

Current Living in Kirklees (CLiK) adult population survey, 2021 Frequently Asked Questions

These frequently asked questions are grouped into four sections:

- *Taking part in the survey*
- *Concerns about confidentiality*
- *About the CLiK 2021 survey (general information)*
- *Other questions relating to the survey*

Taking part in the CLiK 2021 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. If you don't want to answer any question you don't have to, just move on to the next question.

Why should I take part?

Whatever your circumstances, they are relevant to this survey. Obtaining information from as many 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 can choose to 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?

If you received a letter inviting you to take part in the CLiK survey, any number of residents aged 16 or over living at the address named on the envelope can complete the questionnaire. Follow the instructions in the letter for completing the survey online. If your letter included a paper copy of the survey, one person in the household can use this and others can complete the survey online (or you can all complete the survey online).

If you haven't received a letter inviting you to take part, you can still complete the survey if you are age 16+ and a resident of Kirklees. You can complete an online version of the survey here: www.kirklees.gov.uk/clik2021 or scan this QR code



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 16-30 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.

When do I need to send it back?

Please complete the survey as soon as possible after you receive it. The survey will be open from 1st November and people have until 17th December to take part. 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?

Over 40,000 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.

Any Kirklees resident aged 16+ can complete the survey, so if you've heard about the survey and want to take part but you haven't received the survey directly, you can go online to complete the survey (www.kirklees.gov.uk/clik2021 or use the QR code above).

Can I complete the survey online?

Yes – we would encourage everyone to consider completing the survey online, if possible, as it reduces postage costs. If you received a letter about taking part in the CLiK survey, follow the instructions in that letter. If you didn't receive a letter, complete the online survey here: www.kirklees.gov.uk/cliK2021 or using the QR code above.

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 0800 073 0348 or email cliK2021@melresearch.co.uk. To complete the survey in a language other than English, please phone the helpline.

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.

Urdu

پر ہم سے رابطہ کر کے درخواست پر یہ معلومات دوسری زبانوں اور فارمیٹس میں دستیاب کی جا سکتی ہیں۔

Polish

Informacje te można udostępnić w innych językach i formatach na żądanie, kontaktując się z nami pod numerem 0800 073 0348

Hungarian

Ez az információ kérésre más nyelveken és formátumokban is elérhetővé tehető, ha felveszi velünk a kapcsolatot a 0800 073 0348 számon

Gujarati

0800 073 0348 પર અમારો સંપર્ક કરીને વિનંતી પર આ માહિતી અન્ય ભાષાઓમાં અને ફોર્મેટમાં ઉપલબ્ધ કરાવી શકાય છે

Kurdish

Li gorî daxwazê bi têkiliya bi me re li ser 0800 073 0348 bi ziman û formên din ev agahî dikare were peyda kirin

Arabic

يمكن توفير هذه المعلومات بلغات وأشكال أخرى عند الطلب عن طريق الاتصال بنا على 0348 073 0800

Punjabi

0800 073 0348 'ਤੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰਕੇ ਬੇਨਤੀ 'ਤੇ ਇਹ ਜਾਣਕਾਰੀ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਅਤੇ ਫਾਰਮੈਟਾਂ ਵਿੱਚ ਉਪਲਬਧ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ

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. Tick the box at the beginning of the survey if you are completing it on behalf of someone else.

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, M.E.L Research provides a free telephone number for people having difficulty completing the questionnaire: 0800 073 0348.

I've only lived in the area a short time. Should I 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 RUBU-GJRK-GHBT
MEL Research Ltd
Somerset House
37 Temple Street
Birmingham
B2 5DP

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

If you can't find the letter, you can complete the survey online here:

www.kirklees.gov.uk/clik2021 or via the QR code shown earlier in this document.

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 0800 073 0348 or email clik2021@melresearch.co.uk

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.

