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Future
Thinking

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Local Community Survey 2014 - AWE (Schools, Residents & LLC)

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UK | FRANCE | ITALY





Agenda

Contents

- Research Objectives & Methodology
- Main Findings
 - Organisation
 - Communications
- Summary & Actions
- Questions

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Research Objectives

AWE wished to establish a baseline measurement of community understanding of and attitudes towards the company

Research Objectives

The objectives of the research were to measure community perceptions of the following:

- 1 What AWE does (i.e. its purpose, role and contribution)
- 2 How well it does it (i.e. its performance and impact)
- 3 AWE's strategy, priorities and transformation
- 4 AWE's reputation

Research Aim: To provide insights which will inform local community strategy development.



The findings have been grouped into two themes

Organisation

- Recognised for the unique and additional skills and capabilities to support the security and defence of our country
- Being a high performing organisation' and/or 'demonstrates operational excellence'
- Committed to working in a safe, secure and ethical manner
- Recognised, nationally and internationally, as a leader in the fields of science, engineering, manufacturing and technology
- Acting as a good neighbour in the community and recognised as an employer of choice



Communications



- Recognised for providing regular and relevant communications
- Information provided is recognised and valued for its quality and timeliness
- Provides information via the preferred method/s of communication
- Builds strong and enduring relationships with its community
- Actively seeks feedback and adopts a consultative approach







Main Findings

Significance testing has been conducted and where statistical significances are shown/ referred to, these are based on testing at the 95% confidence interval

-  = significantly high score than the total
-  = significantly lower score than the total

Where circles are shown, this is to highlight a particularly positive or negative score worthy of attention:

-  = a particularly positive finding/ score
-  = a particularly negative finding/ score

Where a low base size is indicated, these findings should be read with caution:

Caution: Low base size

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inspiration



Community Types

All of the audiences we spoke to had a different relationship with AWE and varying needs



Need

Clear communication about relevant educational initiatives

How well met

Mixed; a refresh of contacts would help



Need

Action and reassurance on safety issues

How well met

Fairly positive but essential to continue to ensure safety



Need

Want to be able to trust AWE and feel safe. A need for transparent communication

How well met

Little overt negativity but little positivity either; an opportunity



The overall impression of AWE varies by community group

Overall impression of AWE

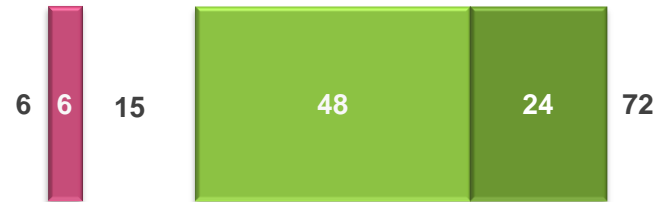
% Don't know



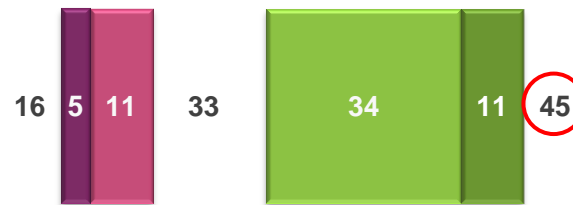
LLC members (21)#



Schools/ Colleges (33)



Residents (396)



Base: (All Respondents)

QO1. Taking everything into account that you know about AWE, how positive or negative is your overall impression of AWE?



Detailed Findings

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Organisation

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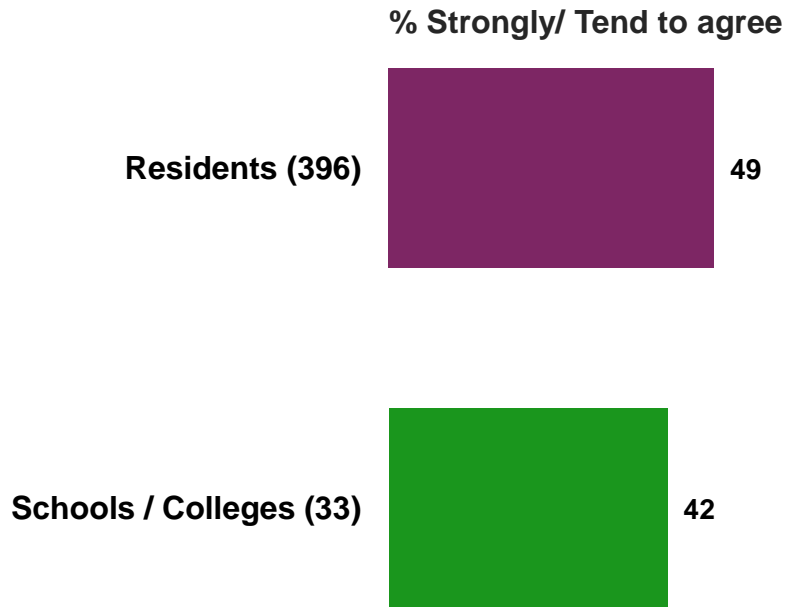
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inspiration



AWE has the opportunity to further promote its 'overall purpose' amongst residents and schools

AWE has a clear overall purpose.....



Residents

Aldermaston (274) %	Burghfield (99) %
53	40



Schools/ Colleges

Primary (18)# %	Secondary (14)# %
39	50



Those closer to the Aldermaston site seemingly have a better idea, but the result is not significant.



The overriding image amongst both residents and schools is of the development of nuclear weapons and associated research

AWE's main role / purpose – Spontaneous comments



Residents



Schools/ Colleges



Base: (Residents: 396) Base: (Schools/ Colleges: 33)

Q3. Please describe in your own words what you believe to be AWE's main role/ purpose?



Trust, Safety and Transparency



LLC members were asked to what extent they feel each of the following statements are applicable to AWE...

Trustworthy

Overall perception

LLC members feel that they can trust AWE, by the very virtue of the fact that they are on the committee, and kept up to date on what's going on

Operates in an entirely safe manner

Overall perception

LLC members were aware of certain incidents where regulations hadn't been followed and incidents had occurred, but for the most part, AWE was perceived to be a safe organisation

Transparent and open in its activities

Overall perception

A complex question due to the nature of the business. LLC members understand that complete transparency is not possible, but feel it is important that they are aware of anything that may impact them or the people they represent. Some issues with certain pieces of information that cannot be shared because of stipulations from MOD



Community and Charity



LLC members were asked to what extent they feel each of the following statements are applicable to AWE...

Committed to helping local and national charities

Committed to the local community / Acting as a good neighbour

Overall perception

High awareness of AWE's charity involvement – particularly on a local level e.g. grants to community projects

“

They put a lot back into the community—they work with schools to increase science education and give grants to community projects

”

Overall perception

Good awareness and first hand knowledge of the various commitments and contributions that AWE makes to the local community, particularly in relation to schools . This is a big priority for the LLC and a key area of interest

“

They're a big employer in the area, they go into schools and give presentations - we've been to their apprentice centre. They do lots

”



Employer of Choice



LLC members were asked to what extent they feel each of the following statements are applicable to AWE...

