	2.0%	2.8%	-
	Not answered	5	1.4%	-	-
Ethnicity	Asian or Asian British - Bangladeshi	-	-	0.1%	0.1%
	Asian or Asian British - Indian	4	1.1%	2.4%	2.9%
	Asian or Asian British - Pakistani	1	0.3%	0.4%	0.3%
	Black or Black British - African	1	0.3%	0.5%	0.4%
	Black or Black British - Caribbean	1	0.3%	0.5%	0.4%
	Chinese	2	0.6%	0.5%	-
	Gypsy or Traveller	-	-	0.2%	0.1%
	Mixed - White and Asian	2	0.6%	0.7%	0.3%
	Mixed - White and Black Caribbean	2	0.6%	0.5%	0.1%
	Other Asian background	3	0.8%	0.5%	0.8%
	Other mixed background	2	0.6%	0.7%	0.2%
	Other White background	12	3.4%	4.3%	3.3%
	White British	307	86.2%	84.5%	89.0%
	White Irish	3	0.8%	1.7%	1.1%

	Prefer not to say	8	2.2%	1.6%	-
	Prefer to self-describe	3	0.8%	0.9%	-
	Not answered	5	1.4%	-	-
Religion	Buddhist	3	0.8%	0.5%	0.3%
	Christian	187	52.5%	48.8%	66.3%
	Hindu	1	0.3%	0.7%	1.0%
	Islam	-	-	1.3%	0.9%
	Judaism	-	-	0.2%	0.1%
	Sikh	3	0.8%	0.8%	1.7%
	Spiritual	3	0.8%	1.2%	-
	Other religion or belief	7	2.0%	2.6%	0.4%
	No religion	119	33.4%	37.0%	22.7%
	Prefer not to say	25	7.0%	5.9%	-
	Not answered	5	1.4%	1.0%	6.6%
Sexual orientation	Asexual	11	3.1%	3.1%	-
	Bi/bisexual	4	1.1%	1.9%	-
	Heterosexual/straight	293	82.3%	81.8%	-
	Gay Man	5	1.4%	1.5%	-
	Gay woman/lesbian	1	0.3%	0.9%	-
	Pansexual	2	0.6%	1.1%	-
	Other	1	0.3%	0.1%	-
	Prefer not to say	32	9.0%	8.8%	-
	Not answered	5	1.4%	0.8%	-

4.2 Respondents use of Warwickshire County Council's website

The first question of the survey asked respondents if they had used/ visited Warwickshire County Council's (WCC) website: www.warwickshire.gov.uk. Respondents were asked if the first time they visited the webpage was to complete this survey to not count it. All respondents answered this question, 80.3% (n=286) respondents said they had previously visited the website.

Figure 2: Responses to 'Have you previously used/ visited WCC website?" percentage of total responses

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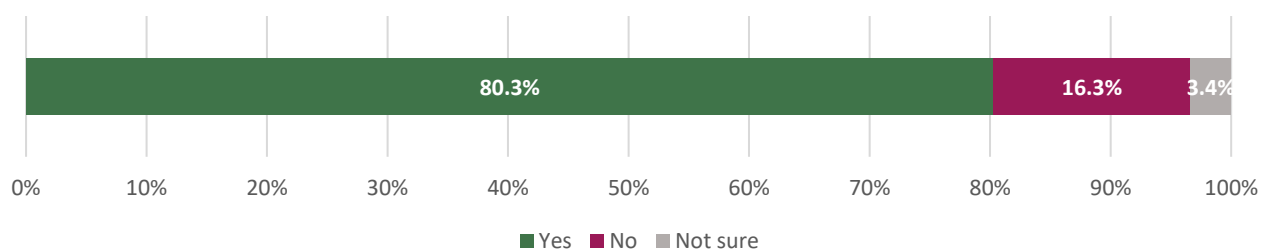
The 286 respondents who had previously used the website were next asked how they had accessed the webpage and were given options to select from. Figure 3 shows the responses; 64.3% of respondents advised they had accessed the webpage via the homepage.

*Figure 3: responses to "how have you accessed WCC webpage" percentage of total responses*
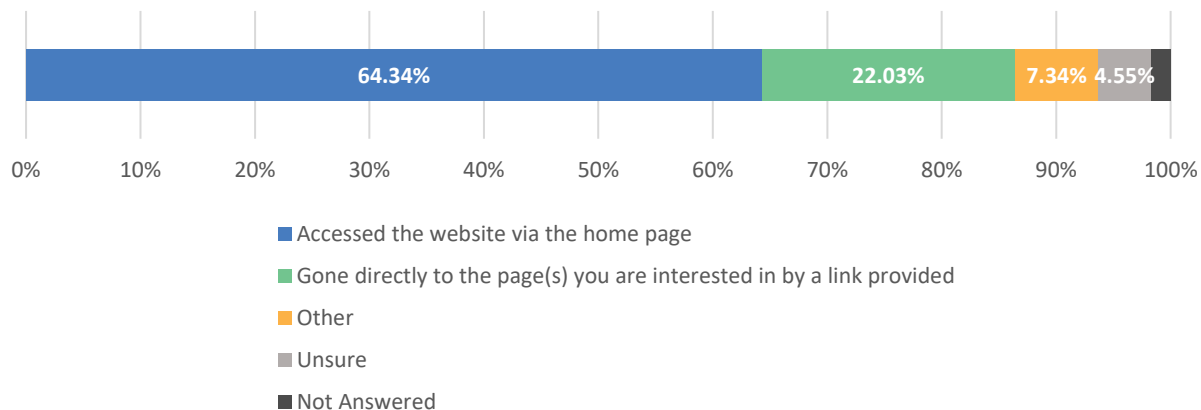
A total of 7.3% (n=21) respondents answered other and another 7 respondents added a comment below the question, table 3 shows the themes of their responses.

Table 3: Themes of other responses to "how have you accessed WCC webpage"

Theme/ description	Number of responses
Via google/ search engine	20
Link and direct	5
Visited for Voice of Warwickshire Surveys	1
Search facility	1
Redirect from district council website	1

The next question asked respondents who had previously visited the WCC website why they had visited. Over half of respondents (55.2%, n=158) advised they visited the site to find an answer to a specific question (Figure 4).

