Analysing the demographics of the Quintessential Clientele for Liverpool Community Advice

Client and Community Profile Report

Liverpool Community Advice

June 2017

Tyler Mari, Hollie Sharples

University of Chester

Manager: Kristian Khan

Acknowledgements

We offer our sincere thanks and gratitude to the trustees and management of Liverpool Community Advice, for allowing us to undertake this research project. These thanks must be further extended to the clientele of Liverpool Community Advice for participating in this study. We would also like to thank the staff of Liverpool Community Advice for the continued support, with special recognition to Kristian and Donna for their expert knowledge and guidance.

Table of Contents

List of Tables

List of Figures

Abstract

The Client and Community Profile report is an integral part of Liverpool Community Advice. It allows for the organsation to target missing areas and make funding applications. The current report sought to investigate the clientele demographics as well as perceptions of Liverpool Community Advice. A questionnaire was created and handed out to 130 clients. The data was then coded and analysed using IBM SPSS. The results identified the demographic information of the clientele of Liverpool Community Advice. Areas that were identified include: more females use the service than males, the postcode that clients are most likely from is L8 and that 74% of clients were White British. Other areas were identified and discussed. Overall, the clientele of Liverpool Community Advice has varied from the 2016 report. Similarities and differences are further discussed throughout. Future research should aim to reduce the language barrier by using other formats.

Introduction

The Client and Community Profile report has been conducted on behalf of Liverpool community Advice; formerly Liverpool Central Citizens Advice Bureau, for many years. This report has been completed in collaboration with different institutions throughout the years. Despite this, the partnership with the University of Chester has spanned for an impressive 7 years, from 2011 until present. The report is an integral part of understanding the demographics of the clientele of Liverpool Community Advice. It allows insight for development and appraisal, which provides a necessary foundation for the service provided.

The feedback from the previous reports has demonstrated the importance of the Client and Community Profile report to Liverpool Community Advice. There is a smorgasbord of reasons why this report is of use to Liverpool Community Advice. The main benefit to Liverpool Community Advice is that the report provides evidence to support applications for funding. This report identifies areas that may not be currently targeted and allows for funding applications to be put in place. Another benefit is that it demonstrates the clientele basis of Liverpool Community Advice. The report manages to quantify this data and allows for an easy understanding of the information available.

To fully understand the areas for development in Liverpool Community Advice, it is essential to acknowledge the demographics of Liverpool. The city consists of around 51% females and 49% males. 70% of the population are ages 16-64 whilst 86% of the city have the ethnicity White British or Irish. In regards to the housing tenure of the city, 74% of houses are privately owned or rented, whilst 25% are registered to social landlords such as Liverpool mutual homes. In comparison to the demographics of Great Britain, generally Liverpool appears to be quite representative of the general population, with little variation appearing in the data.

After examining the previous reports provided, it was evident that there were a multitude of key focusses for investigation and research. The reports created in both 2015 and 2016 highlighted some important features and questions which have been included in this report. The most noted being the inclusion of whether the client is affected by bedroom tax and whether they are looking to downsize. The 2015 report failed to identify any trends in the clients' gender, but this was rectified in 2016. They found that 50% of clients were male and 49% were female. In addition to this, both previous reports concluded that clients aged 45-64 were most the most frequent users of Liverpool Community Advice. Furthermore, in 2016 it was identified that most clients were demographically located from postcodes L1-8. In regards to ethnicity, the previous reports found that between 64-67% of clients were White British, with 83% stating that English was their first or preferred language. The previous reports also sought to investigate other areas not mentioned here, however these will be identified and discussed later in the report.

The current report aimed to investigate the previously mentioned demographics, but also aimed to investigate the difficulty in targeting the wider population. A focus for the report was to identify areas of society of Liverpool Community Advice may be struggling to appeal to. In addition, the report also aimed to reaffirm the current understanding of the clientele population.

Method

Participants

The clientele of Liverpool Community Advice were the participants in this research project. The sample had an age range of under 18 to 75+. Around 200 clients were asked to complete the questionnaire, but only 130 questionnaires were sufficiently complete and therefore used in the analysis. The sample consisted of a multitude of ethnicities and nationalities, from all over Liverpool and parts of Cheshire. The sample had a wide range of academic abilities, ranging from no formal qualifications to graduate and postgraduate levels.

Materials

Various materials were used during this research project. First and most importantly would be the demographic questionnaire, which was created specifically for this study. (see Appendix A). A pen and a clipboard was also supplied to each client. Moreover, a laptop was used to analyse and write up the data. IBM SPSS (Statistics Package for the Social Sciences) was used to code and analyse the data. Finally, Microsoft word was used to write up the results.

Procedure

Firstly, the research project brief was discussed with Kristian, the manager of Liverpool Community Advice. The questionnaire was then created, incorporating questions relating to the clientele demographics and characteristics such as age, gender etc., as well as the clients' perceptions of Liverpool Community Advice. The questionnaires were handed to a scope of 200 clients, either in the waiting room before they were seen, or in the appointment room after they had been seen. They were also handed to clientele who visited the Liverpool Community Advice office based in the Civil court. Only 130 questionnaires were sufficiently completed to be considered for analysis. The answers were then coded into SPSS. For instance, each answer was given a number which would enable us to identify it in numerical form. For age, if the 18-24 option was ticked, it would be coded as 1, similarly for 25-34, it would be coded as 2 and so on. This made it easier to analyse afterwards. Lastly, visual representations of the results were created in the form of bar charts to demonstrate the percentages and trends.

Design and analysis

The study used an independent measures design, which meant that clients were only required to fill out one questionnaire. The sample can be described as an opportunity sample, meaning that the participants are selected from a target audience. An opportunity samples relies if participants who are readily available. In this instance, the clients of Liverpool Community Advice were the participants, as they were selected on the basis that they were users of the service. Percentages and correlations were used to analyse and demonstrate the trends found.

Results

The results section highlights the important trends and patterns regarding Liverpool Community Advice's clientele demographics. A multitude of areas have been examined and subsequently analysed. The results from this study are compared to that of last years for a greater understanding of the results. The results are presented in both a table and figure format, allowing for an easier, but more in depth understanding of the numbers where applicable. Finally, where possible, the percentage change has been worked out and recorded. This shows the amount each aspect has changed over the previous year. This was not possible for all data sets, due to differences with last year, but where applicable, the percentage change can be seen.

Gender

As demonstrated in the table below, 57% of the clientele of Liverpool Community Advice were female compared to 41.5% males. Around 1.5% of the clients chose not to state their gender. In comparison to the 2016 report, the findings are consistent with the previous report that more females used the service than males, at 50% versus 49%. The percentage of females using the service has increased 13.8%, whereas males have decreased 15.3% since 2016. Moreover, the current report introduced a not stated option, which has also increased by 50%. This allowed for clients who do not identify with a gender to feel comfortable when answering.

Table 1. Gender Percentages

	Male	Female	Not stated
2017 Report	*41.5%*	56.9%	1.5%
2016 Report	*49%*	50%	1%
% Change	*-15.3%*	+13.8%	+50%

From the data presented in the table there has been a small change in regards to gender. Previously in 2016, the split between males and females remained even. Around 50% of the clientele were female and 49% were male, with 1% not stating their gender. However, in 2017, the gap between males and females has increased significantly. This year, 56.9% of the clients were female, this is an increase of 13.8% on the previous year. In addition, the number of males using Liverpool Community Advice has decreased considerably, by around 15.3%. This year there was around 41.5% males as opposed to the 49% previously. In comparison with Liverpool, the previous report's data was closely matched to the wider demographic. However, this year, it appears to break that trend as the difference is quite vast. This identifies a potential issue as less males are using the service. Therefore, this is an area that may be a potential for improvement. Overall, the data does not vary too much from Liverpool and the previous report, but there may be a worrying trend forming and therefore may need addressing. This is related to the large decrease in males using the service.. Below is a visual representation of the data for gender.

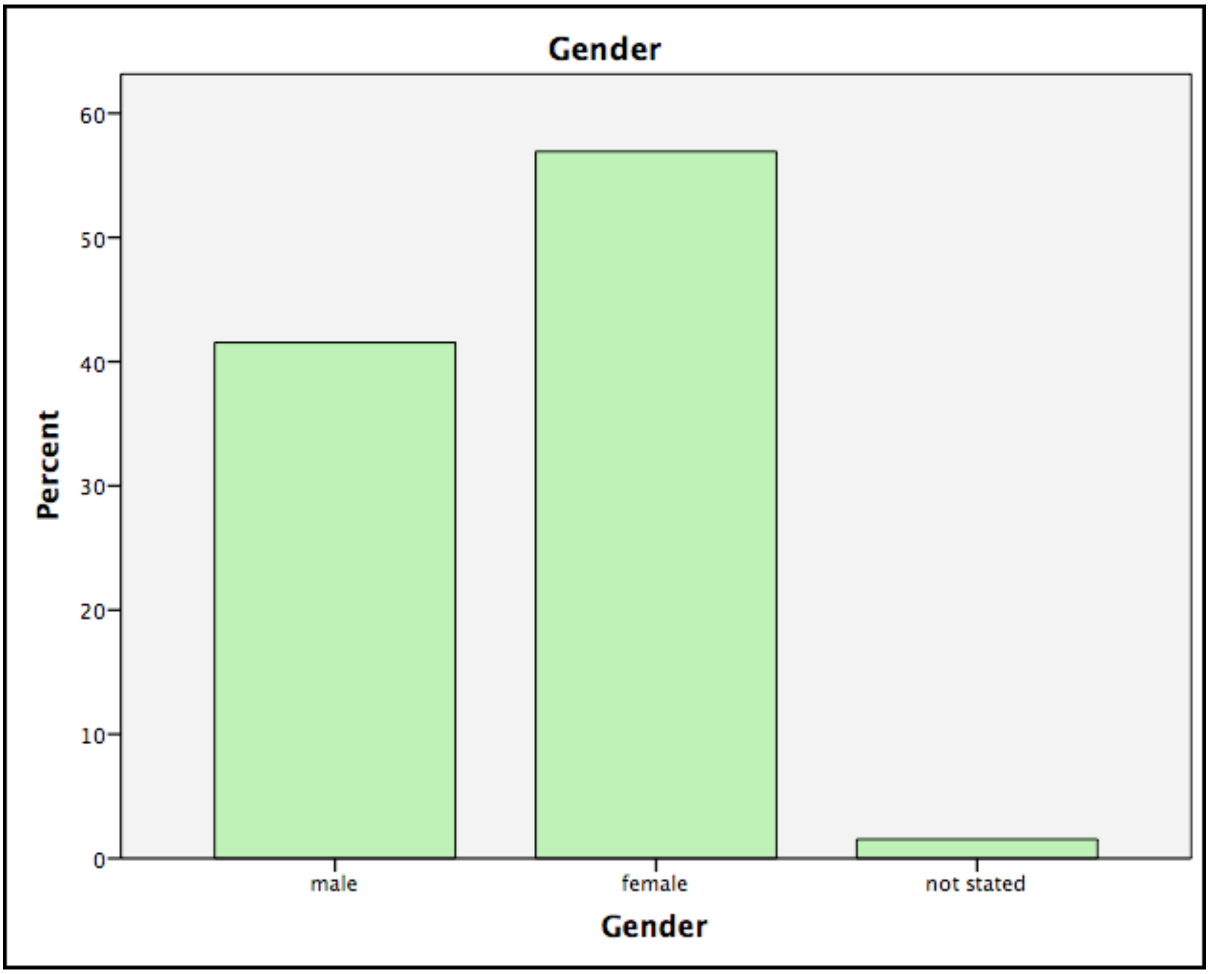


Figure 1. Bar Chart of Gender Percentages

Age

Table 2 shows the percentages the age ranges of Liverpool Community Advice's clients. Ages 45-54 consisted of the largest number of clients with 24.6% being of this age. The next age range which used this service the most is between the ages 25-34. Around 19.2% of the clients were within this age range. Furthermore, there were around 16.9% of clients who were aged between 35 and 44. In addition, both age ranges 55-64 and 65-74 had a total client percentage of 15.4% each. The remaining data consisted of 4.6% over 75's and 3.8% 18-24 year olds. There was no one who used the service who were under the age of 18.

Table 2. Age Percentages

Age	2017 Report	2016 Report
18-24	*3.8%*	*14.9%*
25-34	*19.2%*	*20%*
35-44	*16.9%*	*18%*
45-54	*24.6%*	*NA*
55-64	*15.4%*	*NA*
65-74	*15.4%*	*NA*
75+	*4.6%*	*NA*

The data collected this year has revealed some interesting trends and developments in comparison with the 2016 report. The percentage of 18-24 year olds has significantly decreased from the last report. The percentage of clients who were in this age range in 2016 was 14.9%. This reduced to a minuscule 3.8% in this report. Both the age ranges 25-34 and 35-44 have remained relatively consistent between the two reports, with only around a percentage change in total. Finally, the age ranges 45-54, 55-64,65-74 and 75+ cannot be compared to last year's report as the way the data was catergorised has caused an inability to analyse this area. This is because the age ranges presentd in last year's report were ranged 45-59 and 60+. This combines a couple of this year's age ranges and skews the data. Despite this, looking at the data it can be assumed that there won't be too much deviation and data will be of a consistent nature. Below is a visual representation of the data for age ranges.

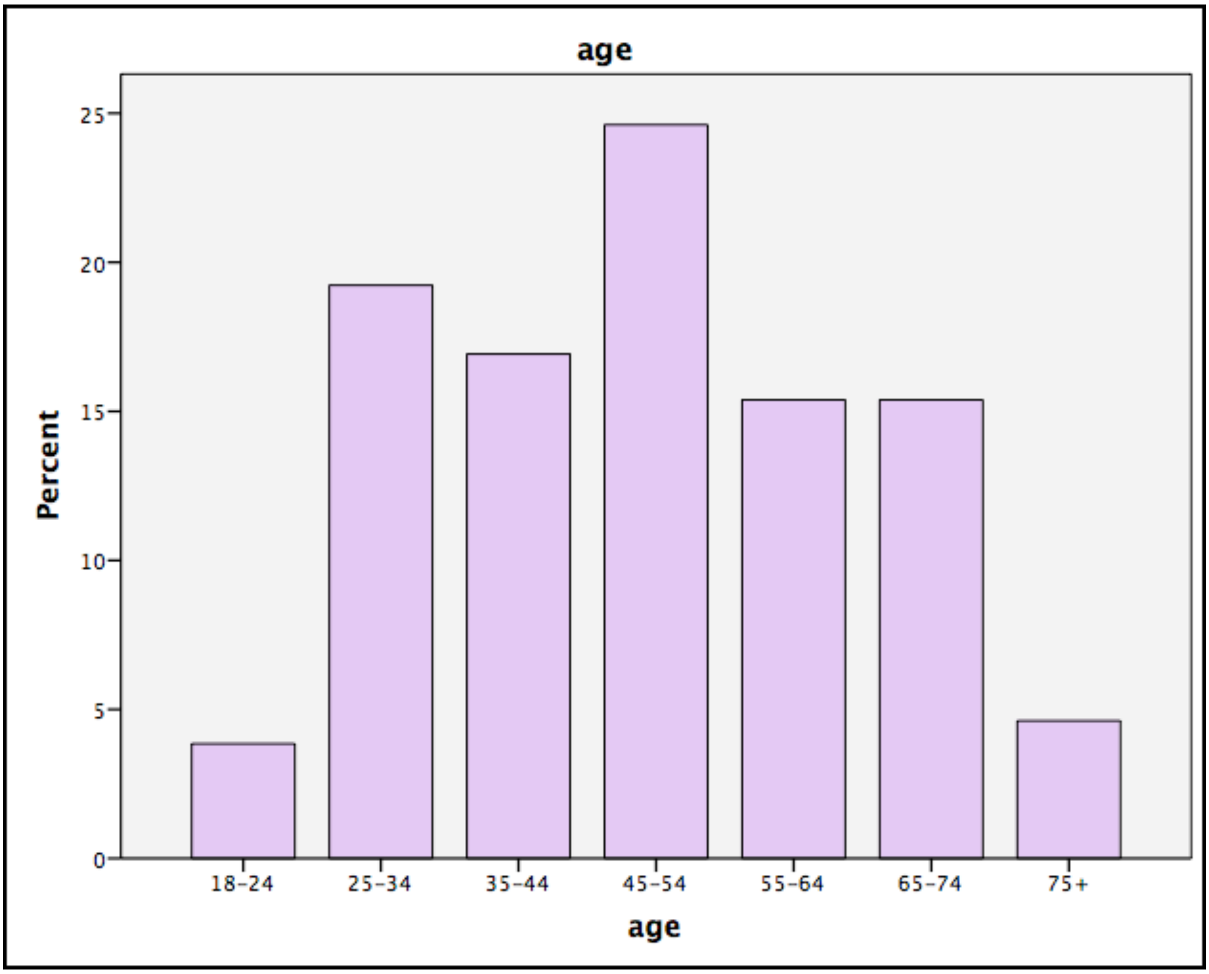


Figure 2. Age Range Percentages

Ethnic Group

Table 3 shows the ethnic group percentages for the clientele of Liverpool community advice. Overall, the highest percentage was attributed to White British clients, which had a percentage of 73.8%. The next highest percentage demonstrated in the table, was Black African with a total of 10.8%. Furthermore, clients with the ethnic origin White other consisted of around 5.4% of the sample. In addition, around 3.8% of clients recorded Asian as that their ethnicity, but other clients also recorded Indian with a total of .8% and Chinese with 1.5% overall, which needs including in the overarching figure. Finally, both Latin American and the option ethnicity not stated consisted of around.8 of the sample.

Table 3. Ethnic Group Percentages

	2017 Report	2016 Report	% Change
Not Stated	*.8%*	*0%*	+80%
White British	*73.8%*	*67%*	+10.15%
Black African	*10.8%*	*12%*	-10%
Asian	*3.8%*	*4%*	-5%
Indian	*.8%*	*0%*	+80%
White Polish	*1.5%*	*0%*	+150%
White Other	*5.4%*	*12%*	-55%
Chinese	*1.5%*	*0%*	+150%
Latin-American	*.8%*	*0%*	+80%

To fully understand the significance of the data regarding ethnic group percentages, it is essential to compare the data to that of last year's report and even wider demographics, such as the ethnicity of Liverpool. Firstly, Liverpool community advice have seen an increase of clients who are white British. Last year there was around 67% as opposed to this year's 73.8. This is an increase up around 10.15%. Secondly, the number of Black African clients has reduced in comparison to the data recorded last year. In 2016, there was around 12% Black

African clients, whereas this year there was around 10.8%. this is therefore has decreased by 10%. The only other significant decrease noted in this year's report, is the White other ethnic origin. This has decreased by around 55%. In 2016, 12% of the clientele well of this ethnic group, however this has decreased to round 5.4% this year. One potential reason for this maybe the inclusion of the ethnic origin of White Polish this year, which has seen an increase of around 150%, but may also attribute to the change in White other, as it could also be included in this category. The number of Asian clients has remained relatively similar. However, that has been separated into Asian Indian and Chinese in this year's report, which may have led to an increase. Below is a visual representation of the data.

