NORTH YORKSHIRE COUNCIL

Let's Talk... Local

Let's Talk Local: Survey Findings

Foreword

We launched Let's Talk North Yorkshire in autumn 2022 to undertake the biggest ever countywide conversation to understand how you feel about your local areas and what your priorities are.

We wanted to use this information to build on the work previously done by the eight separate councils operating across North Yorkshire and to inform the new North Yorkshire Council's decisions, policies and services going forward.

We are the geographically largest council in the country, with a mix of rural, urban and coastal communities, all of which will have common challenges but also competing and differing needs. Therefore, a strong community voice is essential. Let's Talk North Yorkshire is one way of empowering that voice and is a clear commitment to listening to you and our communities.

I want to thank everyone who took the time to give us your views by attending one of the 214 engagement events held across the county or by completing one of our online or paper surveys.

We had nearly 3,900 responses to Let's Talk Local (and nearly 2,700 for Let's Talk Money) from people (of all ages) who live or work across all areas of North Yorkshire.

The results show nearly three-quarters (73%) of you are happy or satisfied with your local area as a place to live and provide valuable information on what you like most about your local area and what you would like to see improved.

You told us that the key issues facing communities across North Yorkshire include a lack of public transport, traffic, parking, cost of living impacts, difficulties in accessing GPs and NHS dentists, a lack of affordable and appropriate housing, and concerns about the environment. These are significant and very complex issues which will require collective action by many partners and agencies over a period of time, alongside realistic funding for a large rural county.

While there are common issues facing many areas, the report also highlights the different needs of different communities and groups of people.

This report is only able to summarise some of the key results. We have received detailed comments on, and examples of, the issues you face and your suggestions for improvement that will help us when making decisions, developing new policies and strategies, and delivering services.

When we launched Let's Talk, we were clear this was the start of our conversation with you and some of the information you have shared with us highlights the importance of further engagement to better understand some of the issues to be able to take action. We have recently asked for your views via Let's Talk Climate Change and will be launching Let's Talk Transport this spring to build on what you have told us and identify policy priorities, as part of development of the Local Transport Plan.

As I have said, many of the issues raised cannot be addressed by us as a council by ourselves, but by having a thorough understanding we can collaborate with partners and work with the county's MPs to lobby central government for the funds and powers to tackle problems and deliver solutions. One example of this is the way the council is working with public and voluntary sector partners to provide a wide variety of support schemes to help those struggling with the cost-of-living crisis in North Yorkshire. More details on these actions and links for other support information can be found on the new council's website at www.northyorks.gov.uk/cost-living-support

We have a vision to build on North Yorkshire's natural assets, strong local economy and resilient communities, to improve the way local services are delivered and support a good quality of life for all. In order to do deliver that vision, we need to engage with our residents and businesses.

This is just the start of the conversation and I hope that you will continue to share your views with us. In return we are committed to listening and to doing everything we can to advocate for North Yorkshire and deliver the best possible opportunities for people and communities here.

Cllr Carl Les

Leader, North Yorkshire Council

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Let’s Talk Local

1.0 Key findings

Overall
• A total of 3,874 valid responses were received to the Let’s Talk Local survey, including paper surveys and surveys submitted via one of the 214 engagement events organised across North Yorkshire. The number of responses means we can be confident that the survey results reflect the views of people in North Yorkshire.
• Responses were received from people who live and work within all districts across North Yorkshire, although people from Harrogate and Craven are over represented and those from Scarborough and Selby are under represented in the responses.
• Older people are also over represented and younger people under represented in the responses, despite our attempts to encourage more young people to take part.
• The responses and comments highlight the key issues facing communities across North Yorkshire include the lack of public transport, traffic, parking, difficulties in accessing GPs and NHS dentists, lack of affordable and appropriate housing, and concerns about the environment.
• While there are common issues facing many areas and groups of people, our analysis also highlights the different needs of different communities.

Satisfaction levels

- Nearly three-quarters (73%) of responses are happy or satisfied with their local area as a place to live.
- People in Craven, Ryedale, Hambleton and Richmondshire are more likely to be satisfied with their local area and their satisfaction scores are above the national figure of 76% and Yorkshire and the Humber score of 74% in the Community Life Survey 2021/22. The score for Harrogate is below the national figure but in line with the score for Yorkshire and the Humber. People in Selby and Scarborough are less likely to be satisfied and their scores are below these figures.

What people like most and the improvements they would like to see

- The things that people like most about their local areas are that they are friendly and safe (68% of responses) and clean and tidy (48%) and provide places to meet (34%), have play parks and sports facilities (33%), have a range of activities and things to do (33%), and have a range of shops (33%). Fast broadband and public transport are least likely to be mentioned in terms of what people like about their local area.
- Public transport is the most common improvement people would like to see to their local area with 53% of responses, followed by addressing the cost of living (32%), improving health (32%) and dealing with anti-social behaviour (30%).

Council priorities

- People were asked what the new council should prioritise over the next three years and the areas or themes most commonly ranked in the top three priorities in the Let’s Talk Local survey are: value for money (ranked as a top three priority in 43% of responses), health and wellbeing (42%), cost of living crisis (37%), public transport (35%), and climate change (34%).
- Value for money, climate change, cost of living crisis, and health and wellbeing are also ranked as the highest priorities in the Let’s Talk Money survey, but education and childcare are also included in this list, in place of public transport.

Impact of the cost of living crisis

- When asked about how much the cost of living crisis has impacted them on a scale of 1 to 5, with 1 representing 'not at all' to 5 'a lot', the most common response rated the impact as '3'; and 16% of responses rated the impact as '5'.
- The most common actions taken in response to the cost of living crisis are to use less heating, shop around, reduce spending on leisure, take fewer journeys and use savings.
- These results are consistent with the findings of the regular Opinions and Lifestyle Surveys conducted by the Office for National Statistics.

Community networks

- Nearly-two thirds of responses (65%) agree with the proposed community networks in their area, while 35% disagree.
- While a majority of people are in favour of the proposed networks across all areas, people responding from Scarborough, Craven, Hambleton and Harrogate are more likely to agree with their proposed local community networks and responses from Selby and Richmondshire are less likely to agree with them.
- The most common reason for agreeing is that the proposed networks are logical and make sense both geographically and in size terms. However, the most popular reason for disagreeing is also concern about the size and geography of some networks.

Using the data to inform decision making

- This report is only able to summarise the key findings from the Let's Talk Local engagement survey and events. Many of the responses we received contain detailed comments on a range of local issues and specific examples. All of these comments have been read and reviewed by council staff working on this project, and the comments have been given a theme to help to see patterns and trends in the responses. This report highlights some of these patterns and trends, and provides some examples of the comments made.
- The detailed insights and specific examples available in the comments are being made available[1] to those working on the development of community networks, the council budget and plans, future strategies and services, and future engagement activities. For example, the comments made in relation to climate change and public transport have been shared with the team responsible for the development of the consultation exercises on these topics.

1 All comments were reviewed and any content that may identify individuals was removed before comments were shared.

2.0 Introduction, background, and methodology

2.1 Introduction

Our ambition for Let's Talk North Yorkshire is for it to be our biggest ever countywide conversation, to help understand how the public are feeling, and use that intelligence to inform decision making and the council's policy development process.

Three engagement exercises fell under the Let's Talk banner – Local, Money and Devolution.

Let's Talk Local was launched on 26 September 2022 and closed on 23 December 2022. This was early engagement to help in the development of community networks. It focused on understanding people's priorities for their local areas and testing the geography of potential community networks. The survey also included questions on council priorities and the impact of the cost of living crisis.

Let's Talk Money followed[2] and included questions about council budgets and council tax, as well as the same questions on people's priorities and the cost of living crisis. People who had already completed Let's Talk Local and had answered these questions did not need to complete them again.

Both surveys were hosted on 'Commonplace', our digital engagement platform. The work was supported by a marketing campaign using owned, earned and paid-for print, digital, broadcast and social media channels, directing people to the platform. It was also promoted at engagement events, and people had the opportunity to attend and have their say at one of 214 events that took place across North Yorkshire.

2.2 Background

Context

The concept of local people, partners and communities coming together in community networks to identify and deliver against local priorities was set out in the business case for the new council. This recognised the need to build on the strengths of our communities and places and be tailored to the specific needs of individual communities. Let's Talk Local was the first conversation with local residents about community networks and the issues that they may need to consider.

The surveys took place against a backdrop of significant economic challenge for the UK and global economy, with the war in Ukraine contributing to a surge in energy prices, driving high inflation and causing central banks to raise interest rates to get inflation under control.

2 Launched on 31 October 2022 and closed on 23 December 2022. Let's Talk Devolution is reported on separately https://www.northyorks.gov.uk/your-council/devolution

The surveys were designed to respond to the cost of living crisis and to take a “temperature check” of people’s views on these key issues. Many of the people involved in the 2,000 or so conversations that took place at events were worried about the impact of cost of living increases.

The launch of the Let’s Talk Local survey was delayed due to the death of Her Majesty Queen Elizabeth II, and the engagement conversations were also conducted during a time of national political and financial uncertainty (including the Queen’s funeral, the Government’s emergency Growth Plan mini-budget and subsequent fiscal statement setting out plans to control government borrowing, and the resignation of Liz Truss and appointment of Rishi Sunak as Prime Minister). There were also industrial disputes affecting key services.

Staff asked people attending the engagement events if they were aware of the creation of the new council. Nearly three-quarters of people (71%) were aware. Concerns about the creation of the new council were expressed. There was a general concern about losing “localness” and that the change to a bigger authority would result in areas being "lost/forgotten" together with local knowledge and local support and contacts. This concern was heightened in more rural locations. The staff were able to provide reassurance that there would still be customer access points and staff in local areas, and the services they used would continue in the new authority.

The conversations were also influenced by local issues affecting individual councils and the services they provide. Some people said that they were pleased to have the opportunity to talk and would like to have further opportunities to do so, while other people were disinterested and reluctant to engage at all.

2.3 Report of survey findings

Overall, 3,784 valid responses to the Let’s Talk Local survey were received, and this report presents the results of these Let’s Talk Local survey responses (including the questions repeated across both surveys).

The responses include 897 surveys completed in-person at one of these engagement sessions or via an easy read, alternative format or paper survey questionnaire returned using a pre-paid envelope and inputted manually.[3]

As usual with self-completion questionnaires, some participants did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence. Such ‘missing data’ is excluded from the results unless otherwise stated. All charts indicate the number of responses received for each question.

3 There were 80 surveys where the respondent opted to keep their answers private from the public and declined to have them published on Commonplace.

The survey results are reported as whole numbers for percentages. As a result of this 'rounding' process there may be occasions when the figures do not add up to 100.

Free text response questions were coded to look for patterns and themes in the responses.

2.4 Reliability of the results

The number of responses received as part of the Let's Talk Local survey indicates we can be confident that the survey results provide reliable estimates of the views of the North Yorkshire population as a whole. As with any estimates they include a degree of uncertainty. We have calculated confidence intervals to provide a measure for this uncertainty.

The 95% confidence intervals for overall survey results are generally calculated to be within +/- 2%, and this indicates a high level of certainty in the results.[4]

While the sample of responses in the survey is broadly representative of the population in North Yorkshire in many respects, the over-representation of people from some sub-groups such as districts and age groups may have an impact on the survey results if people from these groups have different views on issues. This report highlights where groups have very different views. Demographic group information was not provided by many people taking part in the survey, and this also limits the ability to determine how truly representative the sample of responses is.

We acknowledge that there is likely to be some survey error in the results, due to the over-representation of certain sub-groups in the sample. Although the survey is not truly representative, we always assume that there will be some sampling error and/ or response bias in every survey, and this does not invalidate the survey findings.

The results of the survey also appear to be consistent with a number of surveys undertaken by, or for, the Office for National Statistics (ONS), including the Community Life Survey and Opinions and Lifestyle Survey.

4 See note on survey methodology at the end of the report.

3.0 Summary of main findings

"Where we spend our time has an important effect on our lives and our wellbeing. Understanding what is good about a place now, and what could be better, can help us make good decisions and allow us to target resources where they are needed most"[5].

