

## The Calderdale Survey 2020

Our vision for Calderdale in 2024 is for a place where people can realise their potential whoever they are, whether their voice has been heard or unheard in the past. We aspire to be a place where **talent and enterprise** can thrive. A place defined by our innate **kindness and resilience**, and by how our people care for each other, are able to recover from setbacks and are full of hope. Calderdale will stand out, be known, and be **distinctive**. We want Calderdale to be a great place to visit, but most importantly, a place to live a larger life.

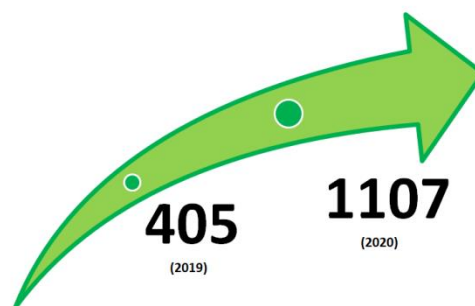
To understand and measure our progress against this vision, we publish our performance on [Calderdale Dataworks](#). This includes data on issues ranging from education to business. However not everything can be measured in this way and our citizen's views of our place, and our progress towards this shared vision, is equally important. Beginning in 2019, each January we ask residents of Calderdale to complete a short survey to gather their views and help us understand if we are achieving our **Vision 2024**. For the 2020 survey we aimed to reach more residents than ever before by hosting the survey on the Talkback Citizen's Panel as well as offering an online survey open to all. We made the most of social media to let people know about this opportunity to be heard and made real effort to promote the survey directly to people who may not normally share their opinions.

### Who took part in the survey?

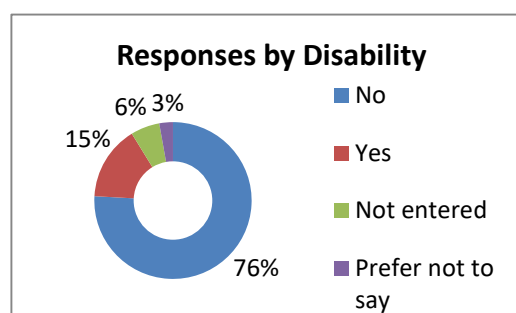
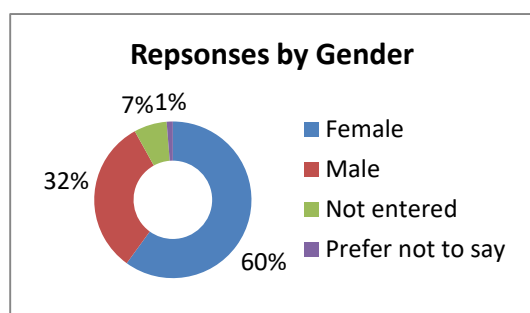
During January 2020, **1107** Calderdale residents aged 16+ shared their views, a near threefold increase in participation from the 2019.

In terms of **gender**, female residents are somewhat over represented at 60% of respondents, as compared to 51% of the Calderdale population

(ONS, 2011). This replicates the over representation of female residents found in the 2019 survey.

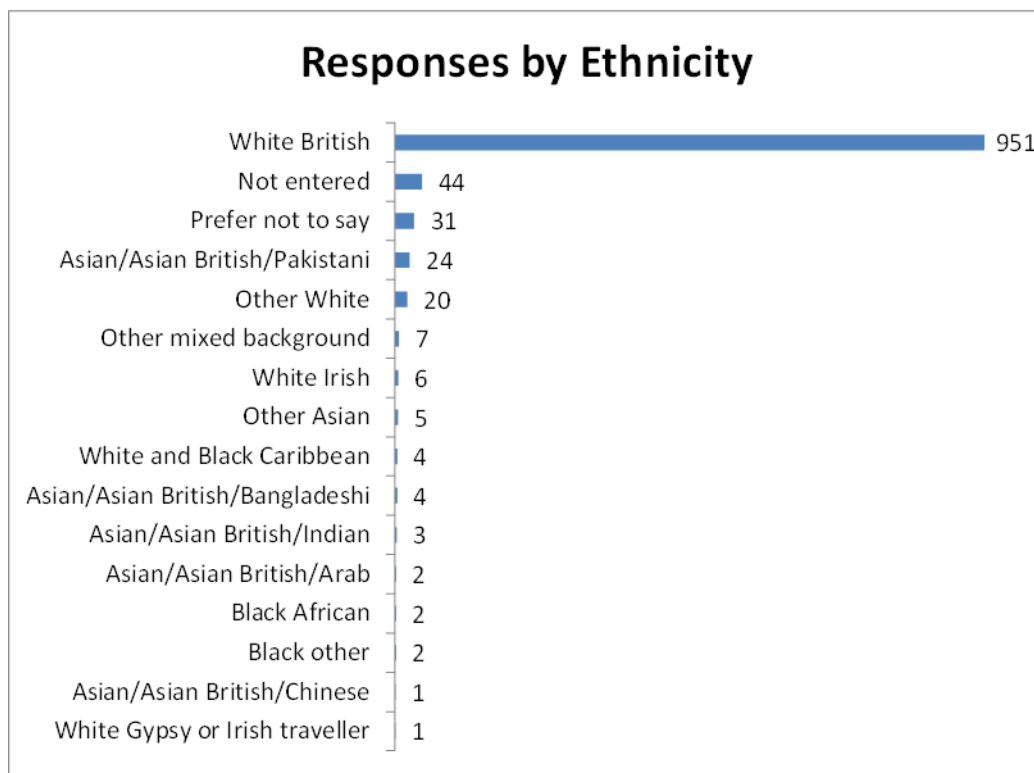


Residents who consider themselves to have a **disability or long term health condition** are well represented among respondents at 15% of the total. This replicates the good representation found in the 2019 survey.

