

Warm Hubs: Executive Summary of Key Findings

Qualitative Insight Team

Date: 24.11.22



Warm Hubs Research Engagement

In October 2022 the Qualitative Insight Team completed research engagement through the Community, Voluntary and Faith (CVF) Sector Forum to gauge their resident's thoughts on Warm Hubs. Warm Hubs were defined as:

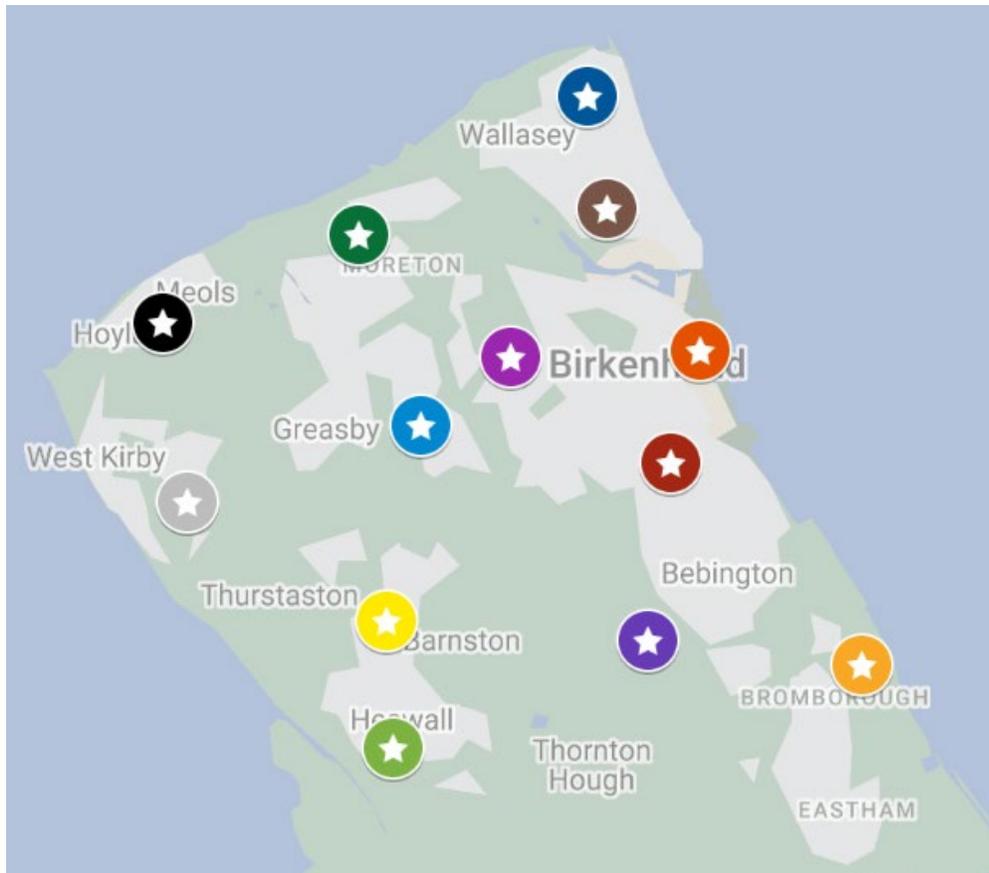
“A place or space within the local community that people can go to in the colder months. These hubs could be warm and welcoming spaces, with some potentially providing activities or resources to benefit people who attend”

Between Monday 24th October and Monday 31st October the following three research engagements were completed, gathering a total of 309 responses from Wirral residents:

- 1. Community, Voluntary and Faith Sector Engagement:** research responses gathered via online weblink, distributed by organisations within the CVF sector (56% of respondents)
- 2. Community Connector Engagement:** research responses gathered by the Connect Us Team during direct community engagement, with details then inputted into an online weblink (28% of respondents)
- 3. Qualitative Insight Team Research Grid:** research responses gathered by the Qualitative Insight Team during direct community engagement, including engagement in community venues, on the high-street and in businesses (16% of respondents)

Geographical Profile of Warm Hubs Engagement

The following information provides an overview of the proportions of Wirral residents we spoke to within each postcode during our Warm Hubs engagement.

