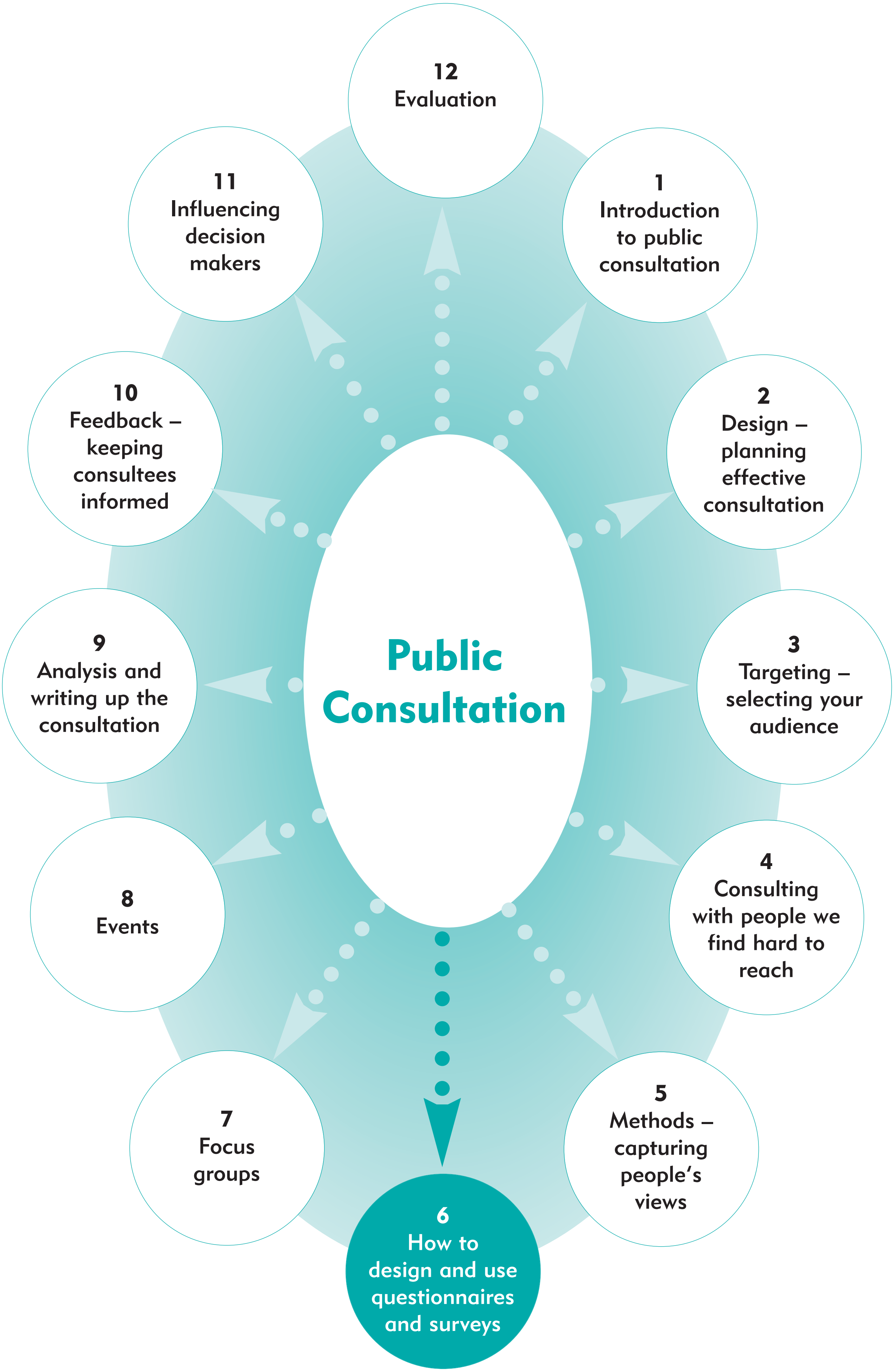
Nottinghamshire County Council

Consultation in Nottinghamshire
How to design and use questionnaires

guide **6**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Introduction

Questionnaires are the workhorses of consultation. They allow local people to tell the County Council their views in a structured and direct way. Most consultations will use some form of questionnaire – they can be as simple as one or two questions on a letter or a more in depth survey dealing with a range of issues including attitudes, behaviour, lifestyle, decisions, needs and wants.

