



THE
BIGGER
PICTURE
SURVEY



ANALYSIS REPORT

Bigger Picture Survey 2022 Analysis of Results

Young people are the future of our district, yet you remain the key group that we consistently fail to hear from whenever we engage with our residents.

We wanted to change that and in 2018, we ran our first ever Bigger Picture Survey for young people, with over 1200 11-17 years olds from across the district telling us what it is like to grow up here. Following this, we developed an action plan to address some of the key issues identified by you, to ensure we develop a district that meets the needs of the future.

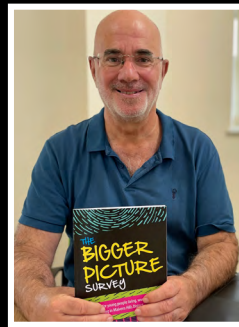
A lot has happened in the last three years. With all that we have faced with the pandemic, disruption to education and effects on wellbeing, families and friendship groups, this seemed like the right time to re-run the survey.

In 2018 we asked 29 questions on a range of subjects from hobbies to life after school, health and community safety. You can view the 2018 survey results on the Malvern Hills District Council website at www.malvern hills.gov.uk/youth This time, several questions were the same as in 2018, so that we have been able to compare the results and see how things are changing (or staying the same) for you. Some of

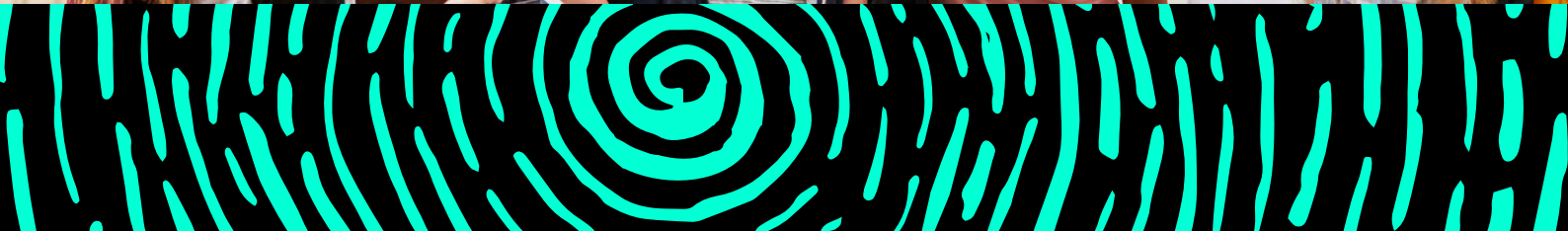
the questions were new with a section that includes mental wellbeing education. These questions were developed by our Youth Forum and this topic is one of their priorities, so the results of this survey will help them to write a report on what you, our young people want from mental health education, which will be shared with local schools and councils as well as our local MP.

This year we also included a 'short on time' accessible survey option so that you had the choice to complete the full survey or the shorter 10-question survey.

Thank you to all of you who took the time to tell us what you think. We value your feedback and will be updating our action plan to reflect what you have told us this year.



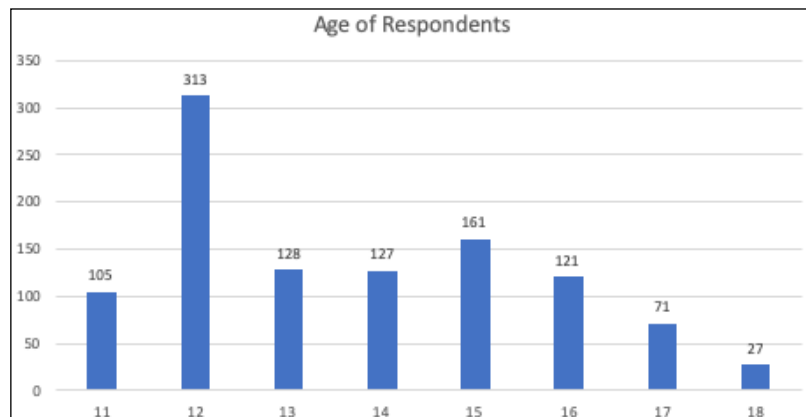
Councillor Tom Wells
Leader of Malvern Hills District Council



Who took the survey

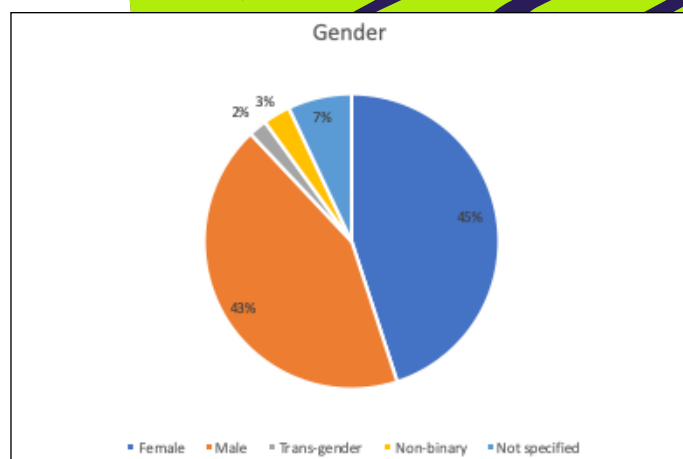
In total there were 1,074 responses across the two survey options, with 122 of these responding to the short on time/accessible survey. Of those who provided their age, the majority were 16 and under (91%).

Age of Respondents



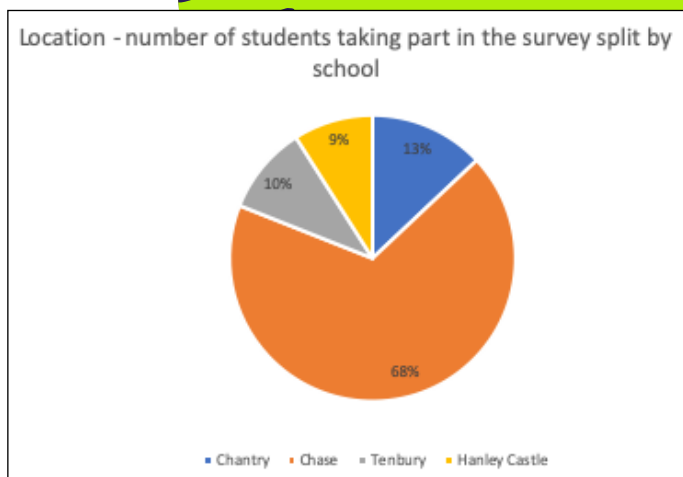
Gender

Of the total respondents, across both surveys, 468 identified as female, 454 as male, 18 as trans-gender, 30 as non-binary with those remaining preferring not to say, not answering or providing another answer.



Location

Of those who provided their postcode or school, 135 were from The Chantry school in Martley, 706 were from The Chase school in Malvern, 96 were from Hanley Castle High school, 105 were from Tenbury High Ormiston Academy with those remaining providing postcodes.



Each of the questions will now be looked at in turn.

Question 1

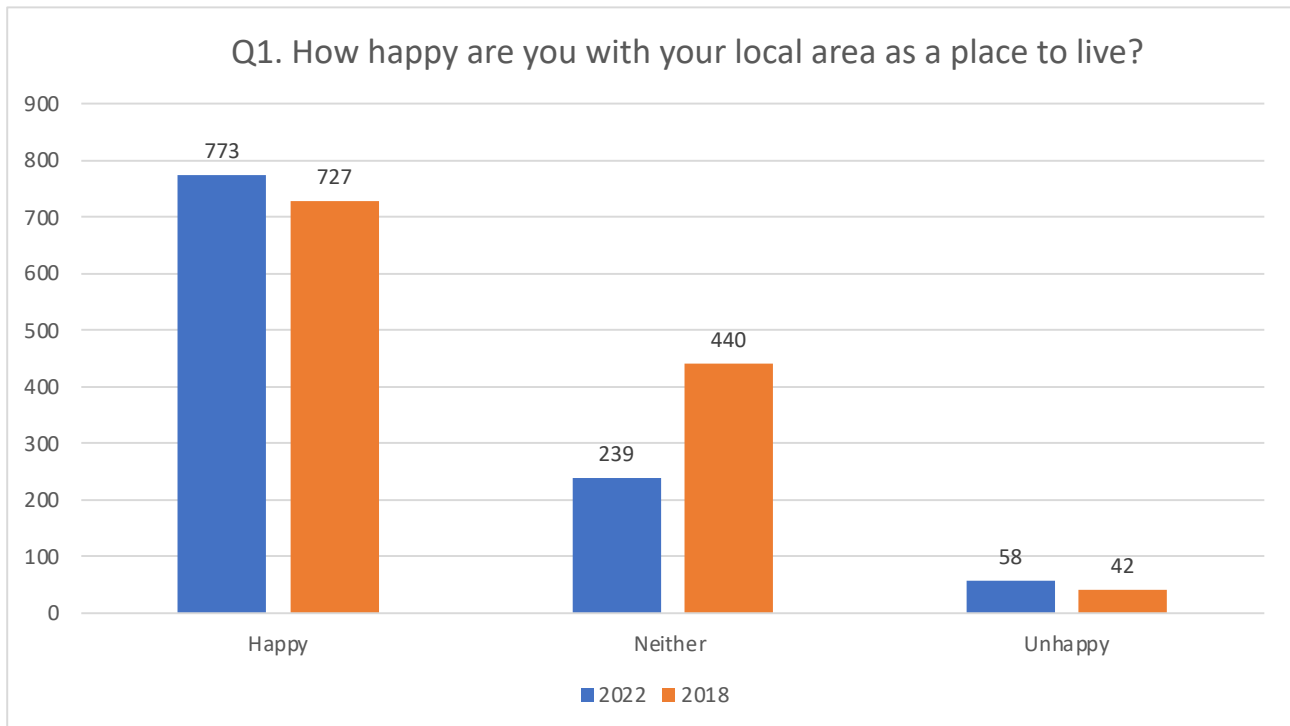
How happy are you with your local area as a place to live?

This first question was answered by a total of 1,039 people and the majority (742) chose happy or very happy (71.4%), just 58 respondents (5.6%) chose unhappy or very unhappy.

