



**Working Towards a  
Healthy Bridlington:**  
A Conversation between the  
health and social care system  
and our residents  
**Feedback report February 2022**



## Introduction

Public service organisations across East Riding of Yorkshire, the East Riding Place Partnership, are working together to create opportunities for change to improve the health and wellbeing of people living in and around Bridlington. The overarching vision is to invest in and strengthen a preventative, healthy, approach in Bridlington to:

- Help people of all ages to better understand the choices they make in living their lives and the alternative opportunities available.
- Encourage people to take ownership of their own health,
- Keep people independent for as long as possible,
- Help people to be well connected in the local community,
- Prevent, reduce and delay people from coming into contact with statutory organisations for as long as possible.

The proposals are about creating a *Healthy Bridlington* and our system approach by everyone working together with the people of the Town and surrounding villages to maximise the opportunities for everyone young and old. There are many community assets delivering great things already and we want to build on these and use to best effect. We know that Bridlington Hospital is much loved by people, and we want to make the best use of this asset too. However, this is only one part of these proposals for a *Healthy Bridlington*; it is not the sole focus as we want to help people live great lives and keep healthy for longer. Nor is it about recreating the past but building on the present and exploiting new opportunities for the future; for example, how can the deployment of digital help bring new solutions and pathways for health and care, including how it is deployed at Bridlington Hospital.

To support this approach, plans have been drawn up that focus on six specific areas:

- Education, schools and workforce
- Transport
- Digital opportunities
- Diagnostics
- Communities
- Estates and assets

We want to bring people along with us on this journey and give everyone the chance to join in the conversation, have their say on our plans and tell us what they want in their local area. In advance of the launch, positive conversations on the outline proposals took place with the Bridlington Ward Council members, the local MP and Bridlington health forum and we welcome the opportunity to engage and take these plans forward together. We also recognise that places and communities have a critical role to play in how we shape and improve Bridlington and would like to thank everyone who took the time to provide their views.

This report provides a summary of the feedback we received during these early conversations from the residents and staff working in Bridlington which will inform the next steps in the journey we are on together. Thank you to everyone who has taken the time to provide their views.

## Methodology

The aims of this engagement were to understand the views and experiences of the residents of Bridlington and surrounding areas, particularly those using services in Bridlington such as the hospital, social care or registered with one of the Bridlington General Practitioners and over the age of 16.

A survey was created and signed off by a steering group consisting of representatives from East Riding of Yorkshire Clinical Commissioning Group (CCG), East Riding of Yorkshire Council, GP practices, City Health Care Partnership CIC, York and Scarborough Teaching Hospitals NHS Foundation Trust, Humber Teaching NHS Foundation Trust, and representatives from voluntary and community services in the Bridlington area.

A full and a summary booklet were created which introduced the conversation, ambition and the six areas of the plan: Education, Schools and Workforce; Transport; Exploiting Digital Opportunities; Diagnostics; Community Resilience and Prevention; and One Single Estate.

The literature, which included the printed survey and a Freepost return address, was sent to various locations in and around Bridlington for members of the public to pick up and complete. It also included a telephone number for people to call if they wanted additional copies or needed support by talking through the survey. On request, hard copies of the survey were also available in alternative formats, such as large print or other languages.

The survey could also be accessed and completed online along with more information about the plan on our website, [www.healthybridlington.co.uk](http://www.healthybridlington.co.uk). The CCG's website is fully accessible through Browsealoud technology which enables speech, large print and alternative languages.

All involved partner organisations were provided with information to support them with sharing the information online via their own social media channels and internally with their own staff. The survey was launched in the local media through a press release and paid for advertorials. A more detailed summary of the communications approach follows in the next section.

The survey, which was publicly launched on 27<sup>th</sup> May 2021, asked that responses be completed and returned by 18<sup>th</sup> July 2021.

In total there were **224** responses collected and we would like to thank everyone for supporting the survey and taking part. 213 responses were collected via our online link with 11 hard copies returned by Freepost (all 11 hard copies were from people over the age of 45).

The response rate is the percentage of people who respond to a survey. High survey response rates help to ensure the survey results are representative of the target population. It is helpful for a survey to have a good response rate in order to produce accurate and useful results. The aim of any survey is to have the largest number of people respond as possible. Larger response rates generally tend to lead to increased precision when comparing with the overall target population.

The estimated population over the age of 16 registered with a GP in the Bridlington Primary Care Network (PCN) in 2020<sup>1</sup> was 35,706 giving a response rate of 0.63%.

Using a population size of 35,706 looking for a 95% confidence level and accepting a 5.5% margin of error we would need a minimum response of 315 respondents. Receiving 223 responses gives a 90% confidence level for the findings.

Calculated using [Sample Size Calculator by Raosoft, Inc.](#)

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<sup>1</sup> [National General Practice Profiles - Data - PHE](#)



# Our Communications Approach

This is a multi-agency approach and, in order to reach as many local people and staff as possible, we worked together with partners across health and social care to promote the information across all channels. A summary of our communications toolkit and approach is below:

## Press release

A joint NHS and Local Authority press release was issued on Thursday 27 May 2021 for publication by the local media and for partners to share through any internal / external newsletters they produce. The press release is available at:

<https://www.eastridingofyorkshireccg.nhs.uk/news/?post=have-a-say-and-join-the-conversation-working-towards-a-healthy-bridlington>

Coverage about the plans was included in a wide range of local media outlets:

- Yorkshire Coast Radio (27 May) – <https://planetradio.co.uk/greatest-hits/yorkshire-coast/news/healthy-bridlington-consultation/>
- Yorkshire Coast Radio (7 June) – <https://planetradio.co.uk/greatest-hits/yorkshire-coast/news/bridlington-councillors-call-for-better-communication-about-hospital/>
- Yorkshire Post (9 June) – <https://www.yorkshirepost.co.uk/health/morale-at-bridlington-hospital-lower-than-rock-bottom-after-more-than-half-of-surgery-moves-to-scarborough-3265865>
- Scarborough News (9 June) – <https://www.thescarboroughnews.co.uk/health/morale-at-bridlington-hospital-lower-than-rock-bottom-after-more-than-half-of-surgery-moves-to-scarborough-3266277>
- Radio Humberside (28 June) – <https://www.bbc.co.uk/sounds/play/p09kzdyh>

## Printed information

Hard copies of the full and summary plans, including the survey were distributed to GP practices, customer service centre, libraries, schools/colleges, pharmacies, voluntary sector organisations, churches and other public facing buildings throughout Bridlington, ie Sewerby Hall, for people to complete and post back to us, using our FREEPOST address.

## Advertorials

The summary plan was promoted throughout June 2021 through paid for double page spreads in the Bridlington Free Press and the Bridlington Echo.

## Working towards a Healthy Bridlington

A conversation between health, social care and local residents

**Introduction**

Public service organisations throughout the East Riding of Yorkshire are working together to create opportunities for change, that offer lasting improvements to health and care of local people in Bridlington and surrounding villages. These organisations include: East Riding of Yorkshire Clinical Commissioning Group, East Riding of Yorkshire Council, GP Practices, City Health Care Partnership, York and Scarborough Teaching Hospitals NHS Foundation Trust, Humberside Teaching NHS Foundation Trust and HEY Smile Foundation.

