



Let's Talk Oldham

Public Engagement Summary Report

March 2020

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1.0 Executive Summary

Oldham Council recently conducted a borough wide engagement of over 1000 people who live, work or visit. The main aim to discover the main priorities of these people to support the development of a new plan for the borough. Key issues across both the local areas and the whole borough were Making Oldham a better place to live, cleaner and greener and safer and stronger.

1.1 The Let's Talk Oldham public engagement took place over six weeks between February and March 2020.

1.2 Over 10,000 individuals were engaged via Social Media channels

1.3 Engagement activity took place at 17 separate venues across the borough with over 1000 individuals participating contributing over 3000 inputs across a blended approach methodology

1.4 Across the piece participants indicated that measures to make Oldham a better place were most important with efforts to make Oldham cleaner and greener and safer and stronger second.

1.5 Participants felt that the provision of quality and affordable homes for all and improved public transport would have the greatest impact on making Oldham a better place to live

1.6 243 participants commented on how to make Oldham a better place to work. For them securing more job opportunities and making it easy to get around were of highest priority.

1.7 Approaching 300 people told us how to improve Oldham as a place to visit. They stated the importance of supporting local business and the importance of cultural events and entertained. Many also commented that we should proud of the towns heritage and do more to promote the positives of the town.

1.8 300 told us how they would improve their local area. For these people key issues were the impact of well maintained and under used local town centres, poor quality roads and pavements and a below par cultural and leisure facility. Participants also noted the importance of clean streets.

1.9 467 young people contributed to the Youth voice element of Let's Talk Oldham. For them putting an end to Knife crime was of greatest concern. Young people were also concerned with Mental Health issues such as anxiety, bullying and loneliness.

2.0 Young people stated that more job opportunities/ experience and work to make Oldham a safer place for young people who both help to improve the borough.

2.1: Around 300 people took part in the Love Oldham Challenge. They indicated that local services should spend the greatest proportion of their 13 hours in the day on making Oldham a better place to live, Cleaner and greener and helping people get on in life.

2.2 Participants stated the local community (including third sector) could best spend their allotted 10 hours a day making their local areas safer and stronger and a better place to live.

2.2: Participants indicated that of their one hour allocated time to help in the community they would spend the greatest proportion of time making their local area safer and stronger.

2.3 Although the theme of Healthy and Caring was not prominent in the results there was a clear indication that participants were aware of the statutory nature of services across both social care and housing.

2.0 Background

2.1 Introduction

2.1.1 As part of the development of its Corporate plan 2020-2023, Oldham Council sought the views of residents, visitors and businesses across a six week period of engagement activity (5th February 2020 – 19 March 2020) As a Local Authority which takes pride in being cooperative, we felt it is vital that as many residents as possible were given the opportunity to contribute to this important document.

2.1.2 Aims

- To enable people of Oldham to contribute to the development of the corporate plan encouraging ownership.
- To examine how in line the priorities of Team Oldham align with those who live, work or visit the borough of Oldham
- Determine any gaps for discussion and potential inclusion within the plan
- To gather insight from residents, stakeholders and businesses on priorities and delivery plans within the plan
- To identify any potential gaps or new items for consideration of priority
- To identify opportunities to strengthen public buy in of key council values including co-operative working
- To identify residents and businesses for involvement in future research activity

2.2 About this report

- This report has been written based on all known responses and draws together data drawn from a wide-ranging public engagement exercise involving over 1000 individuals who live, work or visit the borough of Oldham.
- The report provides emphasis on the overall themes and priorities of participants. (See [appendix one](#) for agreed themes)
- Subsequent reporting will provide a more detailed analysis of individual comments, raising awareness of potential actions for consideration.
- As above comments regarding individual actions occurring or proposed to improve the borough of Oldham or his/her local area will be reported upon separately

3.0 Methodology

Explain the methodology that was used (questionnaire, focus group etc), communications undertaken, how many questionnaires (where appropriate) were sent out, and what the response rate was. You can also include the demographics of the achieved sample here if they have been collected and where relevant.

A blended approach of both quantitative and qualitative methods was used.

- Feedback cards
- Online Forum
- The Love where you live/priorities challenge
- A survey questionnaire of young people
- Face to face interviews/ Focus group

More detail of our approach can be found in [appendix two](#)

3.1 Promotion and reach

This engagement activity was conducted under the banner of Let’s Talk Oldham and was widely promoted across several channels.

3.1a Borough Life

The Oldham Council produced the Borough life newspaper was distributed to over 90,500 households across the borough. This included a promotion of Let’s Talk.

3.1b Let’s Talk Oldham Website

A website was designed to act as a hub for this and subsequent REC activity. The page (see below) acted as a central point for all online engagement. Table one indicates that the webpage attracted 868 visitors during a three-week period. Of these 635 (73%) were unique views.¹

	Page views	Average time on page
Let’s Talk Oldham home page	371	49 seconds
Love where you live (Priorities challenge)	146	4.5 minutes
Your Local Area forum	116	2 minutes 20 seconds
Oldham Borough forum	91	2 minutes 5 seconds

Table 1: Let’s Talk Oldham Analytics. Source Google Analytics

3.1c Oldham Council Social Media Channels

The REC team worked closely with the Oldham Council Communications team to promote the engagement activity. Table two summarises the reach of each of these channels.

