

REPORT OF THE LEADER OF THE COUNCIL

THE BIG NOTTS SURVEY: INITIAL FINDINGS AND NEXT STEPS

Purpose of the Report

1. To update Members on the headline indicative results of The Big Notts Survey, the Council's resident and stakeholder engagement, that ran from 2nd August - 19th September.

Information

2. As reported to Policy Committee in June 2021, the County Council is in the process of developing a new Council Plan. Through this, a long-term strategic vision for Nottinghamshire will be established, alongside priority actions for the next four years. The Plan will also set out the County Council's role in supporting Nottinghamshire's communities to recover from the socio-economic impacts of the COVID-19 pandemic.
3. To help ensure the Plan meets the needs of residents and partners, the County Council has been engaging with key stakeholders over the summer. The aim of the engagement has been to understand the impact of COVID-19 on Nottinghamshire's communities and businesses, the challenges and opportunities that residents can identify for recovery, as well as their long-term aspirations for themselves and their communities over the next 10 years. Four surveys have been conducted, achieving over 12,000 responses.
4. Preliminary response numbers from the surveys are as follows:
 - The Big Notts Survey (open survey) - 10,227 responses
 - The Big Notts Young People's Survey – 809 responses
 - The Big Notts Business Survey -189 responses.
 - Representative sample survey conducted by external engagement partner – 1,123 interviews

Reach and Engagement

5. The primary method for completing the open Big Notts Survey was online. In addition, the surveys have been made available through paper copies at County Council libraries and children's centres. The surveys were broadly publicised through flyers distributed to over 370,000 households, as well as two email bulletins to the County Council's 110,000 email subscribers. Multiple posts were also sent out on our social media channels (Facebook – 25,280 followers, Twitter – 50,700 followers and Instagram – 3,779 followers), with further targeted paid-for social media adverts published. Three press releases and two columns from the Leader were also widely published across the local media.

6. To further expand the surveys' reach, wider departmental engagement has also taken place. This includes distribution via departments to our partner networks, focus groups with key service user groups, outreach through the Holiday Activities and Food Programme, schools, promotion on calls to the customer service centre, posters in key venues, push notifications through the My Notts App, as well as the use of email footers throughout the period to raise awareness.
7. An indicative profile of the respondents to the open survey can be found in **Appendix A**. Importantly, the results of the open survey will be compared with the representative sample, to ensure that the priorities identified through this research reflect those of all groups and communities across Nottinghamshire.

The Big Notts Survey Provisional Findings

8. Provisional findings following the closure of the Big Notts Survey can be found in **Appendix B**. This is a snapshot summary of responses received to the open survey and will be subject to further analysis.
9. When providing their answers, respondents were asked to select the top three from a range of options, or to provide an alternative response in the free text box. An indicative summary of the top three issues identified for each question is as follows:

Thinking about your life since the pandemic started in March 2020, what have been your biggest concerns?

Answers	Responses	%	Rank
Physical health – friends/family/others (including catching COVID-19)	6358	62%	1
Physical health – self (including catching COVID-19)	4833	47%	2
Not being able to see friends/family/community	3818	37%	3

Can you identify any positive impacts on your life that have been brought about because of the COVID-19 pandemic?

Answers	Responses	%	Rank
Saved money	3765	37%	1
Enjoyed accessing local outdoor space	3266	32%	2
Reduced my impact on the environment	3151	31%	3

Looking ahead over the next two years, what are your biggest concerns?

Answers	Responses	%	Rank
A return to restrictions because of a COVID-19 resurgence	3833	37%	1
Climate change/the environment	3811	37%	2
Physical health – friends/family/carers	3529	35%	3

Can you give any examples of changes that have happened due to the COVID-19 pandemic that you would like to see continue?

Answers	Responses	%	Rank
Fewer people using cars/less traffic	5577	55%	1
Less pollution/greater care for the environment	4188	41%	2
Working from home/flexible working	3416	33%	3

If you could see your local area (15–20 minutes walking distance from your home) ten years from now, what are the biggest changes you would want to see?

Answers	Responses	%	Rank
Improved road/pavement condition	4127	40%	1
Lower crime level/safer streets	3846	38%	2
More nature/green/open spaces	2967	29%	3

Now thinking about Nottinghamshire as a whole. What in your view would make Nottinghamshire a better place to live and work?

