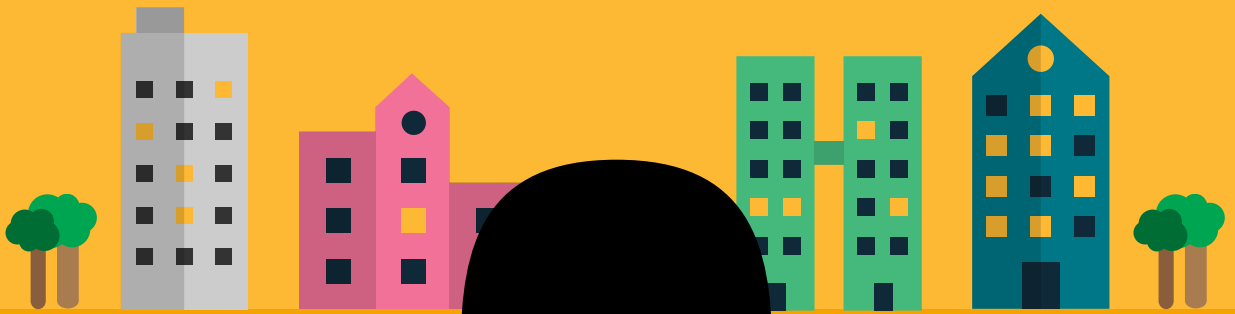


CORNWALL LINK SURVEY

RESPONSES

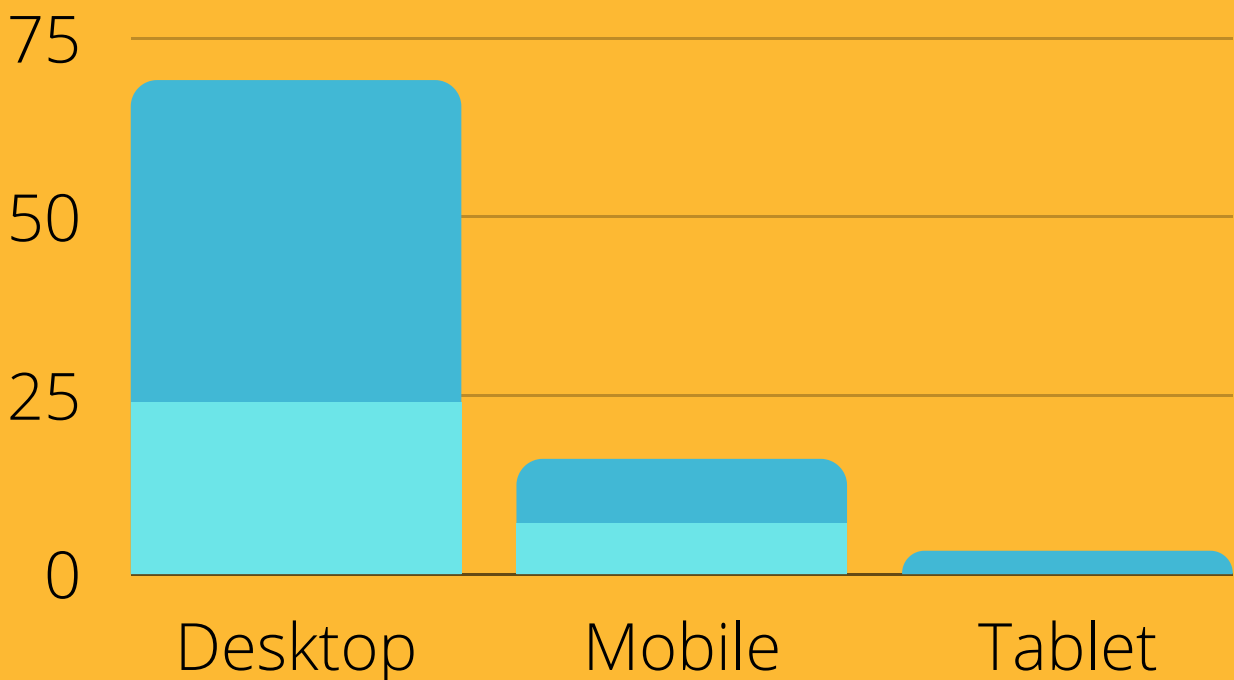


31

57

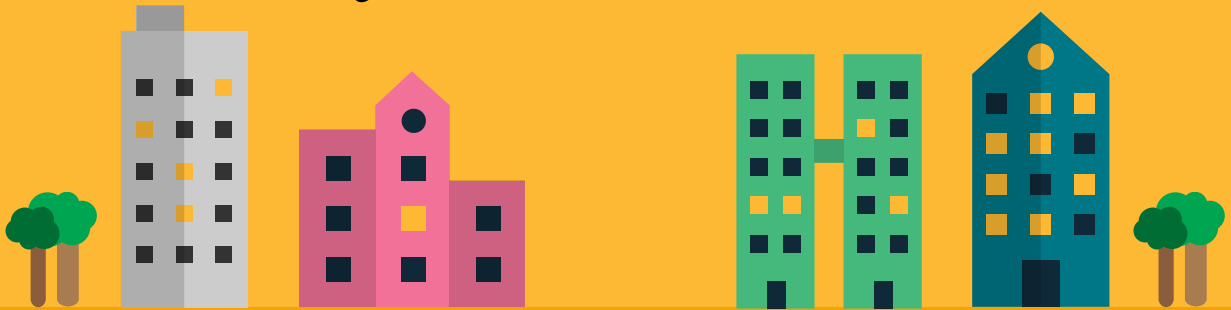
HEALTH & WELLBEING
PRACTITIONERS (H&W)

COMMUNITY



CORNWALL LINK SURVEY

PERCENTAGE USING DIGITAL