Facebook	Twitter 6 Tweets +2 Young people survey
1 post, Reach 2009 2 Likes 9 Shares 15 Link Clicks	8 Tweets Reach: 8550 6 likes 3 retweets 33 link clicks

Table 2: Social Media Reach. Source Facebook Insights/Twitter analytics

3.1d Locality Working

The team were able to work alongside members of the Community Cohesion team to engage with residents across the borough. We were able to work co-operatively with both Action Together Oldham and Age UK Oldham to engage with around 580 individuals. (Figure one)

¹ The engagement was further promoted on Action Together, Age UK, Oldham Sixth form College and the Oldham pledge

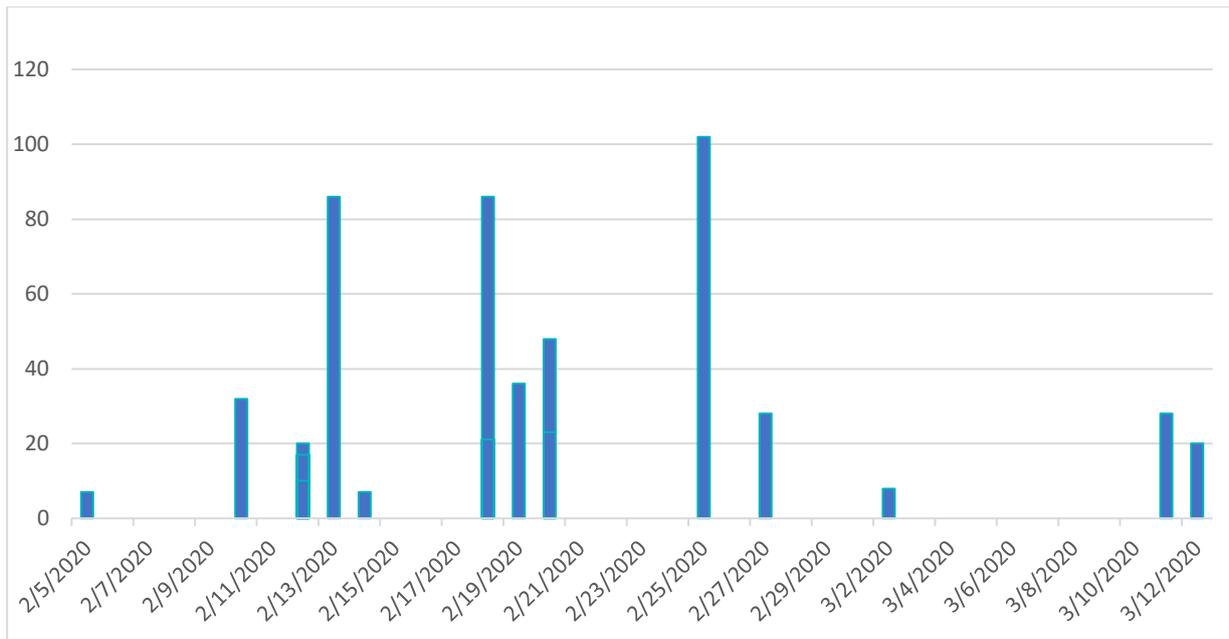


Figure 1: Let's Talk Oldham Events Estimated Reach

3.1e Town Centre Engagement

The REC team were kindly allowed to engage with residents in several locations across Oldham Town Centre including Market Street, Spindles Shopping Centre, Oldham Library and Tommyfield indoor market. It is estimated that over 600 residents were engaged by the REC team and several Oldham Council employees who kindly volunteered their time to support this important work (figure two)



Figure 2: Town Centre engagement count

3.2 Raising Awareness

Promotional materials in the form of Let's Talk business cards and A5 leaflets (615) were distributed across locations in the town centre and other locations across the borough.

4.0 Results

4.1 Feedback Cards

There were 567 responses to the Let’s Talk survey, coming from feedback cards, the priorities challenge and the Let’s Talk online forum. These came from several different locations, including libraries, community groups and shopping centres. Figure three provides an overview of the various locations across the borough where residents contributed.

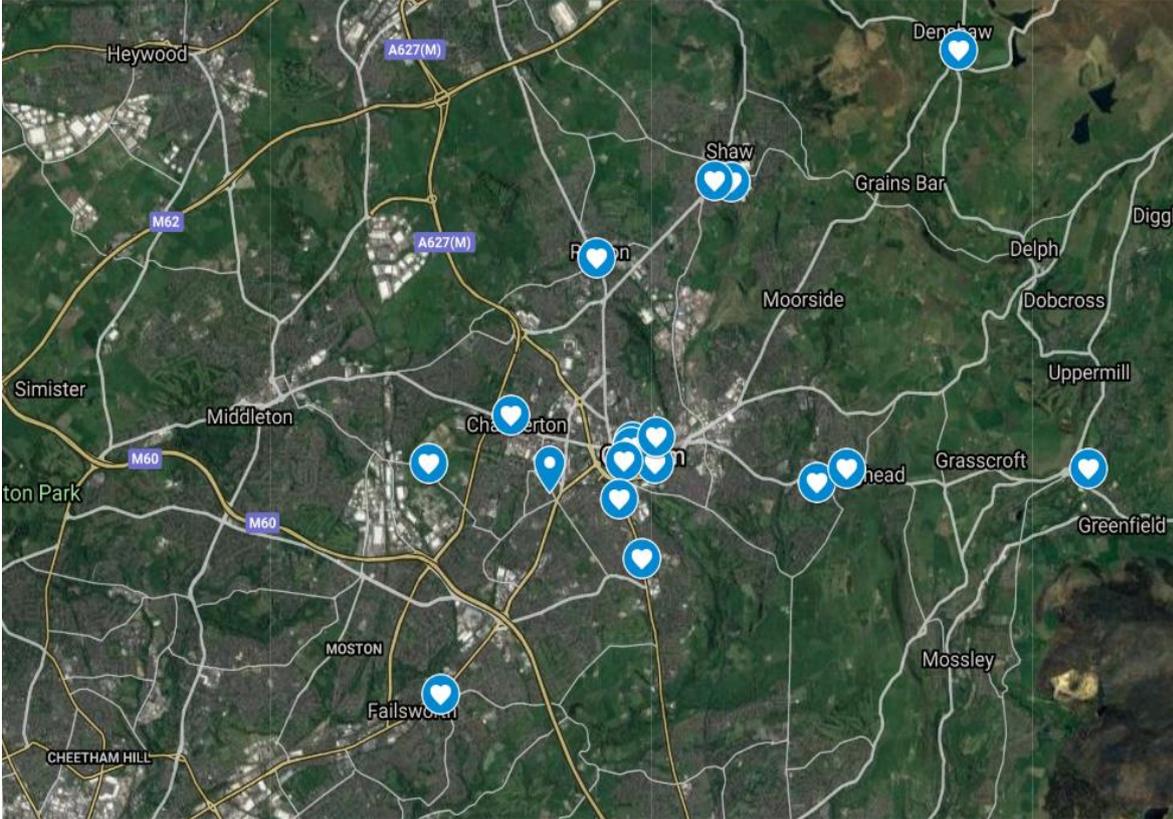


Figure 3: Engagement activity map (Click link for more detail)

https://drive.google.com/open?id=1ouWKigr3-vUFbDptrnl_cy8Qm-Jn1vM6&usp=sharing

4.1a Location

Figure four shows the distribution of respondents across the Oldham borough, and in the case of 16 respondents outside the borough.