The use of questionnaires in consultation is different to market research – in general responses in consultations will be attributable and feedback given. Although in market research similar techniques are used, its objectives are inherently different. Market researchers are under no obligation to survey everyone, to tell anyone what they are doing or why, or to provide any public feedback on their results.

However the techniques used by professional market researchers provide a firm basis for best practice when drawing up consultation questionnaires.

Defining the questions

Specifying exactly what information is to be collected is key to devising a successful questionnaire.

Think about the target audiences, as questions may need to deal with the concerns of those directly affected by the issue as well as those indirectly affected. A whole population questionnaire will have to address this variety of viewpoints on the same questionnaire. When a targeted sample is being surveyed, questions can be more tailored.
There are three factors to consider when devising the content of a questionnaire:

- ➔ relevance – does the subject of the question provide information related to the consultation?
- ➔ clarity – can the question be misinterpreted or is it ambiguous?
- ➔ appropriateness – does the respondent have the necessary information to answer the question? How articulate is the respondent likely to be? Does the question rely on memory – 'do you recall?'

Whenever you are unsure of a question refer to the consultation aims and objectives. Avoid the temptation to ask questions because it would be 'interesting to know'.

Audience

Questionnaires can be for a whole population (a census) or a sample.

Whole population – this is where an entire audience is surveyed and is most common. On project specific consultations – for example on a traffic management scheme – everyone living within a certain distance from it would usually be consulted.

Sample – this is where just a part of the potential consultation audience is surveyed. This may typically be used for county-wide consultations where it is too impractical or expensive to send a questionnaire and consultation document to all residents. There may also be occasions where time constraints mean that a sample has to be used. On project specific consultations, the views of a particular group might also be of relevance – for example in a consultation on changes to a library, the views of users might also be sought through an in-library or outside library survey. It is usually important that the sample consulted is generally representative of the population as a whole.

Accessiblity

Bear in mind that some members of the target audience may be visually impaired, deaf, have learning disabilities, or do not have English as their first language.

Questionnaire types

There are four main methods of delivering questionnaires:

1. postal
2. online
3. telephone
4. face-to-face

Questionnaires can be interviewer-led or available for self-completion. Self completion questionnaires reduce the control that can be exercised over who responds and this can make the views received unrepresentative of those of the audience as a whole.

Self-completion questionnaires often give a stronger indication of the views of high-interest participants – over-representing people who have strong views (both for and against). This doesn't necessarily invalidate the results but care must be taken to avoid assuming that any self-completion questionnaire captures the views of a whole audience rather than the respondents.

Interviewer led questionnaires offer tighter control over who is selected to respond, can ask more complicated questions and can therefore lead to more accurate results and deeper insight. However, they are more costly and time consuming than self-completion surveys and the reliability of the results depends on the quality and consistency of the interviewers.

Table 1: Questionnaire types at a glance

	Whole population	Sample	Interviewer led	Self completion
Postal	✔	✔	✘	✔
Online	✔	✘	✘	✔
Telephone	✘	✔	✔	✘
Face-to-face	✘	✔	✔	✘

Postal

Postal surveys are relatively straightforward and cost effective as they deliver the questions required direct to the intended respondents.

Response rates between 5% and 20% are typical, but can be increased by offering incentives or through reminders.

The three most commonly cited reasons for the poor response to postal surveys are: their length, overuse and the 'fatigue' that this generates. Targeted postal surveys may reduce the general impact and 'fatigue' and are relatively inexpensive to organise. The Council should be able to organise the mail out of postal surveys using the electoral register, but there is still a major cost of the postage. However, hand delivery by Council or other staff can reduce this cost and is particularly suitable for small local consultations.

On-line

Websites are a passive medium and while potentially accessible to the majority of any population in reality they tend to attract younger and more economically active people. Unless the consultation is on a topic of particular interest, the numbers completing on-line surveys tends to be small. However, these groups also tend to be less easily reached by other survey methods, so an online survey can still produce useful results.

