

KIRKLEES HEALTH & WELLBEING BOARD	
MEETING DATE:	21 November 2019
TITLE OF PAPER:	Current Living in Kirklees (CLiK) Survey 2020
1. Purpose of paper	<p>To inform the Board about plans for undertaking a Current Living in Kirklees (CLiK) survey in 2020 and to seek endorsement and support from the Board for this being undertaken and funded on a Partnership basis.</p>
2. Background	<p>Current Living in Kirklees (CLiK) surveys have been undertaken on a regular basis since 2001. The last CLiK survey was in 2016 and was run jointly by the NHS and Council, funded by Public Health. CLiK 2016 was a postal self-completion survey using a disproportionate stratified random sample of just over 42,500 households (with an option to complete online). A response rate of 20% was achieved (just under 8500 people) and just under 6% of responses were completed online.</p> <p>The CLiK survey provides data that is not available through any other routine data collection processes. It is a key intelligence source for the Kirklees Joint Strategic Assessment (KJSA); provides vital indicators for monitoring trends and inequalities; and supports intelligence-led decision making across the Council, CCGs and wider integrated health and social care system. As we move towards a more integrated approach to health and social care commissioning and delivery, the success of Primary Care Networks (PCNs) and Population Health Management will depend on robust and timely local intelligence to provide a baseline assessment of needs and support the ongoing monitoring and evaluation of impacts and outcomes.</p> <p>Place-based working across Kirklees partnerships also depends on local intelligence to understand local needs, assets and changes over time. CLiK surveys with sufficient sample size can provide robust intelligence at a district and sub-district level to support place-based approaches and also provide important intelligence about our diverse demographic and socio-economic population groups and segments.</p> <p>The CLiK survey is also a key resource for the robust collection of population indicators for monitoring progress towards shared outcomes across Kirklees communities and places; particularly in relation to health, independence, safety and cohesion, clean and green and economic wellbeing.</p> <p>We know that previous CLiK surveys have made a difference to what we commission and provide and for whom. For example, when CLiK results told us that almost a third of the adult population suffered from pain this helped to raise the profile of chronic pain across Kirklees and identify what would need to be focused on by a chronic pain service. When we found that smoking rates were high among young women and where they were highest in Kirklees, this enabled us to coordinate and target our smoking cessation and Smokefree services much more effectively.</p>
3. Proposal	<p>Given the central importance of CLiK to local intelligence needed by Kirklees partner organisations, a partnership approach to CLiK 2020 survey is proposed. CLiK survey monies are no longer available from the Public Health Service and partnership funding is therefore being sought.</p>

The Board is asked to commission the Kirklees Partnership Executive to fund a partnership CLiK 2020 survey. It is proposed that the Council's Intelligence & Performance Service coordinates and project manages the survey and commissions a research company via the Council's Research Services Framework to deliver the survey in Autumn 2020.

The survey sample size will be largely determined by available funds. As a guide it is proposed that a minimum response sample of 9,000 is aimed for in order to provide adequate sample sizes for meaningful demographic analyses at PCN (based on approximate ward boundaries) and council sub-district 'locality' level.

4. Financial Implications

CLiK surveys have previously been funded from Public Health reserves which are no longer available. Partnership funding is required to commission a research company to undertake CLiK 2020. Intelligence requirements gathering, questionnaire content and detailed data analysis will be resourced by the council's Intelligence & Performance Service.

The CLiK 2016 survey cost £100,000 (£85,000 provided by Kirklees Public Health and £15,000 provided by EuroQual as part of a research collaboration agreement) for an achieved response sample of 8,500. Based on the average value of indicative quotes from Research Companies, estimated costs in 2020 would be around **£75K for an achieved sample of 7,500** and around **£95K for an achieved sample of 10,500** (assuming a 20% response rate).

Costs could be reduced if a larger proportion of respondents completed the survey online. It is therefore recommended that targeted and tailored pre-survey communications are utilised effectively to encourage on-line survey completion or that a 'push to web' method is used.

5. Sign off

Rachel Spencer-Henshall
8 November 2019

6. Next Steps

- (a) Identify the most appropriate partnership forum to agree joint funding of CLiK 2020.
- (b) Establish a partnership CLiK 2020 steering group to coordinate intelligence requirements, oversee survey project management and ensure the CLiK 2020 is successfully completed.

7. Recommendations

- (a) Support and endorse a partnership approach to the CLiK 2020 survey
- (b) Commission the Kirklees Partnership Executive to coordinate joint funding of CLiK 2020.
- (c) Commission the Council's Intelligence & Performance service to project manage the survey using the most appropriate methodology to achieve a robust and representative sample to provide Kirklees and sub-district level intelligence.

8. Contact Officer

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