Figure 4: responses to "why respondents had previously visited WCC's website" percentage of total responses
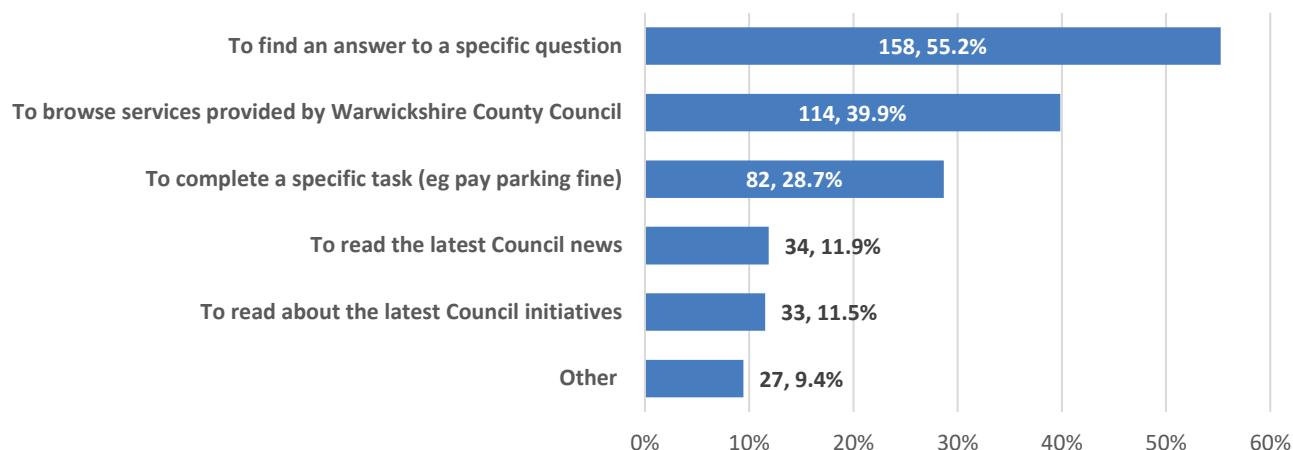
A total of 27 respondents answered other with some respondents advising of more than one theme, the responses are shown below in table 4.

Table 4: Themes of other responses to "why respondents had previously visited WCC's website"

Theme/ description	Number of responses
Planning applications	5
Public footpaths	5
Access library information	4
Research specific topics	4
Green waste	3
Job opportunities	3
Book HWRC site visit	2
Bus information	2
Contact pages	2
Councillor information	2
To make a complaint	2

The following comments were made by only one respondent: check bin days, climate change, highway information, local offer, parking, pension information, read minutes of meetings, report a road fault, road closure information, view meetings.

Respondents who had previously used the website were next asked how easy they had found it to find the information they were looking for. Figure 5 shows that 45.8% (n=131) respondents found it very easy or easy to find the information they were looking for whereas 43.7% (n=125) respondents advised it was average, and the remaining 10.5% (n=30) said it was difficult or very difficult.

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Figure 5: responses to "How easy was it to find the information you were looking for?" percentage of total responses
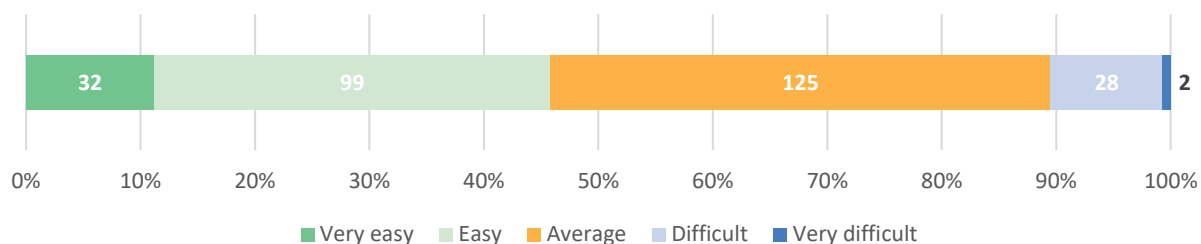
The next question asked respondents who had previously used the WCC website what their overall impression of the website was, 57.3% (n=164) respondents said it was good or very good (Figure 6).

Figure 6: responses to "What was your overall impression of Warwickshire County Council's website?" percentage of total responses
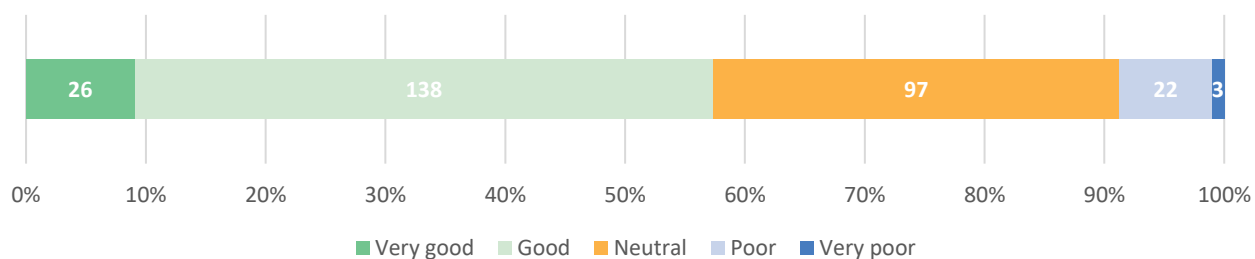
A total of 50 respondents provided more information on their responses the themes to their responses are shown below in table 5.

Table 5: Themes of other responses to

Theme/ description	Number of responses
Sit is difficult to navigate	16
Site is easy to navigate	12
Too much information/ is overwhelming	5
Need to provide contact details	4
Could be more intuitive	3
Incorrect links	3
Information was not available	3
Provide more understanding of what service areas do	3
Good and useful information	3
Like the block layout	2
Looks dated	2
A lot of boxes on display	2

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Further comments were made by one respondent: Eventbrite is difficult to use, expand the list of links, the list of topics is too brief, not used the website for a while, poor search function, site is uncomplicated, too generic, plain English needs to be used, website to work with the district and boroughs.

The 70 respondents who said they had not previously used the webpage were asked why they had not visited or used the website. Figure 7 shows that the most common response was "Have had no need to" (50%, n=35).