FREQUENTLY THROUGH THE DAY



90.3%

HEALTH & WELLBING
PRACTITIONERS

85.5%

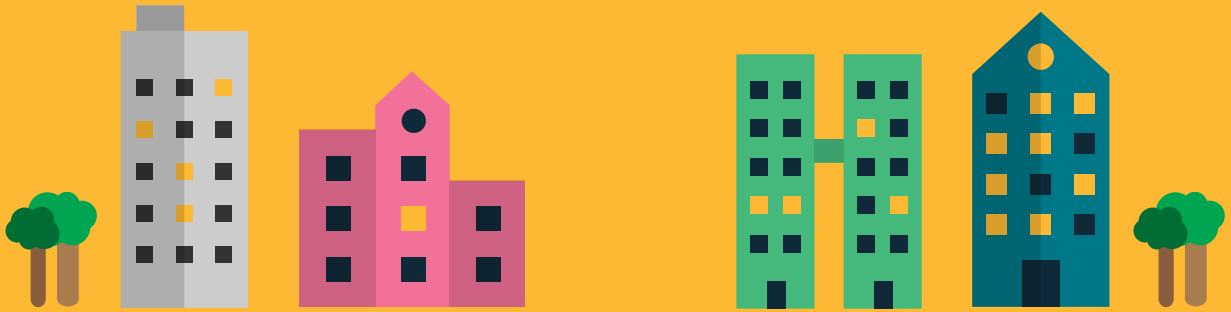
COMMUNITY



VOLUNTEERS
WERE OUR
BIGGEST
RESPONDENTS
(H&WB)

CORNWALL LINK SURVEY

HOW DID YOU FIND OUT ABOUT
CORNWALL LINK?



