

Why do you need to know things about me?

We only ask this information so that we can analyse the results of the other questions in the survey. We want to understand more about the different needs, priorities, and experiences of different groups of people living or visiting Rossendale. This will help plan and shape services in the most appropriate way to reduce any inequalities.

Why are some of the questions asked about me mandatory to complete?

The mandatory questions help us know more about the different types of people who have taken part in the survey. We want to be confident that the survey results are as representative of the wider population as possible.

When analysing data, it is best practice to apply a weighting before presenting the results and making any conclusions about the findings. For example, if proportionately fewer younger residents have completed the survey compared to the proportion of younger residents in the wider Rossendale population, we can weight the data to make the findings more representative.

To allow us to do this, we have had to make some of the questions mandatory. However, the number of these questions has been kept to a minimum.

I don't believe my views will make a difference – what are you going to do with the responses you receive?

Although you may think that your response won't have much of an impact, every contribution is essential for helping us to understand resident's perceptions of the Council, its services, and the local area.

When your response is combined with others that take part in the survey, it really does make a difference to ensuring we obtain as much insight and understanding as possible.

The results of the survey will be shared with all services in the Council to help make improvements and direct resources at the issues that matter the most to our residents. The information we gain will also identify where further consultation and engagement may be needed.

Will I be able to see the results of the survey?

Yes. When the survey closes, all responses will be reviewed and analysed. The findings will be published in early 2024 and made available for everyone to view on both the Council's website.