

# HEALTHY DIDCOT SURVEY

## SUMMARY REPORT

A review of the feedback received from respondents to the Healthy Didcot Survey.

SEPTEMBER 2024



If you require this report in an alternative format (for example large print, Braille, audio, email, Easy Read and alternative languages) please email [jointheconversation@southoxfordshire.gov.uk](mailto:jointheconversation@southoxfordshire.gov.uk) or call **01235 422425**.



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## EXECUTIVE SUMMARY

This report summarises the quantitative and qualitative findings of the Healthy Didcot Survey. The survey asked residents for their views on health and wellbeing in Didcot and the surrounding villages, with the aim of getting a better understanding of what additional support may be needed.

Healthy Didcot Survey, September 2024



## About respondents:

We received 1,655 responses to this consultation. 99% of respondents were members of the public and 80% were Didcot residents. Among Didcot postcodes, a sample analysis indicated that 57% were from Didcot South, 34% from Didcot West and 10% from Didcot North-East.

## Transport

When asked about how they travel around the town, 82% said they do so by car, whilst 62% walk.

## What you like the most about Didcot

Among the things that respondents like about Didcot, 'Access to local services' was considered the most important by the highest proportion (30%). This was followed by 'Near family & friends' (29%), 'Green spaces' (25%) and 'Community facilities and activities' (13%).

## Residents' involvement in the community

More respondents agreed that they feel part of a local community (31% said so), compared to those who disagreed (24%). Most respondents don't feel involved in decision-making processes (59%), and 44% don't feel their views are listened to when asked about Didcot. More respondents said they can find relevant information that benefits them or their family (42%), compared to those who can't (25%).

## Health and wellbeing

Most respondents considered their physical health to be well (61% said so), and mental health to be well too (74%). Among the things that help them feel mentally and physically well, 'spending time outdoor and in nature' obtained the highest proportion of preferences (75%). In terms of challenges instead, 50% mentioned 'motivation', 42% 'cost and affordability', and 34% said 'lack of good, locally available services' has an impact on their ability to stay well.

## Loneliness

A majority of respondents said they feel lonely 'rarely or never' (61%). However, among those who do feel so, 32% said that '*more social activities or groups aimed at different demographics might help them socialise*'.

## Addiction

The vast majority of respondents said they don't smoke (93%), vape (93%), consume excess alcohol (75%) or use illegal drugs (98%). Among those who do so, either rarely or frequently, 37% said they don't want to quit or need further support. 14% would like to quit and receive professional support to do so (including from GPs), and 10% would like to attend community or recovery groups.

## Service Users Health and wellbeing

Among those who responded on behalf of a voluntary or community organisation, 80% said their biggest challenge when trying to help Didcot residents stay physically and mentally well is access to 'funding for ongoing and new projects'. For those responding as a business or organisation instead, the biggest challenge is 'difficulty in recruiting staff and volunteers' (67%). The district councils have produced a Healthy Didcot Stakeholder Report in May 2024, in which 13 local organisations participated and should be read in conjunction with this report.

Healthy Didcot Survey, September 2024



## ENGAGEMENT AND REPORTING METHODOLOGY

South Oxfordshire and the Vale of White Horse district councils have been working with Oxfordshire County Council Public Health and several community partners to find out more about health and wellbeing in Didcot. This survey aimed at getting a better understanding of:

- What services, organisations and people help to support health and wellbeing in Didcot and surrounding villages.
- What problems/barriers affect residents' health and wellbeing, and what would help improve these.

The survey was open for six weeks, between 8 July and 19 August 2024.

In order to promote it among Didcot residents, the survey was:

- Advertised in the Didcot Garden Town newsletter, which is emailed to 450 contacts, including residents, councillors, local businesses and stakeholders.

Healthy Didcot Survey, September 2024



- Promoted to the Healthy Didcot Steering Group members, which in turn advertised it among their service users.
- Emailed to 173 Didcot residents who are registered on the council's Consultation and Engagement database.
- Posted to 35 residents registered on the council's Consultation and Engagement database who opted to receive printed copies of consultations and surveys.
- Advertised on social media (Facebook, Instagram, Nextdoor app) on the day of its launch. Facebook posts received 623 reaches (unique views), whilst those on Nextdoor obtained 262 impressions.
- Advertised through posters which were displayed at Didcot Library, Didcot Civic Hall and Great Western Park Community Centre.
- Promoted at the 'Communities Come Together' event on 17 August, which was attended by 150 people.

## Reporting methodology

This report provides a summary of all quantitative and qualitative results of this consultation, including a summary of the comments made.

Any personal information supplied to us within the comments that could

identify anyone has been redacted and will not be shared or published. Further information on data protection is available in our [general consultation's privacy statement](#).

Some punctual errors in the original comments raised were corrected in the main body of this report.

When stating percentages in the analysis, we are referring to the percentage of respondents that answered the specific question, rather than the total number of responses to the overall survey. Response percentages may not add up to 100 percent due to rounding up over .5 and rounding down under .5. Words that appear in italics are quotes taken from comments received.

## KEY FINDINGS – QUANTITATIVE AND QUALITATIVE DATA

This section outlines the key quantitative findings, which are organised by main section of the survey.

### ABOUT YOU

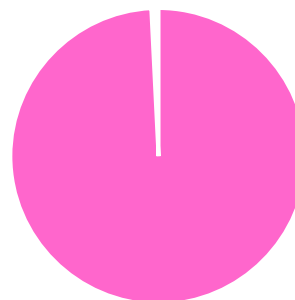
#### QUESTION 1: ARE YOU RESPONDING AS



- Almost all respondents took part to the survey as members of the public (1642, 99%).
- 6 out of 1655 respondents took part as voluntary or community sector organisations (0.36%).
- 3 respondents were representing businesses or organisations (0.18%).
- 4 respondents selected the option 'Other (please specify below)', however, 9 comments were subsequently received for this option.

Below are the responses provided by those who selected 'Other (please specify below)' in response to Question 1. One respondent said he participated as both an individual member of the public and of a voluntary organisation.

An individual/member of the public  
99%



## QUESTION 2: IF YOU ARE RESPONDING ON BEHALF OF A BUSINESS / ORGANISATION, COMMUNITY GROUPS OR OTHER, WHAT IS ITS NAME?

- An individual/member of the public
- A voluntary or community sector organisation
- A business/organisation
- Other (please specify below)
- Not Answered

This question received 35 responses. However, only 12 out of 35 of them provided a name, whilst 23 answered 'no/nil' or 'not applicable'. Please see the table below for full details.

OTHER (PLEASE SPECIFY BELOW)	
ANON-3PJN-B865-Z	REDACTED
ANON-3PJN-B8HW-M	VISITOR
ANON-3PJN-B8UG-H	PATIENT
ANON-3PJN-B8PX-W	VISITOR
ANON-3PJN-B81W-W	MEMBER OF THE PUBLIC
ANON-3PJN-B81U-U	AN INDIVIDUAL MEMBER OF THE PUBLIC AND A VOLUNTARY ORGANISATION
ANON-3PJN-B2A7-7	MY MOTHER'S SON AND RESPONSIBLE FOR HER APPOINTMENTS
ANON-3PJN-B2S9-U	INDIVIDUAL
ANON-3PJN-B2SG-9	I'M ALSO A NURSE

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MORE ABOUT YOU

QUESTION 3: WHAT IS YOUR CONNECTION TO DIDCOT GARDEN TOWN?  
TICK ALL THAT APPLY.

BUSINESS/ORGANISATION NAME

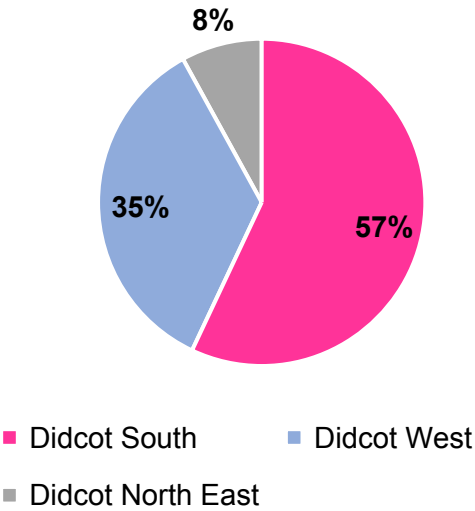
MARK

ONDAY

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UNITY KIT

DICAL C



ANON-3PJN-B2S6-R	
ANON-3PJN-B2Z2-U	ASTONS ONLINE CIC
ANON-3PJN-B2TJ-D	V K
ANON-3PJN-B21U-N	CHILDCARE
ANON-3PJN-BEYY-M	YOGA & WELLBI
ANON-3PJN-BEYR-D	DIDCOT EVENTS

QUESTION 4: IF YOU LIVE IN DIDCOT, PLEASE TELL US THE FIRST PART OF YOUR POSTCODE BELOW, E.G. OX11 6

The aim of this question was to try to understand whether respondents to the survey are residents of Didcot town with an OX11 postcode. 1415 respondents answered this question and provided some information about their postcode.

I live here

I live outside Didcot

I work here

I regularly visit Didcot (monthly)

I have an interest in the area

Not Answered

Other (please specify below)

80%

18%

12%

7%

5%

1%

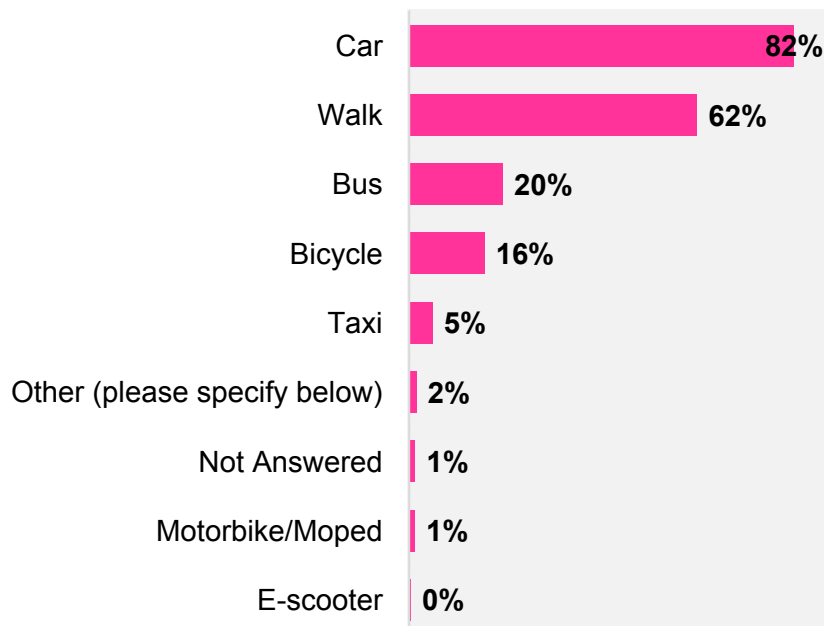
1%



- In addition, 131 full postcodes were received without being prompted out of 1415 responses.
- Of these 131, 79 were Didcot postcodes (60%).
- Of the 79 Didcot postcodes, 57% were from Didcot South, 34% from Didcot West and 10% from Didcot North-East.

## QUESTION 5: HOW DO YOU NORMALLY TRAVEL WITHIN DIDCOT? TICK ALL THAT APPLY.

- Most respondents said they usually travel around the town by car (82%) or walk (62%).
- Fewer respondents said they take the bus (20%) or cycle (16%).
- 5% go around in a taxi and 1% by motorbike or moped.



