

7.2 Appendix B – Thriving Together survey outputs and analysis

1. The online survey respondents

A total of 390 respondents accessed the survey and 118 completed full responses. Residents represented 82% (97) of the sample, with 13.5% (16) representing a resident and an organisation, 2.5% (3) an organisation alone and 1.7% (2) an organisation outside the East Herts area.

The highest proportion of respondents was in the 45-54 age group at 23% (24), and then 21% (21) for both the 55-64 and 64-75 age groups.

Respondents that chose to receive a summary of the survey results was 27% (27) and 31% (32) expressed an interest both a summary of the feedback and the chance to get involved in shaping and monitoring the council's approach in East Herts.

The White/Caucasian group represented 91.8% (101) and the remaining respondents described their ethnic background as 1.8% (2) for Asian/Asian British, 1.8% (2) Black/Africa/Caribbean/Black British, 1.8% (2) for Mixed/Multiple ethnic groups and 2.7% (3) for Other ethnic group.

2. The Thriving Together consultation results and analysis

Question 2

2. We know that wellbeing means different things to different residents and we'd like to better understand this. What does 'wellbeing' mean to you?	
Theme	% respondents and respondent numbers identified for each theme
Contentment and purpose	35% (33)
Physical and mental health	31% (29)
Community belonging and engagement	16% (16)
Being able to access amenities and services	15% (16)
Living in a safe environment	13% (12)
Living a healthy lifestyle	13% (12)
Using the green environment to keep healthy	10% (10)
Personal wellbeing	<1% (4)
Feeling wanted/useful	<1% (4)
Education and good schools	<1% (2)
Life course	<1% (1)
94 respondents answered. Respondents could give more than one response.	
<p>Analysis:</p> <ul style="list-style-type: none"> • Contentment and purpose within what wellbeing represents, alongside physical and mental health benefits and the sense of community belonging and engagement this brings were the most common resident definitions • The remaining factors of accessing services and amenities, being able to do this safely whilst accessing green spaces all help to promote personal healthy lifestyle goals <p>Council's response to the findings:</p> <ul style="list-style-type: none"> • These wellbeing concepts will inform the principles of the action plan. 	

Question 3

3. What helps with your wellbeing? Please do tell us about any ideas which other residents could benefit from or that could others to	% respondents and respondent numbers identified for each theme
Access to social, cultural, community activities and opportunities including interest and support groups which aid wellbeing, access to green space and outdoors, places and spaces to meet with others	79% (75)
Exercise (broad) including walking cycling dog walks, walking football, children and women’s activities – being inclusive	47% (45)
Infrastructure and place, travel issues, access to and pressure on services including health and wider free access to amenities such as leisure facilities, also cost of living solutions and understanding financial needs better	47% (45)
94 respondents answered. Respondents could give more than one response.	
<p>Analysis:</p> <ul style="list-style-type: none"> 75 of these ideas related to the importance of health and wellbeing enabled by the community and its cultural and outdoor offer and the venues it has for people to meet in be a community together <p>Council’s response to the findings:</p> <ul style="list-style-type: none"> A selection of these ideas have been reflected in the updated wording for the Thriving Together health and wellbeing plan. This feedback will inform the development of a detailed action plan to deliver the Thriving Together health and wellbeing plan 	

Question 4

4. What if anything gets in the way of your wellbeing?	
Theme	% respondents and respondent numbers identified for each theme
Environmental safety concerns and issues including congestion, reliance on car	17% (16)
Lack of access to leisure or community opportunities	17% (16)
Not being listened or heard, organisationally or personally	14% (13)
Cost of living concerns, anxiety	13% (12)
Work demands	7% (7)
Lack of access to transport and bus service	<7% (7)
Difficulties in accessing medical and health services	<6% (6)
Time, lack of opportunities	<5% (5)
Lack of personal motivation or feeling low	<4% (4)
Personal circumstances, individual or as carer	<3% (3)
94 respondents answered. Respondents could give more than one response.	
<p>Sample of respondent comments:</p> <ul style="list-style-type: none"> • Lack of reliable bus services makes it difficult for family to stay connected. Buses can be cancelled with wait times up to an hour for elderly people, reduces motivation to go out • The overexpansion of nearby towns and villages that change the sense of belonging to a community. The frustration of travelling through Sawbridgeworth in the all too frequent traffic jams • Accessibility, both buildings and open spaces • Not having local activities for people with Young Onset Dementia means I have to drive to Borehamwood weekly, to Bishop's Stortford twice a week • As mentioned above, air pollution in the town centre is getting worse and nothing seems to be done about it. Bans on large lorries during the day would help too 	
<p>Analysis:</p> <ul style="list-style-type: none"> • The most frequently cited barriers to wellbeing were traffic congestion, physical barriers of car parking, pollution, cleanliness, contrast and direct competition to being able to use green space and ease of use of car. • 16 issues also raised around lack of access to leisure or community opportunities in a general sense, availability, location, time of day, evening slots not available when working 	