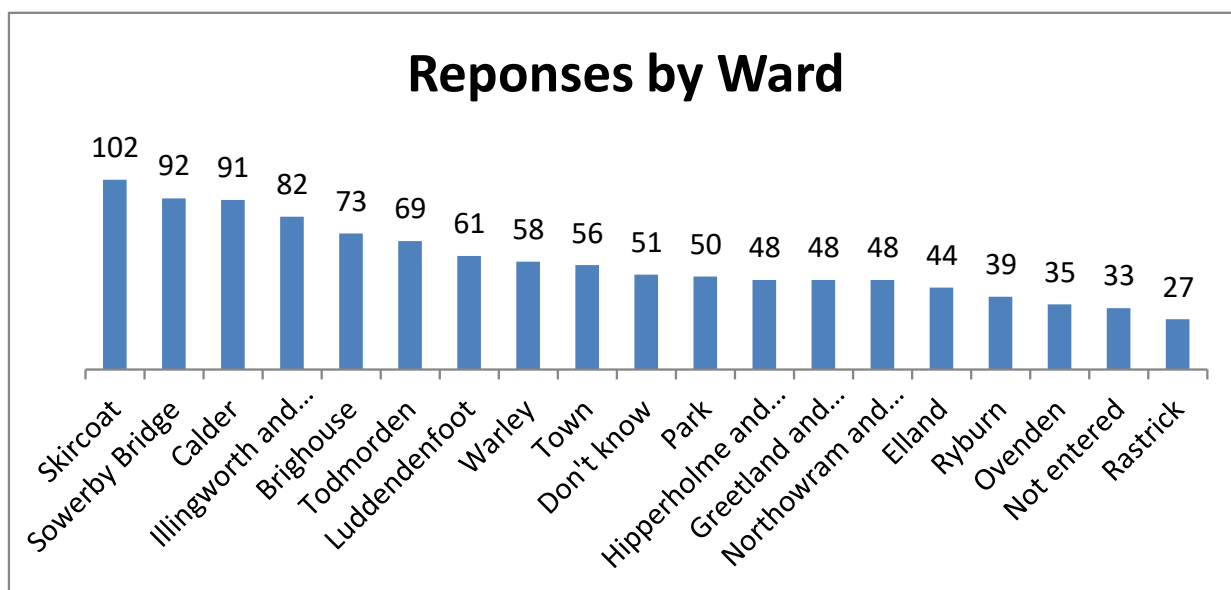


Of respondents, 86% declared their **ethnicity** to be White British compared with 87% in the Calderdale population (ONS, 2011). This suggests a real improvement in the representativeness; in the 2019 survey 93% declared their ethnicity to be White British. Having said this, a number of residents chose not to

disclose their ethnicity while participating in the survey. This makes it difficult to identify any clear trends in perception by this demographic marker.

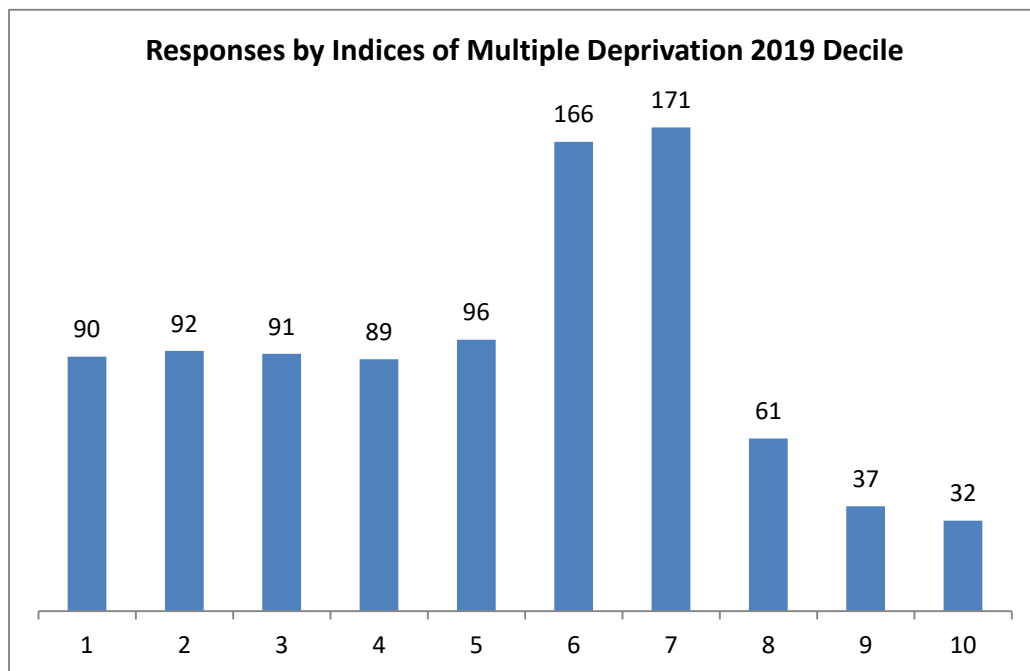


Participation in the survey has varied according to the **area** in which residents live. While the population of each electoral ward is similar, survey uptake was clearly stronger in some wards. However there is good response coverage across the wards of Calderdale. Views from Park ward are far better represented this year, making up 5% of responses as compared to just 1% in 2019.