Figure 7: responses to "why respondents had not previously used the website" percentage of total responses

- Didn't know there was one
- Have had no need to
- Not Answered
- Other
- Prefer to call
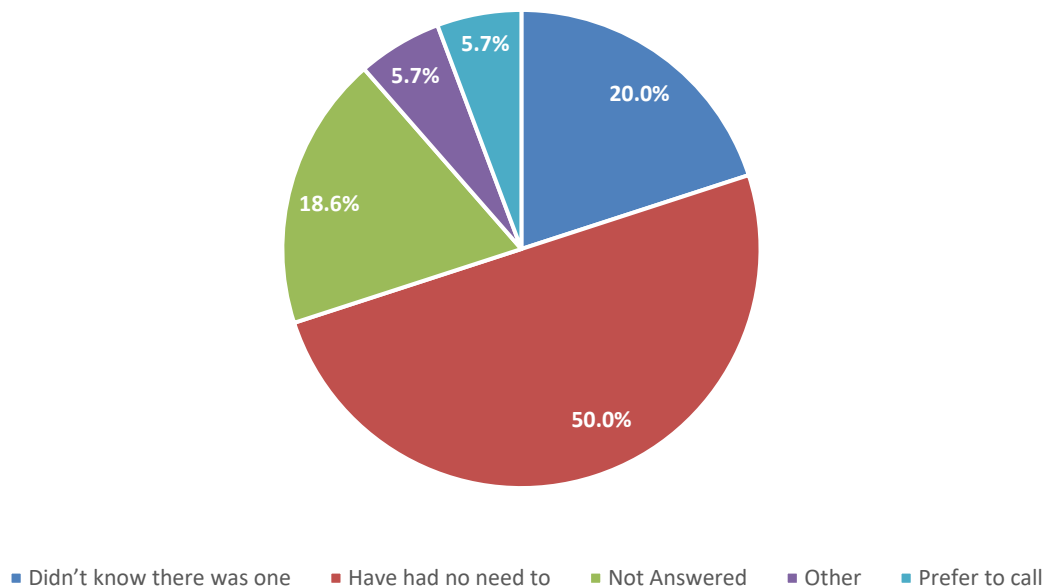
A total of 7 respondents answered other, the themes of these responses are shown below in table 6.

Table 6: Themes of other responses to "why respondents had not previously used the website"

Theme/ description	Number of responses
Only use local district and borough website	4
Do not use the internet	2
Prefer to speak with someone	1

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The next section of the survey sought to understand what respondents thought were important items to have on WCC's website homepage. The first question in this section asked respondents how important it was to have certain items on the homepage. Almost all respondents thought it was very important or important to have links to pages relevant to why they came to the website (93.5%, n=333) and a search tool (93.0%, n= 331).

Figure 8: responses to "what items are important to have on the homepage" total responses
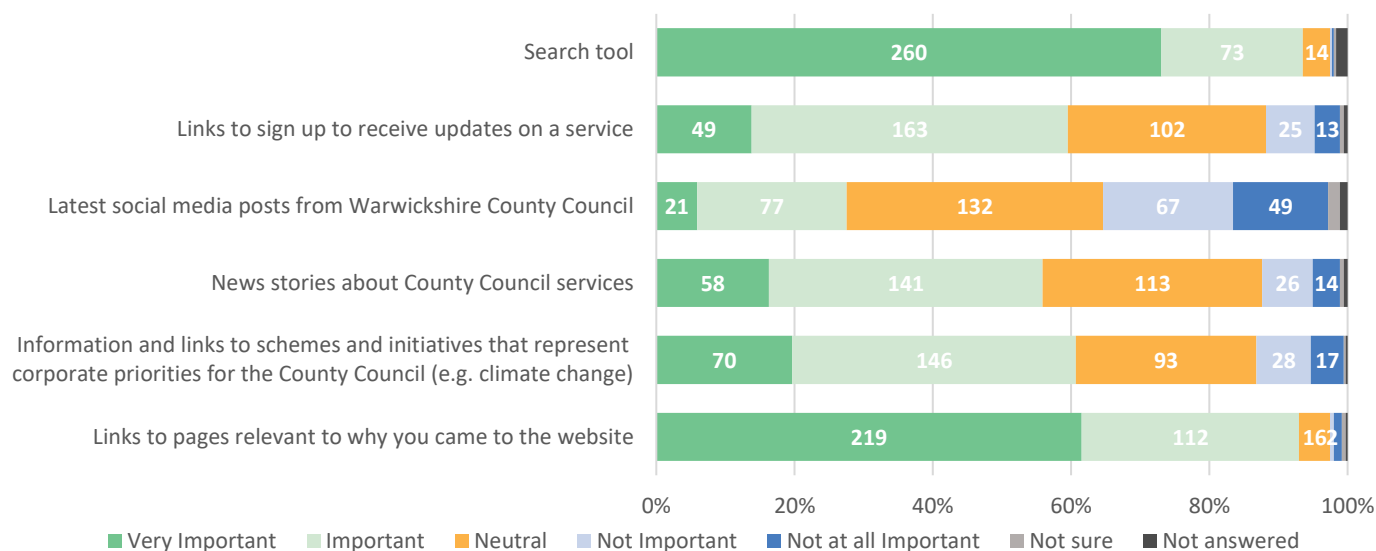
Respondents were asked if there were any other features they would like to see available on the homepage. A total of 85 respondents answered this question some giving more than one idea. The themes of these responses are shown below in table 7.

Table 7: Themes of other responses to "other features respondents would like to see available on the homepage"

Theme/ description	Number of responses
Contact phone numbers	11
Help to understand who is responsible for what	9
Links to topics of interest	8
List of available services	6
Improved search feature	5
Accessibility services more obvious	4
Calendar of upcoming events/ meetings	4
Links to district and borough councils	4
General updates from WCC	4
Large print option	3
Climate and Energy information	2
Cost of living assistance	2
Drop down menus	2
Large print option	2
Map of Warwickshire	2
News of the day	2

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Ensure all information on there is up to date	2
Page for activities and groups	2
Council spending breakdowns	2

Themes mentioned by one only respondent included information on benefits, chat box, comparison of services provided in different areas within Warwickshire, customer satisfaction for each service area, design consistency, divide page into business and residential use, doctor & dentist information, help for safeguarding and homelessness, funding options, help button, how communications will be dealt with, index, journey planner, key messages, language conversion, latest changes, link for waste collections, links to minutes, mental health support, more for senior residents, new building project information, noise nuisance under report it, use of plain English, options shown too diverse, weekly cartoon and volunteering opportunities.