There are notable differences with the happiness levels of the different age groups of respondents with 11 and 12-year-olds being the happiest (80-82% happy or very happy) and 14-15-year-olds the least happy (60-62% happy or very happy). Happiness levels then increase from 16 years (67%), 17 years (71%) and 18 years (65%).

Overall, across the age ranges, in 2022 73% said they were happy or very happy (compared to 60% in 2018), 22% neither (compared to 36% in 2018) and 5% unhappy or very unhappy (compared to 4% in 2018).

The majority of young people across the four high schools that took part, reported to be happy or very happy with their local area as a place to live, with those attending schools in the North of the district experiencing the highest levels of happiness (averaging between 81-84% very happy or happy response rate compared to an average of 65% in Malvern and the South of the district).



If very happy or very unhappy – what is it you particularly like/dislike?

This was a free text question with responses grouped into themes. 428 responded to this question. For those who said they were unhappy with where they lived, the top reason cited

was 'nothing to do' (approximately 7%). Several other themes included not feeling safe, the amount of litter, lack of and price of public transport.

For those who said they were happy with where they lived, the top reason cited was 'Countryside and access to nature' (approximately 6%). Several other themes included things to do and the sense of community they felt.

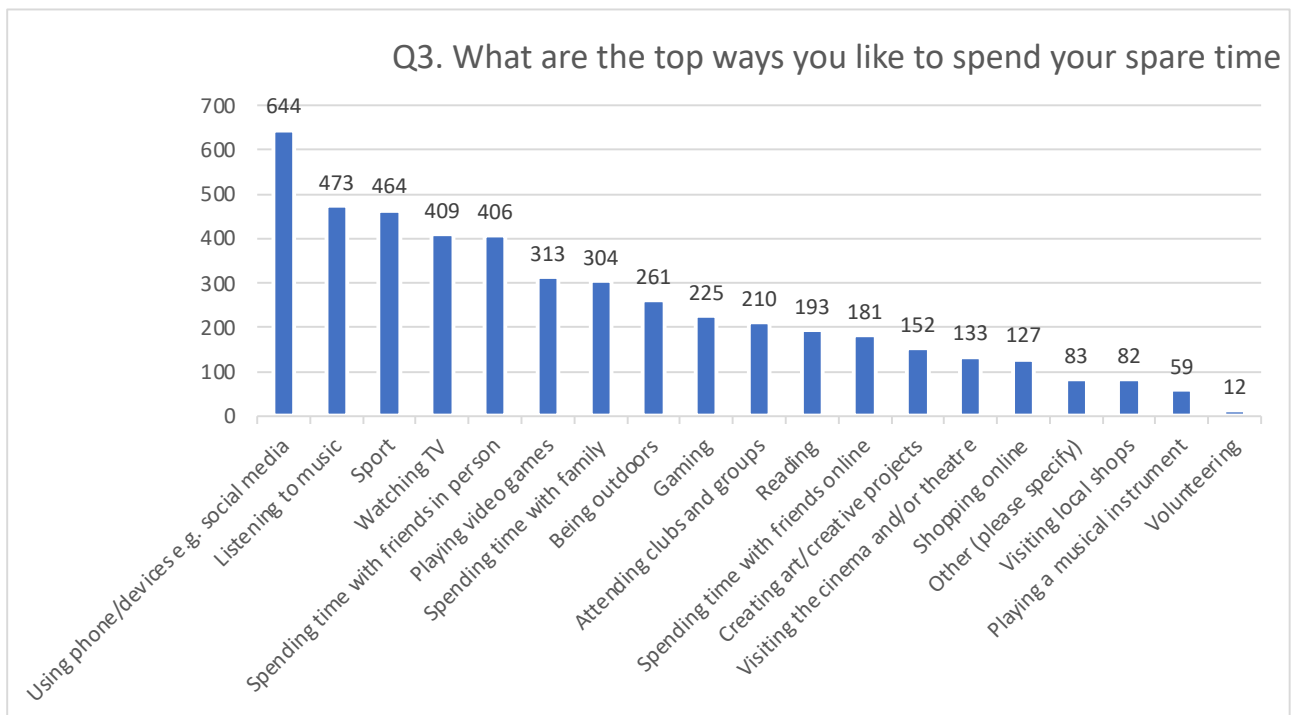
Question 3

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

This question was only included in the full survey, so any young person completing the short on time / accessible survey will not have given their view. Participants were asked to rank their answers and were given a list of 19 options to choose from with 950 responding to this question.

Using phone/devices scored top of the rankings for first and second choice, with listening to music scoring top for third and fourth choice and being outdoors for fifth.

Total number of responses received for each choice across all five rankings, is given below.



Top choice differed for boys and girls. Girls chose use of phone/devices as their top choice (122) whilst boys chose Sport (80) closely followed by use of phone/devices (71).

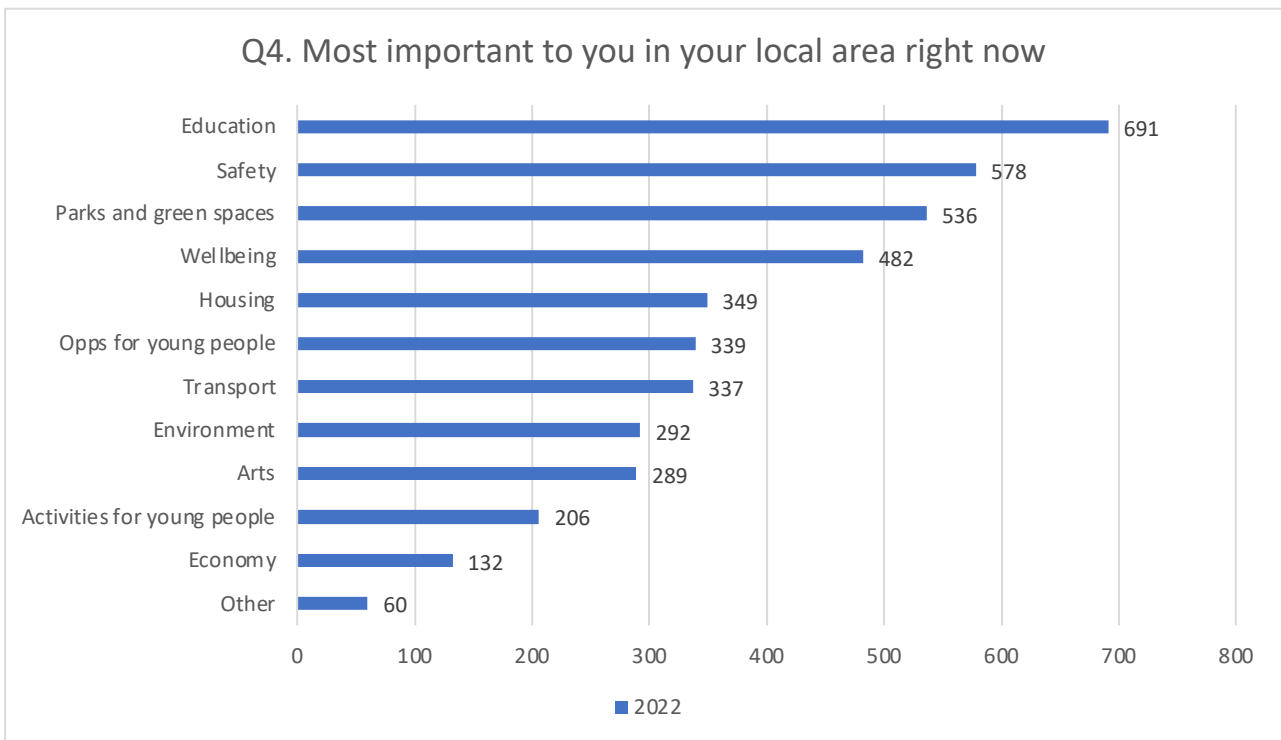


Question 4

Which of the following things are most important to you in your local area right now?

This was a multiple-choice question with up to five options available to choose from a list of eleven. There was no ranking required and the question was included in both the full and accessible surveys.

Education, community safety, parks and green spaces and wellbeing were the most popular answers. This is similar to 2018, where both education and (health)/wellbeing scored highly. However community safety and parks and green spaces have moved up to second and third place in 2022 compared with ninth and seventh in 2018.



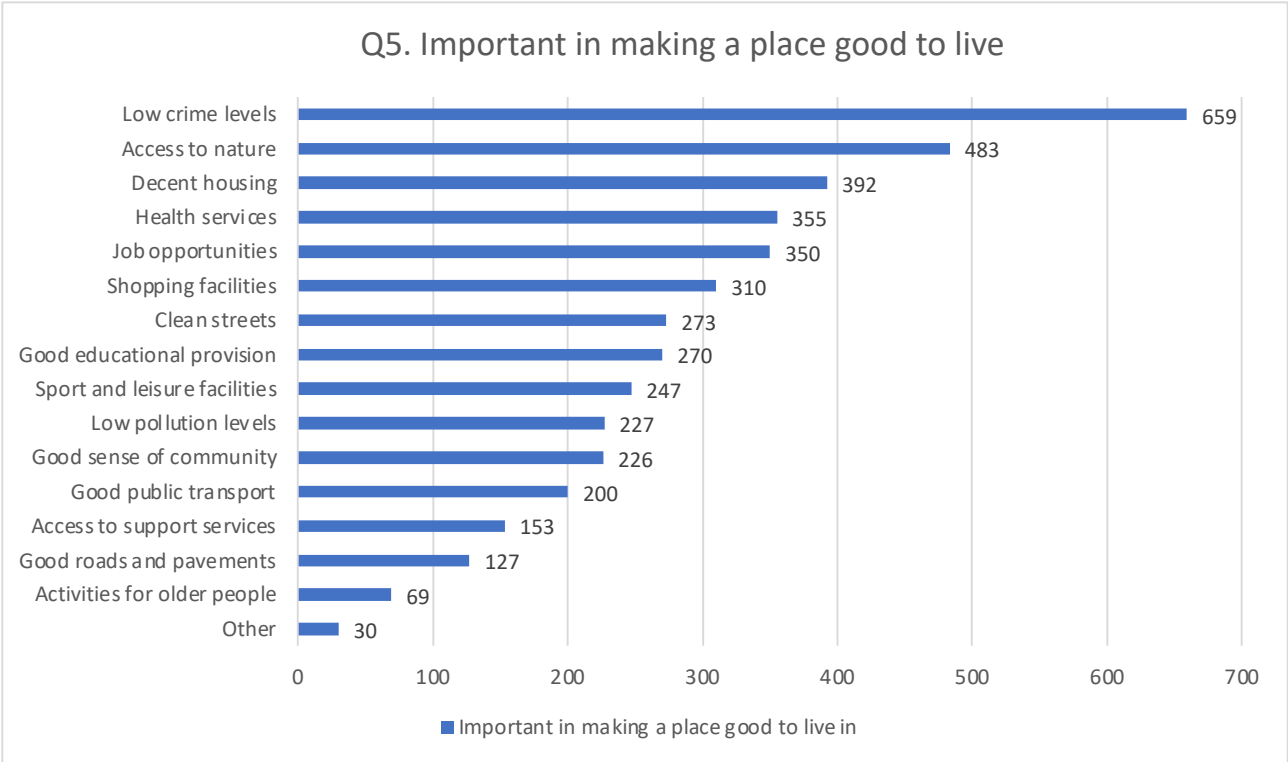


Question 5

Thinking generally, which of these would you say are the most important in making somewhere a good place to live?

