

SUMMARY REPORT

How do you find out about Compass Card offers and leisure? Parent carer survey 17 October to 26 November 2018

Introduction

After face-to-face interviews at SummerFest 2018 revealed limited knowledge of Compass Card offers among Compass Card families, we decided to do a detailed consultation to find out how people find out about offers and other leisure information. We hoped the results would help us to plan our comms strategy and to target resources where they're most needed.

In total, 224 carers and 19 Compass Card holders responded to the survey. 139 (57.2%) had a Compass Card in West Sussex, 104 (42.8%) in Brighton and Hove.

We will also be working with young people directly in the coming months to establish their views and have sent an adapted version of the survey to young people who have self-registered.

Survey findings

1. COMPASS CARD APP

68.7% used the app often (28%) or occasionally (40.7%)

App users - what do you like/dislike?

Likes

Many said the app was easy to use and liked having access to the offers while they were on the move.

"The App is simple and easy to use, it's great!"

"It's easy to find offers in the area you want"

"I tend to use the app if I am planning a family day out to see if compass card is accepted. It's user friendly"

"I LOVE the app! It's so easy to use and you can see all the fantastic offers!"

Dislikes

The app had problems throughout the summer of 2018 and this came up in the survey (this was finally fixed late September). Some comments also indicate that some users may not be using the filter system on the app. We also feel improvements to the filter system would help to make the app more user-friendly, but this is dependent on funding. Some people are reluctant to use the app because they have limited memory on their 'phone.

"It never seems to work properly! Very frustrating as it freezes or crashes all the time."

"Sometimes won't load."

"Can sometimes be slow to open"

"A little bit confusing when filtering for options"

"It takes a long time to browse through the offers and seems a bit clunky to use."

"The search facility doesn't let me choose multiple options e.g. location or activities"

Non-App users – what's stopping you using it?

Key reasons were that people didn't know about the app, or that they have it and forget about it. One or two said they'd used it, but experienced problems, which is again evidence of the technical issues we've been having over the summer.

"I forget it's on my phone"

"I didn't know about it"

"...my husband tried to use it on his phone but it won't work"

2. COMPASS CARD WEBSITE OFFERS PAGE

60.5% used the offers page often (18.9%) or occasionally (41.6%)

Offers page users - what do you like/dislike?

Likes

Many said the website offers page was easy to use and informative.

"The website is fantastic, again it's simple and easy to use."

"clear and quick"

"easy to access and up to date"

Dislikes

There weren't many dislikes, but this is a selection.

"Downside I find it can take a while to load."

"I find a bit awkward to navigate "

"It's easy to use but can fail to work"

"It's difficult for me to read"

Non-offers page users – what's stopping you using it?

Significant numbers said they preferred relying on the app and/or emails, while many others said they weren't aware of the offers page, or forgot about it.

"I always just the app mainly. I think I tried the website when the app wasn't working properly but find the app easier and more convenient for the most part if it's working."

"I use my app mostly, i forget to go on the web, don't always have access to a computer."

"I didn't know it existed."

"I didn't actually know about it."

3. LEISURE-THEMED COMPASS CARD BLOGS

One of the least popular forms of communication, 31.7% read the blogs often (7.8%) or occasionally (23.9%)

Blog readers - what do you like/dislike?

Likes

Many said the blogs were informative and useful, so although not many people access them, those who do tend to like them.

“I like to hear what other parents are up to and get ideas”

“I like how relatable they can be.”

“interesting and informative”

Non-blog readers – what's stopping you?

Time and lack of knowledge dominated the responses to this question.

“Didn't know about them”

“No time to read blogs”

4. COMPASS CARD FACEBOOK PAGE

We asked how often people saw Compass Card Facebook content: 45.3% saw content often (27.6%) or occasionally (17.7%)

If you do see Facebook page content, what do you like/dislike?

Likes

Generally, when people see Facebook content, they like it and find the information useful.

“It's a good community to be involved in to find out what is going on”

“Regular reminders and updates. Jogs my mind to book something ahead.”

“It's varied, easy to read and good on my phone”

Dislikes

There weren't many dislikes. These are a sample.

“It doesn't always come up on my feed”

“Tells us about new offers, but few are any good for a severely disabled wheelchair user.”