Answers	Responses	%	Rank
Improved quality/access to health services	4733	46%	1
Improved access to good job opportunities	3202	31%	2
Less pollution/better air quality	3109	30%	3

10. These figures are provisional and subject to change. Further analysis will be undertaken including cross-tabulation of results against demographic and socio-economic variables. Results will be compared with the representative sample survey undertaken by our external engagement partner, as well as further analysis of the wider departmental engagement that has taken place, such as focus groups.

The Big Notts Young People's Survey

11. Over 800 responses to the Big Notts Young People's survey have been received. Analysis of the results and a comparison with the main survey will be provided once the responses have been inputted and the data analysed.

The Big Notts Business Survey

12. The Big Notts Business Survey was run in parallel to the residents' survey and was developed to seek views on how the Nottinghamshire business community was faring given the impact of the pandemic; the effectiveness of the support made available over that period and looking forwards, what additional support might they require from the Council and its partners through the Council Plan. The survey was widely circulated through a range of routes via our internal and partner networks.
13. The Council received a total of 189 completed surveys. At the time of writing, a detailed analysis is being prepared but some of the key issues may be summarised as follows:
- Nearly 70% of respondents had been adversely impacted by the pandemic, noting that just over 20% had experienced a positive impact;
 - Just less than two thirds of respondents had secured help from government and related sources in the form of grants, loans and relief and through the furlough scheme. Others had support in the form of advice, while notably, around 10% confirmed they had not required any support;
 - Over the next 24 months, businesses will be looking for a wide range of help and support, the majority looking for financial support; support addressing recruitment needs and managing reduced income.
 - Longer term, the outlook looks positive with around a third of respondents setting out their ambition to stabilise and a further third looking to grow;
 - Overall, of those businesses responding, 21% were pessimistic about the future. While this is nearly a quarter of respondents, 34% were experiencing an improving confidence about the future, with the majority (45%) reporting a healthy stability.
14. Finally, a wide range of requests were made of the Council (and its partners) and referenced as being important in helping businesses grow. The three most notable being the availability of grants and funding; the continued provision of business advice and help with business rates and taxation.

Partner Engagement

15. Further to approval at Policy Committee in September the Council engaged with partners on the emerging vision and priorities for the next Council Plan. The engagement ran until 30th September and took place through a range of 1:1 meetings, events and an additional online survey. While the feedback is still being considered, initial findings suggest that partners were broadly very supportive of the vision and priorities. Partners emphasised the need to ensure that addressing needs related to deprivation, mental health and community safety were adequately reflected within the plan as well as the Council's partnership with the voluntary and community sector.

Next Steps

16. The Big Notts Survey, together with the Young People's and Business surveys, has provided the Council with a clear view of residents' and stakeholders priorities and aspirations for the future, as indicated by the provisional results shared in this report. Further analysis will be undertaken and the results considered alongside the representative sample survey to ensure that the views and aspirations of residents and stakeholders are reflected in the vision and priorities of the forthcoming Council Plan.

Other Options Considered

17. The engagement undertaken is important to help ensure the priorities identified in the new Council Plan meet the needs and aspirations of Nottinghamshire's communities. No other options have been considered.

Reason for Recommendations

18. To update Members on the indicative results of the Council's engagement activity that will help shape and define the priorities in the forthcoming Council Plan.

Statutory and Policy Implications

19. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

20. There are no financial implications arising from this report.

Implications for Service Users

21. The final analysis of the engagement exercise will be used to inform the Council's long-term vision and priorities for the County, ensuring that Council priorities reflect the needs and aspirations of Nottinghamshire's residents and service users.

Implications for Sustainability and the Environment

22. The indicative engagement findings suggest that environmental sustainability is of high priority for Nottinghamshire residents. The Council Plan will need to reflect this aspiration to protect the environment and reduce our carbon footprint.

RECOMMENDATIONS

- 1) That Members note the initial findings of the resident and stakeholder engagement.
- 2) That Members consider whether they require any further actions in relation to the issues contained within the report.

Cllr Ben Bradley MP
Leader of the Council

For any enquiries about this report please contact: Derek Higton, Service Director, Place and Communities, T: 0115 9773498

Constitutional Comments [CEH 23/09/2021]

23. The subject matter of the report and recommendations fall within the remit of Policy Committee under its terms of reference.