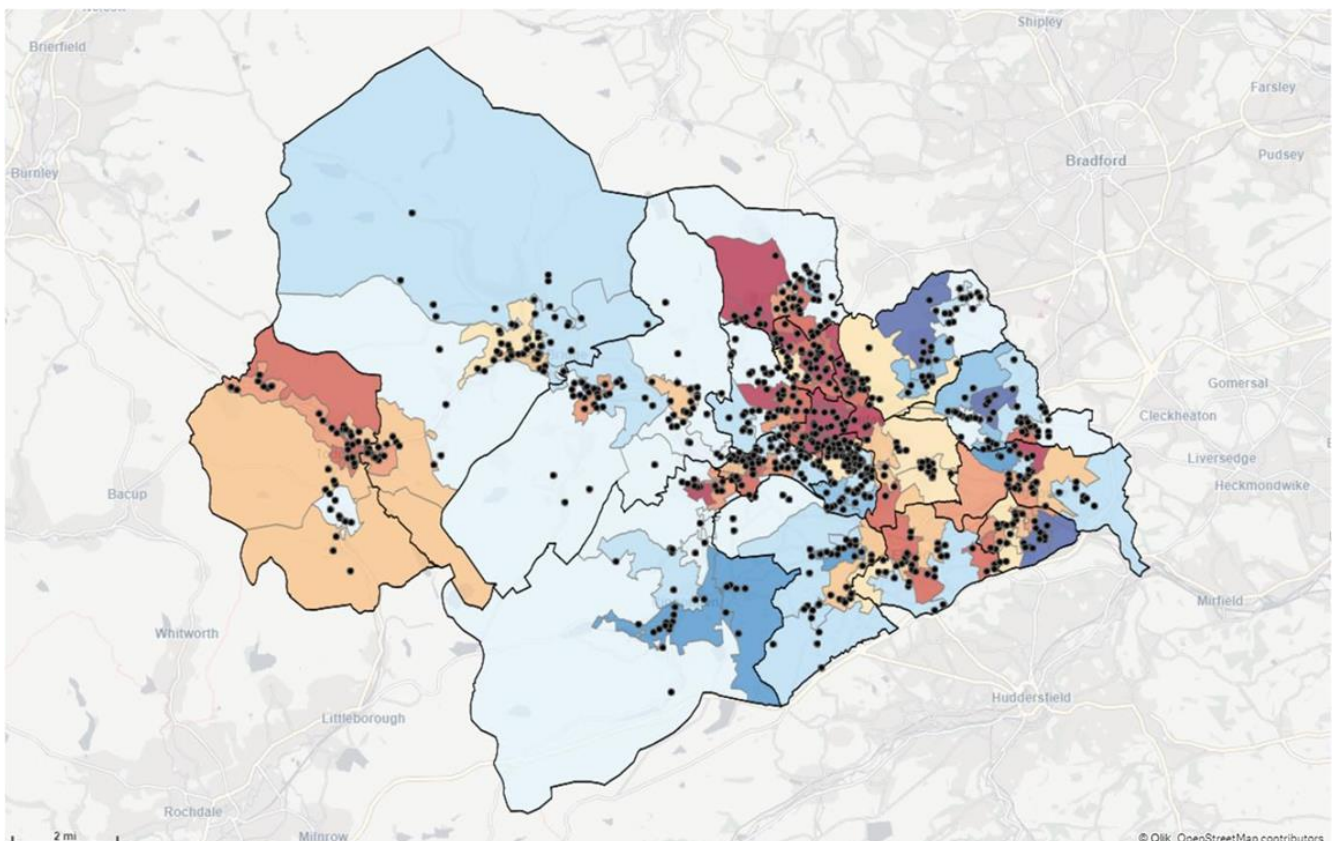


When the [Indices of Multiple Deprivation 2019](#) decile of the small neighbourhood area (Lower Layer Super Output Area) in which residents live is considered, there is a strong correlation between responses received and the Calderdale population for deciles 5 to 10. However, the response rates from deciles 1 to 4 show a

