Development of the SYCL sites in countries

Local Communication: Best Practice

The System for Community Liaison network

Brussels, 11 May 2017
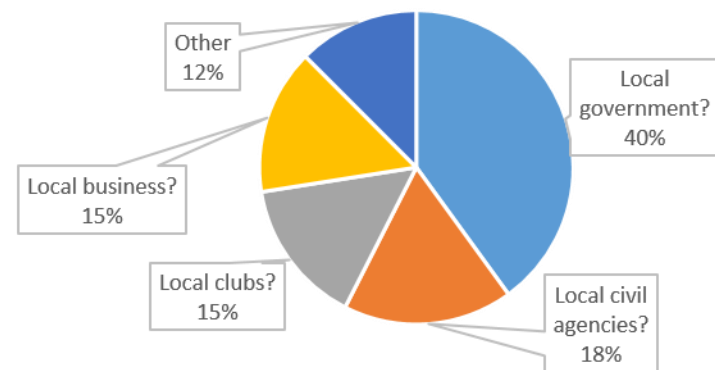
Questionnaire

Your name		Less than 35	35-55 years	More than 55
	Please use X to give you age in one of these categories:			
1	Please list any social-media systems (e.g. Facebook, LinkedIn) with which you have an account.			
2	With how many administrations did you discuss having a site?	Number		
a	Local government?			
b	Local civil agencies?			
c	Local clubs?			
d	Local business?			
Other	(please specify here)			
		Yes		No
3	All nearby local government had a site already			
a	If you answered "Yes" above, does higher government provide the site?			
	If you answered "0" to 2a, please go to question 4			
	Was there no interest in having a site from local government because they:	Yes	Maybe	No
b	Considered €99 per year too expensive?			
c	Did not consider it important enough to give time?			
d	Find other sites more attractive?			
e	Lack time for operating their own site?			
Other reason	(please specify here)			
		Yes		No
4	All nearby local civil agencies had a site already			
a	If you answered "Yes" above, does higher government provide the site?			
	If you answered "0" to 2b, please go to question 5			
	Was there no interest in having a site from local civil agencies because they	Yes	Maybe	No
b	Considered €99 per year too expensive?			
c	Did not consider it important enough to give time?			
d	Find other sites more attractive?			
e	Lack time for operating their own site?			
Other reason	(please specify here)			

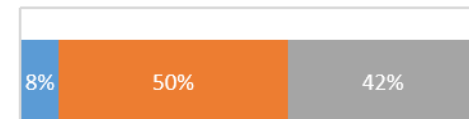| Other reason	(please specify here)			
		Yes		No
5	All nearby other local organisations had a site already			
a	If you answered "Yes" above, does higher government provide the site?			
	If you answered "0" to 2c or 2d, please go to question 6			
	Was there no interest from other local organisations because they:	Yes	Maybe	No
b	Considered €99 per year too expensive?			
c	Did not consider it important enough to give time?			
d	Find other sites more attractive?			
e	Lack time for operating their own site?			
Other reason	(please specify here)			
6	If you were unable to approach anyone about a site, please go to 7.			
	Was there initial interest but failure to complete a site because they:	Yes	Maybe	No
a	Found it too difficult to use the software?			
b	Found it too difficult to collect content for the site?			
c	Lacked time after initial enthusiasm?			
d	Decided to use Facebook or another system instead?			
e	The initial composition did not look attractive enough?			
Other reason	(please specify here)			
		Yes	Maybe	No
7	Would having a national training site like http://sycl-uk.sycl.net be useful?			
8	Would you be able to use sites like http://perdix-uk.sycl.net to raise interest?			
9	What else could we have done to make this work better?			