3.1 Satisfaction with local area

Overall 73% of people responding are happy or satisfied with their local area as a place to live:

- 31% are happy and 42% are satisfied
- 18% are neutral
- 6% are dissatisfied and 3% are unhappy

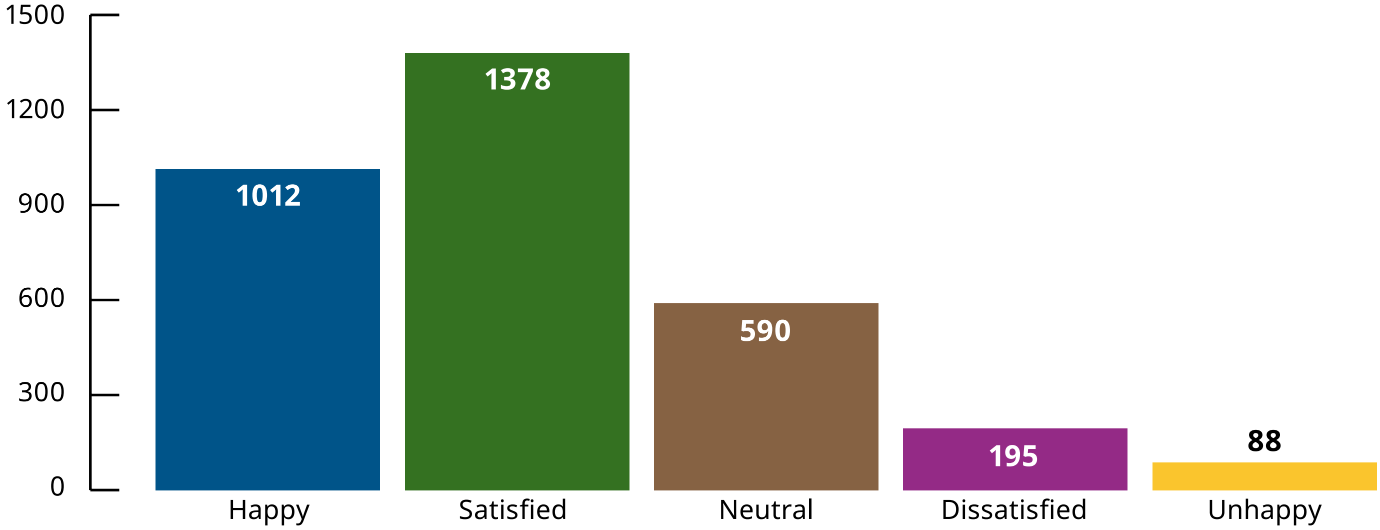
The 2021/22 Community Life Survey, conducted for the Office for National Statistics (ONS), found 76% of respondents are very satisfied (30%) or fairly satisfied (47%) with their local area as a place to live in England. The combined satisfaction result is 74% for Yorkshire and the Humber[6].

The 9% of responses dissatisfied or unhappy with their local area in North Yorkshire compares to the Community Life Survey figure of 8% (fairly or very dissatisfied), and the neutral response figure of 18% compares to 15% neither satisfied nor dissatisfied in the ONS survey for England.

Chart 1: Satisfaction with local area

The chart below show the numbers of responses for each level of satisfaction.

How satisfied are you with your local area as a place to live? (n=3263)



5 The Place Standard Tool https://placestandard.scot/guide/quick

6 The result for Yorkshire and the Humber is based on 711 respondents. Data is taken from references tables B6 and B7 https://www.gov.uk/government/statistics/community-life-survey-202122.

The chart below shows that people responding from Craven, Ryedale, Hambleton and Richmondshire are more satisfied (happy and satisfied) with their local area, while people in Scarborough and Selby are less satisfied[7].

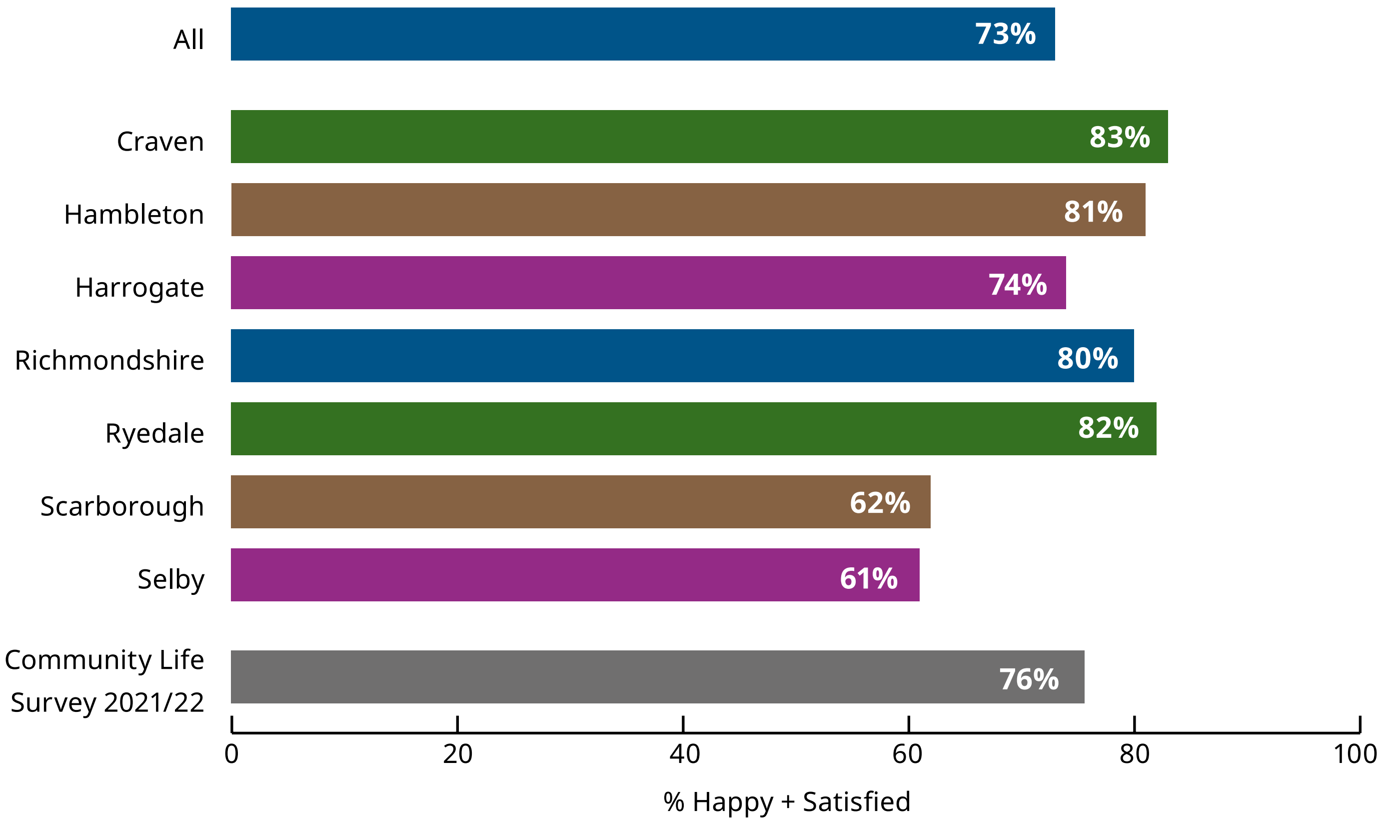
Craven, Ryedale, Hambleton and Richmondshire satisfaction levels are above the national figure of 76% and the Yorkshire and the Humber score of 74%, while Selby and Scarborough are below these figures.

In Scarborough, 17% of responses are dissatisfied or unhappy with the local area as a place to live, and this figure is 13% in Selby.

The Community Life Survey found higher very or fairly satisfied results in rural areas (85%) than urban areas (74%).

Chart 2: Satisfaction levels by district

All satisfied responses by district (n=3263)



There are also some differences in the level of satisfaction for different age groups in North Yorkshire. People aged 65 to 74 years have the lowest combined satisfied (happy and satisfied) score of 72%, and those aged 40 to 49 have a score of 73%.

7 The results for Craven, Hambleton and Ryedale are statistically significantly higher than the overall survey result of 73%, while the results for Selby and Scarborough are statistically significantly lower than the overall survey result of 73%.

People aged 75 years and over are the most likely to be satisfied, with a combined satisfaction score of 82%; 76% of people aged 30 to 39 and 50 to 64 are satisfied and 75% of those aged 16 to 29 are satisfied[8].

The Community Life Survey found a more consistent pattern of higher satisfaction levels for older age groups. The highest figures for feeling very or fairly satisfied were found for those aged 75 and over (85%) and aged 65 to 74 (81%), followed by those aged 50 to 64 (78%) and 35 to 49 (76%). The lowest satisfaction levels were found for the youngest age groups: 16 to 24 (70%) and 25 to 34 (73%).

Responses also suggest the satisfaction level is slightly higher for females rather than males in North Yorkshire. Some 76% of responses from females are satisfied (happy and satisfied), compared to a figure of 74% among males. The number of responses from people describing their gender in another way or preferring not to say is too small to analyse. The Community Life Survey also found a difference in satisfaction levels by gender (78% of females were very or fairly satisfied, compared to 75% of males).

3.2 What people like about their local area

The things that people like most about their local areas are that:

- they are friendly and safe (68% of responses)
- they are clean and tidy (48%)
- they have places to meet (34%)
- they have play parks and sports facilities (33%)
- they have a range of activities and things to do (33%); and
- they have a range of shops (33%)

Fast broadband and public transport are least likely to be mentioned in terms of what people like about their local area.

Being friendly and safe is ranked as the top thing people like in all districts within North Yorkshire, although the scores vary: 78% of people in Hambleton and Richmondshire say their area is friendly and safe, compared to 53% in Scarborough[9].

8 The combined satisfaction score of 82% for those aged 75+ is statistically significantly higher than the overall survey score of 73%.

9 Data from the Home Office shows that the North Yorkshire police force area has one of the lowest rates of recorded crime per 1,000 population in England Wales. There were a total of 58.5 recorded crimes (excluding fraud) per 1,000 people In North Yorkshire in the year to September 2022, compared to 111.1 per 1,000 people for Yorkshire and The Humber and a national figure of 92.6 per 1,000 people for England and Wales. Source: Police force area data table – year ending September 2022 Table P3 Crime in England and Wales: Police Force Area data tables - Office for National Statistics (ons.gov.uk)

Being clean and tidy is ranked in second place in all districts apart from Craven (where it is third): 55% of Hambleton and Richmondshire responses like that their area is clean and tidy, compared to 34% in Scarborough and 40% in Selby.

The table below shows the percentage of responses for what people like about their area by district, and the responses are ranked in order of popularity, with a rank of 1 being the most common and 10 the least common. The top three rankings for each district are highlighted in green. The rankings are based on the numbers of responses for each district.

Table 3: What do you like about your local area? Responses by district

Liked thing (all survey ranking: 3417 responses)	Craven (n=379)	Hambleton (n=324)	Harrogate (n=769)	Richmondshire (n=190)	Ryedale (n=241)	Scarborough (n=287)	Selby (n=245)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Friendly and safe (1)	73% (1)	78% (1)	71% (1)	78% (1)	76% (1)	53% (1)	64% (1)
Clean and tidy (2)	44% (3)	55% (2)	52% (2)	55% (2)	54% (2)	34% (2)	40% (2)
Places to meet (3)	42% (4)	35% (4=)	37% (5)	30% (4)	33% (4)	26% (4=)	27% (4)
Play parks & sports facilities (4)	41% (5=)	35% (4=)	38% (3)	29% (5)	27% (6)	22% (6)	25% (5)
Range of activities to do (5)	45% (2)	33% (6)	34% (6)	32% (3)	31% (5)	32% (3)	20% (9)
Range of shops (6)	26% (8)	47% (3)	37% (4)	25% (6=)	35% (3)	19% (8=)	30% (3)
Opportunities to be involved (7)	41% (5=)	25% (7)	20% (8=)	25% (6=)	25% (7)	19% (8=)	24% (6)
Public transport (8)	28% (7)	18% (9)	27% (7)	11% (10)	22% (9)	20% (7)	24% (7)
Other (9)	23% (9)	20% (8)	17% (10)	21% (8)	24% (8)	26% (4=)	20% (8)
Fast broadband (10)	20% (10)	15% (10)	20 % (8=)	18% (9)	15% (10)	15% (10)	16% (10)

There are some differences in responses for different age groups. The oldest age group, aged 75 and over, are the most likely to say they like the places to meet (41%), range of activities to do (36%), opportunities to be involved (31%) and they like public transport (29%) in their local areas.

The youngest age group, aged 16 to 29, are most likely to say that their local area is friendly and safe (73%), clean and tidy (61%), has a range of shops (41%), and fast broadband (26%), but they are also least likely to say there are opportunities to be involved (19%) and a range of activities to do (28%).

The table below shows a percentage breakdown of the responses about what people like about their area by age group. The top three rankings for each age group are highlighted in green (based on numbers of responses for each age group).