**Our ambition**

Our ambition is for everyone to have the same opportunity to lead a healthy life, no matter where they live or who they are.

We understand that creating a healthy wellbeing society depends on many elements including: quality health and social care, join for local people, decent housing, a thriving community that prevents people becoming isolated and great educational opportunities.

We recognise that places and communities have a critical role to play in how we live and thrive in our area. We want to create a neighbourhood where we can support and encourage people to take control of the choices they make in living their lives, to help people to look after themselves, adopt a healthier lifestyle, improve their wellbeing, not need less help as they age, and later in life, stay well for longer. When people are unwell we will support them to manage their health needs which will help them to remain in work for longer and to stay in their home for longer.

This is why we want to start a conversation with everyone to help get the right to make sure Bridlington and surrounding villages become more productive and prosperous.

**Our plans**

To help fulfil our ambition for Bridlington we have drawn up a plan. Already many positive conversations have taken place and we have achieved some 'quick wins'. However, we want to make sure local residents can have their say and express their views about what needs to change as well as what works well and what opportunities there are.

These plans focus on a specific area:

**1 Education, schools & workforce**

We want to improve and increase the number of educational and employment opportunities for everyone and create a strong local skilled workforce for the future. This includes supporting residents to return as well as working with schools, colleges and the university of Hull to make sure our young people are equipped with the necessary skills and career prospects.

**2 Transport**

We have ambitious plans to address local residents' needs by having the right transport arrangements in place. We recognise the challenges of providing good transport and we need to think creatively with a greater emphasis on a mixed voluntary and community transport service.

**3 Exploiting digital opportunities**

2020 has seen the rapid increase in digital services. We need to build on this and look to embrace digital solutions available in the area so people can confidently access safe and convenient virtual health care services. We know however that not everyone has the necessary skills and we are looking at designated consultation rooms in other public buildings with support.

**4 Diagnostics**

We want to provide a wider range of diagnostic tests closer to home for the Bridlington population. There is a national programme looking at community diagnostic Centres and we're keen for Bridlington to be considered as part of the programme. Improving diagnostics will help to improve patients' care and treatment, reduce waiting lists and the number of referrals into A&E.

**5 Community resilience and prevention**

We are working in partnership with the local voluntary sector to help support the growing health and social care demands. Our aim is to encourage people to stay healthy, active and engaged in their community. We will work with local organisations to make sure everyone is able to play a full and active role, helping people to come together, to support themselves and each other.

**6 One single estate**

This is a great opportunity to look at how we can best use our combined assets and share facilities where it is possible to do so. A good example is the opening of the Social Care Suite at Bridlington hospital. Our focus will be finding the public estate to meet the needs of the community, rather than the needs of individual partners or services.

**How to get involved**

This is a great opportunity for all partners to come together, join up our resources and make them work more efficiently for local residents. Where it is safe to do so, our proposals will help to provide a greater range of services that are closer to people's homes, in the community, allowing us to make the most of our current buildings.

We want to bring local residents along with us on this journey and give everyone the chance to have their say on our plans and tell us what they want in their local area. People can get involved by reading more about our plans and completing our survey at [healthybridlington.co.uk](http://healthybridlington.co.uk)

For those who would prefer a hard copy of our plans and survey, call us on 01482 872116 and leave a message, or email [2022ccg.com@nhs.uk](mailto:2022ccg.com@nhs.uk).

The survey closing date is midnight 31 July 2021.

## Social media toolkit / Digital images

A social media toolkit was provided for partners to use to help promote 'Healthy Bridlington' via their own social media accounts. All posts were available for people to share on NHS East Riding of Yorkshire CCG's Facebook and Twitter (@EastRidingCCG). Targeted social media advertising was also paid for to maximise digital reach.



Each agency will have its own social media reach analysis. Details of the CCG analysis is below:

### CCG paid for social media reach (27 May – 18 July)

Reach – 42,044

Impressions – 161,382

Click throughs – 843

### CCG social media reach (27 May – 18 July)

Facebook:

Reach - 3359

Engagements – 17

Click throughs – 11

Twitter:

Impressions – 2853

Engagements – 10

Click throughs - 7

## Website

A dedicated webpage with its own short weblink ([healthybridlington.co.uk](http://healthybridlington.co.uk)) was established. This contains all the information about the programme including the full and summary plans and a link to the survey.

## Providing feedback

People were able to provide feedback on-line (available via the above website) or could post hard copies to us using our FREEPOST address.

Anyone wishing to have hard copies of 'our plans in full' and / or the leaflet/survey were able to contact the CCG by emailing [ERYCCG.ContactUs@nhs.net](mailto:ERYCCG.ContactUs@nhs.net) or calling 01482 672156 and leaving a message. The contact information was published in all forums including printed and digital.

## Media Coverage

The conversation and plans were picked up in the following media outlets:

Yorkshire Coast Radio (27 May) - <https://planetradio.co.uk/greatest-hits/yorkshire-coast/news/healthy-bridlington-consultation/>

Yorkshire Coast Radio (7 June) – <https://planetradio.co.uk/greatest-hits/yorkshire-coast/news/bridlington-councillors-call-for-better-communication-about-hospital/>

Yorkshire Post (9 June) – <https://www.yorkshirepost.co.uk/health/morale-at-bridlington-hospital-lower-than-rock-bottom-after-more-than-half-of-surgery-moves-to-scarborough-3265865>

Scarborough News (9 June) – <https://www.thescarboroughnews.co.uk/health/morale-at-bridlington-hospital-lower-than-rock-bottom-after-more-than-half-of-surgery-moves-to-scarborough-3266277>

Radio Humberside (28 June) - <https://www.bbc.co.uk/sounds/play/p09kzdhy>

NB This interview focussed on the response from the Bridlington Health Forum (Jean Wormwell) and Councillors (Cllr Mike Heslop-Mullens) who have launched their own survey.

### **The CCG issued the following statement on 8 June 2021:**

“The NHS is working in partnership with East Riding of Yorkshire council, other NHS organisations and the voluntary and community sector on ambitious plans to invest in and strengthen a preventative, healthy approach. By working together as a system and with the people of the town, this is our opportunity to create a Healthy Bridlington and maximise the opportunities for everyone young and old.

“Many health related specialist services will have to be delivered from an acute (physical and mental health) hospital site for reasons of clinical safety and there are challenges in terms of clinical workforce. We know that Bridlington Hospital is much loved by people and we want to make the best use of this asset too. However, this is just one part of these proposals for a Healthy Bridlington; it is not the sole focus as we want to help people live great lives and keep healthy for longer. Nor is it about recreating the past but building on the present and exploiting new opportunities for the future; for example, how can the deployment of digital help bring new solutions and pathways for health and care, including how it is deployed at Bridlington Hospital.

