

## CONNEXIONS CFBT WHOLE SERVICE SURVEY

### SURVEY DATE

31<sup>st</sup> March 2008 – 4<sup>th</sup> April 2008

### OBJECTIVE

To obtain feedback from young people who access CfBT Connexions services within Education and Community settings.

### METHOD

Two questionnaires were designed and approved by 5 young people. One questionnaire was designed to obtain feedback from community clients and the other for education clients. All Personal Advisers were issued with the relevant questionnaire via their Community Coordinator or Education Lead. Personal Advisers were recommended to identify one day during the week beginning 31<sup>st</sup> March to complete the questionnaires with young people at the end of interviews. Once completed the questionnaires were forwarded to Sophie Hunt at the Oxford office.

### RESULTS

150 clients completed the Education Survey across all Oxfordshire schools

78 clients completed the Community Survey; of those clients 55 indicated their local office:

Connexions Office	Number of young people
Oxford	34
Banbury	7
Bicester	2
Didcot	3
Witney	2
Abingdon	7

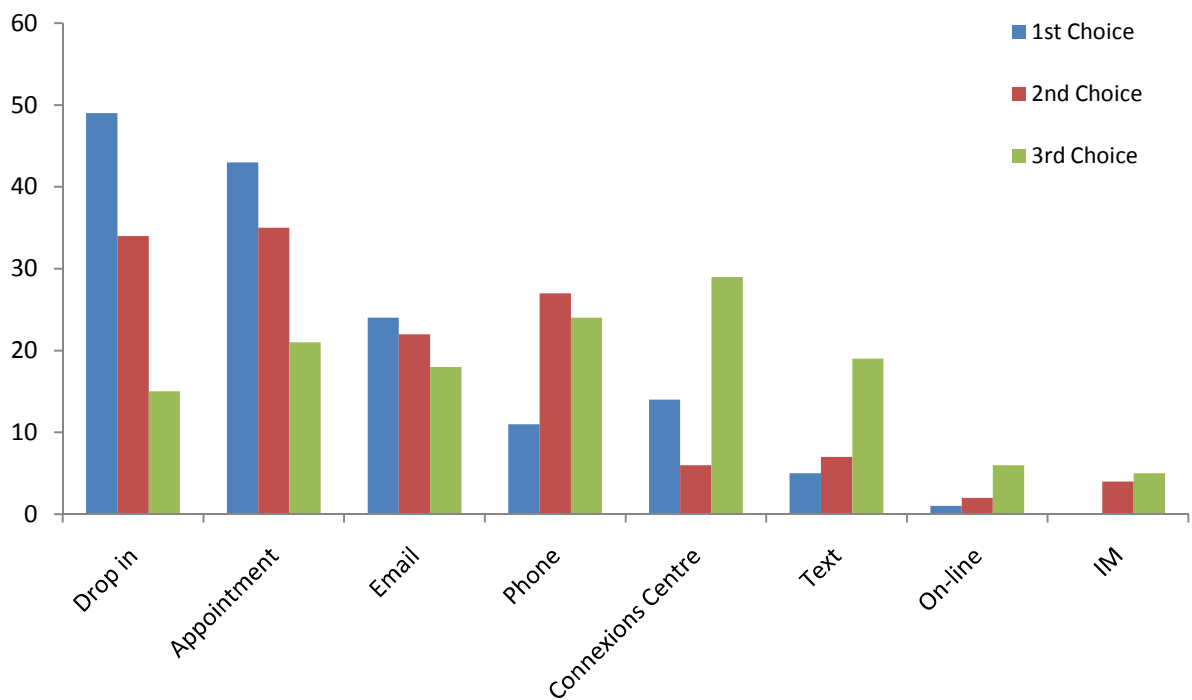
### SUMMARY OF RESPONSES

#### EDUCATION

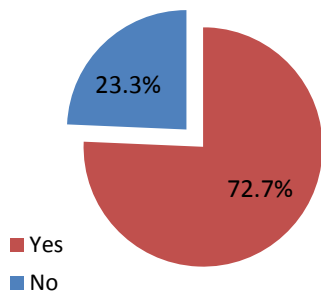
##### How would you like to contact the Connexions service?