4.4 Respondents views on the current homepage

Respondents were then asked a series of questions on the current homepage which required them to view/open the home page of the Warwickshire County Council website (Figure 9). Respondents were initially asked what device they were using to access the homepage. All respondents answered the question. A total of 44.4% (n=158) respondents advised they were using a desktop or laptop computer to access the webpage. A small number of respondents 1.7% (n=6) answered 'other' saying they used both a computer and a mobile to access the webpage.

Figure 9: responses to "what device are you using to access the homepage" percentage of total responses
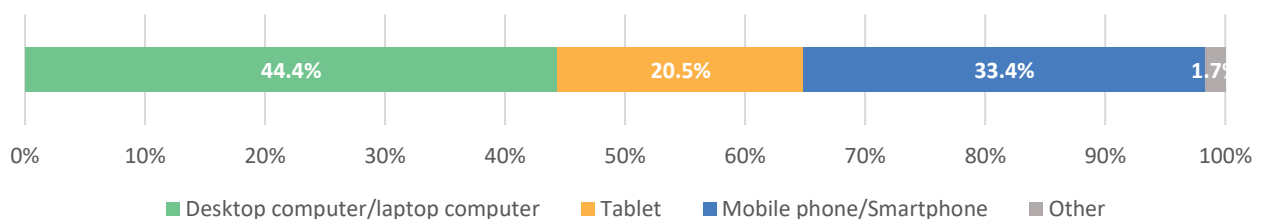
The next question asked respondents if they agreed or disagreed with the following statements:

- The homepage looks interesting and informative
- The homepage content is relevant to me
- I would be able to find what I am looking for on the homepage
- The information I may need is immediately visible on the homepage
- It is easy to find out what the Council is doing from the homepage
- There is too much information on the homepage

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- I needed to scroll/ move a long way down the page to find the content relevant to me

Figure 10 shows the responses received. Respondents were asked if they had any comments regarding the responses to these statements; table 6 shows the themes mentioned.

Figure 10: Responses to statements on current homepage - number and percentage of responses
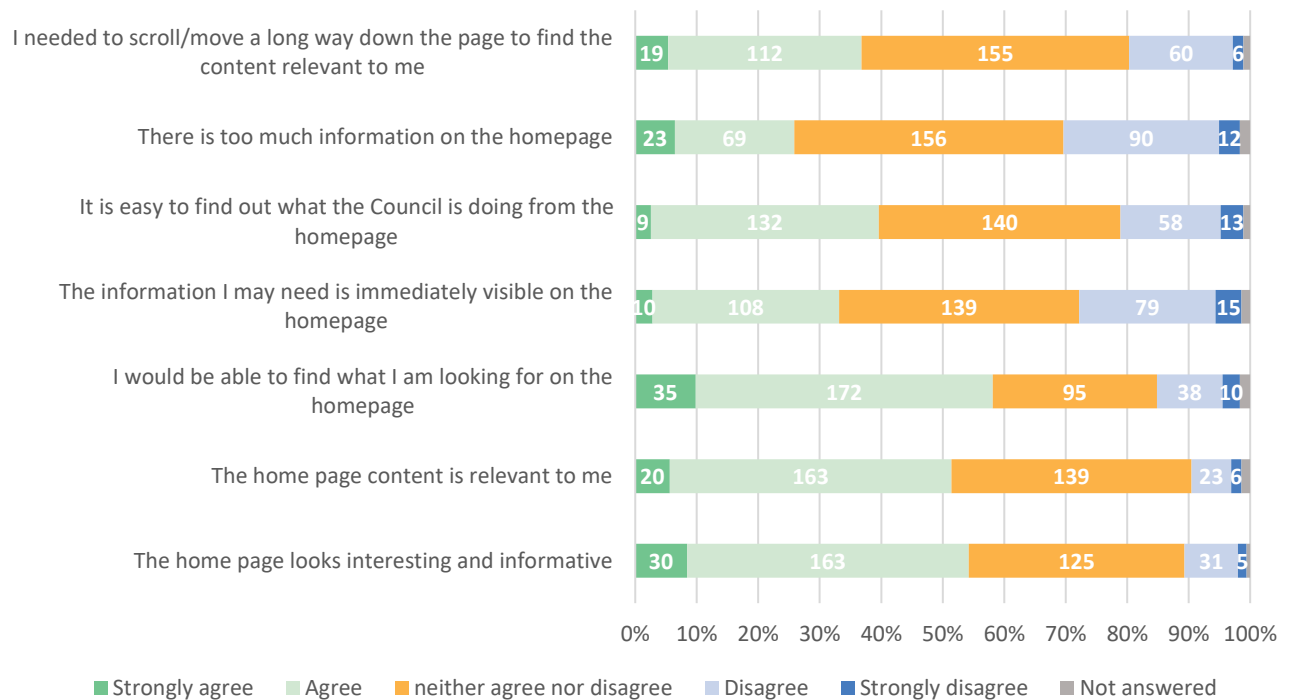
A total of 35 respondents added further comments when answering this question. Table 8 shows the themes of their responses.

Table 8: Themes of other responses to the statements

Theme/ description	Number of responses
There is a lot of information	11
The website is familiar and works well	3
No further comments to make	3
The options are not always obvious	3
When viewing on a phone unaware could scroll down further	3
It is a very long page to scroll through	2
The search function is very important	2

Themes mentioned by only one respondent were: A-Z table useful, cannot quickly reject cookies, should include covid information, current categories cover most of the services, highlight current issues, like the webpage, link to the services should be higher on the page, links do not always work, webpage looks old fashioned, it is not visually interesting, rarely use

it, tiles should be smaller, standardised website across all councils, districts and boroughs, transport reports.

