



Changing Places

Publicity Consultation - Analysis

December 2014

Introduction

The Derbyshire County Council (DCC) Changing Places Publicity Consultation survey ran from mid-July to mid-December 2014 (4 months). The survey was available to complete online on DCC's website, and also in a paper format upon request (including an easy-read version which was distributed by DCC's Stakeholder Engagement Team at Learning Disability Partnership Board meetings).

The purpose of the consultation was to establish whether people in Derbyshire who need to use Changing Places (based on a short description of the facility) or know somebody who does, are aware of Changing Places as a facility available to them, and where they are located in Derbyshire.

Currently there are 17 Changing Places in Derbyshire (9 of these are in DCC buildings); however, feedback from Facilities Managers in some of the locations suggests that facilities are drastically under-used. Whilst it is not expected that facilities will be used 'frequently', by the very nature of the fact that they are provided for a 'minority' group of people, it is expected that they would receive some notable use, particularly in tourist areas.

The Changing Places Consortium estimates that there are approximately 250,000 people in the UK who need to use Changing Places, and when factoring in assistants, family members, and friends, this is a significant number of people.

Prior to the consultation (because a proportion of these people will be living in Derbyshire and visiting the area) it was assumed that people were not utilising the Changing Places in Derbyshire either because they didn't know they existed, or if they did, they didn't know where they were.

It has been assumed that due to a lack of enthusiastic publicity, which is needed in order to match the enthusiasm with which Derbyshire has embraced the provision of Changing Places since 2009, many people needed to use Changing Places, but simply did not know that they were available.

In order to test this theory, and evidence that there are people in Derbyshire who need to use Changing Places, the consultation survey was developed to ask people if they knew about Changing Places and what they thought about the way they were currently publicised in Derbyshire - at the same time raising awareness of existing facilities.

Analysis - Introduction

47 individuals responded to the online survey, but despite the survey being available as a paper copy upon request and also as an easy-read version which was actively distributed at some Learning Disability Events, only 1 paper copy was completed, at an event, as a group response.

The total number of surveys completed therefore was 48.

Of the 48, 5 were deemed invalid due to the fact that the introduction to the survey had asked that respondents had some interest in Changing Places, either personally (needing to use one themselves, or knowing someone who did) or professionally (on the basis that the purpose of the

survey was to establish whether people who needed to use Changing Places (and their assistants, family and friends) knew where they were in Derbyshire), and 5 respondents answered 'no' to the following questions;

'Before you completed this questionnaire did you know about Changing Places?'

And;

'Do you, or anybody that you know, need to use a Changing Places facility?'

The combination of which (in addition to the fact that the 5 respondents did not answer any of the questions requiring written answers, rather than simple 'yes' or 'no' answers) implies that these were people for whom Changing Places are of no interest and therefore were not the intended audience for this survey.

Therefore, the following analysis is based on 42 individual responses, and 1 group response, totalling 43.

Analysis – Detail

- 56% (24) of respondents knew about Changing Places before completing the questionnaire. 42% (18) did not know about Changing Places before completing the questionnaire and 2% (1) did not answer the question.
- 49% (21) recognised the Changing Places symbol, 51% (22) did not.
- Only 28% (12) of respondents knew how to access information about Changing Places. 72% (31) of respondents did not know how to access information.
- Only 16% (7) of respondents knew where the Changing Places were in Derbyshire, 2% (1) did not answer the question and the majority, 81% (35), did not know where the Changing Places were in Derbyshire.
- Only 5% (2) of respondents felt that Changing Places in Derbyshire were being publicised well, 86% (37) did not think they were being publicised well and 9% (4) did not answer the question.
- The 86% of people who did not think they were being publicised well were asked if they had suggestions for how Changing Places could be better publicised, 65% (24) of those respondents gave suggestions which have been categorised as follows;

Suggestion	Number of suggestions
Information (leaflets/posters) in/on prominent public places including; <ul style="list-style-type: none"> • GP Surgeries • Shops • Large public places • Town Centres • Tourist Information/Visitor Centres • Hospitals • Community Health Centres • Day Centres • Care Homes 	36

<ul style="list-style-type: none"> • Public Transport • Other toilet facilities • Receptions • Supermarket car parks • Libraries • Citizen's Advice Bureau 	
Newsletters/magazines (DCC, Gold Card, Other Council publications, Direct Payment users, other local)	11
Local Newspaper coverage	7
Local TV News coverage	5
Local Radio coverage	5
Inform parent/carer support groups, Local Forums (e.g. 50+) and local disability organisations so that they can distribute to their members	5
Better signage	4
Distribute information via frontline staff e.g. Social Care Workers	4
Develop a mobile app	2
Online (general)	2
Get the information onto Ordnance Survey Maps	1
Ask GP's to send letters out to known carers	1
Improve GP's knowledge by better training	1
Ask Special Schools to send notes home to parents about Changing Places	1
Contact festival/event organisers	1
Hire the Mobile Changing Places unit out to big events at a reduced rate	1
Put information about Changing Places on DCC vans	1
Put information about Changing Places on Council Tax bills	1

