

# The Voice of Warwickshire Panel

## Report 3: Levelling Up Survey

Version 1.1

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Author: Kate Price

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## 1. Background

The Voice of Warwickshire panel was launched in October 2021 when residents in Warwickshire were invited to register and join the panel. The panel gives residents aged 18 and over in Warwickshire an opportunity to share their views on the big issues in Warwickshire, like health and wellbeing, climate change and sustainability, community safety, education, transport, economic growth, inequalities and inclusion, and more.

This report summarises the results of the third survey sent to all panel members. This survey was intended to gather residents' views on, and knowledge of, Levelling Up in Warwickshire.

## 2. Method

An online survey was hosted on the Citizen Space 'Ask Warwickshire' site via a private link only available to panel members. All members of the panel were asked how they would prefer to complete surveys when they initially signed up to join the panel. The majority (>99%) of panel members opted to complete online surveys with five members advising they would prefer to complete paper-based surveys. Those opting for paper-based surveys were sent the survey along with a freepost return envelope. The other panel members were sent an email to participate in the online survey with two reminder emails being sent to those who had not yet completed the survey. In total, the survey was distributed to 1007 members of the Voice of Warwickshire panel.

The survey ran from 25 April 2022 to 8 May 2022.

[Appendix 1](#) provides the survey questions.

### 3. Key Messages

There were 476 responses to the survey, a response rate of 47.3%. Respondents living in Warwick District are overrepresented and those aged 18-39 are underrepresented.

#### Place of residence and Levelling Up

- When asked what aspects of a place made it a great place to live the most popular option selected by 90.3% of respondents was parks and open spaces.
- When asked what makes you proud of the place where you live, 72.9% of respondents chose 'Parks and open spaces', followed by 64.8% selecting 'How safe it is to live here'.
- There was a noticeable difference in responses to the question 'What makes you proud of the place where you live?' depending on area of residence. For example, respondents living in Warwick District were more likely to say local businesses compared to respondents in Nuneaton and Bedworth Borough (30.9% vs 12.5%); respondents living in Rugby Borough were more likely to say transport links compared to respondents in Stratford-on-Avon (47.7% vs 22.2%); and respondents in Nuneaton & Bedworth Borough were more likely to say affordability of housing than respondents in Warwick District (27.5% vs 9.6%).
- When asked to select the top three priorities to improve the place where you live, the most common options chosen were: 'access to health provision (e.g., GPs, hospitals, dentists)' (49.6%), 'how safe it is to live here' (43.5%) and 'high street or town centre' (39.9%).
- The top three priorities differed by area with 'transport links' being chosen more frequently by respondents in North Warwickshire Borough; and 'how safe it is to live here' being the top priority for residents in Nuneaton and Bedworth Borough and Warwick District.
- The most common theme to an open text question asking respondents 'What would you like to see in your local community to improve opportunities for residents and reduce inequalities' were better public transport; affordable housing; more community and leisure facilities; and improved training and education.
- Over half, 59.7% of respondents said they are very active and involved, or get involved to some extent, in their local community. Levels of involvements were highest in respondents living in Stratford-on-Avon District (67.6%) and lowest in respondents living in Rugby Borough (51.1%) and Nuneaton and Bedworth Borough (51.3%).
- Overall, 72.7% (n=346) of respondents advised they would definitely or might consider getting more involved in the community where they live.
- Respondents were asked as they had answered the previous questions how they had thought about the place where they live. Overall, 66.5% of respondents said they thought of their town or village. This differed between areas of residence with respondents living in Nuneaton & Bedworth Borough more likely to say their local neighbourhood (e.g., street, estate) (55.0%).

- Just under half (48.0%) of respondents said they had lived in the place they live for over 20 years.
- A total of 65.3% (n=311) of respondents advised they would be willing to participate in a focus group to further develop WCCs thinking on Levelling Up.

### Warwickshire's approach to Levelling Up

- Of the proposed high-level themes:
  - 79.9% agreed or strongly agreed with sustainable futures
  - 79.6% agreed or strongly agreed with reducing disparities, addressing gaps and inequalities
  - 78.5% agreed or strongly agreed with increasing opportunity and social mobility
  - 72.9% agreed or strongly agreed with building community power
- When asked if there were other things that should be considered when talking about Levelling Up the most common theme was fairness and equal opportunities.
- When asked 'thinking about the place where you live what actions would you like us to take to achieve the Levelling Up objectives' the most common themes suggested were community events, improved public transport and improved education.
- 67% agreed or strongly agreed with the proposed principles to guide work on Levelling Up (a joint mission; a long-term approach; addressing root causes; strengths-based; and data- driven).
- Other principles suggested were measurement of achievements and success; communication with simple themes and language; and inclusive and accessible approach for all.

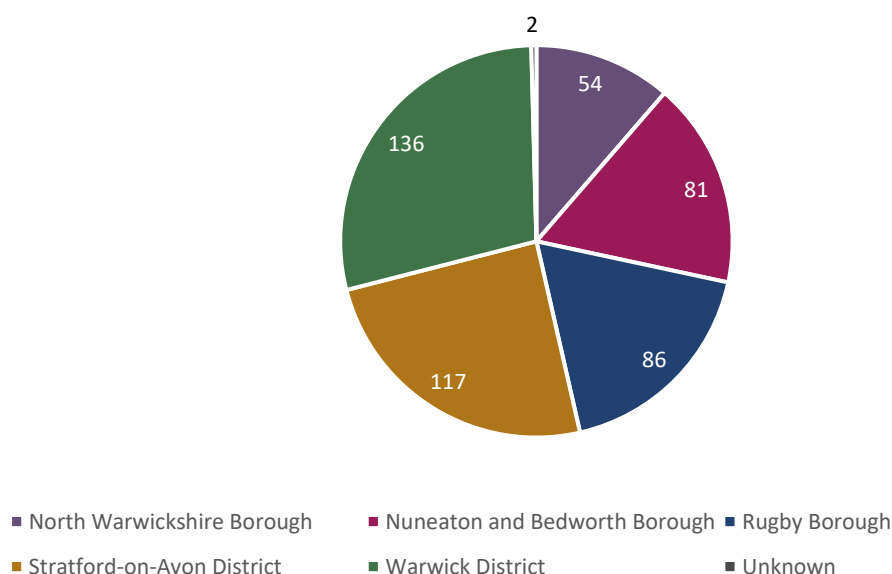
## 4. Results

There were 476 responses to the survey (including paper-based surveys), a response rate of 47.3%. Typically, we would expect response rates to be between 20% and 50% and this was factored in when deciding on overall size of the Panel. Anything between 380 and 500 responses to an individual survey will give an acceptable margin of error, although caution should be taken when interpreting findings from sub-group analysis.

### 4.1 Respondent Profile

Figure 1 and Table 1 provide details on where panel members responding live in Warwickshire. The place of residence of panel members responding to the survey is broadly similar to the population of Warwickshire (aged 18 and over) with respondents from Warwick District slightly overrepresented.

**Figure 1: Place of residence of respondents**



**Table 1: Place of residence of respondents compared with panel membership and the Warwickshire population**

District	Number of respondents	% of respondents	% total VoW panel *	% total Warwickshire**
North Warwickshire Borough	54	11.3%	11.0%	11.3%
Nuneaton and Bedworth Borough	81	17.0%	19.2%	21.9%
Rugby Borough	86	18.1%	17.4%	18.4%
Stratford-on-Avon District	117	24.6%	23.4%	23.1%
Warwick District	136	28.6%	29.0%	25.2%
Unknown	2	0.4%	-	-

\*This is the current composition of the Voice of Warwickshire panel (May 2022)

\*\*This is the composition of the Warwickshire population aged 18 and over based on mid-2020 population estimates

**Table 2 – Characteristics of respondents (476 respondents)**

Characteristics		Panel respondents	% of panel respondents	% total of VoW panel	% total of Warwickshire
<b>Gender</b>	Female	232	48.7%	52.6%	51%
	Male	335	47.1%	44.3%	49%
	Non-binary	2	0.4%	0.4%	-
	Prefer not to say	9	1.9%	1.4%	-
	Prefer to self-describe	7	1.5%	1.3%	-
	Not answered	2	0.4%	-	-
<b>Age in years</b>	17-24	3	0.6%	1.6%	9.9%
	25-39	60	12.6%	18.8%	23.1%
	40-49	56	11.8%	14.3%	15.7%
	50-59	85	17.9%	18.7%	17.9%
	60-64	74	15.5%	12.1%	7.4%
	65-74	142	29.8%	24.4%	13.6%
	75+	48	10.1%	8.7%	12.5%
	Prefer not to say	6	1.3%	1.4%	-
	Not answered	2	0.4%	0%	-
<b>Long standing illness or disability</b>	Yes	70	14.7%	16.6%	20.1%
	No	389	81.7%	80.5%	80.0%
	Prefer not to say	6	1.3%	2.9%	-
	Not answered	2	0.4%	-	-
<b>Ethnicity</b>	Asian or Asian British - Bangladeshi	0	0%	0.1%	0.1%
	Asian or Asian British - Indian	5	1.1%	2.4%	2.9%
	Asian or Asian British - Pakistani	1	0.2%	0.4%	0.3%
	Black or Black British - African	1	0.2%	0.5%	0.4%
	Black or Black British - Caribbean	2	0.4%	0.5%	0.4%
	Chinese	3	0.6%	0.5%	-
	Gypsy or Traveller	2	0.4%	0.2%	0.1%
	Mixed - White and Asian	2	0.4%	0.7%	0.3%
	Mixed - White and Black Caribbean	4	0.8%	0.5%	0.1%
	Other Asian background	2	0.4%	0.5%	0.8%
	Other mixed background	3	0.6%	0.7%	0.2%
	Other White background	21	4.4%	4.5%	3.3%
	White British	404	84.9%	84.1%	89.0%
	White Irish	6	1.3%	1.7%	1.1%

	Prefer not to say	11	2.3%	1.8%	-
	Prefer to self-describe	7	1.5%	1.0%	-
	Not answered	2	0.4%	-	-
<b>Religion</b>	Buddhist	2	0.4%	0.5%	0.3%
	Christian	240	50.4%	48.9%	66.3%
	Hindu	-	-	0.7%	1.0%
	Islam	2	0.4%	1.3%	0.9%
	Judaism	1	0.2%	0.2%	0.1%
	Sikh	3	0.6%	0.8%	1.7%
	Spiritual	2	0.4%	1.2%	-
	Other religion or belief	8	1.7%	2.6%	0.4%
	No religion	180	37.8%	36.9%	22.7%
	Prefer not to say	29	6.1%	6.0%	-
	Not answered	9	1.9%	1.0%	6.6%
<b>Sexual orientation</b>	Asexual	15	3.2%	3.1%	-
	Bi/bisexual	12	2.5%	1.9%	-
	Heterosexual/straight	389	81.7%	81.8%	-
	Gay Man	6	1.3%	1.5%	-
	Gay woman/lesbian	2	0.4%	0.9%	-
	Pansexual	4	0.8%	1.1%	-
	Other	-	-	0.1%	-
	Prefer not to say	42	8.8%	8.8%	-
	Not answered	6	1.3%	0.8%	-

Table 2 shows the characteristics of panel members responding to the survey and compares this to the characteristics of the Voice of Warwickshire panel and Warwickshire population (aged 18+) where available. Responses from panel members in the age groups sixty and over make up over 55.5% of responses meaning that the voice of respondents in younger residents, particularly those aged 18-39 are under-represented. Some ethnic minority groups were also underrepresented.