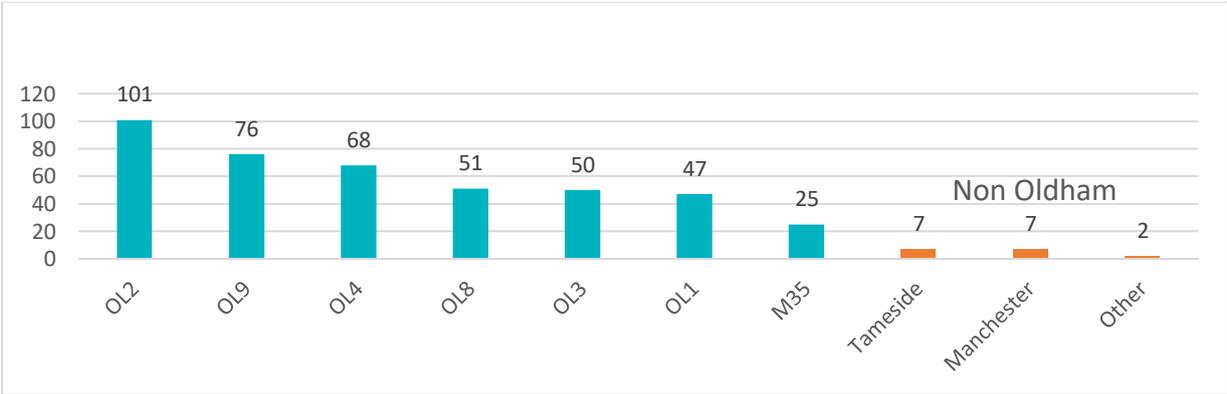


Figure 4: Location of participants

4.2 Oldham Borough feedback

The following section summarises the things that participants told us were important to them in making the borough of Oldham a better place to live, work or visit.

4.2a A better place to live

Table three provides a summary of the 372 responses received to how we can make Oldham a better place to live. Most commonly 152 indicated that issues around the provision of quality affordable homes, improved public transport, well maintained roads and a revitalised offer from local town centres would go most towards improving the town. Table three also indicates the things that residents felt the most important across the themes cleaner and greener and safer and stronger. Further detail can be found in [appendix three](#)

Theme	Count	Percentage Total	Top Three issues within (%)
Better place to live	152	41%	<ul style="list-style-type: none"> Homes to suit different needs and budgets (27) Making it easy to get around on public transport (18) Roads and pavements that are well maintained (16) Town centres that are well used (16)
Cleaner and greener	94	25%	<ul style="list-style-type: none"> Clean Streets (69) Good quality parks and open spaces (17) Recycling more waste (7)
Safer and stronger	89	24%	<ul style="list-style-type: none"> A place that is safe (56) A place where people get along (21) Supporting people who are most vulnerable (13)
Helping people get on in life	34	9%	
Healthy and caring	3	1%	
Total	372	100%	

Table 3: Making Oldham a better place to live_ Response Summary

4.2b A better place to work

Theme	Count	Percentage Total	Top Three issues within (%)
Helping people get on in life	116	48	<ul style="list-style-type: none"> • Securing more job opportunities (81) • Support for younger people (10) • Gaining new skills (6)
A better place to live	100	41	<ul style="list-style-type: none"> • Making it easy to get around on public transport (58) • Roads and pavements that are well maintained (19) • Supporting local businesses and helping them grow (12)
Safer and stronger	20	8	-
Cleaner and greener	7	3	-
Total	243	100	

Table 4: Making Oldham a better place to work_ Response Summary

Table four shows that of the 243 respondents to the question approaching half stated one or more things within the helping people get on with life theme. Of these 8 out of 10 stated the importance of securing job opportunities. See [appendix four](#) for more detail

4.2c A better place to visit

Theme	Count	Percentage Total	Top Three issues within (%)
A better place to live	213	72	<ul style="list-style-type: none"> • Supporting local businesses and helping them grow (29) • Culture and leisure facilities that are loved and well used (21) • Events and entertainment (15)
Cleaner and greener	38	13	
Safer and stronger	33	11	
Helping people get on in life	12	4	
Total	296	100	

Table 5: Making Oldham a better place to visit_ Response Summary

Table five indicates that over 70% of respondents indicated that making Oldham a better place to live would also make it a better place to visit. Participants commented on the importance of supporting local business and but also upon the importance of cultural events and leisure activities. Figure five provides an overview of the key issues raised by participants.

