COMMUNITY DATA COOPERATIVE

A glimpse into some people's thinking around "Building Cumbria Back Better"

Prepared by Quentin Boyes

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Summary of insights that could be explored further

1. Are business managers really happier than the rest of us? Why?

2. Why are business managers more positive about the next 5 years than individuals and what needs to be done to share thinking and bring the 2 groups closer together?

3. Why do individuals seem to care less about their jobs than managers do about maintaining them – is this simply commercial logic or a psychological blanket provided by furlough schemes?

4. Why do business managers seem to care more about some community issues than the people who live in them? Is this actually true and if so needs to be resolved so social value schemes really address community needs.

5. What is Cumbria going to do about recurring infrastructure issues, namely transport and internet connectivity?

6. Where can businesses and individuals meet on flexible working arrangements to create the high performance "new normal" working model everyone craves?
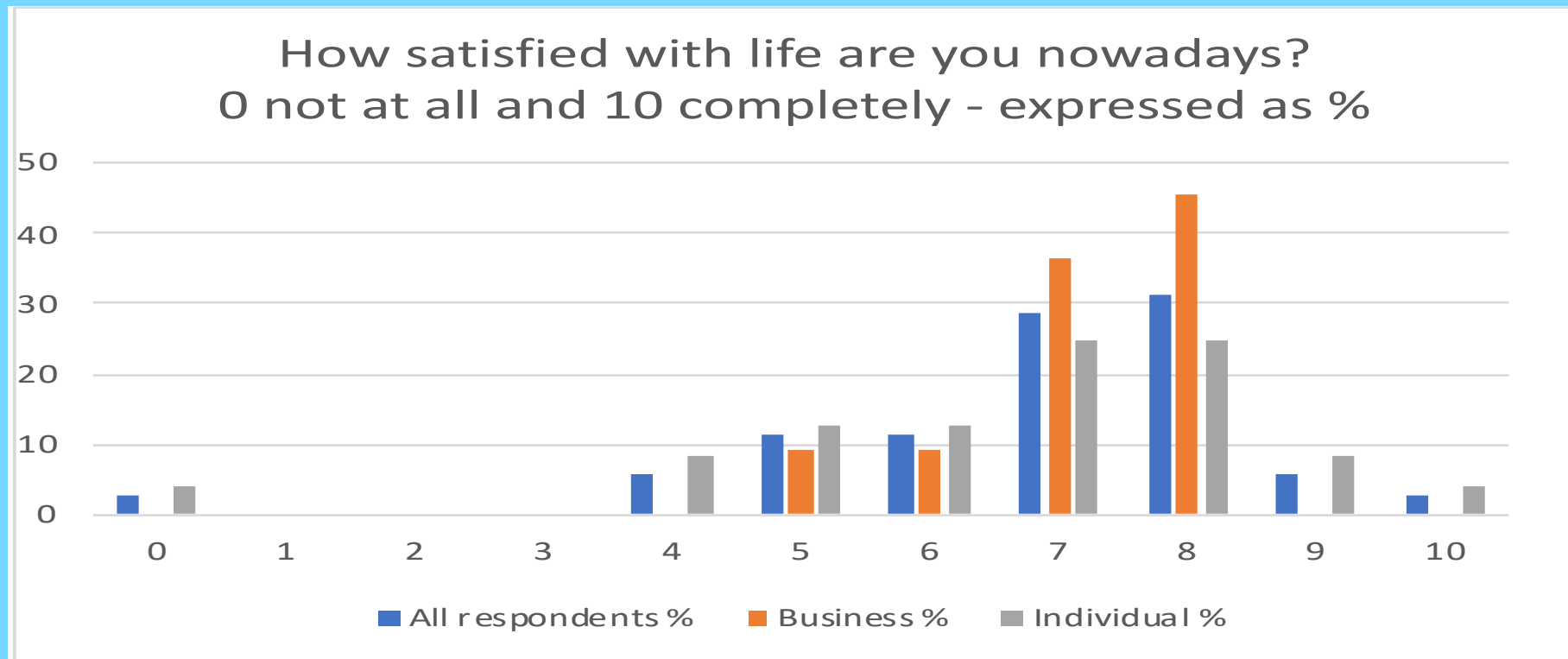
Bit of background

- Created by BECBC, Invest in Cumbria Alliance and The Community Data Cooperative to get a feel for thinking around "Building Cumbria Back Better"

- Low key survey with Active Cumbria, Allerdale and Copeland BC support

- Launched mid Dec, low numbers, simply "pointers" at this stage – bit like feedback from an after work social!

