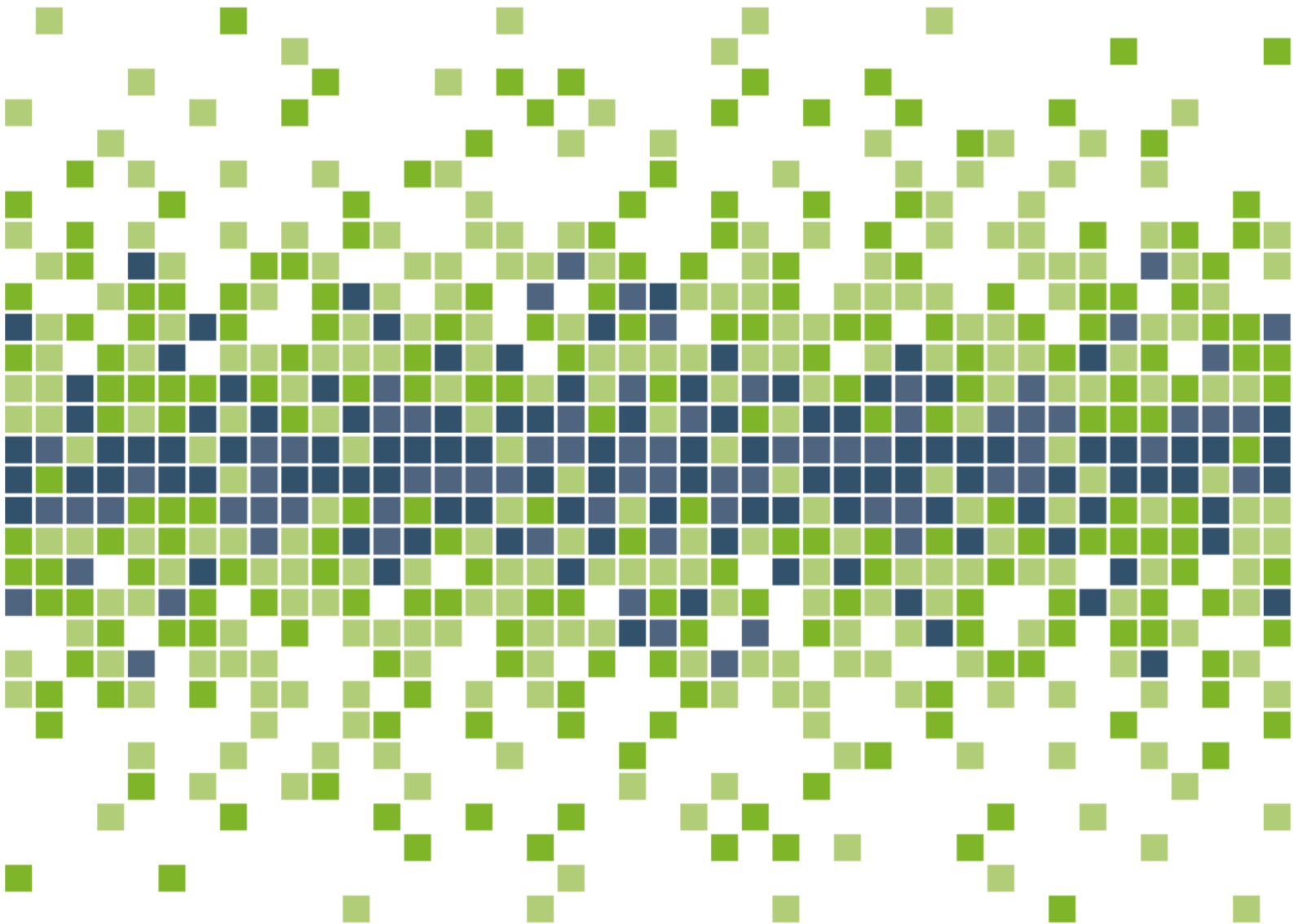


# Wyre Council

## Life in Wyre 2018



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# 1. Executive summary

## Approach

- The latest Life in Wyre survey was posted out to a random sample of households across the borough on Friday 28 September, followed by one reminder, before closing on Friday 16 November 2018
- 1,184 responses were received to the survey, consisting of 1,113 returns by post and 71 submissions through an online survey option
- The response data has been weighted by age, gender and disability to ensure the findings are representative of the borough's population, resulting in an effective survey sample of 1,121 Wyre residents

## Online access

- A similar proportion (89%) of the borough population use the internet compared to the last survey, with a big difference by age:
  - 97% of residents aged 44 or under use the internet daily
  - 33% of residents aged 65 or over do not use the internet at all
- 75% of those who use the internet also use one or more social media platforms, with Facebook the most popular
- Of those who do not use the internet, the majority have no interest in using it for a number of reasons including their age, preference for traditional methods and concerns around data security

## Integrated health and social care

- 62% of respondents had not accessed health and social care services in the last 12 months
- Of the 379 respondents in the sample able to take a view, 45% strongly or tended to agree that the services are joined up

## Mental health

- The SWEMWBS mental health average metric score for residents in the borough is slightly below the national figure, with some variation across different areas in Wyre
- People are most likely to turn to family and friends or practitioners and professionals if they feel they need some help with their mental health
- The biggest reason people do not seek any help for their mental health is they feel they can just deal with it themselves
- Around 3 in 5 respondents suggested it is likely that they would seek support for their mental health if they felt they needed it, with this higher for females
- Only 8% of respondents have accessed any mental health support online
- In terms of what people would expect online, self-help support and leaflets or factsheets were the most popular selections
- No more than 1 in 10 residents are aware of, or have used, the Big White Wall or the FYi directory

## 2. Background and methodology

### Background

In 2012, 2014 and 2016, Wyre Council undertook a residents' survey to understand satisfaction levels across the borough and determine priorities to inform the delivery of services. In order to benchmark progress since 2012, a 2018 Life in Wyre survey was commissioned. This covered a number of questions asked in previous surveys including a section relating to services delivered and commissioned by the NHS Clinical Commissioning Group.