Financial Comments [RWK 23/09/2021]

24. There are no specific financial implications arising directly from the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- Council Plan and Resident Engagement, Policy Committee, June 2021
- Development of the Council Plan and Partner Engagement, Policy Committee, September 2021

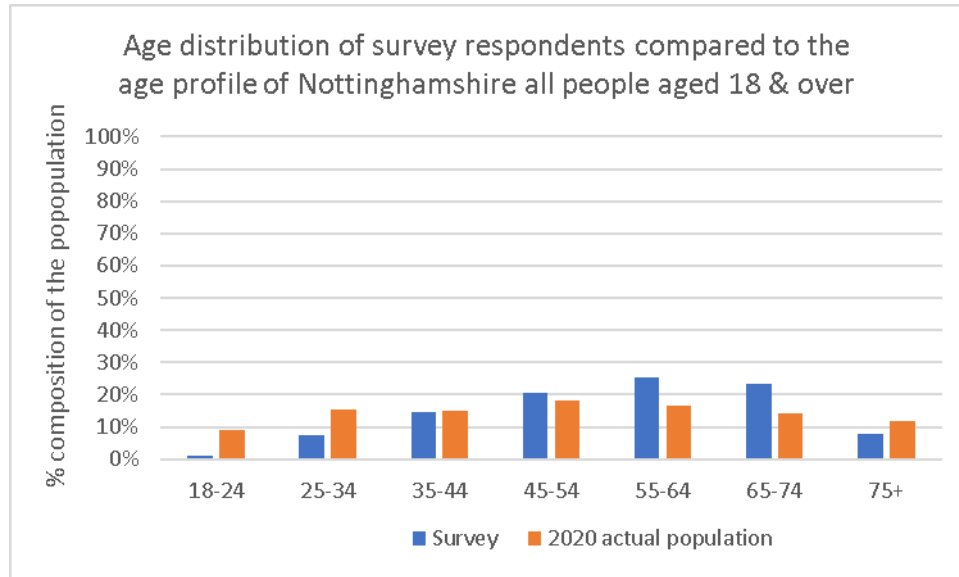
Electoral Division(s) and Member(s) Affected