On-line surveys are also particularly useful for obtaining the views of council staff. Many have access to a computer and are a 'captive audience' at work.

Unless the Council has large numbers of e-mail addresses on-line questionnaires are poor for sampling, but responses may still reveal information that is useful and the cost of such surveys is low. Response rates can be boosted through advertising on-line questionnaires through traditional media such as newsletters.

Simple electronic versions of printed surveys – usually a pdf or word file – should be avoided. But this method is useful for making available large print or minority language versions where they can be printed off and sent back to the consultor. The availability of on-line large print versions (and when used alternate community language versions) may be advertised on the paper version.

On-line questionnaires are most effective when they are in interactive format, allowing the respondent to complete it on-line and where inapplicable questions can be filtered out as a respondent completes the questionnaire.

Access to email addresses with which to contact potential respondents is usually the limiting factor in generating a high level of response. On-line surveys need to be given publicity through other media.

On-line questionnaires are more vulnerable to being skewed by interest group campaigns and this is often cited as a reason to not carry out consultation on-line. However, well managed relationships with such groups (including 'the opposition' to proposed initiatives) should help to minimise any campaign. The existence of an organised on-line campaign is in itself one indication of the strength of public feeling on the issue under discussion.

Telephone
Telephone interviews allow questions to be asked speedily and under close supervision and can use a tightly controlled sample that is drawn from the target audience. Market researchers often use computer aided telephone interviewing (CATI) to ensure consistency and accuracy of the data records. Telephone surveys offer a cost effective means of sampling a large population in a controlled and scientific manner[1].

If there is to be voice recording of an interview, respondents must be informed about this at the beginning of the interview.

Face-to-face
Face-to-face interviews usually involve selecting a carefully controlled sample of the target audience and visiting them in their own homes. Face-to-face interviews allow more complex issues to be explored and the use of visual aids.

Face-to-face interviews can also be used for smaller consultations – for example changes to a local facility – where there is a clearly defined local population in the surrounding area and it is feasible to visit them all. They can also be conducted on-street with interviewers selecting a sample or inviting passers-by to respond.

If there is to be any recording, monitoring or observation during an interview, respondents must be informed about this both at recruitment and at the beginning of the interview.

Combining survey techniques

Each survey method has its own merits and market research best practice emphasises that in any research strategy it is desirable to use several methods to gain a broader perspective of a target audience.

The advantages and disadvantages of each response method can be balanced by using complementary approaches. Because of the different strengths and weaknesses and their different audience appeal, the responses to different methods should never be combined. They should be reported separately.

[1] Telephone surveys cost around £2,500 for 500 completed calls.

Questionnaire format

Give your questionnaire a title that is short and meaningful to the audience. A questionnaire with a title and clear purpose is generally perceived to be more credible than one without and is more likely to be completed.

Another way to make a questionnaire interesting is to provide variety in the type of questions used. Varying the question format will also prevent respondents from falling into a pattern of answers (such as answering every question with option b).

There are two main types of questions:

- ➔ open – where space is given for the respondents to answer in their own way
- ➔ closed – where questions are followed by structured responses (for example simple YES or NO tick boxes or multiple choice answers).

Open questions reveal more information than closed, but are more difficult to interpret and tabulate.

Both open and closed questions can be used in conjunction with each other to provide additional information, to pinpoint particular difficulties and to aid the interpretation of responses.

The Market Research Society has identified four major issues that are known to have a negative impact on the quality of data collected and respondents' attitudes towards events. These are:

1. excessive length of questions
2. repetitive questions
3. insufficient opportunity for respondents to comment
4. excessive personal information sections.

Question sequence and layout
Wherever possible, a questionnaire should follow a natural flow, reflecting a train of thought, a logical conversation or a chronology of events, depending on the subject matter.

The order of questions will have an effect on the answers that are given. This is easier to control in a face-to-face setting but with self completion questionnaires it is not possible to change the order of questions, so extra care needs to be taken. People tend to look at the first few questions before deciding whether to complete the questionnaire. So interesting questions should come first, along with the most important issues, so even partially completed questionnaires may still contain important information.