Respondents were next asked to think about the existing sections and what order they should be shown on the homepage to make it easier for the user. Respondents were asked to select the items from 1-6 with 1 being the first on the homepage and number 6 being at the bottom of the homepage. Figure 11 shows that the majority of respondents (81.7%, n=291) thought the search bar/tool should remain at the top of the home page. In addition, the majority of respondents thought that news stories and WCC tweets should remain at the bottom of the website (55.9%, n=199) or in 5th position (19.9%, n=71). For the other sections there was less agreement although an indication that respondents preferred 'Quick links to key activities' and ''Tiles' with links to sections of the website on main services', nearer the top of the homepage than they currently are.

Figure 11 Order respondents choose for sections to appear on the home page where 1 is top and 6 is bottom
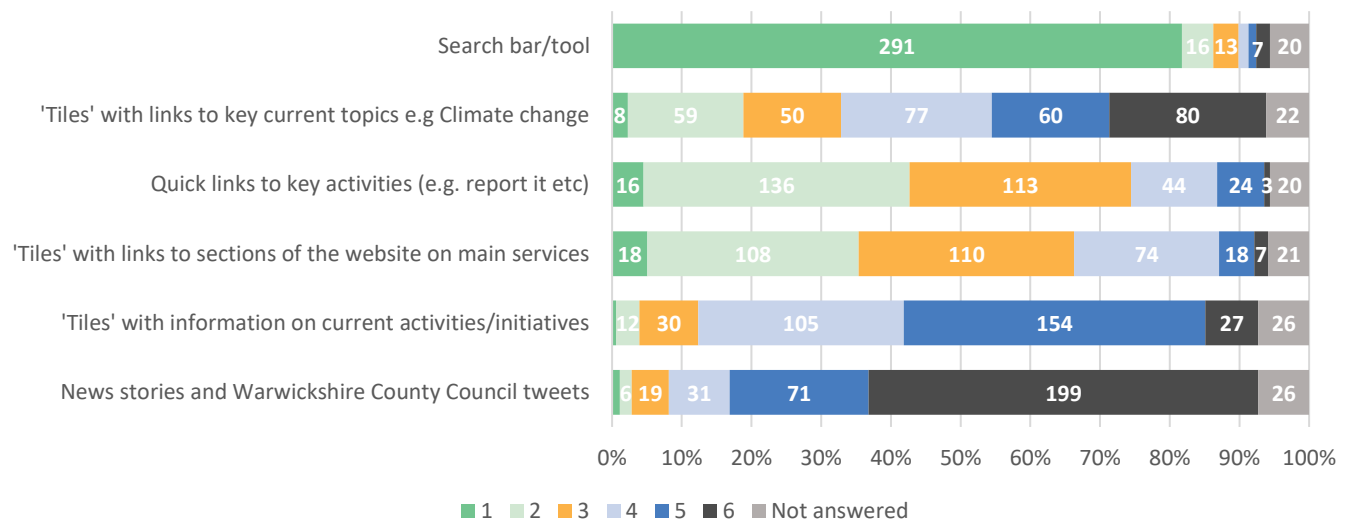
The next questions asked respondents to select those items that they thought aren't needed on the homepage. Respondents could select all options that applied. Figure 12 shows the percentage of respondents that selected each item as not needed. The item with the highest proportion of respondents suggesting it isn't needed was 'News stories and Warwickshire County Council tweets' (46.1%, n=164). Table 9 shows themes of comments that were provided in relation to this question.

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Figure 12: responses to "select those items that you think aren't needed on the homepage" percentage of responses

Search bar/tool — 20, 5.6%
'Tiles' with links to key current topics e.g Climate change — 90, 25.3%
Quick links to key activities (e.g. report it etc) — 26, 7.3%
'Tiles' with links to sections of the website on main services — 22, 6.2%
'Tiles' with information on current activities/initiatives — 65, 18.3%
News stories and Warwickshire County Council tweets — 164, 46.1%
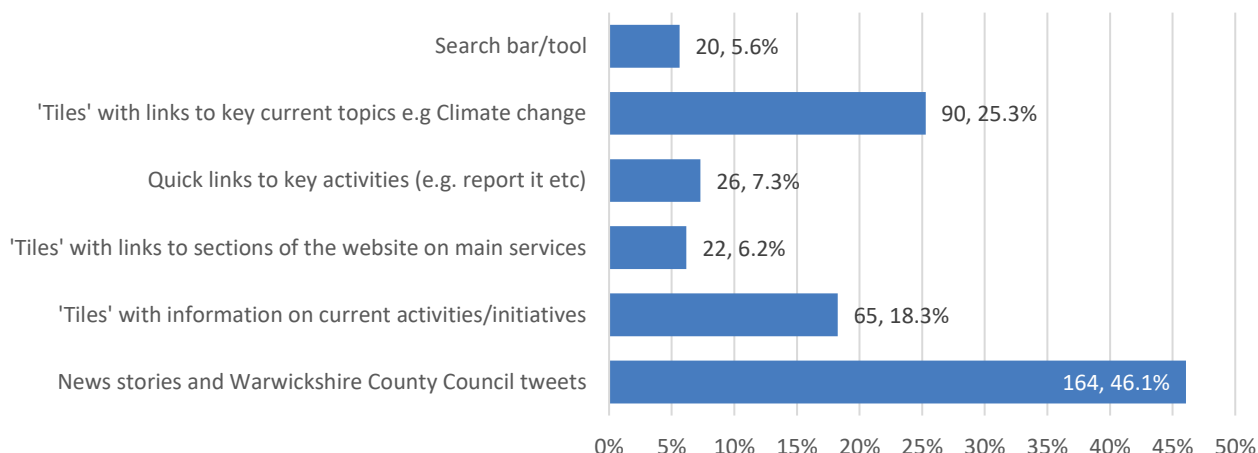
Table 9: Themes of responses to "select those items that you think aren't needed on the homepage"

Theme/ description	Number of responses
All are needed	26
No need for tweets	12
More sections needed	7
Too much information	7
Less tiles more quick links	3

Themes mentioned by only one respondent included: order of website could be changed, check the access logs and see what is being used, improve drop down menu, duplication of some tiles, page doesn't look as though it continues down, search bar more prominent, side to side scroll for phone use, take expert advice to design homepage.

4.5 Using the current homepage

The next section of the survey asked respondents to complete a task on the Warwickshire County Council website. Respondents were asked to find out how to renew a book from the library from the homepage and asked which out of a list of options they had used to find out how to renew a library book. Figure 13 shows that 32.3% (n= 115) of respondents used the search bar at the top of the page to find out how to renew a book from the library, followed by 27.5% (n=98) who used the libraries and leisure tile in the main navigation area. A-Z of services was used by the lowest proportion of respondents (3.9%, n=14).