- All

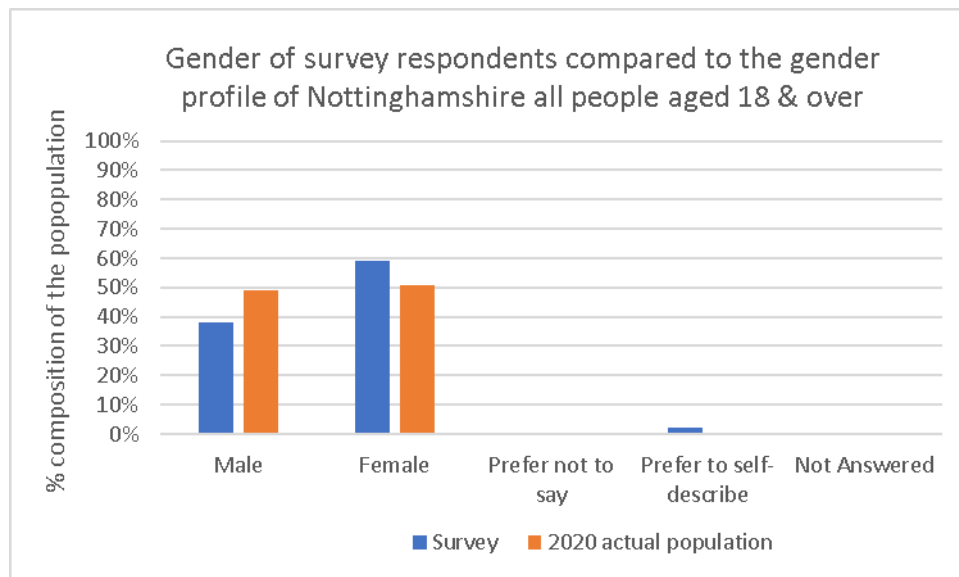
APPENDIX A

The Big Notts open online Survey - Profile of Respondents

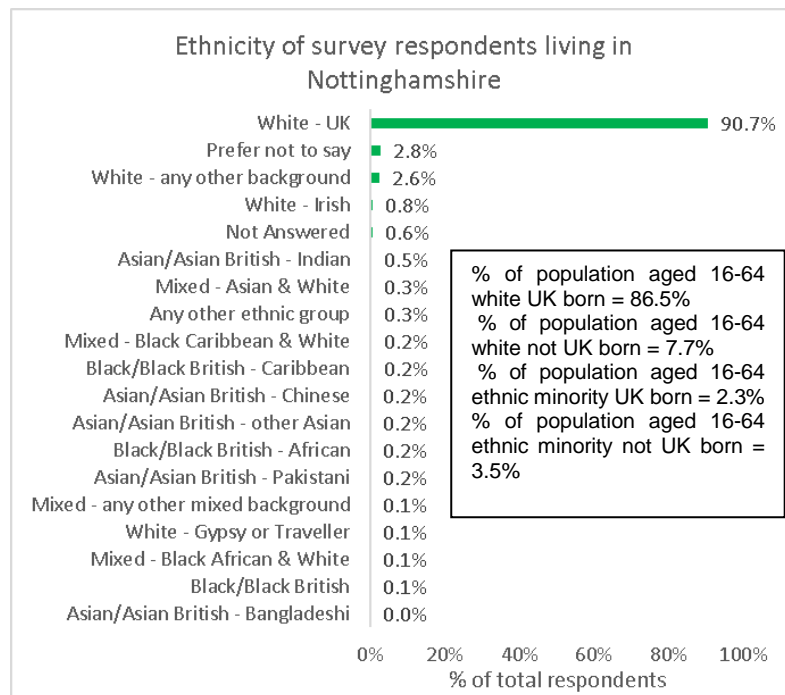
1. The chart below shows the age profile of the respondents of the survey who live in Nottinghamshire, and how this compares with the composition and make-up of the total Nottinghamshire population aged 18 and above based on the ONS 2020 mid-year estimates of population for the County.



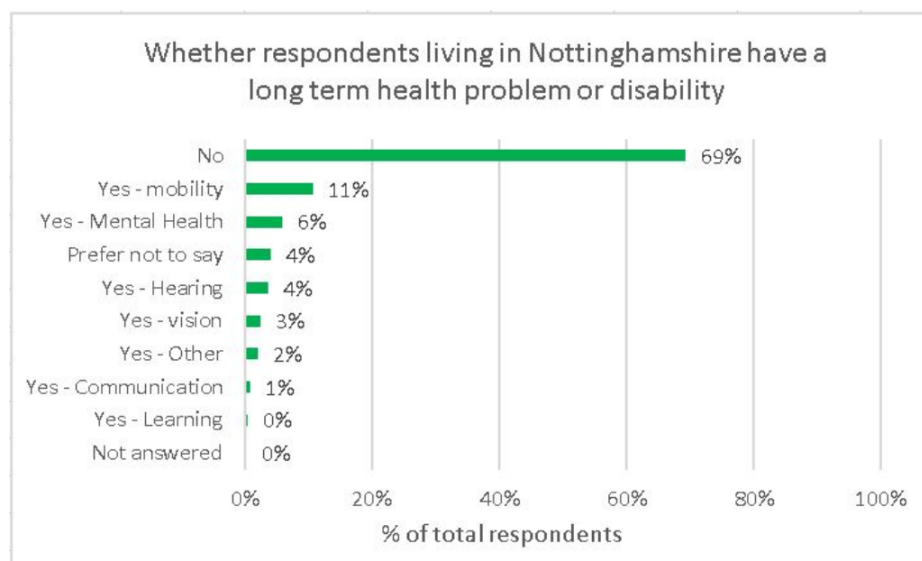
2. 59% of the survey respondents were female, 38% were male. This compares to a usual male/female split in Nottinghamshire County of 52% female, 48% male. 3% of the survey population did not answer the question on gender or preferred not to state their gender. The chart below shows the results.



3. The chart below shows the ethnicity of respondents to the survey in Nottinghamshire. A comparison is given as an insert in the chart using the ONS Annual Population Survey (APS) figures for Nottinghamshire in March 2021 – all population aged 16-64 years.