“There are no hidden plans. This conversation is just the start of the journey and we are already receiving feedback from staff, residents and other stakeholders about the opportunities for services within the Hospital as well as wider opportunities to help reduce health inequalities. People can read more about the proposed plans by visiting [healthybridlington.co.uk](https://healthybridlington.co.uk). There is also a 5-minute survey available for everyone to give their views by visiting [www.smartsurvey.co.uk/s/HealthyBridlington2021](https://www.smartsurvey.co.uk/s/HealthyBridlington2021). For those who would prefer a hard copy of the plans and survey, they can contact East Riding of Yorkshire Clinical Commissioning Group by telephone on 01482 672156 and leave a message or email [ERYCCG.ContactUs@nhs.net](mailto:ERYCCG.ContactUs@nhs.net)”

**York and Scarborough Trust issued the following statement on 8 June 2021:**

“A number of public service organisations throughout the East Riding of Yorkshire, including the Trust, are working together to create opportunities for change, that offer lasting improvements to health and care of local people in Bridlington and surrounding villages.

“The Trust is one of a number of providers delivering services for the Bridlington population, including services at Bridlington Hospital, where we continue to provide a broad range of services alongside our partner organisations to serve the needs of the Bridlington population, now and in the future.

“The nature of the way that health services are provided means that more specialist services are now provided in larger centres such as Hull, York or Scarborough. However, we continue to deliver a comprehensive range of surgical services on the East Coast. This includes a range of surgical services at Bridlington Hospital, where we provide orthopaedics, ear, nose and throat, maxillofacial and gynaecology surgery, and we also offer a broad range of surgical services delivered in the Day Case Unit at Scarborough Hospital.”

## Feedback from Staff

Prior to the launch and during the time the conversation was open to the wider public, there were a number of opportunities for staff who work in Bridlington to enter into open dialogue with the Director of Adults, Health and Customer Services at East Riding of Yorkshire Council, the Chief Executive of York and Scarborough Teaching Hospitals NHS Trust and other senior leaders.

A total of 4 staff meetings were held; 2 in May 2021 and 2 in July 2021 and here is a summary of the comments raised along with responses provided.

### 1. Use of Theatres

#### **Extending use and developing Theatres at Bridlington Hospital for Elective Surgical Work**

**Response** – We can confirm that the Acute Care Collaborative comprising three Acute Trusts in HCV patch is actively working up a plan to use Theatres for Elective Orthopaedic cases across combined geographies to address our significant waiting list pressures across the area.

This will include use of the premises at evenings and weekends to treat Bridlington, East Riding, North Yorkshire and North/South Humber patients. Estate, equipment and staffing issues being considered and worked through.

In the past, the Bridlington theatres have been used to treat Scarborough and North Yorkshire patients. Goole Hospital also being considered as location for this work.

#### **Extending and Developing Use of Theatres in context of surgical work that has ceased over a number of years (e.g. Vascular, Plastics and Urology) and consequences of increased travel**

**Response** – The Trust and Acute Care Collaborative is exploring how to get the most out of all theatre resources on site and how they could be developed in line with clinical guidelines and best practice and plans are being carefully considered.

### 2. Plans for Community Diagnostic Hub Work

**Response** – Plans being actively worked through to identify opportunities that could be developed to address the significant waiting list pressures that have built up over the pandemic involving acute and community care partners.

This could include developing a suite of diagnostic tests that could be provided on the Bridlington Hospital site or by staff based there who could deliver them closer to people's homes on a mobile basis.

### 3. Plans for Use of Estate by Other Partners and parking/Street Lighting Implications

**Response** - Proposals are actively being worked through for potential relocation of GP practices by Humber Foundation NHS Trust along with services provided by CHCP.

It was acknowledged that potential parking and street lighting implications would have to be considered further.

ERY CCG has agreed to look at the provision of local Palliative Care in the context of the closure of the Dales Unit four years ago.



#### 4. Transfer of Staff from Bridlington to Scarborough Hospital to provide services during Pandemic

**Response** – The onset of the pandemic meant that as a health and care system we had to rapidly make decisions and this included staffing resources having to be pooled to help run COVID wards on the Scarborough Hospital site and Main Theatres at Scarborough and Theatres at Bridlington. This was always going to be a temporary arrangement to deal with the COVID case surges. The services provided before the pandemic at Bridlington Hospital will return to be provided at the Hospital. Our staff across the Trust have been magnificent with their courage, bravery, professionalism and flexibility in and doing what was required to manage the many competing priorities. This great work continues.

#### 5. Confirmation of Services that would not be coming back to Bridlington Hospital and those that could be developed in the context of more services being transferred elsewhere than being started up in recent years

**Response** – As you will appreciate Bridlington Hospital is not a District General Hospital and does not and would not be able to develop the infrastructure to support an Emergency Department or specialist services.

However, there are opportunities being explored to develop onsite surgical provision in addition to diagnostic services and the proposals from other partners mentioned previously.

A plan is also being actively worked through to develop Stroke inpatient hospital rehabilitation provision for both the Bridlington and Scarborough populations on site. This is a core part of the Trust and Humber Coast and Vale Network strategy for Stroke Services.

#### 6. Timeframe for Improvement of IT and Digital Infrastructure

**Response** – All System Partners are actively working together to provide more interconnected digital and IT systems that support health and care. Our ambition and plans are to provide frictionless movement for residents / patients and our workforce so our various systems can talk to each other. A substantial Capital and revenue investment is required especially across the York and Scarborough Trust to modernise and increase the digital capability. We are actively pursuing new funding to support our plans. We can't be certain over timescales as we need to secure substantial new funding for our 3 main hospitals in our Trust. In addition, we are also working as a system to strengthen how our infrastructure is integrated both within the Hospitals, Community, GP practices and Adult Social Care. This is happening now and will continue to maximise our ability to share information as explained above.

#### 7. How best to progress transport issues and solutions within the Bridlington locality and in the context of connectivity with other major hospitals in York and Hull

**Response** – Our multi agency group will continue to actively collaborate and explore every opportunity to improve our transport offer and accessibility for Bridlington residents. We will build on our initial recommendations for further work in improving processes within the statutory sector and resource utilisation/co-ordination and grant application progression across health, social care and voluntary sector bodies.

## 8. How can a common information system best be progressed for diagnostic services operating in the Bridlington locality

**Response** – This is a key part of both the diagnostic hub and digital development workstreams and would feature prominently as a priority issue. We are collaborating with system partners across the Humber, Coast and Vale and engaging with national NHS partners too in exploring opportunities and additional funding. Bridlington Hospital is included in the considerations for these services.

## 9. Progression and Timescales for Day Surgical Development

**Response** – This was being actively explored as part of the Acute Collaborative work. No absolute guarantees could be given but every effort was being expended to work through the art of the possible.

## 10. Development of Inpatient Stroke Rehabilitation Service

**Response** - We can confirm that a plan was being worked through as a key priority for implementation by the Trust and Stroke Network as a priority this calendar year in tandem with the development of the Early Supported Discharge service with Humber FT and East Riding CCG.

## Feedback from the Public Survey

This section contains a summary of the feedback received. All the comments have been themed to align with either our ambition or each of our plans. Questions posed about our plans are also listed.