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Figure 13: responses to "how respondents found out how to renew a book from the library" percentage of responses

Legend:
- Search bar at the top of the page
- The Libraries and leisure tile in the main navigation area
- Apply/renew box
- A-Z of services
- Other
- Not Answered

Bar values: 32.3% | 28.0% | 25.4% | 4.0% | 4.6% | 5.7%
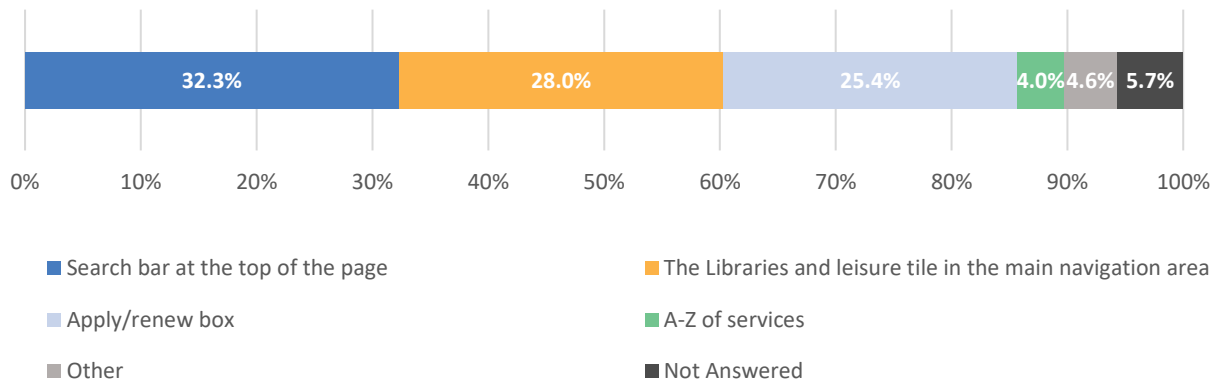
A total of 24 respondents responded other - themes of responses are shown in table 10 below. Of these the majority did not complete the task.

Table 10: other responses to "how respondents found out how to renew a book from the library"

Theme/ description	Number of responses
Did not complete the task	19
Scrolled down the page	3
Renew box needs to be alphabetical	1
Via google search	1

Respondents were asked how easy or difficult it was to find out how to renew a library book. A total of 60.4% of respondents said they found it very easy or easy (Figure 14).

Figure 14: responses to 'how easy respondents were able to find out how to renew a library book' percentage of responses

Bar values: 25.8% | 34.6% | 27.0% | 4.2% | 7.3%

Legend: Very easy | Easy | Average | Difficult | Very difficult | Not Answered

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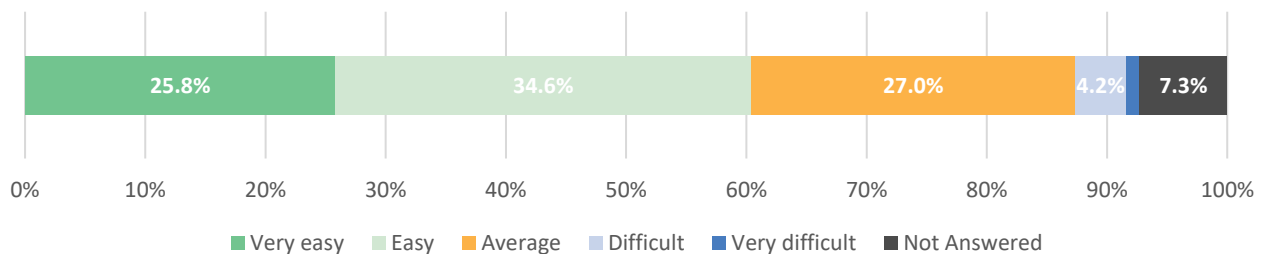
Respondents were shown this statement:

"When our communities interact with us in any way, we want to ensure a dedicated, inclusive and accessible service allowing our communities to feel safe and supported."

Respondents were then asked if they have any concerns that any aspects of the design or structure of the homepage would hinder WCC from achieving this goal. Figure 15 shows the results; just over two-thirds of respondents answered 'No'.

Figure 15: responses to "does the design or structure of the WCC homepage hinder us in providing a dedicated, inclusive and accessible service" percentage of responses
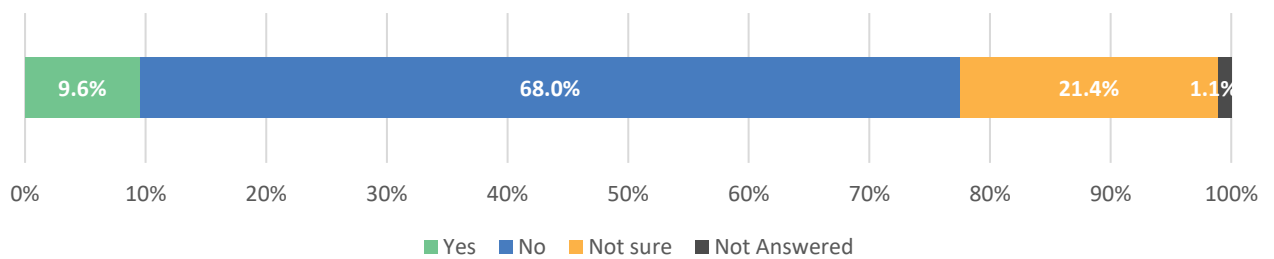
Respondents were asked to explain their response further if they had responded 'Yes'. There were a total of 49 answers, these have been themed and are presented in Table 11.

Table 11: Themes of other responses to "does the design or structure of the WCC homepage hinder us in providing a dedicated, inclusive and accessible service"

Theme/ description	Number of responses
Label accessibility options	7
Too busy	7
Version in a different language	6
Older residents are underrepresented	3
Do not feel able to answer	3
Version for those with poor sight	3
Good visual content	3
Careful use of words/ plain English	2
Contact details	2
Easy to use	2
Too many graphics	2

A total of only one respondent provided the following responses: can be overwhelming to use, enlarged screen makes it difficult to scroll, larger icons needed, lighthouse test was 100%, links

don't always work, not accessible, ReachDeck[1], represent all district and boroughs, unsure if suitable for those with dyslexia, too diverse, use WAVE programme, unsure of suitability on phone and there is too much scrolling needed.

