

**TO: EXECUTIVE  
30<sup>TH</sup> JUNE 2020**

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**RESIDENTS' COVID-19 IMPACT SURVEY 2020  
Chief Executive**

**1 PURPOSE OF REPORT**

- 1.1 To agree the approach and timescales for conducting a COVID-19 community impact survey with residents so the results can inform recovery planning, strategy and the delivery of the Council Plan over the next 3 years.

**2 RECOMMENDATIONS:**

- 2.1 to agree the survey questions as set out in Appendix A;
- 2.2 to agree the proposed timescale for delivery of the survey as set out in paragraph 5.9;
- 2.3 to ensure a representative sample of people participate in the survey by ward and demographics, the methodology and sample size applied to the Residents' Survey 2017 will be used as set out in paragraphs 5.4 – 5.8;
- 2.4 that the communications plan is agreed as set out at Appendix B and

**3 REASONS FOR RECOMMENDATIONS**

- 3.1 The Executive were briefed on 5 June on the Thames Valley Local Resilience Forum Community Impact Assessment (CIA) and development of a local CIA and agreed to conducting a Covid 19 community impact residents' survey as soon as possible so that the results can inform recovery and renewal planning, strategy and the delivery of the Council Plan over the next 3 years.
- 3.2 In order for fieldwork the research to begin within the proposed timescales, the survey questions need to be finalised by the Executive.

**4 ALTERNATIVE OPTIONS CONSIDERED**

- 4.1 Not carrying out or postponing the survey would mean that recovery and renewal planning would be completed without direct insight into how the pandemic has impacted residents and without resident's views informing the approach.

**5 SUPPORTING INFORMATION**

Background

- 5.1 The Council is undertaking a Community Impact Assessment to understand how the COVID-19 pandemic has impacted on the borough's communities and residents' behaviours. The survey would inform the ongoing recovery and renewal strategy and decision making through understanding what may need to be sustained or done differently. The aims of the survey are:

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- To obtain the views of residents on the impact of COVID -19 to them, their family and the community including the social, economic and environmental impact;
- To provide insight into the support the borough will need to recover from the community impact of COVID -19; and
- To identify opportunities and behaviour change to sustain through recovery as well as how to respond to adverse impacts.

5.2 Public Perspectives Ltd are the council's consultation contractor and have experience of conducting residents' surveys for other local authorities.

5.3 The survey methodology will replicate the Residents' Survey 2017 and will be a sample-based telephone survey which will profile a representative sample of 1,800 respondents across the borough including 100 interviews per ward to enable ward level analysis. This will ensure that the response rates and findings are representative of the views of residents of the local area, the delivery is cost-effective and provides robust data that can be compared over time. A sample size of 1,800 would result in a 95% confidence rate that the research findings have a potential variance of no more than + or – 9.7%.

### Survey Methodology and Timescales

5.4 The most up to date data available will be used to draw up a target respondent profile ensuring that the data is representative of the demographic and geographic profile of the borough.

5.5 The survey will be carried out by Public Perspective's in-house contact centre. Public Perspective's interviewers will objectively guide respondents through the survey and provide clarification if required.

5.6 Public Perspectives will set demographic quotas, based on the latest ONS population data, to achieve a representative sample by age, gender and ethnicity. They use advanced telephone contact lists, including demographic information and mobile phone details. This allows them to target any groups, including BAME groups and younger adults where there can sometimes be under-representation in surveys, especially telephone surveys.

5.7 Survey data will be inputted and analysed by Public Perspectives. A comprehensive and detailed report will be produced which will include the following:

- Demographic profile of respondents compared to the most up-to-date profile of the area.
- Methodology section.
- Analysis of all questions, with findings presented in graphs or tables as appropriate.
- Key findings amongst specific sub-groups including a full equalities evaluation.
- Conclusions.

5.8 It is proposed that the survey is conducted with residents during July 2020 with the data available for analysis by late July/early August. The key dates are set out below:

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<b>Proposed action</b>		<b>Date</b>
Survey questions reviewed and approved	Executive	30 <sup>th</sup> June
Survey launched		Early July
Headline results available		End July
Report available		Early August
Formal consideration of results	Executive	September

### Cost

- 5.9 The cost is based on the framework agreement quote of £17,000 + VAT for the residents' survey due to take place 2020. There are slight changes in the specification and timescales but Public Perspectives have agreed to keep to the quoted price.