### Methodology

The Life in Wyre survey was sent out to 3,500 households across the borough on Friday 28 September 2018. A reminder was sent on Friday 26 October 2018, with a final closing date of Monday 12 November 2018. Responses were accepted until Friday 16 November 2018.

A random stratified sample was adopted based on the population sizes of each ward in Wyre. This approach ensures each resident within each ward has an equal chance of receiving the survey. An online response option was also provided for any household which received a postal invitation. Unlike previous years, the survey was not hosted on the council's website or shared through social media channels. This has enabled a more reliable, random sample of responses which are statistically representative of the overall borough population.

1,184 responses were received from the sample of 3,500 postal addresses. 1,113 of these responded by post, 71 responded online. This equates to a response rate of 34%. Comparatively, 1,158 responses were received from the postal sample in 2016.

How well the sample represents the population is determined by two important measures – the confidence interval and confidence level. For example, this survey has a confidence interval of plus or minus 2.83% at a 95 percent level of confidence. This means that if the survey was conducted 100 times, the true data would be within 2.83 percentage points above or below the percentage reported in 95 of the 100 surveys. Typically, 3% is considered to be a 'good' confidence interval and in the case of this survey, the confidence interval suggests that the reader can have a good degree of confidence in the accuracy of the findings.

The response data has been weighted by age, gender and disability to ensure the findings are representative of the borough population and as such this report is based on the weighted data. All weighted calculations outlined below reflect the latest available population data from the Office for National Statistics (ONS). Due to the number of responses from residents in the younger age categories (16-24, 25-34 and 35-44), these have been combined to create a more reliable grouping both to weight and to undertake any analysis by different age groups.

Please note the overall weighted sample for this report is 1,121 which is a slight reduction in the total response achieved of 1,184. This is because the weighting process cannot account for the small number of respondents who did not indicate their age, gender or disability status. Moreover, the total sample sizes for each question referenced throughout

this report will range depending on the number of residents who provided a response to each question and where percentage totals do not equal 100%, this is either due to rounding or because a particular question allowed multiple responses.

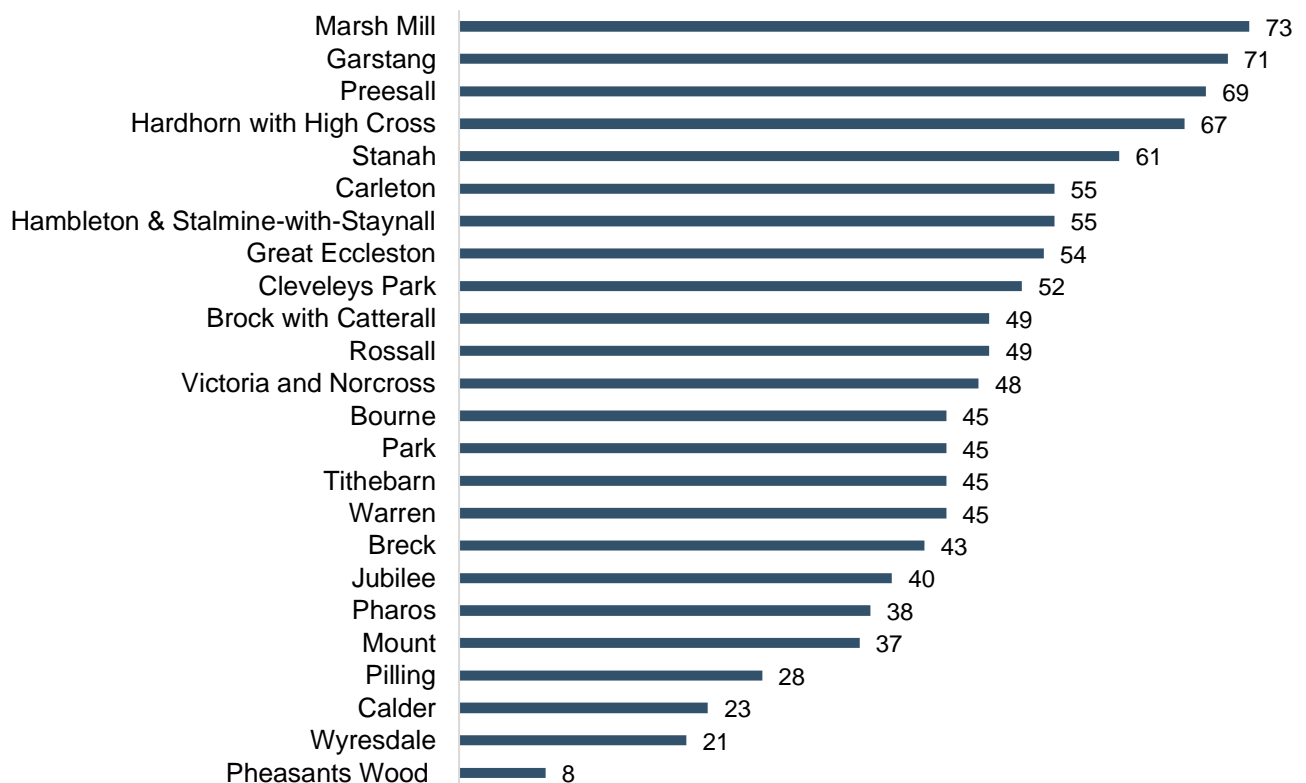
**Figure 2.1: Weighted demographics**

|                   | Unweighted | Weighted |
|-------------------|------------|----------|
| <b>Age</b>        |            |          |
| 44 or under       | 11%        | 34%      |
| 45 to 64          | 34%        | 34%      |
| 65 or over        | 55%        | 32%      |
| <b>Gender</b>     |            |          |
| Male              | 40%        | 48%      |
| Female            | 60%        | 52%      |
| <b>Disability</b> |            |          |
| Limited a lot     | 17%        | 12%      |
| Limited a little  | 22%        | 12%      |
| Not limited       | 61%        | 76%      |

After weighting, 13% of respondents to the survey indicated that they have a role as a carer for a relative or friend.

