



Cambridgeshire County Council Quality of Life Survey

Final Headline Report

October 2023



Executive summary

Background and objectives

Cambridgeshire County Council (CCC) commissioned Thinks to run a **Quality of Life survey** to understand the needs, desires and experiences of residents living in the five districts of Cambridgeshire.

CCC will use the results of the survey to inform the services it offers and will offer residents in the future.

The overarching objectives of this work are:

To provide **an annual snapshot of life in Cambridgeshire** – quality of life, and the needs and concerns of residents.

To ensure that **future plans for business, public health policy and service planning** can take resident experiences and needs into consideration, to deliver the best outcomes.

To **enable the Council to track change over the next 3 years**, so that the impact of changes and developments can be measured.

Overall, to help Cambridgeshire County Council to **improve the quality of life all over the county.**

Our approach and method



Quantitative survey

We ran a quantitative survey with a representative sample of 5,500 residents.*

We recruited participants **online** and through **CATI** (Computer-Assisted Telephone Interviewing).

We conducted fieldwork between 21st June and 31st August 2023.



Qualitative inclusion groups

We conducted 19 in-person interviews with inclusion groups to supplement the quantitative sample. These included:

- Homeless people
- Migrant workers
- Financially vulnerable people

We conducted fieldwork on Tuesday 1st August 2023 at The Rosmini Centre Wisbech.



*Final data was weighted to make it representative based on census data, however, Q22 results have not been weighted as this was asked to a sub-sample of parents.

The overall story in a slide:

Overall, residents have good quality lives in Cambridgeshire

Cambridgeshire residents report **strongly across a range of quality of life (QoL) metrics.**

72% report high or very high levels of **happiness**, over half have **no health concerns**, 84% report **feeling safe** in their area, 75% **feel they belong** in Cambridgeshire and 77% **say it's a good place to raise children.**

However, it's not a perfect picture for everyone...

Some groups are more likely to have **more negative scores across key QoL metrics:** younger people, renters, disabled residents, ethnic minority respondents and those from lower SEGs.

And, like the nation, rising costs are worrying the County, with **86%** saying this is a concern.

The Council play a relatively trusted role in residents' lives

52% say they trust Cambridgeshire, and 44% see you delivering value for money.

This is roughly in line with national averages.

Satisfaction with waste management and lights is high...

79% say they are satisfied with waste management services, and 72% with street lighting – core services offered by the Council.

Registration and library services are also drivers of satisfaction amongst those who use them.

But, in line with national trends, many have frustrations with road services

73% say they are **dissatisfied with road services.**

In open questions, **potholes and road services** are most spontaneously raised as frustrations...as is the **introduction of traffic reduction measures.**

Few know exactly what you deliver...and expect more than is on offer

Residents assess you against services you don't even deliver like GPs and schools...which likely feeds into perceptions of you.

Indeed, **46% don't feel they know about the services on offer to them** through the Council.

Are residents happy and healthy?

At a glance: are residents happy and healthy?

1

72% of residents in Cambridgeshire reported high or very high levels of happiness... averages are in line with the ONS record.

2

But **younger people and those from lower SEGs** are significantly **less likely** to report high levels of happiness.

3

And over a third (37%) of all residents have **struggled with their mental health...** matching national trends.

4

When it comes to physical health, two fifths (40%) report struggling this year...those from lower SEGs feel less healthy, and younger parents are more likely to be worried about their children's health.

5

Unhealthy habits including smoking and drinking are in line with the **national average overall.**

Young people in Cambridgeshire are more likely to be engaging with these habits than older people...which could cause pressure on future services.

So what? Reflections for Cambridgeshire County Council

Signpost young residents and those from lower SEGs for mental health support. Note these groups also feel less close to the community (see next section) so they may also need more information on community offering to help improve life satisfaction.

Consider how best to ensure **mental health services meet and respond to likely rising demand** from children.

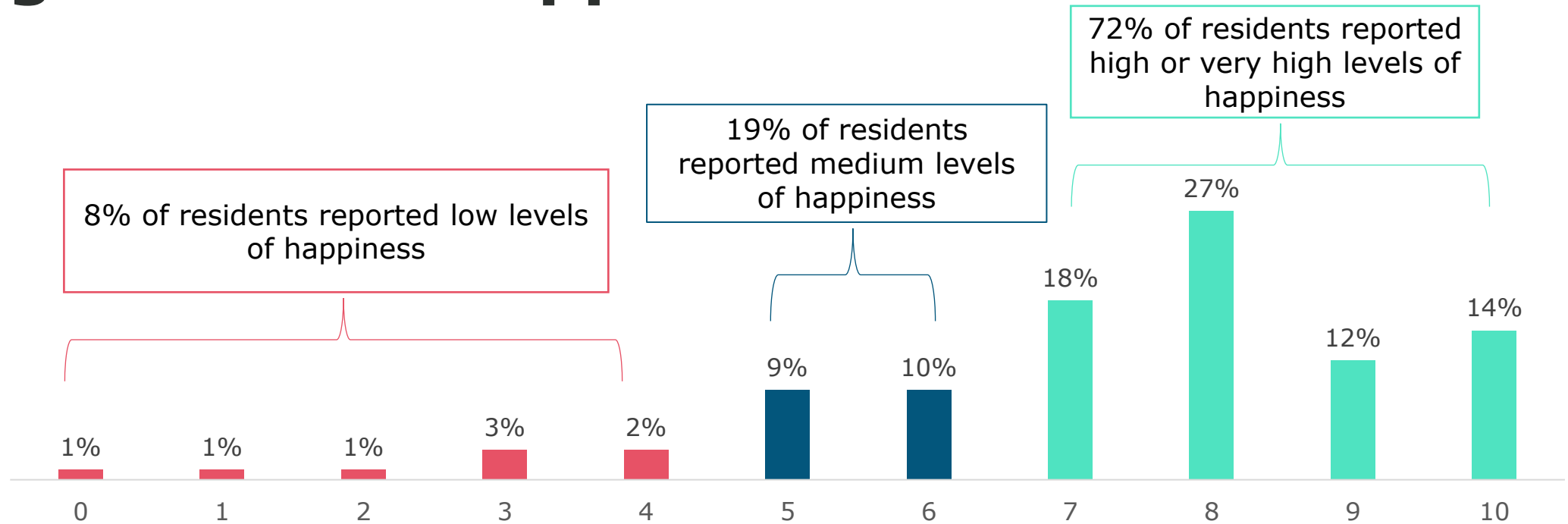
Share information about quitting unhealthy habits – like vaping.

Information could also be targeted at **young people, and parents with many young people** still living at home.

Younger parents need more information and support for parenting concerns...

Specifically focusing on **providing healthy eating and living advice, and helping children and young people make friends and integrate with other young people.**

Overall, residents in Cambridgeshire report high levels of happiness



18-24 year olds report the lowest happiness score (average of 7.0), whilst over **65+** have the highest happiness score (7.7).



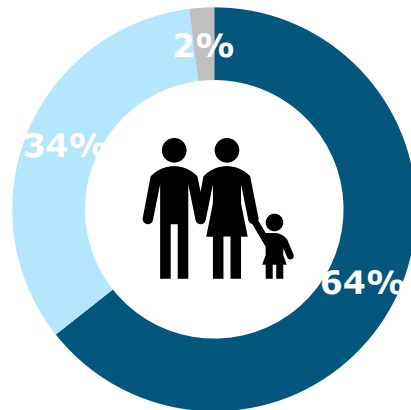
Residents in the lowest SEG report a lower happiness score (7.0) than other SEGs, with the highest social grade reporting an average of 7.6 – perhaps unsurprising considering results later in the report indicate this lower SEG group is more vulnerable to mental and physical health problems, as well as cost-of-living pressures.

Average score of 7.25 compared to ONS data in March 2022 of 7.45¹

Residents are seeing friends and have free time – though some want to do more of this

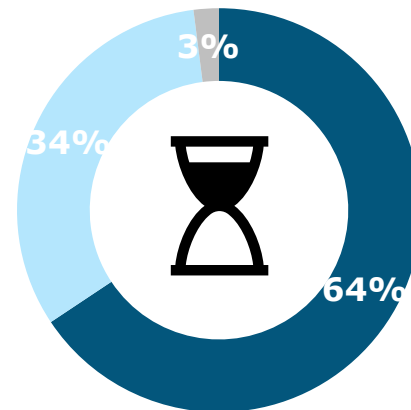
“Thinking about your life specifically at the moment, to what extent do you agree...”

I see family and friends as often as I would like



■ Yes ■ No ■ Don't know

I feel I have enough free time



■ Yes ■ No ■ Don't know



Cambridge City residents (60%) are less likely to see friends/family versus other districts



Over 55s are more likely to see friends/family than younger residents, while **over 65s** are most likely to have enough free time



Men are more likely to report seeing friends and family (69%) and to have enough free time (67%)



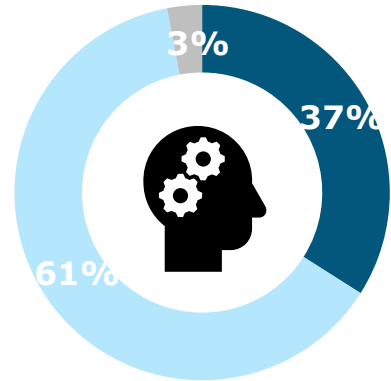
White residents (65%) are more likely to see friends/family versus ethnic minorities (60%)

DCMS research found 71% met up in person with friends/family at least once a week and are happy with this (2021/22 Community Life Survey data)¹

Despite overall happiness, over a third (37%) have struggled with their mental health, and over a quarter report feeling lonely

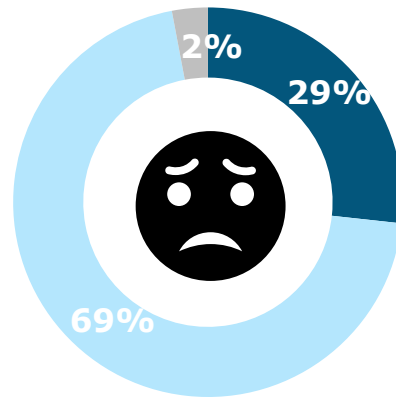
“Thinking about your life specifically at the moment, to what extent do you agree...”

I have struggled with my mental health in the last year



■ Yes ■ No ■ Don't know

I often feel lonely



■ Yes ■ No ■ Don't know



Disabled respondents are more likely to report feeling lonely (41%) and mental health struggles (50%)



Cambridge City residents are most likely to report feeling lonely (38%) and mental health struggles (44%) versus other districts



Women are more likely to feel lonely (32%) and report mental health struggles (43%) than men



42% of **ethnic minorities** report feeling lonely versus 27% of White respondents

Nationwide, 25% of people report feeling lonely often, always or some of the time from 2023 ONS data, and 8% of people report feeling lonely often/always. ¹

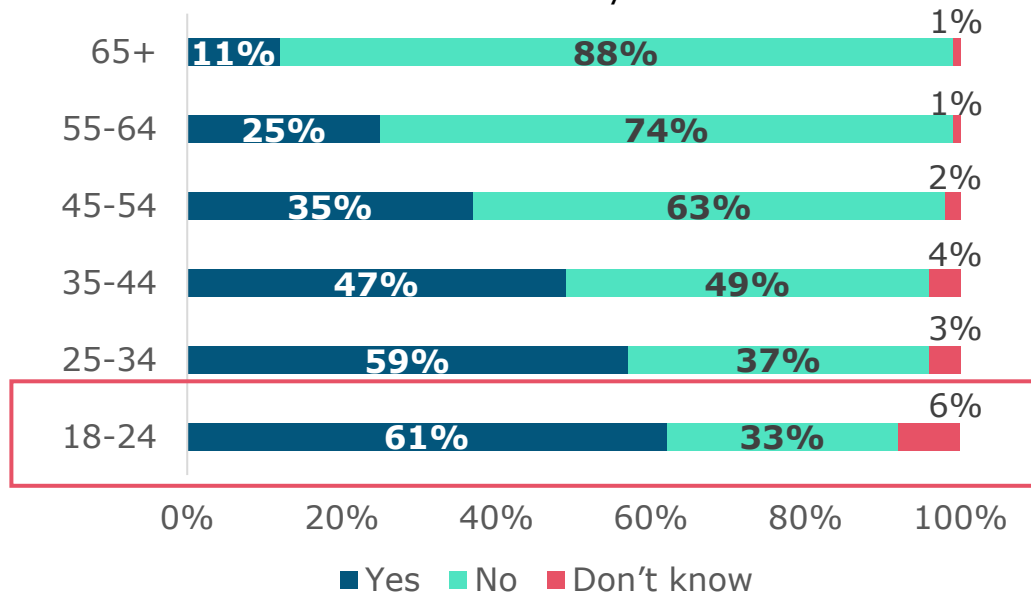
Q7. Thinking about your life specifically at the moment, to what extent do you agree or disagree with the following statements? Base: n=5,500