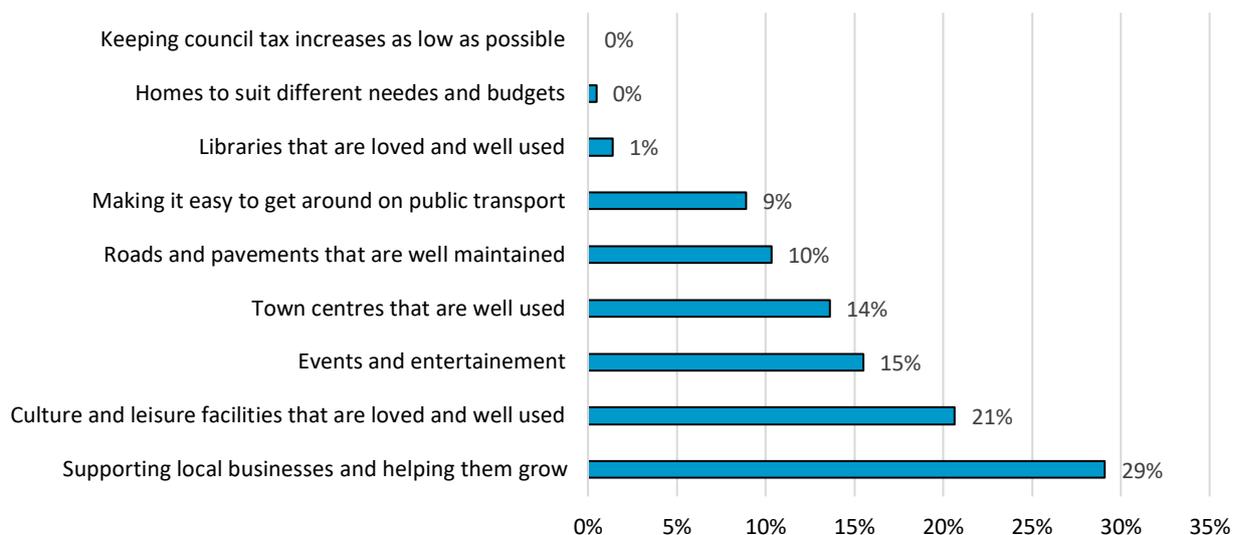


Figure 5: Making Oldham a better place to visit_ Issues Summary

Also, of note from these results are found in the Safer and Stronger theme. Within the responses that fell within this category, 83% of them revolved around the idea of making Oldham 'a place that is safe'.

4.3 Local Area Improvements

The following section summarises the views of participants on how to improve their local area. There were contributions from 448 residents from across the borough.

4.3a What one thing could make your local area better

Theme	Count	Percentage Total	Top Three issues within (%)
A better place to live	110	37	<ul style="list-style-type: none"> Town centres that are well used (25) Roads and pavements that are well used (20) Culture and leisure facilities that are loved and well used (14)
Cleaner and greener	104	35	<ul style="list-style-type: none"> Clean Streets (77) Good quality parks and open spaces (17) Recycling more waste (3)
Safer and stronger	6	2	
Helping people to get on in life	24	8	
Healthy and caring	56	19	
Total	300	100	

Table 6: One thing to make local area better

- Table six illustrates that the making it a Better Place to Live was the main theme indicated by participants in making their local area a better place to live. Most commonly participants stated the importance of local town centres that are well used, well maintained roads/pavements and well used cultural and leisure facilities.
- For the 35% who stated the importance of clean and green, over three quarter stressed the importance of clean streets.

See [appendix five](#) for more detail

4.4 Love where you live/Priorities Challenge

An interactive challenge was designed to encourage for those who live, work and visit the borough. Participants were asked to think about how they would split a day in terms what could be done by Local Services, the community (including third sector) and them as individuals to positively contribute to the borough.

The participants were given a certain number of hours for each area and were asked how they would prioritise the time for a pre-defined number of tasks ([Appendix six](#)) . The breakdown of hours in the day were allocated as follows:

- Local Services – 13 hours
- Local Community – 10 hours
- The individual – 1 hour

The Love where you live priorities time was completed 94 times with around 300 residents taking part in group activity or online. These were then collated into Oldham’s main five priorities, with the results below.

4.4a: Local Services

When asked to consider how local services should spend their allocated time, the following picture emerged Figure six highlights that while some focus should be put on all areas the respondents believe that most focus of local services’ efforts should be put on making the borough a better place to live.

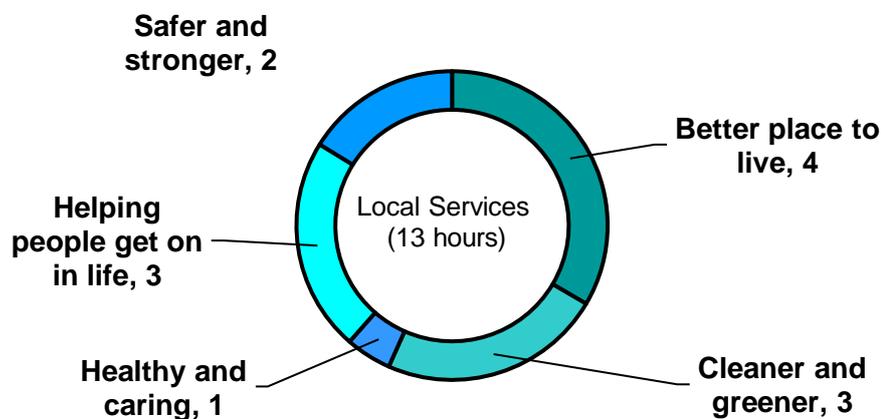


Figure 6: Local Services Summary of themes

4.4b: Community and third Sector

When asked to consider how the local community and the third sector should best focus 10 hours of the day participants chose to allocate them in the following way.

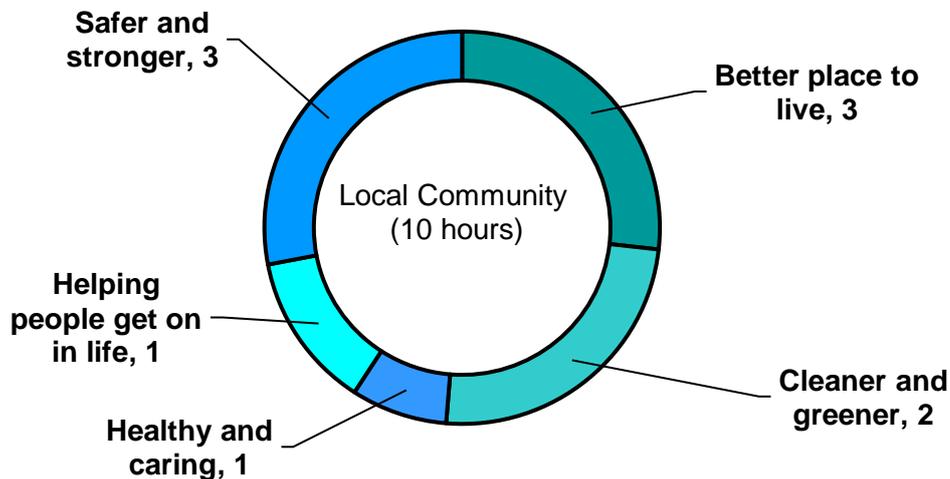


Figure 7: Local Community Summary of themes

As we can see from the results the participants decided they would like the local community to spend to spend three hours, 30% of the allocated time, on each of making the borough safer and stronger and a better place to live. Following behind that the community would also spend 2 hours of the 10 making the borough cleaner and greener.

