



THE  
**BIGGER  
PICTURE**  
SURVEY

**Analysis of results**



## **Introduction**

Young people are the future of our district, yet they are consistently the one group we fail to hear from whenever we consult or engage with our residents.

We wanted to change that and that is why over the last 18 months we have been carrying out our Bigger Picture Survey – the largest survey of young people in Malvern Hills District Council’s history. We wanted to discover what young people really think about Malvern Hills District as a place to live, work and study to ensure we are responding to their needs not just now, but in the future too.

We have questioned more than 1,200 young people in our high schools and youth groups. In total 29 questions were put to them on a range of subjects from hobbies to life after school, mental health and community safety.

The results of that survey are contained within these pages. We have also included feedback from other consultations in the appendices to allow us to understand the wider picture.

The hard work now begins as we start to understand and make sense of what our young people have told us and respond by improving and developing our services, as well as encouraging our partners to do the same.

This survey has given our young people an opportunity to use their voice. We’re determined to ensure that voice is heard and listened to.

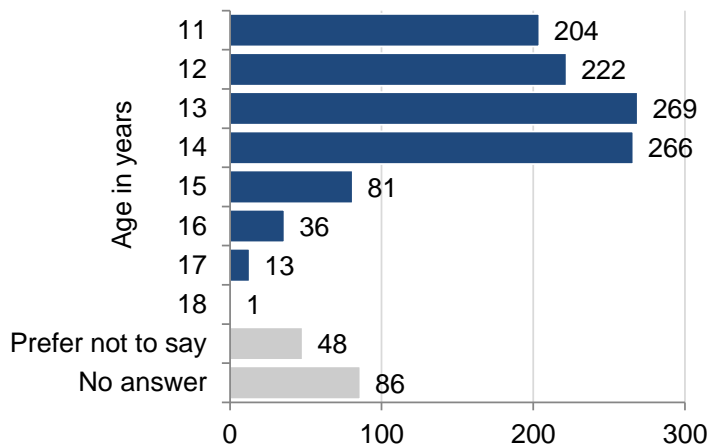
**Cllr David Chambers**

**Leader of Malvern Hills District Council**

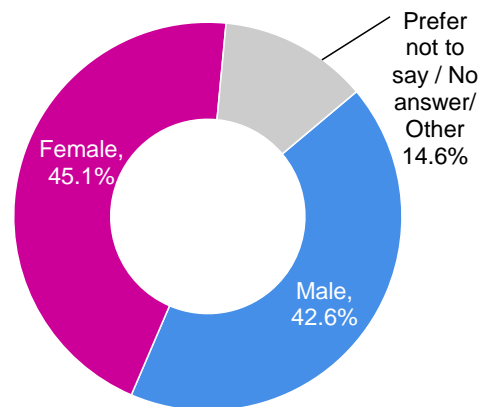
## Respondents

In total there were 1,226 responses to the survey and 1,092 provided their age. Of these, the majority (95%) were under 16. Of the total respondents, 512 were male and 542 were female with the remaining 172 either preferred not to say, didn't answer or provided another answer.

### Age of respondents



### Gender of respondents

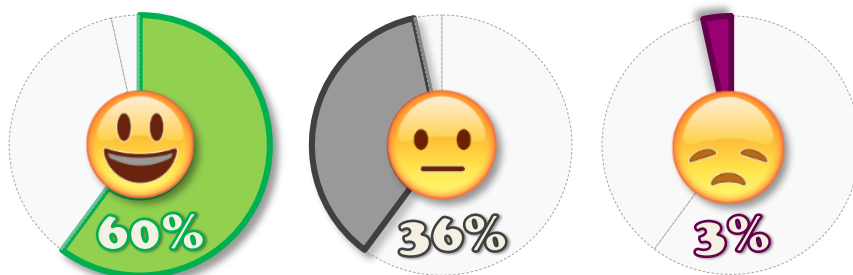


Each of the questions will now be looked at in turn. For further analysis by age and region for selected questions, see appendix 1.

## Question 1

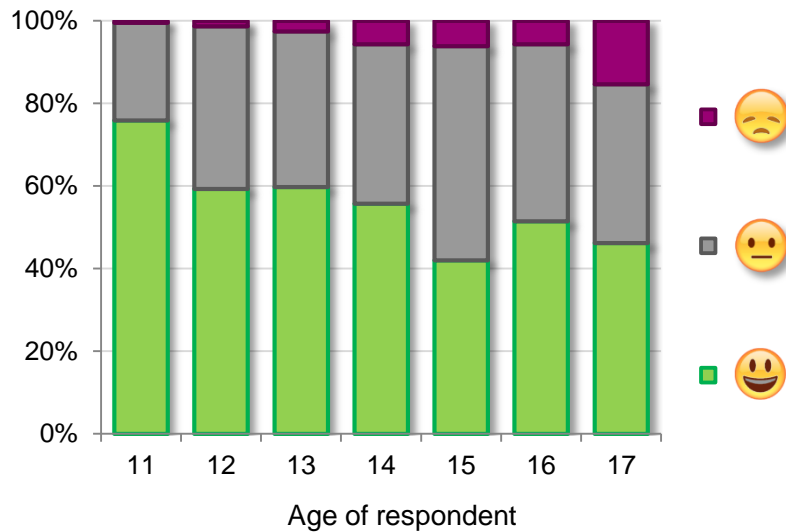
### How happy are you with your local area as a place to live?

This first question was answered by a total of 1,209 people and the majority (727) chose the happy face, just 42 respondents chose the unhappy face.



There are notable differences with the happiness levels of the different age groups of respondents with 11-year-olds being the happiest and 15-year-olds the least happy. Broadly speaking, for under-16s, the older they are, the less happy they are.

## Happiness with the local area by age



## Question 2

### What do you like about where you live?

This was an open question where people were free to say whatever they wanted. Responses were themed into broad categories and the top five themes were: Quiet (246 people), Countryside (170), Friendly people (84), Friends (79) and Peaceful (67).

All responses were put into groups and the word cloud below represents the frequency of answers to each one.



### Question 3

#### What are the top three ways you like to spend your time?

People were given 16 options to select from for this question and asked to choose their top three as well as the option to specify another choice. Although most people chose no more than three options, there were 214 that chose either less or more. Rather than disregard this many responses, just those that chose more than five responses (39) were omitted from the results of this question.

By far the most popular option was 'Phone – texting, You Tube etc.' which was chosen by 576 people (49%) as one of their top three ways. This was followed by 'Gaming', 'Sports/physical activities', 'Spending time with friends' and listening to music' although there were some stark differences when the results were looked at by gender, as illustrated below:

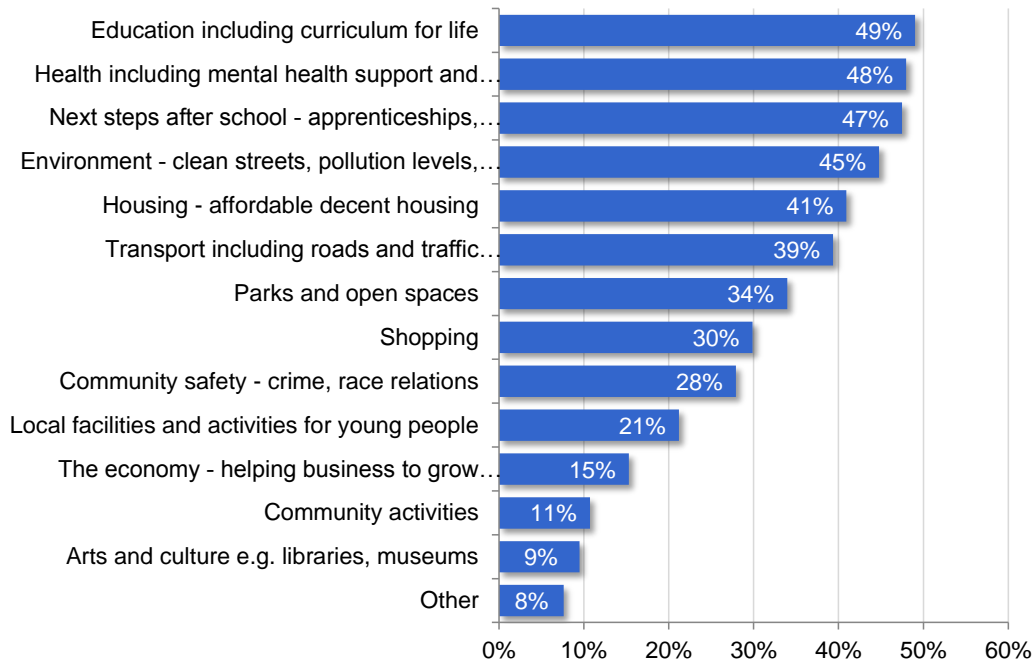
Gaming is ranked first for males by some considerable way and only 13th for girls who rank spending time with friends and family and listening to music higher than boys. Responses from people who didn't answer either female or male were omitted from the table below:

	Overall	Boys	Girls	Boys rank	Girls rank
Phone - texting, You Tube etc.	576	243	261	2	1
Gaming	477	372	39	1	13
Sports / physical activities	423	228	149	3	5
Spending time with friends	328	105	181	4	2
Listening to music	291	98	154	5	3
Spending time with family	262	81	152	8	4
Using social media	197	70	105	9	7
Shopping	193	30	148	12	6
Watching TV	181	83	72	6	10
Being outdoors / at the park	179	82	73	7	9
Clubs (e.g. scouts, guides)	121	45	59	10	11
Painting / drawing	115	20	87	14	8
Other (please specify):	101	38	50	11	12
Playing a musical instrument	72	30	37	12	14
Visiting the cinema / theatre	53	18	22	15	16
Learning, reading and library	44	10	30	16	15
Volunteering	20	4	13	17	17

## Question 4

### Which issues are most important to you? Please choose up to five.

Thirteen options were provided for this question as well as an 'other' option. The most popular answers, chosen by almost half of the young people were education, health and next steps after school.

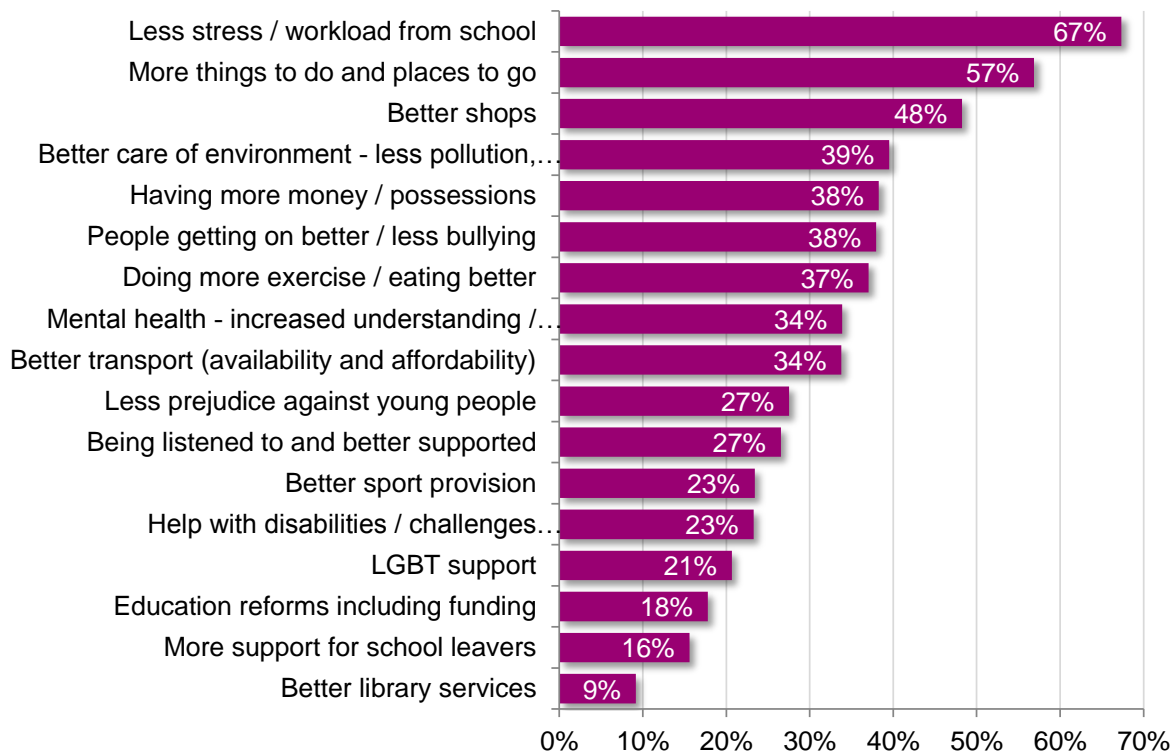


Answers given for 'other' were extremely varied but themes that were noticeable were equality, internet connection, local development and safety.

## Question 5

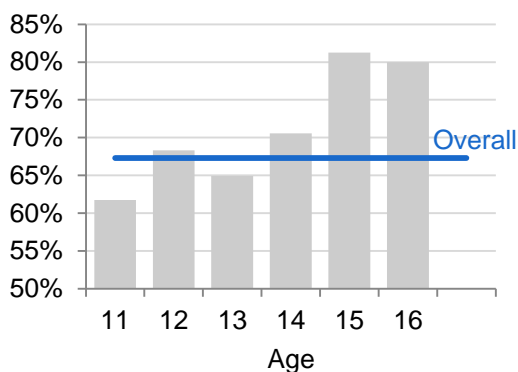
### As a young person in the Malvern Hills district, how could your life be improved?

In total 17 options were provided for this question and young people were free to select as many as they wanted to.

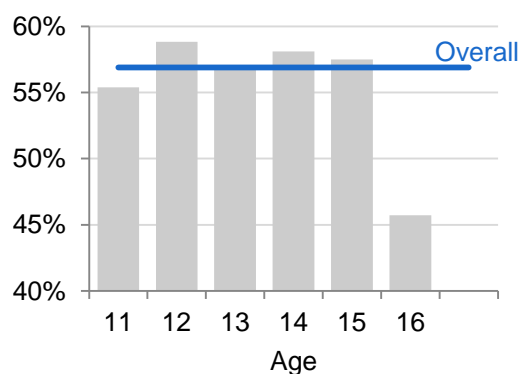


Over two thirds of young people chose less stress/workload from school as a way their lives could be improved, comfortably the most popular option. This was chosen by at least 60% of young people of every age and was as high as 80% for 15 and 16 year olds. The second most popular answer ‘more things to do and places to go’ was chosen by over half of each age group apart from 16 year olds although the sample size was only 35 young people.