- 14 businesses & 24 individuals taken part, most employed, 3 retired, 2 students

- Only 22% working in nuclear specific, 15% manufacturing

- Business respondents 12:2 male/female… individuals 14:10

- Of those in work 25 in management, 8 "person who does the work"

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Always an interesting question - business managers seem happier than individuals

How satisfied with life are you nowadays?
0 not at all and 10 completely - expressed as %

Legend: All respondents % · Business % · Individual %

What do people feel about the commercial prospects for Cumbria over next 5 years?

Business

Today:	In 2021	In 2025
OK	Tough	OK
Exciting!	Slow	Flourishing
Disappointed	Enthused	Excited
stable	Positive	Expanding
Good	Good	Good
Content	Daunting	Exceeding
Upwards	Nearly	Competing
Average	Hopeful	Hopeful
Limited	Less	Resourceful
Restricted	Limited	Hopeful
Poor	Worse	Few
Difficult	Challenging	Brighter
Good	Good	Better
Challenging	Challenging	Exciting

Individual

Today:	In 2021:	In 2025:
Unsure	Hopeful	Established
Fragile	Strengthening	Vibrant
Poor	Poor	Better
Poor	Same	Better
Poor	Poor	Poor
Uncertain	Uncertain	Hopeful
Minimal	Possible	Likely
Constrained	Challenging	Shifting
Concerned	Fearful	Uncertain
Mediocre	Unpromising	?
Bad	Okay	Good
Poor	Poor	Poor
Frustrated	Hopeful	Excited
Problematic	Hopeful	Positive
vulnerable	fragile	Opportunity
Promising	Buoyant	Improved
Frustrated	Pregnant	Promising
OK	Grim	Worse
Unsure	Brexit	Hopeful
Mixed	Uncertain	Unsure
Concerned	Worried	Unsure
Exciting	Challenging	Optimistic

Business managers (above) seem much more positive than individuals…

Perhaps businesses need to think about internal comms to communicate "reasons to be cheerful" coming out of 2021?

Be interesting to explore younger views vs adult workforce?
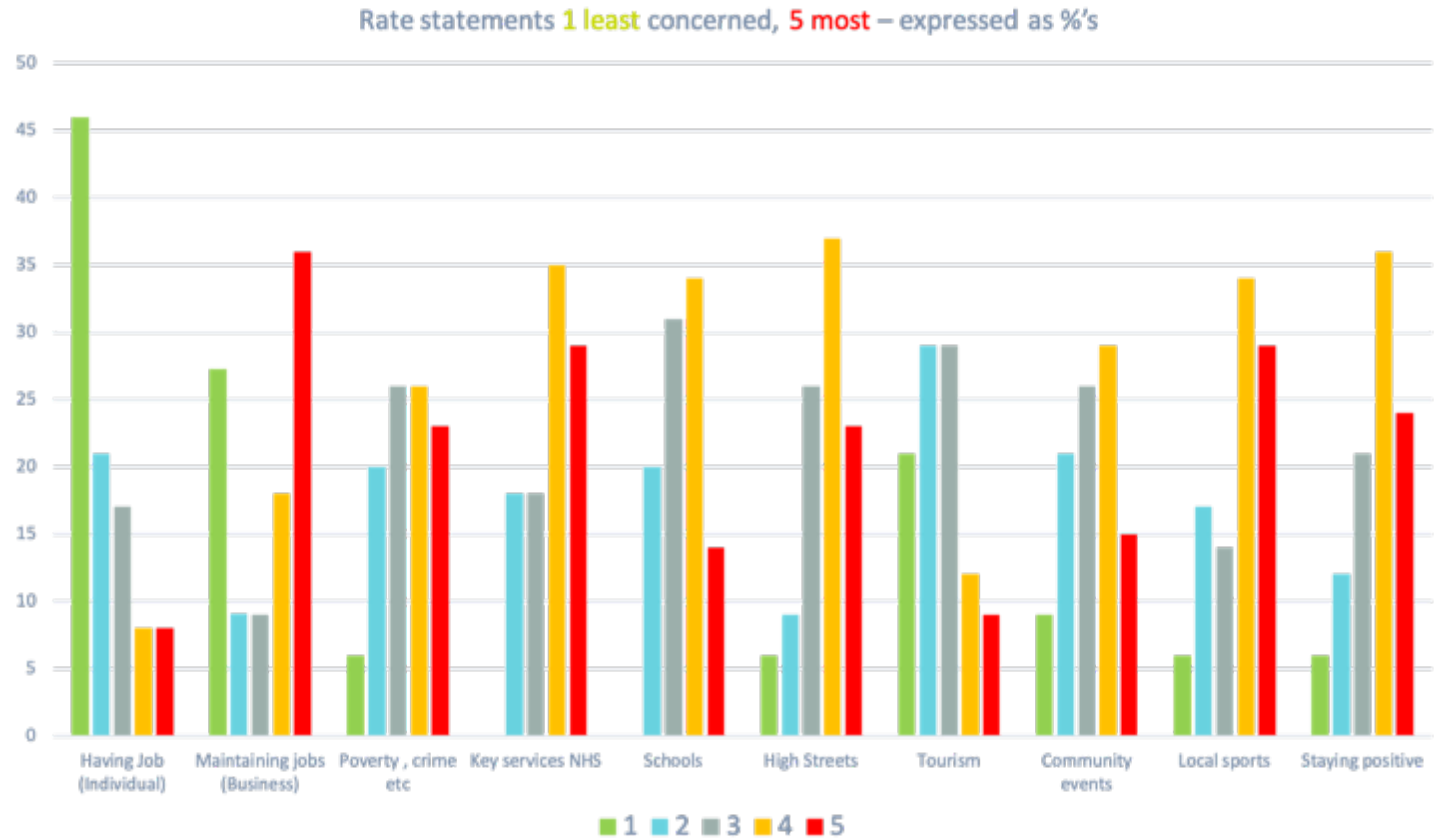
Things will only get better...