Responses were received from residents across the borough. The highest number of responses after weighting came from the Marsh Mill ward and lowest from residents in Pheasants Wood.

**Figure 2.2: Ward populations (n = 1121, weighted)**



These wards have been grouped into areas of the borough to enable some reliable analysis of the survey results. The areas are grouped as follows:

- Fleetwood
  - Mount
  - Park
  - Pharos
  - Rossall
  - Warren
  
- Poulton
  - Breck
  - Carleton
  - Hardhorn with Highcross
  - Tithebarn
  
- Rural East
  - Brock with Catterall
  - Calder
  - Garstang
  - Wyresdale
  
- Rural West
  - Great Eccleston
  - Hambleton and Stalmine
  - Pilling
  - Preesall
  
- Thornton-Cleveleys
  - Bourne
  - Cleveleys Park
  - Jubilee
  - Marsh Mill
  - Pheasant's Wood
  - Stanah
  - Victoria and Norcross

30% of responses in the sample are from households in the Thornton-Cleveleys area of the borough, although this is also the area with the highest number of wards.

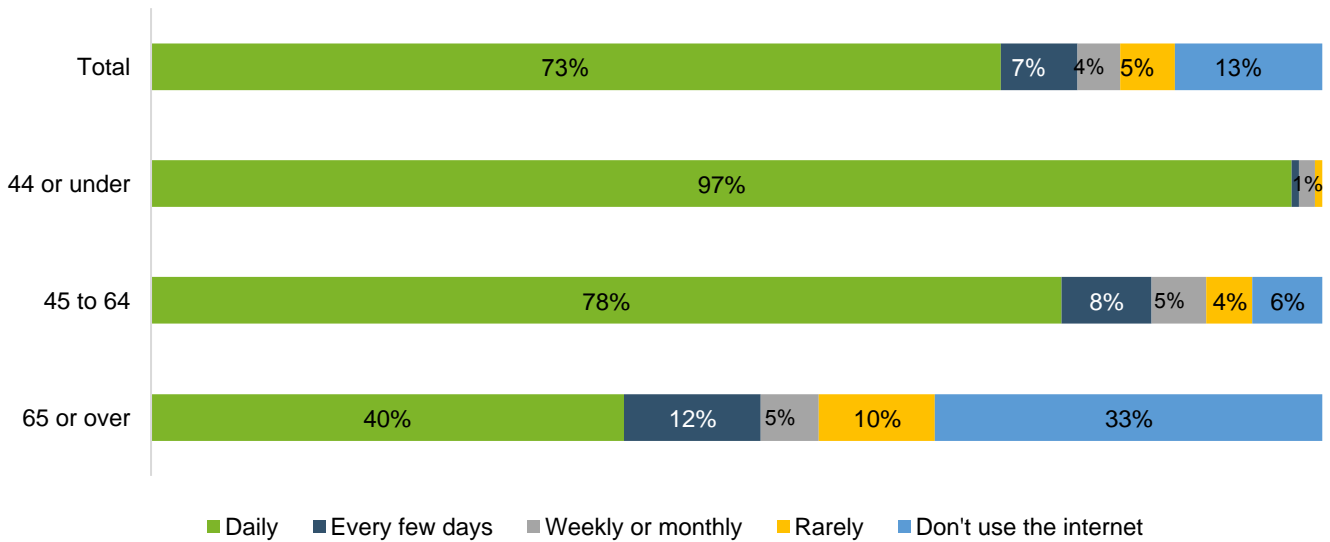
**Figure 2.3: Area groups (n = 1121, weighted)**

|                    | %   | n   |
|--------------------|-----|-----|
| Fleetwood          | 20% | 214 |
| Poulton            | 19% | 210 |
| Rural East         | 13% | 164 |
| Rural West         | 19% | 206 |
| Thornton-Cleveleys | 30% | 327 |