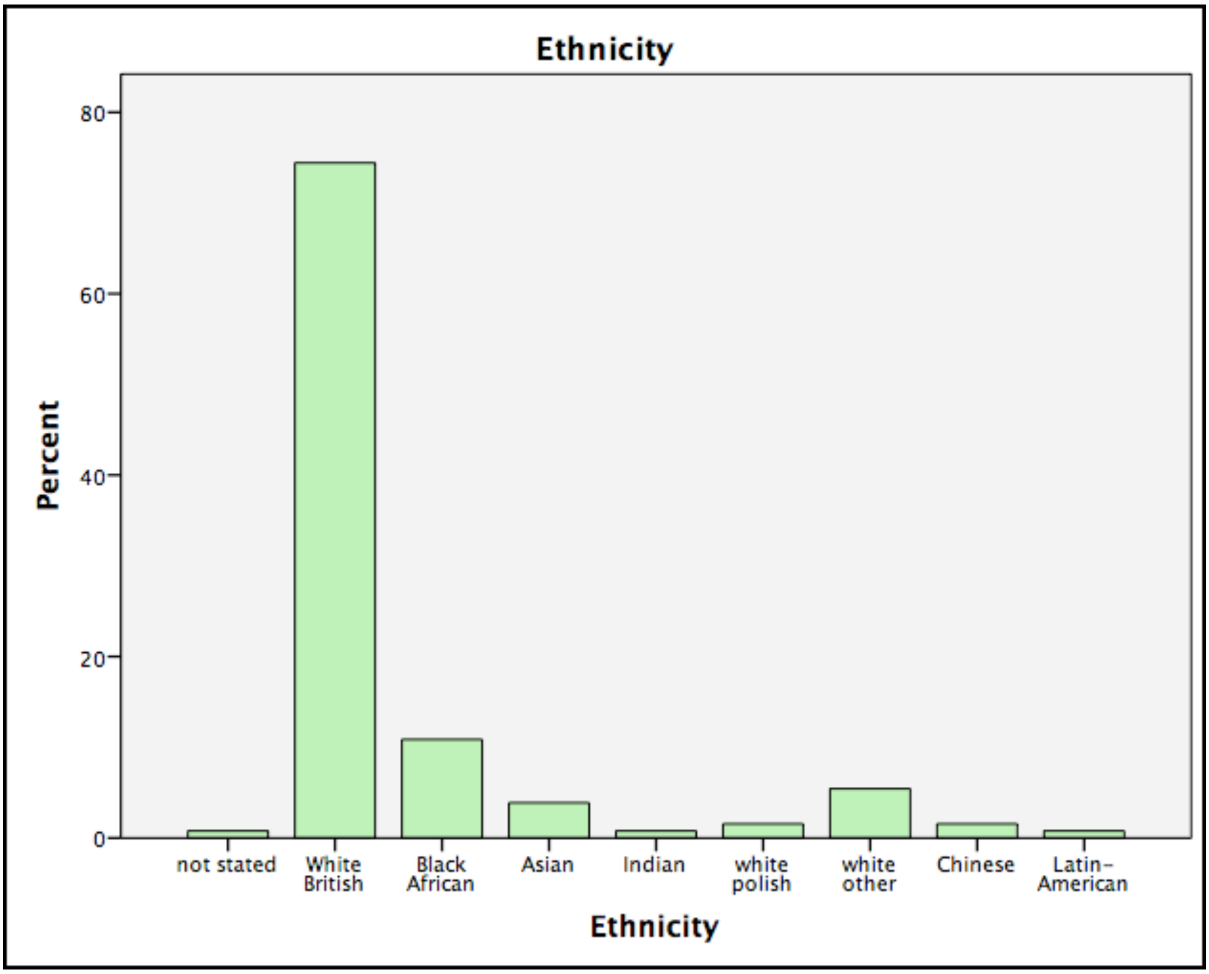


Figure 3. Client Ethnicity Percentage

Marital Status

Table 4 shows the percentages of the clients' marital status in both 2017 and 2016, as well as the percentage change between these years where applicable. From the data collected a clear majority of the clientele of Liverpool Community Advice are single. A total of 67.7% of the whole sample were single. In addition, 17.7% of the clientele were married, which was the second highest percentage for marital status. Three of the options provided were separated, widowed and divorced, these accounted for a 4.6% of the sample each. Finally, .8% of the sample did not state their marital status.

Table 4. Marital Status Percentage

	2017 Report	2016 Report	% Change
Not Stated	*.8%*	*NA*	NA
Single	*67.7%*	*61%*	+10.98%
Married	*17.7%*	*12%*	+47.5%
Separated	*4.6%*	*18%*	-74.4%
Widowed	*4.6%*	*4%*	+15%
Divorced	*4.6%*	*NA*	NA

Fortunately, the data collected in 2016 is comparable in regards to marital status. In both 2016 and 2017, most of the clientele were single, with around 61% of the 2016 sample selecting this option. This yielded an increase of around 11% from 2016 to 2017. The next increase was in clientele that were married. Previously, 12% of the clients were married, which has increase by around 47.5% this year, totaling 17.7%. In addition, clients who were widowed remained consistent at around 4%. There is a slight deviation of .6%, but this could be attributed to the differences in sample size. Furthermore, Liverpool Community Advice saw the biggest decrease of clients who were separated. This dropped from 18% to a mere 4.6%. This is a staggering percentage decrease of 74.4%. The data for divorced clients and clients who did not state their marital status are not comparable to the data of the previous years. This is due to the way the data is presented in 2016 and therefore means a percentage change cannot be calculated. Below is a visual representation of the data.

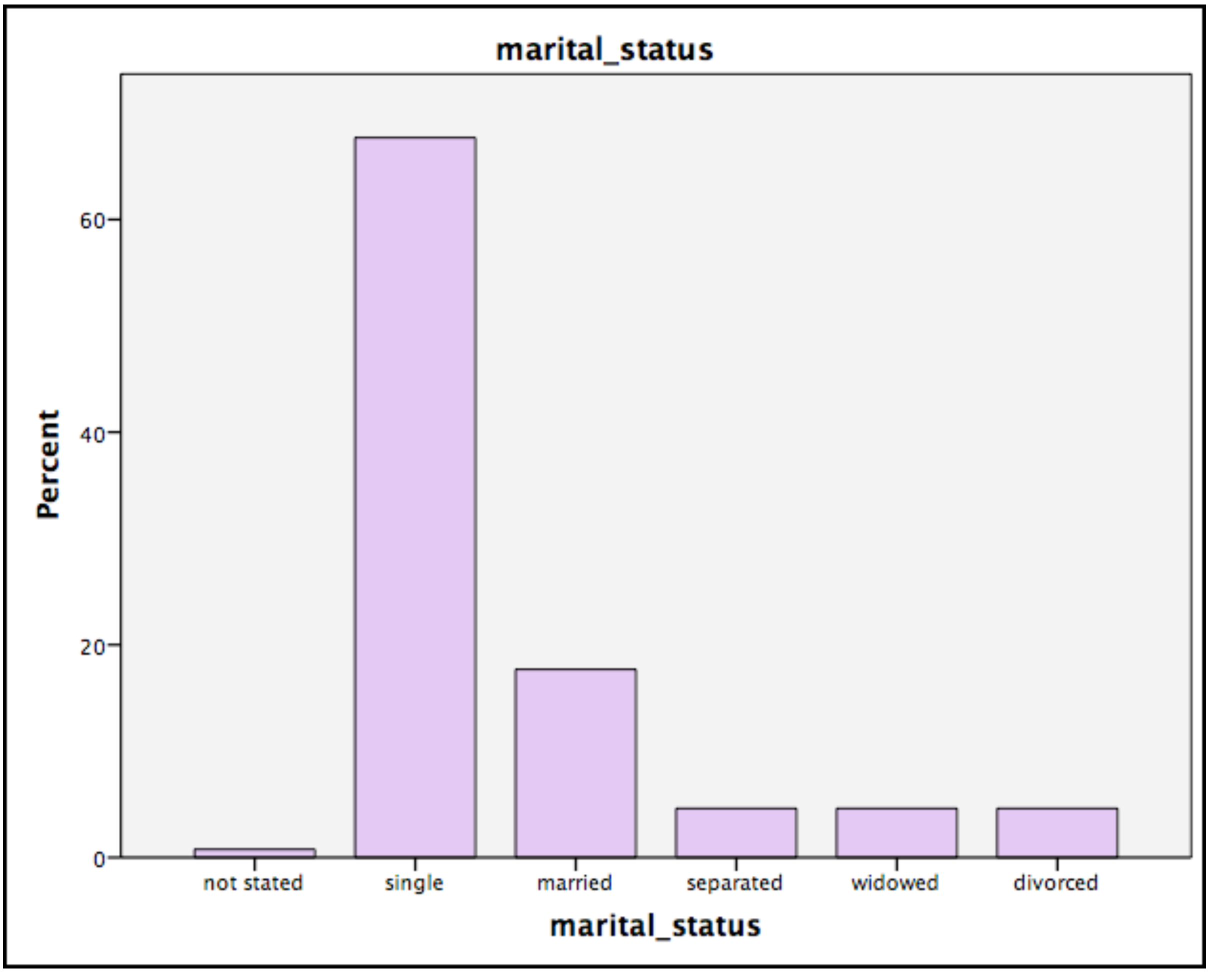


Figure 4. Client Martial Status Percentage

Nationality

Table 5 below presents the nationalities of the clientele of Liverpool Community Advice. British is the highest at 80% with Polish and Italian clients representing 2.3% of the data. Moreover, the clientele were either Tanzania, Somalian, Turkish, Spanish, Romanian or Sudanese with these nationalities having 1.5% data attributed to them each. A mere .8% was attributed to each the following nationalities: Czech, Nigerian, Hungarian, Pakistani, Eritrean, Iranian or Guinean. Evidently, Liverpool Community Advice has a clientele basis with an array of different nationalities.

Table 5. Nationality Percentage

	2017 Report
British	*80%*
Tanzanian	*1.5%*
Somalian	*1.5%*
Turkish	*1.5%*
Polish	*2.3%*
Czech	*.8%*
Nigerian	*.8%*
Hungarian	*.8%*
Italian	*2.3%*
Pakistani	*.8%*
Eritrean	*.8%*
Iranian	*.8%*
Spanish	*1.5%*
South African	*.8%*
Romanian	*1.5%*
Guinean	*.8%*
Sudanese	*1.5%*

The results for nationality cannot be compared to that of last year as the 2016 report did not record the nationality of their participants. Therefore, no comparisons have been made. Despite this, it can be assumed that British was the nationality that many of the clients had last year. This is because, it is extremely unlikely that 80% of British clients only started coming this year. In addition, the numbers are consistent with that of Liverpool. Therefore, it can be safely assumed that these numbers are relatively consistent with previous years. The bar chart below shows a visual representation of the data.

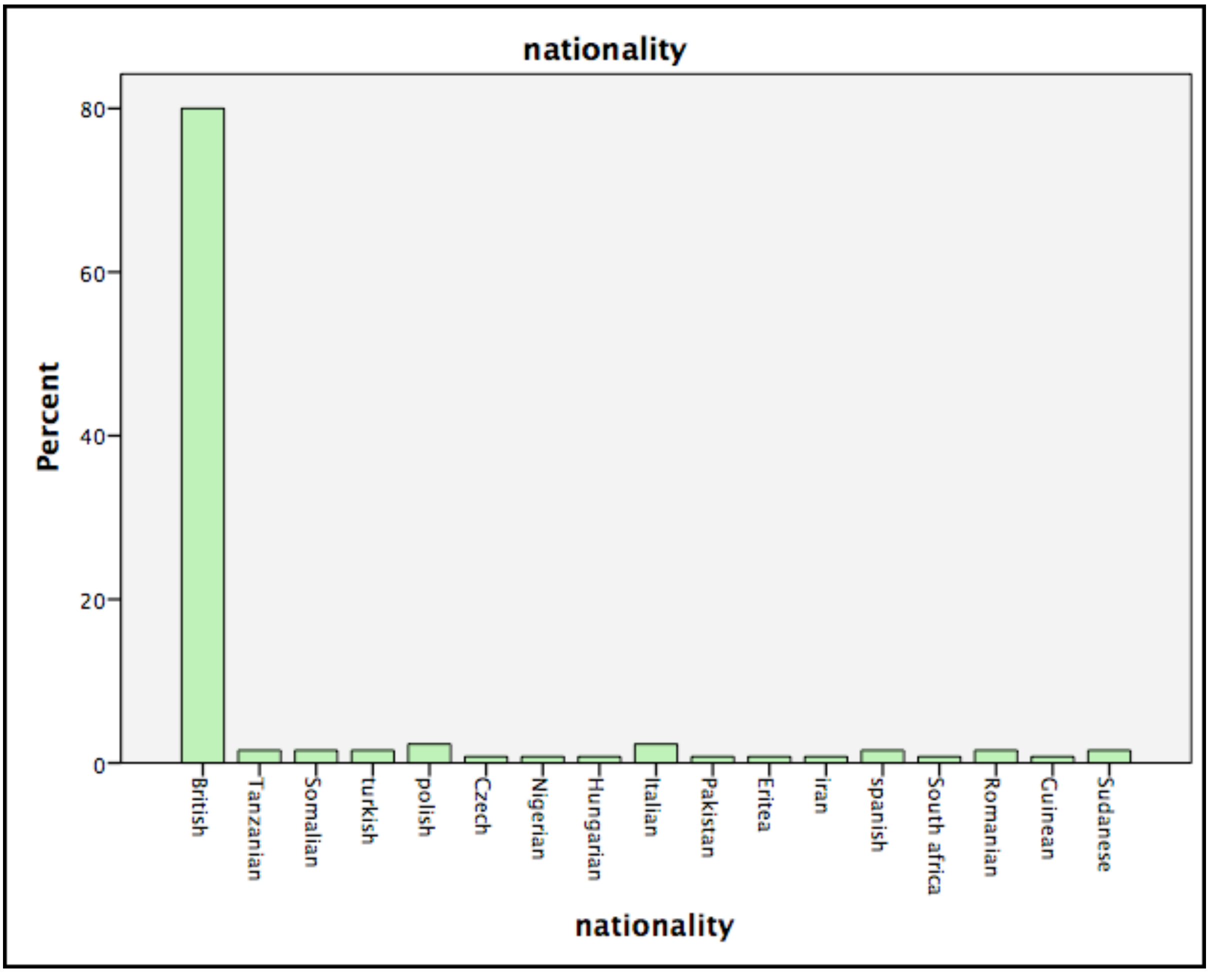


Figure 5. Client Nationality Percentage

Language

Table 6 shows the percentages for the preferred language of the clientele of Liverpool Community Advice. The table below represents an array of preferred languages of the clientele. The highest is English at around 82%. Next, is Somalian and Spanish at 2.3%, with Polish, Czech, Italian, Arabic and British Sign Language coming in closely at 1.5%. Lastly, .8% of the clientele preferred to speak either Hungarian, Urdu, Cantonese, Amharic, Turkish, Kurdish or Romanian, demonstrating a particularly varied language base. These results are not comparable to the previous 2016 report due to differences with the reporting method.

Table 6. Preferred Language Percentage

	2017 Report	2016 Report
English	*82.3%*	*NA*
Somalian	*2.3%*	*NA*
Polish	*1.5%*	*NA*
Czech	*1.5%*	*NA*
Hungarian	*.8%*	*NA*
Urdu	*.8%*	*NA*
Cantonese	*.8%*	*NA*
Amharic	*.8%*	*NA*
Turkish	*.8%*	*NA*
Kurdish	*.8%*	*NA*
Spanish	*2.3%*	*NA*
Italian	*1.5%*	*NA*
Romanian	*.8%*	*NA*
Arabic	*1.5%*	*NA*
British Sign Language	*1.5%*	*NA*

There were difficulties comparing the data due to last year's report presenting the data is a difficult way, and therefore the percentages have not been able to be compared. Despite this, some of the data has been recoverable and therefore basic comparisons can be made. Unsurprisingly, English was the most spoken language for the clientele in both years. However, the data should be approached with caution as 82% of clients said that English was their preferred or first language, this may not be the case. It was clear due to the lack of understanding and through spoken assessments that their preferred language may have not have been English. So, although it accounts for the majority, it cannot be fully assumed to be representative of the clients.