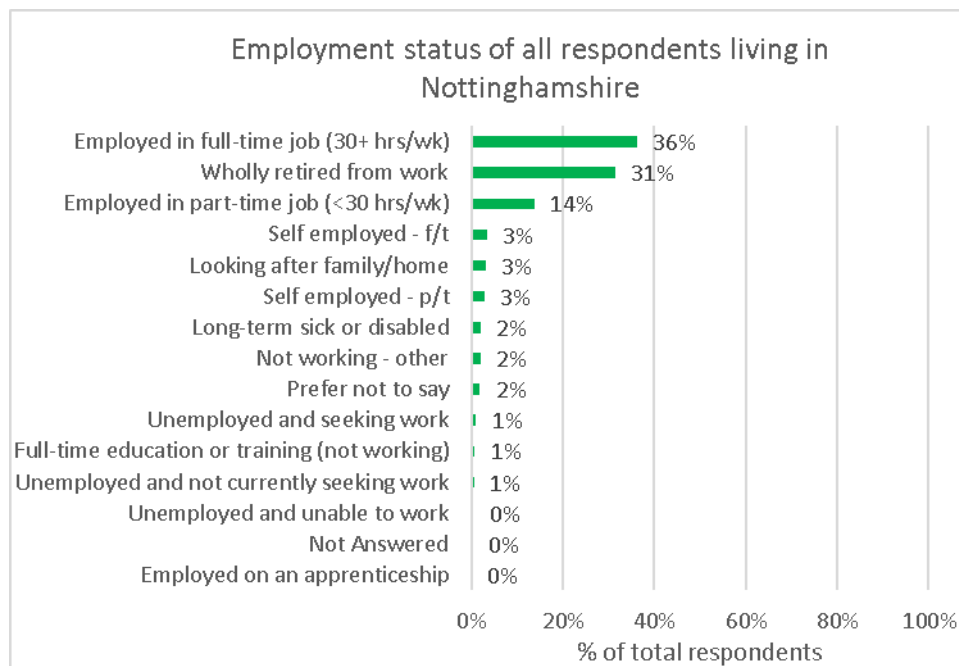


4. 69% of survey respondents in Nottinghamshire said they did not have a long-term health need or disability. 31% of respondents said they did have a long-term health need or disability compared to census 2011 figure of 23% of the Nottinghamshire population aged 16 or over who said they had a long term health problem or disability which limited their day to day activities a little or a lot. The results are shown in the chart below.

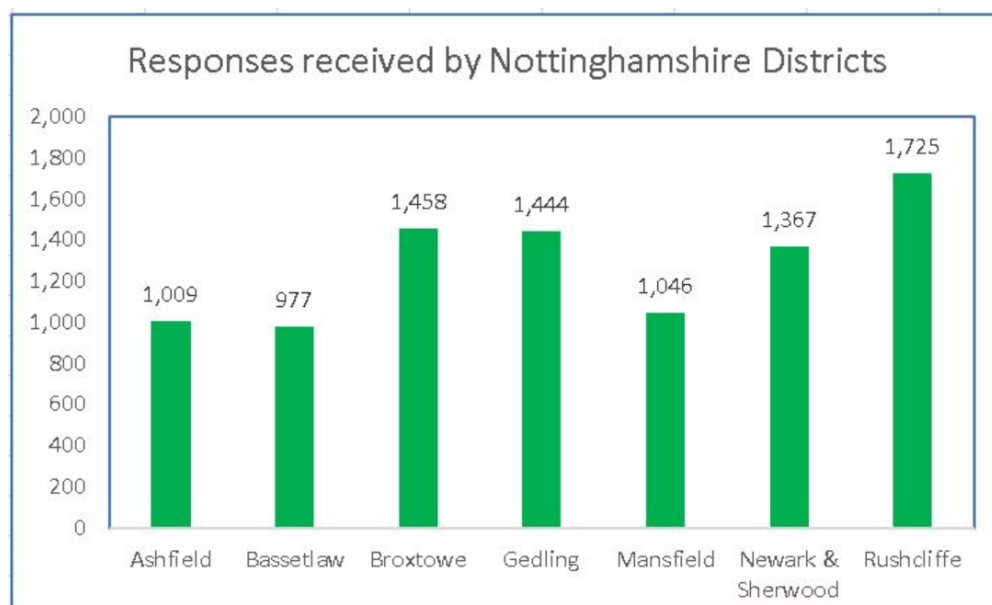


5. 50% of respondents to the survey living in Nottinghamshire were in full or part time employment compared to the annual population survey figure for Nottinghamshire in March 2021 of 63%. 6% of respondents to the survey were self-employed compared to the annual population survey figure for Nottinghamshire of 10% in March 2021. 31% of respondents were wholly retired¹.