This question was not included in the accessible survey option with respondents able to choose up to five options. 952

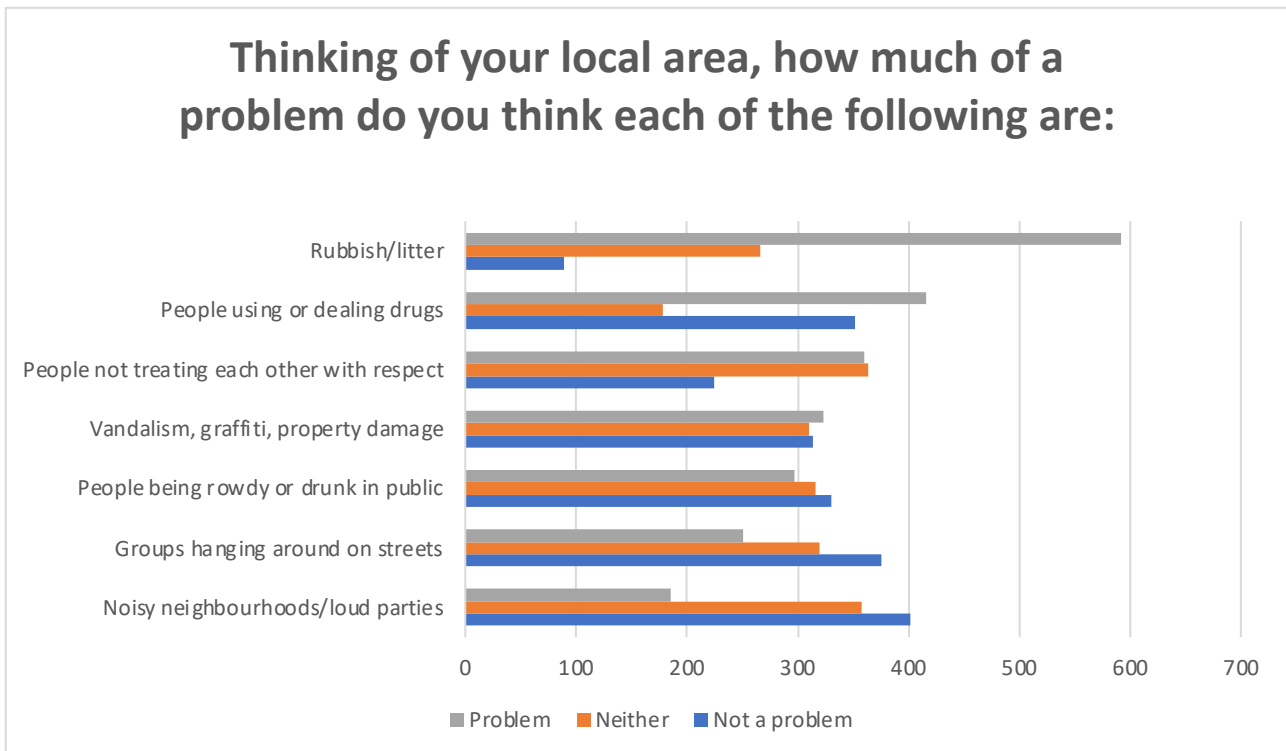
responded to this question in the full survey. This question was not included in the 2018 survey but is periodically included in the annual Malvern Hills District Residents' Survey to inform the development of the council's Five-Year Plan. It was last asked in 2021 and is likely to be again in 2023, prior to the next significant overhaul of the plan's actions. The responses of young people to this question in the 2022 Bigger Picture Survey will also be fed into that review.



Question 6

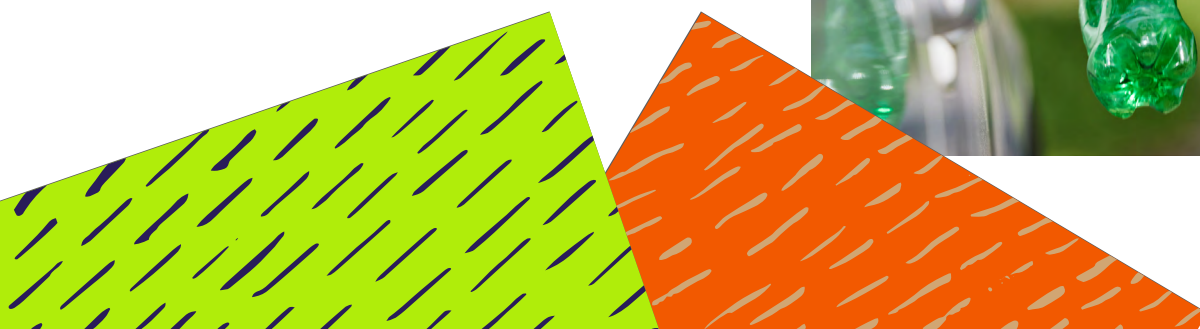
Thinking of your local area, how much of a problem do you think each of the following are:

This question was not included in the accessible survey option.



The biggest issues identified by those who answered this question were litter (63%) and people using or dealing drugs (44%), this is in keeping with the results of the 2018 survey when 51% of respondents felt that litter was an issue and 35% drugs.

This question is also asked each year as a 'tracking' question in the annual Malvern Hills district resident survey. Traditionally relatively few younger people complete the annual residents' survey although we really want to hear from everyone in the district. Including some of the residents' survey tracking questions in the Bigger Picture Survey gives an opportunity to fill in the gaps and include your views in our planning.

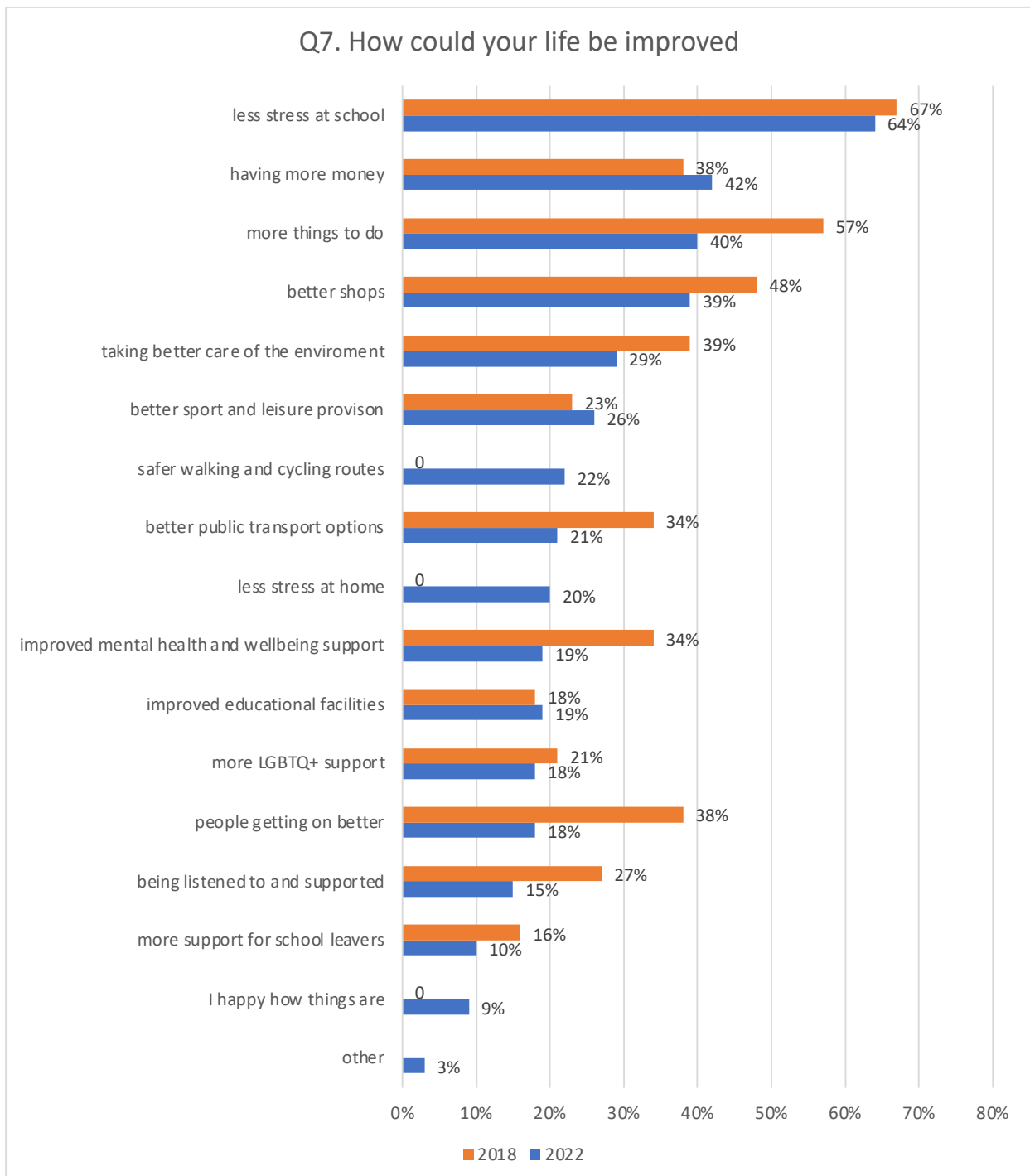


Question 7

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

This question was included in both the full and short on time/accessible survey. Participants were able to pick up to five options, not ranked in order of importance. The same question

