

Current Living in Kirklees (CLiK) adult population survey, 2016

Frequently Asked Questions

These frequently asked questions are grouped into four sections:

- *Taking part in the survey*
- *Concerns about confidentiality*
- *About the CLiK 2016 survey (general information)*
- *Other questions relating to the survey*

Taking part in the CLiK 2016 survey

Is the survey compulsory?

No-one has to take part if they do not want to, but we hope that if people understand the importance of this survey they will choose to take part and make it a success. Hearing from as many people as possible will give us a more detailed picture of the health and wellbeing of people in our area.

Why should I take part?

Whatever your circumstances, they are relevant to this survey. Obtaining information from as many selected households as possible is the only way we can get a complete and accurate picture of the local population and the different health needs of adults across Kirklees. By taking part in the survey, you'll be contributing to local decision making, helping us to allocate resources as efficiently as possible and shaping the future of Kirklees. Everyone completing the survey will be entered into a prize draw, so as well as helping your local area you could also win a fantastic prize.

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

Any resident aged 18 or over living at the address named on the envelope can complete the questionnaire. Only one person can complete the paper version, but the letter you receive with the questionnaire contains two links to an online version of the survey, so in total up to three adults from one household can complete the survey. The more responses we receive the better, so if there are other adults living in your household please encourage them to also take part. We tend to get fewer responses from younger adults, so if there is someone aged 18-30 years in your household we'd be particularly interested in hearing from them.

How long will the survey take to complete?

The survey should take no more than about 25 minutes to complete. You don't need to complete the online survey in one sitting – if you log out and come back to it later, the web site will remember the responses you've already entered.

When do I need to send it back?

Please complete the survey as soon as possible after you receive it. The survey will be delivered to addresses around 11 July and we will be sending reminders out around two weeks later. People have until 19 August to send their surveys back to us. If more people send back (or complete online) their surveys quickly we won't have to send out reminders, which will save money.

Why have I received a questionnaire when my neighbour hasn't?

42,500 households across Kirklees have been selected at random to receive this survey. There are approximately 188,000 households in Kirklees so it is possible that some households on the same street will receive questionnaires whilst others won't.

Can I complete the survey online?

Yes – we would encourage everyone receiving the survey to consider completing the survey online if possible, as it reduces postage costs and may help prevent a reminder questionnaire being sent out unnecessarily (if the reminder crosses in the post with your returned postal questionnaire).

The letter you received will contain two unique links to the online survey, so you and another adult in your household can both complete the survey online. Each link can only be used to complete the survey once. As these links have been uniquely created for your household please don't share them with someone at a different address.

Can I have the questionnaire in a different language or format?

Yes. If you require a large print version of the questionnaire please phone our free survey helpline on 0808 1080383 or email LivinginKirklees@ipsos.com. To complete the survey in a language other than English, please phone the helpline to complete the survey over the phone.

You may also want to consider completing the questionnaire online, where page content may be translated (using an online translation facility such as Google Translate), font sizes can be increased by changing browser settings and screen readers can be used.

Can I help someone fill in the questionnaire?

Yes, if a friend or a relative needs your help in filling in the questionnaire, you can offer help. The answers should be about their experience only.

Can I ask for help from someone to fill the questionnaire in?

Yes, that's fine. If you need any help in filling in the questionnaire, you can ask a friend or a relative but the answers should be about your experience only. If you have no-one to help you, Ipsos MORI provides a free telephone number for people having difficulty completing the questionnaire: 0808 1080383.

I've only lived in the area a short time. Do I have to complete the survey?

Yes. It doesn't matter if you've only just moved into the area. It's important that we hear everybody's views.

I didn't receive/cannot find the pre-addressed envelope. How can I return my questionnaire?

If you cannot find the pre-addressed envelope please send your survey (you do not need a stamp) to:

Freepost Plus RTSA–ZYGL–KSBX
Kirklees CLiK Survey
Ipsos MORI
Kings House
Kymberley Road
Harrow
HA1 1PT

Alternatively, you can complete the survey online using the link provided in the letter that accompanied the questionnaire.

I've lost my questionnaire. Can I get a replacement copy?

Yes. If you have lost the initial questionnaire and have not completed the online survey, you will automatically be sent a reminder questionnaire a few weeks after receiving the first one. Alternatively, to request a replacement copy please phone our free survey helpline on 0808 1080383 or email LivinginKirklees@ipsos.com

Another option would be to complete the survey online using the link provided in the letter received with the questionnaire. This would reduce our postage costs and would save paper.