Young people were asked to rank their 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice of method. Ranking results 1=first choice, 4=not chosen, therefore lowest average rank is most popular choice.

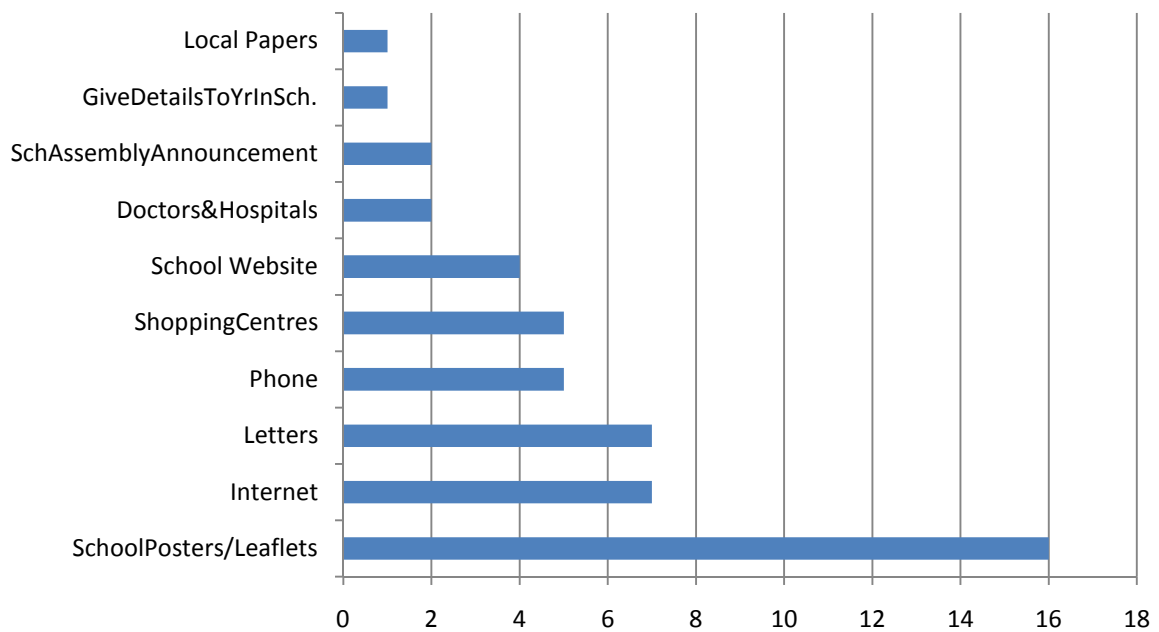
	Average Rank	1st Choice	2nd Choice	3rd Choice	% of People
Face to Face Drop in	2.5	49	34	15	65.3%
Face to Face Appointment	2.5	43	35	21	66.0%
Email	3.1	24	22	18	42.7%
Phone	3.3	11	27	24	41.3%
Connexions Centre	3.4	14	6	29	32.7%
Text Message	3.7	5	7	19	20.7%
On-line with Advisor	3.9	1	2	6	6.0%
Instant Messaging	3.9	0	4	5	6.0%



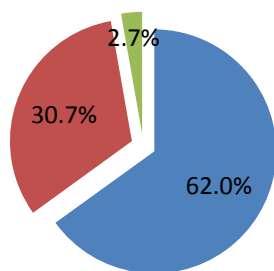
**Do you know where your local Connexions centre is in town?**



For the 23.3% of people who did not know where the centre was were then asked for the best way to advertise. Their responses were:



