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Research Ethics

- Community and employee engagement is research
- Our starting point is research ethics, not GDPR.
- Research ethics are the principles we follow to make sure that we are conducting responsible research.

Our Core Principles

- Our research should aim to maximise benefit for individuals, employees and communities
- Our research should be conducted with integrity and transparency
- The wellbeing and privacy of individuals and groups should be respected

Our Guidelines: Protection from Harm

- We have a responsibility to make sure that social and psychological wellbeing of respondents is not negatively affected by our surveys.
  - **Social:** The survey will not have a harmful affect on respondents sense of belonging to their community
  - **Psychological:** We will be mindful that surveys which explore sensitive subjects may cause distress

Our Guidelines: Informed Consent

- Participation in Council surveys should be based on freely given informed consent
- Explain in appropriate detail, and in a language that participants understand, **what** the survey is about, why it is being carried out, and how the results will be used
- Respondents must “opt-in”. No pre-ticked boxes or any other method of default or assumed consent

Your Place, Your Views: West Locality

Overview

The places where we live can have a big affect on our lives. They influence, for example, where we work and go to school, how easily we can see a doctor, how safe we are from crime and what we can do in our spare time. By making improvements to our local areas and public services, we can improve our lives, opportunities and wellbeing. To make these improvements, we need a good understanding of the strengths and weaknesses of the local area so that we can make improvements to the areas that need it most.

This survey gives residents in the West Locality (Denny & Banknock, Carse, Kinnaird & Tryst, and Bonnybridge & Larbert) the chance to tell us about their community.

For further information on how the information you provide will be used, please read our privacy notice.

Clicking on the "agree" button below indicates that:

- you have read the privacy notice
- you agree to take part

I agree >

Closes 22 Jul 2018

Opened 1 Jun 2018

Contact

communityplanning@falkirk.gov.uk

Our Guidelines: Anonymity & Confidentiality

Data Minimisation:

- Adequate – sufficient to properly fulfil your stated purpose;
- Relevant – has a rational link to that purpose; and
- Limited to what is necessary – you do not hold more than you need for that purpose.

Don’t collect data you don’t need or won’t use.

Our Guidelines: Anonymity & Confidentiality

Pseudonymisation of personal data:

- Make sure that responses and results are not published or shared in a form that can **directly or indirectly identify respondents** without their prior consent.
- Methods for upholding anonymity should be used, including the removal of identifiers such as, name, address, work place, etc. or through the use of pseudonyms (fictitious names).

Our Guidelines: Managing Expectations

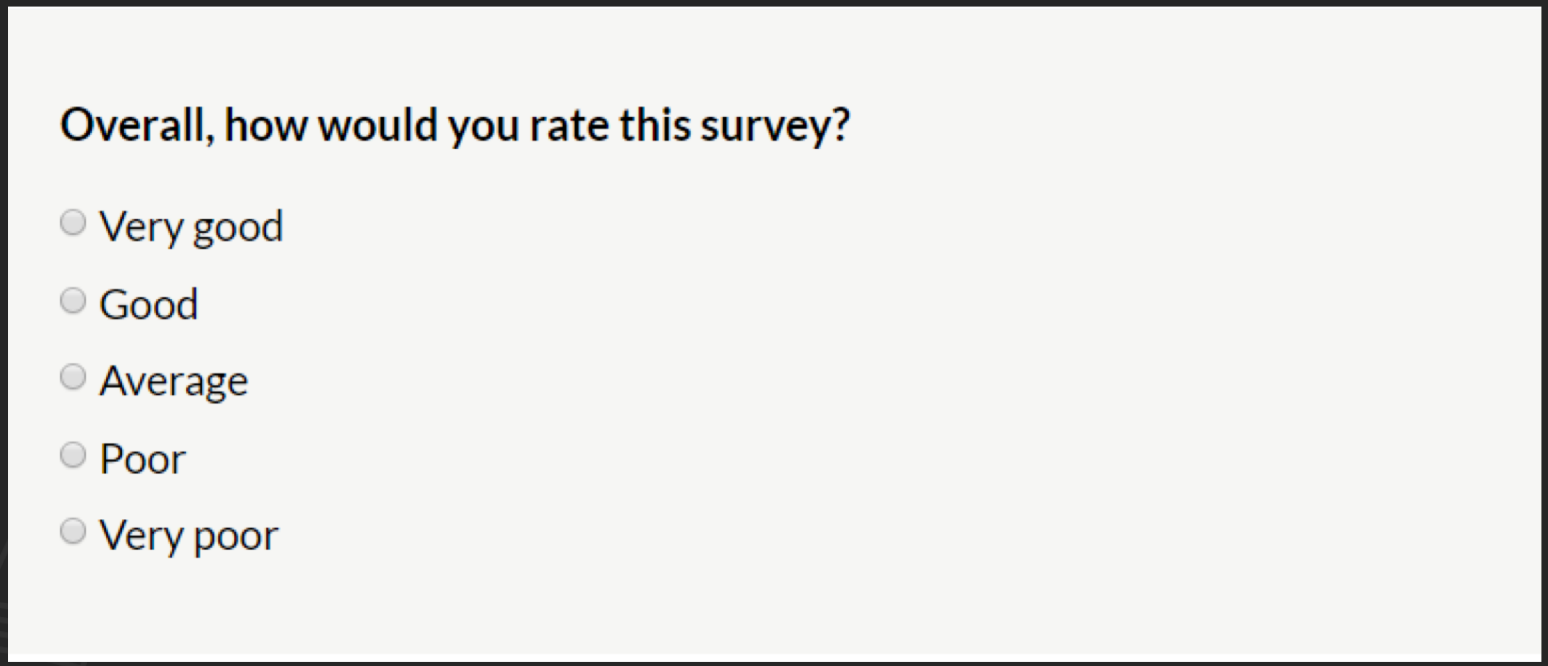
- Be open and realistic about the expected outcomes and influence of the survey
- Not all surveys will bring a direct change or improvement to the lives of the respondents or to the communities to which they belong
- Dishonesty can cause mistrust of the Council and disillusionment with community engagement

