

CITY VOICE REVIEW

REVIEW

We have recently completed a review of the City Voice – looking at ways to improve both its usefulness for services who submit the questions as well as the experience of those who are on the panel.

The review was undertaken between December 2021 and March 2022 by a subgroup of the Community Empowerment Group. Engagement with wider stakeholders including panel members and the Youth Council was also undertaken.

The review considered three main areas of investigation:

- Effectiveness of having a citizens panel
- Survey participation and response rates
- Communicating impact on decision-making

Here we briefly summarise the findings of the review.

A full copy of the review report can be found [here](#).

KEY RECOMMENDATIONS

Citizens Panel

- Refresh the existing panel now and every 3-5 years, with ongoing recruitment
- Targeted recruitment to address under-represented groups now and on-going
- Registered email addresses to validate respondents as panelists
- Information about other characteristics of the panel should be requested to help us understand differences between groups and identify issues that require a more targeted response

Survey Participation

- Surveys should be kept short and take no longer than 15 minutes
- Flexible approach to the number of surveys required based on questions received from partners
- Forward planning to help cut down the production timeline
- A user panel to help develop good surveys
- Reminders issued to encourage completion
- Encourage digital participation with option for paper surveys
- Prize draw incentives to encourage participation

Communicating Impact

- More timely reporting of results
- Modernise communications strategy
- Improved information on how responses are used
- Testing of a translation service for City Voice and other accessible communication formats available on request
- Signpost to further opportunities to get involved

FIRST STEPS

Our first step following the review will be to carry out a 're-fresh' of the panel. This will include contacting all of our current panelists to ask if they still want to be on the panel, followed by a recruitment exercise to encourage new people onto the panel. This is planned for April and May 2022, with the aim of putting out a questionnaire in the summer of 2022.