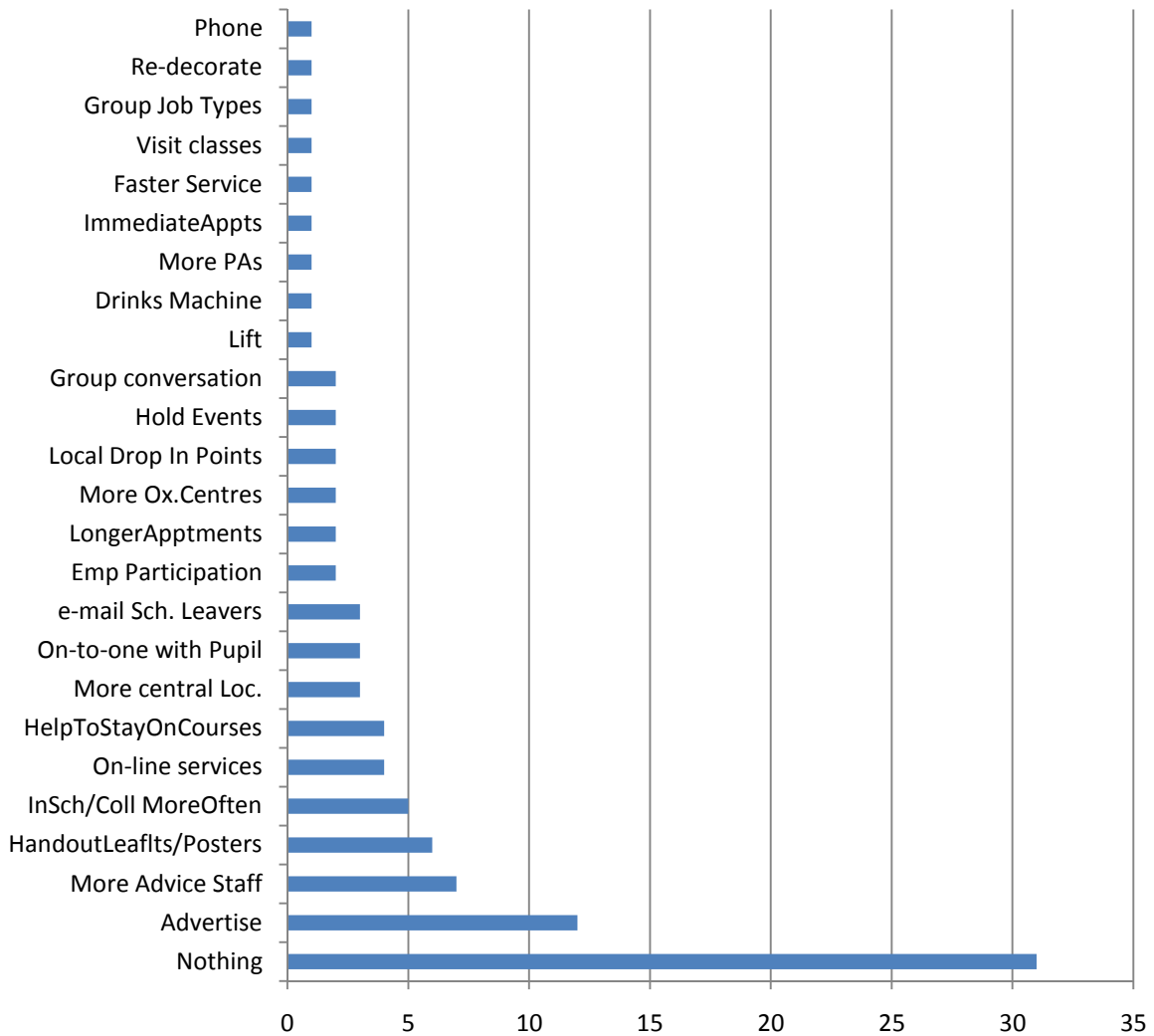
**Has the help you received today helped you decide your next steps?**