### 3. Online access

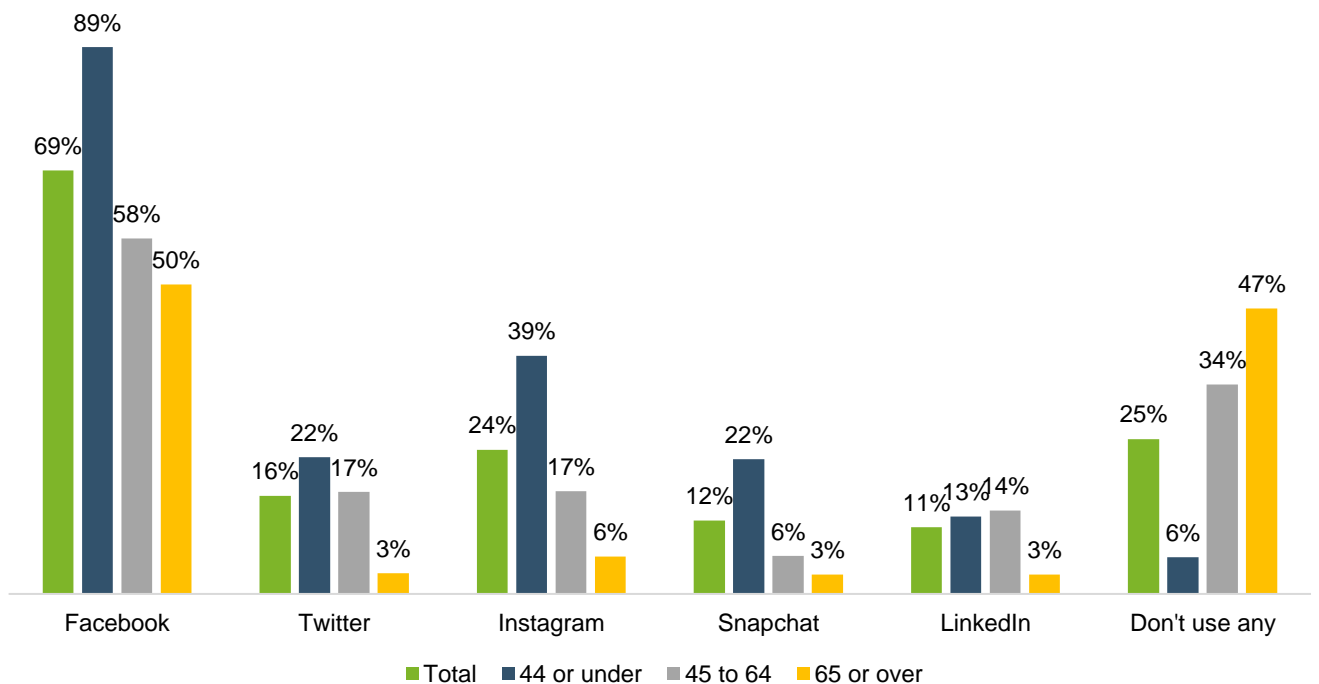
Overall, 89% of Wyre residents use the internet at least occasionally, similar to the 91% figure reported in the 2016 survey. The vast majority (97%) of residents aged 44 or under use the internet daily. A third of residents aged 65 or over do not use the internet at all.

**Figure 3.1: How often do you use the internet? (Q13, n = 1114, by age)**



Of those residents who use the internet, 75% use one or more social media platforms. Those aged 44 or under are more likely to use social media, particularly Facebook.

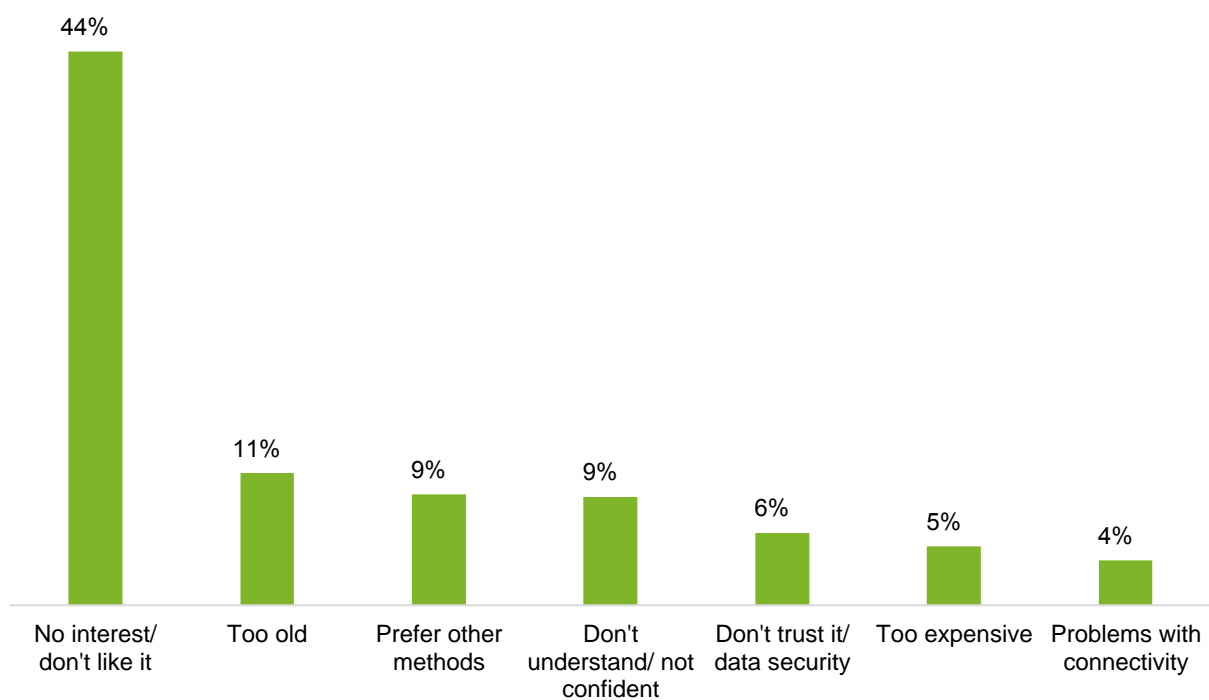
**Figure 3.2: Do you use any of the following social media platforms? (Q14, n = 1121, by age)**



Respondents who indicated that they do not, or rarely, use the internet were asked what their reasons are and what might encourage them to use the council's online services in the future.

The most common response was that they have no access to the internet, do not like it and have no interest in using it. Around 1 in 10 referenced their age as a reason for not wanting to use the internet. Other feedback included a preference for traditional methods of communication, not feeling confident using the internet, not trusting data security on the internet and issues around cost and connectivity.

