Communities and Wellbeing Strategy 2016 - 2020

Consultation survey results

June 2016

Business Intelligence
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Chapter 1: Introduction & methodology

The Communities and Wellbeing Service provides a range of services, including libraries, museum and heritage sites, learning and creative services.

In late 2015, Leicestershire County Council developed a draft strategy for the Communities and Wellbeing Service for 2016-2020. The draft strategy was developed to allow the council to meet statutory and legal requirements, to deliver services with decreasing resources, and to change the expectations of those using these services.

The draft Communities and Wellbeing Strategy 2016-2020 explained the proposed approach to enable and deliver services, and outlined three proposals:

- Enabling and supporting communities
- Access to services
- Support key strategies in preventing and reducing need

Overview of the process

The council has consulted with the public on the draft Communities and Wellbeing Strategy 2016-2020. The consultation involved a range of stakeholders and gathered their views in a variety of ways. These included: an online survey (also available in paper format), stakeholder events and meetings, and staff workshops.

Survey

A survey for residents, representatives of various businesses and organisations, and council staff was made available on the council website from 8 February 2016. This was accompanied by an information booklet which set out the proposals in more detail. Copies of the consultation document and questionnaire were also printed and distributed to all Communities and Wellbeing venues including libraries (council and community managed libraries), museums and heritage sites, and the Records Office.

The survey asked for views on the draft Communities and Wellbeing Strategy 2016-2020. The consultation closed on the 2 May 2016 (a three month fieldwork window). The survey is provided in appendix 1.

Communications and media activity

The council communicated the Communities and Wellbeing Strategy 2016-2020 consultation in a number of ways, including:

- press releases sent to local media at the beginning, half way through and with a week to go

- social media messages on Twitter and Facebook at key points throughout the consultation

- adverts placed in local publications encouraging residents to have their say

- on the local authority website on the consultation webpage (www.leicestershire.gov.uk/have-your-say/current-consultations)

- several e-blasts sent to MPs, schools and academies, and service user distribution lists

- Emails to NHS East Leicestershire and Rutland Clinical Commissioning Group, NHS West Leicestershire Clinical Commissioning Group, and Healthwatch

- various newsletters and other publications, including: Member News in Brief, Early Years Newsletter, Health and Care Integration Staff Bulletin, Staff Matters, and a Corporate News article on Leicestershire County Council intranet

Alternative Formats/Equality and Human Rights Impact Assessment

The EHRIA screening process highlighted equalities considerations and steps were put in place to make the processes open and inclusive, and reduce any barriers to participation.

Copies of the information booklet with integrated survey were freely available at all Communities and Wellbeing venues including libraries (council and community managed libraries), museums and heritage sites, the Records Office, and on request by contacting the council.

The information booklet and questionnaire were made available to download from the council's website and were available in alternative formats, including Easy Read, on request as stated in the information booklet.

A telephone help line and email address was provided for anyone who wanted any further information about the consultation or required any assistance completing the survey.

The council also provided Braille versions of the survey to those users known to have a visual impairment.

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Response rate

During the three month consultation window, 797 people responded to the survey. The majority (75.9%) took part by completing a online survey, with the remainder returning a paper response (24.1%). Two paper responses were received after the deadline for accepting submissions via post, and were not inputted for analysis.

Respondent profile

The demographic profile of those responding to the survey has been compared to the population figures from the 2011 Census. This analysis is reported in appendix 2.

The majority of respondents (75.8%) who completed the survey were residents, followed by members of staff in the Communities and Wellbeing service (12.7%) (Chart 1).

Chart 1 - Role in which responding (Q1)

Role	Count	%
Resident	604	75.8%
Member of staff in the communities and wellbeing service	101	12.7%
Other (please specify below)	33	4.1%
Volunteer in the communities and wellbeing service	26	3.3%
Representative of a voluntary sector organisation, charity or community group	19	2.4%
County, district or parish/town councillor	7	0.9%
Representative of a school/other education establishment	5	0.6%
Representative of a business	2	0.3%

Respondents (%)

Base = 797

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Analysis - methodology

Graphs and tables have been used to assist explanation and analysis. Although occasional anomalies appear due to rounding differences, these are never more than +/-1%. Question results have been reported based on those who provided a valid response, i.e. taking out the 'don't know' responses and no replies from the calculation of the percentages.

Demographic analysis

The questionnaire included a range of demographic questions. As well as allowing for the profile of respondents to be understood it also makes it possible to understand the views of different groups. Respondents were also asked to provide their postcode so that it would be possible to produce analysis by geography. The collection of postcodes has made possible further analysis by the Indices of Multiple Deprivation (IMD) and the Office for National Statistics Urban/Rural Classification (see appendix 3 for more information).

The demographic questions regarding the following:
- Gender
- Gender identity
- Age
- Parent or carer of children
- Parent or carer of children (by age of children)
- Carer of an adult

- Long-term illness, disability or infirmity
- Ethnicity
- Religion
- Council employee
- Internet access
- Economic status
- Sexual orientation
- District
- Urban Rural Classification
- Indices of Multiple Deprivation

Statistical analysis

A statistical technique called Chi-Square was used to look for statistical differences between the demographic subgroups listed above in the survey responses.

Analysis of open-ended comments

The survey contained six open-ended questions. Just over 2000 comments were left by respondents across these questions. Detailed coding frames were devised for two of the questions. A broader-level qualitative analysis was applied to the remaining four questions. The Communities and Wellbeing Service will be given all comments in full for further consideration.

Chapter 2: Communities and Wellbeing Service

Respondents were asked three questions about the Communities and Wellbeing service to help provide context to the other questions.

Use of the Communities and Wellbeing service (Q3)

Respondents were asked how often, if at all, they used a range of different Communities and Wellbeing services. Chart 2 shows library services to be the service most frequently used, with 78.2% of respondents saying they used libraries every 2-3 months or more.

For all other services, the highest proportion of respondents said they never used that service. The least frequently used service was Creative Learning Service, with 84.2% respondents saying they never used it. This was followed by Care Online (82.5%), and Creative Leicestershire (79%).

Respondents who visited the museums or heritage sites approximately every 2-3 months or more were more likely to be: members of staff or volunteers of the Communities and Wellbeing service, Leicestershire County Council employees, or living within the district of the given site. There was also a consistent association between not having access to the internet, and never visiting these sites.

Chart 2 - Use of the Communities and Wellbeing service (Q3)

	Every week	Every month	Every 2-3 months	Once every 6 months	Once a year	Less often	Never
Library services	44.6%	22.6%	11.0%	6.2%	4.8%	5.0%	5.8%
Bosworth Battlefield	2.5%	1.9%	6.2%	9.5%	18.4%	29.9%	31.6%
Records Office of Leicestershire, Leicester and Rutland	3.0%	4.9%	6.0%	6.4%	9.7%	23.9%	46.0%
Donington le Heath Manor House	0.7%	2.7%	4.6%	7.2%	14.6%	21.6%	48.6%
Charnwood Museum	2.0%	3.0%	6.8%	8.2%	12.3%	14.1%	53.7%
Harborough Museum	2.0%	2.9%	5.2%	4.9%	8.9%	13.6%	62.4%
Adult Learning Services	5.9%	2.6%	1.7%	4.0%	4.9%	18.1%	62.8%
Century Theatre	1.9%	5.4%	5.2%	3.9%	6.4%	10.0%	67.2%
Melton Carnegie Museum	0.9%	3.7%	4.3%	3.8%	6.9%	13.2%	67.2%
Creative Leicestershire	0.9%	2.1%	2.1%	3.5%	2.4%	10.1%	79.0%
Care Online	2.0%	2.6%	1.7%	0.9%	2.2%	8.1%	82.5%
Creative Learning Service	2.5%	1.3%	1.6%	1.1%	2.1%	7.3%	84.2%

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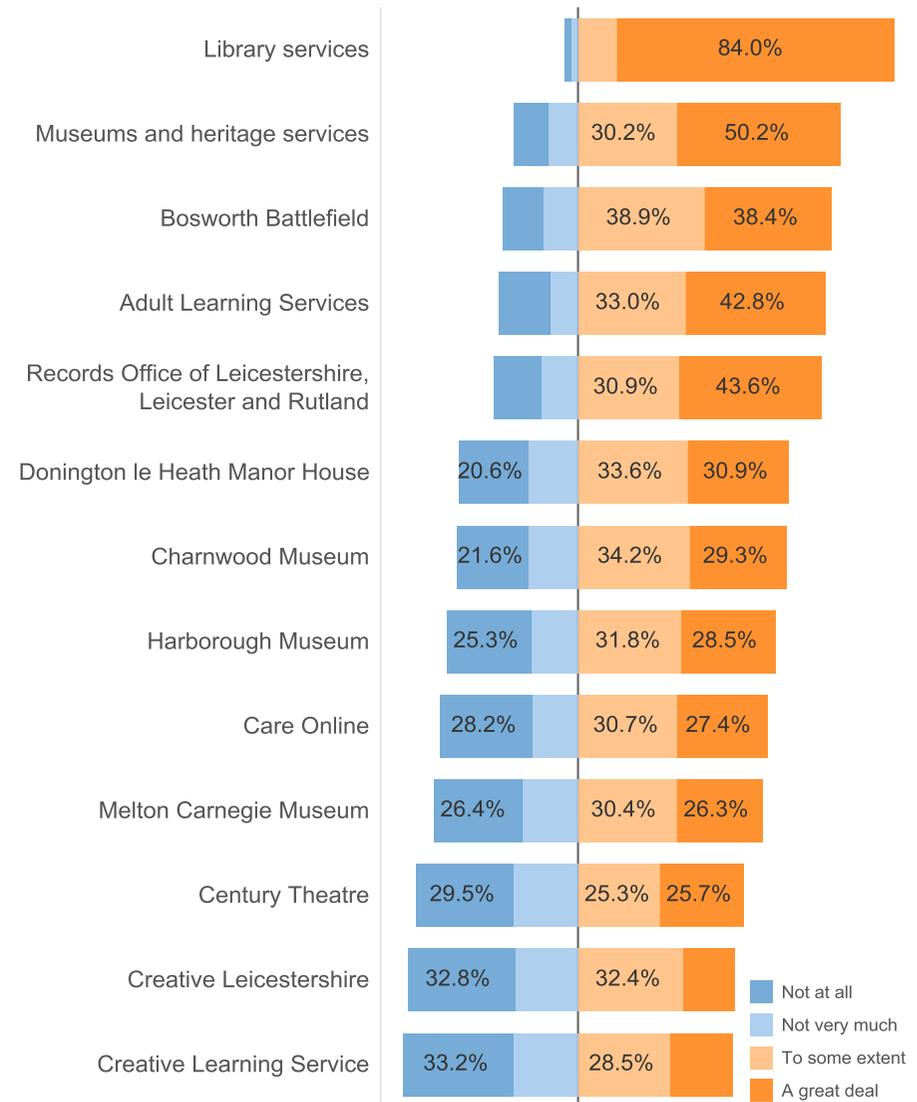## Value of Communities and Wellbeing services (Q4)

Respondents were asked to what extent they valued the various Communities and Wellbeing services.