4.8 Further comments and future participation

Respondents were asked if they had any further comments to make about Warwickshire County Council's website homepage. A total of 81 respondents made a comment. These have been themed and are presented in Table 12.

Table 12: Themes of responses to "any further comments the respondents had to make on WCC's homepage"

Theme/ description	Number of responses	Example quotations for illustration
Good informative site	10	"You are you doing very well it's a good informative site useful and easy" "I've always found it very useful and is my first point of call for certain things eg bin collections, libraries, housing planning etc."
Make more concise	10	"some of the listed options are too long and could be sub divided" "more concise, tricky to find all of the information"
Easy layout/ User friendly	9	"I find the website homepage reasonably well structured and easy to use" "I found the page to be clear, specific, relevant and easy to access"
Difficult to find information	5	"I do consider all the information to be available to everyone sometimes it just takes a little while to find it" "WCC website is a cumbersome, unfriendly and frustrating website to use"
Visually very busy	5	"The homepage is far too busy and overwhelming. I felt exhausted and defeated just looking at it. Perhaps the council should put less on it about themselves and make sure there is better access to the services section" "Its a bit busy and a lot to take in"
Links to local district and boroughs	5	"Links to local councils would be useful or a section on responsibility of county v local council so you know where to go for what."

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[1] ReachDeck is a tool to improve accessibility and readability of online content

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		"I am always confused between what Warwick CC are responsible for and what Warwick District Council are responsible for....maybe a link to WDC for the areas they cover"
Like the vibrant colours	4	"The colours stand out so all good there" "Bright, informative and easy to use. I can't add much as I don't use the website much but haven't had any difficulty using it when I've needed to"
Display phone numbers	3	"Phone numbers needed too"
No issues	3	"I have no problem with the current page and it's usefulness"
Improved search link	3	"strip it back to some basics with a good search function and links to the key points and topical issues"
Needs improvement	2	"Its awful"

Themes mentioned by only one respondent include: an acknowledgement message when you submit a report is needed, any changes will be positive, arrow to indicate there is more to the page, provide assistance to those new to the internet, back button, content across website is more important than the homepage, didn't know it existed, do UX research, encourage further reading, found out about things I didn't know existed, group more under quick links, it is improving, very large span of services, modernisation needed, more explanations on links, more prominence for the north, no need for news/ social media updates, plain English needed, priority is to complete task, ReachDeck is great, services provided have decreased, standardised across councils, take expert advice, this is not a priority, only use the district and borough webpage, very slow, no need to survey on this, will begin to use, change priority of tiles, designed without asking customers.

The final question asked respondents if they would be interested in being involved in any future testing of the website/ homepage. Respondents were advised we would pick a random sample of those who answered 'Yes'; 62.9% (n=224) respondents said they would be interested.

Figure 16: responses to "would respondents be interested in being involved in any future testing of the website/ homepage" percentage of responses

62.9% Yes   35.4% No   1.7% Not Answered
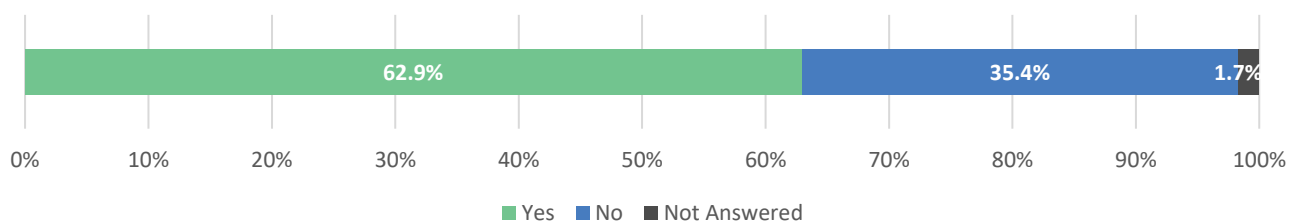
Appendix 1 – Levelling Up Survey

Copy of survey (the text and space available to comment was much larger on the survey but for the purpose of this report has been reduced):

Overview

The Warwickshire County Council website exists to provide Warwickshire residents with information and access to council services. With such a wide range of services, enabling residents to easily find the information they need or complete online tasks is a challenge.

When people are unsuccessful in using the website, it wastes their time, may prevent them from accessing council services and may use additional staff time in responding to enquiries made by phone, email or mail.

For many people, the WCC homepage is the starting point for their engagement with the WCC website. As such, it plays an important role in helping customers to navigate the website and also represents an opportunity to shape their perceptions of the council and what we do.

We are currently redesigning Warwickshire County Council's website homepage to ensure that it meets the needs of Warwickshire residents. The main goal will be to improve customer experience by making sure it offers people the best start in finding what they're looking for as well as presenting a clear overview of what the council does.

We are keen to capture the views of all residents who have registered with Voice of Warwickshire to ensure we have a representative view. All those completing the survey will be entered into a prize draw to win a £50 Love to Shop voucher.

This is a short survey and should take around 10 minutes to complete.

Why your views matter

The aim of the following survey is to better understand how residents use the WCC homepage and what their needs of it are. This relates to what customers use the website for as a whole and what their preferences are for navigating the site.

We are aware that the experiences and likely preferences of people using the website will be influenced by things like the type of device they are using to access it and their familiarity with the website. We therefore ask questions about these things in order to give context to your other answers.

Other questions relate to what you feel should appear on the homepage and in what order. We know that, especially on mobiles, it is helpful for the most important elements on the page to be nearer the top so that the customer can see them as soon as the page loads and doesn't need to scroll in order to find them.

On the basis of the results of this survey, together with other data reflecting how customers use the WCC website homepage, the page will be redesigned to better reflect the needs and preferences of Warwickshire residents.

