

Ageing well in Bridgend

Consultation report

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Contents

1. Overview	2
2. Introduction	2
3. Promotional tools and engagement methods	3
4. Response rate	3
5. How effective was the consultation?	3
6. Headline figures	4
7. Question and Analysis - Consultation Survey	5
8. Conclusion	11

1. Overview

A public survey reviewing the quality of life for the over 50 population living within Bridgend County Borough was undertaken over a thirteen week period from 1 October 2015 and 24 January 2016. The consultation received 294 responses in total.

2. Introduction

A public survey based on understanding perceived quality of life for residents aged 50+ living in Bridgend County Borough was conducted over a thirteen week period between 1 October 2015 and 24 January 2016. The survey was available to complete online through a link on the consultations page of the council's website¹ or by visiting www.bridgend.gov.uk/consultation. Paper copies of the survey were also made available and alternatively, residents could be sent the survey directly upon request in either English or Welsh.

In total there were ten quantitative questions included within the survey. Each question response was optional and all survey responses were anonymous. Comments regarding the survey were also invited via letter, email and phone call.

3. Promotional tools and engagement methods

Details of the consultation were sent to the following stakeholders: councillors; town and community councils; the Bridgend Equality Forum and, members of the Local Service Board (LSB). A link to the survey was also sent to the 63 Citizens' Panel members on 9 November 2015. Twitter and Facebook were both also used to promote the survey.

3.1 Social media

The council tweeted its 6,513 @BridgendCBC followers and posted to its 4,172 Facebook fans about the consultation on several occasions during the consultation period to help raise awareness.

4. Response rate

- In total there were 294 responses to the survey combining online and paper responses.
- One response was received in Welsh.
- No comments were received by letter or telephone call.

¹<http://www1.bridgend.gov.uk/services/consultation/past-consultations.aspx>

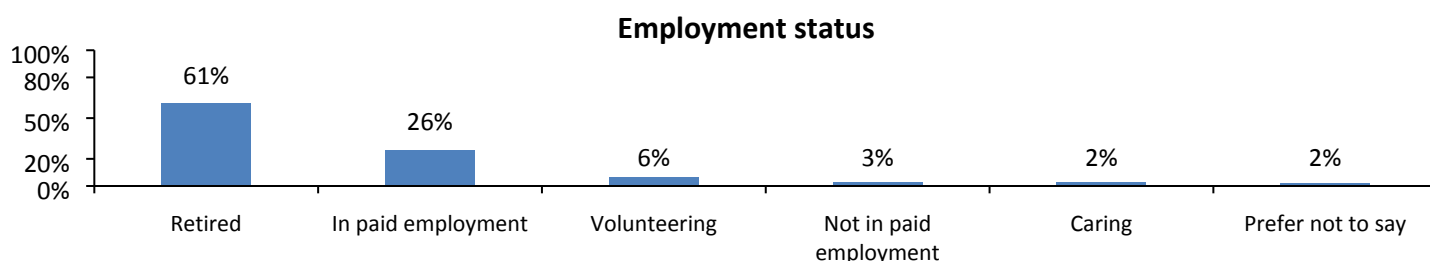
5. How effective was the consultation?

The survey was conducted over a sixteen week period in which various marketing methods were used to create awareness of the consultation and encourage members of the public to engage with the council.

	Under 50	50 - 54	55 - 59	60 - 64	65 - 69	70+	PNTS	NR	Total
#	14	29	28	45	54	115	3	6	294
%	5	10	10	15	18	39	1	2	100

The most popular age response bracket was for 70+ with two in five (39%) selecting this option. Although the survey was predominantly for those aged 50 and over, all residents were allowed to complete the survey, in total four per cent were aged under 50.

Three in five (61%) of the respondents to the survey identified themselves as retired, over one in four (26%) were in paid employment, followed by six per cent who were volunteering.



Only seven per cent of those over 65 were still in work. Similarly, only 15 per cent of those under 65 identified themselves as retired.

	Living with others	Living alone	Living in a care home	PNTS	No response	Total
#	157	89	21	11	16	294
%	53	30	7	4	5	100

Of those living in a care home, four in five (81%) are aged 70 or over however, the most popular living arrangement for this age bracket is to 'live alone' with 53 percent of respondents answering this way. For all other age brackets living with others is the most popular option.

Data validation measures have been undertaken to ensure that the data gathered is representative of the population. A sample of 294 is robust and is subject to a maximum standard error of ± 5.7 per cent at the 95 per cent confidence level on an observed statistic of 50 per cent. Thus, we can be 95 per cent confident that responses are representative of those that would be given by the total 50+ population, if a census had been conducted, to within ± 5.7 per cent of the percentages reported. This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 44.3 per cent and 55.7 per cent.