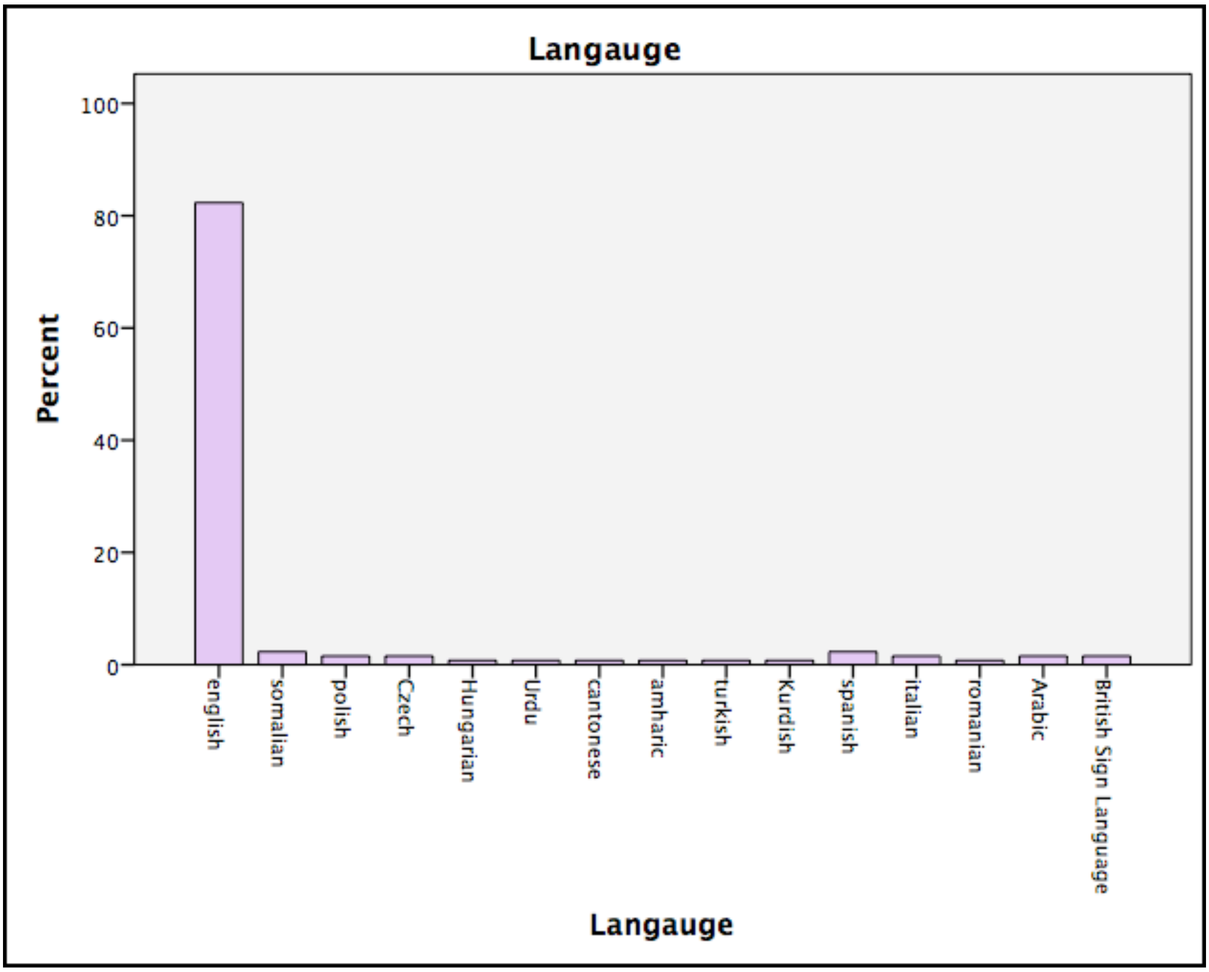


Figure 6. Client Language Percentage

Education

Table 7 displays the percentages for the education level of the clientele in both 2016 and 2017. In this year's data, the highest percentage regarding education level is not stated. 40% of clients chose not to state their education level. In addition, GCSE was the second most occurring type of qualification, with 23.8% of clients recording this as their highest qualification. Around 14.6% of clients were of graduate level, with only 1.5% being at postgraduate or master's level. Around 8.5% of clients' highest qualification were A-Levels and 11.5% was attributed to CSE's.

Table 7. Education Level Percentage

	2017 Report	2016 Report
Not Stated	*40%*	*20%*
CSE	*11.5%*	*0%*
GCSE	*23.8%*	*33%*
A-Level	*8.5%*	*10%*
Graduate	*14.6%*	*10%*
Master's	*1.5%*	*0.95%*

Once again, the data is not comparable to that of 2016 in a multitude of areas. To combat this, the previous report has been reanalysed with the data available to try to evaluate the change in the previous year. The main findings this year is that clients who chose not to state their education level increase from 20% to 40%. One main reason for this is the lack of a no formal qualification box. This was intentionally left out of this year's report. This was because it was not necessary and may have caused clients to not tick the box honestly. By allowing a prefer not to say option, clients could answer honestly, but they weren't required to put an explicit answer. The number of clients with GCSE's and A-Levels have both decreased this year. However, there has been an increase in both graduates and Master's level clients. The figure below represents this data in the form of a bar chart.

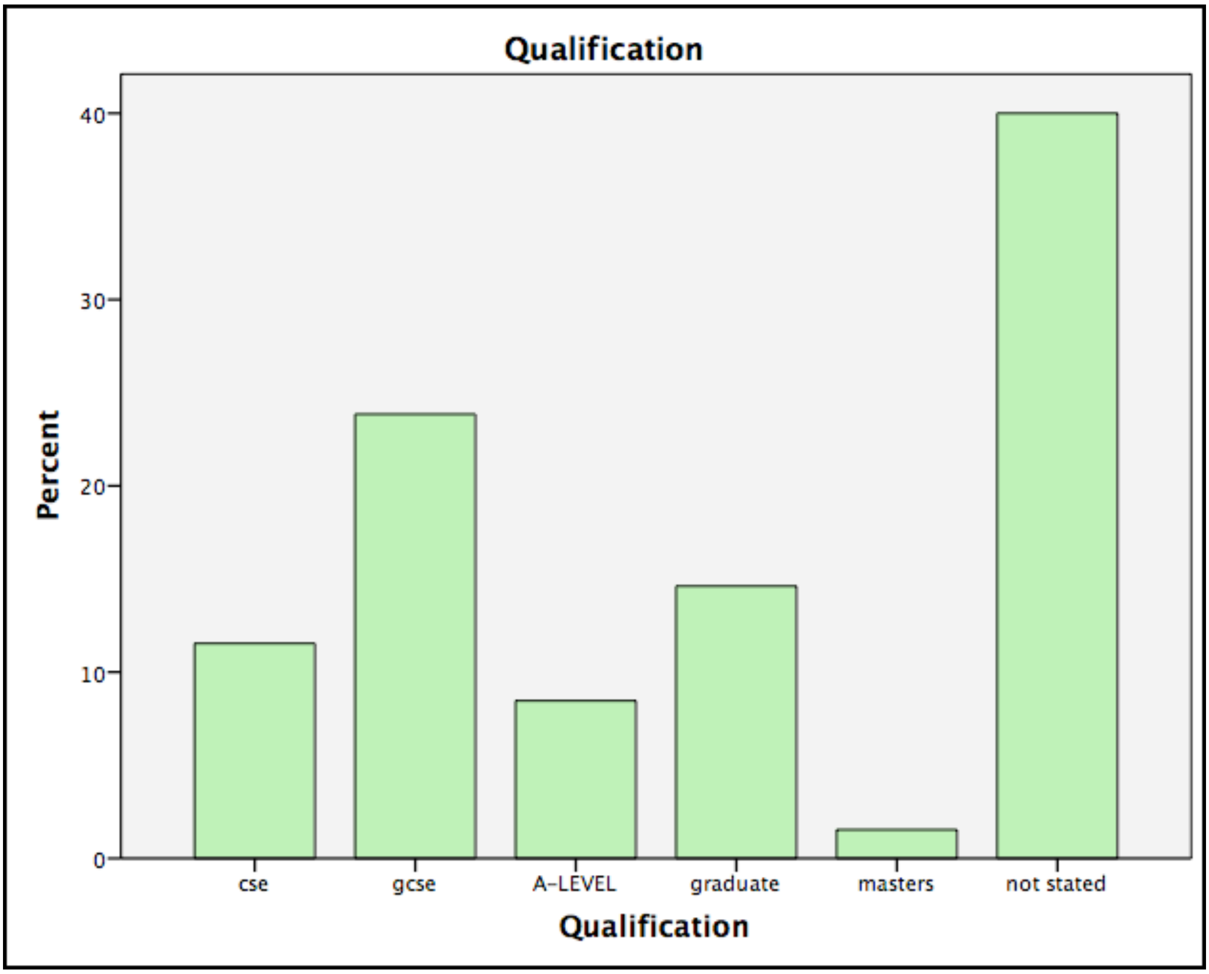


Figure 7. Client Qualification Percentage

Disability

Table 8 represents whether the clients of Liverpool Community Advice consider themselves to have a disability. It demonstrates that 1.5% chose not to say whether they had a disability. Around 35.6% of clients reported that they had a disability, and 62.3% stating that they did not. Looking back to the 2016 report, the findings do not correspond as firstly, a not stated option was not included and therefore this result cannot be compared. Also, a high percentage of clients at 59% reported that they had a disability, which demonstrates a significant percentage increase in comparison to 35.6% in the current 2017 report. Moreover, the 2016 report states that only 41% of clients deemed themselves not disabled, which is considerably less than the 62.3% in the current 2017 report.

Table 8. Disability Percentage

	2017 Report	2016 Report	% Change
Not Stated	*1.5%*	*0%*	+150
Yes	*34.6%*	*59%*	-41.36%
No	*62.3%*	*41%*	+51.95%

The results from this year's study are quite interesting when compared with other years. The most noticeable change is the fact that the clients that stated that they considered themselves to have a disability has decreased dramatically. Around 1% of clients chose not to answer whether they had a disability or not. This was not present in the 2016 report. Furthermore, only 34.6% of clients recorded that they had a disability this year. This has significantly decreased from 59%. This is a total decrease of 41.36%. Furthermore, 62.3% of clients this year did not have a disability. This is compared with that of the previous year, where only 41% stated that they did not have a disability. This is a total percentage increase of 51.95%. These results need to be put into context, which will allow a better understanding of the data. It is evident that the number of disabled clients who use the drop-in sessions are low. This may be due to the number of clients, who have a disability, that book appointments rather than attending drop ins. According to data provided, there has been a 300% increase in Mandatory Reconsideration and Personal Independence Payment forms. This data was not readily available as drop in sessions were the primary way data was collected. This is a total percentage increase of 51.95%. The data is visually represented in the figure below.

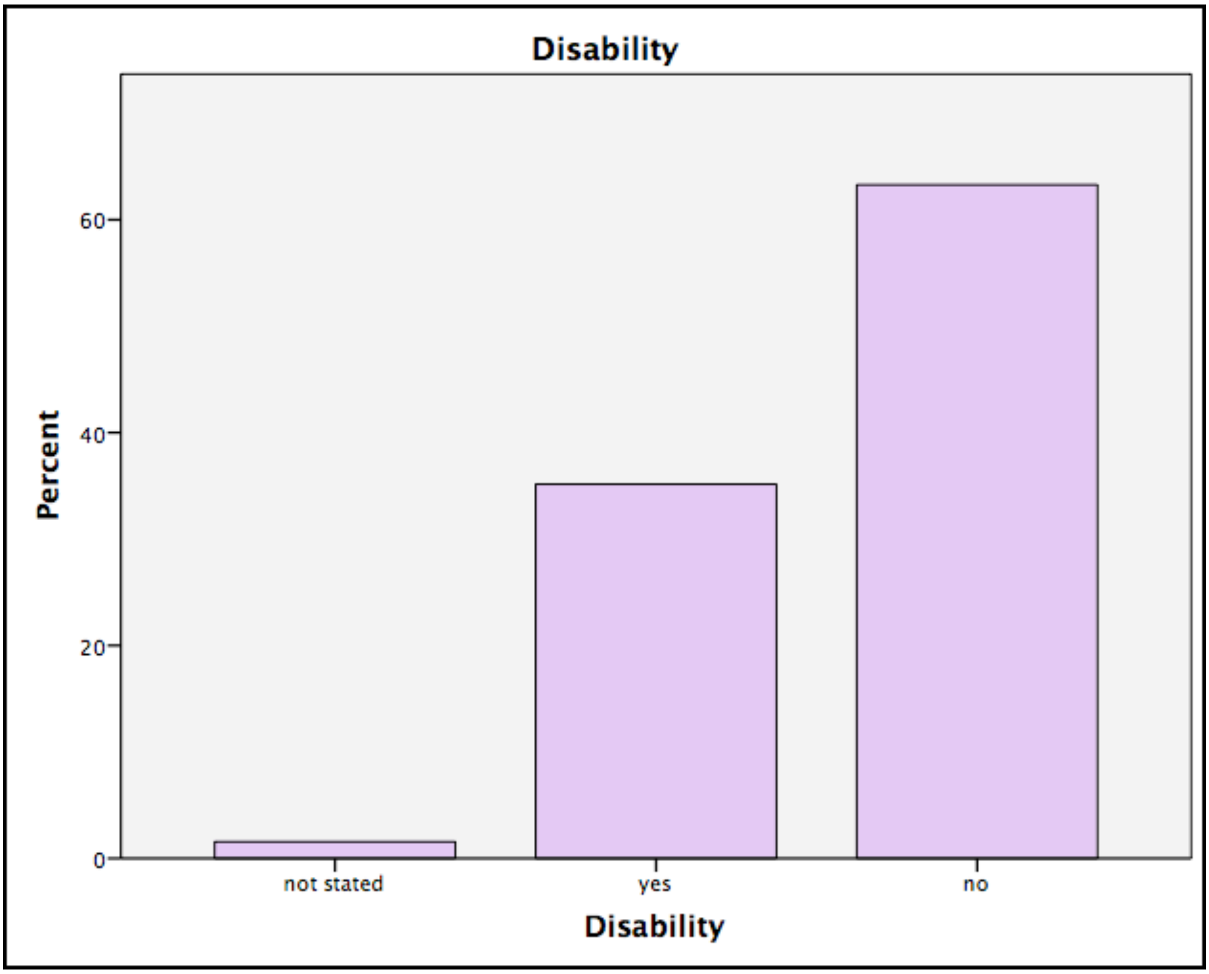


Figure 8.Client Disability Percentage

Type of Disability

Table 9 below displays the percentages for the different types of disabilities the clients stated as having. There were around 4.5% who preferred not to state. Moreover, 1.5% reported having either a cognitive impairment or a visual impairment. There were 7.7% who reported a learning difficulty, and around 11% suffered from a hearing impairment. A higher percentage of the clientele at around 14% reported suffering from multiple impairments. Lastly, the results have highlighted that physical impairment and mental health issues were the most frequently reported disability, at 30.7%.

Table 9. Type of Disability Percentage

	2017 Report
Not Stated	*4.6%*
Physical impairment	*30.7%*
Mental Health Issue	*30.7%*
Cognitive impairment	*1.5%*
Visual impairment	*1.5%*
Hearing impairment	*10.8%*
Multiple Impairments	*13.85%*
Learning Difficulty	*7.7%*

As shown, over a quarter of the clientele either suffered from a physical impairment or a mental health issue. It was carefully considered that stating disability type for some clients may be a sensitive subject, and therefore it was crucial that the questionnaire did not ask the clients to state exactly which mental health issue they had, for instance depression, to prevent invasion of privacy. This is applicable to all the options. Moreover, it was also important that the clients ticked all options which applied to them, to enable a more realistic perspective of the clientele.

Postcode

Table 10 represents the first part of the postcodes of the clientele of Liverpool Community Advice. To begin, there were 3.1% of the clients who preferred not to state the first part of their postcode. Around .8% reported either L25, L28, L30, L39, L73, CH44 or were homeless. Next, 1.5% were from either L20 or L32, with 2.3% from L5, L11, L15, L17, L24 or L33 areas. Additionally, 3.1% reported L9, and 4.6% reported either L1, L3 or L14, with 5.4% for L13. There were also 8.5% of clients from the L4, L6 and L7 areas, as well as 10.8% from L12. Lastly, most number of clients came from the L8 area at around 14%.

Table 10. Postcode Percentage

Post-code	Percentages	Post-code	Percentages
Not Stated	*3.1%*	L15	*2.3%*
L1	*4.6%*	L17	*2.3%*
L3	*4.6%*	L20	*1.5%*
L4	*8.5%*	L24	*2.3%*
L5	*2.3%*	L25	*.8%*
L6	*8.5%*	L28	*.8%*
L7	*8.5%*	L30	*.8%*
L8	*13.8%*	L32	*1.5%*
L9	*3.1%*	L33	*2.3%*
L11	*2.3%*	L39	*.8%*
L12	*10.8%*	L73	*.8%*
L13	*5.4%*	Ch44	*.8%*
L14	*4.6%*	Homeless	*.8%*

Overall, Liverpool Community Advice receive clients from a wide range of Liverpool areas and even parts of Cheshire. The two postcodes that clients lived in the most was L8 and L12. This is like the report from 2016 as L8 was also their largest percentage. Overall, there is a wide spread of postcodes demonstrated in the data set. The most surprising fact is that not a single client situated in the postcode L2 used the service, despite Liverpool Community Advice being in the same area. This may need to be a target area for Liverpool Community Advice. Overall this demonstrates that the clientele of Liverpool Community Advice came from not only local areas to the destination, but also from a wider scope of Liverpool. Below is a visual representation of the data set.

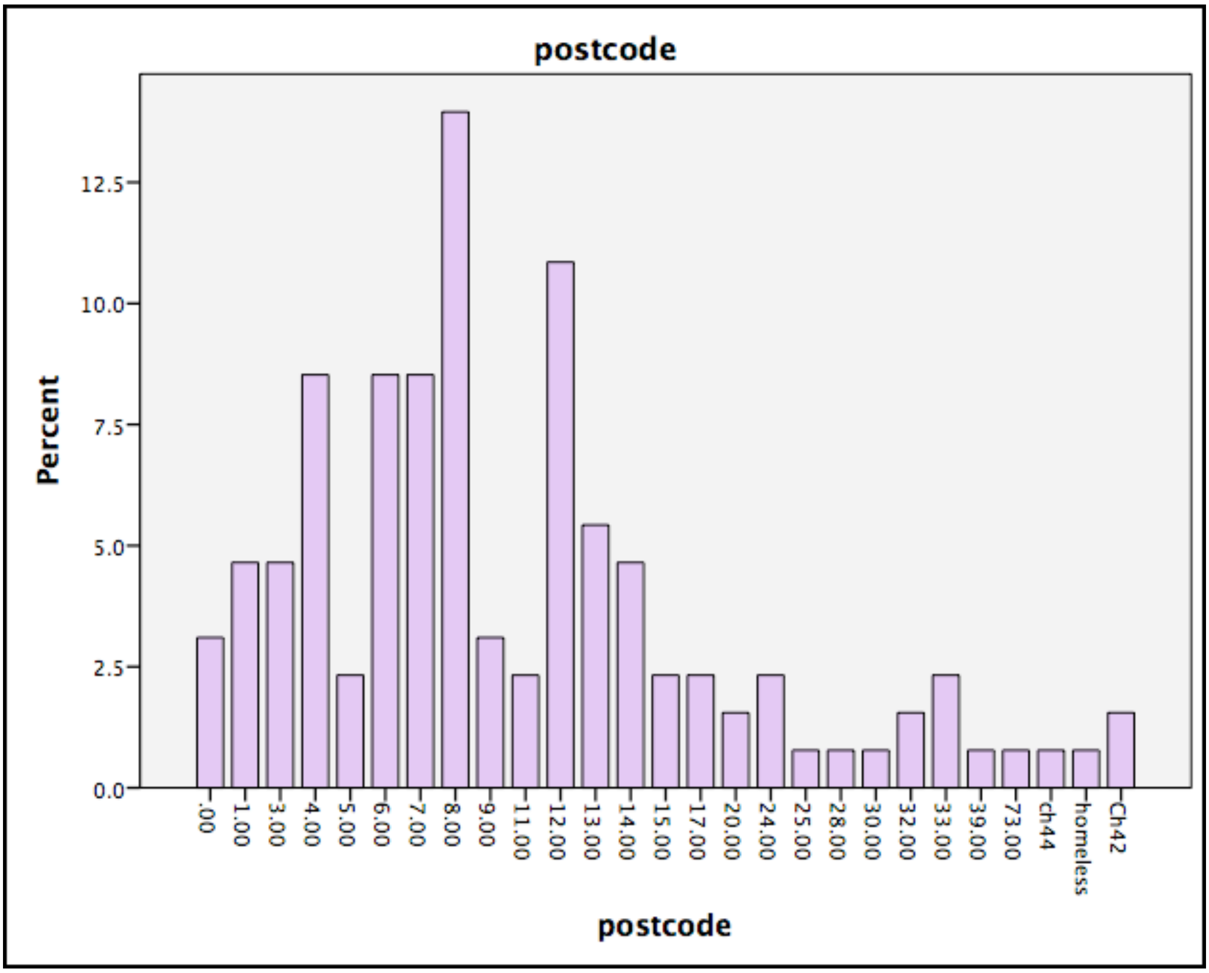


Figure 9. Client Postcode Percentage

House type

Table 11 focuses on house type of the clientele, around 7% preferring not to state. There were .8% who reported being homeless, with 2.3% living in a bungalow. In addition, 4.6% lived in a detached house, and around 6% were living in an apartment. Additionally, 16.9% reported living in a flat. There were 26.9% of clients who reported living in a semi-detached house, detached house, and lastly, the largest number of clients at 35.4% reported living in a terraced house.