4.4c: The individual

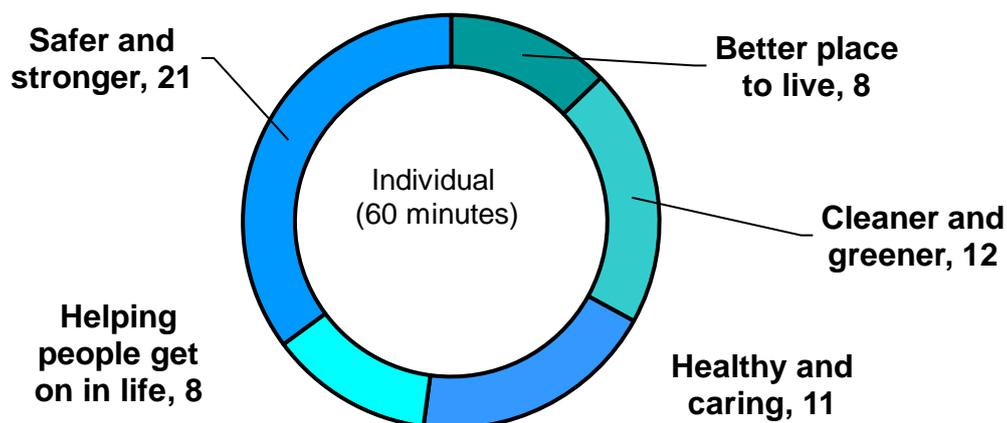


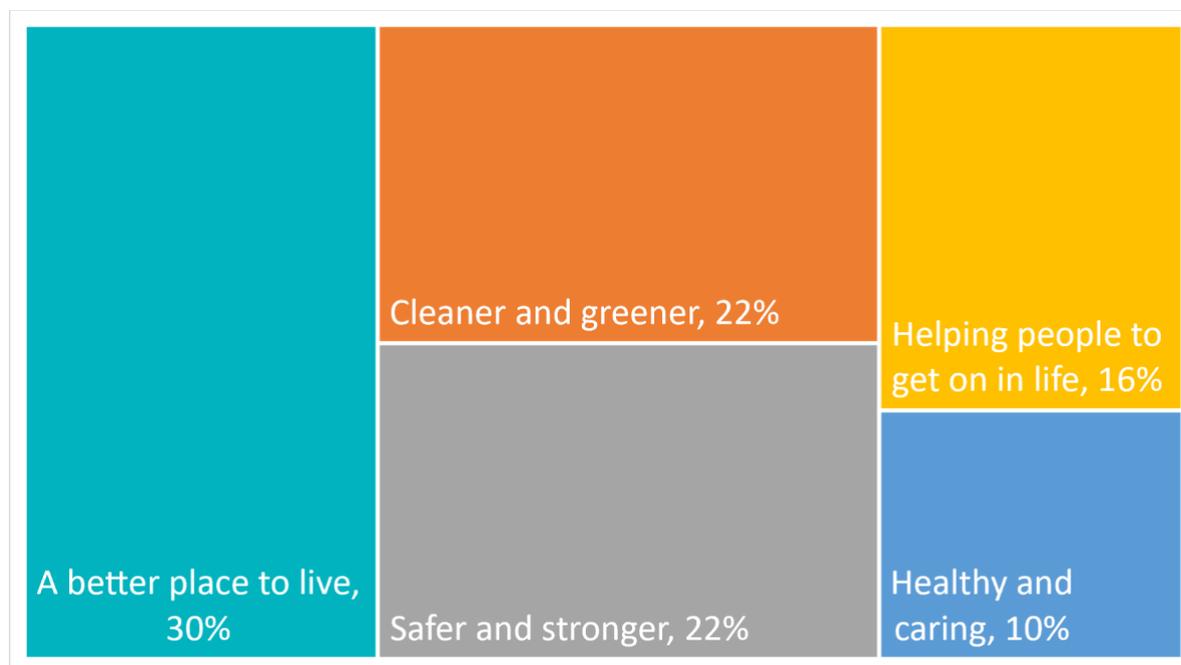
Figure 8: Individual Summary of themes

Participants were also how they would prioritise their time if they were given one hour out of the day to dedicate to the borough. From the responses we can see that a third of their time

would be dedicated to making the area safer and stronger, with the rest of the time being divided up by the other four priority areas.

4.5 Summary

Figure nine provides a summary of all responses received across all adult engagement with 3400 inputs received. It shows an overwhelming agreement with the themes agreed by the council.



	Live	Work	Visit	Local Only	Priorities Challenge	Total
A better place to live	152	100	213	110	469	1044
Cleaner and greener	94	7	38	104	502	745
Safer and stronger	89	20	33	6	592	740
Helping people to get on in life	34	116	12	24	360	546
Healthy and caring	3	-	-	56	293	352

Figure 9:Let's Talk Oldham Summary (n3427)

4.6 Youth Survey

4.4a Priorities

Young people were asked to confirm their agreement with 15 statements based around things that the young people of Oldham had stated were important to them. The emerging top 5 priorities can be found in the table seven. A full table of results can be found in [appendix seven](#)

	Count	% Total
Putting an end to knife crime	355	17%
To reduce levels of anxiety, bullying and loneliness for children and young people in Oldham	270	13%
For young people to have good job opportunities and meet their potential	243	12%
Better public transport	236	11%
More access to apprenticeships and work experience for children and young people	233	11%
Putting an end to bullying in Oldham's schools	171	8%

Table 7: Top five for young people in Oldham

4.4b: How to improve

358 young people included comments on how Oldham could best be improved. While most comments expanded on existing options², the following additional suggestions emerged.

