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Survey FAQ’s from People Insight

**1. Why are we doing this survey?**

Staff surveys are an important aspect of employee engagement, providing employees with an opportunity to share their views on matters that affect them in the workplace. They can inform future planning and strategic priorities by providing a better understanding of staff views, expectations, and aspirations.

By asking employees to share their views and experiences of working at the University, we have an opportunity to gain insight into how staff feel at work, to celebrate what works well and to identify areas for improvement so we can make positive changes to the workplace.

**2. Who are People Insight (PI) and why are they involved?**

People Insight are employee engagement specialists. The University has asked them to conduct the survey and use their expertise to advise us on what to do as a result. They also have extensive experience in running employee surveys with other organisations, including many universities, across the UK and internationally.

**3. Is the survey voluntary?**

Yes. Participating in the survey allows you to express your opinions and help make a difference in your workplace.

**4. When does it open and how do I complete the survey?**

It opens on 20 February 2024 and closes on 12 March 2024. You’ll get an email direct from PI with a link that can be used anytime during this period.

**5. How long will it take to complete the survey?**

The survey will take approximately 15 minutes to complete. You select from the response options to show to what extent you agree or disagree with a number of statements, and then have the opportunity to write free text comments on other issues you want to share.

**6. Is the survey confidential?**

Absolutely. One of the benefits of an outside agency like People Insight administering the survey is that all your answers go to them, including whether or not you individually have completed it. This means that you can be completely honest with your responses without them being tracked back to you personally. People Insight administers the Employee Engagement Survey according to strict confidentiality policies and takes this very seriously.

At no point will anyone at the University, including senior leaders and managers, be privy to individual responses. The reporting threshold for the survey is ten, which means that when sharing the results of the survey with the University, People Insight will only present data relating to certain categories where there are 10 or more people in that category. Where there are less than 10 people, the results will be included in the overall survey results and won’t be able to broken down further.

We encourage you to answer the survey as honestly and openly as possible to be able to make the most effective improvement actions, with the knowledge that all answers are aggregated and cannot be attributed to an individual. This doesn’t mean that any responses will be ignored - all responses will be included at least in reports at the overall level, so your voice will still be heard.

**7. How can it be confidential when you ask me for my department and length of service, etc?**

All personal responses to this survey will be kept completely confidential. People Insight will collect, report, and analyse the data, and by providing these details, People Insight will be able to identify whether there are any specific themes that emerge in relation to certain respondent groups.

People Insight will be looking to produce reports based on the feedback from certain respondent groups – e.g. by different departments – to help us better understand how different groups of employees feel about working at the University, however] People Insight will only provide reports for groups where there are 10 or more respondents.

**8. How is the survey data broken down?**

Typically, the data will be broken down by demographics such as department, length of service and a range of others. This will target action planning where most needed. As stated above, analysis will only be provided for categories with 10 or more responses to ensure that individual responses remain anonymous.

**9. What about anonymity of the free text comments?**

When you are writing the free text comments, you will get the following warning:

The next two questions are free text questions. The University welcomes your comments, please be open and honest. Please do not enter any information which will identify you or other people.

We ensure that your views remain anonymous and cannot be linked to you by grouping responses before we share comments with the University.

This survey is not a formal route for raising any complaints or grievances – official channels within the University should be used for addressing such issues <https://www2.worc.ac.uk/personnel/689.htm>*.*

**10. Will what I say make a difference?**

Sharing your thoughts about your work will help drive real change, and your thoughts are unique – we want to hear from everyone. The survey is one of the best ways you have to voice your opinions honestly and openly with the goal of improving our own work lives and the University overall.

**11. Can I amend my answers once I have submitted the survey?**

If you have submitted your answers and would like to amend them, please contact [support@peopleinsight.co.uk](mailto:support@peopleinsight.co.uk) and let People Insight know. They can either reset the whole survey for you or reset the survey without deleting any data so you can make any amends from the start of the survey.

**12. How will our survey be accessible to screen reader etc.**

People Insight’s online surveys have been developed following best practices in accessibility and web standard compliance. People Insight follow WCAG 2.0 AA recommendations whenever possible during the development of the survey and are externally accredited. The usability has been tested using most common readers such as Jaws, NVDA or MacOS Voiceover. However, due to the wide range of available screen readers and their frequent changes and updates, different interpretation of standards and different methods available for browsing a web page within said readers, People Insight are unable to guarantee error free operation in all available readers and their versions. Please contact People Insight for further guidance.

**13. What about GDPR regulations and Privacy concerns?**

The security of your information is important to us. All your data is private and confidential, and People Insight take all reasonable steps to ensure that your information is handled securely and in accordance with their Privacy Policy <https://peopleinsight.co.uk/privacy-policy/>

**14. For open links (such as QR codes) with Staff number as the Employee ID**

When using open links such as QR codes, People Insight will ask the respondent for an identifier – this will be your staff number (employee ID) at the University. This works as your personal ‘password’ to the survey and will ensure that People Insight can identify that you are an employee at the University.

This method of using the employee ID is very common practice, as people tend to know their employee ID so it’s an easy and unique number to use.

Further details are provided below if you want to find out more about the survey

**15. More about confidentiality**

People Insight have a video which summarises this. The video refers to minimum groups of 5 but we’ve now increased this to 10 <https://vimeo.com/460103536/7ef50bab4b>

**16. More about GDPR and Privacy**

All personal data held by People Insight is held in accordance with the requirements of the GDPR and Data Subjects’ rights, as set out in our Data Protection Policy. People Insight will retain and use your information for only as long as necessary to provide you with their services, comply with their legal obligations, resolve disputes, and enforce their legal rights. Formal processes and procedures are in place to securely dispose of devices that may contain client Data.

Hopefully that provides you with the necessary reassurance that People Insight certainly take data protection very seriously and so any data you provide them will be in safe hands and very much treated in accordance with GDPR.

**17. Why do you use a 5 point scale and not 10 point scale?**

In employee research this is best-practice and is widely used by hundreds of other organisations. People Insight use five point scale for these key reasons:

* A 10 point scale (and 11) is used for customer research but not standard for employee research.
* A 5-point scale is industry standard and as it’s what nearly all organisations use it means they can externally benchmark scores. If they step away from a 5 point scale they are unable to offer any external benchmarking. Being able to benchmark results with other similar organisations is useful when considering the results and deciding what future actions might be required.
* A 5-point scale is also what People Insight use for our statistical analysis, particularly their key drivers analysis, which will highlight the top five things that correlate and predict high engagement (at the organisation wide level and also at local levels). This significantly helps drive action.
* Questions should be simple and easy to understand, and quick to answer. A labelled 5-point scale enables this and is then actually simplified to a 3 pt scale to ease results interpretation. A 10 pt scale would require similar simplification which perhaps dilutes the need to have 10 point in the first place. It simply adds no further value than what is required.
* From a user perspective completing the survey a 5-point scale is generally easier to respond to. It helps the survey become sharper and more concise.

People Insight therefore uses a five-point scale for the large majority of its attitudinal questions. It does make the research and the analysis of data (as well as interpretation and recommendations) far easier. This helps make action easier.