Table 4: What do you like about your local area? Responses by age group

Liked thing (all survey ranking: 3417 responses)	16-29 (n=80)	30-39 (n=152)	40-49 (n=291)	50-64 (n=795)	65-74 (n=723)	75+ (n=452)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Friendly and safe (1)	73% (1)	70% (1)	74% (1)	68% (1)	70% (1)	77% (1)
Clean and tidy (2)	61% (2)	52% (2)	49% (2)	48% (2)	45% (2)	54% (2)
Places to meet (3)	38% (5)	30% (4)	38% (4)	35% (4)	33% (4=)	41% (3)
Play parks & sports facilities (4)	46% (3)	48% (3)	42% (3)	32% (6)	29% (7)	33% (6)
Range of activities to do (5)	28% (6)	29% (5)	34% (5)	35% (3)	33% (3)	36% (4)
Range of shops (6)	41% (4)	24% (6=)	32% (6)	34% (5)	33% (4=)	35% (5)
Opportunities to be involved (7)	19% (9)	24% (6=)	22% (7)	25% (7)	29% (6)	31% (7)
Public transport (8)	23% (8)	21% (8)	20% (8)	19% (10)	28% (8)	29% (8)
Other (9)	14% (10)	15% (9)	15% (10)	22% (8)	21% (9)	27% (9)
Fast broadband (10)	26% (7)	14% (10)	18% (9)	19% (9)	18% (10)	19% (10)

The survey also allowed people to add free text comments on what they like about their local area, and the most common themes for these comments are[10]:

- Natural environment, including the scenery and access to green and open spaces (265 or 39% of comments)
- Identity and belonging, including community spirit and a sense of history (76 or 11%)
- Facilities and services, including local shops, markets, libraries, schools, GP surgeries and community care (61 or 9%)
- Play and recreation, including parks and public gardens, museums, theatres and leisure centres (63 or 9%)
- Housing and community, including the importance of having good neighbours and affordable housing (24 or 4%)
- Social interaction, including cultural and other community events and activities (25 or 4%)
- Public transport, including the need for more regular bus and train services to discourage car use (25 or 4%)

3.3 The improvements people would like to make to their local area

Public transport is the most common improvement people would like to see to their local area with 1,690, or 53% of, responses. This is the most common improvement sought for all districts within North Yorkshire.

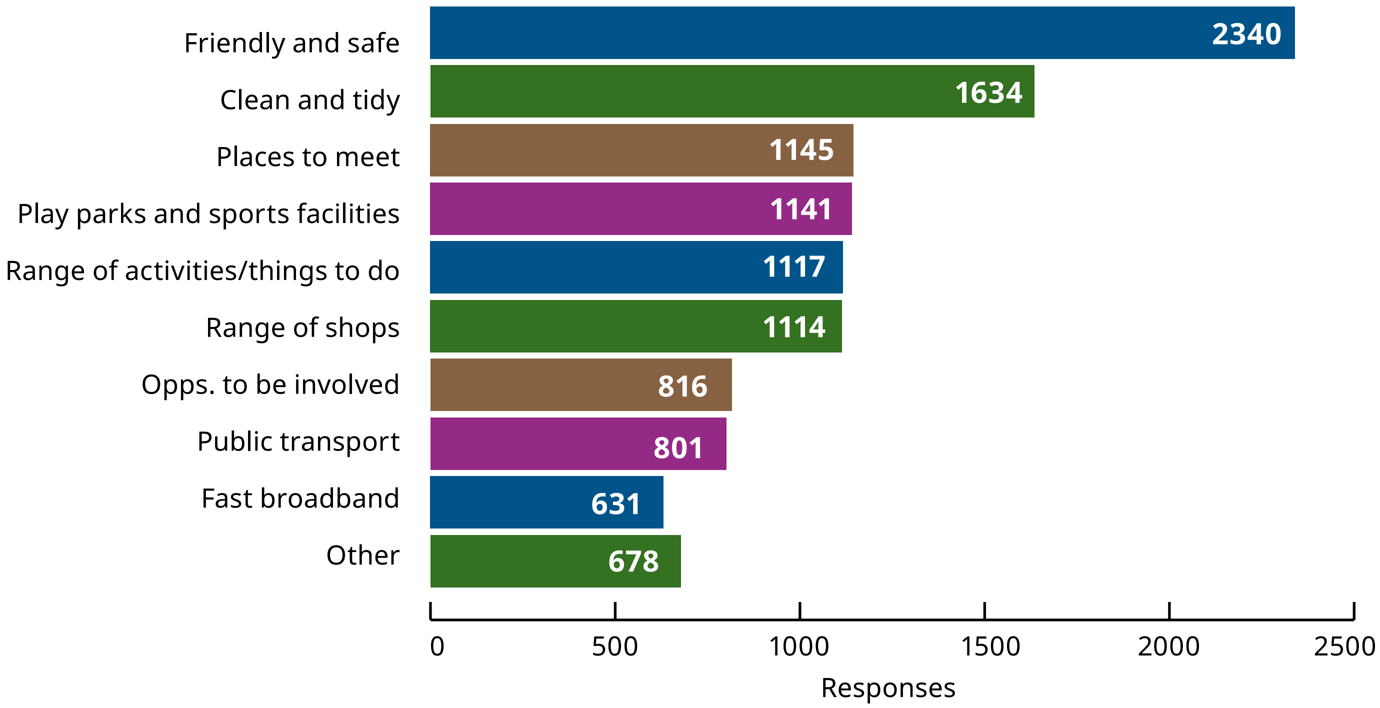
Feeling safer is mentioned in relatively few responses (13%) although this may reflect the fact that people already feel their local areas are friendly and safe. This may also be true of cleanliness which is mentioned as an improvement in 24% of responses, while 48% of responses say that their local area is clean and tidy.

The chart below shows the numbers of responses about what people like alongside the improvements they would like to make their local area.

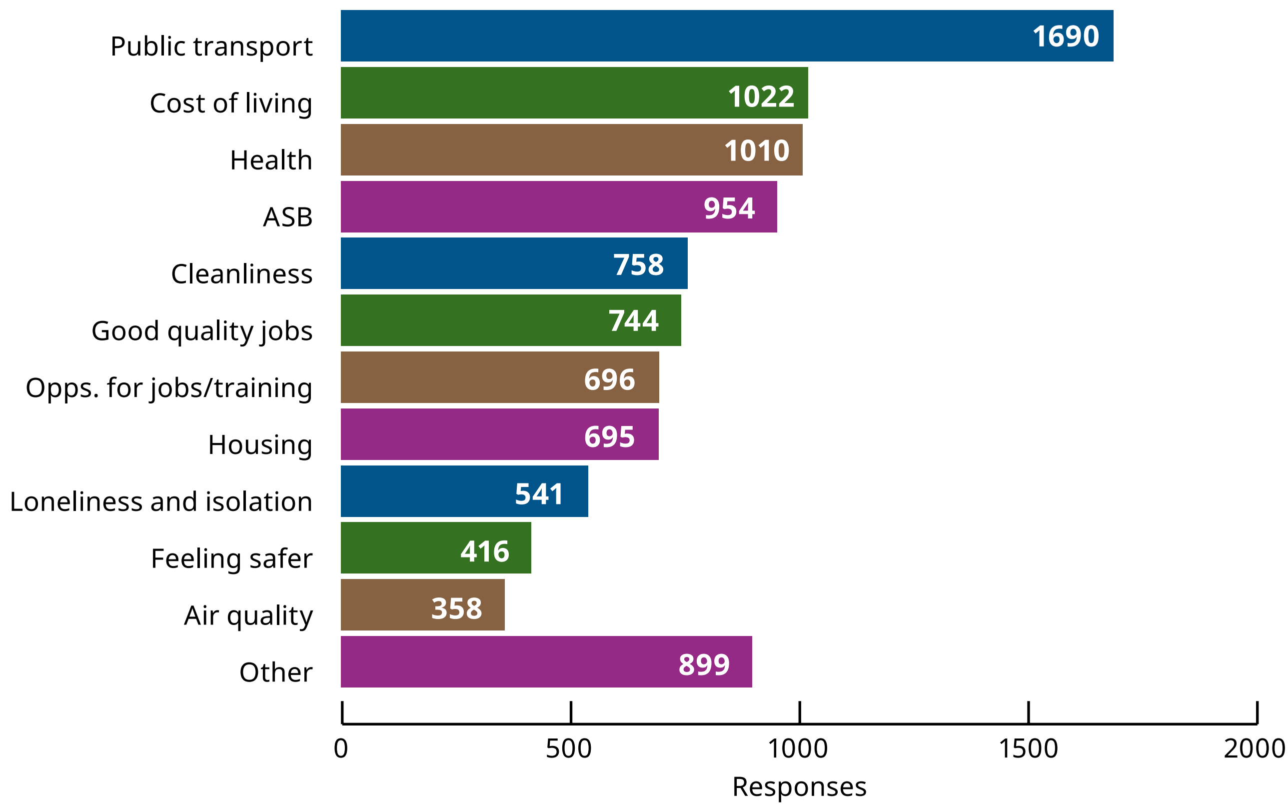
10 All free text comments were reviewed and themed by members of the survey project team. Many comments were assigned to more than one theme. Free text comments will be shared with council project teams to inform future decision making and activities.

Chart 5: What people like about their local area and what improvements they would like to see

What people like about their local area (n=3417)



Improvements people would like see to their local area (n=3179)



The table below shows a percentage breakdown of the responses about the improvements people would like to see in their area by district, and the responses are ranked in order of popularity (with a rank of 1 for the most popular to 12 for the least popular). The top three ranked improvements for each district are highlighted in red (based on the numbers of responses for each district).

Table 6: What improvements would you like to make about your local responses by district

Improvement (all survey ranking: 3417 responses)	Craven (n=350)	Hambleton (n=302)	Harrogate (n=711)	Richmondshire (n=181)	Ryedale (n=224)	Scarborough (n=284)	Selby (n=252)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Public transport (1)	57% (1)	61% (1)	50% (1)	58% (1)	49% (1)	45% (1)	63% (1)
Cost of living (2)	28% (5=)	32% (2)	32% (3)	31% (4=)	42% (2)	29% (7)	33% (2)
Health (3)	29% (4)	31% (4)	28% (5)	33% (2=)	37% (3)	35% (4)	33% (3)
ASB (4)	30% (2=)	31% (3)	34% (2)	17% (8)	22% (8)	29% (6)	31% (4)
Other (5)	30% (2=)	30% (5)	31% (4)	24% (7)	31% (4)	26% (8)	30% (5)
Cleanliness (6)	21% (7=)	18% (9)	26% (6)	13% (10)	17% (10)	36% (2)	25% (6)
Good quality jobs (7)	21% (7=)	22% (7)	18% (7=)	33% (2=)	25% (5)	35% (3)	19% (9=)
Opportunities for jobs/ training (8)	20% (9)	22% (6)	18% (7=)	27% (6)	23% (7)	33% (5)	19% (9=)
Housing (9)	28% (5=)	18% (8)	18% (7=)	31% (4=)	25% (6)	23% (9)	19% (7=)
Loneliness and isolation (10)	18% (10)	16% (10)	16% (10)	14% (9)	18% (9)	17% (10)	19% (7=)
Feeling safer (11)	14% (11)	7% (12)	13% (12)	8% (11)	11% (12)	14% (11)	16% (11)
Air quality (12)	9% (12)	8% (11)	16% (11)	6% (12)	13% (11)	8% (12)	11% (12)

Public transport is the improvement people would most like to see across all districts. 63% of responses from Selby want to see public transport improved in their area, and 61% in Hambleton also want this. In Scarborough, the proportion is 45%. Feedback from council officers involved in engagement events run in Selby reported many comments about long running industrial action involving bus drivers employed by Arriva Yorkshire in Selby.

Dealing with anti-social behaviour (ASB) is ranked the second most wanted improvement in Craven (30%) and Harrogate (34%), and third in Hambleton (31%).

Tackling the cost of living is ranked second in Hambleton (32%), Ryedale (42%) and Selby (33%), and third in Harrogate (32%).

Improving health is ranked second in Richmondshire (33%) and third in Ryedale (37%) and Selby (33%).

Providing good quality jobs is the second most wanted improvement in Richmondshire (33%) and third most wanted in Scarborough (35%).

Greater cleanliness is ranked second in Scarborough (36%), but is ranked more lowly in other districts.

Feeling safer and improving air quality are the least common improvements wanted by people across all districts.

The table below shows there are some differences in the responses on improvements for different age groups.

Table 7: What improvements would you like to make about your local responses by age group

Improvement (all survey ranking: 3179 responses)	16-29 (n=77)	30-39 (n=148)	40-49 (n=285)	50-64 (n=764)	65-74 (n=691)	75+ (n=433)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Public transport (1)	58% (1=)	48% (2)	53% (1)	53% (1)	55% (1)	57% (1)
Cost of living (2)	58% (1=)	49% (1)	42% (2)	33% (2)	25% (6)	26% (4)
Health (3)	36% (4=)	26% (5)	28% (6)	32% (3)	35% (2)	31% (3)
ASB (4)	29% (8)	28% (4)	33% (3)	32% (4)	30% (3)	22% (5)
Other (5)	27% (9)	30% (3)	30% (5)	30% (5)	27% (4)	33% (2)
Cleanliness (6	30% (7)	14% (11)	26% (8=)	23% (9)	25% (5)	20% (6)
Good quality jobs (7)	44% (3)	26% (6=)	32% (4)	29% (6)	19% (8)	15% (9=)
Opportunities for jobs/ training (8)	36% (4=)	24% (8)	26% (8=)	27% (7)	18% (9)	15% (8)
Housing (9)	34% (6)	26% (6=)	26% (7)	24% (8)	21% (7)	18% (7)
Loneliness and isolation (10)	26% (10)	20% (9)	16% (11)	20% (10)	14% (10)	15% (9=)
Feeling safer (11)	21% (11)	18% (10)	18% (10)	13% (11)	10% (12)	8% (11)
Air quality (12)	16% (12)	10% (12)	16% (12)	11% (12)	12% (11)	7% (12)

The youngest age group, aged 16 to 29, are the most likely to want improvements to their area, with the highest proportions of responses wanting improvements to public transport (58%), cost of living (58%), good quality jobs (44%), opportunities for jobs or training (36%), health (36%), housing (34%), loneliness and isolation (26%), feeling safer (21%), and air quality (16%).