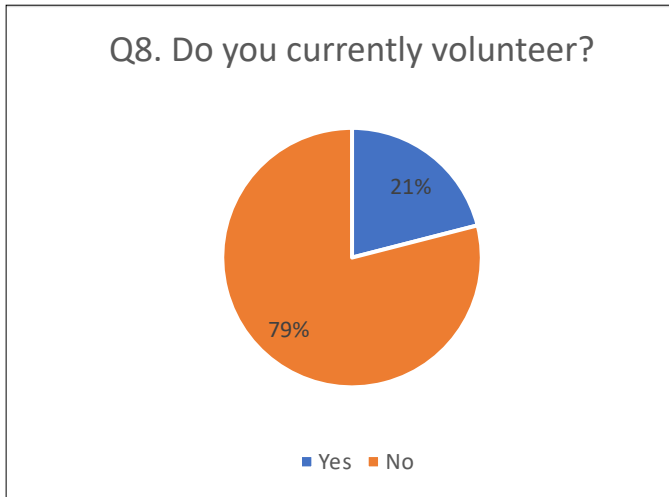
was asked in 2018 and a comparison is made below. Less stress at school and more things to do remain the top two choices but 'being listened to and supported' has taken a significant leap in importance this time round. NB: those options marked as zero in the graph below, were not included as options in the 2018 survey.



Question 8

Do you currently volunteer some time to work with others in a community group, local charity or in some other way in your local area?

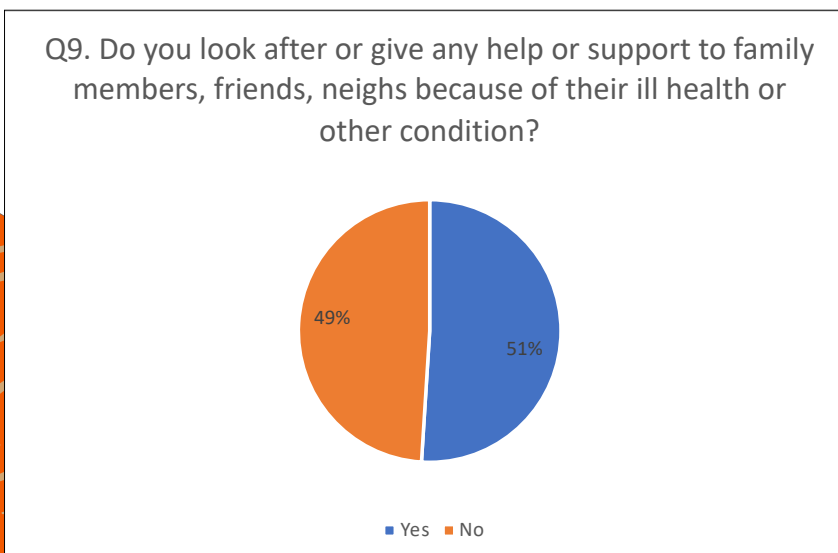
This question was asked in both the full and accessible surveys, with 1065 responses received across both.



In 2018 this question had a slightly different focus, with participants being asked if they would be 'prepared' to volunteer their time, rather than if they already do. At that time 42% said they would be prepared.

Question 9

Do you look after or give any help or support to family members, friends, neighbours or others because of their mental or physical ill health or any other condition (please do not count anything you do as paid employment).



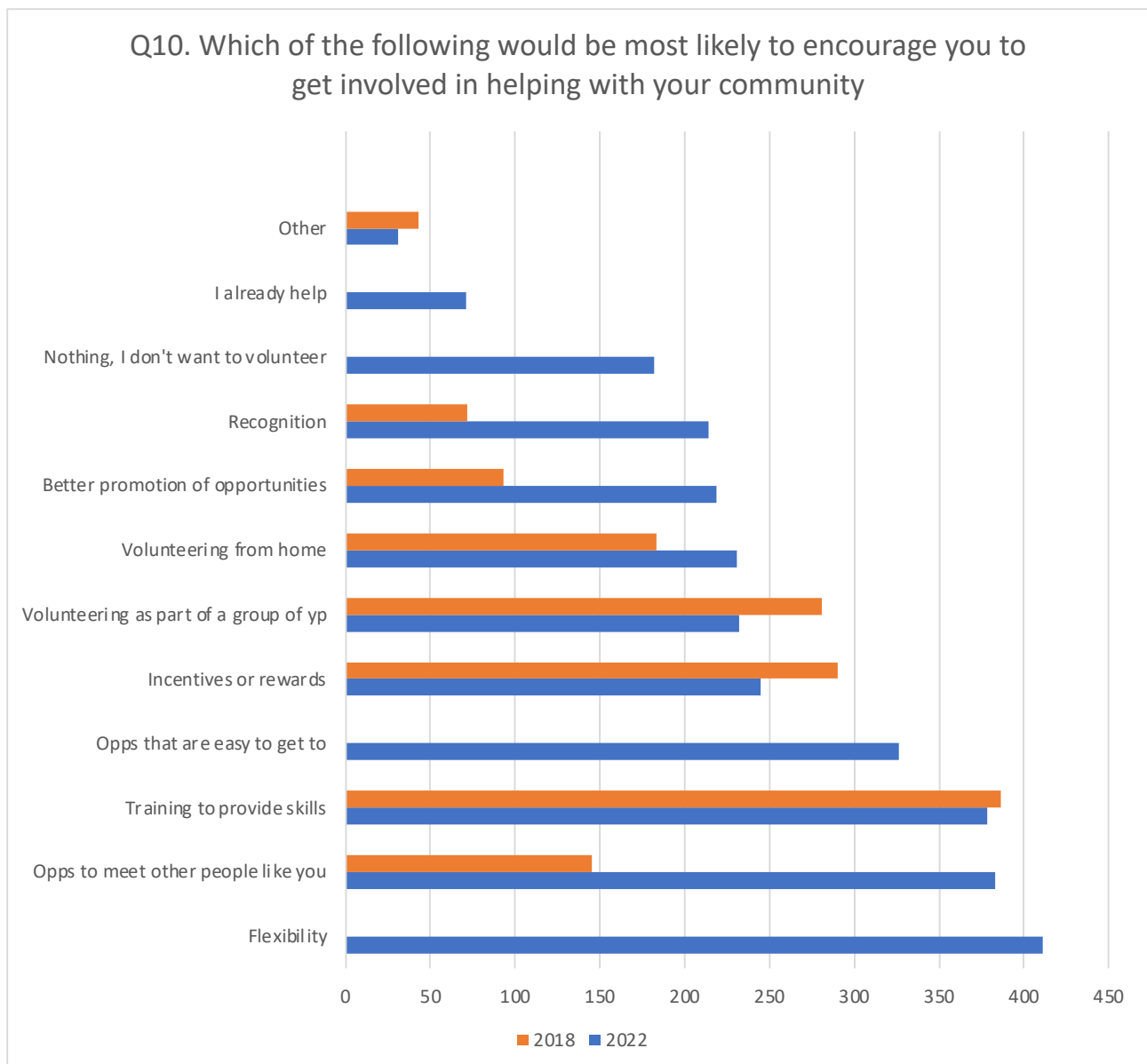
This was a new question for 2022 but was also asked each year in our Resident survey. This question was only asked in our full survey option with 943 responses received. 478 responded yes to this question.

Question 10

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

Participants could choose up to five options with no rankings with 938 responding to this question which was included in the full survey only. A similar question was asked in 2018 and comparisons (where possible) are given below.

Flexible working patterns, opportunities to meet likeminded people and training to develop skills were the top choices for 2022, similarly to the theme of 2018's results

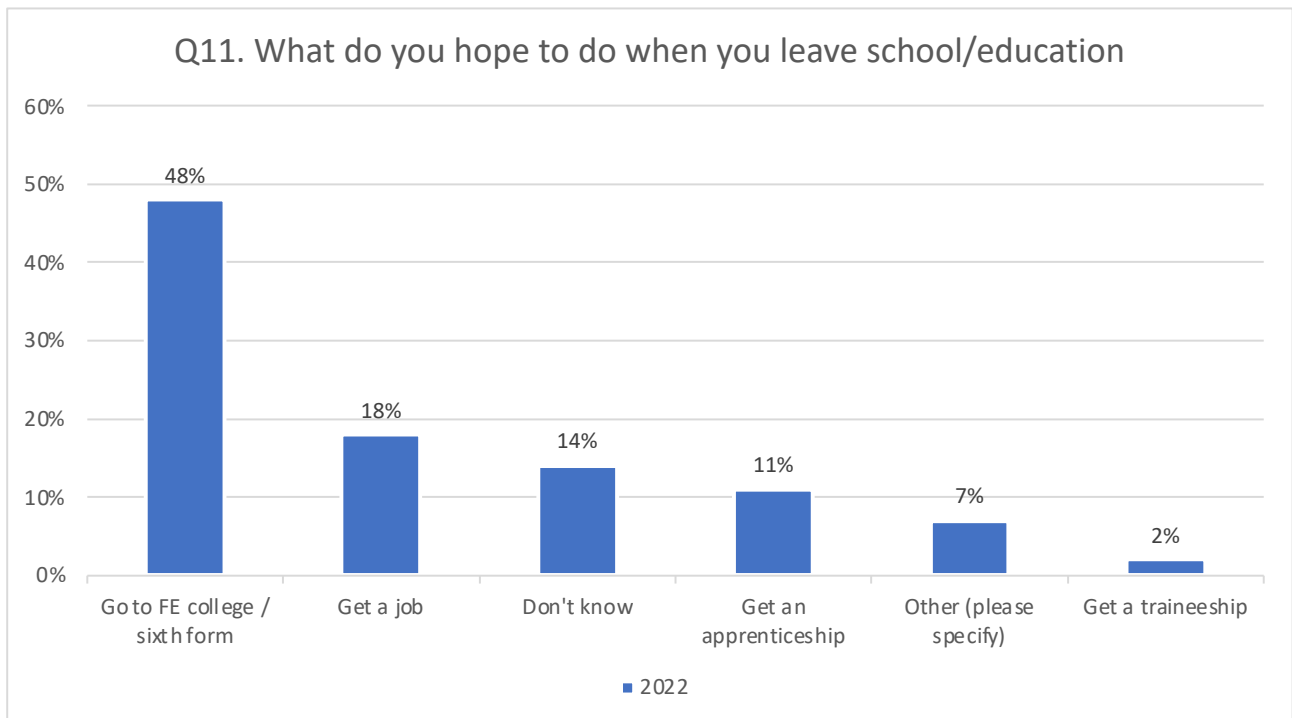


Question 11

**What do you hope to do when you leave school/education?
This question was aimed at establishing next steps after GCSEs.**

1057 participants answered this question across both the full and accessible surveys.

