

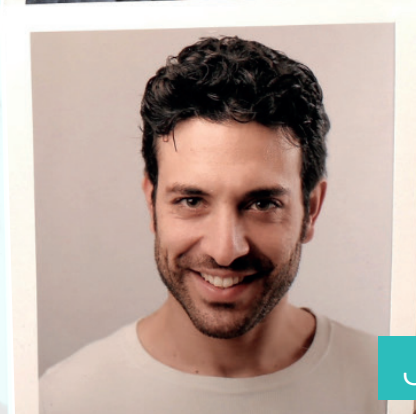
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BEST LIFE DERBYSHIRE

What's important to people who live in Derbyshire (through an Adult Social Care lens)

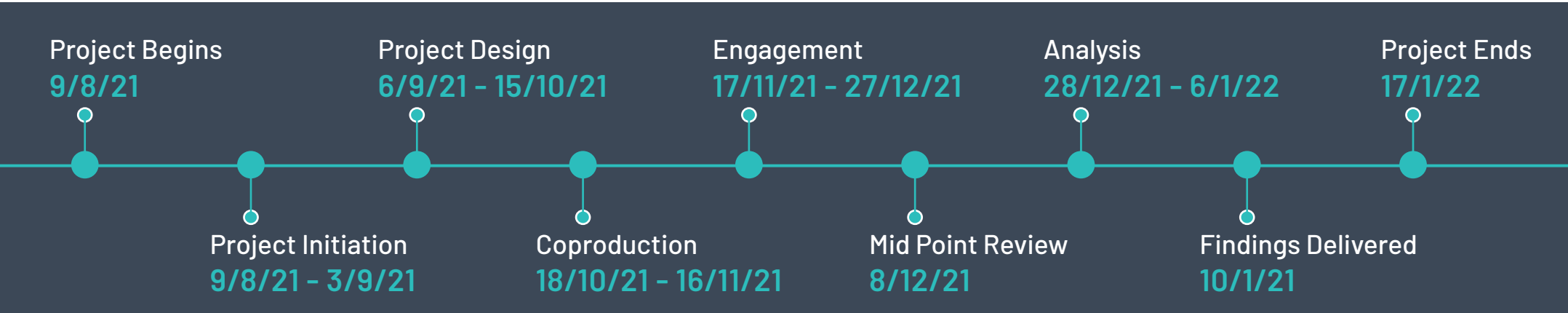
#BestLifeDerbyshire



JANUARY 2022

The Best Life Derbyshire Engagement

TIMELINE



BIG IMPACT QUESTIONS

The aim of the Derbyshire Citizen Engagement project was to gather data, intelligence and insight that tells us how people want to live their best lives now and in the future.

To do this we undertook an active engagement with people from across Derbyshire where we sought responses that answered four big impact questions.

1 Where you want to live?

3 What is important for you to have in your community and around you?

2 Who do you want in your life?

4 What do you want to be doing?

REACH, ENGAGEMENT AND RESPONSES



REACH
54,821



ENGAGEMENT
4,746



RESPONSE
972

What people in Derbyshire thought was most important

HIGH PEAK

1} Family 2} Health 3} Being Active

People in High Peak told us that they had problems accessing community groups

DERBYSHIRE DALES

1} Family 2} Being Active 3} Money to do things

People in Derbyshire Dales raised access to healthcare as a particular concern

BOLSOVER

1} Health 2} A warm home 3} Work

People in Bolsover reported difficulty accessing community groups

SOUTH DERBYSHIRE

1} Health 2} Being Safe 3} A safe home

People in South Derbyshire highlighted communication support as a particular need, alongside needing a break from caring responsibilities

NORTH EAST DERBYSHIRE

1} Being Active 2} Health 3} Parks and Green Space

People in North East Derbyshire highlighted access to digital support as a concern, and also highlighted that they needed a break from caring responsibilities