I've made a mistake? What do I do?

We would still like you to send your completed questionnaire even if you have made a mistake. Please just completely fill in the box for the incorrect answer and then carefully tick the correct box. Alternatively, use the provided web link to complete the survey online.

Concerns about confidentiality

Where did you get my address from?

Kirklees Council has a database called the Land and Property Gazetteer. This is a directory of all properties in the Kirklees area, which gets updated when new streets and properties are added. A random sample of households was selected from the Gazetteer for this survey. However none of the published results will identify individual respondents or households.

Why do you ask me some personal information (such as religion and sexual orientation)?

Asking these 'about you' questions help us to ensure that our sample actually represents the Kirklees population. This means that results will not only be more reliable but also inform the way we provide services for all sections of the community. Asking questions about religion/ belief, for example, will help us to make sure that we are taking into account the needs of different religious groups, or those who have no religion, when providing services. It is important to know how the health needs/ issues of communities differ and if services are having unequal impacts on different communities.

Is the survey confidential?

Yes, the information you provide will be treated in strict confidence as directed by the Code of Practice for Official Statistics. It will not be used to produce statistics that will identify you or anyone in your household. All such statistics produced are subject to the Code and the same standards of protection are applied to your information at all times.

Can I be identified from the information I provide?

No. The research is being carried out by an independent research company called Ipsos MORI who will keep your responses completely confidential and will not tell the NHS or the council which addresses took part in the survey. Addresses are not included with your responses for data analysis. Postcodes are used to enable us to analyse responses for different geographical areas within Kirklees. All of your answers will be treated in the strictest confidence.

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

The unique ID enables us to link your responses back to the area of Kirklees in which you live, so we can see which issues are most important in each area.

Will the information I provide be passed on to anyone else?

To ensure personal information about you is secure, all of your answers will be treated in the strictest confidence and will be stored securely. The analysis, which will not include personal information such as names and addresses, will only be used by the council and the two NHS Clinical Commissioning Groups in our area (North Kirklees and Greater Huddersfield) to assess and monitor health and wellbeing needs

About the CLiK 2016 survey

What is it?

Current Living in Kirklees (CLiK) is an adult population survey with a focus on health and wellbeing, which is carried out roughly every four years on behalf of Kirklees Council and local NHS providers. The survey is sent by post to a random selection of Kirklees households, with residents having the option to complete the survey online or on paper (and post back to us free of charge). Questions in the survey are designed to gather population-level information around health and wellbeing needs and assets in our area; none of the information gathered will be used to identify individuals.

Why is it being carried out?

NHS North Kirklees and Greater Huddersfield Clinical Commissioning Groups and Kirklees Council are undertaking this survey to gather and update information about quality of life, health and wellbeing issues, behaviours, perceptions and experiences among the adult population of Kirklees. We will use this information to develop better programmes that support residents to stay healthy and well. Where people need our support, the results will also enable us to reassess services ensuring they are always efficient, responsive and tailored to the needs of local people.

The anonymous results will be used by the NHS and the council. This means that people don't have to respond to lots of surveys about their health and lifestyles from a number of different sources. The survey also gives us the opportunity to collect information that is

otherwise unavailable, such as the numbers of people in a given area that are finding it harder to stay physically active.

The survey may be used to compare Kirklees against similar authorities and it can also be used to see how the health and wellbeing of people in Kirklees is improving against the national picture.

The CLiK survey is steered by the CLiK Project Board, led by Rachel Spencer-Henshall (Director of Public Health for Kirklees Council), and endorsed by the Health and Wellbeing Board.

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

We do have to make some tough financial choices but we need to make sure that the right people receive the right types of help and support. Your responses will help us better understand our local communities and their needs.

The cost of the survey equates to approximately 24p per adult resident. If you receive one you can help us get the most value from this survey by taking part and by encouraging another adult in your household to take part. There will be one paper copy of the survey in the envelope you receive, but the letter will also contain two links to an online version. Completing the survey online will save return postage costs so we would encourage people to do that where possible. Also, if you complete and return the questionnaire quickly (either online or by post) we won't need to send a reminder, which will reduce printing and postage costs and will be better for the environment.

