

TALK COMMUNITY

COMMUNITY WELLBEING SURVEY

7626 HEREFORDSHIRE COUNCIL
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1 BACKGROUND

ABOUT HEREFORDSHIRE

Herefordshire is a predominantly rural county covering 218 square miles, with the fourth lowest population density in England (88 people per square kilometre). It has a resident population estimated to be 192,800.

The county has a relatively older age structure compared with nationally, with a quarter of the population aged 65 or over. The county also has lower proportions of younger working age adults (from the age of 16 to mid-forties). Numbers of older people are set to continue growing at a higher rate than the younger age groups.

In general, the county experiences relatively low levels of deprivation, but there are areas within Hereford city and the market towns of Leominster, Ross and Bromyard which are amongst the 25% most deprived in England.

The majority of Herefordshire is amongst the 25% most deprived in England in terms of barriers to access to services. The whole county has been identified as a 'cold spot' in terms of social mobility, which can be exacerbated by living in a rural location.

COUNTY PLAN & TALK COMMUNITY

The County Plan for Herefordshire Council¹ was launched in early 2020. It shapes the future of Herefordshire and aims to encourage and strengthen its vibrant communities, create a thriving local economy and protect and enhance the environment to ensure Herefordshire remains a great place to live, visit, work, learn and do business. The plan guides the work of the council and the relationship with individuals, families, communities and partners over the next four years. Underpinning this plan are the themes of connectivity, wellbeing and sustainability, which sit at the core of policy making, planning and design for the future.

Within the County Plan, the community ambition of 'strengthen communities to ensure that everyone lives well and safely together' will be delivered in part through the Talk Community approach. This is a partnership approach that links three fundamental elements to promote and maximise independence and wellbeing within Herefordshire's communities. Talk Community therefore focuses on the people that make up our communities; the place and space which those communities occupy; and the economy in which those communities work.

Through Talk Community, the council is working in partnership with Herefordshire residents, businesses, community groups, and others whose support communities need to enable people and their families to lead healthy and independent lives within their communities. To achieve this, the council will work collaboratively with partners and residents to create the right environment for communities, and voluntary and private enterprises, to innovate, thrive, and respond to local needs – with the council directly intervening only where necessary.

To inform the delivery of Talk Community, the council requires an improved understanding of Herefordshire's diverse communities, including residents' perceptions about how resilient they are and how they currently use their local area and interact in their communities.



¹ https://www.herefordshire.gov.uk/downloads/file/1500/county_plan_2020-24.pdf

To support Talk Community activities, there is a need for a greater focus on data and intelligence to inform how the council works with communities, and to measure changes in key indicators of community wellbeing over time. In addition, the data will form part of the evidence base for Herefordshire's Joint Strategic Needs Assessment (JSNA); a high level needs assessment that provides data which describes the area's current and future health, independence and wellbeing needs.

2 THE COMMUNITY WELLBEING SURVEY

ABOUT THE RESEARCH

Herefordshire Council commissioned DJS Research in late 2020 to deliver two waves of a Community Wellbeing Survey across the county to provide the data and intelligence needed to inform the ongoing delivery of Talk Community.

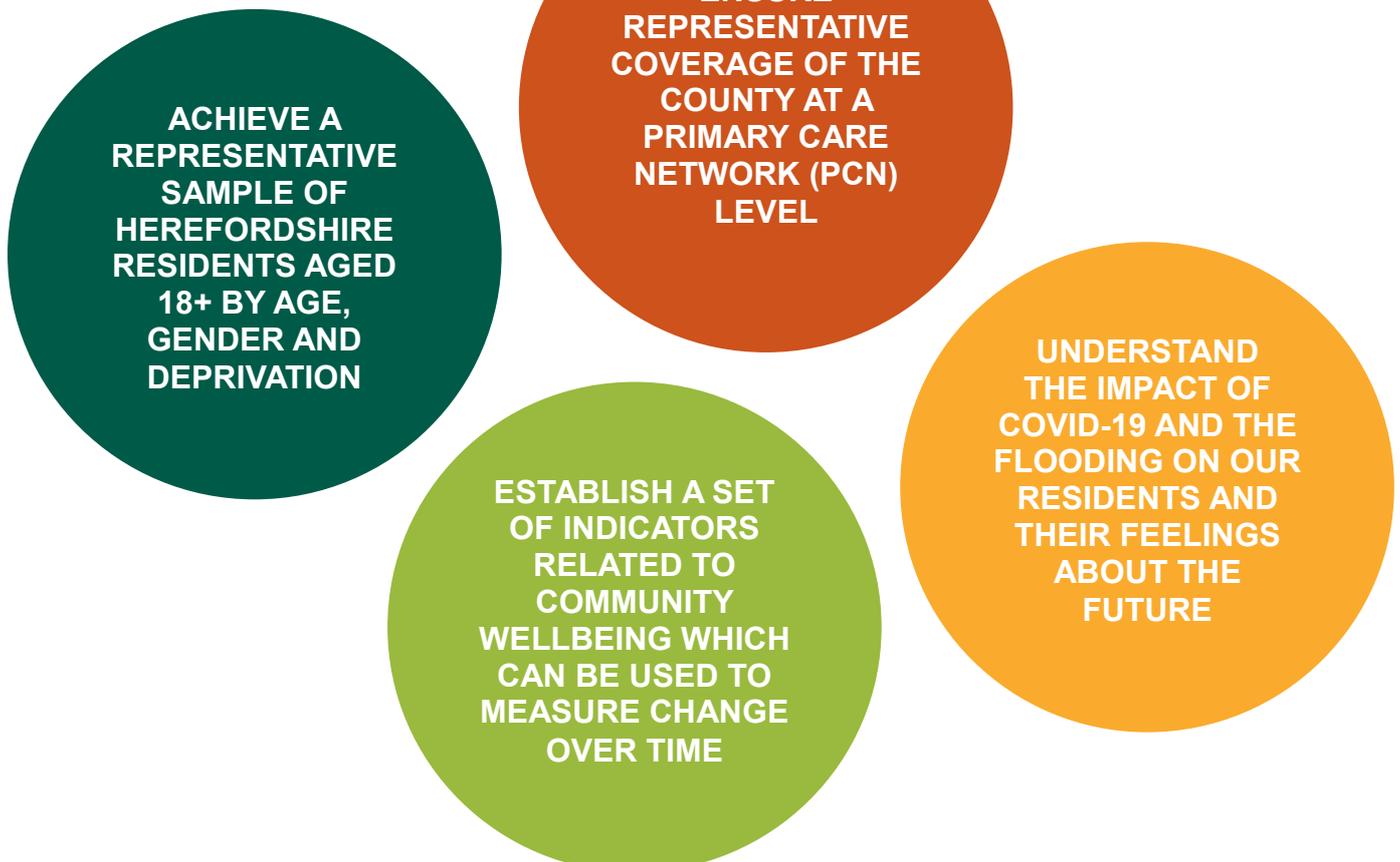
The first wave was completed in early 2021 (fieldwork dates of 7th January to 15th March 2021), and a follow-up survey is due to take place in 2023.

The overarching objective of the Community Wellbeing Survey is to:

“Improve understanding of the wellbeing and resilience of Herefordshire’s communities, and the residents living in them both prior to and during the emergencies (flooding and Covid-19) in the county during 2020 and 2021.”

OBJECTIVES

The Community Wellbeing Survey aims to:



METHODOLOGY

A two-stage sampling process was used to ensure as geographically and demographically representative a sample as possible given the resources available. A telephone interviewing approach was undertaken (using computer aided telephone interviewing – CATI). To provide sufficient confidence in the data across the county, and by PCN, a total of 1,101 interviews were conducted with adults aged 18+. More information on statistical reliability and weighting is given in Appendix C.

SAMPLING

Telephone numbers were provided by a sample sourcing agency (details of the process are given in Appendix C).

UNDERSTANDING THE REPORT

Throughout the report the results are presented as whole numbers for ease of interpretation, with rounding performed at the final stage of processing for maximum accuracy. Due to rounding, there may be instances where the results do not add up to 100%. In such instances, the difference should not be more than 1 percentage point either way – so 99% or 101%.

The data has been subject to statistical testing (please refer to Appendix C for an explanation of the testing process). Significant differences between two or more groups (e.g. PCN, age, gender etc) are identified in the narrative of the report and in charts/tables using green and red arrows.

Within the report, comparisons are made to other relevant surveys (such as The Herefordshire Quality of Life Survey conducted in 2012 – a component of the community engagement activity which provided a statistically robust understanding of the views of residents within the county). Hyperlinks to the sources referenced are provided in Appendix B, along with a glossary of words or acronyms that are used within the text of the report.

If you need help to understand this document, or would like it in another format or language, please contact Herefordshire Council on 01432 260000 or e-mail

talkcommunityenquiries@herefordshire.gov.uk

TALK COMMUNITY

COMMUNITY WELLBEING SURVEY 2021

10%

say they feel lonely always or often
– 8% in 2018

88%

feel they strongly belong to their area
– 70% in 2012

92%

are satisfied with their local area
– 82% Feb 2021 LGA (UK)/91% in 2012 (Herefordshire)

23%

provide unpaid help to any group(s), club(s) or organisation(s) at least monthly
– 34% in 2012

32%

have seen their household income reduce due to Covid-19, 3% of which are struggling to cope

75%

are conducting at least 150 minutes of physical activity per week – 63% across England (Sport England, 2020)

50%

are satisfied with the way Herefordshire Council runs things –
51% in 2012



The Community Wellbeing Survey was conducted by DJS Research (djsresearch.co.uk) on behalf of Herefordshire Council. A total of 1,101 interviews were conducted with a representative sample of Herefordshire residents by telephone between 7th January and 15th March 2021.

 **Herefordshire Council**

COMMUNITIES

Road & pavement repairs continue to be the aspect that most needs improving across Herefordshire (mentioned by 46% of respondents).



89%

agree that their local area is a place where people from different backgrounds get on well – 69% in 2012/ 67% in 2018

82%

feel that people in their community have supported each other during the last year, while just 5% do not

People living in urban areas, and in more deprived locations, are the least likely to hold positive views of their local community.

WELLBEING

Covid-19 has resulted in:



33%

of people doing less exercise



30%

of people sleeping less well



A (32%) third have seen their household income reduce

17%

have been furloughed & 9% have lost their job

51%

Half record very low/ low anxiety levels, while 28% record high levels

Mental health is comparatively positive in Herefordshire, with 38% defined as having good wellbeing and 53% moderate wellbeing. However, this is lowest among deprived communities, Housing Association renters & younger adults.

DIGITAL INCLUSION

89%

regularly access the internet

69%

have increased their use since the start of the pandemic

22%



are concerned about more services being moved online (e.g. banking, shopping, public service information)



3 VARIATIONS BY PRIMARY CARE NETWORK

This section provides a summary of the key features of each Primary Care Network (PCN), as it is important to consider any local variations to tailor service provision and interventions.

EAST

Those in the East hold very positive views of their local area and community.

99% are satisfied with their local area as a place to live.

92% believe people in their local community have supported each other during the last year – significantly higher than all other PCNs.

A third (34%) have provided unpaid support to group(s), club(s) or organisation(s) on a monthly basis in the last year.

HEREFORD CITY

People living in Hereford City are significantly more likely to want traffic congestion to be improved in their local area (11%).

77% believe people in their community have supported each other in the last year, and only 38% feel able to influence local decisions.

A third (33%) are dissatisfied with the way the council runs things, and 28% are in fair/poor health (significantly higher than other PCNs).

North & West

Those living in the North & West PCN are significantly more likely to want to see public transport improved in their area (21%).

14% do not access the internet on a regular basis, and 28% are concerned about more services moving online (e.g., banking, shopping etc).

A third (34%) are dissatisfied with the way the council runs things.

South & West

Fewer people in South & West believe that people of different backgrounds get on well together (85%).

During the Covid-19 pandemic, 34% spoke less to family/friends, and 30% spoke less to neighbours – a higher proportion than other PCNs.

They are more likely than in other PCNs to want to see health services improved (6%).

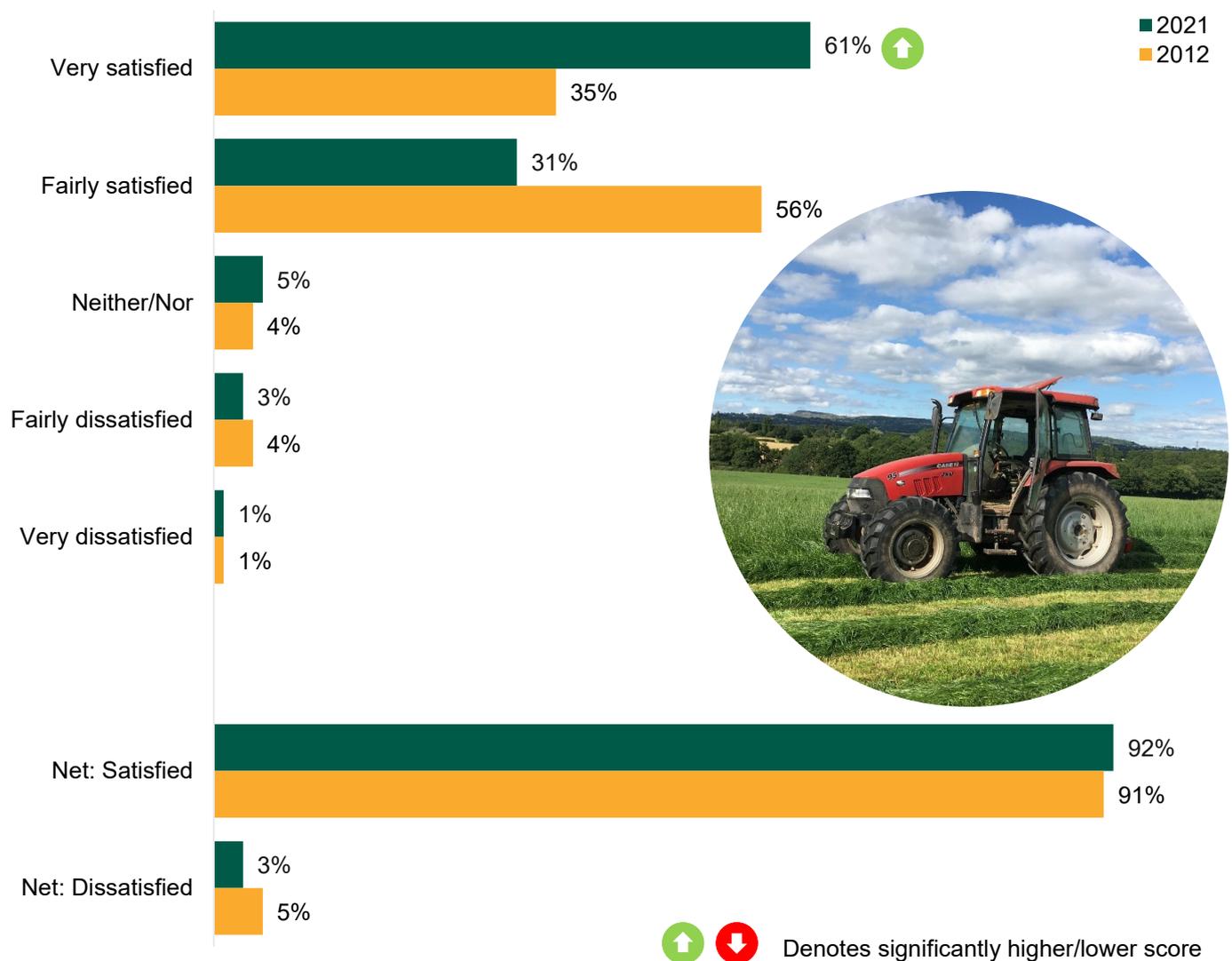
4 VIEWS OF THE LOCAL AREA

SATISFACTION WITH LOCAL AREA AS A PLACE TO LIVE

We began by asking people whether they were satisfied or dissatisfied with their local area – where local area was defined as a 15-to-20-minute walk from their home.

The large majority of the people we surveyed say they are satisfied with their local area (92%). And, while this is in line with the levels recorded in the 2012 Herefordshire Council Quality of Life survey (91%), the proportion who say they are very satisfied has increased significantly since 2012 (from 35% to 61%).

Figure 1: Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All respondents. **Base:** 1,101).

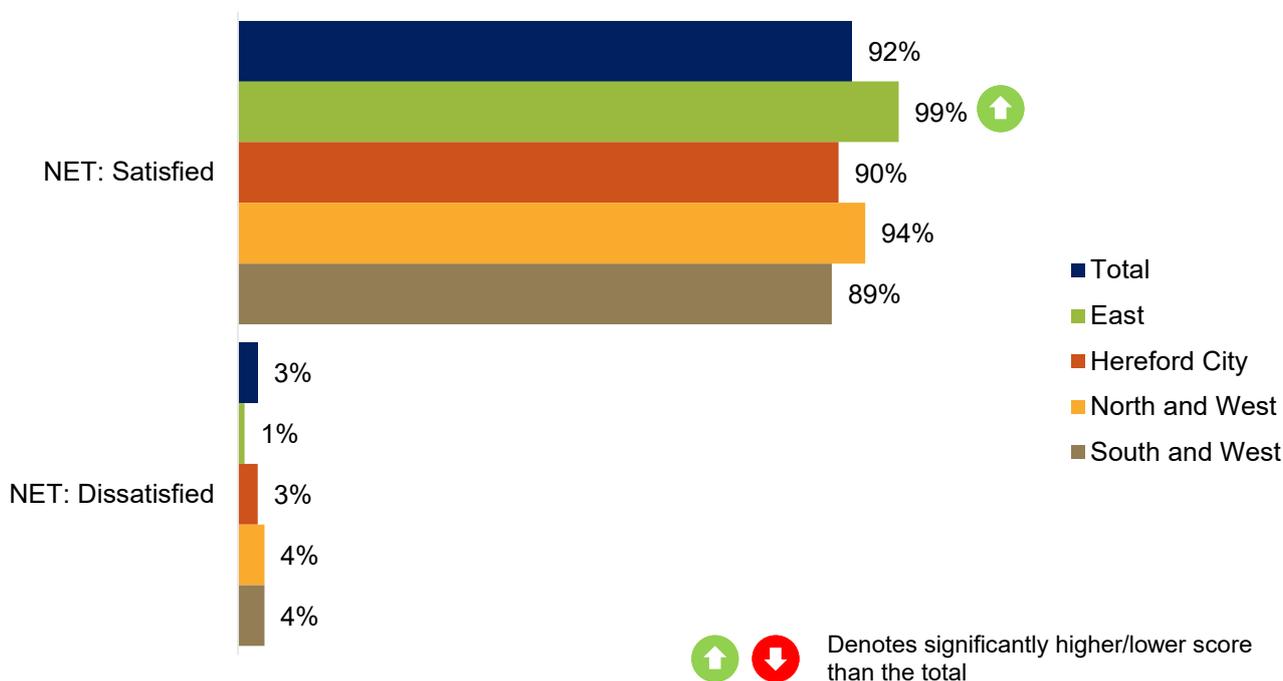


Local area satisfaction levels also compare very favourably with those across Britain in both the Community Life Survey (2020) (76% of respondents net satisfied) and the Local Government Association (LGA) quarterly polling survey (from February 2021) (82%).

