**York Teaching Hospital Trust Communications Feedback Analysis**

**283 people responded to the survey.**

1. Everyone is aware of Staff Matters.
2. With the majority of people reading it on a regular basis.
3. Heavily rated the content as interesting and useful overall to the majority of staff.
4. Only 13 percent of staff prefer to read it electronically. We know that this in addition to doing it for community staff and staff without PC access makes printing it required.
5. Only nine people printed it off themselves.
6. Main things for features people would like to see:
   * “Please consider the environment before you print”
   * Promotion of Unions
   * More Scarborough good news
   * Staff Lottery winners
   * More Staff Benefits
   * Organisational changes
   * Things that effect the Trust as a whole e.g. CCG fines
   * More Bridlington news
   * More Community news
   * “A day in the life of…” different people across the Trust inc. managers
   * More about financial situation, impact of fines
   * Issues/learning matters from Datix forms
   * Job vacancies
   * Business cases that have been approved and time scales
   * How the Trust is performing in the NHS as a whole
   * Staff submitted articles
7. The majority of staff were happy to read Staff Matters monthly.
8. 65 percent of people read Staff Bulletin weekly, only three percent said they don’t read it at all.
9. 88 percent find it useful.
10. Staff either wanted to receive it on a Monday, or a Friday, or didn’t mind.
11. 47 percent of staff said they don’t receive a briefing from their manager.
12. 50 percent of staff surveyed watch the Staff Brief video. Of those who didn’t, they said:
    * They can’t view the video
    * Can’t hear the video
    * Can’t access YouTube
    * Would rather read it
    * Not enough time
    * They’re briefed by their manager or attend the face-to-face briefings
    * Couldn’t listen in a large/shared office
    * Don’t know how to
    * Not aware of it
    * Not interested
    * They forget
13. The majority of these people said they watch it ask their desk, 21 people with their team, eight people at home and only one person watches it on their phone.
14. 91 percent of people were aware of the Staff Surgeries.
15. Only 11 people had been to one. Of those that hadn’t, their reasons why they wouldn’t attend were:
    * Time constraints
    * They didn’t think it would achieve anything
    * On the wrong site on the wrong days
    * Would rather book an appointment than wait
    * Couldn’t get cover if they left the ward/department
    * Dates/times aren’t practical
    * Too busy
    * Work off-site
    * Would prefer to meet senior managers’ specific to our Directorate who do not visit the department’s site. Would not expect Chief Exec' to know specific answers to our dept.
    * Colleagues had been and were told they’d get further communications and didn’t
16. 61 percent of people would consider using a virtual Staff Surgery if one was available.
17. There wasn’t one method of communications that people preferred over other, they were all voted on evenly.
18. Only 30 percent of the respondents followed our social media. 25 percent didn’t use it.
19. The majority of people liked the content we post and further suggestions were:
    * More Scarborough and Bridlington news
    * Vacancies
    * “A day in the life of…”
    * Ward closures
    * What it’s like to be a patient
    * Need to be more educational about the problems we’re facing
    * More about patient’s experiences
20. The reasons people didn’t follow the Trust’s social media were:
    * Like to keep work and home separate
    * They didn’t know about them
    * Not allowed to access at work
21. Other feedback/comments/suggestions:
    * The intranet is not user friendly and things are hard/impossible to find
    * Having Staff Matters more like a newspaper/magazine in the idea that you could have regular pages for specific items i.e. important news on p.2.
    * Don’t think managers pass messages down to ‘shop floor’
    * Sub-titles for Staff Brief
    * Managers to act upon concerns raised by staff
    * Non clinical staff to experience the realities of what it’s like on a ward
    * Feel as if staff can’t comment on Facebook as they aren’t supposed to identify their role or where they work
    * Too many forms of communication, all beginning with ‘Staff’
    * Search function on Staff Room doesn’t work
    * Too many flyers/noticeboards
    * Could have a Q&A section on Staff Room
22. Staff answered from all different job roles.
23. And all different directorates.