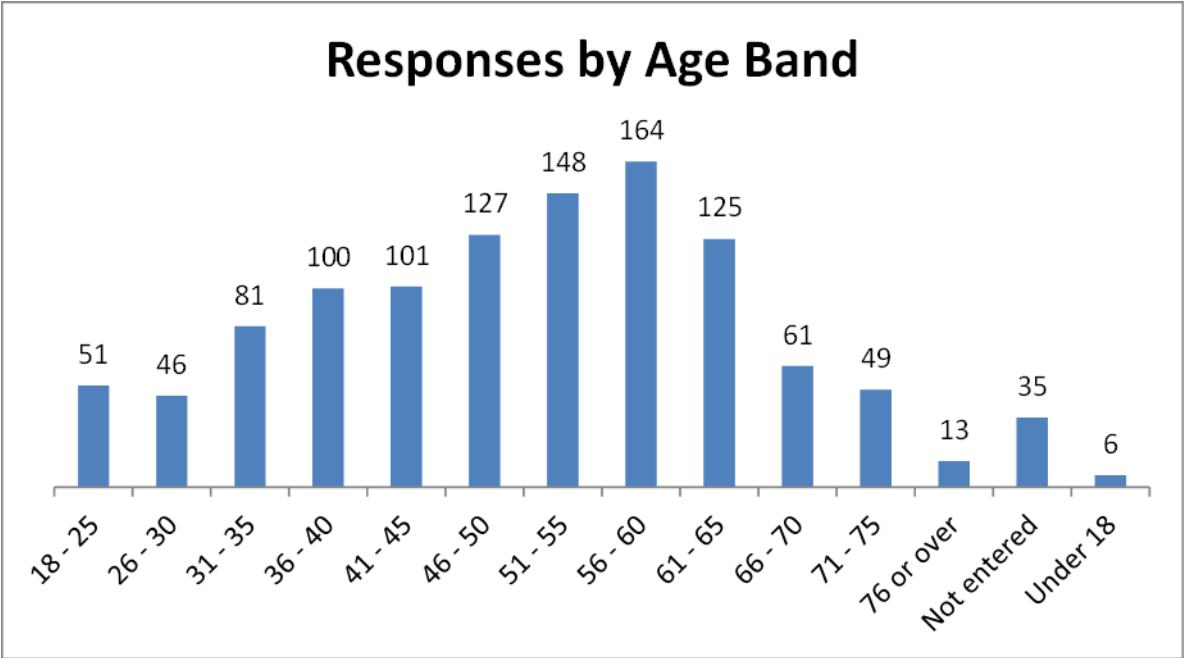
lower response rate. This therefore indicates that the overall response rate is somewhat weighted towards areas of lower deprivation.



The map below demonstrates deprivation within Calderdale (red denoting greater deprivation, blue less deprivation) overlaid with response points for each resident who provided their postcode. Responses are clearly clustered around areas of greater population density.

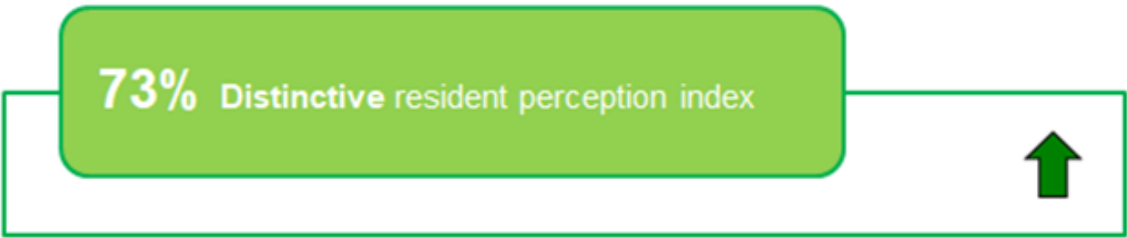


The chart below shows the number of responses by **age** band. This highlights that the largest number of responses came from those aged between 46 and 65. This broadly correlates with the Calderdale population, which has high numbers of people aged between 46 and 60. However, the largest population group (over 18) in Calderdale is the 18 to 25 group. This group is therefore underrepresented in the survey results.



**What did people tell us?**

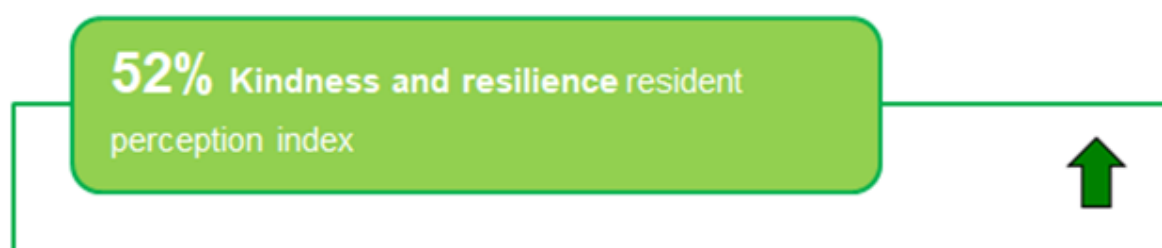
The survey asked people 12 questions about life in Calderdale. We have combined the scores of some questions to develop a **resident perception index** for the Vision 2024 themes. This gives an overall indicator of distinctiveness, kindness and resilience and enterprise and talent in Calderdale.



Our resident perception index for the **distinctiveness** of Calderdale stands at 73%, an improvement of 5 percentage points since the 2019 survey. This index is made up of three questions, shown on the next page.