**Figure 3.3: If you rarely or never use the internet, please tell us what your reasons are and what might encourage you to access the council's services online in the future? (Q15, n = 267)**





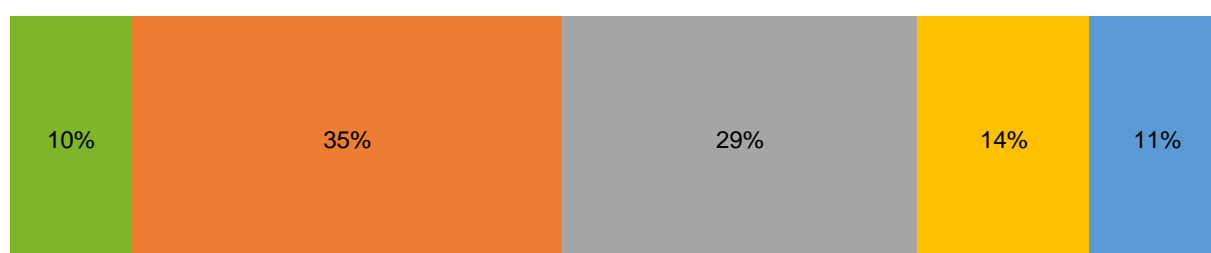
## 4. Integrated health and social care

Respondents to the survey were asked if they, or someone they care for, have accessed both health and social care services in the past 12 months, and if so whether they agreed that the services were co-ordinated and worked well together. 62% of the sample had not access them in the last 12 months.

Of the 379 respondents in the sample able to take a view, 45% strongly or tended to agree that the services are joined up, 25% strongly or tend to disagree.

Those aged 65 or over were more likely to agree (56%) while those aged 45 to 64 were more likely than others to disagree (33%).

**Figure 4.1: If you, or someone you care for, has accessed both health AND social care services in the past 12 months, do you agree or disagree that these services are co-ordinated and work well together?? (Q21, n = 379)**



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

## 5. Mental health

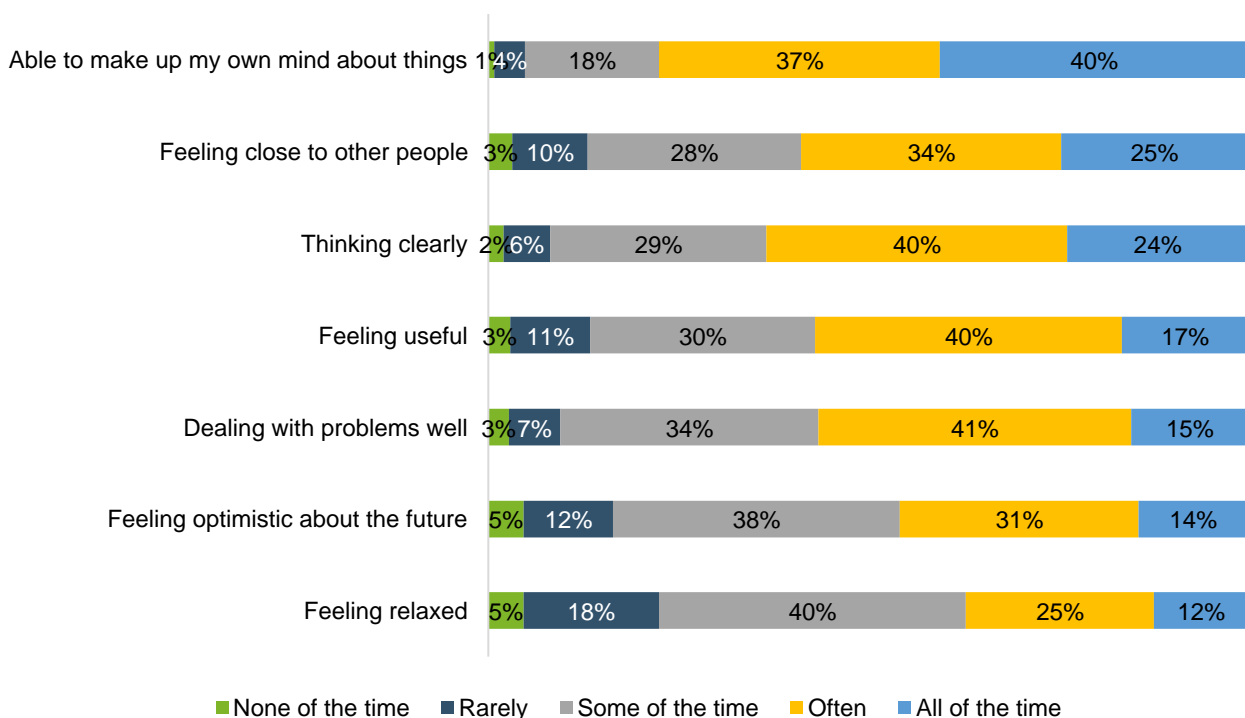
Respondents were asked a range of questions about their mental health and the related services they access.

Firstly, they were asked to respond to a range of statements which make up the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS). This was developed to enable the measuring of mental wellbeing in the general population. It uses 7 statements about thoughts and feelings with 5 response categories from 'none of the time' to 'all of the time'.

It is scored by first summing the score for each of the 7 items and then transforming the total score to a metric score using a conversion table. Scores range from 7 to 35 with a higher score indicating higher positive mental wellbeing.

