



Age Friendly Banbury Consultation 2018

Report of Results and Analysis

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Executive Summary

For this survey, we received a total of 313 surveys returned. Of these 129 were paper copies, and 184 were completed online. 313 responses is a healthy number of responses which can be used to highlight patterns and trends around Age Friendly themes, and inform the Age Friendly Banbury project. Due to the nature of the survey however, it is difficult to set formal margins of error - for more information about data uncertainty and how this affects smaller subsets, please see the 'Note on uncertainty' section of this report.

Summary of key responses and themes:

Community Outdoor Spaces

Pavement condition appears to be a concern among respondents, with 61% of respondents giving a negative score when asked about "Even pavements". 27% gave a positive score when asked about feeling safe in public spaces.

Transportation

This section highlighted particular concerns from respondents with public transport and connections. A majority of respondents (57%) gave public transport a negative score, with 67% of respondents giving a negative score to connections to local towns and village.

Community Support and Health Services

The majority of respondents felt negatively about 'Enough initiatives to promote healthy living' (41%). Only 10% felt positively about 'Support for older people living with long-term health conditions' and 23% felt positively about 'Access to good hospital services'.

Civic Participation and Employment

Only 24% of respondents felt positively about 'Ability if desired for older people to remain in work 65 plus'. 53% gave a positive score for 'Opportunities for volunteering'.

Communication and Employment

Compared to the responses within the rest of the survey, many of the responses to questions throughout this theme were neutral (a middle score of 3) suggesting that perhaps people did not feel informed enough to answer either positively or negatively. For instance 36% felt neutrally about 'Communication of what is happening locally'.

Interestingly 39% of respondents felt negatively about 'Easy accessible information for voluntary services', which contrasts with the highly positive scores given to the earlier question 'Opportunities for volunteering'.

Use of technology

The majority of respondents (87%) stated they knew how to use a computer/laptop/tablet. The same proportion of respondents also stated that they owned one of these devices.

Loneliness and support in the community

Female respondents were statistically more likely than males to feel lonely, with males more likely to feel that they are not respected within their communities.

Introduction

The Age Friendly Banbury Consultation was a paper and online survey commissioned by the Age Friendly Banbury project team, to support the evidence base for a bid for World Health Organisation (WHO) recognition as an age friendly town. It aimed to ask residents questions reflected in the WHO guidance to inform a baseline assessment of Banbury's present age friendliness.

For most questions, a numerical Likert-type response scale was employed, asking people to rate topics from 1 (poor) to 5 (excellent). We have assumed 3 to be a neutral mid-point.

Survey design, methodology, collation, and processing of results has been led by Cherwell District Council, with support from partners in circulating questionnaires around communities, either at centres or dedicated events. The analysis within this report has been performed by Cherwell and South Northamptonshire Council's Insight Team. Cross-tab aggregation and statistical tests were completed on the dataset extracted from SurveyMonkey using the R analysis package.

The data used within this report was extracted from Survey Monkey on 30 August 2018 following the closure of the online survey and the inputting of 129 paper surveys. There were 313 responses overall.

Method

A copy of the survey (paper version) is attached to this report as Appendix 1. The survey was made available in paper and online (SurveyMonkey) format. In both formats the questions and response options were the same. All paper copies were provided along with freepost instructions to encourage returns.

A link to the online survey was included in Cherwell Link magazine which is distributed to all Households in the Cherwell district. The survey was also advertised in the Banbury Guardian and on social media.

Purposive sampling of traditionally under-represented groups (e.g. elderly and disabled) was undertaken by Age Friendly Banbury partners, by placing surveys at local community centres, the Cornhill Older People's Centre, Citizens Advice and the Town Hall and at community events, and by supporting people to complete forms. As well as this, Age UK Oxfordshire and Cherwell District Council organised an Age Friendly Banbury pop-up event in a Castle Quay shopfront on 27 July 2018; this survey was actively promoted at the event and many hard copy versions of the survey were completed as a result. The locality social work team also distributed surveys to clients on home visits.

No weighting has been applied to these results.

Where residents have selected "Don't know/Not applicable" in response to a question, they have not been included in the analysis of results.

Rounding

All figures in this report have been rounded to the nearest integer, so when adding up subsets it may not add up to an expected total, such as 100%.

Note on uncertainty

This survey was completed by respondents on an opt-in basis, and as such was not designed around a pre-defined sample frame (commonly known as a random or probability survey). As a result it is not appropriate to define a formal level of confidence (margin of error) in the data reported. However, 313 completed surveys is a healthy number of responses and it can be reasonably assumed that this will provide a robust evidence base to highlight issues and trends around current themes, and inform the Age Friendly Banbury project. However, care should be given when looking at sub-sets of responses, for instance when looking at a particular gender or age group where there may be substantially fewer responses. In these instances the level of confidence we can have about making inferential assumptions about the wider population of Banbury drops accordingly, and reported differences may not be statistically significant. That being said, looking at the information provided by subsets can provide valuable relative and comparative data, and may highlight trends or areas for further investigation.

Response Demographics

Location of respondents

Of the 313 responses, 296 supplied a valid postcode. The vast majority of responses (195) came from the OX16 area, with 50 responses coming from the OX15 area. 15 came from the wider area (within Cherwell) and the remaining 36 came from further away, from Brackley, Southam, Daventry, Witney, Oxford and Abingdon (and two notable outliers apparently placing respondents in Weston super-mare and Maidstone, although this could be down to user input error). For this report we have assumed that all those completing the surveys are users of Banbury town in some form, so their responses have not been omitted.