## YOUR VIEWS ON DIDCOT

### QUESTION 6: WHAT DO YOU LIKE MOST ABOUT DIDCOT? PLEASE PUT THE FOLLOWING OPTIONS IN ORDER OF PRIORITY (1 BEING YOUR MOST IMPORTANT AND 4 MEANING YOUR LEAST IMPORTANT)

Respondents were asked to rank four different options ('green spaces', 'community facilities', 'access to local

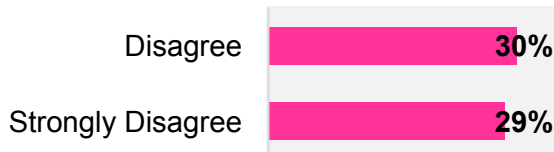
service's and 'near to family and friends') in order of priority.



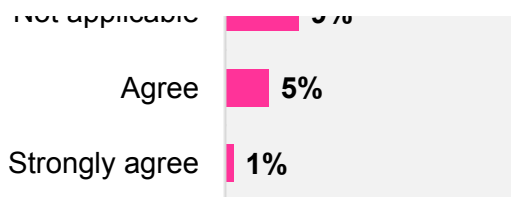
The analysis of the responses obtained focused on the proportion of respondents who assigned the highest rank (1st) to each response option.

**QUESTION 7: HOW FAR DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT DIDCOT.**

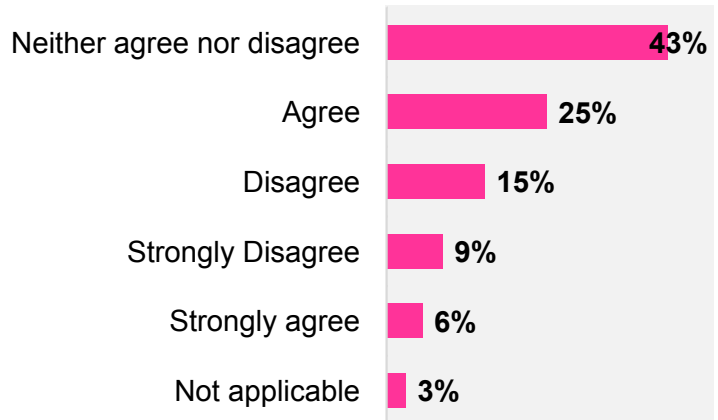
- Many respondents neither agreed nor disagreed with this statement. In fact, 43% were undecided on this.
- Overall, more respondents agreed with this statement (25%) than disagreed (15%).
- Furthermore 31% of respondents either agreed or strongly agreed with this



**Statement No.2: "I feel I am involved in decision-making processes (e.g. town council network or other local meetings)".**



**Statement No.1: "I feel I am part of a local community".**

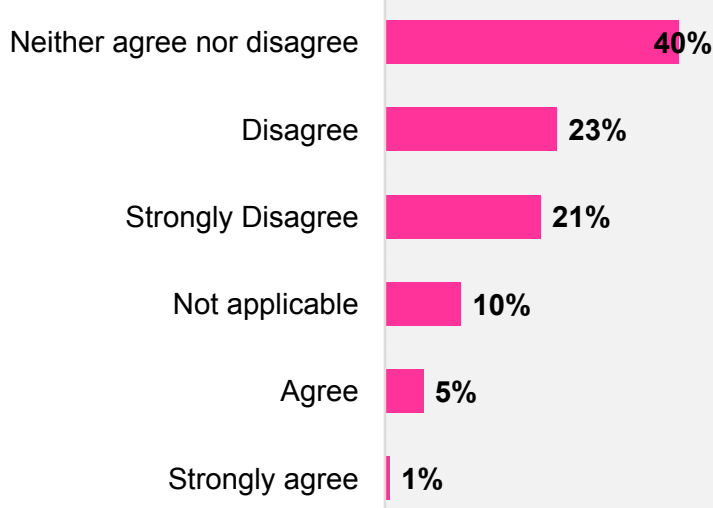


- 'Access to local services' was ranked 1<sup>st</sup> by the highest proportion of respondents (30%).
- The second, highest-ranked option was 'Near to family and friends' - 29% of respondents said this is what they like or respondents.
- 'Community facilities and activities' obtained the lowest number of preferences (13%)
- Additionally, 20% were undecided and could neither agree nor disagree.
- Only 6% of respondents either agreed or strongly agreed with this statement.

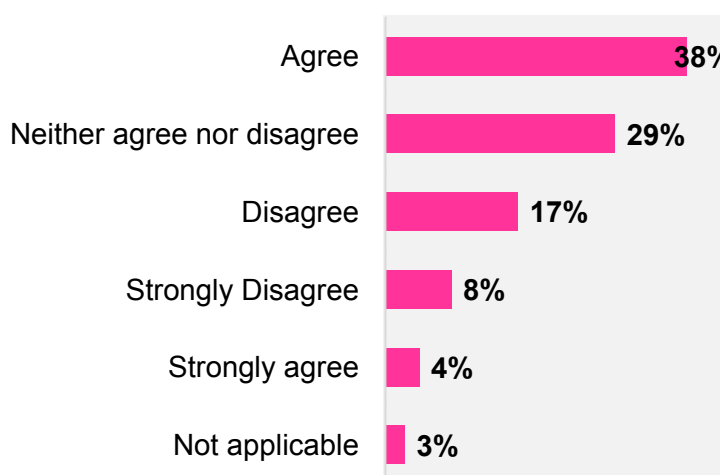


### Statement No. 3: *“I feel my views are listened to when asked about Didcot”.*

- Many respondents neither agreed nor disagreed with this statement (40%).
- However, more respondents disagreed with this statement (23%) than agreed with it (5%).
- Furthermore, 44% of respondents either disagreed or strongly disagreed with this statement, compared to only 6% who either agreed or strongly agreed with it.



### Statement No.4: *“I know where to find relevant information that benefits me or my family”.*



- Overall, more respondents agreed with this statement (38%) than disagreed (17%).
- Furthermore, 42% either agreed or strongly agreed with this statement, compared to 25% who disagreed or strongly disagreed with it.
- A good proportion of respondents neither agreed nor disagreed with this statement (29%).

## QUESTION 7.1 IF YOU HAVE ANY OTHER COMMENTS, PLEASE PROVIDE THEM BELOW.

We received 201 comments in response to this question. Content analysis of the responses highlighted the following:

- 31% of comments conveyed negative feelings about the town’s expansion and the lack of adequate infrastructure and services.
- 23% felt that the Council do not engage with residents and their views are not listened to.

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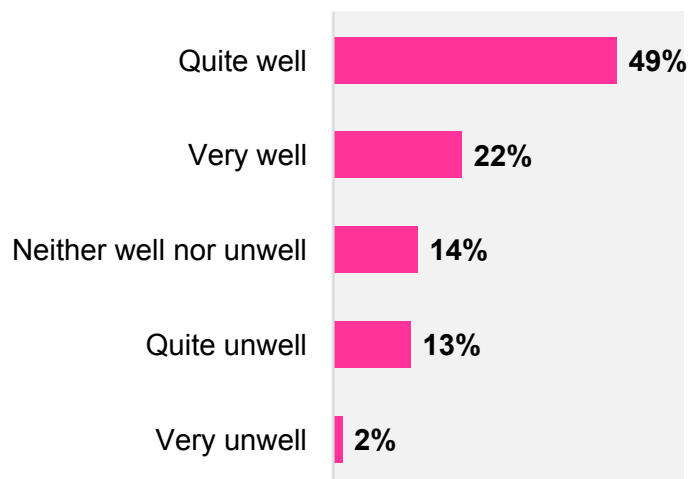
- 9% felt they could not comment on Didcot for various reasons (e.g. they don't live in the town or haven't tried to get involved), and another 9% said it's hard to socialise in Didcot and there is no sense of community.
- 7% lamented insufficient green spaces and said that Didcot does not feel like a garden town. Another 7% said that access to information could be improved.
- Fewer respondents said they enjoy living in Didcot (4%) and feel involved in the community (3%). 1% reiterated that they know where to find relevant information.

## YOUR HEALTH AND WELLBEING

### QUESTION 8: HOW WELL OR UNWELL DO YOU CONSIDER YOUR PHYSICAL AND MENTAL HEALTH TO BE?

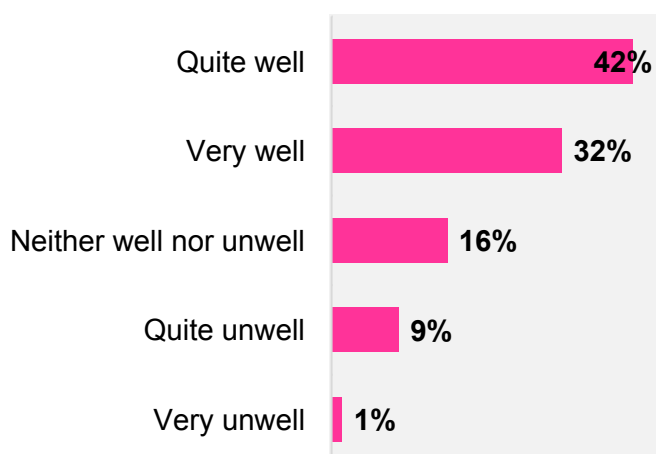
#### PHYSICAL HEALTH

- Overall, most respondents consider their physical health to be well (61%).
- More specifically, 49% consider their health to be quite well and 22% to be very well.
- Conversely, 15% consider their physical health to be unwell. More specifically, 13% said they are 'quite unwell' and 2% 'very unwell'.
- 14% are neither well nor unwell.