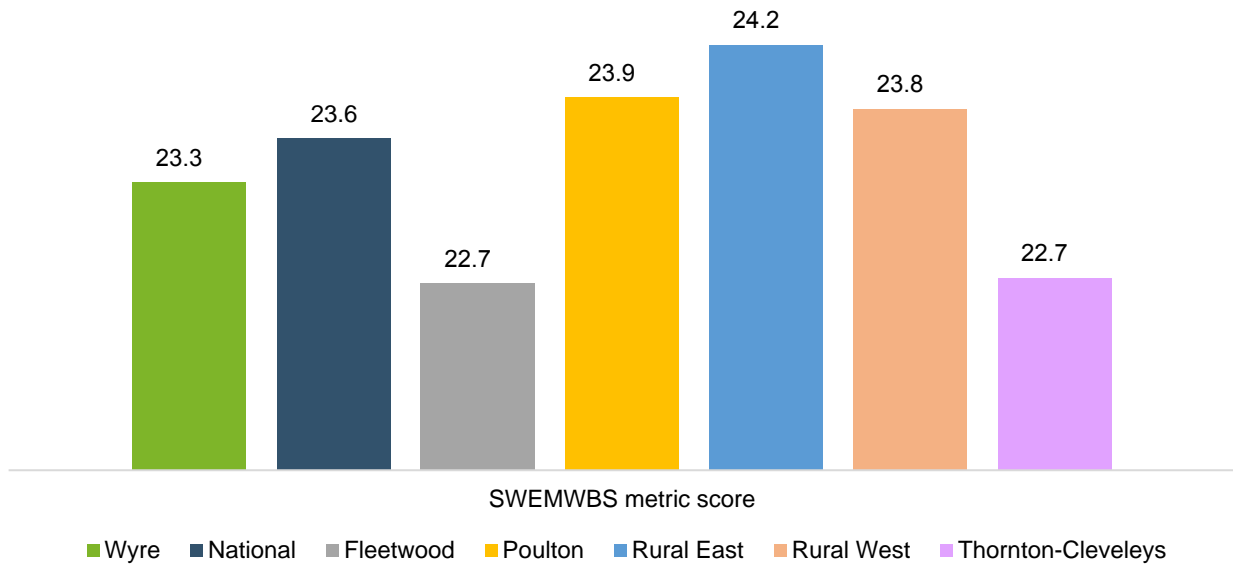
Nearly a quarter (23%) of respondents indicated that over the last 2 weeks they had never or rarely felt relaxed.

**Figure 5.1: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 924 to 998)**



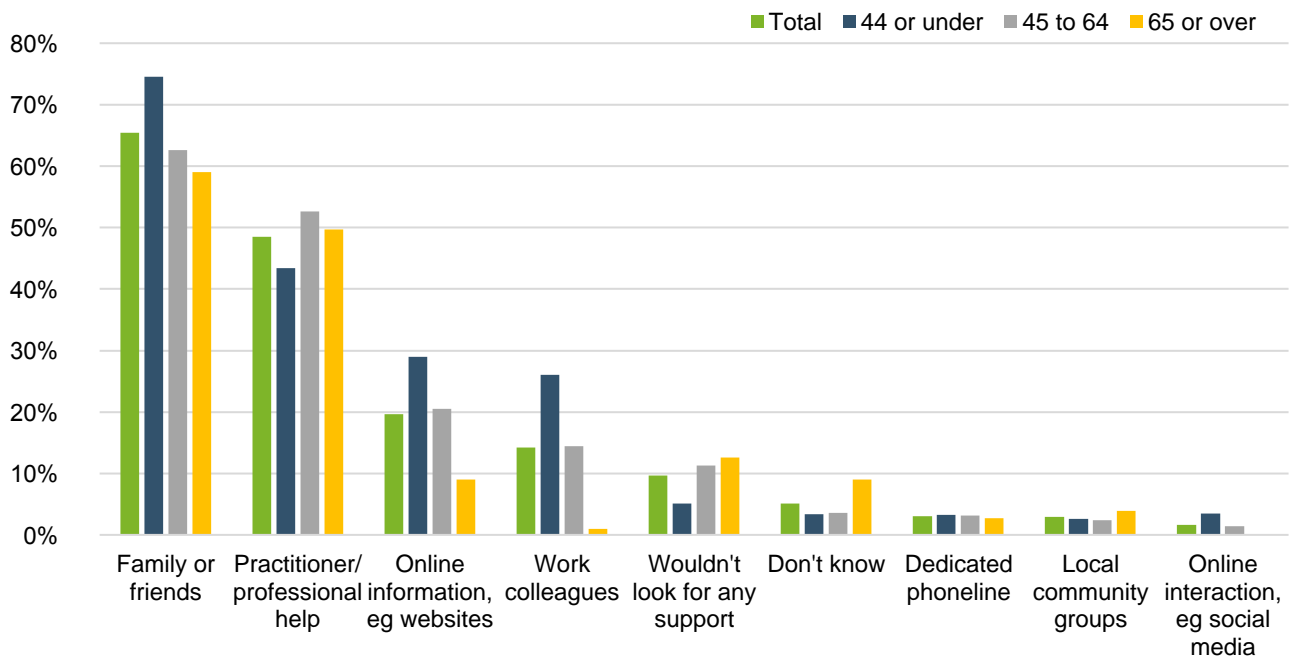
The metric WEMWBS score for Wyre is 23.3 (from a range between 7 and 35). This is slightly below the national score of 23.6. There is some variation by where in the borough residents live. The score is lowest in Fleetwood and Thornton-Cleveleys and highest in Rural East.

**Figure 5.2: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 875, SWEMWBS metric scores)**



If respondents needed help and support with their mental health they are most likely to go to family or friends, particularly those aged 44 or under.