The oldest age group, aged 75 years and over, are the least likely to want improvements such as feeling safer (8%), good quality jobs (15%), opportunities for jobs or training (15%), housing (18%), and anti-social behaviour (22%). However, this age group does want to see improvements to public transport (57%).

Improvements to public transport are wanted by more than half of all responses for all age groups, except for those aged 30 to 39 (48% of responses).

The survey allowed people to add free text comments about the improvements they would like to see, and the most common themes for these comments are[11]:

- Roads, pavements, streetlights, traffic and other infrastructure, including improvements to roads and paths, and their repair and maintenance; better transport management to tackle congestion, pollution and speeding and improve safety; better street lighting; and widening of public footpaths to improve accessibility (259 or 28% of comments)
- Housing and building use, including concerns about new developments and their impact on existing infrastructure such as schools and GP surgeries; the need for affordable housing and social housing; building on brownfield sites rather than using green space; and improving energy efficiency in social housing and new homes (92 or 10%)
- Facilities and access to a range of shops, community centres, schools, medical facilities, public toilets, and banking services (91 or 10%)
- Cycling and walking, including safe cycling and walking routes (81 or 9%)
- Climate change and environment, including the need to protect and enhance green spaces; improving the energy efficiency of housing; reducing traffic and traffic speeds; preventing discharges and pollution to rivers and beaches; protection against flooding; and greater biodiversity and support for wildlife and conservation (65 or 7%)
- Play and sports facilities (49 or 9%)
- Other public services, including health (especially access to GP services and NHS dentists) and more police (47 or 5%)
- Faster broadband/improved mobile signal (45 or 5%)
- Better public transport (41 or 4%)
- Waste, recycling and street cleaning (40 or 4%)
- Parking, including more parking for residents (39 or 4%)

Feedback from staff at engagement events highlighted that the key issues raised in discussions included the lack of public transport, traffic, parking, difficulties in accessing GPs and NHS dentists, lack of affordable and appropriate housing, and concerns about the environment.

11 All free text comments were reviewed and themed by members of the survey project team. Many comments were assigned to more than one theme. Free text comments will be shared with council project teams to inform future decision making and council activities.

3.4 Comments about what is important about local area

Nearly 2,000 comments were received in responses to the survey question about whether there is anything else important people would like to share about their local area. These comments were reviewed and themed, and the table below shows the most common comments, by theme[12].

Table 8: Analysis of what is important about local area comments

	Most common comments by theme	Comments
1	Transport links: Bus services – lack of, cuts, frequency, cost, timeliness, good services; train services; progress	555
2	Road maintenance and issues: road conditions, potholes, cycle lanes, traffic congestion	550
3	Community safety, road safety, anti-social behaviour, substance misuse issues and street lighting	494
4	Economic impacts and employment including shops	353
5	New housing development (putting pressure on infrastructure and green spaces)	347
6	Requirement for, and access, to NHS services (including NHS dentists and doctors)	266
7	Managing expectation, consulting, communicating with local residents and local accountability	247
8	Impact on the environment (green issues, energy alternatives and fracking)	202
9	Refuse collection, public toilets, street cleaning and dog fouling	195
10	Lack of affordable housing, social housing and housing issues	194
11	Parking	178
12	Green spaces	159
13	Planning decision making and issues	147
14	Activities for children and young people e.g. play areas, youth clubs, sports	134
15	Challenges facing rural communities e.g. being overlooked, isolated	133
16	Leisure and cultural services	117
17	Impact of tourism (positive and negative)	109
18	Adult and social care, supporting those with extra needs	96
19	Other comments	87
20	Second home and holiday accommodation	86
21	Educational needs	72
22	Broadband and mobile phone coverage	66
23	Unoccupied property management	56
24	Mental health and health inequality	40
25	Look of town/community, heritage and street space	38
26	Older person activities	32
27	Libraries	22

12 All free text comments were reviewed and themed by members of the survey project team. Many comments were assigned to more than one theme. Free text comments will be shared with council project teams to inform future decision making and activities.

3.5 Council priorities

People completing both the Let's Talk Local and the Let's Talk Money surveys were asked what the new council should prioritise over the next three years by ranking eleven areas or themes.

The following are most commonly ranked in the top three priorities for the next three years in the Let's Talk Local survey:

1. Value for money (ranked as a top 3 priority in 43% of responses)
2. Health and wellbeing (42%)
3. Cost of living crisis (37%)
4. Public transport (35%)
5. Climate change (34%)

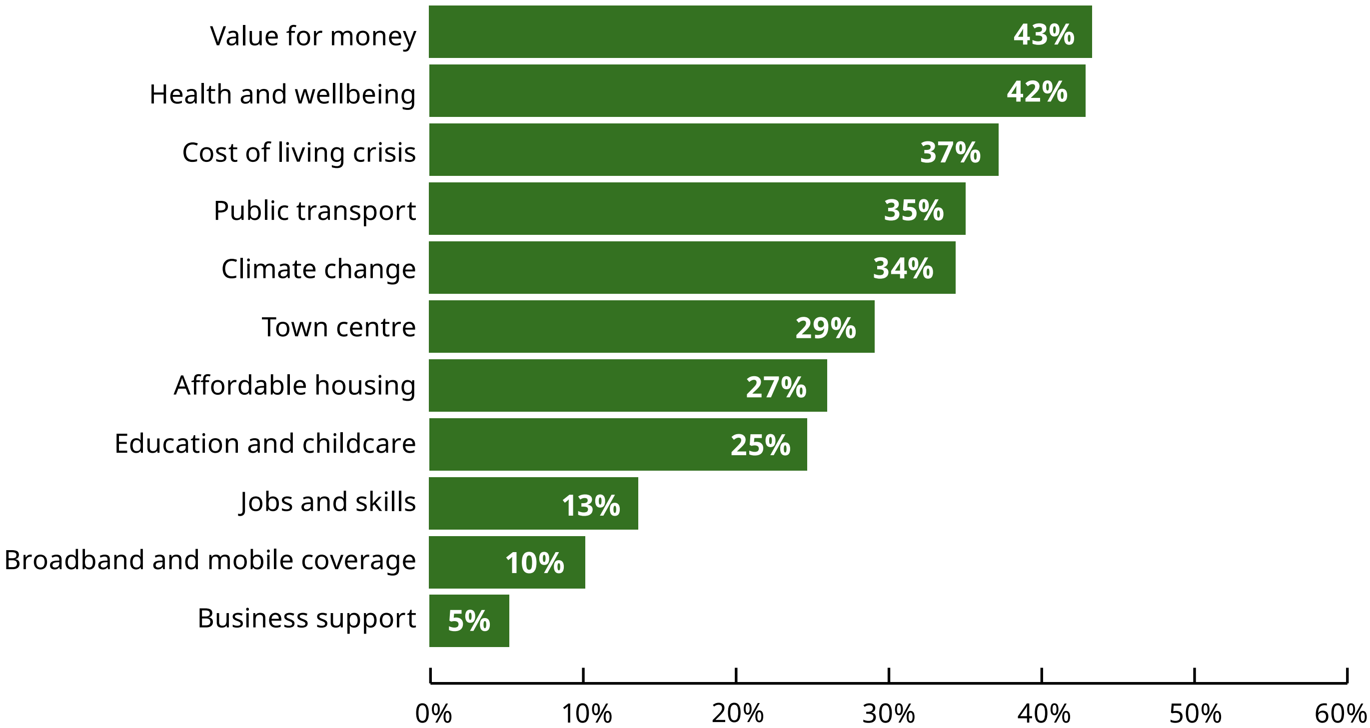
Value for money, climate change, the cost of living crisis, and health and wellbeing are also ranked as the highest priorities in the Let's Talk Money survey, but education and childcare is also included in this list, in place of public transport.

Both sets of survey responses rank business support, broadband and mobile coverage, and jobs and skills as the lowest priorities for the next three years.

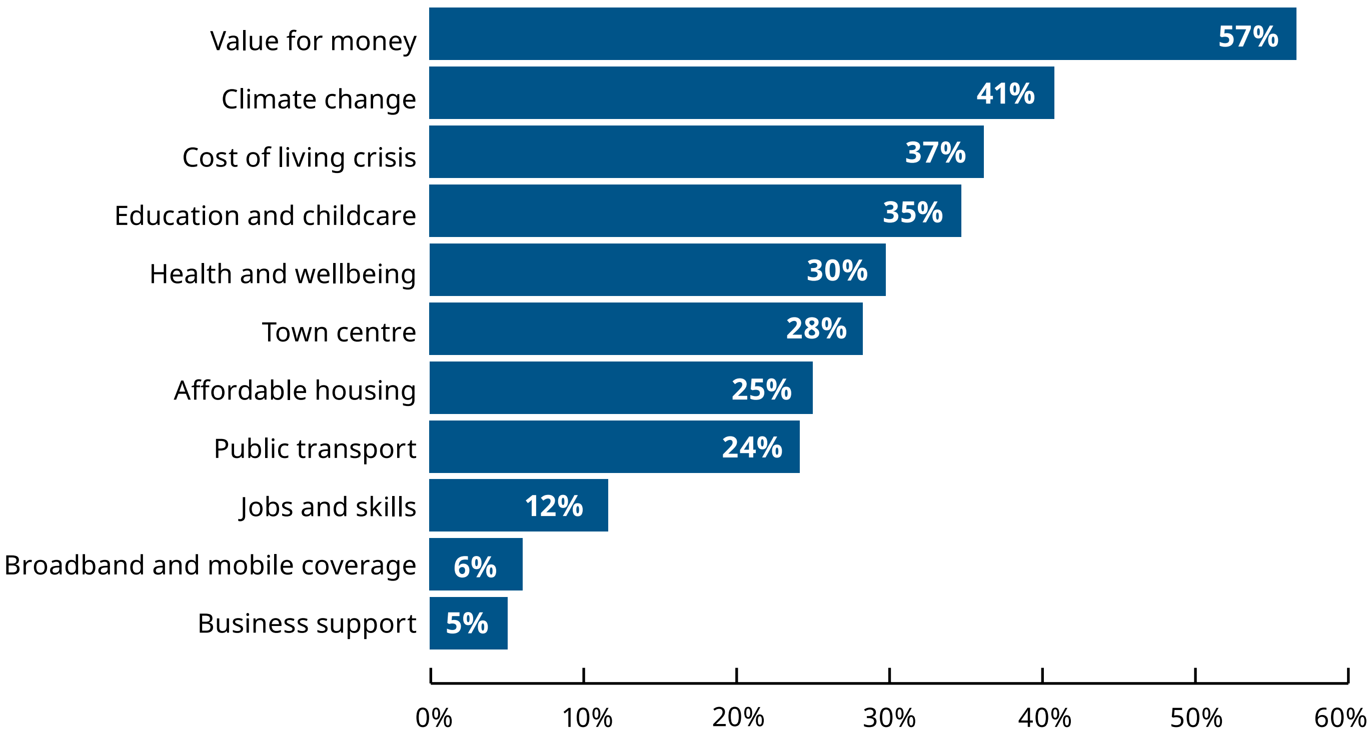
The charts below show the proportions of responses placing each area or theme in the top three priorities for the new council in each of the surveys.

Chart 9: What should the new council prioritise over the next three years? (Local and Money survey responses)

% of Local responses placing priority in top 3 (n=2558)



% of Money responses placing priority in top 3 (n=2016)



Feedback received from officers staffing Let's Talk Local events in the community has highlighted that some people struggled to complete this question, with people not necessarily ranking all 11 options.

The table below shows the highest priorities for the new council based on the proportion of Local responses ranking each area or theme as a top three priority. The five highest percentages are highlighted in green for each district (based on the numbers of responses allocating the area or theme as a top three priority for each district).

Table 10: Highest priorities for the new council by district

Top 3 priority (all survey ranking: 2558 responses)	Craven (n=329)	Hambleton (n=257)	Harrogate (n=563)	Richmondshire (n=152)	Ryedale (n=197)	Scarborough (n=220)	Selby (n=216)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Value for money (1)	33% (5)	48% (1)	47% (1)	38% (3)	48% (1)	35% (3)	45% (2)
Health and wellbeing (2)	47% (1)	43% (2)	41% (2)	45% (1)	40% (3)	46% (1)	43% (3)
Cost of living crisis (3)	37% (3)	41% (3)	32% (5=)	41% (2)	42% (2)	36% (2)	35% (4)
Public transport (4)	40% (2)	33% (4)	32% (5=)	35% (4)	28% (6)	32% (5)	48% (1)
Climate change (5)	33% (4)	32% (5)	36% (3)	33% (6)	39% (4)	28% (7)	26% (6)
Town centres (6)	24% (8)	23% (8)	33% (4)	16% (9)	25% (7)	30% (6)	30% (5)
Affordable homes (7)	32% (6)	29% (6)	22% (8)	34% (5)	29% (5)	33% (4)	24% (7)
Education and childcare (8)	28% (7)	24% (7)	30% (7)	22% (7)	23% (8)	21% (8)	23% (8)
Jobs and skills (9)	14% (9)	10% (10)	11% (9)	18% (8)	15% (9)	19% (9)	15% (9)
Broadband & mobile coverage (10)	6% (10)	11% (9)	10% (10)	9% (10)	8% (10)	15% (10)	10% (10)
Business support (12)	5% (11)	5% (11)	6% (11)	9% (11)	4% (11)	5% (11)	2% (11)

Value for money, health and wellbeing and the cost of living crisis are among the highest priorities for people in all districts.