#### Less stress / workload from school



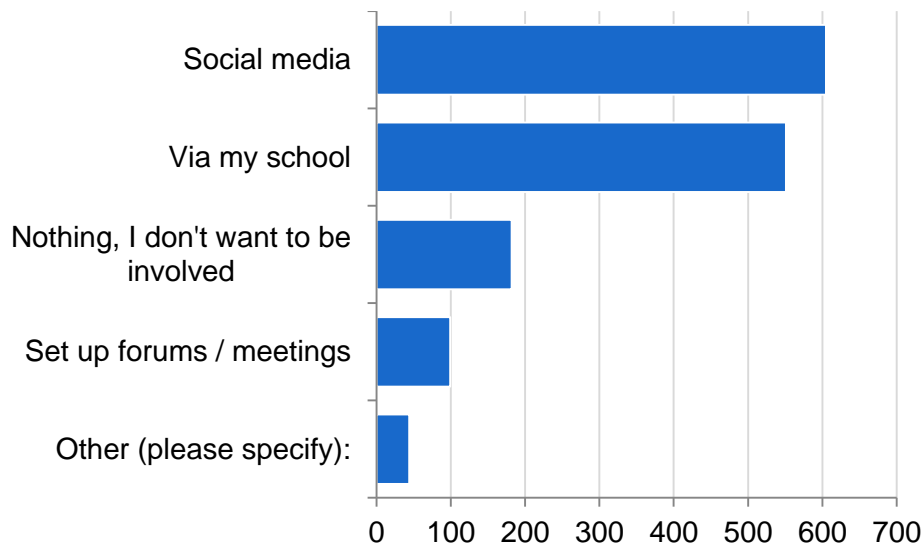
#### More things to do and places to go



## Question 6

### What's the best way for councils and other organisations to keep you informed and involve you in decision making?

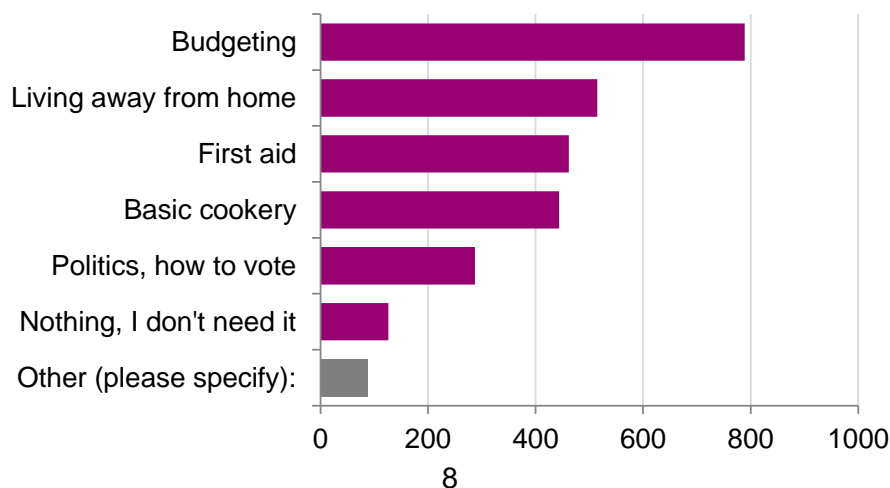
More than one option could be chosen for this question and social media was the most popular choice selected by 605 young people, almost half of all respondents. This was followed closely by 'via my school' with 551.



## Question 8

### If we could create a series of short videos and toolkits to help you prepare for life after school, what subjects would you find most useful?

Budgeting was the subject that most young people were interested in with almost two thirds of all respondents choosing that. Other ideas suggested included help finding a job, staying healthy (including mental health) and dealing with stress.

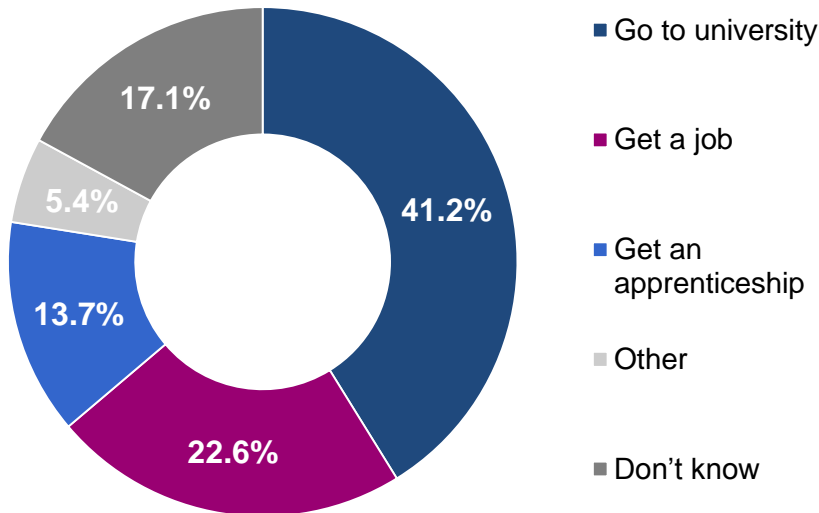




## Question 9

### What do you intend to do when you leave school?

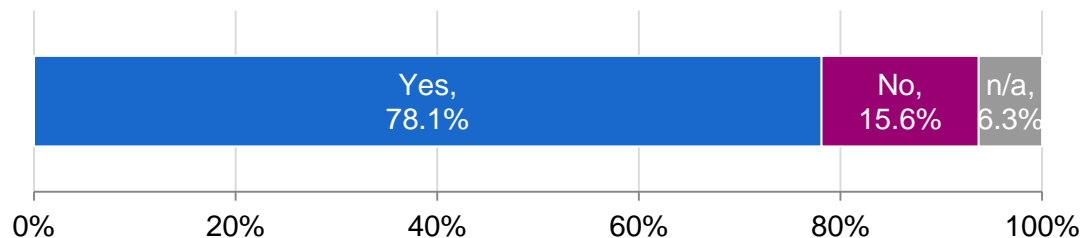
It was possible to choose more than one answer for this question so the chart below includes responses from 148 children that selected two or more answers.



## Question 10

### Would you take up an apprenticeship if one was available in your chosen career path?

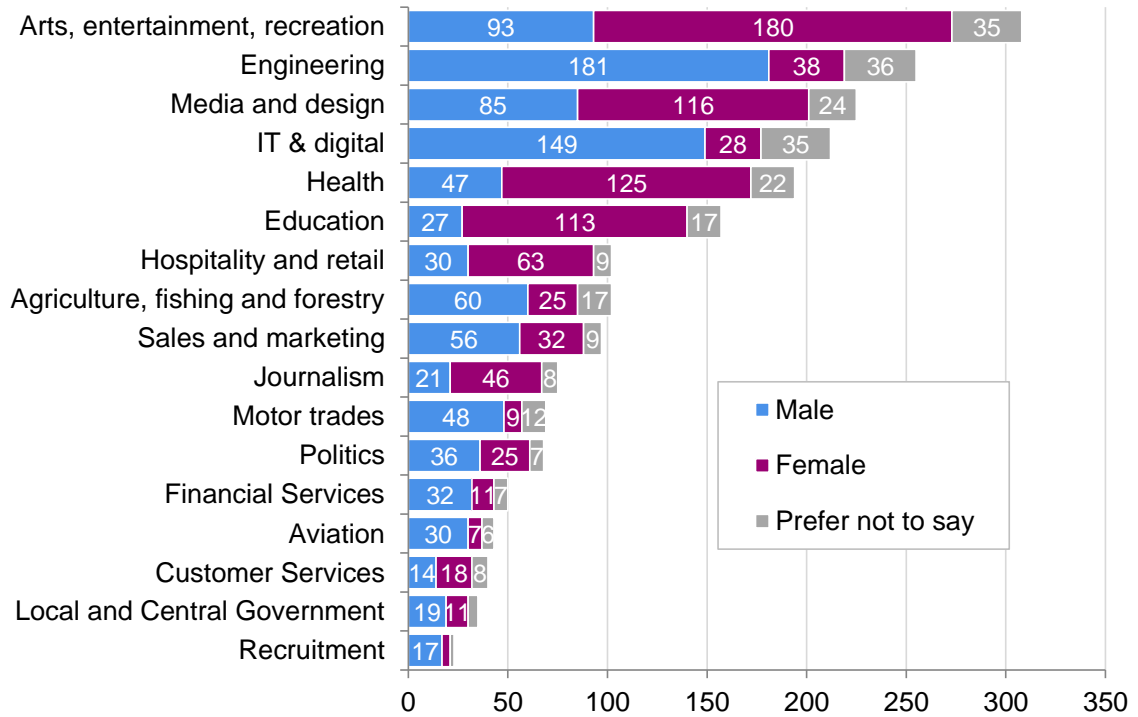
Of the 1226 young people that completed the survey, 958 said they would take up an apprenticeship with just 191 saying that they wouldn't. Of those that said they wouldn't, answers included not being able to progress as far, better options at university, not knowing enough about them and not being sure of which path they are likely to take.