Chart 3 shows library services to be the most valued, with 84% of respondents saying they value it a great deal. This was followed by the museums and heritage services overall, with 80.4% of respondents saying they value these a great deal or to some extent, and Bosworth Battlefield (77.3%).

The services which received the lowest proportion of respondents saying they valued them a great deal or to some extent were the Creative Learning Service (47.7%), Creative Leicestershire (48.3%), and Century Theatre (51%).

Respondents who valued the various museums and heritage sites a great deal or to some extent were more likely to be: members of staff or volunteers of the Communities and Wellbeing service, Leicestershire County Council employees, female, or living within the district of the given site. There was also a consistent association between not having access to the internet, and not valuing these services very much or at all. Residents, male respondents, and respondents of non-White ethnic groups also showed a greater tendency to not value these services very much or at all.

Chart 3 - Value of Communities and Wellbeing services (Q4)

Service	Not at all	Not very much	To some extent	A great deal
Library services				84.0%
Museums and heritage services			30.2%	50.2%
Bosworth Battlefield			38.9%	38.4%
Adult Learning Services			33.0%	42.8%
Records Office of Leicestershire, Leicester and Rutland			30.9%	43.6%
Donington le Heath Manor House	20.6%		33.6%	30.9%
Charnwood Museum	21.6%		34.2%	29.3%
Harborough Museum	25.3%		31.8%	28.5%
Care Online	28.2%		30.7%	27.4%
Melton Carnegie Museum	26.4%		30.4%	26.3%
Century Theatre	29.5%		25.3%	25.7%
Creative Leicestershire	32.8%		32.4%	
Creative Learning Service	33.2%		28.5%	

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By exploring the association between the proportion of respondents who use a given Communities and Wellbeing service once a year or more often, and the proportion of respondents who value that service 'A great deal' or 'To some extent', chart 4 shows that generally, the less well used a service is, the less respondents said they valued it.

The Library service is the only service that is both frequently used and highly valued by respondents. Several other services, including various museum and heritages services, the Records Office, Adult Learning Services, and Care Online were also highly valued by respondents, but less frequently used.

Creative Leicestershire and the Creative Learning Service were less frequently used, and less valued by respondents.

Chart 4 - Frequency of use and perceived value of Communities and Wellbeing services

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Most important Communities and Wellbeing services (Q5)

Respondents were asked which services, out of seven, they considered to be most important. Respondents could select up to five services. Chart 5 shows 87.8% selected library services.

Chart 5 - Most important Communities and Wellbeing services (Q5)

Service	Count	%
Library services	699	87.8%
Museums and heritage services (including Century Theatre)	495	62.2%
Adult Learning Services	401	50.4%
Records Office of Leicestershire, Leicester and Rutland	393	49.4%
Care Online	220	27.6%
Creative Learning Service	106	13.3%
Creative Leicestershire	85	10.7%

Respondents (%)

Base = 796
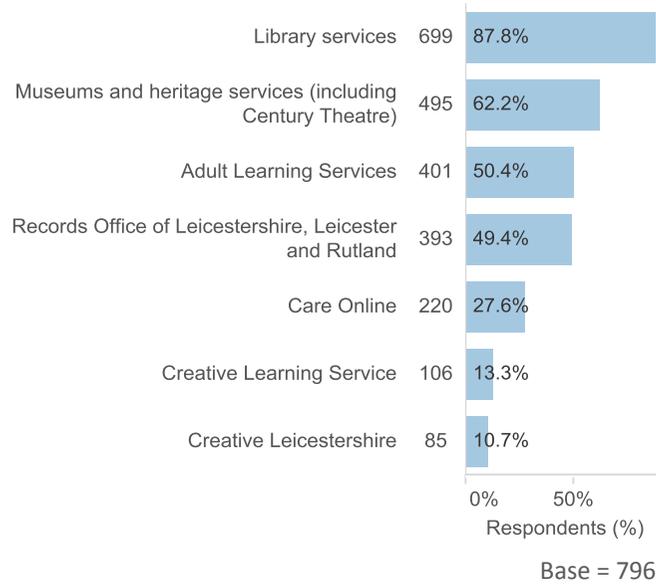
Chart 6 shows the relationship between how respondents rated services by value and importance.

Chart 6 - Importance and perceived value of Communities and Wellbeing services

Higher value
Lower importance

Higher value
Higher importance

Adult Learning Services

Records Office

Library services

Museums and heritage services (inc Century Theatre)

Care Online

Creative Leicestershire

Creative Learning Service

Lower value
Lower importance

Lower value
Higher importance

Proportion of respondents who said they valued the service 'A great deal' or 'To some extent'

Proportion of respondents who said it was one of the most important services

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Chapter 3: Principles and proposals

Key design principles (Q6)

The five aspects of the proposed principles (The Right Person/The Right Community, The Right Time, The Right Place, The Right Support, and The Right Partners) were outlined. Respondents were then asked to what extent they agreed or disagreed with the proposed principles.

Chart 7 shows that 62.7% of respondents said they agreed with the proposed principles. In contrast, 18.5% said they disagreed.

Open comments (Q6a)

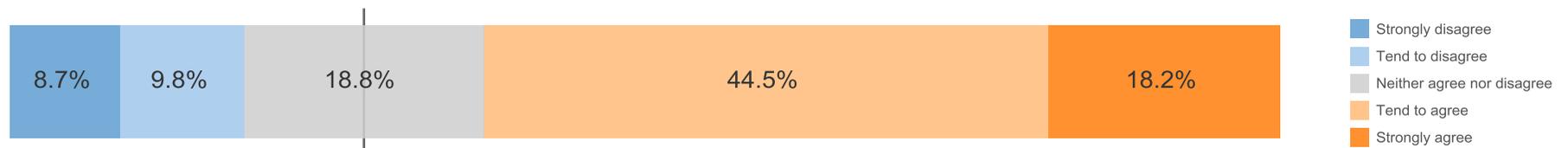Respondents were asked to provide comments for their answer to Q6, and whether there is anything else the council should consider.

The comments on the principles themselves were somewhat mixed. Some respondents said they accepted the proposed principles, often because they considered them to be difficult to disagree with or

because the proposals were making the best of a reduced budget. In contrast, other respondents said they felt the principles to be too vague and broad. Many respondents questioned how they will be implemented in practice, and how they will be measured. Another prominent theme was the concern of how the concept of 'right' will be decided or assessed.

Most respondents stressed the importance of Communities and Wellbeing services. Respondents often cited the importance of libraries, museums and the records office to the social health of residents and their communities, and the cultural profile of Leicestershire. Other respondents specifically cited the importance of these services to disadvantaged groups, and feared the negative social impact of cutting educational and cultural services. Other respondents feared the consequences of cutting such services as they thought any reduction would negatively impact upon community cohesion, and the profile of the county.

Chart 7 - Key design principles (Q6)

Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
8.7%	9.8%	18.8%	44.5%	18.2%

Base = 762

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Respondents often expressed the need for services to be accessible to all groups, especially when considering the challenges that vulnerable, disabled or older service users may face. Some respondents specifically highlighted the potential difficulty of accessing digital services for vulnerable or older service users. In contrast, many respondents felt services should be prioritised for the most vulnerable or disadvantaged. In their criticism of the proposals, other respondents accused the council of focusing on making savings instead of meeting community needs, prioritising the needs of more advantaged groups at the expense of less advantaged groups, and attempting to diminish their responsibility for delivering services by putting the onus on community ownership.

Many respondents felt a volunteer system had drawbacks. Firstly, respondents felt that volunteers often do not have the necessary training or skills to successfully deliver the services, and that the expertise and skillset of paid staff was needed for successful service delivery. Secondly, respondents questioned the sustainability of the volunteer model to run services. Thirdly, some respondents felt volunteers may have a greater tendency to prioritise self-interest ahead of the interests of the service, compared to paid staff. Lastly, some respondents criticised the equality of the community delivery model, often questioning whether all groups within the area would be fairly involved in the strategic decision making of community-led services. In contrast, some respondents felt the council should make better use of a volunteer-based system.

Lastly, some respondents made a number of suggestions as to how the Communities and Wellbeing service could operate. Some respondents suggested ways in which services could be prioritised in order to cater for need. Other respondents suggested cutting lesser-used services or infrastructure in order for more important services to survive. Several respondents suggested re-focusing investment away from more advantaged groups, making better use of grant applications, exploring the option of charity status to maintain provision, increasing council tax, and reducing budgets for council admin, employee salaries and expenses. Lastly, some respondents provided suggestions for change at a strategic level, such as introducing a Combined Authority approach.

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The strategic approach (Q7)

The three aspects of the proposed strategic approach (Enabling and supporting communities, Access to services, and Supporting key strategies in preventing and reducing need) were outlined. Respondents were asked to what extent they agreed or disagreed with the proposed strategic approach.

Chart 8 shows 45.7% of respondents said they agreed with the proposed strategic approach. Respondents who were more likely to agree were: 65 or above, and have internet access.

In contrast, 35% said they disagreed. Respondents who were more likely to disagree were: 35-64, or employed.

Open comments (Q7a)

Respondents were asked to provide comments for their answer to Q7, and whether there is anything else the council should consider.

Chart 9 shows the coding of the open comments. This shows that respondents had a number of reservations regarding the Communities and Wellbeing strategy.

First, 101 respondents felt digital/internet/self-service technologies are not necessarily adequate to deliver Communities and Wellbeing services. This reservation was often said in reference to the difficulties that particular groups of service users, such as older people, may face as they may lack the skills or confidence to use technology. Similarly, a number of respondents (42) emphasised the importance and face-to-face services, or being able to access physical resources, such as printed books. These respondents often said face-to-face services/physical resources were not only valued for their primary function, but for the role they provided for service users to engage in social interaction on a day-to-day basis. Despite the reservation held by some respondents regarding digital/internet/self-service technologies, 30 respondents felt they had a role to play, that they would be a positive addition, and should be provided with greater investment.

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Chart 8 - The strategic approach (Q7)

Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
17.8%	17.2%	19.3%	35.2%	10.5%

Base = 751

June 2016

"I do not agree that moving significant museum/library resources online will provide any of the same benefits as physical, maintained spaces"

"Need to consider that vulnerable people will not necessarily be able to / or have access to online technology"

"For children, adults with learning difficulties and adults in general, the idea of accessing these services online is not at all helpful, they need to experience the wonder of museums, to touch and feel the artefacts"

"Taking advantage of digital technologies should be a priority and investment may be required"

A number of respondents (65) had concerns over the potential negative consequences of the Communities and Wellbeing strategy. Several of these respondents criticised previous measures undertaken by the council, such as the closures of libraries and museums around the county, and felt the Communities and Wellbeing strategy would result in a lower quality service, and the further closure of libraries and museums. Respondents were concerned about possible negative consequences e.g. literacy levels and knowledge amongst schoolchildren would drop, the ability to access cultural experiences would reduce, and the number of social events within the community would diminish.