- Cost of living concerns and anxiety that impacted these issues also
- General feeling that organisations did not always listen or act on received ideas or challenges were not understood
- Work life balance, transport, medical and health services access difficulties, personal circumstances and lack of motivation and time all featured as factors that limited wellbeing progress

Council's response to the findings:

- The barriers that impact the ability to be as well as we would like to are varied and one factor can impact other factors too. Working together as part of a system to understand the challenges and opportunities is part of the Thriving Together health and wellbeing plan and the council will work to lead on providing solutions with its public health family and helping residents where it can
- These barriers that exist can be identified and the action plan is one way to enable solutions

Questions 5-12 and 15-17 submitted by 16 community partner organisations reflect the resident question format for questions 2-4 and have been reviewed. The main findings for questions 13 and 14 have been analysed and are presented below.

**13. What gets in the way of wellbeing for people your organisation supports?
14. Thinking about your organisation itself, what, if anything, could East Herts Council or other organisations do to help your organisation support/promote resident wellbeing? Please do tell us about any ideas which your organisation feels have worked really well that could be shared with others.**

Theme	% respondents and respondent numbers identified for each theme
Funding concerns wider and more local (including grants)	43% (7)
Provision of council and community services (impact on venues and green spaces)	37% (6)
Access to medical and community services	25% (4)
Community contacts and networks	25% (4)
Transport connections and availability	12 (2)
Cost of living impacts	12% (2)
More support for Arts and Culture	12% (2)
Provision of community activities outside working hours	6% (1)
Isolation, time and loneliness barriers	6% (1)
Traffic, car parking and litter concerns	6% (1)
Community development focus and council and town council closer working	6% (1)
Resident needs focus	6% (1)
Helping schools and community clubs' access green space and equipment storage options	3% (1)
Lack of childcare options	3% (1)

16 respondents answered. Respondents could give more than one response.

Sample of respondent comments:

- One of the biggest challenges for any voluntary or community-based support is finding a way of sustainably funding the space and free services
- Ensuring to work with residents and not work for them – asking the residents to speak their language and address their barriers
- Financial circumstances due to cost-of-living crisis, transport restrictions and lack of signposting

Analysis:

- The most represented issues are funding concerns which then impact on provision of council and community services to meet increased user demands

- Access to medical and community services is a contributing factor alongside the importance of enabling community networks and contact with those most in need

Council's response to the findings:

- Community organisations and partners are in direct contact with the residents they support and know the issues that most affect them. These issues can be addressed through working together using the Thriving Together health and wellbeing plan
- The barriers that exist and the identified ideas can be addressed in the action plan.

Question 18

18. What is your overall impression of the Mission Statement?	
Theme	% respondents and respondent numbers identified for each theme
Positive endorsement in support of style, content, layout, presentation, clarity.	67% (60 comments)
Majority of constructive comments with suggestions for review or alteration	45% (40 comments)
89 respondents answered. Respondents could give more than one response.	
Sample of respondent comments:	
<ul style="list-style-type: none"> • It's really well written, not over complicated but gets the message across – not too wordy either • Ambitious and brings together the key players in the Herts public sector family • The overall mission statement works. Its eye-catching, easily read • Good to promote healthy lifestyles. I like the sustainability aspect too • No real capturing of actions/accountability • What is ICB - define • Sustainability what does this mean? 	
Analysis:	
<ul style="list-style-type: none"> • The comments in support of the Thriving Together health and wellbeing plan are acknowledged and the content suggestions and format changes have been reviewed 	
Council's response to the findings:	
<ul style="list-style-type: none"> • Following review, some of the word content and format change suggestions have been incorporated into the post-consultation Thriving Together health and wellbeing plan version. Please view Appendix B 	

Questions 19 – 22 relate to what works well, what would improve and asking is there anything missing from the mission statement and welcoming and other views. The responses have been grouped together for each question to show similarities.