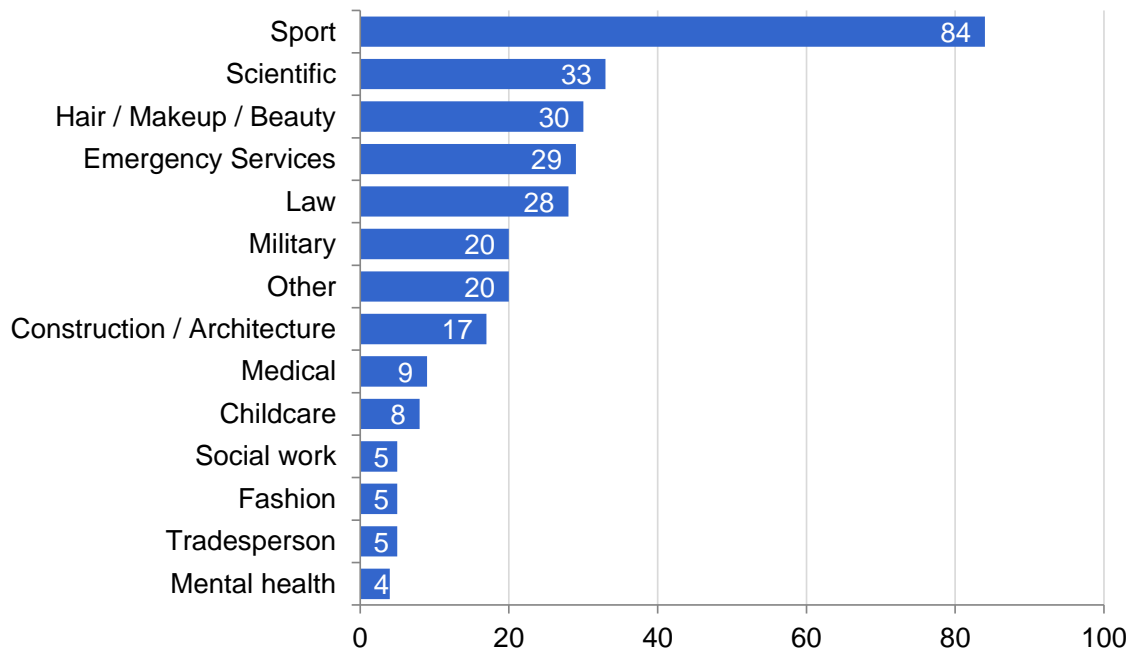
## Question 11

### Which areas of work are you interested in?

There were 17 choices given for this question and young people could select as many as they liked. Arts, entertainment and recreation was the most popular overall and almost twice as many girls chose this as boys. The most popular option for boys was engineering.



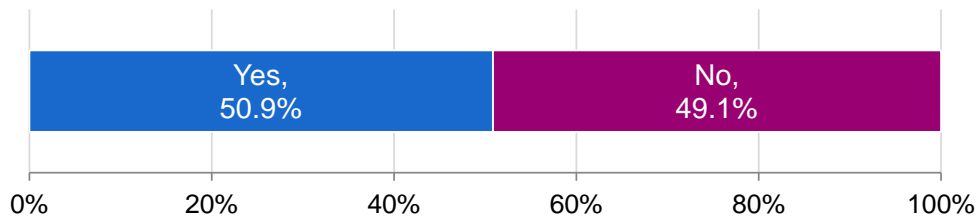
As well as the options provided, young people were given the choice to add their own option. These responses were put into broad categories and are summarised below:



## Question 12

### Would you like to stay in the area when you leave school?

Opinion was very evenly split on this question with just 19 more young people saying yes than said no. Of those that did say no, the desire to travel and discover the world was popular and many felt there would be better opportunities for them in a more urban area.

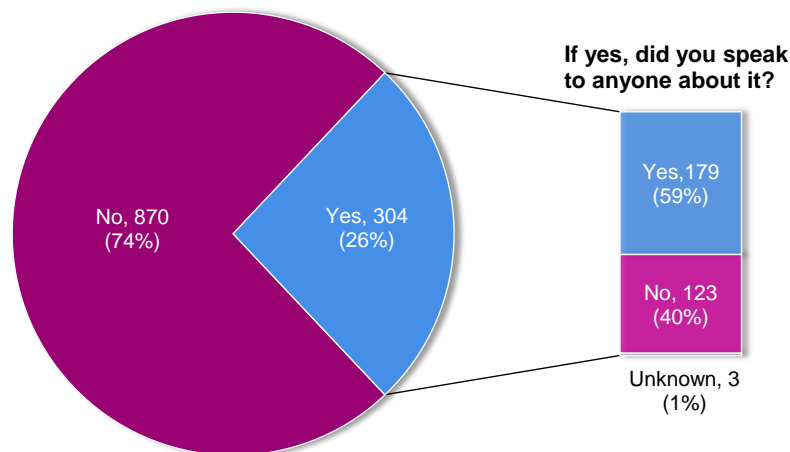


## Question 13 and 14

### Have you experienced abuse online?

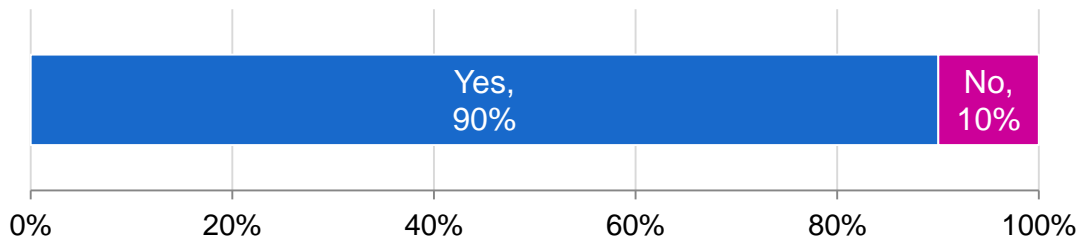
The majority (1,174 young people) gave an answer to this question and 74% of them answered no. Of those that answered yes, 123 said that they did not speak to anyone about it. This equates to just over 10% of young people that have experienced abuse online and then not spoken to anyone about it.

### If yes, did you speak to anyone about it?



## Question 15

### If you were to experience online abuse, would you know who to speak to?

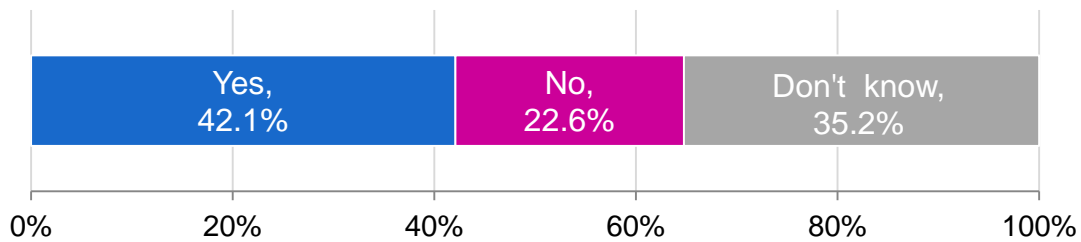


Again, the majority of young people (1,165) answered this and 1,049 of them said that they would know who to speak to. Of the 123 young people in the previous question who have experienced abuse online and did not speak to anyone about it, 36 answered no to this question that they would not know who to speak to.