Employer of choice

Overall perception

Many felt that AWE was an employer of choice, especially those who lived in the area or who worked in the scientific field

Some mention of salary and pension as a reason to work for the company

“

There is a high percentage of the local community that works there, they have good salaries and good pensions

”

Works to protect and improve the environment on site

Overall perception

Very high awareness of the transformation programme amongst the LLC, who understand that the building and regeneration work is designed to safeguard the future of the site and make sure it remains cutting edge

“

There has been a lot of investment on site to bring it into the 21st century – the place has been torn apart and updated to make it more comfortable, safe and efficient

”



Communication

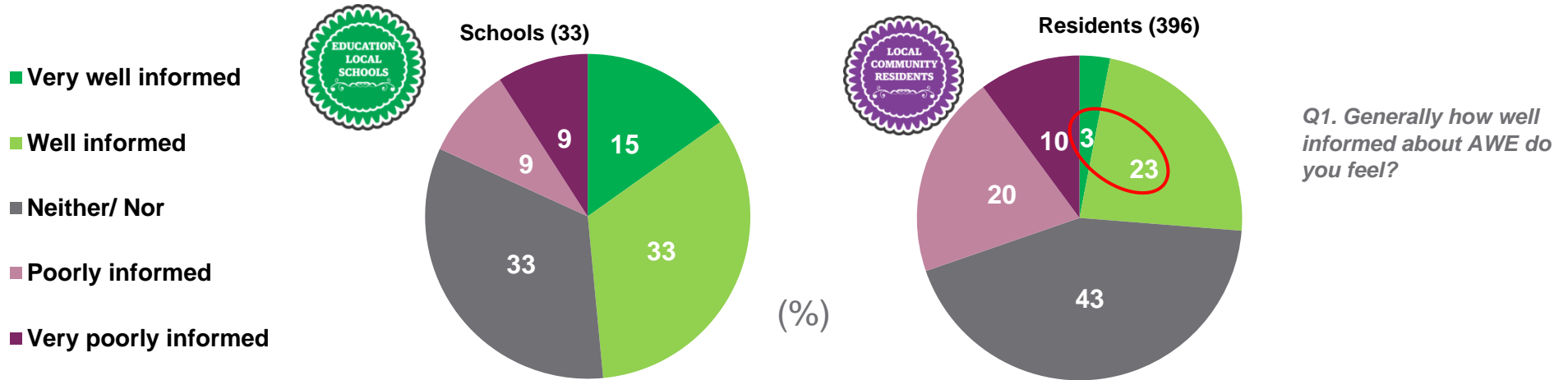
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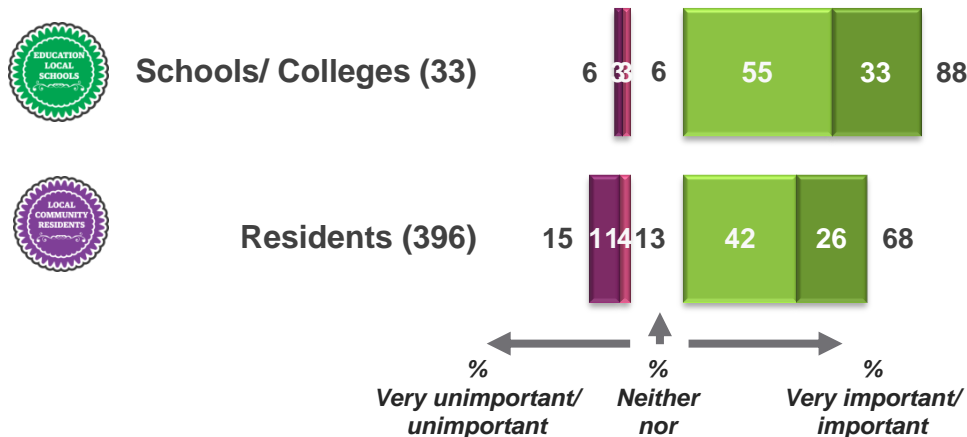
inspiration

→ The Local Community are keen to continue to receive information from AWE

How well informed about AWE



Importance of being kept informed



Q8/Q9a. Personally, how important is it for you to stay informed by AWE?

In the main, there is universal agreement that it is important to be informed.



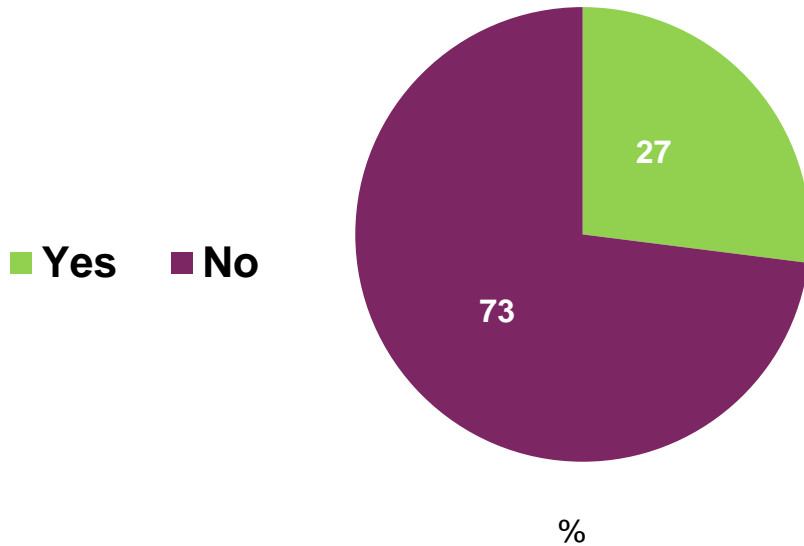
A quarter of residents are aware of the LLC and 4% know who their representative is



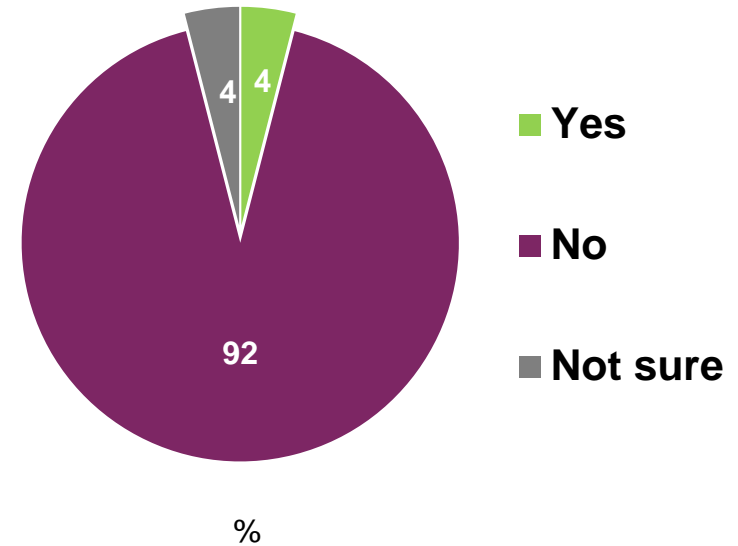
Residents

Awareness of the LLC

Awareness of LLC



Know who LLC Rep is



Base: (Residents: 396)

Q2a. Are you aware of the AWE Local Liaison Committee (LLC)?

Q2b. Do you know who your representative of the LLC is?

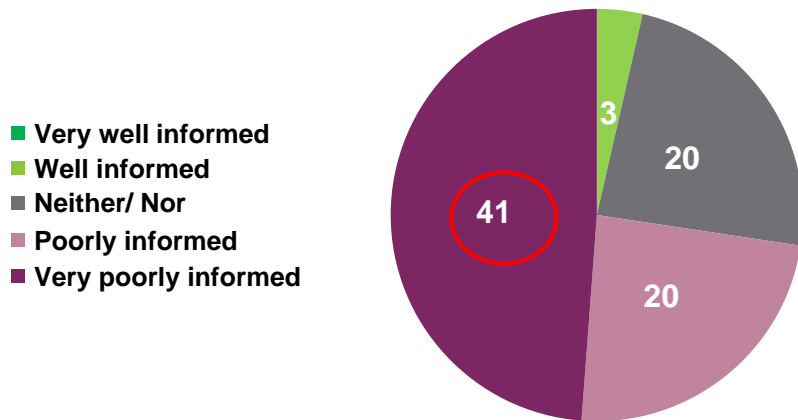


Over 2 in 5 residents say it is important to be kept informed by their LLC representative, yet under a quarter feel well informed