### 1. Our ambition

Our ambition is for everyone in Bridlington and surrounding area to have the same opportunities to lead a healthy life, no matter where they live or who they are. People were asked to give us their thoughts on to what extent they agree with our ambition and provided comments.

■ Excellent ■ About right ■ Partly right ■ Not right at all



#### Comments regarding our ambition

10% (37) of the comments left by respondents related directly to the Ambition and are summarised as:

<p>There were 15 comments relating to the plans needing <b>further explanation</b> and this is the area which had the most comments regarding our ambition.</p> <p>There were comments saying the ambition <b>sounds good</b> but feel that it will be <b>challenging</b> to achieve.</p> <p><b>Funding and investment</b> are needed to achieve the plans was another theme which came through in the comments. There were 6 comments around funding and investment.</p> <p>Despite this first part of the plan being an introductory conversation and nothing has been agreed upon as yet, people are still concerned that <b>promises need to be delivered upon</b>.</p> <p><b>Other comments</b> and themes coming through were around utilising local services, how the system works together, how effective it will be, the use of voluntary services and about how everything will be communicated. There were less comments raised around these areas however they are still valued points.</p> <p>There were also comments relating to <b>Bridlington Hospital</b> and this is explored fully under 'One Single Estate'.</p>	<p>"It is important to start somewhere and as there is a long way to go it would be difficult to imagine what "excellent would look like"</p> <p>"Time scale, and a real commitment to make things happen. All very well to have a plan on paper. People....are not on paper...."</p> <p>"This all sounds good in theory but will be hard to achieve."</p> <p>"These ambitions are commendable so long as the funding is available to implement them. The funding also needs to be channelled correctly."</p> <p>"Make sure these things are carried out and not false promises."</p> <p>"The ambition needs to be equal to allow access to services across the area in order to achieve this healthy lifestyle, as often people are unable to access services due to the distances involved."</p> <p>"Detracting from keeping the hospital open...diverting money to other areas instead...how much money are these proposed areas to cost....???"</p> <p>Transparency is missing....."</p>
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## Comments regarding our survey

Other comments 10% (37) received related to the survey itself with a number of people asking for a wider consultation with the public around the plans.

<p>There were two clear themes coming through in the comments relating to our survey.</p> <p>There were 26 comments asking for a <b>consultation with residents of Bridlington</b> to seek their views on future plans and more specifically around plans for Bridlington General Hospital.</p> <p>10 comments were received which asked for <b>more information</b> about the next stages of the plans and <b>opportunities to be involved and respond</b> in other ways.</p> <p>Comments were raised about questions being more 'pointed' in the next stages of the conversation.</p>	<p>"A consultation, with the Trust being fully transparent with their plans for the hospital and giving full honest answers to all questions raised."</p> <p>"An open consultation should be done with the residents of Bridlington"</p> <p>"I would be interested to find out more about the plans and what involvement the public will have"</p> <p>"There needs to be more open, honest discussions before implementation."</p> <p>"Should be a meeting for Bridlington residents to have their say, not decisions made by people who do not live here so will not be involved."</p>
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## Questions and answers regarding our ambition

A number of questions were raised about this through the survey. These are listed below, along with responses from the workstream leads as at December 2021.

<p><b>What's the budget and delivery time?</b></p> <p>This is an ambitious, long term plan to invest in and strengthen a preventative, healthy, approach in Bridlington.</p> <p>The focus is on encouraging everyone to take ownership of their own health, to live healthier &amp; independent lifestyles and prevent, reduce and delay people from coming into contact with statutory organisations for as long as possible.</p> <p>We recognise that finances remain extremely difficult. However, there is a strong desire to work collaboratively which will enable our public sector organisations to use existing budgets differently to sustain and re-image the provision of services within Bridlington to meet local health need.</p> <p>To achieve some of these changes will also require substantial new capital finances which are currently not available, and we will need a plan to promote our ambitions nationally for additional funding.</p>
<p><b>How are you going to do this?</b></p> <p>There is a collective appetite to place a specific firm focus on Bridlington and a real opportunity to join up our resources to make them work more efficiently for local residents, to provide a broader range of services closer to their homes (where it is safe to do so) and really make our physical assets busy community hubs.</p> <p>Success relies on the commitment and contributions of all stakeholders, including staff, patients and local residents.</p>



**It is difficult to imagine what excellent would look like, please explain**

Our aim is to work together to increase the healthy life expectancy of residents and improve the quality of life of those with ill health, through a firm focus on the Bridlington area. The heart of our plan is aimed at reducing health inequalities through promoting an active town as well as improving quality housing, education, employment and leisure, etc.

**What exactly will these opportunities be? What skills and career prospects, what community transport? Diagnostics, what is the point of diagnosing in Bridlington if we are forced to attend hospital in Hull or York to see a consultant!**

Opportunities continue to be explored.

Career paths and opportunities within the health and social care system are wide and varied. Work is already underway with schools and colleges in the area to promote career paths and raise awareness of the traditional and non-traditional occupations, jobs and careers available to residents of all ages in the health, medical and social care sectors. These awareness raising initiatives are encompassing all schools and educational sectors and, whilst seeking to support the Bridlington community, are transferable to the wider region. The opportunities presented are targeted (Key Stage 4 / 5 and Post-18) as well as generic (pre Key Stage 3) in an attempt to build appetite and create a pipeline for future workforce. The work centres upon not only supporting pupils to think ahead and consider transferable skills and ambitions in relation to their application in health and care but also build knowledge and understanding of school staff to enable them to promote the opportunities available.

Conversations are underway and many more will be needed as we recognise the challenge of providing effective transport for all who need it. For example, we are working with colleagues from the statutory and voluntary sectors to review provision and processes. We are active participants in the development of the Council Bus Service Improvement Plan and Enhanced Partnership as part of the National Bus Strategy to enable us to be in the best position to access future funding from the Department of Transport.

We also know that many health related specialist services have to be delivered from an acute hospital site for reasons of clinical safety. Following the start of the pandemic, our health and social care services are dealing with a huge increase in the numbers of people accessing care, whilst, in many cases, operating with significant staff shortages. We are looking to maximise the use of local facilities (where it is safe to do so) as well as exploring new ways of digital working to provide a blueprint for the future.

**"Our aim is to encourage people to stay healthy," what is the point of that phrase?**

The overarching vision is to invest in and strengthen a preventative, healthy, approach in Bridlington to:

- help people of all ages to better understand the choices they make in living their lives and the alternative opportunities available.
- encourage people to take ownership of their own health,
- keep people independent for as long as possible,
- help people to be well connected in the local community,
- prevent, reduce and delay people from coming into contact with statutory organisations for as long as possible.

**Where are your plans?**

Our initial high level plan has been developed following a series of positive collaborative workshops with professionals, which considered how to maximise the resources in Bridlington to facilitate a health Bridlington approach. Some 'quick wins' have been identified and the next steps will incorporate the views and needs of the wider Bridlington community.