Public transport is the highest priority for people in Selby (48% rank this as a top three priority) and is a high priority for all districts (less so for Ryedale (28%)).

Climate change is a high priority for people in Craven (33%), Hambleton (32%), Harrogate (36%) and Ryedale (39% put this in their top three priorities).

Affordable homes are a high priority for people in Richmondshire (34%), Ryedale (29%) and Scarborough (33%), while town centres are a high priority for people in Harrogate (33%) and Selby (30%).

Business support is the lowest ranked priority for all districts, followed by broadband and mobile phone coverage.

There are also differences in the priorities for different age groups.

Value for money, health and wellbeing, the cost of living crisis, public transport and climate change are among the highest priorities for nearly all age groups.

The oldest age groups are the most likely to prioritise value for money and health and wellbeing (between 42% and 47% put these in their top three priorities), while the youngest age groups are more likely to prioritise the cost of living crisis (between 45% and 67% say this is one of their top three priorities).

The table below shows the highest priorities for each age group. The five highest percentages are highlighted in green for age group (based on the numbers of responses allocating the area or theme as a top three priority for each group).

Table 11: Highest priorities for the new council by age group

Top 3 priority (all survey ranking: 2558 responses)	16-29 (n=75)	30-39 (n=117)	40-49 (n=244)	50-64 (n=649)	65-74 (n=589)	75+ (n=273)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Value for money (1)	31% (3=)	25% (7)	37% (2)	42% (2)	46% (1)	47% (1=)
Health and wellbeing (2)	36% (2)	38% (2)	36% (3)	42% (1)	43% (2)	47% (1=)
Cost of living crisis (3)	67% (1)	56% (1)	45% (1)	37% (3)	32% (5)	34 %(4)
Public transport (4)	31% (3=)	35% (4=)	32% (6)	33% (4)	39% (3)	42% (3)
Climate change (5)	28 %(5=)	35% (4=)	32 %(5)	31% (5)	34% (4)	32% (5)
Town centres (6)	23% (7)	17% (8)	27 %(7)	29% (7)	29% (6)	25% (7)
Affordable homes (7)	28% (5=)	33% (6)	24% (8)	29% (6)	29% (7)	26% (6)
Education and childcare (8)	21% (8)	37% (3)	35% (4)	24% (8)	22% (8)	22% (8)
Jobs and skills (9)	20% (9)	14% (9)	18% (9)	15% (9)	11% (9)	11% (9)
Broadband & mobile coverage (10)	11% (10)	5% (10=)	8% (10)	12% (10)	11% (10)	7% (10)
Business support (12)	5% (11)	5% (10=)	5% (11)	6% (11)	4 %(11)	6% (11)

Education and childcare is a high priority for those aged 30 to 39 (37%) and 40 to 49 years old (35% put this as a top three priority).

Council budget allocation

The Let's Talk Money survey asked people to allocate a budget of £100,000 across 12 council services. This exercise was aimed at assessing how respondents would prioritise statutory services that need to be delivered.

The top ranked services, based on the services which people allocated most budget to, are:

- Education – average allocation of 15% of the budget
- Adult social care – average allocation of 15% of the budget
- Highways and transport – average allocation of 12% of the budget
- Children's social care – average allocation of 11% of the budget

The lowest ranked service is planning, which people allocated an average of 3% of the budget to. Comments made as part of the survey suggested that developers and others should finance planning activities.

The responses to this question and other questions about increasing and harmonising council tax are reported on in a separate report.

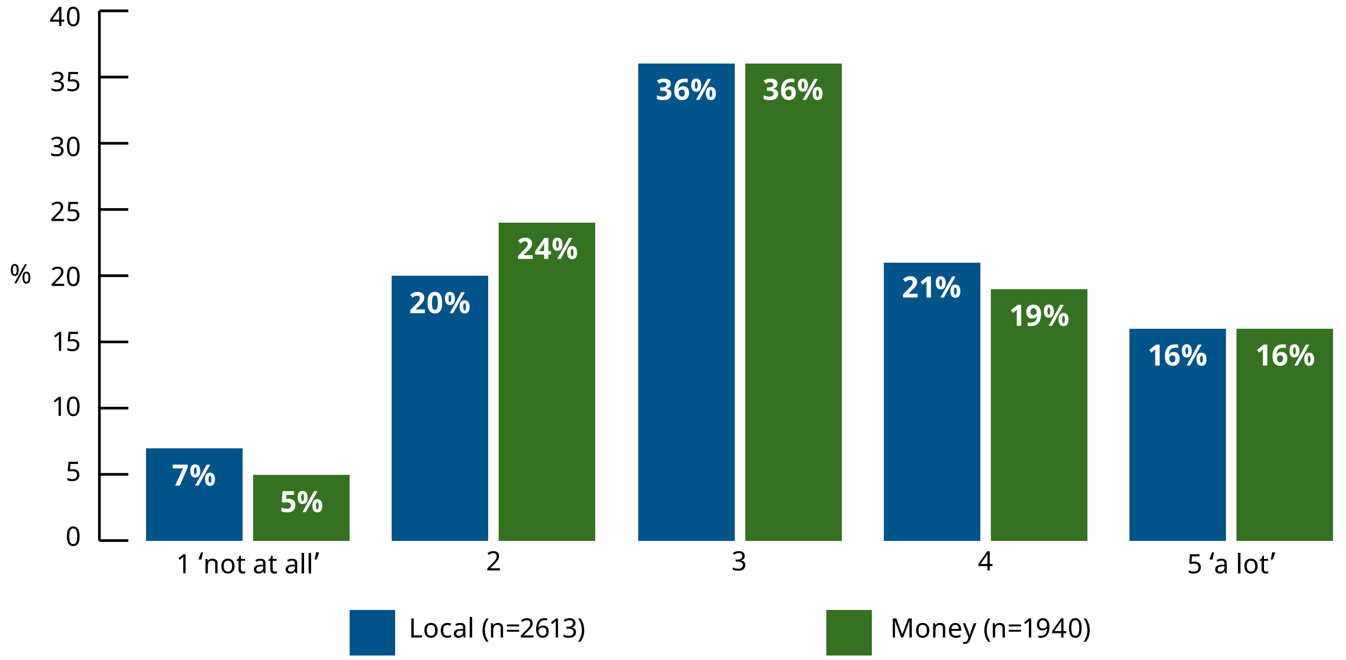
3.6 Cost of living

People were asked about the cost of living and how much it affected them in both the Let's Talk Local and Let's Talk Money surveys.

People were asked how much the cost of living crisis has impacted them on a scale of 1 to 5, rating 1 'not at all' to 5 'a lot'.

The most common responses (36%) for both surveys rate the impact of the cost of living crisis as '3' and 16% of responses for both surveys rate the impact as '5'.

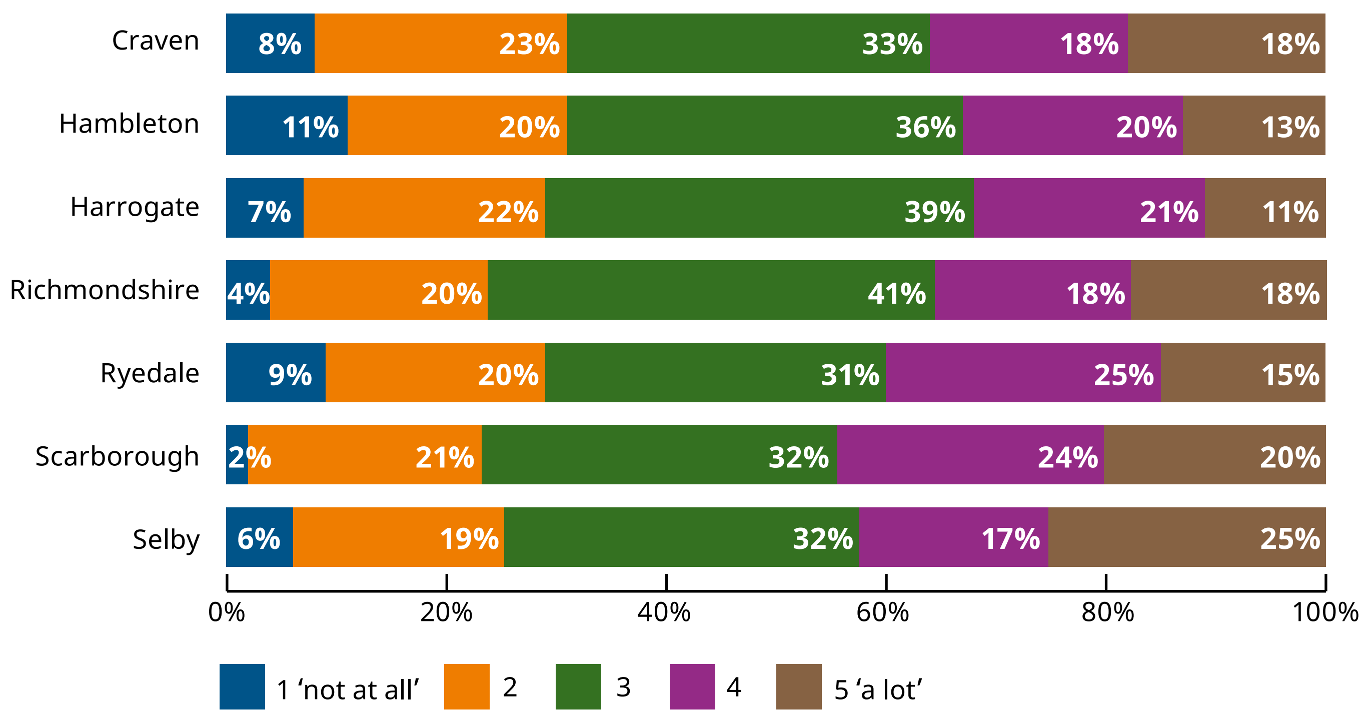
Chart 12: How much has the cost of living crisis impacted you?



People in Selby (25% of responses) and Scarborough (20%) are most likely to rate the impact as 'a lot', while people in Harrogate (11%) and Hambleton (13%) were least likely to give this rating.

Around one in ten responses from Hambleton (11%) and Ryedale (9%) rate the impact as 1 'not at all', compared to 2% in Scarborough and 4% in Richmondshire.

Chart 13: How much has the cost of living crisis impacted you? Let's Talk Local Responses by district (n=2613)



The age groups most likely to be affected 'a lot' by the cost of living crisis are those aged 30 to 39 (26%) and 40 to 49 (21%), while the oldest age groups are the least likely to rate the impact as a lot (12% of responses from age 65 to 74 and 14% from those aged 75 and over).

The youngest age group, aged 16 to 29, are also likely to say the impact is 'a lot' (14% of responses), but the sample of responses for this age group is small (73 responses).

One in ten responses from the oldest age group (75 and over) say the cost of living has no impact on them, compared to 1% for those aged 30 to 39 and 3% for 16 to 29 year olds.

Women are more likely to say the cost of living impact is 'a lot'; 20% of the responses from females say this, compared to 12% for males.

Dealing with the cost of living crisis

When asked about the impacts of the cost of living crisis, the most common responses are using less heating (around four out of five responses) and shopping around (seven out of ten responses).

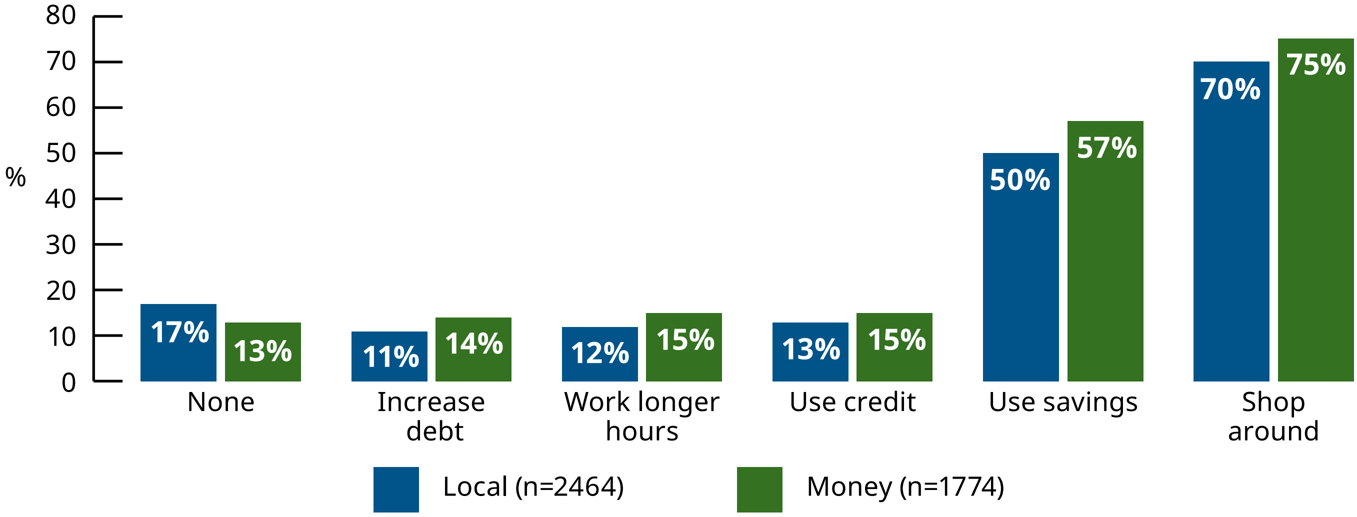
Slightly more than half say they have reduced spending on leisure, take fewer journeys and are using savings.