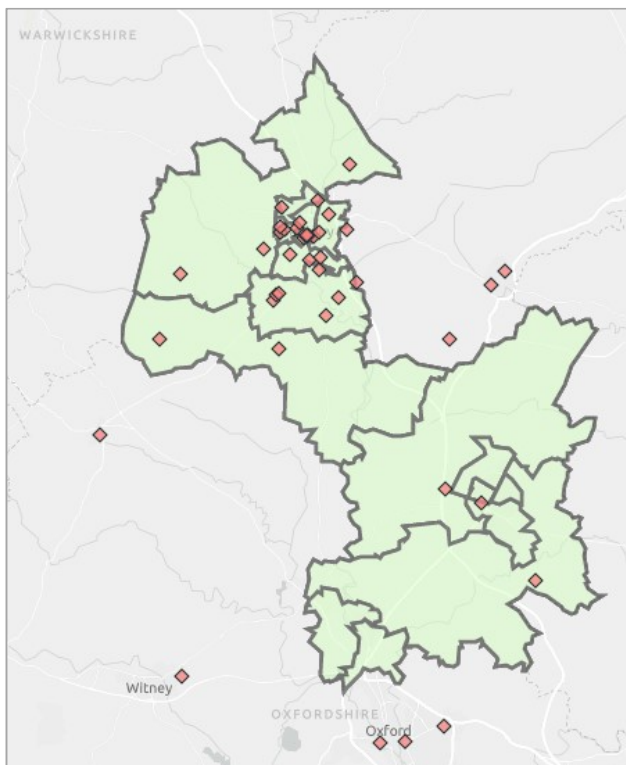


Figure 1 - Map of responses around the Cherwell area. Each red dot indicates a postcode area (or in some cases a postcode district). Each dot may have more than one respondent.

Spatial analysis has not been conducted within this report as the number of responses at any given small area geography (for instance electoral ward or super output area) contain response frequencies too low to form a reliable base for assumptions and comparisons.

Demographic profile of responses

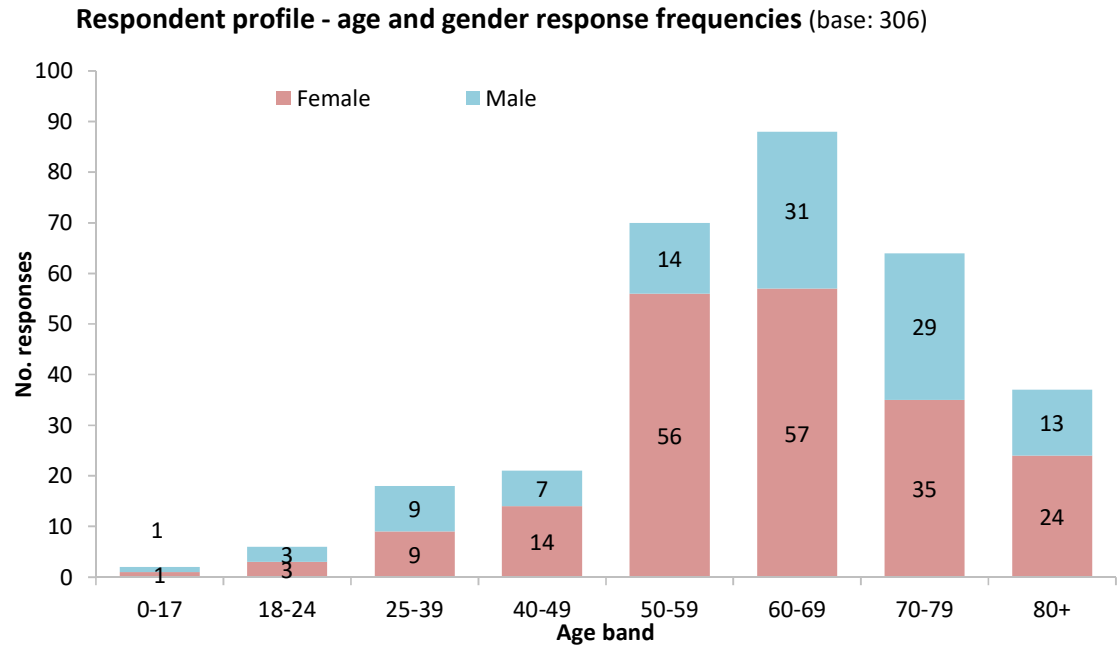


Figure 2 - Above bar charts shows the number of responses received from each age band (horizontal axis) and gender (see legend).

306 respondents provided age and gender information. Due to the nature of the survey it is as expected that the majority of the responses (85%) came from the 50+ category. Women were more likely to respond to the survey than men with a ratio of almost three to one, making up 65% of respondents. It should be noted that this response rate characteristic is a typical trend in consultations previously undertaken by Cherwell District Council.

Online and postal responses

129 (41%) surveys were returned by post or completed at events - these were manually inputted into a digital format. The remaining 184 responses were completed online via a Survey Monkey questionnaire. Standard checks were completed against co-ordinated responses which may aim to artificially bias the analysis of responses. This was done by checking IP addresses and abnormal patterns of responses – no evidence of this were found. Please see appendix 2 for an example copy of the questionnaire.

Summary of Results

Position

This section of the report briefly summarises responses to each of the 40 individual questions asked within the questionnaire, covering the five main Age Friendly themes:

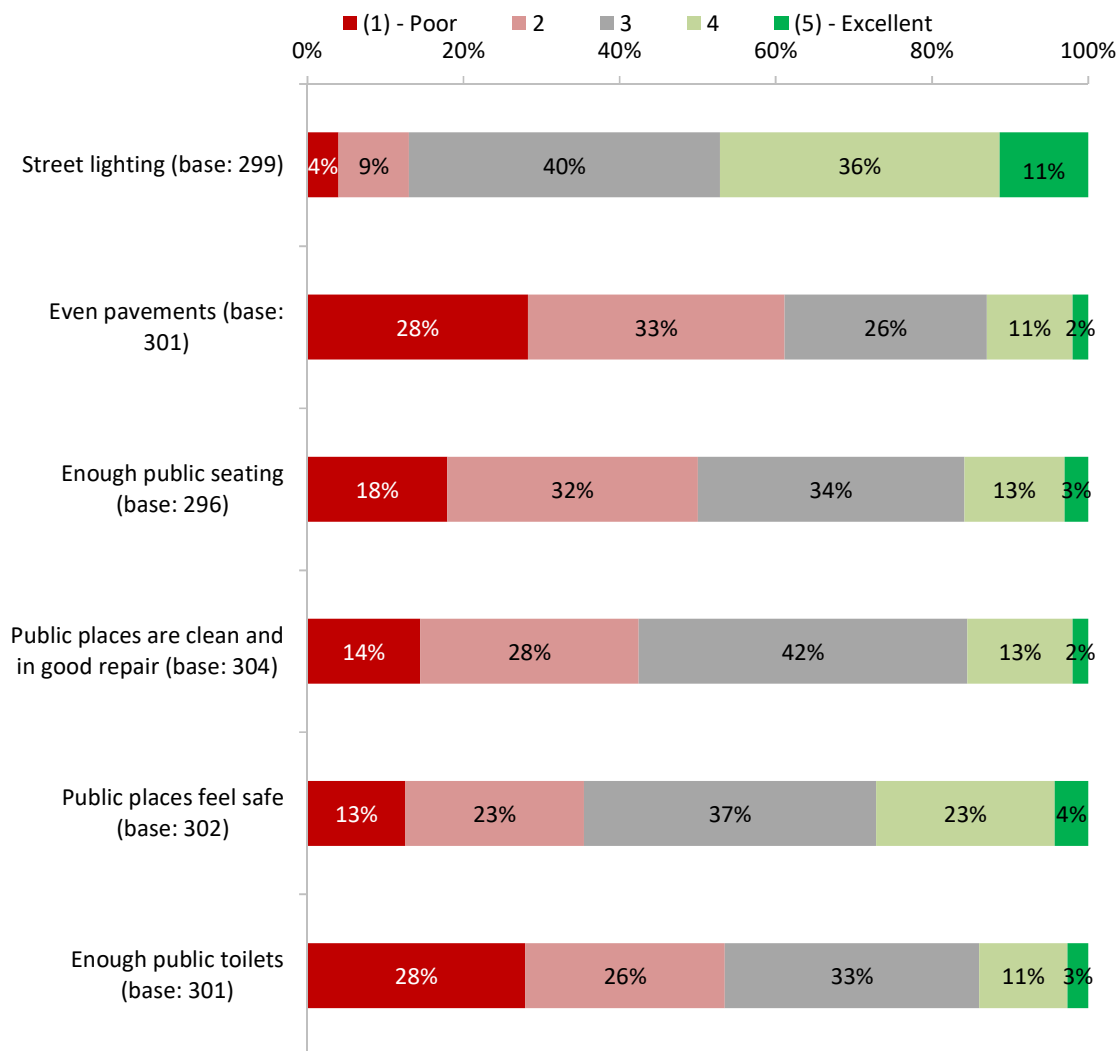
1. Community and Outdoor Spaces and Public Buildings

2. Transportation
3. Community Support and Health Services
4. Civic Participation and Employment
5. Communication and Information

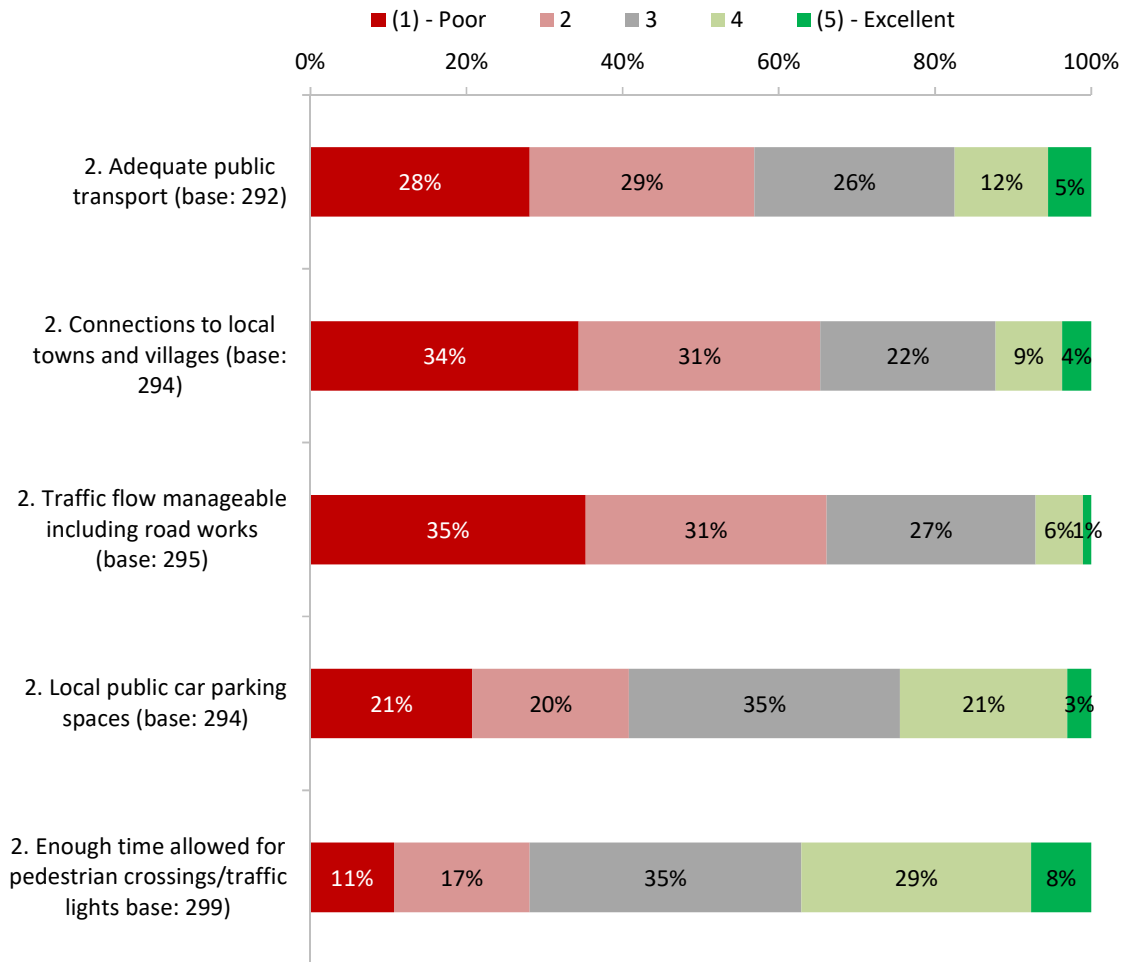
The graphs are designed to give a high level overview, and the complementary cross-tab report (Appendix 1) provides further details about how different gender and age bands responded to each question.

