

Annex 3: Community Insight Profiles- Sample Questions for Community Engagement

Context -The focus for the qualitative research element for the community insight is on the following areas:

- 1.Strengths and assets in the area that support and enable residents’ health and wellbeing (what matters to the local community)
- 2.Challenges to the residents’ health and wellbeing and what they think would help to address these

This is a sample selection of questions used across different areas. It is intended as a guide and is not exhaustive.

It is important to ensure design and agreement of the questions is undertaken with the community insight profile steering group. Testing and trialling of the questions is also useful practice, if time is available within the project.

Online Survey Questions

Section	Detail
Preamble	<ul style="list-style-type: none"> • <i>The purpose of this survey is to gather community insight about the experiences of people living in [area name], in relation to their Health and Wellbeing.</i> • <i>The findings of this survey will be anonymised and will be part of a publicly available document on the [insert website] when the report is published.</i> • <i>The details you provide in this form will be held by [organisation] in order to support work on the [area name] community insight profile.</i> • <i>Anonymised information will be shared with [list]; however your personal details will not be shared with any third parties and will not be used for marketing.</i> • <i>We comply with the Data Protection Act and the General Data Protection Regulation. For more information, please email [contact email] or visit [insert organisation privacy policy link] and [partner organisations privacy policy link].</i>
About You (Demographic information)	<ol style="list-style-type: none"> 1. Gender 2. Age 3. Ethnicity <p>*Note on [area council] policy on working with Children and Young People Young people of any age can participate in surveys but if younger than 13, they cannot consent to providing any personal information due to GDPR legislation. Therefore, the council must not ask for any personally identifiable details, such as postcode or school. However, asking for age and sex would be acceptable, as sufficient information is not being provided to make that young person identifiable.</p>

<p>Community and Housing Satisfaction</p>	<ol style="list-style-type: none"> 1. Do you live or work in [area name]? 2. What do you like most about living in [area name]? <i>(Options and free text)</i> 3. Overall, how satisfied are you with [area name] as a place to live? <i>(Satisfaction scale)</i> 4. How satisfied do you feel with your housing? <i>(scale and 'please tell us more' section)</i> 5. (Housing Tenure – additional question) Which of the following applies to your housing? <ul style="list-style-type: none"> • <i>I rent privately, I rent from a housing provider, I do not rent, other (free text)</i> <ol style="list-style-type: none"> 1. What groups, activities, services and organisations do you know of/use in [area name]? <i>(List of a range of activities, meetings, community groups to pick with free text option. With a 'know of /use' option for each)</i> 2. Please tick the statements that you agree with below: <ul style="list-style-type: none"> • <i>I feel involved in the decision making in [area name]</i> • <i>I participate in community consultations about [area name]</i> • <i>I feel my views are listened to when asked about living in [area name]</i> • <i>I know where to get information about [area name]</i> • <i>I feel I am part of the local community in [area name]</i> • <i>None of the above</i>
<p>Getting Around (Travel and Transport)</p>	<p><i>Access to an affordable, reliable and well-connected public transport service is important for all communities and walking and cycling are good for our health and the environment.</i></p> <ol style="list-style-type: none"> 1. What modes of transport do you and your family use? Please tick: <i>(multi selection with scale of 'how often' for each)</i> <ul style="list-style-type: none"> • <i>Bus, Walking, Taxi, Bicycle, Car, Train, Motorbike/ Moped, E-scooter, Other</i> 1. Do you use any of the above modes for health reasons – <i>yes, no, tell us more</i> 2. How easy do you find it to get around in [area name]? <i>(Scale and free text - Tell us more)</i> 3. How easy do you find it to get from [area name] to other parts of the city/county? <i>(Scale)</i> 4. How easy do you find it to access the following: <ul style="list-style-type: none"> • <i>Pharmacy, Health Centre/GP surgery, Dental practice (easy / OK / difficult / I never use this)</i> • <i>If you chose 'I never use' for any of the options, please tell us why</i>
<p>Facilities and Amenities</p>	<p><i>These questions help to gauge what the community may consider as assets in the area. Access to facilities and amenities is important to support healthy, fulfilling lives.</i></p> <ol style="list-style-type: none"> 1. What spaces and places do you use in [area name]? <i>(This can include shops, schools, nurseries, libraries, GP surgeries, green and blue spaces as well as places to eat, drink and meet friends. - multi selection with free text option for 'other')</i> 2. Do you feel that the spaces and places you use meet your needs? <i>(same list with scaling)</i>

Feelings of Safety and Isolation

How safe a place feels can affect people's wellbeing and how they spend their time in the place.

1. How safe or unsafe do you feel in your local area?
 - *During the day (scale)*
 - *After dark (scale)*
 - *Please tell us more (free text)*
2. Which of the following statements do you agree with? Please tick:
 - *I feel lonely all the time*
 - *I feel lonely most of the time*
 - *I feel lonely sometimes*
 - *I rarely feel lonely*
 - *None of the above*
 - *Tell us more*
3. Which of the following statements do you agree with?
 - *I know where I can meet other people in [area name]*
 - *There are places and spaces where people can meet in [area name]*
 - *People from different backgrounds can mix in [area name]*
 - *Other*

Skills and Employment

Good-quality work offers important benefits through income, activity, social contact, sense of identity and job satisfaction.