Communicating Results & Outcomes

- Strategy for Community Engagement 2019-24 states that we will show communities how their contributions make a difference to decision making
- Improving transparency by publishing survey results asap
- Using Citizen Space to publish results of offline consultations and events
- Creating a database for staff to use

Evaluation

How did we do?



How well do you feel you understood the following aspects of the survey?

	Fully Understood	Partially Understood	Didn't Understand
Purpose	○	○	○
The questions asked	○	○	○
How my views will be used	○	○	○

How much influence do you think the survey results will have over any decisions made about your area?

- ○ A strong influence
- ○ Some influence
- ○ No influence

Where did you hear about this survey?

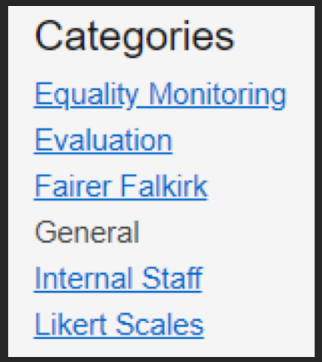
- [ ] Twitter
- [ ] Facebook
- [ ] Newspaper
- [ ] Community organisation
- [ ] Poster
- [ ] Falkirk Council website
- [ ] At school or college
- [ ] Word of mouth

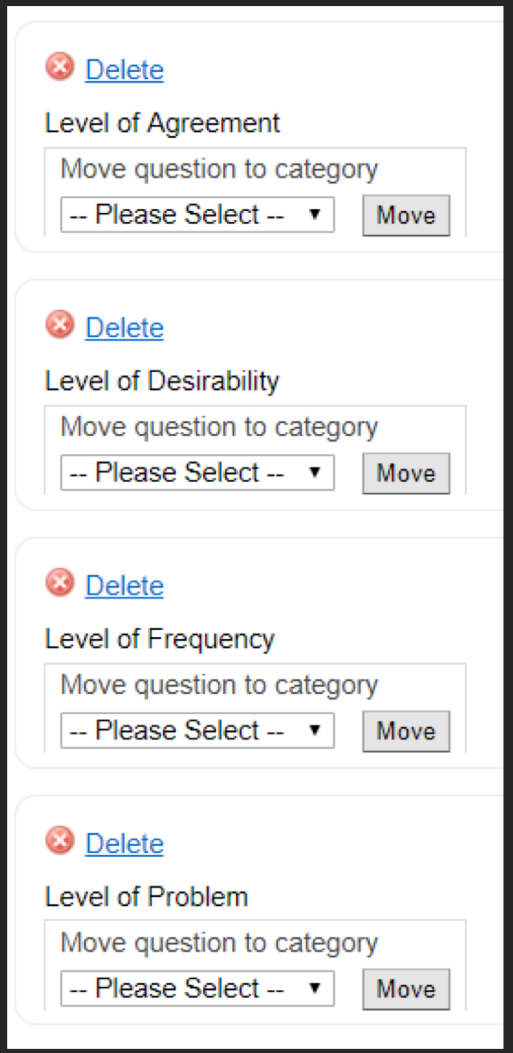
2018 Feedback

- 61% rated our surveys good or very good
- 83% fully understood the purpose of our surveys
- 81% understood the questions asked in our surveys
- 56% understood how their views will be used
- 40% thought the survey results will have no influence over decisions made.

Saved Questions

- To make it easier and quicker for staff to build surveys, we are developing our saved questions
- Categories include: equality monitoring, evaluation, internal staff and Likert scales





What's Next?

- Improving survey design and analysis by delivering training
- Making better use of tools for publishing survey results and outcomes
- Extending our use of Citizen Space beyond survey design by:
  - Creating a database of results
  - Listing community engagement events and their results

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