

ACCU report

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ACCU Basics

- ACCU: Advisory Committee of CERN Users
- Review the practical means taken by CERN for the work of laboratory users
- <http://ph-dep-accu.web.cern.ch/ph-dep-ACCU/ACCU>
 - Agendas, minutes, topics, ...
- Next meeting on Sept. 9th, let me know if you have anything for the AOB.

Selection of topics

- Press office
- Social services
- Survey

Info press office

- Public outreach and education combined in PH-ED
- CERN multimedia and audiovisual teams united
- Much increased public interest since Sep 10th, 08

10 September 2008:

- 5000 press cuttings
- 2500 TV broadcasts
- 1 billion viewers
- 0.4% of global web traffic

- Opinion poll: what people think of CERN
 - they do not understand exactly what we do
 - they think that what we do is good
 - they want there to be utility in what we do
- **Our core messages must highlight basic research as a driver of innovation**

CERN social services

Service open to users

Social and psychological counseling and support
(Health, Relation/family, Education, Financial,
Work, Death, Alcohol,...)

Social information (newcomers, child care,
insurances, work permit,...)

Offices

Reception building 33, first floor

E-mail

social.affairs@cern.ch

HR Web site

cern.ch/hr-services/
cern.ch/hr-services/Ben/Social/mandate.asp

Survey

- the 2058 persons that filled the survey
- <https://edms.cern.ch/document/1011015>
- The answers should help setting priorities to start with the most relevant actions
- Will show a very limited part of it, priorities and some first action

Priorities

Selection as first priority (from the 21 options):

1. Accommodation inside CERN (29%)
2. Restaurants (11%)
3. General infrastructure (9%)
4. Office space (8%)

Considering a weighted average of the 5 most important needs or just considering the first priority gives the same order for the first 4. The order of the next 6 priorities changes if we consider just the first priority or the weighted average of the 5 most important needs.

Selection as first priority:

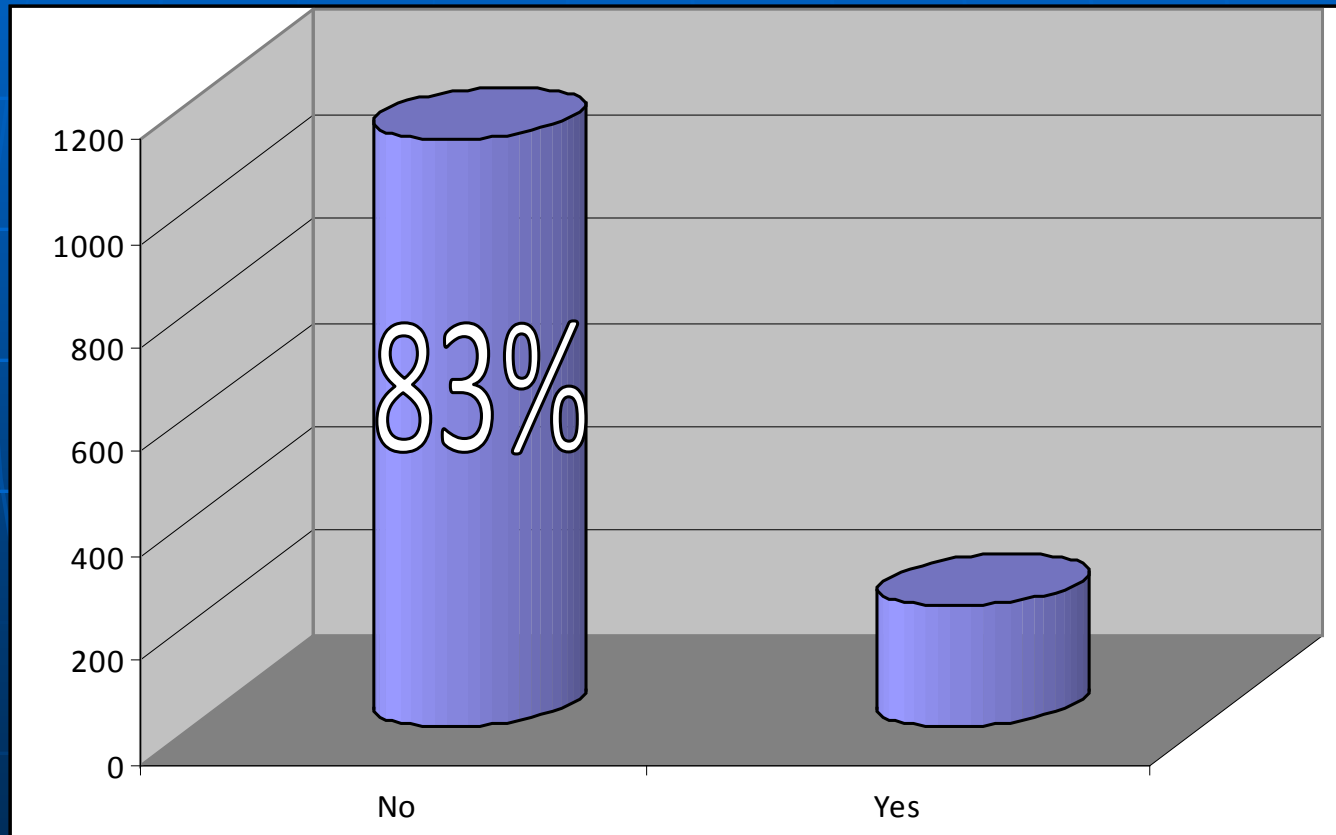
5. child care (6%)
6. cheap accommodation (6%)
7. make CERN more "green" (6%)
8. offices close to bld 40 (5%)
9. reservation (4%)
10. shuttle service (3.5%)