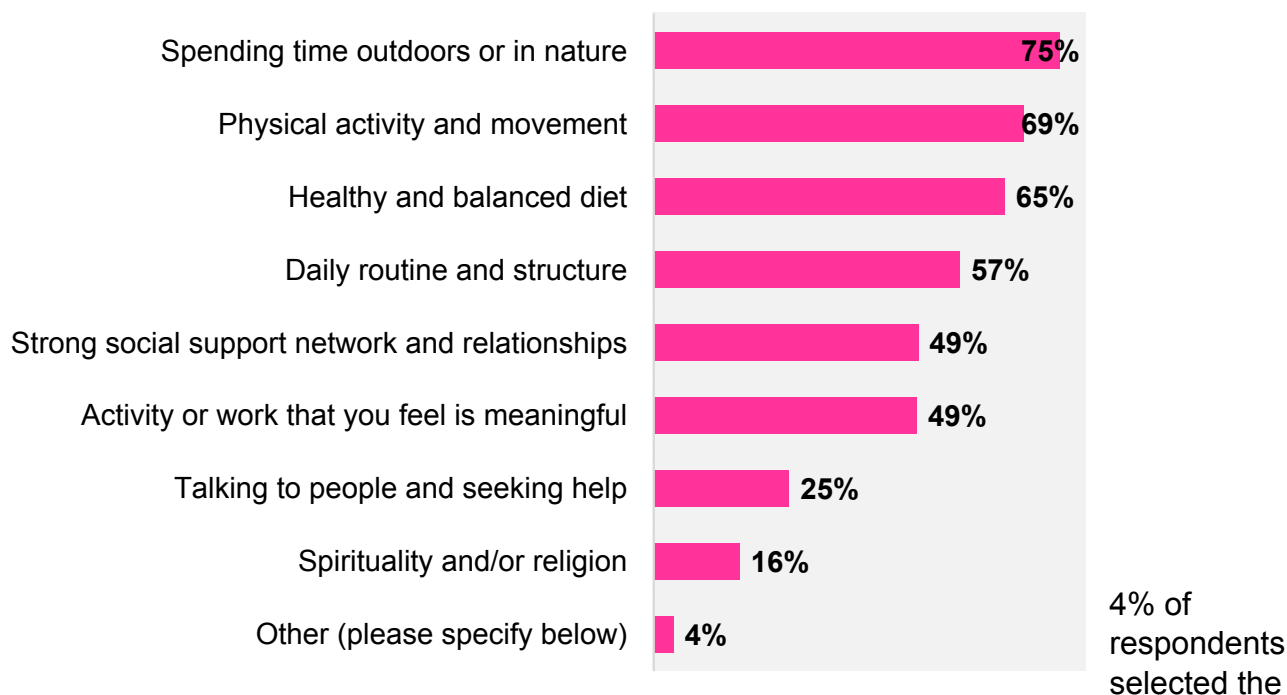
#### MENTAL HEALTH:

### QUESTION 9: IF YOU FEEL PHYSICALLY AND/OR MENTALLY WELL, WHAT HELPS YOU? TICK ALL THAT APPLY.



- The vast majority of respondents said they are mentally well (74%).
- More specifically, 42% consider their mental health to be quite well and 32% to be very well.
- Conversely, 10% consider their physical health to be unwell. More specifically, 9% said they are 'quite unwell' and 1% 'very unwell'.
- More respondents said they are mentally well (74%) than physically well (61%).





- The three options that respondents said they rely on the most in order to feel physically and mentally well are: spending time outdoors or in nature (75%); physical activity and movement (69%) and maintaining a healthy and balanced diet (65%).
- 57% said that a daily routine and structure helps to maintain their physical and mental health.
- 49% said they rely on their social support network and relationships to keep healthy, and another 49% on activity or work that feels meaningful to them.
- Fewer respondents said they rely on talking to people or seek help (25%), and/or on spirituality and religion (16%).

option 'Other (please specify)' and then made 88 comments.

In their comments, 22% said they rely on health services or access to drugs and palliative to keep physically and mentally well. Another 20% rely on their social network, although this was a response option to question 9. 16% said they find help through their hobbies (e.g. playing sport or volunteering).

Fewer people said they rely on other ways to stay healthy:

- Meditation and religion (8%)
- Financial stability (6%)
- Looking after myself (6%).
- Enjoying the outdoors (5%).

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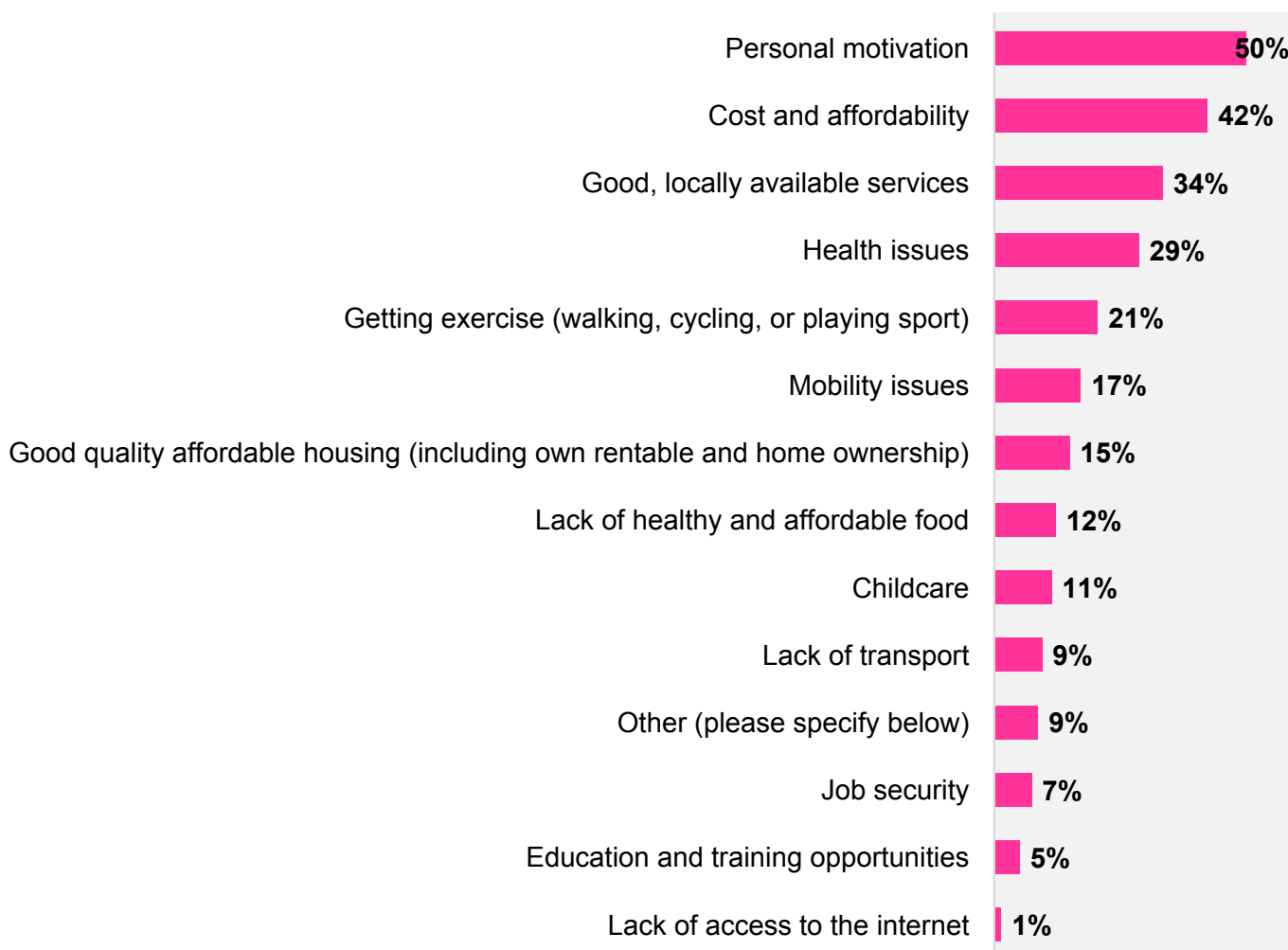


9% said that nothing helps them.

## YOUR HEALTH AND WELLBEING – CHALLENGES

### QUESTION 10: ARE THERE ANY CHALLENGES YOU EXPERIENCE WHEN TRYING TO STAY PHYSICALLY AND MENTALLY WELL?

- The biggest challenges that people experience when trying to stay mentally and physically well are personal motivation (50%) and cost and affordability (42%).
- 34% said that (lack of) good, locally available services constitute a challenge to keep



healthy.

- 29% said that they struggle to keep healthy due to pre-existing health issues.

9% of respondents selected the option 'Other (please specify)' and then made 216 comments in response to this question.

41% of comments indicated that a lack of adequate health services represents a challenge when trying to stay healthy. The second most mentioned challenge, although by fewer

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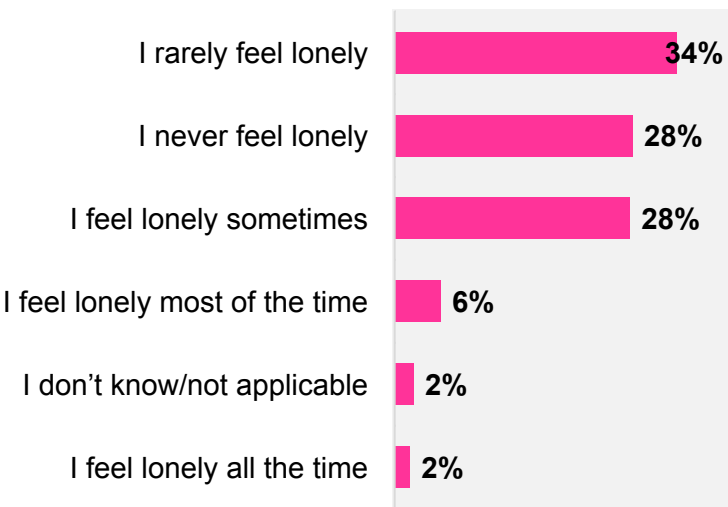
respondents, was 'lack of time' (10%), followed by lack of or inadequate infrastructure to walk or cycle (8%) and lack of or inadequate fitness and leisure centres (8%).

**LONELINESS**

**QUESTION 11: PLEASE SELECT ONE OF THE OPTIONS BELOW REGARDING LONELINESS.**

**Q11.1: IF YOU HAVE ANY OTHER COMMENTS ABOUT LONELINESS, PLEASE TELL US BELOW.**

Respondents made 53 comments in relation to loneliness.  
20% of comments were made by respondents who, they said, try to stay connected and active



- A large majority of respondents said they rarely or never feel lonely (62%).
- 28% said they feel lonely sometimes.
- A minority of respondents said they feel lonely most of the time (6%), or all the time (2%).
- 2% said they don't know or this is not applicable to them.

in their community, and don't feel lonely.  
Another 20% of comments indicated that the cause of loneliness was to blame on the loss of a partner, living alone or lack of time to spend with partners.  
16% said that there are not enough activities suitable for their needs (including age and disability), and another 16% said that it's hard to socialise.  
11% blame loneliness on a personal health issue and 10% expressed that, although they have a social network, they still can feel lonely.

**QUESTION 12: IF YOU SAID YOU FEEL LONELY, WHAT WOULD HELP YOU FEEL LESS LONELY?**

This was an open-text question which received 331 responses.  
Almost a third of comments made mentioned that the availability of more activities or groups aimed at different demographics might help people socialise and feel less lonely (32%).



13% of comments indicated that having more time to spend with loved ones or to socialise would help, whilst 12% would like to find friends or a partner.

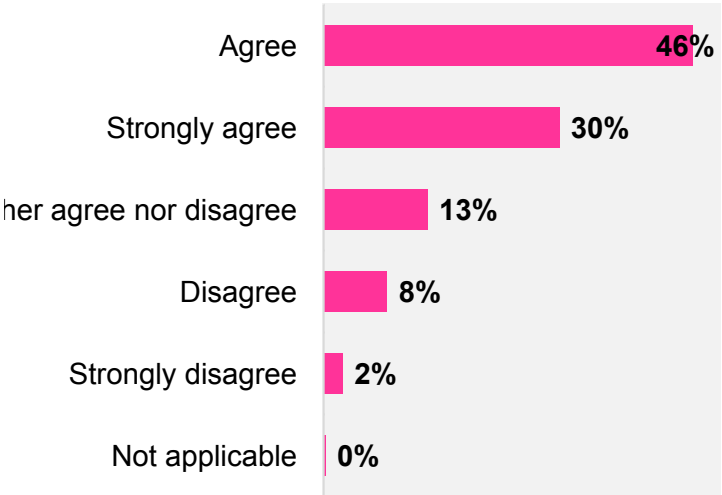
Among the other things that could help them feel less lonely, respondents mentioned ‘more places for the community to come together’ (8%) and ‘more support services (health, transport and housing, 6%). 5% said that socialising is expensive.