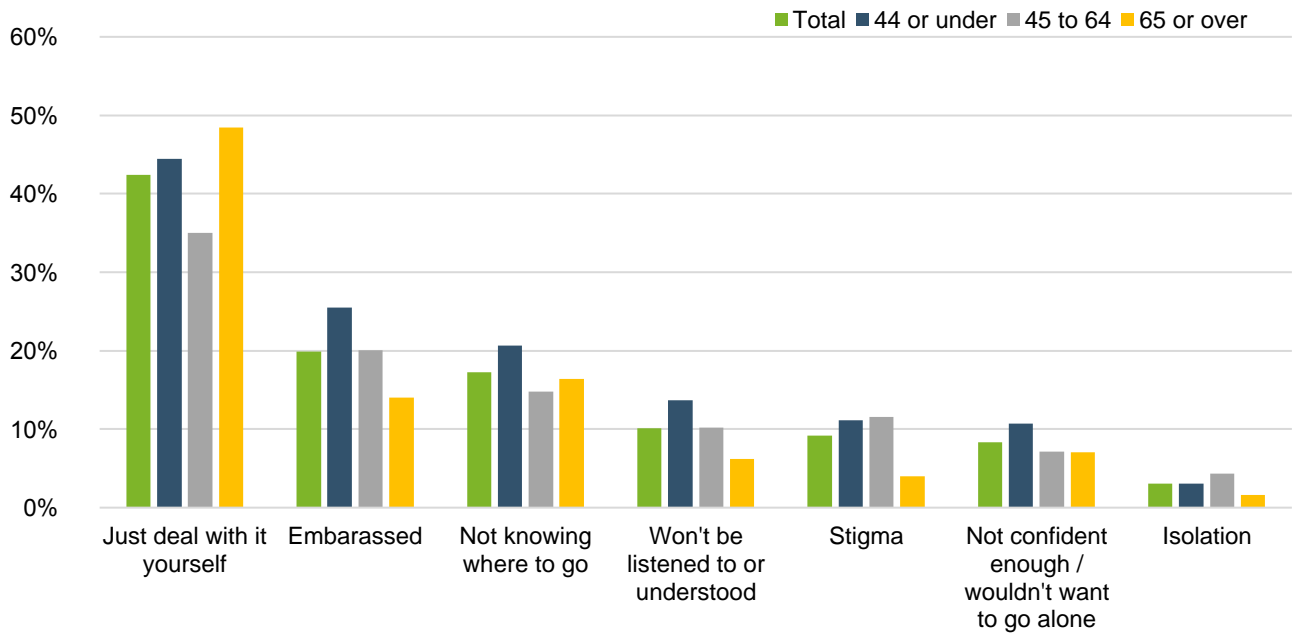
**Figure 5.3: If you needed help and support with your mental health and wellbeing, where might you go? (Q23, n = 1121, by age)**



The biggest reason respondents gave for not seeking help would be that they would 'just deal with it' themselves, particularly those aged 65 or over.

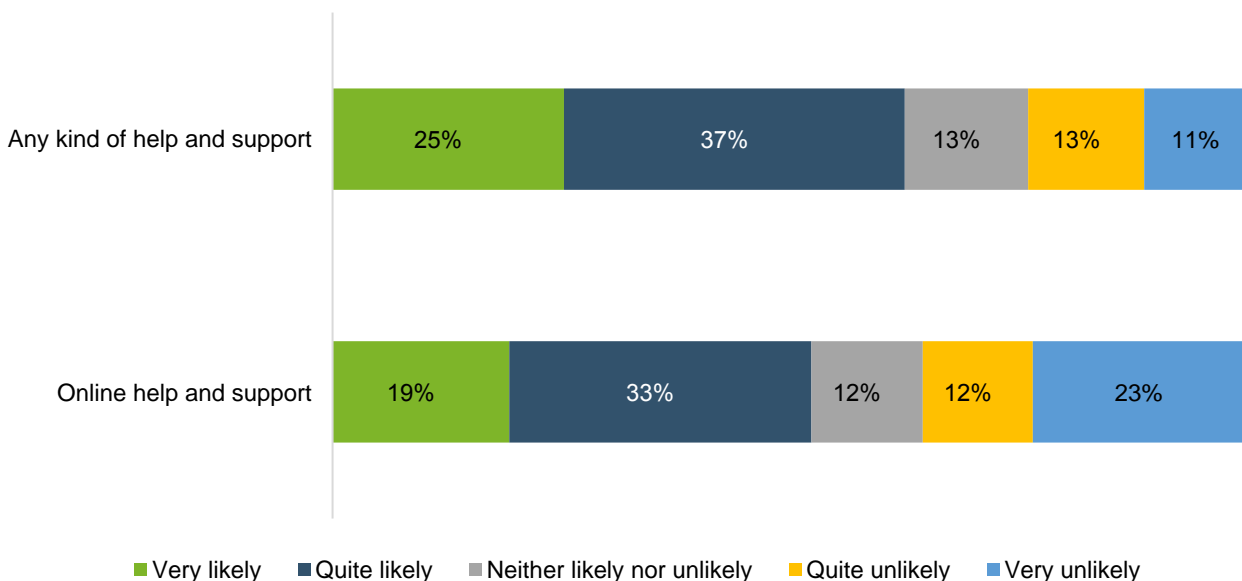
Being embarrassed and not knowing where to go were other reasons given that would stop people from seeking help.

**Figure 5.4: If you needed help and support with your mental health and wellbeing, what would stop you from seeking help? (Q24, n = 1121, by age)**