Residents

How well informed LLC keeps residents

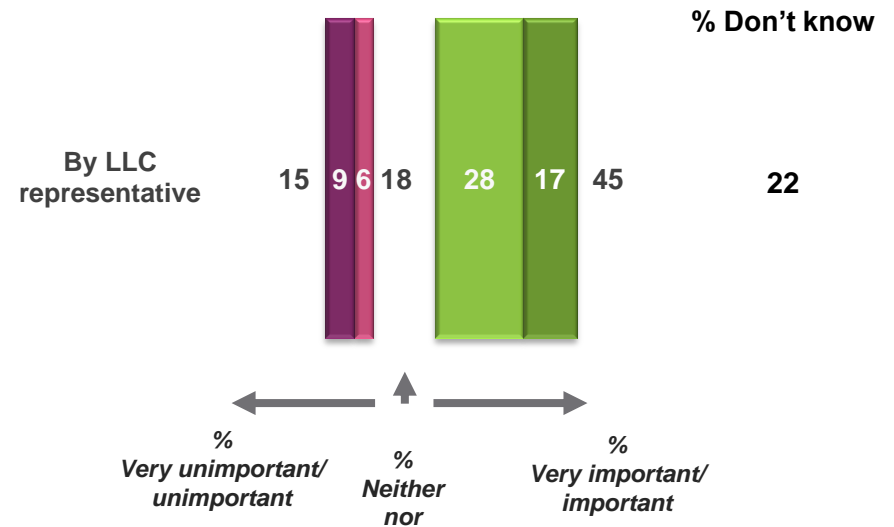


The LLC do not seem to cascade information; the conclusion is that residents get all their information direct from AWE

Base: (Residents: 396)

Q8b. And, how well informed does your LLC representative keep you about matters that are relevant to you?

Importance of being kept informed



Base: (Residents: 396)

Q8b. And, how important is it for you to stay informed by the LLC representative?

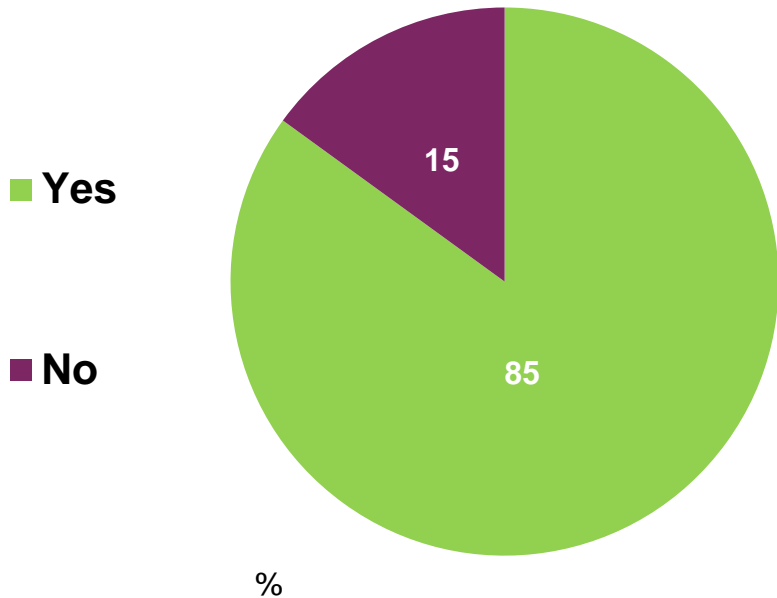


The vast majority are aware of the Schools Liaison Scheme (AWEsome Education). Just over half rate the Initiative as good

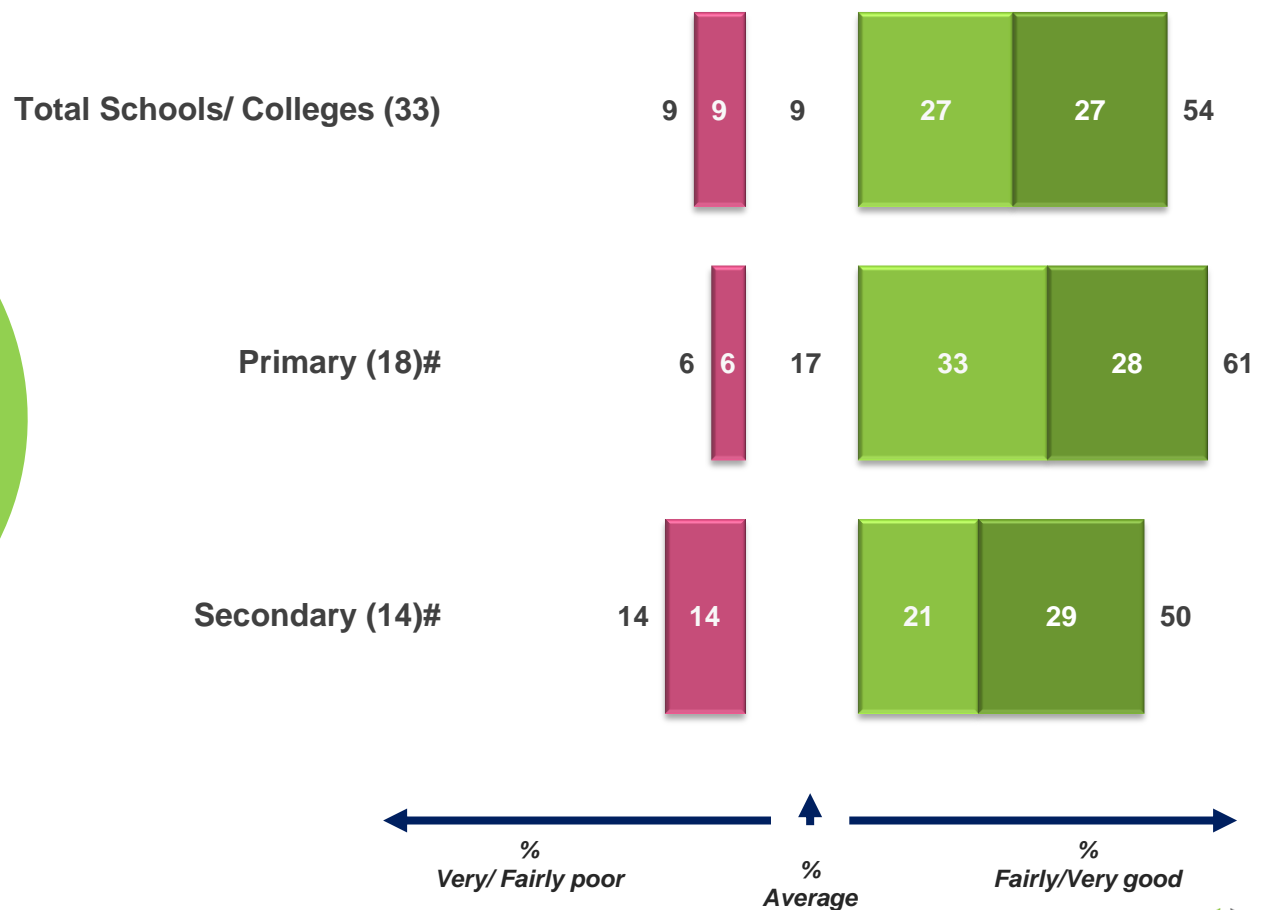


Schools/ Colleges

Awareness of Schools Liaison Scheme – ‘AWEsome Education’



Rating of ‘AWEsome Education’ initiative



Base: (Schools/ Colleges: 33)

Q2. Are you aware of the Schools Liaison Scheme, also known as ‘AWEsome Education’, the initiative to help promote science, technology, engineering and maths (STEM) subjects in schools?