Q20. Do you agree with the following statements? Base: n=5,500

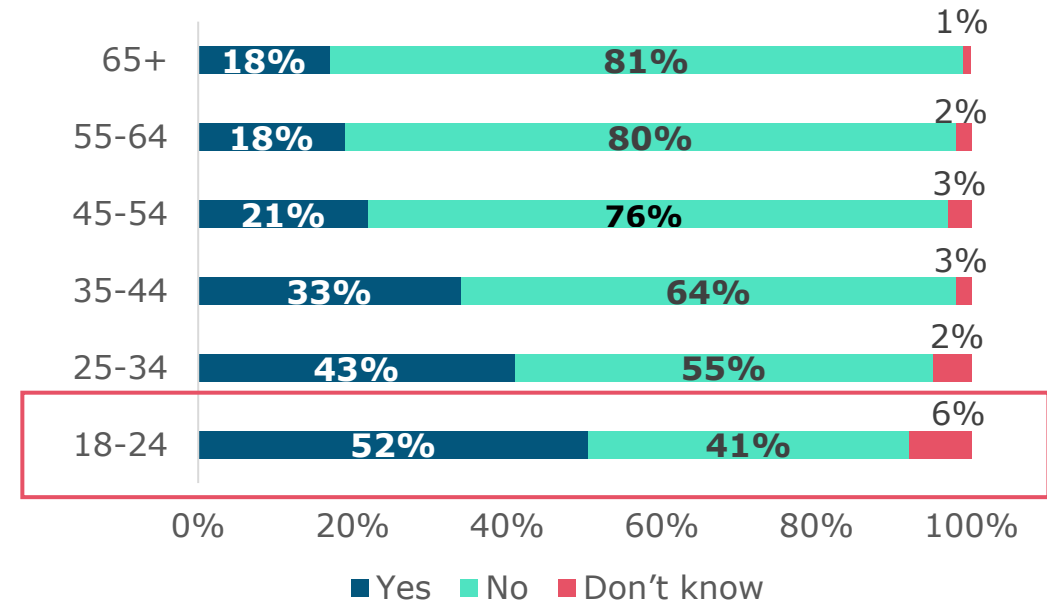
1. Office for National Statistics. September 2023. "Public opinions and social trends, Great Britain: personal well-being and loneliness." Base: n=2,670
<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/publicopinionsandsocialtrendsgreatbritainpersonalwellbeingandloneliness>

Younger residents in particular report the lowest levels of mental wellbeing

18-24 year olds are most likely to say they have struggled with their mental health in the last year



18-24 year olds are also most likely to report often feeling lonely

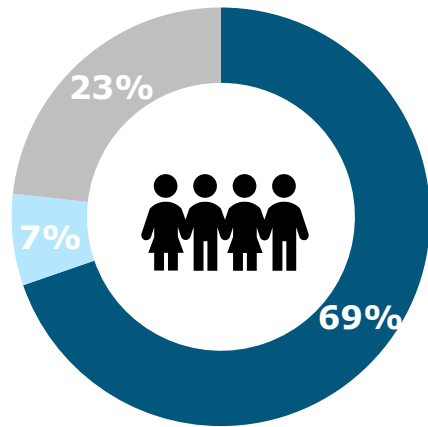


Q20. Do you agree with the following statements? Base: n=5,500 Q7. Thinking about your life specifically at the moment, do you agree with the following statements? Base: n=5,500 Q5. We'd now like to think about the local community in Cambridgeshire in which you live. To what extent do you agree or disagree with each of the following statements? Base: n=4750 Q21. To what extent do you agree or disagree with the following statements? Base: n=4750
 12 1. NHS. November 2022. "Mental Health of Children and Young People in England 2022" <https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2022-follow-up-to-the-2017-survey> Base: n=2,866

A third (30%) of parents say their child has experienced mental health problems this year

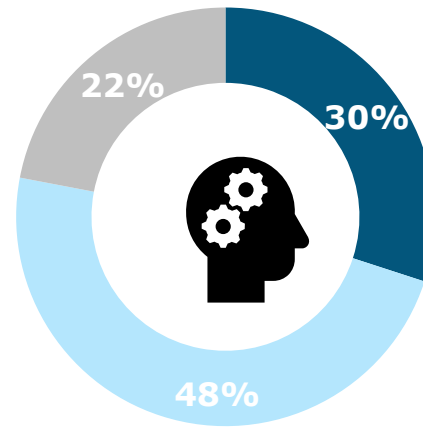
“My child/children...”

have good relationships with their peers



■ Yes ■ No ■ Don't know

have experienced mental health problems in the past year



■ Yes ■ No ■ Don't know

- Nationally, 45% of parents worry about their children’s mental health, suggesting trends in poor mental health amongst children is not unique to Cambridgeshire.¹
- **Parents are worried about their children's mental health especially in the context of COVID**, with almost half saying they are worried their child’s mental health is worst since COVID (research from Mind²).
- According to the NHS, children aged between 7 and 16 are seeing increasing rates of mental health concerns – 1 in 6 reported a mental health issue in 2020, an increase from 1 in 9 in 2017.³



- **Younger parents aged 18-24** are significantly less likely to agree that their child/ren have good relationships with their peers (62%) than older parental age groups.
- **18-24 year old parents** are also more likely to report that their child/ren have experienced mental health problems in the past year (45%) compared to older parents. These results suggest this younger age group may require more support, or access to resources specifically targeted at this cohort.

Q22. Thinking about your child or children in the past year. To what extent do you agree or disagree with the following statements? Base: Parents, n=1140

1. Ipsos. July 2023. “Ipsos finds concern about children’s mental health.” <https://www.ipsos.com/en-uk/ipsos-finds-concern-about-childrens-mental-health-and-staff-welfare-in-education>

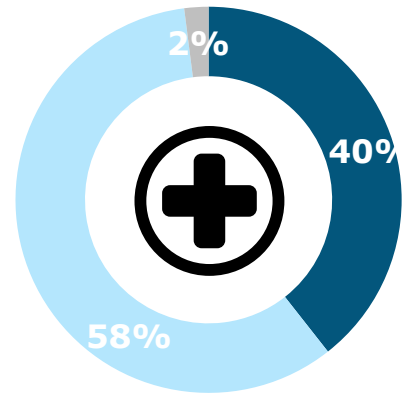
2. Mind. May 2022. <https://www.mind.org.uk/news-campaigns/news/new-research-from-mental-health-charity-mind-shows-that-parents-and-grandparents-are-so-worried-about-young-peoples-mental-health-it-s-giving-them-sleepless-nights/>.

3. NHS. November 2022. “Mental Health of Children and Young People in England 2022” <https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2022-follow-up-to-the-2017-survey> Base: n=2,866

40% report struggling with their physical health this year

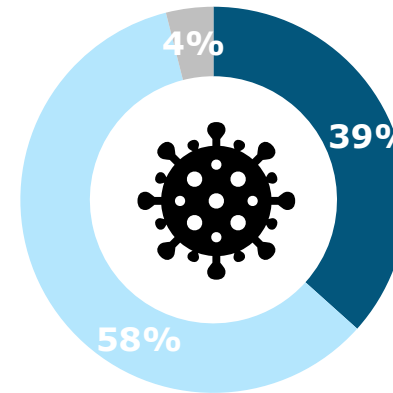
“Thinking about your life specifically at the moment, to what extent do you agree...”

My physical health has been a concern or caused me difficulty in the last year



■ Yes ■ No ■ Don't know

My health (mental or physical) has been impacted by COVID-19



■ Yes ■ No ■ Don't know



65+ year olds (42%) are most likely to experience physical health problems.



74% of **disabled** respondents struggle with their physical health and 53% suggest their health had been impacted by COVID-19.



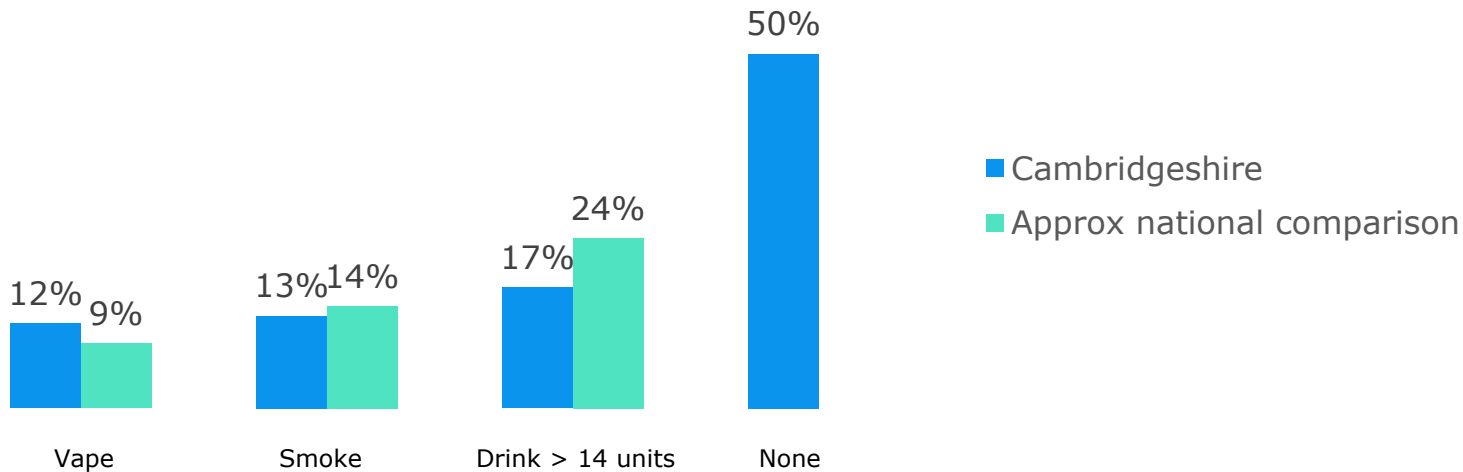
44% of **ethnic minority** respondents have had their health impacted by COVID-19 versus 38% of White respondents.



Cambridge City respondents are significantly likely to report health being impacted by COVID-19 (48%) versus the other districts (36%).

Unhealthy habits are largely in line with the rest of the nation

“Thinking about your life and your physical and mental health, which of the following apply to you?”



- While vaping is listed as an unhealthy habit for those without a history of smoking, for residents who are ex-smokers, vaping can be seen as a healthier alternative.
- However, the high proportion of young vapers is concerning, as they're less likely to have a history of smoking behaviour

N.B comparisons are not exact – and sources are listed below to give rough comparisons



South Cambridgeshire residents are most likely to report 'none' of the above behaviours or experiences (54%).



Younger people are more likely to vape and smoke cigarettes than older groups. One in four young people aged 18-24 (29%) and one in five 25–34-year-olds use a vape (19%). Young people aged 18-24 are more likely to vape than to smoke tobacco/cigarettes (16%).



Those with **the lowest SEG** are more likely to smoke cigarettes (19%), and to be unable to live independently (8%), compared to higher social grades.

Q19. Thinking about your life, physical and mental health, which of the following apply to you? Please select all that apply. Base: n=5,500

Q20. Do you agree with the following statements? Base: n=5,500

Action on smoking and health: <https://ash.org.uk/uploads/Use-of-e-cigarettes-among-adults-in-Great-Britain-2023.pdf?v=1691058248>, <https://ash.org.uk/resources/view/smoking-statistics>, Alcohol

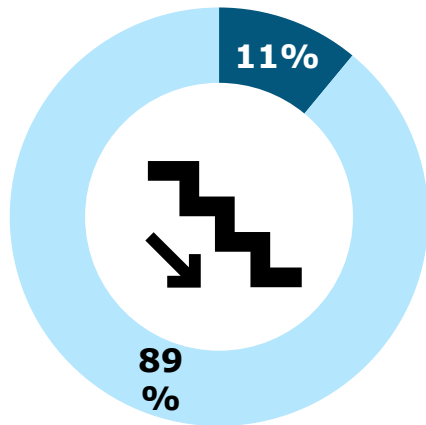
change: <https://alcoholchange.org.uk/alcohol-facts/fact-sheets/alcohol-statistics>

Physical activity in UK – 26% not physically active and get out of breath: <https://www.sportengland.org/news/adults-activity-levels-england-bounce-back-pre-pandemic-levels>

Some are struggling to live independently

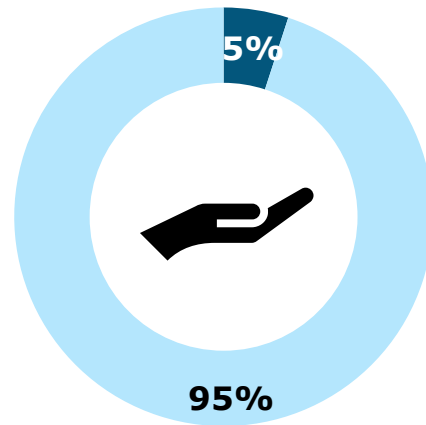
“Thinking about your life and your physical and mental health, which of the following apply to you?”