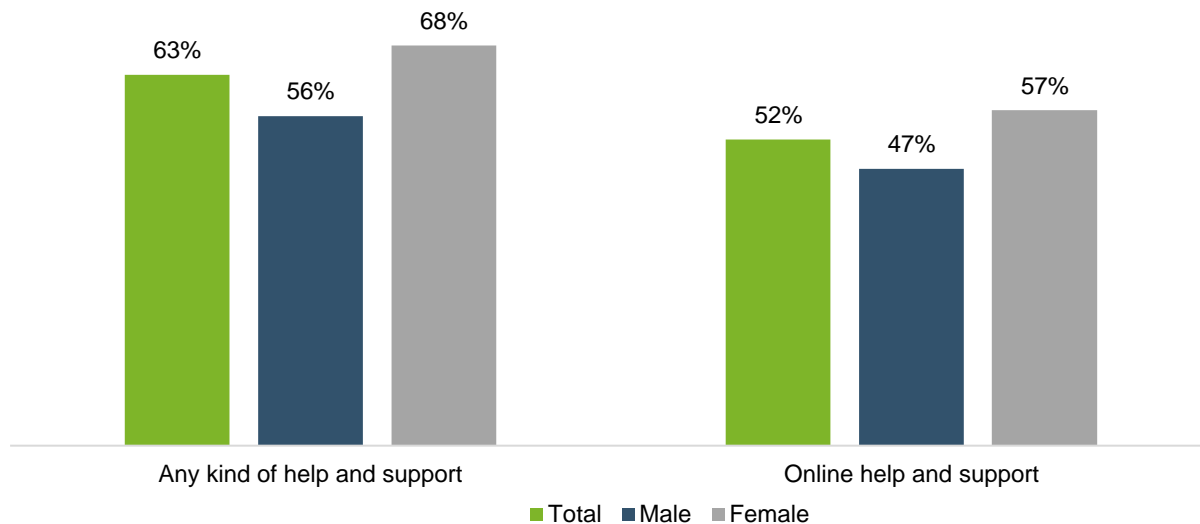
62% of respondents suggested it is very likely or quite likely that they would seek any kind of help and support for mental health if they needed it, compared to 52% who would seek online help and support.

**Figure 5.5: If you needed mental health help and support, how likely is it that you would seek...? (Q25, n = 708 to 1,005)**



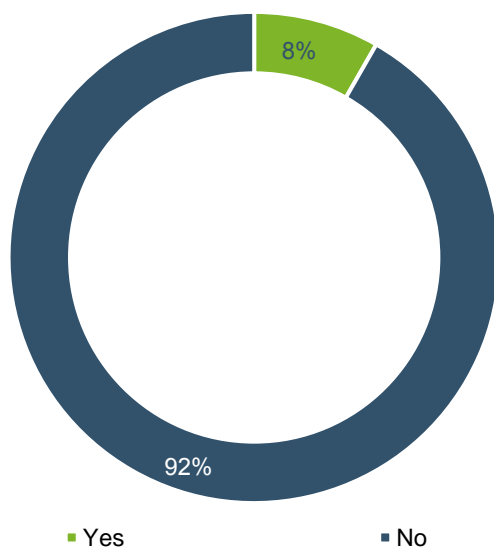
Female respondents appear more likely to seek mental health help and support if they feel they need it. 68% are very or quite likely to seek any kind of help compared to 56% of males.

**Figure 5.6: If you needed mental health help and support, how likely is it that you would seek...? (Q25, n = 708 to 1,005, % very or quite likely, by gender)**



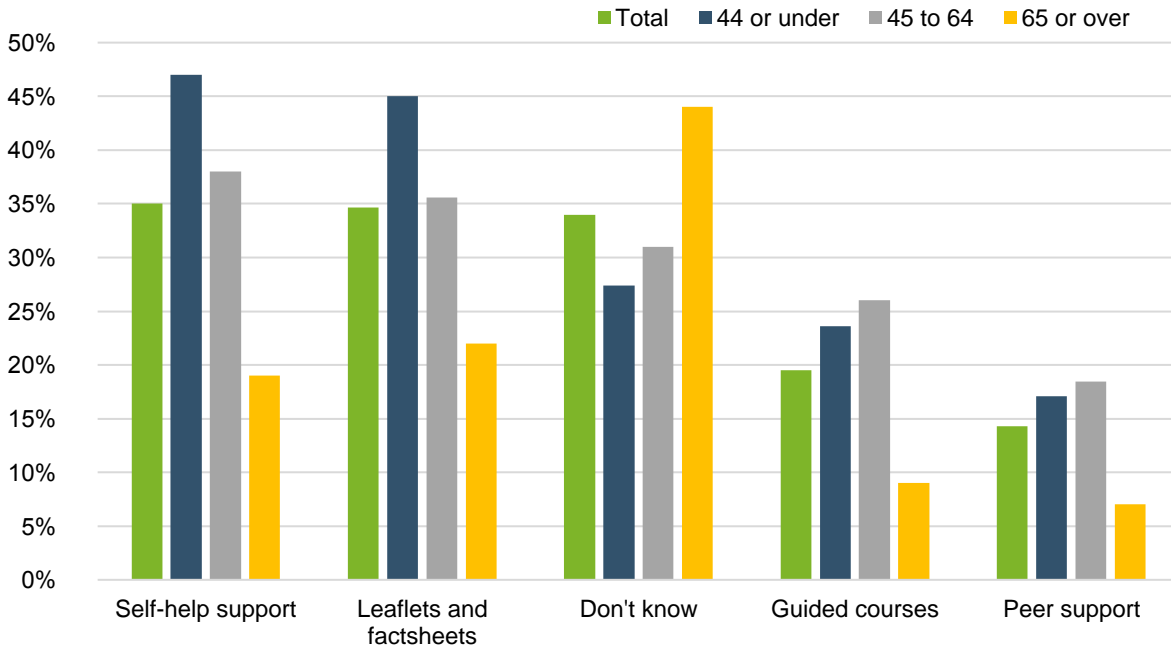
Just 8% of respondents indicated that they have ever used online information or support for mental health. The main examples given were general online searches, such as Google and specific services including Big White Wall, NHS, Mind and the Samaritans.

**Figure 5.7: Have you ever used online information or support for mental health? (Q26, n = 1048)**



The main types of support people would expect from an online resource are self-help support and leaflets and factsheets, particularly residents aged 44 or under. Around a third did not know what they expect, higher amongst those aged 65 or over.

**Figure 5.8: What types of support would you expect from an online resource? (Q27, n = 1121)**



10% of respondents are aware of the Big White Wall, with 2% having used it. Similarly, 9% are aware of and/ or have used the FYi Directory.

**Figure 5.9: What would best describe your awareness and use of the Big White Wall and FYi directory? (Q28, n = 960 to 1014)**