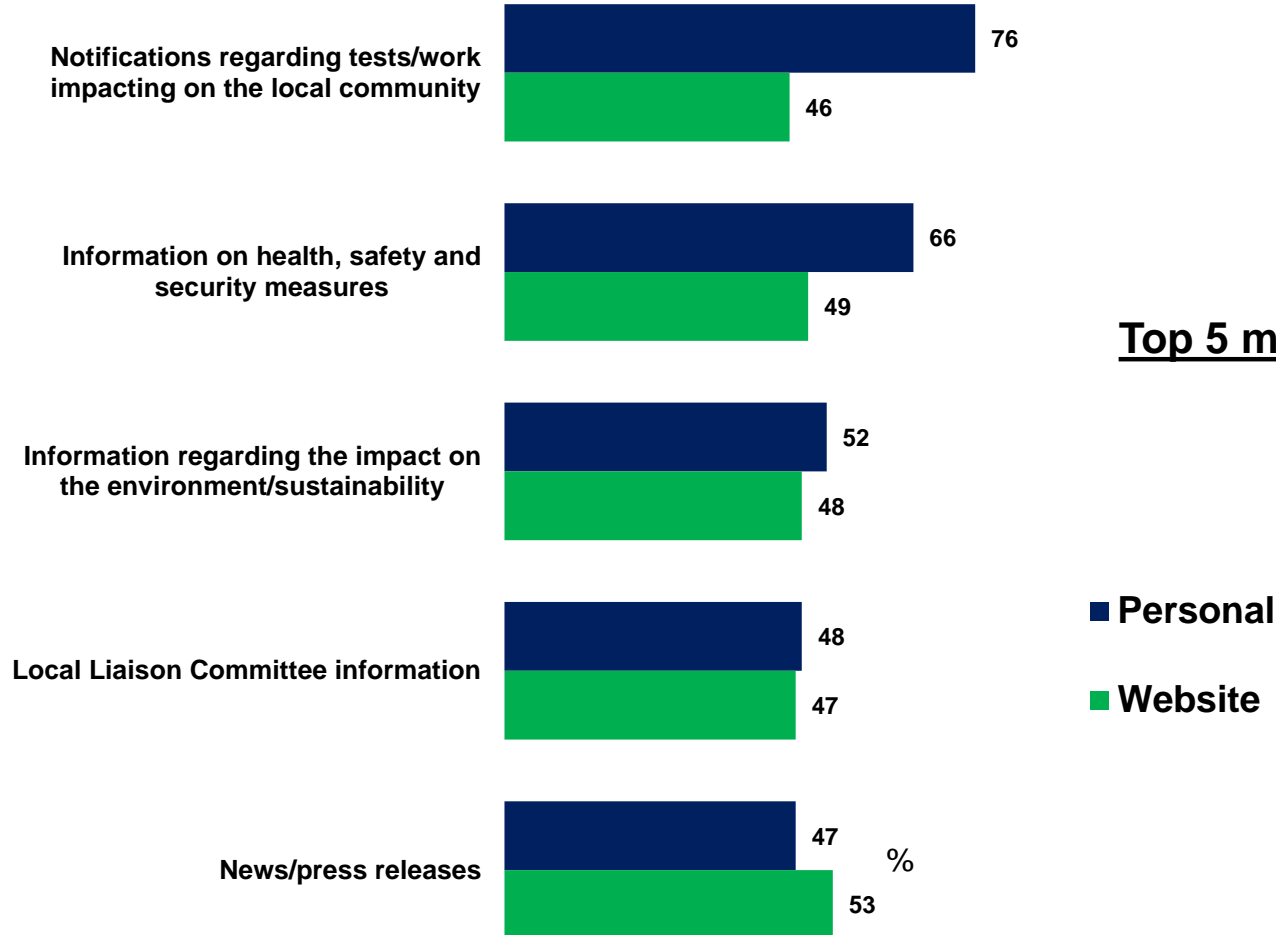


Three-quarters of residents would like personal comms regarding work impacting on the community and 2 in 3 would like safety info



Subject areas: Personal / Website

Residents



Top 5 mentions

Base: (Residents: 396)

Q17a. Which subject areas, if any, do you feel you should receive personal communication from AWE about?

Q17b. And, which, if any, subject areas would you expect to see on the AWE website?

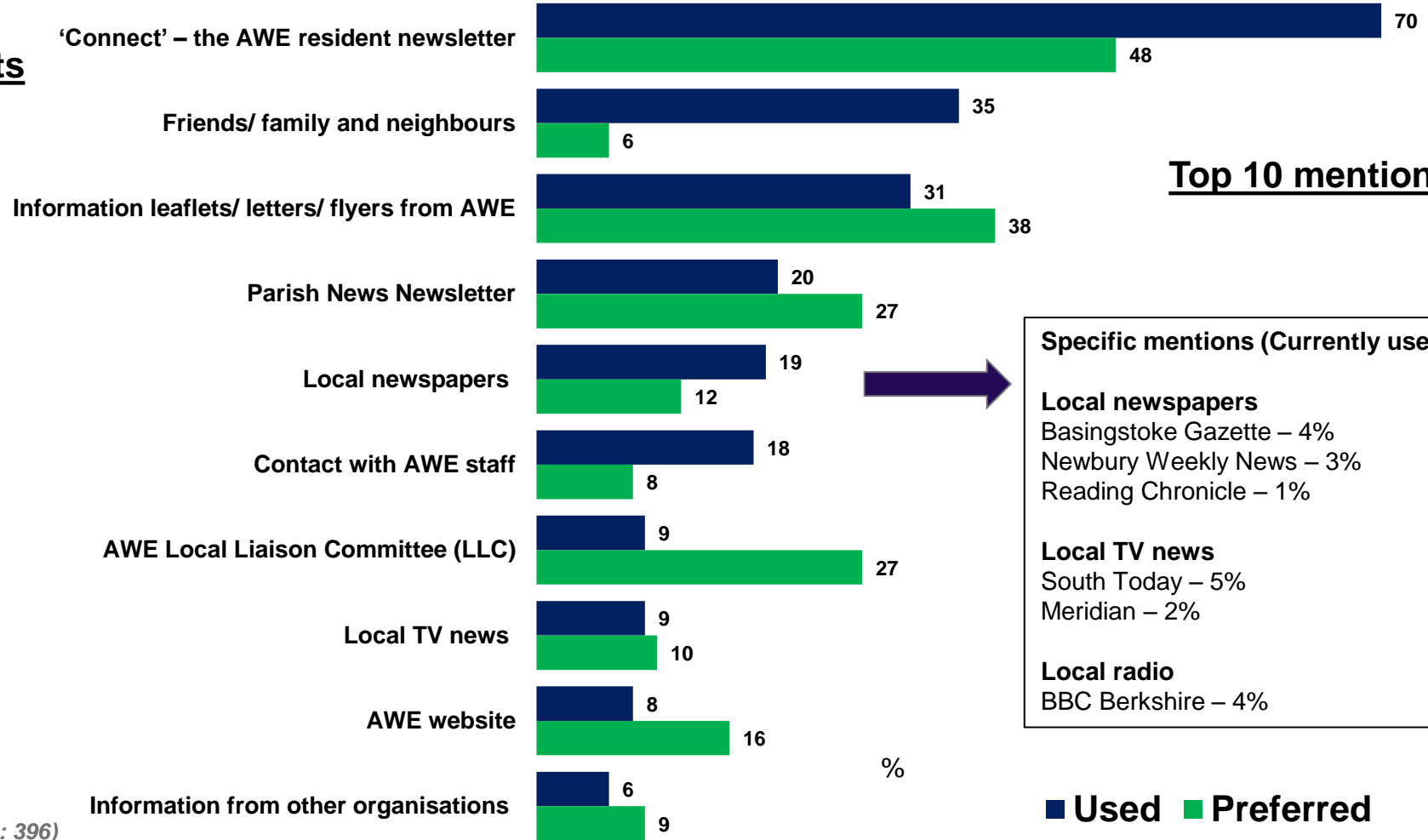


‘Connect’ is a success story; it is by far the most used source of information and is also the most preferred



Information Channels; Used and Preferred

Residents



Top 10 mentions

Specific mentions (Currently used):

Local newspapers

- Basingstoke Gazette – 4%
- Newbury Weekly News – 3%
- Reading Chronicle – 1%

Local TV news

- South Today – 5%
- Meridian – 2%

Local radio

- BBC Berkshire – 4%

■ Used ■ Preferred

Base: (Residents: 396)

Q7a. From which, if any, of the following do you obtain most of your information about AWE?