Had a fall



■ Yes ■ No

Struggle to live independently because of physical or mental health



■ Yes ■ No

*The amount of young people struggling to live independently could also be being impacted by costs – interacting with wellbeing. More young adults are living at home nationally – according to the ONS, young adults are more likely to be living at home than any time since 1996.¹

Had a fall



Those aged 65+ (19%) are more likely than younger age groups (8%)



Disabled residents (23%) are more likely than non-disabled residents (6%)



Women (12%) are more likely than men (9%)

Struggle to live independently



Those aged 18 – 34* (8%) are more likely than 45+ (4%)



Unemployed residents (9%) are more likely than those in employment (4%)



Those in the lowest SEG (E) (8%) are more likely than higher SEGs (5%)



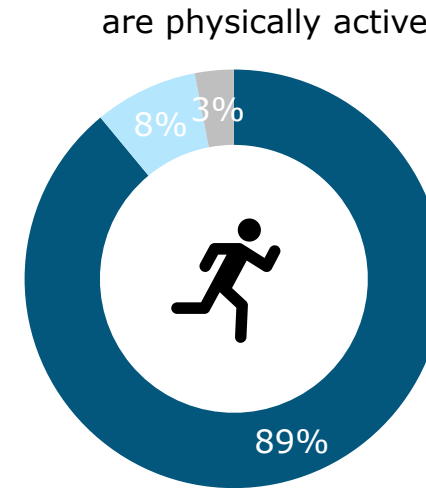
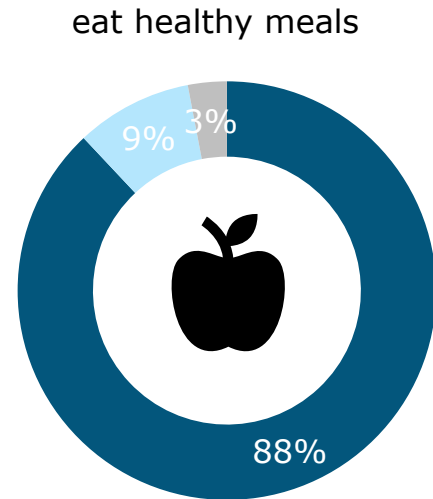
Disabled residents (13%) are more likely than non-disabled residents (3%)



Those with adult dependents (12%) are more likely than those without (4%) or dependents under 18 (6%)

On the whole, parents feel their children are physically healthy – eating healthy food and exercising

“My child/children...”



■ Yes ■ No ■ Don't know

■ Yes ■ No ■ Don't know



Younger parents aged 18-24 are significantly more likely to report that their child/ren don't eat healthy meals (21% vs 7%) and are not physically active (15% vs 6%) than older parents.

How do residents feel about and respond to the big issues of the moment?

At a glance: how do residents respond to concerns about climate change and increasing costs

82% of residents are concerned about rising costs...in line with the rest of the UK.

Those from the lowest SEGs and part time workers report above average concern.

2

This is impacting residents' behaviour as a result of cost-of-living... which is most prevalent amongst younger residents, renters, disabled residents and those from lower SEGs.

3

Residents are looking to the Council to respond to concerns about rising costs...

4

Residents – especially those most concerned about climate change – are open to changing their behaviour to behave more sustainably...

However, cost-of-living concerns are likely to trump implementing any **costly behaviour change at this time**, given prevalence of the concern.

5

Expectations on the Council to respond are high – and 85% would like to see CCC lead and do more on this issue.

So what? Implications for Cambridgeshire County Council

If you can't help with rising costs – say who can.

This is especially the case for promoting food banks with 8% saying they use them already and more may need them if current crises continue.

Target these communications and signposting support for rising costs to groups most likely going without essentials.

Including younger residents, renters, disabled residents and those from lower SEGs.

Consider how best to facilitate and promote green behaviour change in Cambridgeshire – residents are likely to be open listeners.

Low-cost options are likely to be more appealing in the current context of rising costs.

Be cautious with your expectations on green behaviour change.

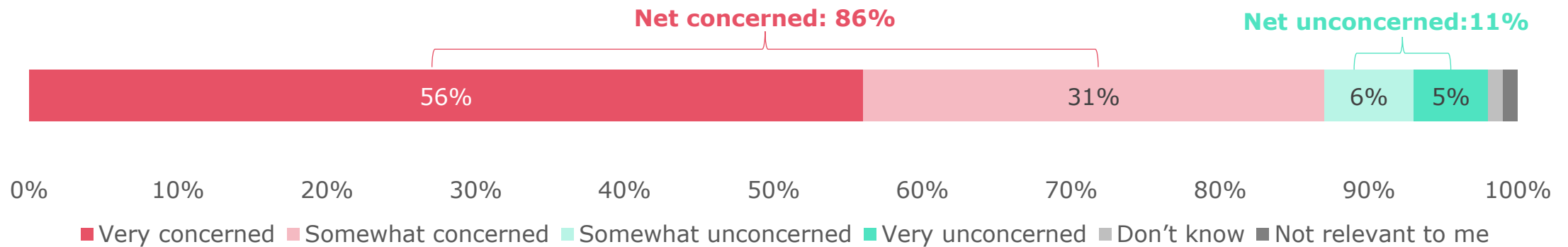
There might be a 'say – do' gap in willingness to change behaviour and actual behaviour change given resistance to traffic reduction measures (see next section).

Promote your activities on climate change in local press to reassure the community you are playing your part...

Expectations on the Council to take the lead are high.

86% of residents are concerned about cost-of-living increases

“To what extent do you personally feel worried about... the cost-of-living”



18-24 year olds are less likely to be concerned about cost-of-living increases than other age groups (75% vs 88%)



Women (89%) are more likely to be concerned about cost-of-living increases than men (84%)

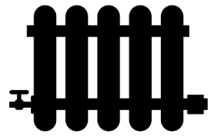


White residents (87%) are more likely to be concerned about cost-of-living increases than ethnic minorities (80%)

Think Insights proprietary research suggests 90% of the public say they are concerned about cost-of-living.¹

And residents are changing their behaviour in response to this concern

66% report a change in their behaviour as a result of cost-of-living increases:



48%

report cutting back on heating use



34%

feel their mental health has been affected by CoL increases



27%

report cutting back on nutritious food



9%

report stopping or cutting back prescription medicine

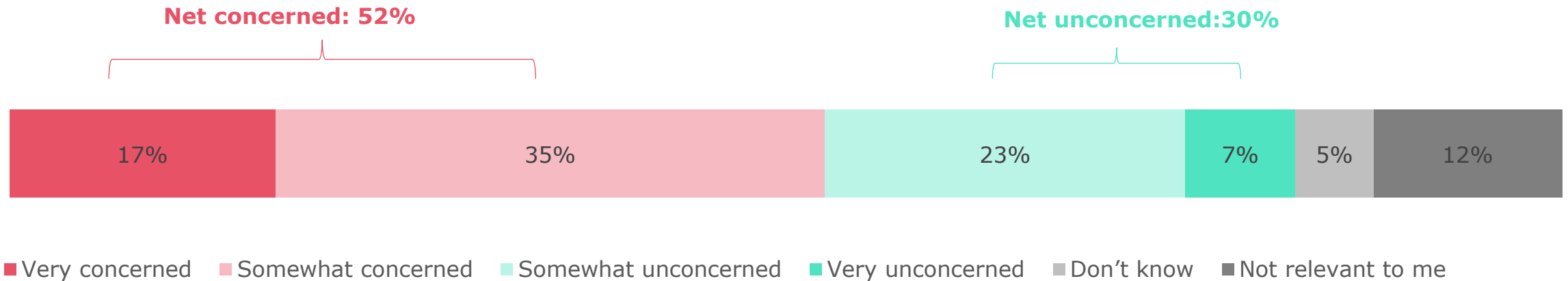


8%

have used a foodbank in the past 12 months

Half of residents are also worried about the local economy

“To what extent do you personally feel worried about... investment and jobs in my local area”

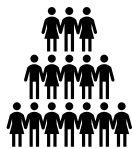


Groups that are **more likely** to be concerned about investment and jobs in their local area are:

The group that is **least likely** to be concerned is:



Cambridge City residents
57% vs 51%



Ethnic minorities
59% vs 51%



Employed residents vs unemployed
58% vs 42%



Those with dependents under the age of 18
58% vs 49%



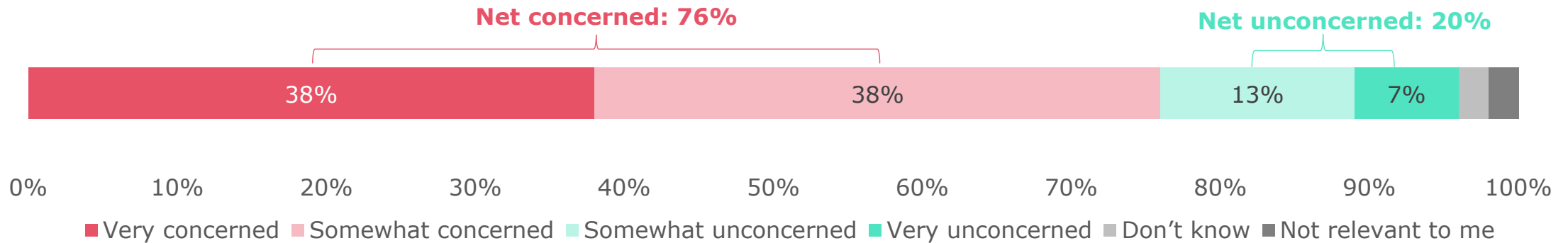
Private renters vs social renters and homeowners
58% vs 50%



Those aged 65+ compared to younger age groups
39% vs 56%

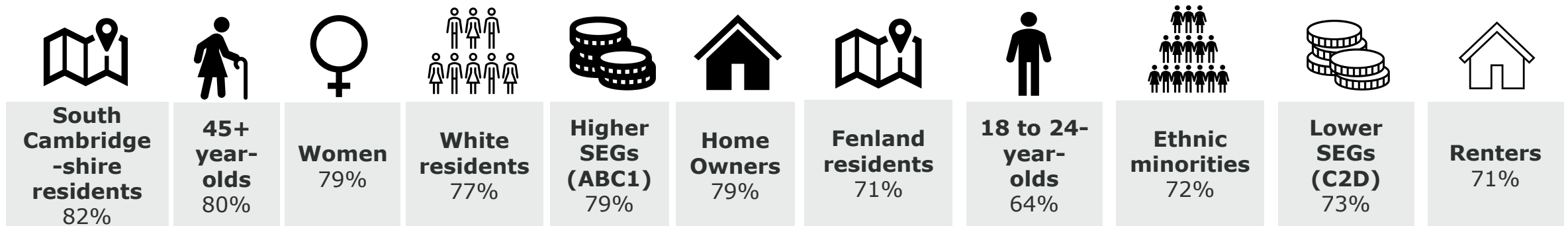
Three quarters are concerned about climate change – a lower proportion than cost-of-living

“To what extent do you personally feel worried about... climate change”