CHESTERFIELD

1} Health 2} Family 3} Friends

People in Chesterfield highlighted employment and work as an issue

AMBER VALLEY

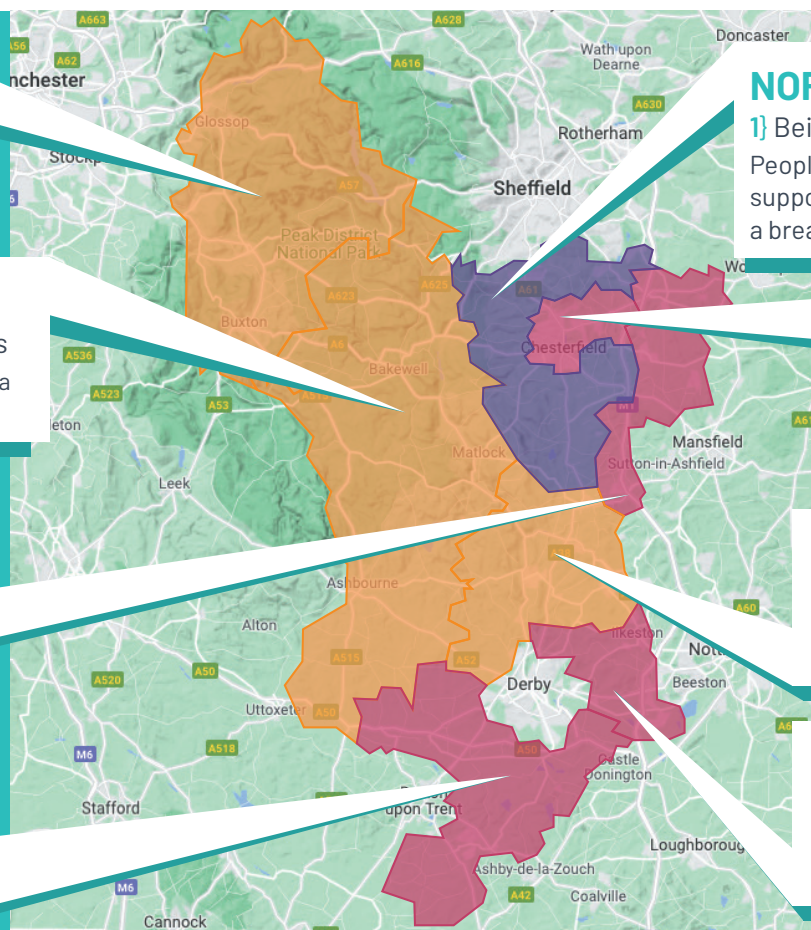
1} Family 2} Health 3} Parks and Green Space

People in Amber Valley said they needed more help when things go wrong

EREWASH

1} Health 2} Family 3} Parks and Green Space

More people in Erewash than in other areas said they preferred to stay at home as a result of COVID-19



DERBYSHIRE The county as a whole

- 1 Health
- 2 Family
- 3 Parks & Green Space

People across Derbyshire had very similar views on what was important to them. Stand out facts were:

- ➔ People wanted to live where they lived now
- ➔ People wanted to live in a house that they owned
- ➔ Family was really important
- ➔ Local community played an important part in people's lives
- ➔ Social and leisure activities were far more important than any other activity
- ➔ COVID-19 had changed people's lives and what was important to them

What is important about where you live?

Key Points



People want to live where they live now



People want to live in a house



People want their home to be safe



People want to live in the countryside

WHAT THIS MEANS

Housing and where people lived or wanted to live were really important to people in Derbyshire and featured prominently in responses. The majority of people wanted to live where they live now, the importance of this increased significantly with age, as well as other factors such as living close to family and friends. What was clear in the data analysis was how people described what 'home' felt like, 'being safe', and living in their 'own place'. For people aged under 64 years living in a safe home was more important to where they lived than any other housing factor. The data also told us that people wanted to remain living independently in their own homes, and this increased in importance with age.