Table 11. House Type Percentage

	2017 Report	2016 Report
Not Stated	*6.9%*	*4%*
Homeless	*.8%*	*0%*
Terraced	*35.4%*	*28%*
Semi-detached	*26.9%*	*24%*
Detached	*4.6%*	*7%*
Flat	*16.9%*	*34%*
Bungalow	*2.3%*	*3%*
Apartment	*6.2%*	*0%*

Overall, the main bulk of the data from 2017 and 2016 does not vary too much. The most common house type in 2017 was terraced with 35.4% of clients living in this house type. However, this was not the most reported in 2016, and was only second highest with around 28%. Furthermore, there was not much deviation for clients who live in a semi-detached house. Around 26.9% of clients reported that this year, with 24% living in a semi-detached house last year. The next most frequent house type from the current report is flats. Around 16.9% of clients lived in flats this year, as opposed to 34% last year. Unlike last year, this year had clients who lived in apartments. Around 6% of clients lived in this house type. In addition, clients who lived in a bungalow has remained stable throughout the last year. Finally, 6.9% of clients did not state their house type, .8% were homeless and 4.6% lived in a detached hose, which was a slight decrease from last year. The figure below shows a visual representation of the data.

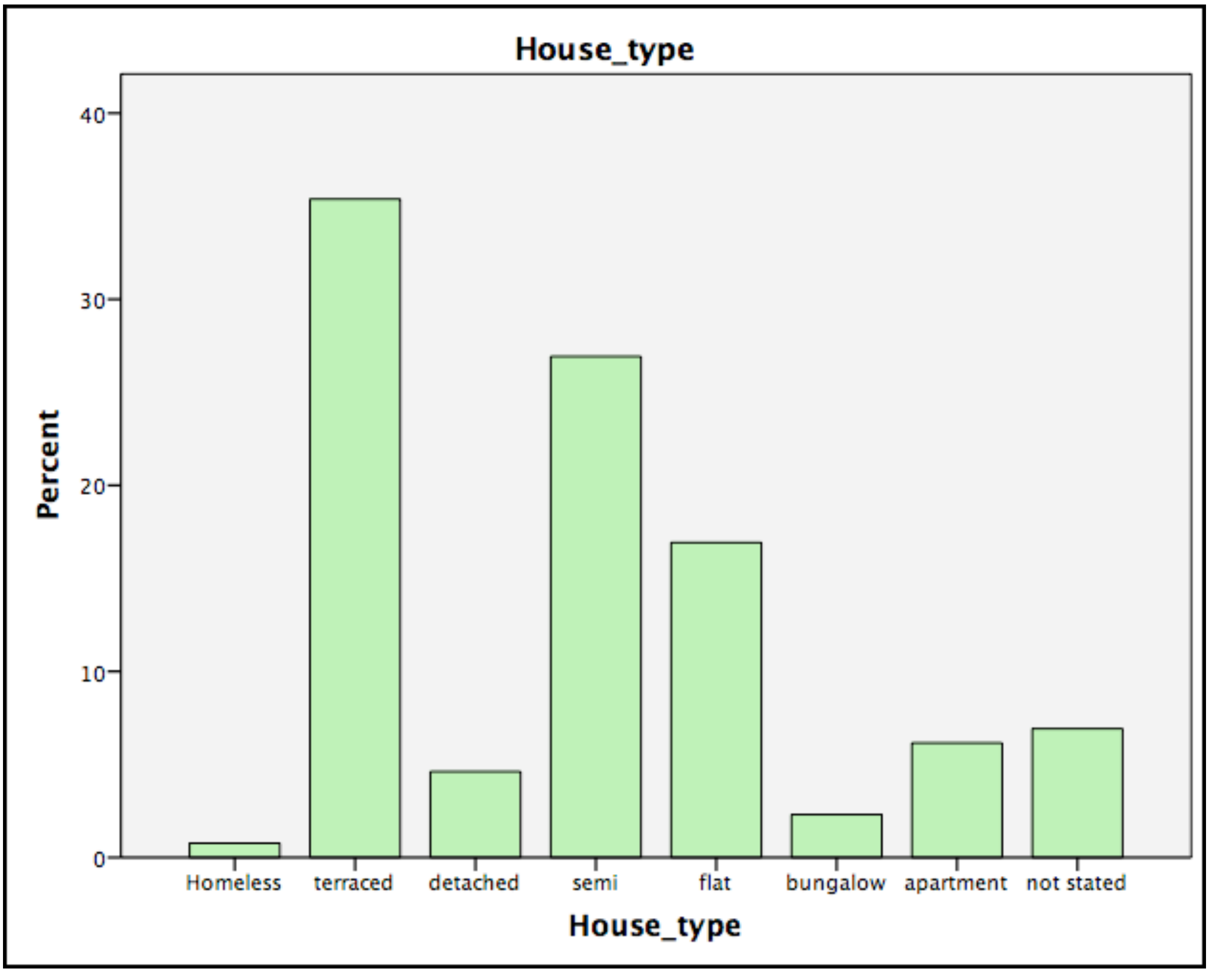


Figure 10. Client House Type Percentage

Household Tenure

Table 12 show the clientele of Liverpool Community Advice's house tenure percentage in both 2016 and 2017. In both 2016 and 2017 the most recoded answer was social rent. In 2017, this was the household tenure of 41.5% of clients. Private rent was the second largest recorded answer, with around 30.8% of clients choosing this option. Around 10.8% of clients had full ownership of their house, with 8.5% of clients having a property that is mortgaged. 1.5% of clients lived in accommodation with a shared ownership scheme and both hostel and homeless accounted for .8% of the sample each. Finally, 5.4% of clients did not state their household tenure.

Table 12. Tenure Type Percentage

	2017 Report	2016 Report
Not Stated	*5.4%*	*2%*
Homeless	*.8%*	*0%*
Full Ownership	*10.8%*	*7%*
Mortgaged	*8.5%*	*2%*
Social Rent	*41.5%*	*43%*
Private Rent	*30.8%*	*32%*
Shared	*1.5%*	*1%*
Hostel	*.8%*	*2%*

Comparing the data to that of the previous year allows for trends to be identified. There is a fair amount of consistency for the sample over the year. This is evident in a multitude of areas. Firstly. In both years, social rent was the most selected option, this was mainly focused on housing associations such as LMH. 43% of clients' properties were part of the housing association in 2016 and 41% in 2017. This accounted for the largest portion of the sample. Furthermore, once again in both years, private rent was the second highest recorded answer with 32% in 2016 and 30.8% in 2017. Clients who owned their house was at 10.8% this year, which is a slight increase on the previous year at 7%. Clients who had a mortgaged property also increased this year, from 2% in 2016 to around 8.5% this year. The number of clients residing in a hostel has decreased this year, from 2% in 2016 to just .8% this year. There was very little deviation in clients who were in shared accommodation. Liverpool Community Advice saw .8% of clients who were homeless. This is significant as in the previous year there was none. This shows that Liverpool Community Advice are reaching a wider scope of people in need. Finally, 5.4% of clients didn't state their household tenure. The data can be seen visually in the figure below.

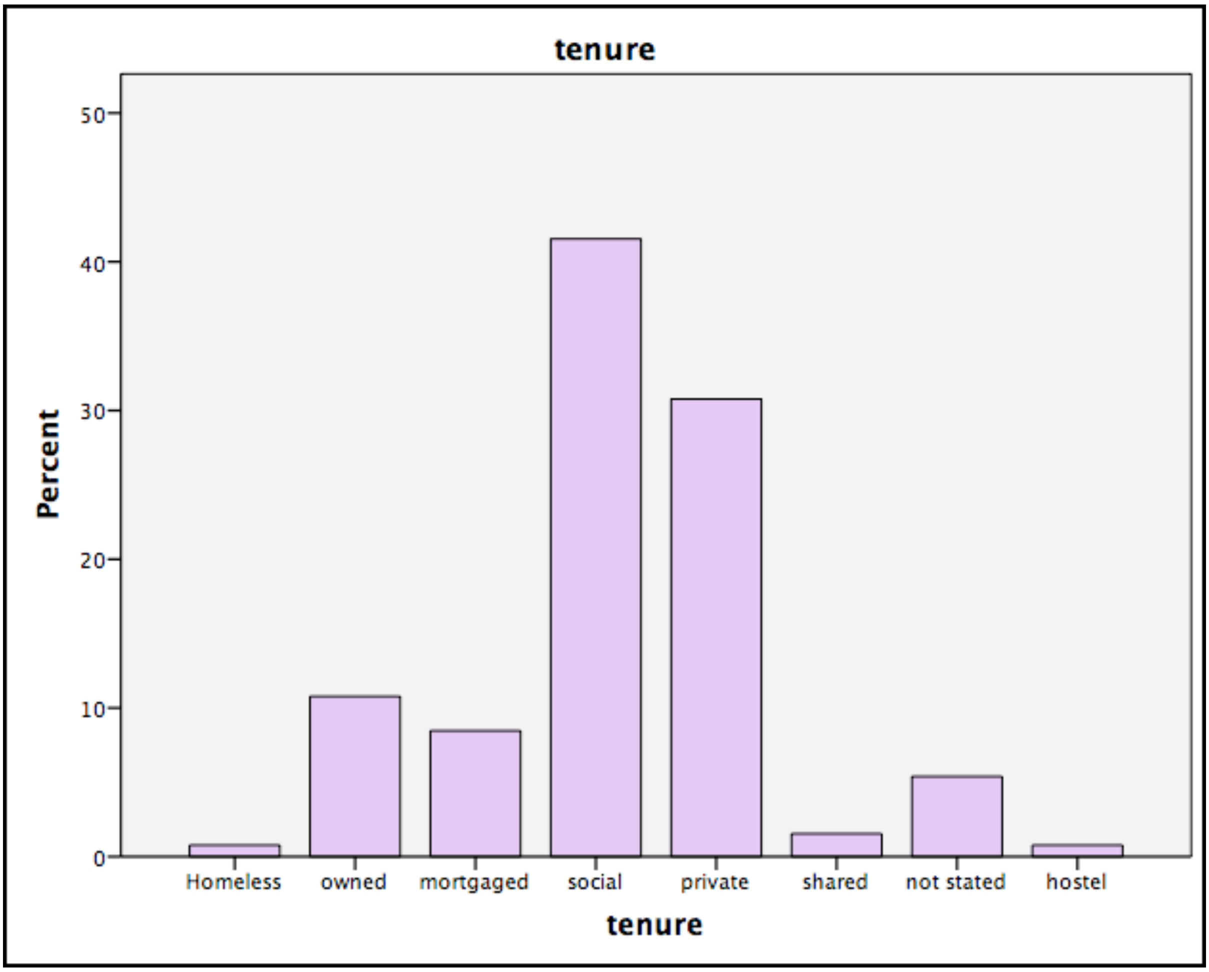


Figure 11. Client Tenure Percentage

Under Occupancy Charge (Bedroom tax)

Table 13 represents the clientele who are subject to the bedroom tax. There were 16.3% who reported that they were affected by the bedroom tax, with 83.7% who were not affected. This high percentage who were not affected may be because bedroom tax only affects those living in social housing, and it was reported that many the clients did not. The results prove to be consistent with the 2016 report, with 18% being affected and 82% who were not affected, demonstrating that the bedroom tax is no more effective a year on.

Table 13. Bedroom Tax Percentage

	2017 Report	2016 Report
Yes	*16.3%*	*18%*
No	*83.7%*	*82%*

The inclusion of Bedroom tax in the previous report was an interesting inclusion, allowing for a new aspect to be investigated. Overall, both 2016 and 2017 have consistent data. The main finding is that many of the clients are not affected by the bedroom tax. This was seen in 82% of clients in 2016 and 83.7% in 2017. This ultimately means that only 18% were affected by bedroom tax in 2016, and a smaller 16.3% in 2017. Clients who were affected by bedroom tax were asked to complete an extra question. This asked whether the client was looking downsize. The data can be seen in the next section of the report.

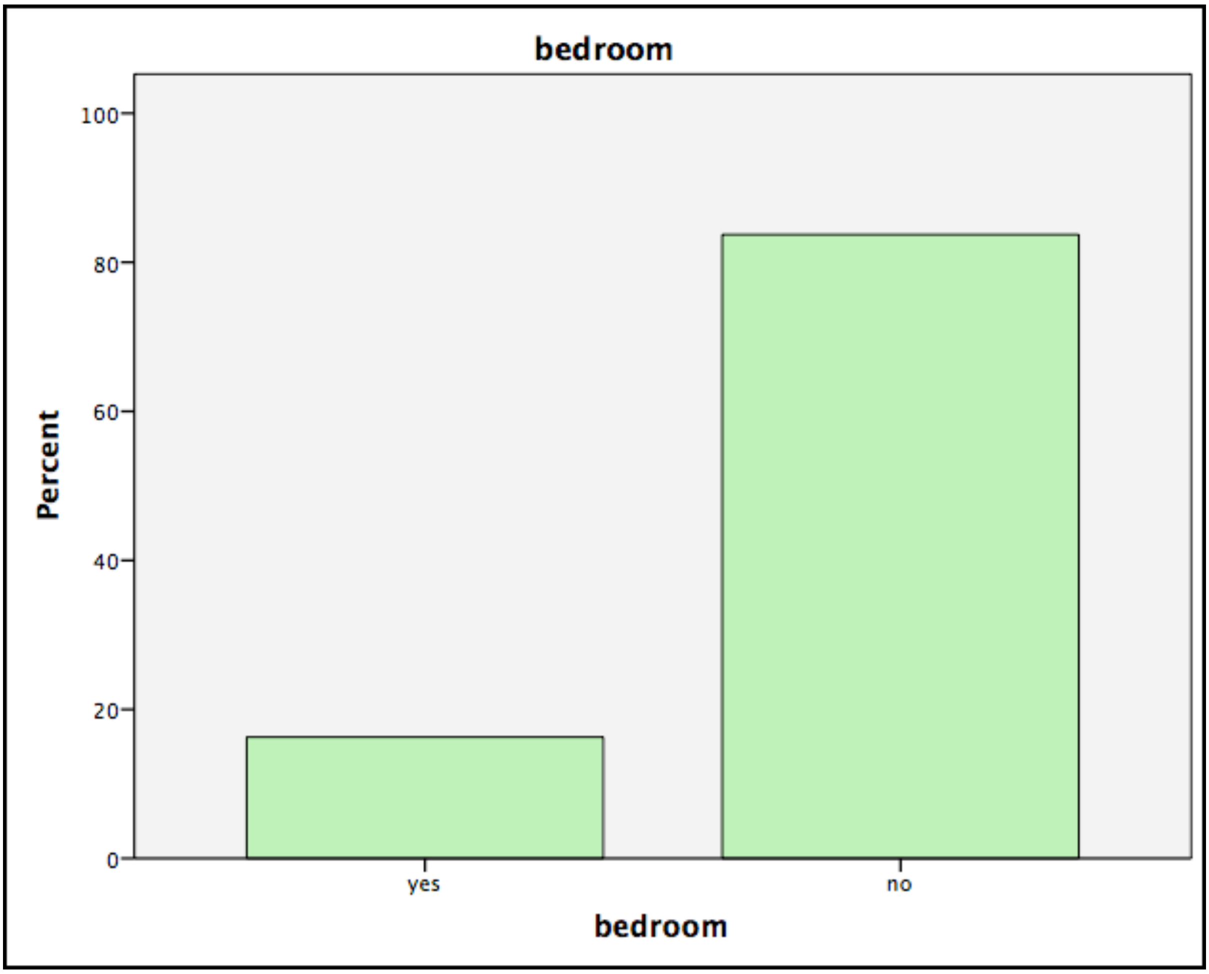


Figure 12. Bedroom Tax Percentage

Looking to Downsize

Table 14 presents whether the clientele were looking to downsize or not because of the bedroom tax. The results show that around 15.5% were looking to downsize, as opposed to 35.5% who were not. Moreover, around 49% of the clientele did not tick either the yes or no option in relation to whether they wanted to downsize, suggesting that the question was not applicable because they were not affected by the bedroom tax. Overall, these results demonstrate that the bedroom tax may not have a significant effect on the clientele who and who are not affected by it in terms of moving to a smaller property.

Table 14. Looking to Downsize Percentage

	2017 Report	2016 Report
Not Applicable	*48.9%*	*0%*
Yes	*15.6%*	*21%*
No	*35.6%*	*79%*

As the results show, the clientele overall were not looking to downsize as a result of the bedroom tax. It is evident that the bedroom tax has not proven to be as affecting the clientele, as over a quarter said they did not want to downsize, which could be because they either do not agree and are disputing it or may not be affected by it and merely ticked the no option anyway. Therefore, whether the clients were affected by the bedroom or not did not have an adverse effect on whether they were looking to downsize.