“Up to date information. However lots of things are for older children or those specifically with learning difficulties where my child is only 5 and has a medical condition”

“I love that there is a page, but I usually stick to the app and the newsletters.”

“It's a good community to be involved in to find out what is going on”

If you don't see Facebook content, what's stopping you?

Quite a few people didn't use or like Facebook and a significant number didn't know about the Facebook page. Time can also be an issue.

“Don't like Facebook”

“Didn't know about it”

“I have Amaze and the private Amaze group on my Facebook, just no time for any more.”

For this parent, confidentiality was an issue: “I’ve never used it as I have the app so keep Compass Card private so won’t add on my private Facebook account”

Others were motivated to take a look at the page: “I haven’t really looked at the Facebook page but I will start looking”

With Facebook, we also have to acknowledge that algorithms can prevent people seeing a significant proportion of our content, as this parent points out:

“I don’t often get the posts come up in my feed so I have to go looking for them. But that is Facebook’s fault!”

5. COMPASS EMAIL NEWSLETTERS

The most popular form of communication, 90.5% read the e-newsletters often (68.7%) or occasionally (21.8%)

If you do read e-newsletter content, what do you like/dislike?

Like

There are lots of positive comments about the newsletter; people tend to like the content and format.

“Love your newsletters, lots of photos, lots of offers, I always click into read more and find out about places I never knew who offer a Compass discount”

“I like the quick summary at the start.”

“I like that you can see what might be relevant before you read it, ie by age, or by area.”

“great info blast”

“I like knowing about any new places where the Compass Card is accepted and I like knowing about what is going on in my area. No dislikes.”

“Perfect to read up about new offers and current offers. Easy to read bullet points and like that it states the age ranges”

Dislike

A small number of people didn’t feel content was relevant to them.

“They seem 99% irrelevant to us”

“I don’t always like that they cover the whole of Sussex/ places not that local to me.”

“It has the latest upcoming events. Half the time it is irrelevant”

If you don’t read e-newsletter content, what’s stopping you?

A number of people cited lack of time as the reason they didn’t read the e-newsletters.

“partner reads them I don’t have time”

"can it be in simple words and pictures or signs”

6. COMPASS TARGETED EMAILS

Another popular form of communication, 71.2% read targeted emails often (43.6%) or sometimes (27.6%)

Likes

People generally liked the targeted content, although some weren't aware which of the emails they receive are the targeted emails.

"I like them, easy to read and clear"

"Accessible, targeted, don't require me to go looking for the info, quick to read"

"I like the fact they are sent directly to me and are easily referred to"

"I didn't realise that they were targeted emails, so i just read them as a matter of course"

"Don't know, are they the ones about consultations and surveys? I do most surveys you send."

Dislikes

Mainly, people were simply unaware of the targeted emails, rather than having specific dislikes. Families in West Sussex receive fewer targeted emails than Brighton and Hove families because we often use them to promote other Amaze initiatives like workshops and courses and there are significantly fewer in West Sussex at the current time.

"I'm not sure I get targeted emails"

"Do not know about them"

7. COMPASS CARD GUIDES

We've just started to produce online and pdf 'mini-guides': two 'Compass Days Out' guides and a 'My Compass Card' guide to Worthing. We asked whether people thought this type of guide was useful. 91.8% said yes.

What areas or topics would you like us to cover?

There are lots of suggestions that we'll take into account when deciding on future guides. For example:

"More areas please, so we can look them up when going to that area for the day, and see what's most local to us too."

"Any activities which are especially designed for children with special needs, such as relaxed cinema showings and other activities."

"What to expect. Visual guides. Parking facilities, access info."

"Not all children are Autistic or have physical disabilities, perhaps some information for others. Eg my daughter has dyspraxia so steps are ok but not too many. Uneven ground may be a problem."

"Young adults activities"

"Best deals"

"More areas please, so we can look them up when going to that area for the day, and see what's most local to us too."