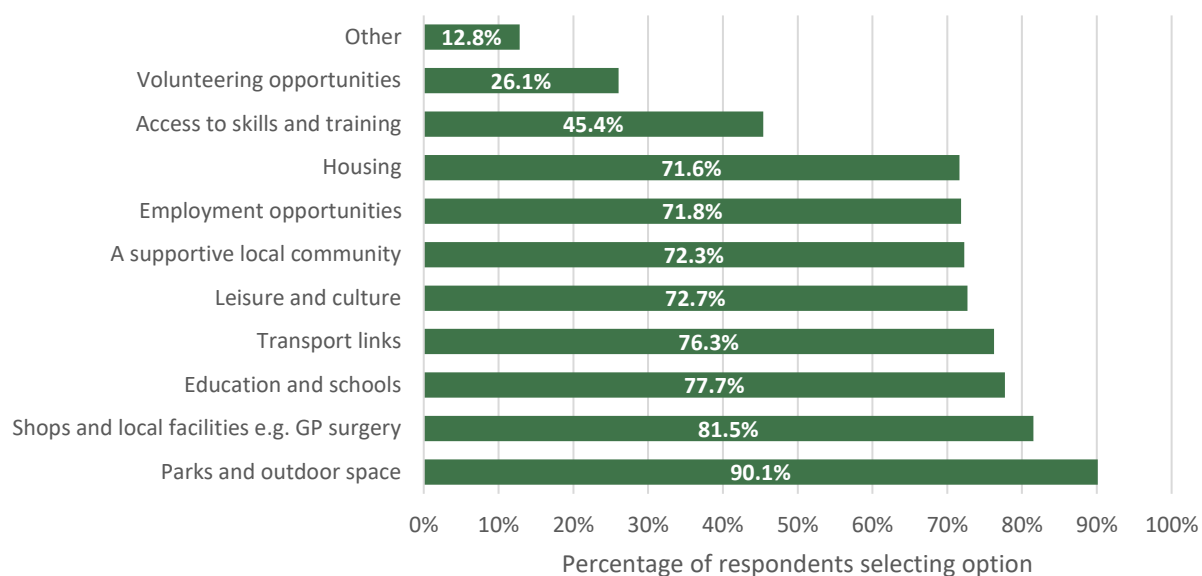
#### 4.2 What aspects of a place make it a great place to live and have opportunities

The first question of the survey asked respondents what aspects of a place made it a great place to live and have opportunities.

473 respondents answered this question, respondents were asked to tick all options that applied. Figure 2 shows a summary of responses to the question. The option selected by most respondents was parks and open spaces (90.3%, n=430). Table 3 and Figure 3 provides responses by respondents' area of residence.



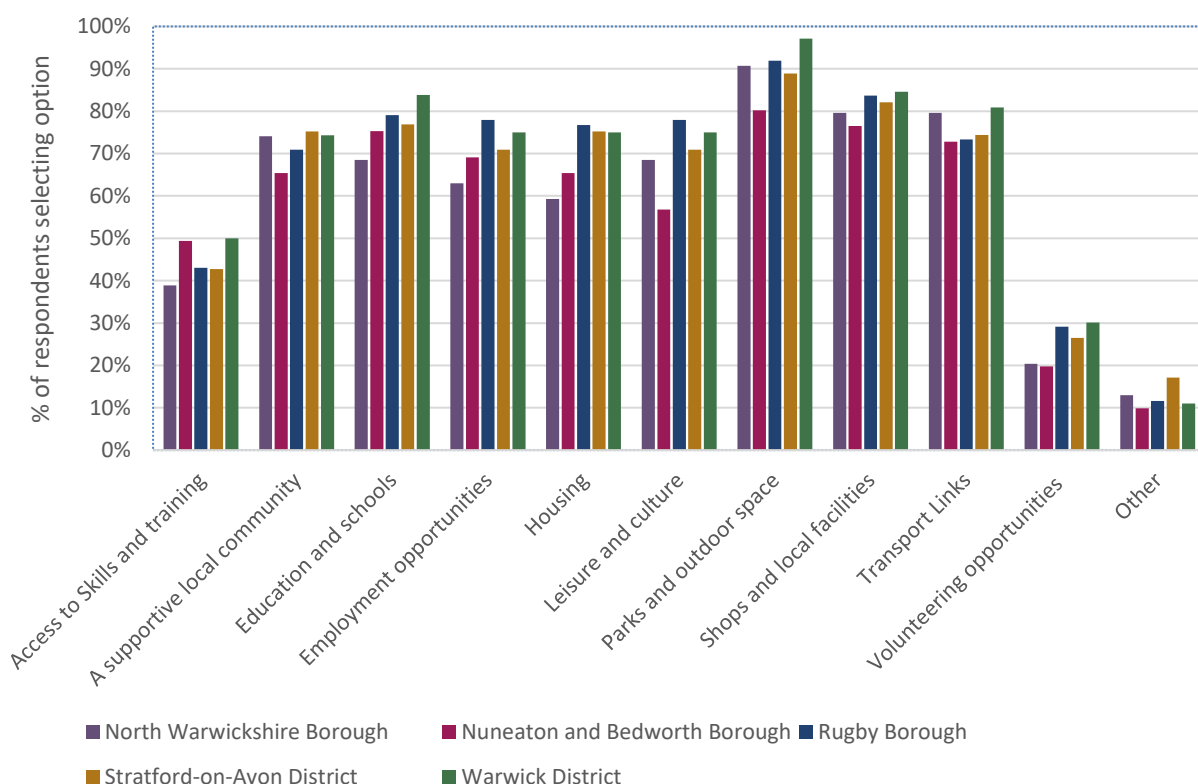
**Figure 2: Responses to ‘What aspects of a place make it a great place to live and have opportunities?’**



**Table 3: ‘What aspects of a place make it a great place to live and have opportunities? by area of residence**

	North Warwickshire Borough	Nuneaton and Bedworth Borough	Rugby Borough	Stratford-on-Avon District	Warwick District
<b>Access to Skills and training</b>	38.9%	49.4%	43.0%	42.7%	50.0%
<b>A supportive local community</b>	74.1%	65.4%	70.9%	75.2%	74.3%
<b>Education and schools</b>	68.5%	75.3%	79.1%	76.9%	83.8%
<b>Employment opportunities</b>	63.0%	69.1%	77.9%	70.9%	75.0%
<b>Housing</b>	59.3%	65.4%	76.7%	75.2%	75.0%
<b>Leisure and culture</b>	68.5%	56.8%	77.9%	70.9%	75.0%
<b>Parks and outdoor space</b>	90.7%	80.2%	91.9%	88.9%	97.1%
<b>Shops and local facilities</b>	79.6%	76.5%	83.7%	82.1%	84.6%
<b>Transport Links</b>	79.6%	72.8%	73.3%	74.4%	80.9%
<b>Volunteering opportunities</b>	20.4%	19.8%	29.1%	26.5%	30.1%
<b>Other</b>	13.0%	9.9%	11.6%	17.1%	11.0%

**Figure 3: 'What aspects of a place make it a great place to live and have opportunities?' by area of residence**



A total of 128 respondents selected other as a response to 'What aspects of a place make it a great place to live and have opportunities?'. Table 4 shows the key themes of other suggestions made by respondents.

**Table 4: Themes of other responses to "What aspects of a place make it a great place to live and have opportunities?"**

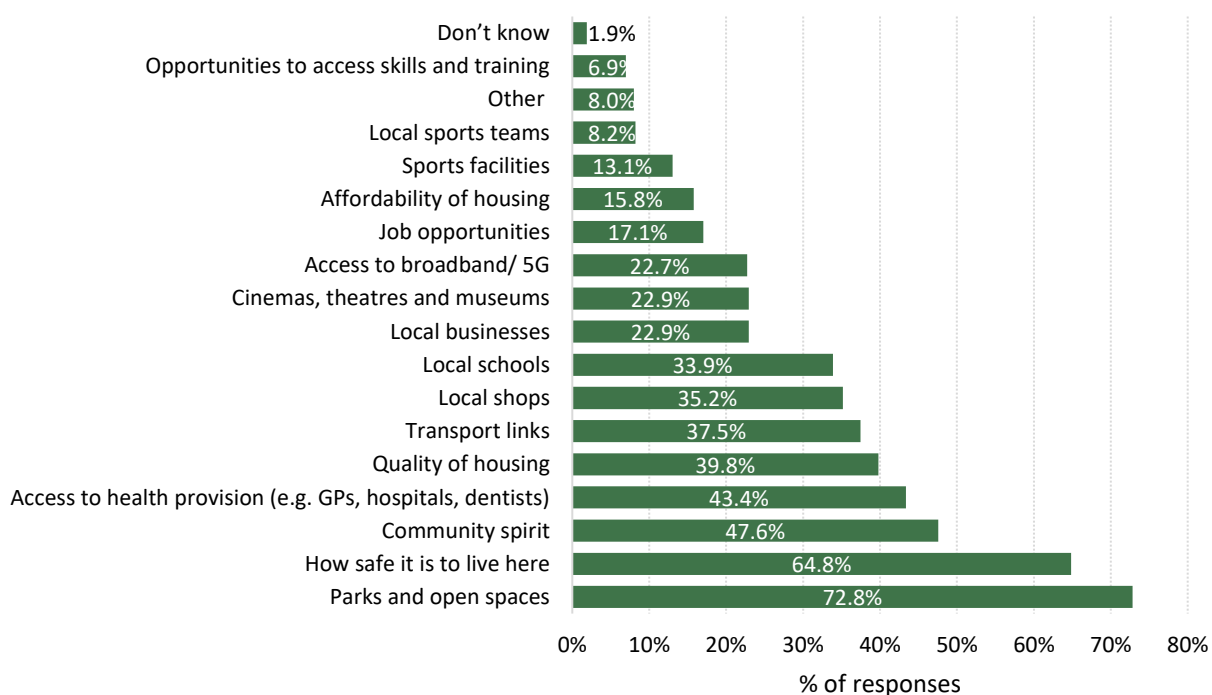
Theme/ description	Number of responses
Feeling safe	15
Low crime rates	13
Community activities and local events	8
Clean Air	7
Walking and cycle routes	7
Access to green spaces	6
Access to GP	6
Access to hospital	6
Climate initiatives	4
Sense of belonging	4
Good local MP	4
Good public transport	4
Access to Police	3
Diverse community	3
Access to health and social care	3
Size of area	3
Area well maintained	2

Other comments made were, access to chemist (n=1), access to child services (n=1), access to local food (n=1), access to skilled trades (n=1), access to town centre (n=1), affordable childcare (n=1), appealing town centre (n=1), education opportunities (n=1), good travel links (n=2), history and heritage (n=2), independent retailers (n=1), good traffic management (n=2), local jobs (n=1), opportunity to be involved (n=1), good parking (n=1), place of worship (n=2), location (n=1), access to pubs and restaurants (n=2), quality of life (n=1), safe meeting places (n=1), traffic free infrastructure (n=1), variety of housing (n=2), youth provision (n=2).

### 4.3 Thoughts about the place respondents live

The next section of the survey sought to understand what respondents thought of the area where they live. Respondents were asked what makes them proud of the place where they live, were provided with a list of options and could select all that applied. Figure 4 summarises responses for all respondents. ‘Parks and open spaces’ were the most frequent response chosen (72.8%, n= 346) followed by ‘How safe it is to live here’ (64.8%, n=308).

**Figure 4: Responses to “What makes you proud of the place where you live?” percentage of total responses**



There was a noticeable difference in responses depending on area of residence (Table 5 and Figure 5). For example, respondents living in Warwick District were more likely to say local businesses made them proud of the place they live compared to respondents in Nuneaton and Bedworth Borough (30.9% vs 12.5%); respondents living in Rugby Borough were more likely to say transport links compare to respondents in Stratford-on-Avon (47.7% vs 22.2%); and respondents in Nuneaton & Bedworth Borough were more likely to say affordability of housing than respondents in Warwick District (27.5% vs 9.6%).