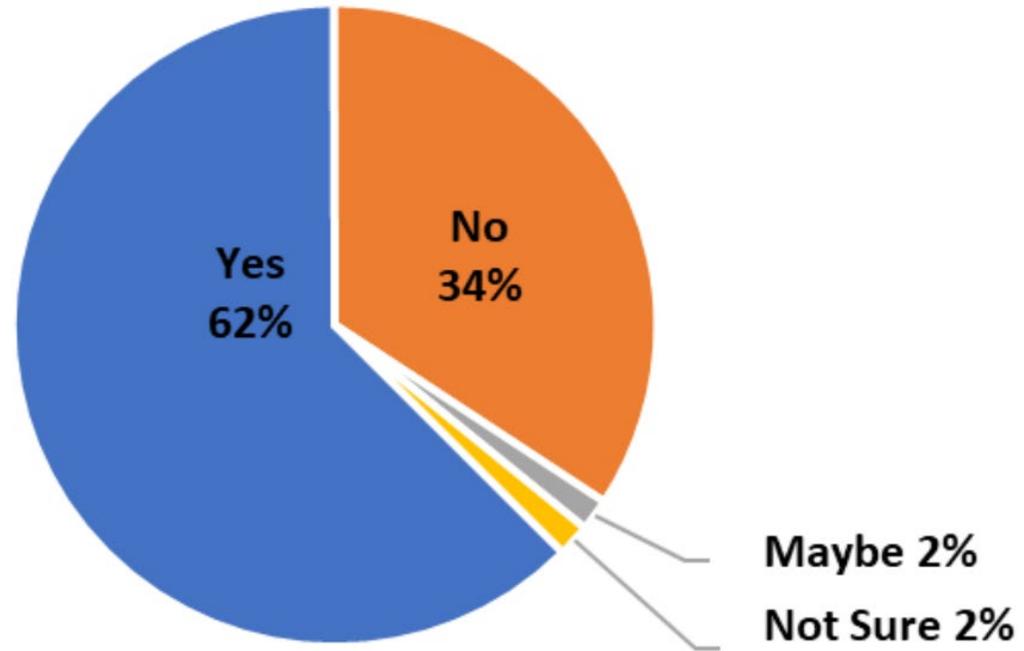


	Postcode	Proportion of Respondents
★	CH41	11%
★	CH42	17%
★	CH43	8%
★	CH44	9%
★	CH45	8%
★	CH46	10%
★	CH47	4%

	Postcode	Proportion of Respondents
★	CH48	2%
★	CH49	6%
★	CH60	1%
★	CH61	3%
★	CH62	7%
★	CH63	10%



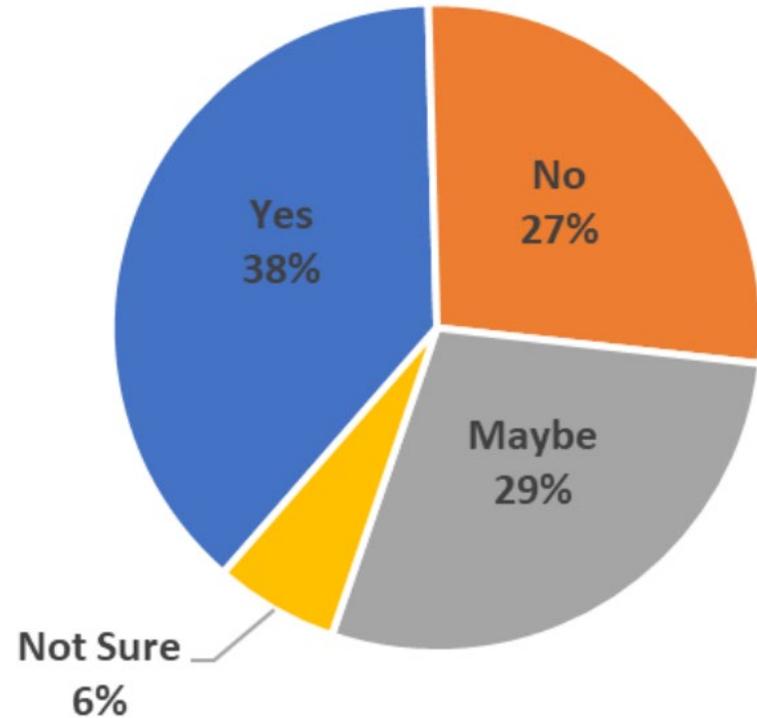
Question 1: Have you heard of the term 'Warm Hub'?



Base Number: 309



Question 2: Would you use a 'Warm Hub' over the next six months?



Base Number: 309

Note: Figures do not add up to 100% due to rounding



Why would you use a Warm Hub? Why not?