We asked for their biggest concerns for 2021, looking at wider wellbeing issues...

- Maintaining employment/Having a job?

- Tackling poverty, crime and poor health in the community?

- Maintaining key services such as NHS, social care & mental health provision?

- Protecting school budgets and courses and activities for our kids?

- Rejuvenating our high streets in villages and towns?

- Attracting more tourists into the Lake District?

- Re-starting community events such as Fell Races, Festivals and County Shows?

- Getting local sports clubs and teams back up and running?

- Finding ways to stay positive and cheerful?

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- Business managers care about jobs much more than individuals with jobs! Why? Do people really feel secure?

- Everyone concerned about key service provision but which element as NHS pressures ease?

- No-one too bothered about tourism (business managers more than individuals)

- Community sports a serious concern but is this due to male bias or just as much a female issue?

- Maintaining vibrant high streets, tackling crime and staying positive all strong community concerns

- Maybe worth noting Business managers seem marginally more community minded than individuals when looking at events, high streets and school scores by respondent category

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And the answers are surprising in parts...

Rate statements **1 least** concerned, **5 most** – expressed as %'s

Categories: Having Job (Individual), Maintaining jobs (Business), Poverty, crime etc, Key services NHS, Schools, High Streets, Tourism, Community events, Local sports, Staying positive