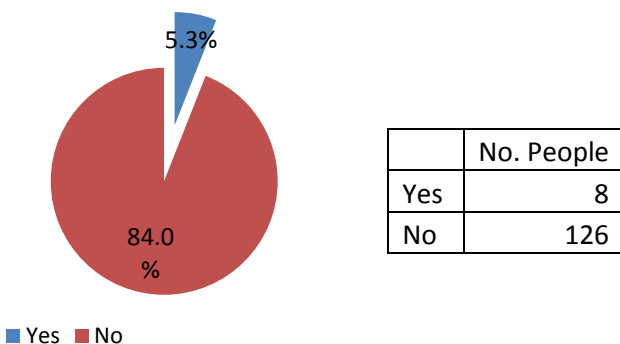
■ Yes definitely ■ Yes a little ■ Not at all

**What would you do to improve the Connexions Service?**

In order to not restrict responses the young people were asked an open question. The responses were then grouped into key themes at data inputting stage. 99 young people gave responses to this question, with 31% saying that there was 'nothing' that could be done to improve the service. Suggestions for improvements included:



**Would you like to have more of a say about the way that Connexions is run?**

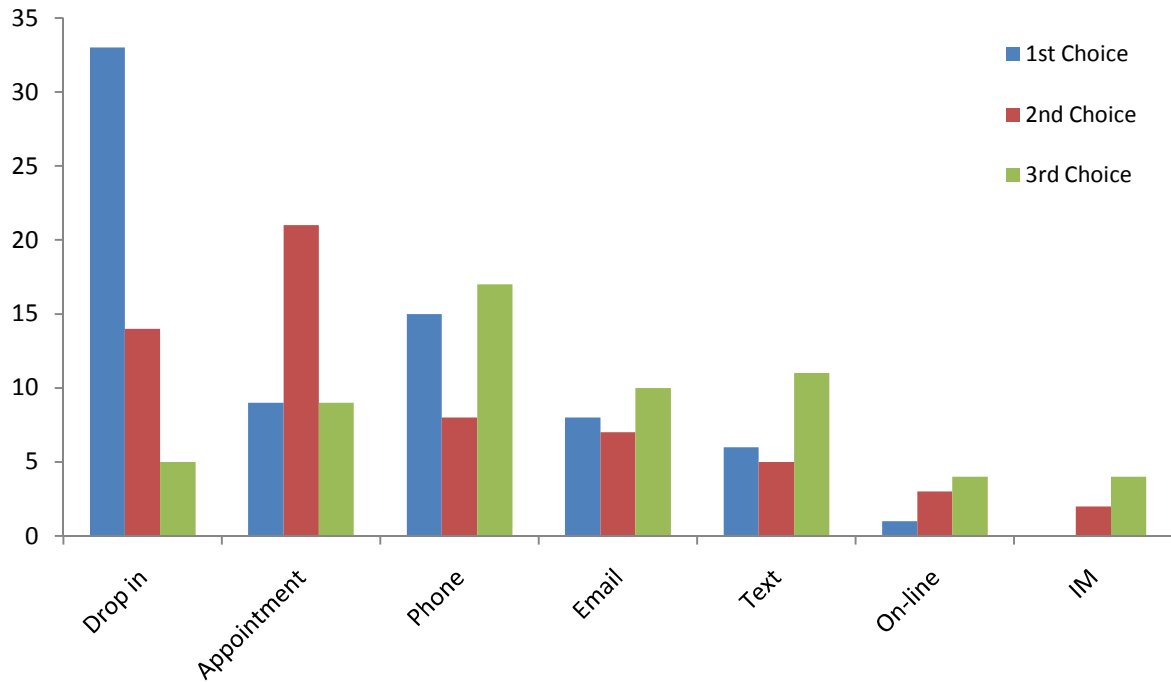


**COMMUNITY**

**How would you like to contact the Connexions service?**

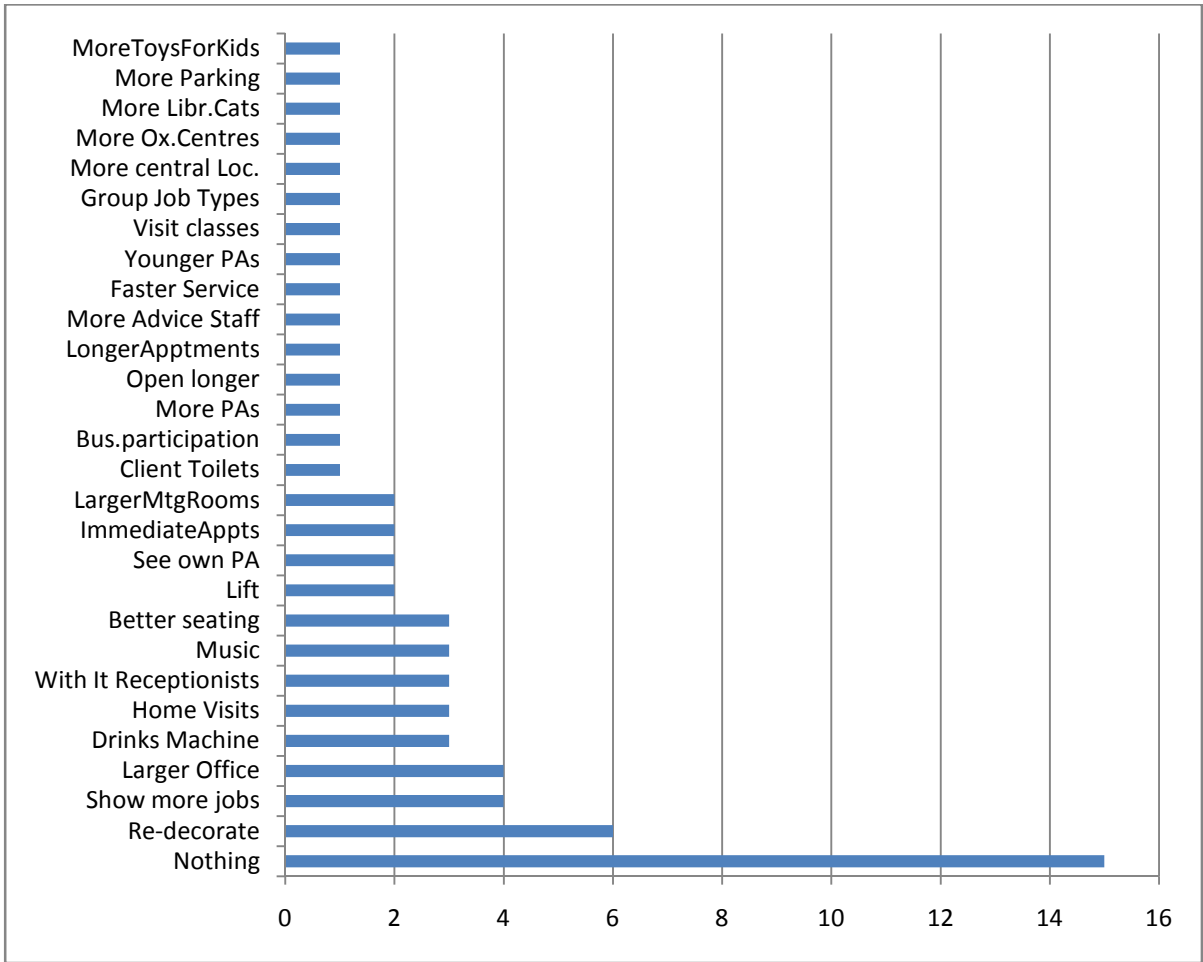
Young people were asked to rank their 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice or method. Ranking results 1=first choice, 4=not chosen, therefore lowest average rank is most popular choice.