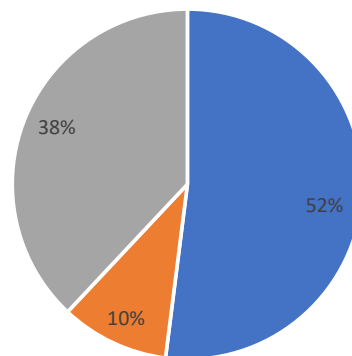
Participants could only choose one option from the list of six. A similar question was asked in the 2018 version of the survey with a focus on University rather than Further Education however, results were very similar with an average of 42.4% pupils wanting to pursue University, compared to this year's 48%.



Question 12

Would you like to go to University?

Q12. Would you like to go to University

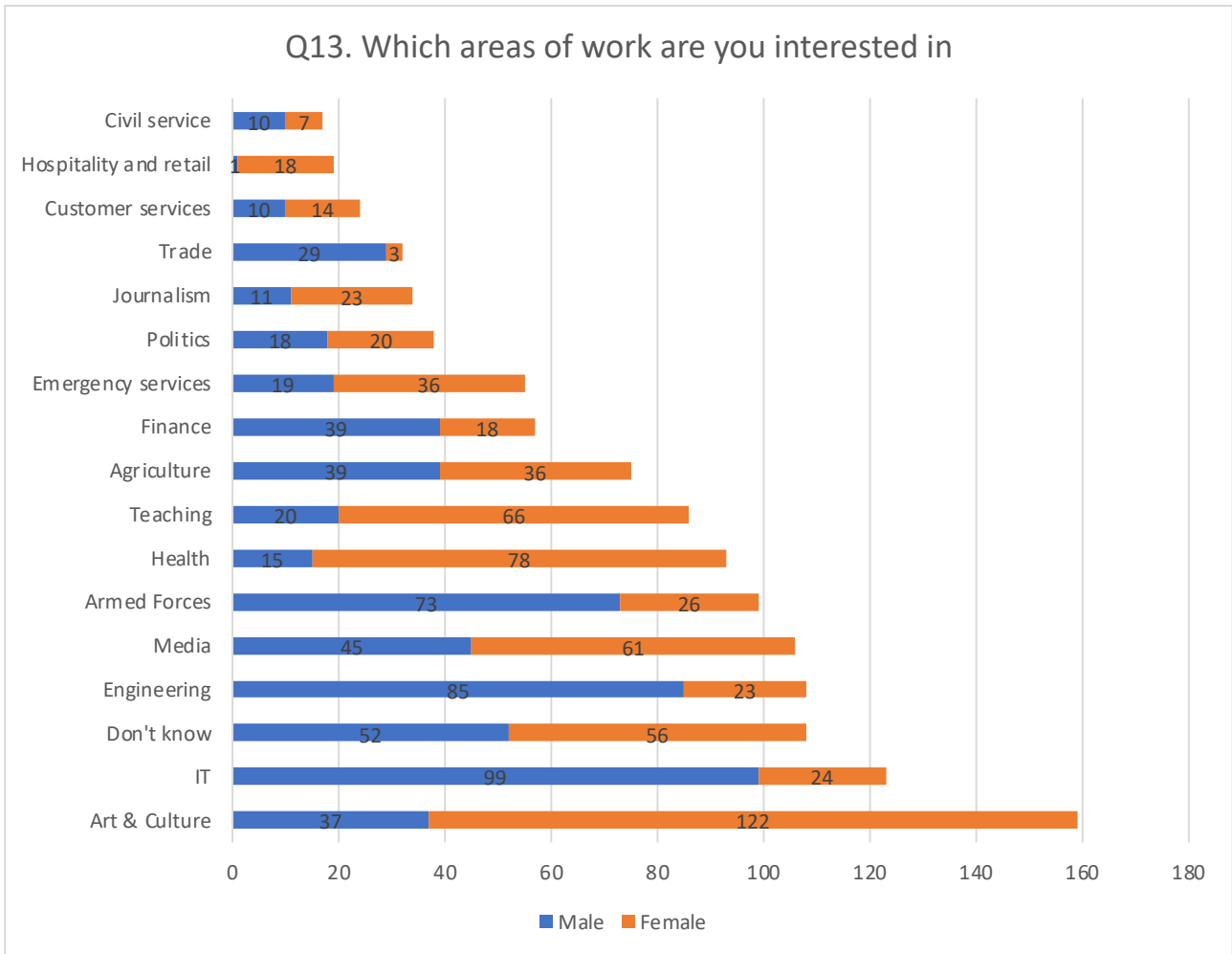


■ Yes ■ No ■ Maybe

Question 13

Which areas of work are you interested in?

There were 17 choices given plus an 'other' option for this question and young people could select no more than two options. Arts and Culture was the most popular overall (as in 2018).



Arts was the most popular option for girls followed by health, media and teaching. IT was the most popular options for boys followed by engineering and armed forces.

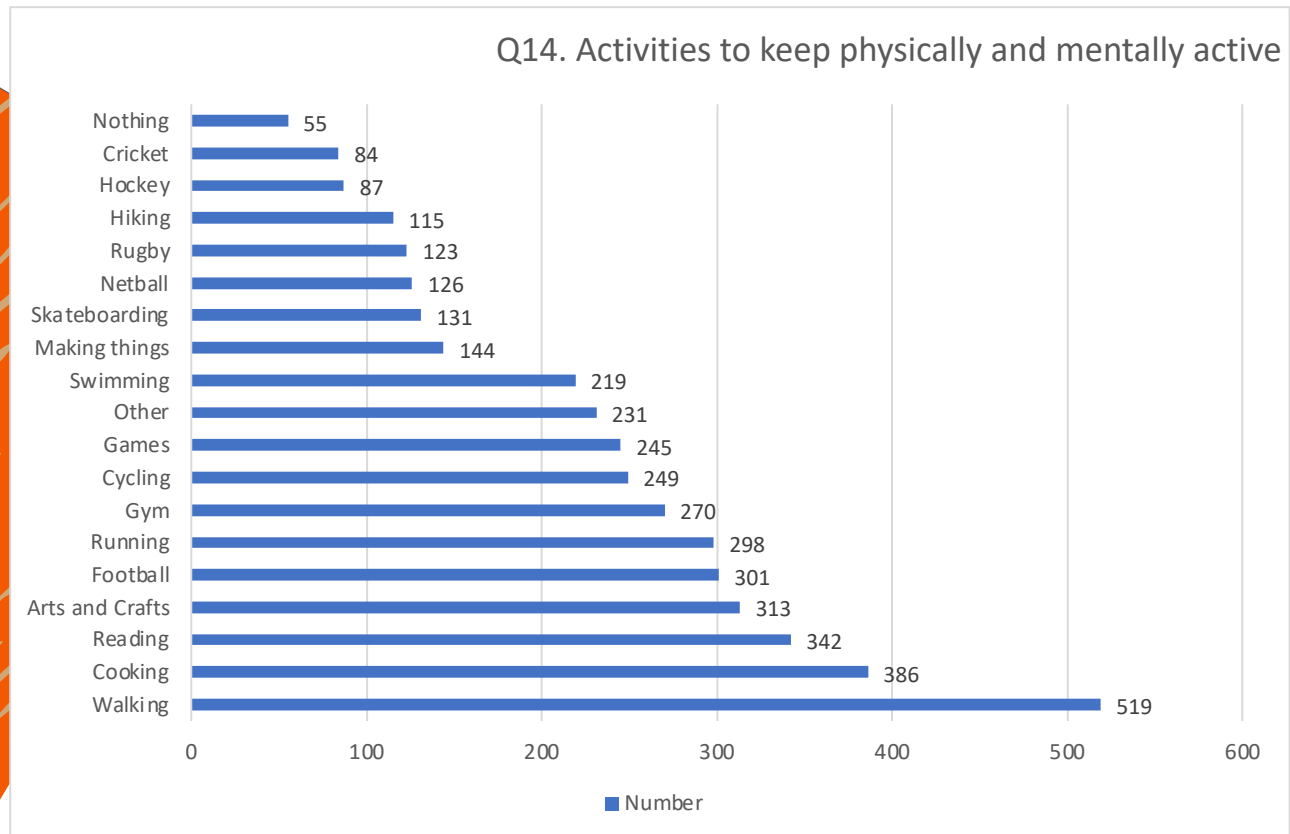
As well as the options provided, 134 chose 'other' and added their own option.



Question 14

What activities or hobbies do you do to keep physically and mentally active outside of school?

This question was included in both the full and short on time/accessible surveys. This was the first time we had included this question in the Bigger Picture Survey. The 2018 version of the survey has a similar question with more general answers.



Question 15

What sport, leisure or creative activity would you like to see in your local area that isn't currently available?