### Question 16

#### Have you or a friend experienced any mental health issues?

Only 264 young people answered 'no' to this question of the 1,166 who answered it in total.

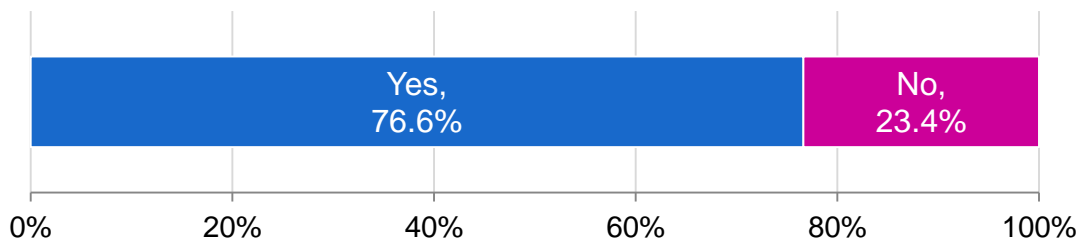


### Question 17

#### Do you know where to seek guidance and support for mental health issues?

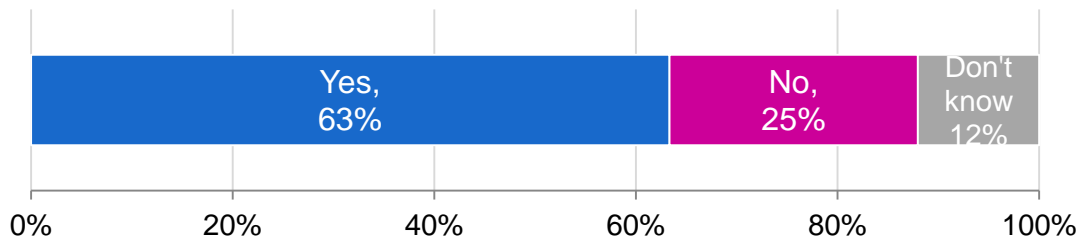
Just over three quarters of respondents were happy that they know where to seek guidance.

Of the 42% (491) who had experienced mental health issues for themselves or a friend in the previous question, 96 said they do not know where to seek guidance and support.



## Question 18

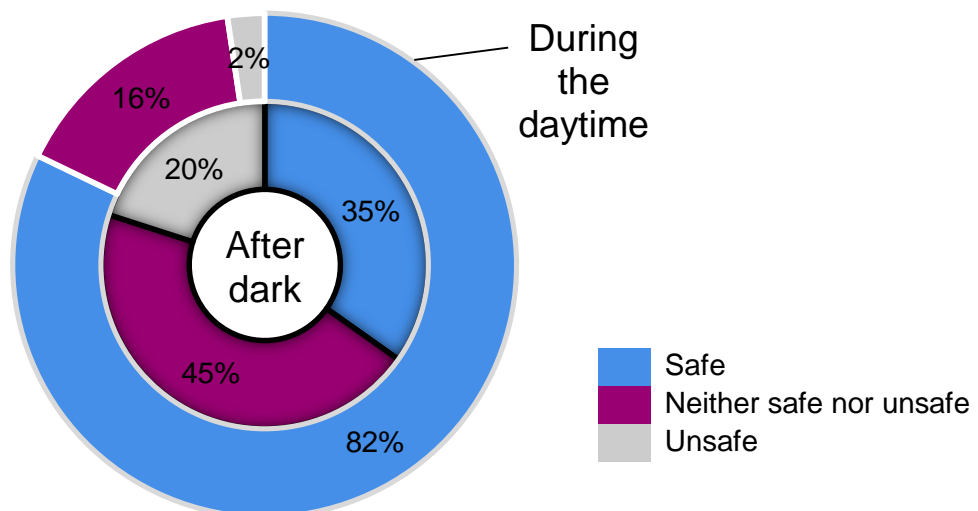
**Do you agree or disagree that your local area is a place where people from different backgrounds get on well together?**



## Question 19

**How safe or unsafe do you feel when outside in your local area?**

This question was asked for both in the daytime and after dark and is the same question used in the Worcestershire Viewpoint survey.

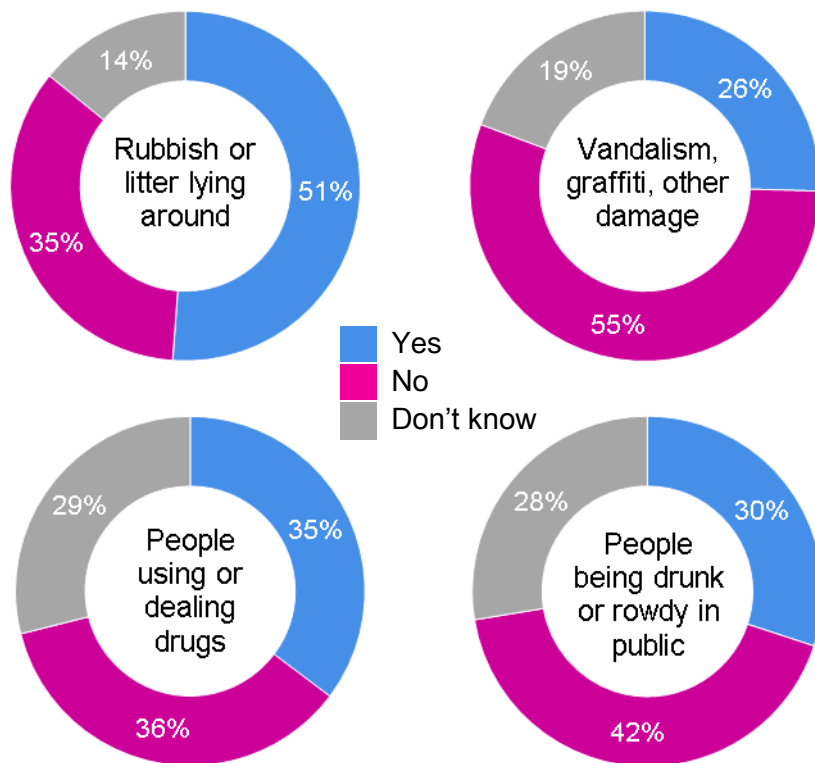


During the daytime, 82% of young people feel safe in their local area which compares to 95% of the Malvern Hills adults who completed the Viewpoint survey (616 people). Just over a third of young people feel safe after dark and 1 in 5 feel unsafe which compares to 1 in 11 adults who completed the Viewpoint survey.

## Question 20

### Are any of the following a problem in your local area?

Rubbish or litter lying around is considered a problem by just over half of young people. People dealing drugs is considered a problem by more young people than vandalism, graffiti or other damage to property or vehicles and people being drunk or rowdy in public places.

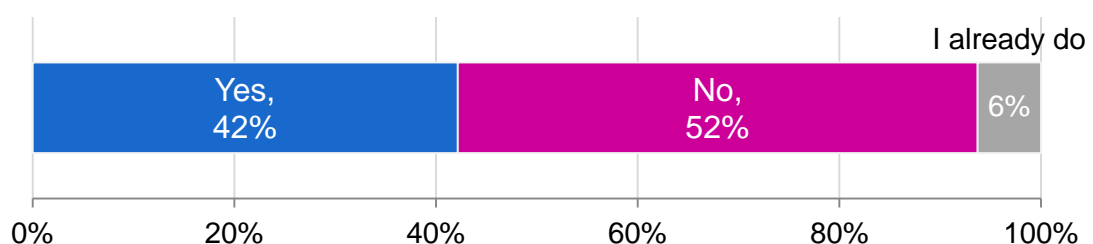


There was also an option to highlight other things that they consider to be a problem in their local area. Answers with multiple responses included dog fouling, people driving too fast, a need for cycle paths, a lack of places to eat and an increase in house building.