	Average Rank	1st Choice	2nd Choice	3rd Choice	% of People
Face to Face Drop in	2.3	33	14	5	66.7%
Face to Face Appointment	3.0	9	21	9	50.0%
Phone	3.0	15	8	17	51.3%
Email	3.4	8	7	10	32.1%
Text Message	3.5	6	5	11	28.2%
On-line	3.8	1	3	4	10.3%
Instant Messaging	3.9	0	2	4	7.7%



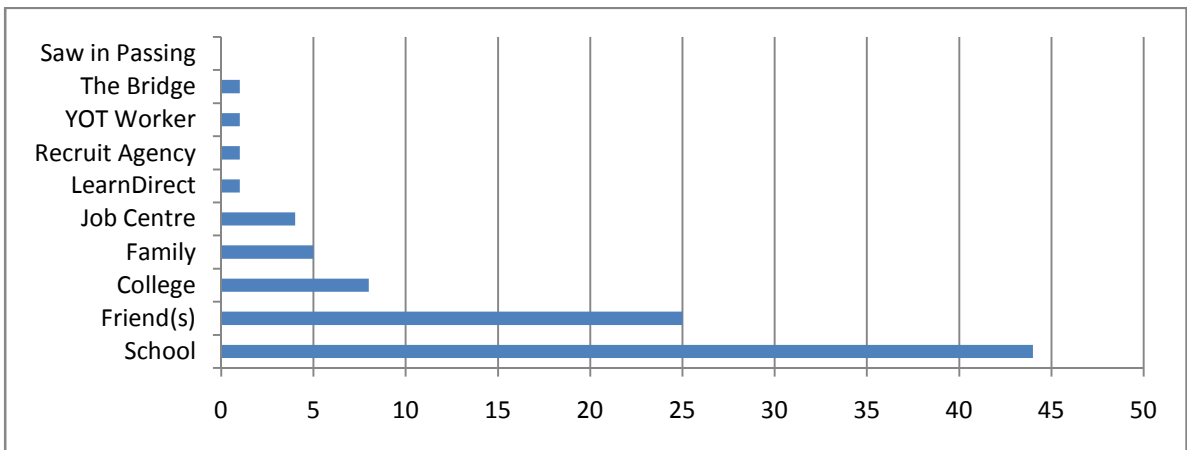
### What would you do to improve the Connexions centre?

In order to not restrict responses the young people were asked an open question. The responses were then grouped into key themes at data inputting stage. 67 young people gave responses to this question, with 22.4% saying that there was 'nothing' that could be done to improve the centre. Suggestions for improvements included:

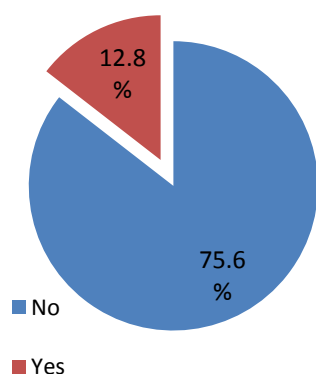


**How did you find out about this centre?**

In order to not restrict responses the young people were asked an open question. The responses were then grouped into key themes at data inputting stage.



### Would you like to have more of a say about the way that Connexions is run?



	No. People
No	59
Yes	10

## DISCUSSION – KEY POINTS

### General

74.1% of young people across both education and community settings chose face to face drop in as one of their top 3 preferred contact methods. 66.7% for face to face appointments and 47.4% for email, the least popular method chosen was instant messaging.

Contact Method across education and community	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice	%
Face to Face Drop in	82	48	39	74.1
Face to Face Appointment	52	56	44	66.7
Email	39	30	39	47.4
Telephone	19	34	37	39.5
Connexions Centre	20	11	17	21.1
Text Message	6	10	11	11.8
Adviser On-line	1	4	6	4.8
Instant Messaging	0	4	4	3.5
Other Details	0	0	0	0.0

27.7% of young people across Schools, Colleges and Community centre's stated they would do nothing to change the Connexions centre's or service they receive.