This question was only included in the full survey with 159 responses received. This was a free text question, allowing for respondents to add their own choices. The percentages given below are for the total number of respondents answering this specific question.

The most common answers were Swimming (28%), Football (28%), Skateboarding (19%), Bike trails (19%). Other answers included Netball, gym, art and photography, Basketball and Tennis. In the previous 2018 survey however, football, rugby and tennis all shared popularity differing to the 2022 results where it is resounding swimming and football which is desired by the young people in the Malvern Hills District

Question 16 and 17

Do you attend a youth club or organised youth group outside of school hours?

222 participants (24%) said they did attend a youth club or organised youth group and 697 said they did not.

Question 17 was a free text question asking for reasons why they did not attend a group but also for what they like about the group/s if they do attend.

The top three reasons why participants like their youth group were 'fun', 'enjoy the activities' and 'judgement free'.

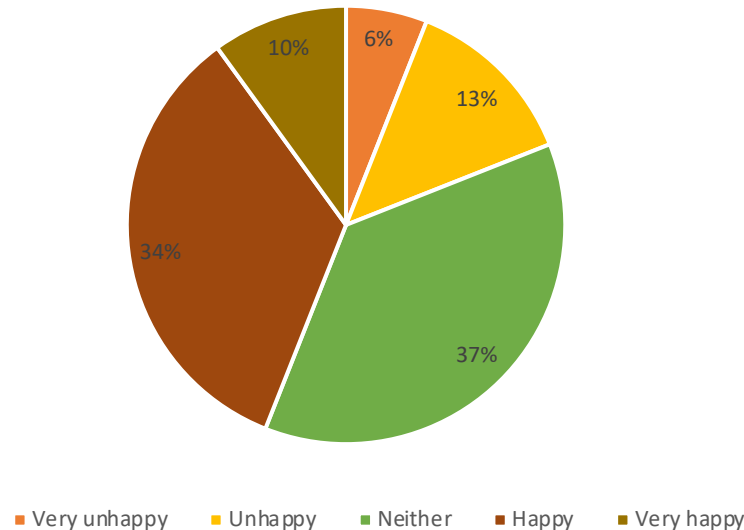
The top three reasons why participants do not attend a youth group are 'not interested', 'no time' and 'lack of transport'.

Question 18

How happy are you with your current mental health and wellbeing education?

The following set of questions on mental health education, were set by the district council's youth forum and are all new to the 2022 survey.

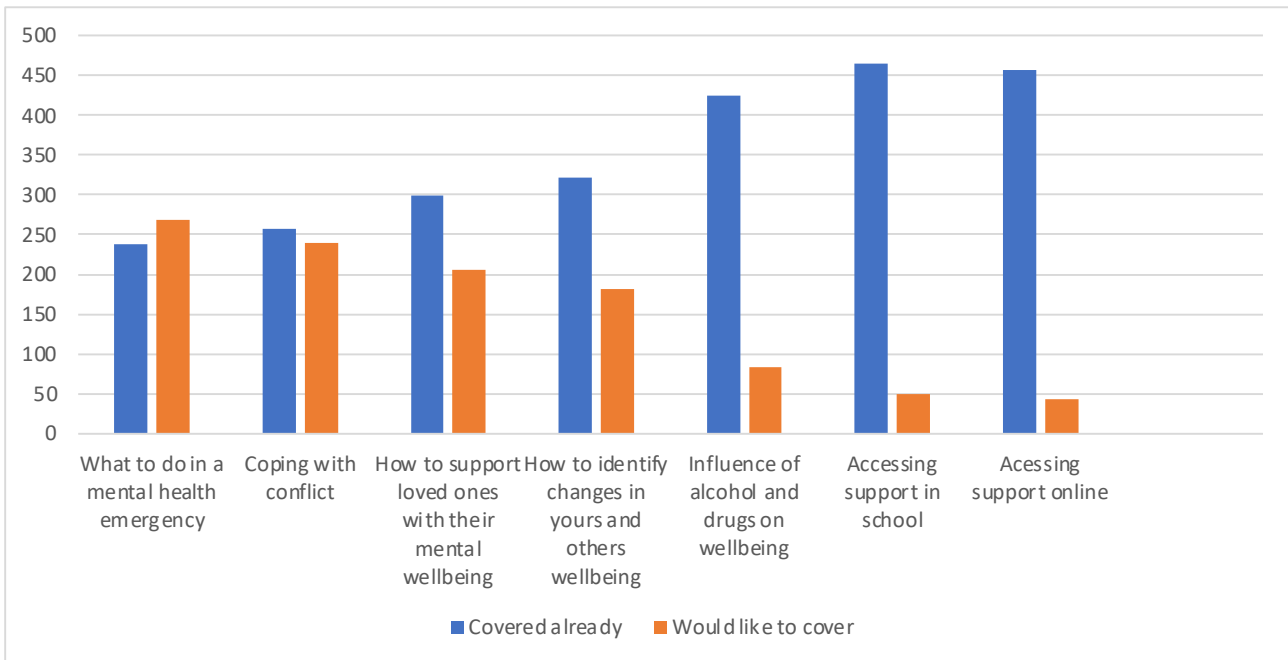
Q18. How happy are you with your current mental health and wellbeing education



Question 19 and 20

Which of these have you already covered as part of your mental wellbeing education and which would you like to cover (if you haven't already)?

542 participants answered this question in the full survey only.



Are there any other topics you would like to cover as part of your mental wellbeing education?

This was a free text option. The most popular answers included:

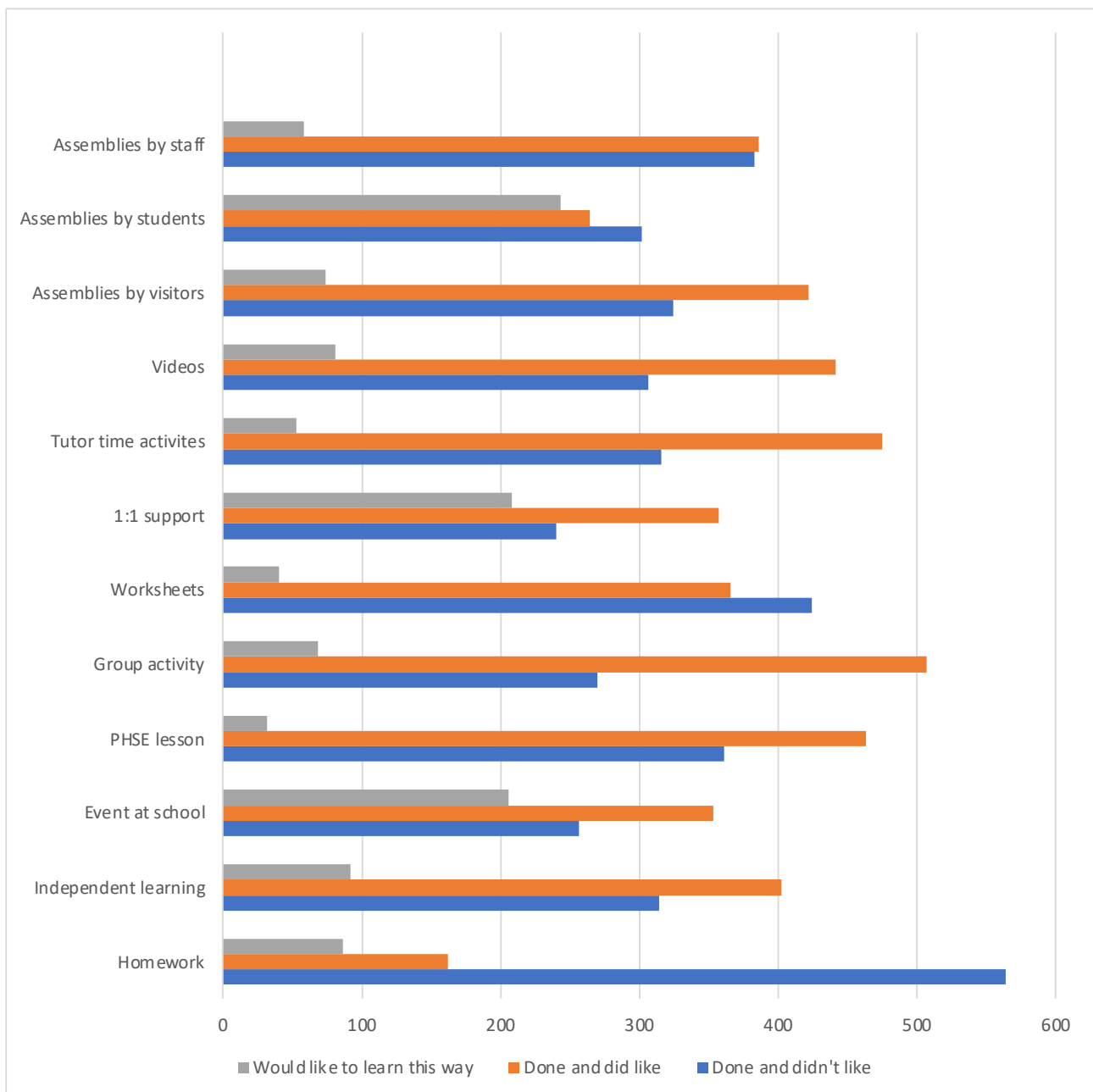
- Exam stress
- LGBTQ+ support
- Social anxiety and peer relationships



Question 21

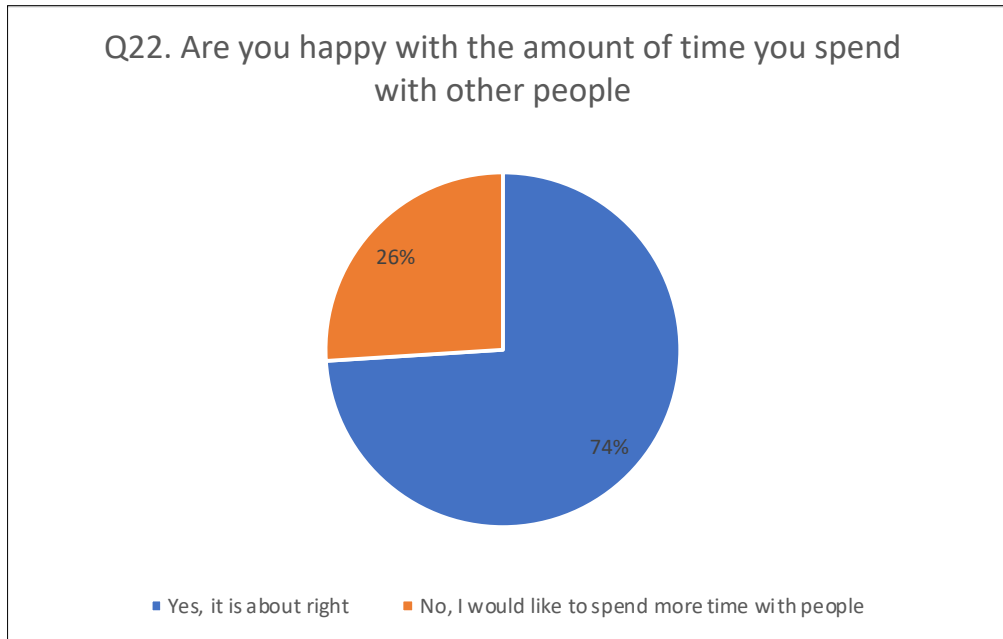
In what ways have you learnt about mental wellbeing in school and in what ways would you like to learn?