6. Headline figures

- 6.1 Those who felt their voice was heard increased steadily based upon age from 46 per cent to 65 per cent for those aged 70+.
- 6.2 Nine in ten (88%) feel they can get out and about, but six in ten (59%) state the public transport service does not meet their needs.
- 6.3 Nine in ten (90%) were satisfied with their mental health, and two in three (67%) felt having access to mental healthcare was important.
- 6.4 The large majority of respondents had people looking out for them (85%) and someone they could rely on in a crisis (91%).
- 6.5 One in four (26%) did not know how to get support for themselves or a loved one, and only half (50%) made use of local advice services.
- 6.6 Opportunities to meet young people (44%) or chances to meet old and young residents together (43%) is considered difficult locally.
- 6.7 Four in five (79%) believe their community is a safe place for all ages. Those aged 70 or over feel significantly less safe walking alone after dark (38% against an average of 52%).
- 6.8 Quality of residents living environment and how people feel better by living at home increases by age to 96 per cent for those aged 70+.
- 6.9 Just over half (53%) were aware of the community transport service. It is least recognised by those aged between 65 and 69 with two thirds (63%) having no awareness of the service.
- 6.10 Over nine in ten (92%) stated the importance of access to public toilets, yet only two in five (40%) believe there is sufficient availability.

7. Question and Analysis - Consultation Survey

Section seven of the report looks at the questions asked in the consultation survey – with 294 respondents in total.

7.1 Being listened to and respected

Of the five statements related to being listened to and respected, the most agreeable statement was for 'I feel I am treated fairly' with over four in five (83%) choosing agree or strongly agree. Two statements received more support for disagree than agree which were 'younger people listen to older peoples' opinions/ideas' and 'I want more opportunities to use Welsh in my daily life' with 46 per cent and 26 per cent respectively in terms of agreeability.

Statement	Strongly agree	Agree	Disagree	Strongly disagree	Overall support (%)
I feel I am treated fairly (280)	26	204	40	10	82
I feel safe from harm in Bridgend (286)	35	138	59	9	73
My voice is heard and valued (275)	19	139	100	17	57
Younger people listen to older peoples' opinions / ideas (279)	9	121	125	23	47
I want more opportunities to use Welsh in my daily life (268)	15	54	129	70	26

From the age of 55+ agreement with the 'my voice is heard and valued' steadily rises from a low of 46 per cent to 65 per cent of those aged 70 or over. This is also true for the statement 'I feel I am treated fairly' where satisfaction averages 74% for those aged between 50 – 64.

Those aged 70 or over are the most inclined to wanting more opportunities to use Welsh daily with 30 per cent agreeing with the statement (4% above the average).

7.2 Doing things that matter to you

All statements associated with the topic 'doing things that matter to you' are positively agreed upon by all respondents. The majority (90%) feel satisfied with their mental health, can get out and about (88%), regarding getting out three in four (76%) also have access to a car. The statement to receive the lowest level of agreement was in relation to public transport with three in five (59%) stating the transport met their needs.

Statement	Strongly agree	Agree	Disagree	Strongly disagree	Overall support (%)
I am satisfied with my mental wellbeing / mental health (285)	100	156	22	7	90
I feel I can get out and about (286)	113	139	25	9	88
I can walk / move around my community (283)	113	137	24	9	88
I can easily get into shops and public places (286)	105	134	39	8	87
I can afford the things I need (287)	55	188	37	7	85
I feel healthy enough to get out / do things that matter (285)	93	144	39	9	83
I can get to all the places in my local area I want to (287)	73	164	42	8	83
I have access to a car / own a car (275)	106	111	32	26	76
Public transport meet my needs (272)	46	115	87	24	59

Respondents aged between 60-64 were significantly more likely to agree with 'I feel I can get out and about' with 98% agreeing with the statement.

Those aged 70+ had three key variations to the overall average: I can get to all the places in my local area I want to (73%), I can easily get into shops and public spaces (73%) car access (59%).

Public transport had the widest variation of responses with 55-59 year olds averaging 48% acceptance and 65-69 averaging 67%.

7.3 Getting the help that you need

The most supported statement was regarding having someone to count on in a crisis with 91 per cent agreeing with the statement, only one respondent selected strongly disagree. One statement received a 50/50 split response: 'I make use of local advice services'.