Q7b. Which, if any, of the following would be your preferred way of finding out about/ hearing news about AWE?

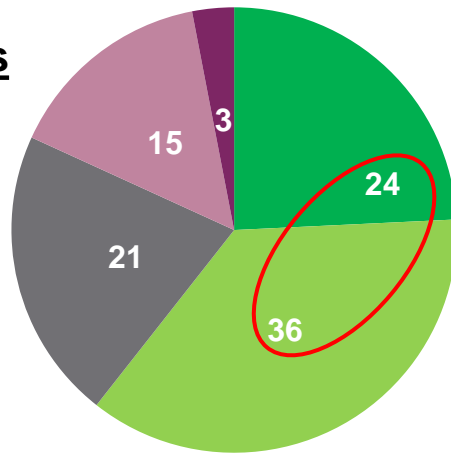


6/10 schools feel well informed by AWE. While written correspondence and email are equally used to communicate, email is by far the preferred method



How well informed feel

Schools/ Colleges



- Very well informed
- Well informed
- Neither/ Nor
- Poorly informed
- Very poorly informed



Written:

Current: 64%

Preferred: 30%



Email:

Current: 64%

Preferred: 82%

Base: (Schools/ Colleges: 33)

Q7. How well informed, if at all, does AWE keep you about educational initiatives for local schools/ colleges?

Q13. How do you currently receive/ access personal communication from AWE?

Q14. And, what would be your favoured methods for receiving/ accessing personal communication regarding AWE's educational initiatives in the future?



'Connect' and 'AWESome Education' are well read and positively received

Residents



Base: (Schools/ Colleges)

Schools/ Colleges



Introduction

Happy New Year from AWE and welcome to the new revamped AWESome Education Newsletter.

This is your one-stop-shop to learn about all the AWESome work and opportunities offered through the AWESome Education Scheme.

This newsletter will be published three times a year - conveniently delivered to your inbox at the start of each new term.

It's designed to tell you about activities that have taken place in the previous term and inform you about forthcoming events.

AWESome A-Level Science challenges pupils

Some of the brightest minds from local schools were put to the test recently at the annual AWE A-Level Science Challenge.

The event forms part of AWE's AWESome Educator's campaign - an initiative that supports primary schools, secondary schools and sixth form colleges in delivering the STEM curriculum. Ten schools attended the event held at Tisdley Community Centre.

Pupils had to tackle a variety of problems which included having to break into a locked briefcase by overcoming chemistry and cryptography problems. The teams were given the tasks of calculating the storage capacity of CDs and DVDs, designing a wind turbine, solving questions and then finally launching projectiles to gain bonus points.

The day concluded with a talk from Head of Science Physics at AWE, Professor Andrew Randelovich.

The event was organised by a team of AWE graduates as part of their development programme with the guidance and help of project sponsor John Ansell, one of AWE's Assurance Governance managers.

AWESome Education

'Connect' is a huge success story:

82% of respondents had read 'Connect'
 65% rate it as good – 18% very good
 However, it could arrive more frequently for 3/10

'AWESome Education' less well read, but positively received:

48% of respondents had read 'AWESome Education'
 67% rate it as good – 17% very good
 Frequency is about right for 78%

Base: (Residents)

Q10. Which of the following best describes your readership of 'Connect'?

Q11. How would you rate the quality of the information provided in 'Connect'?

Q12. And, what do you think about the frequency of receiving 'Connect'. Is it...?

Base: (Schools/ Colleges)

Q9. Which of the following best describes your readership of AWESome Education?

Q10. How would you rate the quality of the information provided in AWESome Education?

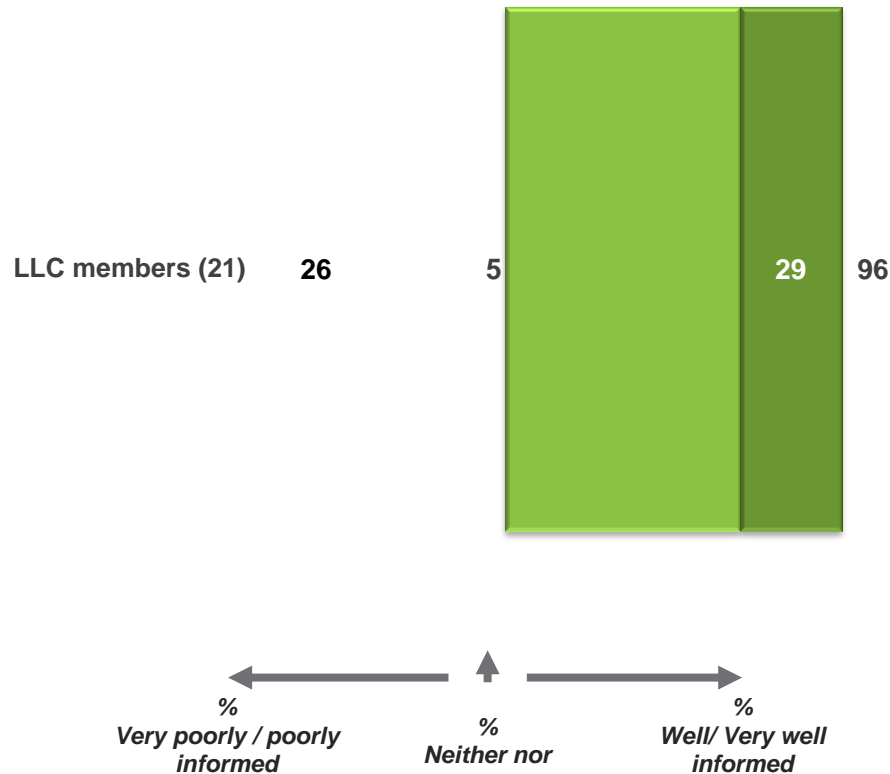
Q11. And, what do you think about the frequency of receiving AWESome Education?



Almost all LLC members say it is important to stay informed about AWE and the vast majority do feel well informed



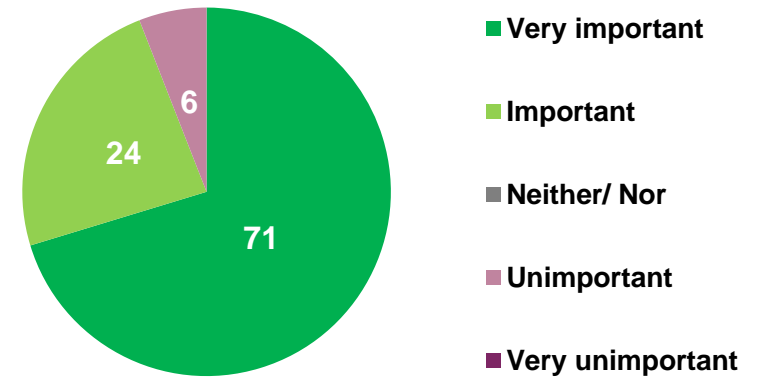
How well informed



Base: (LLC members: 21)

QC1. Generally how well informed about AWE do you feel?

Importance of being kept informed



QC2. How important is it for you to stay informed about AWE?



Views about the working of the LLC



LLC were asked a number of specific open ended questions about whether AWE does enough to address public concerns and about the cascading of information....

Is AWE doing enough to address public concerns?