This question was only included in the full survey. Considering the methods that young people had already learned about mental wellbeing at school the most liked method was through group activities, and the least liked was via homework. The most popular way in which young people would like to learn about mental wellbeing in school is through assemblies given by students.



Question 22

Are you happy with the amount of time you spend with other people?

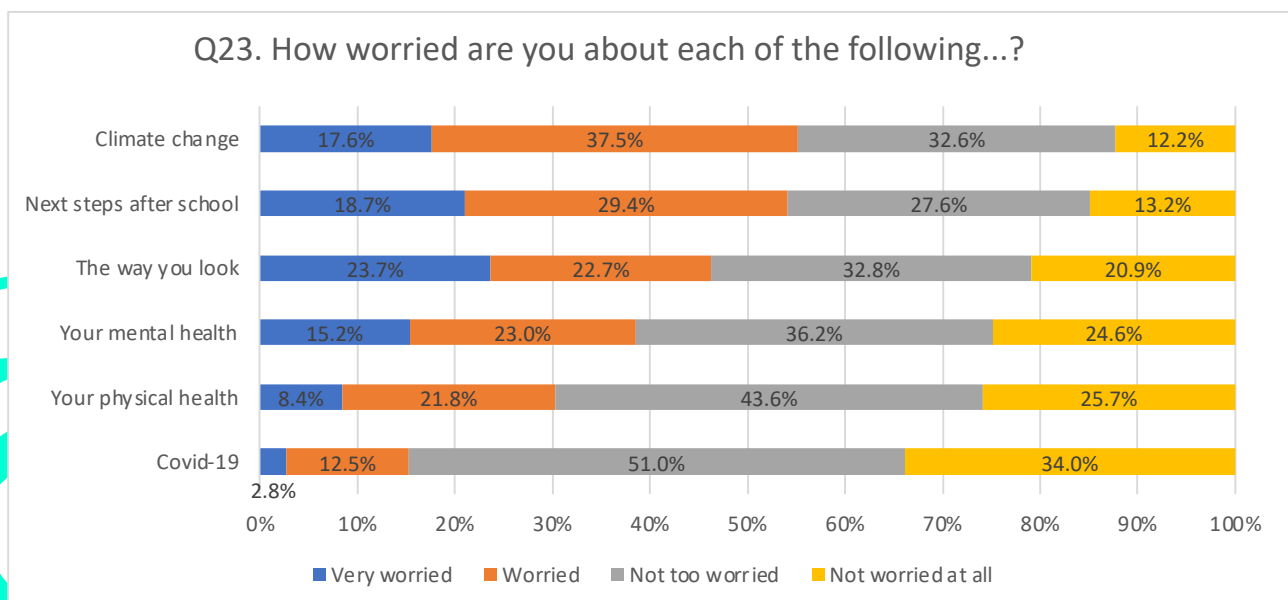


This was a new question for 2022 and was only included in the full survey. 689 answered that they were happy and 238 said they were not happy with the amount of time they spend with other people.

Question 23

How worried are you about each of the following:

This was a new question for 2022, asked only in the full survey and six options were given, and participants could tick as many as they liked. Biggest concerns include climate change with 55% of those who answered saying they are worried or very worried about it; next steps after school with 48% worried or very worried and 'the way you look' with 46% worried or very worried.

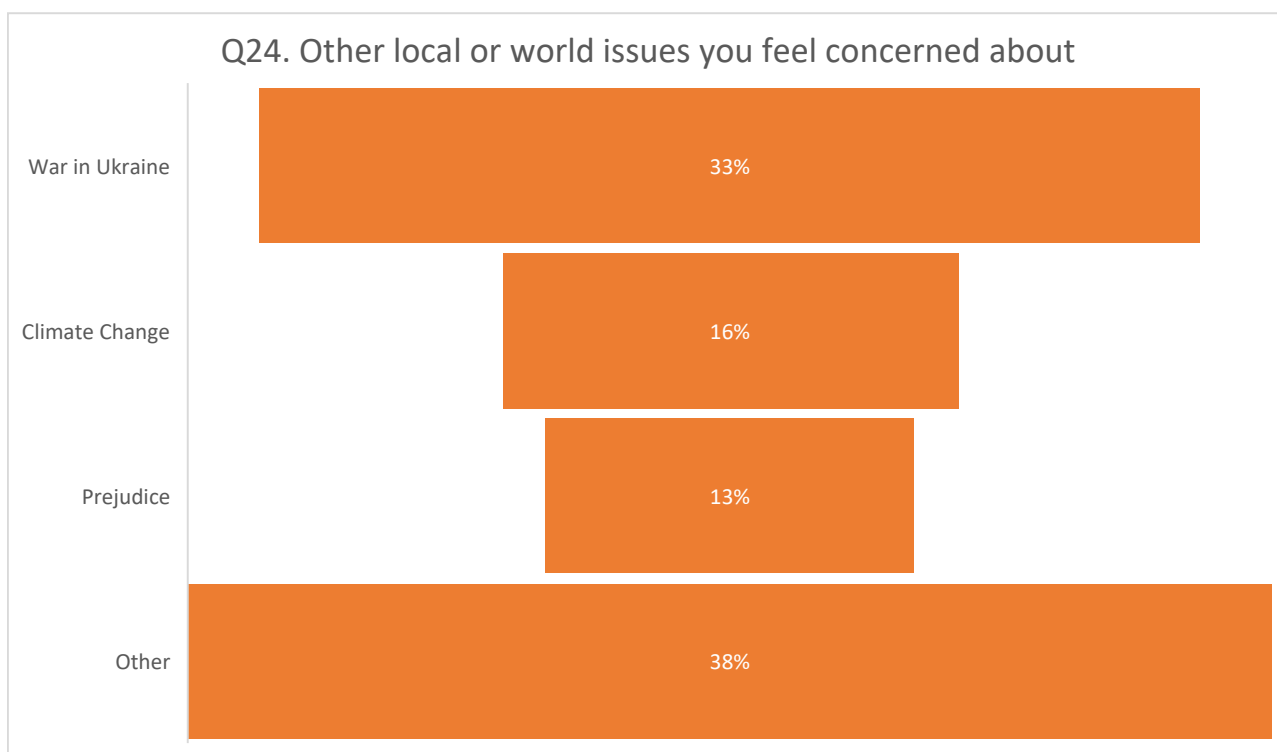


Question 24

Are there any other local or world issues you feel concerned about?

This was a free text question, asked in the full survey only.

There were 192 responses to this question.



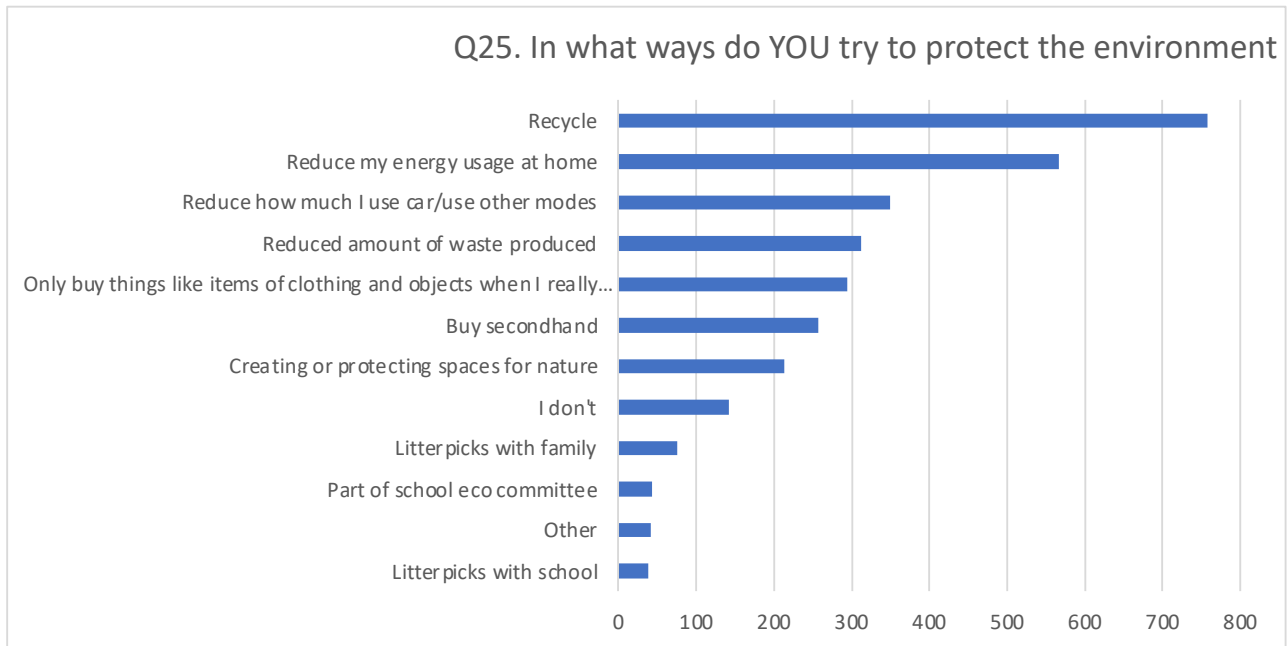
Other issues raised included cost of living (5%), community safety (4%) suicide (4%) and substance abuse (3%).