Statement	Strongly agree	Agree	Disagree	Strongly disagree	Overall support (%)
I have someone I can count on in a crisis (288)	108	156	22	2	91
I have people who look out for me (287)	79	164	31	13	85
I am satisfied with the care and support services I receive (263)	40	170	44	9	80
I know where to get help and how to access it (284)	45	169	59	11	75
I make use of the internet to find information (273)	72	129	40	32	74
I feel I belong to my neighbourhood (283)	56	161	58	8	74
I know how to get care and support from health social care or other organisations for myself or a loved one (286)	55	157	63	11	74
I make use of the telephone to find information (280)	39	150	65	26	67
I make use of local advice services (275)	22	115	117	21	50

When analysing the responses in cross-comparison to the age of the respondents, there were four key deviations from the averages highlighted in the table above. Those aged between 65-69 scored significantly higher on making use of the telephone to find information (83%). Finally, those aged between 60-64 scored the lowest for having someone to look out for them with 76 per cent of this age range agreeing with the statement.

Three responses revealed large variances between ages. The statement 'I make use of local advice services' was used most by those aged 50-54 (62%) in comparison to those aged 60-64 (41%). Similarly, the 50-54 year old bracket also scored lowest for knowing how to get care (61%) in comparison to those aged 70+ scoring the statement the highest (78%).

Two responses varied based on the age of respondents. Over nine in ten (93%) of those aged between 55-59 used the internet to find information this fell steadily to those aged 70+ with just over half (55%) of respondents finding information through internet usage. The statement 'I am satisfied with the care I receive and support services I receive' rose from 71 per cent to those aged between 50-54 to 87 per cent for those aged 70 or over.

7.4 Where you live

Three statements were not supported by the majority of respondents regarding the 'where you live' section of the survey. How easy it was to meet young people outside of their family (44%), meeting younger people locally (43%) and having access to public toilets (40%). Positively four in five (81%) believed their local area to be a friendly and safe place, yet only 52 per cent felt safe walking alone after dark. The top three most supported statements all referenced the respondents' living arrangements.

Statement	Strongly agree	Agree	Disagree	Strongly disagree	Overall support (%)
My home / place I live makes me feel better about my life (289)	88	175	21	5	91
I am satisfied with the quality of my living environment (285)	76	183	23	3	91
My home is designed to meet my needs	64	189	30	3	88
I have access to local places (284)	62	184	30	8	87
It is easy to meet with friends (282)	43	193	42	4	84
My local area is a good place to grow old (281)	62	166	48	5	81
My community is a friendly, safe place for people of all ages (280)	49	172	51	8	79
I have access to places to rest when I am out locally (278)	19	148	89	22	60
I feel safe / fairly safe walking alone after dark (279)	29	117	98	35	52
It is easy to meet young people outside my family (271)	18	102	138	13	44
There are enough chances for older and younger people to meet together locally	15	100	129	24	43
I have access to public toilets when I am out locally (283)	15	98	128	42	40

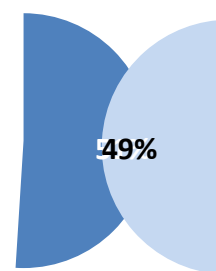
Three in four (71%) of those aged between 55-59 believed their home was designed to meet their needs, the result was 16 per cent lower than the average. Those aged between 50-54 found it significantly easier to meet young people outside of their family with 61 per cent selecting agree or strongly agree. Those aged over 70 felt less safe walking alone after dark (38%), 20 per cent lower than the average.

Having access to local places was rated highly for 65-69 year olds with 98 per cent, those aged over 70 both rated the access as 77 per cent respectively. My community is a friendly place was rated significantly higher by 65-69 year olds (88%) than those aged 50-54 (69%).

Responses gathered revealed the older the respondent, the more they feel their home makes them feel better about their lives from 82 per cent for 50-54 year olds to 96 per cent for those aged over 70. Similarly, the quality of living is rated more favourably the older the respondent is from 83 per cent for 50-54 year olds to 96 per cent for those aged 65 or over.

7.5 Community Transport

Just over half of respondents surveyed (53%) were aware of community transport available within the county borough. In particular, those aged 50 – 54 (39%) and 70+ (61%). Those aged between 65-69 had the lowest level of awareness with two in three (63%) having no knowledge of the service.



7.6 What's important to you?

Feeling safe in your community (98%), telephone access (98%) and getting out and about (96%) were the three most important factors highlighted. Overall each statement was regarded generally as either fairly or very important.