## Question 21

### Would you be prepared to volunteer some time to be involved in local services?

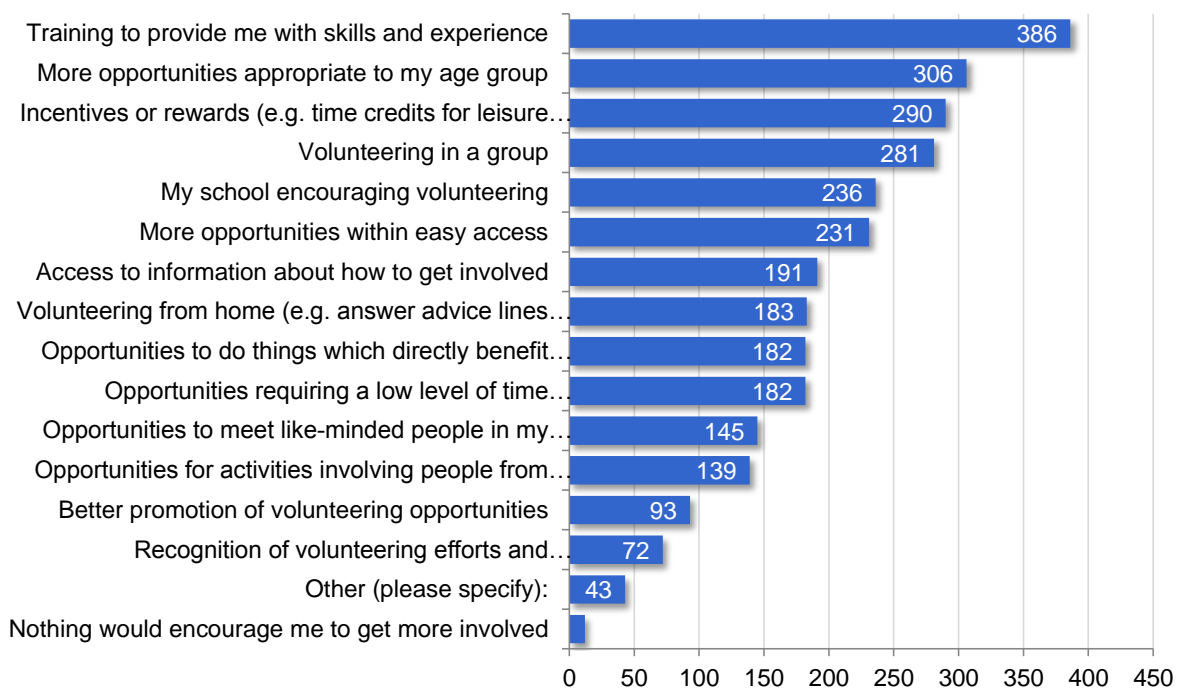
Of 1,098 young people that answered this question, 463 said they would be prepared to volunteer some time to be involved in local services and 69 said that they already do.



## Question 22

### Which THREE of the following would be most likely to encourage you to get more involved in helping in your community?

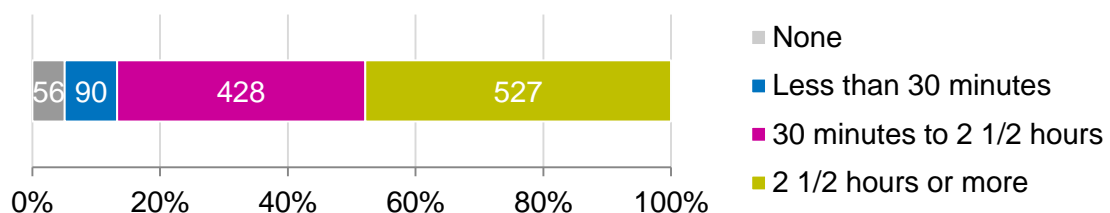
There were 15 options provided and the most popular one was training to provide skills and experience followed by more opportunities appropriate to their age group. Of the other answers, helping older people and people with mental health issues were mentioned as well.



## Question 23

### How much physical activity (that made your heart beat faster) have you done in the last 7 days?

Almost half of young people had done at least two and a half hours of exercise in the last seven days.



## Question 24

**Which sport or leisure activity would you like to do, but don't already?**

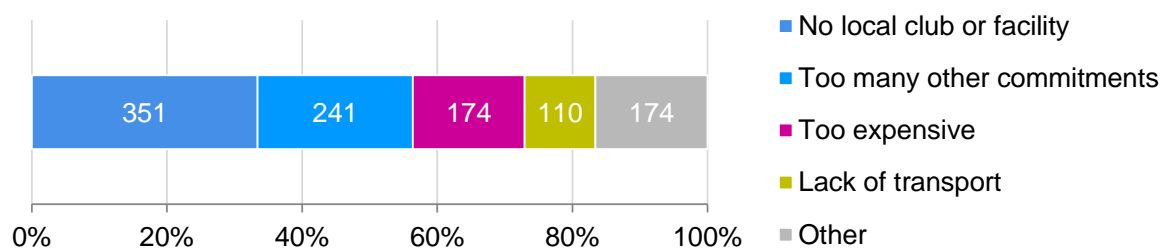
The graphic below illustrates the most popular answers to this question. The most popular of all was swimming, mentioned by 93 young people; football, tennis and rugby were all said around 50 times with netball, the gym and trampolining all having around 40 mentions.



## Question 25

**Why are you not able to do it?**

The most common answer for this question was a lack of local club or facility followed by having too many other commitments.

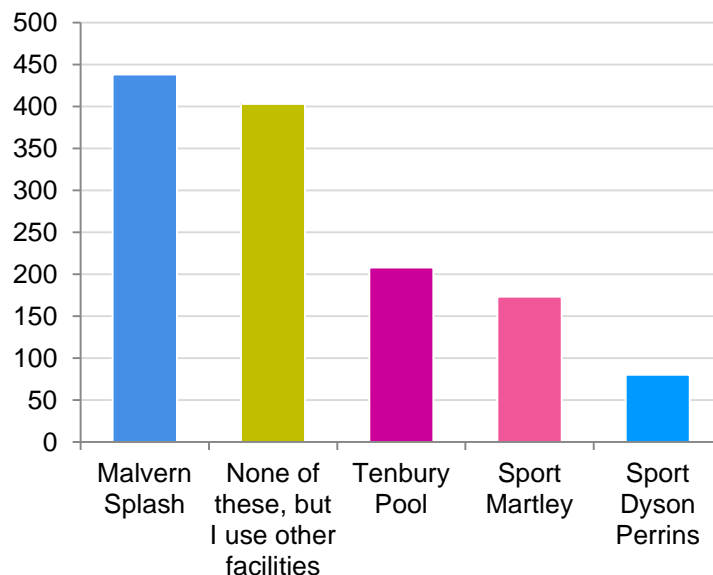




## Question 26

### Which of these sports facilities do you use?

Of the total respondents, 207 did not choose any of these options. It was possible to choose more than one option and the remaining 1,019 people selected a total of 1,302 choices which were divided up as below.



The question also asked those who don't use any of the facilities their reasons why. There were almost 400 responses to this and reasons which were mentioned by several people were not being close enough and being too expensive.

## Questions 27 and 28

### Please tell us if there are any other issues affecting young people that you are aware of?

#### Any additional comments?

Responses were varied to the last two questions but there were a few issues that emerged. A large proportion (approximately 20%) of those that answered stated that drugs were an issue. Other issues included lack of activities for young people, transportation, lack of support for those suffering with mental health issues, discrimination, a lack of understanding/respect from older people and bullying.

