

Your place, your say residents' survey – frequently asked questions

Taking part in the survey

Q: Why have I received this survey when my neighbour hasn't?

A: 35,000 households across Kirklees have been selected at random to be invited to take part in this survey, therefore it is possible that some households on the same street have received questionnaires whilst others haven't. Each and every household that has received a questionnaire have got a brilliant opportunity to help shape the future of their local area and local public services and those that haven't received a survey in the post can still take part by completing the survey online at surveys.questions.co.uk/kirklees.asp

Q: I haven't received a questionnaire but I'd like to take part, can I?

A: We will not be sending out additional paper questionnaires but any household who would like to take part can do so online – please see surveys.questions.co.uk/kirklees.asp

Please note only one response is permitted per household and the respondent must be aged 18 or over. If you haven't had a paper questionnaire you won't need to enter a password but you will be asked to provide your postcode and house number so that we can check that we get the right number of responses from each household.

Q: Where did you get my address from?

A: Kirklees Council has a database called the Land and Property Gazetteer. This is basically a directory of all properties in the Kirklees area, which gets updated when new streets and properties are added. The mailing list for the survey has been drawn from this Gazetteer. By mailing it to specific households we can ensure that enough people are invited to take part from across different parts of Kirklees. However the answers you give will not be linked back to your individual address and none of the published results will identify individual respondents or households.

Q: There are lots of people who live in my household – who should complete it?

A: Any resident aged 18 or over living at your address can complete the questionnaire. If lots of you would like to complete it you could maybe decide based on whose birthday comes next in the year. We sometimes find we get fewer responses from people aged under 30, so if you have residents aged 18-30 in your household you could consider asking one of them – but anyone can do it, as long as they're at least 18 years old and actually live at the address named on the covering letter.

Keeping your personal details confidential

Q: The survey was sent to my specific address – will the council be able to identify me from the responses I have given?

A: No. The research is being carried out by an independent research company called Qa Research. Qa Research will keep your responses completely confidential and will not tell the council which addresses took part in the survey. In addition, everybody's responses will be reported on in a combined way, which will prevent anybody from being able to tell who has taken part in the survey by looking at the survey results.

Q: There's a box at the end of the questionnaire for me to give my personal contact details but I don't want to – does this mean I can't take part?

A: No. This section asks you about whether you'd like to be involved in our work on an ongoing basis. If you'd like to receive more details or be invited to join an online 'panel' in the future then you will need to complete your details so we can get in touch with you. Your details will not be used to identify you in relation to the answers you give to any of the other questions. If you would rather not be contacted again, that is fine, it's your choice and you can just leave this section blank and complete and return the rest of the questionnaire.

Q: If the survey responses are confidential, why does my online form have a unique ID?

A: The use of a unique ID and password allows Qa Research to ensure that no-one completes the survey more than once. This can happen on occasions, either by accident or intentionally and would impact on how representative the results are.

Q: Why do you need to know things about me?

A: This information helps us in two main ways:

- It helps us **know more about the different types of people who have taken part in the survey** so that we can be confident that the survey findings are broadly representative of the wider population in Kirklees. To help us with this we can apply a weighting so that if for example proportionately fewer younger residents have taken part than actually make up the population we can address this before running final results. To do this though, we need to accurately know who has taken part in the first place.
- So that **we can use this information to analyse the results of other questions**. This will help us to understand more about the different needs, priorities and ideas of different groups of people living in Kirklees. This might depend on their gender, age, levels of qualifications, where they live or whether they have a disability or not. We can then plan actions to respond to this to help target services in the most appropriate way to reduce any inequalities.

Important: the answers you give will not be used to identify you against your other responses or the postal address that the questionnaire was sent to.

Why it's important that we invest in this survey

Q: Why are you spending money on this survey when you've got to make such big savings?

A: Yes we have to make some tough financial choices. But we need your help to make sure that we reach the right decisions. Your responses will be used in conjunction with other local information to help us better understand our communities and their needs, assess how well we're doing and inform the way we do things in the future. The survey costs equate to approximately £2 per household that will receive a postal questionnaire. If you get one you can help us get the most value from this survey by taking part and returning your questionnaire quickly – which will save the council money as we won't need to send you a reminder. It will also be better for the environment as it will save paper too. The more people that take part online (which is open to all residents 18+) will help too as it will improve the reliability of the data and reduce the processing costs per completed survey.