Figure 10 How to improve the town



Figure 10: How to improve the town (n358)

² Open text suggestions on how to improve Oldham will be analysed away from this report and shared

Appendices

Appendix One: Corporate Plan Themes

Each of the respondents were asked their views as set out in Section 3.1a. The responses were then coded into 24 pre-agreed sub-themes, each of which came under one of Oldham's five areas of concern. The sub-themes and main five themes were as follows.

BETTER PLACE TO LIVE

1. Culture and leisure facilities that are loved and well used
2. Events and entertainment
3. Homes to suit different needs and budgets
4. Keeping council tax increases as low as possible
5. Libraries that are loved and well used
6. Making it easy to get around on public transport
7. Roads and pavements that are well maintained
8. Supporting local businesses and helping them grow
9. Town centres that are well used

CLEANER AND GREENER

10. Clean air
11. Clean streets
12. Good quality parks and open spaces
13. Recycling more waste
14. Tackling climate change

HEALTHY AND CARING

15. Living independently in your community
16. Staying healthy

HELPING PEOPLE GET ON IN LIFE

17. Gaining new skills
18. Securing more job opportunities
19. Support for younger people
20. Young people succeeding at school

SAFER AND STRONGER

21. A place that is safe
22. A place where neighbours look out for each other
23. A place where people respect each other
24. Supporting people who are more vulnerable

Appendix Two: Our Approach

Feedback Cards

Two feedback cards were designed to gather the views of people who live in, work in, or visit the borough of Oldham.

“Let’s talk...”
Oldham

Love
where you
live

What do you like about your local area?
[By local we mean within a 15-20minutes walk of your home]

How could your local area be better?

www.oldham.gov.uk/loveoldham

Lets's talk – Feedback cards A5

“Let’s talk...”
Oldham

Love
where you
live

How could Oldham be a better place to live, work or visit?

live

work

visit

Please enter your postcode this will help to identify what people from different areas of Oldham think

www.oldham.gov.uk/loveoldham

About your Local Area

The local area was described as any area within a 15-minute walk of the participants home. Each participant was asked the same set of questions.

- What do you like about your local area?
- What one thing would make your local area better?
- What could you do to make your local area better?

About Oldham Borough

Participants were each asked the same four questions.

- How can we make Oldham a better place for people to Live, Work and Visit.
- How can you make Oldham a better place to live, work and visit?

Making Oldham a better place to live.

Participants were asked to share their ideas on either what they could do or what could make their local area or the borough of Oldham a better place to live.

Youth Survey

A survey was composed, in which young people (16-24 years) were asked to affirm a list of agreed themes taken from Youth Voice research conducted by the integrated youth service with hundreds of young people.

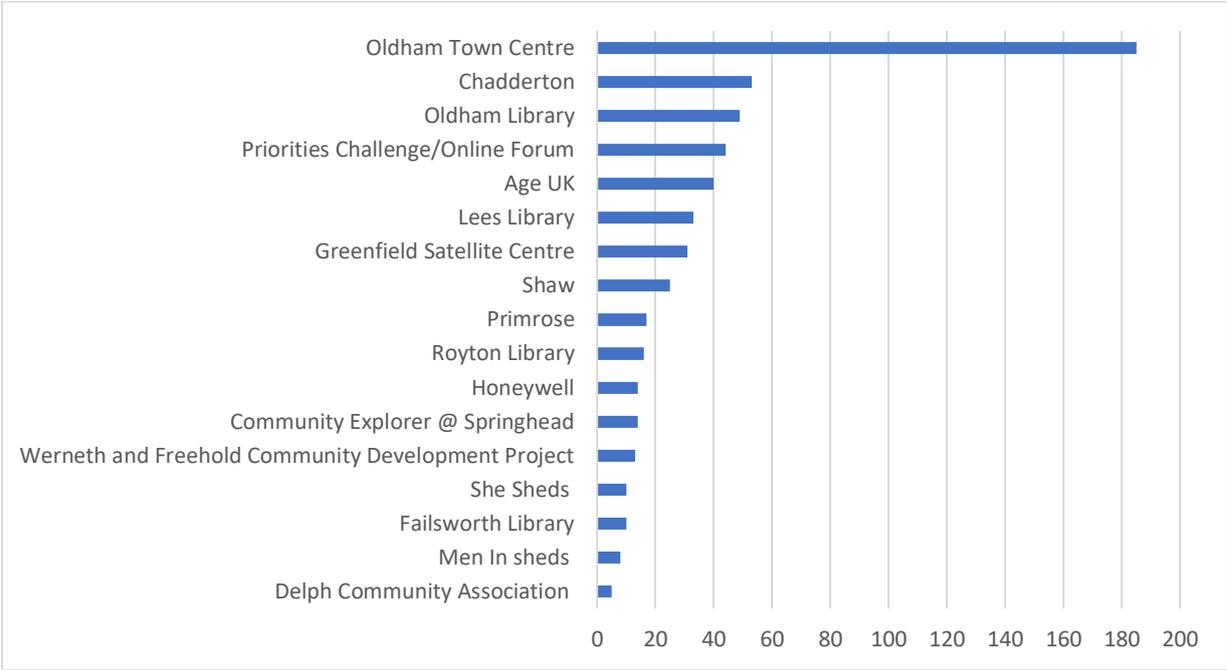
Love where you live/Priorities Challenge

An interactive challenge was designed to encourage those who live in, work in and/or visit the borough to think about a day in the life of local services, the community (including third sector) and the individual participant and how it could be shaped to positively contribute to the borough.