## Appendix 1 - Further analysis using age and location

### Age group analysis

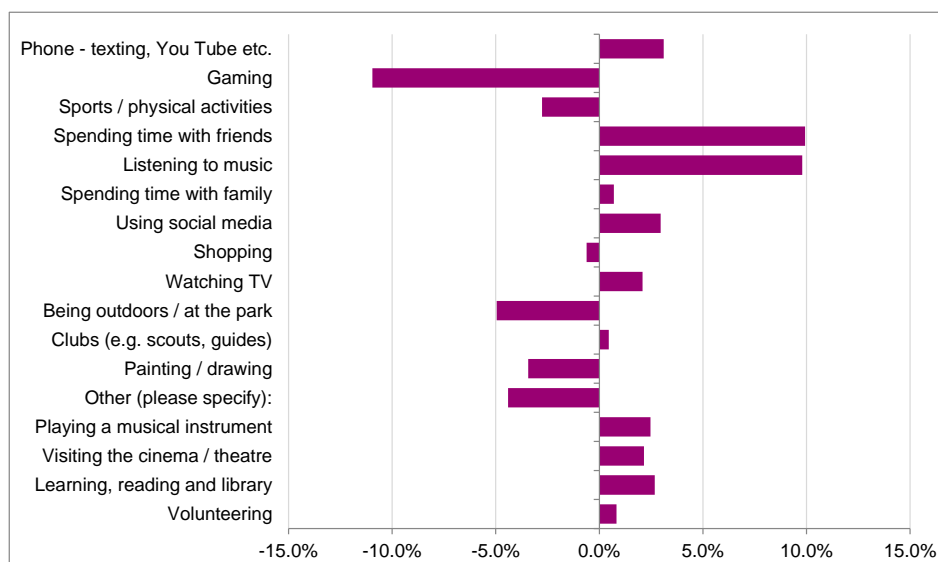
#### Question 3

#### What are the top three ways you like to spend your spare time?

Although the use of a phone remains the most popular option, chosen by around half of all young people across all three age categories the popularity of gaming, being outdoors/at the park and painting and drawing are less as the young people get older. Listening to music, using social media and spending time with friends were more popular answers amongst those aged 15+.

	11 and 12 year olds	13 and 14 year olds	15+
Phone - texting, You Tube etc.	41.1%	50.8%	49.6%
Gaming	38.7%	40.9%	29.0%
Sports / physical activities	39.0%	32.9%	32.8%
Spending time with friends	28.2%	22.8%	35.1%
Listening to music	17.8%	25.8%	32.1%
Spending time with family	28.2%	16.1%	22.1%
Using social media	14.3%	17.6%	19.1%
Shopping	17.1%	16.3%	16.0%
Watching TV	12.4%	15.1%	16.0%
Being outdoors / at the park	17.1%	13.1%	9.9%
Clubs (e.g. scouts, guides)	8.7%	10.1%	9.9%
Painting / drawing	13.4%	7.9%	6.9%
Other (please specify):	7.5%	8.8%	3.8%
Playing a musical instrument	5.4%	6.4%	8.4%
Visiting the cinema / theatre	5.2%	3.0%	6.1%
Learning, reading and library	4.2%	2.8%	6.1%
Volunteering	0.7%	2.1%	2.3%

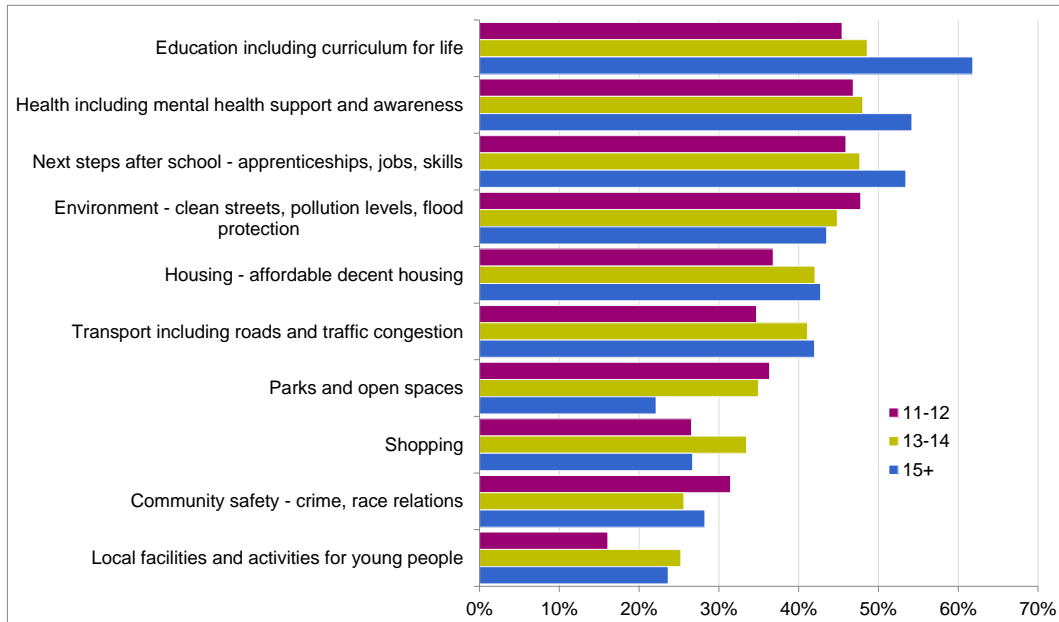
The chart below highlights the difference between those aged 15 or over and the rest of the respondents. Gaming becomes less popular with this age group while spending time with friends and listening to music becomes more popular.



## Question 4

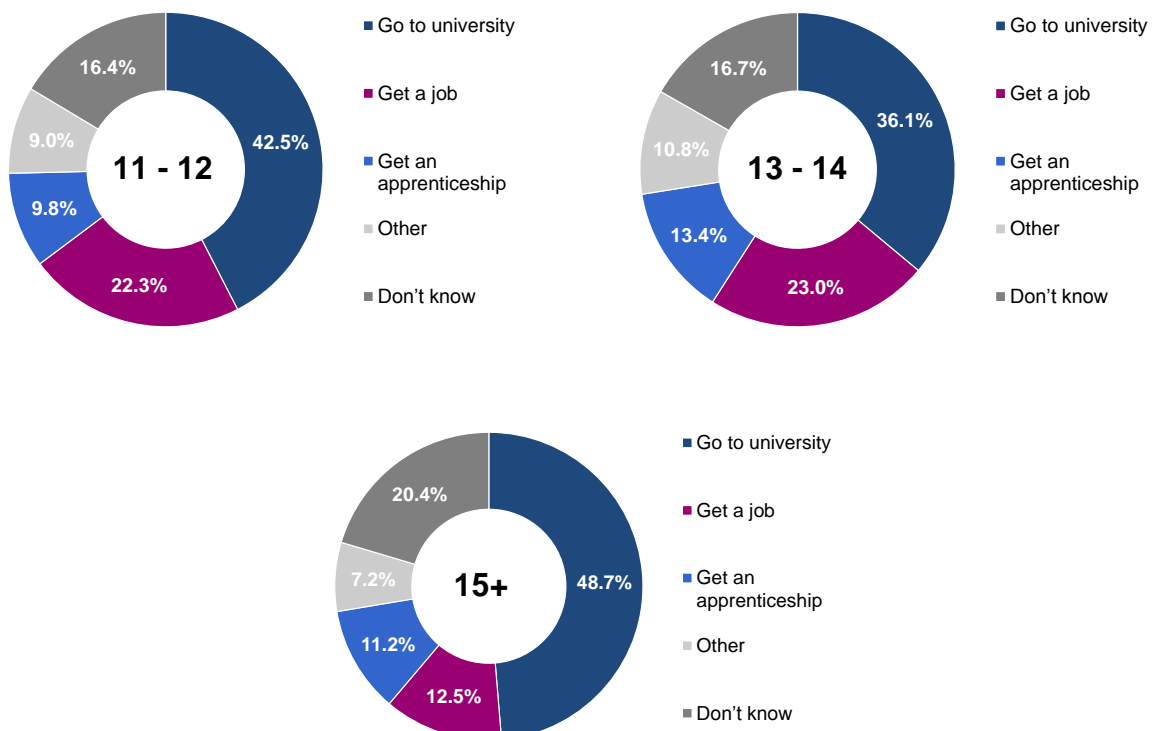
**Which issues are the most important to you? Please choose up to five.**

The top ten issues are shown below and show growing concern for education, health, next steps after school, housing and transport as the young people get older. Parks and open spaces and the environment become less of a concern.