Benchmark comparisons	Herefordshire Council 2021	Herefordshire Council QoL survey 2012	DCMS Community Life Survey 2020	LGA quarter polling Feb 2021
Net: Satisfied	92%	91%	76%	82%
Net: Dissatisfied	3%	5%	10%	11%

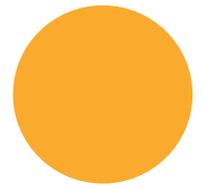
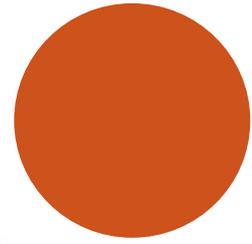
Satisfaction levels are consistently high across the county, although almost all people from the East say they are satisfied (99%), which is significantly higher than the remaining Primary Care Networks (PCN).

Figure 2: Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
By PCN (All respondents. **Base:** Total: 1,101, East: 239, Hereford City: 380, N&W: 238, S&W: 244).



It is also noteworthy that local area satisfaction levels decrease significantly among the following groups:

- Those living in the most deprived areas of the county (quintile 1 of the index of multiple deprivation) (85%), compared to those in the least deprived (quintiles 4 and 5) (96%).
- Younger people (aged 18-34) (87%), compared to those aged 55+ (95%).
- Those who have lived in the county for less than 10 years (82%), compared to those who were born in Herefordshire (91%) or have lived in the county for more than 10 years (94%).

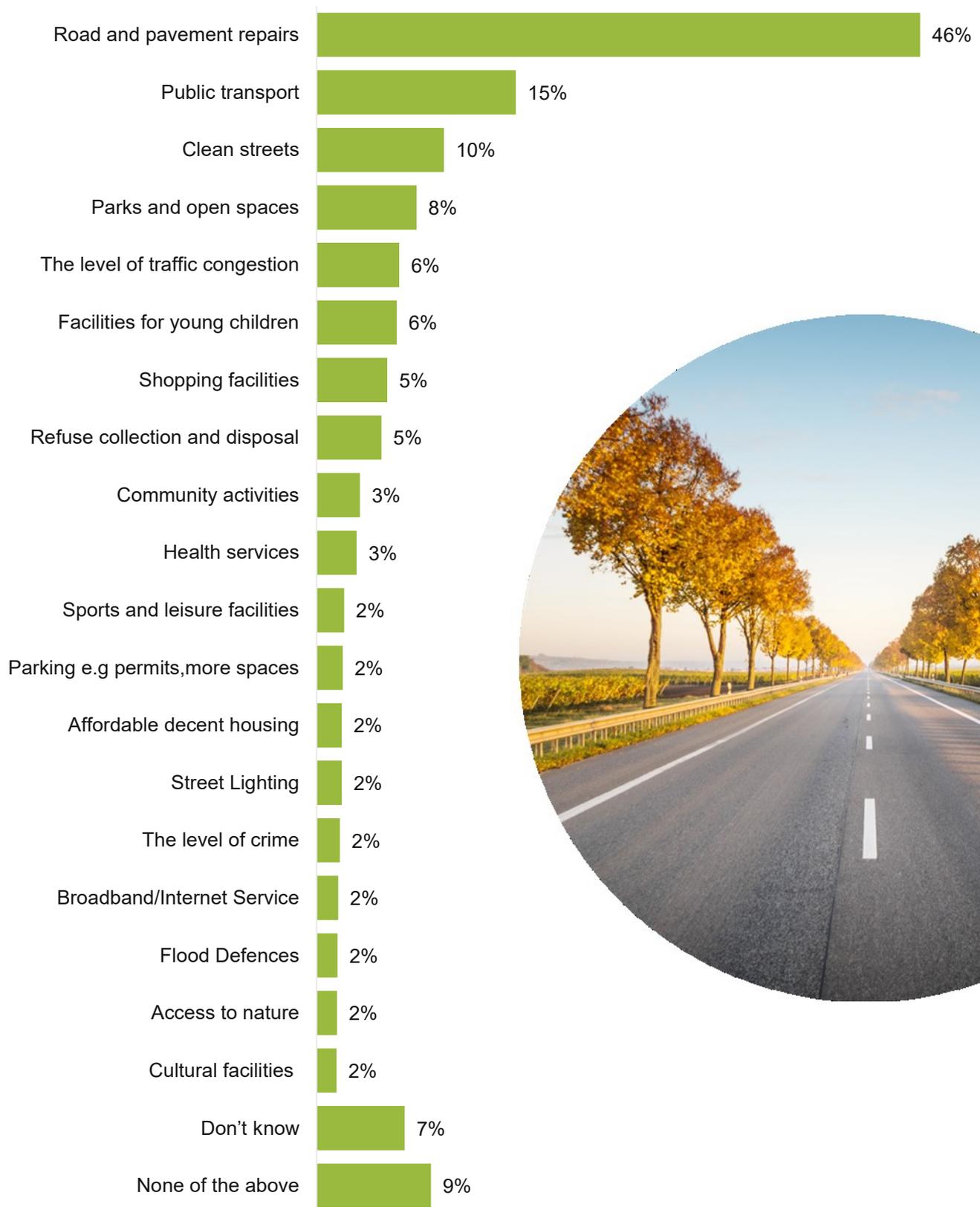


ASPECTS THAT MOST NEED IMPROVING IN THE LOCAL AREA

People were then asked to think about the aspects of their local area that most need improving. It is important to note that this was an unprompted question, so these aspects are top of mind for people.

It is immediately evident from the chart overleaf that the largest proportion want to see improvements to the repairs of roads and pavements (46% of respondents). This is followed at a much lower level of frequency by public transport (15%) and clean streets (10%).

Figure 3: Q03. Thinking about your local area, which aspects, if any, do you think most need improving? (All respondents. **Base:** 1,101).



Mentions of 2% and above shown.

The following table presents the top 10 aspects that most need improving alongside the equivalent result achieved in the 2012 Quality of Life Survey. As noted previously, it is important to highlight that these questions were asked differently in both surveys (the question was asked as unprompted in 2021 but prompted with a tick list in 2012), so caution needs to be exercised when drawing any comparable conclusions. However, it is clear that road and pavement repairs has remained by far the most mentioned aspect in both surveys (among 46% of respondents in 2021 and 61% in 2012). This result is also in keeping with the findings of the 2021 Budget Consultation where residents were asked how satisfied they were with council services and dissatisfaction was notably higher for highways and roads than for any other service.

Public transport was also commonly mentioned by people in both surveys (15% in 2021 and 26% in 2012). An aspect that seems to be less commonly top of mind is the level of traffic congestion (6% compared to 30% in 2012).

TOP 10 ASPECTS THAT MOST NEED IMPROVING: BENCHMARKING²

Top 10	Herefordshire Council 2021	Herefordshire Council QoL survey 2012 (including rank)
1	Road & pavement repairs: 46%	Road & pavement repairs: 1 st
2	Public transport: 15%	Public transport: 3 rd
3	Clean streets: 10%	Clean streets: 6 th
4	Parks and open spaces: 8%	Parks and open spaces: =9 th
5	The level of traffic congestion: 6%	The level of traffic congestion: 2 nd
6	Facilities for young children: 6%	Facilities for young children: 5 th
7	Shopping facilities: 5%	Shopping facilities: 4 th
8	Refuse collection & disposal: 5%	Refuse collection & disposal: =9 th
9	Community activities: 3%	Community activities: 7 th
10	Health services: 3%	Health services: 8 th

There are some interesting variations in aspects that most need improving by PCN. Road and pavement repairs are still the most commonly mentioned across each of the PCNs, but at a significantly lower volume in the East (38% of respondents). Likewise, public transport also comes in as the second aspect most in need of improving across each area, but it is more frequently mentioned among people in the North & West

² Percentages are not directly comparable due to the different ways the question was asked.

(21%) than Hereford City (11%). The level of traffic congestion is seen as significantly more of an issue in Hereford City (11%).

TOP 10 ASPECTS THAT MOST NEED IMPROVING: BY PCN

Top 10	East	Hereford City	North & West	South and West
1	Road & pavement repairs: 38% 	Road & pavement repairs: 44%	Road & pavement repairs: 52%	Road & pavement repairs: 51%
2	Public transport: 16%	Public transport: 11% 	Public transport: 21% 	Public transport: 18%
3	Shopping facilities: 7%	Clean streets: 11%	Clean streets: 10%	Clean streets: 11%
4	Facilities for young children: 7%	The level of traffic congestion: 11% 	Shopping facilities: 9%	Parks and open spaces: 8%
5	Clean streets: 5%	Parks & open spaces: 10%	Facilities for young children: 7%	Health services: 6% 
6	Sports & leisure facilities: 5% 	Facilities for young children: 7%	Parks & open spaces: 6%	Refuse collection & disposal: 5%
7	Health services: 5%	Refuse collection & disposal: 5%	Refuse collection & disposal: 6%	Broadband/Internet Service: 4% 
8	Parking: 5% 	Shopping facilities: 4%	The level of traffic congestion: 6%	Shopping facilities: 4%
9	Parks & open spaces: 4%	Community activities: 3%	Community activities: 5%	Affordable decent housing: 4%
10	Cultural facilities: 4% 	Flood defences: 3%	Affordable decent housing: 4%	Facilities for young children: 4%



Denotes significantly higher/lower score than the total

There are a number of other notable variations across different sub-groups of people:

- Those living in the most deprived areas of the county (quintile 1) are significantly more likely than the total to feel that traffic congestion (15%) and refuse collection (9%) need improving.
- People aged 18-44 are more likely to view parks and open spaces (14%), facilities for young children (11%) and community activities (6%) as needing improvement.
- Those living in an area defined as 'Town and Fringe' are significantly less likely to feel that roads and pavements needing improving (31%), particularly compared to those in a 'Village or Hamlet' (52%). Public transport is far more likely to be mentioned by those living in a 'Village or Hamlet' (22%), and clean streets (14%) and traffic congestion (9%) are more frequently mentioned by those living in 'City and Town' locations

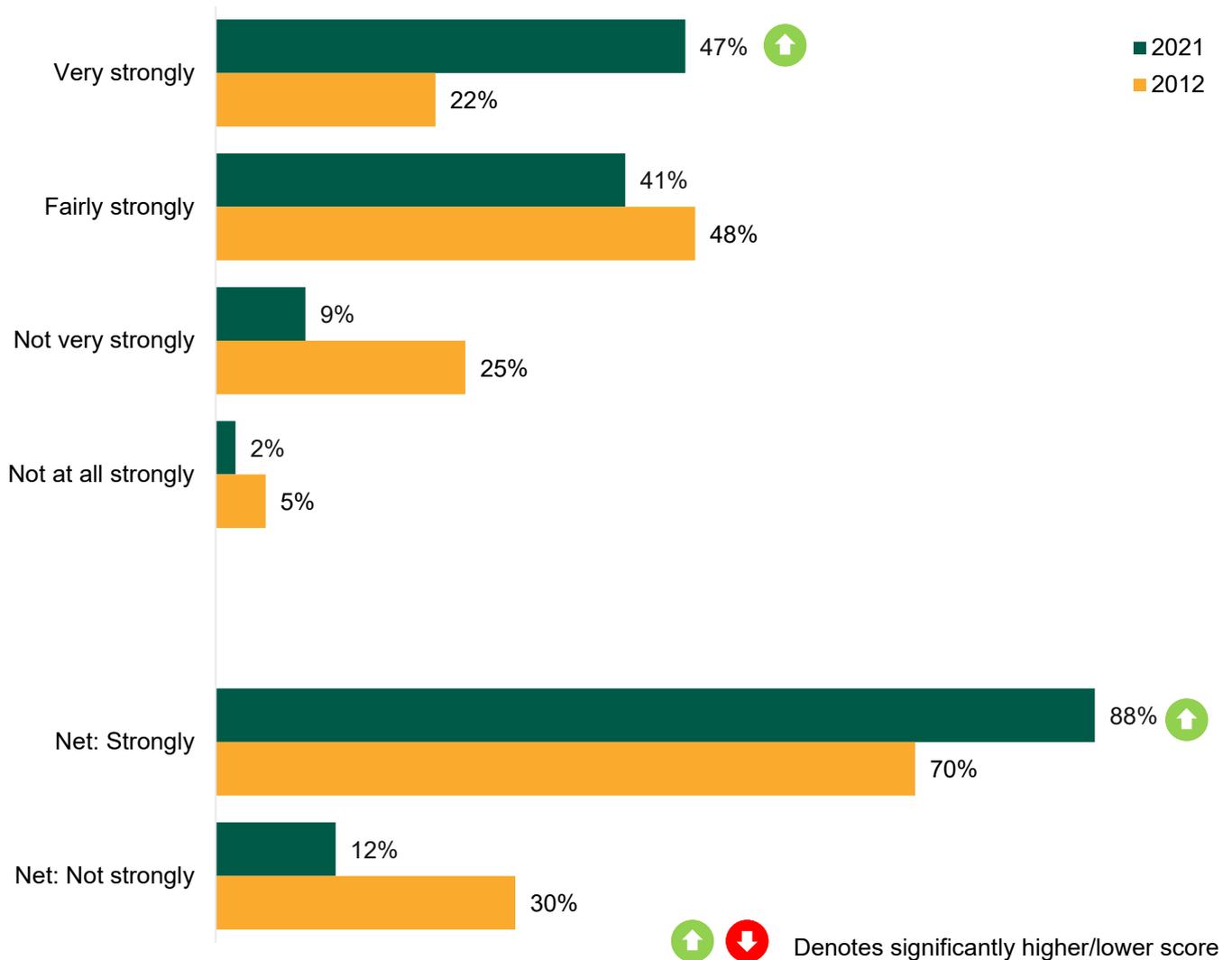
5 COMMUNITY COHESION

STRENGTH OF BELONGING TO THE LOCAL AREA

This next section explores community cohesion, and begins by understanding how strongly people feel like they belong to their local area.

Close to nine in ten (88%) say they belong to their local area strongly (very or fairly), while the remaining 12% do not feel like they belong. There has been a marked positive improvement in attitudes since 2012, with close to half (47%) now saying they belong 'very strongly' compared to 22% in 2012.

Figure 4: Q04. How strongly do you feel you belong to your local area?
(All respondents excluding don't know. **Base:** 1,081).



The table below also shows that Herefordshire compares very favourably when compared to the Department of Culture, Media and Sport Community Life Survey 2020, with three times fewer people saying they do not feel like they belong to their local area (12% versus 37%).

Benchmark comparisons	Herefordshire Council 2021	Herefordshire Council QoL survey 2012	DCMS Community Life Survey 2020
Net: Strongly	88%	70%	63%
Net: Not strongly	12%	30%	37%

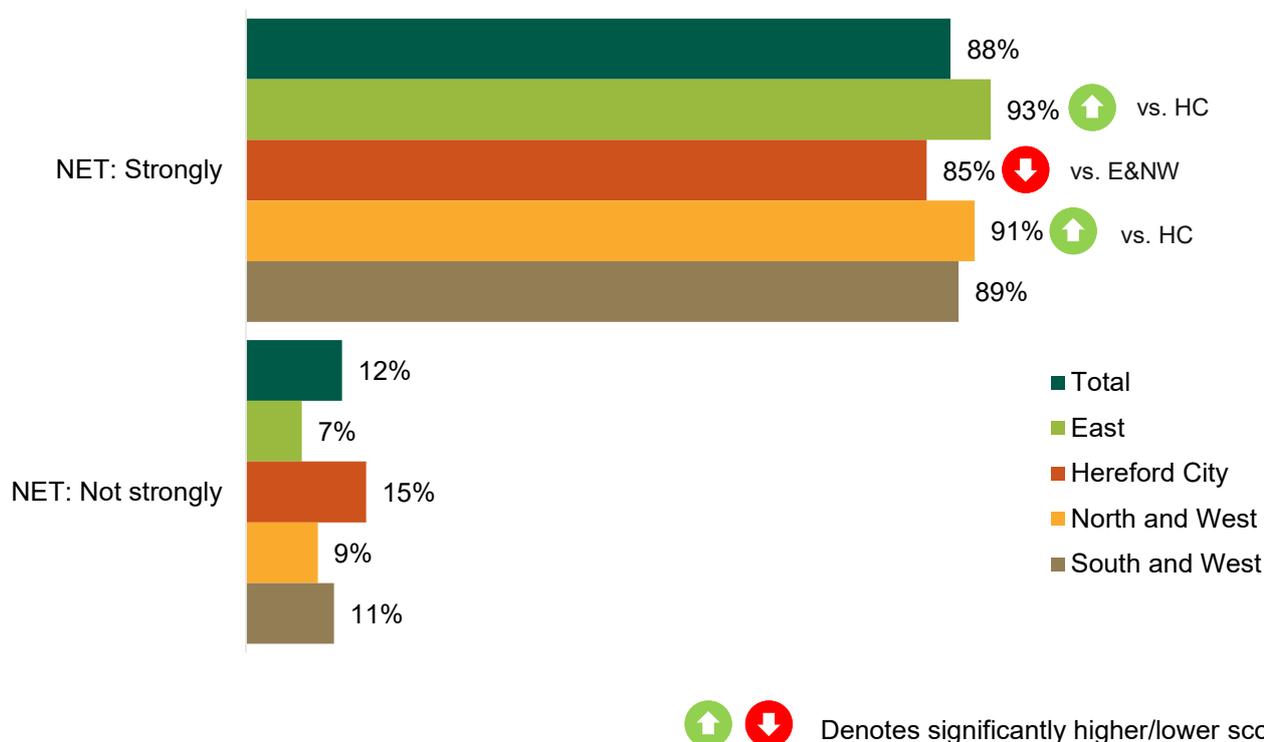
By Primary Care Network, those living in the East and North & West are significantly more likely to say they belong to their local area than those who live in Hereford City (93% and 91% versus 85%). As a result, one in seven (15%) in Hereford City say they do not belong to their area strongly.

It is also apparent that feelings of belonging vary by deprivation levels:

- 17% of those in quintile 1 and 15% in quintile 2 (higher deprivation) say they do not belong to their area, which compares to just 8% in quintile 4 (lower deprivation).

Figure 5: Q04. How strongly do you feel you belong to your local area? By PCN

(All respondents excluding don't know. **Base:** Total: 1,081, East: 236, Hereford City: 371, N&W: 235, S&W: 239).