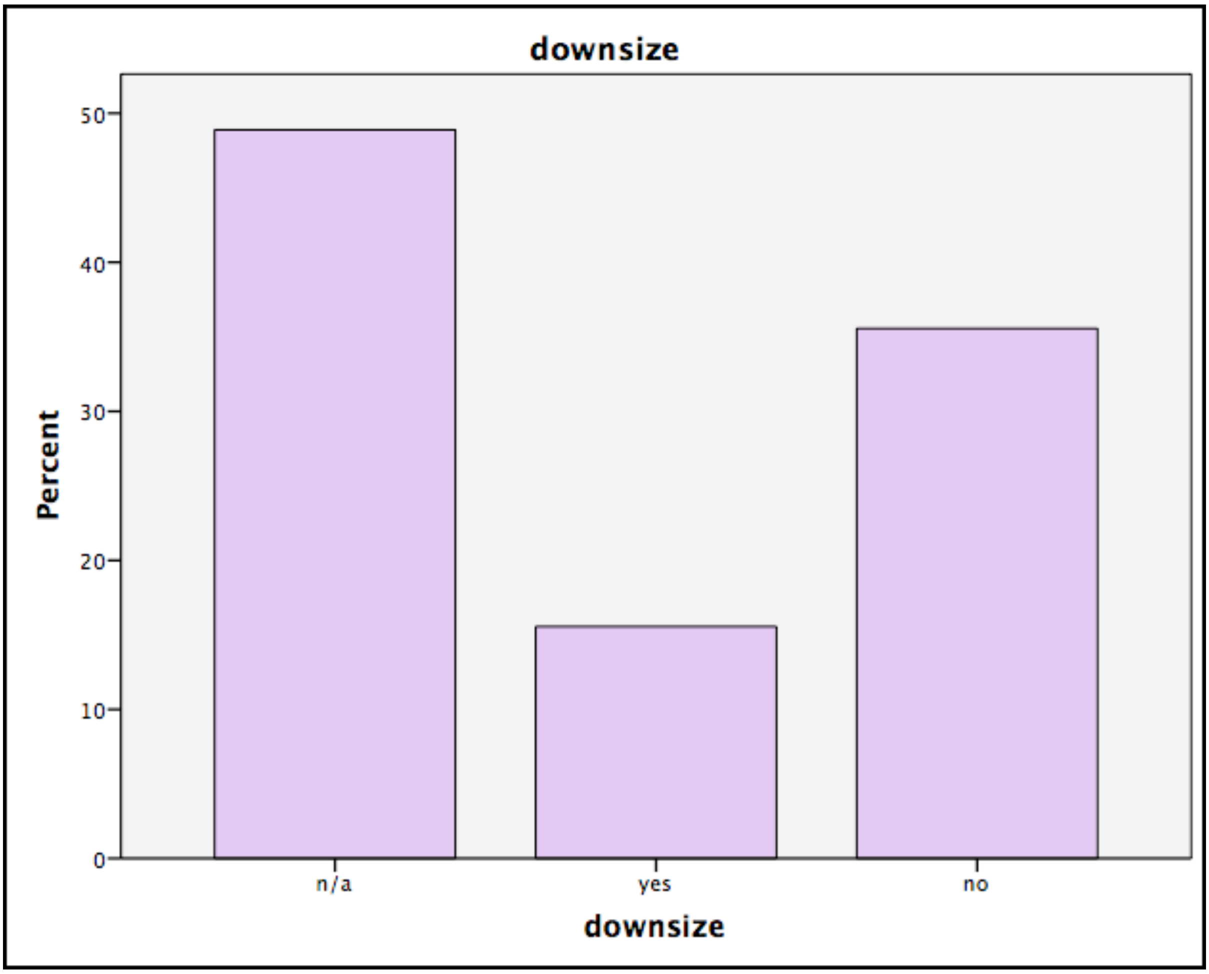


Figure 13. Looking to Downsize Percentage

Employment Status

Table 15 demonstrates the employment status of the clientele of Liverpool Community Advice. Firstly, .8% of the clients chose not to state their employment status. Moreover, 3.1% of the clientele were self-employed, with 3.8% who were either a carer or a student. Next, 10% reported being full time employed, and there were 11.5% with a long-term illness. Additionally, around 15.5% were either retired or worked part time, with the largest number of clients reporting being unemployed at 35.4%. With regards to the 2016 report, the findings are overall consistent. For instance, the percentages for self-employed were similar with 4% for the 2016 report and 3.1% for the current 2017 report, as was unemployed at 33% versus 35.4%.

Table 15. Employment Status Percentage

	2017 Report	2016 Report
Not Stated	*.8%*	*2%*
Full-time	*10.%*	*13%*
Part-time	*15.4%*	*18%*
Self-employed	*3.1%*	*4%*
Unemployed	*35.4%*	*33%*
Retired	*15.4%*	*7%*
Student	*3.8%*	*7%*
Carer	*3.8%*	*3%*
Long Term Illness	*11.5%*	*12%*

A large portion of clients were unemployed. This was seen in both 2016 and 2017, with between 33 and 35.4% of clients being unemployed at the time of their visit. A total of 15% of clients worked part time in 2017, which is a slight decrease on the 18% recorded in 2016. However, this may be due to the difference in sample size. In addition, 15.4% of clients were also retired. This is over double that of the 2016 report. Just over 10% of clients were employed full time n 2017, once again a slight decrease on the data recorded the previous year. The figures for long term illness has remained very consistent at 11.5%. Around three percent of clients record they were either students, care givers or self-employed, which accumulates a combined 9% of the data set, with .8% not stating their employment status. Finally, In this report, an extra option was added to the employment status. Homemaker was added to provide a wider array of options for the clients. Despite this, there were no clients who selected this. Therefore, although beneficial to see if any clients are homemakers, evidently none of the clients are. A visual representation can be seen in the figure below.

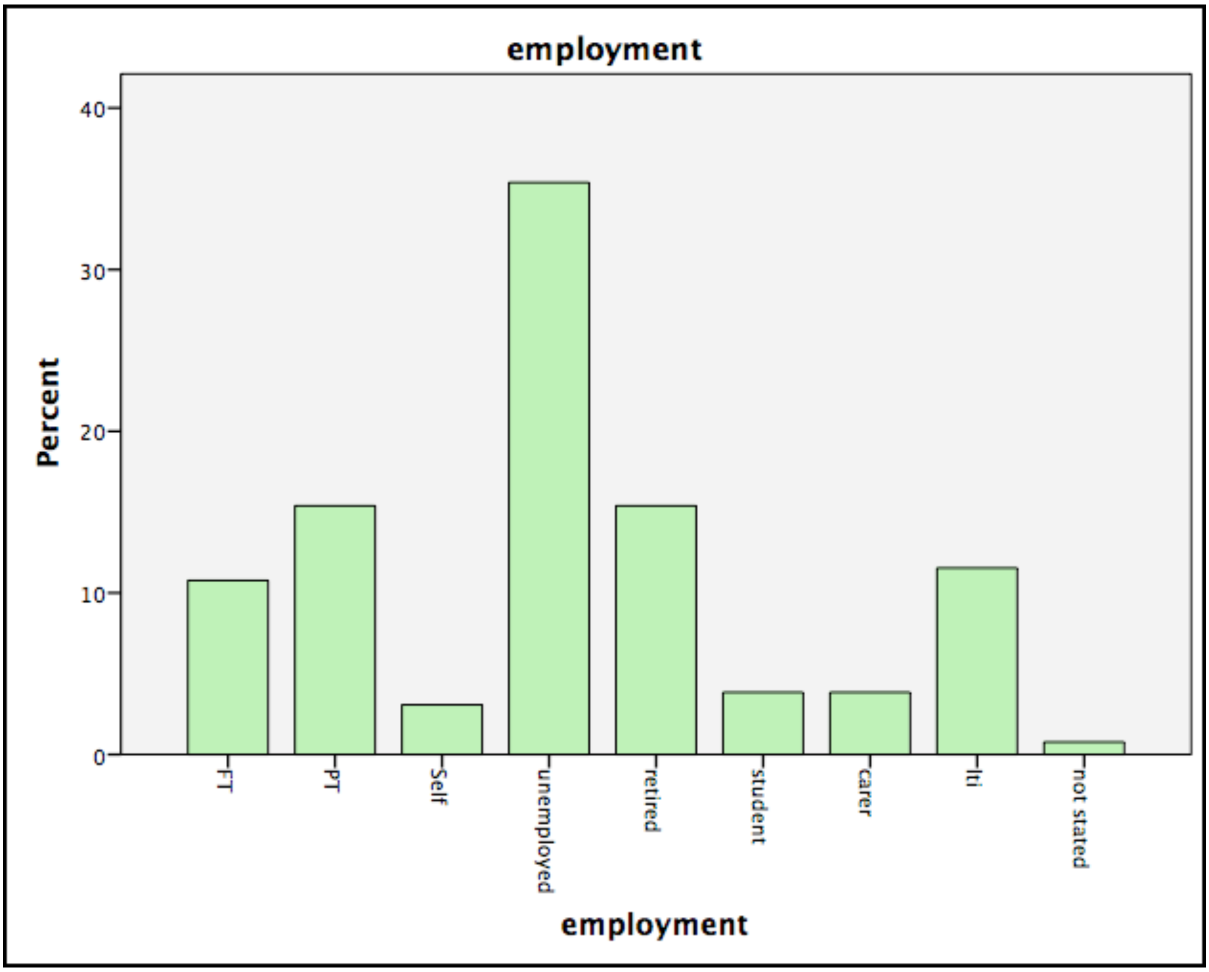


Figure 14. Client Employment Status Percentage

Benefits Status

Table 16 presents the percentages of clientele who are currently receiving benefits. To begin, .8% chose to not state whether they did or did not receive benefits. There were 60.8% of clients who said they did receive some type of benefits, with 37.7% stating that they did not receive any. With regards to the 2016 report, the results are equal, with 59% reporting that they did receive benefits and 41% who did not receive any. There is no percentage for the clients who chose to not state as this was not an option in the 2016 report and so the current result cannot be compared.

Table 16. Receiving Benefits Percentage

	2017 Report	2016 Report
Not Stated	*.8%*	*0%*
Yes	*60.8%*	*59%*
No	*37.7%*	*41%*

As demonstrated in the table above, over half of the clientele reported that they were receiving benefits of some kind. Around .8% chose to not state whether they were or were not, which is interesting for several reasons. For some, benefits may be a taboo subject in that they do not want to discuss whether they are receiving them due to either feeling embarrassed or just wanting privacy in general, and so it was expected that this would be evident in the results. However, this shows that the clientele are very honest and open, which also reflects on Liverpool Community Advice being a welcoming, non-judgemental organisation, making their clients feel at ease.

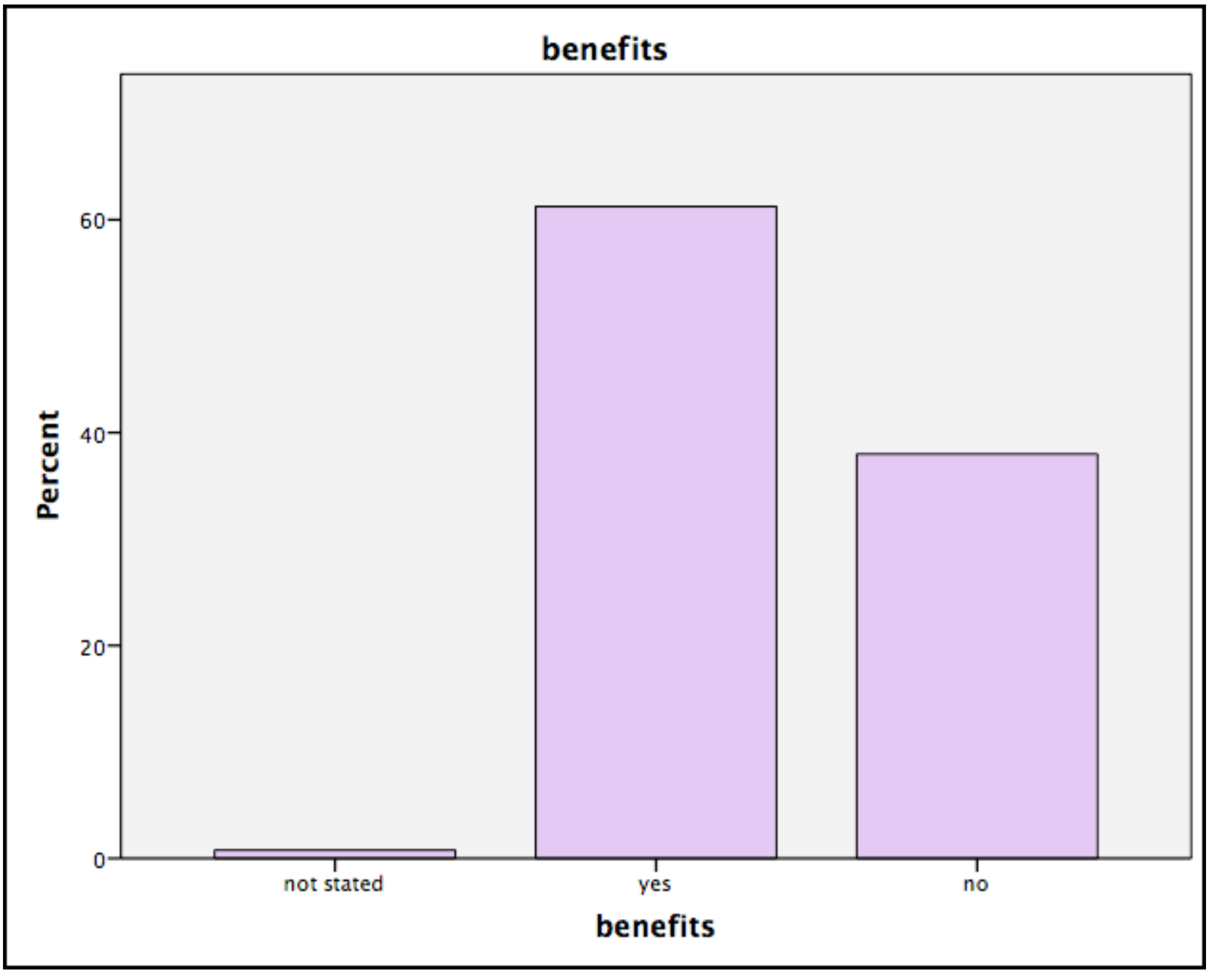


Figure 15. Client Benefits Percentage

Type of benefits

Table 17 presents the type of benefits that the clientele was receiving. To begin, only .7% were receiving Statutory Sick Pay. There were 2.1% who received either Contribution Employability Support Allowance or Universal Credit. Next, 4.3% ticked the 'other' option, and 5.7% were receiving Income Support. Also, 6.4% reported receiving Working Tax Credit or Job Seeker's Allowance, and 7.1% were receiving either Child Tax Credit, Personal Independence Payment or Guaranteed Pension Credit. Around 10% were receiving Disability Living Allowance. Council Tax Benefit was common at 13.6%, as was Employment and Support Allowance at 16.4%. Lastly, Housing Benefit was the most commonly claimed benefit at around 18%.

Table 17. Type of benefit Percentage

	2017 Report
Income Support	*5.7%*
Council Tax Benefit	*13.6%*
Housing Benefit	*17.9%*
Working Tax Credit	*6.4%*
Child Tax Credit	*7.1%*
Employment & Support Allowance	*16.4%*
Contribution ESA	*2.1%*
Universal Credit	*2.1%*
Statutory Sick Pay	*.7%*
Job Seekers Allowance	*6.4%*
Personal Independence Payment	*7.1%*
Disability Living Allowance	*10%*
Guaranteed Pension Credit	*7.1%*
Other	*4.3%*

As mentioned above, the highest percentage of clients were claiming either Employment and Support Allowance or Housing Benefit. It may be interesting to check the records against these statistics to see whether they correspond. For instance, within the past 3 weeks, the most frequent gateway appointments or normal appointments may be regarding issues or discussion around either Employability and Allowance Support or Housing benefit. Moreover, around 4% of the clientele received some sort of benefit which was not included in the response options, and therefore it may be advisable for future researchers to include either an option to state exactly which benefit, or include more tick box response options. Due to the way, the data was collected this year, no bar chart has been created. This is due to the format of the data.

Travel to Liverpool Community Advice

Table 18 below represents the mode of transport used by the clientele to get to Liverpool Community Advice. The results show that 1.5% of clients chose the not stated option. Moreover, 1.5% of the clients cycled, and 6.9% travelled by train. Around 11.5% of the clientele travelled by taxi, and 12.3% travelled by car. Lastly, 13.8% of clients walked to Liverpool Community Advice, however nearly half of the clientele travelled by bus at 52.3%.

Table 18. Travel Type Percentage

	2017 Report
Not Stated	*1.5%*
Car	*12.3%*
Bus	*52.3%*
Train	*6.9%*
Cycle	*1.5%*
Walk	*13.8%*
Taxi	*11.5%*

The results presented are not comparable to the 2016 report, as mode of transport is a new addition to this current report and was not a focused-on area previously. The city centre location clearly impacts the mode of transport used to get to Liverpool Community Advice. The Bus is the clear favourite mode of transport, possibly due to the number of bus stops located around the station. Travelling by car, taxi or even walking shared around 10% of the data each. Clients that travelled by car either parked or carpooled with someone they knew to reduce this cost. Surprisingly, only around 7% of clients travelled to Liverpool Community Advice by train, despite the near stations. However, this may be due to the Mersey rail line renewal and therefor the data needs to be approached with caution. The figure below shows a visual representation of the data.