**Table 5: responses to 'what makes you proud of the place you live' by area of residence**

Theme/ description	North Warwickshire Borough	Nuneaton & Bedworth Borough	Rugby Borough	Stratford- on-Avon District	Warwick District	Warwickshire Total
Local Businesses	14.81%	12.50%	22.09%	24.79%	30.88%	22.95%
Local Schools	12.96%	31.25%	39.53%	35.90%	38.97%	33.89%
Local shops	27.78%	30.00%	33.72%	35.04%	41.91%	35.16%
Opportunities to access skills and training	1.85%	6.25%	5.81%	6.84%	10.29%	6.95%
Access to health provision (e.g. GPs, hospitals, dentists)	38.89%	42.50%	32.56%	47.86%	49.26%	43.37%
Quality of housing	38.89%	30.00%	36.05%	41.03%	47.06%	39.79%
Affordability of housing	14.81%	27.50%	20.93%	11.97%	9.56%	15.79%
How safe it is to live here	66.67%	42.50%	58.14%	73.50%	75.00%	64.84%
Job opportunities	11.11%	13.75%	20.93%	12.82%	22.79%	17.05%
Local sports teams	5.56%	11.25%	12.79%	7.69%	5.15%	8.21%
Parks and open spaces	74.07%	50.00%	68.60%	76.92%	86.03%	72.84%
Cinemas, theatres and museums	5.56%	11.25%	22.09%	29.91%	31.62%	22.95%
Community spirit	55.56%	33.75%	44.19%	54.70%	49.26%	47.58%
Sports facilities	7.41%	8.75%	12.79%	14.53%	16.91%	13.05%
Transport links	31.48%	37.50%	47.67%	22.22%	46.32%	37.74%
Access to broadband/ 5G	14.81%	23.75%	25.58%	23.93%	22.79%	22.74%
Don't know	0.00%	3.75%	1.16%	1.71%	2.21%	1.89%
Other (please specify below)	9.26%	6.25%	6.98%	8.55%	8.09%	8.00%

**Figure 5: responses to ‘what makes you proud of the place you live’ by area of residence**

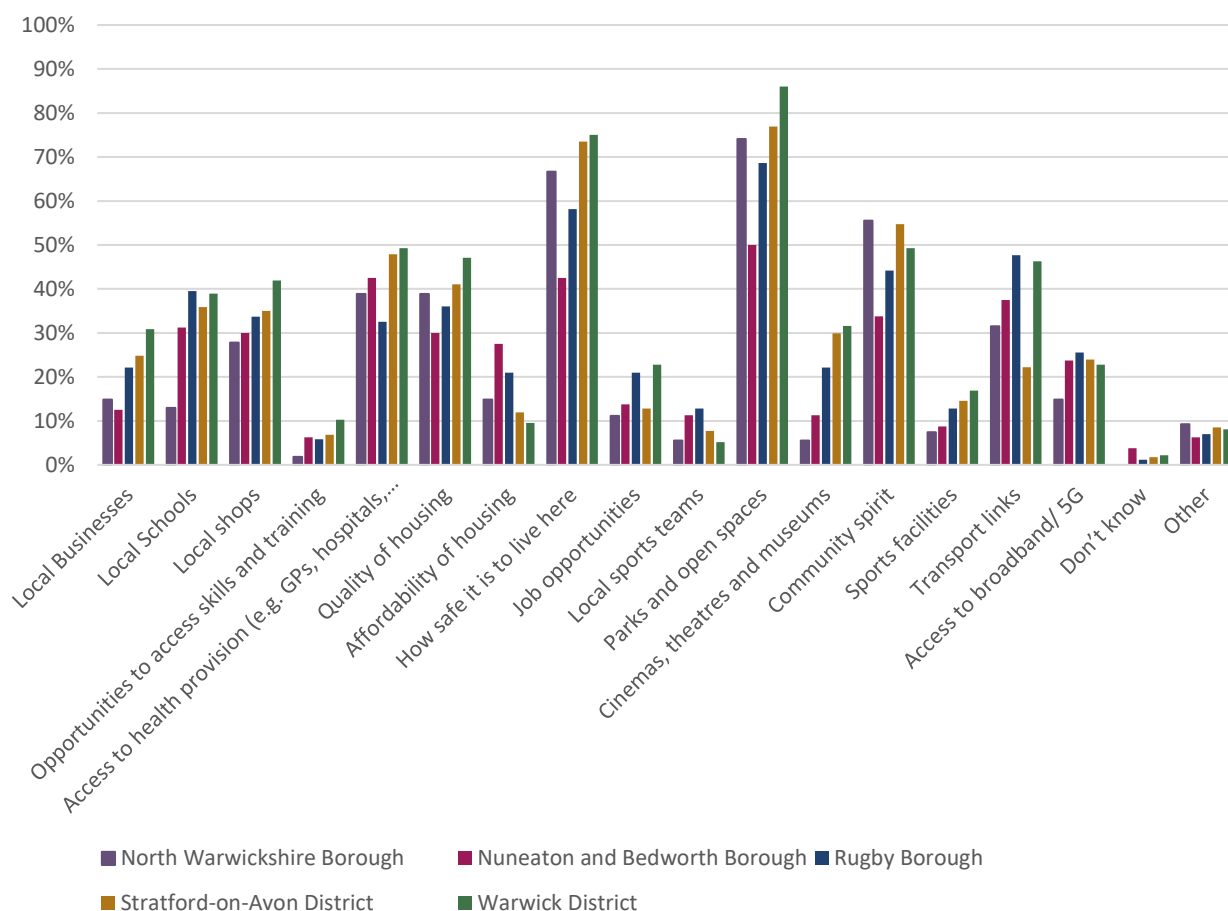


Table 6 shows the key themes respondents mentioned when they were asked to specify why they chose other when asked what made them proud of the area they live.

**Table 6: ‘other responses to what makes you proud of the place you live’**

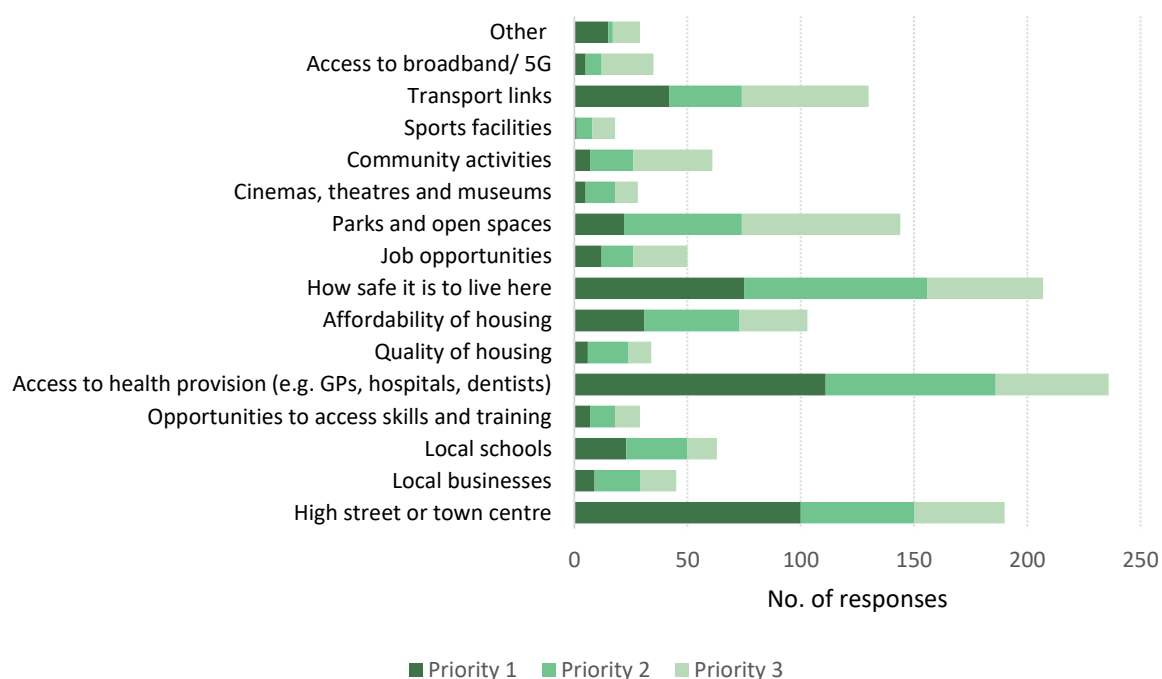
Theme/ description	Number of responses
Access to green spaces	9
Community spirit	6
Well maintained	5
Nothing	5
Local cultural and historical attractions	3
Diverse community	3
Good location	2

Other themes mentioned were community activities (n=1), socially aware local government (n=1), innovative industry (n=1), world class university (n=1), ew new houses (n=1), good accessibility for disabled (n=1), local allotments (n=1), access to reliable broadband (n=1), feeling safe (n=1), youth provision (n=1), children’s activities (n=1), good policing (n=1), clean

air (n=1), local employment opportunities (n=1), low crime (n=1), good footpaths and cycle routes (n=1), low population (n=1), good health and social care (n=1).

Respondents were then asked what their top three priorities would be to improve the area they live in. They were advised to select 3 priorities from a list of options. Figure 6 shows how all respondents answered this question. The option prioritised by most respondents was 'Access to health provision' followed by 'How safe it is to live here'. Figures 7-11 show responses by area of residence. Other areas of priority mentioned by respondents are listed in Table 7.

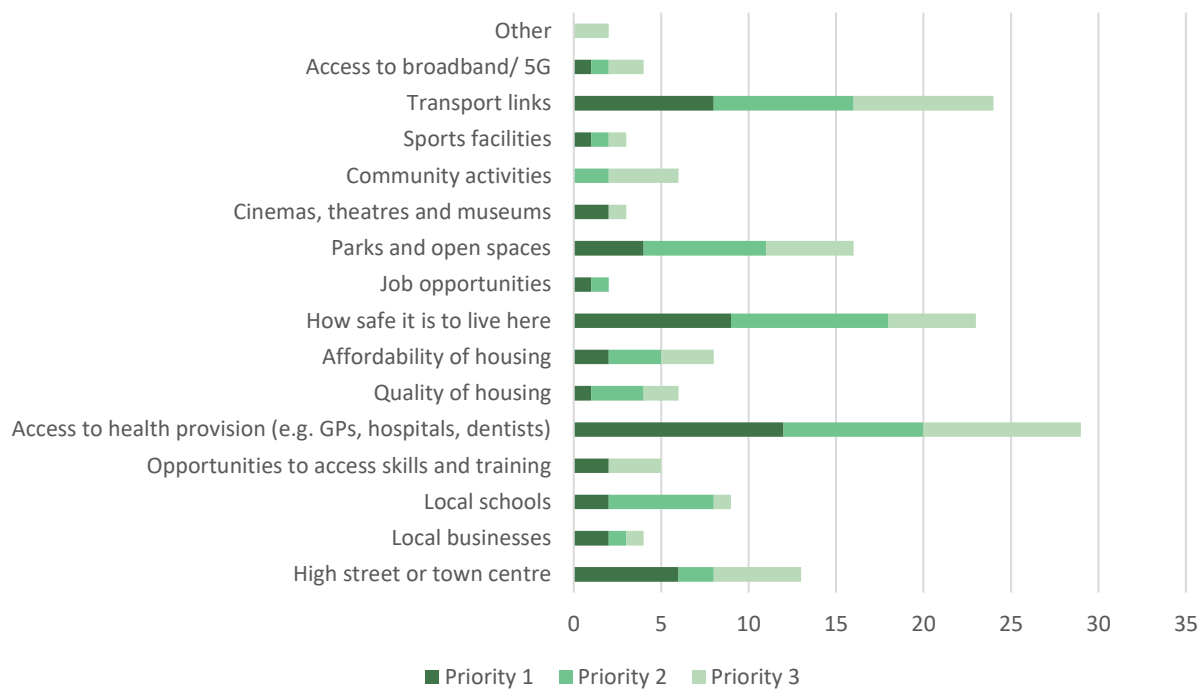
**Figure 6: Responses to “What are your top three priorities to improve the place where you live?” Warwickshire total**