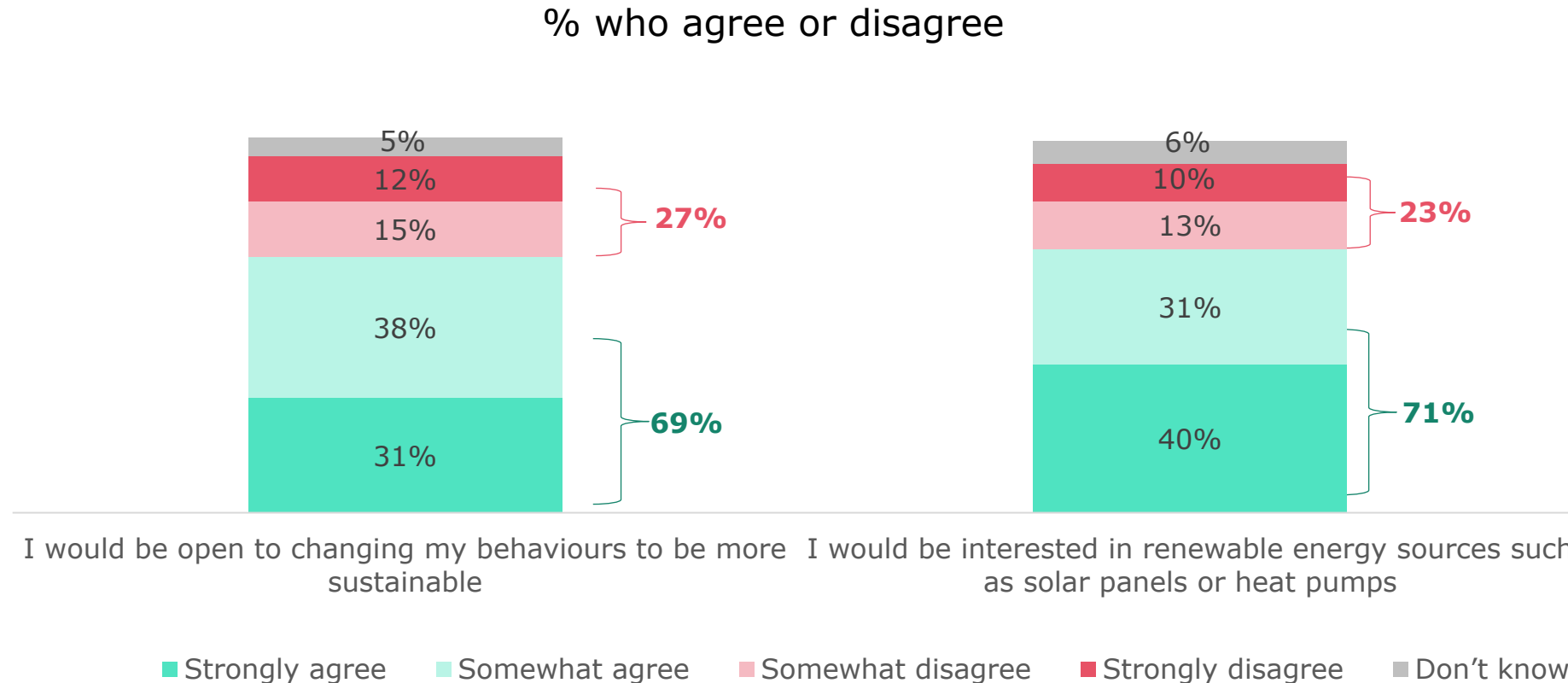
Groups that are **more concerned** about climate change:

Groups that are **less concerned** about climate change:



Think Insights proprietary research suggests 71% of the public say they are concerned about climate change.¹

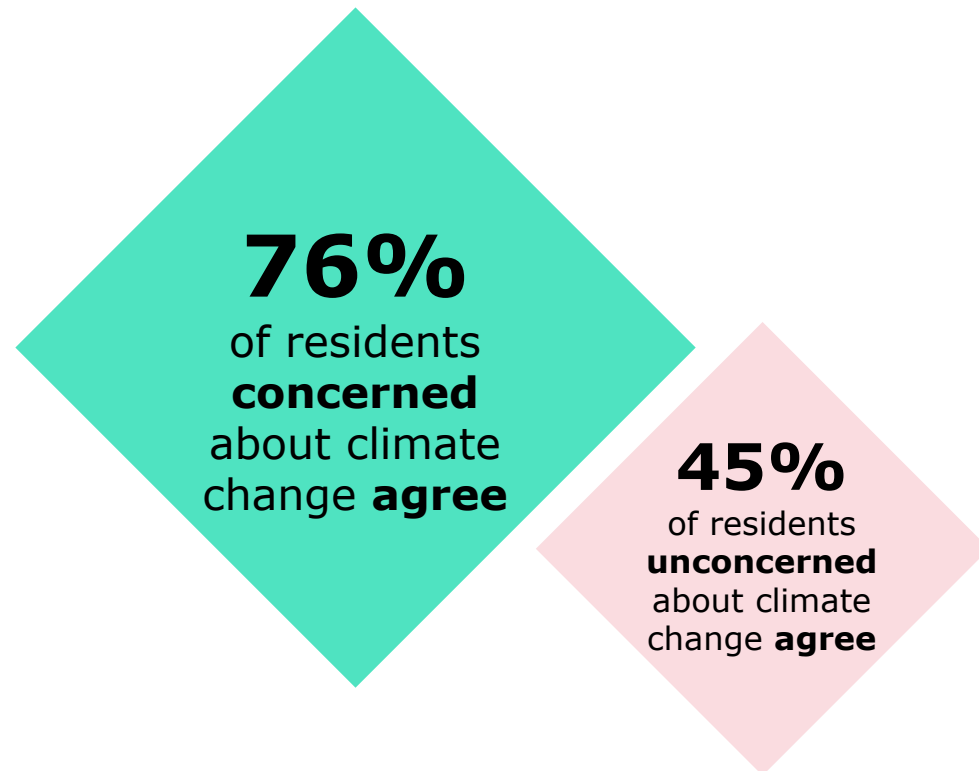
The majority of residents would be open to making more sustainable choices



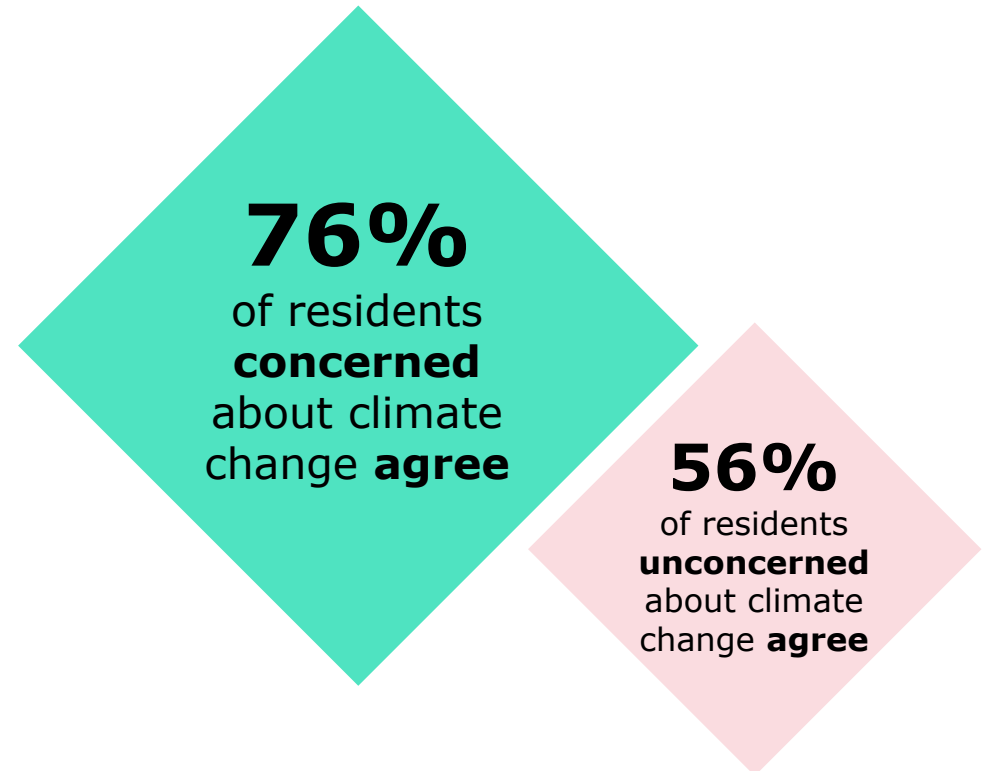
Note – whilst residents are open to changing their behaviour, it's unlikely they will want this to come at a cost – especially in the current context of cost-of-living concerns and frustrations over traffic reduction measures that cost. Messages on things that residents could do that both saves them money and responds to climate change would land better.

Openness to behaviour change is dependent on level of concern regarding climate change

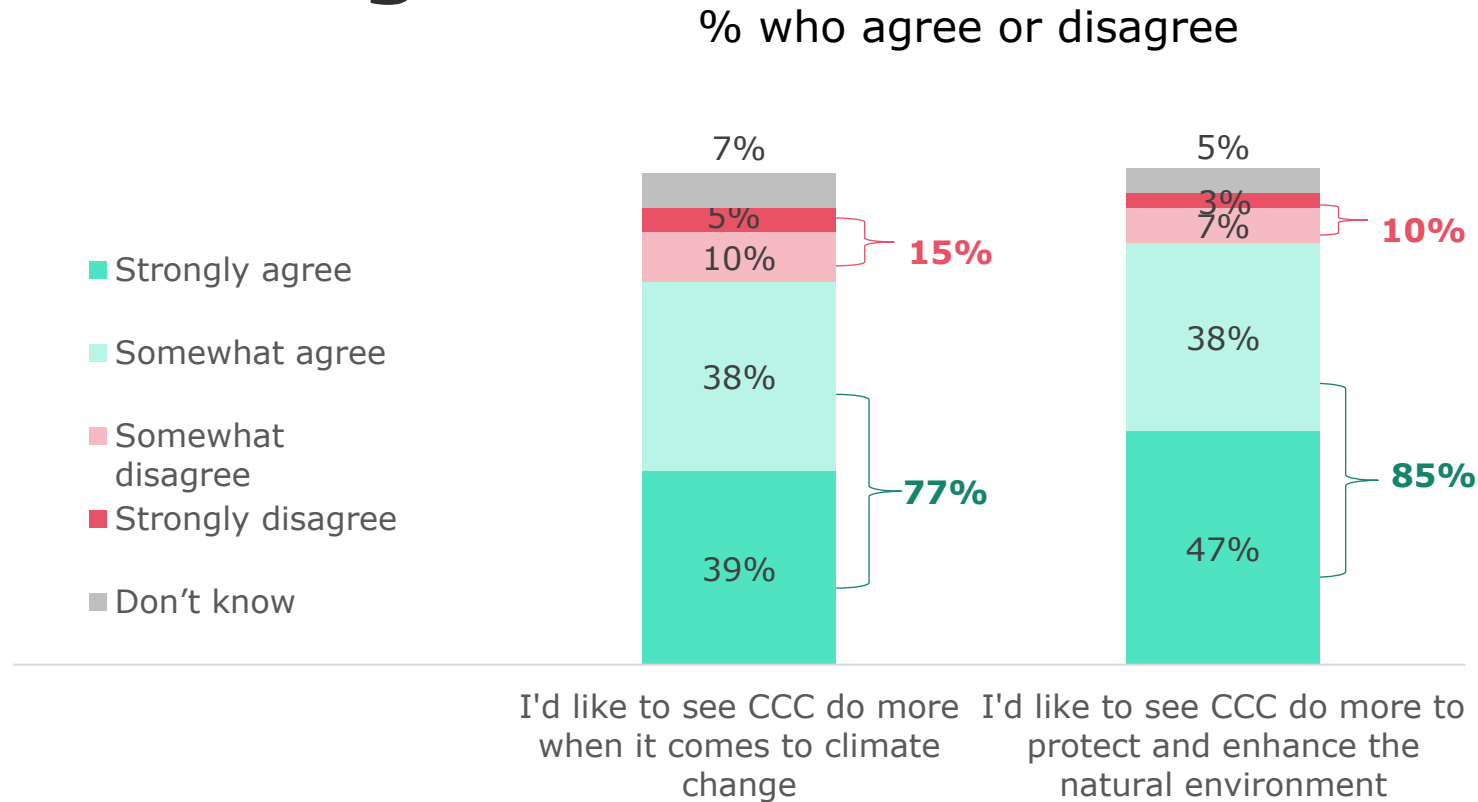
“I would be open to changing my behaviours to be more sustainable”



“I would be interested in renewable energy sources such as solar panels or heat pumps”