The following variations are also evident:

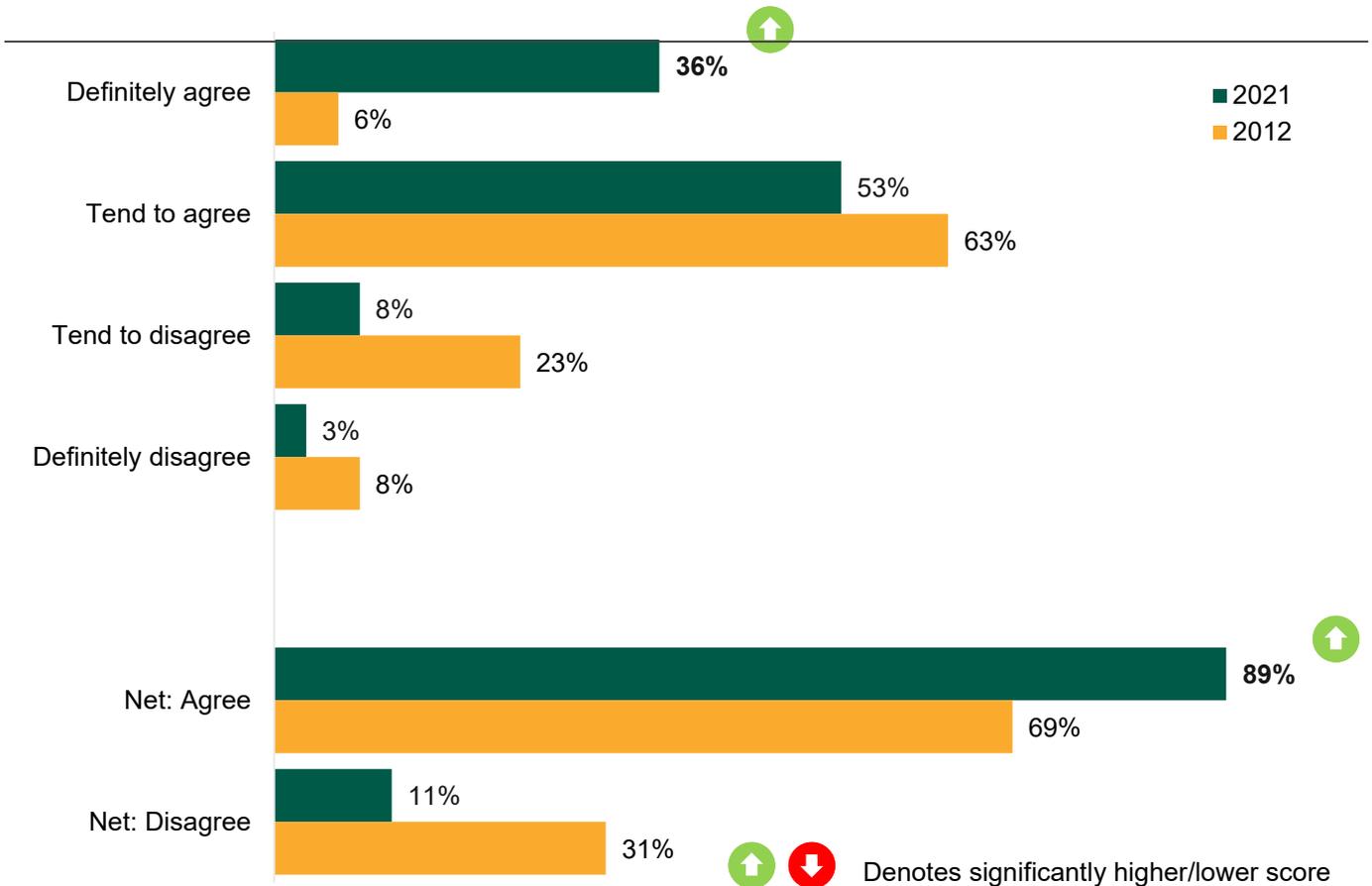
- Feelings of belonging increase with age, ranging from 84% aged 18-44, through to 89% aged 45-64 and 92% aged 65+.
- One in five (20%) people of a Black, Asian and minority ethnic (BAME) background say they do not feel like they belong to their area (this figure should be treated with caution due to the low sample base (n=41) which means that 20% equates to just 8 respondents). This is similarly high for those who have lived in Herefordshire for less than 10 years (23%).
- It is interesting to note that Retirees and Mature Couples are the most likely to say they belong to their area strongly (92% for both), yet this drops significantly among Mature Independents (81%).
- Those who believe people in their local area get on well together are four times less likely to say they do not belong to their area than those who feel people do not get on well together (7% versus 32%).



GETTING ON WELL TOGETHER

Nine in ten (89%) believe that their local area is a place where people of different backgrounds get on well together. This is a 20 percentage point improvement on the level recorded across Herefordshire in 2012. In addition, the proportion who definitely agree with this, at 36%, is an increase from just 6% recorded in 2012, and the proportion who disagree overall is almost three times smaller now than in 2012 (11% versus 31%).

Figure 6: Q05. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (All respondents excluding don't know, all same background, too few people. **Base:** 944).

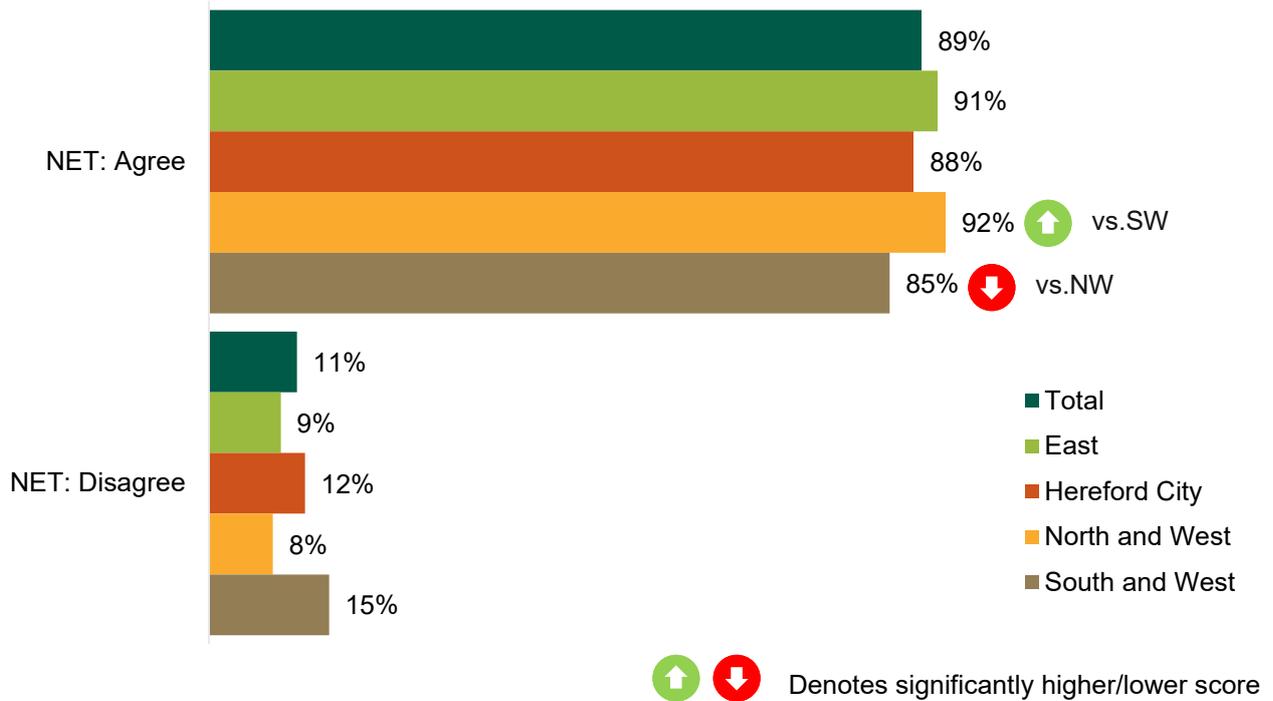


The proportion of people who agree that people of different backgrounds get on well together is also significantly higher than recorded in the 2018 Herefordshire Quality of Life Survey (+22 percentage points), and also higher, but by a lesser margin than the Community Life Survey 2020 (+7 percentage points).

Benchmark comparisons	Herefordshire Council 2021	Herefordshire Council QoL survey 2012	Herefordshire QoL survey 2018	DCMS Community Life Survey 2020
Net: Agree	89%	69%	67%	82%
Net: Disagree	11%	31%	34%	18%

There are few notable variations in opinion by PCN. Those living in the North & West are significantly more likely to feel that people of different backgrounds get on well in their local area than those living in the South & West (92% versus 85% of respondents).

Figure 7: Q05. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (All respondents excluding don't know, all same background, too few people). (Base: Total: 944, East: 208, Hereford City: 335, N&W: 200, S&W: 201).



Groups of people who are less likely to feel that people of different backgrounds get on well are:

- Aged 18-44 (86%) and 45-64 (88%).
- ABC1 socio-economic group (86% versus C2DE 92%).
- Black, Asian and minority ethnic (BAME) (80% - caution small sample base).
- Those who have lived in Herefordshire for less than 10 years (80%).
- Mature Independents (80%).
- Those dissatisfied with their local area (62%).

LEVEL OF CONTACT WITH FAMILY, FRIENDS OR NEIGHBOURS

All respondents were then asked how often they are in contact with family, friends or neighbours. The largest proportion, 60%, say they are in contact most days, and a further one in five (21%) say they are in contact 2-3 times per week.

It is evident, however, that the proportion of people saying they are in contact with family, friends and neighbours around once a month or less, at 9%, is a significant increase since 2012 (5%) and the 2018 Quality of Life Survey (6%). Looking at this in more detail, the proportion who say they contact others once a month or less is higher among those living in the most deprived areas (18%), who are aged 18-34 (13%), and who rent from a housing association (17%). It is also the case among those with low mental wellbeing (25%), with poor/fair health (15%) and a household income that has reduced due to the pandemic and they are struggling to cope (21%).

Figure 8: Q06. Typically, how often are you in contact with family, friends or neighbours?
(All respondents. Base: 1,101).

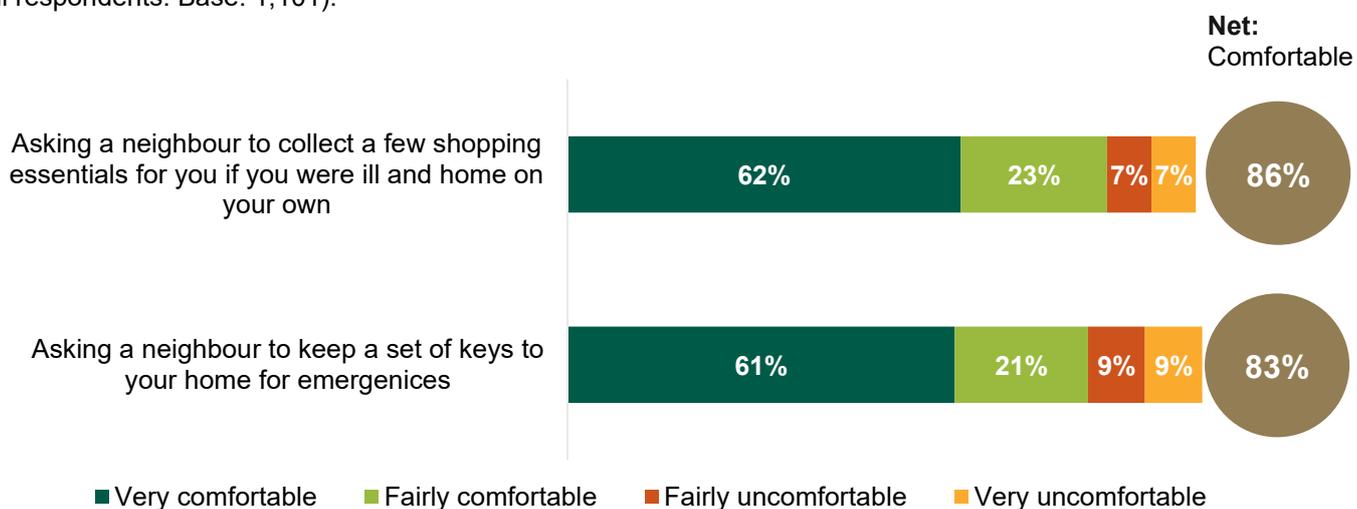


COMFORT IN INTERACTIONS WITH NEIGHBOURS

The large majority say they would feel very or fairly comfortable asking a neighbour to collect a few shopping essentials for them if they were ill and home alone (86%) – 62% would feel very comfortable with this. Likewise, 83% say they would feel comfortable asking a neighbour to keep a set of keys to their home for emergencies.

It is evident that those living in urban areas are the least likely to feel comfortable asking a neighbour to collect a few shopping essentials for them (17%), compared to those in a village or hamlet (9%). This is also the case among those who live in more deprived areas – for example, just 76% of those in quintile 1 (most deprived) would feel comfortable in such a circumstance, as would 80% in quintile 2, compared to 90% in quintile 4. This also correlates with lower levels among housing association renters (68%), the BAME community (72%) and those who have lived in the county for less than 10 years (63%).

Figure 9: Q07. How comfortable would you be with each of the following...?
(All respondents. Base: 1,101).



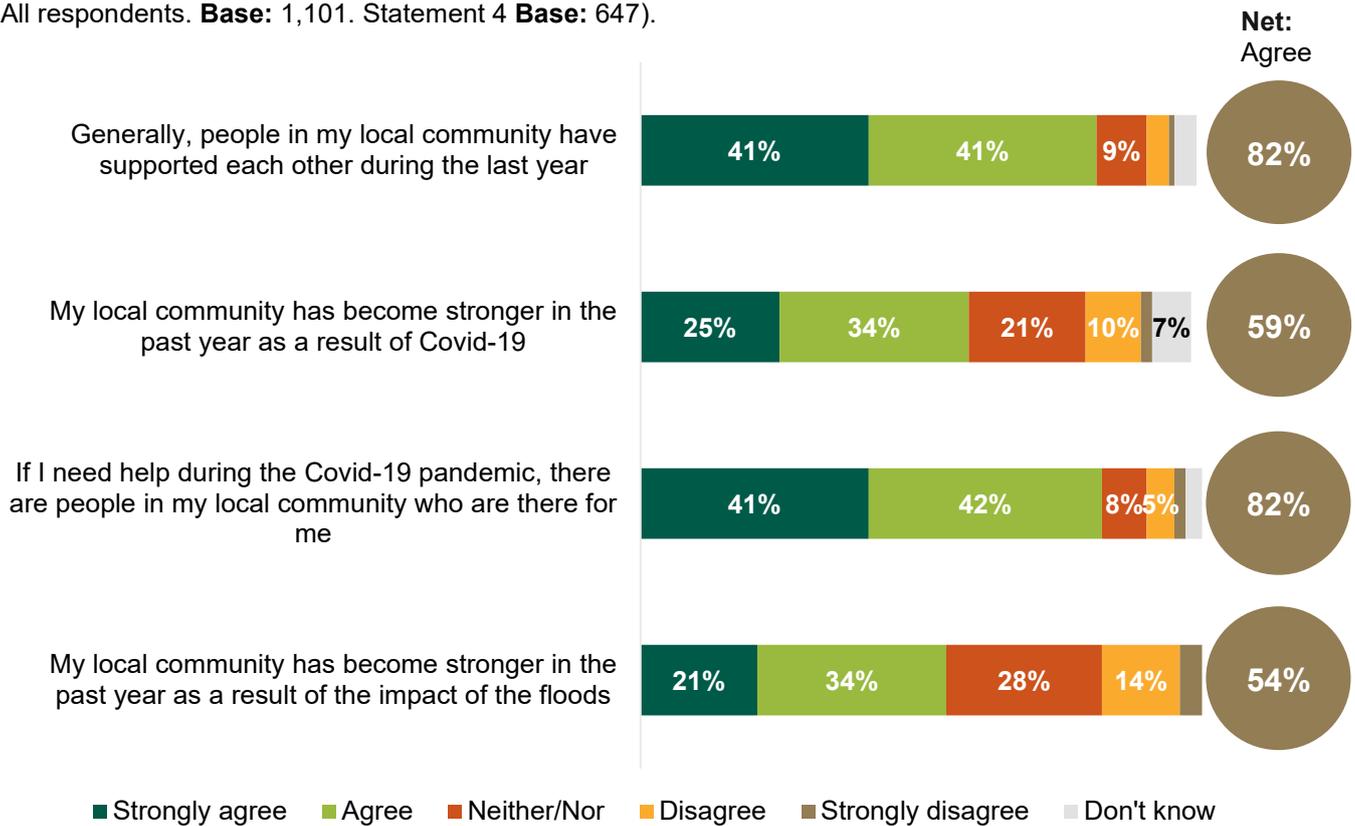
COMMUNITY SUPPORT DURING COVID-19 & FLOODING

The following series of statements were presented to respondents concerning community support throughout the Covid-19 pandemic and the flooding issues, and they were asked to state the level to which they agreed or disagreed with each.

It is encouraging to note that more than four in five (82%) feel that people in their community had supported each other during the last year – 41% strongly agree with this statement. Likewise, 82% also agree that if they needed help during the pandemic, there would be people in their community who would be there for them.

While there are lower levels of agreement that Covid-19 and the flooding have resulted in communities becoming stronger (59% and 54% respectively), a relatively high proportion of people have given a neutral (neither agree nor disagree) response, which suggests that they either don't know or they may already feel like they had a strong community. As a result, disagreement levels are low.

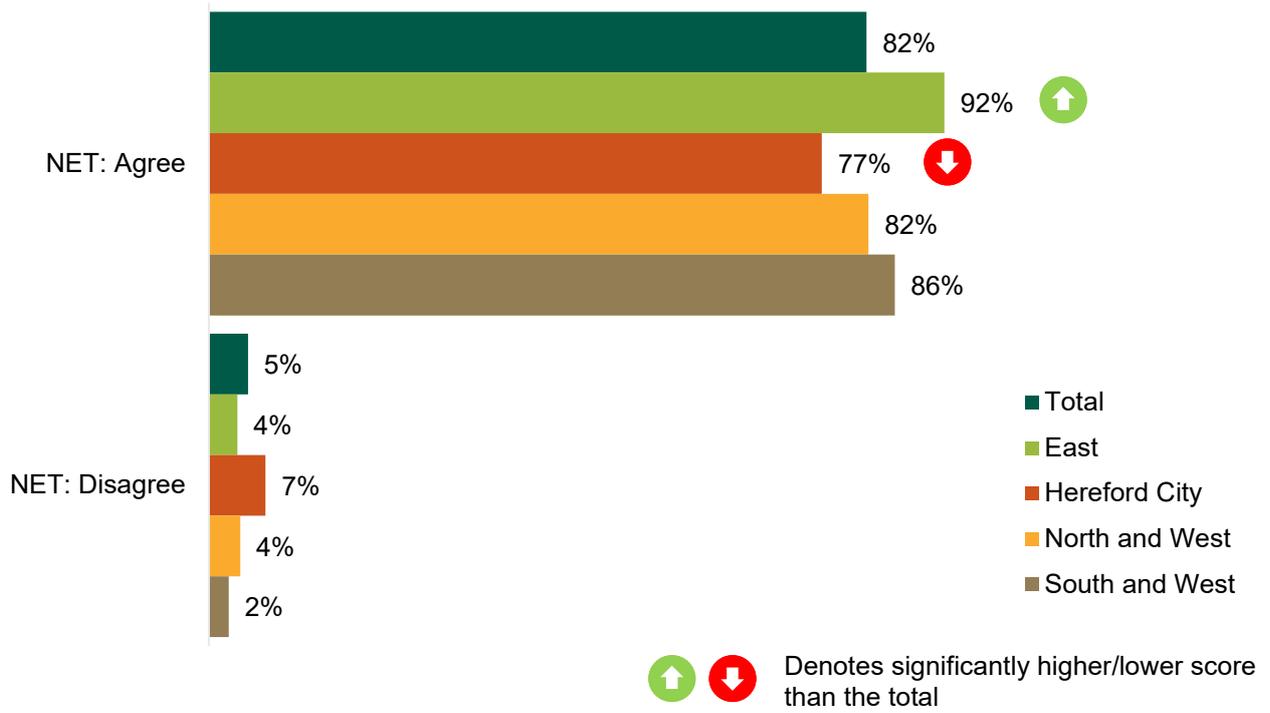
Figure 10: Q09. To what extent do you agree or disagree with the following statements? (All respondents. **Base:** 1,101. Statement 4 **Base:** 647).