8.9% (18 young people) surveyed would like to have more of a say about the way that Connexions is run, the majority of these were community clients.

### Education

72.7% of young people knew where to find their local Connexions Centre in town. Of those that did not know where to find their centre, they thought the best way to advertise would be to have more posters and leaflets in schools.

The majority of young people surveyed (62%) said that the help they had received from their Connexions Personal Adviser on the day had definitely helped them to decide their next steps. 30.7% of young people surveyed in school said the Connexions Personal Adviser had 'helped a little' and 2.7% said 'not at all' (4 young people).

20.7% of education clients surveyed said they would do 'nothing' to improve the Connexions service. The top 3 ranked suggestions to improve the service included:

Top 3 responses	Number of young people	%
Advertise	12	8.0%
More Advice Staff	7	4.7%
Handout Leaflets/Posters	6	4.0%

### Community

The most popular contact method chosen by young people across all offices was face to face drop in, followed by face to face appointments. As 34 out of 78 community client responses were from the Oxford office this indicates that these are the best ways to meet the needs of young people at this location. Phone, email and text methods of communication featured highly (28-51%) as contact method choices, only 4 young people (7.7%) preferred instant messenger as a form of communication. 64 young people gave e-mail addresses as contact details.

19.2% of community clients surveyed said they would do 'nothing' to improve the Connexions service. The top 5 ranked suggestions to improve the service included

Suggestions	Number of young people
Re-decorate	6
Show more jobs	4
Larger office	4
Drinks machine	3
Home visits	3

The majority of Community clients found out about the Connexions Centre through their Schools (56.4%) which may suggest good dialogue between the young people and their Personal Adviser's on where they could receive support when they leave school. The second largest method was through friends, followed by college and family. No young people surveyed entered the centre's as they saw it in passing.

## RECOMMENDATIONS – ACTION POINTS

**Initial response one** – On the 13<sup>th</sup> May 2008 a youth participation event involving young people, the manager's and trustees will take place at the Gloucester Green Centre, Oxford. The young people invited to this event will decide the best suggestion from education and community clients from a short list (166 suggestions were made altogether). The winning suggestions will receive a £20 voucher. The young people with the winning suggestions will be contacted and the suggestions posted on the new 'Your Service, Your Say' notice board in the relevant office ensuring the young people are aware of what changes have been made based on their views. A summary sheet of findings and actions will also be put on each notice board.

**Initial response two** - The 18 young people who indicated they would like to have more of a say about the way that Connexions is run were all sent invitations to the youth participation event on the 13<sup>th</sup> May 2008 and will be contacted directly via telephone. During this event they will find out how they can join the Young Person's Advisory Panel and how to get involved in interview panels etc. They will also have the chance to meet the Oxford City Involving Young People's Worker to find out how they can join Oxfordshire County Council forums and groups, such as the Divisional Young People's Forum and the UKYP.

**Initial response three** – As email was in the top three most preferred contact methods across education and community, the 64 email addresses obtained will be added to the database in order for effective client follow-up and tracking.

**Initial response four** – Individual survey responses can be accessed via the name of School or office (where indicated on the survey) therefore individual Personal Adviser's can follow-up suggestions pertinent to their location.

**Initial response five** – The survey highlights that School Personal Advisors are the most successful method of communicating to young people where to access Connexions support when they leave school furthermore the majority of young people surveyed in the community found out about their local Connexions centre when they were in school. Improved advertising was the most popular suggestion from the young people who did not know where their local centre was. Education Leads will ensure all Education Personal Advisers are supplied with posters and leaflets with maps (if applicable) to give to all young people in year 11.

## ACKNOWLEDGMENTS

Thank you to all young people for completing the survey with their Personal Advisor's, to Oxford reception staff (Dee Campbell and Shirley Williams) for inputting the data and Kirsten Wright - SimplicIT Ltd for help with analysis!

Sophie Hunt – Community Coordinator, Oxford