Survey Question	2019			2020		
	Agree	Total responses	%	Agree	Total responses	%
I think Calderdale offers a variety of opportunities for all people to engage in arts, culture and heritage	253	404	63%	784	1090	72%
I think Calderdale is an attractive place for people to visit	349	401	87%	942	1099	86%
I think Calderdale is a creative place where people are easily able to pursue opportunities to try new things	222	400	56%	661	1084	61%
<b>V2024 Distinctive - Resident Perception Index</b>	<b>824</b>	<b>1205</b>	<b>68%</b>	<b>2387</b>	<b>3273</b>	<b>73%</b>

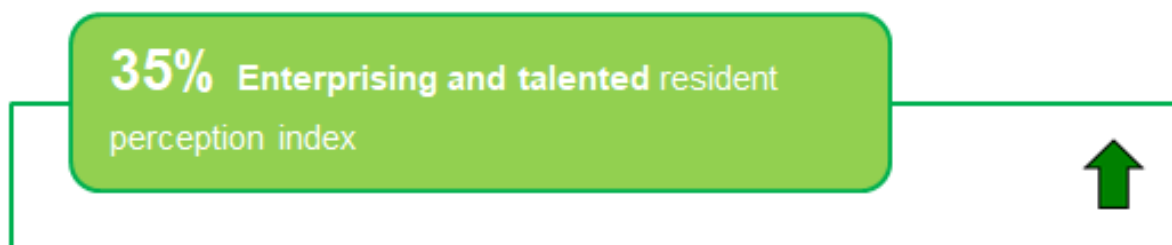
At 86%, a very high proportion of respondents see Calderdale is an **attractive place to visit**. This is a slight reduction from 87% in 2019. Just less than three quarters (72%) of respondents thought Calderdale offered **opportunities for all to get involved in arts, culture and heritage**, a noticeable increase from 63% in 2019 and one of the strongest areas of improvement. Slightly fewer respondents saw Calderdale as a **creative place**, but this is also an improving area with 61% responding positively in 2020, up from 56% in 2019.



Our resident perception index for the **kindness and resilience** of Calderdale stands at 52%, an improvement of 4 percentage points since the 2019 survey. This index is also made up of three questions.

Survey Question	2019			2020		
	Agree	Total responses	%	Agree	Total responses	%
I think that people in my neighbourhood pull together to improve our local area	205	404	51%	551	1105	50%
I believe that my community is well prepared to respond to flooding	196	399	49%	597	1092	55%
I feel that people from different backgrounds get on well together in my local area	171	401	43%	551	1102	50%
<b>V2024 Kind &amp; Resilient - Resident Perception Index</b>	<b>572</b>	<b>1204</b>	<b>48%</b>	<b>1699</b>	<b>3299</b>	<b>52%</b>

The scores for all three questions were broadly similar in 2020. However, there was noticeable improvement from 2019 in positive perceptions of **flood planning** (up 6 percentage points) and respondents feeling **people from different backgrounds get on well** (up 7 percentage points).



Our resident perception index for the **enterprise and talent** of Calderdale stands at 35%, an improvement of 4 percentage points since the 2019 survey. This index is made up of two questions, shown on the next page.

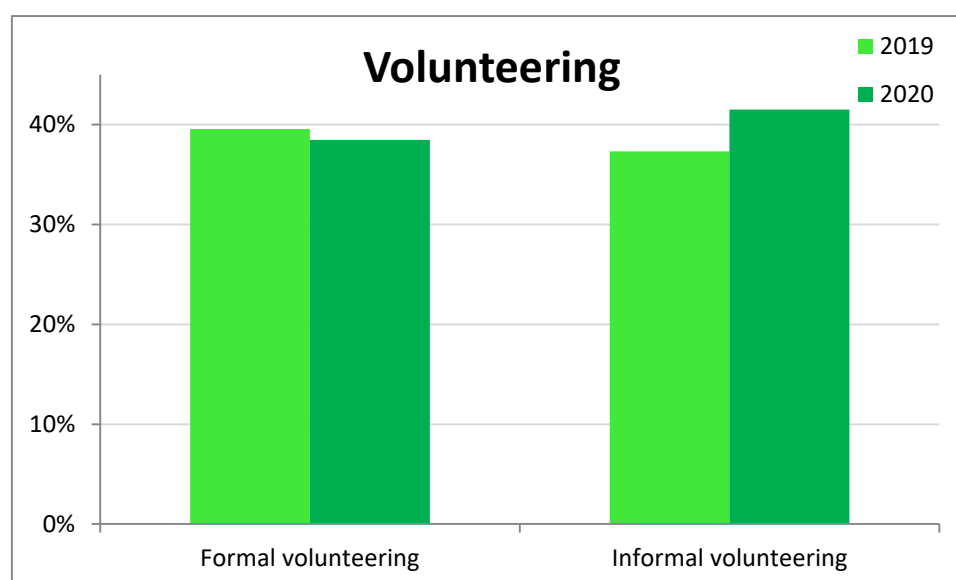
Survey Question	2019			2020		
	Agree	Total responses	%	Agree	Total responses	%
I think that Calderdale is a place that enables businesses to thrive and succeed	108	399	27%	397	1099	36%
I think that Calderdale is a great place for young people to flourish and achieve their ambitions	143	398	36%	380	1092	35%
<b>V2024 Enterprising &amp; Talented - Resident Perception Index</b>	<b>251</b>	<b>797</b>	<b>31%</b>	<b>777</b>	<b>2191</b>	<b>35%</b>

Overall, this is a relatively low scoring theme and there was a slight dip in perception of Calderdale as a place for **young people to flourish and achieve their ambitions**, to 35% from 36% in 2019. However, the perception of whether **businesses can thrive and succeed in Calderdale** has been one of the strongest areas and improvement, increasing to 36% from 27% in 2019.