"I don't think there is a lot else they could do with LLC, the trouble with their press statements, for example is that they are very highly constrained by HM Government, and the security considerations."

"It is organic, it has improved over time. We meet the various managers, they are doing the best they can. We see around the sites and we can talk freely to students and so on."

"I do sometimes have a concern that they are not proactive enough. If there is a problem that comes up, they perceive it as being a silly little problem and they are not proactive enough to get the information out to the local council. So, if the local news team or reporters phone us up, we know what they are talking about. In the past, we haven't known what they are talking about and then of course, it then gets blown up into something which is going to upset the locals."

"It is working well, the work they do with the Skills Academy, by training local staff and the Outreach Programme they have with schools is also important at getting the message across."

"I think AWE are doing what they can with rules of engagement they have, doing as much as they're allowed to do. Could go further, but the issue really is coming back to the MOD allowing them to do more."

How well does the cascade of information work?

"I don't think there is a lot more they can do, they have done a lot of improvement over the last year or so."

"I think it is a good media, I personally always give a report. We sit round the table and we hope it filters through, it is our duty to help it through."

"If we make suggestions or comments, they are quite good at taking them on board, which shows the usefulness of the LLC. I am a bit concerned that they don't appreciate the far reaching effects that people perceive of the AWE. Even these little local parish councils, which they may see as being quite a distance away, the residents are still concerned and have issues with AWE. Even if they live fifteen miles away, they are still going to be concerned."

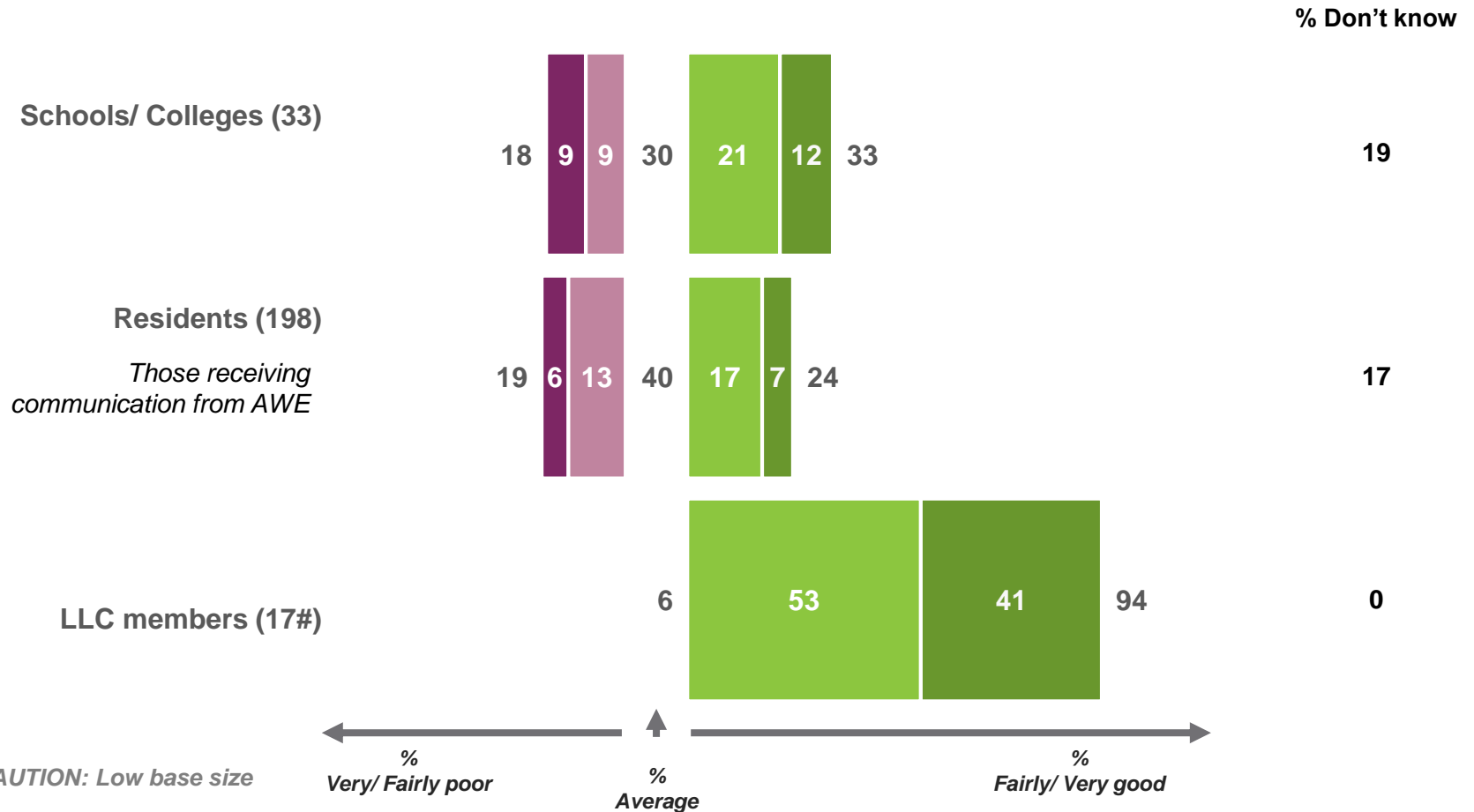
"As a new councillor it would be useful to be given a briefing on what can and cannot be cascaded from the LLC."

"Works reasonably well. Local parishioners aren't that bothered. Most not interested, it's an ongoing process, they're happy someone is just there."



LLC members are the most positive about the communications that they receive from AWE

Overall rating of Communication



Base: (All Respondents)

Q15a/Q16/QC12. Overall, how do you rate the communication you currently receive from AWE?



Communications By Community Group



Mixed response from communities regarding how well AWE was felt to communicate with them



- Generally a positive response to the communications they receive from AWE
- Attend regular resident meetings that have senior representatives from AWE, which is welcomed
- Also receive letter updates, look on website and the quarterly magazine
 - Minority comment that the website could be updated to make it easier to find information
- For some, this information was felt to be sufficient and addressing their key concerns
- However, for others they do feel that not all their specific questions are answered so more clarity here would be welcomed



- Residents and schools unanimously agree that it is important to stay informed by AWE
- Schools (particularly primary schools) feel better informed than residents
- Among residents, 'Connect' is the most used and most preferred source of information about AWE
- 'Connect' is very well rated, but some would like to receive it more frequently
- 'AWESome Education' is not as well read as 'Connect', but is rated just as favourably
- Written correspondence and email are equally used to communicate with schools, but email is by far the preferred method



Summary & Actions

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Local Schools / Colleges



Keep up the good work being done and expand this if possible



"We would benefit from up to date information concerning any emergency situations/ procedures and evacuation plans as this has not happened for over 6 years"

"A general talk at junior school level (y5/6) about what AWE does would be beneficial. It would also benefit local parents who may have negative thoughts and ideas about the role of AWE"

Needs

- Informative communications, specifically about educational initiatives, such as AWESome Education
- More information about safety performance and AWE's general operations would be welcomed
- Seemingly also in need of attention are clarity of purpose

Overall Perceptions

- Interaction with schools / colleges has led to a positive overall impression of AWE amongst 72% - still some work to be done
- This sector is particularly keen to understand more context about AWE's operations
- One third agree that AWE is a good neighbour; possibly due to the unease about safety
- 3/5 are not clear on who is responsible for the running of AWE
- Almost 9 in 10 schools do agree that AWE makes a valuable contribution to them; three-quarters agree that AWE is committed to the community
- Despite that, only 1/3rd agree that AWE is a good neighbour; possibly due to the unease about safety

Improvements

- An important first step is to ensure that the schools contact database is up to date with the right people
- Educational talks / demonstrations are a real positive driver and so continue to publicise opportunities; increase the number if feasible
- Positive contact with schools can only help the overall impression within the local community as a whole



LLC members



A positive response from these specific LLC representatives who feel their needs are well met



“They communicate very well. I get press releases and advanced warning on plans relevant to my area”

Needs

- Updates and information on issues relating to local matters
- Action and reassurance in relation to nuclear waste and emissions e.g. in relation to the Pangbourne Pipeline
- To be a ‘good’ neighbour and ensure the safety of the local area
- As well as remaining an important source of local employment

Overall Perceptions

- Overall a positive response from local community representatives who feel that AWE do a good job in sharing with them information and updates from the site
- They feel that the meetings and email updates give them what they need to know and provide an important forum to ask questions directly
 - Also impressed with attendance from senior people at AWE
- AWE also felt to put a lot back into the community by working with local schools, community projects as well as being a large employer in the area
- A perception that AWE does its best to provide them with the information they need, but is constrained by some things being too confidential to share

Improvements

- Continue with the regular meetings and updates
- Ensure safety guidelines are adhered to at all times and notify if any issues occur
- Though these representatives were satisfied, it is important to ensure information is circulated and fed downwards as necessary (perhaps via resident meetings, leaflets etc.)