Each question was statistically tested for significant differences between gender responses, determined by chi-square frequency tests at a significance level (p-value) of 0.05. In almost all cases no statistically significant differences were found however, so it is likely that differences in response rates are within the boundaries of natural variance or error. Where there are differences this has been stated within the analysis.

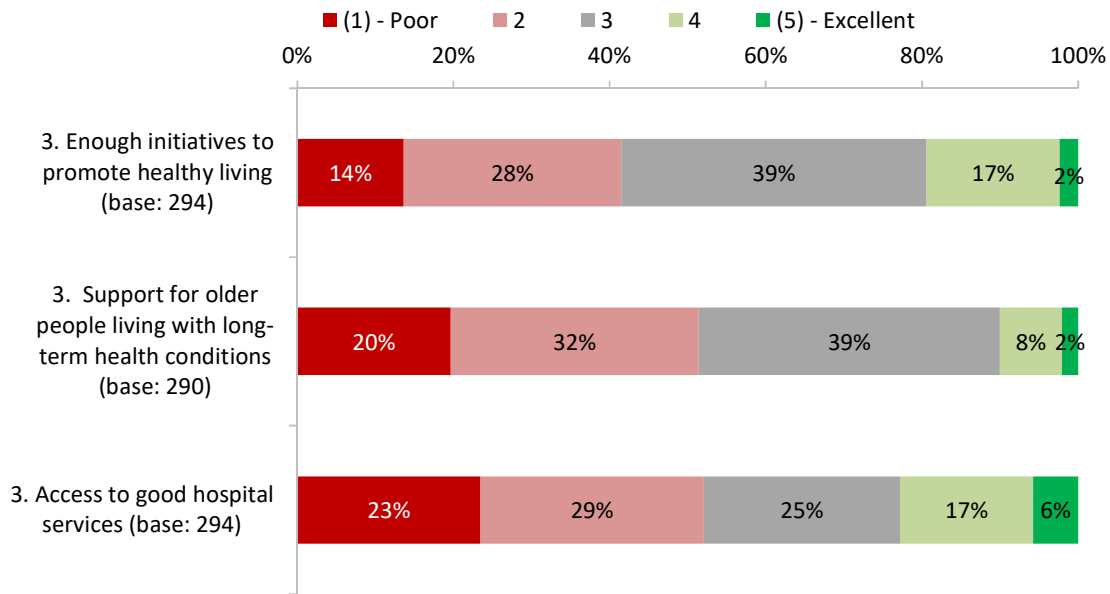
1. Community Outdoor Spaces and Public Buildings: Please rate the following on a scale of 1 to 5



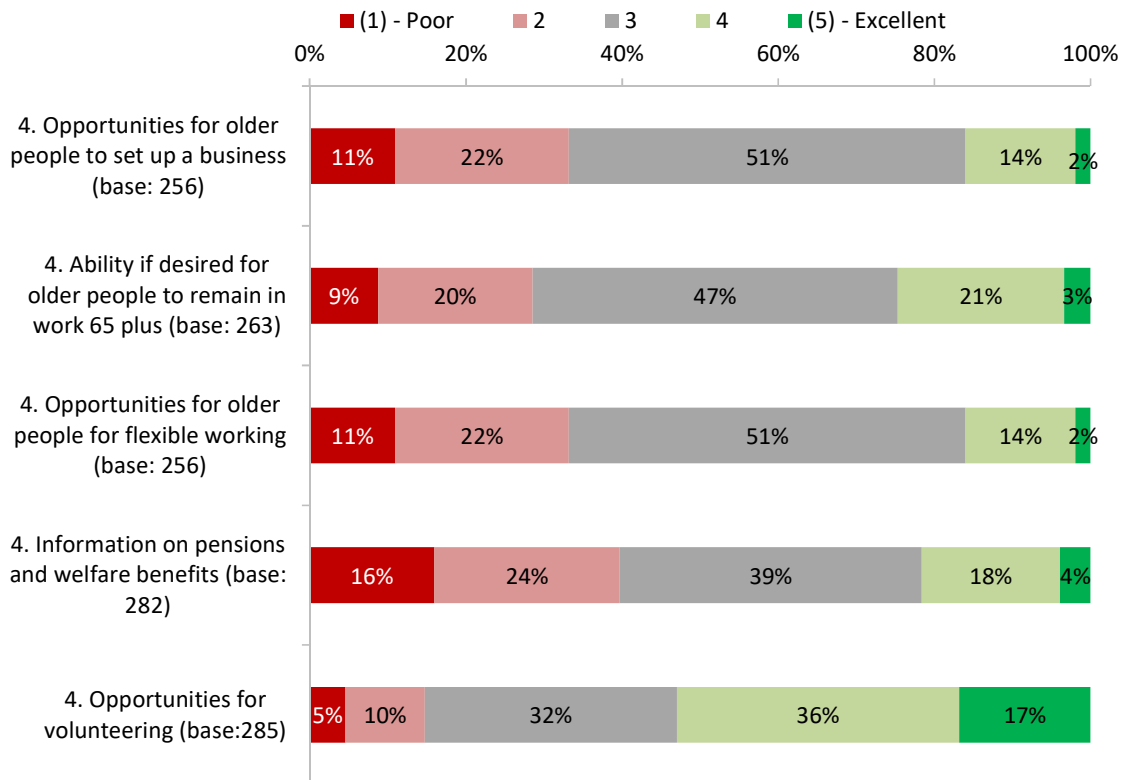
2. Transportation: Please rate the following on a scale of 1 to 5