More information is available at: [www.healthybridlington.co.uk/](http://www.healthybridlington.co.uk/)

**Why is therefore much reliance on 'voluntary'?**

The role of volunteers, volunteering and social action is not underestimated by the system and its partners. We recognise and welcome the efforts delivered by neighbours, communities and registered charities before and during the pandemic and want to capitalise on, and invest in, this fantastic community asset.

## 2. Our plans

People were asked how far they agree with each of our plans. The areas receiving the **most support** were **diagnostics** (59%), **transport** (58%) and **community resilience and prevention** (57%). The next sections show the levels of support along with a summary of the comments received for each workstream.

It should be noted that we received feedback throughout the conversation about the utilisation of all the facilities in Bridlington, including Bridlington Hospital. This very important aspect is being considered within the existing workstreams, specifically the One Single Estate. All comments received regarding hospital and health service provision are therefore summarised within the One Single Estate section.

### Education, Schools and Workforce

The following chart shows how far people agree or disagree with our plans for Education, Schools and Workforce:

<b>Agree</b> <b>120 (58.3%)</b>	<b>No strong opinion</b> <b>41 (19.9%)</b>	<b>Disagree</b> <b>55 (26.7%)</b>
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### Comments regarding our plans for Education, Schools and Workforce

A total of 13 (3.5%) comments were received regarding this part of our plan which are summarised below along with some of the comments received.

<p>Equal amounts of comments were received around <b>Funding and investment</b> and <b>Training</b>, these two areas had the most comments.</p> <p>Comments received around <b>funding and investment</b> fall into two main areas. People believe that schools should be given more funding in order to recruit good staff and provide equal opportunities to all young people in order for them to fulfil their own potential and give them the best chance in life. The second theme is around helping local businesses that can offer employment or apprenticeships to young people.</p> <p>The <b>training</b> comments were around building apprenticeship opportunities for young people, retraining schemes for people and improve training for care workers in the community, especially as people are generally living longer. There were also comments around improving social care and training / helping older people with digital technology to give them better opportunities.</p>	<p>“All looks good. It is important that the two local schools in Bridlington have sufficient financial resources to recruit the right teaching staff and that a support network for disadvantaged pupils is available. Too many students are disadvantaged that do not have an EHCP. Some students fall through the support nets, become disillusioned, leave school with mental health issues, minimal work prospects and no motivation to progress beyond the dire circumstances some of them grow up in. Families need support overall.”</p> <p>“Schools need funding to ensure all children can access their potential.”</p> <p>“Investment in the local area for businesses that can offer jobs for young people.”</p> <p>“I would say that there is a need to address the lack of apprenticeships. Why do school leavers feel they have to accumulate a mountain of debt going to University to get a degree that often does not lead them in to employment.”</p>
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<p><b>Other comments</b> related to making Bridlington a better place to live and work, creating more job opportunities and the increasing population in and around Bridlington meaning schools and General Practices are overpopulated and services are stretched.</p>	<p>“I hope older people would be able to access training to keep up with digital technology.”</p> <p>“Building new houses when we cannot cater for children in schools, hospitals now.”</p>
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**Questions regarding our plans for Education, Schools and Workforce**

There were no specific questions relating to Education, Schools and Workforce by the survey respondents.



## Transport

The following chart shows how far people agree or disagree with our plans for Transport:

<b>Agree</b> 125 (58.4%)	<b>No strong opinion</b> 20 (9.3%)	<b>Disagree</b> 69 (32.2%)
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### Comments regarding our plans for Transport

A total of 27 (7.3%) comments were received regarding this part of our plan which are summarised below along with some of the comments received.

<p>There were 12 comments relating to <b>improved public transport</b> in Bridlington. The trends coming through within these comments are around better transport links to neighbouring towns and villages and the time taken due to infrequent buses / trains running throughout the day, not only for attending a health setting but also for basic needs of shopping and visiting family or friends. The emotional impact of feeling isolated because people can't travel out of their village either due to cost or infrequent transport should be considered. Some of these comments also referred to how the voluntary sector will play its part.</p> <p>The <b>cost</b> of travelling and <b>parking charges</b> were seen as an area to focus attention. Many of the comments around this relate to the cost of travelling to and from health care settings in other areas and then parking charges if travelling in your own car.</p> <p>Themes around travel between Bridlington and Scarborough / York for <b>access to hospital</b> appointments or attending A&amp;E also came through. More comments around hospital transport have been included in the One Single Estate summary.</p> <p>It is pointed out that not everyone owns their own car and infrequent public transport has an impact on people being able to work outside of Bridlington or rely on taxis to get them to health appointments on time both locally and at hospitals outside of Bridlington, which again can be very expensive. The <b>cost</b> of travel came up in a few comments.</p> <p>There were some comments relating to <b>developing cycling, walking, and public infrastructure</b>. Some of the comments were</p>	<p>"Transport; there should be a greater emphasis on providing a more reliable and increased public transport service not expecting voluntary and community groups to do this."</p> <p>"Transport seems to be the main point, especially for the older residents, the loss of the Brid to Scarb shuttle bus. Maybe something similar could be available. Fares could be at a similar rate to that of public bus service."</p> <p>"Needs to be more emphasis on the travel links. It is very, very difficult to access services in York hospital from Bridlington."</p> <p>"Relying on volunteer transport to reach medical care is unrealistic and unsustainable. Furthermore, the cost incurred by many people from Bridlington to travel to health care appointments damages their health as it causes them upset and worry about finances when they need to be focusing on their health."</p> <p>"A 'robust and community transport service' implies the local NHS isn't going to fund the current lack of hospital transport."</p> <p>"Residents should not have to pay extortionate parking charges"</p> <p>"Travelling long distances for care means Bridlington residents are severely disadvantaged"</p> <p>"With easy access to any service, need more transport between homes and hospitals"</p> <p>"I believe that transport is priority, reducing traffic in the town and replacing with suitable sustainable alternatives such as safe cycling."</p>
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<p>around health and wellbeing with others pointing to using alternative means of transport to commute to work or school etc which would in turn help the environment.</p> <p>There were also some comments about the <b>increasing population</b> in and around Bridlington which is causing congestion on local roads.</p>	<p>Encouraging families and young people to use cycling as their preferred form of travel locally will cut down on congestion at busy times of the day.”</p> <p>“No regard to effect on already high volumes and speeds of traffic and the environment of plans to build 1000 houses in Bridlington – it’s criminal”</p>
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## Questions regarding our plans for Transport

A number of questions were raised about this through the survey. These are listed below, along with responses from the workstream leads as at December 2021.