¹ For work/employment status, a subset of the survey respondents was taken to compare with key national data on work/employment status for Nottinghamshire, the Annual Population Survey (APS) produced by ONS. The variable used was % of population of working age 16-64 years, so to compare like with like, the work/employment status of all survey respondents aged 18-64 living in Nottinghamshire was noted. 6,082 survey



6. The chart below illustrates the level of response in different districts.



respondents belonged to this subset of data. In the survey, 71% of respondents worked either full time or part-time, and 7% were self employed (both full time and part-time). The equivalent APS figures for Nottinghamshire in March 2021 are 63% of the population being Employees (both full time and part-time), and 10% being self employed (both full time and part-time). In the survey as a whole for Nottinghamshire (ie including all respondents over 65), 2,830 respondents said they wholly or partly retired

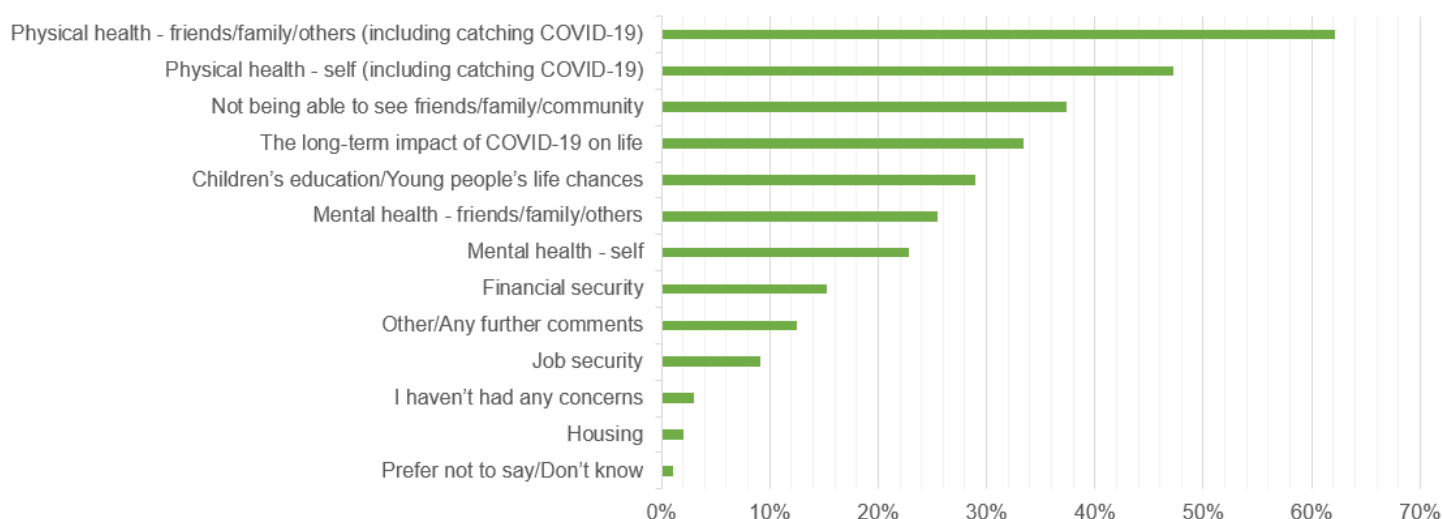
APPENDIX B – The Big Notts Survey 2021 (Indicative results)

* These are indicative results and subject to change.