	<35	35-55	>55		<35	35-55	>55
Your name	<35	35-55	>55		<35	35-55	>55
Please use 1 to give you age in one of these categories:	0	2	5	7	0%	29%	71%
2 With how many administrations did you discuss having a site?	Number				Number		
a Local government?	2,285714				2,285714		
b Local civil agencies?	1				1		
c Local clubs?	0,857143				0,857143		
d Local business?	0,857143				0,857143		
Other (please specify here)	0,714286				0,714286		
	Yes		No		Yes		No
3 All nearby local government had a site already	4		2	6	67%		33%
a If you answered "Yes" above, does higher government provide the site?	1		2	3	33%		67%
If you answered "0" to 2a, please go to question 4							
Was there no interest in having a site from local government because they:	Yes	Maybe	No		Yes	Maybe	No
b Considered €99 per year too expensive?	2	1	2	5	40%	20%	40%
c Did not consider it important enough to give time?	2	2	1	5	40%	40%	20%
d Find other sites more attractive?	2	1	2	5	40%	20%	40%
e Lack time for operating their own site?	1	1	2	4	25%	25%	50%
Other reason (please specify here)							
	Yes		No		Yes		No
4 All nearby local civil agencies had a site already	2		4	6	33%		67%
a If you answered "Yes" above, does higher government provide the site?	1		1	2	50%		50%
If you answered "0" to 2b, please go to question 5							
Was there no interest in having a site from local civil agencies because they:	Yes	Maybe	No		Yes	Maybe	No
b Considered €99 per year too expensive?	2	1	1	4	50%	25%	25%
c Did not consider it important enough to give time?	3	1	0	4	75%	25%	0%
d Find other sites more attractive?	2	1	1	4	50%	25%	25%
e Lack time for operating their own site?	0	2	2	4	0%	50%	50%
Other reason (please specify here)							
	Yes		No		Yes		No
5 All nearby other local organisations had a site already	2		3	5	40%		60%
a If you answered "Yes" above, does higher government provide the site?	1		1	2	50%		50%
If you answered "0" to 2c or 2d, please go to question 6							
Was there no interest from other local organisations because they:	Yes	Maybe	No		Yes	Maybe	No
b Considered €99 per year too expensive?	1	1	2	4	25%	25%	50%
c Did not consider it important enough to give time?	3	1	0	4	75%	25%	0%
d Find other sites more attractive?	2	2	0	4	50%	50%	0%
e Lack time for operating their own site?	0	3	1	4	0%	75%	25%
Other reason (please specify here)							
6 If you were unable to approach anyone about a site, please go to 7.							
Was there initial interest but failure to complete a site because they:	Yes	Maybe	No		Yes	Maybe	No
a Found it too difficult to use the software?	0	2	1	3	0%	67%	33%
b Found it too difficult to collect content for the site?	1	2	1	4	25%	50%	25%
c Lacked time after initial enthusiasm?	1	1	1	3	33%	33%	33%
d Decided to use Facebook or another system instead?	1	0	0	1	100%	0%	0%
e The initial composition did not look attractive enough?	0	2	0	2	0%	100%	0%
Other reason (please specify here)							
	Yes	Maybe	No		Yes	Maybe	No
7 Would having a national training site like http://sycl-uk.sycl.net be useful?	3	3	1	7	43%	43%	14%
8 Would you be able to use sites like http://perdix-uk.sycl.net to raise interest?	5	2	1	8	63%	25%	13%

RATIO OF ADMINISTRATIONS DISCUSSED WITH

- Local government? 40%
- Local civil agencies? 18%
- Local clubs? 15%
- Local business? 15%
- Other 12%

REASONS OF SITE CREATION RELUCTANCE (SUMMARIZED)

- LACK TIME FOR OPERATING THEIR OWN SITE? — 8% | 50% | 42%
- FIND OTHER SITES MORE ATTRACTIVE? — 47% | 32% | 22%
- DID NOT CONSIDER IT IMPORTANT ENOUGH TO GIVE TIME? — 63% | 30% | 7%
- CONSIDERED €99 PER YEAR TOO EXPENSIVE? — 38% | 23% | 38%
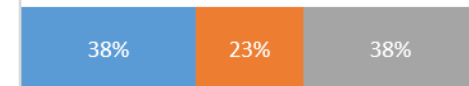
(axis: 0% 20% 40% 60% 80% 100%)