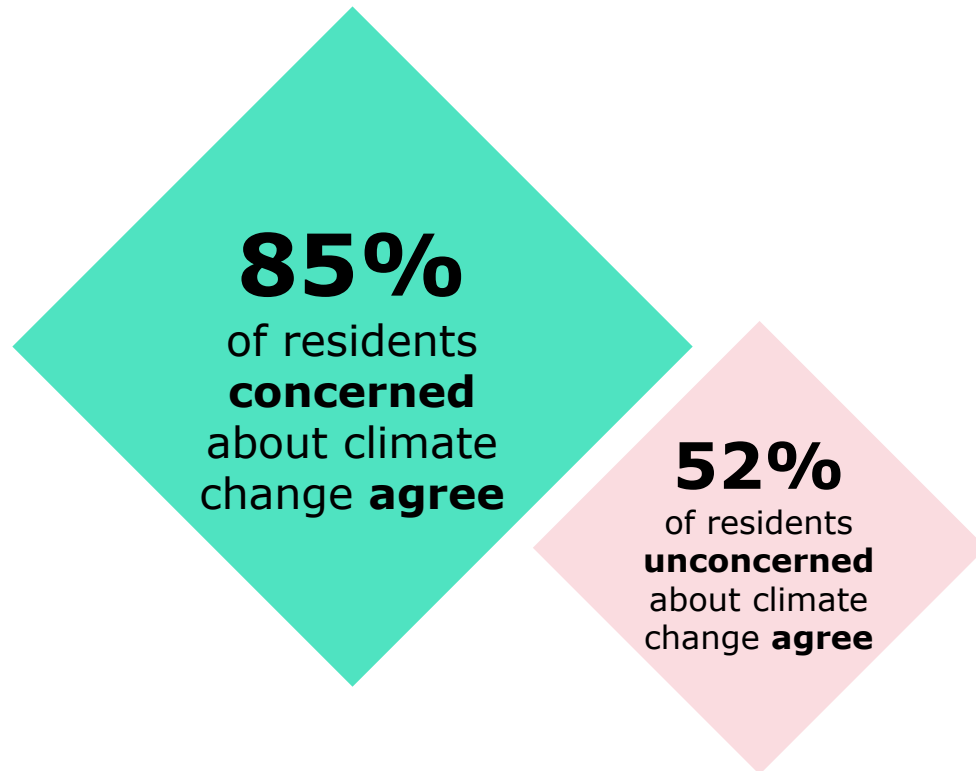
Expectations on the Council to act on climate change are high



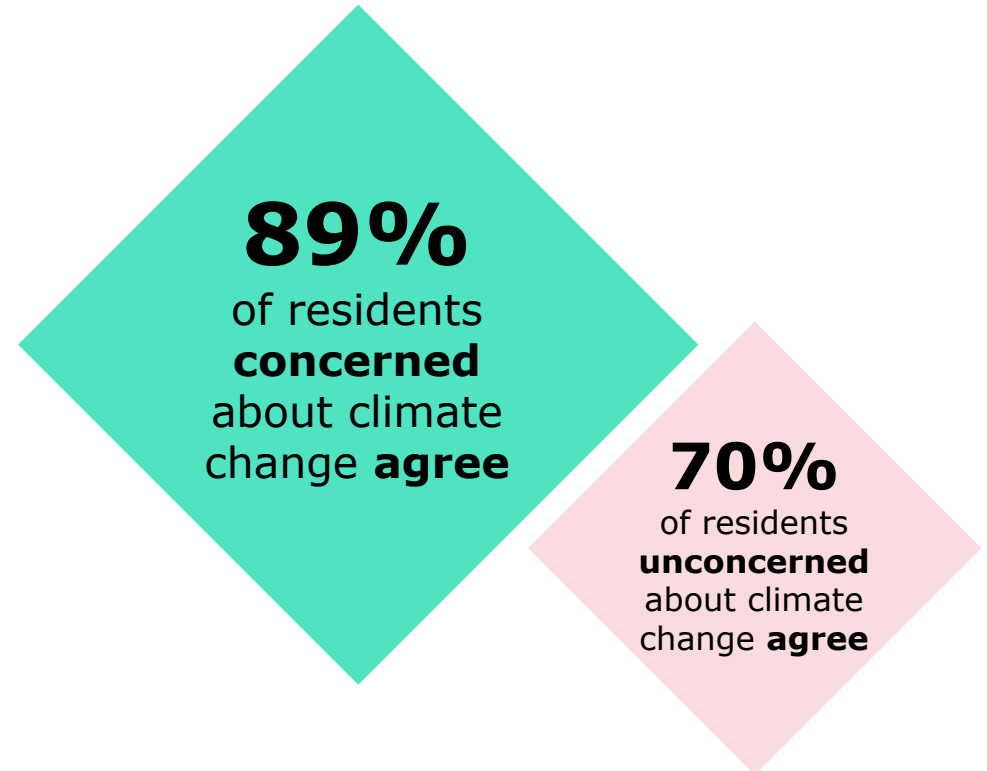
Note – whilst residents want to see you take action, it's unlikely they will want this to come at a cost – especially in the current context of cost-of-living concerns and frustrations over traffic reduction measures that cost. Messages on things that residents could do that both saves them money and responds to climate change would land better.

These expectations are even higher among residents concerned about climate change

"I'd like to see Cambridgeshire Country Council do more when it comes to climate change"



"I'd like to see Cambridgeshire Country Council do more to protect and enhance the natural environment"



**How do residents feel about where
they live?**

At a glance: how do residents feel about where they live?

At a high level, the majority feel positive about their local area and raising children there.

84% feel safe, 80% feel different people get along and 75% feel they belong.

2

But some groups feel less positive about the area...Cambridge City and Fenland residents, under 34-year-olds, ethnic minorities, those from lower SEGs, disabled residents and renters are more likely to disagree with positive sentiments.

3

When it comes to housing, **over half of residents report having a problem with their main place of residence (52%), and just over a quarter struggle to heat their homes (26%).**

4

Concerns with housing are highest for young people, ethnic minorities, those with dependents, disabled residents, private and **social housing renters (more so than private renters).**

So what? Implications for Cambridgeshire County Council

Advertise opportunities to get involved in the local community...

Target this at disengaged groups who are currently feeling less connected to the community.

Consider whether community activity is as inclusive as it could be for all groups in Cambridgeshire.

Is there scope for the Council to **provide guidance** about inclusive practices for those running community engagement?

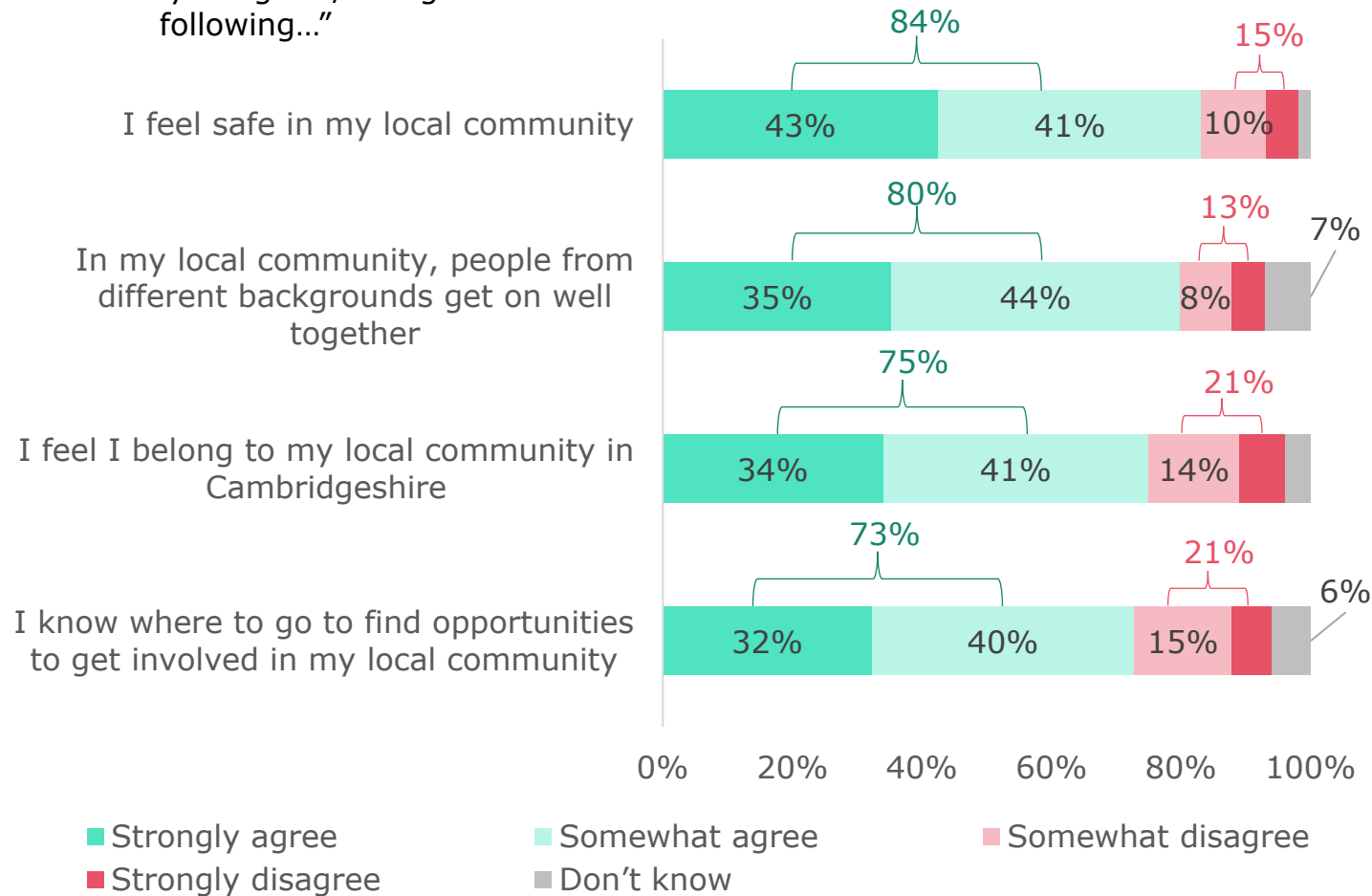
You're not responsible for housing but you could **work with your housing partners to provide easily accessible information and signposting for the most common concerns** like damp and heating for all residents.

Social housing renters in particular need support.

Consider how you can work with your housing partners to provide clear **information and support** for social renters across key concerns like heating, damp and suitability of accommodation.

Overall, the majority feel positively about the local area

"To what extent do you agree / disagree with the following..."



Cambridge City and Fenland residents are more likely to disagree with the statements compared to other districts.



Under 34-year-olds are more likely to disagree with the statements than older age groups.



Ethnic minorities are less likely to feel like they belong, know about opportunities to get involved and agree that people from different backgrounds get on well together than White people.



Lower SEG residents (C2DE SEG) are less likely to feel safe and like they belong in their local community than higher SEG respondents (ABC1 SEG).



Disabled residents are less likely to feel safe and like they belong to their local community than non-disabled residents.

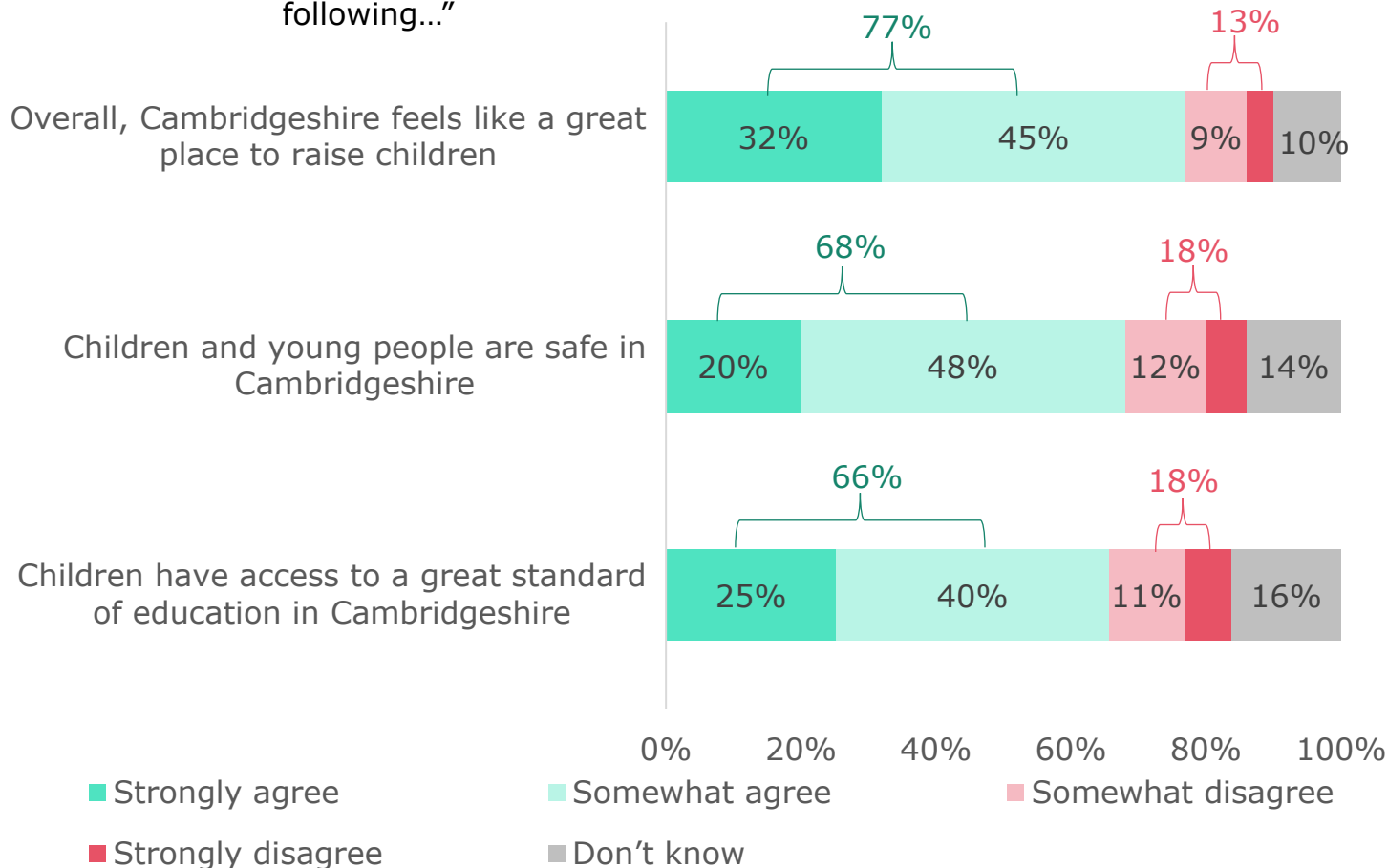


Renters are more likely to disagree with the statements than homeowners.