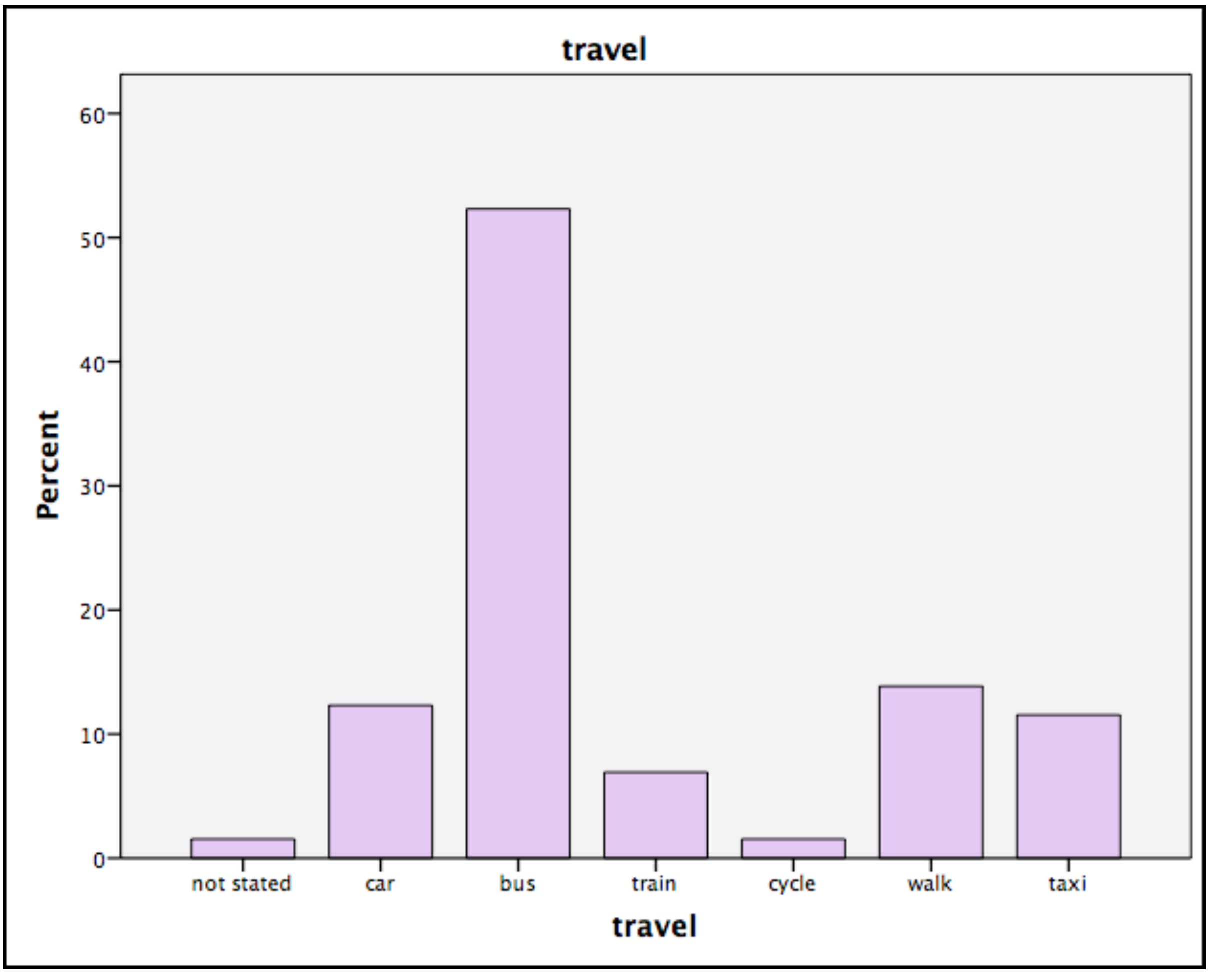


Figure 16. Client Travel Percentage

Cost of Travel

Table 19 shows the mean cost of transport for the clients of Liverpool Community Advice. The table also shows the standard deviation and range of the cost of travel (M= 2.74, SD= 3.48). The mean cost of transport average at 2.74 pounds. This was used on a multitude of transportation methods, ranging from bus to taxi. The standard deviation of the cost of transport was 3.48 pounds. This basically shows the deviation away from the mean. Finally, there was a range of 20 pounds. The most expensive transport method cost 20 pounds, with the cheapest being free.

Table 19. Cost of Travel in Pounds

	2017 Report
Mean	*2.74*
Standard Deviation	*3.48*
Range	*20*

The figure below shows a more in depth version of the table, demonstrating the total percentage of clients who paid that price for transport. The clear majority of clients did not pay anything for transport. This was because they either walked or cycled to Liverpool Community Advice. In addition to this, clients who had a bus pass also received free transport, explaining the high figure in this section. Overall, the data is quite evenly spread, sharing a similar percentage for the differences in cost. The only two noticeable sections are 2.20 and 5 pounds which were slightly more common than other figures.

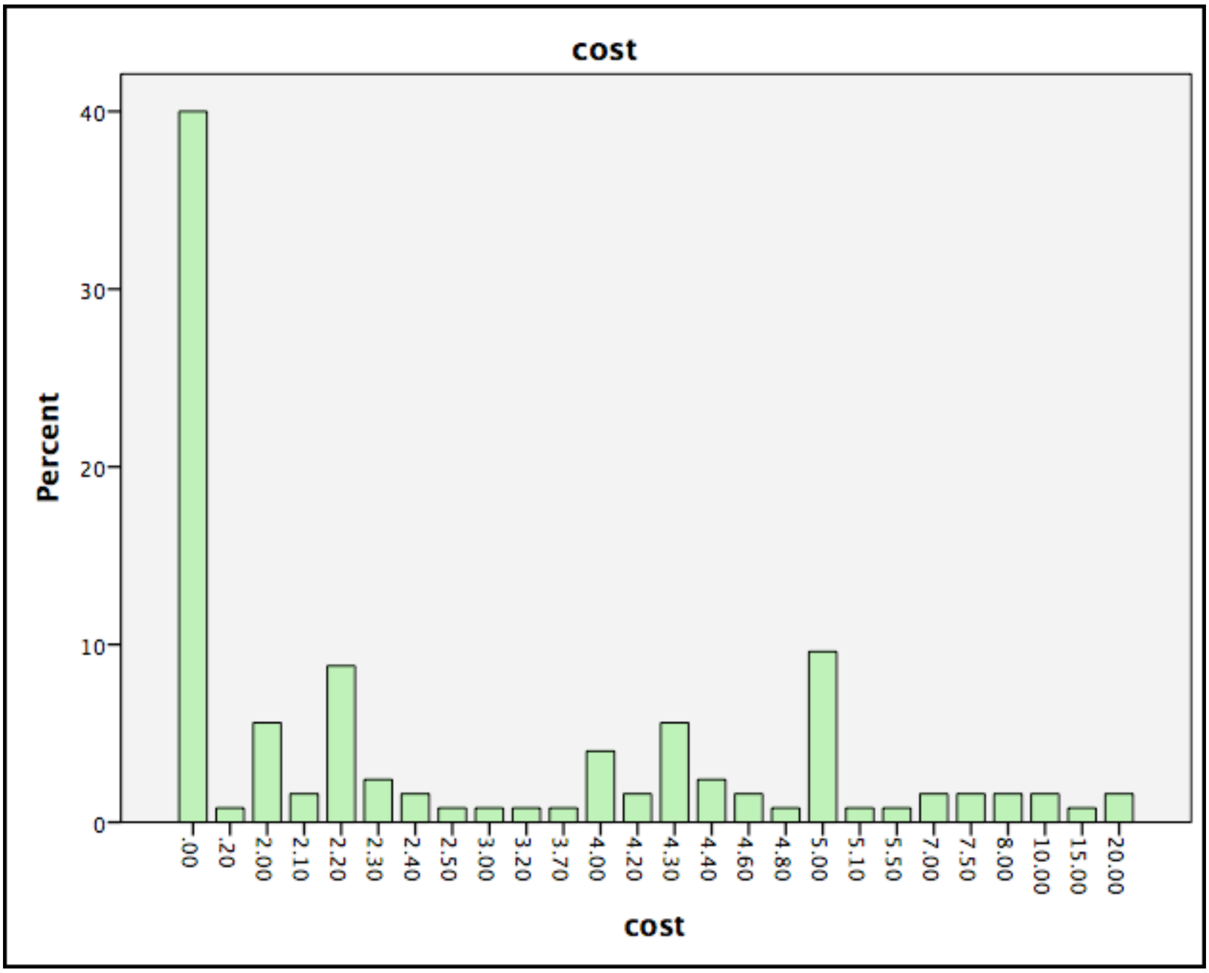


Figure 17. Cost of Travel in Pounds

How the Client Heard About Liverpool Community Advice

Table 20 presents the results for how the clients heard about or became aware of Liverpool Community Advice. Firstly, 1.5% of clients chose not to state. There were 3.1% of clients who become aware through radio advertisements, and 5.4% through the job centre. Moreover, 9.2% of clients heard through the council, with 10.8% becoming aware through the internet. Also, 11.5% heard about Liverpool Community Advice through other advice agencies, and the largest percentage of clients at 58.5% became aware through family/friends.

Table 20. How the Client Heard About LCA Percentage

	2017 Report
Not Stated	*1.5%*
Friends/Family	*58.5%*
Internet	*10.8%*
Council	*9.2%*
Job Centre	*5.4%*
Radio	*3.1%*
Other Agencies	*11.5%*

As presented above, many of the clients became aware of Liverpool Community Advice through family or friends, which shows that the service is known to the public of Liverpool. Moreover, a fair percentage of the clients first heard about it from other advice agencies, which also demonstrates wide knowledge of this service and that it is recognised not only by the public but also by another advice bureau. It is expected that some of the clients will have first heard about it through the council, as some may have had issues which they wanted to dispute regarding housing for example, and so the council may have directed them to this service for some legal advice. Similarly, those who became aware through the job centre may have been directed to Liverpool Community Advice if they wanted to dispute something regarding their Job Seekers Allowance, or if they wanted to start their own business for example. Therefore, these results demonstrate that Liverpool Community Advice is a well-known organisation which provides a multitude of specific advice. See the figure below for a visual spread of the data.

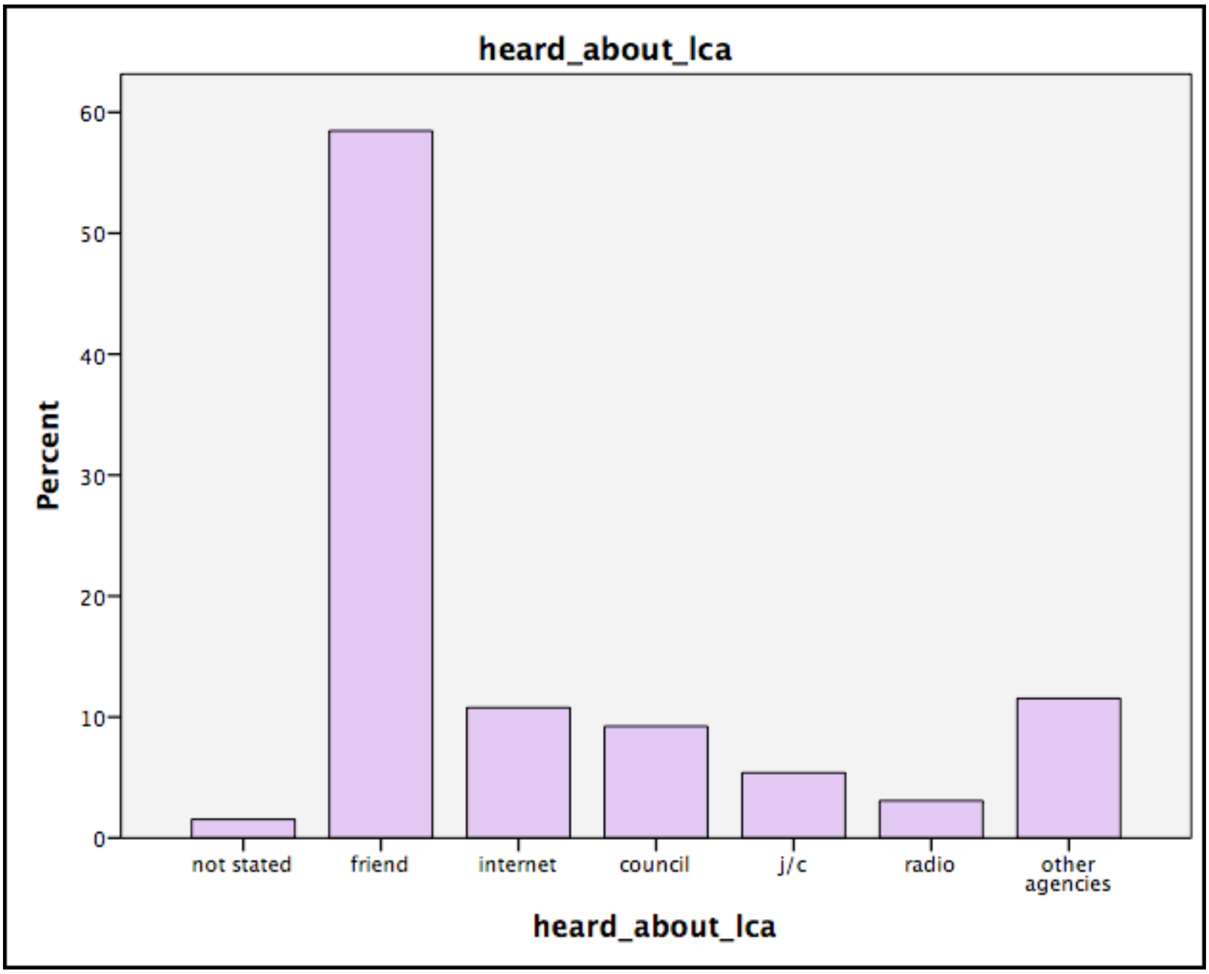


Figure 18. Percentage of how the client heard about Liverpool Community Advice

Used Liverpool Community Advice before

Table 21 below represents the results for whether the clientele have used Liverpool Community Advice previously or not. Around 1.5% preferred not to state whether they had previously used the service before. Moreover, a larger percentage of clients reported that they had used Liverpool Community Advice previously at 56.6% in comparison to 41.9% who had not. When comparing to the 2015 report, it is evident that considerably less clients had previously used the service at 43%, in comparison to the current 2017 report where around 56% had used it previously.

Table 21. Used LCA Before Percentage

	2017 Report	2015 Report
Not stated	*1.6%*	*5%*
Yes	*56.6%*	*43%*
No	*41.9%`*	*52%*

When comparing to the 2015 report, it is evident that considerably less clients had previously used the service at 43%, in comparison to the current 2017 report where around 56% had used it previously. This may be due to a larger client base because of Liverpool Community Advice being more well-known compared to a year ago because of advertising, family and friends etc. Also, this demonstrates the efficiency of the service in that it helps clients to deal with or solve their issues, therefore encouraging them to visit again in the future with any other issues.

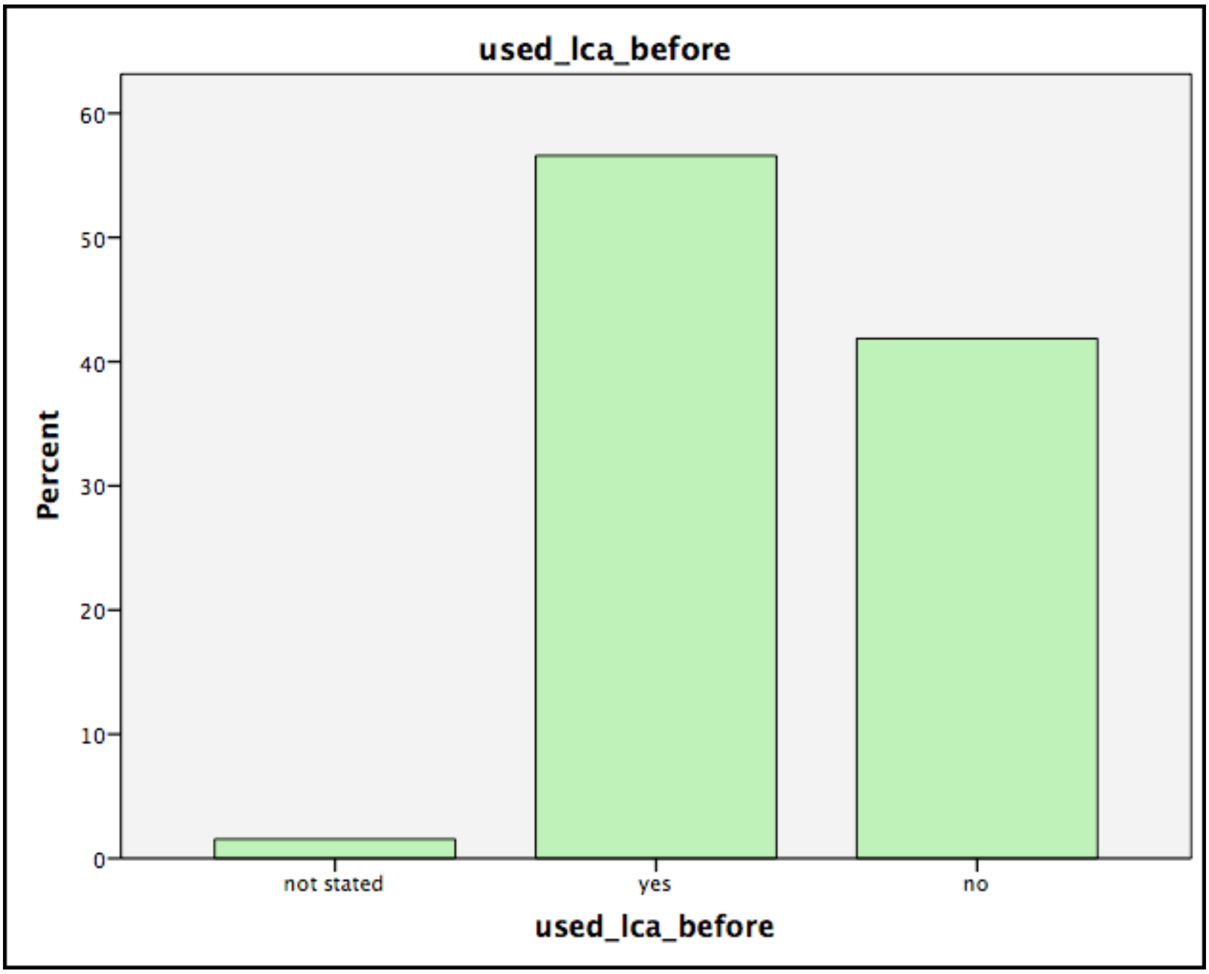


Figure 19. Use LCA Before Percentage

Used Amount

Table 22 illustrates the number of times the clientele had used Liverpool Community Advice previously. Around 5% of the clients chose to not state the amount of times used. Although, there were the same number of clients, around 5%, who reported using the service 6 times. Moreover, 6.6% reported using the service 4 times, with 8.2% using it 10 times. There was also 11.5% who had used it 5 times previously, and 16.4% who had used it 3 times. Lastly, the results show that a high percentage of the clientele, 23%, had used Liverpool Community Advice only 1 time previously and the majority had used it twice beforehand at 24.6%. Therefore, the results highlight that nearly a quarter of the clientele were familiar with the service before filling in the questionnaire.

Table 22. Number of Times Used LCA

	2017 Report
Not Stated	*4.9%*
1	*23%*
2	*24.6%*
3	*16.4 %*
4	*6.6%*
5	*11.5%*
6	*4.9%*
10	*8.2%*

Overall, the results show that many of the clients who had used Liverpool Community Advice before had only used it once or twice. This may relate to the fact that they were new clients, or that they had no choice but to visit again if they had an appointment, which they will have had to make through a drop-in appointment. A fair percentage of clients had used the service

10 times, which could be because the service provided is extremely helpful and reliable, or on the other hand it could be that the issue they have was not or could not have been sorted the previous visit, due to complex requirements.

