

Communications Advisory Group

Report June 2024

A very successful evening was held on Friday 17th May at the Village Hall for a group of 11-18 year olds. The evening was supported by the Integrated Care Partnership and Huntingdonshire District Council– Active Lifestyles. The aim of the event was to seek feedback about what activities and support was sought by young people in Buckden.

The event consisted of 90 minutes of activities, provided by 2 Active Lifestyles Coaches, which included Archery and Cornhole, followed by Pizza. Those that attended were entered into a draw to win a £50 Amazon Voucher, and were all provided with a tote bag to take away that included motivational wrist bands, stress balls, sweets, and information from Centre 33, who provide free, confidential support for young people up to the age of 25 about family problems, mental health, housing, money, sexual health etc.

The feedback from attendees was combined with that from those who completed the survey issued previously. A full report on the event can be accessed in the appendix below.

However in summary

- 66% of responses said that availability of things to do in Buckden was poor – fair. There was a lot of reference within the feedback to the local park, and this seems to be a popular place amongst all age groups, though feedback suggests improvements could be made to the climbing wall and the need for equipment relative to this age group.
- 96% of responses said that they'd like to see more indoor and outdoor spaces made available, with free activities for teenagers. Suggestions include multi-purpose pitches for a variety of sports, a skate park, table tennis, art groups, and places/meeting points for this age group to go indoors for drinks, snacks – somewhere young people friendly.

APPENDIX

Buckden Young People's Survey – What Matters to Me



The survey was launched on Monday 22nd April.

Buckden Young People's Event



The event took place on Friday 17th May.

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1. Purpose of the report

The purpose of this report is to provide information on the responses and feedback received following the launch of the Buckden young people's survey on Monday 22nd April, and the Buckden young people's participation event that took place on Friday 17th May.

2. Background

North Cambridgeshire and Peterborough Care Partnership (North Care Partnership) part of the Cambridgeshire and Peterborough Integrated Care System (ICS) is working to improve the health and wellbeing of communities across North Cambridgeshire and Peterborough. Our vision is to support people to stay well, be independent and live longer ensuring every person matters and every contact counts. North Care Partnership, works across health, local authority, voluntary sector, and with the local community, to address the wider determinants of health and wellbeing.

The A1 PCN is made up of 5 GP Surgeries –

- Alconbury & Brampton Surgeries
- Almond Road Surgery
- Buckden & Little Paxton Surgeries
- Kimbolton Surgery
- Wellside Surgery

The PCN is the foundation of the Integrated Neighbourhood.

The Integrated Neighbourhood for A1 PCN has agreed to prioritise Community Health & Wellbeing Hubs. The concept of a Health & Wellbeing hub is to address local health and wellbeing needs at neighbourhood level, bringing care into the community and working to ensure that local residents experience the health and wellbeing outcomes that matter to them.

Buckden Parish Council were keen to pursue this concept, and with the support of the Integrated Neighbourhood, brought key community leaders together, to discuss the opportunity and seek feedback around how this could work for Buckden. It was important to bring these key stakeholders together, to gain momentum and investment in this approach.

It was decided that a Community survey would be launched, and the Integrated Neighbourhood shared the learning from other Community Hubs to create this. The aim of the survey was to understand what matters to 11-18 year olds; covering a range of topics from the availability of things to do in the area, best and worst things

about the area, where they go to meet with their friends, what would improve their lives in Buckden, and where they go for support. We also sought feedback around social media platforms as this would provide valuable insight for future initiatives and ensure we know how best to reach and appeal to this age group.

In conjunction with the survey, we also partnered with Huntingdonshire District Council (HDC) – Active Lifestyles as part of the young people's event that took place on Friday 17th May. The aim of the event was to promote the importance of the youth voice, seeking feedback in line with the youth survey, whilst also showcasing future opportunities for activities.

With support from Cambridgeshire County Council's Youth Voice and Participation Officer, we were able to successfully apply for £500 funding to support provision of the event at Buckden Village Hall.

The event consisted of 90 minutes of activities, provided by 2 Active Lifestyles Coaches, which included Archery and Cornhole, followed by Pizza. Those that attended were entered into a draw to win a £50 Amazon Voucher, and were all provided with a tote bag to take away that included motivational wrist bands, stress balls, sweets, and information from Centre 33 – who provide free, confidential support for young people up to the age of 25 – family problems, mental health, housing, money, sexual health etc.

We are committed to listening and acting on the feedback we received from young people, and hope this will help them to –

- Feel empowered to take control and pro-actively manage their health and wellbeing
- Feel involved in developing community priorities for the future

We also hope this engagement will break down barriers and make young people feel comfortable in approaching the Parish Council, under the knowledge that they will be listened to.

The insights and feedback from this report will support us to identifying initial priorities. We will then establish a working group relevant to those priorities. It is at this point, that we will look to include wider partners in our discussions.

