



North Yorkshire
County Council



Citizens' Panel No.33

You said, we did!

Welcome to the Citizens' Panel newsletter, below we have an overview of the last Panel results and a recap of how past information has been used. Thank you for signing up to the Panel and participating in the surveys, your say really can make a huge difference!

The full Panel reports can be found at: www.northyorks.gov.uk/citizenspanel

Council Budget



87%₁



88%₂



79%₃

The large majority of you agree with our approach to investing; in 'services to support older people live independent lives' (87% agree₁), 'highways maintenance, (e.g. winter gritting)' (88% agree₂) and 'services to provide greater opportunities for children and young people' (79% agree₃). You're not as sure about investing in broadband (61% agree) and even less about the 'highways schemes, (e.g. A59 realignment at Kex Gill)' (46% agree).

An overwhelming majority (88%) think that council tax should be increased, 48% of you by 3.99% and 40% of you think that the council should take advantage of the extra 1% offered by the government to increase it to 4.99%.

The council has decided to take the opportunity to raise council tax by the full 4.99%. Councillor Carl Les, Leader of the County Council, said:

"We reluctantly have recommended increasing council tax by 4.99%. At the same time, we have identified further savings of £30m over the next four years, which leaves a recurring shortfall of £11m to be found. Therefore, we will need to find further savings as we seek to address reductions in government funding and growing demand for our services to the most vulnerable groups in society."

The 2018 Executive Summary acknowledged that the major group of Panel members were in favour of the lesser increase if 3.99%, and while they went with the second largest group they commented that they still went with the general support.

For more information on North Yorkshire County Council's budget you can visit:

<https://www.northyorks.gov.uk/budget-questions-and-answers>

Alcohol



“As you may know the Chief Medical Officers of the UK changed their guidelines for the consumption of alcohol last year. The guidance now advises that to keep health risks from drinking alcohol to a low level you are safest not regularly drinking more than 14 units per week – 14 units is equivalent to a bottle and a half of wine or five pints of export-type lager (5% abv) over the course of a week – this applies to both men and women.”

After being given the above statement most of you (69%) said you were aware of the guidance from the Chief Medical Officer.

Nearly half of you have a drink on two or more occasions per week, with men being the more regular drinkers of alcohol than women. Men are far more likely to drink alcohol 4+ days a week, 21% compared to 12%

Men are a lot more likely to consume more units on a typical day that alcohol is consumed, 57% of women sticking to 1-2 units per day compared to only 38% of men.

When asked ‘If you needed advice about alcohol and its effects on health, where would you go?’, the most popular answers were ‘GP’ (53%) and ‘Internet Search’ (51%), ‘Internet search’ drops however to 27% for the over 75 year olds.

When asked what the main three factors were for drinking alcohol, ‘attending social gatherings’ was by far the most common choice with 67% of people selecting it from the options. 36% said they were encouraged by ‘Friends drinking’, 17% by ‘Habit’ and 13% by ‘Stress’. However stress rises to 22% for those aged between 40 and 49. The most popular ‘Other’ option was in regards to ‘enjoyment’ / ‘pleasure’ or ‘relaxation’.

The vast majority of you tend to drink alcohol on a weekend evening, although the over 75 year olds were more likely to drink on a weekday (58%), 15% during the daytime and 43% on an evening.

When asked ‘Where do you most often buy your alcohol from?’, ‘Supermarket’ was the overwhelming favourite at 63%. Men were far more likely to purchase their alcohol within a pub than women however, with 24% to just 13%.

We’re using this information to develop a social marketing campaign for alcohol in North Yorkshire with the aim of raising awareness of the risks of drinking. The survey gives us an idea, of the level of understanding; local people have around this topic, so that we can develop an effective and appropriate campaign.

If you would like any more information or advice regarding alcohol you can visit:

<https://www.northyorks.gov.uk/alcohol>

Recap & Extra Opportunities

Last time North Yorkshire Sport wanted to know about your attitude to sport and physical activity, they utilized the Citizens Panel to help them better understand the behaviours of the population of North Yorkshire.

‘The results from the survey have enabled us to demonstrate our insight and understanding and helped secure continued investment from Sport England in to North Yorkshire Sport. On a more practical level the insight has helped shape our approach to working on promoting the ‘great outdoors’ as a way to encourage more people to be active, suggesting that the focus should be closer to people’s homes rather than the iconic open spaces that we have in the county.’

Your views on Councillors were very well received by the Independent Remuneration Panel. They will form part of the evidence base for recommendations on the future level of allowances for NYCC members.

And finally if you know anyone that else that would like to sign up for the Citizens' Panel, please pass on this link:
<https://nwa.researchfeedback.net/wh/s.asp?k=142799016888>

If you would like any further information about the Panel or have any queries, please contact:

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