Looking in more detail at whether respondents feel people in their local community have supported each other during the last year, there are some interesting variations:

- Those living in Hereford City are significantly less likely than the total to agree with this (77% - 92% East, 86% South & West, 82% North & West). This is also the case among those who live in the most deprived communities (69% quintile 1 and 76% quintile 2 (most deprived)), and urban areas (81%).
- Agreement levels also increase with age from 76% aged 18-44, through to 83% aged 45-64 and 88% aged 65+.
- People who rent, either privately or through a housing association, are less likely to feel that people have supported each other (73% and 69% respectively).

Figure 11: Q09. To what extent do you agree or disagree with the following statements? *Generally, people in my local community have supported each other during the last year* (All respondents. **Base:** 1,101).



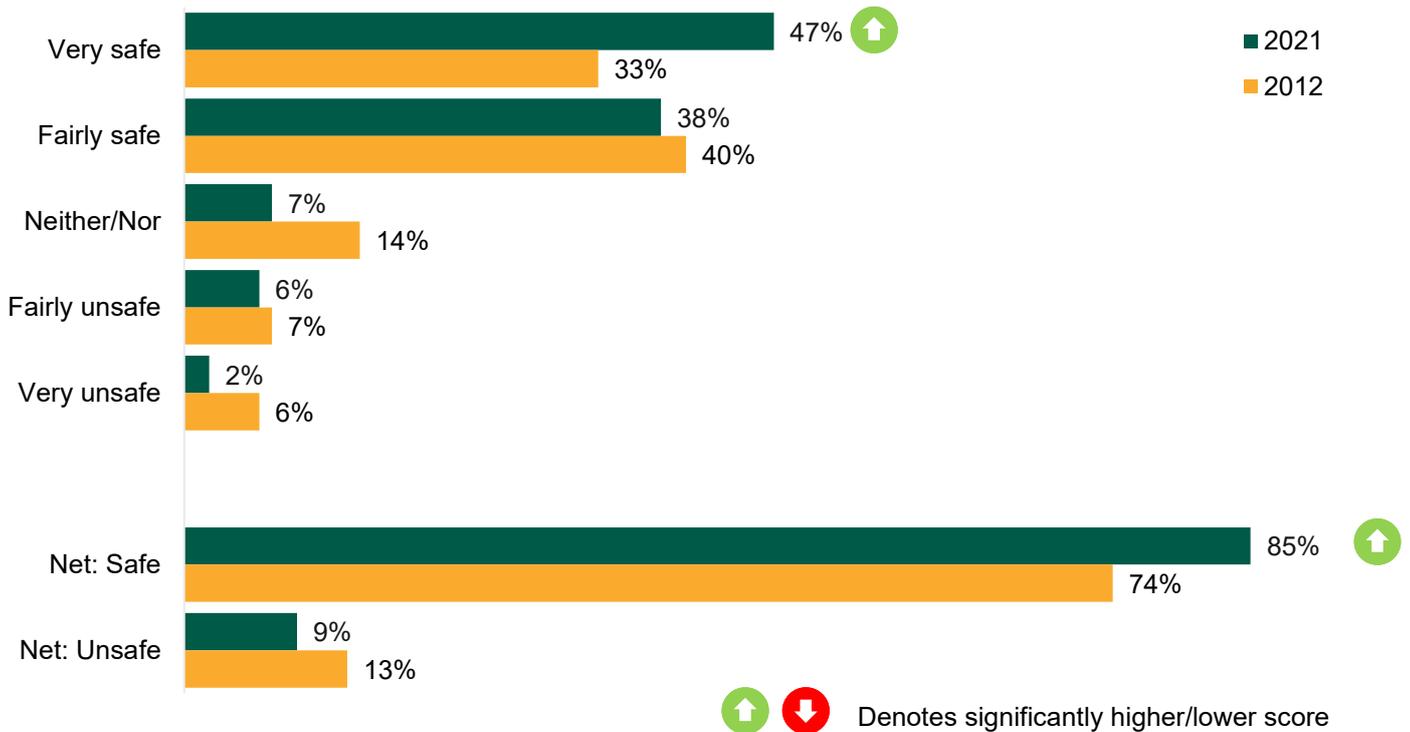
6 FEELINGS OF SAFETY AFTER DARK

All respondents were asked to rate how safe or unsafe they feel outside in their local area after dark.

Excluding those who say they don't know, more than four in five (85% of respondents) say they feel safe in these circumstances, which is an 11 percentage point increase since the 2012 Quality of Life Survey. This is made up by the 14 percentage point increase in those saying they feel very safe.

Feelings of safety are also higher than the levels recorded in the most recent LGA quarterly polling survey (78%).

Figure 12: Q010. How safe or unsafe do you feel when outside in your local area after dark? (All respondents excluding don't know. Base: 1,051).

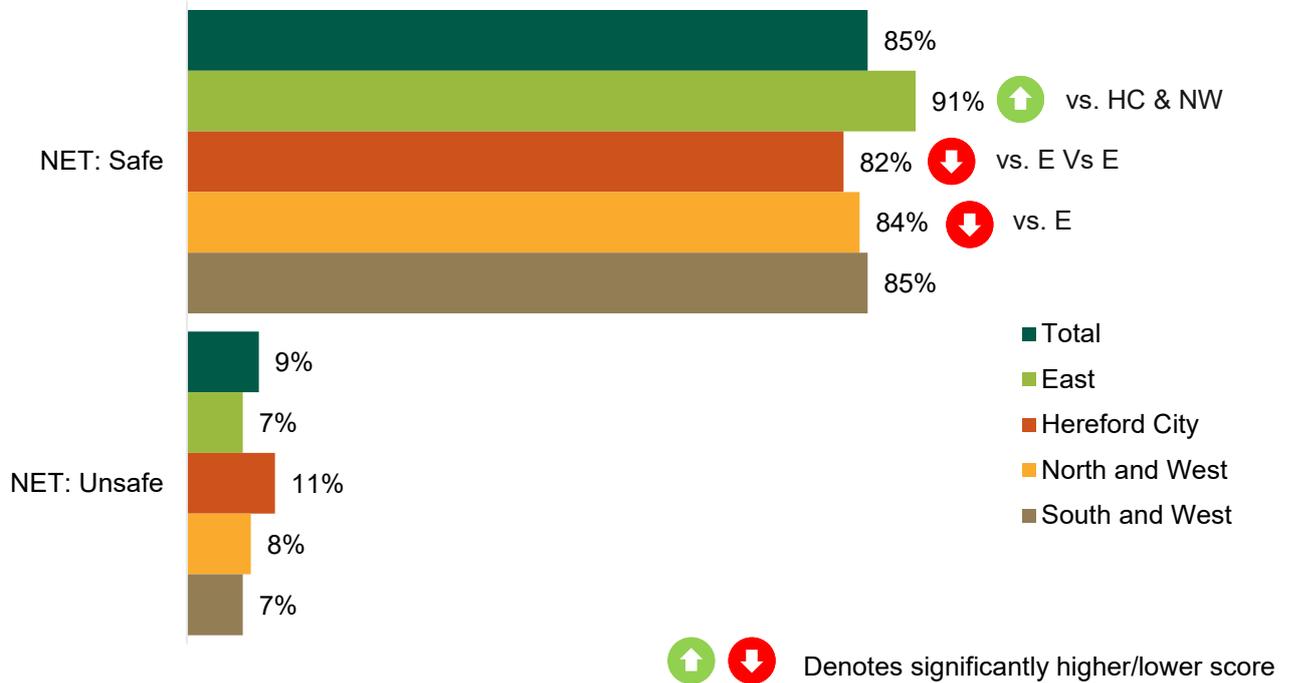


Benchmark comparisons	Herefordshire Council 2021	Herefordshire QoL survey 2012	LGA quarter polling (Feb 2021)
Net: Safe	85%	74%	78%
Net: Unsafe	9%	13%	11%

Mirroring what has already been found in a number of local area related measures, those living in the East hold the most positive views. As seen in the chart below, nine in ten (91%) in the East say they feel safe in their local area after dark. This decreases significantly in Hereford City and the North & West (82% and 84% respectively).

Feelings of safety are also markedly lower among people who live in the most deprived areas (61% quintile 1, most deprived), in areas defined as 'City and Town' (80%), among younger people (78% aged 18-44), among females (78%), those who rent their property (74%), and those who do not feel a strong sense of belonging to their area (66%).

Figure 13: Q010. How safe or unsafe do you feel when outside in your local area after dark?
 (All respondents excluding don't know. **Base:** Total: 1,051, East: 229, HC: 357, N&W: 231, S&W: 234).

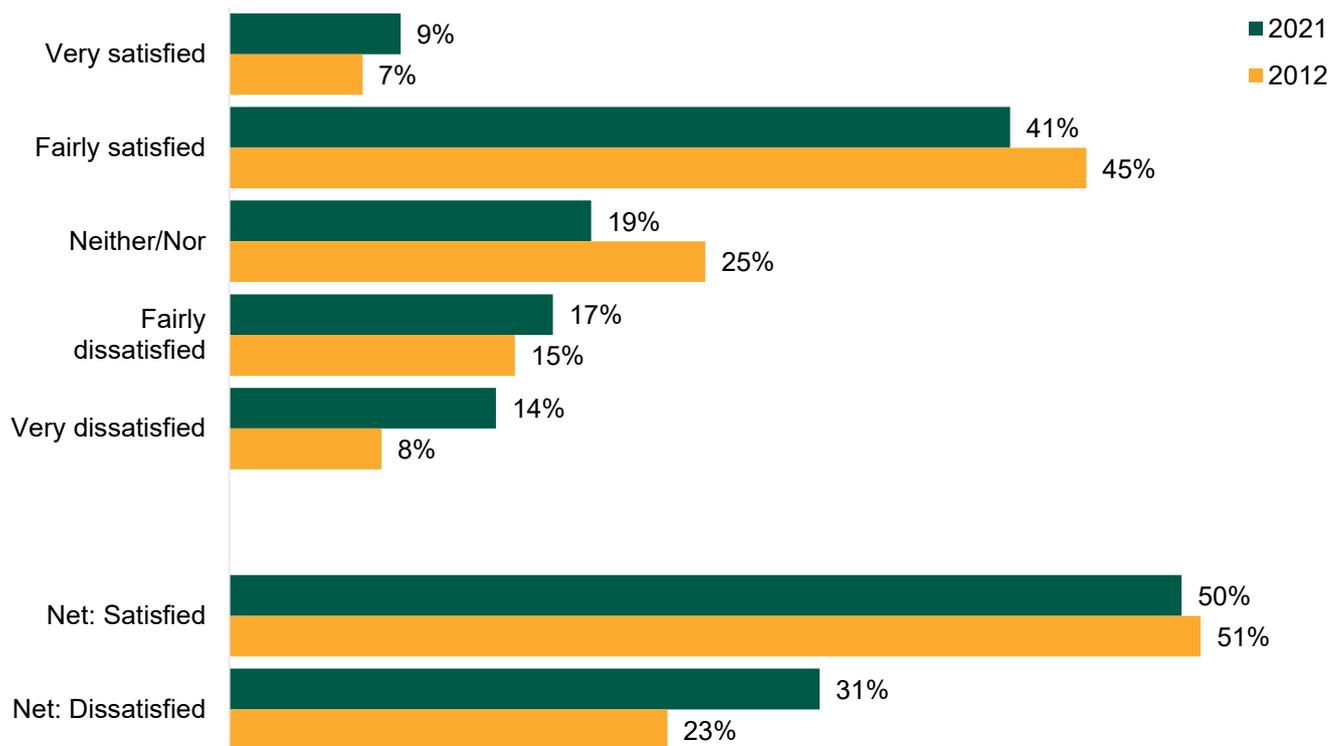


7 COUNCIL SATISFACTION

Moving on, we asked all respondents to rate how satisfied or dissatisfied they are with the way Herefordshire Council runs things.

Consistent with 2012, half (50%) of people say they are satisfied, while 31% are dissatisfied. The level of dissatisfaction has increased significantly by 8 percentage points, which is predominantly reflected in an increase in the proportion who are very dissatisfied (+6 percentage points).

Figure 14: Q016. Overall, how satisfied or dissatisfied are you with the way Herefordshire Council runs things? (All respondents excluding don't know. **Base:** 1,081).



Satisfaction levels are notably lower than the most recent LGA quarterly polling survey (which is a nationally representative sample of interviews from across Britain using a telephone interviewing methodology).

Benchmark comparisons	Herefordshire Council 2021	Herefordshire QoL survey 2012	LGA quarter polling (Feb 2021)
Net: Satisfied	50%	51%	67%
Net: Dissatisfied	31%	23%	14%

8 PARTICIPATION

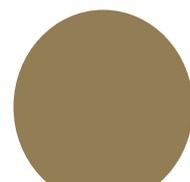
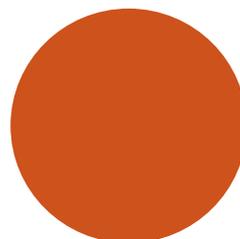
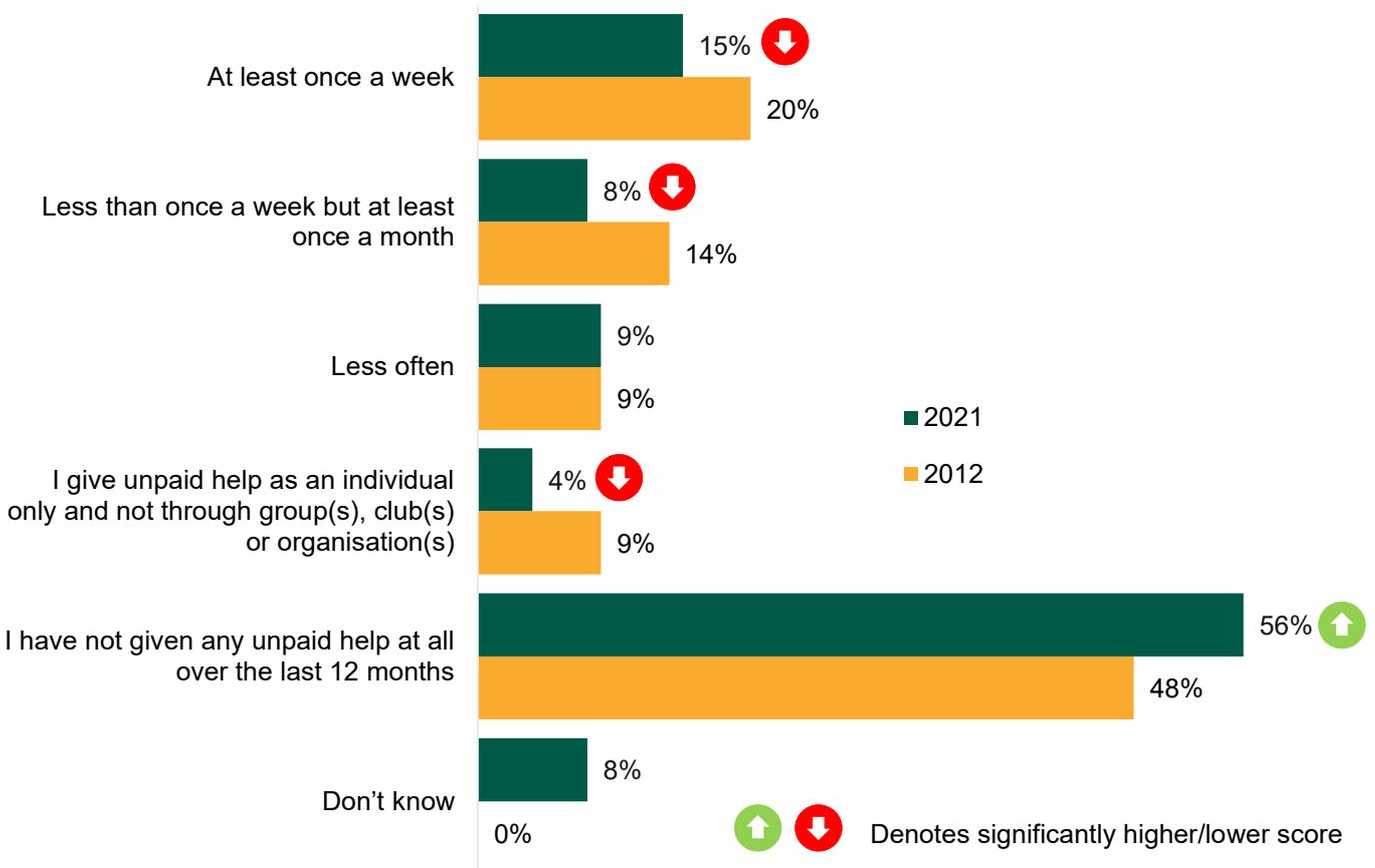
This section explores how involved people feel in the decisions that affect their local area, as well as whether they provide any unpaid help to others.

HOW OFTEN GIVEN UNPAID HELP

We first asked people how often they provide unpaid help to any group(s), club(s) or organisation(s) in the last 12 months. In total, a third (32%) have given help in this way, and 23% do so at least monthly. This compares to 32% who say they volunteered at least once a month in the 2018 Herefordshire Quality of Life Survey and 34% in the 2012 Quality of Life Survey. This would suggest that volunteering and unpaid participation activities have decreased significantly over the past year, potentially due to the Covid-19 pandemic.

The proportion giving unpaid help on at least a monthly basis increases among those living in the East (34%), the ABC1 SEG (28% versus 22% C2DE) and those defined as living in 'older family' households (30%).