More than three-quarters of people in all districts, apart from Ryedale, say they use less heating: 81% of the responses from Richmondshire and Scarborough and 80% in Harrogate say this, compared to 68% in Ryedale.

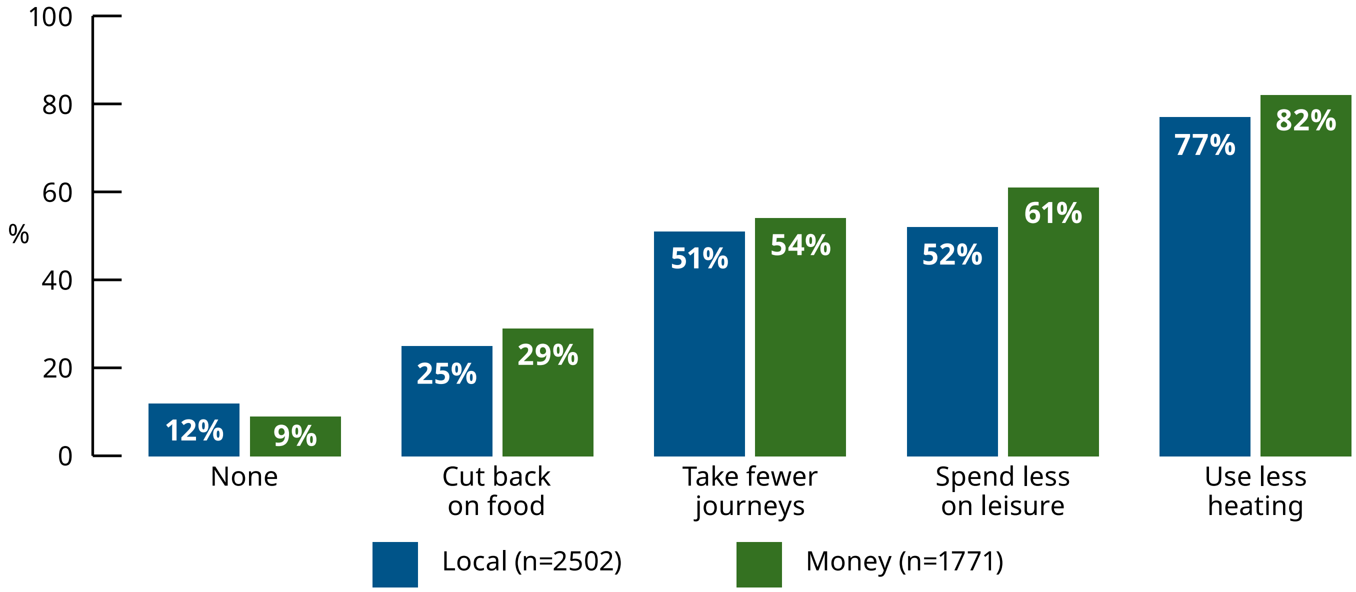
People in Richmondshire are the most likely to say they have used savings (56%), increased debt (17%) and work longer hours (17%), while people in Selby are the most likely to say they shop around (77%), use credit (16%) and have cut back on food (30%).

Chart 14: Actions resulting from the cost of living crisis

Has the cost of living crisis led you to do more of the following?



Has the cost of living crisis led you to do any of the following?



People aged 30 to 39 years are the age group most likely to use their savings (56%), use credit (34%), work longer hours (33%), increase debt (32%), cut back on food (46%), spend less on leisure (76%) and use less heating (83%).

People in the oldest age groups, 65 to 74 and 75 years and over, are least likely to work longer hours, increase debt, use credit, cut back on food and spend less on leisure.

The findings of the Let's Talk Local and Money surveys on the impact of the cost of living crisis are consistent with the results of the Opinions and Lifestyle Survey (OPN), for the period from 11 to 22 January 2023[13]. This found:

- When asked about the important issues facing the UK today, the most commonly reported issues continue to be the cost of living (93%), the NHS (89%), the economy (76%), and climate change and the environment (59%)
- Around 9 in 10 (92%) adults reported their cost of living had increased compared with a year ago
- Around half (51%) of adults reported that they were worried (very or somewhat) about keeping warm in their home this winter (53% in the previous period from 21 December 2022 to 8 January 2023)
- The most common actions reported include:
    - spending less on non-essentials (66%)
    - using less fuel, such as gas or electricity, in their homes (59%)
    - shopping around more (48%) and spending less on food shopping and essentials (46%)
    - cutting back on non-essential journeys in vehicles (35%), and
    - using savings (23%)

People were asked if there is anything else they would like to tell us about the impact of the cost of living crisis on them and their family.

The most common comments are around being worried about the impact on themselves, their friends, families or others in their community, general comments about the crisis and its cause/impacts, changes in behaviour in terms of cutting back on spending or usage and the impact of increased costs resulting in having less money.

The results of the cost of living questions will be considered in more depth in a separate report.

3.7 Community Networks

The survey explained the new council's proposal to bring people in North Yorkshire together in partnerships relevant to local areas called community networks. These networks will be made up of community and business groups, town and parish councils, and representatives from other local groups and public services, including councillors, and they will act as local agents for change, driven by local priorities in the places they are formed.

The survey included a provisional map and list of places included in each of the 30 or so proposed networks, and asked whether people agreed with the proposed areas, and their reasons for agreeing or disagreeing.

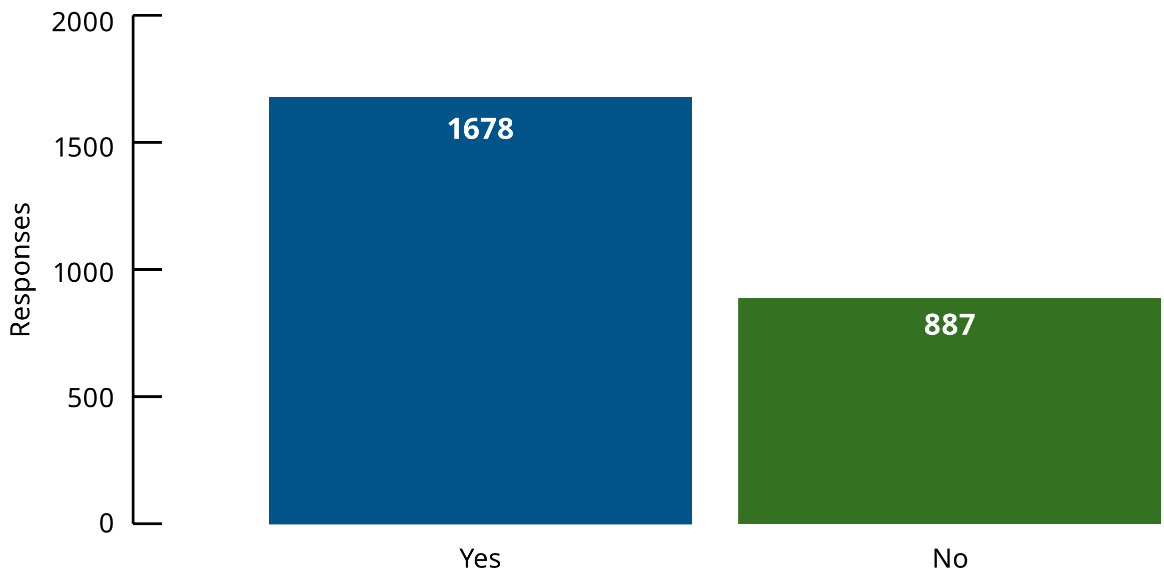
13 Public opinions and social trends, Great Britain - Office for National Statistics

The proposed provisional community networks are listed below:

Craven	East Coast	Hambleton	Harrogate	Richmondshire	Ryedale	Selby
Grassington	Filey	Bedale	Boroughbridge	Central Richmond	Helmsley	Selby
Ingleton & Bentham	Scarborough	Easingwold	Harrogate	Garrison	Kirkbymoorside	Sherburn in Elmet
Settle	Whitby	Northallerton	Knaresborough	Lower Wensleydale	Malton & Norton	Tadcaster
Skipton		Stokesley	Masham	North Richmondshire	Pickering	
South Craven		Thirsk	Pateley Bridge	Upper Dales		
			Ripon			

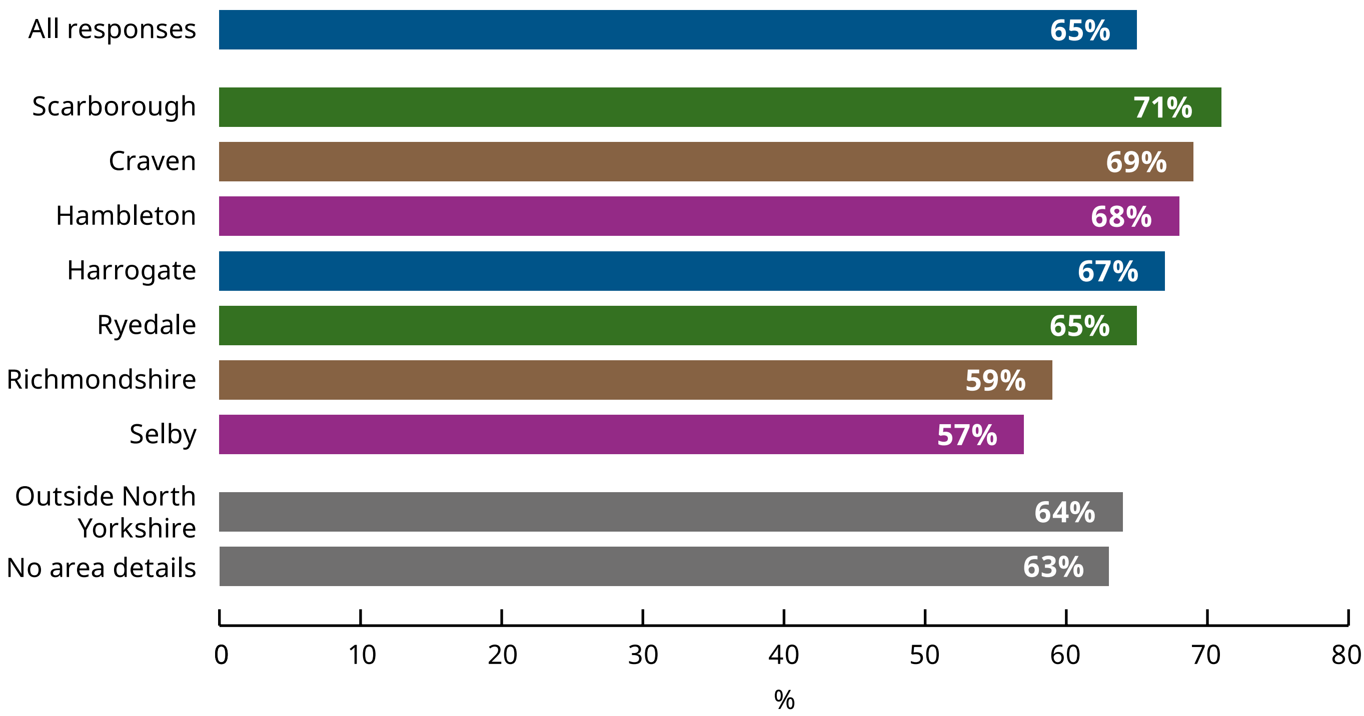
Nearly two-thirds (65%) of responses agree with the proposed community network in their area, while 35% disagree.

Chart 15: Do you agree with the proposed community network in your area (n=2565)?



While a majority of people are in favour of the proposed networks across all districts of the county, people responding from Scarborough, Craven, Hambleton and Harrogate are more likely to agree with their proposed local community networks and responses from Selby and Richmondshire are less likely to agree with them.

Chart 16: Do you agree with the proposed community network in your area? Agree responses by geographical area (n=2565)



The responses from outside North Yorkshire are generally from places bordering the county such as Bradford, East Riding of Yorkshire, Leeds, Redcar and Cleveland, Stockton and York[14].

Some people did not provide details of their location or provided incomplete postcode data that could not be matched to a geographical area.

Some 78% of responses from people aged 16 to 29 agree with the proposed networks in their local area, compared to 72% of those aged 30 to 39, 64% of 40 to 49 year olds, 65% of 50 to 64 year olds, 69% of 65 to 74 year olds, and 66% of those aged 75 and over.