19. What do you think works well about how the Mission Statement is presented?	
Theme	% respondents and respondent numbers identified for each theme
Comments supportive of layout, content, use of colour and photos and clarity in reading and understanding	93% (68 comments)
Small negative comment but no suggestion provided on how to improve	7% (5 comments)
73 respondents answered. Respondents could give more than one response.	
<p>Sample of respondent comments:</p> <ul style="list-style-type: none"> • It is positive in its inclusivity • It's just what we need in the community • The layout works well with defined areas. This is a real strength of the document. The use of photos is good • Core sentiments appeal – health, sustainability and community wellbeing 	
<p>Analysis:</p> <ul style="list-style-type: none"> • Resident feedback has been very supportive of the focus and content of the Thriving Together health and wellbeing plan • Many examples given point to the way it is set out mentioning the different bodies and organisations being jointly involved in delivering and improving health, community wellbeing and sustainability <p>Council's response to the findings:</p> <ul style="list-style-type: none"> • The comments received represent a good connection with the Thriving Together health and wellbeing plan. This will help it to be an effective catalyst in improving health, community wellbeing and sustainability in East Herts. 	

20. What do you think would improve the Mission Statement?	
Theme	% respondents and respondent numbers identified for each theme
Clarity of goals and how success will be defined and measured	29% (22)
Format supported generally, defining actual plan and Thriving Together layout more	24% (18)
Non-specific feedback	19% (14)
Emphasise community language so residents will feel more involved in delivery and improving people's everyday life	10% (8)
Mission statement clarity	7% (5)
Negative comments	7% (5)
Listing groups and activities	2% (2)
Reflection on previous achievements	1% (1)
74 respondents answered. Respondents could give more than one response.	
<p>Sample of respondent comments:</p> <ul style="list-style-type: none"> • Clarity on goals and what will be achieved • Specific measures to actually "enhance our residents' health and wellbeing" • The value of togetherness and support from each other as residents • I like it the way it is 	
<p>Analysis:</p> <ul style="list-style-type: none"> • The importance of defining measurable goals and demonstrating timebound successes are requested • Additional layout and format changes have been made to the post consultation Thriving Together version. • The action plan will allow the opportunity to capture the essential community involvement approaches <p>Council's response to the findings:</p> <ul style="list-style-type: none"> • Following review, some of the word content and format change suggestions have been incorporated into the post-consultation Thriving Together health and wellbeing plan version. Please view Appendix B • The action plan can be developed to include the analysis points above. 	

21. Is there anything missing from the Mission Statement that you'd like to see included?

Theme	% respondents and respondent numbers identified for each theme
Minimal responses (no, n/a)	37% (24)
Focusing on council priorities which enable resident wellbeing	20% (13)
Use of resources and campaigns to improve resident wellbeing	12% (8)
Clarifying Thriving Together content including information contained in other sources	9% (6)
Call for importance of joint and personal responsibility to improve community health and wellbeing	7% (5)
Resident openness to involvement in delivery local plans and actions	7% (5)
Organisational branding of Thriving Together	3% (2)
Town and village differences	2% (1)
Emphasis on Bishop's Stortford sufficient provision of resources and amenities	2% (1)

65 respondents answered. Respondents could give more than one response.

Sample of respondent comments:

- It needs to go beyond promoting and also focus on enabling
- Appreciation that not everyone able to access things on-line - or want that as means of accessing facilities and services
- Be aware that not one statement fits all situations.
I think village situations are vastly different from those in towns
- Be bold. The mission statement needs to have something in there about the state we are in now and saying that we cannot continue like this. All need to act, not just the council. Everybody needs to take responsibility for the improvements in the community

Analysis:

- The council can lead on improving community health, wellbeing and sustainability but all residents, partners and community organisations have a role to play. The importance of defining measurable goals and demonstrating timebound successes are requested
- To tailor campaigns, projects and resources according to need and location

- Additional layout and format changes have been made to the post consultation Thriving Together version.

Council's response to the findings:

- Following review, some of the word content and format change suggestions have been incorporated into the post-consultation Thriving Together health and wellbeing plan version. Please view **Appendix B**
- The action plan can be developed to include the analysis points above.

22. We would welcome any other views you have?

Theme	% respondents and respondent numbers identified for each theme
Importance of local action	19% (7)
Minimal responses (no, n/a)	16% (6)
Access to facilities, venues and green spaces	14% (5)
Residents' openness to consultation	11% (4)
Organisations and businesses jointly promoting health and wellbeing	8% (3)
Using campaigns to promote health and wellbeing	8% (3)
Financial	5.5% (2)
Community involvement	5.5% (2)
Commitment by local leaders including town councils to health and wellbeing	5.5% (2)
Health and environment (pollution health impact)	3% (1)
Health and happiness connection	3% (1)

36 respondents answered. Respondents could give more than one response.