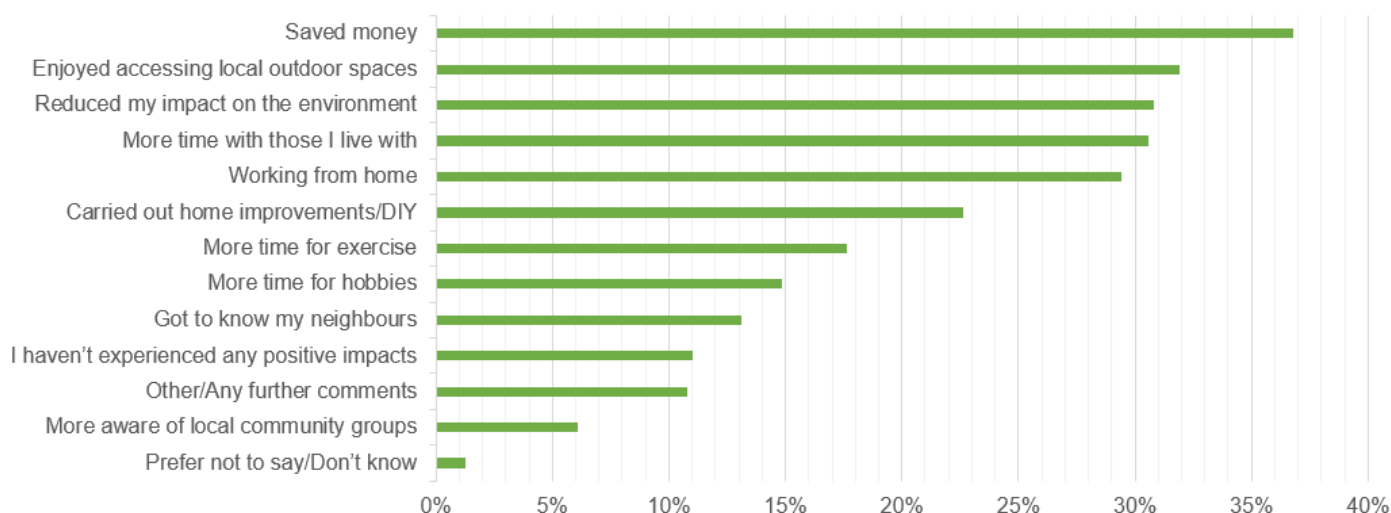
** Not all questions from the survey are included below; the open text questions on people's aspirations for themselves and their families over the next 10 years, as well as responses marked as 'other' are still to be analysed.

Section 1: Impact of COVID-19

Thinking about your life since the pandemic started in March 2020, what have been your biggest concerns?

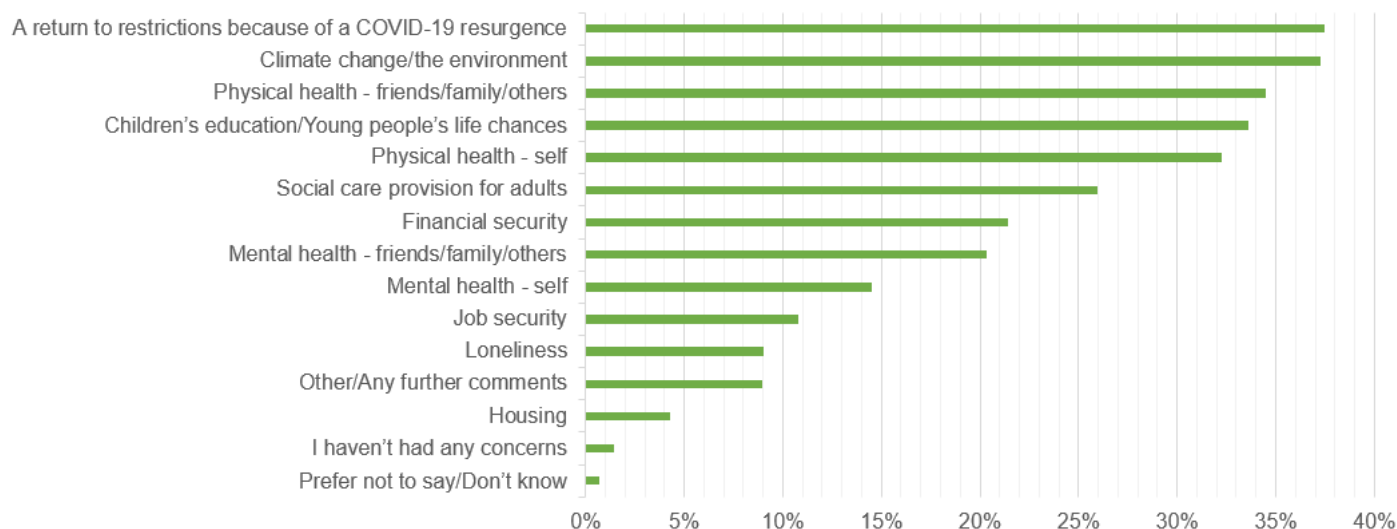


Can you identify any positive impacts on your life that have been brought about because of the COVID-19 pandemic?