Weighted of 5 needs:

5. reservation
6. make CERN more "green"
7. bicycles
8. shuttle
9. cheap accommodation
10. child care

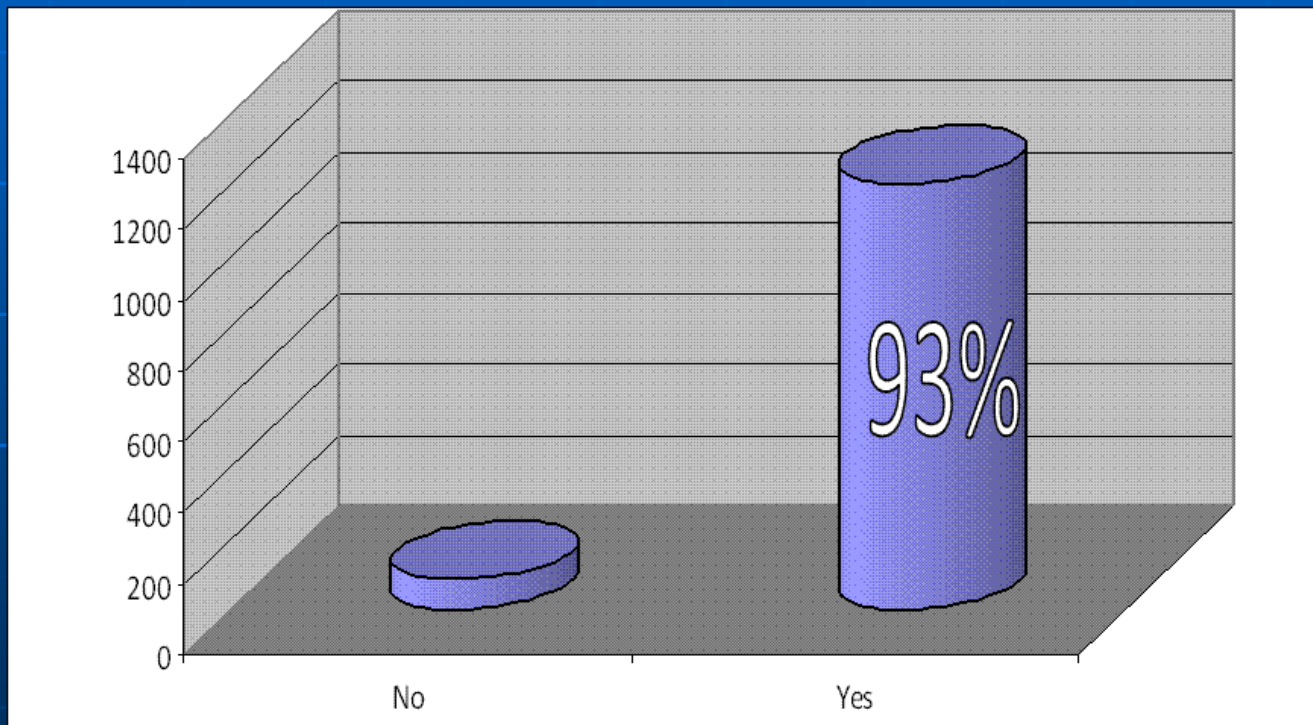
Key messages: Accommodation

Do you think that the number of hostel places is sufficient? **NO**



Key messages: Accommodation

Should it be possible to make all bookings on the website? **YES**



Accommodation - ACTIONS

SHORT TERM

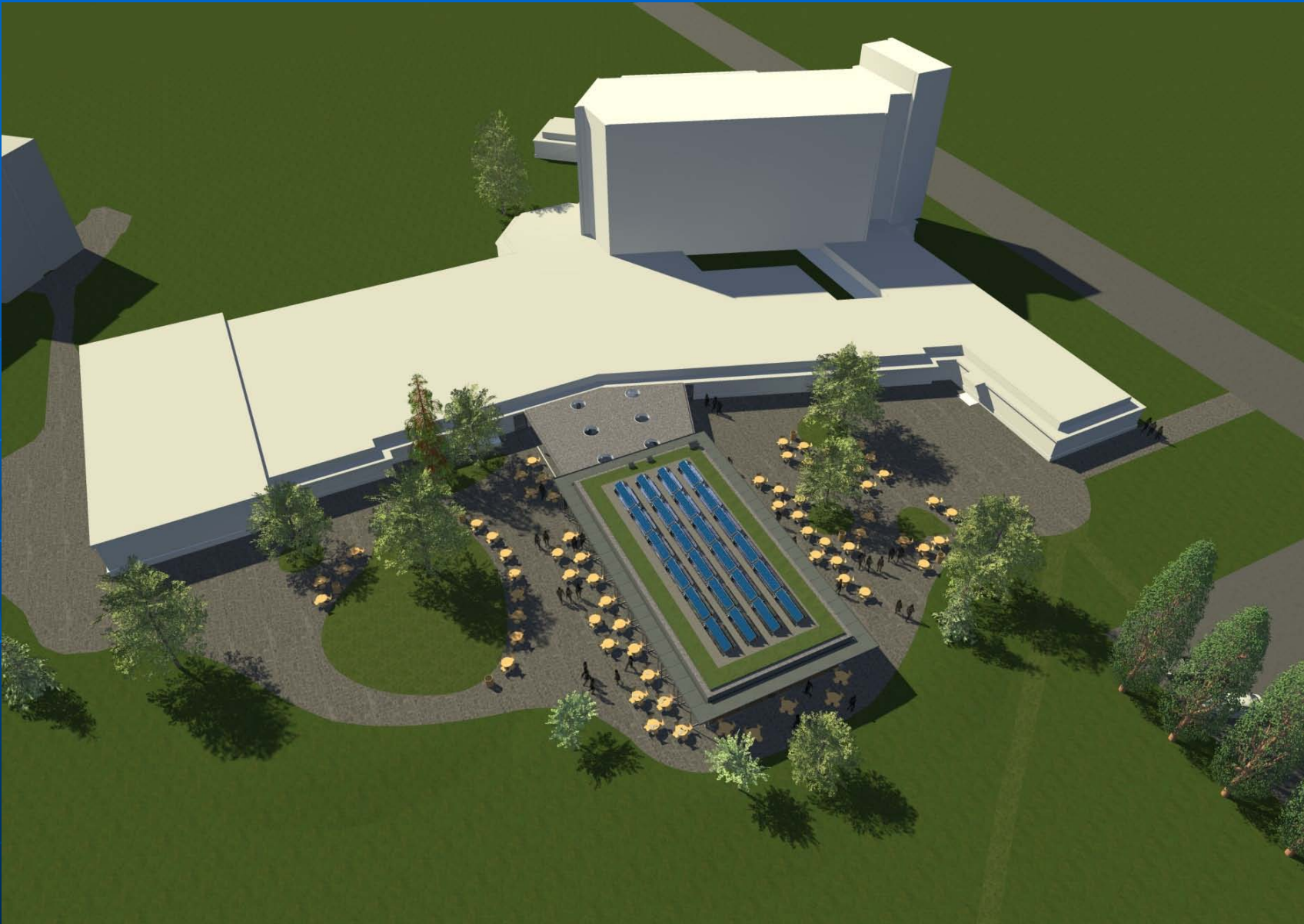
- Implement the WWW booking including revision of the booking rules (**should follow this fall**)
- Create list of hotels close to CERN with their rate and make it available on the WWW, in the Users Office and in the PH secretariats.
- Negotiate corporate rates for nearby hotels.

FUTURE PLANS

- Creation of a new hotel (students).

Key messages: Infrastructure - Restaurants

- Restaurant 1 needs additional seating places.
- Restaurant 2 needs to improve the quality of the food.
- Restaurant 3 needs to improve the quality of the food. Prices of food outside the “menu” are too high. Need to improve the infrastructure very, very soon!



Key messages: Help in everyday life

- Only 57% of the people know the e-mail Users.Office@cern.ch

SHORT TERM

- Brochure on childcare in the region.
- Brochure on education in the region with comparison of the education path.
- Brochure for newcomers.

FUTURE PLANS

- General office for CERNOis – Help Desk.

Key messages: Transport

Only 58% of the people answering (1599) knew the taxi-type shuttle service !

SHORT TERM

- Study of new timetable (enlarged) for the regular shuttle (reducing taxi shuttle).
- Negotiate Corporate rates for cars at the airport.
- Negotiate the arrival of bus 28 to CERN.
- Study the extended opening of the French gate.

FUTURE PLANS

- Study new model on the use of bicycles and cars.
- Safe passage on the frontier for bicycles.
- Study Electrical cars and bikes.
- Study the availability of showers of the hostel .