Key Facts



59% of people wanted to live in a house

HOUSING RELATED ISSUES FEATURED PROMINENTLY WHEN PEOPLE WERE ASKED TO CHOOSE FROM 32 KEY WORDS OR PHRASES.

7th - A safe home

11th - An affordable home

8th - Live in the countryside

13th - Living independently

10th - A warm home

For people aged over 65, **living independently** was the 4th most important thing

WHERE DO YOU WANT TO LIVE?

37% Where I live now

7% Somewhere with good public transport links

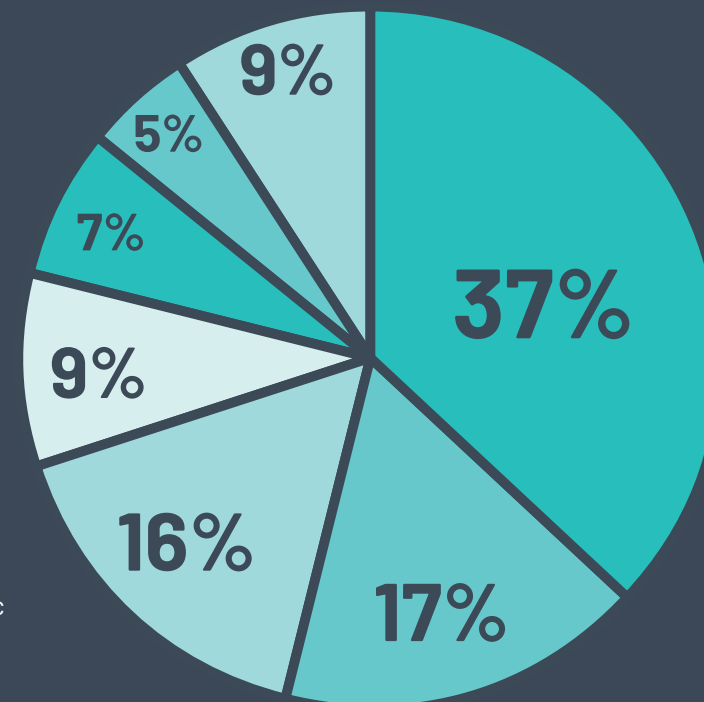
17% Closer to Friends and Family

5% Somewhere I can afford

16% In a place that meets my need

9% Other

9% In the countryside



KEY LEARNING POINT FOR ADULT SOCIAL CARE

People in Derbyshire want to live independently in the home they live in now. Support needs to keep people in their communities, and people need to feel safe wherever they live. ASC may choose to consider how long term care services could be structured to provide support in people's own homes in dispersed communities, as well as preventing increasing needs. ASC could look to ensure that all provision it commissions feels like home.

THE DETAILS

What is important about where you live?

WHERE PEOPLE LIVE IS REALLY IMPORTANT TO THE PEOPLE OF DERBYSHIRE.

Significantly, people are happy with where they live now, and although some people would also rather be closer to their friends and family, or (for the younger age groups) in a place that meets their needs, most people (37%) were happy where they currently lived. The importance of remaining where you live now increased with age (47% for people aged 55-64, 61% for those 65-74, and 69% for people aged 75 and over). This tells us that as people get older, staying in their own home gets more important. This clearly has an impact on Adult Social Care, and the services that it commissions, with more emphasis on keeping people at home, preventing crisis, maintaining independence, and providing support in people's existing communities.

Responses to the engagement also told us that 9% of people wanted to live in the countryside. While this isn't statistically significant it does indicate aspiration. This didn't seem to be more of an aspiration for any particular age group, but it was seen as a more important choice than living in a town.

Overwhelmingly people wanted to live in a house (59%) and they wanted to own their property (85%). This tends to be the aspirational 'norm', so should be expected. However, it does reinforce the importance of 'home' to people, and how much they prioritise ownership and the security that brings with it.