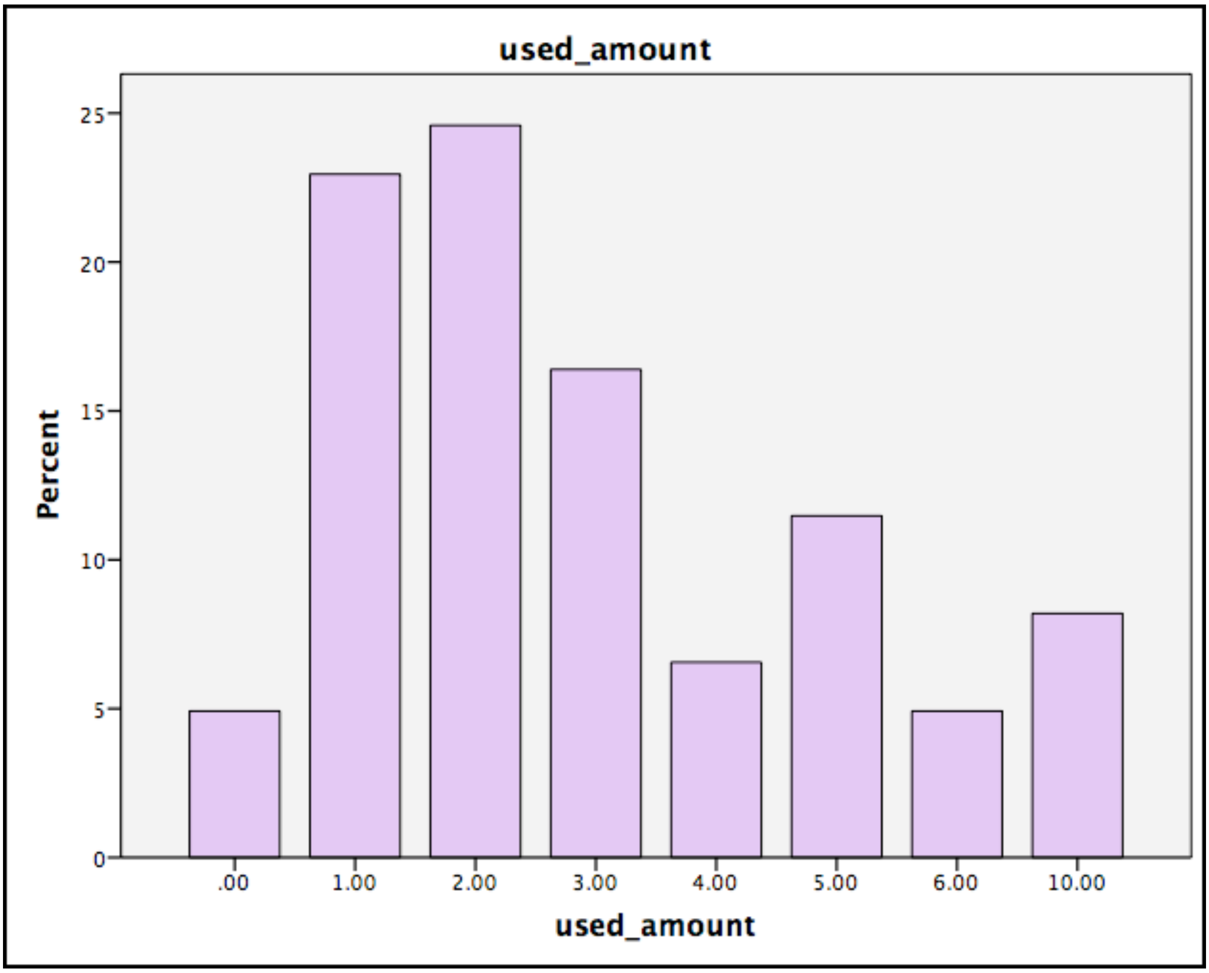


Figure 20. Used Amount Percentages

Perception of Funding

Table 23 highlights the perceptions of the clientele with regards to funding for Liverpool Community Advice. There was 3.8% who preferred not to answer, and 3.1% believed it to be funded by the Lottery. Around 16.2% of the clientele reported that it was funded by the council. Lastly, the results demonstrate a small gap between the government charity divide, with 37.7% believing it to be funded by the government and 38.9% choosing charity. This shows that the perceptions of the clients are fairly balanced with regards to how Liverpool Community Advice can provide the services and that many have no knowledge of it being run by volunteers.

Table 23. Funding Perception Percentage

	2017 Report
Not stated	*3.8%*
Government	*37.7%*
Council	*16.2%*
Charity	*39.2%*
Lottery	*3.1%*

The table above demonstrates the perceptions of Liverpool Community Advice's funding. Although almost 40% reported that it was funded through charity, there is still a large percentage which do not know this and believe that it is government funded. This is important information which the public should know about in a bid to combat this, it may be useful for posters to be put around the waiting room advertising it as charity funded. Although the clients may know that mainly volunteers run Liverpool Community Advice as this is clearly advertised in the waiting room, they may be unaware that they do not receive large grants and that they need to find money from elsewhere as this is not advertised as clearly and therefore it would be beneficial to make it more clear on the website and on posters around the waiting room.

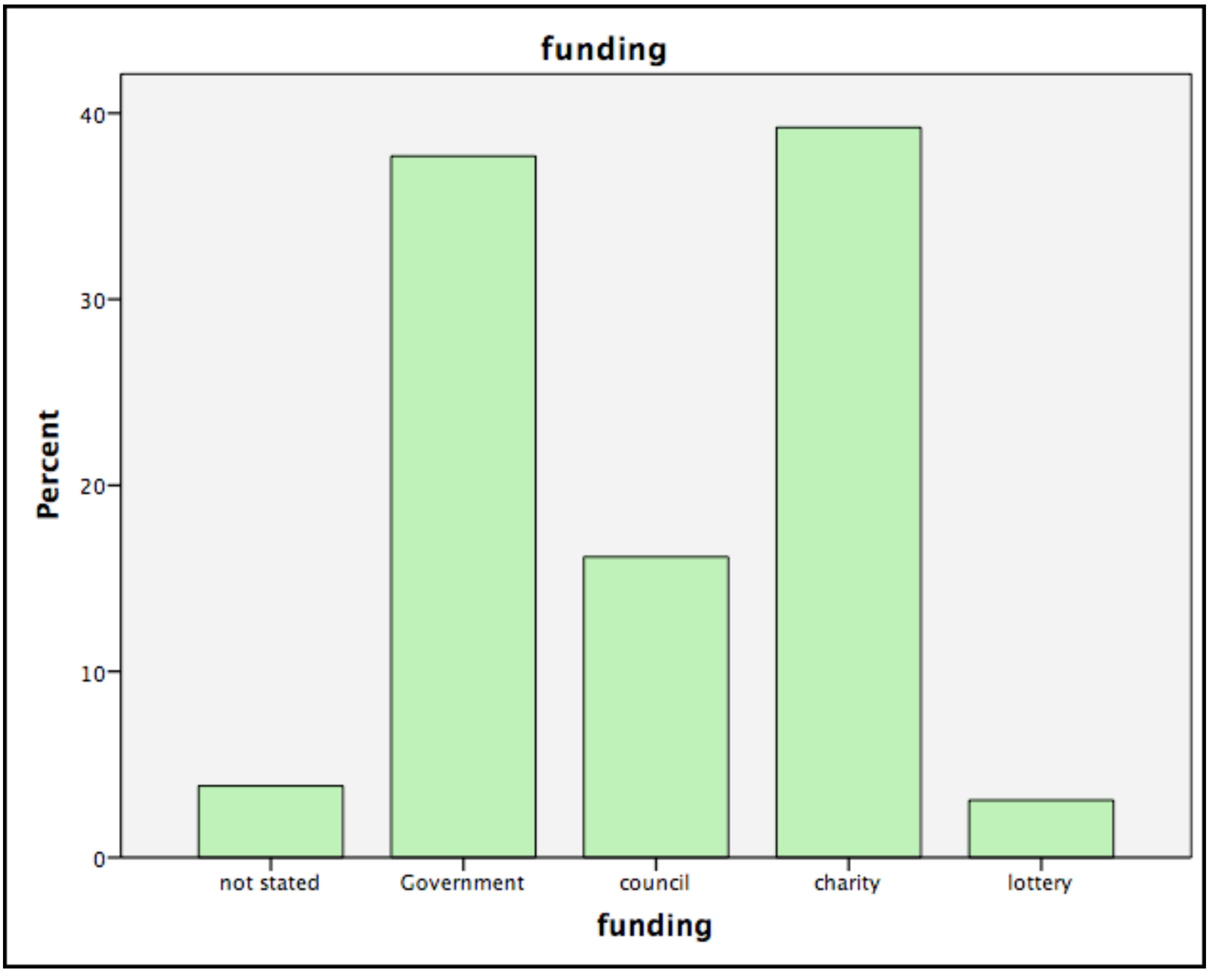


Figure 21. Funding Percentage

Preferred Time of Visit time

Table 24 below reports the time of day the clientele would prefer to visit Liverpool Community Advice. A mere 1.5% did not state their answer, and around 17% chose anytime. There were 22.3% of the clients who preferred to visit in the afternoon, with the majority reporting that the morning was preferred, at around 60%. In comparison to the 2016 report, it shows that more people were willing to visit in a morning this year than last year which was 41%. Also, around the same percentage of clients preferred to visit in the afternoon, at 22.3% versus 21%. Lastly, the comparison shows that there were significantly less clients willing to visit Liverpool Community Advice anytime this year at around 17% compared to 2016 at 31%.

Table 24. Preferred Visit Time Percentage

	2017 Report	2016 Report
Not Stated	*1.5%*	*0%*
Morning	*59.2%*	*41%*
Afternoon	*22.3%*	*21%*
Anytime	*16.9%*	*31%*

The results from 2016 and 2017 are similar and a fair degree of consistency has been identified as a trend. In both years, clients answered that their preferred visit time was in the morning. 41% of clients claimed that they wanted to visit in the morning in 2016, whilst 59.2% chose this option in 2017. This suggests that that more opportunities should be made available. An option for this may be an inclusion of a Saturday morning drop in, which will make busy times more manageable and allow clients who wok a chance to visit. In addition, the data also shows that clients who want to visit in the afternoon has remained relatively consistent. Between 21 and 23% of clients chose to visit in the afternoon in both 2016 and 2017, therefore no changes are necessary in this area. Clients who were flexible in regards to visit times has reduced in the previous year. Previously, 31% of clients were flexible and did not mind when they visited. This however, has decreased this year to around 17%, suggesting an importance for these desired times to be available. Finally, last year's report included an evening option as there was a late-night service available. As of this year, it is not currently available and therefore was not asked. Interestingly, the 2016 report found that only 7% of people would like to visit in the evening. Whether this level of response warrants a evening service is at the discretion of Liverpool Community Advice. The main reason this was not included in this year's report was because the service was removed. Figure 22 shows a visual representation of the data.

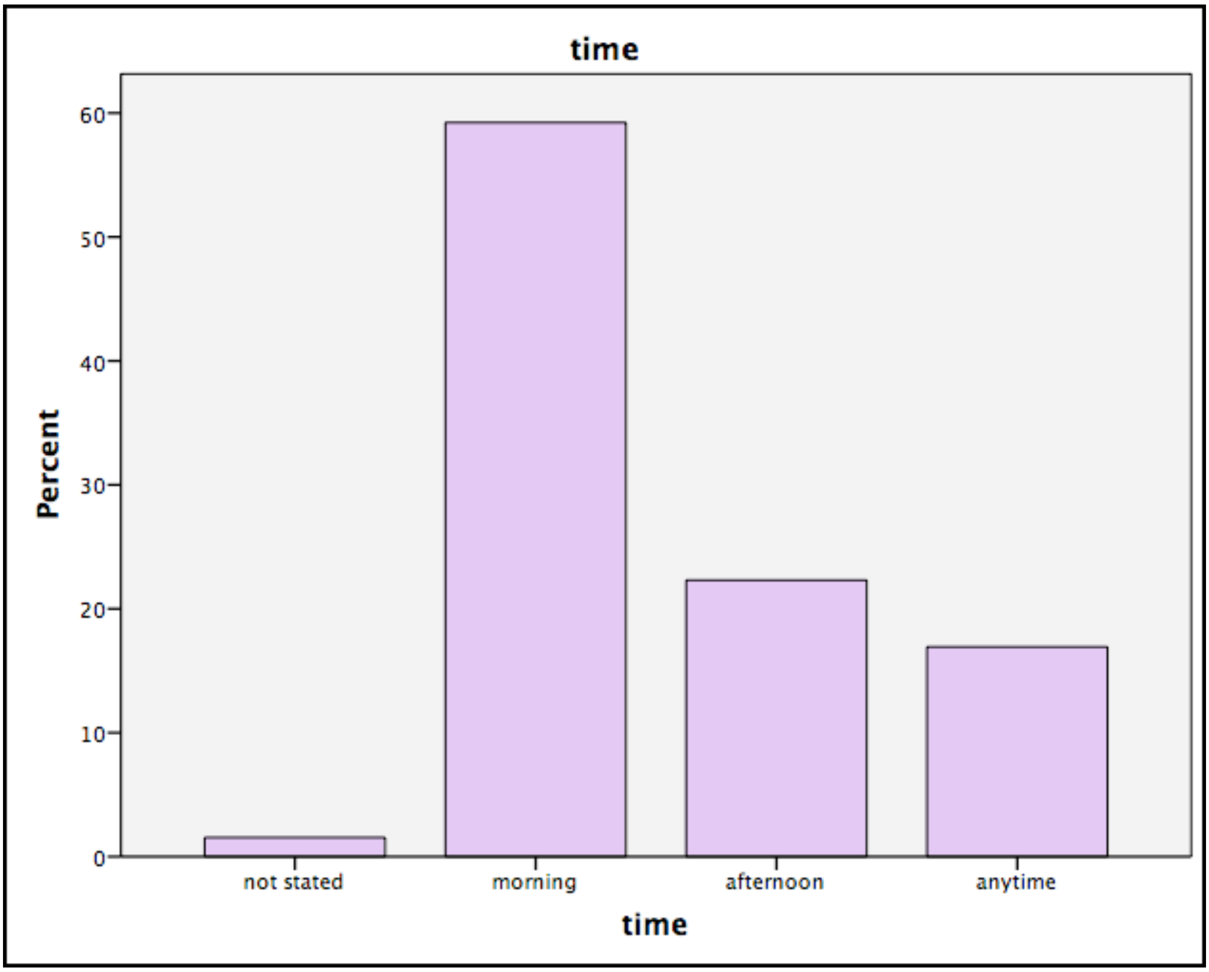


Figure 22. Preferred Time Percentage

Problems Encountered at Liverpool Community Advice

Table 25 looks at any whether any of the clientele had encountered an issue whilst using Liverpool Community Advice. There were 1.5% of clients who did not state whether they did or did not have any problems. On the whole, the clientele did not encounter any issues during their visit, as 94.6% said no. Around 4% reported that they had encountered an issue before.

Table 25. Problems Encountered at LCA

	2017 Report
No Stated	*1.5%*
Yes	*3.8%*
No	*94.6%*

The data quite clearly shows that the clear majority of clients have never experienced a problem using Liverpool Community Advice. Only a small percentage have reported that they have encountered issues. These issues are normally focused on opening times and longer operation hours. Unfortunately, one client requested more empathy from staff. However, the data clearly shows this is an anomaly, but shouldn't be disregarded, as it provided a valuable understanding from a client who was less than satisfied. Overall, many clients have used the service issue free. No bar chat was created as it is evident that almost all clients have not experienced an issue at Liverpool Community Advice.

Why Liverpool Community Advice?

Table 26 reports the reasons why the clientele chose to come to Liverpool Community Advice. Around .8% said that a translator was the reason for choosing it. Also, around 4% chose it because they were recommended by family and or friends. A high percentage of the clients reported that good reviews was the main reason for choosing Liverpool Community Advice at 22.5% and lastly, nearly half of the clientele said that using it previously was the main reason why they were visiting again, at 48.5%. This suggests that the clients are familiar with the service and know that their issues can be sorted, and so they can rely on the same outcome if they need to visit again.

Table 26. Reason for Choosing LCA Percentage

	2017 Report
Location	*24%*
Good Reviews	*22.5%*
Been Before	*48.5%*
Friends	*3.8%*
Translator	*.8%*

As mentioned above, many of the clients came to Liverpool Community Advice because they had used it previously. This may also relate to the fact that the clients are familiar with the system and know that they can be helped by the volunteers who run it, and so they may see it as a reliable service which is likely to produce the same outcome, that their issue is solved, again if they needed to visit. Additionally, good reviews have also been a great influence on the clients' decision to visit Liverpool Community Advice. As table 10 which represents the first part of the client’s postcode demonstrates, the clients have travelled as far as the

Cheshire region to visit Liverpool Community Advice over their local advice bureau, therefore proving it to be an excellent service. The figure below presents a visual representation of the results for this question.