Personal and intrusive questions should be avoided (and this has implications for equal opportunities monitoring).

Wherever possible, space should be provided to allow respondents to enter their comments on any other issues not covered by the questionnaire. This encourages respondents to feel that their views are valued and it provides a useful guide to aspects of the topic not adequately covered in the questionnaire.

Answers to closed questions
The order in which closed answers are presented will affect how people respond. Just as it is important to vary the format of questions to avoid a pattern of answers, multiple-choice answers should also be varied (for example high to low followed by low to high) to avoid people falling into a pattern of answers.

The possible responses to closed questions should not overlap – for example the three answers 0 – 5, 5 – 10 and 10 or more will confuse. It is far clearer as 0 – 4, 5 –10 and 11 or more.

Closed questions should provide a broad range of answers to avoid accusations of bias or leading the response.

Most closed questions are in the form of an opposite scale – for example the question 'how helpful do you find the following…' might have five answers:

- very helpful
- helpful
- neither helpful nor unhelpful
- unhelpful
- very unhelpful

Alternatively the answers can 'force' respondents to one or other side of the debate by removing the 'neither option:

- very helpful
- helpful
- unhelpful
- very unhelpful

Using a scale with an even number of options also has the effect of shifting the results away from the middle, which can be helpful in a consultation that has no 'no change' option.

Closed question answers should include a 'don't know/no opinion' option and depending on the nature of the question a 'not applicable' option to avoid forcing people to answer randomly. This is particularly important when the question only involves a yes/no answer. Avoid 'no response' options as abstainers may simply elect not to answer the question offering little useful information.

Question wording tips

- Ensure the instructions are clear.
- Keep instructions with the questions they apply to.
- Use simple and direct language.
- Do not use uncommon words or long sentences.
- Avoid using biased or potentially loaded words. People will feel that the questionnaire is forcing them to answer in a particular way and this is likely to reduce the response (and adversely affect the reputation of the Council).
- Avoid asking for estimates unless you want respondents to make generalisations.
- Ask short, specific, clear, questions about a single issue.
- Questions that contain multiple concepts should be avoided, for example 'are staff friendly and efficient?' Questions like these are more effective if split into two. Break down complex issues.
- Avoid double negatives – for example 'would you not use a non-smoking area'?
- The length of a questionnaire will determine the number of responses – so try to keep the number of questions down. Avoid duplication and unnecessary questions.
- On written questionnaires use a legible typeface (14 point san serif is recommended by the Royal National Institute of the Blind and is therefore good practice. Anything less than 12 point should be avoided).
- Space questions out. Leaving white space makes a written questionnaire easier on the eye and this increases the response.
- Ensure plenty of space for answers to open-ended questions.
- Print the return address on a written questionnaire itself (since questionnaires often get separated from the reply envelopes).
- Don't make assumptions, for example some of our customers are in single sex relationships, wheelchair users don't always consider themselves to be disabled, so phrase questions sensitively.

Questionnaire presentation

It is not sufficient just to produce and design a questionnaire – it will need to be part of a package including an envelope (and any reply paid envelope), covering letter and other consultation material.

Provide a well-written covering letter. It offers the best chance to persuade the respondent to complete the survey and it should contain clear instructions for completing and returning the questionnaire as a whole.

Letters should be addressed to either named recipients or unnamed recipients in the singular ('Dear resident' will gain a greater response than 'Dear residents' and letters should be worded accordingly).

Sampling

The reliability of a survey is determined by the strength of the sampling frame – the selection of subjects from the total population, the sample size, the margin of error, confidence level, overall population size and the percentage of the study preferring one option rather than another.

A sample of 1,000 would normally enable results to be predicted within roughly three percentage points.

Table 2: Sample size and margin of error for a study of 6,033 service users.