Respondents would **USE** a Warm Hub:

- To socialise with other people
- To mitigate against the rising cost of living
- To be in the community
- To get out of my house
- To be warm

Other topics were mentioned in smaller numbers, including accessing affordable food, activities for children and having personal independence.

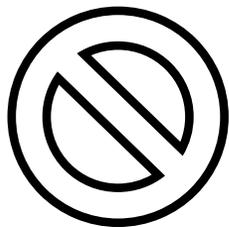
Respondents would **NOT USE** a Warm Hub:

- Do not have a need for it
- Managing well at the moment
- Have other commitments
- Feel anxious

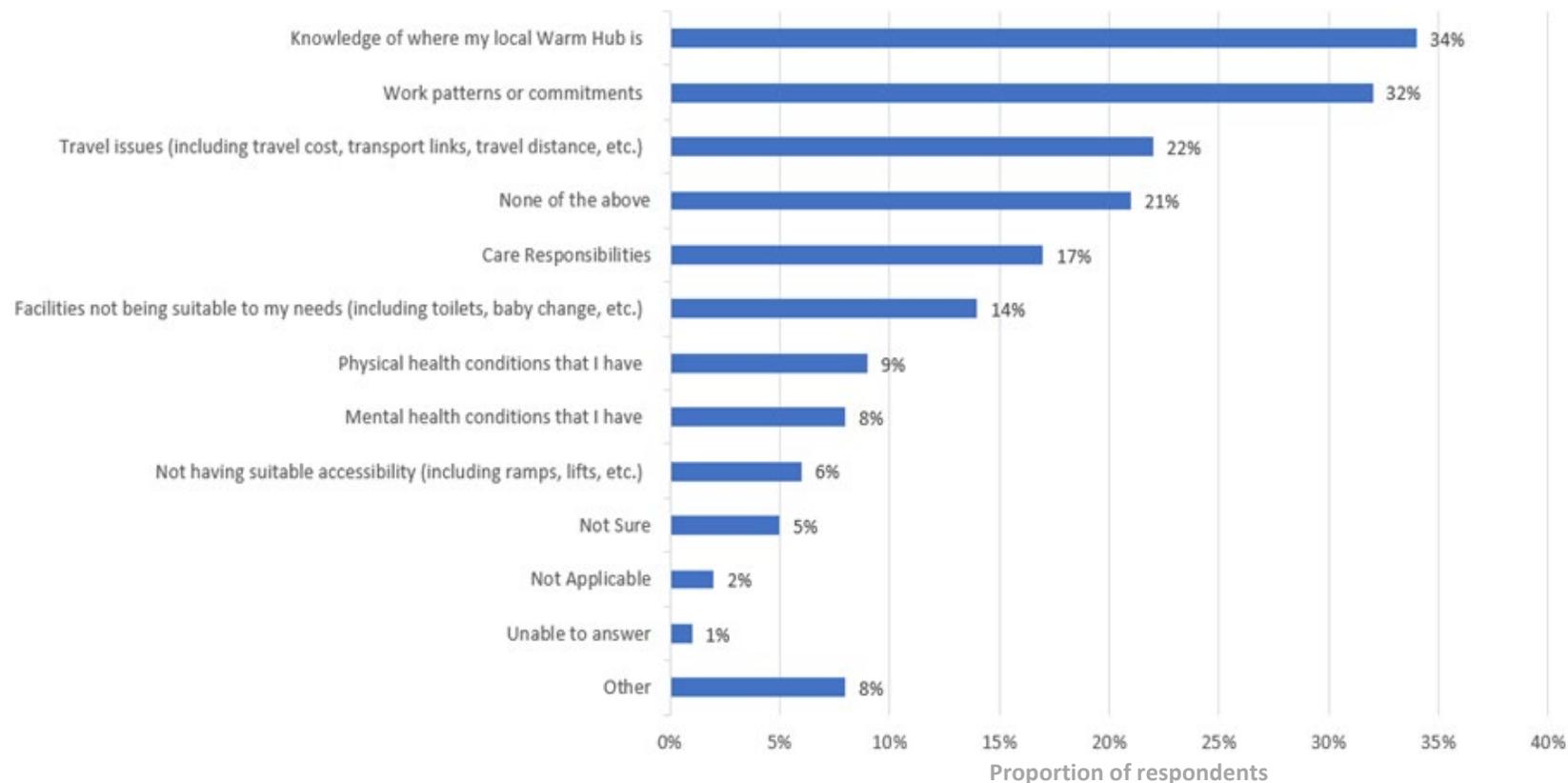
Other issues mentioned in smaller numbers, including: not being a sociable person, staying at home and going to another venue.