If you can't find the letter, you can complete the survey online here:

www.kirklees.gov.uk/clik2021 or via the QR code shown earlier in this document

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. If you make a mistake on the paper questionnaire, please just completely fill in the box for the incorrect answer and then carefully tick the correct box. If you make a mistake when completing the questionnaire online, you can go back and change your responses.

Please note that you can only change your responses before submitting them in the online survey.

Concerns about confidentiality

Where did you get my address from?

A random sample of households was selected from the Royal Mail's Postal Address File. This is the list of residential addresses the Royal Mail provides across the UK. However, none of the published results will identify individual respondents or households.

Why do you ask about my 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 of Practice for Official Statistics, 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 M.E.L Research who will keep your responses completely confidential and will not tell any of the organisations involved in the survey 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 survey invitation 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 organisations involved in the survey to assess and monitor health, wellbeing and other service needs.

About the CLiK 2021 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, local NHS providers and other partner organisations. 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). In addition to this random sample, any Kirklees resident age 16+ can complete the survey via the online link: www.kirklees.gov.uk/clik2021 or use the QR code shown earlier in this document.

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?

This survey is being undertaken 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, the council and other local organisations. This means that people don't have to respond to lots of surveys about their health and lifestyles from a number of different sources. CLiK 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 local authorities, and it can also be used to see how the health and wellbeing of people in Kirklees is changing against the national picture.

The CLiK survey is steered by the CLiK Project Board, led by Steve Brennan (Kirklees Place Programme Director, Kirklees Clinical Commissioning Group), and endorsed by Rachel Spencer-Henshall (Kirklees Director of Public Health) and 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 overall cost of the survey equates to approximately 28p per adult resident, and has been shared between organisations including Kirklees Council, Kirklees CCG, local NHS Trusts,

University of Huddersfield, and others. You can help us get the most value from this survey by taking part and by encouraging other people aged 16+ in your household to take part.

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, 2012 and 2016. 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
- Responses to questions around loneliness and social isolation were used to identify areas to target a Local Area Coordination pilot scheme
- A range of indicators from the 2016 CLiK survey relating to mental wellbeing, health conditions, physical activity levels and perceptions of the local area were used to aid decisions on place-based interventions to improve local mental health. Additional indicators on cycling and walking are also currently being used to support a place-based approach to increasing active travel levels.
- Data from the 2016 CLiK survey was used to help inform the priorities of the Primary Care Networks in Kirklees when they were created in 2019.

These CLiK 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 the CLiK Project Board with representatives from organisations including Kirklees CCG, NHS Trusts (South West Yorkshire Partnership, Mid Yorkshire Hospitals and Calderdale and Huddersfield NHS Foundation Trust), the University of Huddersfield, Third Sector leaders, Primary and Secondary heads, West Yorkshire Police, Mid Yorkshire Chamber of Commerce and local organisations such as Locala.

Who is running the survey?

M.E.L Research were appointed through Kirklees Council's Procurement process. M·E·L Research (www.melresearch.co.uk) is one of the UK's leading social research companies. Their **vision** is to make a positive difference to organisations, employees, customers and wider society.

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

The local organisations involved in this survey 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, council or other partner organisations 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 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 £150 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 the survey deadline will be entered into the prize-draw, which will take place two weeks after the end of the survey period. The winner will be notified the following week.

I have returned my completed questionnaire but have also 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 three 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?

Yes, you can complete the survey online here: www.kirklees.gov.uk/cliK2021 or via the QR code shown earlier in this document.

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 0800 073 0348 or email cliK2021@melresearch.co.uk

Who can I contact for further information?

More information about the CLiK survey can be found through this web link:

www.kirklees.gov.uk/CLiK2021

If you have any further queries, please phone our free survey helpline on 0800 073 0348 or email cliK2021@melresearch.co.uk

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

Yes. Preliminary results from the survey will be available from January 2022 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.

Once the survey is closed and the data has been processed, you will be able to access the results from the survey through this web link: www.kirklees.gov.uk/CLiK2021