H&WB

Work Colleague

Website

Community Group

Internet Search

Friend

COMMUNITY

Work Colleague

Internet

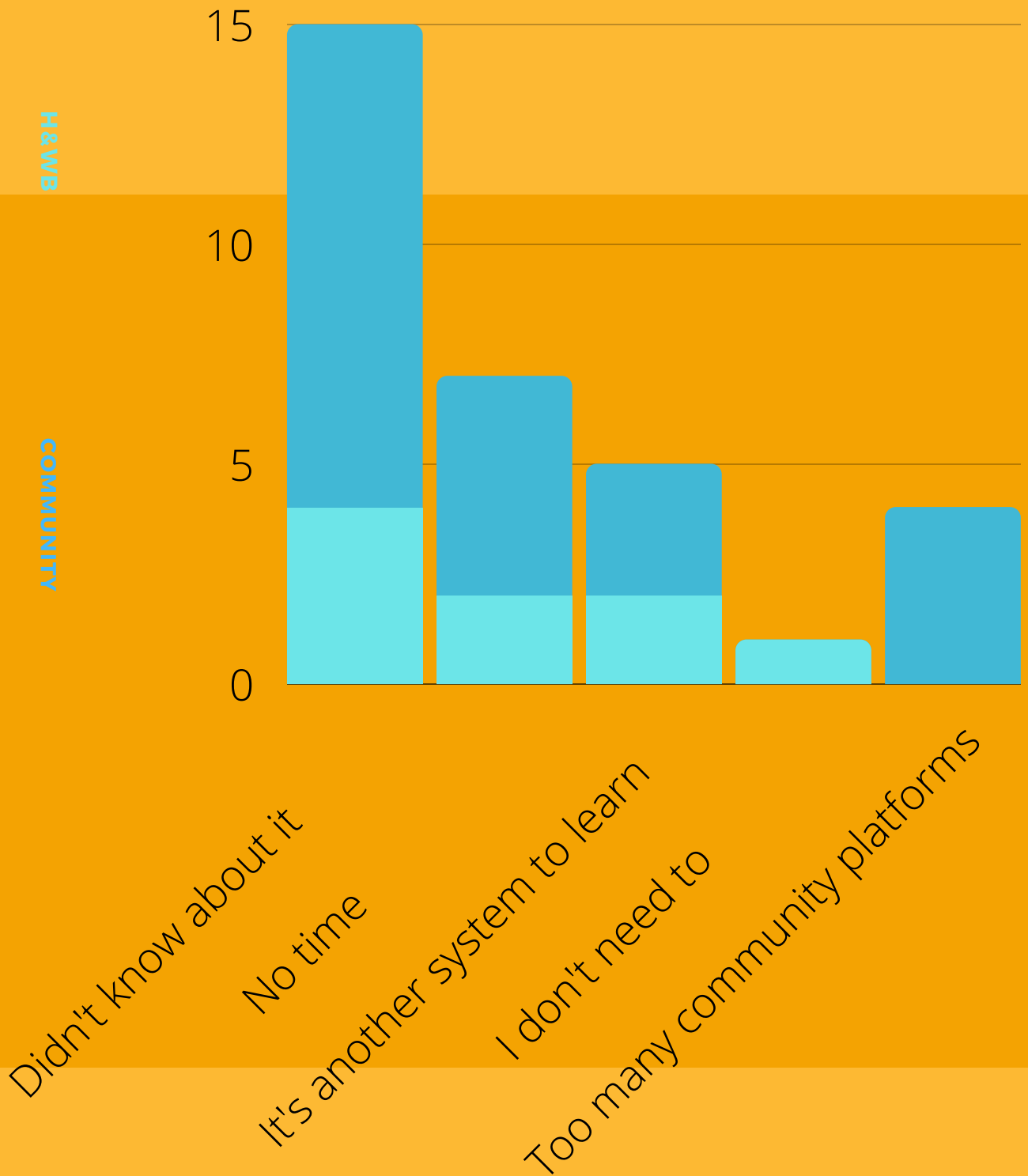
Social Media

Community Group

Friend

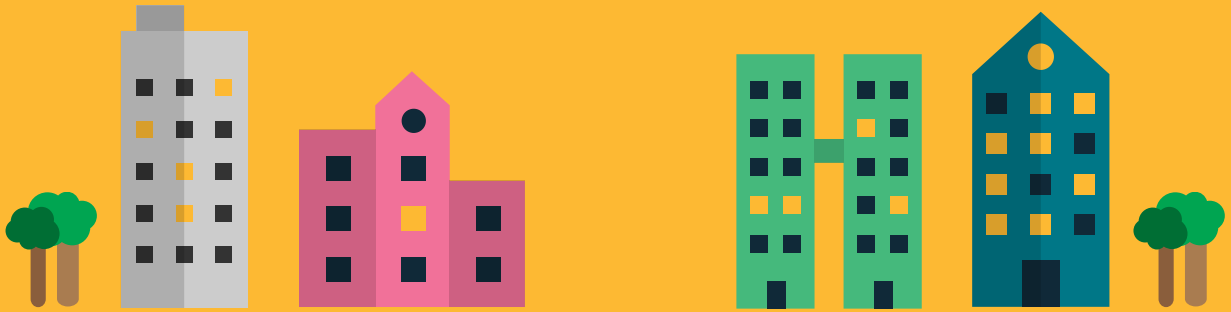
CORNWALL LINK SURVEY

WHY DON'T YOU USE IT?



CORNWALL LINK SURVEY

WHAT DO YOU USE IT FOR?