The survey also asked people about why they agree or disagree with the proposed community network in their area.

Reasons for agreeing

Those in favour of the proposed community network consider the proposed networks are logical and make sense geographically and in size terms (457 comments), each hub should have a town associated with it (84 comments) and the areas covered have common needs and facilities (78 comments).

14 Of the 40 responses from people located outside North Yorkshire, 10 say they live here and 9 say they work here (including 3 who run a business here) and 2 represent an organisation here.

There is also support for determining local priorities and taking action at local level, with people saying the networks will be able to address issues locally (150 comments), local people know more about their local area and it is important to listen to local views (125 comments), they will be able to address rural needs (104 comments), and will give autonomy to local areas (68 comments).

Nearly a quarter (23%) of those in favour of their local networks also want further information on the geography, size and cost of running the networks (160 comments) or have some concerns (130 comments) or questions (92 comments).

Reasons for disagreeing

Those who disagree with the proposed community network in their local area have concerns about the size and geography of the networks (615 comments), or feel the networks do not recognise communities and their individual challenges (238 comments) or acknowledge the interaction between areas (187 comments).

There are also concerns about whether networks will meet rural needs (191 comments) and specific rural needs not associated with town hubs (84 comments), and people also feel there is a need to treat each area equally (83 comments).

Some of the people disagreeing with the proposals say there is not enough information (133 comments) or they have a general concern (72 comments) or disagree with the decision to set up a new authority (76 comments), and the map included in the survey had insufficient details (34 comments).

Those people who did not agree nor disagree generally also say they have questions or are yet to make up their mind (75 comments) or felt not enough information was provided (28 comments), had other concerns (10 comments) or made other comments (13 comments).

Further analysis of the comments is being undertaken, including looking at the comments relating to specific proposed community network areas, and these comments are being used to understand the concerns people have and to inform further engagement activities and the development of the community networks model and its introduction.

Future development and introduction of community networks

The council’s executive is considering a recommendation that community networks should be phased in, with an initial roll-out of about six following the launch of the new council to further develop the model and address any concerns about the approach. New areas are then due to be added over the first year of the new council as part of a rolling programme.

The community networks are due to operate independently and have the opportunity to elect their own chair. While they would not have devolved budgets, the networks would be supported to explore funding opportunities through sources such as the UK Shared Prosperity Fund.

Further communication and conversations will take place as the network model develops.

4.0 Survey response characteristics

This section of the report provides demographic information about the sample of responses received to the survey, and includes comparisons with the wider population within North Yorkshire. Further information is provided in Appendix 2.

4.1 Connection to the area

People were asked for their connection to North Yorkshire and were able to choose several options. Most people completing the survey are residents of the county. Participants also included people who work, study, run a business, or represent an organisation in the county and there are a small number of people who stated they have another connection to the area.

The majority (91%) of those who provided a reply said that they live here and nearly one-third (31%) said they work here. Slightly more than one in ten represent an organisation here (11%).

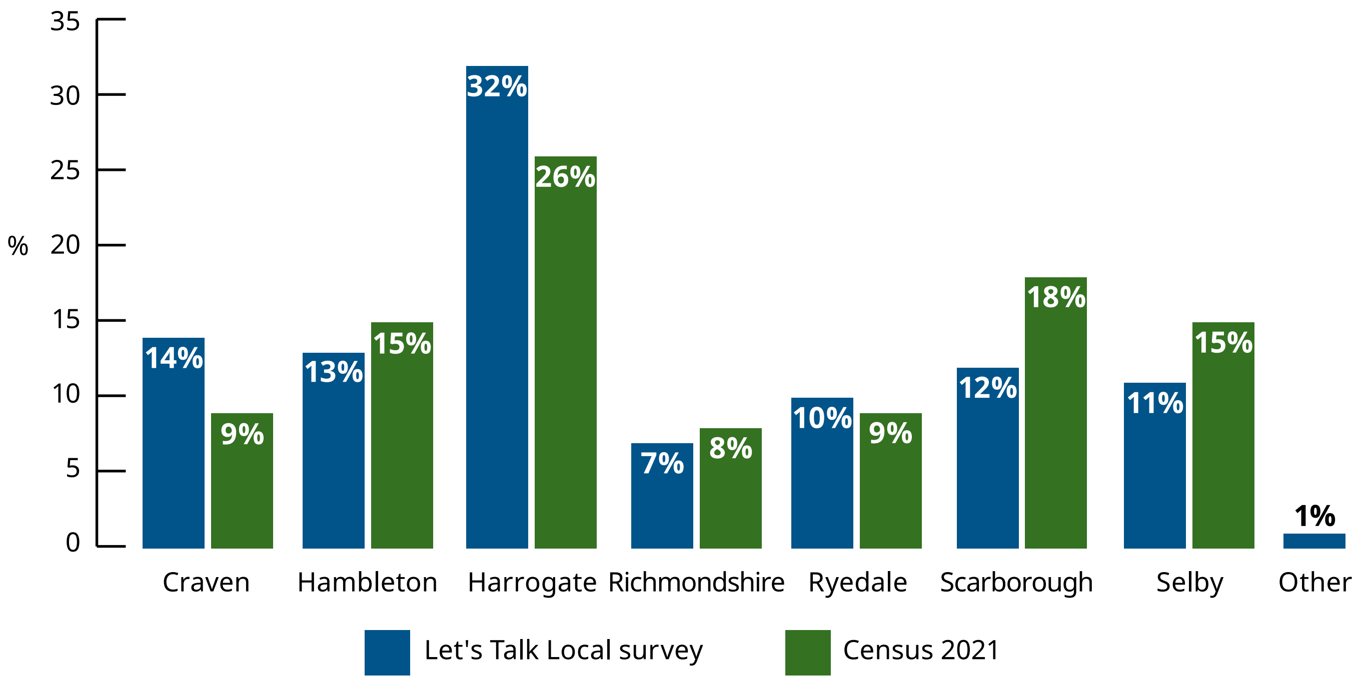
Table 17: Response sample living in the area

	Responses	% sample
I live here	1768	91%
I do not live here	180	9%
Total responses	1948	100%

4.2 Geographical district

People were asked for their postcode to identify where they live, and this was used to indicate the district in which they live. The chart below compares the distribution of responses with the breakdown of population (age 16+) by district across North Yorkshire.

Chart 18: Response sample and population by district of residence (n=2746)



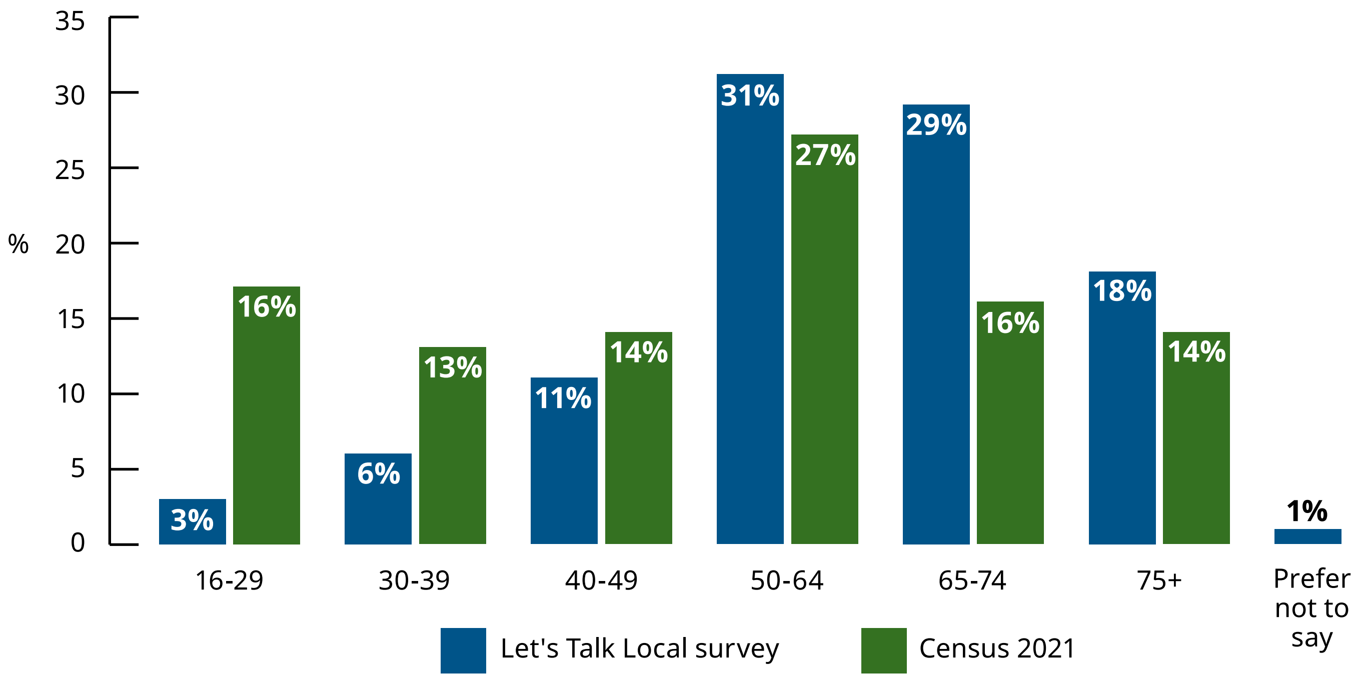
Harrogate and Craven are over represented in the responses. The proportion of responses from Hambleton, Richmondshire and Ryedale is generally in line with their respective populations. Scarborough and Selby are under represented.

In addition, 1% of the responses are from people from outside North Yorkshire (usually from places bordering the county such as Bradford, East Riding of Yorkshire, Leeds, Redcar and Cleveland, Stockton and York).

The location of a further 1,128 responses is not known because this information was not provided or was incomplete.

4.3 Age group

Chart 19: Response sample and population by age group (n=2786)



People in the 65 to 74 age group make up a high proportion of responses (29%), and this is much higher than the population of North Yorkshire as a whole, for this age grouping (16%). The 50 to 64 and 75+ age groups are also over represented. The 16 to 29 and 30 to 39 age group are under represented, making up a combined total of 9% of the responses and 29% of the population; this is despite targeting the younger age groups in the campaign. Again, a significant number of people did not answer this question.

4.4 Gender

There were more responses from people identifying as female (56%) than male (42%), with 2% preferring not to say and a small number (7 responses) describing themselves in another way. In total 2,507 responded to this question.

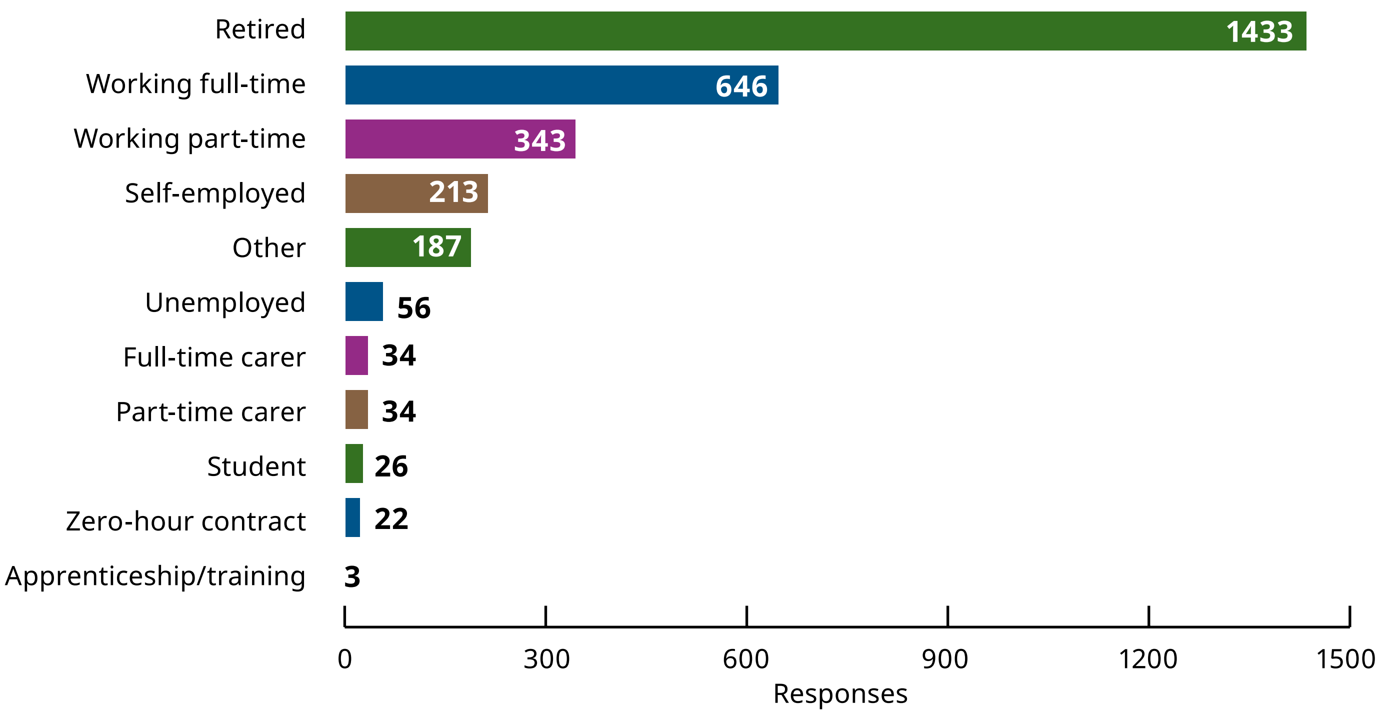
ONS 2021 Census data show 51% of the total population (all ages) in North Yorkshire are female and 49% are male.