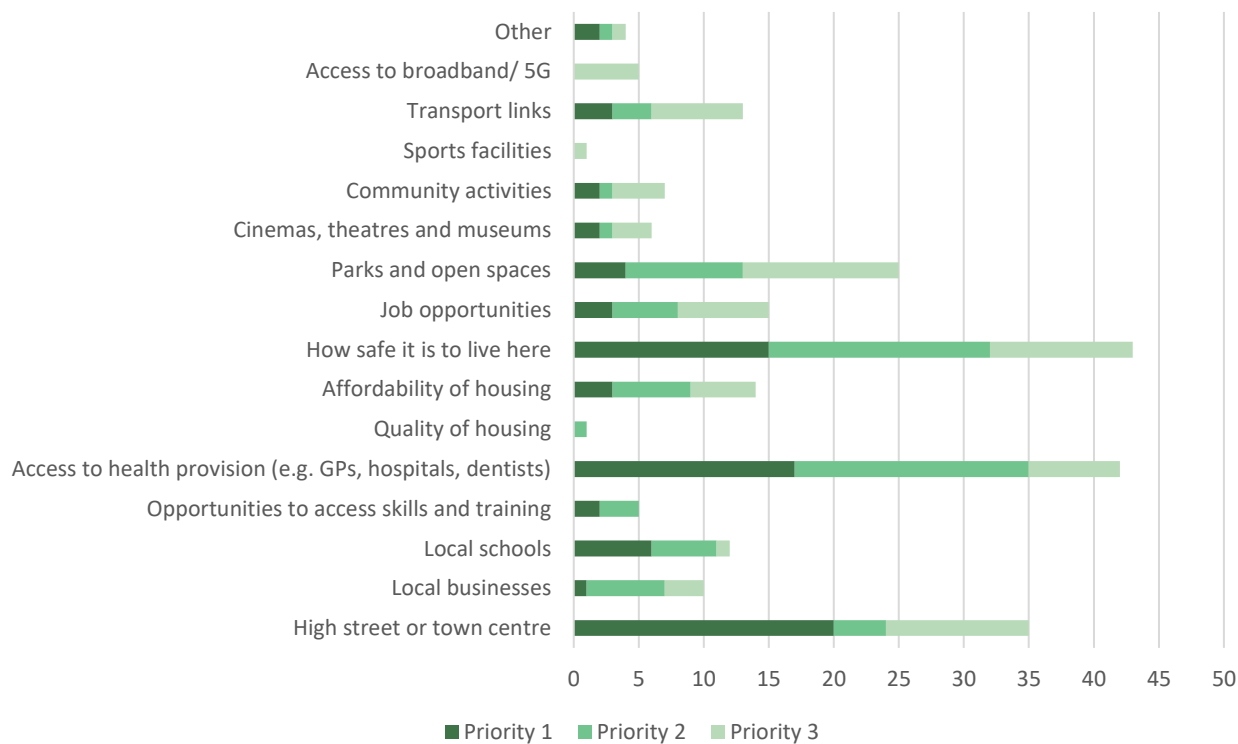
**Table 7: responses to ‘other priority to help improve the area the respondent lives in’**

Theme/ description	Number of responses
Improved traffic management	5
Improved walking and cycling routes	3
Environmental responsibility	3
Improved public transport	2
Improving anti-social Behaviour	1
Improved youth provisions	1
Reduce number of housing developments	1
Available adult educational courses	1

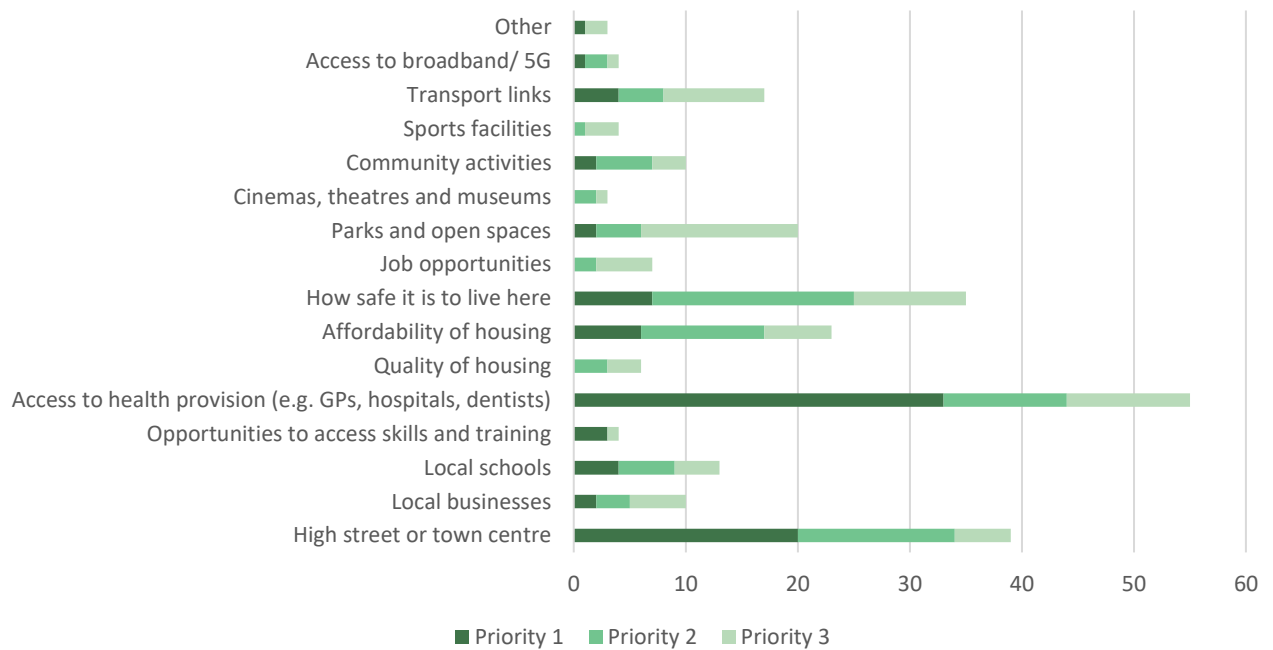
**Figure 7: Responses from North Warwickshire Borough respondents to “What are your top three priorities to improve the place where you live?”**



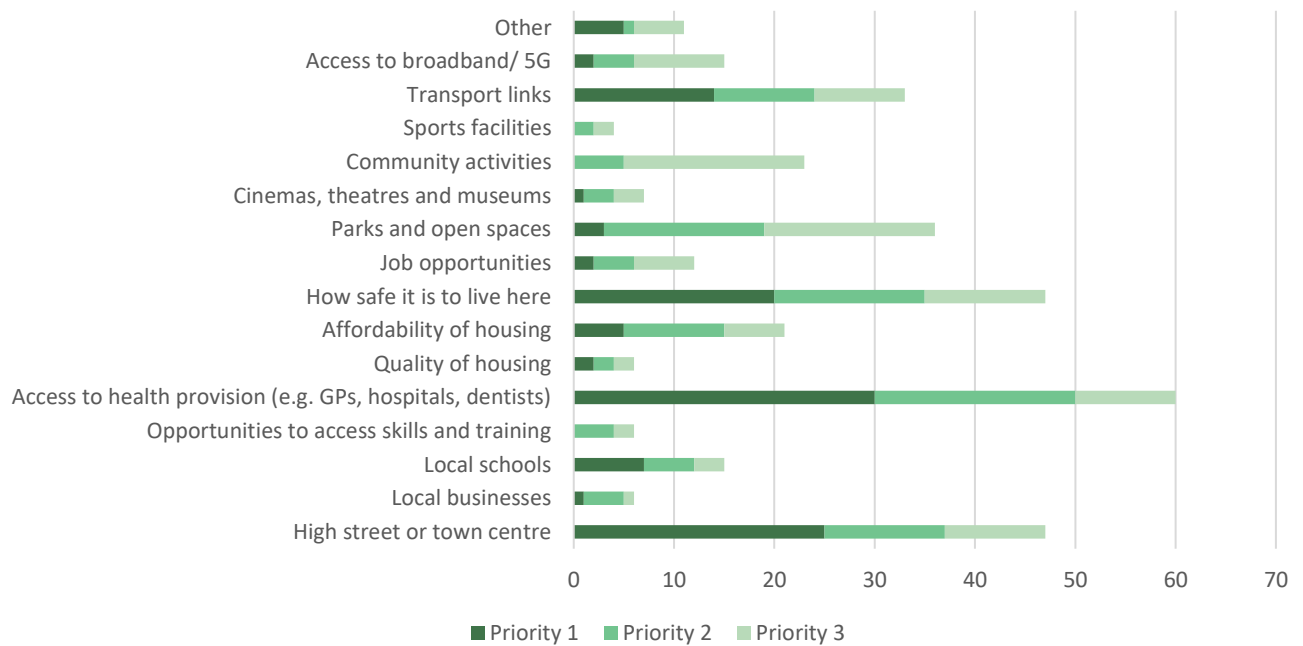
**Figure 8: Responses from Nuneaton and Bedworth Borough respondents to “What are your top three priorities to improve the place where you live?”**



**Figure 9: Responses from Rugby Borough respondents to “What are your top three priorities to improve the place where you live?”**

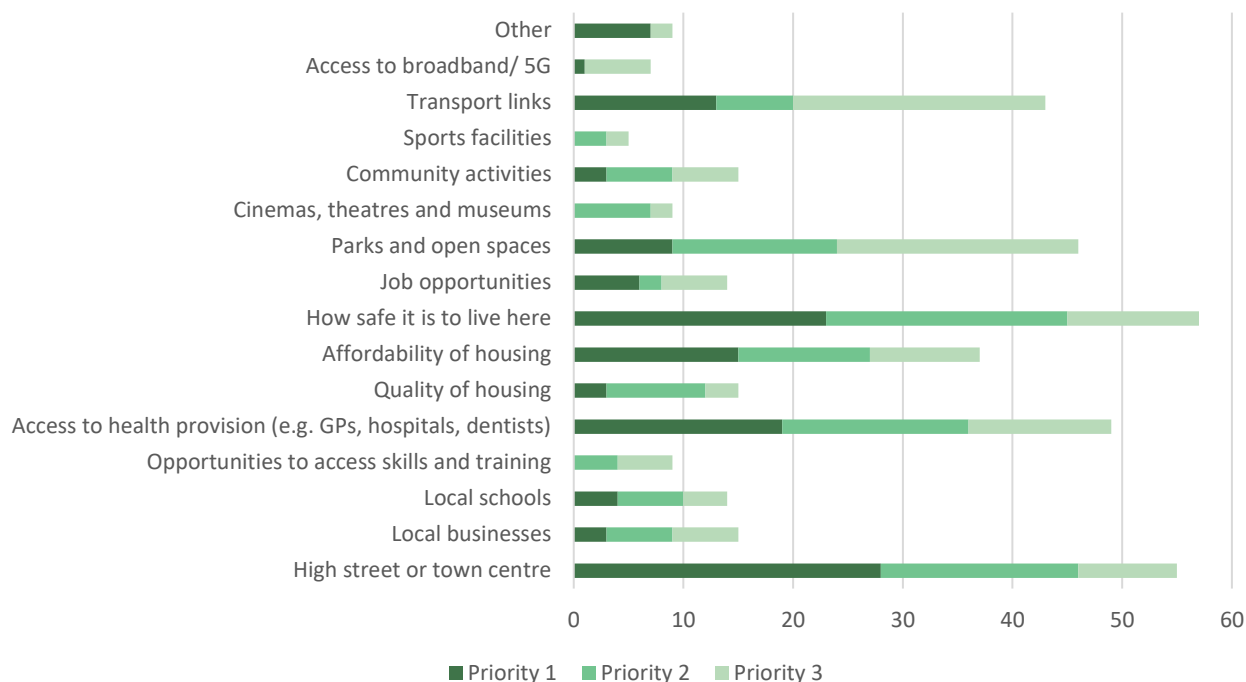


**Figure 10: Responses from Stratford-on-Avon District respondents to “What are your top three priorities to improve the place where you live?”**





**Figure 11: Responses from Warwick District respondents to “What are your top three priorities to improve the place where you live?”**



Respondents were asked to explain why these were their top priorities. Table 8 shows the comments made by respondents about their choices.