Your use of Warwickshire County Council's website

The following questions are about your previous use of Warwickshire County Council's website (www.warwickshire.gov.uk).
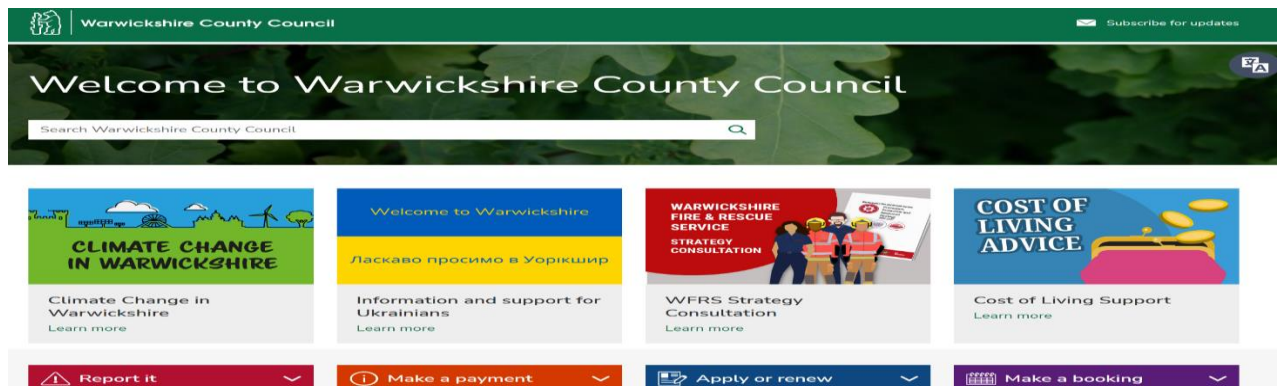
Have you previously visited/ used Warwickshire County Councils website www.warwickshire.gov.uk ? (If you visited it for the first time when thinking about this survey please don't count this.)

- ☐ Yes
- ☐ No
- ☐ Not sure

When you have previously visited Warwickshire County Councils website, have you usually:

- ☐ Accessed the website via the home page
- ☐ Gone directly to the page(s) you are interested in by a link provided
- ☐ Unsure
- ☐ Other (please specify below)

Why have you previously visited Warwickshire County Councils website?

- ☐ To complete a specific task (eg pay parking fine)
- ☐ To find an answer to a specific question
- ☐ To browse services provided by Warwickshire County Council
- ☐ To read about the latest Council initiatives
- ☐ To read the latest Council news
- ☐ Other (please specify below)

How easy was it to find the information you were looking for?

- ☐ Very easy
- ☐ Easy
- ☐ Average
- ☐ Difficult
- ☐ Very difficult

What was your overall impression of Warwickshire County Councils website?

- ☐ Very good
- ☐ Good
- ☐ Neutral
- ☐ Poor
- ☐ Very poor

If you would like to provide more detail on your response please comment here

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Why have you not visited/ used Warwickshire County Councils website?

- ☐ Have had no need to
- ☐ Didn't know there was one
- ☐ Unsure how to use
- ☐ Prefer to call
- ☐ Prefer to attend a local office
- ☐ Other (please specify below)

Warwickshire County Council's website homepage: general questions

We would now like to understand your views on Warwickshire County Council's website homepage. It doesn't matter if you haven't visited Warwickshire County Council's website before.

What is a homepage?

How important do you think the following items are to have on Warwickshire County Councils website homepage?

	Very important	Important	Neutral	Not important	Not at all important	Not sure
Links to pages relevant to why you came to the website						
Information and links to schemes and initiatives that represent corporate priorities for the County Council (e.g. climate change)						
News stories about County Council services						
Latest social media posts from Warwickshire County Council						
Links to sign up to receive updates on a service						
Search tool						

Are there any other features you would like to see on Warwickshire County Councils website homepage? Please specify below.

Warwickshire County Council's website homepage: your views on the current homepage

We will now ask you a series of questions on the current homepage which will require you to view/open the home page of the Warwickshire County Council website (warwickshire.gov.uk).

What type pf device are you using to view the homepage?

- ☐ Desktop computer/ laptop computer
- ☐ Tablet
- ☐ Mobile phone/ Smartphone
- ☐ Other (please state below)

To what extent do you agree or disagree with the following statements:

	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree
The homepage looks interesting and informative					
The home page content is relevant to me					
I would be able to find what I am looking for on the homepage					
The information I may need is immediately visible on the homepage					
It is easy to find out what the council is doing from the homepage					
There is too much information on the homepage					
I needed to scroll/ move a long way down the page to find the content relevant to me					

If you have any comments regarding the above responses please add them here:

Currently the homepage has the following sections:

- Search bar/tool

- 'Tiles' with links to key current topics e.g. Climate change

- Quick links to key activities (e.g. report it etc)

- 'Tiles' with links to sections of the website on main services

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- 'Tiles' with information on current activities/initiatives

- News stories and Warwickshire County Council tweets

Thinking generally about the existing sections what order would you want them to be on the page to make it easier for you? Please select 1-6 with the item you think should be at the top number 1 and the one you think should be at the bottom number 6.

Search bar

Tiles with links to key current topics

Quick links to key activities

Tiles with links to sections of the websites main pages

Tiles with information on current activities/ initiatives

News stories and WCC tweets

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Please add any comments regarding your choice

Using the current homepage

We would now like you to have a go at using the home page to carry out a quick task. Before answering the next question, please visit www.warwickshire.gov.uk and find out how to renew a library book from the homepage.

Which of the following did you use to find out how to renew a library book?

- ☐ Search bar at the top of the page
- ☐ Apply/ renew box
- ☐ The libraries and leisure tile in the main navigation area
- ☐ A-Z services
- ☐ Other (please state)

How easy or difficult was it to find out how to renew a library book?

- ☐ Very easy
- ☐ Easy
- ☐ Average
- ☐ Difficult
- ☐ Very difficult

Equality and inclusion

When our communities interact with us in any way, we want to ensure a dedicated, inclusive and accessible service allowing our communities to feel safe and supported.

Do you have concerns that any aspect of the design or structure of the homepage may hinder us achieving this goal?

- ☐ Yes
- ☐ No
- ☐ Not sure

If yes please explain why

Further comments and future participation

Please use this space to add any further comments you have about the Warwickshire County Council website homepage.

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Please indicate if you would be interested in being involved in any future testing of new versions of Warwickshire County Councils website homepage. (We will randomly select a sample of respondents answering yes to help with our future testing if required).

☐   Yes
☐   No

Thank you for taking the time to share your views.