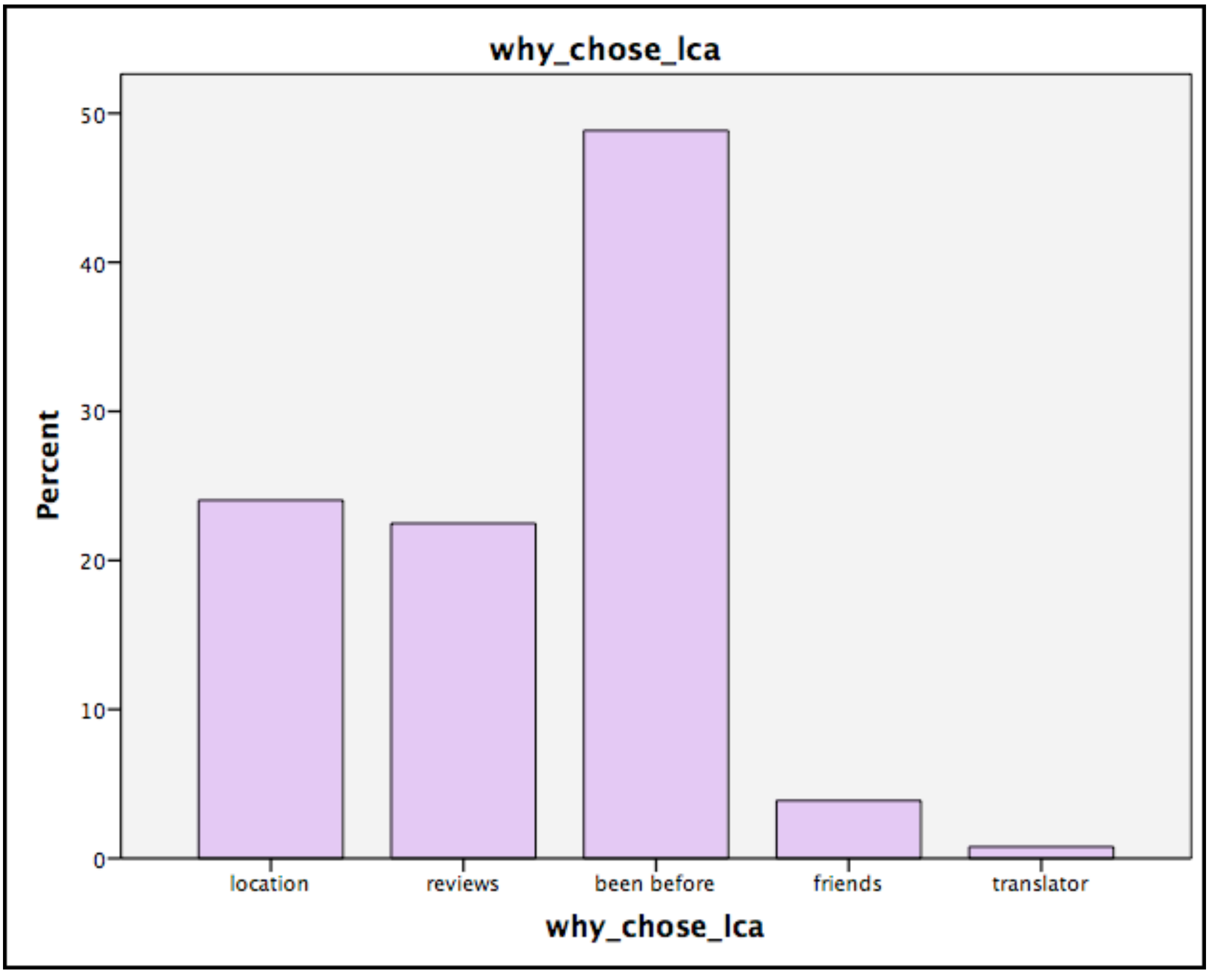


Figure 23. Why Clients Chose LCA

Service Rating

Table 27 shows the percentages for the service rating provided by clients in years 2014, 2015 and 2017. The most recent data from 2017 shows that around 51% of clients rated the service as excellent. This was followed by 32.3% of clients who rated the service good. 15% of clients rated the service average, with only 1.6% rating it less than that, with .8% attributed to each respectively.

Table 27. Rating of The Service Provided by LCA Percentage

	2017 Report	2015 Report	2014 Report
Very Poor	*.8%*	*2%*	0%
Poor	*.8%*	*0%*	2%
Average	*15%*	*2%*	3%
Good	*32.3%*	*23%*	11%
Excellent/very good	*50.8%*	*39%*	65%

The data was not comparable to the 2016 report as a different scale was used, which asked clients to rate the service from 1-10. As this rating was not operaionalised it was avoided and therefore the response options were kept like that of prior 2016. Although, these reports had an extra response option “very good” which this report did not have, therefore to compare the data, both excellent and very good were combined in the previous reports. Overall, Liverpool Community Advice received mainly excellent ratings with 65% in 2014, 39% in 2015 and 50.8% in the current report. Furthermore, the second most frequent score provided was good which received a total of 11% in 2014, 23% in 2015 and 32.2% in 2017. However, this year a considerable number of clients only rated the service average with 15% rating that this year. In comparison with other years, this is staggeringly high. In 2014 only 3% rated it average and only 2% in 2015, which may be of a concern for Liverpool Community Advice. Finally, in all three reports there were very few poor and very poor ratings demonstrates the consistency of the service. Below is a visual representation from the data collected in 2017.

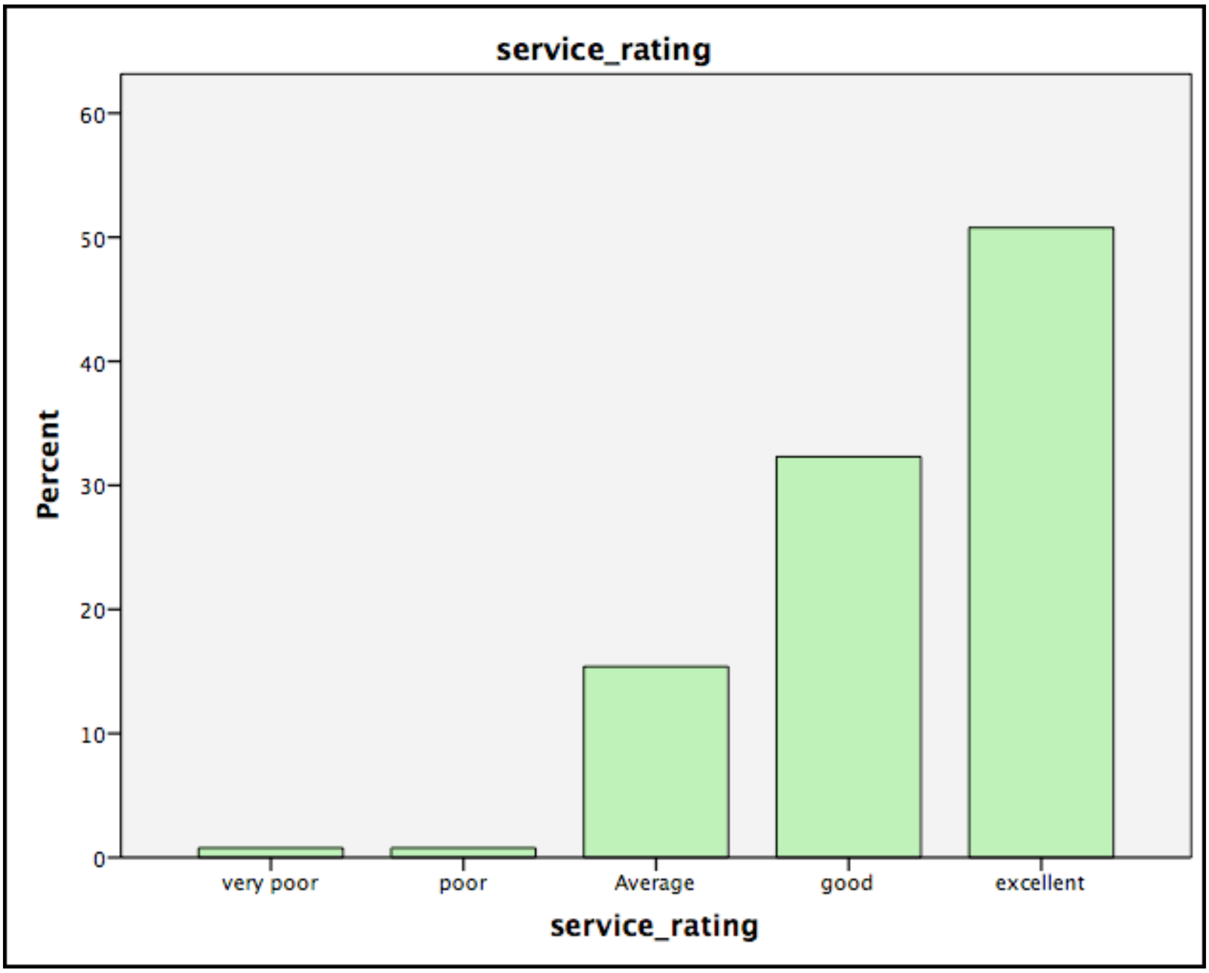


Figure 24. Service Rating by Clients

Discussion

The current report presents the demographics of the clientele of Liverpool Community Advice over a 3-week period, focusing on client information such as gender, age, client housing, financial status, and lastly, clients' perceptions of the service. The analysis of the results has identified several areas that Liverpool Community Advice are currently reaching. Many of these results have been reported in the Business and Development Plan (2016-2019) and have been further identified by this report. The results have demonstrated a particularly significant increase in female use of the service over males compared to the previous 2016 report. Moreover, the addition of a new question within the questionnaire regarding transport used to get to Liverpool Community Advice has revealed that the most commonly used mode of transport was bus. This new-found information highlights that the location of Liverpool Community Advice is a central and ideal point for the clients to reach by public transport. Lastly, the questionnaire has enabled the clients to give feedback, positive and negative, and has shown that a large percentage of the clients believe Liverpool Community Advice to be government funded.

To successfully target the areas mentioned in the previous section, a plan of suggested developments has been outlined. These suggestions may allow for a more successful service to a more diverse clientele. One of the most reoccurring suggestions is the inclusion of a Saturday morning drop in. Although this would require volunteers, it would be beneficial to the wider population. One of the main issues for the clients is that, if people work, they find it very difficult to come to the current drop ins. By opening for a few hours on a Saturday morning, it allows for a significantly larger portion of clients to be accommodated for. This would further benefit the clients as there is no longer a late-night service, which has again caused issue for people who work long days. Another issue identified was the recurrent use of paper and filling in documents. A way to improve this would be to use tablet computers, which are available at a fair price. It is believed that this will speed up waiting room processes, along with other gateway tasks. Once again, this would cost money, however it would benefit the service dramatically and therefore be a worthwhile investment. The final suggestion is to declutter the waiting room. A large portion of clients reported that there were difficulties finding seats, or even fitting into the waiting room during peak times. One way could be to remove that desk, which is currently being used for storage. This could allow for more seating, or even to make the room more accessible to people with physical impairments. Overall, the suggestions for improvements are minimal and achievable, that would improve the service.

Despite attempts to reduce the likelihood of limitations occurring during this study, certain issues still arose and need to be considered when interpreting the results. The first significant issue that was faced was the fact there was an array of non-English speaking clients. This meant that these clients were unable to complete the questionnaire fully. Some tried, which resulted in missing data and potentially misinformed answers. Furthermore, some clients were completely unable to attempt the questionnaire. This meant that many clients' information was not captured and therefore results may not be representative of the general population of Liverpool Community Advice. Secondly, a considerable number of clients outright refused to take part. The main reason for this was that they already had filled in an information sheet and did not want to invest the time in the questionnaire. In addition, it was found that clients were unable to complete the questionnaire in the tome before they had their appointment and didn't complete it after. To correct this, questionnaires were handed out at the end of the appointment, allowing some data to be captured. In addition, there was a considerable amount of information missing in the questionnaires. There may have been a multitude of reasons why this occurred, however this has still severely impacted the results. The questionnaire was completed by selecting the not stated for all unanswered questions. Finally, there were operational difficulties that impacted the data collection stage. The main example is the removal of the extra drop in day. This reduced the number of clients available to be part of the study and therefore made the target of 200 clients unachievable. Overall, the data provided is relatively representative and reflects the wider demographics of Liverpool Community Advice, but cannot be considered a true reflection as the issues have impacted the validity of the results.

As mentioned in the introduction and the Business and Development Plan (2016-2019), the Client and Community Profile report is an integral part of Liverpool Community Advice's annual operations. Therefore, it is imperative that the report is thorough and is completed to a high degree. All attempts were made in this report to achieve this standard. Therefore, it may be beneficial for future reports develop and expand on the current study. This allows for grater development and a more comprehensive report for Liverpool Community Advice. Finally, there was a large difficulty with people not being willing to the complete the questionnaire due to several reasons. These included: not being able to write because of a disability or due to language barriers. One option that may be tested next year to correct this could be the use of an online survey creator. This would allow for the questionnaire to be more easily complete with the student present. It may also allow for a translation section, which would allow more clients to complete the questionnaire. Overall, this year's method was quite successful and any attempt to recreate will also see positive results.

Additional Client Comments

The final section of the questionnaire allowed clients to provide any additional comments or messages they would like to pass on to Liverpool community advice. Many comments were positive. A selection of these comments were:

- Impressed with the service so far
- Staff are very helpful
- Can't fault anything
- Very good service and excellent people

However, there were some issues and areas for improvements:

- One client said they chose Liverpool Community Advice because" Citizens Advice was awful"
- One client requested "more empathy" from the staff here
- Clients requested drop in days to be extended.

Overall, the clients are very happy with the service provided. This was demonstrated in the service rating, with many of the clients rating the service as good or excellent.

Conclusion

Overall, the Client and Community Profile report 2017 has been a success. It has allowed for a greater insight into the clientele foundation of Liverpool Community Advice. The data provided a clear insight into the clientele and provides valuable information for Liverpool Community advice, which can be used for funding bids and future applications. Next year's report should build upon the work presented here to further allow development and insight into the fundamental aspects of Liverpool Community Advice. Hopefully, the current report has encouraged Liverpool Community Advice to extend their partnership with the University of Chester, so the two organisations can continue to benefit from one and other.

Appendices

Appendix A

Liverpool Community Advice Demographic Questionnaire

May 2017

The information provided in this questionnaire will be annoyomised and will not be identifiable. This will help Liverpool Community Advice to improve the service for the clients. Please fill in the information as accurate as possible. If you need any help please ask. Thank you for your participation.

Section 1. Client information

1. What gender do you identify with?

☐ Male ☐ Female ☐ Prefer not to say

2. What is your age range?

☐ Under 18 ☐ 18-24 ☐ 25-34 ☐ 35-44

☐ 45-54 ☐ 55-64 ☐ 65-74 ☐ 75+

3. What is your ethnic group? (E.g. White British, Black Caribbean etc.)

____

4. What is your marital status? (E.g. Single, married, widowed etc.)

____

1

---

5. What is your nationality?

____

2. What is your household type?

☐ Terraced ☐ Detached ☐ Semi-detached ☐ Flat

☐ Bungalow ☐ Apartment ☐ Other ☐ Prefer not to say

If other, please specify

____

3. What is household tenure?

☐ Full ownership ☐ Mortgaged ☐ Social rent ☐ Private rent

☐ Shared ownership ☐ Hostel ☐ Emergency ☐ Prefer not to say

4. How many persons live in your household?

____

5. Are you affected by bedroom tax? (Receiving less housing benefits because of having spare rooms in council owned properties)

☐ Yes ☐ No

If yes please complete 5a, if no continue to question 6.

a. Are you looking to downsize?(Moving to a new house with less rooms)

☐ Yes ☐ No

6. What is your current employment status?

☐ Full-time ☐ Part-time ☐ self-employed ☐ Unemployed

☐ Retired ☐ Student ☐ Carer ☐ Long term illness

☐ Homemaker

7. Are you receiving any benefits?

☐ Yes ☐ No

If yes please complete 7a, if no please advance to question 8.

a. Please choose all that apply.

☐ income support ☐ Council tax benefit ☐ Housing benefit

☐ Working tax credit ☐ Child tax credit ☐ Employment & support allowance

☐ Universal Credit ☐ Statuatory sick pay ☐ Job seekers allowance

☐ Personal independence payment ☐ Disability living allowance

☐ Guaranteed pension credit ☐ National asylum support service

☐ Contribution Employment & support allowance ☐ Other

8. How did you travel to Liverpool community advice?

☐ Car ☐ Bus ☐ Train ☐ Cycle ☐ Walk ☐ Taxi

9. What is your estimated journey cost?

____

4

Section 3. Perceptions of Liverpool Community Advice

1. How did you hear about Liverpool Community Advice?

☐ Friends/Family ☐ Internet ☐ Council ☐ Job centre

☐ Televison ☐ Radio ☐ Newspaper ☐ Other advice agencies

2. Have you previously used Liverpool Community Advice?

☐ Yes ☐ No

If yes please complete 2a, if no advance to question 3.

a How many times have you used Liverpool Community Advice?

____

3. How do you think Liverpool community Advice is funded?

☐ Government ☐ Council ☐ Charity/Donations ☐ Lottery

4. At what time of day would you most likely visit Liverpool Community Advice?

☐ Morning ☐ Afternoon ☐ Evening ☐ Anytime

5. Have you ever encountered a problem using Liverpool Community Advice?

☐ Yes ☐ No

If yes please compete 5a, if no advance to question 6.

5

a. Please state the issue you have faced.

____

6. Why did you choose Liverpool Community Advice?

☐ Location ☐ Good reviews ☐ Been before ☐ Other

If other please complete 6a, if no advance to question 7

a. Please specify why you chose Liverpool Community Advice

____

7. How would you rate the service provided by Liverpool Community Advice?

☐ Very poor ☐ Poor ☐ Average ☐ Good ☐ Excellent

8. Do you have any suggestions for improvement?

____

Thank you for completing the survey. Please write any additional comments below.

____

____

____

____

____

Client and Community Profile Report Summary 2017

Purpose of the Report

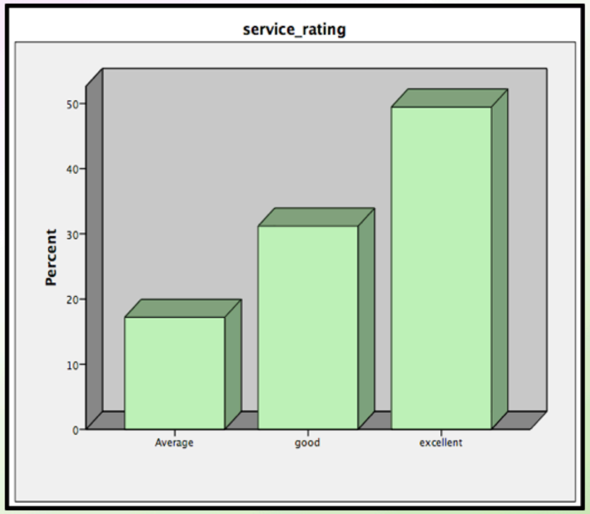
- The profile report identifies the clientele basis for Liverpool Community Advice
- It identifies the areas Liverpool Community Advice can target, to reach more clients.
- It allows Liverpool Community Advice to successfully make funding bids. Allowing an improved service.

What was Done

- A questionnaire was created, focussing on clients information (age, gender etc.) and perceptions of Liverpool Community Advice
- The information was made unidentifiable and then analysed.

Results

- The results focus on a wide range of areas. The example below shows the service rating from the clients.



Conclusions

- The report identified:
- Liverpool Community Advice sees clients with over 10 different nationalities.
- Liverpool Community Advice reaches postcodes L1-L39. With some travelling from Cheshire.
- As seen on the left, Liverpool Community Advice received around 85% good or excellent ratings from current clients.
- Liverpool Community Advice strives to provide the best service possible.

Contact Details

Telephone Number: 0151 294 3041
Email: Bureau@liverpoolcab.org

Drop in: Monday, Tuesday, Thursday 9-3
Appointments: Tuesday, Wednesday 10-3

In partnership, with

LIVERPOOL COMMUNITY ADVICE

University of Chester