**LIFESTYLE CHOICES**

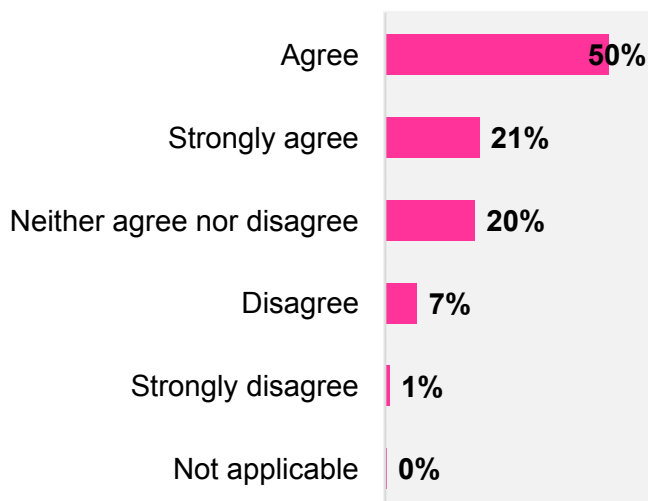
**QUESTION 13: IN RELATION TO FOOD, HOW FAR DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS:**

Statement No.1: *“I can access affordable and healthy food options.”*

- A large majority of respondents said they can access affordable and healthy food options. More specifically, 46% agreed with this statement and 30% strongly agreed with it.
- Conversely, 10% said they cannot access affordable, healthy food options, including 8% who disagreed with the statement and 2% who strongly disagreed.
- 13% said they neither agree nor disagree with this statement.



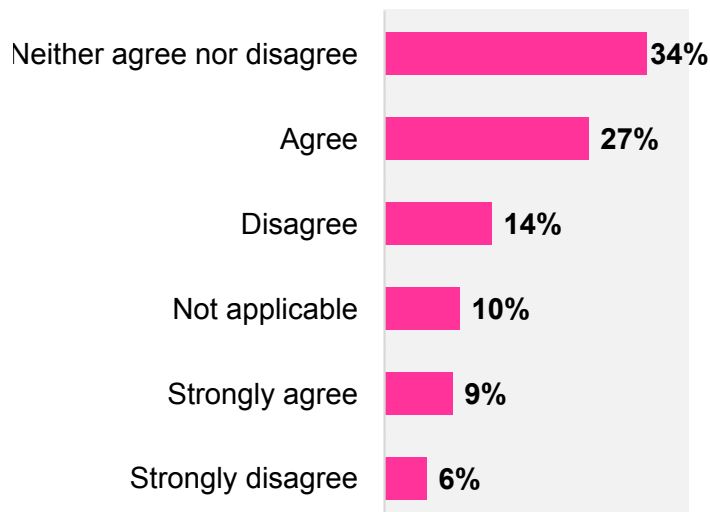
Statement No.2: *“I and/or my family maintain healthy lifestyle habits around food and eating.”*



- A large majority of respondents said they or their family maintain healthy lifestyle habits when it comes to food and eating. More specifically, 50% agreed with this statement and 21% strongly agreed with it.
- Conversely, 8% said they do not maintain healthy habits, including 7% who disagreed with the statement and 1% who strongly disagreed.
- 20% said they neither agree nor disagree with this statement.

Statement No.3: *“I would value information and support about healthy food and eating habits.”*

- Just over a third of respondents said they would value information and support about healthy food and eating habits (36%). More specifically, 27% agreed with this statement and 9% strongly agreed with it.
- Conversely, 23% said they would not value such information, including 14% who disagreed with the statement and 9% who strongly disagreed.
- 34% neither agreed nor disagreed with this statement.



### QUESTION 13.1 IF YOU HAVE ANY OTHER COMMENTS, PLEASE PROVIDE THEM BELOW.

We received 90 comments in response to the above question. A similar proportion of respondents said that they can afford and access healthy food and information on healthy food and eating (26%), and that healthy food is unaffordable or unavailable (27%).

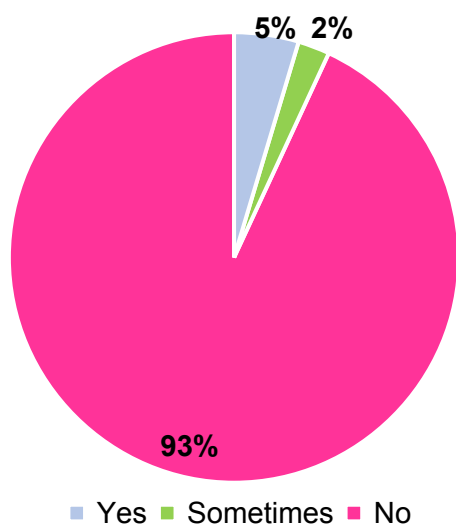
21% of comments expressed complaints about the lack of healthy food in Didcot, as takeaways but also supermarkets favour unhealthy, processed and ultra-processed food options.



12% said that more information is needed on what constitutes healthy food and eating habits (especially to children of school-age). 5% said they lack motivation or time.

## QUESTION 14: THIS SECTION OF THE SURVEY IS ABOUT SMOKING, VAPING AND CONSUMING ALCOHOL. DO YOU:

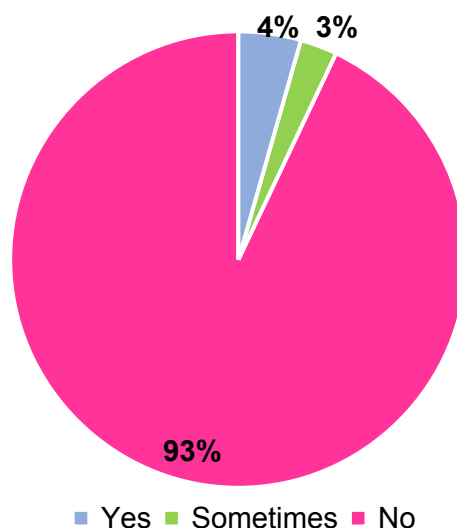
### 1. SMOKE?



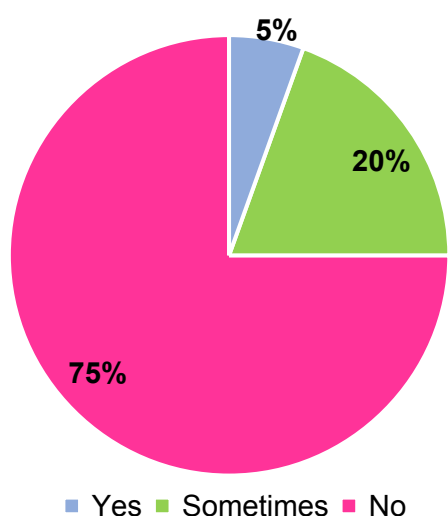
- The vast majority of respondents said they do not smoke (93%).
- 5% of respondents said they smoke regularly and 2% said they smoke sometimes.

### 2. VAPE?

- Similarly, the vast majority of respondents said they do not vape (93%).
- 4% of respondents said they vape regularly and 3% said they vape sometimes.



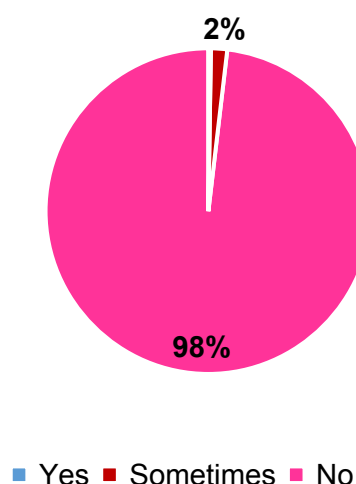
### 3. CONSUME EXCESS ALCOHOL (EXCESS CONSUMPTION IS MORE THAN 14 UNITS A WEEK, WHICH IS 6 PINTS OF BEER OR 6 GLASSES OF WINE)?



- The vast majority of respondents said they do not drink an excessive amount (75%).
- 5% of respondents said they consume excess alcohol regularly and 20% said they do so sometimes.

### 4. CONSUME ILLEGAL DRUGS?

- The vast majority of respondents said they don't consume illegal drugs (98%).
- 2% of respondents said they consume illegal drugs sometimes.



## QUESTION 15: IF YOU SELECTED YES TO THE ABOVE AND WOULD LIKE TO QUIT, WHAT SUPPORT DO YOU THINK WOULD HELP YOU?

We received 71 comments in response to the above question.

Over a third of respondents said they would not like to quit or don't need further support (37%).

Among the types of support that respondents said might help them quit there are:

- Professional support (including GPs, 14%)
- Community or recovery groups (10%)
- Improved/ more engaging environment (5%)
- Better finances; stress reduction; palliative remedies and a change of culture around consumption (all 4% each).
- 3% said they lack motivation to quit.

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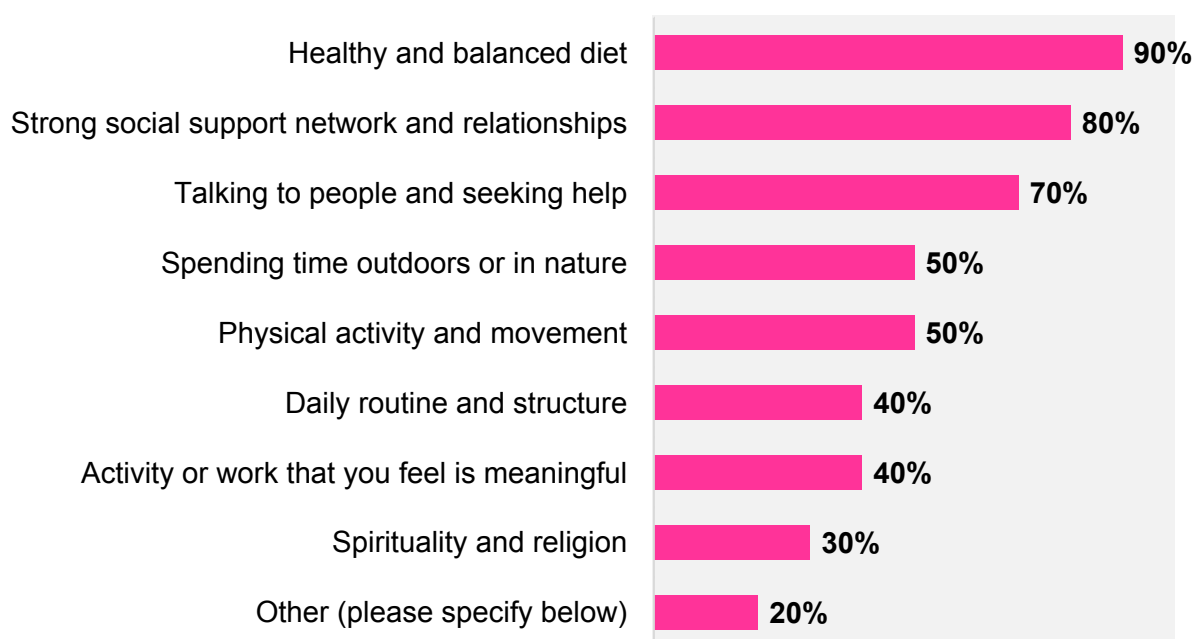
- 8% said they don't think anything could help and 6% were unsure about what could help them quit.