Q: If you must do these kinds of surveys wouldn't it be cheaper to do them in-house? Why has the council appointed an independent research company?

A: The council is still doing lots of work to deliver and promote this survey to our residents. We will also be using our internal resources and skills to analyse and use the results after the questionnaires come back in. However there are good reasons why it makes sense to work in partnership with an external research company to deliver this work:

- They bring **experience and expertise** from their work with a wide range of public sector clients. This means they can suggest new ways of doing things which are more innovative and efficient.
- They are **independent** to the council – this means that all of your completed questionnaires go directly to them. Your responses will remain confidential and no-one from the council will see individual questionnaires. You can tell us exactly what you think – and no individuals or households will be identified in the reporting of the results.
- They have **dedicated capacity** for dealing with such large amounts of questionnaires so they can process your questionnaires quickly.
- They have access to **benchmarking information** from other authorities which will help us to understand how we are doing compared to other councils. This helps us to work with other councils so we can continue to make improvements to the services we deliver.

Q: I don't believe my views will make a difference – what are you going to do with all this information anyway?

A: Your responses will be used in lots of different ways, including:

- To help us make sure we have the right plans and policies in place which meet your needs and priorities.
- To support us in improving our performance and thinking about the ways in which we deliver our services in the future.
- To help us know how well we are delivering against our vision for 2014 of what kind of place Kirklees will be and what it will be achieving.
- To understand more about population movement so that we can try and support our communities' changing needs for the future.
- To help us target resources and interventions better to reduce inequalities.

Getting help to take part

Q: What if I have queries or need help completing the survey?

A: Please call Qa Research on their freephone helpline **0800 980 9030** (weekdays 10am-2pm) or email: survey.info@garesearch.co.uk. They will be happy to help you with any general queries about how to complete the survey. You can also request alternative formats such as large print or Braille.

Q: English isn't my first language – can I still take part?

A: The survey can be made available in different community languages – through translation or interpretation. If you would like to talk to someone about this please call Kirklees Council's Community Languages team on **01484 223326**. There is also information about how to do this in the postal survey

packs which include translated statements in six community languages: Urdu, Punjabi, Gujarati, Chinese, Polish and Kurdish.

Reminders

Q: I don't want to take part and I don't want a reminder either – who do I tell?

A: We would really like everyone to take part – we can then get a better understanding of our diverse communities, and it will help us to get the most value from the survey. However it is entirely your choice whether you respond. If you choose not to you will get a reminder letter. If you would prefer not to receive this you can contact Qa Research's freephone helpline on **0800 980 9030**.

Q: Why do you bother sending reminders, surely if someone wanted to take part they would do? It seems like a waste of money.

A: We know that people lead very busy lives; sometimes questionnaires get misplaced or even thrown away by one member of the household when another resident might have wanted to take part. Sometimes people mean to send their questionnaire back and simply forget and it sits in the bottom of their handbag or coat pocket. We know that responses often decline after the first few weeks and a reminder can help to encourage people to take part - more responses improve the survey's value for money by reducing the cost per household that takes part and by improving the quality of the data. The more people who take part in the survey the more reliable the results will be which means we can do more with them.

Returning your questionnaire

Q: I didn't get a reply-paid envelope/ I've misplaced my envelope where should I return my questionnaire to?

A: Qa Research, Freepost NAT5853, York, YO24 1ZY – no stamp is needed!

Q: When do I need to return my survey by?

A: The latest possible date is Friday 25th November 2011 but the sooner you return your questionnaire the better – it will save the council money as we won't need to send you a reminder and it will be better for the environment as it will save paper too!

What happens next?

Q: Will I be able to see the results of the survey?

A: Yes. Following completion of the survey, there will be a period of analysis while the council and its partners look to understand people's responses and what this means for how we deliver our services in the future. The council will update people on the progress with the analysis of the survey in the New Year; initially this will be through Kirklees Together and via the website www.kirklees.gov.uk. After this the council will share more detailed feedback about what we've learned from the residents who took part in this survey and what we're doing next in response to this. You can also keep an eye on the survey's entry on our Involve planning tool www.kirklees.gov.uk/involve to see what difference taking part has made – just search the calendar on the front page for the 'your place, your say survey'.