

## **CITIZENS' PANEL SURVEY: CULTURE AND LEISURE ISSUES**

### **Why this topic area –**

During 2005 a great deal of general survey work was undertaken using a variety of tools, techniques and approaches to consultation which looked at attitudes towards and satisfaction with Walsall Council and the services that we currently provide. As well as looking at the overall perceptions of Walsall Council, attitudes towards individual service provision was also examined including (amongst others) areas such as cultural and leisure activities, sports and leisure, parks and open spaces, refuse collection, recycling and waste management.

Taking account of the focus of previous surveys which have already looked at some of these areas in detail, it was agreed that it would be beneficial for the citizens' panel to look at cultural and leisure activities in more detail as we have previously not done this before. This will support our understanding of current issues facing these services and allow greater understanding of attitudes and perceptions towards them across the borough.

### **What the focus is -**

For the purpose of this survey, it was decided that the main focus should be:

- Exploring in more detail, general views of the cultural and leisure services provided by the council
- How successfully these services communicate with residents, both users and non users
- Libraries, museums, galleries, theatres, concert halls and community arts

This will use a mixture of open-ended and choice based questions, rated against a sliding scale.

### **What the focus is not on -**

During 2005 extensive survey work was undertaken on parks and open spaces and sports and leisure activities. It is therefore proposed that these are not covered in the citizens' panel culture and leisure survey as this would duplicate existing work recently undertaken:

Parks and Open spaces survey – August 2005  
Walsall Physical Activity and Sport non-user survey 2005.

### **General approach / structure of the survey -**

- General introduction and welcome to the survey and survey topic area
- Helpful hints for completing the questionnaire
- Survey sections – General, Libraries, museums/gallery, concert halls/theatres, community arts
- Each section to have a brief introduction about the services on offer

- **Suggestion - repeat same questions for each of the identified areas**  
**Draft**

**Walsall Borough Citizens' Panel  
Culture and Leisure Questionnaire**

If you have not already done so, please read the accompanying letter about this, the new and enlarged Walsall Borough Citizens' Panel survey. When you have completed the form, please return it to BMG Research in the envelope provided, by **DATE**.

In this questionnaire, we are focussing on your views on ....

**(Need to insert paragraph on culture & leisure)**

All the information you provide will be kept entirely confidential. It will only be used to ensure that the services Walsall Council provides meet the needs of all people living in the area. We will report back to you on the main findings from the survey, but your own views and opinions will not be passed on to anyone else.

Please complete this questionnaire by ticking the appropriate box(es) for each question and return your completed questionnaire in the prepaid envelope provided by **DATE**

If you have any questions or queries about the Walsall Borough Citizens' Panel or this questionnaire, please contact Sarah Baillie of BMG Research on 0121 333 6006 or e-mail [Sarah.Baillie@bmgresearch.co.uk](mailto:Sarah.Baillie@bmgresearch.co.uk) or Andrew Mellors, Senior Policy Officer with Walsall Council on 01922 653520 or e-mail [mellorsa@walsall.gov.uk](mailto:mellorsa@walsall.gov.uk).

**HELPFUL HINTS FOR COMPLETING THIS QUESTIONNAIRE**

The survey should be completed by the member of your household who is a member of the Walsall Borough Citizens' Panel.

Please read through the whole questionnaire before answering any questions, as this will give you a feel for what is being asked overall.

Most questions will only require you to respond by ticking the appropriate box(es), although in some instances you may be asked to write a few words or place a score out of a hundred in a box. Please read all instructions carefully.

All responses will be kept by BMG Research in a way that protects your confidentiality. In reporting to the council, BMG Research will not link any questions back to individual respondents. Please return the completed questionnaire to BMG Research by **DATE** using the prepaid envelope supplied.

Should you require assistance in completing the survey or need a replacement copy of this form, please call Sarah Baillie on telephone 0121 333 6006 or e-mail at [Sarah.Baillie@bmgresearch.co.uk](mailto:Sarah.Baillie@bmgresearch.co.uk) who will be able to provide further assistance.

## **Section One: General**

(General Introduction about culture and leisure services) ...

In this section, we would first like to ask you a few questions about ...

### **<SUGGESTED ISSUES TO COVER>**

- Ambivalence to the services provided – those who use the services, rate them highly. Those who don't use them do not have a strong or good opinion of the services. Need to investigate this further
- What does the council provide in the way of cultural and leisure services and what is the understanding of the services that we provide; awareness of facilities
- What parts of the service people use and how often
- Want to know what people care about / are interested in
- How do we connect with people who don't know about what is on offer or don't want to know
- Why do people want to use / not use the service
- How and when do they want to use the services on offer
- Need to focus on communication – getting the message across; where do people get information from; what is the best way of communicating events / activities / services

### **<POSSIBLE QUESTIONS>**

## **Section Two - Libraries**

In this section, we would like to explore in more detail your views on some of the services that Libraries currently provide.

### **<SUGGESTED ISSUES TO COVER>**

- Central library celebrating 100 years centenary – awareness raising of events – how things have changed in the last 100 years
- Understanding of what is on offer – what is a library ;what do they do; facilities can access, what is free of charge
- Access to information
- Choice/variety of books
- Library as a brand name
- Test understanding of a library
- Opening times- are they convenient?
- Ideas – years out of date?
- Fines / charges
- Combining libraries with other services – what would you want them to be?

- Also include section on **Local History Centre**
- Awareness of the centre and what it does; possible use of the centre
- Combining shop front / archive functions - what would people want to see in operation
- 'Walsall experience' - visitor attraction – genealogy

<POSSIBLE QUESTIONS>

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**Section Three – Musuems & Galleries**

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In this section, we would like to explore in more detail your views on musuems and galleries...

<SUGGESTED ISSUES TO COVER>

- Opening times? access
- What would make you go? What would create interest
- Everything in Walsall – explore issue of whether connect to this?
- Why should we visit a museum in Walsall or local gallery
- How far would you travel
- What would draw you in
- What would be the hook
- Touring exhibitions
- What would make you come back

<POSSIBLE QUESTIONS>

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**Section Four – Concert Halls & Theatres**

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In this section, we would like to explore in more detail your views on concert halls...

<SUGGESTED ISSUES TO COVER>

- Is this associated with Walsall?
- What do people think about when discussing this?
- Are people aware of any in Walsall? Do they go elsewhere
- Everything in Walsall – explore issue of whether connect to this?
- How far would you travel
- What would draw you in
- What would be the hook
- What would make you come back

<POSSIBLE QUESTIONS>

## **Section Five – Community Art Projects**

In this section, we would like to explore in more detail your views on community arts projects....

### **<SUGGESTED ISSUES TO COVER>**

- Are people aware of community based arts/local work/street based theatre?
- In own area?
- What does it mean to people?
- Is this associated with Walsall council
- Have been involved with any / seen any?
- What do people think about when discussing this?
- Is it seen as an attraction?
  
- Also include section on **Forest Arts Centre**
- Have you heard of it / aware of it
- Would you want to go
- What would make you go
- What would make you go back

### **<POSSIBLE QUESTIONS>**

**Thank you for taking part in this survey.**

If you have any queries, please contact Sarah Baillie on telephone 0121 333 6006 or email [Sarah.Baillie@bmgresearch.co.uk](mailto:Sarah.Baillie@bmgresearch.co.uk)

Please return the questionnaire in the reply paid envelope to BMG, 7 Holt Court North, Heneage Street West, Aston Science Park, Birmingham, B7 4AX

**Please post your questionnaire by xxxxx 2005**