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Don't know

And Cambridgeshire is seen as a good place to raise children by the majority

“To what extent do you agree / disagree with the following...”



Fenland residents are the most likely to disagree with the statements compared to other districts.



18 to 24-year-olds are the most likely to disagree that children are safe and Cambridge is a great place to raise children.



Those from lower SEG grades (C2DE SEG) are more likely to disagree with the statements than middle class respondents (ABC1 SEG).



Disabled residents are more likely to disagree with the statements than non-disabled residents.

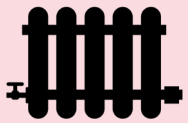


Social housing renters are more likely to disagree with the statements than homeowners.

Q21. To what extent do you agree or disagree with each of the following statements? Base: n=5,500

When it comes to their own homes, residents are particularly worried about heating costs

52% report having a problem with their main place of residence:



26%

Too expensive to heat



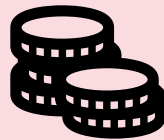
13%

Damp/mould



12%

Too far from amenities



11%

Unaffordable



9%

Too large for needs



6%

Not suitable due to age/disabilities



6%

Overcrowded



3%

Structurally unsafe

Groups that are more likely to report at least one problem with their home are:



Cambridge City residents (63% vs 50% other districts)



Under 34-year-olds (65% vs 48% older age groups)



Ethnic minorities (70% vs 50% White people)



Those with dependents (64% vs 46% without dependents)



Disabled residents (62% vs 48% non-disabled residents)



Renters (65% vs 46% of homeowners)

How does the Council fit into the picture?

At a glance: how does the Council fit into the picture?

1

52% trust you to make decisions about services, whereas **44% recognise value for money**. In comparison the LGA survey found that 42% recognise their local council as delivering value for money.

2

But your reputation is less favourable amongst older residents, who are less likely to trust you, and don't feel listened to.

3

Those using services are satisfied with them on the whole... road maintenance is a notable outlier.

4

Those who 'don't know' about a service typically aren't the most vulnerable...which is positive. This shows people who need your services are probably aware of them.

An exception is disabled residents who score highly in 'don't know' about services they may need.

5

Residents expect you to be doing more for many services and are assessing you against them...**including those not within your control like bus services and GP access.**

So what? Implications for Cambridgeshire County Council

Consider how best to build trust in older residents.

This may be linked to how you frame more challenging messages around change in Cambridgeshire e.g. traffic reduction measures.

Carefully frame decisions around traffic reduction measures, linking them back to measures that matter to residents – like climate change.

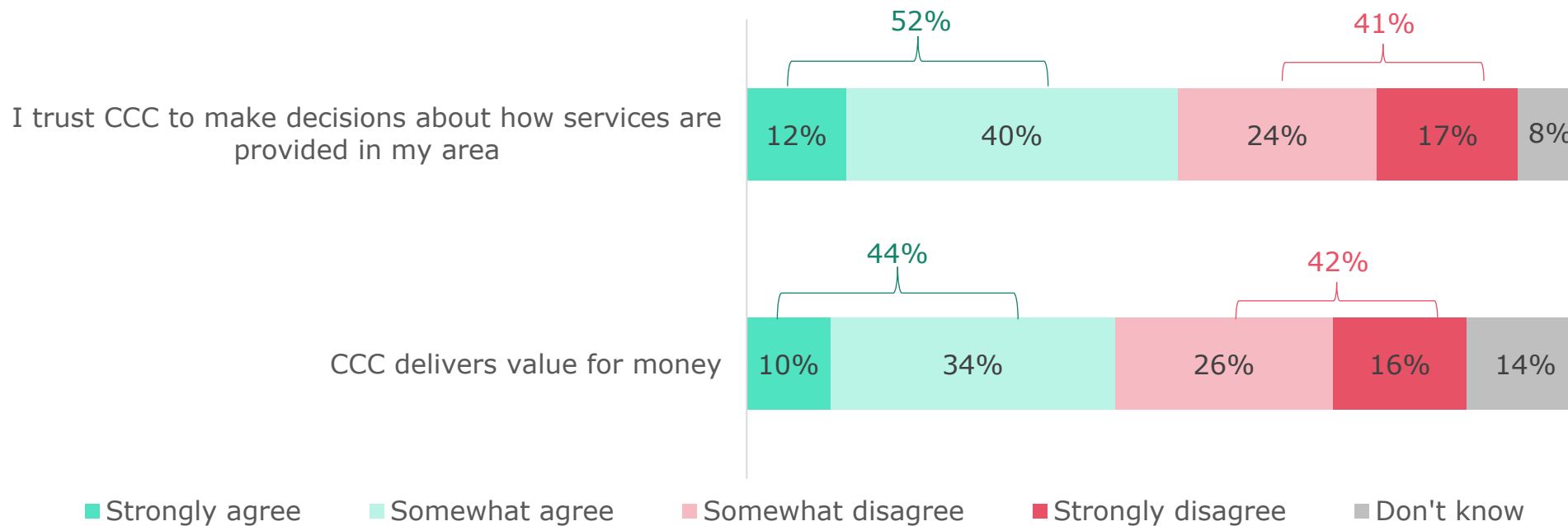
Avoid talking about money raised for the Council, or costs to the resident, especially in the context of rising costs...residents are likely to feel frustrated if they associate the measure with money for the Council.

Signpost to services outside of your control (as mentioned elsewhere).

Few differentiate between services offered by you and offered by others, but acting as a signpost for all ensures residents can reach the services they need.

Consider how to engage disabled residents through partner organisations, they may be missing the services they need.

Over half of residents say they trust CCC – though few have strong feelings either way, suggesting some uncertainty



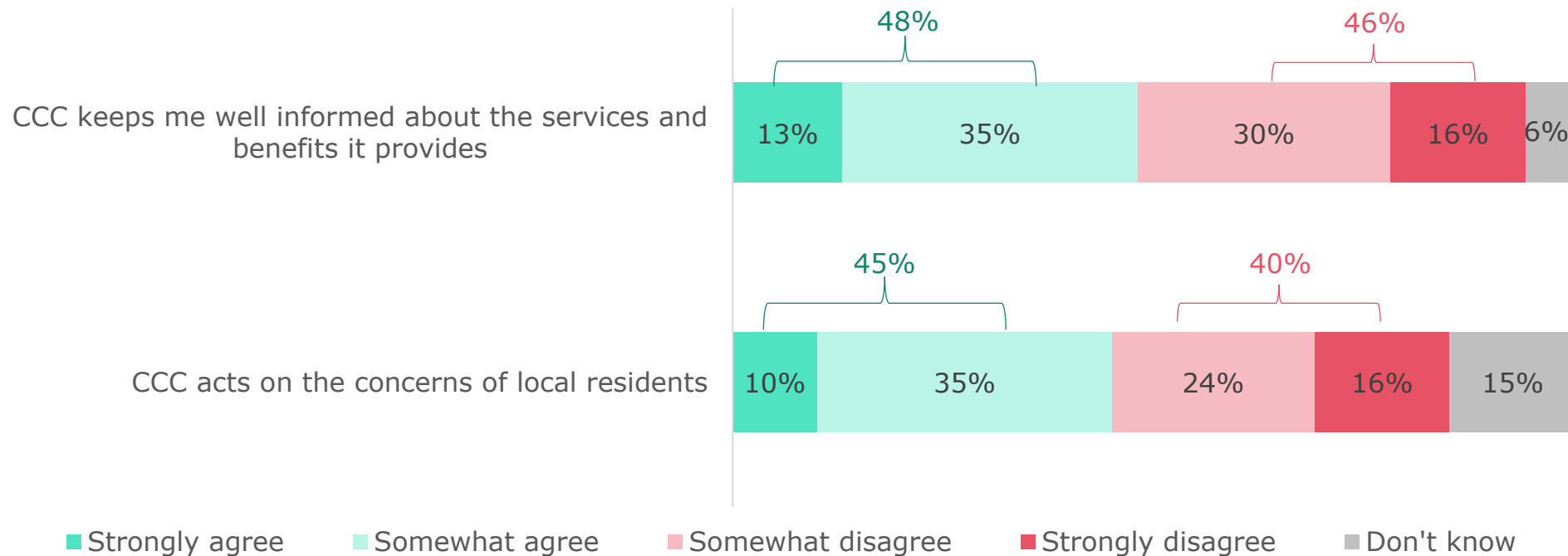
These questions mirror those asked in the **LGA residents survey** conducted in June 2023.¹ The LGA survey found that **42% agree their local council delivered good value for money**, compared to 44% of Cambridgeshire residents. Interestingly, only **2% of LGA respondents suggested they were unsure**, compared to **14% in the Cambridgeshire survey**.

When asked **about trust in their local council**, the LGA survey asked a broad question and found **56% reported trusting their local council**, compared to 52% of Cambridgeshire residents who reported trust in decisions about how services are provided. *NB: these questions employ different answer scales therefore results are not directly comparable.*

Q13. I'd like you to now think about Cambridgeshire County Council's performance. To what extent do you agree or disagree with each of the following statements? Base: n=5,500

1. Local Government Association. August 2023. "Polling on resident satisfaction with councils – Round 35." <https://www.local.gov.uk/sites/default/files/documents/Resident%20Satisfaction%20Polling%20Round%2035%20-%20Accessibility.pdf>

Views are split about the extent residents see CCC responding to needs and keeping them informed of services



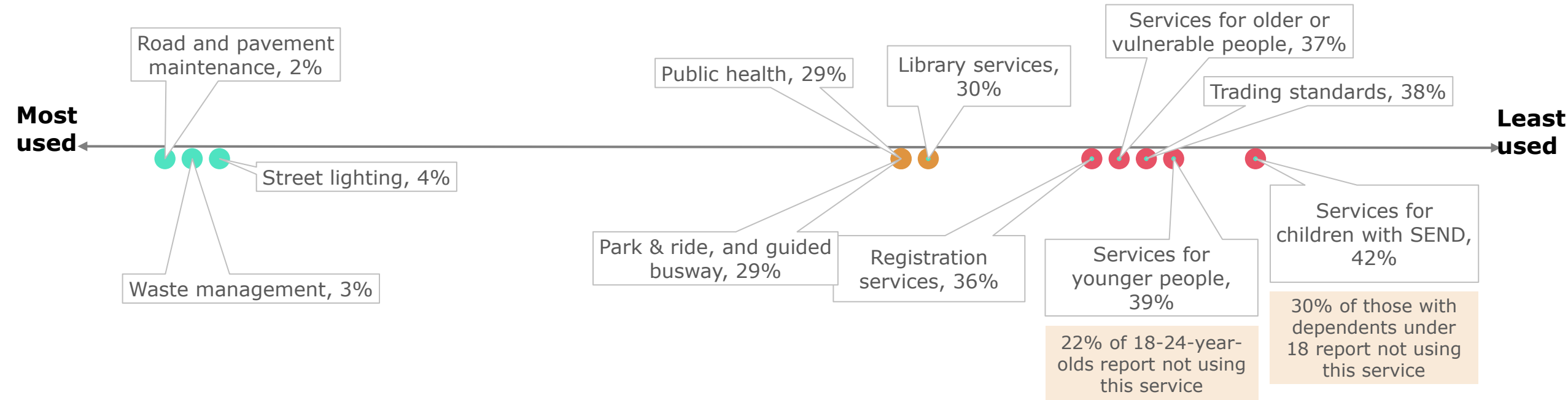
52% of respondents were found to indicate their council acts on the concerns of residents in the LGA survey¹, compared to 45% of Cambridgeshire residents. When asked how well informed their local councils keep residents about the services and benefits it provides, the LGA survey found that 55% felt they were informed compared to 48% of Cambridgeshire residents
NB: these questions employ different answer scales therefore results are not directly comparable.