Margin of error	1	2	3	4	5	6	7	8	9	10
Sample required	3,748	1,727	909	547	362	256	190	147	116	95

The margin of error takes into account any inaccuracies in the characteristics of the sample and the population as a whole. It is expressed as the number of percentage points above or below the stated result that the actual result lies. For example if 45% of 547 randomly selected respondents say they prefer a particular service then in 95 cases out of 100 (the confidence level), the actual value of the total population would be between 41% and 49% (45 +/- 4%).

Smaller samples can be used so long as the relevant limits on the reliability of the data are made clear. As table 2 shows, a sample of 547 can give a result within a margin of error of 4 percentage points.

Cost and the degree of accuracy required are key determinants of the sample required.

Selecting a sample

There are three different methods of selecting a sample.

Random sampling – whereby each member of the study population has an equal and random chance of being selected.

Systematic sampling – where every Nth record is selected from a list containing the whole study population. It is a simple technique and is frequently used to select a specified number of records from telephone list or electoral role.

Stratified sampling – a sample is created by taking a specific number of individuals from each stratum (or group) in proportion. A stratum is a subset of the population that shares at least one common characteristic – for example ethnicity. So a stratified sample is designed to reflect the make up of the overall population, so would include, for example, similar proportions of black and minority ethnic people, disabled people and reflect the age profile of the county.

Piloting and revising

A small number of pilot interviews should be carried out to test the appropriateness of a questionnaire. It may be necessary to test whether the questionnaire is compatible with the rights of respondents, particularly where sensitive issues or subjects are involved.

Questions should be piloted on a test sample to test for length, clarity and good sense. The sample should preferably have the same characteristics as the target audience and have a range of backgrounds and abilities to ensure that the questionnaire really is accessible to all. As a minimum, if a sample of the target audience cannot be used, you could try out an internal pilot, with half a dozen colleagues to see if there are any major problems.

Certain circumstances demand particularly rigorous piloting. For example:

1. when dealing with unfamiliar concepts – observation (watching pilot interviews) or qualitative pilots can help in framing questions
2. if there are areas in the questionnaire where a wide range of responses to open questions is expected, pilots can help generate codes for these responses
3. where it is obvious the interviews are likely to be very complex or lengthy
4. where questions are potentially contentious
5. where it is necessary to test and review alternative question strategies.

A pilot will show if the questionnaire generates the information you want, whether any of the questions need to be rephrased and it will also give an estimate of how long it takes to complete.

It is usually useful to be present when pilot respondents are completing the questionnaire. It also allows a direct exchange of any concerns about the appropriateness of the questionnaire.

Increasing responses from self-completion surveys

There are two common but not essential methods of boosting responses:

1. use direct follow-ups (face-to-face or phone) or written reminders including another copy of the questionnaire
2. use incentives such as entry into a prize draw or charity donation. Incentives need to be handled carefully and for some issues would be inappropriate

Analysis

Although there are no limits on the answers that can be given to open questions, the vast majority of answers will fall into a number of broad themes. Coding is the process whereby similar answers are grouped into these themes, allowing a large number of 'freeform' responses to be analysed and clear, simple, results obtained.

Once coded, data from both closed and open-ended questions can be placed into a common table and the relationships between categories investigated. For example the views of service users and non-users can be separated and compared; similarly the response from different parts of the county can be examined.

Processing answers to questionnaires is time consuming and often requires specialist analysis. There are a number of software packages that can help and market research agencies can provide a data analysis service.

Computer programmes can offer a very sophisticated way of analysing survey data and producing statistics. But for most purposes 'frequency counts' (how many people answered each question each way) and a simple summary of views will suffice.

Sometimes, having an independent third party to undertake the coding and reporting of responses can give greater confidence that coding has not been used to support a particular view. Verification (checking by an external party that coding has been done accurately) can often be as costly, so if a third party is likely to be asked to provide assurance in a controversial consultation, it is usually better to get them to draft the analysis report.

Presentation
Graphical displays - histograms, line and scatter graphs, pie charts are usually easier to understand than tables of numbers and should be used to support analysis and conclusions.

