

3. Getting feedback, 24 hours a day!

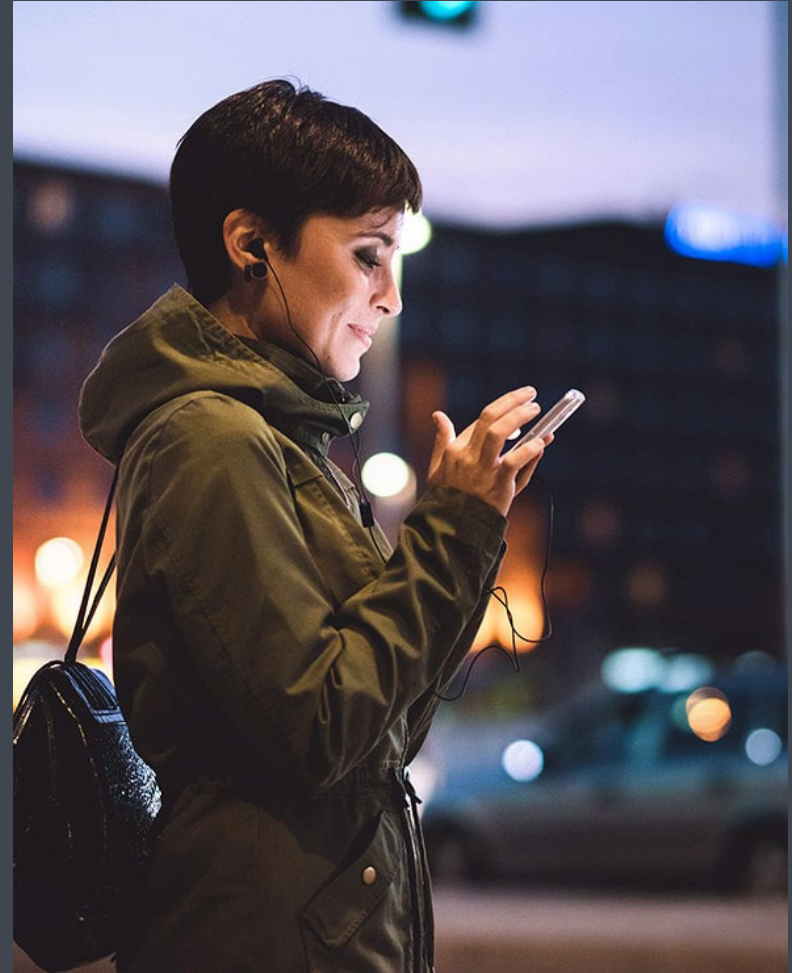
Blog Series: Planning the Data Revolution

Getting feedback, 24 hours a day!

In this edition, we interrogate when people give feedback and how this data can help deliver more inclusive consultations in the planning system.

Our consultations give users the opportunity to provide feedback at any time of day. They can view materials and share their thoughts at a time that is convenient for them.

The data shows that this increases not just the total amount of feedback we receive but also the amount received from certain groups.



What does the data say?

We split the day into three broad time brackets, reflecting working patterns:

- **Pre-work zone**, covering the time between 12am and 8.59am.
- **Traditional working hours**, between 9am and 5.59pm.
- **Post-work zone**, covering the time between 6pm and 11.59pm.

Reviewing thousands of pieces of data from our past consultations, we can see that more than 13% of all respondents provided feedback in the prework period, with 7.6% being submitted between 7am and 8.59am.

The largest amount of feedback is submitted **during traditional work hours**, which is when we **receive 56.7% of all our feedback**. The remaining 30% of feedback is submitted post work, with highs between 7pm and 9pm.

What does the data say?

When you break down responses by age, older respondents answer more often during the traditional workday. Those **aged 65+ are twice as likely to respond to consultations in the late afternoon** than after work.

In contrast, those under 55 answer throughout the day with **peaks at lunchtime, the last hour of the workday, and after 8pm**. This trend is even clearer when looking at just those between 35 and 54. Women are more likely to answer during the evening peak and men during the working hours peak.

There could be a number of reasons for this, but perhaps home responsibilities sit at the core of the trend. The post-work lull would align with dinners, hobbies and bedtimes for children, so the peak after 8pm reflects when more time is available. If you have any other theories, let us know!

Age category	% of respondents	% of England & Wales (18+)	Difference
18 to 24	3.11%	10.50%	-7.39%
25 to 34	12.65%	17.05%	-4.40%
35 to 44	19.28%	16.39%	+2.89%
45 to 54	20.92%	16.76%	+4.16%
55 to 64	21.98%	15.86%	+6.12%
65+	22.05	23.44%	-1.39%

What does this mean?

While most people, including us in the planning industry, work traditional hours, over one quarter of UK workers work nighttime hours (between 11pm and 6am). Many others work shifts, have caring responsibilities or children to look after. And we've seen first-hand from our own consultations that there isn't an hour in the day that's not used by respondents.

So, why do we still adopt traditional methods like setting up in that village hall?

It automatically excludes significant proportions of the population from engaging in the process as people have to be available at set times, on one specific day, with no flexibility. By continuing like this, we reinforce the trend of older generations having their views being overrepresented, narrowing the feedback and lacking a plurality of views you can get from a more representative sample.

At Deetu, we have a number of tips and tricks to break down the barriers that people face when engaging with the planning process, which helps us to collect a broad range of feedback that is valuable to our clients.



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