

Survey

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00:11:14

RB – Rowland Bareham

RB: Just imagine if you will, just for one moment, you are actually a fly on a wall and where you are ... you are in a meeting room somewhere in central London and what you see there is a long wooden table, and there's bottles of water, there's glasses through the table. There's lots of people and papers bound together, that thick, and that meeting is a Trustee Full Board Meeting and we usually have ... and we've got, I believe, three Trustees here today. We've got Marlene and Caroline and David. Can you all make yourselves known to everyone? Just ... thank you David, Caroline and Marlene.

Okay then, you're a fly on this wall at this Trustee Full Board Meeting and if you were a fly you could hear ... **maybe you would hear one of the Trustees typically ask: what do the Beneficiaries think of this? Or what do the Beneficiaries think of that?**

Okay then, you're still a fly on the wall but now you're in a different location, in a different meeting room. You are now at an NAC meeting. There will be NAC members around the table, there's Nick Dobrik, the Chair, giving them an update and they're going through the agenda and you the fly on the wall get an understanding that, although the NAC members themselves are Beneficiaries and they know Beneficiaries, they perhaps don't know a lot of the Beneficiaries. They perhaps don't know the overseas ones. They don't know those who are more isolated, they don't know those who don't come to events like this.

Now you, **this mythical fly on the wall at this NAC meeting, feel an NAC member saying: I wonder, what do the Beneficiaries think of this? Or what do the Beneficiaries think of that?**

Okay, you're still a fly on the wall and now you find yourself in Cambridgeshire, you find yourself at the Trust offices in St Neots and if you can imagine the view out of the window is of rolling green Cambridge countryside. And ... well, just get the imagination going ... **and the staff and the Directors are on the phone to Beneficiaries all day long but you know what? Although they talk to Beneficiaries they don't always get a clear idea of ... well, what do the Beneficiaries think of this? Or what do the Beneficiaries think of that?**

Okay, you're not a fly on the wall. But what I wanted to just try to illustrate there is that question does arise from the Trustees, from the NAC members and from the staff. What do the Beneficiaries think of this? Or what do they think of that?

Surveys. This is what the point of this talk is all about; the survey. We want to find out what you think about the Trust through a survey. Now, we've all encountered surveys in our time, even when you go for a meal in one of the restaurant chains like Prezzo or Pizza Express or Café Rouge. And I've experienced the waitress telling me on the till, you get a receipt number and if you go online answer some questions in the form

of a survey. Things like: what did you think about the food today? Would you recommend the restaurant to someone else? And, if you used the toilet facilities, were they up to standard? Questions like that. And that's an example of a survey. And I always get feedback questionnaires at training events and workshops, a bit like today, you're going to get a feedback survey. Another example of a survey is one I got in the post from a car manufacturer. I got a new car this year and that manufacturer sent me a questionnaire to find out why did I buy that particular car from that particular manufacturer. So it's a pattern. We're kind of used to surveys coming from organisations we're using who are using it to find out what you think of them.

So how do I feel when I actually get a survey in my hand? I survey like this one that I developed with NAC members and Trustees? I wonder how you feel when you get a survey in your hand. Are you one of those people who, with a survey, do nothing with it? You actually never, ever answer a survey? Or are you one of those other people who answer every survey that comes your way? I think that's a very rare person indeed. But I think the way I feel about a survey is, when I get one in my hand, I kind of decide to myself, "Is it worthwhile?" Because there are a lot of surveys I don't do because I don't think it's worthwhile.

Now I would like to suggest to you, when you do get the survey that is coming out to you in the New Year, I want you to ask yourself, do you think its worthwhile doing this survey? I'm rather hoping you will find the answer yes because there are Trustees, there are NAC members and there is staff always asking to themselves, I wonder what the Beneficiary thinks of this? Or what the Beneficiary thinks of that?

And so I think, if ... when you do get this, please think is it worthwhile and I'm hoping that you find the answer is yes.

Okay then, so the purpose of the survey, as I said, is to inform the Trustees, the NAC members and the staff. Now, to describe the brief mechanics of the survey. It's going to come to you from the Trust offices and it's going to be posted to you from the Trust offices and you will also have an opportunity to do the survey online. Your name and address, email address and contact details, will not be released by the Trust or anybody.

But there is a company called Marketing Means who is being commissioned to help with the survey and the mechanics of it is when you get the survey, you fill it out, you send it not back to the Trust, you send it back to this company called Marketing Means. That means that the Trust will not get the survey forms back so that means you can anonymously anything you want, truthfully please, anything you want – how you feel about the Trust in answer to the various questions on the survey.

Now, this company Marketing Means will take the survey, they will code the survey for the answers and then we also have one of our Beneficiaries, he's a social researcher, and his name is Graham Kelly and he's actually going to analyse these survey questionnaires. And then, after all of that, this will be summarised for the staff, the NAC members and the Trustees. And so that's the purpose of this survey and that's how it's going to work.

Rest assured, the purpose of the survey is to find out what you think and to be able to do it anonymously so the staff, the NAC members or the Trustees will never know who said what. And I think that's very important.

And the last thing is, your personal data is being protected because marketing means it's just simply getting the responses back from you.

Okay then, so that's the Beneficiary feedback survey. Any questions?

F1: How long is it going to be?

RB: Okay then. How long is it going to be? You should be able to do it over a cup of tea because it's no longer than five sides. So it's not very long and you should be able to do it over a cup of tea.

Is there any more questions?

M1: Yes. Hello. It's a simple question. How much will the survey cost?

RB: Yes. The cost of the survey the quotations I've had from the company Marketing Means is about £1,700 including VAT. So that equates to approximately just over £4 per Beneficiary and I think that's actually money well-worth spending in order to get the information and answer the questions that the Trustees, the NAC members and the staff have that are currently being unanswered.

Any other questions?

F2: We're not due another Firefly at the same time, are we Rowland?

RB: No. I do recognise you can get survey fatigue and I know you've done the Firefly and it was really impressive that we got a 74% response from that and I'm hoping we're going to get that too. The timing of the survey was deliberately so we did not coincide with the Firefly so you won't be fatigued out with surveys.

END OF RECORDING