<p><b>What are the ambitious plans for transport?</b></p> <p>The Community Transport Group was set up to review and develop plans for transport provision supporting access to sustainable models of clinical health care provision across hospital, community and social care.</p> <p>The Transport Group is assessing:</p> <ul style="list-style-type: none"> <li>• the current issues and challenges affecting patient and service user transport provision across the Scarborough and Bridlington localities from a statutory, voluntary sector and patient access perspective</li> <li>• the current level of public and voluntary sector transport provision</li> <li>• opportunities for improving availability and access as part of a multi – agency strategy</li> </ul> <p>The current main priority is contributing to the development of the Council Bus Service Improvement Plan and Enhanced Partnership as part of the National Bus Strategy to enable us to be in the best position to access future funding from the Department of Transport.</p>
<p><b>Missing is any consultation with the East Riding Community Transport groups doing work in Bridlington at the moment? How do you know what provision is already in place by community transport groups for vulnerable residents, how community transport can assist this project?</b></p> <p>The Transport Group includes voluntary sector representation with a particular focus on community service transport provision drawn from the Chief Executive of the HEY Smile Foundation which supports the work and activities of the voluntary sector in the East Riding locality.</p> <p>The East Riding of Yorkshire Council also supports voluntary sector transport provision for hospital appointments and visiting and there are contracts in place for three main voluntary sector providers although there was a network of other providers in the area.</p> <p>Details of the range of voluntary and charity sector operations and services that are available across the East Riding have been assessed. Discussions are ongoing to address local residents’ needs by having the right transport arrangements in place, with a greater emphasis on a robust voluntary and community transport service.</p>

## Exploiting digital opportunities

The following chart shows how far people agree or disagree with our plans for Exploiting digital opportunities:

<b>Agree</b> <b>101 (47.6%)</b>	<b>No strong opinion</b> <b>55 (25.9%)</b>	<b>Disagree</b> <b>56 (26.4%)</b>
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### Comments regarding our plans for Exploiting digital opportunities

A total of 13 (3.5%) comments were received regarding this part of our plan which are summarised below along with some of the comments received.

<p>The majority of comments (10) around exploiting digital opportunities stated that people <b>prefer face to face appointments</b> rather than digital appointments.</p> <p>There was also an ask that <b>more face to face appointments</b> were made available.</p> <p>There were comments where the respondents were for using digital opportunities; saying digital media should be utilised but only <b>where its appropriate</b>.</p> <p>Other comments where people were for utilising digital opportunities said they think it should be <b>provided from a health setting</b> such as within GP surgeries or hospitals etc where nursing staff are on hand to support them.</p> <p>There was some concern about the <b>elderly</b> being able to access digital appointments due to not owning the needed technology or not being confident in using it.</p>	<p>"Virtual health care services is just another excuse for doctors to refuse to see patients. At the moment their answer to any request to see a doctor is ring 111 or go to A &amp; E."</p> <p>"Access to doctors instead of phone call. Being able to see doctor when you want."</p> <p>"I agree that digital media should be utilised where appropriate but again this causes a discrepancy on people's ability to access services and indirect discrimination on the basis of age. This is because those who are older are less able to access online services. Age is a protected characteristic."</p> <p>"Digital opportunities would be best based at the hospital or GP surgeries, facilitated by nursing staff, rather than in other locations."</p> <p>"The town has many elderly not into "digital services" and many ailments can't be solved remotely."</p> <p>"Exploiting digital opportunities doesn't help anyone without a computer or fancy mobile phone."</p>
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### Questions regarding our plans for Exploiting digital opportunities

There were no specific questions relating to Exploiting digital opportunities by the survey respondents.

## Diagnostics

The following chart shows how far people agree or disagree with our plans for Diagnostics:

<b>Agree</b> 126 (58.9%)	<b>No strong opinion</b> 30 (14%)	<b>Disagree</b> 58 (27.1%)
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### Comments regarding our plans for Diagnostics

A total of 2 (0.5%) comments were received directly regarding this part of our plan which are summarised below along with some of the comments received.

There were only two comments received that directly referenced <b>diagnostics</b> , however it could be suggested that the readers have not completely understood this part of the plan as there were a lot of comments around diagnostics services when respondents were commenting about the hospital. We have themed those comments under <b>one single estate</b> and they can be seen in the summary of that section.	<p>“Community Diagnostics should be part of an integrated care system for 'one stop' assessments, particularly of elderly patients”</p> <p>“Stop moving diagnostic services from Scarborough to Hull. I work in a department that has had an impromptu removal of service in Scarborough which is meaning everyone has to go to York for their care. It is not feasible in every case and is meaning that a lot of patients are refusing to come.”</p>
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### Questions regarding our plans for Diagnostics

There were no specific questions relating to Diagnostics by the survey respondents.



## Community resilience and prevention

The following chart shows how far people agree or disagree with our plans for Community resilience and prevention:

<b>Agree</b> <b>122 (57.5%)</b>	<b>No strong opinion</b> <b>30 (14.2%)</b>	<b>Disagree</b> <b>60 (28.3%)</b>
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### Comments regarding our plans for Community resilience and prevention

A total of 13 (3.5%) comments were received directly regarding this part of our plan which are summarised below along with some of the comments received.

<p>The main theme coming through in this part of the plan was around funding and investment. The comments were not specifically around one area of funding or investment but in a few areas. Comments were received around investing in the <b>support for children and young people, services and organisations</b> and <b>Bridlington</b> on the whole.</p> <p>People want to see Bridlington thriving. Comments suggest that if the right investment was in place, Bridlington would have a <b>stronger economy</b>, more <b>job opportunities</b> and be a <b>better place to live</b>.</p> <p>People want to see more choice and bigger brand shops which will offer job / career opportunities and help improve the economy, more childcare facilities for working parents and more <b>culture</b> and <b>leisure</b> facilities for people of different ages.</p> <p>Comments were received relating to <b>self-care</b> and that people had a responsibility to themselves and their own health and wellbeing.</p> <p>There were <b>other comments</b> relating to other issues in Bridlington such as addiction, environmental issues and homelessness. There is worry that these issues have a detrimental effect on the town which will deter tourists and ultimately the economy and wellbeing within Bridlington.</p>	<p>“Reliance on volunteers to provide good community based support, indicates that there’s not enough money in the pot for these ambitions. The support of volunteers should always be above the actions of correctly paid and funded community support. I do agree that local organisations are best placed to put forward ideas that really matter, so always should be part of the process, but never as the only resort in the giving of care.”</p> <p>“Community resilience needs to target all groups - there is really limited support because most of the council based groups such as sure start were closed.”</p> <p>“Invest in Bridlington, make a better future for my children and grandchildren.”</p> <p>“Bridlington can be a centre of excellence and if the council attract and help bring in shops and larger names we will stop the vicious circle of decline and instead have a strong economy not just based on tourism”</p> <p>“Real appreciation of the type of town Bridlington is.”</p> <p>“People should take control and be responsible for themselves.”</p> <p>“Presumably the plan includes looking at the very serious drug problem in Bridlington and looking at ways to help those impacted by it”</p>
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### Questions regarding our plans for Community resilience and prevention

There were no specific questions relating to Community resilience and prevention by the survey respondents.

## One Single Estate

The following chart shows how far people agree or disagree with our plans for One Single Estate:

<b>Agree</b> <b>87 (41.6%)</b>	<b>No strong opinion</b> <b>47 (22.5%)</b>	<b>Disagree</b> <b>75 (35.9%)</b>
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### Comments regarding our plans for One Single Estate

A total of 209 (56.6%) comments were received directly regarding this part of our plan which are summarised below along with some of the comments received.