Send information to people who have Care Alarms	1
Send information to people with concessionary bus/train passes	1
Send information to people who receive Disability Living Allowance	1
Send information to people who receive Attendance Allowance	1
Campaign for Changing Places inclusion to be law	1
Inform people via the Council's partner organisations	1
Inform people via tourism websites	1
Produce short videos (films) about Changing Places	1
Provide information through Supported Living contracts	1
Provide information in the DCC Home Care Directory	1
Provide information via the Occupational Therapy service	1
Media coverage (general)	1
TOTAL	101

- 101 suggestions were made by the 24 respondents who were happy to suggest how Changing Places could be better publicised. 36% of the suggestions were for better publicity via information (posters/leaflets) being displayed in prominent public locations, with GP Surgeries, Tourist Information/Visitor Centres and Libraries being the top specified locations.
- 11% of the suggestions were for better publicity via local newsletters/magazines, including DCC's own newsletter that goes out to the public (and the newsletters that go out from other Local Authorities), the Gold Card Magazine, newsletters to Direct Payment Users and NDVA (North Derbyshire Voluntary Association) newsletters.
- Media coverage (general and local TV, Radio and Newspapers) accounted for 18% of the total suggestions.

- A further 5% of suggestions were for better publicity via information sent to local parent/carer support groups, local Forums (e.g. 50+) and local disability organisations that could then be distributed to their members.
- 4% of suggestions called for better signage, with a further 4% suggesting information should be distributed via frontline staff such as Social Care Workers.
- Several respondents made suggestions that were not duplicated by others, but are nonetheless useful and will be explored as per the more popular suggestions.
- Returning to the main survey – based on a short description of Changing Places, people were asked if they needed to use one or who knew anybody who did. 70% (30) of the total number of respondents (43) either needed to use a Changing Places or knew somebody who did. 28% of respondents did not need to use a Changing Places and did not know anybody who did, however, their other answers implied an interest in Changing Places (perhaps in a professional sense) and therefore they were included in this analysis. 2% of respondents (1) did not answer the question.
- 58% (25) of the total number of respondents made suggestions for locations for Changing Places facilities in Derbyshire. The suggestions are shown in the tables below – one list showing general locations and one list showing specific locations.

General location suggestions

Suggested location	Number of suggestions
Buxton	5
Bakewell	3
Town Centres	3
Local Supermarkets	3
Swadlincote	2
Melbourne	2
Large Parks	2
Shopping Centres	2
Anywhere there are public toilets	2
Ripley	1
Belper	1
Chesterfield	1
Bolsover	1
Staveley	1
Glossop	1
Ilkeston	1
Visitor Centres	1
Rural Centres	1
Adventure Parks	1
Beauty Spots	1
Social Activity Areas	1
Community Care Centres	1
Leisure Centres	1
Council owned buildings	1
Shops	1
Cafes	1
Restaurants	1

Hospitals	1
Youth Hostels	1
Outdoor Sports Clubs	1
In partnership with other organisations e.g. in another organisation's building part-funded by the Council	1
TOTAL	46

Specific Locations

Suggested location	Number of suggestions
Buxton Pavilion Gardens	2
Rosliston Forestry Centre	2
Carsington Water	1
Ikea (Nottingham)	1
Chatsworth	1
Poolsbrook Country Park	1
Long Eaton Town Hall Public Toilets	1
West Park Leisure Centre	1
Long Eaton Public Toilets behind Boots store	1
Calke Abbey	1
Monsal Trail	1
Conkers	1
Matlock Park	1
Ashbourne Eco-Centre	1
Chesterfield College	1
University of Derby – Buxton Campus	1
TOTAL	18

- There were 46 general location suggestions and 18 specific location suggestions.
- Of the general location suggestions the most popular were Buxton, Bakewell, Town Centres and Local Supermarkets. The most popular specific locations were Buxton Pavilion Gardens and Rosliston Forestry Centre (which already has a higher specification accessible toilet with a hoist and changing couch, although this is not currently large enough to be classed as a Changing Places toilet).
- Most of the locations were only suggested by one respondent; however, all suggestions will be explored.

Further analysis

- Of the 18 respondents who did not know about Changing Places prior to completing the survey, 89% (16) needed to use them, or knew someone who did (these respondents knew that they needed (or knew someone who did) a facility with a hoist and/or changing couch and/or lots of space, but did not know that this was a Changing Places). Clearly, that is concerning, because it implies that a large proportion of people who need to use Changing Places are not familiar with the facilities that are available with them or the terminology used to describe them.

- Of the 24 respondents who knew about Changing Places prior to completing the survey, 29% (7) of these did not recognise the symbol for Changing Places, which suggests that more work needs to be done in terms of recognition of the symbol.
- Of the 17 respondents who knew about Changing Places prior to completing the survey, and also recognised the symbol, 59% (10) did not know where the facilities were located in Derbyshire (one person did not answer – 6%), and of the remaining 35% (6) who did know where they were, 67% (4) of those felt that they were not being advertised well enough.
- This means that of the total of 43 respondents, only 2 respondents (5%) said that they knew about Changing Places, knew how to access information about them, knew where they were in Derbyshire and thought they were being advertised well enough, and only 1 of those (2%) needed to use Changing Places or knew someone who did.