"I strongly believe that reducing the number of libraries further will have a detrimental affect on the service"

"A self supporting community service will diminish the service available and lower the standards of information provision"

Several respondents (64) were concerned about the impact of the proposed approach upon vulnerable service users, such as those with disabilities, older people, or other specific groups. These respondents felt that these groups have a greater level of need, and may require additional support in order to access services, particularly if greater emphasis was placed on digital services.

"Ensure that the most vulnerable members of the community are as well served as the more able and those with enough knowledge and funding to support themselves"

A concern held by 59 respondents was about the ability of a volunteer-led model to replace a staff-led model. Respondents often expressed how they valued the expertise and experience provided by paid staff, and felt concerned as to whether volunteers could successfully replace this resource. On a broader level, 37 respondents held reservations about whether communities could support or manage themselves, questioning whether some communities would be able to know what was best for their needs without the help of the council. Other respondents questioned how the community model would be introduced in areas lacking available volunteers, and how it would be sustained in the future.

"Volunteers will never have the experience or knowledge that trained staff have"

"Where is the continuing supply of volunteers coming from?"

Furthermore, 51 respondents had a number of concerns regarding broad-level strategies of the council. Several respondents felt the council were using the Communities and Wellbeing strategy to covertly move away from the responsibility of delivering services by putting the onus on communities. Other concerns centred around finance, with respondents questioning the socio-economic value of previous closures of libraries and museums, and whether savings will be made with the proposed measures. Other respondents questioned the value of the consultation process, often querying whether input from the survey will have any impact on the decisions being made.
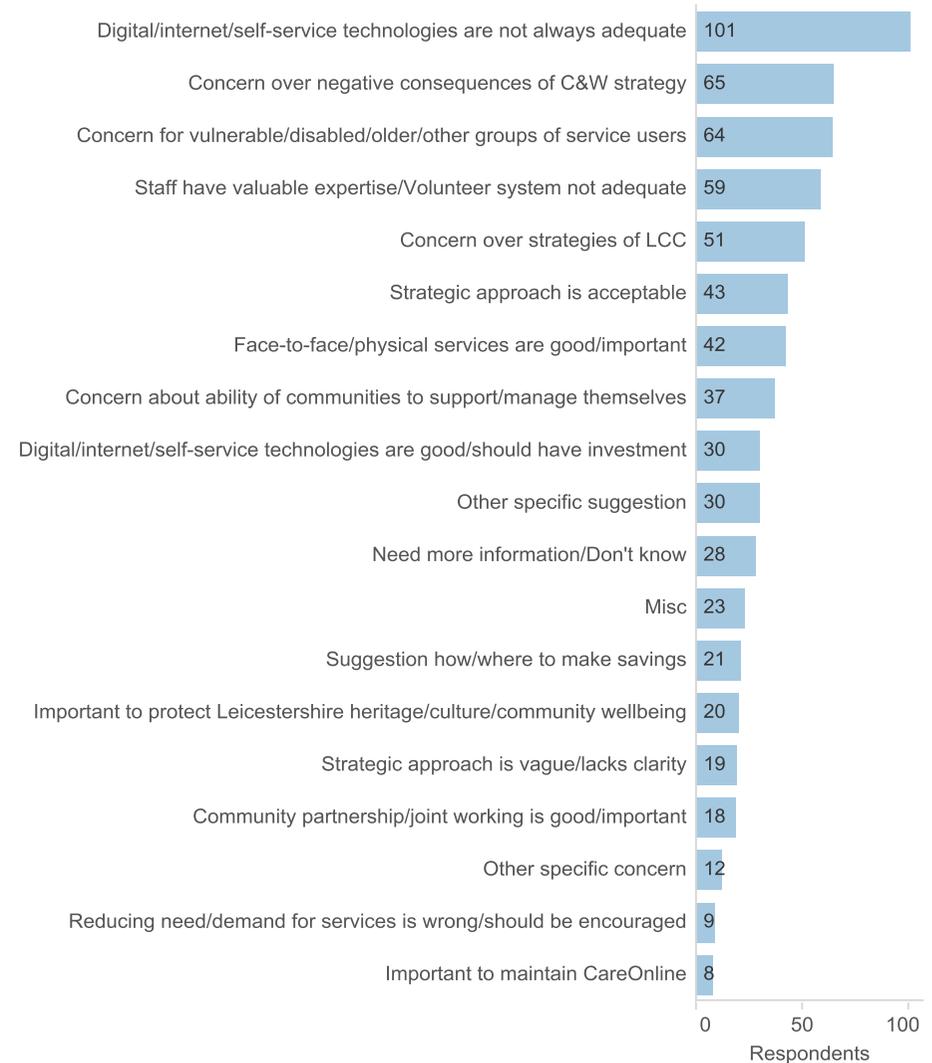
"Enabling communities so they can support themselves? This could be perceived as an indirect way of shifting council's key responsibilities"

"Well I doubt what I will say will have any affect on the outcome"

In contrast to the concerns about the Communities and Wellbeing strategy, 43 respondents felt the proposed approach was acceptable. These respondents felt the proposals were positive, but often caveated their comments by stating that the implementation of the strategy needed to be funded adequately, and implemented carefully in order to bring success. Other respondents were more apathetic in their support, simply stating that they could not disagree with the proposals, and that they felt the council was at least trying to preserve services in the face of reduced resources.

"If these proposals can continue the service in some way then they are worth pursuing"

Chart 9 - Open comments (Q7a)

Category	Respondents
Digital/internet/self-service technologies are not always adequate	101
Concern over negative consequences of C&W strategy	65
Concern for vulnerable/disabled/older/other groups of service users	64
Staff have valuable expertise/Volunteer system not adequate	59
Concern over strategies of LCC	51
Strategic approach is acceptable	43
Face-to-face/physical services are good/important	42
Concern about ability of communities to support/manage themselves	37
Digital/internet/self-service technologies are good/should have investment	30
Other specific suggestion	30
Need more information/Don't know	28
Misc	23
Suggestion how/where to make savings	21
Important to protect Leicestershire heritage/culture/community wellbeing	20
Strategic approach is vague/lacks clarity	19
Community partnership/joint working is good/important	18
Other specific concern	12
Reducing need/demand for services is wrong/should be encouraged	9
Important to maintain CareOnline	8

Respondents

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Proposals for achieving the vision

Ideas for how the council could deliver the proposed approach were discussed in further detail (see appendix 1).

Enabling and supporting communities (Q8)

Respondents were asked to what extent they agreed or disagreed with the ideas for enabling and supporting communities.

Chart 10 shows that 42.5% of respondents said they agreed with the ideas for enabling and supporting communities. Respondents who were more likely to agree were: male, or 65 or above.
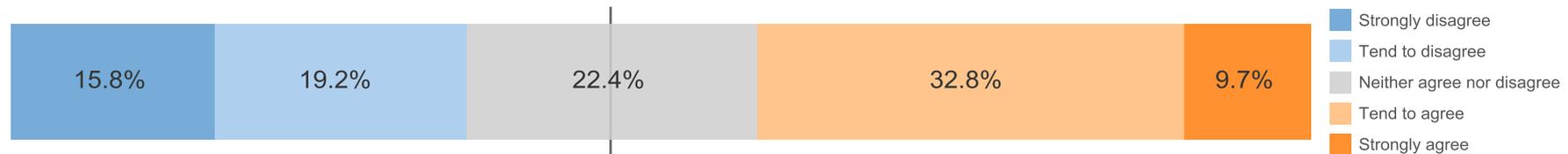
In contrast, 35% said they disagreed. Respondents who were more likely to disagree were: female, 35-64, parents/carers of a person aged 17 or under, or employed part-time.

Open comments (Q8a)

Respondents were asked to provide comments for their answer to Q8, and whether there is anything else the council should consider. Some respondents expressed their positivity to the ideas, often stating they felt communities should have a greater responsibility in the local provision of services. However, others had a number of reservations as to whether they would work in practice. Some respondents stated they felt the ideas to be somewhat vague, and said more information was needed as to how they would be implemented in practice. For example, several respondents felt they required some clarity on a number of concepts outlined within the ideas, such as 'communities', 'cultural activity' and 'partners'.

Respondents often stressed the importance of various Communities and Wellbeing services to their area. In addition, several respondents felt concerned about the negative consequences of the proposed ideas for enabling and supporting communities. Many of these centred on the prospect of losing certain services as a result of reduced funding, and the impact this would have on cultural knowledge. Several respondents felt the depletion in Communities

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Chart 10 - Enabling and Supporting Communities (Q8)

15.8%	19.2%	22.4%	32.8%	9.7%

- ■ Strongly disagree
- ■ Tend to disagree
- ■ Neither agree nor disagree
- ■ Tend to agree
- ■ Strongly agree

Base = 749

and Wellbeing services could result in fragmented communities.

Many respondents voiced their concerns about whether vulnerable or disadvantaged groups, such as disabled service users, children and young people, or deprived communities, would have equal opportunities to access quality services. Some respondents felt any reduction in service would have the greatest negative impact upon these groups. Others felt that a service gap would widen between affluent communities that may be able to support themselves, and disadvantaged communities that may not.

A major theme for respondents was whether communities and volunteers had the capacity to deliver services. Whilst most respondents did not have particular reservations about the volunteers themselves, they often stated that the pitfalls of a volunteer-based model needed to be thoroughly considered prior to the implementation of the strategy. Several respondents felt a one-size-fits-all approach to community enablement was unrealistic, and commented that demographic diversity in different communities could have an impact on the ability of the council to source volunteers to implement community-led services, citing that whilst some communities may succeed due to high proportions of retirees available to volunteer, other areas with working families may struggle to recruit. In addition, some respondents felt communities that may not necessarily have volunteers, thereby struggling to provide services, may be the target of further reductions in support

in the future due to low service use.

Many respondents stated they felt the council needed to maintain a role to ensure the delivery of Communities and Wellbeing services is successful. Some felt the council should provide a supportive role for community-led services, whereas others felt the expertise, experience and skills of paid professionals should not be lost.

Some respondents expressed their concerns at the Community and Wellbeing strategy more broadly, by questioning how the ideas for enabling and supporting communities will be funded. Other respondents voiced their concern that the council are unfairly putting the responsibility of service delivery on communities, and that the proposal to move towards more community-led services was only a preface to further service reductions in the future.