Figure 15: Q017. Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? Please only include work that is unpaid and not for your family. (All respondents. **Base:** 1,101).



UNPAID HELP: MORE, THE SAME, OR LESS

Among those who have given some level of unpaid help in the last 12 months, the largest majority were doing this to the same level in the previous 12 months (43%). However, a broadly equal proportion are providing unpaid help more (27%) and less (30%).

People living in Hereford City and the most deprived communities are markedly more likely to have provided more unpaid help than they did in the previous 12 months (36%, 33% quintile 1 and 36% quintile 2 (most deprived)), as are younger people (37% aged 18-44) and the economically active (33%).

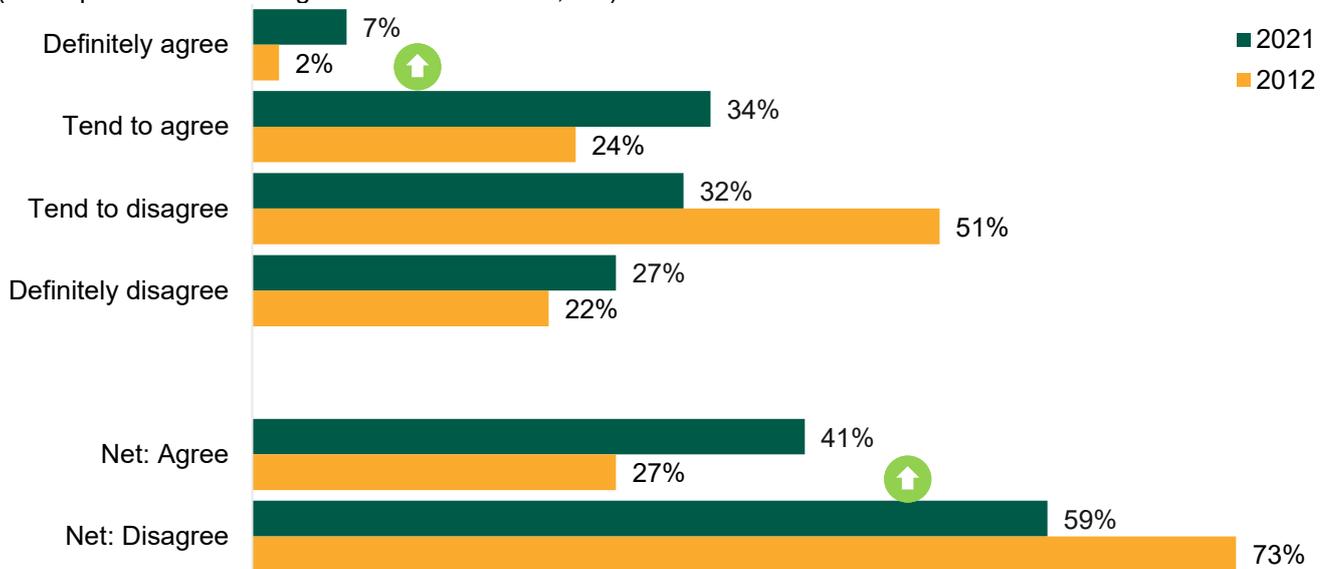
Figure 16: Q017a. And, is this more, the same or less than you were doing 12 months ago? (All respondents who provide unpaid help. **Base:** 302).



INFLUENCING LOCAL DECISIONS

Two in five (41%) agree that they can influence the decisions affecting their local area, while a higher proportion (59%) do not. While this is a negatively net balanced outcome, the proportion who agree they can influence decisions is significantly higher than recorded in the 2012 Quality of Life Survey (27%), the 2018 Quality of Life Survey (26%), and the 2020 Community Life Survey (27%).

Figure 17: Q019. Do you agree or disagree that you can influence decisions affecting your local area? (All respondents excluding don't know. **Base:** 1,011).



Benchmark comparisons	Herefordshire Council 2021	Herefordshire Council QoL survey 2012	Herefordshire QoL survey 2018	DCMS Community Life Survey 2020
Net: Agree	41%	27%	26%	27%
Net: Disagree	59%	73%	74%	73%

There are wide variations in perceptions across the county. For example, those living in the East and North & West are significantly more likely than those in Hereford City to agree that they can influence decisions (47% and 48% versus 38% - note, 37% in South & West). This is likely to be a reflection of the make-up of these areas, with people living in areas defined as 'town and fringe' or 'village and hamlet' more likely to say they can influence decisions (49% and 44% versus 37% 'city and town'). Likewise, older people (49% aged 65+), the most educated (48% with a degree or more), and 50% of retirees feel most able to influence decisions.

9 PHYSICAL & MENTAL WELLBEING

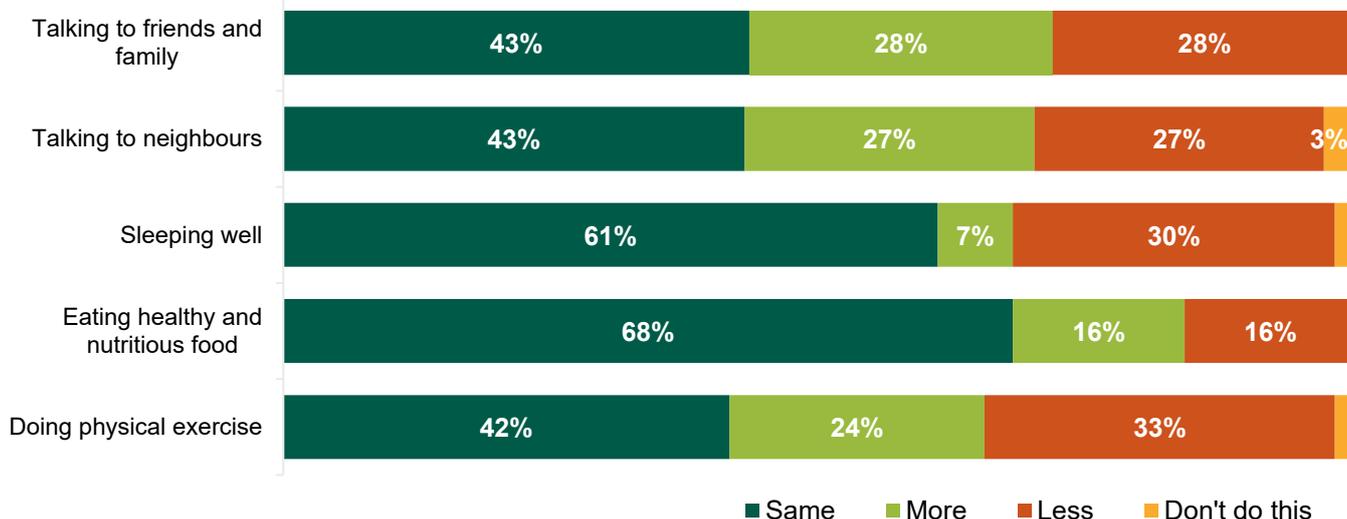
It has been an unprecedented 12 months, impacting people in a variety of ways both emotionally, physically, mentally and financially. This section explores how people are currently feeling physically and mentally, and how this might have changed since the start of the pandemic.

HOW BEHAVIOURS HAVE CHANGED AS A RESULT OF COVID-19

Firstly, we asked people whether they have been doing a range of activities the same, more or less than before the pandemic. It is apparent that the pandemic has resulted in a reduction in certain healthy behaviours. For example, a third (33%) have done less exercise in the last year (compared to 24% who have done more) and 30% have been sleeping well less often (compared to 7% who have been sleeping well more often).

There is a mixed response when considering people's interaction levels with family, friends and neighbours. The largest proportion have been talking to family, friends and neighbours at a similar level as the previous year (43% of respondents), although 28% have spoken to family and friends less, and 27% have spoken to neighbours less.

Figure 18: Q020. Can you tell me whether you are doing the following activities the same, more or less than you used to do before the Covid-19 pandemic - that is since this time last year?



(All respondents. **Base:** 1,101).

It is those living in the most deprived areas (45% quintile 1, most deprived) and who live in housing association rented accommodation (41%) who are most likely to have talked to their friends and family less often over the past year. This is also the case among people with a disability (33%), among those with low mental wellbeing levels (54%), and those who have felt lonely often/sometimes in the last year (40%).

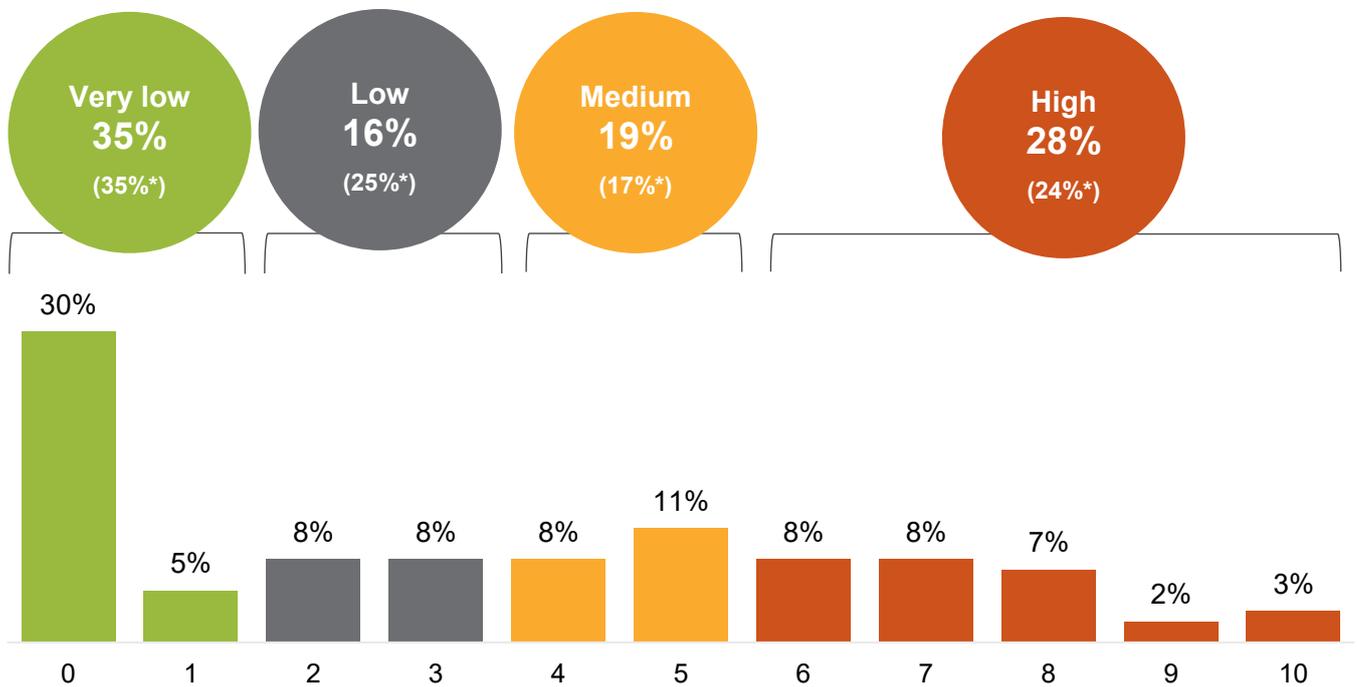
LEVELS OF PERCEIVED ANXIETY

Exploring levels of perceived anxiety across the county, it is clear from the chart below that the largest proportion state they are 'not at all anxious' (score 0 out of 10) (30%), and that over a third have very low anxiety levels (score 0-1) (35%). At the other end of the scale, however, a further 28% rate their anxiety levels as 6-10 (where 10 is completely anxious). This is 4 percentage points higher than the level recorded across England in 2020 (24% rated 6-10). In fact, Herefordshire scores a marginally higher mean average of 3.5, compared to the England benchmark of 3.23. It should be noted that this benchmark was not taken at exactly the same time as the Herefordshire survey (July to Sept 2020), meaning that external factors including developments in the Covid-19 pandemic may play a part in these differences.

Anxiety levels are highest among the following groups of people (6-10):

- Aged 18-44 (34%).
- Female (39% versus 17% male).
- People with a disability (40%), and carers (34%).
- Those who have seen a reduction in their household income and are struggling to cope (40%).
- Those who have felt more anxious since the start of the pandemic (46%).

Figure 19: Q024. Using a scale of 0 to 10 where 0 is not at all anxious and 10 is completely anxious, how anxious did you feel yesterday? (*ONS subjective wellbeing measure for England – Annual Population Survey July to Sept 2020). (All respondents. **Base:** 1,101).



Following on from this, we then asked whether people’s level of current anxiety was the same, more or less than it was this time last year (before the pandemic). There is a clear disparity at either end of the scale, with close to half (45%) saying their anxiety levels are higher than 12 months ago and just 10% saying it is lower.

In most cases, people with higher anxiety levels are also those more likely to have seen their anxiety increase since the start of the pandemic – including females (53%), housing association renters (62%) and respondents with a disability (54%).

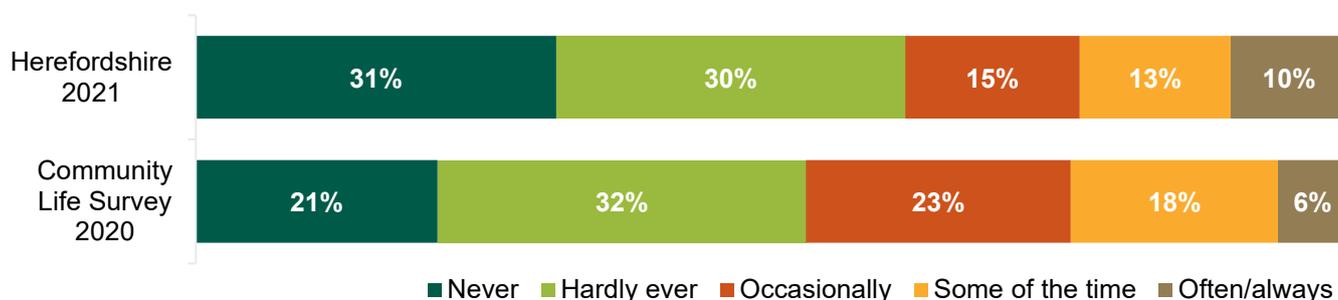
Figure 20: Q025. And, is this level of anxiety the same, more or less than it was this time last year (before the Covid-19 pandemic)? (All respondents excluding ‘don’t know’ and ‘prefer not to say’. **Base:** 1,077).



LONELINESS

We also explored the extent to which people feel lonely. More than three in five (62%) say they never or hardly ever feel lonely, which compares favourably to the 53% recorded in the 2020 Community Life Survey. One in ten (10%), however, say they feel lonely always or often, which is in line with the 8% recorded in the 2018 Herefordshire Quality of Life Survey. This rate increases markedly among those living in the more deprived areas of the county (22% quintile 1, most deprived), people aged 18-44 (13% versus 8% aged 45-64), housing association renters (20%), the Black, Asian and minority ethnic communities (19%), and those in poor current health (21%).

Figure 21: Q026. How often do you feel lonely? (All respondents. **Base:** 1,101).



MENTAL WELLBEING

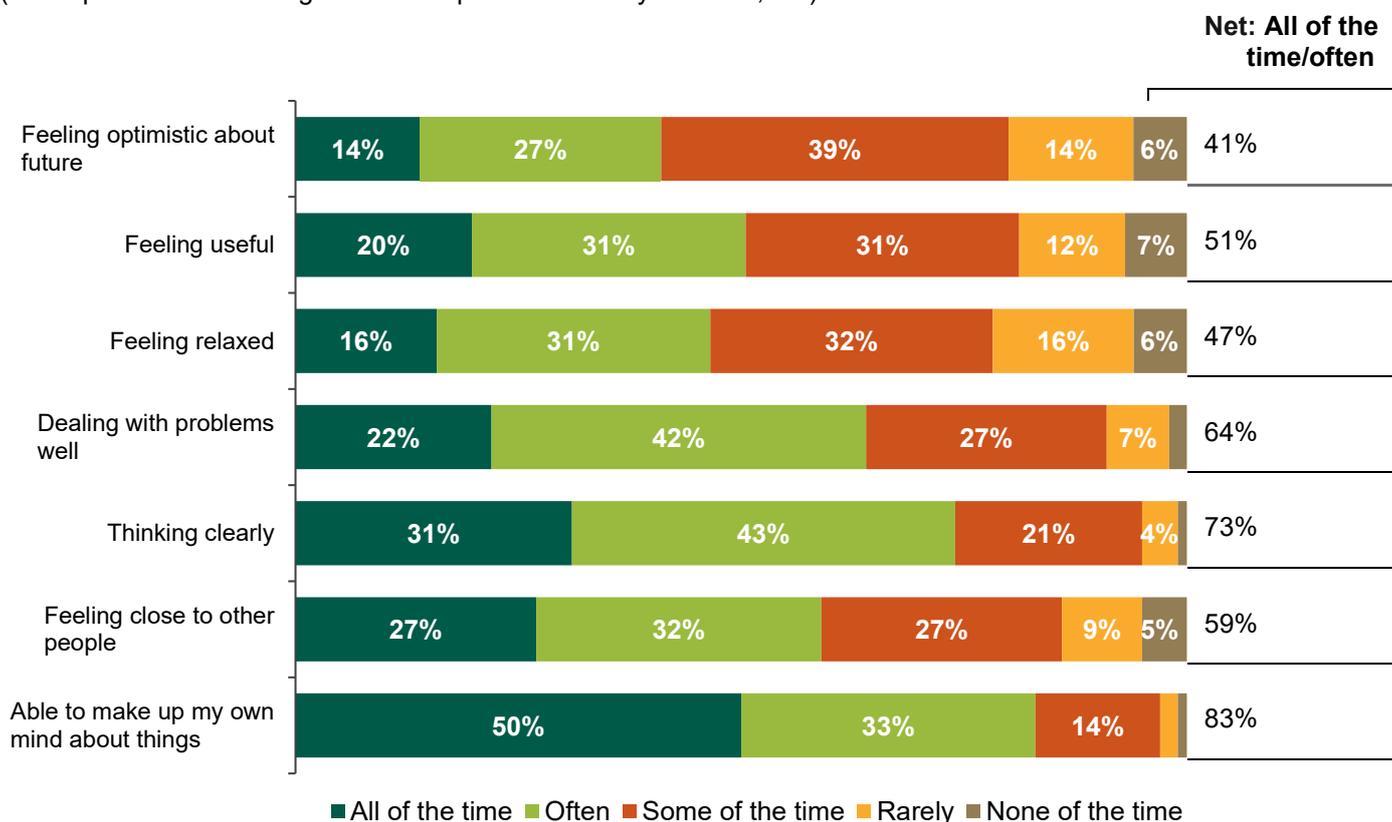
The Warwick Edinburgh Mental Wellbeing Scale (WEMWBS – short version) was used to explore people’s mental wellbeing levels, as it is a cognitively tested instrument that is used across a number of large national surveys including the Health Survey for England. The shortened version of the scale includes seven statements about thoughts or feelings and people are asked to state the frequency with which they have felt that way over the past two weeks.