H&WB

Finding out what's going on locally

Adding a Community Group

Adding an Event

Contacting other Members

Reading the Community Stories

COMMUNITY

Adding a Community Group

Finding out what's going on locally

Reading the Community Stories

Adding an Event

Contacting other Members

CORNWALL LINK SURVEY

TOP 10 REASONS FOR USING THE INTERNET (COMMUNITY)

Email

Social Media

What's on locally

Keeping in touch with friends & family

Video calls

Shopping

Learning/Education

Jobs/Volunteering

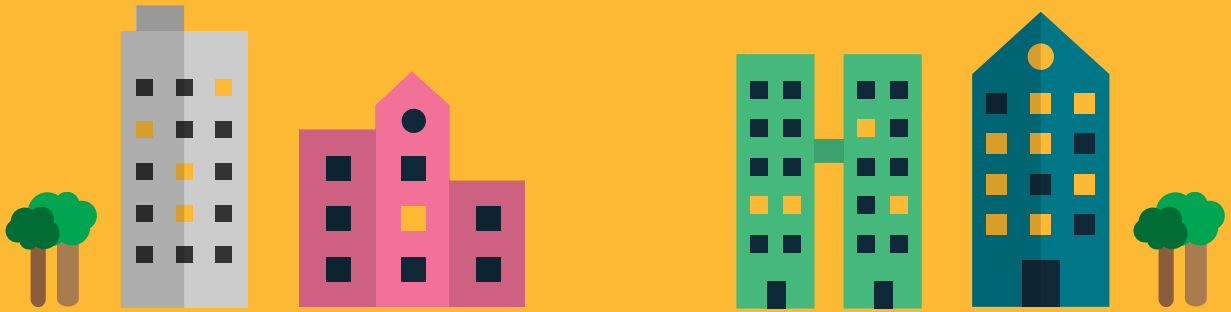
History

Social Care Benefits



CORNWALL LINK SURVEY

THE POSITIVES



H&WB

Ease of use

Variety

Local

Useful

Improving health & wellbeing

COMMUNITY

Coverage/Content

Local

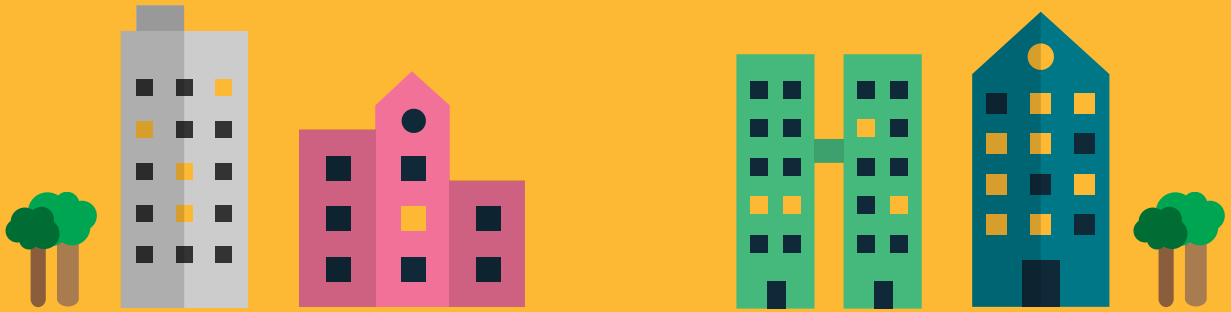
Ease of use

Variety

Events

CORNWALL LINK SURVEY

THE NEGATIVES



H&WB

Difficult to find local/areas of interest

Navigation

Speed/response times

Too many results

Not all activities are listed

COMMUNITY

Under-used

Speed/response times

Navigation

Lack of response

Too much competition

Layout

CORNWALL LINK SURVEY

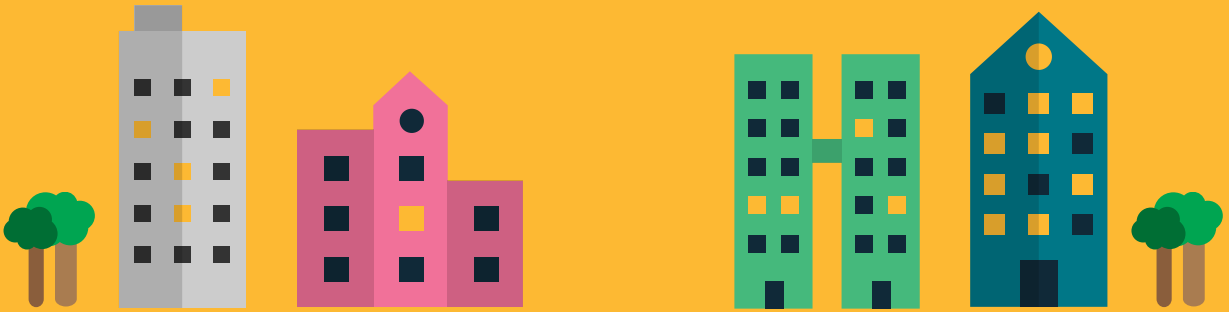
WHAT'S IT MISSING?

More listings
Good search & filters
Promotion
Quick response times
Map of events
Easier member connections
Up to date listings
Accreditation - #1 community space
Good accessibility



CORNWALL LINK SURVEY

THINGS YOU'D LIKE TO SEE IMPROVED



Better searches

Search by area

Speed/response times

More listings

Promotion

Navigation

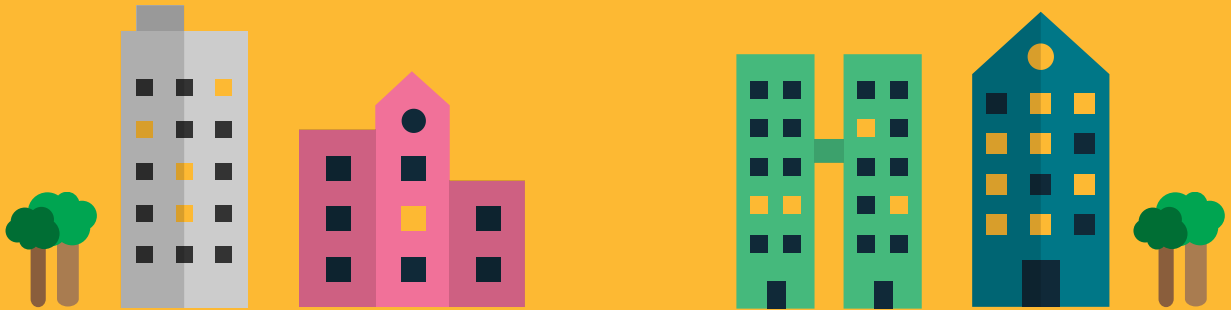
Regular user updates

Identifying online only services