**Table 8: Key themes**

Theme/ description	Number of responses	Example quotations for illustration
Better access to healthcare	96	<p><i>“access to GP is difficult”</i></p> <p><i>“good accessible and immediate healthcare is vital to ensure everyone is able to have a fulfilled life and achieve their potential”</i></p> <p><i>“stop closing down hospitals and reducing availability of beds”</i></p> <p><i>“better access to NHS services”</i></p> <p><i>“healthcare it must be readily and easily accessible”</i></p>
Better shopping/ town centre	94	<p><i>“the town centre is dying with empty shops and lots of coffee shops with nothing else”</i></p> <p><i>“reopening shops in the village”</i></p> <p><i>“better shopping facilities”</i></p> <p><i>“a thriving high street is an essential focus for a community”</i></p>
Improved public transport	74	<p><i>“improving public transport”</i></p> <p><i>“good public transport is essential for those lacking their own transport”</i></p> <p><i>“good and reasonable public transport is needed”</i></p>
Affordable housing	57	<p><i>“new housing is still very expensive and beyond the reach of most local people”</i></p> <p><i>“I worry my children will not be able to afford housing in the area as prices are very high”</i></p>

Safety	73	<i>"it would be nice if the police cam out and caught criminals"</i> <i>"fully functioning police station"</i> <i>"anti social behaviour is on the rise"</i>
Education and training	44	<i>"I am unsure about training and education in the area, more needs to be done to promote options"</i> <i>"free training for everyone"</i> <i>"we must have good education here to encourage young families"</i>
Open spaces	42	<i>"open spaces need preserving"</i> <i>"we have lovely green spaces that are constantly under threat from developers"</i> <i>"preservation and expansion of parks and open spaces"</i>
Leisure and recreational facilities	30	<i>"leisure facilities to have a good quality of life"</i> <i>"access to services and leisure is important to me"</i>
Community	22	<i>"community activities can help improve the overall area"</i> <i>"a community plan with activities can help improve the overall area"</i>
Good Broadband	18	<i>"good broadband is essential"</i> <i>"improved internet"</i>
More jobs	18	<i>"local and flexible jobs"</i> <i>"job opportunities are essential"</i>
Improved traffic management	18	<i>"reduce all minor roads to 20mph, fast and heavy traffic ruins the vibe of a place"</i>
Improved pathways and cycle routes	17	<i>"improved pathways to walk and cycle"</i> <i>"more public footpaths and stop closing existing ones"</i>
Good transport links	16	<i>"access to roads and airports is important"</i> <i>"access to good transport links enables travel and tourism"</i>
Investment in culture	4	<i>"more access to theatres and museums"</i>
Healthy residents	4	<i>"healthy people not required healthcare all of the time"</i>

Other responses included quality housing (n=3), improve quality of life (n=2), more volunteers (n=2), access for disabled (n=1), access to skilled trades (n=1), high street no longer needed (n=1), improved management of council (n=1), improved special educational needs (n=1), invest in future (n=1), current offering is poor (n=1), provision for retired people (n=1), and transport to London (n=1).

Respondents were then asked what they would like to see in their local community to improve opportunities for residents and reduce inequalities. Table 9 summarises the key themes from the responses with examples of responses to illustrate each theme.

**Table 9: Key themes in responses to 'what would you like to see in your local community to improve opportunities for residents and reduce inequalities'**

Theme/ description	Number of responses	Example of quotations for illustration
Better public transport	90	<i>"good public transport"</i> <i>"cheaper, green better public transport"</i> <i>"better bus services"</i> <i>"public transport should be nationalised to encourage more people to switch"</i>

Affordable housing	62	<i>"affordable housing for younger people" "Affordable housing has to be a priority" "smaller and affordable housing should be built"</i>
More community and leisure facilities	57	<i>"more community facilities, we have a local hall which I very popular and is used for a range of activities – make this facility common throughout the county" "more focus on improving facilities"</i>
Improved training and education	46	<i>"better facilities for education and training to enable people into work"</i>
Improved youth provision	32	<i>"not enough opportunity for young people after school"</i>
Local and flexible jobs	30	<i>"more jobs that pay a good wage"</i>
Improved town centre	26	<i>"would like to see smaller, specialist shops" "better choice of shops"</i>
Improved inclusion and diversity	20	<i>"encourage multi cultural communities"</i>
Improved policing	19	<i>"more Police out there dealing with issues"</i>
Cycling routes	16	<i>"better cycling route avoiding dangerous main roads" "better provision of cycle paths"</i>
More green spaces	15	<i>"parks and open spaces are important"</i>
Improved footpaths	14	<i>"a network of paths with the ability to move from place to place away from traffic"</i>
Improved roads	14	<i>"build more roads so traffic can move about easier" "active travel routes should be improved"</i>
Local facilities	14	<i>"local facilities with activities planned"</i>
Improved broadband	11	<i>"roll out of 5g and better broadband"</i>
Improved infrastructure	11	<i>"influx of housing has had a great impact of pressure of local infrastructure"</i>
More leisure facilities	11	<i>"for cinema, theatre and museums I have to go out of the county"</i>
Improved communication	9	<i>"local authority to have good engagement with groups and individuals"</i>
Less traffic on roads	7	<i>"closing roads"</i>
Community spirit	7	<i>"great community spirit as shown in covid, shone a light on what our local community is all about"</i>
Improved access for disabled	6	<i>"more support and access for disabled people"</i>
Support for homeless	6	<i>"find a way to resolve the amount of rough sleeping"</i>
Funding	6	<i>"grants and funding"</i>
Apprentice opportunities	5	<i>"apprenticeships available for all"</i>
Retrofit housing	5	<i>"green retrofit housing"</i>

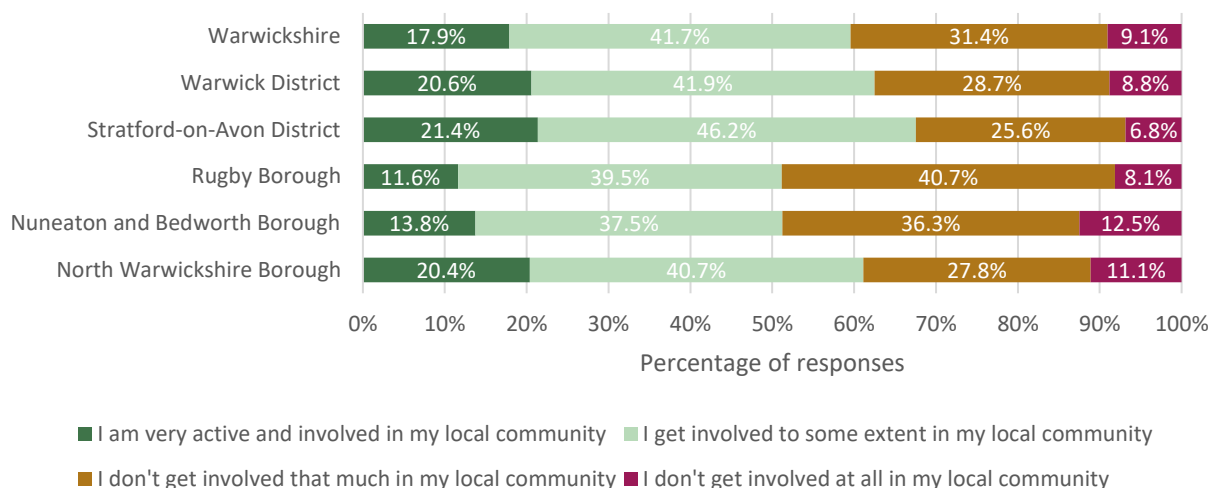
Reduced business rates	5	<i>"reduce business rates to encourage local business"</i>
Affordable childcare	3	<i>"quality checked and available childcare"</i>
Local councillors to listen	3	<i>"councillors who listen and don't have their own agenda"</i>
Encourage independent retailers	3	<i>"encourage independent retailers to Rugby"</i>
Focus on wider community	3	<i>"focus on wider community in terms of making things look good"</i>
Improved parking	3	<i>"selfish parking by non residents make it impossible for traffic to flow"</i>
Less new housing	3	<i>"no further developments agreed"</i>
Pop up spaces	3	<i>"opportunities of pop up spaces to allow local creatives to showcase their work"</i>
Improved safety	3	<i>"not being afraid of walking anywhere, maybe turn the street lights back on making it safer"</i>

Other comments and themes mentioned were: can not force participation (n=2), equal access to everything (n=2), evening classes (n=2), improved benefit system (n=2), improved care homes (n=1), improved education (n=2), improved recycling (n=2), improved social care (n=2), investment (n=2), Local Authority control (n=2), lower council tax (n=3), Special educational needs support (n=2), targeted support (n=2), second home tax (n=2), climate initiatives (n=1), community plan (n=1), encourage manufacturing (n=1), free parking (n=1), improved maintenance of the area (n=1), improved planning ules (n=1), local edible planting (n=1), longer council office hours (n=1), managed rental properties (n=2), no more hotels (n=1), It is a personal choice (n=1), more research (n=1), retiree facilities (n=1), improved understanding of equalities (n=1), and join West Midlands Combined Authority (n=1).