Statement	Very important	Fairly important	Not very important	Not important at all	Very / fairly important (%)
Feeling safe in your community (281)	227	50	3	1	98
Having access to a telephone (279)	225	48	4	2	98
Getting out and about (281)	233	39	5	4	96
Having access to local places (275)	173	89	10	3	95
Belonging to your neighbourhood (278)	142	117	18	1	93
Having access to public toilets when out (274)	176	76	17	5	92
Having access to a car (276)	174	69	13	20	88
Having access to places to rest (276)	143	99	28	6	88
Having access to local advice and services (274)	94	140	34	5	86
Meeting new people (279)	92	139	46	2	83
Having access to the internet (276)	168	49	26	33	79
Public transport meeting your needs (276)	114	89	55	18	73
Having access to mental healthcare (267)	100	80	64	23	67

Comparing the importance rated in the table above with previous questions highlights the satisfaction with what respondents consider important factors within the survey. Each statement receiving a rating of over 90 per cent were detailed below.

Importance (%)	Statement	Agreeability (%)
98	Feeling safe in your community	79
98	Having access to a telephone	67*
96	Getting out and about	88
95	Having access to local places	87
93	Belonging to your neighbourhood	74
92	Having access to public toilets when out	40

*Percentage compared 'using telephone to find information' not direct access.

Having access to public toilets (40%) was the only area of significant importance to receive less than 50 per cent agreeability. Having access to a telephone was rated as 67 per cent however, the agreeability is measuring those who use a telephone to find information not those who have access to a telephone unit.

One in five (21%) did not say they felt safe within their community which was viewed as the most important statement put forward.

7.7 Older people within the community

All statements within the section were deemed overall as being either fairly or very important. Gaining skills and knowledge for life and employment was the least important statement (85%). Confirming the importance of 'community' highlighted in section 7.6, the statement regarding reducing isolation and loneliness was supported by 100 per cent of respondents. Supporting dementia (99%), reducing injuries through falling (99%) and helping communities to become more age-friendly (98%) were all significantly supported statements.

Statement	Very important	Fairly important	Not very important	Not important at all	Very / fairly important (%)
Reducing the number of people feeling lonely or isolated (280)	237	42	1	0	100
Supporting people with dementia and their wellbeing (279)	240	36	3	0	99
Reducing the injuries to older people through falling and their fear of falls (276)	238	35	3	0	99
Helping communities to become more age-friendly (278)	204	69	4	1	98
Gaining skills and knowledge for life and employment (275)	145	88	35	7	85

8. Conclusion

From the responses received, the data has been collated to provide a holistic overview of individuals' situations, community perception and which factors are considered most important.

8.1 As individuals

The majority of respondents feel healthy enough to do things (83%) and also feel they are treated fairly (82%). Despite this only three in five (57%) felt their voice was heard, when asked specifically how well the younger generation listened to older peoples' ideas this fell to 47 per cent.

Positively over nine in ten (91%) had someone they can rely on and 85 per cent had someone that looks out for them. Despite four in five have access to a car, one in six (15%) felt they could not afford the things that they needed.

In relation to living arrangements, respondents were satisfied with their environment (91%), the majority feel their home is designed to meet their needs (88%) and that their home makes them feel better about life (91%).

When finding information 67 per cent use a telephone and 74 per cent use the internet. The usage of Internet declines from 96 per cent for 55-59 year olds to 61 per cent of those aged 70 or over.

Over four in five (85 per cent) felt it was important to gain skills for life / employment with one in four (26 per cent) wanting more opportunities to use Welsh in their daily life.

8.2 As a community

Respondents feel they can get out and about (88%), walk around their community (88%) and get to all the local places they would like to (83%). When considering the transport available, three in five (59%) felt public transport met their needs.

It is easy to meet with friends (84%) however only 44 per cent felt it was easy to meet young people outside of their family. 43 per cent felt chances for older and younger people to meet locally. Almost all respondents (98 per cent) felt that it was important to help communities become more age friendly.

Overall respondents feel safe from harm (73%), believe their local area is a safe and friendly place (79%) yet only 52 per cent feel safe walking alone after dark – interestingly those aged over 70 rated this significantly lower at 38 per cent. When out in the local area 60 per cent felt they had sufficient access to places to rest in comparison to 40 per cent who felt they had sufficient access to public toilets.

When considering possible aid, three in four (74%) knew where and how to access help, yet only half (50%) make use of local advice services.

8.3 What is important?

Feeling safe in the community was regarded as the most important factor asked in 'what's important to you', with 98 per cent of respondents selecting either fairly or very important.

Two in five (40%) believed there is access to public toilets when out locally, accessibility to public toilets was the only important factor (92%) to score poorly.

In supporting older people within the community: reducing loneliness (100%); supporting dementia (99%); and, reducing injuries from / fear of falling (99%) were all considered of utmost importance.