The 12-step survey process

1. Scoping.
2. Selecting the sample.
3. Choice and combination of questionnaire types.
4. Devising the questionnaire
   - wording
   - format
   - sequence
   - layout
   - presentation
5. Conduct pilot.
6. Revise questionnaire (if necessary).
7. Printing/production.
8. Distribution/fieldwork.
9. Pursuing non-responses.
10. Closing date for responses.
11. Data analysis
    - coding open-ended questions
    - data entry and verification
    - analysis.
12. Preparation of the report.

Appendix 1
Tips on conducting research projects[2]

1. Recruitment

1.1 Tell respondents:

- the name of the interviewer (an interviewer's identity card should be shown if face-to-face)
- the general subject of the interview
- the purpose of the interview
- the likely length of the interview

1.2 Allow respondents to check the identity and bona fides of any individual and/or their employer conducting a research project (including any contractors).

1.3 Respondents should be openly asked for consent to take part in research, and to suggest any attributed use of their comments and concerns.

1.4 Respondents (including employees) must not be unduly pressurised to participate.

1.5 If there is to be any recording, monitoring or observation during an interview, respondents must be informed about this both at recruitment and at the beginning of the interview.

1.6 Respect the right of respondents to withdraw from a research project at any stage.

1.7 For telephone and face to face interviews, calls must not be made to households before 9am weekdays and Saturdays, 10am Sundays or after 9pm any day, unless by appointment.

2. Children

2.1 The consent of a parent or responsible adult (acting in loco parentis) should be obtained before interviewing a person under 16 including during:

- in home/at home (face-to-face and telephone interviewing)
- group discussions/depth interviews
- postal questionnaires
- internet questionnaires
- email
- where interviewer and child are alone together
- in public places such as in-street/in-store/central locations.

2.2 Personal information relating to other people must not be collected from children unless for the purposes of gaining consent from a parent or a responsible adult.

2.3 Where the consent of a parent or responsible adult is required, ensure that the adult is given sufficient information about the nature of the research to enable them to provide informed consent.

2.4 Record the name, relationship or role of the parent or responsible adult giving consent.

2.5 When it is known (or ought reasonably to be known) that all or a majority of respondents are likely to be under 16, self-completion postal questionnaires should be addressed to the parent or responsible adult and should include a note explaining that consent is required for children to participate.

2.6 For research administered electronically over the internet, when it is known (or ought reasonably to be known) that all or a majority of respondents are likely to be under 16, respondents should be asked to give their age before any other personal information such as name, address or other contact details is requested. If the age given is under 16, the child must be excluded from giving further personal information until the appropriate consent from a parent or responsible adult has been obtained.

2.7 Always ensure that a child has an opportunity to decline to take part, even though a parent or a responsible adult has given consent on their behalf. This remains the case even if the research takes place in school.

[2] *These tips are derived from the MRS code of conduct.*

3. Anonymity

3.1 The anonymity of respondents should be preserved unless they have given consent for their details to be revealed or for attributable comments to be passed on.

3.2 Be particularly careful if sample sizes are very small (for example in business and employee research). This can sometimes inadvertently reveal the views of individual respondents.

3.3 Do not reveal to respondents the answers or identity of previous respondents.

3.4 Respondent details should not be passed on to third parties for research or any other purposes without the prior consent of the respondent.

3.5 If respondents have given consent for data to be passed on in a form which allows them to be personally identified:

- take all reasonable steps to ensure that it will only be used for the purpose for which it was collected; and
- inform respondents as to what will be revealed, to whom and for what purpose.

3.6 Delete any responses given by the respondent, if requested, and if this is reasonable and practicable.

4. Qualitative research

4.1 In qualitative research, explain

- the location of the discussion and if it is to take place in a viewing facility
- whether observers are likely to be present
- when and how the discussion is to be recorded
- the likely length of the discussion including the start and finish time
- the name of the moderator and/or research agency that will be conducting the research.

4.2 Ensure that observers are fully introduced before the group/interview begins and make sure respondents are given a chance to withdraw.

4.3 Make clear to respondents the capacity in which any observers are present.

4.4 In instances where observers may know respondents, respondents should be informed before the start that their interviews are to be observed, with a warning that the observer may include people who already know them.