#### 4.4 Community Involvement

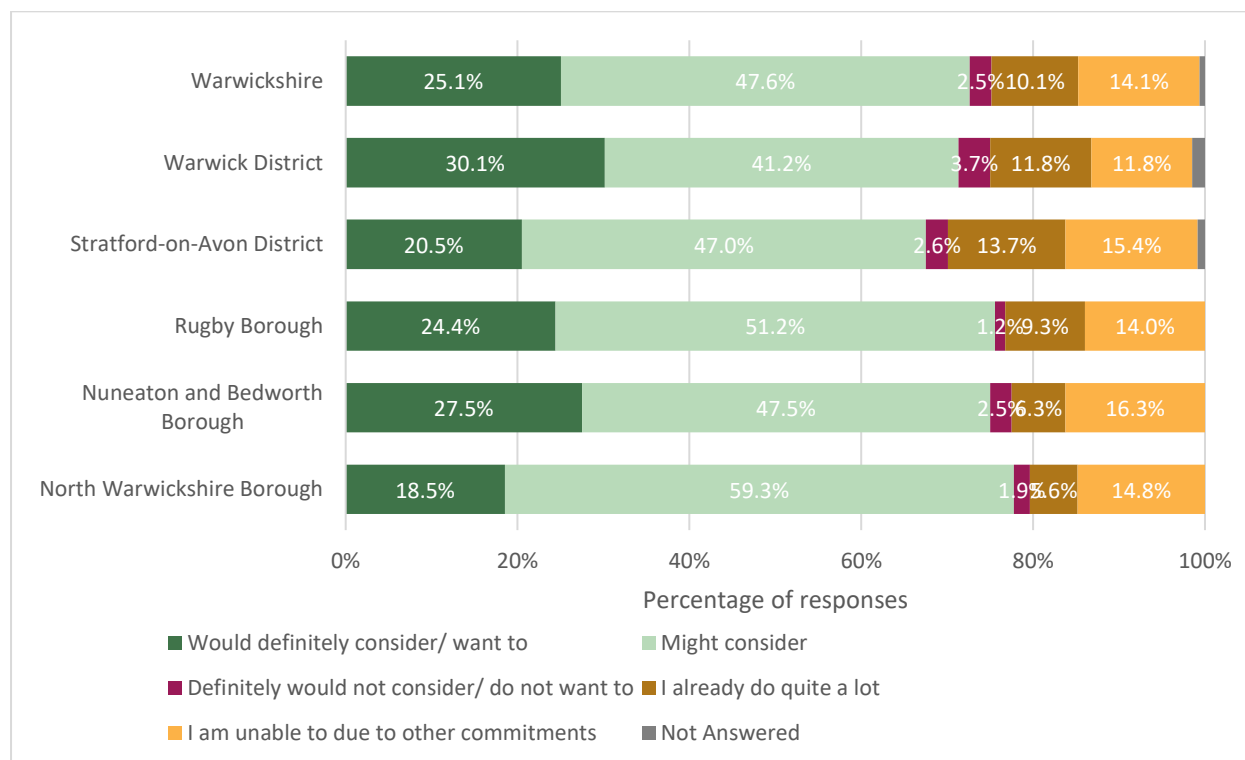
Respondents were asked to describe their level of involvement in the community where they live. A total of 475 respondents answered the question. Overall, 41.7% (n=198) advised they get involved to some extent in their local community with 17.9% (n=85) advising they are very active and involved in their local community. Figure 12 shows responses by district and borough, and Warwickshire as a whole. Respondents living in Stratford-on-Avon District were most likely to say they were either very active and involved or got involved to some extent in the local community, whereas respondents living in Rugby Borough and Nuneaton & Bedworth Borough were least likely to respond in this way.

**Figure 12: responses to “ How would you describe your level of involvement in the community in the place where you live?”**



Next respondents were asked if they would consider getting more involved with the community in the place where they live. There were 473 responses to this question. Overall, 72.7% (n=345) said they would definitely consider/ want to or might consider getting more involved whereas only 2.5% (n=12) said they definitely would not consider or do not want to. Figure 13 shows responses by area of residence and for Warwickshire.

**Figure 13: responses to ‘Would you consider getting more involved with the community in the place where you live?’**



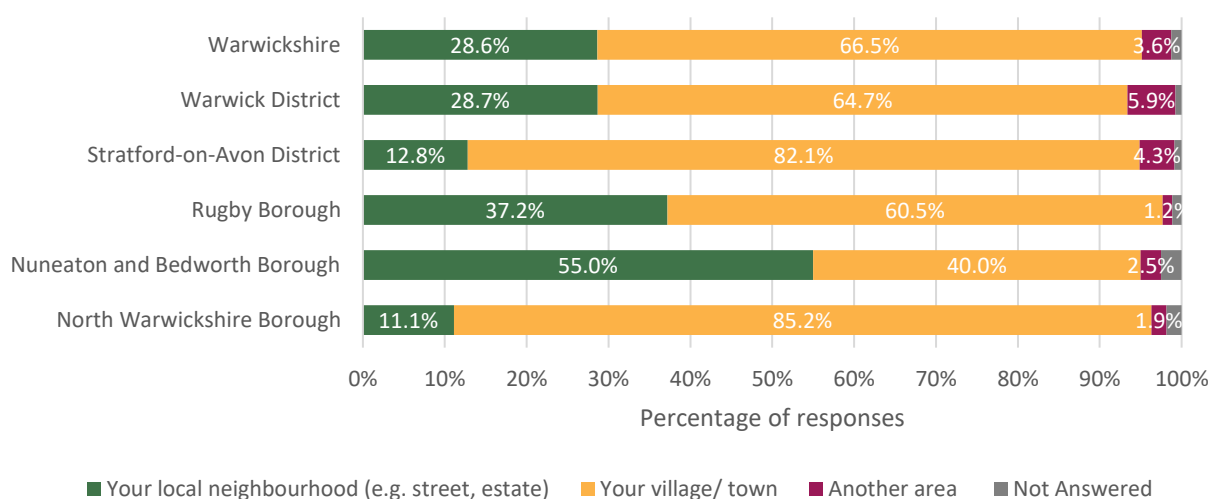
## 4.5 Where respondents live

The next section of the survey asked respondents as they had answered the previous questions how they had thought about the place where they live. There were 470 responses to this question. Overall, 66.5% (n=316) respondents advised they thought of their town or village as the place they lived when answering the previous questions (Figure 14). However, this differed between areas of residence with respondents living in Nuneaton & Bedworth Borough more likely to say their local neighbourhood (e.g., street, estate) (55.0%, n=44). Other responses were given (Table 10).

**Table 10: other responses to ‘how do you think of the place where you live?’**

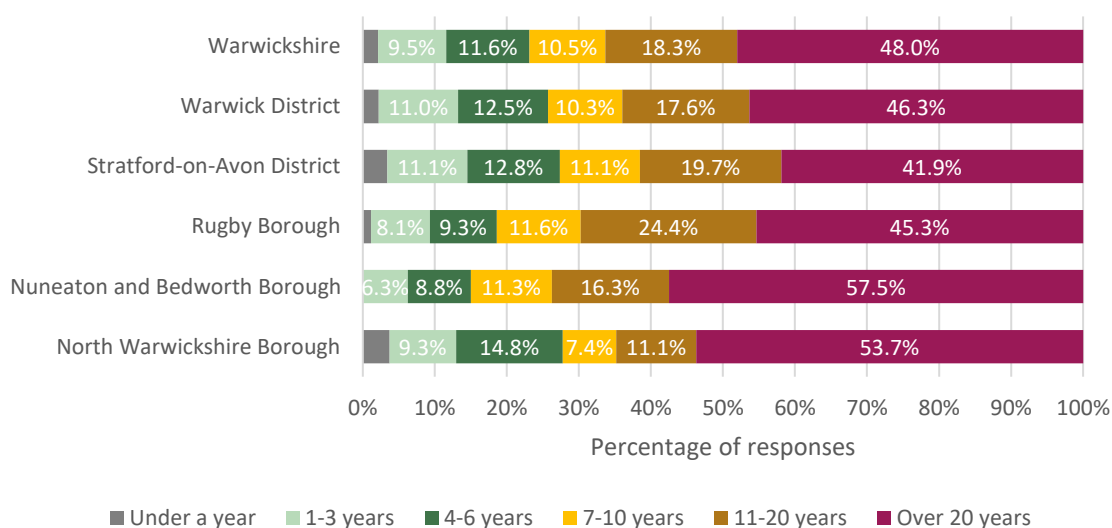
Theme/ description	Number of responses
Neighbourhood and nearest town	8
District or borough	6
Warwickshire	4
The parish	2
Where I work	1
The road I live on	1
Within 5 miles	1

**Figure 14: responses to ‘how do you think of the place where you live?’**



Respondents were asked how long they have lived in the place they lived. There were a total of 476 responses to this question. Just under half 48.0% (228) of respondents said they had lived in the place they live for over 20 years (Figure 15). Respondents living in the north of Warwickshire were more likely to say they had lived in Warwickshire for over 20 years (North Warwickshire Borough - 53.7%, Nuneaton and Bedworth Borough - 57.5%)

**Figure 15 : responses to ‘How long have you lived in the place where you currently live?’**



#### 4.6 Warwickshire’s approach to Levelling Up

Respondents were presented with four high-level objectives that were being focused on to develop Warwickshire’s approach to Levelling Up, and were asked if they agreed or disagreed with these high-level themes:

**Increase opportunity and social mobility:** ensuring the success you enjoy in life is less dependent on where you live, your background and who your parents are by:

- spreading opportunity and embedding aspiration
- fulfilling people’s potential in life

**Reduce disparities, addressing gaps and inequalities in:**

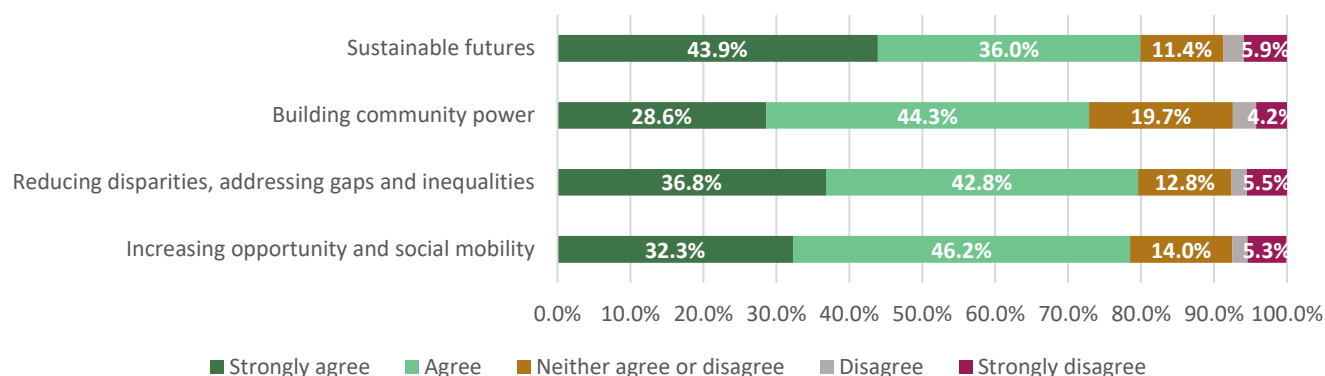
- access to quality jobs and a good standard of living
- health outcomes
- happiness and well-being
- educational attainment
- access to good, affordable housing
- connectivity (transport and broadband/5G)

**Build community power:** Feeling proud of the place you live in, and unleashing the potential of your communities by giving them more control and power.

**Sustainable futures:** ensuring climate change is a central part of Levelling Up so our descendants can live in a sustainable county with good opportunities and quality of life.

Figure 16 shows responses for all respondents. The majority of respondents either strongly agreed or agreed with the high-level themes.

**Figure 16: Please advise if you agree or disagree with these high-level themes**



Respondents were asked if there were any other things we should consider when talking about Levelling Up. There were 269 responses to the question - these are summarised in Table 11 by broad themes.