Legend: 1, 2, 3, 4, 5

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When we asked business managers where they hope to have had most impact in 5 year's time, social value issues featured strongly...
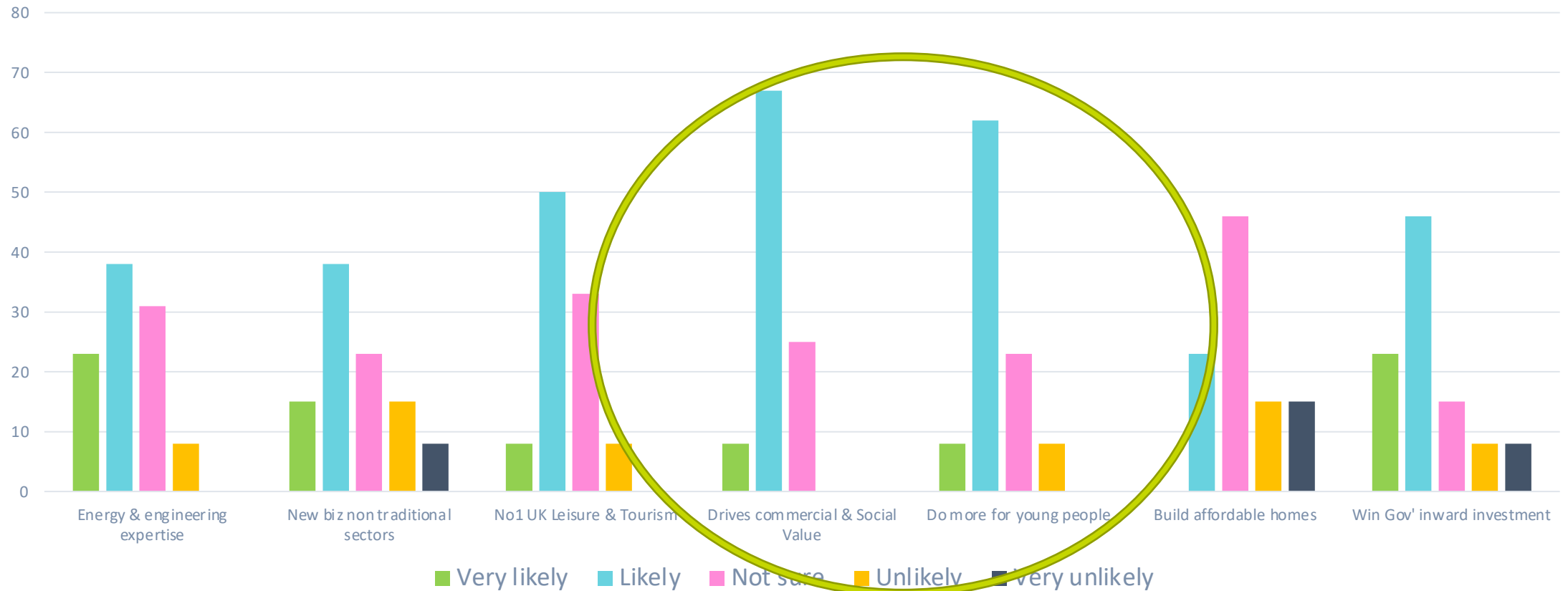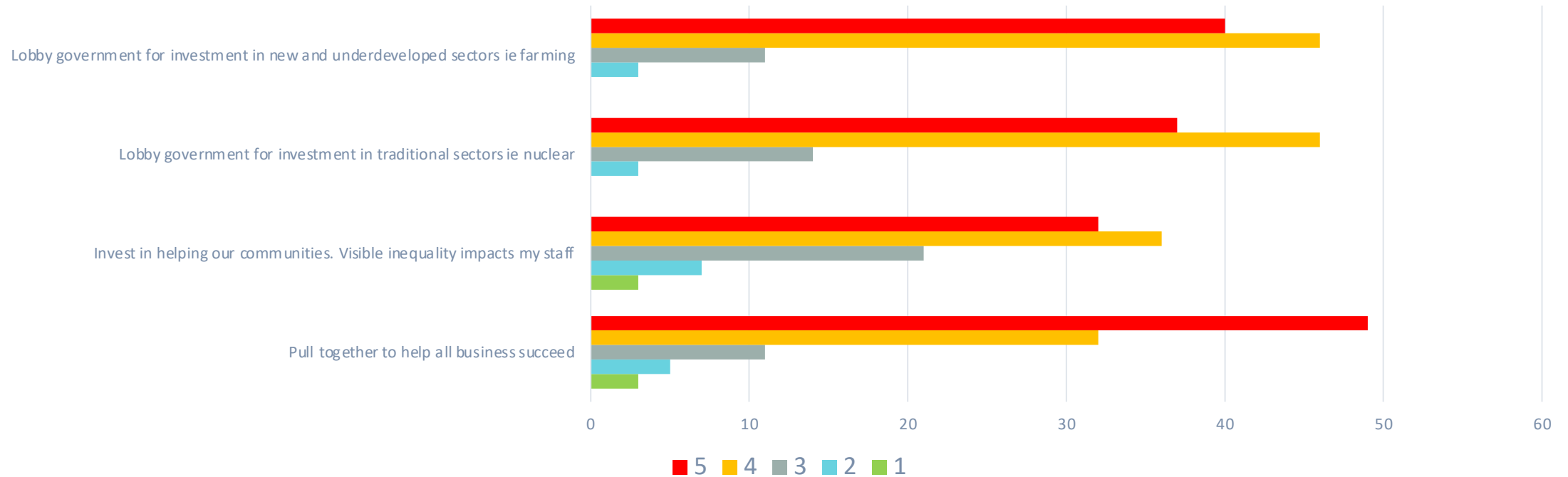

So, the question is what will they need to help with to tip them from likely to very likely?