<p>There were 209 comments themed to the one single estate part of our plan with 163 of them directly mentioning <b>Bridlington Hospital</b>. These 163 comments were predominantly wanting to retain the current services, protect the services at the hospital or requesting more services be provided from the hospital.</p> <p>Two subthemes have emerged from the hospital comments. The first being respondents wanting to see <b>more services provided out of Bridlington Hospital</b> with 115 comments around this. Many of the comments feel that services have been taken away from Bridlington with a wish that they would be reinstated. Other comments specifically talk about more services being required due to the increasing population which also increases during tourist season, and others wanting to be able to access more services locally without the need to travel to other hospitals such as Scarborough or York.</p> <p>The second subtheme emerging is <b>travel and transport</b> to and from other hospitals. Respondents who accept the need to travel for more specialised treatment, worry about the time, inconvenience and costs incurred when travelling to other hospitals such as Scarborough, York or Hull for treatment or to access A&amp;E. As mentioned in the transport section; not all residents of Bridlington own their own car and cannot afford taxis so they rely on the infrequent public transport to get them to their appointments, some of these journeys involving switching trains or buses in order to get to their appointments. Respondents are conscious of wasted NHS money due to them missing appointments and they put this down to poor public transport. There were also comments about the</p>	<p>“I don't believe the single estate places a strong enough emphasis on needs of the local population but instead focuses the service providers -we should look at where the population is and the prevalence of illnesses and then position the services in the most appropriate place to serve the population. We need to avoid developing services where service users undertake thousands of miles which they wouldn't have to do if the service was appropriately.”</p> <p>“One single estate sounds really good, however, it also sounds that it may actually be another exercise of gatekeeping and exclusion.”</p> <p>“Reintroducing services lost at Bridlington hospital. Impressive plans for the future of the town, but we need local health services 'now' operating from our hospital instead of removing them one by one”</p> <p>“As Scarborough and Bridlington are both areas popular for retirement the population is more elderly. The options for rehabilitation and long term conditions are limited.”</p> <p>“We should use Bridlington hospital more instead of sending people to Scarborough or York at every opportunity. This is neither good for Bridlington patients or the environment.”</p> <p>“Local care with access into the system meaning more GPs and local hospitals with care professionals not volunteers.”</p> <p>“There are many doctors, dentist, hospital service in the town - make the most of them”</p>
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<p>previously run shuttle bus between Bridlington and Scarborough Hospitals for both patients and staff. There were 38 comments relating to the difficulties around travel and transport in total.</p> <p>A number of other <b>health services</b> were mentioned that people would like to see improved in Bridlington including Dental, Mental Health and falls.</p> <p>Many <b>hospital services</b> were mentioned as those which respondents would like to see being delivered out of Bridlington Hospital, these were:</p> <ul style="list-style-type: none"> <li>General / minor surgery (7 mentions)</li> <li>A&amp;E (6 mentions)</li> <li>Stroke (4 mentions)</li> <li>Urology (3 mentions)</li> <li>Out patients (3 mentions)</li> <li>Chemotherapy (3 mentions)</li> <li>Palliative care (3 mentions)</li> <li>Maternity (3 mentions)</li> <li>Paediatrics (2 mentions)</li> <li>Geriatrics (2 mentions)</li> <li>Physiotherapy/rehabilitation (2 mentions)</li> <li>Orthopaedics (1 mention)</li> <li>Ultrasound scans (1 mention)</li> <li>MRI scans (1 mention)</li> <li>Cardiac ward (1 mention)</li> <li>Radiology (1 mention)</li> </ul> <p>There were also comments asking for a 'fully functioning hospital' (14 mentions)</p>	<p>"We need to try to achieve the optimum balance between patient and service impact in terms of transport and clinical service needs"</p> <p>"We need to invest in the excellent hospital we have already which is massively unutilised with surgical services being sent to SGH. Services are being diluted and syphoned off."</p> <p>"Bridlington Hospital us under utilised, residents of Bridlington are forced to travel to Scarborough, York or Hull to access services which could be made available at Bridlington."</p> <p>"There is no easy way to visit other hospitals for the population of Bridlington and surrounding villages."</p> <p>"The better utilisation of Bridlington Hospital is vital in my opinion. There is a big opportunity to use and add/extend the facilities there - clinics and ward."</p> <p>"I would say given the age of the population there is a strong case for a stroke / heart attack ward in the town."</p> <p>"We want a fully operational hospital and the town needs it."</p>
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### Questions regarding our plans for One Single Estate

A number of questions were raised about this through the survey. These are listed below, along with responses from the workstream leads as at December 2021.

<p><b>Why should residents have to travel when funding should be put into fully servicing this hospital?</b></p> <p>We know that many health related specialist services have to be delivered from an acute hospital site for reasons of clinical safety. Following the start of the pandemic, our health and social care services are dealing with a huge increase in the numbers of people accessing care, whilst, in many cases, operating with significant staff shortages. We are looking to maximise the use of local facilities (where it is safe to do so) as well as exploring new ways of digital working to provide a blueprint for the future.</p>
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**You seem to want to withdraw services from the hospital again and I'm not sure what you're replacing them with. How does that help us, the public?**

There are many community assets delivering great things already and we want to build on these and use to best effect.

We know that Bridlington Hospital is much loved by people and we want to make the best use of this asset too. However, this is only one part of these proposals for a *Healthy Bridlington*; it is not the sole focus as we want to help people live great lives and keep healthy for longer. Nor is it about recreating the past but building on the present and exploiting new opportunities for the future; for example how can the deployment of digital help bring new solutions and pathways for health and care, including how it is deployed at Bridlington Hospital.

**Please make an assurance that the hospital will remain open?**

As mentioned above, Bridlington Hospital is only one part of these proposals for a *Healthy Bridlington*; it is not the sole focus as we want to help people live great lives and keep healthy for longer. However, we remain fully committed to all our community hospitals, including Bridlington Hospital, and continue to work in partnership to make the best use of them, where clinically safe.

As of November 2021, the main focus of the trusts is still recovery of services and looking after their patients. This means continuing to work through patient waiting lists, which have been impacted due COVID-19, and seeing those who are a clinical priority. To see patients as quickly and safely as possible, many appointments are still taking place virtually. In some cases, where face to face appointments are required, these are currently being consolidated to fewer hospital sites to make best use of consultants' time and allow them to see as many patients as possible.

The full list of services currently provided at Bridlington Hospital is available at:

<https://www.eastridingofyorkshireccg.nhs.uk/choose-well/planned-care/>

**Please can I ask why in Bridlington did our council tax go up from when we had Lloyds hospital to get a lovely large hospital which doesn't do anything in comparison to what the older hospital did, also to what Bridlington Hospital did.**

NHS organisations have a duty to ensure that the services provided today are safe and of a high quality for all our residents. Advances in medicine and improved use of technology have changed the way health services are delivered. As well as having services in a hospital setting, it is important to have resilient services in the wider community as this is where the majority of day to day health care activity occurs.

We therefore continue to work together to seek longer term solutions that are safe and sustainable for the future within our allocated budget and promote wider wellbeing so that people can live healthy and independent lives.