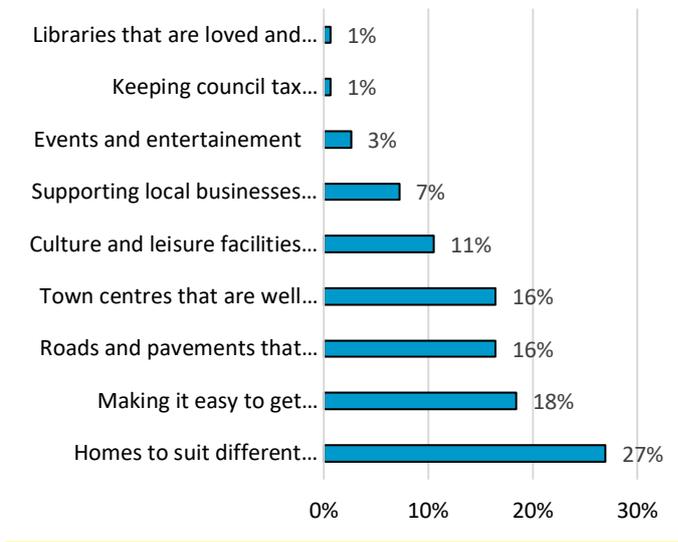
Let's Talk Oldham Forum

An online forum was designed to facilitate residents leaving their views on the local area and the borough as per the feedback cards described in 3.1a. This new mechanism will be run alongside all engagement activity conducted throughout the year.

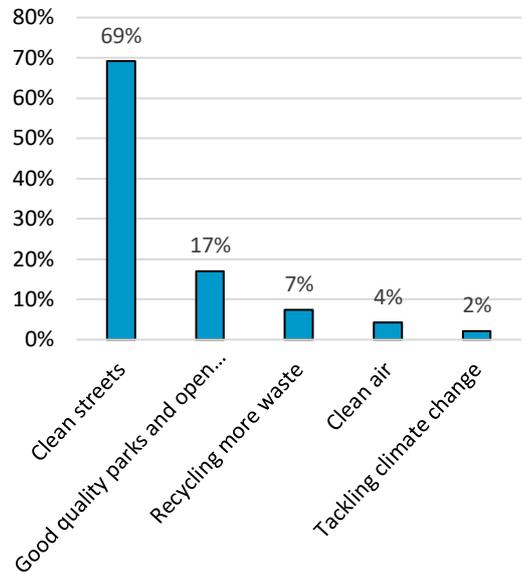
Appendix two: Participants by location



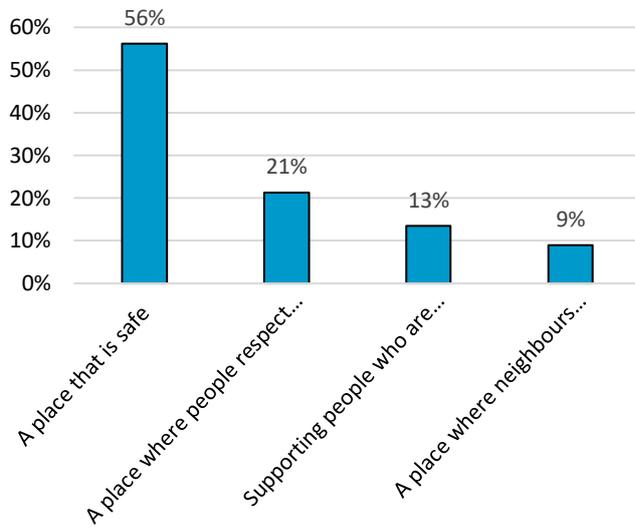
Appendix 3 : How to make Oldham a better place to live Participant Priorities (Full)



A Better place to live

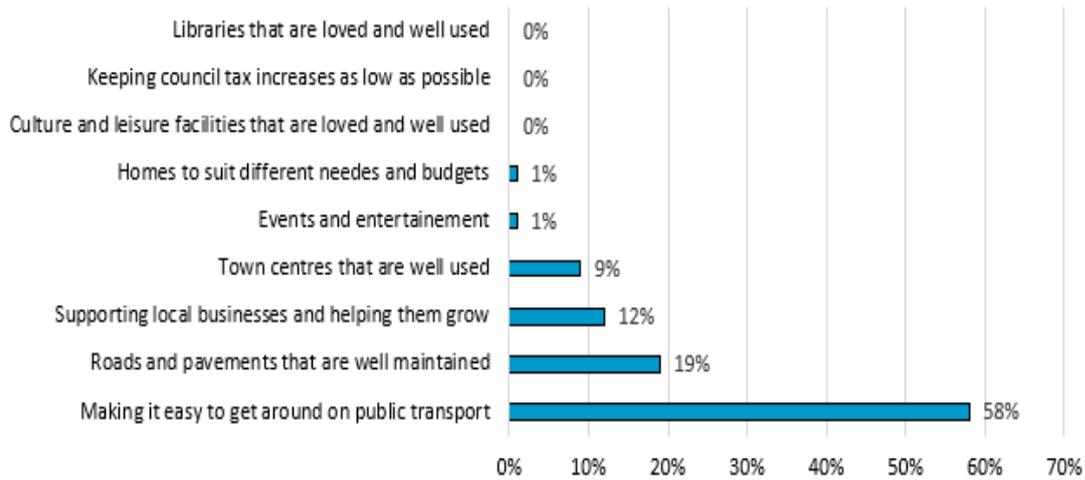


Cleaner and Greener

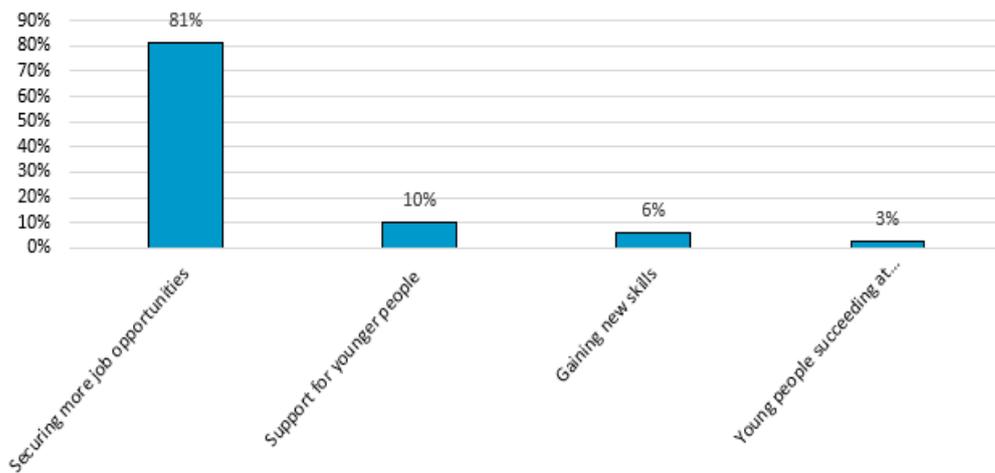


Safer and Stronger

Appendix Four: How to make Oldham a better place to work Participant Priorities (Full)