Q13. I'd like you to now think about Cambridgeshire County Council's performance. To what extent do you agree or disagree with each of the following statements? Base: n=5,500

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The picture of service use for the areas you provide:

% who **haven't** used

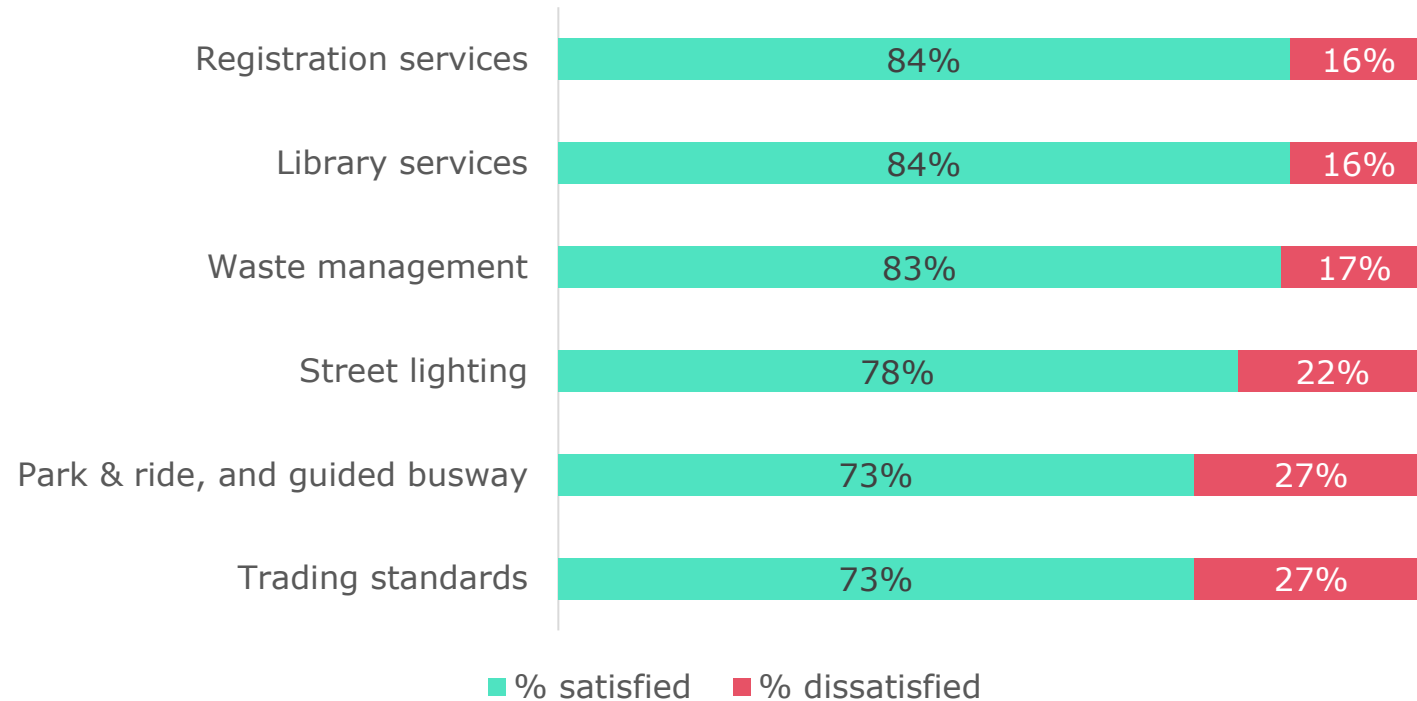


More vulnerable residents (i.e. lower SEG, social housing) are likely to be using services with the exception of disabled residents, which may speak to general accessibility issues.

When prompted with a list of services, residents are most satisfied with waste management and street lighting

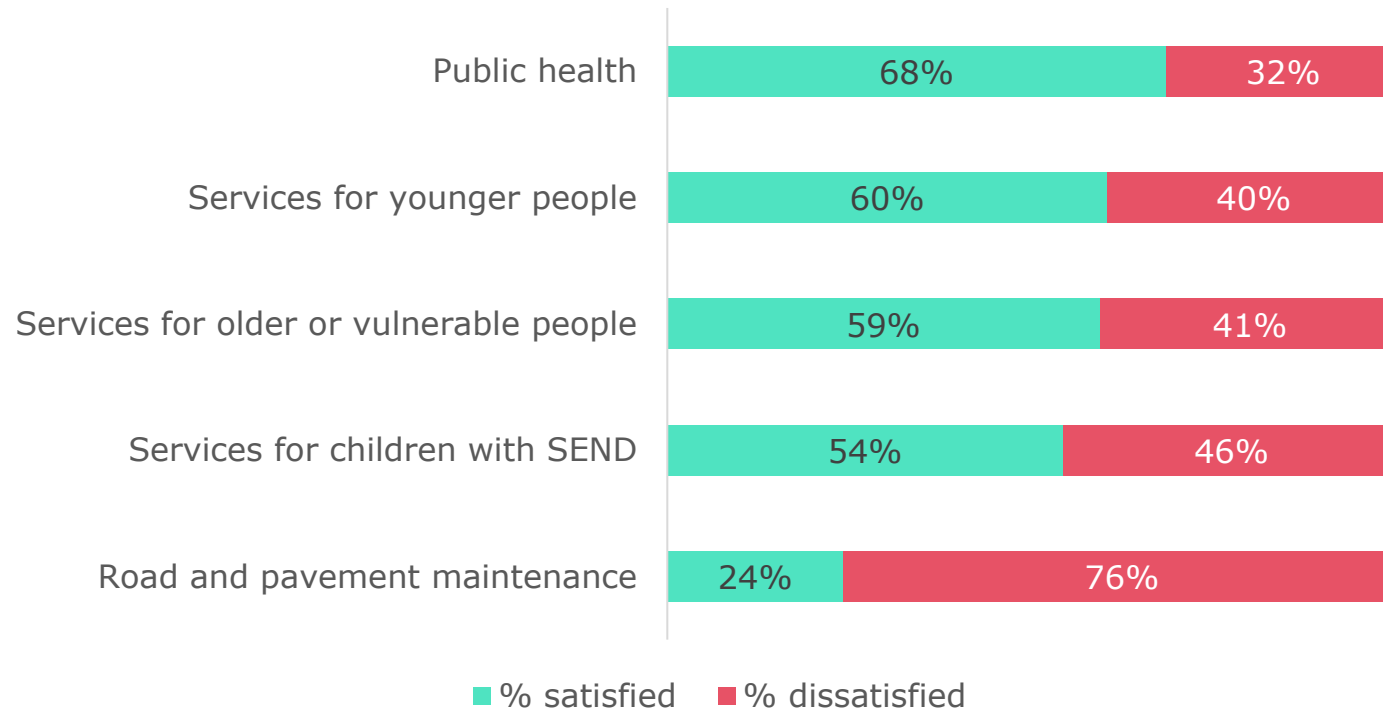
Service	Very satisfied %	Somewhat satisfied %	Somewhat dissatisfied %	Very dissatisfied %	Have not used service %	Don't know %
Waste management	36%	43%	11%	5%	3%	2%
Street lighting	28%	44%	13%	7%	4%	3%
Library services	24%	29%	7%	3%	30%	6%
Park & ride, and guided busway	20%	28%	10%	8%	29%	5%
Registration services for births, deaths, marriages and civil partnerships	19%	24%	5%	3%	36%	12%
Public health	13%	29%	12%	7%	29%	10%
Services for older or vulnerable people	10%	20%	11%	9%	37%	12%
Trading standards	10%	23%	8%	5%	38%	16%
Services for younger people	9%	19%	11%	8%	39%	14%
Services for children with SEND	9%	15%	11%	9%	42%	15%
Road and pavement maintenance	7%	16%	25%	48%	2%	2%

Service users are most satisfied with registration, libraries and waste management



Q10/11/12. How satisfied or dissatisfied are you with the following services provided by Cambridgeshire County Council? Base: n=2072-4816 excluding Don't Know and those who have not used service

Services users are less satisfied with roads and SEND delivery



Dissatisfaction with services overall varies by age, ethnicity, gender, SEG and housing tenure.

In fact, roads are the service with highest levels of dissatisfaction

76% of road users are **dissatisfied** with road and pavement maintenance



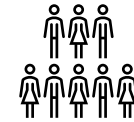
Residents in **South Cambridgeshire** (84%) versus Cambridge City (68%) and East Cambridgeshire (72%)
(Also reports higher % of car usage)



Those aged 45 and over
84% vs 65% of younger age groups
(Also report higher % of car usage)



Women
79% vs 74% of men



White residents
79% vs 56% of ethnic minorities
(Also report higher % of car usage)



Those from C1 SEG
81% vs 76% of other SEGs
(Also report higher % of car usage)



Those with no dependents
80% vs 70% of those with dependents (adult and under 18)



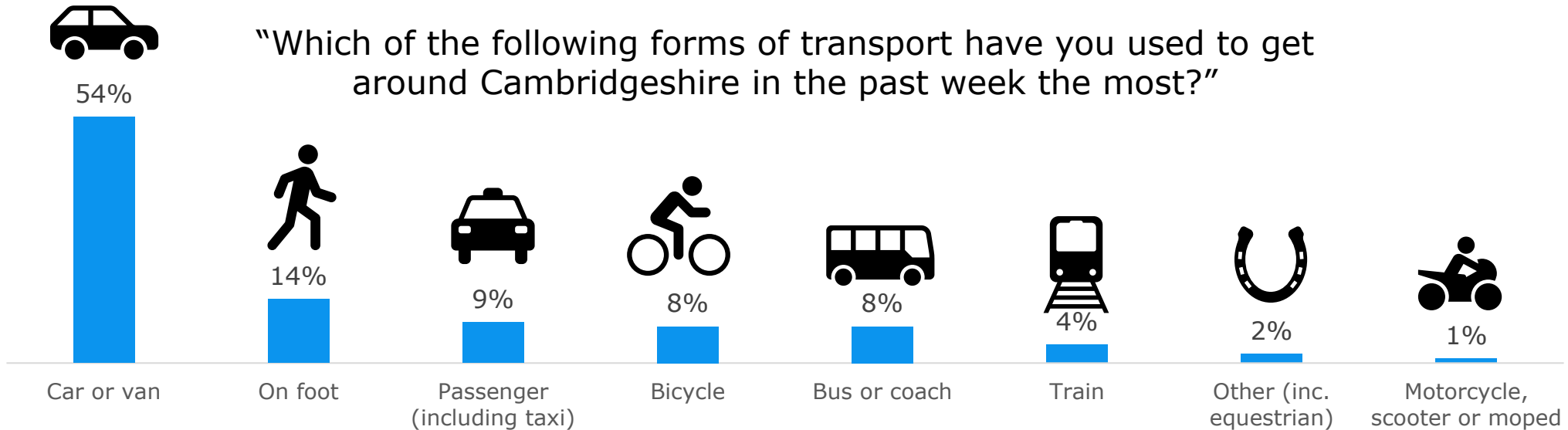
Disabled residents
81% vs 75% who report no disability



Those who own their home
73% vs 70% who rent
(Also report higher % of car usage)

Unsurprisingly, dissatisfaction is linked with higher car usage – 80% of residents who used a car within the past week report being dissatisfied with road and pavement maintenance.

And it's easy to understand why – residents use roads regularly



Residents' high use of vehicles reflect the significant importance placed on roads services. Residents in **Huntingdonshire** (64%) and **Fenland** (62%), **men** (56%), those **aged 45-65** (65%), **White residents** (57%), **homeowners** (62%) and those from **C1** (62%) and **C2 SEG** (60%) are more likely to report using a car or van in the past week.



Residents in **Cambridge City** are more likely to report using bicycles (21%), travelling on foot (24%), using a bus or coach (13%) or the train (7%) in the past week than other districts.