## Let us know how you found out about this conversation on our plans

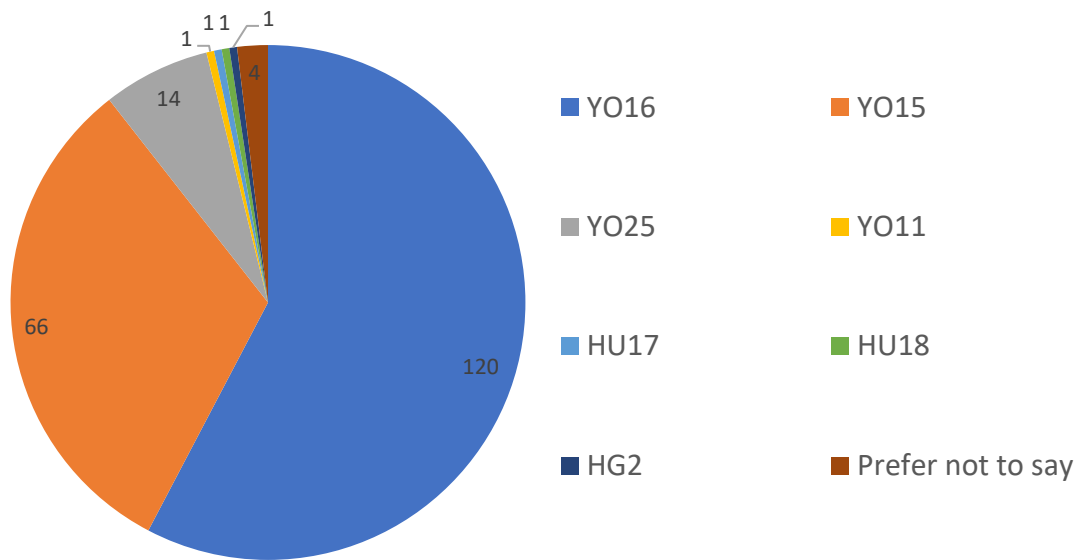
Answer Choice		Response Percent	Response Total
1	Facebook / Twitter	45.0%	99
2	Local newspaper	25.0%	55
3	Local community representative (councillor / civil servant)	5.9%	13
4	East Riding of Yorkshire CCG website	5.5%	12
5	East Riding News	3.6%	8
6	Patient Participation Group	0.9%	2
7	Other (please let us know):	14.1%	31

The majority of respondents found out about the survey through social media channels such as Facebook and Twitter with 45% (99 people) finding out about it this way. 55 people (25%) found out about the survey in the local newspaper.

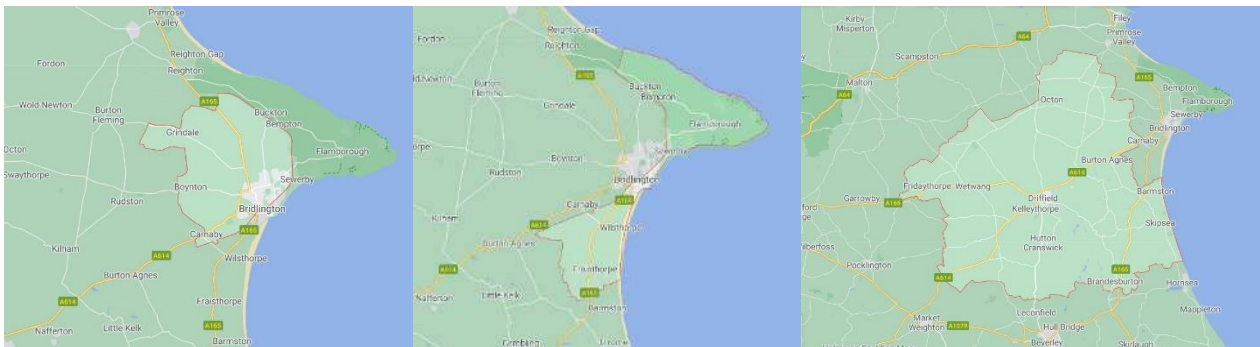
## About you

We know that people from different backgrounds access public services in different ways, have different needs and sometimes have differing experiences of service. So that we can understand this, we would like a few details about you. Please select one option for each question. If you don't want to answer any of the questions, please select "Prefer not to say". Your responses to this section will be completely anonymous.

### What is your postcode?



There three areas with the highest response rate were YO16, YO15 and YO25, 200 in total. Respondents from other postcode areas had selected that they were completing as a health and social care professional or as a partner organisation.



YO16

YO15

YO25

### Select which age bracket you are in:

Answer Choice	Response Total	Bridlington Population
16 – 24	3 (1.4%)	3753 (10.5%)
25 – 34	13 (6%)	4198 (11.8%)
35 – 44	26 (11.9%)	3728 (10.4%)
45 – 54	38 (17.4%)	5165 (14.5%)
55 – 64	59 (27.1%)	6070 (17%)
65 – 74	52 (23.9%)	6861 (19.2%)
75 – 84	15 (6.9%)	4426 (12.4%)
85+	5 (2.3%)	1505 (4.2%)
Prefer not to disclose	5 (2.3%)	
<b>Total</b>	<b>216</b>	<b>35,706</b>

The two areas where we received the most responses were the 55-64 and 65-74 age brackets which is reflective of the same two age brackets of the Bridlington population, where 55-64 and 65-74 has the greatest population. There is a balanced reflection in almost all of the responses versus the population figures.

### Let us know in what position you are responding

Answer Choice	Response Percent	Response Total
1 Member of the public	85.7%	191
2 Community Group / Representative	3.6%	8
3 Partner organisation	0.4%	1
4 Health & social care professional	15.2%	34
5 Other (please let us know):	1.8%	4

The area with the most responses was Member of the public with 191 responses, 85.7%. Health and social care professionals gave the second highest response rate with 34 responses, 15.2%. It is expected that these are professionals who work within Bridlington District Hospital or the local GP practices.

### Which of the following best describes your ethnic background?

Answer Choice	Response Percent	Response Total
1 White English / Welsh / Scottish / Northern Irish / British	91.0%	202
2 White other (please specify in the space below)	0.5%	1
3 Asian / Asian British	0.0%	0
4 Black / Black British	0.5%	1
5 Mixed / Multiple Ethnic group	0.5%	1
6 Prefer not to say	7.2%	16
7 Other:	0.5%	1

202 responses were from a white English / Welsh / Scottish / Northern Irish / British ethnic background. 16 people preferred not to say.

## What is your gender?

Answer Choice	Response Total	Bridlington Population
Male	58 (26.1%)	17,508 (49%)
Female	148 (66.7%)	18,198 (51%)
Transgender	1 (0.5%)	
Prefer not to say	15 (6.8%)	
Other	0 (0%)	
<b>Total</b>	<b>222</b>	<b>35,706</b>

The majority of respondents to the survey were female, 148 (66.7%), with 58 (26.1%) being male. This is not a balanced view of men to women against the local population when the Bridlington population is almost the same (49% and 51%).