## VOLUNTARY AND COMMUNITY SECTOR ORGANISATIONS

This section of the survey was visible only to those who responded on behalf of voluntary and community sector organisations. Seven respondents said they were from a voluntary and/or community sector organisation.

The aim of the following questions was to get a better understanding of the challenges that service users experience with regards to staying physically and mentally well, as well as the barriers that organisations face.

### QUESTION 16: WHAT HELPS YOUR SERVICE USERS STAY PHYSICALLY AND MENTALLY WELL? TICK ALL THAT APPLY.



The three options that respondents selected the most were:

1. Healthy and balanced diet (90% of preferences)
2. Strong social support network and relationships (80%).
3. Talking to people and seeking help (70%).

Spending time outdoors or in nature, and physical activity and movement both were selected by 50% of respondents.

Activity or work that you feel is meaningful, and daily routine and structure both were selected by 40% of respondents.

30% of respondents selected spirituality and religion.

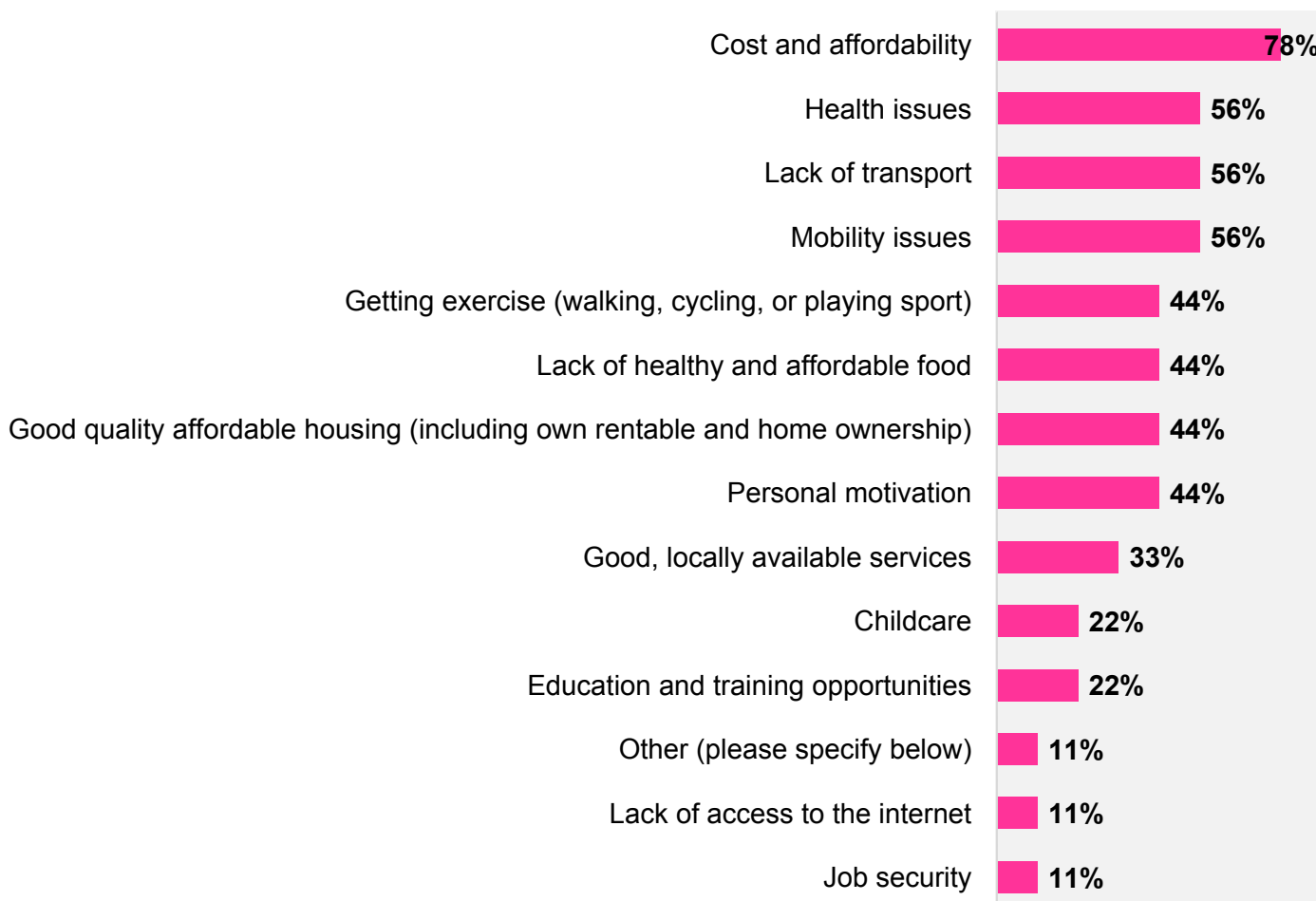
20% selected the option 'Other (please specify below)'. Below is a list of the comments received.

OTHER (PLEASE SPECIFY BELOW)	
ANON-3PJN-B8YK-S	<p>A “VILLAGE” OF SOCIAL CONNECTIONS AND SUPPORT BENEFITS PERINATAL MENTAL HEALTH AND REDUCES THE RISK OF POSTNATAL DEPRESSION.</p> <p>ACCESS TO SPECIALIST COMMUNITY-BASED INFANT FEEDING SUPPORT AND INFORMATION ABOUT THE IMPORTANCE OF RESPONSIVE CARE FOR HEALTHY INFANTS BRAIN DEVELOPMENT HELPS PARENTS MAKE INFORMED CHOICES ABOUT FEEDING AND CARING FOR THEIR BABY IN THE EARLY YEARS, AND LAYS THE FOUNDATIONS FOR THEIR CHILD TO HAVE A HEALTHY FUTURE.</p>
ANON-3PJN-B2Z2-U	ASTONS ONLINE CIC AIMS TO BOOST DIGITAL CONFIDENCE ESPECIALLY IN THE ELDERLY PEOPLE TO USE ONLINE SERVICES, COMMUNICATIONS, HEALTH AND WELL-BEING FACILITIES.

**QUESTION 17: WHAT ARE THE CHALLENGES THAT YOUR SERVICE USERS EXPERIENCE WHEN TRYING TO STAY PHYSICALLY AND MENTALLY WELL? TICK ALL THAT APPLY.**



OTHER (PLEASE SPECIFY BELOW)	
ANON-3PJN-B8YK-	<p><b>VERY LITTLE OPEN ACCESS SOCIAL OPPORTUNITIES NOW THAT ALL THE CHILDREN'S CENTRES ARE CLOSED.</b></p> <p><b>LACK OF OPEN CONVERSATION AND EMBARRASSMENT CAN PREVENT</b></p>



The most common challenge that service users experience when trying to stay physically and mentally well is 'cost and affordability' (78%).

'Health issues', 'lack of transport and mobility issues' were each selected by 56% of respondents.

'Getting exercise'; 'lack of healthy and affordable food'; 'good quality affordable housing' and 'personal motivation' were each selected by 44% of respondents.

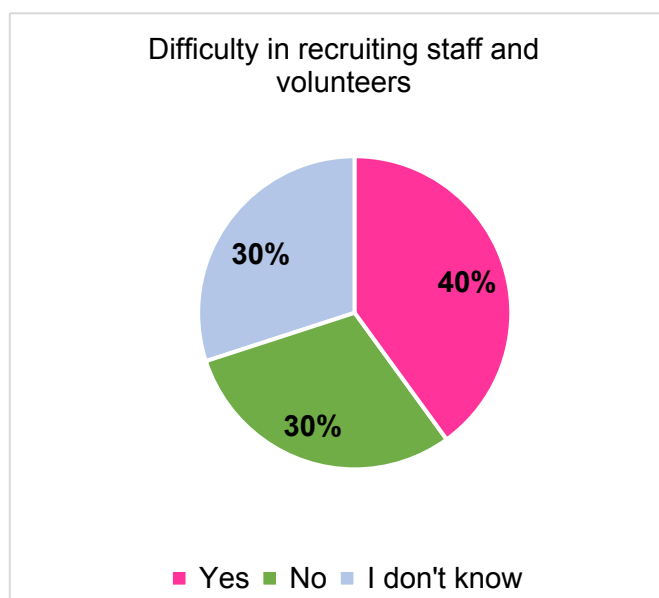
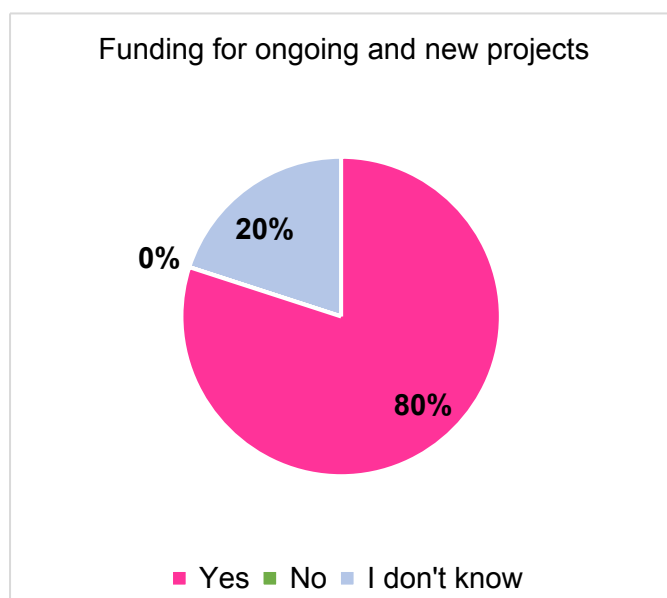
The least common challenges that service users experience are 'lack of access to the internet' and 'job security'.

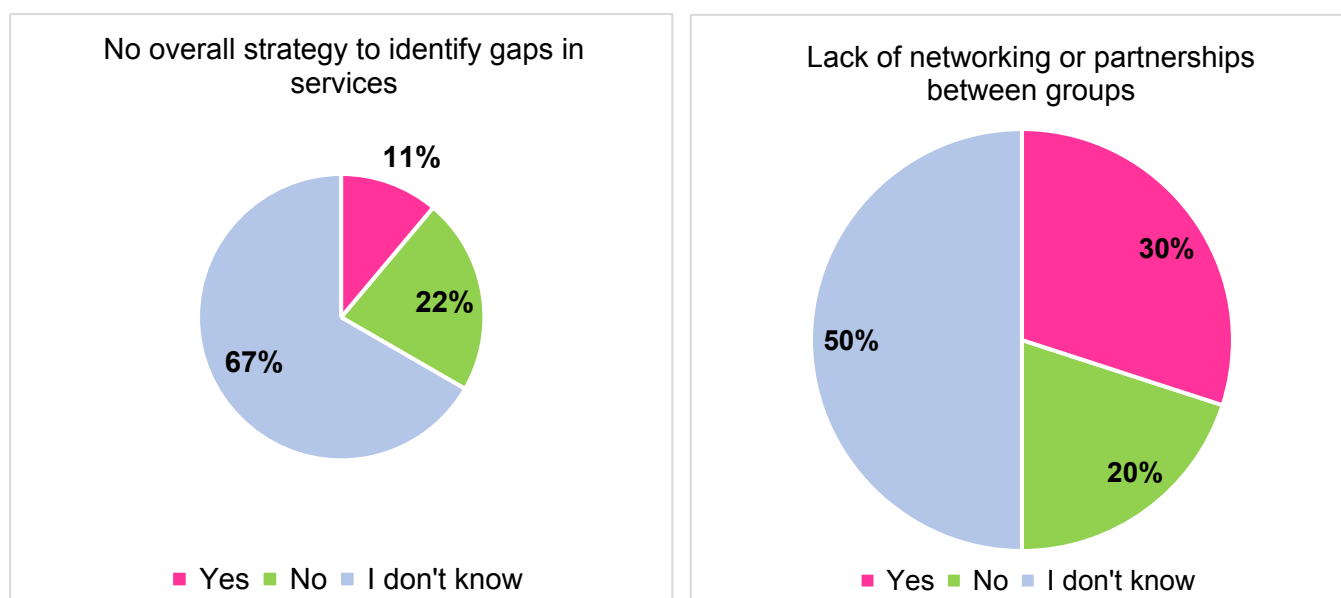
11% of respondents selected 'Other (please specify below)'. Below is a list of the comments received.