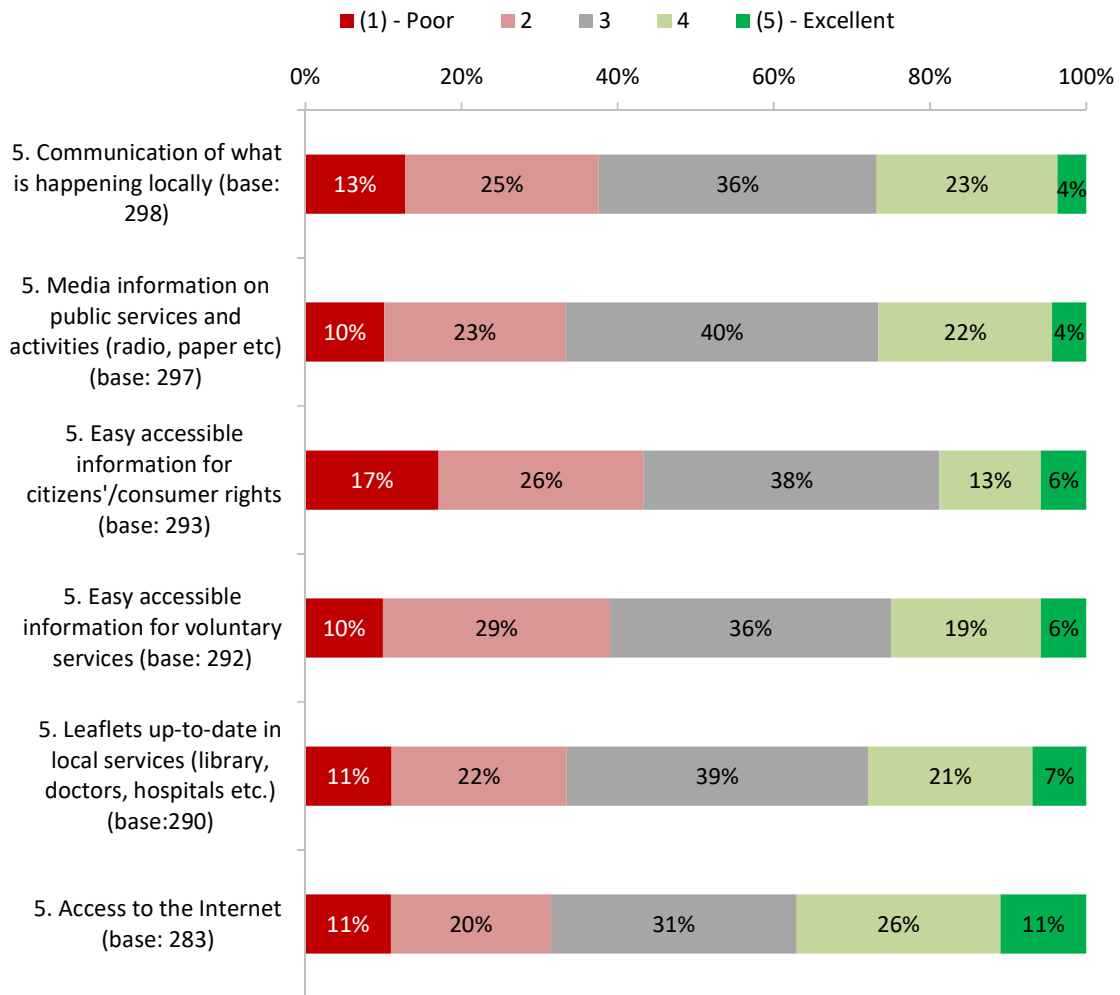
3. Community Support and Health Services: Please rate the following on a scale of 1 to 5



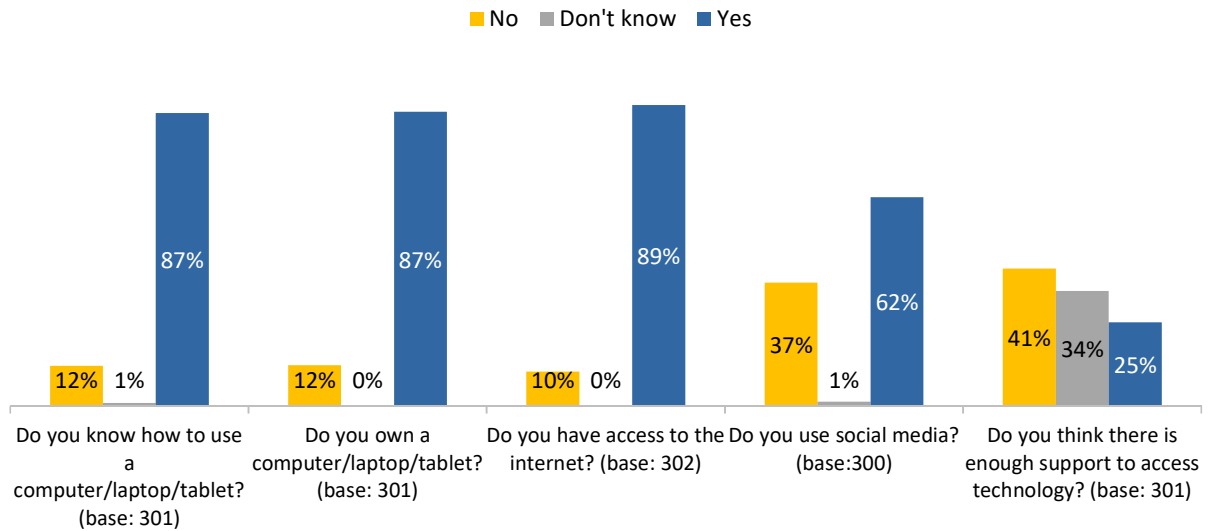
4. Civic Participation and Employment: Please rate the following on a scale of 1 to 5