## Q9. What do you intend to do when you leave school?

Going to university was chosen by almost half of young people aged 15+, apprenticeships however are less popular with those aged 15+ than those aged 13 or 14.



## Regional analysis

### Q3. What are the top three ways you like to spend your spare time?

Patterns of spare time use are broadly similar across the regions although young people in the central region chose spending time with friends and family more often than the other regions and a smaller proportion chose spending time being outdoors. There was however a notably smaller number of respondents in the central region.

	NORTH	CENTRAL	SOUTH
Phone - texting, You Tube etc.	51.9%	60.1%	49.1%
Gaming	42.5%	43.0%	40.6%
Sports / physical activities	36.1%	37.3%	37.9%
Spending time with friends	29.7%	36.7%	28.6%
Spending time with family	26.0%	31.6%	20.7%
Listening to music	25.6%	27.8%	30.0%
Being outdoors / at the park	19.3%	13.9%	15.5%
Shopping	20.3%	22.2%	16.1%
Using social media	20.1%	22.2%	17.2%
Watching TV	18.0%	12.7%	17.6%
Painting / drawing	11.6%	13.9%	9.3%
Clubs (e.g. scouts, guides)	10.9%	18.4%	8.7%
Other (please specify):	10.9%	8.9%	9.5%
Visiting the cinema / theatre	6.3%	5.1%	5.6%
Learning, reading and library	5.0%	8.2%	2.7%
Volunteering	2.6%	4.4%	1.4%
Playing a musical instrument	4.8%	7.6%	9.1%
Valid responses	543	158	483

### Q4. Which issues are the most important to you? Please choose up to five.

Transport was the third most popular choice in the southern region yet only the sixth and seventh in the other regions.

In the central region, the environment and community activities were more important to people than in the other regions.

	NORTH	CENTRAL	SOUTH
Education including curriculum for life	51.2%	52.0%	45.6%
Health including mental health support and awareness	50.2%	53.8%	44.2%
Next steps after school - apprenticeships, jobs, skills	46.1%	48.5%	48.9%
Environment - clean streets, pollution levels, flood protection	44.7%	51.5%	43.0%
Housing - affordable decent housing	40.2%	43.3%	41.1%
Transport including roads and traffic congestion	36.9%	32.2%	45.0%
Parks and open spaces	36.7%	33.3%	30.8%
Shopping	31.0%	28.7%	28.5%
Community safety - crime, race relations	27.5%	26.3%	28.7%
Local facilities and activities for young people	20.6%	19.9%	22.4%
The economy - helping business to grow and thrive, supporting lo	13.7%	13.5%	17.9%
Community activities	11.2%	14.6%	8.8%
Arts and culture e.g. libraries, museums	10.3%	7.0%	9.4%
Other	20	7.1%	4.7%
Valid responses	564	171	491

## Appendix 2 – Other Consultations

In addition to the Bigger Picture Survey, we have also worked with our high schools on events including Local Democracy Day and Equalitea in 2018, when we heard from them on what their priorities would be if they were setting up their own political parties. These included:

**Local Democracy Day October 2018** (involving five students from each school):

### Dyson Perrins:

- A focus on mental health – support and awareness
- A pay rise for teachers
- Improved community safety

### Hanley:

- Kickstart the economy by funding more public services
- Increase renewable energy sources
- Welcome more refugees and provide them with job opportunities
- A second Brexit referendum with clearer information on what it would mean for the country
- Solve the housing crisis

### Chantry:

- Safer roads and crossings
- A curriculum for life for school age children – first aid, budgeting, preparing for life
- More social events
- Broader range of GCSE subjects

### Tenbury:

- Road surface improvements
- PE lessons – equal opps for all students to take part in all sports, no division due to gender
- More involvement from schools in community litterpicks.

**Equalitea event June 2018** - 40 Year 9 students from Malvern St James' school presented their manifesto priorities in groups which included:

- Balance climate change with other threats to conservation priorities. For instance, a sustainable water abstraction regime. Climate change will bring much more unpredictable weather events and we need to be certain that our systems are resilient and as effective as they can be to deal with these changes.
- Abolish bottled drinks by 2030 and replace them by installing water fountains in public areas.
- Increase the charge per plastic bag to 20p. Instead of supplying plastic bags, encourage supermarkets to replace plastic bags with fabric or recyclable bags.

- Lobby companies to reduce packaging or replace with recyclable material (including when transporting).
- A greater emphasis on political stories aimed for younger people that can be accessed on platforms such as; Snapchat, Instagram and Twitter.
- Prioritise learning a second language, beginning as early as nursery.
- Improve prison rehabilitation to support the education of prisoners and give them qualifications to assist their reintegration in society.
- Increase the school entrance age to 6 and fund free nurseries for children below this age.
- Provide extra funding for the NHS as medicine continues to advance but recognising that some non-essential, non-lifesaving treatments can no longer be covered by the NHS.
- Ensure there are more rigorous restrictions on who deserves to receive benefits and fund more programs to help more unemployed people get into jobs.

## Make your Mark 2018 Results

On the 9th November 2018 Members of the UK Youth Parliament (UKYP) came together to debate at the UKYP House of Commons, deciding the most important issues to campaign on for the year ahead. The issues they debated were decided upon via the 'Make Your Mark' public vote for 11 to 18 year olds across the United Kingdom based on a shortlist of topics voted upon by Members of the Youth Parliament from their manifesto. 4028 ballots were counted in Worcestershire, with 615 of those being from Malvern (Hanley Castle High School).

The priorities were ranked as follows for Malvern (with the results for Worcestershire and the UK in brackets). Statistics available at [www.ukyouthparliament.org.uk/](http://www.ukyouthparliament.org.uk/) :

	Priority	Votes		
1.	Mental Health	99 (1 <sup>st</sup> )	692 (2 <sup>nd</sup> )	181,691 (2 <sup>nd</sup> )
2.	End Knife Crime	87 (2 <sup>nd</sup> )	702 (1 <sup>st</sup> )	196,897 (1 <sup>st</sup> )
3.	Homelessness	80 (3 <sup>rd</sup> )	503 (3 <sup>rd</sup> )	120,017 (4 <sup>th</sup> )
4.	End Period Poverty	80 (4 <sup>th</sup> )	379 (5 <sup>th</sup> )	102,172 (6 <sup>th</sup> )
5.	Equal pay, equal work	67 (5 <sup>th</sup> )	495 (4 <sup>th</sup> )	128,147 (3 <sup>rd</sup> )
6.	Votes at 16	61 (6 <sup>th</sup> )	345 (6 <sup>th</sup> )	80,688 (7 <sup>th</sup> )
7.	Transport	55 (7 <sup>th</sup> )	209 (8 <sup>th</sup> )	77,985 (8 <sup>th</sup> )
8.	Curriculum for life	50 (8 <sup>th</sup> )	339 (7 <sup>th</sup> )	102,331 (5 <sup>th</sup> )
9.	Welcome Refugees	30 (9 <sup>th</sup> )	156 (9 <sup>th</sup> )	62,490 (9 <sup>th</sup> )
10.	Support youth services	4 (10 <sup>th</sup> )	122 (10 <sup>th</sup> )	43,559 (10 <sup>th</sup> )