RATIO OF ADMINISTRATIONS DISCUSSED WITH

Other 12%

Local government? 40%

Local business? 15%

Local clubs? 15%
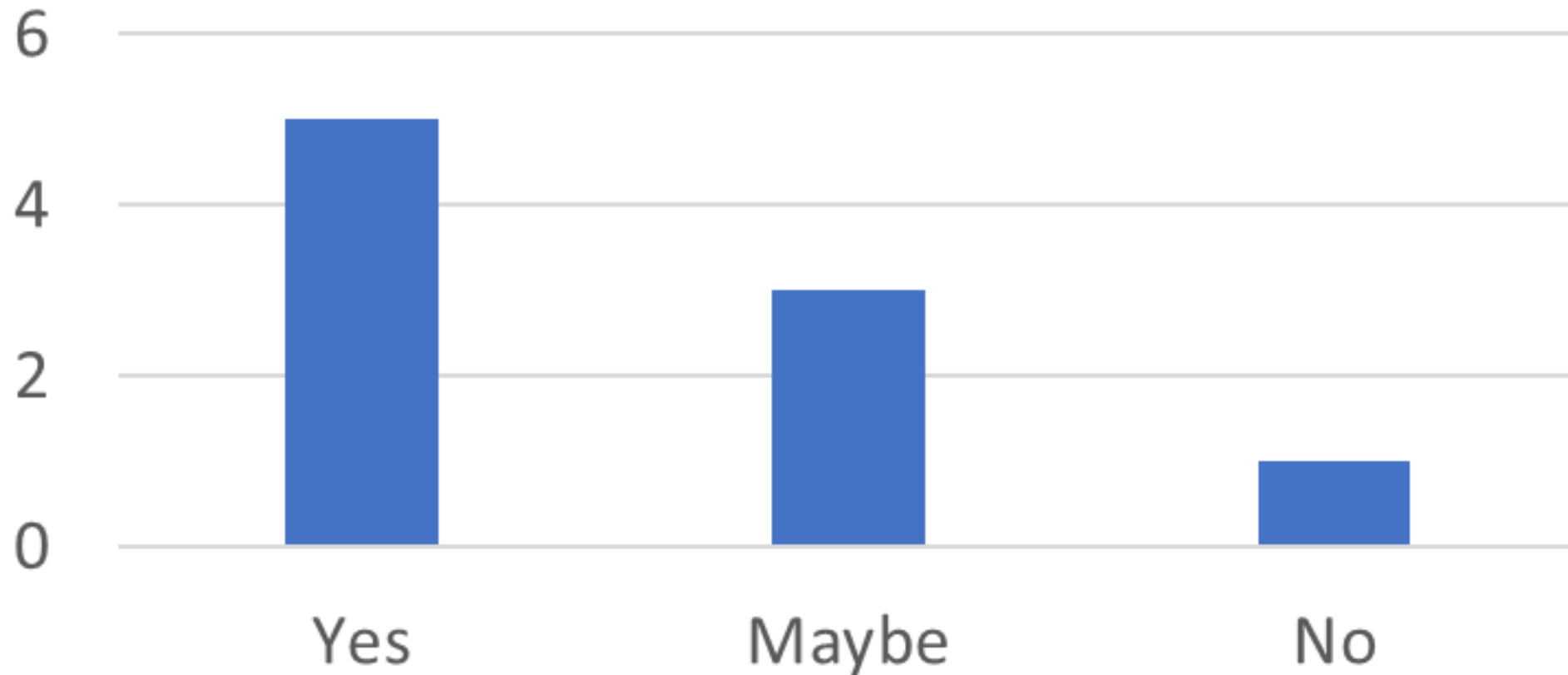
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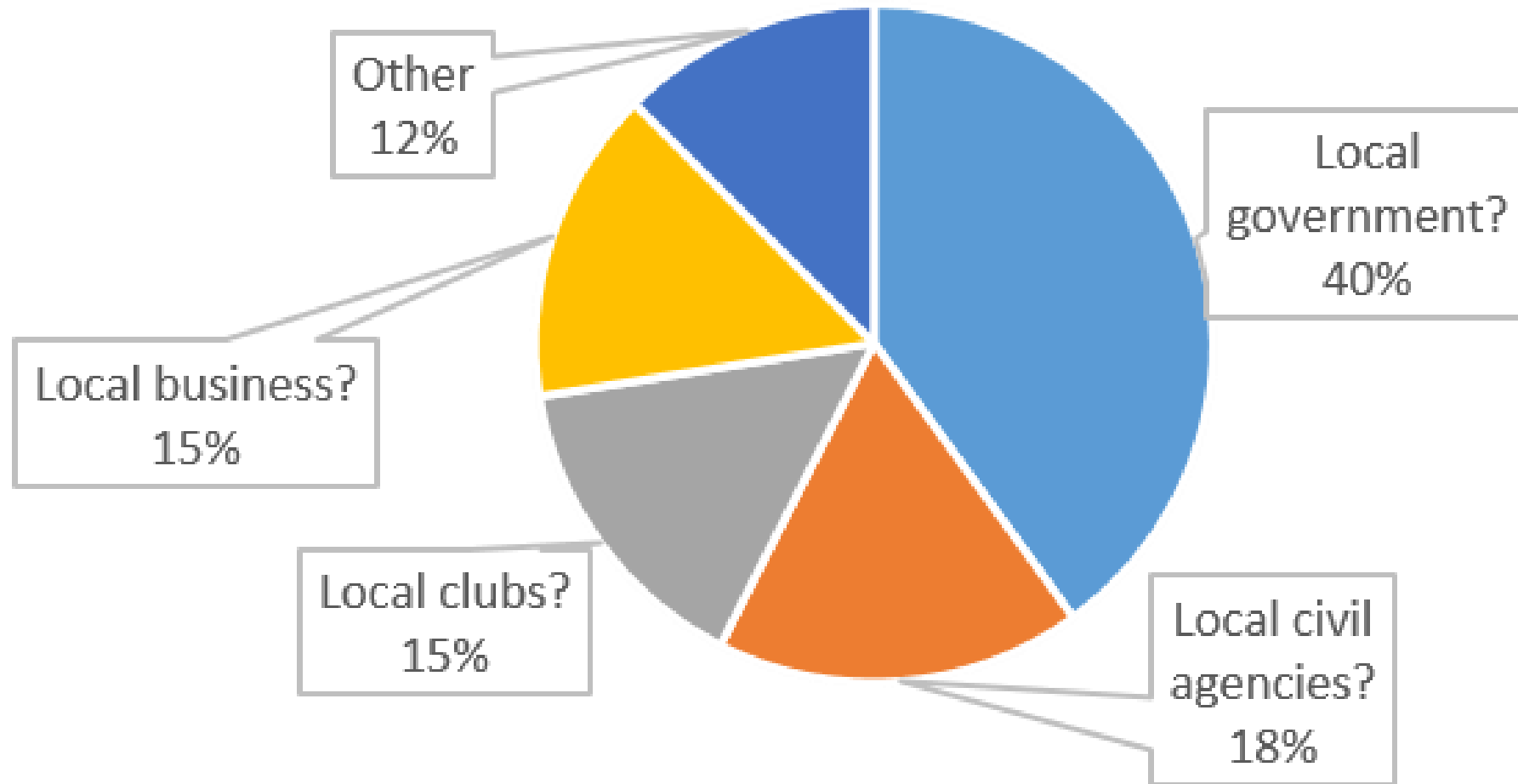
REASONS OF SITE CREATION RELUCTANCE (SUMMARIZED)
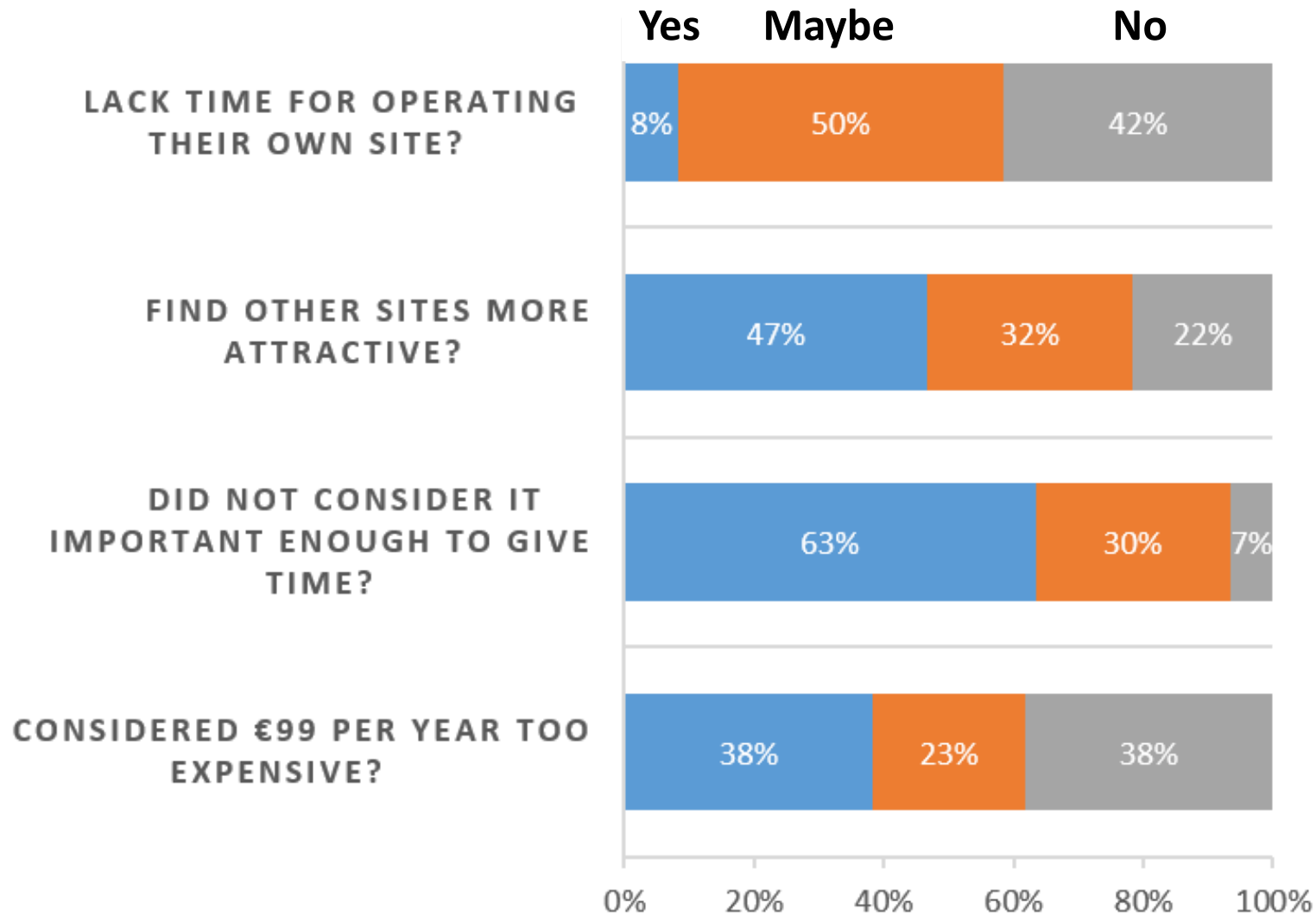
Number of Respondents considering national language example site useful

Conclusions

- Data were gained from 8 with 2 more to add, giving similar conclusions.
- We planned only 5 national studies in 2015; this is double.
- The study covered local NGOs, clubs, businesses as well as local government.
- Lack of time to run sites was not an issue.
- Lack of importance and finding other sites attractive were most problematic.
- The €99 annual subscription had as many "Yes" as "No" (38%).
- Only one country considered having a national example site not useful.

Many thanks to those who investigated running national sites and provided data for the survey!