1. Please select the statements you agree with:
 - *I have the skills and/or qualifications to find employment*
 - *There are local opportunities for work/employment*
 - *There are local opportunities to learn new skills and/or gain qualifications*
 - *I feel able to access local opportunities to learn new skills and/or gain qualifications*
 - *None of the above*
 - *Other (please specify)*

Health and Wellbeing - self reported and barriers

1. How healthy do you consider yourself: (scaling)
 - *Physically*
 - *Mentally*
 - *Tell us more*
2. Do you have any long-standing illness or disability that affects your day-to-day activities? (yes, no, prefer not to say)
3. How do you look after yourself? (Physically, mentally, emotionally, spiritually) – free text
4. Access to food and healthy eating: Please tick the statements you agree with: (multiple choice)-
 - *I can access affordable and healthy food options in [area name]*
 - *I/my family maintain healthy habits around food and eating*
 - *I would value information and support about healthy food and eating habits*
 - *None of the above*
 - *Please tell us more*

	<p>5. What challenges (changed from barriers by request) have you experienced in looking after yourself? (Please tick all that apply to you)</p> <ul style="list-style-type: none"> • Health condition (physical and/or mental), cost and affordability, access to health care, job security, good quality and affordable housing, healthy and affordable food, transport, access to the internet, childcare, caring responsibilities, none of the above, other, tell us more about these barriers (please specify) <p>6. Has the COVID-19 pandemic had any long-term impact on your health and wellbeing? (positive or negative)? Yes, No, please tell us more</p> <p>(Please review this question with the steering group to determine relevance at the time of engagement and adapt to what is topical at the time).</p>
<p>Health and Wellbeing of the Community</p>	<p>1. What do you think supports the health and wellbeing of [area name]?</p> <p>5. What do you feel would improve the health and wellbeing of people in [area name]?</p>
<p>Perceptions of Lifestyle Behaviours in the Community</p>	<p>Question broken down to identify the different lifestyle behaviours</p> <p>1. I notice smoking/ litter or activity related to alcohol/litter or activity related to drug taking;</p> <ul style="list-style-type: none"> • At home • Local park/green spaces • Local shops • Bus stops • School gate areas • None of the above <p>Other (please tell us more)</p>
<p>Closing text</p>	<ul style="list-style-type: none"> • Thank you for filling out this form. <p>If you would like further information to support your health and wellbeing, please visit [Area Council Website] to find services near you.</p> <p>The completed profile will be available on [insert link]</p>

Sample Focus Group Questions - Semi Guided

1. **What do you value about [area name] as a community?**
2. **What do you do to keep healthy; mentally, physically, emotionally, and spiritually?**
3. **What kinds of things are most challenging for you living in [area name] that impact on health and wellbeing?** (Not worrying about money; Job security; Good quality, affordable housing; Healthy and affordable food; Good local schools; Adult education and training opportunities; Good, locally-available services; Access to the internet; Getting exercise (walking, cycling or playing sport))
4. **Do you feel safe in the community?**
5. **What local groups, services, organisations, community spaces etc. do you find particularly helpful or useful to your health and wellbeing?**
6. **What are the other local strengths and resources that support community health and wellbeing?** (such as community spirit, individual skills, passions, knowledge, green spaces etc.)
7. **Do you think the local community would benefit from additional initiatives to support health and wellbeing?**
8. **What do you think helps you/your family maintain healthy habits around food, eating and getting out and about, or what would help you?**
9. **What do you think would encourage more local people to create or take part in health and wellbeing initiatives?**
10. **Has the COVID-19 pandemic had any long-term impact on you?** Positive or negative, e.g. better physical health/decline in mental health (Please review this question with the steering group to determine relevance at the time of engagement and adapt to what is topical at the time)

Community One to One Interviews

1. **What do you value about [area name] as a community?**
2. **What do you do to keep healthy; mentally, physically, emotionally, and spiritually?**
3. **What kinds of things are most challenging for you living in [area name] that impact on health and wellbeing?** (Not worrying about money; Job security; Good quality, affordable housing; Healthy and affordable food; Good local schools; Adult education and training opportunities; Good, locally-available services; Access to the internet; Getting exercise (walking, cycling or playing sport))
4. **Do you feel safe in the community?**
5. **What local groups, services, organisations, community spaces etc. do you find particularly helpful or useful to your health and wellbeing?**
6. **What are the other local strengths and resources that support community health and wellbeing?** (such as community spirit, individual skills, passions, knowledge, green spaces etc.)
7. **Do you think the local community would benefit from additional initiatives to support health and wellbeing?**
8. **What do you think helps you/your family maintain healthy habits around food, eating and getting out and about, or what would help you?**
9. **What do you think would encourage more local people to create or take part in health and wellbeing initiatives?**
10. **Has the COVID-19 pandemic had any long-term impact on you?** Positive or negative, e.g. better physical health/decline in mental health (Please review this question with the steering group to determine relevance at the time of engagement and adapt to what is topical at the time)

Questions for Local Organisations/ Groups/ Agencies

1. *Name of organisation*
2. *What is the main focus of your organisation's work?*
3. *How many staff and/or volunteers do you have available to work in [area name]?*
4. *Which projects, programmes, and initiatives focused on (or including) this area you have been involved in (last 10 years)?*
5. *Which groups/charities/agencies etc. do you work with most often?*
6. *What has been your experience of collaborating with other groups/charities/agencies?*
7. *In your experience, what works well in getting residents involved in projects and initiatives, and what does not (barriers to involvement)?*
8. *In terms of the discussion and design of community-based projects and initiatives – what are the ingredients for success in the long term?*
9. *What are the key challenges you face as a community-based organisation/what are the main challenges you think community-based organisations face – what would help solve them?*
10. *What lessons need to be learned from the pandemic, or what needs to be put in place, to ensure the community is better equipped to deal with the impacts next time round?*
11. *Do you have any other observations about health and wellbeing in this area and how it could be improved?*