Other ideas include About/History; icons for easy read; jobs; improving accessibility options; removing jargon; improved help features; making it easier to add an image; browse aloud; jobs; more ways to connect with other users

CORNWALL LINK SURVEY

WHAT DO YOU LOOK FOR ON BEHALF
OF YOUR CLIENTS?



H&WB

- Local groups to join (87.1%)
- Help for your clients (67.7%)
- What's going on locally (45.2%)
- Calendar of events (41.9%)
- Ways to socialise (41.9%)

COMMUNITY

WHAT DO YOU WANT TO KNOW ABOUT
IN YOUR AREA?

- What's going on locally (74.5%)
- Calendar of events (50.9%)
- Local groups to join (49.1%)
- Health (38.2%)
- Finding help for me & my family (29.1%)

CORNWALL LINK SURVEY

SUMMARY

- Most people who use it, like it
- The top priorities are speed/response times; promotion; improved search & filters inc. navigation; & easier ways to find what's going on locally including map searches
- Hyper local is important
- More can be done re accessibility for those with impairments & help features for all and the less digitally able
- Improved ways to contact other users
- Users didn't want to see listings for commercial ventures, adverts or anything political



CORNWALL LINK SURVEY

SOUNDBITES

"ONE STOP
SHOP"

"I THINK IT IS
GREAT, BUT IT
SEEMS
UNDERUSED"

"ITS ABOUT
OUR LOCAL
AREA"

"I DON'T FIND
IT VERY USER
FRIENDLY"

"EXCELLENT WAY
TO ENGAGE WITH
A WIDER
COMMUNITY IN
CORNWALL"

"LOVE THE
STORIES -
AMAZING"

"WIDE REACHING"

"WISH
MORE
PEOPLE
USED IT"



CORNWALL LINK SURVEY

*Thank
you!*

To everyone who contributed. This survey has reinforced what we felt were successes and highlighted areas for change or improvement - ultimately making the user experience even better.

Watch this space for what happens next!!!!