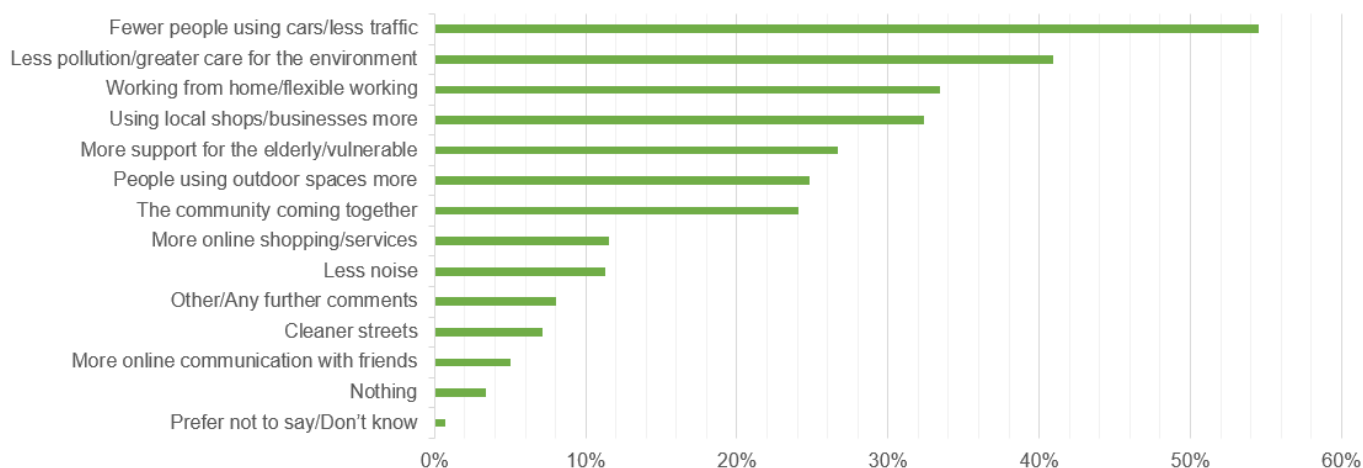


Section 2: Recovery challenges/opportunities

Looking ahead over the next two years, what are your biggest concerns?

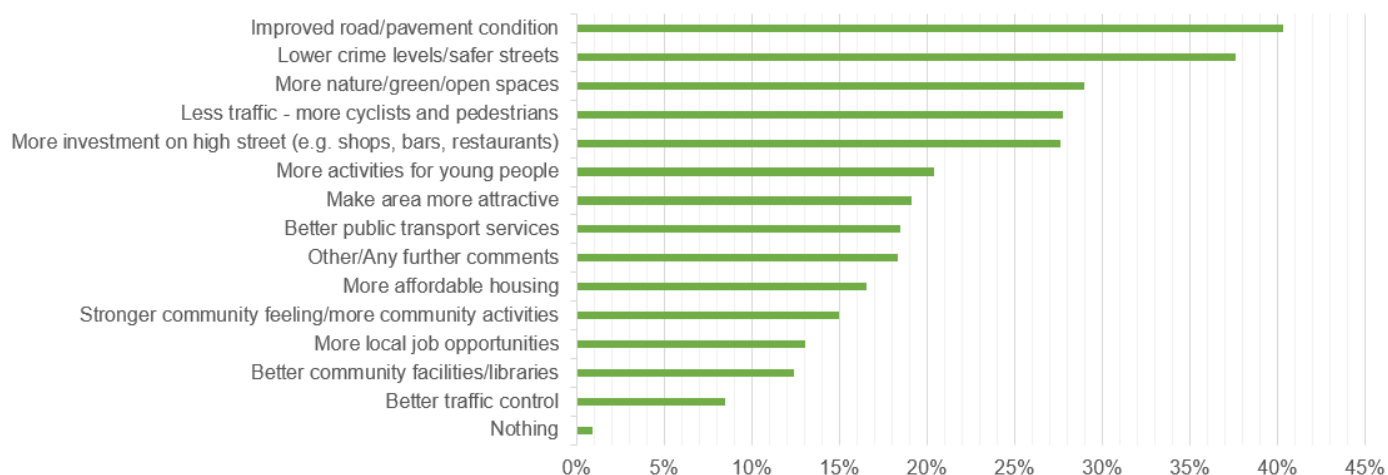


Can you give any examples of changes that have happened due to the COVID-19 pandemic that you would like to see continue?



Section 3: Future Aspirations

If you could see your local area (15–20 minutes walking distance from your home) ten years from now, what are the biggest changes you would want to see?



Now thinking about Nottinghamshire as a whole. What in your view would make Nottinghamshire a better place to live and work?