### Questions

- 5.10 The survey questions have been developed and are informed by several other surveys on Covid-19 impact undertaken by the LGA and other councils with input from council officers and Public Perspectives.
- 5.11 Please note questions 17 and 18 have come from the Frimley ICS community panel survey and therefore the wording needs to remain the same for comparability.
- 5.12 The proposed survey questions are attached at Annex A. Please note that the survey will be designed to transfer smoothly into Public Perspective's CATI system and will look slightly different to a conventional survey and will not be seen by residents in this format. The survey questions will be tested by Public Perspectives with 6-12 residents in advance of the formal start of surveying. This will enable the question wording to be refined, if needed, to help achieve a good understanding and completion rate. The Executive are asked to give delegated authority to the Chief Executive to sign off the final version of the survey following testing in consultation with the Leader.

Communications Plan

- 5.13 A communications plan has been developed to ensure that residents, staff and partners are briefed on the timetable of the survey and is attached at Annex B.
- 5.14 There will be a soft launch before the fieldwork begins to legitimise the calls from Public Perspectives researchers and encourage completion. The main focus for communications with residents will be on promoting the results after the survey has taken place.

**6 Consultation and Other Considerations**

Legal Advice

- 6.1 There is not a statutory requirement to undertake this survey, although it reflects good practice to engage with the community in this way. The Local Authority has discretion to utilise what it assesses to be the best tool to produce the most cost effective, representative sample of the views of the community that it serves.

Financial Advice

- 6.2 A one-off sum of £20k has been included in the 2020/21 budget for the cost of the normal triennial residents' survey, which will be used to meet the anticipated costs of the recommendation.

6.3 Other Consultation Responses

N/A

Equalities Impact Assessment

- 6.4 Telephone survey methodologies enable a more representative cross section of the community to respond to the survey. The survey results report will include equalities analysis.

Strategic Risk Management Issues

- 6.5 The review of best consultation practices undertaken in 2014 is still robust as the revised methodology provides best value for the Council's resources when compared to replicating the previous large-scale postal survey.

Background Papers

None.

Contact for further information

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## Appendix A

### Draft Questions Residents' Covid-19 Impact Survey

#### SCREENERS

The first few questions are about you, so we can ensure that we speak to a good cross-section of local residents.

- S1. Firstly, could I ask how old you are?
- S2. Gender
- S3: May I confirm that your postcode is (check against database to ensure correct Ward for quotas)
- S4. How would you describe your ethnic background?

#### Council services

- 1. Have you had any need to contact the council between March and June this year?
- 2. What was your reason for contacting the council?
- 3. How would you rate your contact with the council?
- 4. How satisfied or dissatisfied are you with the way the council is supporting your local community during the coronavirus pandemic?

#### Community

- 5. How, if at all, have you volunteered to help in your local community during the pandemic?  
(Please select all that apply)

Getting to know or supporting a neighbour  
BFC/Healthwatch/Involve community response volunteer  
NHS volunteer responder  
Other volunteering to support people in my local community  
Other (please specify)  
Not at all

- 6. What were your reasons for choosing to volunteer in your local community during Covid-19? Did you volunteer previously?
- 7. Do you intend to keep, or are you interested in, volunteering in your local community due to your experience of Covid-19?

If not, why do you think you will not carry on volunteering?

#### Internet Use and Streaming

- 8. Which of the following do you have access to?

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Internet at home  
Smart phone  
Home computer  
Laptop  
iPad  
Alexa (or equivalent)  
None of the above  
All of the above

9. Which of the following activities have you done for the first time or done more often since the lockdown began on 23 March? (Please select all that apply)

- Used the internet in general
- Contacted the council online (including via social media)
- Access services on-line, such as shopping, ordering takeaway, general shopping online or on-line banking
- Communicated using digital technology such as Zoom, Teams, WhatsApp or Facetime
- Engaged on social media
- Used Alexa (or equivalent voice activated device)

Which have you done most?

10. How confident or not are you in accessing services on-line? Very confident/quite confident/not that confident/not confident at all, don't know.