Haven't you done this survey in the past? What difference did responses make last time?

We have run similar CLiK surveys in 2001, 2005, 2008 and 2012. They all had slightly different content depending on what information we needed to know about the health of the local population at that time. Previous CLiK surveys have told us:

- Smoking rates were high among young women, and also where smoking rates were highest across Kirklees. This enabled us to coordinate and target our smoking cessation services more effectively (including the new Smokefree Service)
- The issues affecting mums-to-be in different areas, particularly in relation to life choices and challenges such as poverty and unemployment. This enabled us to adapt the pregnancy support services provided by our Auntie Pam's centres in Dewsbury and Huddersfield to address local priorities
- A significant number of adults have a long-term health condition. This led to the development and expansion of our Expert Patients Programme, which helps more people manage their own health better
- Almost a third of the adult population suffered from pain. This enabled us to raise awareness of chronic pain across Kirklees and identify what we need to focus on to provide a quality service for our residents

These surveys are vital to tell us what health and social care needs people have and how they are changing.

Who designed the survey?

The survey was developed by Kirklees Council and the two NHS Clinical Commissioning Groups in our area (North Kirklees and Greater Huddersfield), with the help of Ipsos MORI.

Who is running the survey?

Ipsos MORI, an independent research company, is carrying out the survey on behalf of Kirklees Council and the two NHS Clinical Commissioning Groups in our area (North Kirklees and Greater Huddersfield).

For more information about Ipsos MORI please go to www.ipsos-mori.com. Ipsos MORI have a good track record of working with the NHS and local authorities and carrying out these types of survey and provide good value for money. They were appointed through Kirklees Council's Research Services Framework tendering process.

Why are you paying an independent research company to do the survey?

The NHS and the council are 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 we have appointed an independent research company:

- They are independent – this means that all completed questionnaires go directly to them. Your responses will remain confidential and no-one from the NHS or council will see individual questionnaires.
- 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 have capacity for dealing with such large numbers of questionnaires so they can process your responses quickly.

Other questions

What is the prize in the prize draw?

There is one prize of a £100 high street shopping voucher, which can be spent in most high street stores.

How will the prize draw be managed?

To be included in the prize draw, just tick the box on the form and provide your name and contact details. These contact details will only be used for the prize draw, and will be stored separately to your survey responses.

Returned questionnaires received by 19 August 2016 will be entered into the prize draw, which takes place in the week starting 22 August 2016 and will be witnessed by an independent observer within Ipsos MORI. Terms and conditions are available to participants on request - please phone our free survey helpline on 0808 1080383 or email

LivinginKirklees@ipsos.com

When will I hear whether I have won a prize?

The draw will take place in the week starting 22 August 2016 and the winner will be notified by the end of that week.

I have returned my completed questionnaire but have received a reminder. Why?

A record is made of which questionnaires are returned (using the barcode on the questionnaire to match the return back to the original mailing address). A reminder is sent if a return is not received in the first two weeks. If there is an overlap between you sending your completed questionnaire back and the printing and sending of the reminders, you may receive a reminder. Reminders will also be sent if the barcode has been obscured or removed as we will not be able to identify the address. If you have already replied to the survey please ignore the reminder letter.

I haven't received a questionnaire but I'd like to take part. Can I?

Not this time. The random sample that we use is designed to give us a representative cross-section of the adult population across Kirklees. We need to keep to a random sample like this so that the results of the survey will be as reliable as possible and to ensure consistency between this and previous versions of the survey.

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

We would really like everyone to respond so we can get a better understanding of our diverse communities and get the most value from the survey. However it is entirely your choice. If you choose not to respond you will get a reminder letter. If you would prefer not to receive this, phone our free survey helpline on 0808 1080383 or email

LivinginKirklees@ipsos.com

Who can I contact for further information?

More information about the CLiK survey can be found on the council's Involve database through this web link: www.kirklees.gov.uk/CLiK2016

If you have any further queries please phone our free survey helpline on 0808 1080383 or email LivinginKirklees@ipsos.com

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

Yes. A number of results from the survey will be available from October 2016 onwards. These are likely to include the overall headline results; an executive summary highlighting key issues and inequalities; and comprehensive geographic and demographic data tables. You can keep an eye on the survey's entry on the council's Involve database through this web link: www.kirklees.gov.uk/CLiK2016