When asked to choose words or phrases that were important, people in Derbyshire chose housing related words more frequently than any other categories. Wants were around security, with the highest response in housing related words and phrases being 'a safe home'. This featured most prominently for people aged under 64 years, with under 35s ranking this the highest. For people aged over 65 years 'living independently' was more prominent than for any other age groups.

Both these facts could have a direct impact for Adult Social Care as it looks at service models and trends in the future. Safety and security is likely to become more important as generations age, and this is especially likely to be the case as people are no longer able to afford to own their home. More immediately, the need to support independence through provision as people age may be a demand of local people. This may need to be met as service models change from the more traditional building based provision to community based support.

The importance of 'home' as a concept may lead to a change in ASC vision going forward with safety, independence, warmth, and proximity to informal support networks becoming increasingly important. The data suggests that keeping people in their own home will be vital, and supporting people to stay where they are happiest should be at the centre of all planning and policy.

Who is important to you?

Key Points



People want to live with the partner or spouse



Family and friends are really important



People would turn to their family or their friends for support



Community is really important to people

WHAT THIS MEANS

Family and friends are really important to people in Derbyshire. People told us that they wanted to live with family (particularly with partners and spouses), and overall that both family and friends were the most important people. People overwhelmingly responded that they would turn to family before anyone else when they needed support. When asked to choose words or phrases that were most important to individuals, words that related to people were not as prominent as other categories. The exception to this was family who were seen as very important, as well as people under the age of 35 years also choosing friends. The data therefore tells us that informal support is really important to people in Derbyshire, and is actually more prominent in people's thinking (particularly when considering who they would turn to) than more formal support, including the Council itself.

Key Facts



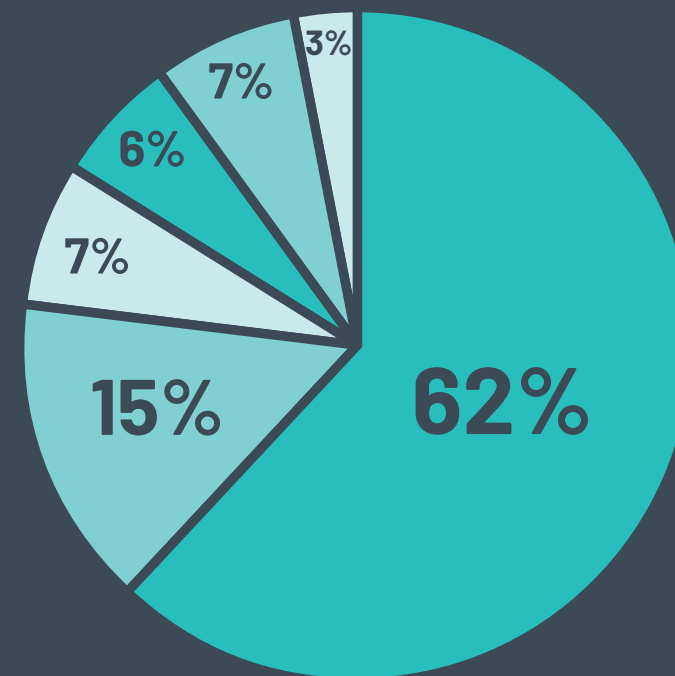
Family, friends, and partner/wife/husband were most important to people

WHO WOULD PEOPLE TURN TO IF THEY NEEDED SUPPORT

- | | |
|---------------|--|
| 1} Family | 2} Friends |
| 3} GP | 4} Local voluntary or community organisation |
| 5} Neighbours | 6} The Council |

WHO DO YOU WANT TO LIVE WITH?