Outside of the resident perception indexes, the survey also includes the following statements relating to volunteering:

- I have taken part in **formal volunteering**, which was unpaid help through a group, club or organisation in the last year.
- I have taken part in **informal volunteering**, unpaid, helping in the community in the last year.

The chart below compares positives responses to these statements in 2019 and 2020. This shows similar responses for both at around 40%, with a slight decrease in formal volunteering and a more noticeable increase in informal volunteering in 2020.



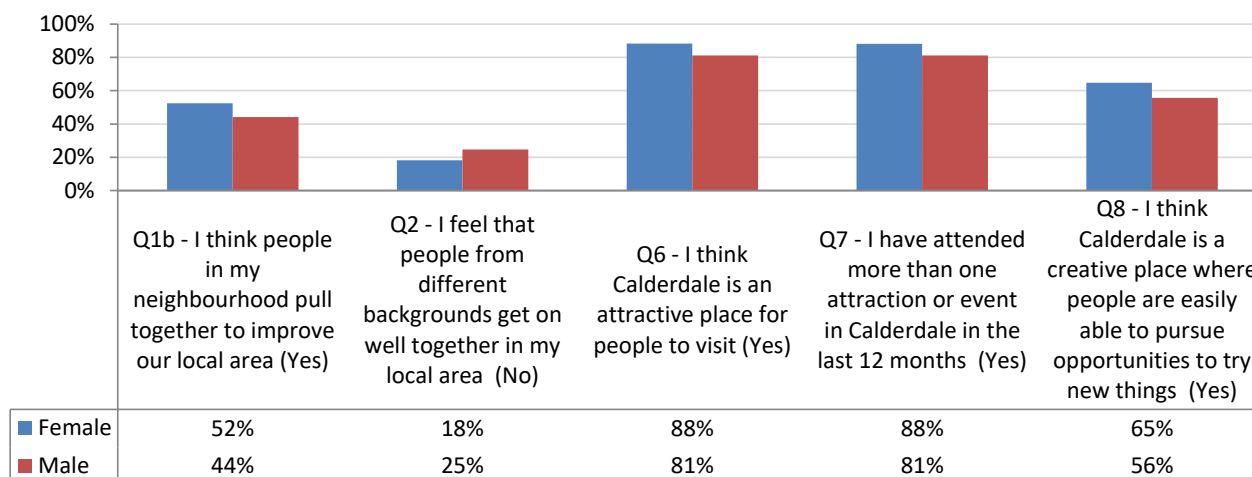
Those completing the survey were also asked if they had **attended more than one event or attraction in Calderdale in the past year**. The response in 2020 was unchanged from 2019, remaining high at 85%.

Respondents were also asked whether they thought of **Calderdale as a great place to live**. In 2020, just under three quarters (74%) agreed with that statement, a slight increase from 73% in 2019.

## How did perception differ by people from different backgrounds or areas?

### Gender

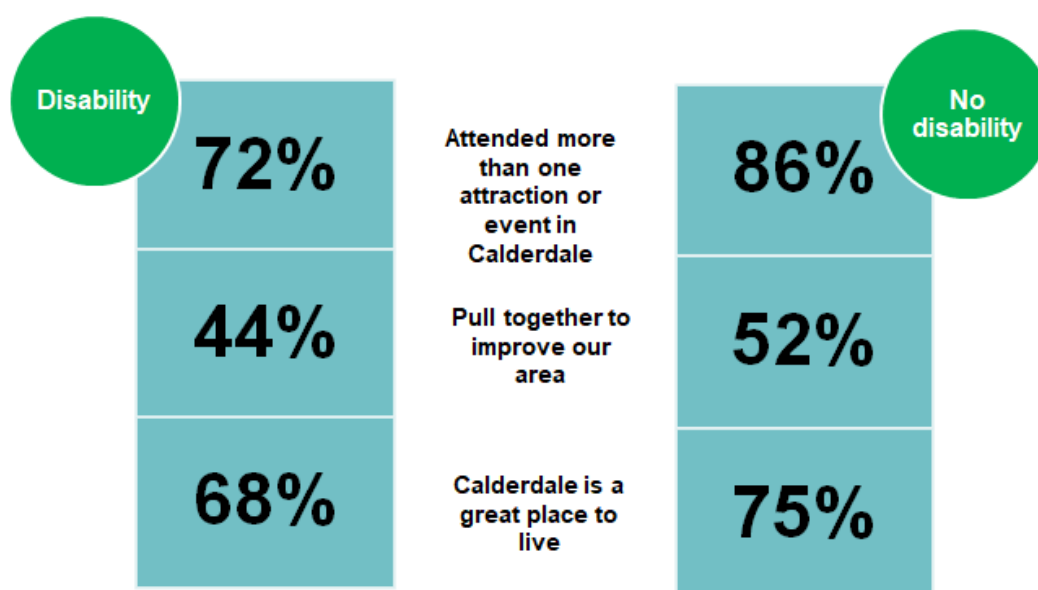
Responses to the survey show that perceptions of life in Calderdale are not the same for everyone. The chart below shows the questions where responses differed the most by gender. Across all the questions shown, responses from men were more likely to reflect negative perceptions of Calderdale.



On the whole, responses from men reflected more negative perceptions than women. However, men were 3% points more likely to report formal volunteering, as well as 1% point more likely to feel Calderdale was a place that enabled businesses to thrive and succeed.