The chart below shows a wide variety of experiences, with the large majority saying they have been able to make up their own mind about things (83%) and have been thinking clearly (73%) all of the time or often.

This compares to just 41% who feel optimistic about the future all of the time or often, while one in five (20%) rarely or never feel this way. Likewise, under half (47%) have been feeling relaxed all of the time or often, while 22% have been feeling this way rarely or never.

The WEMWBS includes a calculation to create an index score from the seven statements to measure a person's relative mental wellbeing levels³.

Figure 22: Q027. I would like to read out some statements about your feelings and thoughts. Please tell me which best describes your experience over the last two weeks. (All respondents excluding don't know/prefer not to say. Base: 1,090).

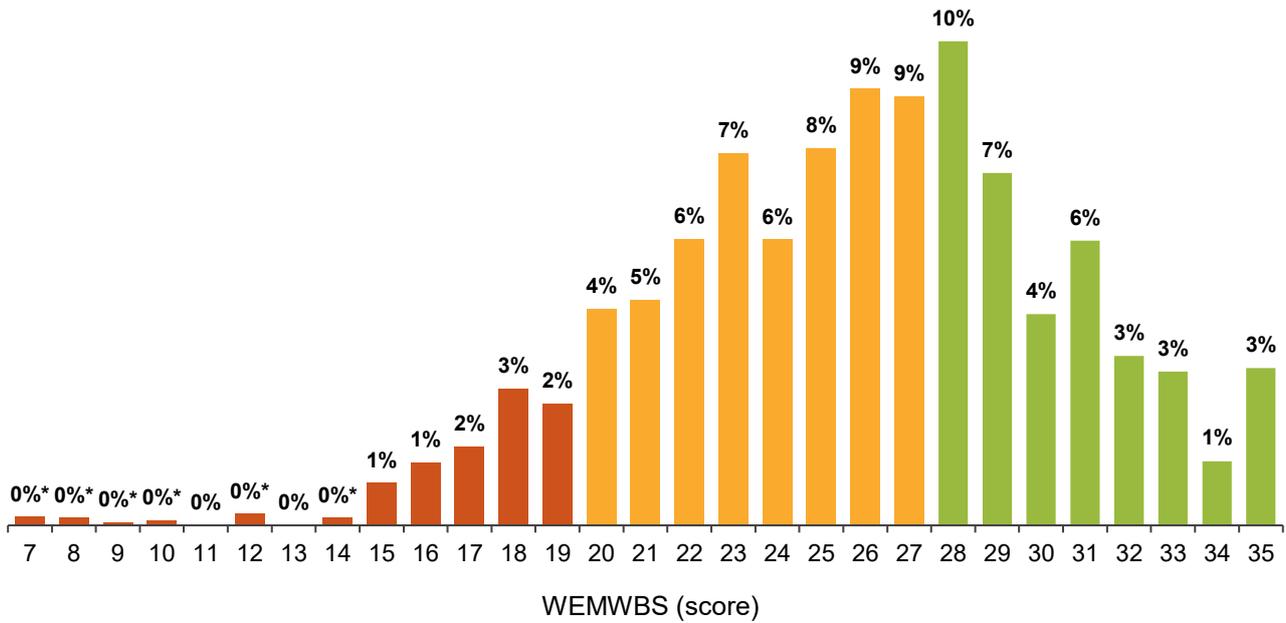


The distribution of the WEMWBS scores is shown below, with 10% defined as having poor wellbeing (a score of 7-19), 53% defined as moderate wellbeing (a score of 20-27), and 38% defined as good wellbeing (a score of 28-35). The total mean score is 25.7 which compares favourably to the Health Survey for England score of 23.6.

Figure 23: Q027. Warwick Edinburgh Mental Wellbeing Scale (WEMWBS) – score distribution and average

Herefordshire 2021 average score **25.7**
 Health Survey for England average score **23.6**

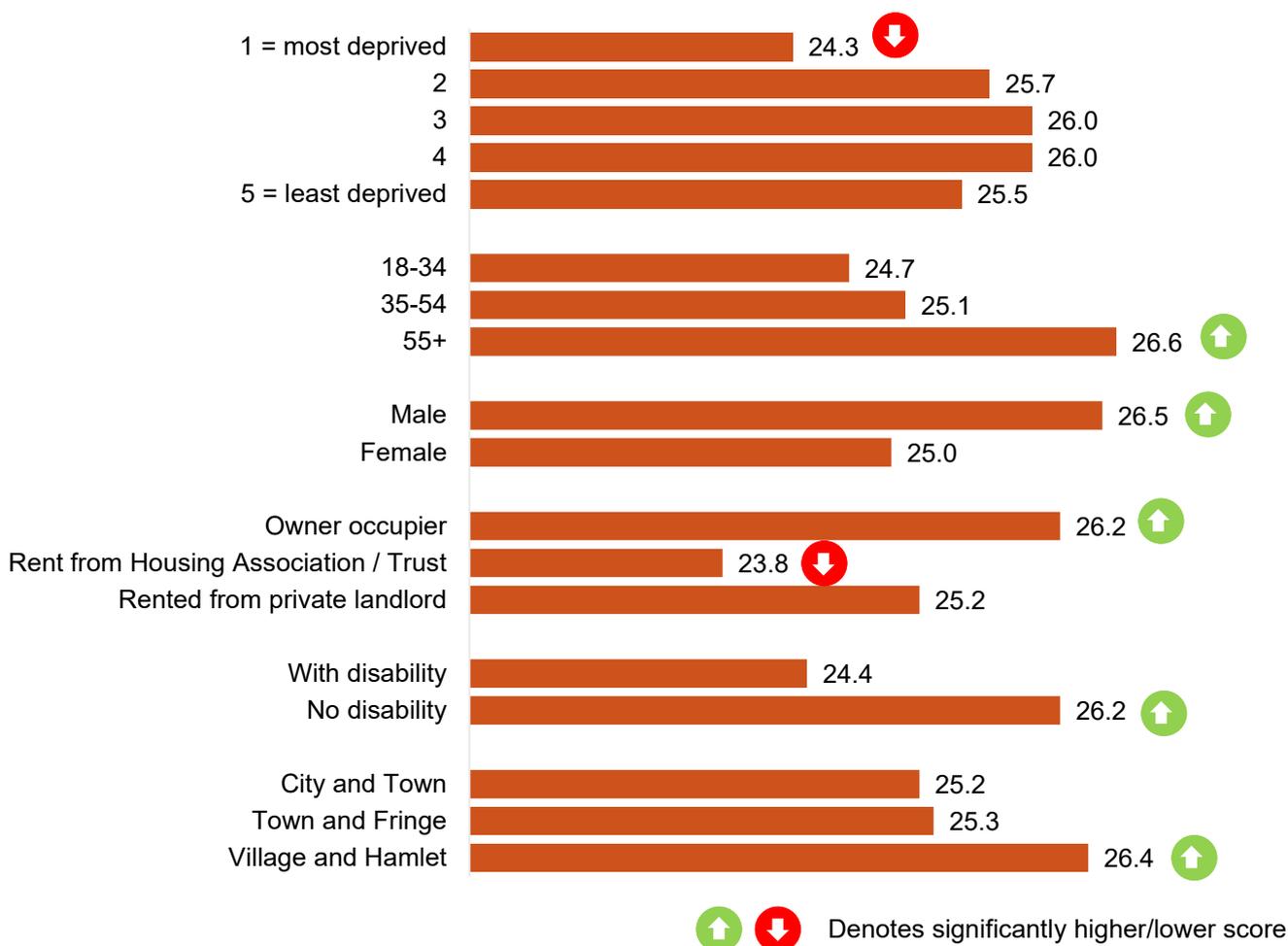
³ The scale response to each statement is measured from 1 (none of the time) to 5 (all of the time). Therefore, a person's mental wellbeing score is the sum of the scale responses across the seven statements, giving a score between 7 and 35. The mean of the mental wellbeing score is then taken across the total or sub-group samples.



(*<0.5%)

The following chart presents the mean WEMWBS score for key demographic groups. It is evident that wellbeing levels are significantly lower among those living in the most deprived areas of Herefordshire, among housing association renters, females, younger people (18-54), those with a disability, and people living in areas defined as city, town and fringe. Wellbeing increases markedly among older age groups (aged 55+), owner occupiers, males and people living in villages and hamlets.

Figure 24: Q027. Warwick Edinburgh Mental Wellbeing Scale (WEMWBS) – average scores by key sub-groups



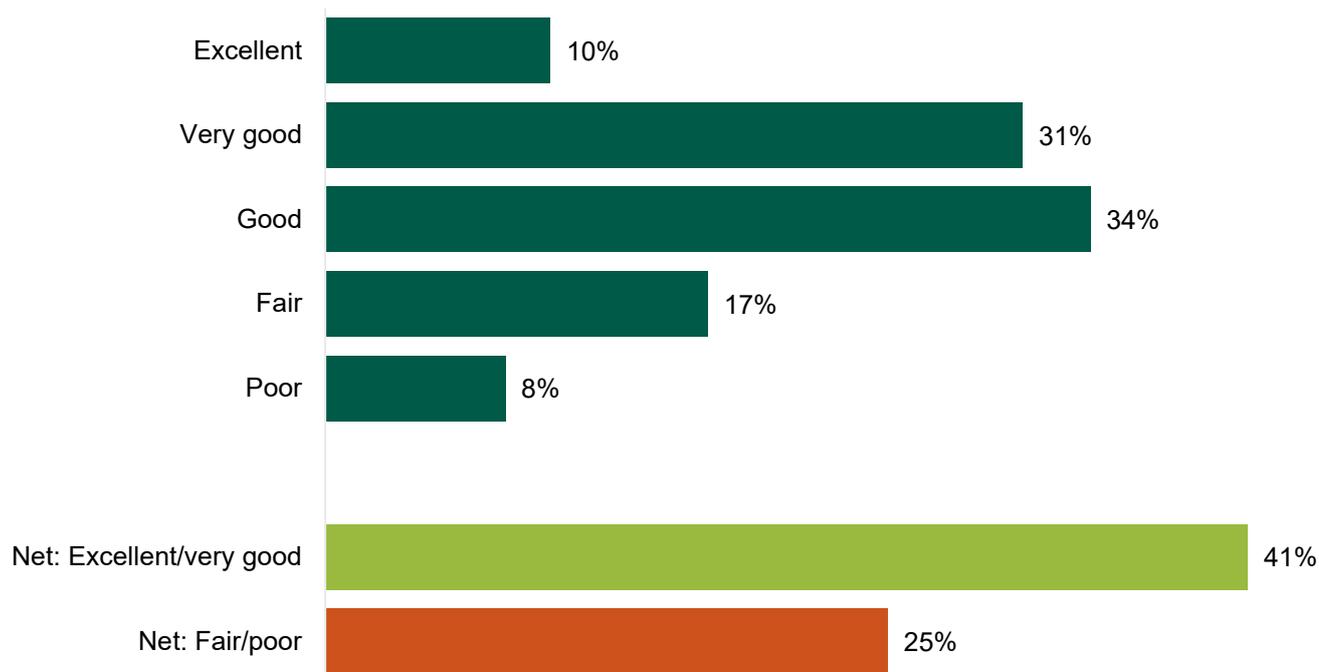
GENERAL HEALTH

Moving on, we were also interested in understanding how people rate their general health on a scale from excellent through to poor. Two in five (41%) rate their health as excellent or very good, and a further third (34%) rate it as good.

There is a significant minority, however, that rate their health as fair or poor (25%). It is evident from the table that the proportion rating their health as excellent or very good, at 41%, is 15 percentage points below that recorded in the 2018 Herefordshire Quality of Life Survey (56%) and 13 percentage points below that recorded in the 2011 Herefordshire Health and Wellbeing Survey (54%).

When we explore the sub groups that are more likely to experience fair or poor health, a similar trend is evident as has been found throughout this physical and mental health wellbeing section. It is those living in the most deprived communities (42% quintile 1, most deprived), housing association renters (53%), those in C2DE SEG (33%) and people with a disability (55%). Perhaps unsurprisingly, as high as 59% of people who have low levels of wellbeing (as measured using the WEMWBS) perceive themselves to have fair or poor health – in fact, 35% say they have poor health.

Figure 25: Q028. In general, would you say your health is...? (All respondents. **Base:** 1,101).

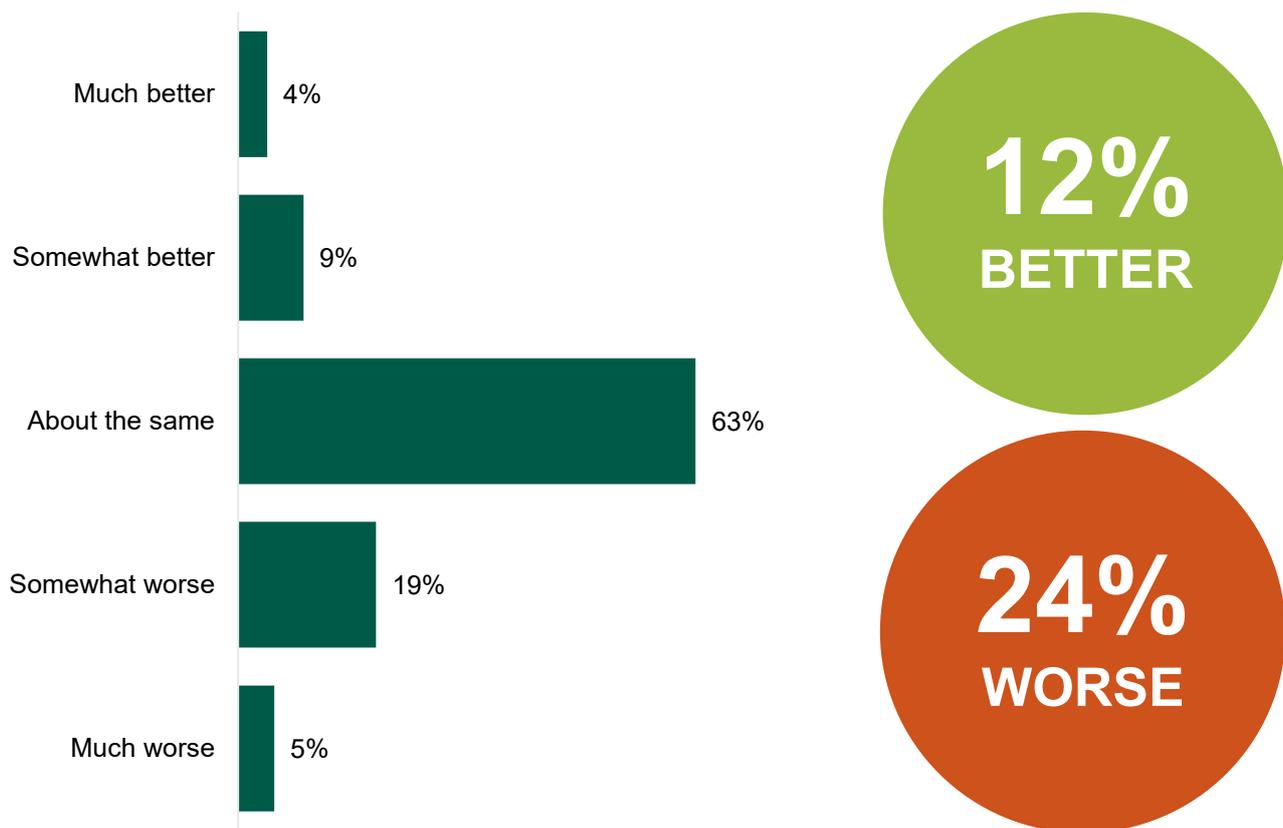


Benchmark comparisons	Herefordshire Council 2021	Herefordshire QoL survey 2018	Herefordshire Health and Wellbeing survey 2011
Net: Excellent/very good	41%	56%	54%
Net: Fair/poor	25%	20%	17%

Following on from this, we then asked whether their health is better, the same or worse than it was a year ago. The large majority (63%) say their health has remained the same over this time, but a quarter (24%) say it has got worse. People living in urban areas, particularly city and town locations are most likely to say their health has got worse in comparison to a year ago (29%), as do those who have seen their household income reduce and are struggling to cope (55%), those who say they feel lonely often or sometimes (41%), and those living in the most deprived communities (37% quintile 1, most deprived).

During the Herefordshire Health and Wellbeing Survey 2011, almost three quarters of people (73%) said that their status was the same as 12 months prior to the survey, however fewer than in 2021 (14%) felt that their health had deteriorated.

Figure 26: Q029. Compared to one year ago, how would you rate your health in general now? (All respondents. **Base:** 1,101).



PHYSICAL ACTIVITY

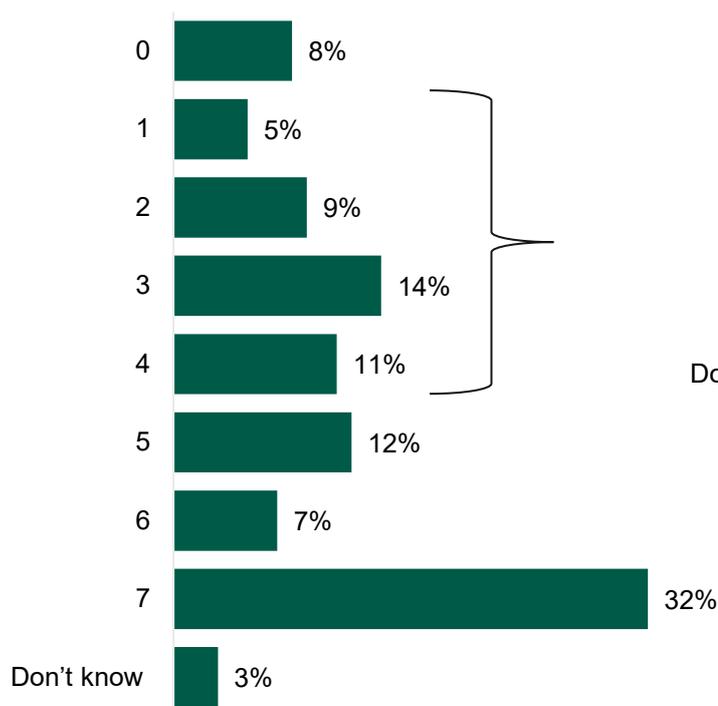
To complete this section, we explored people’s typical levels of physical activity or exercise. We asked them to think about a typical week before the Covid-19 pandemic, and to estimate the number of days in a typical week they would do at least 30 minutes of moderate exercise or physical activity. This activity could be made up of multiple smaller blocks of 10 minutes of activity per day to count towards the 30 minutes.

The chart below shows that 8% say they did not do 30 minutes of activity on any day of a typical week. This increases to 14% of housing association renters and 12% with a disability. However, a third (32%) say they do at least 30 minutes of activity on every day of the week, and half (50%) do so on at least 5 or more days a week. Males are significantly more likely to undertake at least 30 minutes of activity on 5 or more days than females (53% versus 47%), as are owner occupiers compared to housing association renters (51% versus 42%).