3. Buckden Young People's Survey & Event

3.1 – Survey creation

The survey was created through MS Forms. A QR code was generated and included within the promotional poster.

3.2 – Survey distribution & event promotion

The survey poster was distributed via email to all key community stakeholders/ leaders, including local schools and Buckden & Little Paxton Surgeries so that it could be shared via social media, on noticeboards and within their networks.

The event was also promoted in a similar way, with additional promotion through Active Lifestyles, and HDC via their monthly newsletter.

4. Responses

22 young people attended the event at Buckden Village Hall. Some of which completed the survey at the event too, others fed back verbally as below –

'Great activities that we can't do at home'

'I would love to do this again'

'It was great to have something to do and not get bored'

'We want more things to do, regularly'

'More play areas'

'More for older kids'

'Coffee shops for Year 11's revising'

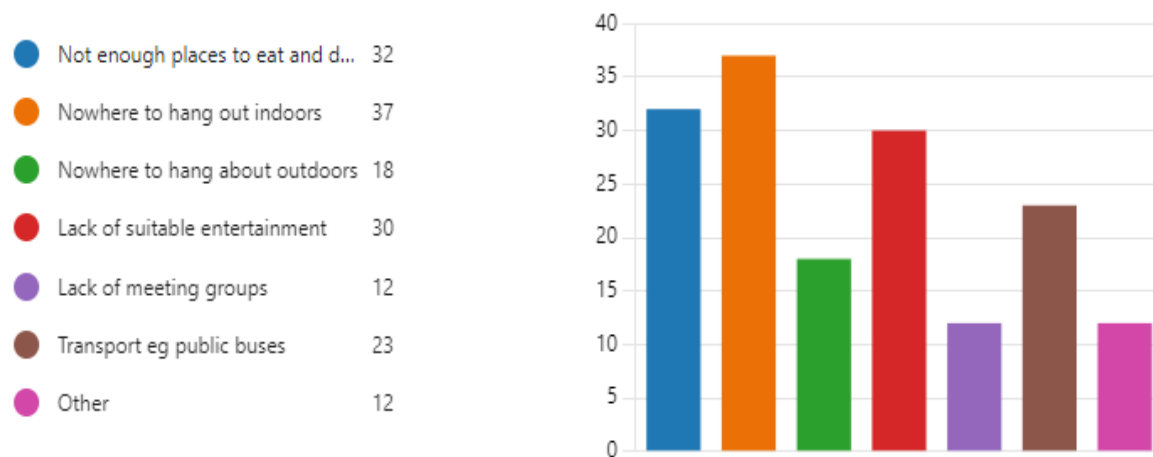
We've received a total of 58 responses for this survey.

Q1 – How would you rate the availability of things to do in Buckden?

● Poor	19
● Fair	19
● Good	16
● Very good	3
● Excellent	1



Q2 – Tell us the worst thing(s) about living in Buckden (Tick all that apply)

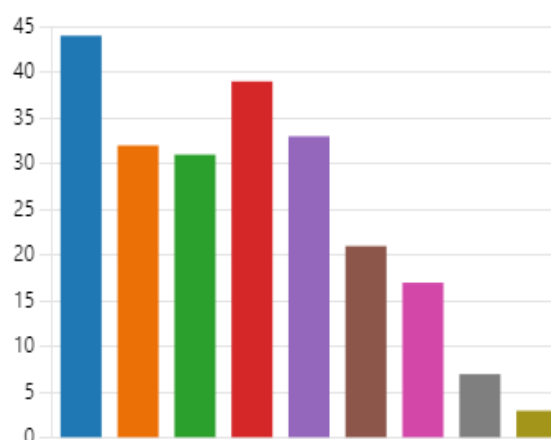


Q3 – If you answered 'other' to Q2, please tell us more.

lack of cinema
 more places
 lack of football teams
 basketball court
 astro turf
 lack of people
 too many cars
 useable sport equipment
 older kids
 age group

Q4 – Tell us the best thing(s) about living in Buckden (Tick all that apply)

● Lots of green spaces	44
● Good cycling, walking	32
● Good local shops	31
● Friendly people	39
● Good range of local events eg B...	33
● Sports facilities eg football, tenn...	21
● Range of meeting groups (eg Sc...	17
● Transport eg public buses	7
● Other	3



Q5 – If you answered 'other' to Q4, please tell us more.

Other responses included reference to the feeling of it being a safe and quiet community.

Q6 – Where do you meet up with friends outside of school?