S	<p><b>MOTHERS SEEKING HELP FOR PELVIC FUNCTION REHABILITATION AND TREATMENT OF BIRTH INJURIES, AND THEN OVERSTRETCHED HEALTHCARE SERVICES CAN MEAN ADEQUATE HELP IS NOT FORTHCOMING. THIS CAN AFFECT MENTAL HEALTH AND ABILITY TO EXERCISE.</b></p> <p><b>LOW BREASTFEEDING RATES IN THE UK (DUE TO INADEQUATE PROVISION OF BREASTFEEDING TRAINING FOR HEALTHCARE PROFESSIONALS, DIFFICULTIES ACCESSING SUPPORT, MISINFORMATION AND POORLY REGULATED UNETHICAL INFANT FORMULA MARKETING) ARE A PUBLIC HEALTH ISSUE, INCREASING RISKS OF CHILDHOOD RESPIRATORY AND GASTROINTESTINAL INFECTIONS, OBESITY AND DIABETES, AND MATERNAL BREAST AND OVARIAN CANCERS AT A POPULATION LEVEL.</b>  <a href="https://www.unicef.org.uk/babyfriendly/about/call-to-action/">HTTPS://WWW.UNICEF.ORG.UK/BABYFRIENDLY/ABOUT/CALL-TO-ACTION/</a></p> <p><b>MISLEADING MARKETING FROM THE POORLY REGULATED BABY FOOD INDUSTRY CAN LEAD PARENTS TO INTRODUCE SOLID FOODS TOO EARLY AND BUY UNNECESSARY PROCESSED FOODS, EG BABY PURÉE POUCHES.</b></p>
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## QUESTION 18: WHAT BARRIERS DOES YOUR ORGANISATION FACE WHEN HELPING DIDCOT RESIDENTS?





The biggest challenge for voluntary and community sector organisations is access to ‘funding for ongoing and new projects.’ 80% of respondents said this is a challenge. No respondents said this is not a challenge.

The second biggest challenge is ‘difficulty in recruiting staff and volunteers’ (40% of respondents selected this option), followed by ‘lack of networking or partnerships between groups’ (30% said this is a challenge).

11% said the lack of an overall strategy to identify gaps in services is a challenge for their organisation when trying to help residents.

### QUESTION 18.1: IF YOU SELECTED ‘YES’ TO ANY OF THE ABOVE, PLEASE TELL US MORE BELOW.

We received 6 comments in response to the above question. Please see table below.

OTHER (PLEASE SPECIFY BELOW)	
ANON-3PJN-B8YK-S	FUNDING OF ONGOING CORE COSTS, E.G ROOM HIRE. PARENTS OFTEN AREN'T AWARE OF US - LACK OF REFERRAL FROM MIDWIVES, HEALTH VISITORS, ANTENATAL COURSE TUTORS.
ANON-3PJN-B8Y3-1	WE SELECTED YES TO FUNDING BECAUSE IT IS CONTINUOUS CHALLENGE FOR US.
ANON-3PJN-B887-4	WE ARE FUNDED BY DONATIONS. AVAILABLE GRANTS ARE USUALLY FOR CAPITAL PROJECTS RATHER THAN ONGOING FUNDING
ANON-3PJN-B81U-U	WE ARE A CHARITY ALMSHOUSE WITH THE ONLY INCOME COMING FROM RENT. GRANTS NOT READILY AVAILABLE BECAUSE WE DO NOT SERVE THE WHOLE COMMUNITY. THIS MAKES IT DIFFICULT TO MAINTAIN THE BUILDING. VOLUNTEERS TEND TO BE FROM THE



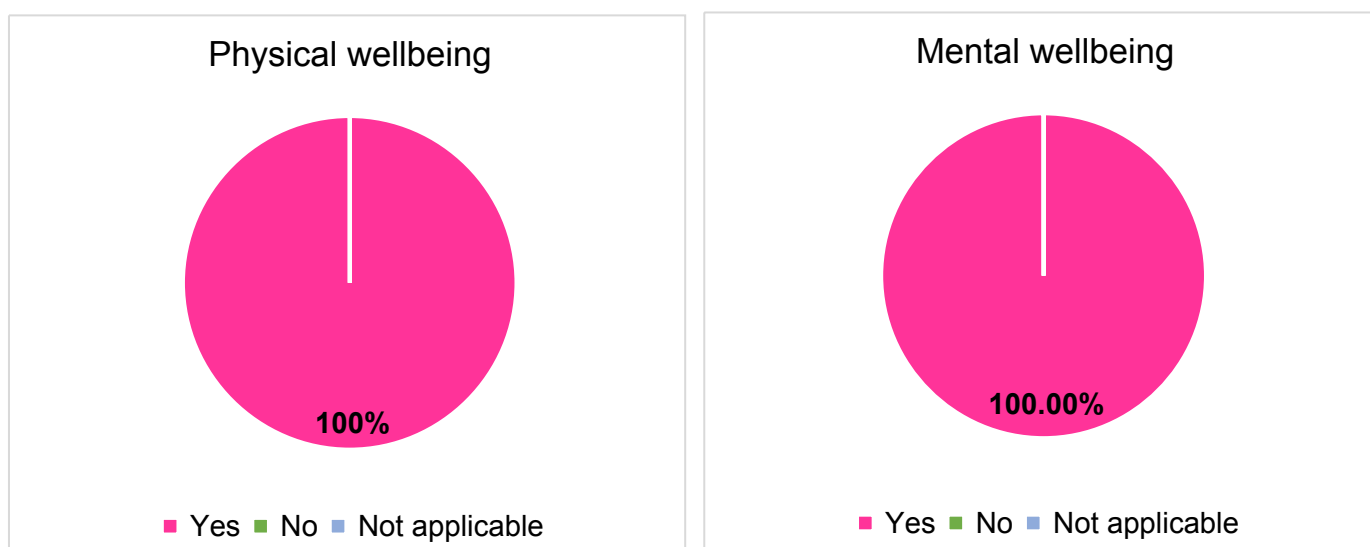
	ELDERLY WHO HAVE GOOD SKILLS BUT LACK THE ABILITY TO ACTUALLY GIVE THE MANUAL PRACTICAL HELP THAT IS OFTEN NEEDED.
ANON-3PJN-B2Z2-U	ASTONS ONLINE CIC CONSIDERS THAT OXFORDSHIRE COUNTY COUNCIL'S DIGITAL INCLUSION POLICIES AND ACTION PLAN NEED LOCAL AUTHORITY LEADERSHIP AND ACTIVE COORDINATION FOR VOLUNTEER GROUPS TO WORK TOGETHER. WE KNOW OF OTHER UK COUNTIES WHERE THEIR LEADERSHIP HAS PRODUCED SUBSTANTIAL HEALTH AND WELLBEING BENEFITS FOR CITIZENS
ANON-3PJN-BEYR-D	IT SEEMS WE HAVE LOST ALL THE COMMUNITY COMMUNICATION GROUPS SUCH AS COMMUNITY LUNCH, CHAMBER OF COMMERCE, NETWORKING GROUPS.

## BUSINESS/ORGANISATION

This section of the survey was only visible to those who responded on behalf of a business or organisation. 3 respondents said they were from a business or organisation.

The aim of the following questions was to get a better understanding of what businesses and organisations do to help support their customers physical and mental wellbeing, as well as the barriers they face.

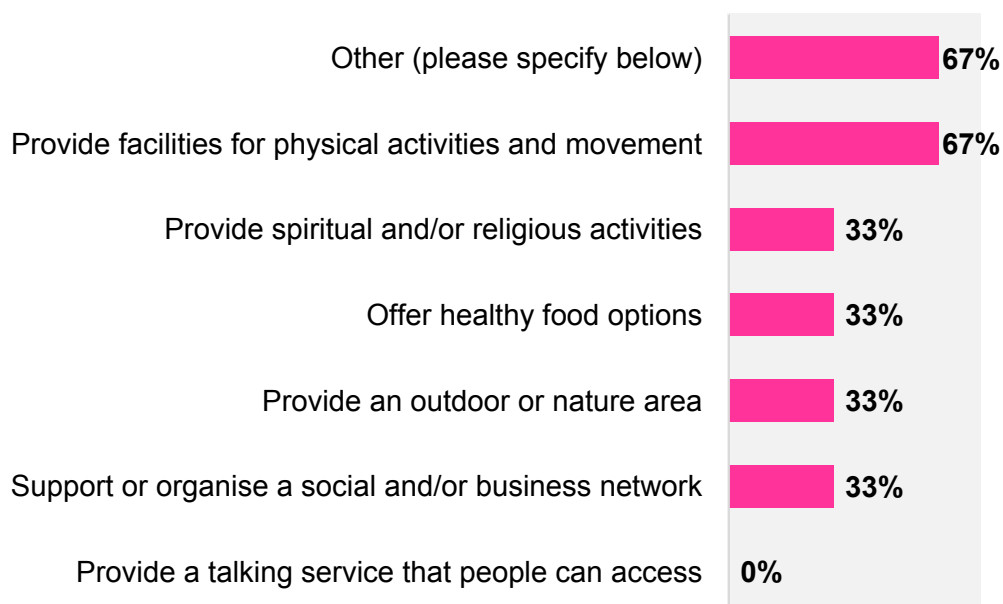
### QUESTION 19: DOES YOUR BUSINESS/ORGANISATION SUPPORT YOUR CUSTOMERS TO STAY PHYSICALLY AND MENTALLY WELL?



All respondents responded positively to this question, saying that they support the physical and mental wellbeing of their customers.

### QUESTION 20: IF YOU'VE ANSWERED YES TO THE ABOVE QUESTION, HOW DO YOU HELP SUPPORT THEM?





The most selected option was 'provide facilities for physical activities and movement', which was selected by 67% of respondents. 67% also selected 'Other (please specify below)'. Please see the table below for a full list of comments.