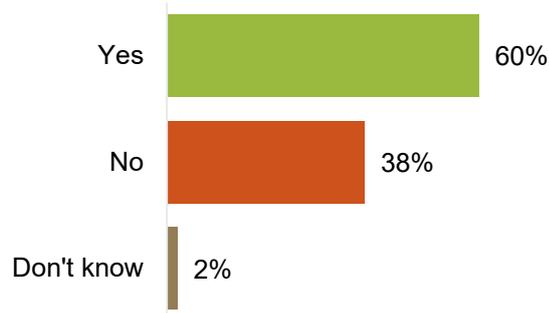
The government’s recommendation is that at least 150 minutes of activity is undertaken per week. To determine the proportion of people across Herefordshire who are meeting this target, we then asked people who say they do not do 30 minutes of exercise on 5 or more days a week (which equates already to 150+ minutes a week), whether they think they typically did 150 minutes of moderate exercise or activity across a week (but perhaps less frequently and across larger stretches of time). Among this subset, three in five (60%) say they do 150 minutes of activity per week.

As shown overleaf, this therefore equates to 75% of all people within our sample saying they typically did 150 minutes of exercise or activity per week prior to the Covid-19 pandemic. This compares favourably to the 63% recorded in the most recent Sport England Active Lives Survey (2019/20).

Figure 27: Q030. Think about a typical week before the Covid-19 pandemic - that is about 12 months ago. On how many days did you do moderate exercise or physical activity for at least 30 minutes? (All respondents. **Base:** 1,101).



Q031: Did you typically do 150 minutes or more of exercise/activity in a week? (Respondents exercising on between 1 and 4 days. **Base:** 427)



75%
typically undertook at least 150 minutes of activity per week before the Covid-19 pandemic

COMPARES TO:
62.8%
across England, as recorded in the **Sport England Active Lives Survey** (May 2019-2020)



And, when we assessed how activity levels have changed throughout the Covid-19 pandemic (over the last 12 months), the largest proportion say that their activity levels have decreased (42%), while half this number say their activity levels have increased (20%). Activity levels are far more likely to have decreased among

housing association renters (60%), the Black, Asian and minority ethnic community (63%), and people with a disability (49%). It is also interesting to note that as high as 66% of people who say their health has worsened during the pandemic also say they have done less exercise, which demonstrates the strong inter-relationship between health, exercise and wellbeing.

Figure 28: Q032. Now thinking about your exercise and physical activity levels during the Covid-19 pandemic over the last 12 months. Would you say you have been doing more, less or about the same activity as before the Covid-19 pandemic? (All respondents. **Base:** 1,101).



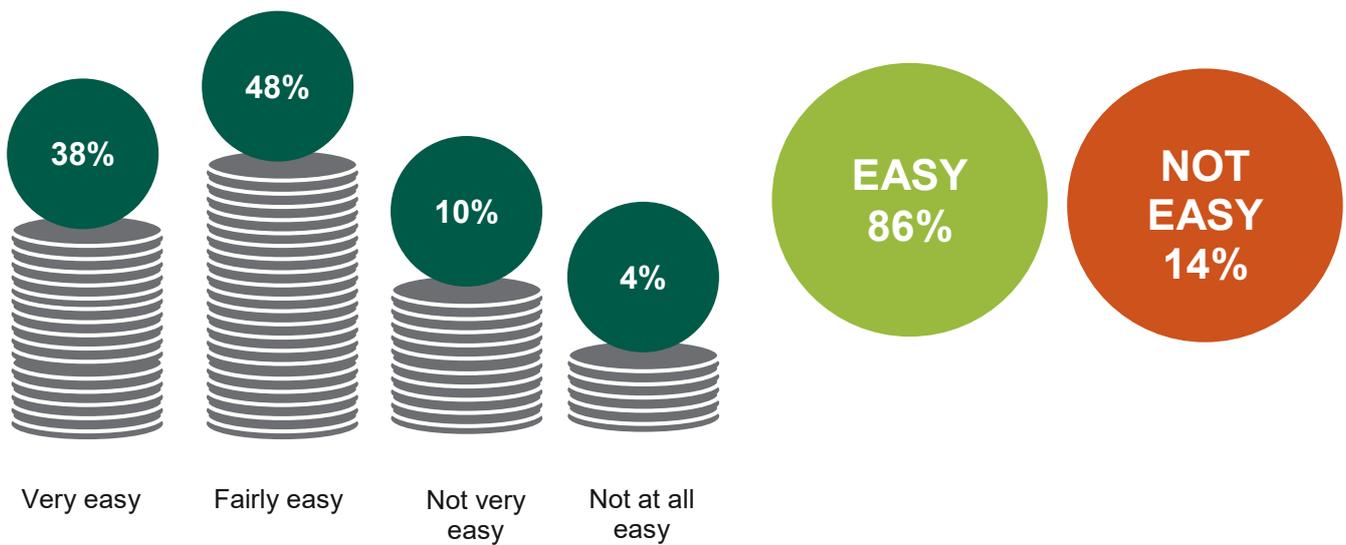
10 ECONOMIC WELLBEING

AFFORDING HOUSEHOLD EXPENSES

Respondents were asked a series of questions about the impact that Covid-19 may, or may not, have had on their financial situation.

Initially, people were asked how easy they find it to meet their household expenses, including their rent or mortgage, food and bills. For the majority (86%), their income will cover these costs, however 14% find it difficult to pay for their basic living needs.

Figure 29: Q033. Thinking of your household's total monthly or weekly income, how easy or difficult is it for your household to pay its usual expenses (e.g. rent/mortgage, food, bills)? (All respondents excluding Don't know or prefer not to say. **Base:** 1,078).



Reviewing the data in more detail, we can see that some sub-groups are finding it harder to pay their household expenses than others, including:

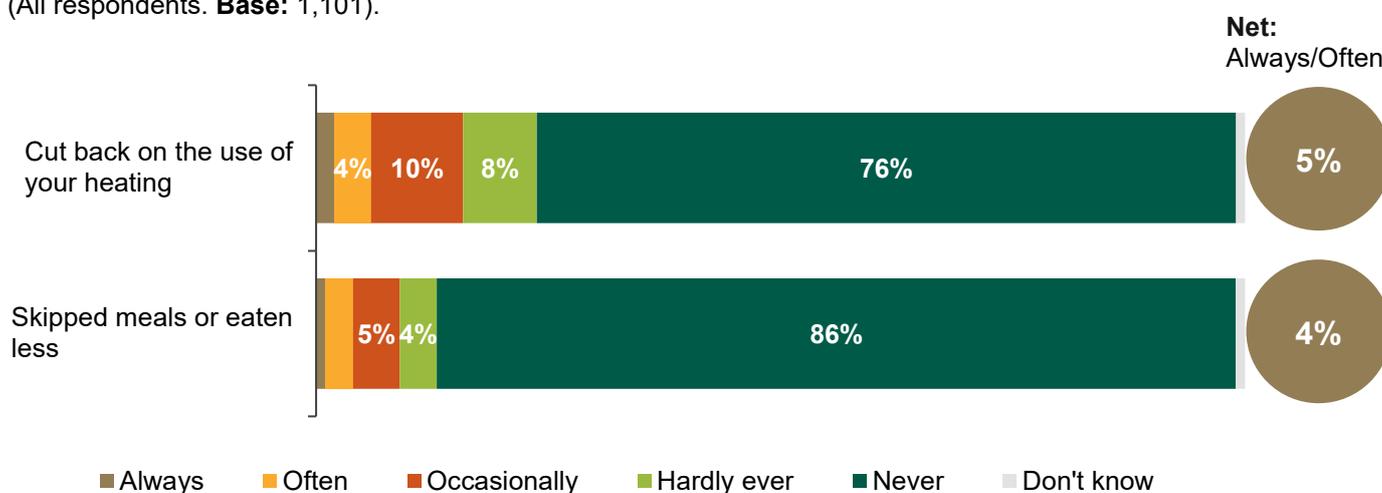
- Younger people aged 18-44 (22%) when compared with those aged 65 or over (4%).
- Those living in the most deprived areas of the county (quintiles 1 and 2, most deprived) are significantly more likely than the total to find it difficult (26% and 22%).
- Those living in rented accommodation (28%), particularly housing association rented (31%).
- Black, Asian and minority ethnic (BAME) communities (32% - small sample base).
- Young families (27%) and Mature Independents (30%).
- Those whose household income has reduced, but they are either coping (26%) or struggling (90%).

SACRIFICING ESSENTIALS

People were asked to think about the previous 12 months (the period of time affected by Covid-19) and were asked to say whether they had ever had to sacrifice some of the basic essentials, including heating and food, simply because they did not have the money to cover them.

A small but significant number have been forced to make these difficult decisions – 5% always or often cut back on the use of their heating and 4% always or often skip meals or eat less.

Figure 30: Q034. In the last 12 months, how often, if at all, have you or your household had to do the following because it would cost too much? (All respondents. **Base:** 1,101).



The pandemic has had a disproportionate effect on specific sub-groups with some cohorts more at risk of having to cut back on the use of their heating always or often:

- Those whose household income has reduced and they are struggling (50%).
- People finding it difficult to pay their household expenses (23%).
- Those aged 18-64 (7%) compared to those aged 65+ (2%).
- People living in the most deprived areas of the county (quintile 1, most deprived) are significantly more likely than the total or those in quintiles 3, 4 or 5 to find it difficult (12% vs. 5%, 5%, 3% and 1% respectively).
- Those living in rented accommodation (13%).
- The economically inactive (7%) compared to those active (3%).
- People with a self-reported disability or long-term health condition (11%) compared to those with neither (4%).
- Young families (11%) and Mature Independents (13%).

Similar sub-groups also more likely to have often eaten less, or even skipped meals due to financial difficulties:

- Those whose household income has reduced and they are struggling (29%).
- People finding it difficult to pay their household expenses (18%).
- People aged 18-64 (5%) compared to those aged 65+ (1%).
- Those living in the most deprived areas of the county (quintile 1, most deprived) are significantly more likely than the total to have often taken this measure (15%).
- Those living in housing association rented accommodation (17%).
- Males (5%) compared with females (2%).
- People with a self-reported disability or long-term health condition (6%) compared to those with neither (3%).
- Young Independents – living with others (9%) and Mature Independents (11%).
- Those who feel that their general health is poor or fair (9%) compared with those who feel their health is excellent or very good (2%).
- Those whose health has deteriorated during the pandemic (10%).

There may be a link between making these sacrifices and peoples' mental wellbeing, with 19% of those experiencing low mental wellbeing having to cut back on their heating (compared with 4% of those with good mental health), and 18% of those experiencing low mental wellbeing having to eat less or skip meals (compared with 1% of those with good mental health).

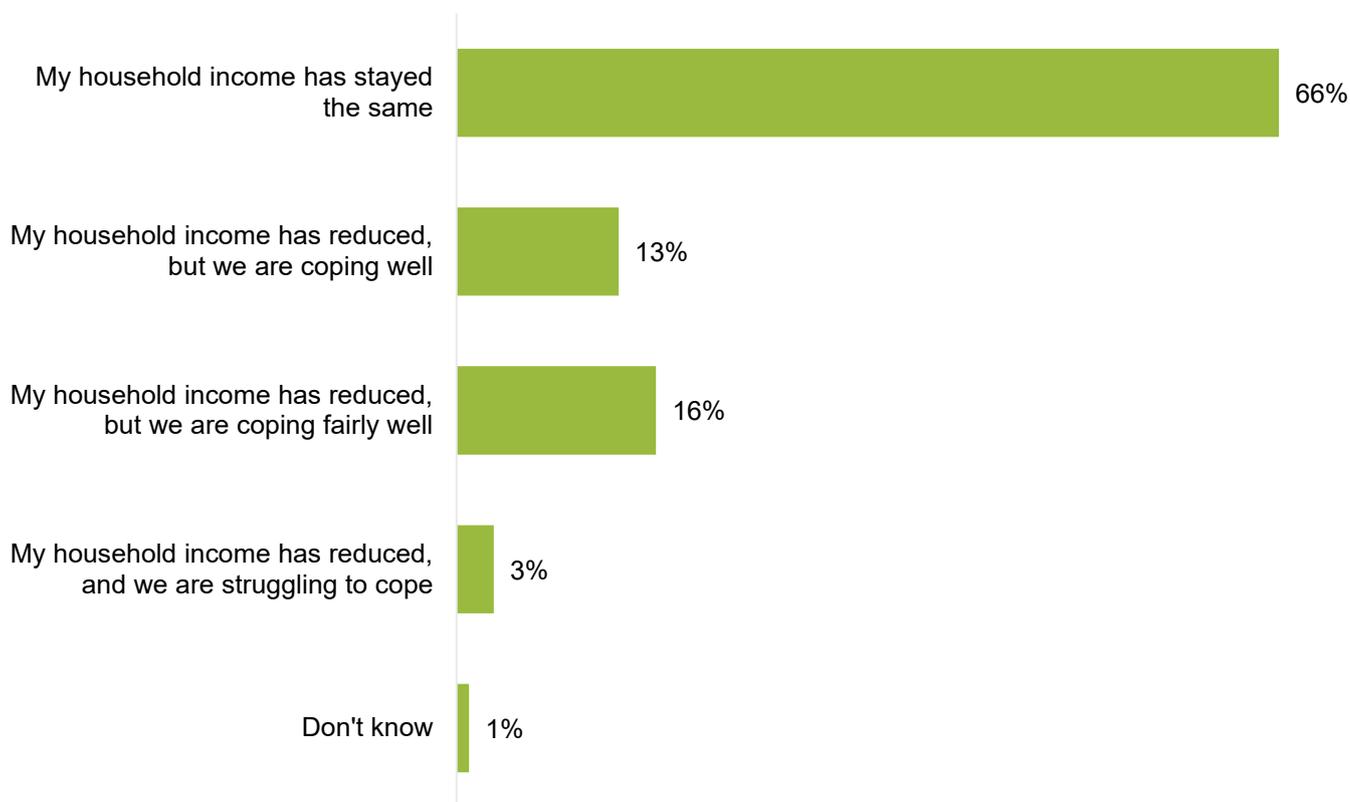


IMPACT OF COVID-19 ON HOSEHOLD INCOME

Covid-19 and subsequent policy responses have led to large employment and income changes, which have widened existing socio-economic inequalities and had an adverse effect on mental health, with different groups of people affected in different ways.

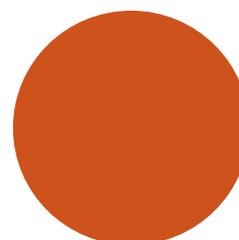
People were given different options and asked to select the one that best describes any changes to their household income that had occurred due to Covid-19. One third have experienced a decline in the amount of money coming into their homes, although for the majority they are either coping well or fairly well with this decrease.

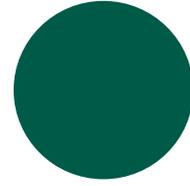
Figure 31: Q035. Which of the following statements best describes your household income as a result of Covid-19? (All respondents. **Base:** 1,101).



Pandemics have historically had a significant impact on economic inequality, and whilst government support may have mitigated some disparities, Covid-19 has disproportionately affected the household income of certain sub-groups who are more likely to be facing a reduction in income (and are struggling to cope):

- People aged 45-64 (6%) compared to the average (3%).
- Those living in the less affluent areas of the county (quintiles 1, 2 and 3, higher deprivation) when compared to quintile 4 (6%, 5% and 4% respectively vs. 1%).
- Those living in rented accommodation (11%).
- People with a self-reported disability or long-term health condition (6%).
- Mature Independents (10%).
- People experiencing low mental wellbeing (16%).
- People struggling to pay their household expenses (21%).





IMPACT OF COVID-19 ON EMPLOYMENT

Measures such as the furlough scheme have helped to protect jobs, but some sectors of the UK economy have been badly damaged and may struggle to recover, and the number of people out of work is expected to grow when government support schemes are withdrawn. The next question set explored how coronavirus has affected people's employment status, and that of other members of their households.

The employment status of almost two thirds of households (63%) has not been affected, however 37% of households have experienced a change in employment circumstances, with 17% suspended from work on lower or no pay (e.g. furloughed) and 9% having lost their job completely.

Figure 32: Q036. As a result of coronavirus, has anyone in your household...?
(All respondents. **Base:** 1,101).



The following table shows that there are sub-groups more likely to be living in households where there has been a change in employment due to Covid-19. Particularly affected are:

- People aged 45-64.
- Families (both younger and older).
- Those who do not find it easy to meet their household expenses.

	Lost their job completely	Lost their business completely	Been suspended from work on lower or no pay	Applied for a Self-employed Income Support grant	Had their income considerably reduced	Experienced any other financial impact on the household
Total	9%	3%	17%	8%	13%	3%
IMD QUINTILE						
1=most deprived	13%	2%	24%	10%	16%	2%
2	11%	1%	13%	14%	18%	3%
3	9%	4%	17%	8%	13%	2%
4	6%	2%	18%	5%	12%	3%
5=least deprived	6%	7%	14%	7%	9%	6%
AGE						
18-44	9%	2%	24%	12%	18%	2%
45-64	14%	5%	21%	10%	17%	4%
65+	2%	1%	4%	3%	5%	2%
WORKING STATUS						
Economically active	10%	4%	24%	13%	19%	3%
Economically inactive	7%	2%	7%	2%	6%	2%
DISABILITY						
Yes	7%	1%	13%	6%	7%	2%
No	9%	4%	18%	9%	16%	3%

	Lost their job completely	Lost their business completely	Been suspended from work on lower or no pay	Applied for a Self-employed Income Support grant	Had their income considerably reduced	Experienced any other financial impact on the household
LIFESTAGE						
Young Independents - Living with others	17%	3%	27%	2%	6%	2%
Young families	3%	4%	22%	18%	23%	1%
Older families	14%	5%	31%	13%	22%	4%
Mature Independents	10%	2%	12%	5%	14%	4%
Mature couple	12%	4%	17%	10%	15%	4%
Retirees	2%	1%	3%	3%	4%	1%
MENTAL WELLBEING						
Good	7%	3%	16%	12%	13%	3%
Medium	8%	2%	18%	7%	15%	3%
Poor	21%	9%	19%	4%	12%	1%
EASE OF PAYING HOUSEHOLD EXPENSES						
Easy	6%	2%	16%	6%	11%	2%
Not easy	27%	11%	25%	19%	29%	8%
HOUSEHOLD INCOME						
Reduced but coping	19%	6%	31%	18%	33%	7%
Reduced and struggling	43%	26%	27%	7%	19%	6%

Denotes significantly higher/lower score than comparator

11 DIGITAL INCLUSION

The coronavirus lockdown risks turning the problem of digital exclusion into a tragedy of lost opportunity for some of the UK’s most vulnerable groups.