- | | |
|--------------------------|------------|
| 62% Partner/wife/husband | 6% Parents |
| 15% On my own | 3% Friends |
| 7% Other family | 7% Other |



KEY LEARNING POINT FOR ADULT SOCIAL CARE

Primary points of contact are families, friends, and the community, and not Adult Social Care. The data suggests that investment in information, community support, and community infrastructure may be needed more in the future to build on existing informal support networks. Support for unpaid carers may need to also be considered as reliance on informal support increases, especially where people are living with, and are wholly reliant on a partner or spouse.

Who is important to you?

ONE OF THE KEY THEMES DEMONSTRATED WAS HOW IMPORTANT FAMILY AND FRIENDS ARE TO PEOPLE IN DERBYSHIRE.

The data told us that people repeatedly choose family as being the most important people, with friends coming a close second (except for people under 25 years where friends were more important). People wanted to live with their family, most notably with a partner or spouse (62%), although combining extended family members into this category it increased to 75% of responses. It was notable though that 15% of people were happy on their own.

When asked to pick words or phrases that were important to them, people in Derbyshire didn't tend to choose words related to people. The exception to this was 'family' and 'friends', emphasising the importance of informal support networks that people build around themselves.

When people were asked who they would turn to for support, the majority of responses were family or friends. It would suggest that family and friendship groups are at the centre of support mechanisms for most people, and people in Derbyshire are reliant on their families or their friends when things get tough. People also stated that they would turn to their GP next, followed by local voluntary or community organisations, or their neighbours. All of these options were preferred to the Council. This could have implications for Adult Social Care in that the data suggests that the Council is not immediately seen as the place

to turn to for support, and that primary points of contact are actually informal rather than within the statutory sector.

The importance of neighbours was insightful as it was the under 25s and the over 75s who highlighted their importance, with the over 75s suggesting they would turn to their neighbours for support more than any other age group. This suggests that generations view their immediate local communities differently, and how the reliance on neighbours may have changed to a more focused 'community' of friends and family.

Reliance on informal support is a positive, as people seek to self manage and self-care, rather than rely on more formal support. Further investigation into why this reliance is shifting could help understand future trends for ASC policy and strategy. If people aren't turning to the Council for support, why aren't they, and how do we ensure that future support provision is available in places that meets needs and prevents crisis? The data suggests that investment in information and advice and in community infrastructure could be considered in order to make sure that people are well informed, can get appropriate support when they require it, and that preventative support is provided to prevent crisis.

One clear consideration linked to this is around unpaid carers. As people's needs increase, they will be needing more support from the people around them, which the data shows is likely to be partners and spouses. This means the amount of unpaid carers is likely to increase, along with the need to support unpaid carers appropriately. Conversely, the 16% of people who are living on their own could potentially become socially isolated so evidence suggests different services and support may be needed.

What is important for you to have around you and in your community?

Key Points



People want a range of things within their community



Healthcare, outdoor space, shops and community groups are important



People think that the community should help when things go wrong



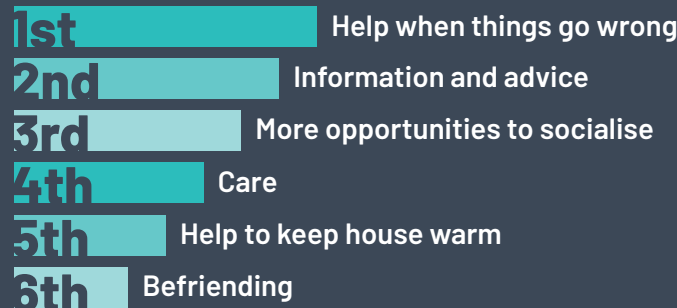
There is a need for more digital support

WHAT THIS MEANS

We can determine from the results that community is important to people in Derbyshire, but different people want different things, and have different expectations from their local community. There are a wide range of needs within the community, with most people wanting healthcare and outdoor space. The data also suggests demand for community groups and community centres. What was really clear from the results was that people expect the community to be there for them, to help when things go wrong, and to provide information and advice. Community related words and phrases were prominent in the poll with health, parks and green space, and being safe featuring in the top 5. Community is clearly really important to people in Derbyshire, and this demonstrates the importance of belonging for people across the County in communities where they can feel supported, connected, and included.