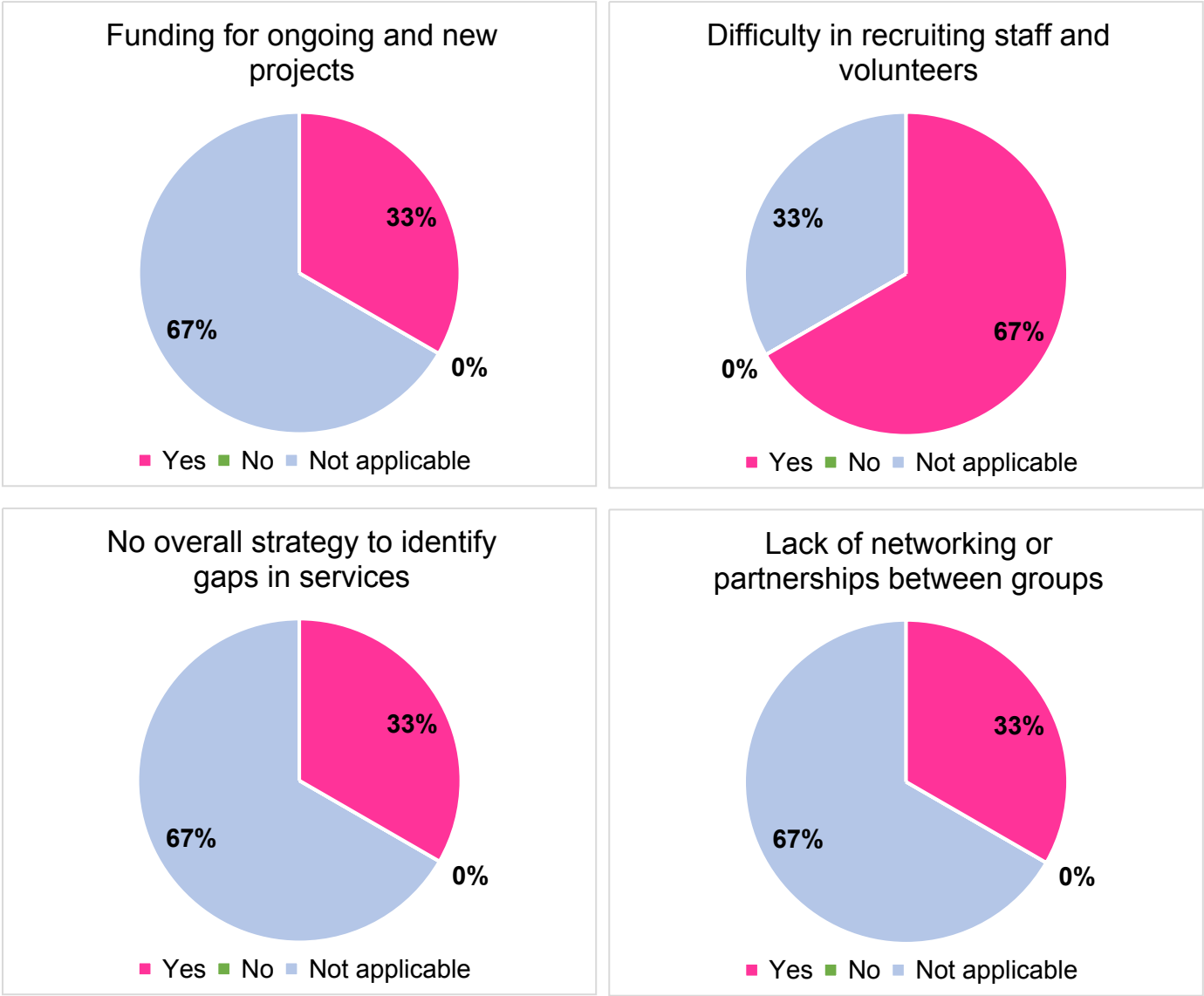
Except for 'provide a talking service that people can access', which was not selected by any respondents, all the other response options ('provide spiritual and/or religious activities', 'offer healthy food options', 'provide an outdoor or nature area', 'support or organise a social and/or

OTHER (PLEASE SPECIFY BELOW)	
ANON-3PJN-B8YF-M	HELP OUR OCCUPIERS WITH SUSTAINABLE TRAVEL, ESPECIALLY OUR £20 PER ANNUM BUS PASS FOR DIDCOT RESIDENTS WHO WORK AT MILTON PARK, THEREBY HELPING TO REDUCE THE STRESS CAUSED BY THE COST OF LIVING CRISIS AND HELPING WITH ACCESS TO EMPLOYMENT.
ANON-3PJN-B86A-C	RESEARCH AND DEVELOPMENT ON PRECISION MEDICINE

business network) were each selected by a third of respondents.



**QUESTION 21: WHAT BARRIERS DO YOUR BUSINESS/ORGANISATION FACE WHEN SUPPORTING YOUR CUSTOMERS?**



The biggest challenge for respondents in this category was ‘difficulty in recruiting staff and volunteers’, which was selected by 67%.

Each one of the remaining response options (‘funding for ongoing and new projects’, ‘no overall strategy to identify gaps in services’ and ‘lack of networking or partnerships between groups’) were selected by 33% of respondents.

**QUESTION 21.1: IF YOU SELECTED ‘YES’, PLEASE SPECIFY BELOW.**

This question received one comment, please see table below.

Healthy Didcot Survey, September 2024



## ANYTHING ELSE?

OTHER (PLEASE SPECIFY BELOW)	
ANON-3PJN-B8YF-M	WE WOULD LIKE TO RECRUIT MORE VOLUNTEERS TO E.G. LEAD WALKS PROGRAMMES. THERE ARE PLENTY OF PEOPLE ON SITE WHO WOULD VOLUNTEER BUT WE HAVEN'T BEEN ABLE TO GET SUPPORT FROM LOCAL WALKS PROGRAMMES FOR E.G. TRAINING AND INSURANCE.

### QUESTION 22: IF YOU HAVE ANY OTHER COMMENTS ABOUT HEALTH AND WELLBEING IN DIDCOT, PLEASE PROVIDE THEM BELOW.

We received 652 comments in response to the above question.

61% of the comments received expressed negative views about Didcot's health services, particularly what respondents say is a lack of adequate health provision in the town.

6% highlighted the need to reduce traffic and improve air quality in Didcot.

5% mentioned that more leisure facilities and outdoor sport equipment would benefit the health and wellbeing of residents. Another 5% asked for more support or resources for residents with specific conditions (i.e. autism, weight loss).

4% would like to see improved cycle and walking paths, and another 4% would like to see more green areas and better maintenance of the existing ones.

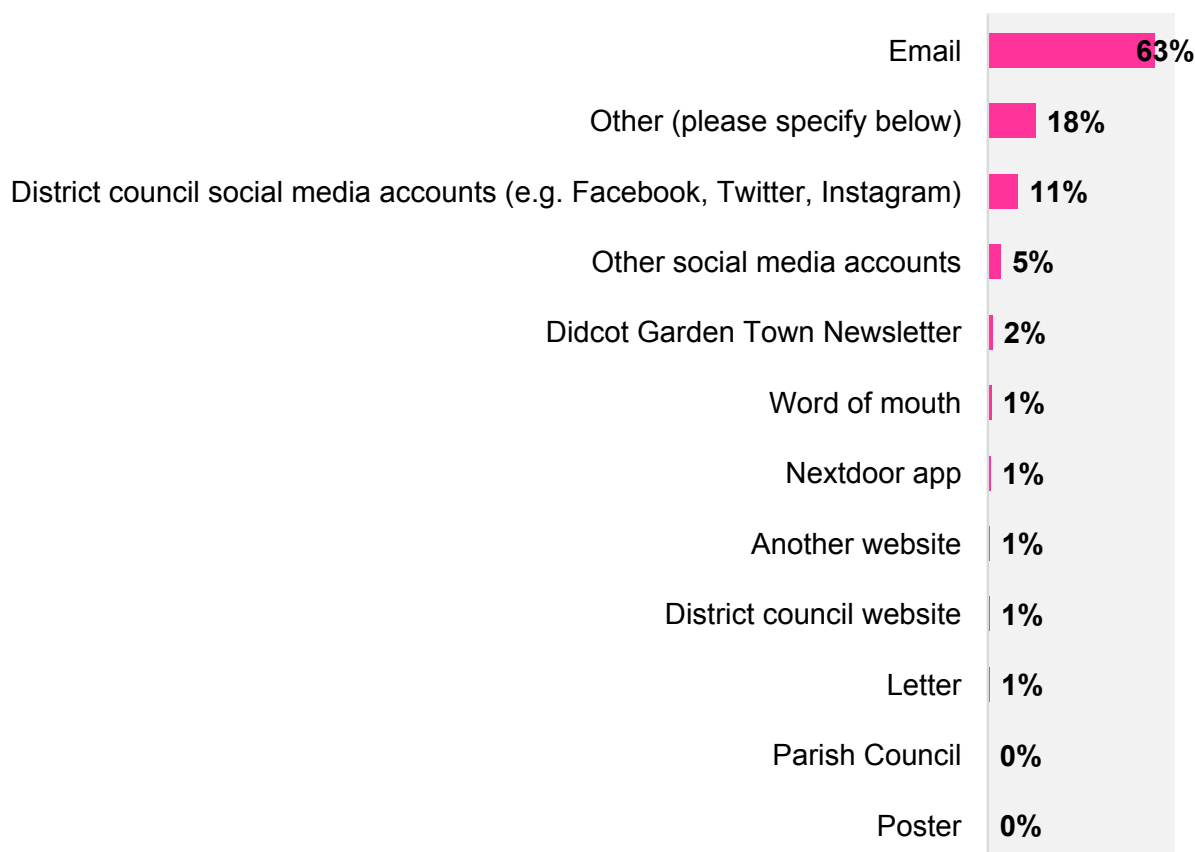
3% said there should be more community engagement and places to come together.

2% said that staying healthy isn't affordable.

Finally, 8% made other, sometimes unrelated comments.

### QUESTION 23: HOW DID YOU HEAR ABOUT THIS SURVEY?





Over half of respondents said they heard about this survey via email (56%).

18% selected the option 'Other (please specify below)'. Of them, 82% said they received an email or text from their GP or GP surgery. Another 9% said they received a text message or email but without specifying the sender. 3% received communication via the NHS app; 2% saw a post on Facebook or other social media platform. 'MP'/'Friends or family'/'District councils' all were mentioned by 1% of comments each.

The second and third most common communication channels were social media platforms, more specifically: 'district council social media accounts (e.g. Facebook, Twitter, Instagram, 11%)' and 'Other social media accounts' (5%).

18% selected 'Other (please specify below)'. We received 442 comments from those who selected this response option.

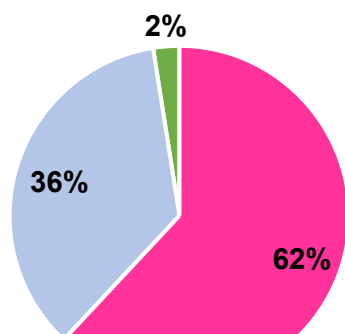
## DEMOGRAPHIC DATA

Below is the demographic data collected in the engagement. Not all respondents answered so percentages given represent responses to each question. Comments in italics in brackets are provided for clarification.



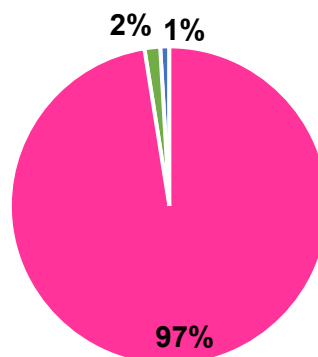
## QUESTION 23: WHAT IS YOUR SEX?

- Respondents to this consultation were 62% females and 36% males.
- 2% preferred not to answer this question.



- 97% said that the gender they identify with is the same as the sex registered at birth.
- 1% said that the gender they identify with is not the same as the sex registered at birth and then left 14 comments (please see table below for a full list).
- 2% preferred not to answer this question.