With significantly more of ‘everyday’ life and the services required by many being moved online, Herefordshire Council wanted to understand some of the issues that were preventing people from going online.

INTERNET USE

People were asked how regularly they access the Internet for non-work purposes, and for the majority (89%) this is the case.

Figure 33: Q037. Do you regularly access the Internet for non-work purposes? By regularly I mean at least every three months (All respondents. **Base:** 1,101).



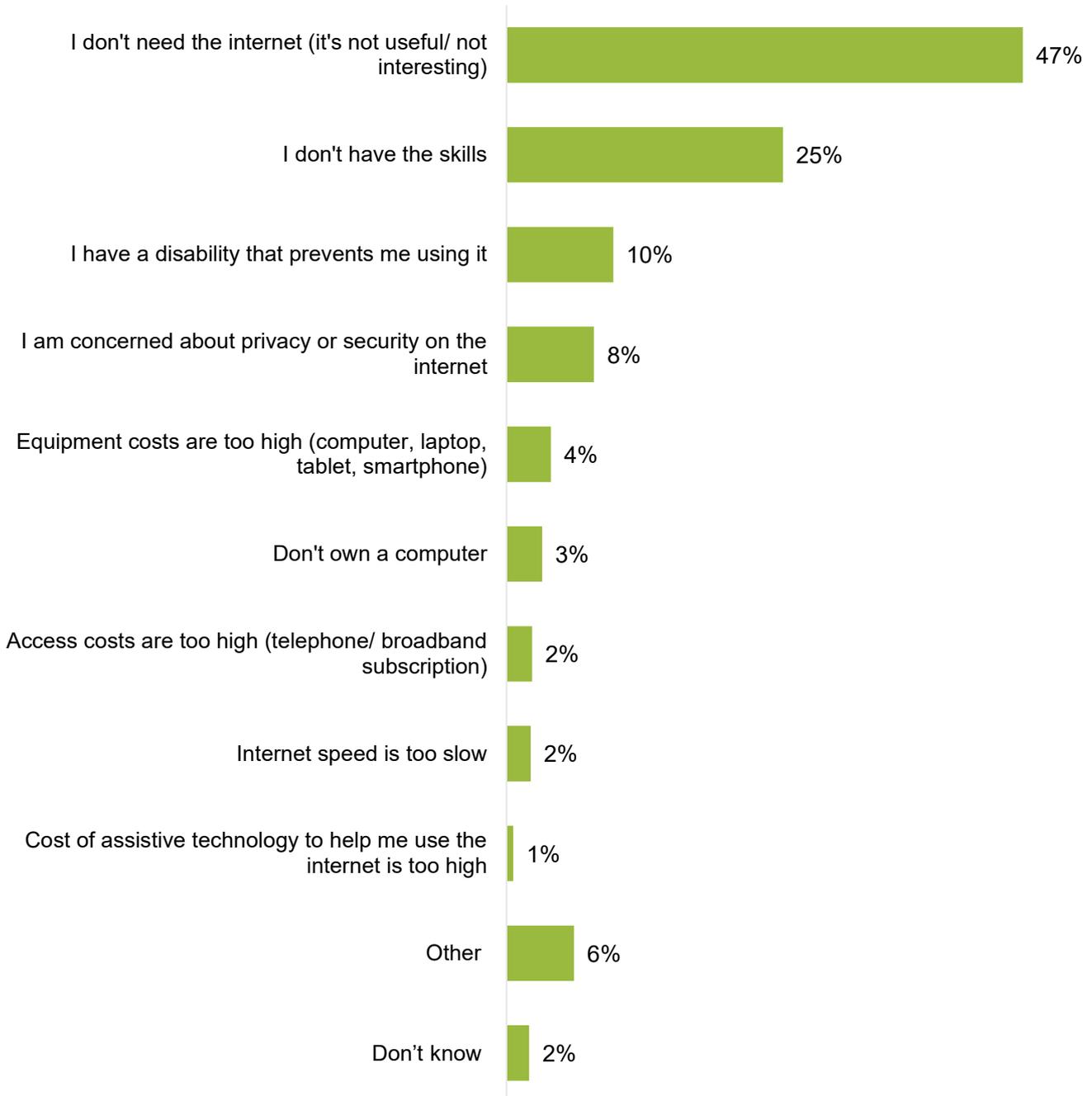
There are some sub-groups who are more likely to access the internet on a regular basis:

- People aged 18-44 or 45-64 (98% and 95% respectively) compared to those aged 65+ (75%).
- Owner occupiers (91%) compared with those living in housing association rented accommodation (84%).
- The economically active (96%) compared to those inactive (80%).
- ABC1 households (96%) compared to C2DE (84%).
- Those possessing a Degree, Masters or PhD (98%).
- Young Independents - Living with others (100%), Young families (98%) and Older families (94%).
- Those who feel positive regarding the move towards greater online provision of services (95%) compared to those with concerns (83%).

BARRIERS TO USE

Of those who do not access the internet regularly, the main reason is simply that they do not feel they need to use it, either believing that it is not useful or interesting (47%). One quarter believe that they lack the necessary skills (25%).

Figure 34: Q038. If you don't use the internet regularly, why is this?
(All respondents who do not use the internet regularly. **Base:** 136).



The belief that they do not possess the skills required is exaggerated among: people aged 65+ (33%) compared to those aged 45-64 (4%); those living in quintile 1 (most deprived) (71%); and people with a self-reported disability or long-term health condition (40%) compared to those with neither (18%).

CHANGES IN THE LEVEL OF USE OF THE INTERNET

People were asked whether their use of the internet had increased, remained the same or decreased during the pandemic. The majority (69%) have made greater use of the internet during the past 12 months.

Figure 35: Q039. Would you say that during the COVID-19 pandemic your level of internet use has increased, reduced or remained the same as before the pandemic began 12 months ago? (All respondents who use the internet. **Base:** 953).



People aged 18 to 44 are more likely to have increased their internet use during the pandemic (73%), compared to those aged 65+ (64%). This is also true for females and ABC1 households (both 77%), people without a self-reported disability or long-term health condition (71%) compared to those with neither (64%) and young families (89%).

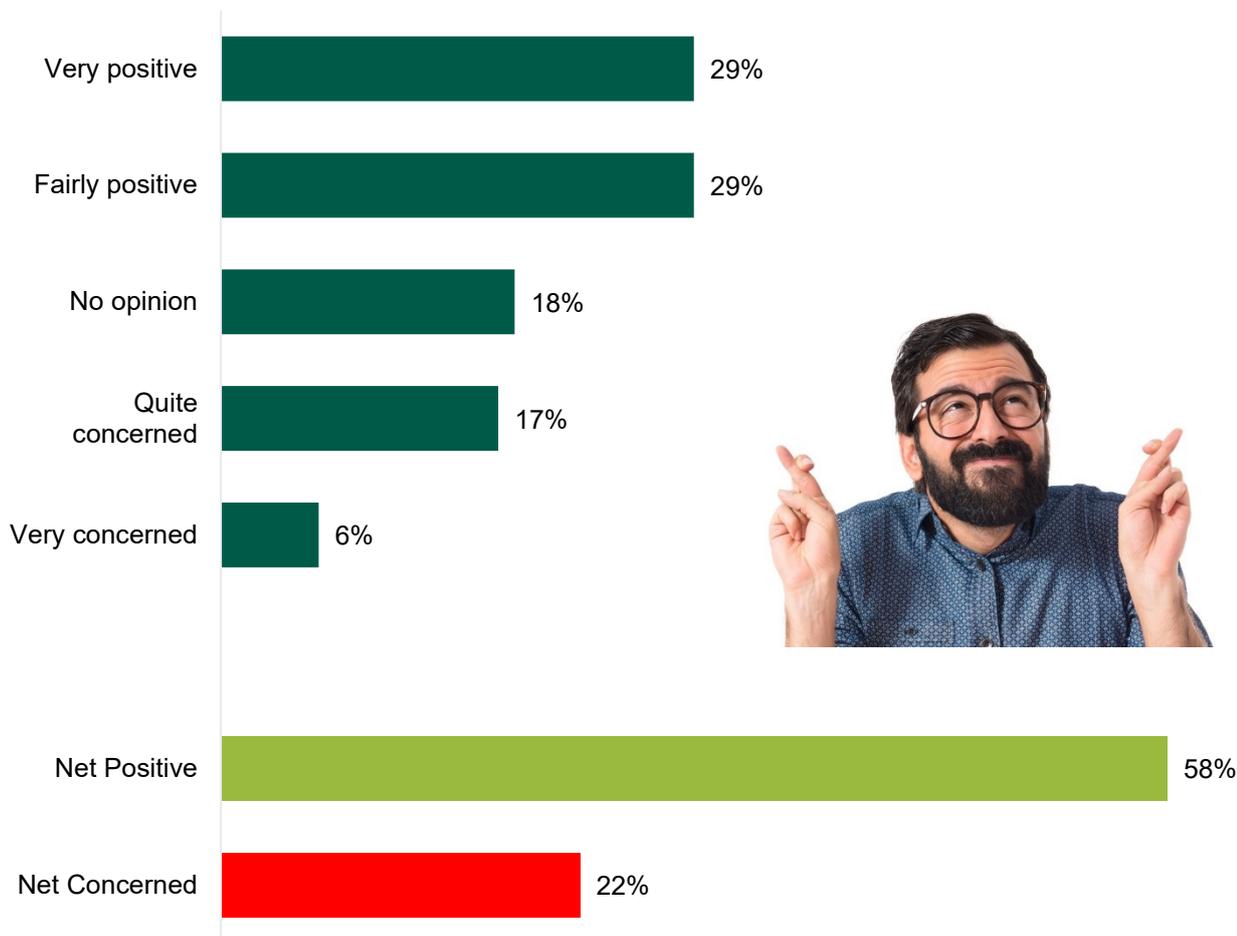
FEELINGS TOWARDS THE MOVE TO GREATER ONLINE PROVISION OF SERVICES

The Covid-19 pandemic has forever changed online shopping behaviours, the way services are provided and how strongly people rely on the internet for news, health-related information and digital entertainment.

The changes will have lasting effects and Herefordshire Council want to understand the views of people on whether this is a good or a bad thing.

Views lean towards the positive, with 58% feeling either fairly or very positive towards the shift of more services being provided online. A significant minority of 22% feel concerned about this however.

Figure 36: Q040. How do you feel about the fact that more things are being provided online, such as banking, shopping, job vacancies, customer or public service information? (All respondents. **Base:** 1,101).



Concerns over the move to more internet-based service provision are heightened among respondents who do not regularly access the internet (38%), among those living in the least deprived areas (34% quintile 5, least deprived), among older respondents (28% aged 65+), among the economically inactive (26% compared to 19% economically active), among Black, Asian and minority ethnic communities (BAME) (36% - small sample base) and among those who have retired (28%).

12 APPENDIX A: SAMPLE PROFILE

Category	Data	N	%
Total		1,101	100.0
Primary Care Network	Herefordshire		
	East	239	22%
	Hereford City	380	34%
	North and West	238	22%
	South and West	244	22%
Sex	Man	549	50%
	Woman	550	50%
	Other	0	0%
	Prefer not to say	2	0%
Age	18-24	55	5%
	25-34	181	16%
	35-44	107	10%
	45-54	219	20%
	55-64	190	17%
	65-74	193	18%
	75-84	129	12%
	85+	17	2%
	Prefer not to say	9	1%
Tenure	Owned outright	540	49%
	Buying on a mortgage	290	26%
	Rent from Housing Association / Trust	121	11%
	Rented from private landlord	102	9%
	Other	26	2%
	Don't know	22	2%
Property Type	Detached	497	45%
	Semi-detached	357	32%
	Terraced (including end terrace)	158	14%
	Flat, maisonette or apartment	34	3%
	Purpose-built block of flats or tenement	11	1%
	Part of a converted or shared house	3	0%
	In a commercial building	0	0%
	Caravan or other mobile or temporary structure	1	0%
	Other	40	4%
Employment Status	Employee in full-time job (30 hours plus per week)	364	33%

Category	Data	N	%
	Employee in part-time job (Under 30 hours per week)	130	12%
	Self-employed - full or part time	152	14%
	On a government supported training programme	1	0%
	Unemployed and available for work	52	5%
	Full-time education at school, college or university	22	2%
	Retired whether receiving a pension or not	338	31%
	Doing something else	43	4%
Social Grade	AB	282	26%
	C	399	36%
	DE	308	28%
Education	No formal educational qualifications	103	9%
	O level/A level/GCSE/GCE/ HNC/HND	385	35%
	Professional qualification	210	19%
	Degree/Master's/PhD	338	31%
	Don't know	66	6%
Ethnicity	Asian	5	<0.5%
	Black	0	0%
	Mixed	1	<0.5%
	White other	34	3%
	White British	1,037	94%
	Net: BAME	44	4%
	Other	3	<0.5%
	Prefer not to say	20	2%
Disability/ Long- term health condition	Yes	281	26%
	No	820	74%
Receiving care	Yes	78	7%
	No	1023	93%
Provides care	Yes	249	23%
	No	852	77%
Residency in Herefordshire	I was born in Herefordshire	506	46%
	I have lived in Herefordshire for more than 10 years	515	47%
	I have lived in Herefordshire for less than 10 years	79	7%
Lifestage	Young Independents: Living alone	5	0%
	Young Independents: Living with others	88	8%
	Young families	129	12%
	Older families	129	12%
	Mature Independents	137	13%

Category		Data	N	%
	Mature couple		161	15%
	Retirees		316	29%

13 APPENDIX B: GLOSSARY

Term	Definition
GDPR General Data Protection Regulation	A regulation in EU law on data protection and privacy in the European Union and the European Economic Area. It also addresses the transfer of personal data outside the EU and EEA areas.
Indices of Multiple Deprivation (IMD)	The English indices of multiple deprivation measure relative deprivation in small areas in England. Multiple components of deprivation are weighted with different strengths and compiled into a single score.
IMD quintiles 1 to 5	There are five Indices of Multiple Deprivation (IMD) with quintile 1 being the most deprived and quintile 5 being the least deprived.
Primary Care Network (PCN)	PCNs bring together general practices, community, mental health, social care, pharmacy, hospital and voluntary services within a local area to work at scale.
Socio Economic Group (SEG)	A method of dividing a population of interest into groups usually based on income and occupation of the head of household. <ul style="list-style-type: none"> • AB: Higher & intermediate managerial, administrative, professional occupations • C1: Supervisory, clerical & junior managerial, administrative, professional occupations • C2: Skilled manual occupations • DE: Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations
2011 Herefordshire Health and Wellbeing Survey	https://understanding.herefordshire.gov.uk/media/1210/hwb-survey-report-v-1-2.pdf
2012 Herefordshire Quality of Life Survey	http://impactconsultancy.co.uk/docs/ycsc_findings_2012.pdf
2018 Herefordshire Quality of Life Survey	https://www.dataorchard.org.uk/case-studies/herefordshire-quality-of-life-survey
DCMS Community Life Survey 2020	https://www.gov.uk/government/statistics/community-life-survey-201920
Local Government Association (LGA) quarterly polling survey (February 2021)	https://www.local.gov.uk/publications/polling-resident-satisfaction-councils-february-2021
Sport England Active Lives Survey (2020)	https://www.sportengland.org/news/activity-habits-early-weeks-lockdown-revealed
Annual Population Survey	www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/bulletins/personalwellbeingintheukquarterly/april2011toseptember2020

14 APPENDIX C: TECHNICAL INFORMATION

METHODOLOGY

The interviews were conducted using a computer aided telephone interviewing method (CATI). DJS Research employs c.100 IQCS trained interviewers who deliver thousands of interviews with the general public each year. CATI was felt to be the most appropriate approach for a number of reasons:

- 1) A face-to-face inhouse interviewing approach, using random sampling, would be considered the 'gold standard' approach, as this gives everyone in Herefordshire an equal chance of being involved in the research. However, it was not possible to employ this approach given both the constraints of the Covid-19 pandemic, plus it is a costly approach which did not fit with the council's budget for the project.
- 2) A telephone interviewing (CATI) method, using quota sampling, is widely regarded as a robust method that is used across the industry, particularly among other local authorities and government agencies.
- 3) A postal survey methodology is an approach that is being used less due to significant reductions in response rates and achieved samples that are often skewed towards certain demographic groups (less likely to capture younger groups for example). This was noted as a limitation in the previous Herefordshire Council survey in 2012. While weighting can be used to correct for any over or under representation in demographic groups, this can often result in large weighting factors which adversely impacts the validity of the data.

SAMPLING

In determining the optimum number of interviews to achieve, we considered a balance between the most robust number possible giving the lowest levels of sampling error, balanced with the budget available for the length of survey. We therefore opted to complete 1,100 interviews across Herefordshire. This gave a sampling error of +/-3% based on a statistic of 50% at the 95% confidence level. A sampling error of +/-3% is widely regarded as the industry standard for surveys of this nature across local and central government.

A two-staged stratified quota sampling process was adopted:

Firstly, to ensure our sampling frame was representative of Herefordshire at a geographical level, we obtained a mix of landline and mobile telephone numbers (contacts) from a sample sourcing agency stratified proportionately by Primary Care Network (PCN). However, to then control for deprivation levels within each PCN, we added a further layer of stratification to source a proportionate number of contacts from within each index of multiple deprivation (IMD) quintile within each PCN. This process ensured our purchased contacts were representative of the county at a geographical and deprivation level from the outset.

A total of 10,000 contacts were purchased in total, and we achieved a co-operation rate of 36% (based on the number of interviews achieved from valid answered calls). Up to five call attempts were made to each contact before deeming it exhausted, and the calls were made at different times of the day and days of the week.

The second stage to the sampling process was delivered during fieldwork. Using the latest Office of National Statistics population statistics, we set a target number of interviews to achieve by gender and age group within each of the four PCNs, ensuring these were proportionately representative of their population profile. We did consider whether to also set a target quota by ethnicity, but given the low numbers of people of a BAME background across Herefordshire, this was not felt to be necessary.

STATISTICAL RELIABILITY

A sample size of 1,101 gives a sampling error of +/-3.0% based on a statistic of 50% at a 95% confidence interval. This means, for example, that if we found a satisfaction level of 50%, we can be 95% confident that this figure lies between 47% and 53% had we interviewed every resident of Herefordshire. It is therefore important to consider these margins when drawing inferences from the data.

T-TEST

A t-test is a statistical test that compares the means of two groups and is often used to determine whether two groups are significantly different from one another, or whether any differences could have happened by chance.

WEIGHTING

A small amount of weighting was used at the analysis stage to correct for any under or over representation of groups within the sample. The weights were based on age and gender within PCN to coincide with the quota targets set. Applying too many weighting variables can adversely impact the validity of the dataset and reduce the Effective Sample Size. It was therefore not advisable to apply weights across all demographic groups. In particular, the weighting factors necessary to apply a BAME weight were too high, so this variable was discounted (this was also the case in the 2012 and 2018 Herefordshire Council Quality of Life surveys).

TALK COMMUNITY



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