But when it comes to commercial investment or community investment, commercial wins - probably unsurprisingly

How important is it for the business community to help tackle these issues (in the context of "Build Back Better")?

5 ■ 4 ■ 3 ■ 2 ■ 1

The good news is everyone agrees "pulling together" the key – how best to row is probably the challenge and an insight worth chasing?

Additional issues that the business community would like to help tackle...

INDEPENEDENCE AND ENERGY

"We should rely less on public money and think how we engage private investors to balance our portfolio and reduce handout mentality"

"We should be chasing green energy manufacturing and developments"

"Green initiatives and ways to help the environment after COVID"

"Proactively identify a test site for next generation nuclear reactors including support to licencing (local offices), supply chain readiness/capability and transmission & storage innovation. This should include a sister industrial park for energy intensive industries who would benefit from the local power production"

NETWORKS AND TECH'

"Greater networking, learning from mistakes & listening to those on the ground"

"Digitising and modernising local economies to create more opportunities and businesses"

CHILDCARE

"Childcare and flexible working. All businesses need to supply flexible childcare. It is scandalous that this day and age carers mostly women are still worrying about leaving work (or getting to work on time) due to old fashioned set up in nurseries and businesses"

EDUCATION

"Employers working much more closely with education to identify future employer skills gaps and address them now with today's education providers"

"...increase standards in schools, particularly secondary"

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# We asked both individuals and businesses what were the positives and negatives from working from home. Oh dear, we have polarisation which is worth exploring!

Individuals - any positives from working from home?

- Can't say furloughed/not working from home
- Yes
- No

11%
26%
63%
YES
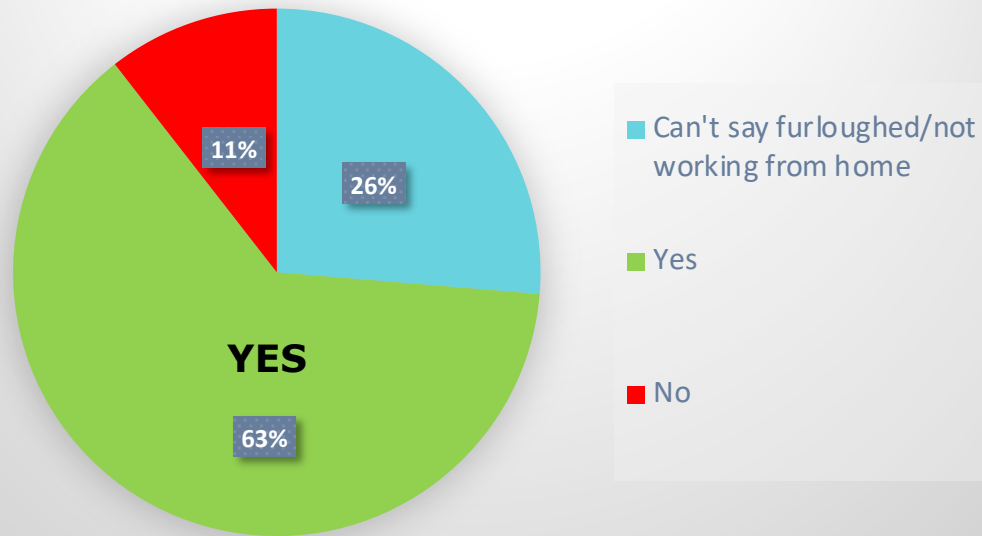
Thinking about your business, did asking staff to work from home demonstrate some commercial positives?

- Yes
- No

NO
57%
43%
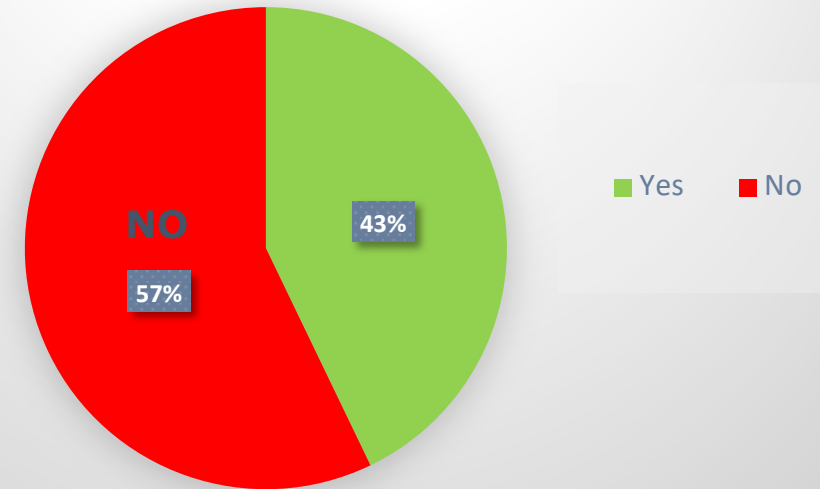
Top 3 benefits for individuals working from home...