### Disability and Long Term Conditions

Responses from people who stated they had a disability or long term condition showed significant divergence from the overall response, as highlighted in the chart below.



All three questions above had more negative responses from those with a disability or long term condition, most notably with a 14% point gap in relation to attendance at attractions or events in Calderdale. In



addition to the questions above, those with a disability or long term condition also felt Calderdale was less prepared for flooding (-8% points) and fewer felt Calderdale was an attractive place to visit (-6% points). However, it is heartening to hear that people with a disability or long term condition reported formal and informal volunteering at a higher rate (+5% and +4% points respectively). People with a disability or long term condition were also slightly more likely to think that Calderdale offers a variety of opportunities for all people to engage in arts, culture and heritage.

## **Age**

As highlighted earlier in the report, those aged between 46 and 65 were more likely to complete the survey, which may influence any findings relating to differing responses by age group. Having said that, there are three questions where responses show significant divergence by age.

Encouragingly, a far greater proportion of those aged 16-25 (47%) responded positively to the statement “I think that Calderdale is a great place for young people to flourish and achieve their ambitions” when compared to the overall average (33%).

Across all age groups, 39% of respondents said they were took part in formal volunteering in the past year. This rose to 51% for those aged between 66 and 75 years old.

Finally, those most likely to have attended more than one event or attraction in Calderdale in the past year fall in the 31 to 65 year old age groups (86%). Less likely to have attended events or attractions were those aged 66 or over (75%) and those aged 30 and under (77%).

## **Home Area**

As might be expected in a borough as diverse as Calderdale responses did differ significantly according to area in which people live. Deprivation, identified using the [Indices of Multiple Deprivation 2019](#), appears to noticeably influence people’s perceptions of life in Calderdale. In response to the question about whether people think Calderdale is a great place to live, the overall positive response was 74%. However, for those living in the most deprived neighbourhoods, within the most deprived decile nationally, that fell to 69%. For those living in neighbourhoods in the second most deprived decile, 65% of respondents agreed that Calderdale was a great place to live. At an electoral ward level, Ovenden and Illingworth and Mixenden had the lowest positive responses at just 60%.

Perceptions of how well people in neighbourhoods pull together to improve local areas also differed according to deprivation. Overall, half of those responding felt people did pull together. However, those living in the most deprived neighbourhoods agreed with the statement less; 28% of those living in neighbourhoods in the most deprived decile and 26% of those living in neighbourhoods in the second most deprived decile. At a ward level, the lowest positive responses came from Ovenden (29%), Park (34%), Illingworth and Mixenden (35%) and Town (38%) wards. Conversely, the most positive responses came from Calder (65%) and Luddendenfoot (72%) wards.

The table on the next page shows responses by ward to the question about whether people see Calderdale as a place where young people can flourish and achieve their ambitions. This shows a range from just 21% in Calder ward, up to 49% in Ryburn.



Ward	Agree Calderdale is place for young people to achieve their ambitions
Ryburn	49%
Luddendenfoot	46%
Hipperholme and Lightcliffe	46%
Brighouse	44%
Greetland and Stainland	44%
Elland	41%
Rastrick	41%
Town	38%
Park	34%
Warley	33%
Sowerby Bridge	30%
Illingworth and Mixenden	29%
Northowram and Shelf	29%
Skircoat	27%
Ovenden	26%
Todmorden	25%
Calder	21%
Don't know	35%
Not entered	45%
<b>Calderdale average</b>	<b>34%</b>

In response to the question regarding preparedness for flooding, those in the Luddendenfoot ward were the most positive at 77%, compared to an average of 55%. The least positive response came from Ovenden, at just 37%.

Perception of whether people from different backgrounds get on well also varied noticeably between wards. Whilst across Calderdale half of people agreed, the highest positive responses came from Calder (59%) and Elland (57%) wards. The least positive responses came from Brighouse (26%) and Skircoat (27%) wards. Interestingly, Illingworth and Mixenden and Ovenden wards gave low positive responses (35% and 34% respectively), but also high responses for 'don't know', at 41% and 43% respectively.

The 2020 results show an interesting correlation between deprivation and volunteering. Responses suggest formal volunteering is strong in Todmorden (45%), Sowerby Bridge (44%), Elland (43%) and Illingworth and Mixenden (43%) wards. This compares to an overall average of 38%. In contrast, responses show informal volunteering to be most prevalent in Calder (52%) and Hipperholme and Lightcliffe (50%) wards, well above the overall average of 42%.

Respondents from Luddendenfoot were most likely to think of Calderdale as a place with a variety of opportunities for all people to engage in arts, culture and heritage with 85% of respondents in this ward giving a positive response, compared to an overall average of 72%. In contrast, the Rastrick ward had the lowest positive response to this question, at just 48%.

Similarly, respondents from Luddendenfoot ward were also most likely to see Calderdale as a creative place, where people are easily able to pursue opportunities to try new things, at 75%. This is in comparison

to an overall average of 61%. At the opposite end of the scale, those living in Ovenden ward were less positive with 47% in agreement.

Most respondents see Calderdale as an attractive place to visit, with an overall average of 86%. Again, Luddendenfoot ward had the most positive response with 95% in agreement. Those from more urban and/or deprived areas were less likely to consider Calderdale an attractive place to visit, e.g. Rastrick (74%), Park (76%), Town (76%), and Ovenden (77%) wards.