## QUESTION 24: IS THE GENDER YOU IDENTIFY WITH THE SAME AS YOUR SEX REGISTERED AT BIRTH?



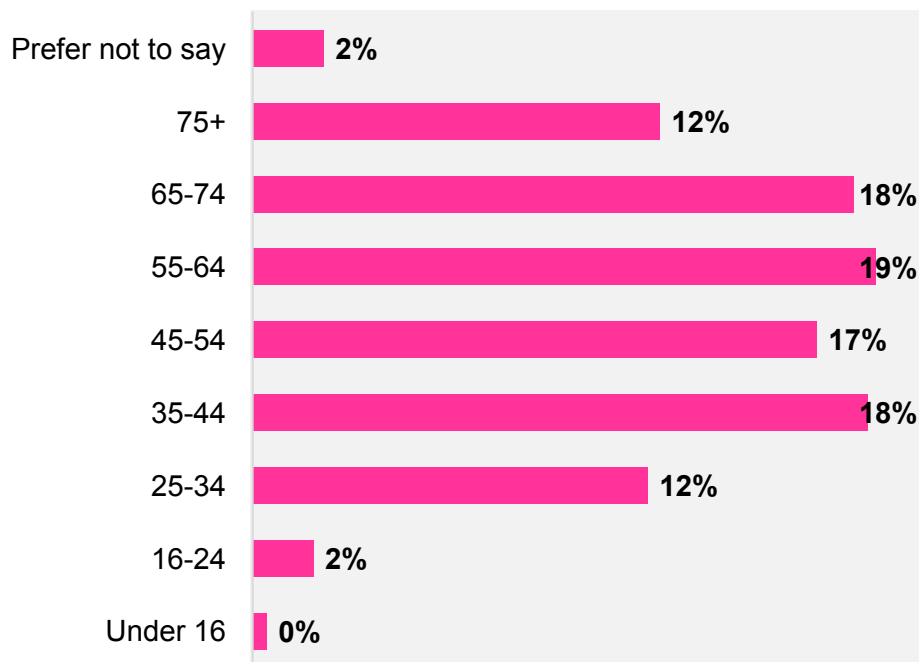
■ Yes ■ Prefer not to say ■ No (please specify below)



OTHER (PLEASE SPECIFY BELOW)	
ANON-3PJN-B8F5-G	I AM TRANS MASCULINE
ANON-3PJN-B8FQ-C	GENDER IS A MADE UP CONSTRUCT BASED ON STEREOTYPES. I DON'T 'IDENTIFY' AS ANYTHING.
ANON-3PJN-B8DA-T	AFAB (ASSIGNED FEMALE AT BIRTH)
ANON-3PJN-B8DX-H	I AM A WOMAN AS DEFINED BY BIRTH
ANON-3PJN-B8CV-E	I'M A (REDACTED) BLOKE
ANON-3PJN-B8MC-5	THERE ARE ONLY 2 GENDERS
ANON-3PJN-B8QM-K	THERE ARE ONLY TWO GENDERS SO YES!!!
ANON-3PJN-B8K2-J	NON BINORY
ANON-3PJN-B25J-E	GENDERFLUID
ANON-3PJN-B27H-E	DON'T BE SILLY
ANON-3PJN-B2TB-5	OF COURSE
ANON-3PJN-B2RF-7	NONE OF THE ABOVE OPTIONS APPLY. I DON'T "IDENTIFY WITH A GENDER". I AM A WOMAN.
ANON-3PJN-B231-K	WHAT A STUPID QUESTION WHY WOULD IT BE ANY DIFFERENT
ANON-3PJN-B2K2-C	TRANSGENDER MALE



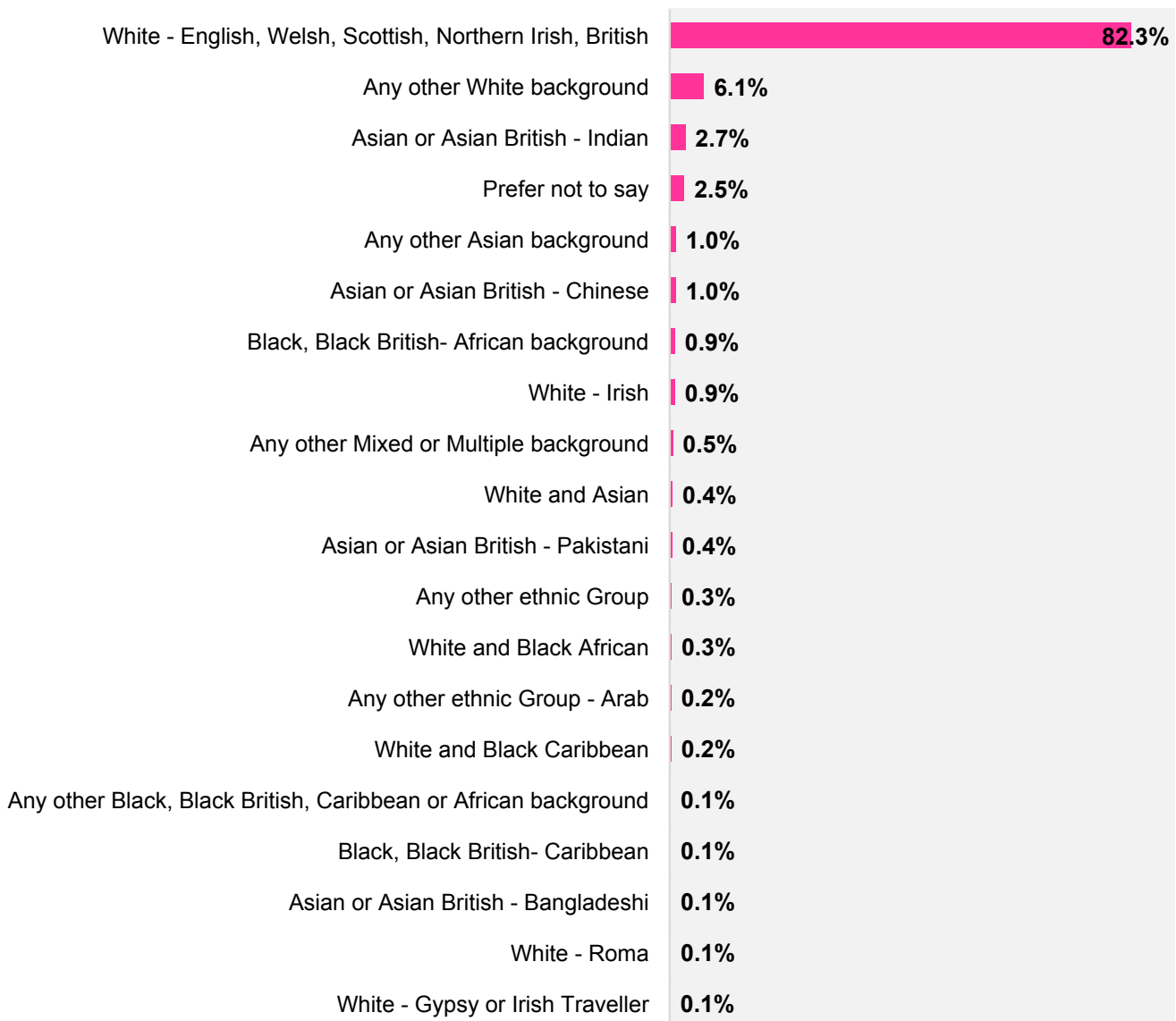
## QUESTION 26: HOW OLD ARE YOU?



- Respondents were fairly equally distributed among age groups. More specifically, 35-44 and 65-74-year-olds each made up 18% of total respondents. 45-64-year-olds made up 17% and 55-64-year-olds made up 19% of the total.
- The younger age group of 25-34-year-olds, and the oldest one of 75+, each made up 12% of the total.
- The youngest age group (16-24-year-olds) made up 2% of the total.
- 2% of respondents preferred not to answer this question.



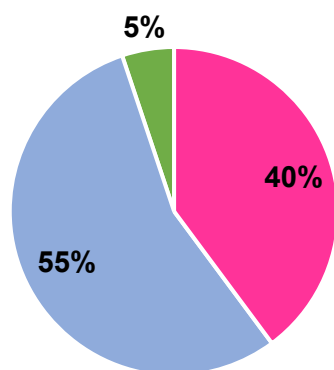
## QUESTION 27: WHAT IS YOUR ETHNIC GROUP?



- The biggest ethnic group to respond to this consultation was White – English, Scottish, Welsh, Northern Irish, British, which made up just over 82% of total respondents.
- Any other White background made up 6.1% of respondents.
- Asian or Asian British (Indian) made up 2.7%.
- Asian or Asian British (Chinese); Any other Asian background; Black, Black British (African background) and White Irish made up exactly or nearly 1%.
- All other ethnic groups made up half a percentage point or less.
- 2.5% preferred not to answer this question.



## QUESTION 28: DO YOU HAVE ANY PHYSICAL OR MENTAL HEALTH CONDITIONS OR ILLNESS LASTING OR EXCPECTING TO LAST 12 MOTNHS OR MORE?

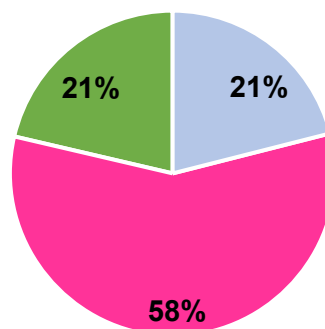


■ Yes ■ No ■ Prefer not to say

- 40% said they have a physical or mental health condition or illness lasting more than 12 months.
- 55% said they don't have a physical/mental health condition lasting over 12 months.
- 5% preferred not to answer this question.

## QUESTION 29: DO ANY OF YOUR CONDITIONS OR ILLNESSES REDUCE

- 58% of those having a physical/mental health condition or illness said that this limits their ability to carry out day to day activities 'a little'.
- 21% said that their condition or illness limits their ability a lot, and another 21% said it does not limit them at all.



■ Yes, a lot ■ Yes, a little ■ Not at all

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## HOW WE HAVE USED RESULTS OF THE CONSULTATION

Thank you for taking part to the Healthy Didcot Survey.

The findings of this survey will help us assess how residents feel about health and wellbeing in Didcot and understand what other support is needed. They will help us make recommendations of actions that can be taken to improve health and wellbeing in the town and its surrounding villages.

This report, together with data provided by Census 2021 and Public Health at Oxfordshire County Council, and a Stakeholder engagement report will be considered by a new, local Healthy Didcot Steering Group, which will work to create an Action Plan to address the issues and barriers identified here and with other feedback from various focus groups and interviews with local residents.

## FURTHER INFORMATION

If you would like more information about this consultation and the results presented in this report, or you require this report in an alternative format (for example large print, Braille, audio, email, Easy Read and alternative languages) please contact:

Consultation and Community Engagement Team  
South Oxfordshire/ Vale of White Horse District Council  
01235 422 425  
[jointheconversation@southandvale.gov.uk](mailto:jointheconversation@southandvale.gov.uk)

To enquire about the council's work on Healthy Didcot or Didcot Garden Town, please get in touch with:

**Didcot Garden Town team**  
South Oxfordshire/ Vale of White Horse District Council  
01235 422473  
[didcotgardentown@southandvale.gov.uk](mailto:didcotgardentown@southandvale.gov.uk)