5. Mystery shopping

5.1 The objective of a mystery customer research project is to provide management information on processes and/or quality of service in order to aid training and retraining plans, improvements in service and increase customer satisfaction.

5.2 For mystery shopping exercises the 'respondent' will be the person delivering the service, which is being researched by the mystery shopper. As such, there are different levels of allowable disclosure and data usage.

5.3 Employees should be advised that their service delivery might be checked through mystery shopping.

5.4 The objectives and intended uses of the results should have been made clear to staff (including the level of reporting if at departmental/location or individual level) particularly if mystery shopping is to be used in relation to any employment terms and conditions.

5.5 Audio, photographic or video equipment should not be used in mystery shopping unless all potential respondents have been asked for their permission.

6. Observation

6.1 Clear and legible signs must be placed in areas where surveillance is taking place.

6.2 Signs must state the individual/organisation responsible for the surveillance, including contact information and the purpose of the observation.

6.3 Cameras must be sited so that they monitor only the areas intended for surveillance.

6.4 Attitudes to the presence of surveillance equipment can change during the course of an interview and it may suddenly become an unwarranted intrusion. The ability to end the observation quickly must be built into any research situation and the moderator/facilitator must be sensitive to the possibility that there may be a need to end recording and be prepared to do so.

7. Analysis and reporting

7.1 The conclusions of research should be clearly and adequately supported by the data.

7.2 Provide sufficient technical details to enable people to assess the validity of results of research projects.

7.3 Ensure that data tables include sufficient technical information to enable reasonable interpretation of the validity of the results.

7.4 Comply with any reasonable additional requests to make available further information necessary to assess the validity of any published findings.

7.5 When interpreting data make clear which data is being used to support the interpretation.

7.6 Distinguish between facts and interpretation in all reports and presentations.

7.7 If the findings from a research project are incorrectly or misleadingly reported in the media, provide the relevant technical details and results necessary to correct any incorrect or misleading report at the earliest opportunity.

8. Data storage

8.1 Take reasonable steps to ensure that all hard copy and electronic lists containing personal data are held securely in accordance with the relevant data retention policies and/or contractual obligations.

8.2 Take reasonable steps to ensure that the destruction of data is adequate for the confidentiality of the data being destroyed. For example, any personal data must be destroyed in a manner that safeguards confidentiality.

Appendix 2
Sample face to face questionnaire 1

Date: ______________________ Code No: __________

Questionnaire No: ______________________ *Office Use Only*

NOTTINGHAMSHIRE COUNTRY PARK - VISITOR RESEARCH AUTUMN 2006

Good afternoon. My name is ________ and I work for ______________ . We are undertaking some research into people visiting Sherwood Forest / Rufford Country Park. It should only take a few minutes. Would you be willing to take part?

Interviewer to complete:
Sample point

Sherwood Forest
- Sherwood Forest Visitor Centre ☐ 1
- Forest table restaurant ☐ 2

Rufford
- Courtyard ☐ 3
- The Mill ☐ 4

Time interview completed:
- 10.30 – 13.00 ☐ 1
- 13.01 – 15.00 ☐ 2
- 15.01 – 17.00 ☐ 3

Day of the week:
- Monday ☐ 1
- Tuesday ☐ 2
- Wednesday ☐ 3
- Thursday ☐ 4
- Friday ☐ 5
- Saturday ☐ 6
- Sunday ☐ 7

1. Which of the following best describes where you set out from today? **READ LIST**

- Your own home ☐ 1
- A friend's or relative's home ☐ 2
- Holiday accommodation ☐ 3
- Other (please specify) ☐ 4 __________

2. What was the main method of transport used to get here today? **ONE RESPONSE**

- Car / van ☐ 1
- Bus/Coach ☐ 2
- Motorcycle ☐ 3
- Bicycle ☐ 4
- On foot ☐ 5
- Other (please specify) ☐ 6 __________

3. Have you visited THIS country park before?

Yes ☐ 1
No ☐ 2 → **GO TO Q5**

4. **ASK ONLY IF RESPONDENT HAS VISITED THIS COUNTRY PARK** Approximately how many times have you visited in the past 12 months? **READ LIST**

Daily	☐ 1
2 or 3 times a week	☐ 2
Once a week	☐ 3
Less than 3 times a month	☐ 4
Once a month	☐ 5
3 times a year	☐ 6
Once every 6 months	☐ 7
Once	☐ 8
Not visited in past 12 months	☐ 9

5. **ASK ALL** Which of the following prompted your visit today?