Local Residents



Residents seek continual reassurances about safety. 'Connect' is well read and received, but there is a desire for more information



"I would just like to know more about AWE - its mission, purpose etc; but, more importantly, also what it is doing to minimise the environmental impact of its operations and the safety aspect for the community as a whole."

Needs

- Residents do not currently feel sufficiently informed
 - Provide updates/ information on issues relating to local matters and works impacting the local community
- Be a 'good' neighbour and ensure the safety of the area
 - Seek to continually reassure residents about safety
 - Shout more about the good community work that is done, particularly with those neighbouring Burghfield
 - As well as remaining an important source of local employment
- Be as open and transparent as possible to gain trust

Overall Perceptions

- A total of 45% of residents are very or fairly positive overall (a further third are ambivalent)
 - AWE is perceived as lacking transparency by some (just 19% agree)
- There is some confusion around who runs AWE for over half (56%)
 - There is reference to 'bombs' and 'weapons' rather than 'protection' and 'defence'; changing the emphasis would help with perceptions
- However, a quarter of residents feel well informed about AWE and the same proportion rate the personal communication as 'good' overall
 - 19% agree that what they receive is timely and accurate
 - 22% agree that it's relevant
- 'Connect' is the preferred source of information, with 8 in 10 reading it ; two-thirds rate it as 'good' (18% say it is very good)

Improvements

- Continue with 'Connect', this has been very positively received
- Promote the new website and embrace the internet and social media
- Build on the good work with the LLC and the positive attitudes of this audience by helping them to cascade information
- Similarly, publicising 'AWESome Education' more will also help to boost the overall positivity of local residents



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METHODOLOGY & DEMOGRAPHICS








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A combined research methodology was used

<h2>1 Residents</h2>  <p>→ Postal address file of 2,000 local residential addresses provided by AWE.</p>  <p>Postal (Quantitative)</p> <p>→ Postal self-completion questionnaires sent to local residents.</p> <ul style="list-style-type: none">• 396 completes• 19% response rate	<h2>2 Schools</h2>  <p>→ Database of 93 School Liaison contacts provided by AWE.</p>  <p>Postal (Quantitative)</p> <p>→ Postal self-completion questionnaires sent to schools.</p> <ul style="list-style-type: none">• 33 completes• 35% response rate	<h2>3 LLC members</h2>  <p>→ Database of 32 LLC contacts provided by AWE.</p>  <p>Depth Interviews (Qualitative)</p>  <p>CATI (Quantitative)</p> <p>→ CATI (Computer Assisted Telephone Interviewing), with an option to complete online</p> <ul style="list-style-type: none">• 21 completes• 66% response rate <p>→ 4 telephone depth interviews lasting 30 minutes were also conducted</p>
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Fieldwork dates:

- Friday 28th March - Monday 16th June

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- Friday 28th March - Monday 16th June

Fieldwork dates:

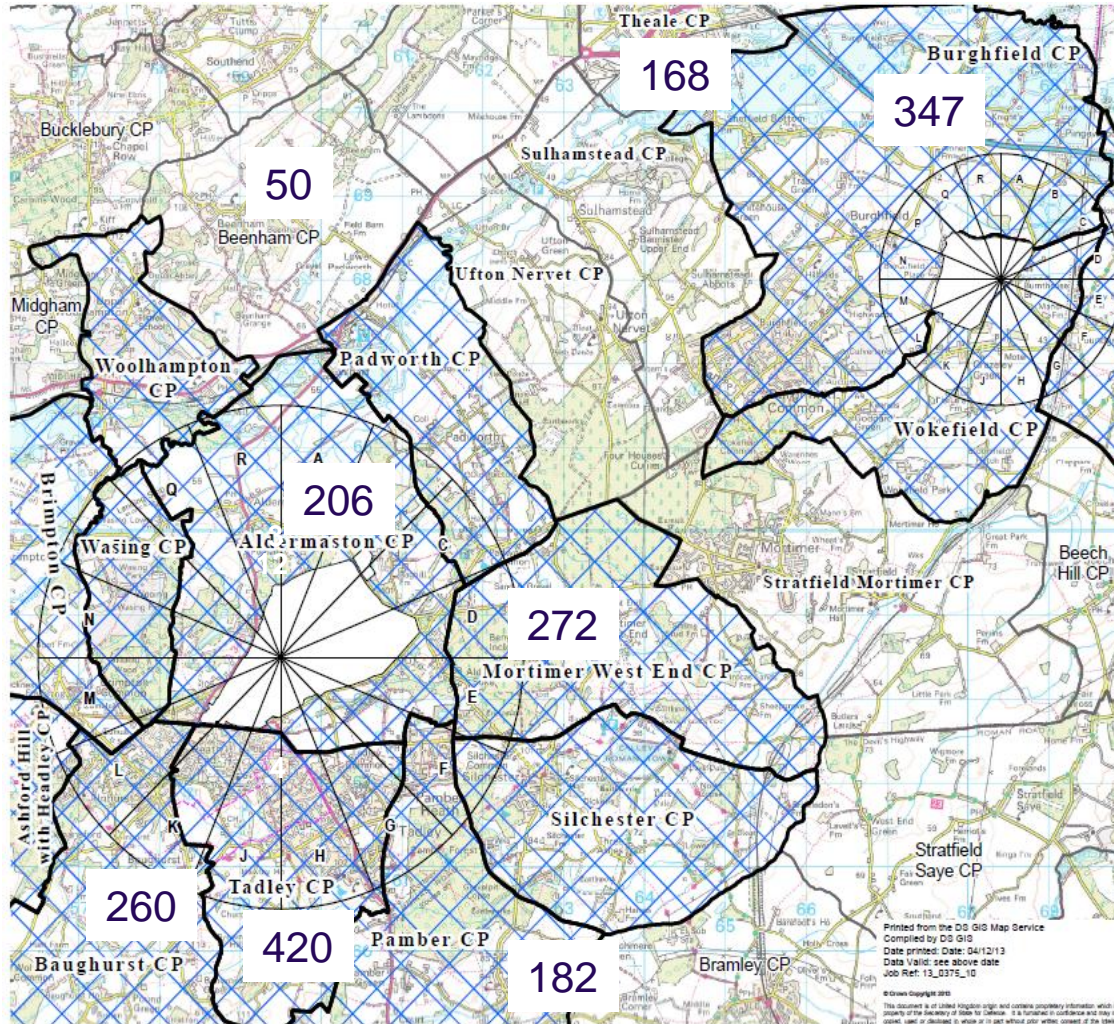
Tuesday 29th April – Tuesday 13th May



Sample frame (Residents)