Question 25

In what ways do YOU try to protect the environment? *When answering think about what you do, rather than what your family does*

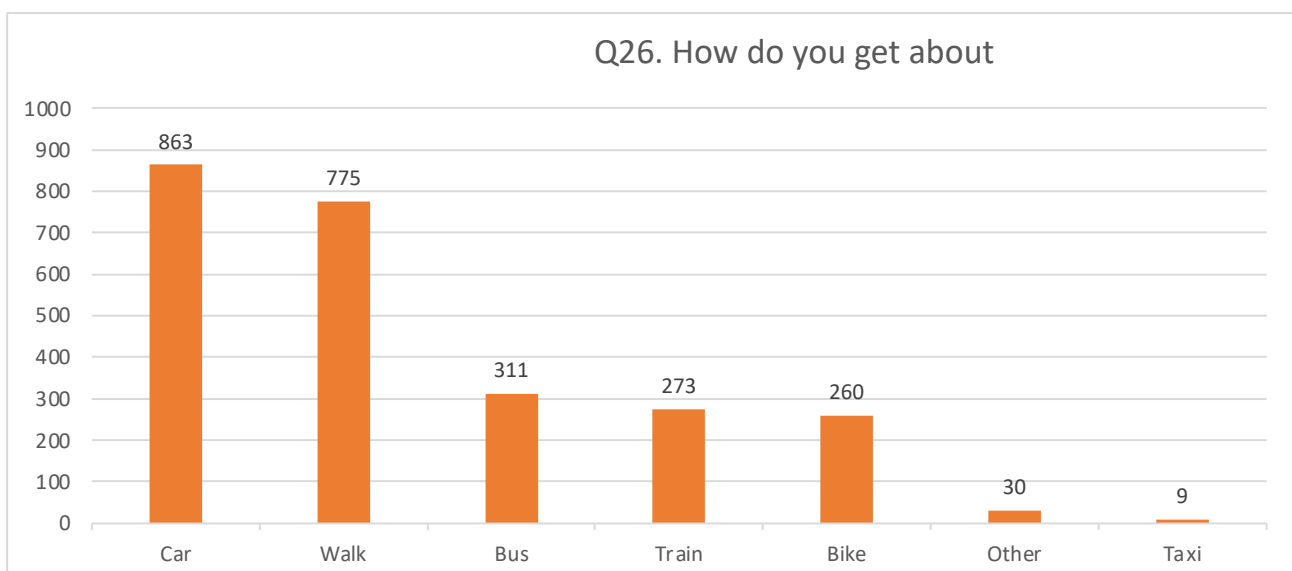
This question was asked in both the full and short on time/accessible surveys. Participants were given a drop-down list of 11 options for this question plus an 'other' option and could choose as many as they liked. This question was new for 2022 and was included in both the full and accessible surveys. The most popular choice was recycling.



Question 26

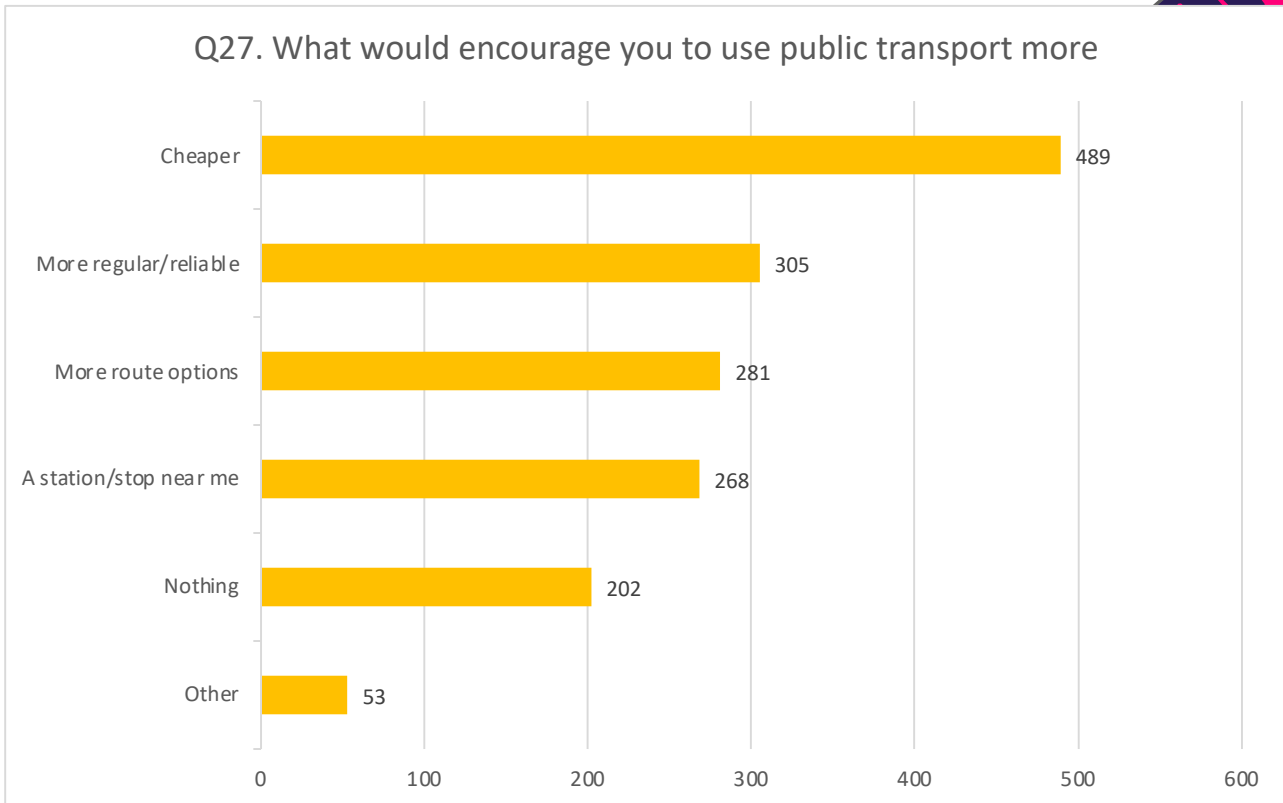
How do you get about?

This question was asked in both full and accessible surveys and was new for 2022. Participants could choose up to three options from the list of six plus an 'other' option.



Question 27

What would encourage you to use public transport more?



This question was only included in the full survey with five options being given along with an 'other' option.

Question 28

What would encourage you to walk/cycle more?

This was a free text question, only asked in the full survey. 527 provided an answer to this question with the most popular responses including:

Cycle paths (62); manageable distances (61); already do (57) and safer roads for cyclists (48). Other responses included good weather; cost of bikes and safety equipment; understanding the health benefits and getting fit and having friends/clubs to cycle with.

Question 29

Is there anywhere you would like to see a bus route introduced?

This was a free text question, only included in the full survey with 181 suggestions received with the most popular option being Upton (20). Other suggestions included Leigh Sinton, Malvern Wells, West Malvern.



Question 30

Is there anywhere you would like to see a cycle route introduced?

This was a free text question, only included in the full survey with 227 suggestions received with the most popular being West Malvern (14). Other suggestions included Upton and Malvern Wells.

Question 31

Is there anything else you would like to tell us about being a young person in the district?

This was a free text question, only included in the full survey with 188 comments made.

The most popular answer was 'mental health' (13 – many did not elaborate on this but some added that their own mental health could be improved) followed by 'not enough opportunities for young people' (11).

Appendices

The following are some other surveys that have taken place with young people in 2021/22 in Worcestershire and can be used as a helpful comparison with the results of the Bigger Picture Survey:

Healthwatch Young People's Health and Emotional Wellbeing Survey

202 young people completed the Health and Emotional Wellbeing Survey from December 2021 to February 2022. Summary and results can be viewed at www.healthwatchworcestershire.co.uk/young-peoples-health-and-emotional-wellbeing-report/

Make Your Mark

In February 2022, 2,362 young people from Worcestershire voted in the UK Youth Parliament Make your Mark ballot, on the top issue for them. In Worcestershire, the top issue voted for was the Environment, nationally the top issue was health and wellbeing. The full list of results can be viewed at www.byc.org.uk/uk/uk-youth-parliament/make-your-mark

Worcs

Covid Recovery 4%

Education and Learning 20%

Environment 21%

Health and Wellbeing 19%

Jobs, money, homes and opps 20%

Our rights and democracy 5%

Poverty 11%

National

Covid Recovery 6%

Education and Learning 18%

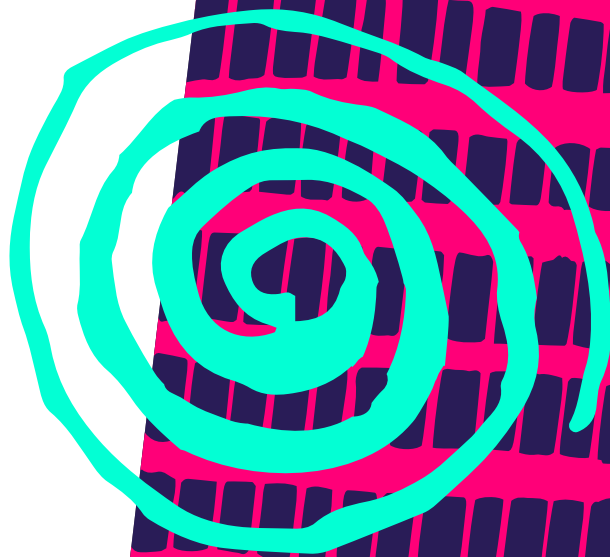
Environment 17%

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