Key Facts

WHAT IS IMPORTANT FOR THE COMMUNITY TO PROVIDE FOR YOU:



As people get older (55+) the availability of transport becomes more important

WHAT PEOPLE NEED IN THEIR COMMUNITY:



The things that aren't currently available are:

- X Digital support
- X Employment
- X Activities
- X Communication support

KEY LEARNING POINT FOR ADULT SOCIAL CARE

The role of community infrastructure (including facilities, organisations, and opportunities) may need to be considered as part of Derbyshire's Adult Social Care provision in the future. The data clearly shows there is an existing reliance and want for the community to support people. It also shows gaps in availability in some geographical areas which may need future investment. A key factor that the Council may need to 'tune into' for its future vision and developments is this identified sense of belonging.

What is important for you to have around you and in your community?

THE RESPONSES TO THE ENGAGEMENT DEMONSTRATED A REAL SENSE OF COMMUNITY AND OF BELONGING.

People wanted a large range of things from their community, and there were services that people thought were really important for them to have on their door step. The data strongly suggests that the community needs to provide for local people, and most importantly to people in Derbyshire, to be there to help when things go wrong.

'Help when things go wrong' was the most chosen option for people in Derbyshire and was universal across all age groups when asked what is most important for the community to provide for you. This was followed by the response of 'provision of information and advice'. This would seem to show that people would instinctively turn to their local community for support or for information when they have specific needs or issues. This could suggest a potential link to changes in behaviour and responses that have been seen through (and since) the COVID pandemic, with the increase in mutual aid and hyper local community groups. This is likely to have an impact on behaviour over the long term and should be considered as part of ASC's response to changing needs within local communities.

Trends were identified in what other choices were selected by different age groups. People aged 25 years and over (excluding 65 to 74 years) wanted more opportunities to socialise, under 25 years wanted help with digital support, 35-44 year olds wanted help to keep the house warm, and 65-74 year olds thought care was more important. For over 75s

befriending and keeping the house warm were additional wants from the local community.

In terms of what people need in their local communities, overall healthcare came out highest, with parks and outdoor space followed by shops also being important to people. There were some differences in responses from specific age groups, with 25-34 year olds putting more emphasis on the need for community groups, and people over 75 prioritising transport. Parks and green space was a universal choice across all age groups, emphasising the importance of the outdoors and wellbeing for everyone.

What was not available in communities differed across regions and age groups, suggesting that needs in different communities correlate directly with available provision, or the lack of it. Younger people responded that digital and communication support was missing, while the older that people were the more prominent the lack of transport was. People in Bolsover and the High Peak stated that there was less availability of community groups, while people in North East and South Derbyshire reported that the community lacked provision to have a break from caring responsibilities.

Community infrastructure, and the need to resource the sector effectively to meet demands and needs may need to be a consideration for ASC in the future. The engagement data shows a reliance on the community and its support across the county. The Council may want to tune into this sense of belonging to ensure the community can supply an appropriate response to manage need and demand on more longer term services.

What things do you want to be doing?

Key Points



People want to be doing social and leisure activities



Time and money are barriers to doing what you want



People are travelling less and staying at home more because of COVID-19

WHAT THIS MEANS

While people were very clear about what they wanted to do, this category seemed the least important to people in Derbyshire. The data tells us that social and leisure activities were chosen more than twice as often as anything else. From this we can conclude that doing things that really matter to people and that give individuals purpose clearly stand out as important. Time, money, and access were seen as universal barriers to activities. Caring responsibilities were also considered a barrier, and this may have implications for longer term ASC approaches. The engagement data shows that COVID-19 clearly has had an impact on how people interact and what they do.

