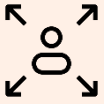


Resident voice

Open surveys



Survey that **anyone can fill in**



Gives you a good idea of **the kind of views that are out there** on your topic



Likely to capture **people more interested in your topic** who may have **stronger views than typical**



May be **cheaper and easier** to run



Won't tell you with confidence **how views are distributed** in the population as a whole

Sample surveys



Survey completed by a **representative sample** - a group of people that mirrors the characteristics of the population of people you want to hear from



Such as **GM resident survey** – more about this below...



Gives you a **good estimate of your population value** – what you would have found if everyone had filled it in



With **380 responses**¹ you can be confident of the Bolton value to **±5%**
e.g. find 50%, Bolton value lies 45% to 55%



With **1000 responses**¹ you can be confident of the Bolton value to **±3%**
e.g. find 50%, Bolton value lies 47% to 53%

Consultation^{2,3}



A **formal often legal process** involved in decision making, typically focused on **particular decisions or changes** being considered

Effective consultation seeks to:



- **Target** services towards what people want and need
- **Inform** the way services are delivered
- **Test** options for service change
- **Prioritise** services that are delivered
- Make better use of limited **resources**

Consultation should be done fairly:



- Take place when proposals are still at a **formative stage**
- Provide **enough information** to consider
- Allow **enough time** to respond
- Output **taken into account**



Engagement - an ongoing process which helps the service to learn, share information and ideas and to evolve

GM residents survey



A **multi-purpose sample survey** – respondents are representative of Greater Manchester as a whole



Runs **5** survey waves a year

Around **150** Bolton residents per wave

People complete the survey **online** and **face-to-face**

Regularly includes question sets on **topics including:**



- Cost of living
- Your local area
- Digital inclusion
- Health and wellbeing
- **And other topics** of use to GMCA, councils, and partner organisations!



Reports regularly published on GMCA website⁴

Online data portal for people working in partner organisations

Resident voice

Community conversations



Spending time with people finding out **what is important to them on an issue**



Building on **Asset Based Community Development (ABCD)** – individuals, associations, and institutions come together to **realise and develop their strengths**⁵

An approach: the Good Life Conversation⁵



- **Discover** – what enriches a person’s life
- **Explore** – passions to be developed and could contribute to community wellbeing
- **Connect** – a person’s gifts to other assets to build community



A person’s gifts could include:

- Interests we enjoy telling others about
- Causes, projects, activities we care about
- Skills we could share

What do you need to know?



Engaging with people **takes their time**, we **need to use it wisely**



Insights and data can and should help **guide our thinking**, but **doesn’t hold all the answers**.



Your **professional judgement** and experience of what is **feasible** and **practical** is also crucial.



The 5 why’s - just keep asking yourself ‘why’!

- “I want to know what people are doing to deal with cost of living problems” **Why?**
- Because I want to develop some tips and don’t want to seem patronising or suggest things people won’t do” **Why?**
- “Because cost of living has hit Bolton hard and there are support services people aren’t aware of” **Why?**



Can help to flush out **assumptions** you may have, and areas that **need more clarification**

References

Produced February 2025

Remember to check with your organizational leads before undertaking new activity – they will have lots of valuable skills and knowledge!

[1] [Sample Size Calculator](#) Bolton adult population 28551; confidence level 95%, population proportion 50%; margin of error 5%

[2] https://assets.publishing.service.gov.uk/media/5ae6d71ae5274a702130dc30/Consultation_principles_.pdf

[3] Local Government Association (nd). Consulting residents. <https://www.local.gov.uk/our-support/communications-and-community-engagement/resident-communications/understanding-views-2>

[4] GMCA (2024). Greater Manchester Resident Surveys. <https://www.greatermanchester-ca.gov.uk/what-we-do/research/resident-surveys/>

[5] Nurture Development (nd). Asset Based Community Development (ABCD) <https://www.nurturedevelopment.org/asset-based-community-development/>

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