**Table 11: responses to ‘any other things WCC should consider when talking about Levelling Up?’**

Theme/ description	Number of responses	Example quotations for illustration
Fairness and equal opportunity	37	“there is a danger that this becomes an exercise in pandering to a minority to the exclusion of the majority and the wider community which has the effect of creating division” “equal opportunities to each are as at the moment there is a difference in approach to North and South” “being fair and treating everyone the same” “equal opportunity”
Schools and Education	26	“equal opportunities in education- stop this curriculum which seems to be more helpful to the well off” “make schools as equal as possible” “improving standards of teaching in deprived areas”
Show vision in plain English	20	“get the finance and resource ready to deliver this, it is all words” “I haven’t a clue what Levelling Up actually means. To whom are we trying to level up to, what or who are the benchmarks?” “change language used and show us in real terms” “change the language, it is an awful phrase” “need to be clear what is meant by levelling up”
Community power and engagement	17	“encourage people to take personal responsibility to improve their community”  “the opportunity for the community to feedback to the council about their concerns and ideas”  “regular activities that give structure to the week to help loneliness”  “empowering local communities give a sense of belonging”



Good communication	13	"easily accessible information regarding sustainable futures, keeping all residents well informed in a wide variety of ways ensuring everyone has access" "greater communication about what is on offer" "local groups to be made aware of available funding sources"
Good access to healthcare	11	"address the inaccessibility to healthcare and emergency services" "health and wellbeing improvements"
Support for young people	10	"in order for young people to achieve their potential they need to live in harmonious families" "programme to support teenagers for their careers, especially those leaving care settings"
Improved transport	11	"improving public transport for villages, not just towns" "opportunities do not need to be completely local if there is good transport available"
Funding and value for money	10	"please explain what the options are with the funding available" "the ideas are fine but the costs will create problems"
Improved cycle paths	6	"more cycle paths" "safe cycle routes"
Improve enrichment and enjoyment	6	"making this place generally nice to exist in again" "loneliness is a real issue in many areas"
Environmental	6	"commitment to carbon footprint reduction" "reducing air pollution"
Different approach in different areas	7	"the demographic of the area concerned and what already exists a blanket policy will not suit everywhere"

Other comments made were: how will you do this (n=5), Improve roads (n=5), affordable housing (n=4), employment opportunities (n=4), reduce cost of living (n=3), EV charging, improved policing (n=3), leisure facilities (n=3), local jobs (n=3), benchmarking (n=3), visit the areas (n=3), retrofit homes (n=3), access to childcare (n=2), access to green spaces (n=2), change benefits (n=2), improved infrastructure (n=2), long term plan (n=2), take personal responsibility (n=2), support for older people (n=2), sure start hubs (n=2), where are the worst areas (n=2), work with neighbouring counties (n=2), access to historic information (n=2), amend council tax (n=2), apprenticeships (n=1), celebrate difference (n=1), at odds with capitalism (n=1), concentrate on minority (n=1), consider barriers (n=1), day to day assistance (n=1), de centralise services (n=1), digital access (n=1), environmental issues are a separate project (n=1), encourage pride (n=1), feedback to community (n=1), good internet (n=1), improve anti-social behaviour (n=1), joint work form all services (n=2),run system well before levelling up (n=1), support for disabled (n=1), staffed services (n=1).

Respondents were next asked to think about the place they live and what actions could be taken to achieve the Levelling Up objectives outlined. Responses are summarised in Table 12 y broad theme.

**Table 12: responses to ‘ thinking about the place where you live what actions would you like us to take to achieve the Levelling Up objectives?’**

Theme/ description	Number of responses	Example quotations for illustration
Community events	48	<p>“more places for the local community to socialise”</p> <p>“communities are made from within, get a few people with ideas then a few more to join and a community will begin to develop”</p> <p>“more community based programmes and events”</p> <p>“grants for social events”</p> <p>“community activities and events bring people together are a good morale booster as well as an economic activity”</p> <p>“listen to the people/ community, engage and be accessible”</p>
Improved public transport	43	<p>“improve public transport and have subsidies”</p> <p>“better public transport”</p> <p>“better public transport links would help protect the environment”</p> <p>“limited access on public transport to surgeries and hospital”</p> <p>“easy green public transport so we don’t all need cars to be able to go more than one thing a day”</p> <p>“without transport you would not be able to get around Warwickshire, it is very car centric and is cheaper to run a car and pay for parking than use a bus”</p>
Improved education	42	<p>“Levelling Up is a long term project and can not be done overnight, it requires long term education and discussion for example about financial advice”</p> <p>“education is important in terms of facilities to inspire young people”</p>
Encourage local businesses	23	<p>“ensure every effort is made to attract future and new industries”</p> <p>“greater support for local and start up businesses”</p> <p>“introduce reduced fees and rents for local businesses to set up in town”</p>
Affordable homes	22	<p>“tighter planning rules that ensure more inexpensive starter homes”</p> <p>“more affordable houses”</p>
Youth provision	20	<p>“within Nuneaton there is nothing for the youth to do”</p> <p>“youth activities as youth clubs have gone”</p>
Local jobs	19	<p>“flexible local jobs to encourage people back to the workplace”</p> <p>“better job support for the long term unemployed”</p>
Communication	18	<p>“find out how all of the residents feel about the themes”</p> <p>“greater communication”</p>
Improved healthcare	16	<p>“GP wait times are long”</p> <p>“tackle health inequalities which in turn means healthier communities more able to get involved and build the area for all”</p>
Opportunity to be involved	13	<p>“more opportunities for residents to be involved”</p>

		"MPs and councillors need to listen to their constituents needs and act on their requirements, without their own agenda."
Cycle routes	12	"safe cycling routes, the network is patchy and isn't really a safe option for families to access"
Protect green spaces	11	"invest in parks and open spaces to act as a catalyst to greater pride in the town" "access to green spaces for all"
Reduce cars	11	"toll cars driving through towns, reduce car parks in favour of scooter, bike and e-scooter parking" "reduce air pollution, reduce dependence on car driving and ownership"
Improved roads	10	"improve the roads" "better road networks, the main roads in and out of Rugby can not cope, let alone when more housing and cars are introduced"
Improved infrastructure	9	"provide the required infrastructure to support the continued house building as to not add further pressure to existing services"
Improved town centre	9	"a thriving town centre lifts the whole area – it brings community and jobs" "support businesses in the town centre"
Encourage pride	8	"the importance of feeling proud of our homes and environment is something we can all be part of"
Leisure facilities	8	"leisure facilities/ activities to be held for all ages to enhance community spirit, reduce obesity and increase mental and physical health"
Improved policing	7	"the crime rate has increased as we are aware of the reduction in Police numbers"
Skills for work and life	7	"training for jobs for all ages" "Well funded advice centres that can intervene and help people" "local courses for adults and children"
Focus on climate	6	"more work on climate change"
Less housing	6	"less housing, totally too much"
Focus where needed	5	"focus on areas of greatest need"
Free parking	5	"free car parks to encourage footfall"
How is this funded?	5	"I don't think you have the resources to help"
Reliable broadband	5	"decent reliable broadband"
Accessibility for disabled	4	"disabled people have been especially affected by the pandemic, highlighting great disparities in access to safe, high quality service"
Improve social care	4	"health and social care services need to improve substantially"
Sustainable futures	4	"focus on sustainable futures, the living standards and way are creating an unsustainable footprint"
Take action	4	"stop talking and consulting and do it"

Other comments and themes mentioned were: Cultural focus (n=3), dedicated team (n=3), fun local groups (n=3), investment needed (n=3), lower shops rent (n=3), access to bikes (n=2), community heating (n=2), means testing (n=2), reduce council tax (n=2), retrofit housing (n=2), short term commitments (n=2), provision for retired (n=2), utilise brownfield site (n=2), act as a catalyst (n=1), address anti-social behaviour (n=1), areas to sit (n=1), champion the UK 9n=1), connect smaller areas (n=1), do not level down (n=1), free financial advice (n=1), how will this be achieved? (n=1), increase

happiness(n=1), local sustainable initiatives (n=1), management of security cameras (n=1), more social housing (n=1), reduce homelessness (n=1), report on progress (n=1), survey for all (n=1), unable to achieve (n=1), projects everyone can benefit from (n=1), well maintained areas (n=1), join west midlands combined authority (n=1)

#### 4.8 Levelling Up principles

In this section of the survey a number of principles to guide work on Levelling Up were shared.

**A joint mission:** we will bring together our partners from across Warwickshire’s public, private, voluntary and community sectors to work together on levelling up. We will work closely with Government and regional bodies so that Warwickshire benefits from opportunities to do more locally and deliver on wider national and regional agendas.

**A long-term approach:** addressing disparities and increasing social mobility will take decades. As there are no quick fixes, our approach will commit to making sustainable progress on long-term issues.

**Addressing root causes:** we will use data, insight and partnerships to tackle the root causes of complex issues, rather than the symptoms.

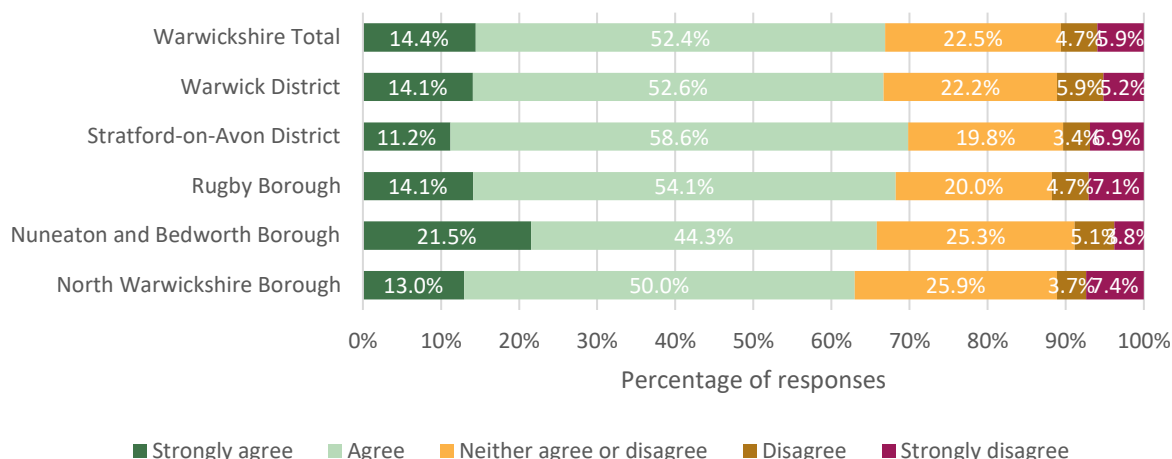
**Strengths-based:** we will build on the strengths of individuals, communities, places and interest groups to improve quality of life for them. Our approach will not hold back other places or groups where things are better.

**Data- driven:** we will use data to track our long-term trajectory and progress, using national benchmarks wherever possible. We will learn and evolve our approach.

**Targeted and tailored to communities of place and interest:** Based on data and insight, we will target the communities of place and communities of interest that need most support. Building on their strengths, we will help them build the capacity to improve things in the long term, tailoring our approaches to local circumstances.

Respondents were asked to what extent they agreed or disagreed with the proposed principles. Figure 17 shows responses for all respondents and at area of residence.

**Figure 17: key themes to responses ‘what extent do you agree or disagree with the proposed principles’**



Respondents were asked if there were any other principles that should be added. A total of 149 responses were given to this question. These are summarised in Table 13 by broad theme.