### Environment

11. Do you agree or disagree with the following statements about travel and the environment in the future, due to your experience of Covid-19? (Strongly agree/agree/neither agree nor disagree/disagree/strongly disagree/don't know)

- I am more likely to use public transport
- I am more likely to walk or cycle
- I am less likely to drive
- I am more likely to use local parks and open spaces.
- Covid-19 is a chance for people to be more environmentally friendly
- This is an opportunity for Bracknell Forest to accelerate its plans to become Carbon Neutral by 2050

12. What changes have you made to reduce your carbon footprint?

13. What changes will you sustain?

### Employment/Economic

14. What is your employment status as a result of the pandemic?

- No change, I wasn't employed and am still not employed
- No change, I am a full-time student
- No change, I was and am still employed on the same terms and conditions
- I am self-employed
- I'm employed but my pay/hours have reduced

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- I'm being paid 80% of my salary under the government scheme, and my company is topping this up, but I am not working (furloughed)
- I'm being paid 80% of my salary under the government scheme, but I am not working (furloughed)
- I was employed, and I have now lost my job
- I am concerned that my job is at risk
- I am concerned that I will have less work (if self-employed or company owner)
- Retired
- Don't know
- Prefer not to say
- Other (please specify)

Since the pandemic began, what, if any, support from the UK Government have you accessed or received? Tick all that apply.

- I have been furloughed under the Coronavirus Job Retention Scheme
- I have received statutory sick pay covered by the government for small/medium size businesses
- I will use the Self-Employment Income Support Scheme
- I have signed up to Universal Credit
- I have used the three-month 'mortgage holiday'
- My car/van/motorcycles MOT has been extended by six months
- None of the above
- Other (please specify)

15. What is your current working arrangement? Tick all that apply.

- I am now working from home
- I am a frontline key worker
- I am a non-frontline key worker
- I am going to work because I cannot work from home
- I am a university student studying from home
- None of these
- Prefer not to say

16. As lockdown is eased, how likely, if at all, are you to do each of these activities that are now permitted?

Scale (columns)

Very likely

Fairly likely

Not very likely

Not likely at all

Don't know

N/A – I would not do this before lockdown

- Visiting the Lexicon, Bracknell
- Visiting local shops
- Visiting local pub/restaurant/cinema/theatre etc
- Going to your workplace
- Using public transport
- Visiting parks, open spaces or play areas



## Health and wellbeing

17. Do you feel confident about accessing health and care services that are NOT Covid-19 related?  
Yes  
No – please explain further?
18. Do you feel your health and care needs have been supported overall during the pandemic? Yes/no/unsure/Not applicable
19. Do you look after, or give any help or support to family members, friends, neighbours or others because of either long-term physical or mental ill-health/disability, or problems related to old age? PLEASE TICK ONE BOX ONLY  
No  
Yes, 9 hours a week or less  
Yes, 10-19 hours a week  
Yes, 20-34 hours a week  
Yes, 35-49 hours a week  
Yes, 50 or more hours a week

If yes - What was your experience of being a carer been during lockdown?

20. Has the pandemic had a positive or negative impact on: (five point scale: Very positive / quite positive / neither positive nor negative / quite negative / very negative / don't know)
- Your physical health
  - Your work
  - Your employment status
  - You or your child's education (school/university)
  - Your household finances
  - Your mental health
  - Your caring responsibilities
  - Your access to paid or unpaid care
  - Your ability to afford your home
  - Your relationship with people in your household
  - Your feeling of belonging to your local community
  - Your appreciation of the local wildlife and environment.
  - Your feeling that your local area is a place where people from different backgrounds get on well together? *By getting on well together, we mean living alongside each other with respect.*
21. Have you done each of the following, more, less or about the same since lockdown began on 23<sup>rd</sup> March?
- Tried a new form of exercise or exercised more
  - Eating more / more unhealthily
  - Drinking more alcohol
  - Taken up smoking / smoking more
  - Spent time in nature, visiting open spaces.
  - Other (please specify)

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- Prefer not to say
- 22.** Are you aware of, and would you comply with, the new national Covid-19 Test and Trace system, where if you have close contact with someone that tests positive you will be asked to isolate for 7-14 days?
- I am aware of it and I will comply
  - I'm aware of it, but will not comply
  - I'm not aware of it
  - I don't know/not sure if I am aware of it or will comply

If you said you would not comply, what would encourage you to do so? (Open-ended)