Clearly people dislike travelling, realised they miss their families and appreciate flexibility of home working, giving a better life work balance.

Question is negotiating what they'll accept going forward, are these realisations non-negotiable?

What were the top 3 benefits working from home?		
Benefit 1	**Benefit 2**	**Benefit 3**
Greater work life balance	Ability to have more time to day not travelling to work	
Work - life balance	Flexibility to manage non work tasks - DIY /parcels/shopping in 'normal' work time	Commute gave me an extra 90mins a day
Spending time with my child	Learning about remote working IT etc	Not commuting
Walking more	Appreciating local surroundings	Time and cost savings versus commuting
I usually work away from home/family as my business is based in Lancashire so when working from home in Cumbria I got to spend more time with my family	Less driving/travel	Lowered my environmental footprint
Less travel time so more time at home	Meeting people online that I wouldn't normally have at functions	Less distractions
Reduction of unnecessary travel. 95% drop - better for the environment.	Productivity gain.	More time spent at home and attending to 'job's list' domestically - particularly during the summer - better life balance.
Not commuting	More time with family	Time for exercise
Flexible hours	Less travel	More time with family

Top 3 commercial benefits to business managers from staff working from home...

Reduction in costs, hint of more quality "think" time, and seemingly little impact on customers

What's not to like….

What were the top 3 commercial benefits for you?		
Benefit 1	**Benefit 2**	**Benefit 3**
Travelling to customers saved so much time and expense	Able to take more time on research to view the wider landscape	Been able to peg out the washing (more time at home !)
Reduced overhead costs	Reduced costs for employees	Proving that mountains can be moved when we need to
No change to working in office still facilitated contacts	Reduced travel costs	
Reduced travel time	Meetings seemed more focussed	More flexibility to work around home life
Carbon footprint benefits that fit in nicely with our Integrated Management System and ISO requirements	Continuity of workforce - no requirements or limited requirements for redundancies/furlough	

And the negatives...

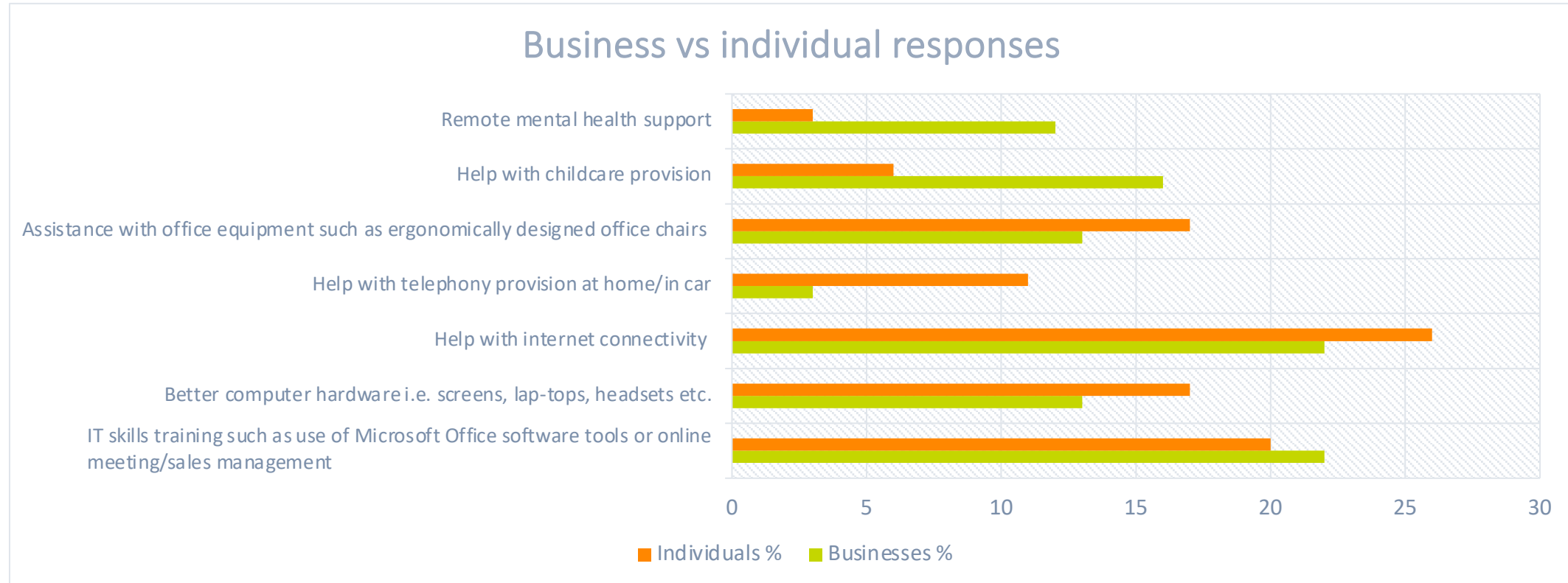Only 3 on the individual side with an interesting comment on education

