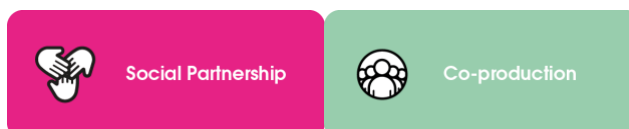




HEALTH & SOCIAL CARE



Kirklees Council

The Current Living in Kirklees Survey 2021: Centralising intelligence needs through co- operative partnerships

All local authorities face the challenge of understanding the health and wellbeing of the local population to efficiently allocate resources. Publicly available data exists at a local level for many health and wellbeing outcomes (such as the Office for Health Improvement and Disparities' [Public Health Profiles](#)), this information is not exhaustive and not always at the geography needed (e.g., wards, Middle Super Output Area). Similarly, local populations' changing needs, and priorities for resource allocation present gaps in the information we have about our local residents. To bridge these gaps in intelligence, Kirklees Council's Data and Insight Service uses population surveys and a partnership approach to better understand the health and wellbeing Kirklees residents.

The Current Living in Kirklees (CLiK) survey runs approximately every four years and gathers comprehensive data on the health, wellbeing and social circumstances of Kirklees residents aged 16+ across a range of measures, including health-related behaviours, quality of life and perceptions of place. We use existing questionnaire items where possible, such as the short Warwick–Edinburgh Mental Wellbeing Scale, to maintain reliability and enable comparisons with national benchmarks.

Previous CLiK surveys have always incorporated an element of partnership working via project boards although most decisions were driven by Kirklees Council as the primary commissioner. In 2021, a full partnership approach was adopted to deliver the latest CLiK survey, which was jointly funded and driven by a number of local organisations, all of whom have a vested interest in understanding the needs of citizens and monitoring progress towards Kirklees' shared outcomes.

The 2021 survey content was based on the intelligence needs across partner organisations incorporating a core set of questions (used in all CLiK surveys) to track trends

overtime. Due to limited questionnaire space, partners were asked to prioritise the inclusion of questions which could not be answered from other sources (e.g., local projects, surveys or publicly available data). Questions new to CLiK in 2021 were revised by the project managers and a consensus was reached jointly across partners on their inclusion in the survey.

The CLiK survey was promoted digitally through internal (e.g., staff newsletter, intranet) and external (e.g., social media) channels across partner organisations. In total, 6,208 people completed CLiK 2021 and the data was re-weighted to better reflect the Kirklees population. The data was analysed and disseminated through a variety of accessible formats to reach a wide audience. This includes an [executive report](#) which outlines key findings and inequalities through infographics and an animated video which is available to watch via [Kirklees Council's YouTube channel](#). Similarly, insights on inequalities across protected characteristics for key survey questions have been summarised using the infographic poster on this page. Further details of the methodology can be found on the Council's Involve platform: www.kirklees.gov.uk/clik2021.

Benefits of Partnership Working

Adopting a partnership approach for CLiK 2021 allowed us to identify shared intelligence gaps and to tap into the expertise, specialist knowledge and networks of local partner organisations. This was especially beneficial when promoting the survey. Targeted outreach and engagement activity was facilitated by local Community Champions (funded by one of our partner organisations), who played a key role in promoting the survey and helping residents to take part, including (but not limited to) providing translation support. Working as a co-operative partnership provided an opportunity to broaden the questions included in the CLiK survey whilst fulfilling some of the intelligence needs and gaps across organisations. An added benefit of utilising partnership working in this way is the reduction in time and resources needed to fulfil common intelligence gaps and economies of scale. By centralising the needs and priorities of partner organisations, we are able to provide data and insights to our partners using a single, large-scale survey, reducing the burden on organisations to collect data independently.

Applications and Next Steps

Insight from the CLiK survey helps organisations across Kirklees identify priorities and work more effectively with local communities to make a positive difference to the lives of local people. This is achieved by analysing data across protected characteristics (e.g., age, sex, ethnicity) and places (e.g., wards) and sharing these insights with partner organisations and the wider public. Data is used to inform commissioning decisions, update the Joint Strategic Assessment and monitor the impacts of partnership strategies using key outcome indicators. CLiK data is vital for understanding and monitoring inequalities across the Kirklees population and enables partner organisations to tailor and target services and interventions appropriately.

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