Life in Wyre
Task Group Notes

Notes of the meeting of the Life in Wyre task group held on Thursday 18 May 2017 at the Civic Centre, Poulton-le-Fylde.

Members present:

Councillor E Anderton  Councillor Robinson
Councillor M Anderton  Councillor Smith (Chairman)
Councillor C Birch     Councillor Matthew Vincent
Councillor Ellison     Councillor Walmsley
Councillor Ormrod     Councillor Wilson

Others present:

Councillor Taylor, Health and Community Engagement Portfolio Holder
Rosie Green, Policy and Engagement Manager
Peter Foulsham, Scrutiny Officer

LIW.01 Election of Chairman

Councillor Smith was elected as Chairman of the task group.

LIW.02 Election of Vice Chairman

Councillor C Birch was elected as Vice Chairman of the task group.

LIW.03 Apologies for absence

Apologies for absence were received from Councillor Lady Atkins.

LIW.04 Declarations of Interest

None.

LIW.05 Life in Wyre Resident Survey – the context for the review

Councillor Taylor (Health and Community Engagement Portfolio Holder), and
Rosie Green (Policy and Engagement Manager) provided councillors with the
background and context within which the scrutiny review would be carried
out, and referred to a number of documents that had been circulated to members in advance of the meeting.

Rosie Green explained that the Life in Wyre Resident Survey (LiW) was a household survey jointly commissioned with the Fylde and Wyre Clinical Commissioning Group, which was sent out to 3500 households every two years. The survey was administered by Infusion, a not-for-profit organisation, which was part of Blackpool Council. Households were randomly selected, in order to ensure that the survey was representative. There had been a 41% response rate to the most recent survey, one of the best response rates in Lancashire. (Ms Green agreed to provide councillors with details of how the target households were selected).

Ms Green informed councillors that the survey results had helped to guide the recently adopted Campaigns Plan and was reflected in the council’s Business Plan. The Democracy in Wyre campaign had been put in place in the light of the survey results and the Wyre Voice magazine reflected issues identified in LiW. The cost of the survey was £6-7k which was seen as providing good value for money.

Rosie Green made a number of other points about LiW, some of which were prompted by questions from councillors, including:

- Quite a lot of information was gathered that was relevant to Lancashire County Council. A report was prepared for them but little or no acknowledgement was usually received.

- The public’s perception of a service did not always reflect the reality of a service (e.g. dog fouling).

- Infusion had an in depth knowledge of the LiW survey as well as detailed knowledge about what the main resident issues were across Lancashire.

- Detailed information about how the 3500 households were identified and distributed could be provided by Infusion.

- There was often a very simple and logical explanation for any recorded decrease in satisfaction scores.

- The LiW survey had been used for approximately twenty years, the last three editions of which had included a specific section on health.

- There was an incentive for people to return their forms; last year they were included in a draw for a Kindle Fire.

- The survey remained open for approximately three months, the Communications Team being very active in reminding and prompting potential respondents during that time.
Councillors expressed a number of concerns about the current survey format, which were likely to be the subject of further investigation during the review. For example, the point was made that the survey should be accessible for people with disabilities. It was also posted to people when many would prefer to respond online. An additional point was made that the survey, as it was presented currently, was not “an easy read”, and councillors wondered whether it could be made more concise. Rosie Green responded to this last point by reminding the task group that the council covered a wide variety of services so it was helpful if the public’s views about all (or at least most) of these were gathered. She reminded members that the survey also incorporated health questions, as posed by the Clinical Commissioning Group. A copy of the survey document would be sent out to task group members before the next meeting, for their information.

The Chairman thanked Councillor Taylor and Rosie Green for their informed and pertinent contribution to the review.

LIW.06 Scoping Document

A number of amendments to the draft scoping document were agreed. A revised version of the scoping document was to be distributed to task group members with these notes.

LIW.07 Public involvement

It was agreed that future meetings of the task group would be held in public.

LIW.08 Next Steps

The task group agreed that a representative from Infusion be invited to attend the next meeting of the task group. Councillors would be asked to identify their key areas for questioning in advance of that meeting.

LIW.09 Date and time of next meeting

To be confirmed. 13 July at 6pm in Committee room 2

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