"Our most disadvantaged students did not access the online education"

Likely IT access, motivation and support issues are massive for anyone socio/economically disadvantaged in education or the workforce

On the business side (details below) there are reflections on missing the teamwork element, loss of impromptu brainstorming and perhaps some impact on productivity

Negative 1	Negative 2	Negative 3
Trust	Accessibility	Efficiency
Although staff still produced some excellent work they felt less productive	Missing team interaction in the office	A lot of ideas and development happen with off the cuff/unplanned conversations in the office
Classroom teaching - AJ Training Academy	Front line security & Marshal's - AJ-Security	N/A
Can't do it		
Missed the interaction with people	Staff sometimes unavailable for quick responses	
It did work but there were no positive commercial benefits		

What do people need more help with to keep working from home in the future?

Business vs individual responses

(Horizontal bar chart with categories, top to bottom)

- Remote mental health support
- Help with childcare provision
- Assistance with office equipment such as ergonomically designed office chairs
- Help with telephony provision at home/in car
- Help with internet connectivity
- Better computer hardware i.e. screens, lap-tops, headsets etc.
- IT skills training such as use of Microsoft Office software tools or online meeting/sales management

X-axis: 0, 5, 10, 15, 20, 25, 30

Legend: ■ Individuals %   ■ Businesses %

Businesses have more focus on some of the wellbeing/community aids than the individuals themselves, whose focus on more practical matters – who's got their finger on the pulse? Individuals going bananas regards connectivity and IT skill issues, probably not unsurprisingly

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To finish we fish for people's thoughts on significant negatives and massive positives in Building Cumbria Back Better

30% of comments highlighted infrastructure issues	*"Lack of transport infrastructure to enable Cumbrians to be more mobile and flexible in where and how they work, which combined with poor internet connectivity in many places will restrict growth."*
There's a whiff of political frustration (24%)	*"To have a county that is together and not fractured by district areas and different councils which have different opinions and aspirations."*
Tunnel vision around traditional expertise	*"I am concerned that Cumbria is relying to heavily on a few industries rather than a diversification of markets and industries. I think the pandemic has shown how the loss or burden placed on some of these industries can have large negative economic consequences if there's less diverse industries available."*
Complaint of "regional" tourism within Cumbria	*"Unified Tourism offering to include West Cumbria - not as an afterthought but to be central to Cumbria Tourism's plans."*
Recognition that shift in shopping behaviors and poor planning decisions will impact on local businesses and community wellbeing	*"Erosion of the high street, massive shift to online retail will require innovative thinking to keep, in particular the smaller, town centers"*