Lastly, some respondents made suggestions as to how the Communities and Wellbeing strategy could be implemented. These included: the establishment of a Voluntary Board to oversee the implementation and administration of community-led services; consolidating all Communities and Wellbeing services in a community into one location or building to make saving; placing greater emphasis on empowering communities to set their own agenda; a Combined Authority approach; and county councillors putting more pressure on central government for fair funding.
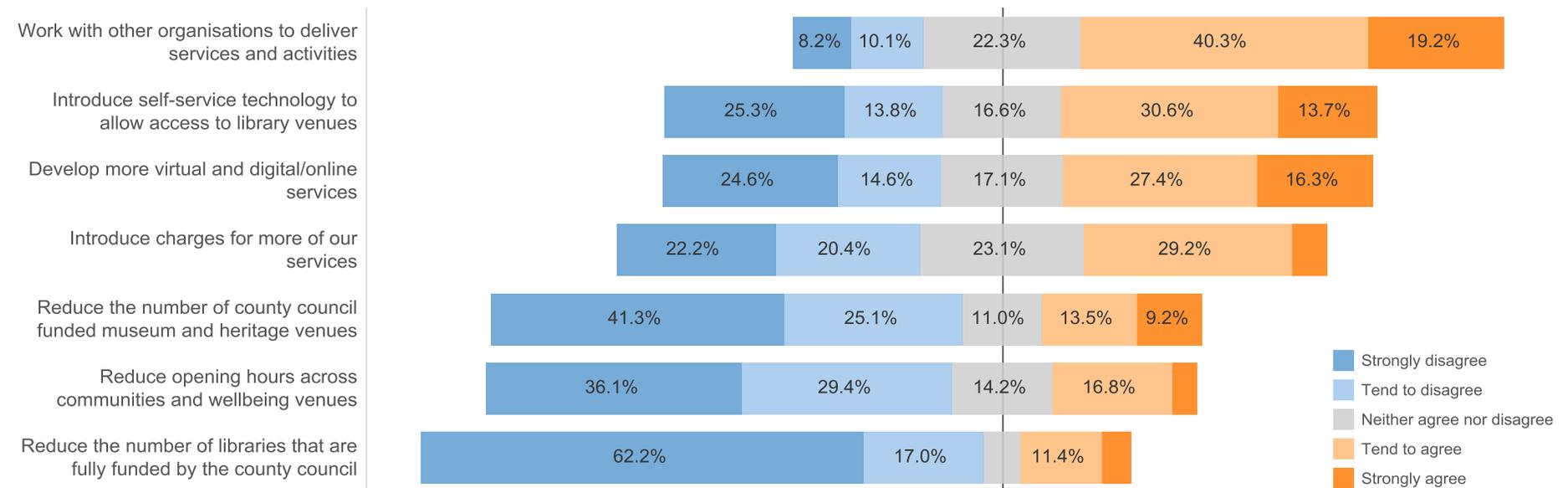
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Access to services (Q9)

Respondents were asked to what extent they agreed or disagreed with a number of options the council could explore in relation to access to services.

For three of the seven options, more respondents agreed than disagreed. Chart 11 shows that the option of working with other organisations to deliver services and activities received the highest proportion of positive responses, with 59.5% of respondents agreeing with it.

The other two options that received more positive responses than negative responses were: introducing self-service technology to allow access to library venues (44.3% agreed), and developing more virtual and digital/online services (43.7% agreed).

Respondents who agreed with the options to develop more virtual and digital/online services, or self-service technology, were more likely to be: male, up to 34, parents of carers of a person aged 17 or under, or have access to the internet.

Chart 11 - Access to Services (Q9)

Option	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
Work with other organisations to deliver services and activities	8.2%	10.1%	22.3%	40.3%	19.2%
Introduce self-service technology to allow access to library venues	25.3%	13.8%	16.6%	30.6%	13.7%
Develop more virtual and digital/online services	24.6%	14.6%	17.1%	27.4%	16.3%
Introduce charges for more of our services	22.2%	20.4%	23.1%	29.2%	
Reduce the number of county council funded museum and heritage venues	41.3%	25.1%	11.0%	13.5%	9.2%
Reduce opening hours across communities and wellbeing venues	36.1%	29.4%	14.2%	16.8%	
Reduce the number of libraries that are fully funded by the county council	62.2%	17.0%		11.4%	

In contrast, the majority of respondents disagreed with three of the seven options. These were: reducing the number of county council funded museum and heritage venues (64.8% disagreed) reducing opening hours across Communities and Wellbeing venues (62.1% disagreed), and reducing the number of libraries that are fully funded by the council (78.3% disagreed).

Respondents who disagreed with the options to reduce service provision (e.g. reduce number of fully funded libraries, museums and heritage venues, or reduce opening hours) were more likely to be: a resident, female, or not have access to the internet.

The option of introducing charges for more council services resulted in mixed views, and amongst all options, received the highest proportion of respondents who neither agreed nor disagreed (22.2%). Aside from these respondents, 32.9% agreed and 40.9% disagreed with the option.

Open comments (Q9a)

Respondents were then asked to provide comments for their answers to Q9, and whether there is anything else the council should consider.

With regards to the options of reducing provision for Communities and Wellbeing services, such as reducing the number of fully-funded libraries, museums and heritage venues, or reducing their opening hours, comments were mixed.

Some respondents were fearful and critical of the prospect of reducing the number fully-funded libraries, museums and heritage venues. These services were seen by many as integral to the community and the health and wellbeing of the public. Some respondents also felt museums and libraries provide cost effective educational entertainment for families. Some respondents felt libraries are a centre point for learning and development, providing valuable services to children in helping them with reading, homework and using the computer. Respondents also felt these services help those who have difficulties with technology, or those who cannot access online services, such as some older service users. Others felt libraries also help combat isolation and ill health especially in older service users.

With specific regard to libraries, several respondents felt Leicestershire County Council should remain as involved as possible in terms of funding and administration. With regard to museums, some respondents felt they could be amalgamated with other Communities and Wellbeing services in order to make savings, citing Harborough library and museum as an effective model that could be adopted in other areas. Others suggested all museums could be amalgamated together.

When considering the option of reducing opening hours, some respondents felt it would be an effective measure. Others felt reducing opening hours would reduce the value and usefulness of some services and may result in a reduction in use and consequent closure. Some respondents feared the reduction in provision for museums may result in the diminishment of Leicestershire heritage.

When considering the options of introducing more virtual and digital/online services, or self-service technologies, some respondents felt that these could be a positive move, and cost-effective. However others outlined a number of potential negative outcomes of such services. Some respondents felt the physical space for service users to view or borrow books, or to visit exhibits, help develop a lifelong passion for learning. Others felt a virtual alternative would not adequately provide a platform for service users to engage, as it feels less realistic. Several respondents questioned whether such technologies could adequately provide the social interaction provided by staff. Some respondents stressed the importance of such interaction for some service users, citing that can bring health and wellbeing benefits to a person who is isolated or lonely.

Several respondents questioned the ability of older service users to access virtual or digital services, or being able to use self-service technology. Others feared older service users could be marginalised from Communities and Wellbeing services as a result. Other respondents felt concerned about the operation of such

technologies, citing poor internet connections, the regular need to update technology, the likelihood of system failures, and the safety and security of self-service libraries.

When considering alternative methods of running services, such as introducing charges or working with other organisations, respondents responded positively.

Some respondents felt libraries and museums could be funded by service users, and provided a number of suggestions as to how this could be administered. Others felt the introduction of charges needed to be carried out cautiously, in order not to marginalise more deprived or vulnerable service users.

Some respondents felt collaboration with other organisations could be a way forward for the council. Others felt more reluctant about this, suggesting it is not necessarily a more cost-effective option, and risks the reduction in service quality.

Finally, respondents made a number of suggestions. Some respondents suggested savings could be made using the following measures: selling assets such a Beaumanor Hall; amalgamating multiple services into one localised area; or raising council tax.

Other suggestions included: preserving physical assets, books and artefacts as the economy will improve in the future, and challenging central government with regards to the level of funding provided to the authority.

Supporting key strategies in preventing and reducing need (Q10)

Respondents were asked to what extent they agreed or disagreed with the ideas for supporting key strategies in preventing and reducing need.

Chart 12 shows that 39.4% of respondents said they agreed with the ideas for supporting key strategies in preventing and reducing need. Respondents who were more likely to agree were: 65 or above, or were Leicestershire County Council employees.
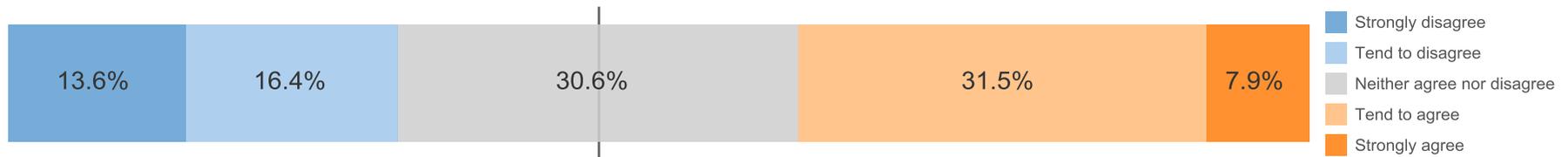
In contrast, 30% said they disagreed. Respondents who were more likely to disagree: had a long-term illness, disability or infirmity.

Open comments (Q10a)

Respondents were asked to provide comments for their answer to Q10, and whether there is anything else the council should consider. Chart 13 shows the coding of the open comments.

The largest number of respondents (52) held concerns regarding equal opportunities for service users in terms of accessing

Communities and Wellbeing services, and having influence on decision-making at the community level. Several respondents highlighted this concern on a broad level, voicing their disapproval at services potentially being targeted to specific groups or communities, outlining that they should be equally available to all. Other respondents felt the decisions made by communities may also lack full inclusivity of service users, citing the difficulties that elderly, disabled, socially isolated, or socio-economically deprived service users might face. Due to the difficulties that they may face, 10 respondents felt services should be prioritised for those with the greatest need. Alternatively, 14 respondents suggested the council should recognise the diverse needs of different communities, as they felt a one-size-fits-all approach would not be sufficient to deliver quality services. In addition to the diversity in current needs, respondents often felt needs will change over time, and suggested that service delivery needed to remain adaptive and flexible to meet them.

"I have an issue with some services being targeted as I feel strongly they should be available to the whole community"

65

Chart 12 - Supporting key strategies in preventing and reducing need (Q10)

13.6%	16.4%	30.6%	31.5%	7.9%

Legend:
- ■ Strongly disagree
- ■ Tend to disagree
- ■ Neither agree nor disagree
- ■ Tend to agree
- ■ Strongly agree

Base = 744

June 2016

"It makes sense to target services at those that need them the most"

"We need to recognise individual and community needs and should not develop a service which assumes that one size fits all"

Several respondents (37) voiced concerns about how decisions will be made. Most often, respondents questioned how the council will decide which communities or groups to target services at, querying what measures or criteria will be used to identify communities or groups in greatest need, and who will make the decision to target these groups. Other respondents queried how the evidence itself will be formulated, as some aspects of need are difficult to measure. In contrast, seven respondents felt the council should make use of data and evidence in order to make decisions. Alternatively, 34 respondents felt consultation with communities and strategic partners should have greater importance when it comes to making decisions about service delivery, as they may be able to provide information not currently known to the authority. As a caveat, 16 respondents held concerns about the strategic partner aspect of the proposals. These respondents were often worried about the strategic priorities of such partners, and the amount of influence they would have in decision making.