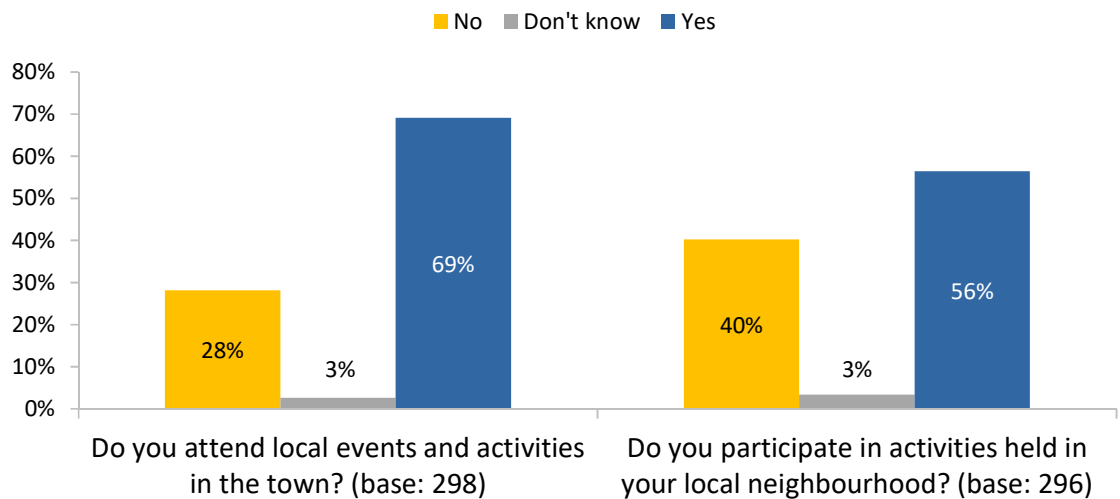
5. Communication and Information: Please rate the following on a scale of 1 to 5



Use of technology

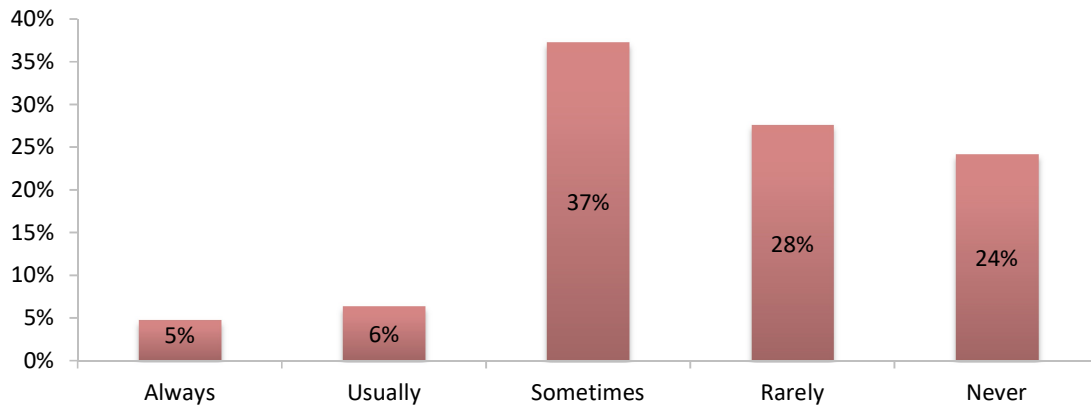


Participation in local area and events



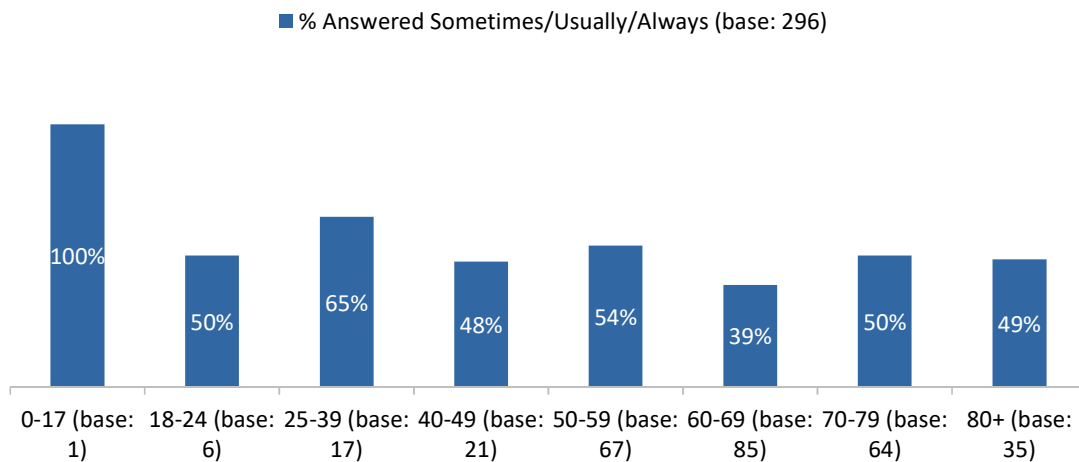
Loneliness

Would you say that you ever feel lonely? (base: 298)



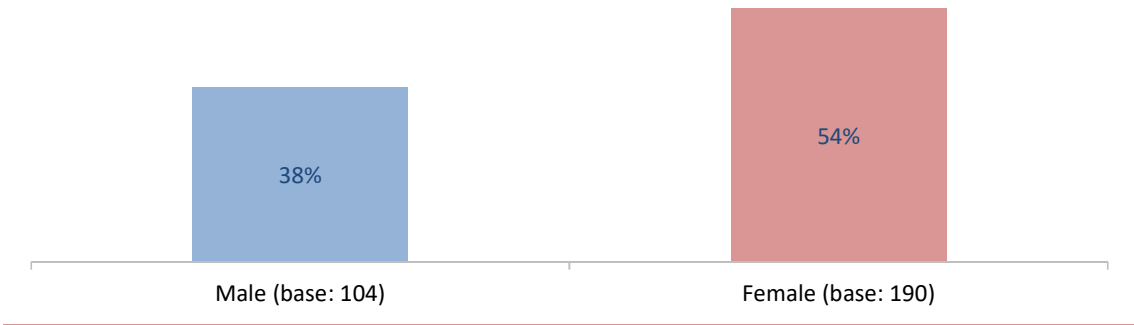
Of the 298 respondents, only 11% (33 people) responded that they either “Always” or “Usually” felt lonely. The majority (37% - 111 people) responded “Sometimes”. To show the distribution of these responses across the age bands, the following bar chart displays their aggregated responses (of those who responded “Sometimes”, “Usually” or “Always”. The responses are given as a percentage of total respondents in that age group who answered the question (see “base”).