18-24 year olds (16%) are more likely to report using a bus or coach in the past week than other age groups (7%).



Women are more likely to report travelling on foot (16%) or as a passenger (12%) than men (12% and 5% respectively).

Residents would like to see the Council acting on roads climate change and council tax to improve their quality of life

At the end of the survey residents were asked what one thing the Council could do to improve residents quality of life. Responses given were broad but the most commonly mentioned that are **within** the Council's remit to change are:



Roads and traffic management

- Fixing potholes and improving general road maintenance
- Removing the congestion charge



Climate change/care for the environment

- Provision of more green spaces
- Better recycling services



Other

- Greater communication from the Council that residents concerns are being heard
- Reduction in council tax

There were also minor mentions of reducing crime figures and investing more in education and childrens services (including SEND)

However residents also raise concerns that are outside of the Council's remit

At the end of the survey residents were asked what one thing the Council could do to improve residents quality of life. Responses given were broad but the most commonly mentioned that were **outside** of the Council's remit are:



Housing support

- More affordable housing
- More social housing
- Improve standard of housing (incl. better upkeep of social housing)



Improvements to bus services

- Greater frequency of bus services
- Greater coverage of bus services to include rural areas



Improvements to health services

- Better access to GP and dentist surgeries
- Better availability and access to mental health support



While the Council has limited ability to directly help with the above concerns, it may be possible for the Council to signpost residents towards services and support, and influence key partners responsible for these concerns.

Wrap up and reflections

The 'so what'... overarching recommendations 'in a nutshell':

Keep up the good work

Overall, quality of life is high in Cambridgeshire. Maintain quality where it exists because you're getting so much right.

Focus on those who need your help the most...

Some groups, especially young people, renters, lower SEG groups, disabled people and Fenland and Cambridge City residents require the most support to improve their quality of life. There is scope for the Council to fill an information gap and improve experiences.

Where you can't help - signposting is key

Raise awareness about services on offer to those who need them. Couple this with clear signposting for services outside your control to help residents reach what they need and drive satisfaction. The Council website will be a good place to start.

Framing and justifying challenging decisions is critical

Explaining *why* a measure is introduced is important (as with traffic reduction). Emphasise the decision isn't financially motivated to help reduce criticism, especially when residents are feeling the pinch.

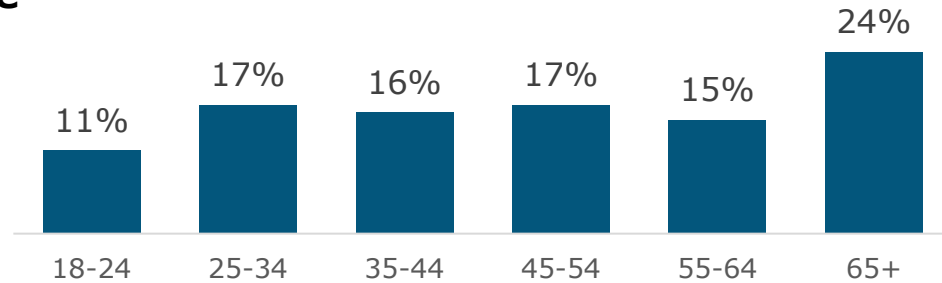
Set goals for change

Discuss where you hope to see greatest shifts and changes next year...and how you will get there! This is just the start of the journey to understanding quality of life.

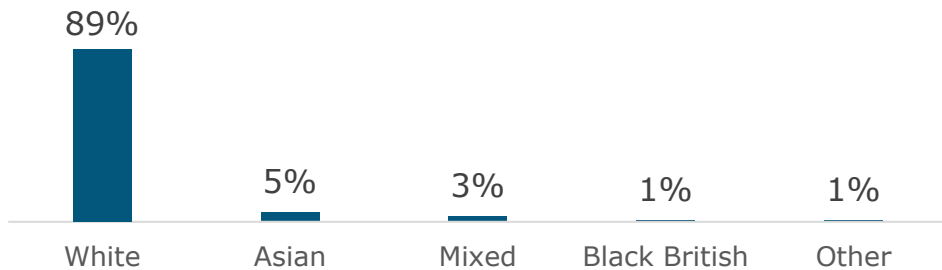
Appendix

Respondents have been recruited to represent the 5 districts of Cambridgeshire

Age



Ethnicity

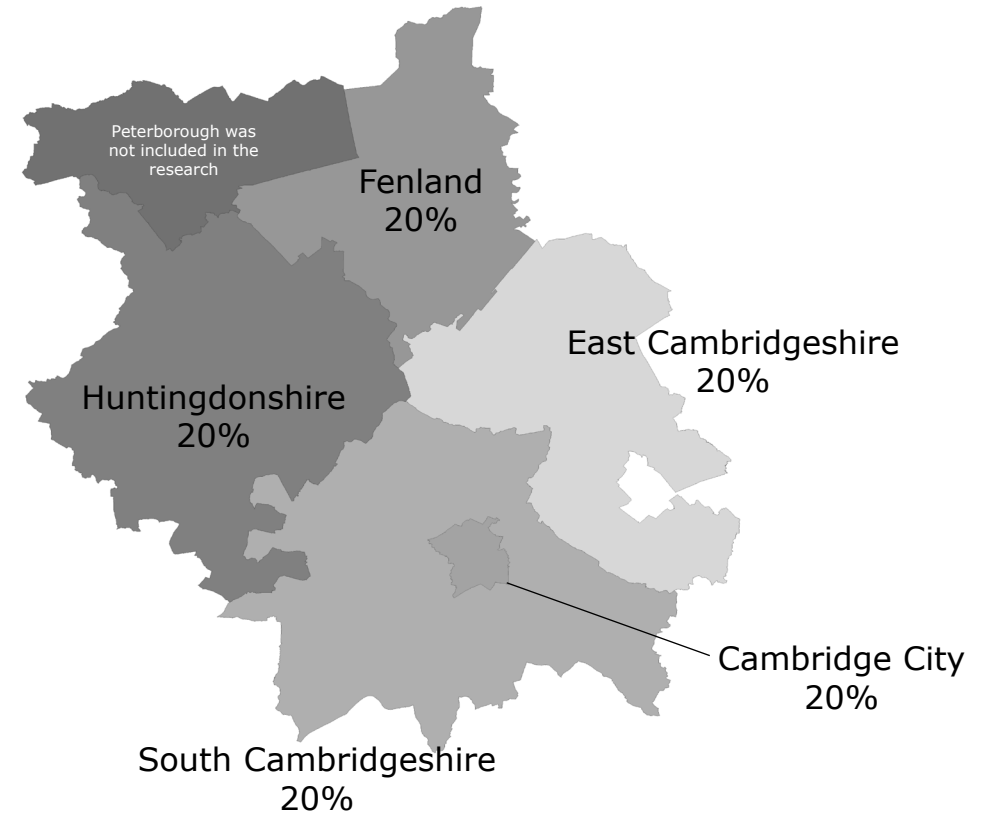


Gender



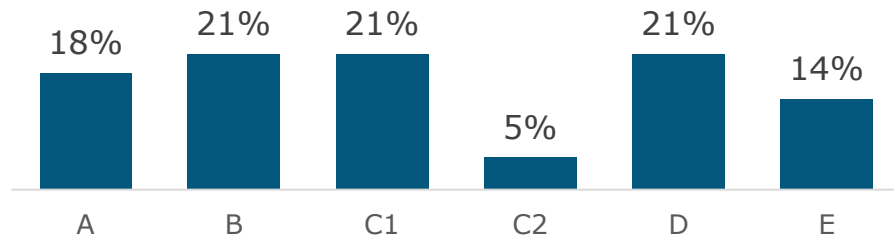
51% female
49% male

Location

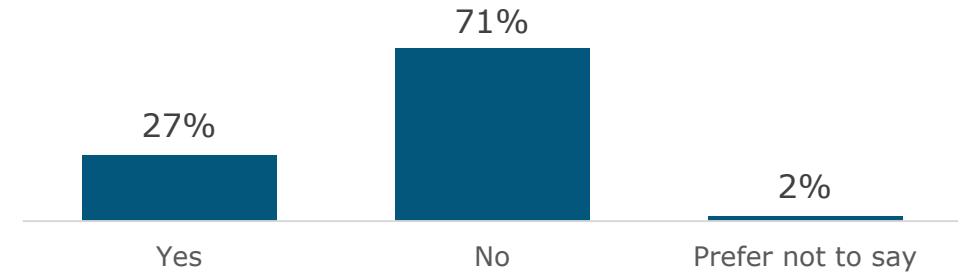


The final sample reflects the population of Cambridgeshire, based on census data

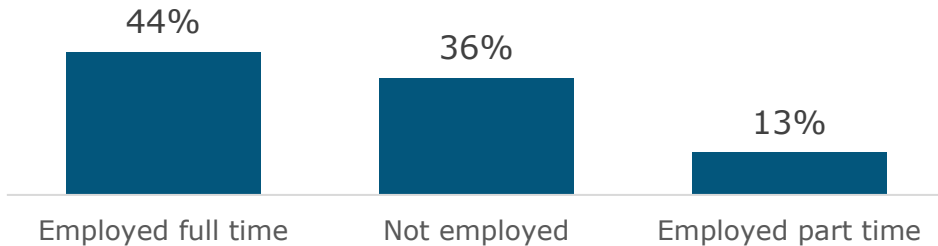
SEG



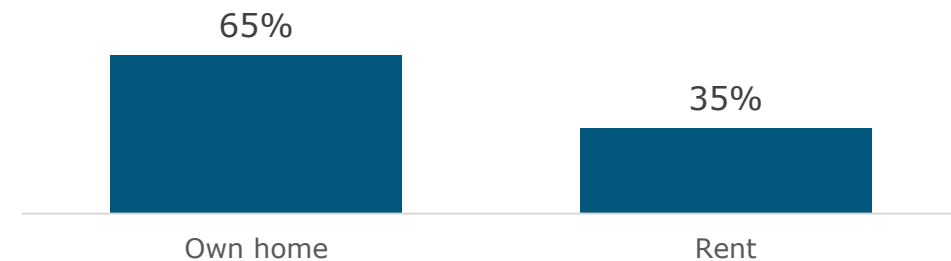
Long term health condition



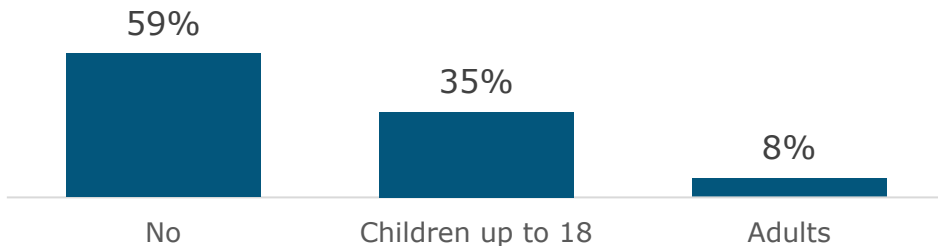
Employment status



Tenure



Dependents



QJ. Do you consider yourself to have a disability, impairment, or long term health condition? Base: n=5,500
 QI. Which of the following best describes your current housing situation? Base: n=5,500

Overview of weighting proportions 1

Age	18-24	25-34	35-44	45-54	55-64	65+
Cambridge	23%	24%	16%	13%	10%	14%
East Cambridgeshire	7%	15%	17%	18%	17%	26%
Fenland	8%	15%	14%	16%	17%	28%
Huntingdonshire	8%	16%	16%	18%	17%	25%
South Cambridgeshire	7%	15%	18%	19%	16%	25%

Gender		
	Female	Male
Cambridge	50%	50%
East Cambridgeshire	51%	49%
Fenland	51%	49%
Huntingdonshire	50%	50%
South Cambridgeshire	51%	49%

Overview of weighting proportions 2

Ethnicity					
	Asian	Black British	Mixed	White	Other ethnic group
Cambridge	15%	2%	5%	75%	3%
East Cambridgeshire	2%	1%	2%	94%	1%
Fenland	1%	1%	1%	96%	1%
Huntingdonshire	3%	1%	2%	92%	1%
South Cambridgeshire	6%	1%	3%	89%	1%

Tenure					
	Owned	Shared ownership	Social rented	Private rented	Lives rent free
Cambridge	44%	2%	23%	31%	0.2%
East Cambridgeshire	68%	2%	14%	16%	0.0%
Fenland	67%	1%	13%	20%	0.0%
Huntingdonshire	69%	1%	13%	17%	0.0%
South Cambridgeshire	69%	3%	14%	14%	0.1%