Key Facts



People wanted to do social and leisure activities more than twice as much as anything else



How COVID-19 changed what people did

- + Travelled less
- + Preferred to stay at home
- + Worked from home more
- + Reconsidered their priorities in life
- + Built closer connections with friends and family

WHAT CURRENTLY STOPS YOU FROM DOING WHAT YOU WANT TO DO?:

1 Time

2 Money

3 Access

4 Caring responsibilities

KEY LEARNING POINT FOR ADULT SOCIAL CARE

Preventative support is more likely to be needed in the future, and more strength based opportunities that are focused around what people want to do (rather than what we think people want) might be needed. This links into current and emerging models such as Local Area Coordination (LAC) or similar models. These are based around social activities as opposed to more traditional activities such as work, education or training. The impact of COVID for ASC shows that people's wants and aspirations have changed, and as a result what people want to access and participate in has changed as well.

THE DETAILS

What things do you want to be doing?

BY FAR THE HIGHEST RESPONSE THAT PEOPLE (OF ALL GROUPS) WANTED TO BE DOING REGULARLY WAS SOCIAL AND LEISURE ACTIVITIES.

In fact this was twice as important as any other selection in this category. The other options people wanted to do regularly were work, training, education and volunteering, but these were all far less than for social and leisure activities. This would suggest that in the future, the thinking around the design of ASC and community services may need to be reconsidered, particularly where services have historically focussed on traditional opportunities based around work, education and training.

There were some variations by different age groups around what else was chosen that people wanted to do regularly. Volunteering and access to community groups increased in importance from the age of 55 years and over, and having a break from caring responsibilities was more important to 25 to 34 year olds.

People were really clear about what they did want in their responses, but overall this category seemed the least important to people in Derbyshire. Words and phrases linked to what things do you want to be doing did not feature prominently in poll responses, so were deemed to be less important than where people wanted to live, who is important, or what people wanted in their community or around them. This is potentially due to key considerations such as health and family taking priority, especially during a pandemic.

Barriers to doing what people wanted were time, money, and access. These were the same for all age groups. However, under 25 years olds placed money as more important than time, and also rated digital support issues as a barrier. People aged 35-54 years described caring responsibilities as a barrier, while the 55-64 age group outlined digital support as a blocker to accessing what they wanted to do. People aged 65 and over rated long term health as a barrier alongside transport, while people over 75 added caring as a key barrier. The issue of caring responsibilities as a barrier was interesting due to the differing age groups.

COVID-19 has clearly had any impact on how people interact and what they do. People reported that they are travelling less, and preferred staying at home. People also reported working at home more. People under 25 years were the only age group to reference exercising more, with 25 to 34 years olds reporting building closer connections to family and friends. An increase in age correlated with people travelling less as the highest change as a result of the pandemic, alongside reconsidering their priorities (for people aged 75 years and over). This could suggest a correlation with older people in Derbyshire now wanting to volunteer and access local community groups more regularly.

As a result of these findings future ASC vision may need to consider a focus on preventive services that build on social and leisure activities, and focus on people's strengths, especially as a result of changes to people's outlook based on COVID-19. Models such as Local Area Coordination (LAC) and other services that prevent crisis or prioritise community based interventions could be considered.

Key Findings

WHAT IS IMPORTANT ABOUT WHERE YOU LIVE?



People want to live where they live now



People want to live in a house



People want their home to be safe



People want to live in the countryside

WHO IS IMPORTANT TO YOU?



People want to live with the partner or spouse



Family and friends are really important



People would turn to their family or their friends for support



Community is really important to people

WHAT IS IMPORTANT FOR YOU TO HAVE AROUND YOU AND IN YOUR COMMUNITY?



People want a range of things within their community



Healthcare, outdoor space, shops and community groups are important



People think that the community should help when things go wrong



There is a need for more digital support

WHAT THINGS DO YOU WANT TO BE DOING?



People want to be doing social and leisure activities



Time and money are barriers to doing what you want



People are travelling less and staying at home more because of COVID-19