Massive positives

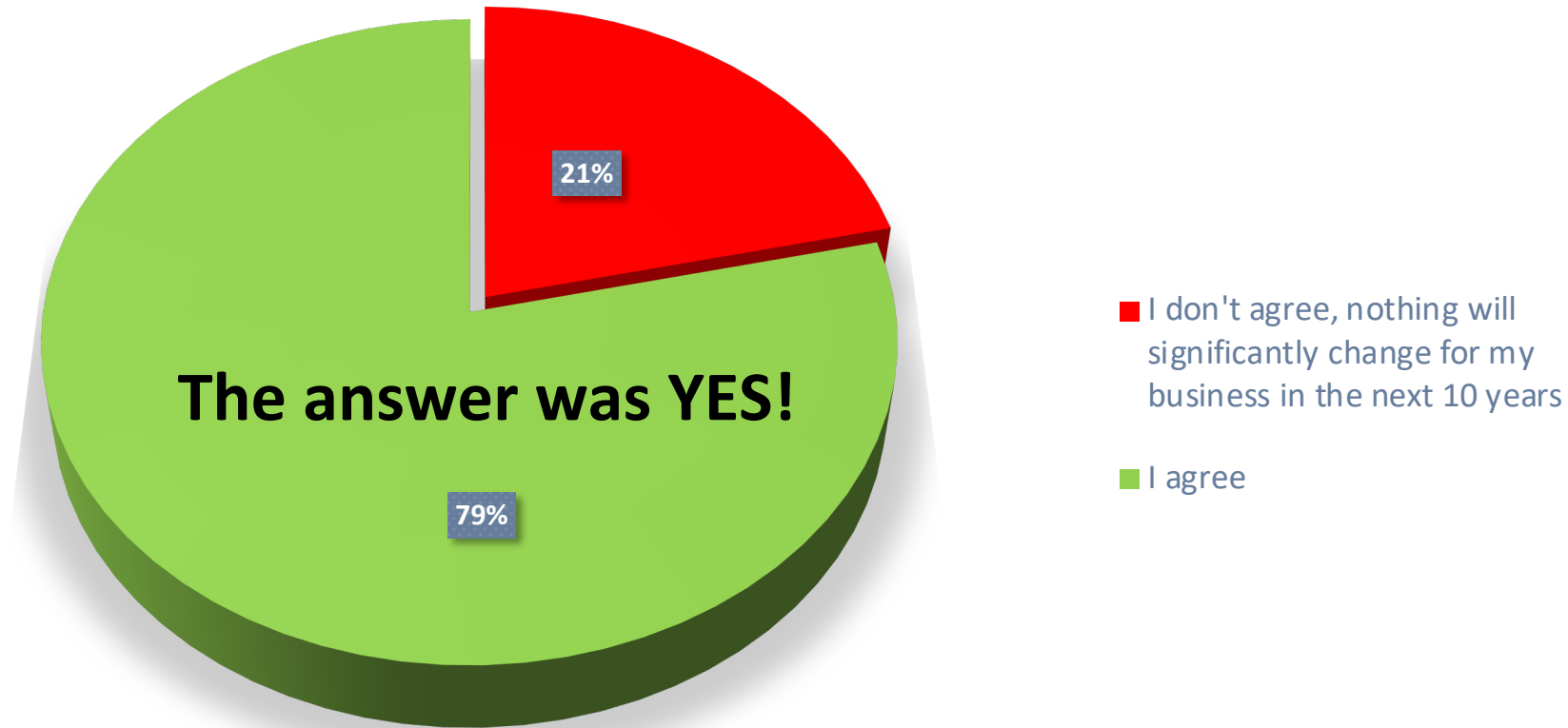|	
26% of thoughts touched on Cumbria a great place to live and so surely to work.	"There will be an inevitable desire to work from beautiful surroundings now it is proven to be possible and acceptable to most businesses' that you do not need to be in an office to contribute fully. This will drive demand for housing and could be met by Local Authorities completely revamping tired housing stock/deprived areas and attracting individuals to got there with good prospects to the area for a real levelling up."
Working from home has demonstrated Cumbrians can successfully address some of the historic barriers to success, such as poor infrastructure and accessibility	"The ability for more people to work from home may create a movement towards areas like the lakes. This is positive but will rely on strong internet provision and access to other support services."
A strong community spirit and "bounce back" mentality a major plus	"Confidence. A confident outlook and a can do attitude. How can we bottle up the feeling and spread it to those hardest hit? We will need to move quickly and flexibly and that will require confidence. Sustainability - no one left behind, we need to capture the zeitgeist of the pandemic which has made many think more about their community and fellow human beings."

And lastly, when business managers asked whether they saw the coming decade as a new landscape, requiring new pioneers....

21%

The answer was YES!

79%

- I don't agree, nothing will significantly change for my business in the next 10 years
- I agree

So, what's it going to look like and who can help map it out?

Where are the pioneers today and what's the invite say and offer of support look like to get them cracking?

Couldn't we start by asking the community to help everyone out with their thoughts?

You can always start by sharing your thoughts here: https://bit.ly/NLNPBECBC

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Contact
Quentin Boyes
quentin@@communitydatacoop.co.uk
Tel: 01768 776048

www.communitydatacoop.c.uk