**Table 13: key themes showing responses to the question ‘are there any other principles that should be added’**

Theme/ description	Number of responses	Example quotations for illustration
<b>How will Levelling Up be achieved and measured</b>	22	“principles can not be measured, how will you measure something where no data exists?” “Feedback and revaluation of principles. Measurement of success against KPIs with accountability” “what plan sits behind these missions and so we have the required expertise and experience to deliver levelling up?”
<b>Communication with simple themes and language</b>	21	“honest and open communication with residents” “using the phrase ‘we will’ implies a top down approach, change the perspective and set schemes people can feel ownership of”
<b>Inclusive and accessible approach for all</b>	20	“accessibility for all” “inclusion for disabled people”
<b>Take action</b>	16	“be proactive” “do it”
<b>Discussion with residents</b>	15	“interaction, evaluation and participation with residents” “having local people voices onboard and not someone from outside the borough” “involve the local communities to ensure any decisions made are not driven by political parties”
<b>Ensure value for money</b>	7	“success will come from strong leadership, developing an affordable plan which also represents good value for money”
<b>Take short term approaches</b>	6	“short term approach that can help with the now, as well as long term”

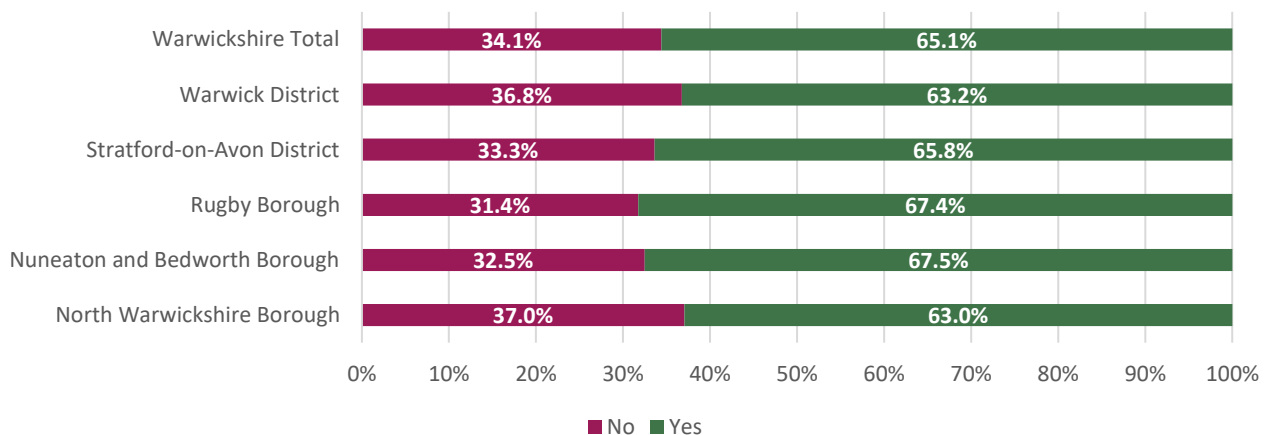
<b>Empowerment</b>	5	“Empowerment not ‘doing it for’” “change community aspirations”
<b>Environmental sustainability</b>	5	“sustainable contraction” “I think being environmentally minded should be at the heart of levelling up”
<b>Future generations</b>	4	“based on future generations principles as in Wales” “concentrate on the teenagers and young people, they are our future, they are currently lost and seem to be outside the scope of the principles” “I would implore you to think about children. The first childrens commissioner whose name escapes me now said children are a message we send to a future we will not see.”
<b>Different themes for different areas</b>	3	“relevance to the locality”

Other comments made were apprenticeships (n=2), community resources (n=2), invest in green technology (n=2), Set long term goals (n=2), Unsure on Levelling Up themes from Central Government (n=2), build on strengths (n=1), fix what is managed first (n=1), take history and heritage of community into consideration (n=1), quality of environment (n=1), reduce inequality gap (n=1), strong leadership (n=1), think of individuals (n=1), UK wide approach (n=1), benchmarking (n=1)

#### 4.9 Future work on Levelling Up in Warwickshire

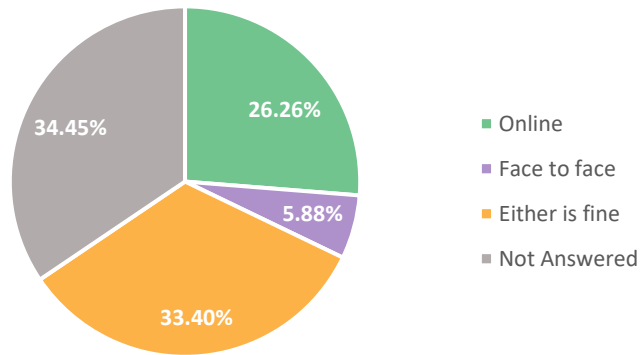
In the final section of the survey respondents were asked if they would be willing to participate in a focus group later this summer to develop our thinking on Levelling Up. A total of 474 responses were given to this question. A total of 65.3% (n=311) of respondents advised they would be willing to participate (Figure 18).

**Figure 18: responses to ‘would you be willing to participate in a focus group later this summer to develop our thinking on levelling up?’**



Respondents were finally asked how they would prefer to participate in future Levelling Up conversations. There were 312 responses to this question; 33.4% (n=159) advised either online or face to face would be fine (Figure 19).

**Figure 19: responses to ‘how would you prefer to participate in future Levelling Up conversations?’**



## Appendix 1 – Levelling Up Survey

Copy of survey (the text and space available to comment was much larger on the survey but for the purpose of this report has been reduced):

The UK Government has stated that the aim of Levelling Up is to improve opportunities across the Country, giving everyone an equal opportunity to flourish by:

- boosting productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging
- spreading opportunities and improving public services, especially in those places where they are weakest
- restoring a sense of community, local pride and belonging, especially in those places where they have been lost
- empowering local leaders and communities, especially in those places lacking local agency

### Defining Levelling Up in Warwickshire

What does Levelling Up mean to us in Warwickshire?

Within Warwickshire we are looking to spread opportunity equally and would be interested to hear your thoughts on your local area.

Warwickshire is a fantastic place to live, work and do business for most people. We have a thriving economy, high life expectancy, strong educational attainment and provision, including a world class university, and lower levels of young people not in education, employment or training.

But there are gaps we must address in terms of longstanding inequalities, made worse by Covid-19, such as access to quality jobs, poor health, low educational attainment and poor connectivity. These inequalities mean the success you enjoy in life is too dependent on where you live and who your parents are. Six of our 339 localities are in the top 10% most deprived in the Country.

We need to tackle these inequalities to help more people fulfil their potential in life and unleash the full potential of our County and all of its communities.

Given this national direction we are developing – with our partners – a Countywide approach to Levelling Up.

To help us with this work we want to understand your views, experiences and priorities to make opportunity fairer across Warwickshire.

*We are keen to capture the views of all residents who have registered with Voice of Warwickshire to ensure we have a representative view. All those completing the survey will be entered into a prize draw to win a £50 Love to Shop voucher.*

The survey should take around 15 minutes to complete.



**What makes a great place to live?**

1. What aspects of a place make it a great place to live and have opportunities? (select as many as apply)

	Access to skills and training
	A supportive local community
	Education and schools
	Employment opportunities
	Housing
	Leisure and culture
	Parks and outdoor space
	Shops and local facilities e.g. GP surgery
	Transport links
	Volunteering opportunities
	Other (please specify below) _____

**Please share your thoughts about the place where you live**

2. What makes you proud of the place where you live? (select all that apply)

	Local businesses
	Local shops
	Local schools
	Opportunities to access skills and training
	Access to health provision (e.g GPs, hospitals, dentists)
	Quality of housing
	Affordability of housing
	How safe it is to live here

	Job opportunities
	Local sports teams
	Parks and open spaces
	Cinemas, theatres and museums
	Community spirit
	Sports facilities
	Transport links
	Access to 5G/ broadband
	Don't know
	Other _____

3. What are your top three priorities to improve the place where you live? (please select 3 responses)

	Priority 1	Priority 2	Priority 3
High street or town centre			
Local businesses			
Local schools			
Opportunities to access skills and training			
Access to health provision (e.g. GPs, hospitals, dentists)			
Quality of housing			
Affordability of housing			
How safe it is to live here			
Job opportunities			
Parks and open spaces			

Cinemas, theatres and museums			
Community activities			
Sports facilities			
Transport links			
Access to 5G/ broadband			
Other (please specify below)			

Other:

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Please use this space to explain why these are your top priorities:

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4. What would you like to see in your local community to improve opportunities for residents and reduce inequalities?

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**Your thoughts on places to prioritise**

5. Please advise us of any places you feel should be prioritised for Levelling Up. A place could be a specific area or space where you live such as a park, shops or estate or it could be a bigger area you think should be prioritised.

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- 5b. If you advised of any areas please explain your reasons

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**Community Involvement**

6. How would you describe your level of involvement in the community in the place where you live? (this could be the community as a whole, or local groups, societies or voluntary organisation).

	I am very active and involved in my local community
	I get involved to some extent in my local community
	I don't get involved that much in my local community
	I don't get involved at all in my local community

7. Would you consider getting more involved with the community in the place where you live?

	Would definitely consider/ want to
	Might consider
	Definitely would not consider/ do not want to
	I am unable to due to other commitments
	I already do quite a lot

**Where you live**

8. As you have answered the previous questions, have you thought about the place where you live as:

	Your local neighbourhood (e.g. street, estate)
	Your village/ town
	Other Please specify: _____

9. How long have you lived in the place where you live?

	Under a year
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	1-3 years
	4-6 years
	7-10 years
	11-20 years
	Over 20 years
	Don't know

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### Warwickshire County Council approach to Levelling Up

At Warwickshire County Council we are working with partners to develop Warwickshire's approach to Levelling Up in light of the Government's direction. We are focusing on the following high-level objectives:

**Increase opportunity and social mobility:** ensuring the success you enjoy in life is less dependent on where you live, your background and who your parents are by:

- spreading opportunity and embedding aspiration
- fulfilling people's potential in life

**Reduce disparities, addressing gaps and inequalities in:**

- access to quality jobs and a good standard of living
- health outcomes
- happiness and well-being
- educational attainment
- access to good, affordable housing
- connectivity (transport and broadband/5G)

**Build community power:** Feeling proud of the place you live in, and unleashing the potential of your communities by giving them more control and power

**Sustainable futures:** ensuring climate change is a central part of Levelling Up so our descendants can live in a sustainable county with good opportunities and quality of life.

10. Please advise below if you agree or disagree with these high-level themes

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Increasing opportunity and social mobility					
Reducing disparities, addressing gaps and inequalities					
Building community power					
Sustainable futures					

Please use this space to provide reasons for your answer:

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11. Are there any other things that you think we should consider when we talk about Levelling Up?

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12. Thinking about the place where you live, what actions would you like us to take to achieve the Levelling Up objectives outlined?

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### Levelling Up principles

We have set out a number of principles to guide our work on Levelling Up. These are:

**A joint mission:** we will bring together our partners from across Warwickshire’s public, private, voluntary and community sectors to work together on levelling up. We will work closely with Government and regional bodies so that Warwickshire benefits from opportunities to do more locally and deliver on wider national and regional agendas.

**A long term approach:** addressing disparities and increasing social mobility will take decades. As there are no quick fixes, our approach will commit to making sustainable progress on long-term issues.

**Addressing root causes:** we will use data, insight and partnerships to tackle the root causes of complex issues, rather than the symptoms.

**Strengths-based:** we will build on the strengths of individuals, communities, places and interest groups to improve quality of life for them. Our approach will not hold back other places or groups where things are better.

**Data- driven:** we will use data to track our long-term trajectory and progress, using national benchmarks wherever possible. We will learn and evolve our approach.

**Targeted and tailored to communities of place and interest:** Based on data and insight, we will target the communities of place and communities of interest that need most support. Building on their strengths, we will help them build the capacity to improve things in the long term, tailoring our approaches to local circumstances.

13. To what extent do you agree or disagree with our proposed principles on Levelling Up?

	Strongly disagree
	Disagree
	Neither agree or disagree
	Agree
	Strongly Agree

14. Please indicate how important you think each of the principles are to guide our work on Levelling Up?

	Not at all important	Low importance	Important	Very important
A joint mission				
A long-term approach				
Addressing root causes				
Strengths-based				
Data-driven				
Targeted and tailored to communities of place and interest				

15. Are there any other principles you think should be added?

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**Future work on Levelling Up in Warwickshire**

16. Would you be willing to participate in a focus group later this summer to further develop our thinking on Levelling Up?

	Yes
	No

If yes, would you prefer this to be:

	Online
	Face to face
	Either is fine

Many thanks for taking the time to complete the survey