Q7 – Would you like to see - (Tick all that apply)

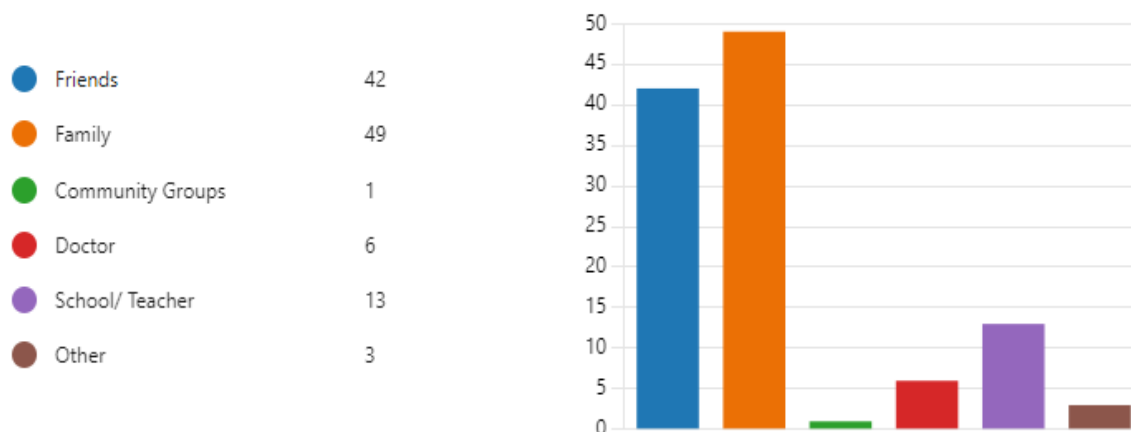
● More indoor places to meet up	41
● More outdoor places to meet up	31
● There's already enough places t...	3



Q8 – Do you have any other suggestions on how to improve your life in Buckden?

indoor activity
art group
athletics club
bike path
multi use pitch
coffee shop
food place
basketball court
new playground
more places

Q9 – If you needed help or support, where would you go, or who would you speak to? (Tick all that apply)



Q10 – If you answered 'other' to Q9, please tell us more.

Other responses included support workers, and passers by.

Q11 – Which Social Media platforms do you use? (Tick all that apply)

● FaceBook	10
● Instagram	32
● TikTok	37
● X (Twitter)	8
● Other	28



Q12 – If you answered 'other' to Q11, please tell us more.

Other responses included use of Snapchat.

Demographics –

Note – not everyone submitted this data.

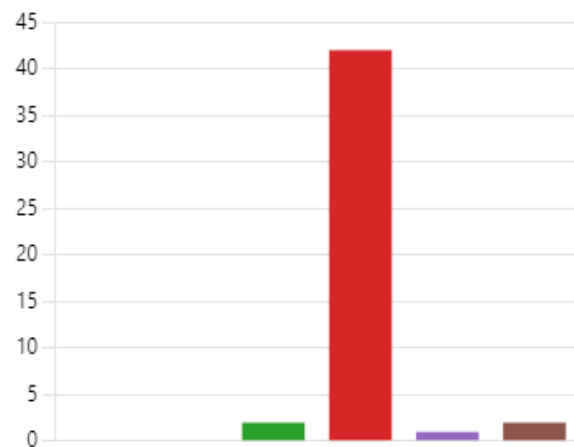
Q13 – What is your age?

● Under 11 years	2
● 11-13 years	21
● 14-16 years	14
● 16-18 year	8
● Over 18	3



Q14 – What is your ethnicity?

Asian or Asian British	0
Black, Black British or Caribbean...	0
Mixed or multiple ethnic backgr...	2
White	42
Other	1
Prefer not to say	2



Q15 – What gender for you identify as?

Female	23
Male	20
Non-binary	1
Prefer not to say	2



5 - Themes

Through analysis of the survey results and the feedback we received at the event, a brief summary of key themes are outlined below –

Availability of things to do –

66% of responses said that availability of things to do in Buckden was poor – fair. There was a lot of reference within the feedback to the local park, and this seems to be a popular place amongst all age groups, though feedback suggests improvements

could be made to the climbing wall and the need for equipment relative to this age group.

96% of responses said that they'd like to see more indoor and outdoor spaces made available, with free activities for teenagers. Suggestions include multi-purpose pitches for a variety of sports, a skate park, table tennis, art groups, and places/meeting points for this age group to go indoors for drinks, snacks – somewhere young people friendly.

Living in Buckden –

Overall, the survey responses were positive in regards to how young people feel about living in Buckden. The key reflections are that there are lots of green spaces in the area, friendly people, and a good range of local events for the community.

6 – Conclusion

In summary, the survey and event aimed to gain insights from young people between the ages of 11-18 years old, about what it's like to live in Buckden, and what improvements could be made to enhance their experience, therefore contributing to improved health and wellbeing.

We received valuable insights – qualitative and quantitative data which can now be discussed in detail with Buckden Parish Council to inform next steps and how we progress. The aim being, to ensure we effectively demonstrate the value of this exercise, and that the feedback we have received will be listened to and responded to as much as possible.