"How do you decide which groups to target?"

"Need to ensure that you measure and publish outcomes (not just activity/outputs) to show needs are being met, demand is reducing (per capita) and value is being provided"

"I think it will need to be a greater engagement and communication with communities to ascertain what services are not just preferred but also contribute to mitigate the use of more costly ones."

"'Strategic partners' are likely to be biased and may be guided by financially gain if in the private sector but without any equivalent gain for the user."

Some respondents (28) held concerns over the potential consequences of the Communities and Wellbeing Strategy. Many outlined their concern at a broad level, fearing any reduction in service provision may result in a lower quality service, and may have a negative impact on community wellbeing and cultural knowledge. Others felt reductions in resource may result in permanent closures of some services. In addition to these respondents, 13 expressed the importance of services for the heritage, culture and community wellbeing of the county, and eight emphasised the need for face-to-face and physical services, in contrast to digital or online alternatives. Furthermore, 16 respondents voiced their general disagreement with the proposals, 21 felt services should not be cut, and 12 felt the council should continue to provide the services instead of moving towards a volunteer-led model of delivery.

"By reducing universal activities we reduce the cultural experience of the community with unknown future consequences"

"Increases in digitalisation of services shouldn't replace one to one staff public contact"

"The Council should keep the services as they are of value to the community"
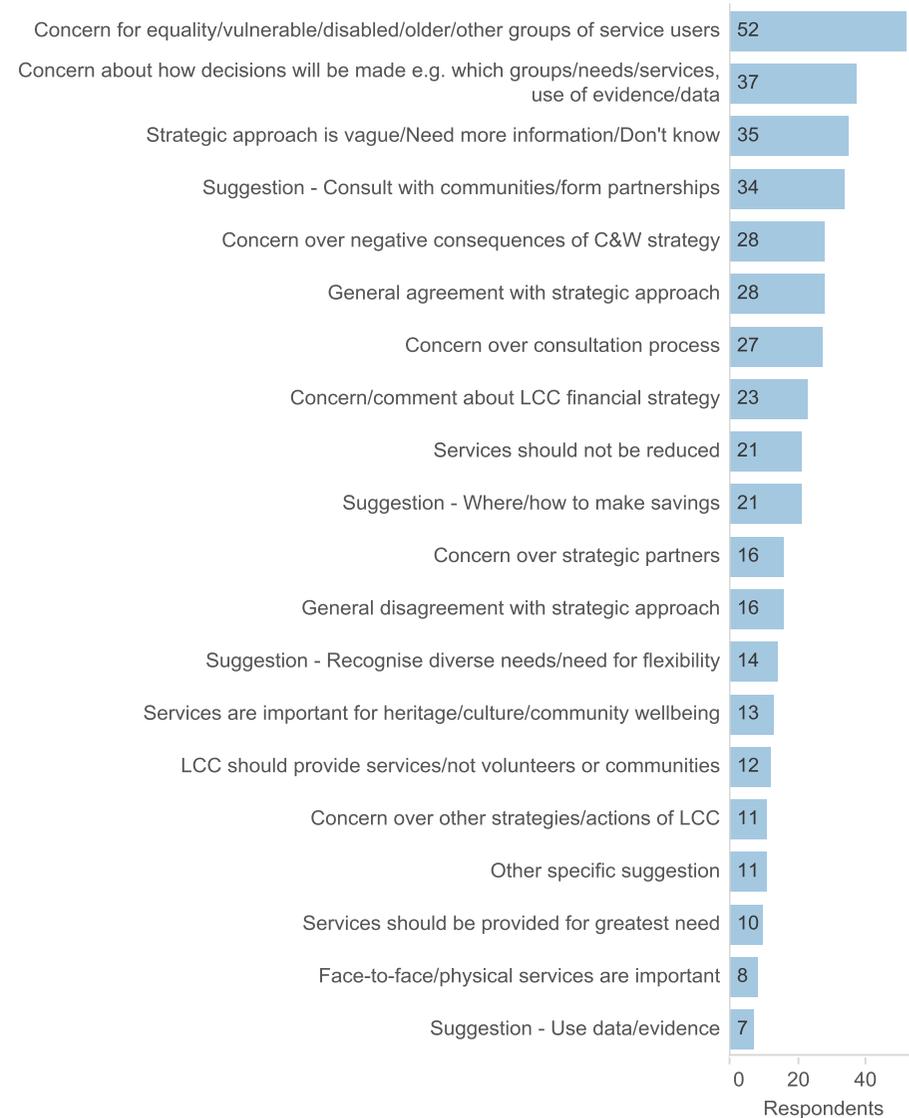
66

Several respondents expressed their concerns at some of the strategies used by the council. In total, 27 respondents voiced their concern about the current consultation process. Some respondents feared the findings of the consultation will be ignored by the authority, and others felt it to be just a formality before implementing the proposals in question. Aside from this, 23 respondents felt concerned about the financial strategy of the council, often highlighting unpopular decisions made in the past, the role of council tax in relation to services delivered, and querying how the proposed services will be funded. Furthermore, 11 respondents queried other specific strategies of the council.

"All too often in the past the consultation is a necessary requirement of the process of imposing the councils policies regardless of what the consultation results showed"

Lastly, several respondents made a number of suggestions. The majority of these respondents (21) made suggestions as to where or how the council could make the required savings or increase income, including suggestions such as: minimising service delivery at low need areas; pooling several local services into one building; greater use of pooled budgets via community partnerships; reducing staff and councillor expenditure; and sponsorship of services or buildings by local businesses. Finally, 11 respondents made a number of other specific suggestions.

"a better focus on value and also genuine support and freedom for income generation"

Chart 13 - Open comments (Q10a) - Top 20 themes

Theme	Respondents
Concern for equality/vulnerable/disabled/older/other groups of service users	52
Concern about how decisions will be made e.g. which groups/needs/services, use of evidence/data	37
Strategic approach is vague/Need more information/Don't know	35
Suggestion - Consult with communities/form partnerships	34
Concern over negative consequences of C&W strategy	28
General agreement with strategic approach	28
Concern over consultation process	27
Concern/comment about LCC financial strategy	23
Services should not be reduced	21
Suggestion - Where/how to make savings	21
Concern over strategic partners	16
General disagreement with strategic approach	16
Suggestion - Recognise diverse needs/need for flexibility	14
Services are important for heritage/culture/community wellbeing	13
LCC should provide services/not volunteers or communities	12
Concern over other strategies/actions of LCC	11
Other specific suggestion	11
Services should be provided for greatest need	10
Face-to-face/physical services are important	8
Suggestion - Use data/evidence	7

Respondents

June 2016

Activities of priority (Q11)

Respondents were asked what priority a number of activities should be given.

For each activity, the majority of respondents said it was very important or somewhat important.

Chart 14 shows the activity of supporting vulnerable people was considered to be the highest priority amongst respondents, with 97.6% saying it was very important or somewhat important (75.5% said very important).

Other activities that the majority of respondents considered to be very important included: supporting children's learning (76.1%), promoting the value of reading (72%), enabling access to information (55.4%), supporting better health and wellbeing (53.4%), and supporting learning in the community (53.1%).

The development of digital services was considered to be the lowest priority activity, with 27.8% saying it was not very important or not at all important.

Chart 14 - Activities of priority (Q11)
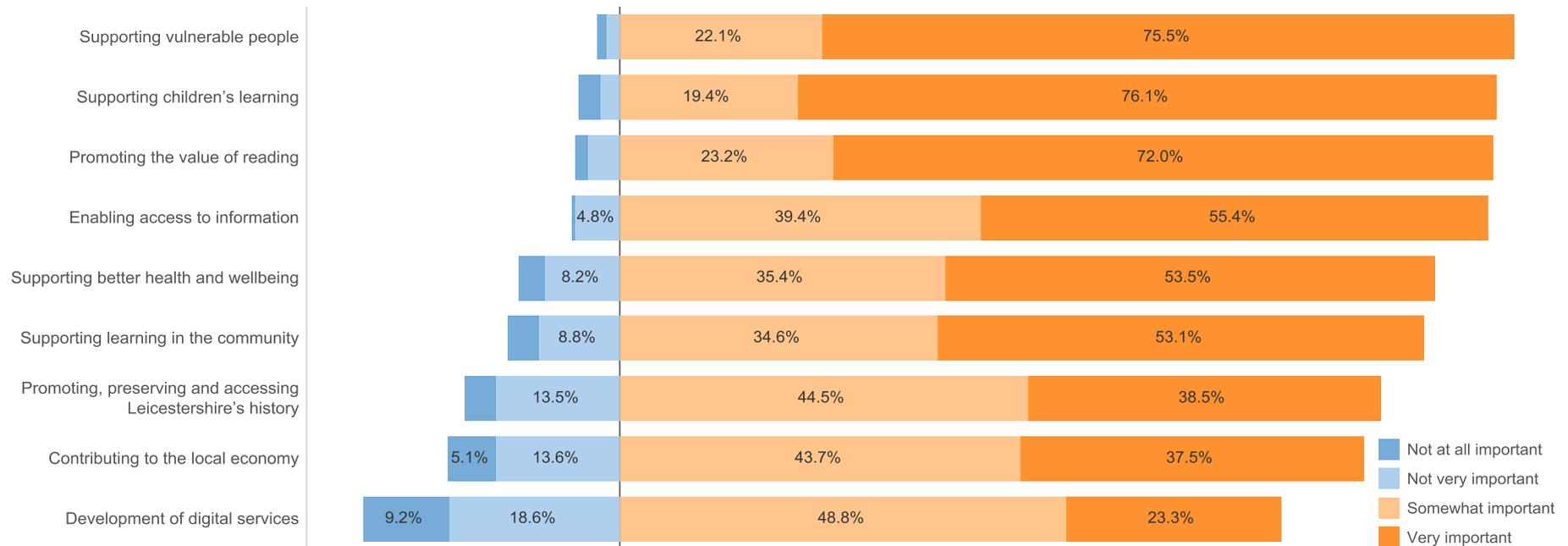
Respondents who said educational activities (e.g. children's learning, promoting Leicestershire's history, promoting the value of reading, enabling access to information, supporting community learning) were very or somewhat important were more likely to be: female, parents or carers of a person aged 17 or under, or have access to the internet.

Any other comments (Q12)

Respondents were asked if they would like to make any other comments.

Some respondents emphasised the importance of Communities and Wellbeing services to them, to their community, and to Leicestershire as a whole. In this regard, respondents cited the importance of libraries and museums to children's learning, to vulnerable and socio-economically deprived service users, community health and wellbeing. Respondents sometimes highlighted the importance of libraries providing a social hub for communities and groups, and others stressed the importance of Care Online to service users.