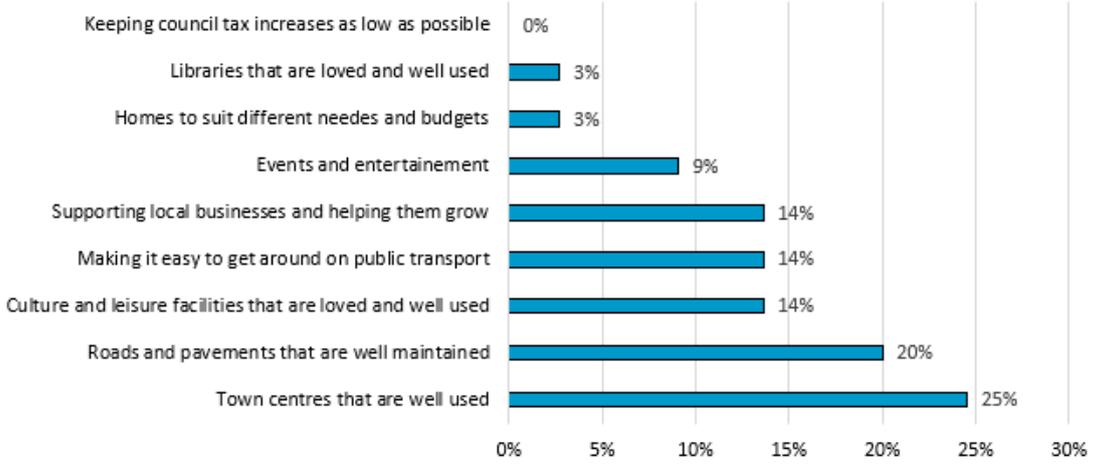


A Better place to live

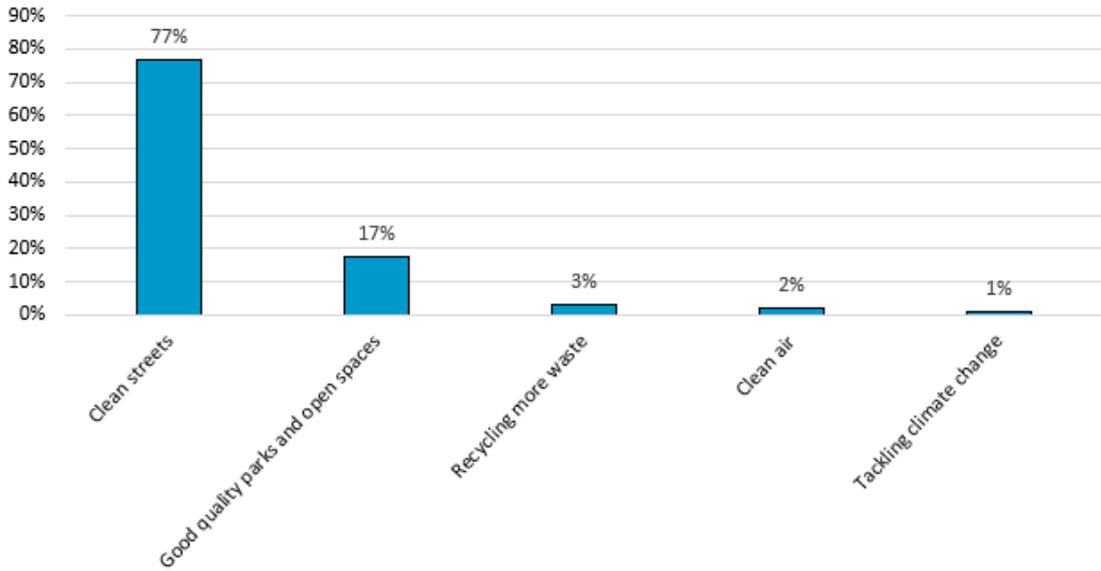


Helping people get on with their life

Appendix five: What one thing could make your local area better Participant Priorities (Full)



A Better place to live



Cleaner and greener

Appendix 6: Love where you live priorities challenge

The pre-defined tasks that the participants were asked to prioritise were as follows:

- A place that is safe
- Roads and pavements that are well maintained
- Good quality parks and open spaces
- Keeping council tax increases as low as possible
- Clean streets
- Supporting people who are more vulnerable
- Making it easy to get around on public transport
- Supporting local businesses and helping them grow
- Support for younger people
- Homes to suit different needs and budgets
- Securing more job opportunities
- Young people succeeding at school
- Cultural and leisure facilities that are loved and well used
- A place where people respect each other
- Clean air
- Staying healthy
- Recycling more waste
- Libraries that are loved and well used
- Tackling climate change
- Town centres that are well used
- A place where neighbours look out for each other
- Events and entertainment
- Living independently in your own community
- Gaining new skills

Appendix 7: Youth Survey Summary.

	Count	% Total
Putting an end to knife crime	355	17%
To reduce levels of anxiety, bullying and loneliness for children and young people in Oldham	270	13%
For young people to have good job opportunities and meet their potential	243	12%
Better public transport	236	11%
More access to apprenticeships and work experience for children and young people	233	11%
Putting an end to bullying in Oldham's schools	171	8%
Better street lighting	107	5%
Be ready for work and lifelong learning	97	5%
Putting an end to bullying in Oldham's schools	70	3%
Stop BBQs from burning our moor land	68	3%
For children and young people to leave more active lifestyles.	62	3%
Able to participate in decision making processes.	60	3%
Involved in meaningful, enjoyable, positive activities	59	3%
Remove the stigma of those living in or leaving care	35	2%
Total	2066	100%
Other Important Issues	68	
Of which unique	56	
Equality	9	
Mental Health	3	

Appendix 8: Tables and Charts

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