Sample of respondent comments:

- How about prioritising nature, outdoor peaceful places, walks, gardens, not car parks and high buildings....it has become unsustainable
- Happy to articulate and discuss with anyone
- Get more residents involved please
- We have a lot of green space the area, we should make the most of it

Analysis:

- Local action by the council, town councils, local leaders and residents is vital to improve community health and wellbeing and sustainability
- A genuine desire by residents and organisations to be involved in improving health and wellbeing is evident with good ideas suggested
- Health and finance issues to address

Council's response to the findings:

- The council can lead on improving community health, wellbeing and sustainability but all residents, partners and community organisations have a role to play.
- The action plan can be developed to enable and include the analysis points above.

Questions 22-28 contain additional respondent contact details and preferences for future involvement with the Thriving Together health and wellbeing plan working group and are not included here for GDPR data protection reasons.

3. Thriving Together direct engagement consultation results

- The Healthy Hub East Herts (HHEH) and the East Herts Health and Wellbeing Groups discussed and engaged with the Thriving Together content and format. Both these groups represented around 25 individual organisation and partner views from the voluntary, community, faith and social enterprise (VCFSE) sector
- This was conducted using a Strengths, Opportunities, Weaknesses and What's missing grid approach
- A Primary Care Network (PCN) GP Director also met with the Healthy Lifestyles Programme Officer (HLPO) for an hour's meeting and discussed the Thriving Together health and wellbeing plan
- The Healthy Lifestyle Programme Officer also visited the Local Social group members at the invitation of the founder of Local Social, listening to their views and ideas. The Local Social founder has also provided his views via the online consultation
- The opportunity to discuss the Thriving Together health and wellbeing plan was also offered at all the Healthy Hub East Herts (HHEH) monthly drop-in sessions. There was a limited response to this however it provided another means of face to face and personalised engagement
- The feedback received, further endorsed the comments received from the 118 respondents and identified similar points. A small sample of these comments which resulted in changes to the Thriving Together post consultation copy are summarised below.

- Page 3 on Herts Public Health section 'Strategic business intelligence and analytics' (is difficult to understand)
- Page 6 mentions 146 HHEH users reported isolation and loneliness affecting them – Could this be given as a % of HHEH users
- Page 5 'Genuinely engaging with our residents' – remove the word 'Genuinely' as this almost implies, we are not sincere when talking to residents at the moment when we very much are
- Page 6 perhaps not clear enough with the link on 'mental health and dementia'

- Page 4 'Mental health' needs to be its own issue rather than attaching it to 'Dementia' and 'autism' which creates confusion that these are the only two areas mental health matters
- The Mission Statement has not linked itself to the council's net zero commitments
- Clear reference to 'ageing well'
- An acknowledgement of the importance of employment on the prosperity of residents and the impact on spending and accessing what East Herts has to offer
- Page 8 to try and build on sports with good 'physical activity' Page 8 red box third bullet point – insert "& physical activity" so it reads "Enable sports and physical activities development"
- Page 7 blue box column for "Town and parish councils and the voluntary and community sector" – suggestion to emphasise the importance of volunteering in delivering "Run civic events and maintain gardens and green spaces"

Council's response to the findings:

- The direct engagement with health and wellbeing group members, residents and professionals was informative and worthwhile. There are a number of feedback areas and suggestions that overlap with the online consultation survey results, analysed above. The variety of consultation sources adds depth and consistency to the Thriving Together health and wellbeing plan review process and guides the development of the action plan.
- Additional layout and format changes have been considered and any necessary changes made to the post consultation Thriving Together version. Please see **Appendix B**

4. Further online engagement with resident and organisation representatives

Following discussion with the Executive Member for Wellbeing, the post consultation Thriving Together health and wellbeing plan main changes were presented to a small group on 14th December 2023. The group endorsed the presented changes, discussed the progress of the plan and expressed their desire to continue their involvement and detailed the following observations:

- The importance of public health family partners working together will help achieve the priorities and local actions more easily.
- How the community can be involved both in terms of the local venues, facilities and the resources it has available is central to helping more local people participate in activities
- The value of communication in promoting involvement in community activities so residents are aware what is happening locally
- Being aware of barriers to health and wellbeing involvement, creating incentives so residents of all ages can be introduced to new community activities and keep going with them
- There is a need to communicate about the many different community activities available in East Herts to encourage more uptake.