- 23.** Which of the following health or medical experiences, if any, apply to you? (Please select all that apply)
- I have avoided going to the GP / hospital because I am concerned about catching COVID-19
  - I have avoided going to the GP / hospital because I don't want to overburden them
  - I have avoided making contact with Bracknell Forest Council adult and/or children's social care services
  - I have had a pre-existing GP / hospital appointment postponed because of COVID-19
  - I have had a pre-existing appointment postponed because of COVID-19 (e.g. dentist, optician)
  - I have sought medical advice through from NHS 111 (online or via phone)
  - None of the above
  - Prefer not to say

- 24.** What help or support do you need, if any, due to your experience of Covid-19?
- Health or medical care
  - Personal care
  - Advice on staying active and healthy
  - Housing advice/homelessness support services
  - Support due to being in shielded group
  - Benefits advice
  - Debt advice
  - Employment support or information on your rights
  - Support to help with mental wellbeing, anxiety or depression
  - Support with family/parental support
  - Help to get children back to school
  - Support because of domestic abuse
  - Support for substance misuse (e.g. drugs or alcohol)
  - Support to deal with anti-social behaviour or crime

(If help needed can ask interviewee if they want their contact details passed to council to receive support through follow-up contact.)

## Recovery and Renewal

25. What are your concerns, if any, as we move out of lockdown?
- Support for unemployed residents and those who have seen their household income fall
  - Support for the local economy/businesses
  - Schools reopening and associated concerns about health and safety of pupils, teachers or families/
  - Schools not re-opening
  - Educational attainment of pupils not in school
  - Support for older and vulnerable people
  - Support for children and young people (including with learning/mental health issues)
  - Bereavement and counselling services to support those affected by the pandemic
  - Provision of affordable housing
  - None of these
  - Don't know
  - Other (please specify)
26. **Over the next few months, what do you think the Council's top priorities should be to help the borough's recovery from the pandemic?**

(all that apply)

- Health protection and promotion
- Supporting people to take care of their own/their families health and wellbeing (including mental health)
- Being more environmentally friendly/carbon neutral
- Sound financial management of the council
- Debt and money management help for those affected financially
- Helping the local economy and businesses to recover
- Supporting the most vulnerable / most affected people to recover
- Communicating government guidelines
- Focusing on reopening facilities and services
- Helping people to sustain their housing or find affordable housing
- Something else (please tell us)
- Don't know

## Section 6: About You

I'd now like to ask you a few questions about yourself. These questions help us to see if there are any differences between the views of different residents and help the council to tailor and improve their service accordingly. Please be assured that all information will be kept completely confidential.

27. **How would you describe your religion/ belief?**
28. **How would you describe your sexual orientation?**
29. **Do you have any children aged 18 or under?**

ASK Q30 IF 'Yes' AT Q29

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- 30. If you have children what age are they?**
- 31. (New demographic question to help with analysis) Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (Please include any problems related to old age)**
- 33. (New demographic question to help with analysis) How would you describe your current accommodation?**
- Owned outright
  - Owned with a mortgage
  - Rent from Council
  - Rent from housing association
  - Rent privately
  - Live at home

## Appendix B

## Communications Plan for Residents' Covid-19 Impact Survey

**Required outcome: To engage with residents and get as representative a response as possible**

**Key messages:**

1. Telephone interview conducted by independent research company  
Public Perspectives
2. Answers and personal information treated with complete confidentiality
3. 1,800 participants from across the borough
4. This is a genuine call - not a prank
5. Participation will help the council in its Covid 19 recovery planning for the borough and council services
6. Thanks for your time

Dates	Action	Target audience	Further information
w/c 29 June	Democracy Snapshot/email	Members	Outline of aims and objectives, method
	PR	Residents	Outline of aims and objectives, method
	Forest Views article	Staff/Members	As above
	Social media posts	Residents/staff	Facebook/ Instagram & Twitter posts
	BFC website	Residents	
	DORIS news	Staff/Members	
	Town & Country Extra	Residents	
	Customers services script	Customer services staff	To explain to callers who might query whether it's a genuine survey, what we're doing and why.
w/c 6 July	Social media posts	Residents	Facebook/Twitter/ Instagram to remind people they might get a call
w/c 20/27 July	PR	Residents	To thank people who took part
	Social media posts	Residents	As above
August	PR	Residents	Highlights of results to local media
	BFC website		
	Democracy snapshots		
	Social media posts	Residents	
	Town & Country Extra	Residents	
	DORIS/Forest Views	Staff	As above
TBC	Town & Country	Residents	As above