Some respondents said they felt the proposals within this consultation were somewhat acceptable, typically citing their acceptance that savings needed to be made due to budgetary pressures from central government, which may result in reduced service provisions. Others felt they could not make a fair judgement on the proposals, as they felt they did not have enough information in order to do so. However in contrast, other respondents felt concerned about the potential implications of the Communities and Wellbeing strategy. Furthermore, several respondents disagreed with the proposals in the consultation and said they felt services should remain unchanged, with particular emphasis on not being reduced.

With regards to specific criticisms of the proposals, some respondents felt a volunteer-led model might not be adequate to deliver high quality services, with some citing the potential difficulties in recruiting and training available candidates. Others felt a community-based system might result in services being more socially exclusive, as respondents felt the needs of some service user demographic groups might not be adequately represented or met by volunteers. In conjunction, some respondents emphasised the value of the experience and skills that paid staff provide, and that they feared the implications of losing them via resource reduction. In contrast, other respondents felt the council should pursue a volunteer-led model for certain services, with several respondents suggesting small libraries and museums could be provided by communities.

Other respondents made comments about the prospect of moving towards digital services. Whilst some respondents felt digital

services had a role to play in certain areas, others felt concerned about the prospect of such services replacing current face-to-face provisions. Several respondents felt physical resources, such as printed books in libraries and artefacts in museums, or face-to-face staff provisions, could not be adequately replaced using digital or virtual alternatives.

Several respondents felt concerned that the implementation of the Communities and Wellbeing strategy, with specific reference to the targeting of services to certain groups and communities, could result in difficulties for some users to access services. Some respondents highlighted this inequality issue on a general level, stating some service users would be faced with greater difficulty in accessing services compared to others, whereas other respondents felt specifically concerned at the impact on certain groups, such as vulnerable or older service users, and children. These respondents voiced their concern for these groups, sometimes highlighting that they rely upon the services more than other users.

Some respondents made a number of comments relating to the financial strategy of the council. Several respondents queried how the council prioritise their spending, questioning how the authority could afford the consultation, managerial salaries and councillor expenses ahead of funding the Communities and Wellbeing services. In this regard, several respondents made a number of suggestions as to how the council could find the savings required. These

suggestions included: reducing or stopping the green plaque scheme; devolving responsibilities of some services to communities, encouraging donations of books to libraries instead of purchasing them; place greater focus on services that could generate additional income; reducing managerial staff; reducing councillor expenses; reducing adult learning spending; reducing Creative Leicestershire spending; reducing Care Online spending; and seeking greater funding from central government.

Lastly, several respondents were critical of the consultation process. Some respondents felt the consultation survey was sometimes confusing and vague, or that it would not provide an accurate representation of how people in Leicestershire felt about the proposals. Some respondents felt the consultation was a formality preceding decisions already made within the council, and others felt their feedback may not have much impact. In contrast, several respondents encouraged the council to make greater use of a consultation process with communities in order to identify local needs and goals.

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Appendix 1 - Questionnaire

Leicestershire County Council

Have your say on the council's draft vision and strategy for communities and wellbeing 2016-2020

Providing less: Supporting more

Introduction

The Communities & Wellbeing Service provides a range of services, including libraries, museum & heritage sites, learning and creative services.

Planned budget reductions of 30% mean we will have to deliver or enable access to these services differently in the future. We also need to make sure that these services reflect what is happening in the world around them.

The County Council has developed a draft strategy for the Community & Wellbeing Service. This strategy will inform changes to our libraries, museums, heritage and learning services and create new cultural and learning opportunities for the future. We would like your views on our draft strategy.

We have also described some ideas for how we can deliver the new strategy and we want to know your views on these and how we can turn them into more detailed plans. The feedback you provide will be used to inform the services we provide in the future.

Further information on the proposals can be found in the draft vision and strategy for communities and wellbeing. Please read the supporting information provided before completing the questionnaire.

Please note: Your responses to the main part of the survey (Q1 to Q12, including your comments) may be released to the general public in full under the Freedom of Information Act 2000. Any responses to the questions in the 'About you' section of the questionnaire will be held securely and will not be subject to release under Freedom of Information legislation, nor passed on to any third party.

Q1 In what role are you responding to this consultation? Please tick <u>one</u> option only.
- ☐ Resident
- ☐ Member of staff in the communities and wellbeing service
- ☐ Volunteer in the communities and wellbeing service
- ☐ County, district or parish/town councillor
- ☐ Representative of a voluntary sector organisation, charity or community group
- ☐ Representative of a school/other education establishment
- ☐ Representative of a business
- ☐ Other (please specify below)

Other (please specify)

[   ]

Q2 If you indicated that you represent an organisation, business, community group, school/other educational establishment, please provide your details.

Name: [   ]

Organisation: [   ]

This information may be subject to disclosure under the Freedom of Information Act 2000

Q3 How often do you use the following communities and wellbeing services? Please tick <u>one per row</u>.

	Every week	Every month	Every 2-3 months	Once every 6 months	Once a year	Less often	Never
Adult Learning Services	☐	☐	☐	☐	☐	☐	☐
Bosworth Battlefield	☐	☐	☐	☐	☐	☐	☐
Care Online	☐	☐	☐	☐	☐	☐	☐
Century Theatre	☐	☐	☐	☐	☐	☐	☐
Charnwood Museum	☐	☐	☐	☐	☐	☐	☐
Creative Learning Service	☐	☐	☐	☐	☐	☐	☐
Creative Leicestershire	☐	☐	☐	☐	☐	☐	☐
Donington le Heath Manor House	☐	☐	☐	☐	☐	☐	☐
Harborough Museum	☐	☐	☐	☐	☐	☐	☐
Library services	☐	☐	☐	☐	☐	☐	☐
Melton Carnegie Museum	☐	☐	☐	☐	☐	☐	☐
Records Office of Leicestershire, Leicester and Rutland	☐	☐	☐	☐	☐	☐	☐

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Q4 How much, if at all, do you value the following communities and wellbeing services?
Please tick <u>one per row</u>.

	A great deal	To some extent	Not very much	Not at all	Don't know
Adult Learning Services	☐	☐	☐	☐	☐
Bosworth Battlefield	☐	☐	☐	☐	☐
Care Online	☐	☐	☐	☐	☐
Century Theatre	☐	☐	☐	☐	☐
Charnwood Museum	☐	☐	☐	☐	☐
Creative Learning Service	☐	☐	☐	☐	☐
Creative Leicestershire	☐	☐	☐	☐	☐
Donington le Heath Manor House	☐	☐	☐	☐	☐
Harborough Museum	☐	☐	☐	☐	☐
Library services	☐	☐	☐	☐	☐
Melton Carnegie Museum	☐	☐	☐	☐	☐
Museums and heritage services	☐	☐	☐	☐	☐
Records Office of Leicestershire, Leicester and Rutland	☐	☐	☐	☐	☐

Q5 Which of the following services do you consider to be <u>most</u> important overall?
Please tick <u>up to five only</u>

- ☐ Adult Learning Services
- ☐ Care Online
- ☐ Creative Learning Service
- ☐ Creative Leicestershire
- ☐ Library services
- ☐ Museums and heritage services (including Century Theatre)
- ☐ Records Office of Leicestershire, Leicester and Rutland

The way we will work (key design principles)

The draft Communities & Wellbeing Strategy has five principles. The principles are statements about the way we plan to work.

• The Right Person/The Right Community - we will support communities to develop services for everyone and target specific services to those who need them the most.

• The Right Time - services will be available at times and in ways that people can continue to use them.

• The Right Place - services can be accessed at an appropriate and cost effective location taking into account the needs of different people and communities.

• The Right Support - people and communities will be provided with the right support to use services and are supported to develop the capacity to deliver services for themselves and others.

• The Right Partners - we will work with other organisations to identify and deliver services that could benefit specific groups and communities. We will have to do this in a way that makes the best use of the budget that is available.

Q6 To what extent do you agree or disagree with our proposed principles?
Please tick <u>one</u> option only.

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
☐	☐	☐	☐	☐	☐

Why do you say this? Is there anything else you think we should consider?

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Our strategic approach

The draft Communities & Wellbeing Strategy explains the approach that will be used to enable and deliver services. The strategy describes the three ways this will be done:

Enabling and Supporting Communities - We will develop support services for communities so that they can support themselves and co-design and co-develop services as equal partners with the council and other stakeholders.

Access to Services - We will review our network of funded venues, explore the use of technology to increase self-service at some venues and develop more virtual and digital services to improve access.

Supporting key strategies in preventing and reducing need - We will work with partners to identify/evidence the types of services that are needed and consult with communities about these services. We will review and reduce our current targeted service provision that is funded solely by the service.

Further information on the proposed approach can be found in the draft strategy.

Q7   To what extent do you agree or disagree with our proposed approach?
     Please tick one option only.

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
☐	☐	☐	☐	☐	☐

Why do you say this? Is there anything else you think we should consider?

How we plan to achieve our vision

To turn the strategy into new ways of working, we have some ideas for what we can do to make this happen. We would like your views on these initial ideas.

1. Enabling and supporting communities

How it works now:
• Local communities have support for developing creative businesses and independent museums
• Work is underway to enable local communities to manage their local library
• Communities are used to direct service provision

In four years time:
• Communities will be empowered to design and create their own cultural activity
• Communities will play a partnership role in developing cultural, creative and information services with the council: co-designed, co-delivered

Our initial ideas for enabling and supporting communities are:
• Reshape the service to improve support to communities in order for them to design and create their own cultural activity
• Enable future services to be co-designed and co-developed with local communities and stakeholders

Q8   To what extent do you agree or disagree with our ideas for **enabling and supporting communities?** Please tick one option only.

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
☐	☐	☐	☐	☐	☐

Why do you say this? Is there anything else you think we should consider?

June 2016

2. Access to services

How it works now:
- We have a large network of venues
- People rely on services to be provided for them
- Most services are provided physically and are reliant on staff to maintain opening hours

In four years time:
- Technology will be used more flexibly to improve access to our services
- More services will be available digitally and online, and people will be helped to access them
- Local communities will manage, sustain and control smaller venues

We will:
- Further review our network of fully funded venues
- Explore the use of technology to increase self-service at some venues
- Develop more virtual and digital services to improve access 24/7

Q9   In order to meet the future budget, to what extent do you agree or disagree with the following options that we could explore in relation to access to services? Please tick <u>one per row</u>.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Reduce the number of libraries that are fully funded by the county council	☐	☐	☐	☐	☐	☐
Reduce the number of county council funded museum and heritage venues	☐	☐	☐	☐	☐	☐
Reduce opening hours across communities and wellbeing venues	☐	☐	☐	☐	☐	☐
Develop more virtual and digital/online services (such as making more museum and heritage collections available online 24/7)	☐	☐	☐	☐	☐	☐
Introduce self-service technology to allow access to library venues	☐	☐	☐	☐	☐	☐
Introduce charges for more of our services	☐	☐	☐	☐	☐	☐
Work with other organisations to deliver services and activities	☐	☐	☐	☐	☐	☐

Do you have any comments on these options? Is there anything else we should consider?