4.5 Employment status

People were also asked for their employment status and could choose more than one option. Of those answering the question, more than half (52%) are retired, which reflects the age group of those responding.

Nearly half of the respondents are working in one way or another, 24% are working full time, 13% part time, 8% are self-employed and 1% have zero-hour contracts.

Chart 20: Response sample by employment status (n=2744)



ONS Nomis data on employment status for the North Yorkshire adult population (aged 16 to 64) is available but comparisons are complicated because people taking part in the Let's Talk Local survey could, and did, select multiple options for their employment status.

There are 1,431 survey responses from people aged 16 to 64 in North Yorkshire, and the table below shows how their employment status compares to the wider adult population for North Yorkshire.

The proportion of survey responses from working age people who are retired is high but some of these people say they are economically active (see note below).

Table 21: Working age response sample by employment status

	Let's Talk Local Survey Responses Sample Aged 16-64	ONS Nomis Data for North Yorkshire Age 16-64
All	**1,431 (100%)**	**364,600 (100%)**
Employees	**885 (62%)**	**244,400 (67%)**
Self-employed	**174 (12%)**	**48,700 (13%)**
Retired	**234 (16%)**	**16,500 (5%)**

Note: The sample responses for employees is made up of people working full-time or part-time or on zero hour contracts. 6% of the sample of responses from people who are retired also say they are economically active (working part-time, self-employed, student or unemployed). Many responses did not provide information about employment status (1,130) or age group (1,088).

Further details are provided in Appendix 2.

5.0 Using the data and information collected to inform future decisions

The responses to questions on local area improvements and general comments about local areas, council priorities and council budget allocation all highlight the key issues facing communities in North Yorkshire. These issues include the lack of public transport, traffic, parking, difficulties in accessing GPs and NHS dentists, lack of affordable and appropriate housing, and concern about the environment.

While there are common issues facing many areas and groups of people, the analysis also highlights the different needs facing different communities.

This report and detailed analysis of the results, including the findings for individual districts, will be shared with the new council's 90 elected members via presentations and briefings.

In addition, this report will be published and shared within the council and key partners.

High level feedback will be made available on the Commonplace platform to provide feedback to people who took part in the surveys.

The use of the data will be promoted via briefing notes and presentations to staff and key partners. The new council's service areas will be given access to the data and, in particular, the feedback relating to their services and areas.

The information will be used for:

- the development of community networks
- the design of further Let's Talk 2 engagement activities on Climate Strategy / Transport Plan
- developing locality evidence base for use in strategy development; and
- developing communications

The learning from the Let's Talk exercises will be used to develop engagement within the new council and shape future conversations.

Appendix 1: Let’s Talk Local tables of results

The data tables below show the overall survey results for each response option in the Let’s Talk Local Survey.

Lower and upper estimates have been calculated for survey results using the 95% confidence intervals (rounded up to the nearest whole number).

How satisfied are you with your local area as a place to live?

Satisfaction level	Responses	Survey Result	Lower Estimate	Higher Estimate
Happy	1012	31%	29%	33%
Satisfied	1378	42%	40%	44%
Neutral	590	18%	16%	20%
Dissatisfied	195	6%	5%	7%
Unhappy	88	3%	2%	4%
Combined Happy + Satisfied responses/score	2390	73%	71%	75%
Total responses	3263			
No response	611			

What do you like about your local area?

	Responses	Survey Result	Lower Estimate	Higher Estimate
Friendly and safe	2340	68%	66%	70%
Clean and tidy	1634	48%	46%	50%
Places to meet	1145	34%	32%	36%
Play parks and sports facilities	1141	33%	31%	35%
Range of activities and things to do	1117	33%	31%	35%
Range of shops	1114	33%	31%	35%
Opportunities to be involved	816	24%	22%	26%
Public transport	801	23%	21%	25%
Fast broadband	631	18%	16%	20%
Other	678	20%	18%	22%
Total responses	3417			
No response	457			

What improvements would you like to see in your area?

	Responses	Survey Result	Lower Estimate	Higher Estimate
Public transport	1690	53%	51%	55%
Cost of living	1022	32%	30%	34%
Health	1010	32%	30%	34%
Anti-social behaviour	954	30%	28%	32%
Cleanliness	758	24%	22%	26%
Good quality jobs	744	23%	21%	25%
Opportunities for jobs or training	696	22%	20%	24%
Housing	695	22%	20%	24%
Loneliness and isolation	541	17%	15%	19%
Feeling safer	416	13%	11%	15%
Air quality	358	11%	9%	13%
Other	899	28%	26%	30%
Total responses	3179			
No response	695			

What should the new council prioritise over the next three years? Let's Talk Local Survey

	Responses ranking as top 3 priority	% ranking as top 3 priority	Lower Estimate	Higher Estimate
Value for money	1109	43%	41%	45%
Health and wellbeing	1066	42%	40%	44%
Cost of living crisis	956	37%	35%	39%
Public transport	889	35%	33%	37%
Climate change	871	34%	32%	36%
Town centres	740	29%	27%	31%
Affordable homes	680	27%	25%	29%
Education and childcare	641	25%	23%	27%
Jobs and skills	343	13%	11%	15%
Broadband and mobile coverage	255	10%	8%	12%
Business support	124	5%	4%	6%
Total responses	2558			
No response	1316			

How much has the cost of living crisis impacted you? Let's Talk Local Survey

Impact	Responses	Survey Result	Lower Estimate	Higher Estimate
5 'a lot'	410	16%	14%	18%
4	552	21%	19%	23%
3	933	36%	34%	38%
2	534	20%	18%	22%
1 'not at all'	184	7%	6%	8%
Total responses	2613	100%		
No response	1261			

Has the cost of living crisis led you to do more of the following? Let's Talk Local Survey

	Responses	Survey Result	Lower Estimate	Higher Estimate
Shop around	1724	70%	68%	72%
Use savings	1232	50%	48%	52%
Use credit	309	13%	11%	15%
Work longer hours	299	12%	10%	14%
Increase debt	265	11%	9%	13%
None	412	17%	15%	19%
Total responses	2464	100%		
No response	1410			

Has the cost of living crisis led you to do any of the following? Let's Talk Local Survey

	Responses	Survey Result	Lower Estimate	Higher Estimate
Use less heating	1928	77%	75%	79%
Spend less on leisure	1312	52%	50%	54%
Take fewer journeys	1272	51%	49%	53%
Cut back on food	630	25%	23%	27%
None	310	12%	10%	14%
Total responses	2502	100%		
No response	1372			

Do you agree with the proposed Community Network in your area?

	Responses	Survey Result	Lower Estimate	Higher Estimate
Yes	1678	65%	63%	67%
No	887	35%	33%	37%
Total responses	2565	100%		
No response	1309			

Appendix 2: Let’s Talk Local sample demographics

The tables below show details of the demographic information collected from people responding to the Let’s Talk Local Survey.

This information has been used to determine the extent to which the sample is representative of the wider North Yorkshire population and to analyse the views of different demographic groups (available in the Technical Report).

Demographic categories marked with an asterix have not been analysed. This is usually because of the small sample size or because the category may not be meaningful for analysis (such as 'other').

District (based on postcode)

	Responses	% sample
Harrogate	866	32%
Craven	398	14%
Hambleton	362	13%
Scarborough	323	12%
Selby	289	11%
Ryedale	263	10%
Richmondshire	205	7%
Outside North Yorkshire*	40	1%
Total responses	2746	100%
No response	1128	

What is your age group?

	Responses	% sample
16-29	82	3%
30-39	158	6%
40-49	317	11%
50-64	874	31%
65-74	814	29%
75+	508	18%
Prefer not to say*	33	1%
Total responses	2786	100%
No response	1088	

Are you? (Gender)

	Responses	% sample
Female	1397	56%
Male	1050	42%
Prefer not to say*	53	2%
Describe myself in another way*	7	0%
Total responses	2507	100%
No response	1367	

What is your employment status? (Multiple response options possible)

	Responses	% sample
Retired	1433	52%
Working full-time	646	24%
Working part-time	343	13%
Self-employed	213	8%
Other*	187	7%
Unemployed*	56	2%
Full-time carer*	34	1%
Part-time carer*	34	1%
Student*	26	1%
Zero-hour contract*	22	1%
Apprenticeship/training*	3	0%
Total responses	2744	100%
No response	1130	

What is your connection to the area? (Multiple response options possible)

	Responses	% sample
I live here	1,768	91%
I work here	604	31%
I represent an organisation here*	220	11%
I work for one of the local authorities*	179	10%
I run a business here*	151	8%
Other*	54	3%
I study here*	26	1%
Total responses	1,948	
No response	1,926	

Special category demographic data

Commonplace provided limited information on special category demographics for responses made to both the Let's Talk Local and Money surveys.

Data was not provided for the separate surveys or individual responses, and the data has only been used to compare the sample of responses with the wider population of North Yorkshire.

What is your ethnic group?

The data available on ethnic group suggests that the combined survey sample is representative of the wider North Yorkshire population.

There were a total of 2,705 responses to this question across both the Let's Talk Local and Money surveys.

Some 98% of these responses (2,656) were from people saying their ethnic group is White (all groups).

The survey sample included responses from people saying their ethnic group is: Asian/Asian British (0.8%), Mixed and Multiple ethnic groups (0.4%), Other ethnic group (0.4%) and Black/African/Caribbean/Black British (0.2%).

What is your ethnic group?	% sample
White – English/Welsh/Scottish/ Northern Irish/ British + Irish + Other White	98%
Asian/Asian British (Indian, Pakistani, Chinese & other)	0.8%
Mixed/Multiple ethnic groups	0.4%
Other ethnic group	0.4%
Black/African/Caribbean/Black British	0.2%
Total	100%

The 2021 Census data shows the population of North Yorkshire is 96.7% White, 1.4% Asian/Asian British, 1.1% Mixed or Multiple ethnic groups, 0.5% other ethnic group, and 0.4% Black/Black British, Caribbean or African[15] .

Do you consider yourself to be a disabled person or to have a long-term limiting condition?

The data available on disability and long-term limiting health conditions suggests that the combined survey sample is also broadly representative of the wider North Yorkshire population.

There were a total of 2,762 responses to this question across both the Let's Talk Local and Money surveys, with 598 people (22%) considering themselves to be a disabled person or having a long-term limiting condition. Some people preferred not to say.

15 Population by ethnic group, 2021, local authorities in England and Wales.
Source: Office for National Statistics – Census 2021.

Do you consider yourself to be a disabled person or to have a long-term limiting condition?	Responses	% sample
Yes	598	22%
No	2083	75%
Prefer not to say	81	3%
Total responses	2762	100%

ONS data shows 17.5% of the North Yorkshire population are disabled under the Equality Act (with 6.8% saying their day-to-day activities are limited a lot and 10.7% saying they are limited a little). In addition there are 8.1% of people who are not disabled under the Equality Act but report having a long-term physical impairment or mental health condition but their day-to-day activities are not limited[16].

16 ONS data on disability from Nomis 13 February 2023 https://www.nomisweb.co.uk/

Notes on Survey Methodology

Confidence intervals estimate the amount of certainty associated with the survey results by considering the size of the sample (3,874 respondents) and the population (number of people in North Yorkshire) and a given result (percentage of people choosing a response option from a range of possible options). A 95% confidence interval has been used.

Survey Example: The survey found 65% of respondents (1,678) agree with the proposed community network in their area – we can be 95% confident the true value lies between 63% and 67% (i.e. within +/- 2% of the reported survey result). [There is a 5% chance the true result lies outside the range]. [The 95% confidential interval for this question was calculated on the basis of the 2,565 responses to this question and not the full sample].

In the data tables in Appendix 1, lower and upper estimates have been calculated for survey results using the 95% confidence intervals.

Statistical Significance

In the report, a result is called statistically significant if it is unlikely to have occurred by chance. Whether results are significantly different depends on the size of the difference, the number of responses the results are based on (figures based on a large sample size are more accurate) and the reliability of the survey result.

Technical Report

A technical report has been produced including further details about the survey methodology, data validation and analysis processes.

This report also includes:

- Data tables showing the results (numbers and percentages of responses) for each question by demographic groupings (district, age group, gender, employment status (working full-time or part-time, self- employed or retired) and connection to the area (live here or work here).

Contact us

Online: **northyorks.gov.uk/contact-us**
By telephone: **0300 131 2 131**

North Yorkshire Council, County Hall, Northallerton, North Yorkshire, DL7 8AD

You can request this information in another language or format at **northyorks.gov.uk/accessibility**

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