Would you say that you ever feel lonely? - Age split



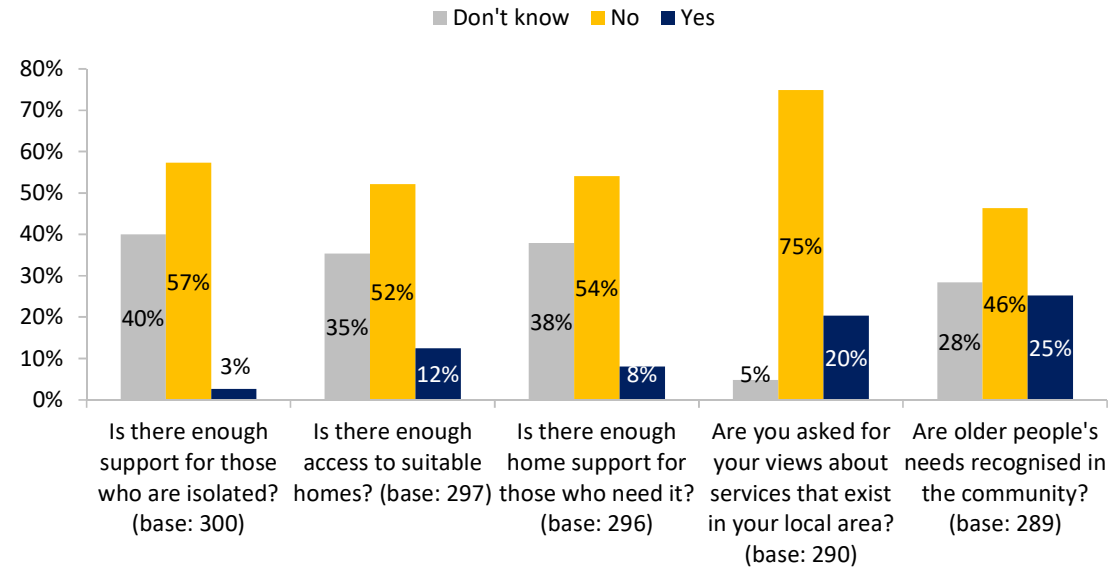
The responses appear to be relatively evenly distributed throughout the age group. Please note that although the 0-17 age group responded as 100% this is based on just one response so cannot be considered significant.

Would you say that you ever feel lonely? - Gender split

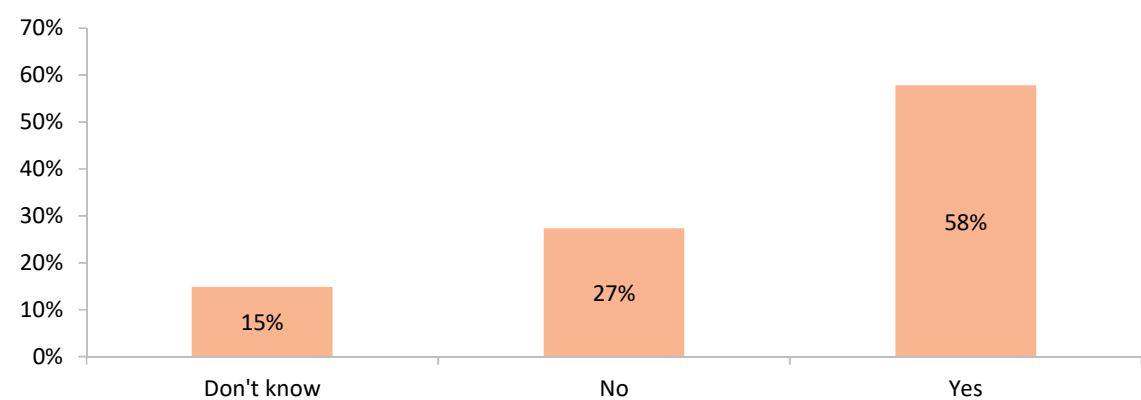


Females were more likely to respond to this question as “Sometimes/Usually/Always”. Unfortunately it is not possible to see how this gender split is distributed across the age groups as data at this level is not robust enough for direct comparison.

Support in the local community

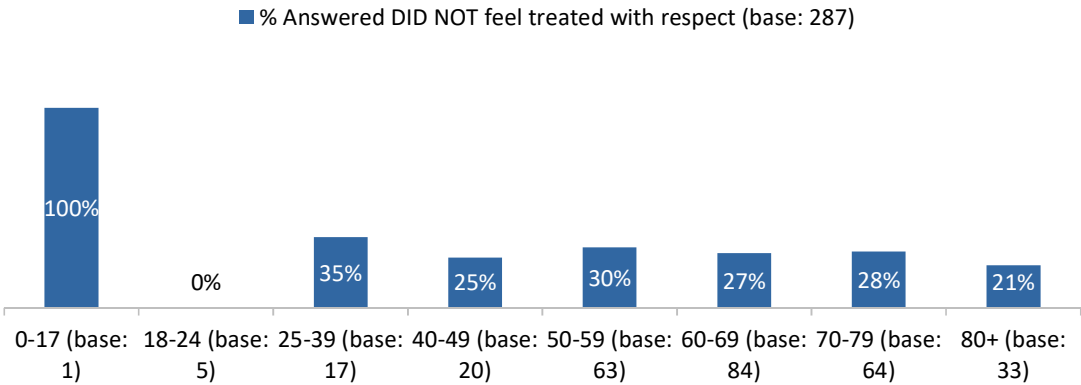


Do you feel like you are treated with respect in your local community? (base: 289)



