

Westminster Community Network (Voluntary Sector)

Red = Voluntary sector as customers themselves

Blue = for the people they support

On mobile site, only business info appears under 'services' unclear where to find anything else/other services

Tailoring communication to diverse audiences

Bidding process for housing – not user friendly

Accessibility – sign language/ phone number to call

Represent residents in bad damp housing for health check – not only council tenants – they are referred back to landlords!

Not feeling comfortable on the phone/ using English as 1st language – linguistic barriers

More resources/ shop front to know what services are available

Provide local meeting spaces for free. Keep analogue/face to face

Provider experience is very good in contacting adult social care & IT support

More visual elements / flowcharts – not large images that take up memory

Red tape and barriers when we are trying to call for someone else

Talk to someone – phone, face to face ONE SIZE DOES NOT FIT ALL

Who are you
- Young People pathway
- CYP services pathway
- Reporting pathway

Your experience as a Westminster City Council Customer – what do we need to know?

Functionality re councillors is good, but officers not accessible

Need more flexibility. Too much bureaucracy

Something to have specific links to relevant topics (on general website)

First phone contact trained to listed and be more 'open minded gate keeper' – can feel passed from pillar to post

Currently old fashioned – hard to search

Have a designated point person, i.e. Sarah Jane rather than anonymous person/loads of people for services

More partnerships/referrals / signposting to assets, resources and rooms

Chat Bot functionality online? Young People friendly

The website is v.difficult to navigate. Struggle to find what I'm looking for

Poor telephone – Library services

Control of current roadworks – 4 sites empty of work at 2pm

Not enough information on web pages/duplicate info

Unclear who's who. Clearer info re different services/council structure

Language

Housing Benefit process slow

Translations

Simple navigation

When people move out of borough there can be a breakdown in communications. Difficult to know which council to go to for support

Translate leaflets and website material

Westminster Community Network (Voluntary Sector)

Blue = for the people they support

When reporting online a misdemeanour, (eg rubbish left & photos – no acknowledgement

Some people are IT phobic

But allow some face to face for those who want/need

Every household to have access/own WiFi and Laptop

Every household to have access/own WiFi and Laptop

Switchboard is not accessible for people who don't speak English

List of website that can help people with low digital skills

Clearer user journey – site map

Increase digital education in libraries

- Drop ins
- Surgeries
- Promote help available

Texting reminders are really successful

A lot of our families don't read in English

Must be mobile friendly

Used as a method to deliver sexual health resources and info accordingly

Positive mental health and wellbeing

Simplify navigation structure
Visual approach
No jargon or acronyms

How should we be using technology to help you?

Do not lose human interaction

Older people still prefer face to face over tech

- Language barriers
- Not computer literate
- Keep online information up to date

Websites don't work for everyone. People respond better to different channels – eg WhatsApp, Images, Pics, Instagram
More engaging