Questionnaires sent to a sub-section of the 'Connect' database



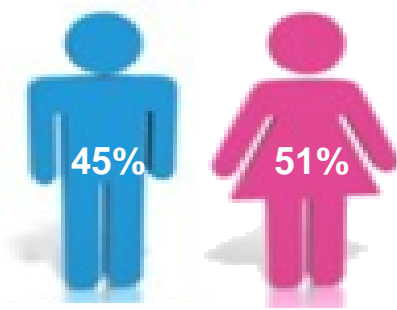
Reading: 74
Other: 69



Respondent Profile (Residents)



Gender:

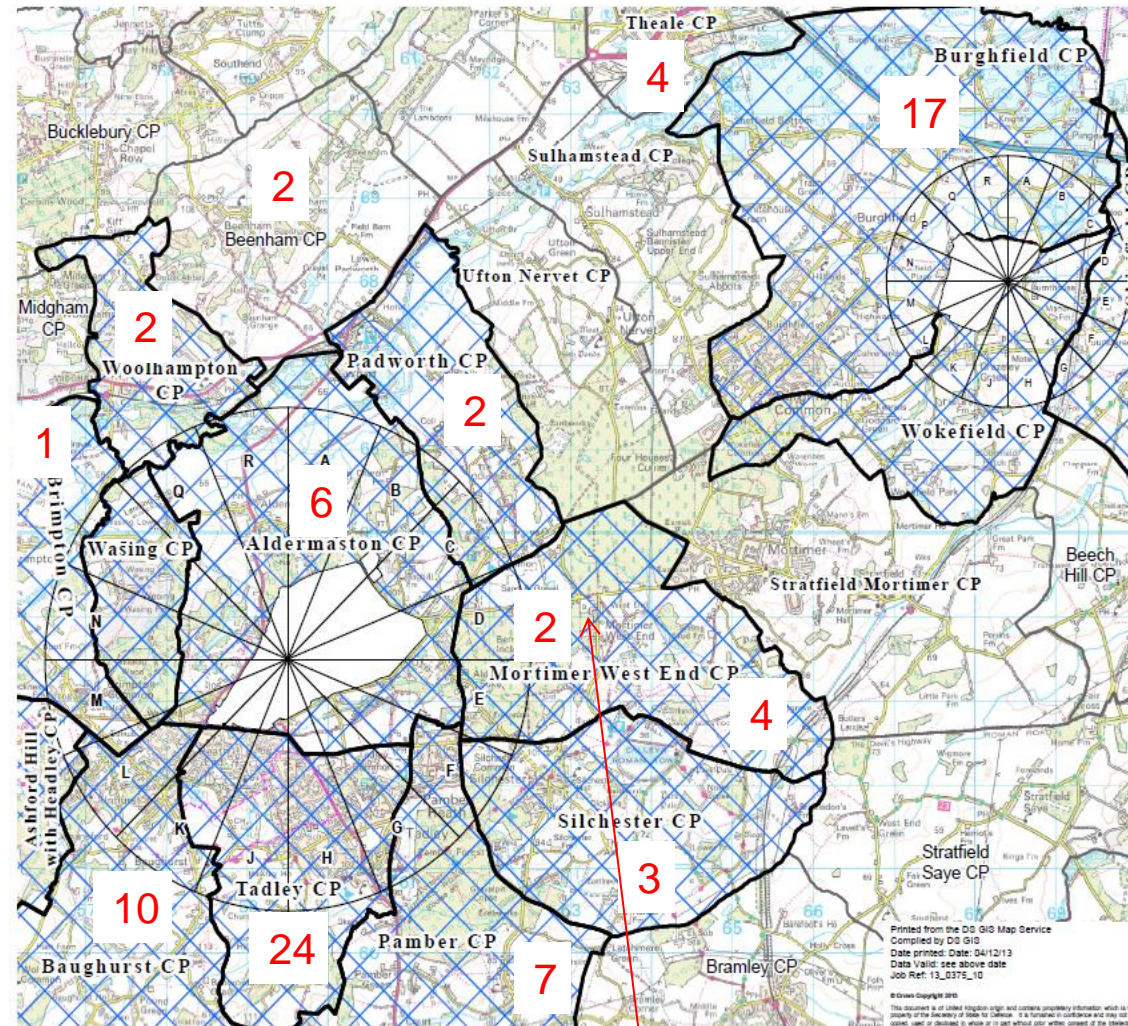


Work(ed) for AWE/ Friends or Family Work(ed) for AWE:

■ Yes, I currently work for AWE	3
■ Yes, I used to work for AWE but I no longer do	23
■ A close family member/friend currently works for AWE	21
■ A close family member/friend previously worked for AWE	4
■ Not stated	51
■ None of these	

Base: (396)

Location: 2%+ mentions



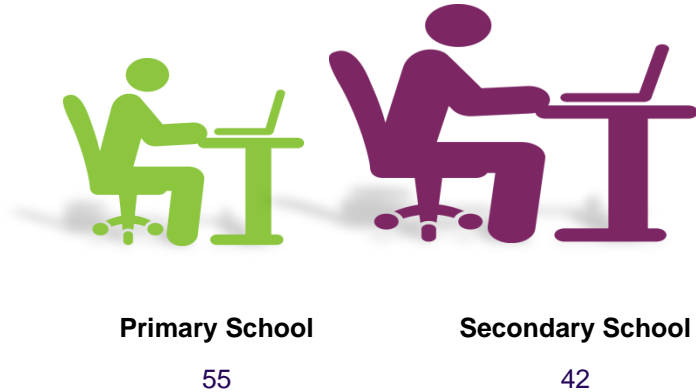
(Mortimer Common: 2)



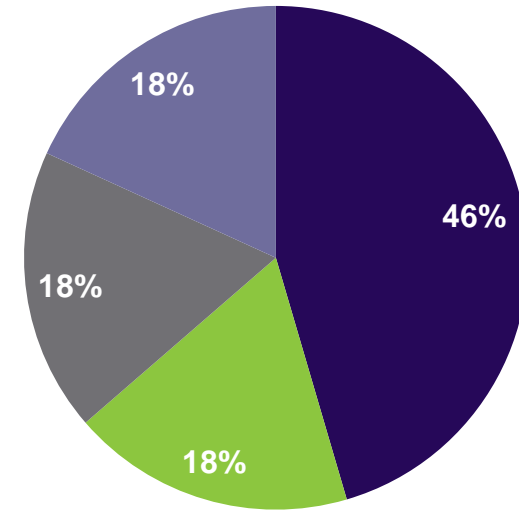
Respondent Profile (Schools/Colleges)



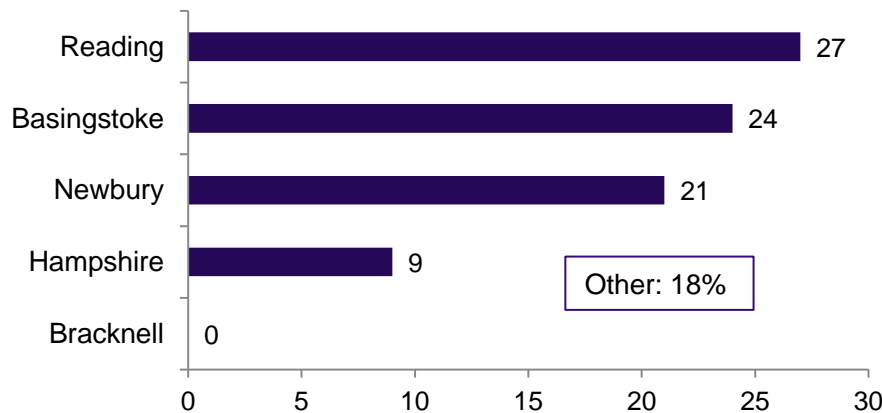
Type of Institution:



Position:



Institution Location:



- Head teacher
- Head of department
- Teacher
- Other