8. FAVOURITE WAY OF HEARING ABOUT COMPASS CARD OFFERS AND LEISURE NEWS

1. Compass e-newsletters (35.8%)
2. Compass targeted emails (26.7%)
3. Compass Card Facebook page (16%)
4. Compass Card app (15.2%)
5. Compass Card website offers page (2.9%)
6. Compass Card guides (2.1%)
7. Compass Card blog on the website (1.2%)

9. LEAST FAVOURITE WAY OF HEARING ABOUT COMPASS CARD OFFERS AND LEISURE NEWS (SHOWING 4 ONLY)

1. Compass Card blog on the website (32.1%)
2. Compass Card Facebook page (18.5%)
3. Compass Card app (12.3%)
4. Compass Card website offers page (11.5%)
5. Compass Card guides (9.9%)
6. Compass e-newsletters (9.5%)
7. Compass targeted emails (6.2%)

10. OTHER THOUGHTS AND IDEAS

Our final question was to ask if there were other ways people would like to find out about Compass Card offers and leisure news and if there was anything else they wanted to add. There were many – here are just a few.

“I have a learning disability, can you make it easy for me”

“Perhaps by text if there is something coming up”

“Maybe a text with new offers as they come out! Realise this would be v time consuming!”

“Maybe a short review video of some of the places”

“I imagine the blog is time consuming and prob contains no extra info to the other forms. I like the clear, bullet point style communication as I am often reading on the run on my phone. Not sure of any other methods apart from word of mouth so maybe a recommend a friend offer!?”

“Maybe a quick round up at parent groups like mascot meetings?”

“Facebook messenger”

“Could the app have a pop up alert when there is a seasonal offer or something new or an event happening. If it pinged on my phone I would look at it and remember to do more research later. Half the time with the app you get lost in trying to search or find something. If new offers popped up it would be easier”

Conclusion

Choices, choices

It's clear from the survey that people have their preferred means of accessing Compass Card info and leisure info; most people don't feel they need to access everything and time can restrict the number of ways they connect with the scheme.

It would seem for example that people often choose between the app and the offers page and don't feel they need to use both.

"I check out the offers through the emails which are sent and I use the app. I just find I have no more time to check on the website."

"I love that there is a [Facebook] page, but I usually stick to the app and the newsletters."

"I don't tend to use apps on smartphone"

"The app and email gives us all the information we need"

"[The app] ...took too much memory on phone so I use website when needed"

Lack of knowledge or 'I forget'

Some people aren't familiar with the choices around accessing Compass Card and leisure info. Sometimes – particularly in the case of the website offers page, the website blog and the Facebook page – people weren't aware of them; they either didn't know about them or had forgotten about them.

We'll need to be more proactive about finding ways of telling people about our comms tools, as well as regularly reminding them. One way of reminding people about the app is to add push notifications (subject to funding) and this was mentioned by several people.

"Could the app have a pop-up alert when there is a seasonal offer or something new or an event happening. If it pinged on my phone I would look at it and remember to do more research later. Half the time with the app you get lost in trying to search or find something. If new offers popped up it would be easier"

"Maybe a push notification on new offers"

Technical issues

Some responses indicate that people may not be fully using the technology they choose. We recognise we need to provide easy to follow guides to help those who are not so 'tech savvy'. For example, this person commenting on the Compass Card website offers page doesn't seem to be using the search or filter function.

"It's irritating how you have to scroll down and wait for the next offers to load, especially if you click on one and then go back out"

Printed material and guides

Although costs prohibit us from posting literature to individuals and producing a paper guide to Compass Card offers, some people were keen on printed materials and guides, as evidenced in our final question. We'll be looking at producing more area guides that can be printed off from the website and taken to events.

"Newsletter in post"

"Maybe a magazine or something through the post so I would sit with my daughter and look through it."

"Could we be sent a guide of all offers once a year and then we could print it off if we wished"

Actions

We'll be working hard in the coming months to improve the way we communicate with Compass Card families. We'll also be consulting directly with young people who have a Compass Card. Below are some of the things we intend to do in response to the survey results.

- Promotion of various forms of communication, particularly app, website and blog and Facebook:
 - Promote Facebook via Facebook ad, e-newsletters and literature
 - Promote Compass Card app and Compass Card offers page
 - Help for those who lack confidence around technology: promote app via 'how to' video and pdf guide; promote website offers page via 'how to' pdf
- Improve Compass Card app filters and introduce push notifications (subject to funding)
- Investigate texting as a form of communication
- Investigate Facebook Messenger as a form of communication
- Extend online mini-guides that can be printed off the website and viewed online