Previous visit/local knowledge	☐ 1
Friend/relative's recommendation	☐ 2
Guidebook	☐ 3
Leaflet	☐ 4
Newspaper/magazine	☐ 5
Radio or TV	☐ 6
Website (Internet)	☐ 7
Signpost/when driving past	☐ 8
Saw it on a map	☐ 9
Child's visit with school	☐ 10
Tourist Information Centre	☐ 11
Other	☐ 12
→ Please specify: ____________	
Special event	☐ 13

6. If you visited the shops how would your rate them, on the following scale **(SHOWCARD)** for….

	Very good	Good	Ok	Poor	Very poor	Don't know
Quality of goods	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Choice of goods	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Quality of service	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Ease of getting around the shop	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Length of queues	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Value for money	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

7. Do you or anybody in your party have any physical, sensory or learning impairment that could limit your use of this country park and its facilities?

Yes ☐ 1
No ☐ 2

8. What measures do you feel could be put in place to make the country park and its facilities more accessible to people with physical, sensory or learning impairments?

9. **ASK ALL** Do you feel this country park is **(READ LIST)**…

Very well maintained ☐ 1
Well maintained ☐ 2
Averagely maintained / OK ☐ 3
Poorly maintained ☐ 4
Very poorly maintained ☐ 5

Finally can I ask you a few questions about yourself?

10. Including yourself, how many in your immediate party are male/female and looking at the card provided, in what age groups are they? **(SHOWCARD)**

11. What is your full home postcode?

☐☐☐☐☐☐☐☐

12. Are you, or anyone in your party registered disabled?

Yes ☐ 1
No ☐ 2

13. Finally, could I please have your name and a contact telephone number? I should emphasise that this will be treated in the strictest confidence and will only be used for the purpose of back-checking the questionnaire.

Name of respondent:

____

Home / Business / Mobile Tel No:

____

THANK AND CLOSE

Declaration: I declare that the respondent was unknown to me until the interview took place, and that this questionnaire has been conducted according to instructions and has been checked.

Interviewer name: ____________________

Interviewer no. ____________________

Signed: ____________________

Date: ____________________

Nottinghamshire holds an annual consultation on its budget – consultation material and the questionnaire can be obtained from the Corporate Communications Team.

Notes

Nottinghamshire County Council's consultation standards

1. A consultation mandate should be completed and approved by your departmental co-ordinator/champion before the start of any consultation. *(Guides 2 and 11)*
2. The consultation should be logged on the County Council's consultation database. *(Guides 2, 10 and 11)*
3. For key decisions a public engagement plan should be published with the forward plan. *(Guides 2 and 11)*
4. In planning a consultation, the specific communication needs of groups and individuals who are often otherwise excluded should be considered. *(Guides 3 and 4)*
5. A minimum of 12 weeks should be allowed for consultation on major decisions. *(Guide 2)*
6. The name, address and contact number of the person responsible for the consultation should be published on all consultation materials. *(Guides 2 and 10)*
7. The consultation material should make clear by what date responses are required, in what format and to whom they should be sent. *(Guides 2 and 6)*
8. The consultation should include a face-to-face element where consultees are able to meet, question and put their views to the decision-maker(s). *(Guides 4, 5, 7 and 8)*
9. Any venue selected for a consultation event should meet the Council's accessibility code. *(Guides 4 and 8)*
10. Any complaints about the consultation, questions asked, materials or time allowed should be noted in the consultation report. *(Guides 9, 10 and 11)*
11. A notice of decision should be published for each consultation. *(Guides 10 and 11)*
12. Feedback regarding the responses, the Council's decision and how the consultation influenced it should be given to consultees. *(Guides 4, 7, 9, 10, 11 and 12)*

Contacting us

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