3. Supporting key strategies in preventing and reducing need

How it works now:
- We provide a wide range of activities without always providing clear evidence of their value
- The service fully funds the majority of activities
- The service responds to most requests for activity/support
- Activities become part of business as usual

In four years time:
- Services will be targeted at specific groups and communities
- The council will co-commission time limited services depending on evidenced need
- Communities will be supported in deciding what services are offered
- The outcomes of the services will be reviewed to ensure that they contribute to wider strategic aims and objectives.

We will:
- Work with strategic partners to identify/evidence key commissioning areas
- Consult with communities about the service offer.
- Review and reduce our current targeted service provision that is currently funded solely by the council.

Q10 To what extent do you agree or disagree with our ideas for **supporting key strategies in preventing and reducing need?** Please tick <u>one</u> option only.

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
☐	☐	☐	☐	☐	☐

Why do you say this? Is there anything else you think we should consider?

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Q11 What priority should we give to helping deliver the following types of activity? Please tick <u>one per row</u>.

	Very important	Somewhat important	Not very important	Not at all important	Don't know
Supporting children's learning	☐	☐	☐	☐	☐
Supporting vulnerable people	☐	☐	☐	☐	☐
Promoting, preserving and accessing Leicestershire's history	☐	☐	☐	☐	☐
Development of digital services	☐	☐	☐	☐	☐
Supporting better health and wellbeing	☐	☐	☐	☐	☐
Promoting the value of reading	☐	☐	☐	☐	☐
Contributing to the local economy	☐	☐	☐	☐	☐
Enabling access to information	☐	☐	☐	☐	☐
Supporting learning in the community	☐	☐	☐	☐	☐

Any other comments

Q12 Do you have any other comments?

☐

About you

Leicestershire County Council is committed to ensuring that its services, policies and practices are free from discrimination and prejudice and that they meet the needs of all sections of the community.

We would therefore be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you did.

Q13 Are you male or female? Please tick <u>one</u> option only.
☐ Male   ☐ Female

Q14 Gender Identity: A person has an internal, deeply held sense of their own gender. For trans people, their own sense of who they are does not match the sex that society assigns to them when they are born.

Is your gender identity the same as the gender you were assigned at birth? Please tick <u>one</u> option only.
☐ Yes   ☐ No

Q15 What was your age on your last birthday? (Please enter your age in numbers not words)
☐

Q16 What is your full postcode? This will tell us how far people are travelling to use our services. It will not identify your house.
☐

Q17 Are you a parent or a carer of a young person aged 17 or under? Please tick <u>one</u> option only.
☐ Yes   ☐ No

Q18 If yes, what are the ages of the children in your care? Please tick <u>all</u> that apply
☐ 0-4   ☐ 5-10   ☐ 11-15   ☐ 16-17

Q19 Are you a carer of a person aged 18 or over? Please tick <u>one</u> option only.
☐ Yes   ☐ No

Q20 Do you have a long-standing illness, disability or infirmity? Please tick <u>one</u> option only.
☐ Yes   ☐ No

Q21 What is your ethnic group? Please tick <u>one</u> option only.
☐ White   ☐ Asian or Asian British   ☐ Other ethnic group
☐ Mixed   ☐ Black or Black British

Q22 What is your religion? Please tick <u>one</u> option only.
☐ No religion   ☐ Jewish
☐ Christian (all denominations)   ☐ Muslim
☐ Buddhist   ☐ Sikh
☐ Hindu   ☐ Any other religion

Q23 Are you an employee of Leicestershire County Council? Please tick <u>one</u> option only.
☐ Yes   ☐ No

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Q24 Which of these, if any, do you use? Please tick <u>all</u> that apply

- [ ] Broadband at home
- [ ] Internet via dial up at home
- [ ] Internet at work, place of study or elsewhere (e.g. library or internet café)
- [ ] Internet via a smartphone
- [ ] Other
- [ ] None

Q25 Which of these activities best describes what you are doing at present? Please tick <u>one</u> option only.

- [ ] Employee in full-time job (30 hours plus per week)
- [ ] Employee in part-time job (less than 30 hours per week)
- [ ] Self employed full or part-time
- [ ] On a government supported training programme
- [ ] Full-time education at school, college or university.
- [ ] Unemployed and available for work
- [ ] Permanently sick / disabled
- [ ] Wholly retired from work
- [ ] Looking after the home
- [ ] Doing something else

Q26 Many people face discrimination because of their sexual orientation and for this reason we have decided to ask this monitoring question. You do not have to answer it, but we would be grateful if you could tick the box next to the category which describes your sexual orientation. Please tick <u>one</u> option only.

- [ ] Bi-sexual
- [ ] Heterosexual / straight
- [ ] Other
- [ ] Gay
- [ ] Lesbian

Thank you for your assistance. Your views are important to us. When the consultation closes in May, we will report the results back to the council's cabinet in June 2016, together with the commissioning strategy developed from the consultation feedback and ask for their approval to implement these strategies.

Please send your completed questionnaire <u>by 2nd May</u> to the following freepost address:

Communities and Wellbeing Consultation, Leicestershire County Council, Have Your Say, FREEPOST NAT 18685, Leicester, LE3 8XR

Data Protection: Personal data supplied on this form will be held on computer and will be used in accordance with the Data Protection Act 1998. The information you provide will be used for statistical analysis, management, planning and the provision of services by the county council and its partners. Leicestershire County Council will not share any information collected from the 'About you' section of this survey with its partners. The information will be held in accordance with the council's records management and retention policy. Information which is not in the 'About you' section of the questionnaire may be subject to disclosure under the Freedom of Information Act 2000

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Appendix 2 - Demographic Profile

Base	Survey Responses			2011 Census (16+)	
		% Inc NR	% Ex NR	#	%
Are you male or female?					
Male	282	35.4%	37.8%	261,140	49.0%
Female	465	58.3%	62.2%	271,968	51.0%
NR	50	6.3%			
Is your gender identity the same as the gender you were assigned at birth?					
Yes	699	87.7%	99.6%	(Not applicable)	
No	3	0.4%	0.4%		
NR	95	11.9%			
Age					
Under 15	3	0.4%	0.4%		
15-24	18	2.3%	2.6%	76,143	14.3%
25-34	63	7.9%	9.1%	70,190	13.2%
35-44	103	12.9%	14.9%	91,441	17.2%
45-54	147	18.4%	21.3%	95,116	17.8%
55-64	130	16.3%	18.9%	84,781	15.9%
65-74	162	20.3%	23.5%	61,791	11.6%
75-84	51	6.4%	7.4%	38,436	7.2%
85 and over	12	1.5%	1.7%	15,210	2.9%
NR	108	13.6%			
Do you have a long-standing illness or disability?*					
Yes	163	20.5%	22.6%	101,632	19.1%
No	557	69.9%	77.4%	431,476	80.9%
NR	77	9.7%			
*2011 Census asks if respondents day-to-day activities are limited a lot					
What is your ethnic group?					
White	658	82.6%	94.4%	491,473	92.2%
Mixed	23	2.9%	3.3%	4,335	0.8%
Asian or Asian British	13	1.6%	1.9%	32,183	6.0%
Black or Black British	1	0.1%	0.1%	3,133	0.6%
Other ethnic group	2	0.3%	0.3%	1,984	0.4%
NR	100	12.5%	14.3%		

Are you a parent or carer of a young person aged 17 or under?					
Yes	162	20.3%	22.5%	(Census data includes	
No	557	69.9%	77.5%	all people cared for	
NR	78	9.8%		regardless of age)	
If yes, ages of the children (Base=160)					
0-4	50	31.3%	31.3%		
5-10	67	41.9%	41.9%		
11-15	53	33.1%	33.1%	(Not applicable)	
16-17	38	23.8%	23.8%		
NR		0.0%			
Are you a carer of a person aged 18 or over?					
Yes	83	10.4%	11.7%	(Census data includes	
No	626	78.5%	88.3%	all people cared for	
NR	88	11.0%		regardless of age)	
What is your religion?					
No religion	264	33.1%	38.5%	134,686	25.3%
Christian (All denominations)	391	49.1%	57.0%	333,621	62.6%
Buddhist	5	0.6%	0.7%	1,397	0.3%
Hindu	8	1.0%	1.2%	14,936	2.8%
Jewish	0	0.0%	0.0%	452	0.1%
Muslim	3	0.4%	0.4%	6,239	1.2%
Sikh	0	0.0%	0.0%	6,185	1.2%
Any other religion or belief	15	1.9%	2.2%	2,186	0.4%
NR	111	13.9%	16.2%	33,406	6.3%
Are you an employee of Leicestershire County Council?					
Yes	125	15.7%	16.8%	(Not applicable)	
No	620	77.8%	83.2%		
NR	52	6.5%			

Sexual orientation

Bisexual	10	1.3%	1.7%	
Gay	9	1.1%	1.5%	
Heterosexual/straight	536	67.3%	92.3%	(Not applicable)
Lesbian	6	0.8%	1.0%	
Other	20	2.5%	3.4%	
NR	216	27.1%	37.2%	

Which of these, if any, do you use?

Broadband at home	626	86.7%	86.7%	
Internet via dial up at home	26	3.6%	3.6%	
Internet at work, place of study or elsewhe	313	43.4%	43.4%	
Internet via a smartphone	318	44.0%	44.0%	(Not comparable)
Other	22	3.0%	3.0%	
None	33	4.6%	4.6%	
NR		0.0%		

Economic activity

Employee full time (+30hrs per week)	210	26.3%	29.4%	195,058	40.7%
Employee part-time (<30hrs per week)	122	15.3%	17.1%	70,396	14.7%
Self employed full or part time	38	4.8%	5.3%	47,062	9.8%
On a government supported training progr	1	0.1%	0.1%	-	-
Full time education	10	1.3%	1.4%	44,289*	9.2%*
Unemployed and available for work	19	2.4%	2.7%	14,534	3.0%
Permanently sick/disabled	23	2.9%	3.2%	12,666	2.6%
Wholly retired from work	239	30.0%	33.4%	73,264	15.3%
Looking after the home	24	3.0%	3.4%	15,363	3.2%
Other	29	3.6%	4.1%	6,830	1.4%
NR	82	10.3%			

*All students full and part time

District

Blaby	53	6.7%	9.3%	76,334	14.3%
Charnwood	142	17.8%	25.0%	137,878	25.9%
Harborough	85	10.7%	14.9%	69,034	12.9%
Hinckley & Bosworth	118	14.8%	20.7%	86,475	16.2%
Melton	40	5.0%	7.0%	41,237	7.7%
North West Leicestershire	107	13.4%	18.8%	75,791	14.2%
Oadby & Wigston	24	3.0%	4.2%	46,359	8.7%
Other	30	3.8%	5.3%		
Missing/Invalid Postcode	197	24.7%	34.6%		

Urban/Rural classification

				Mid-2014 estimates	
Rural hamlets and isolated dwellings	39	4.9%	6.5%	41,800	4.0%
Rural town and fringe	111	13.9%	18.5%	118,483	11.4%
Rural village	58	7.3%	9.7%	74,992	7.2%
Urban city and town	391	49.1%	65.3%	808,305	77.5%
NR	197	24.7%			

IMD county decile

1 (most deprived)	47	5.9%	8.3%	64725	9.7%
2	55	6.9%	9.7%	64650	9.7%
3	45	5.7%	7.9%	67112	10.0%
4	48	6.0%	8.4%	69119	10.3%
5	54	6.8%	9.5%	63252	9.5%
6	54	6.8%	9.5%	69870	10.5%
7	73	9.2%	12.8%	68663	10.3%
8	60	7.5%	10.5%	65226	9.8%
9	65	8.2%	11.4%	66450	9.9%
10 (least deprived)	68	8.5%	12.0%	68838	10.3%
NR	227	28.5%			

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Appendix 3 - Geodemographic classifications

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (IMD) is a measure of multiple deprivation at the Lower Super Output Area (LSOA) level. All the LSOAs in Leicestershire (of which there are 396) are given a value, ranked from the most deprived to the least deprived areas.