The vast majority of respondents said they had attended more than one event or attraction in Calderdale in the past year, with an overall average of 85%. Ten wards had more positive responses, with Skircoat highest at 93%. Conversely, the ward with the highest level of deprivation, Park, had the least positive response at 73%; well below the next lowest ward of Illingworth and Mixenden at 79%.

When asked whether they felt that Calderdale was somewhere businesses can thrive and succeed, only 36% overall gave a positive response. However, people living in Ryburn (55%) and Elland (50%) wards were much more likely to agree with that statement. Conversely, people living in the Upper Valley wards of Calder and Todmorden were less positive, with 23% and 21% in agreement respectively.

## **Appendices**

The original survey can be found on pages 11 to 12.

If you have any questions, comments or ideas regarding the survey or findings please contact [Performance.BusinessIntelligence@calderdale.gov.uk](mailto:Performance.BusinessIntelligence@calderdale.gov.uk)

## The Calderdale Survey

2024 is an important year for Calderdale - it's the year that marks our 50th anniversary. Our vision for Calderdale in 2024 is for a place where you can realise your potential whoever you are, whether your voice has been heard or unheard in the past.

But what is it like to live here right now? Your views really matter - they change where we're going and how we get there. If you're 16 or older and live here, please take a few minutes this January to tell us about life in Calderdale. Find out in March what everyone else said.

**How much do you agree with these statements? Please circle a number.**

**1** I think that Calderdale is a great place to live.

1	2	3	4	5	6	7	8
Strongly disagree				Strongly agree			

**2** I think that people in my neighbourhood pull together to improve our local area.

1	2	3	4	5	6	7	8
Strongly disagree				Strongly agree			

**3** I think that Calderdale is a great place for young people to flourish and achieve their ambitions.

1	2	3	4	5	6	7	8
Strongly disagree				Strongly agree			

**4** I believe that my community is well prepared to respond to flooding.

1	2	3	4	5	6	7	8
Strongly disagree				Strongly agree			

**5** I feel that people from different backgrounds get on well together in my local area.

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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**6** I have taken part in formal volunteering which was unpaid help through a group, club or organisation in the last year.

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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**7** I have taken part in informal volunteering unpaid, helping in the community in the last year.

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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**8** I think Calderdale offers a variety of opportunities for all people to engage in arts, culture and heritage.

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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**9** I think Calderdale is an attractive place for people to visit

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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**10** I have attended more than one attraction or event in Calderdale in the last 12 months.

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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11 I think Calderdale is a creative place where people are easily able to pursue opportunities to try new things.

☐

Yes

☐

No

☐

Don't know

12 I think that Calderdale is a place that enables businesses to thrive and succeed.

☐

Yes

☐

No

☐

Don't know

### About You

We'd like to ask you for some details to make sure we are listening to people from different backgrounds in Calderdale. This will stay completely confidential.

**Gender**

☐

Female

☐

Male

☐

Prefer not to say

**Age**

**Disability**

☐

Yes

☐

No

☐

Prefer not to say

**Ethnicity**

☐

White British

☐

White Irish

☐

White Gypsy or Irish traveller

☐

Other White

☐

Asian Indian

☐

Asian Pakistani

☐

Asian Bangladeshi

☐

Asian Chinese

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Other Asian

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Black African

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Black Caribbean

☐

Black other

☐

White and Black African

☐

White and Black Caribbean

☐

White and Black Asian

☐

Other mixed background

☐

Arab

☐

Prefer not to say

**Postcode**

**Ward**

Thank you for the time you've taken to take part in The Calderdale Survey for 2020. You'll find the results published on [Calderdale Dataworks](#) in March.

If you would like to be included in our free prize draw please include your email address or phone number below.

### Privacy Notice

Your Vision 2024 survey responses are used to collect statistical data for reporting purposes. Your survey responses are anonymous and will not be shared with anyone. However, the overall results of the survey will be made public. If you have chosen to share your email address or telephone number with us this is for the sole purpose of participation in the prize draw and these details will be kept separately from your survey responses. By taking part in this survey you are telling us that you consent for us to process your data for these purposes. Anonymised survey data will be kept for the purposes of analysing the data until 2024. Where you have opted to participate in the free draw, your contact details will be deleted within 28 days of completion of the draw. You have the right to withdraw your consent to us processing your personal details and thereby withdraw your participation in the prize draw, by contacting [Performance.BusinessIntelligence@calderdale.gov.uk](mailto:Performance.BusinessIntelligence@calderdale.gov.uk). You also have the right to see what information is held about you, to have inaccurate information corrected, to restrict processing and to have information removed from our system unless we are required by law or a statutory purpose to keep it, by contacting the above email address. You have the right to complain to the Data Protection Officer if you feel that your data has not been handled in accordance with the law. The Council's Data Protection Officer, Tracie Robinson, can be contacted on [Information.Management@calderdale.gov.uk](mailto:Information.Management@calderdale.gov.uk). You also have the right to lodge a complaint with the [Information Commissioner's Office](#). Calderdale Council of Town Hall, Crossley Street, Halifax, HX1 1UJ is registered with the information Commissioners Office under the provisions of the Data Protection Act 2018.