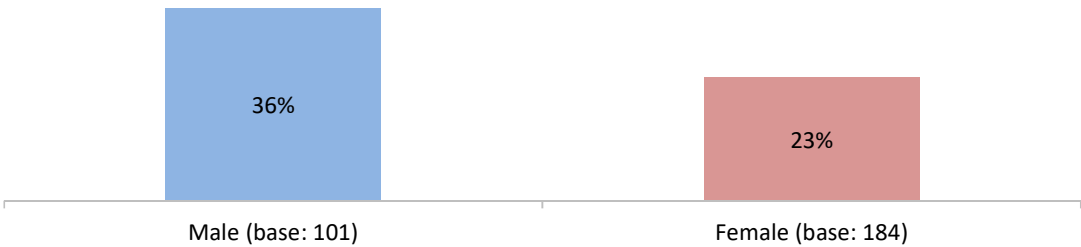
Do you feel like you are treated with respect in your local community? – Age split

Below is a bar chart of the age bands that **DID NOT** feel treated with respect in their local community:



As with the previous question, the results for this question are spread with relatively little variance throughout the age groups. The split between genders however shows that males are more likely to feel not treated with respect in their local community:

Do you feel like you are treated with respect in your local community? – Gender split



Appendices

Appendix 1 – Age Friendly Banbury - Cross-tab Consultation Report 2018 – Available separately

Appendix 2 – Printed copy of Age Friendly Banbury 2018 survey

Age Friendly Banbury is an exciting new joint initiative to make Banbury a great place to grow older. There are already some great groups and opportunities for older people in Banbury, but for some older people poor transport, unsuitable housing, fear of crime, lack of community cohesion, limited care and support, and difficulty finding or getting to social activities can get in the way of enjoying their later years. These are wide ranging issues which require a wider ranging response.

Before we go any further, we need to know what you think are the main things that will help make Banbury a great place to grow old. **Please tell us what you think** by completing our confidential survey. The closing date is 27th July 2018.

1. What is your gender?

- ☐ Male
☐ Female
☐ Prefer not to say

2. Which age band are you in?

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 0-17 | <input type="checkbox"/> 50-59 |
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 60-69 |
| <input type="checkbox"/> 25-39 | <input type="checkbox"/> 70-79 |
| <input type="checkbox"/> 40-49 | <input type="checkbox"/> 80+ |

3. Please state the first part of your postcode e.g. OX15 6

4. Community Outdoor Spaces and Public Buildings. Please rate on a scale of 1 to 5. (Where 1 is poor and 5 is excellent).

	1	2	3	4	5
Street Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Even pavements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enough public seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public places are clean and in good repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public places feel safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enough public places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Transportation. Please rate on a scale of 1 to 5. (Where 1 is poor and 5 is excellent).

	1	2	3	4	5
Adequate public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connections to local towns and villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic flow manageable including road works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local public car parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enough time allowed for pedestrian crossings/traffic lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Community Support and Health Services. Please rate on a scale of 1 to 5. (Where 1 is poor and 5 is excellent).

	1	2	3	4	5
Enough initiatives to promote healthy living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for older people living with long-term health conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to good hospital services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Civic Participation and Employment. Please rate on a scale of 1 to 5. (Where 1 is poor and 5 is excellent).

	1	2	3	4	5
Opportunities for older people to set up a business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability if desired for older people to remain in work 65 plus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for older people for flexible working	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on pensions and welfare benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for volunteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Communication and information. Please rate on a scale of 1 to 5. (Where 1 is poor and 5 is excellent).

	1	2	3	4	5
Communication of what is happening locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media information on public services and activities (radio, paper etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy accessible information for citizens'/consumer rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy accessible information for voluntary services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflets up to date in local services (library, doctors, hospitals etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Communication and Information

9. Do you know how to use a computer/laptop/tablet?

- ☐ Yes
- ☐ No
- ☐ Don't know

10. Do you own a computer/laptop/tablet?

- ☐ Yes
- ☐ No
- ☐ Don't know

11. Do you have access to the internet?

- ☐ Yes
- ☐ No
- ☐ Don't know

12. Do you use social media?

- ☐ Yes
- ☐ No
- ☐ Don't know

13. Do you think there is enough support to access technology?

- ☐ Yes
- ☐ No
- ☐ Don't know

Social Participation

14. Do you attend local events and activities in the town?

- ☐ Yes
- ☐ No
- ☐ Don't know

15. Do you participate in activities held in your local neighbourhood?

- ☐ Yes
- ☐ No
- ☐ Don't know

16. Would you say that you ever feel lonely?

- | | |
|------------------------------------|---------------------------------|
| <input type="checkbox"/> Always | <input type="checkbox"/> Rarely |
| <input type="checkbox"/> Usually | <input type="checkbox"/> Never |
| <input type="checkbox"/> Sometimes | |

17. Is there enough support for those who are isolated?

- ☐ Yes
- ☐ No
- ☐ Don't know

Housing

18. Is there enough access to suitable homes?

- ☐ Yes
- ☐ No
- ☐ Don't know

19. Is there enough home support for those who need it?

- ☐ Yes
- ☐ No
- ☐ Don't know

Respect and Social Inclusion

20. Are you asked for your views about services that exist in your local area?

- ☐ Yes
- ☐ No
- ☐ Don't know

21. Are older people's needs recognised in the community?

- ☐ Yes
- ☐ No
- ☐ Don't know

22. Do you feel like you are treated with respect in your local community?

- ☐ Yes
- ☐ No
- ☐ Don't know

What is the main thing that you think would help make Banbury age friendly?

Thank you for taking the time to complete this questionnaire. Please return in an envelope addressed to:

FREEPOST Age Friendly Banbury

You do not need to use a stamp.

Look out for news about Age Friendly Banbury in the Banbury Guardian and Cherwell Link. If you would like to get more involved in Age Friendly Banbury, please contact admin@ageukoxfordshire.org.uk There will be more opportunities to give your views in discussion groups later in the year.