More information is available from the Department for Communities and Local Government website: https://www.gov.uk/government/organisations/department-for-communities-and-local-government/series/english-indices-of-deprivation
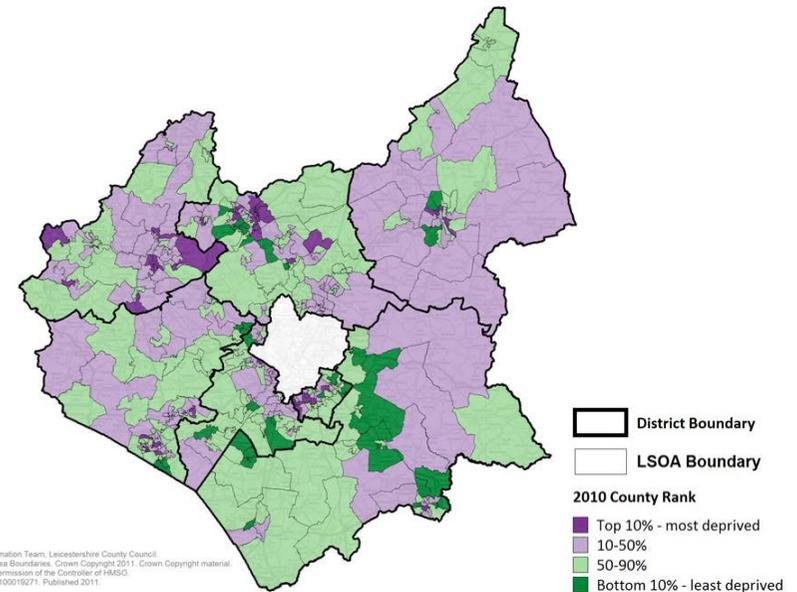
Urban Rural Classification

The Urban Rural Classification provides a methodology to classify the 2,085 Census Output Areas of Leicestershire according to their rurality.

The Definition adopts a settlement-based approach, comprising four settlement types, of which three are rural:
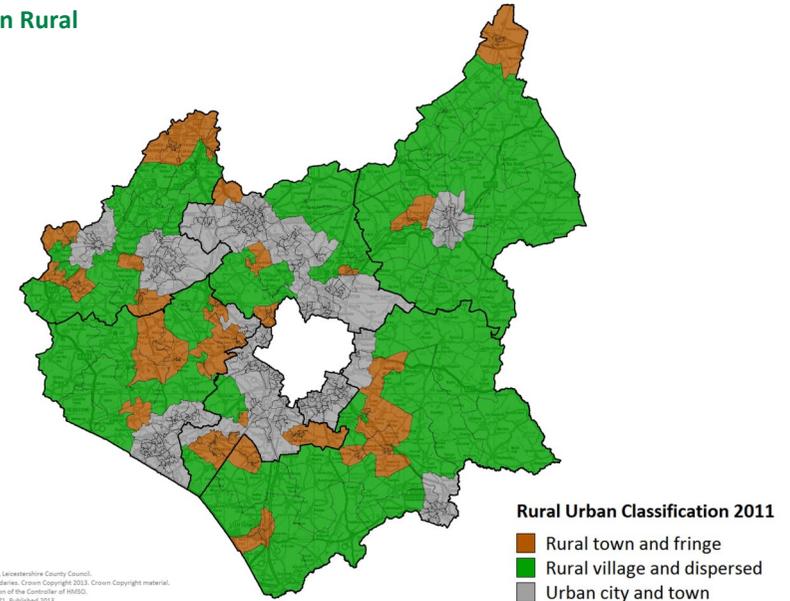- Urban (population over 10,000)
- Town and Fringe
- Village
- Hamlet and Isolated Dwellings

More information is available from the Office for National Statistics (ONS) website: http://www.ons.gov.uk/ons/guide-method/geography/products/area-classifications/2011-rural-urban/index.html
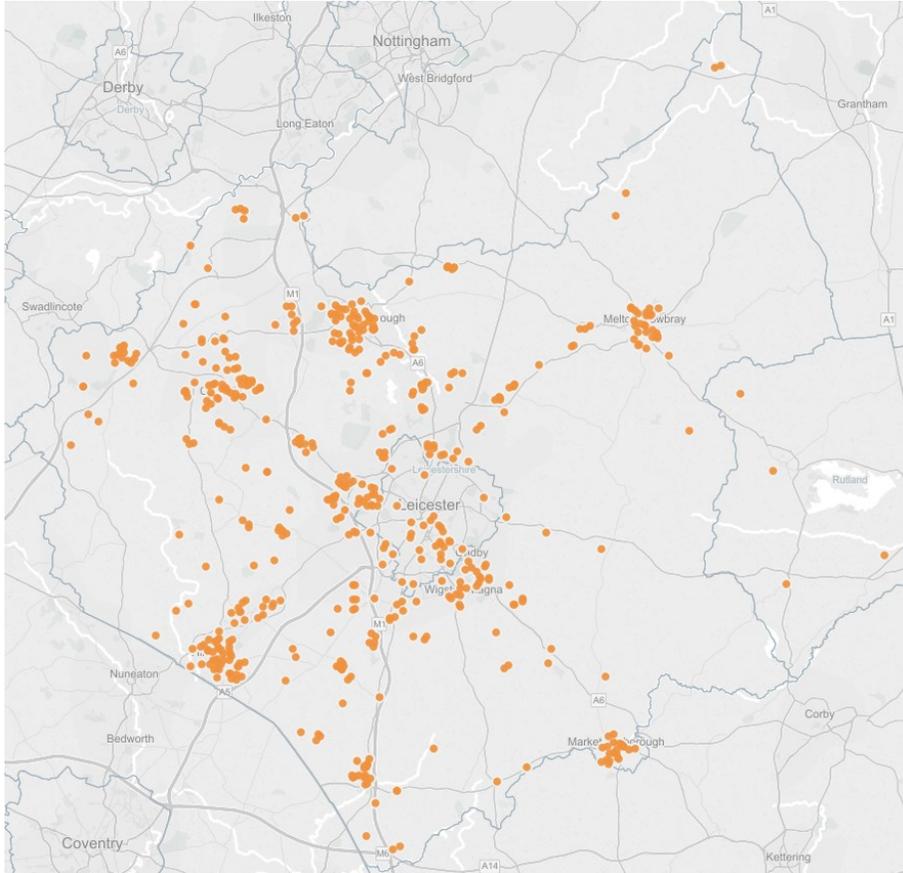
Map - IMD

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Leicestershire County Council. LA100019271. Published 2011.

District Boundary

LSOA Boundary

2010 County Rank
- Top 10% - most deprived
- 10-50%
- 50-90%
- Bottom 10% - least deprived

Map - Urban Rural

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Rural Urban Classification 2011
- Rural town and fringe
- Rural village and dispersed
- Urban city and town

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Appendix 4 - Postcode locations

Postcode locations of all respondents

About the Strategic Business Intelligence Team

The team provides strategic business intelligence support to the council, working with both internal departments and partner organisations.

The team provides assistance with:

- Asset Mapping
- Benchmarking
- Business case development
- Community profiling
- Consultation
- Cost benefit analysis
- Journey mapping
- Data management
- Data cleaning/matching

- Data visualisation/ Tableau
- Engagement
- Ethnography
- Factor/cluster analysis
- Focus groups/workshops

- Forecasts/modelling
- Literature reviews
- GIS Mapping/ Mapinfo
- Needs analysis
- Profiling
- Questionnaire design
- Randomised control trials
- Segmentation
- Social Return on Investment/ evaluations
- Statistical analysis/SPSS
- Surveys (all formats)/ SNAP
- Voting handsets
- Web analytics
- Web usability testing

Contact

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If you require information contained in this leaflet in another version e.g. large print, Braille, tape or alternative language please telephone: 0116 305 6803, Fax: 0116 305 7271 or Minicom: 0116 305 6160.

જો આપ આ માહિતી આપની ભાષામાં સમજવામાં થોડી મદદ ઇચ્છતાં હો તો 0116 305 6803 નંબર પર ફોન કરશો અને અમે આપને મદદ કરવા વ્યવસ્થા કરીશું.

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਜਾਣਕਾਰੀ ਨੂੰ ਸਮਝਣ ਵਿਚ ਕੁਝ ਮਦਦ ਚਾਹੀਦੀ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ 0116 305 6803 ਨੰਬਰ ਤੇ ਫੋਨ ਕਰੋ ਅਤੇ ਅਸੀਂ ਤੁਹਾਡੀ ਮਦਦ ਲਈ ਕਿਸੇ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਦਵਾਂਗੇ।

এই তথ্য নিজের ভাষায় বুঝার জন্য আপনার যদি কোন সাহায্যের প্রয়োজন হয়, তবে 0116 305 6803 এই নম্বরে ফোন করলে আমরা উপযুক্ত ব্যক্তির ব্যবস্থা করবো।

اگر آپ کو یہ معلومات سمجھنے میں کچھ مدد درکار ہے تو براہ مہربانی اس نمبر پر کال کریں 0116 305 6803 اور ہم آپ کی مدد کے لئے کسی کا انتظام کر دیں گے۔

假如閣下需要幫助，用你的語言去明白這些資訊，請致電 0116 305 6803，我們會安排有關人員為你提供幫助。

Jeżeli potrzebujesz pomocy w zrozumieniu tej informacji w Twoim języku, zadzwoń pod numer 0116 305 6803, a my Ci dopomożemy.