Respondents **MAY USE** a Warm Hub:

- If they were struggling financially
- If they could not afford their bills
- If a Warm Hub was more local to them
- If a Warm Hub was within walking distance
- Adequate opening times
- Adequate transport



Question 3: Would any of the following stop you from going to a Warm Hub?



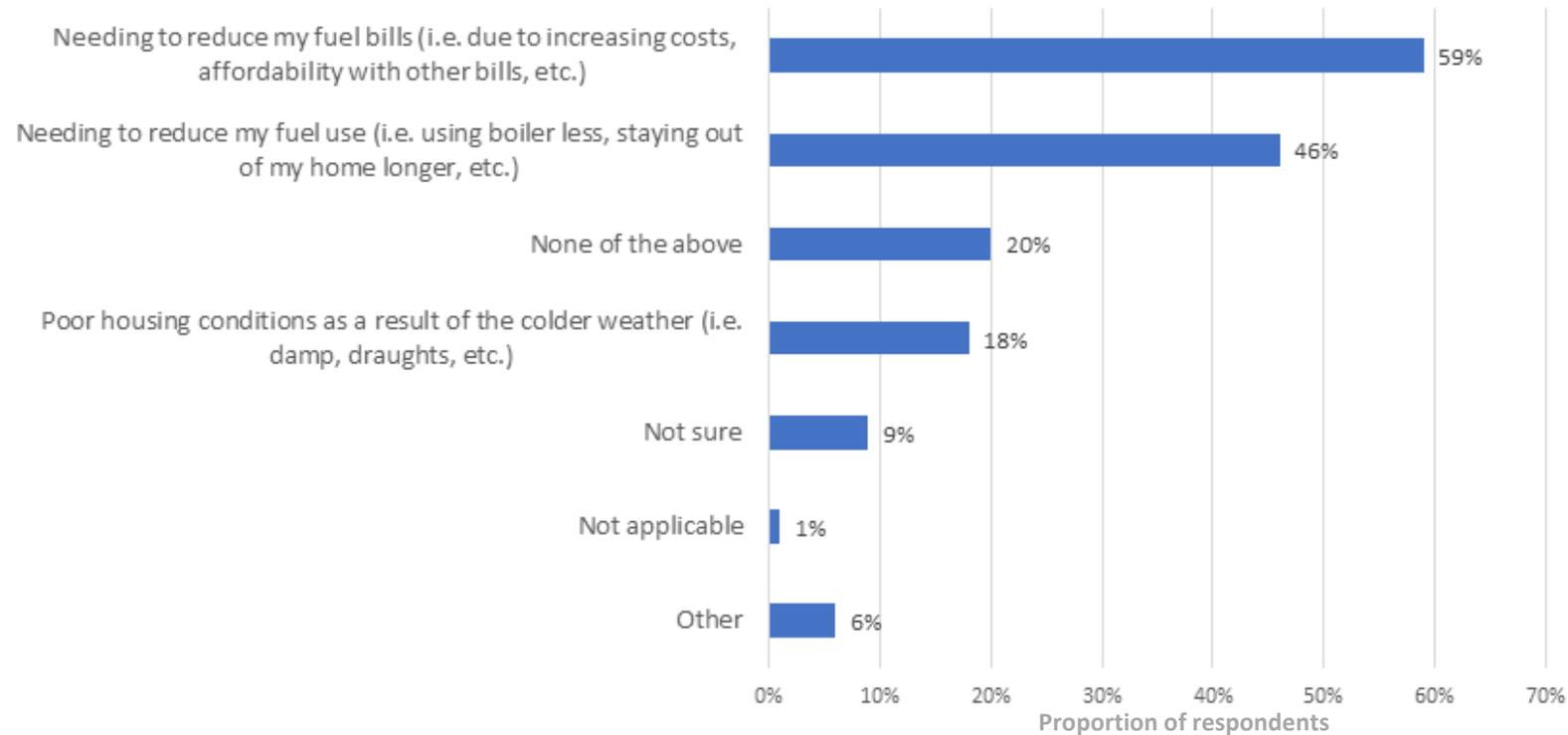
Respondents provided specific answers to this question via the **'other'** category, which included:

- Accommodating people with special needs
- Activities for children
- Space for people to bring their dog
- Stigma in accessing community support
- Internet and Wi-Fi needed
- Risk of catching COVID.

Multi-response question
Base Number: 309

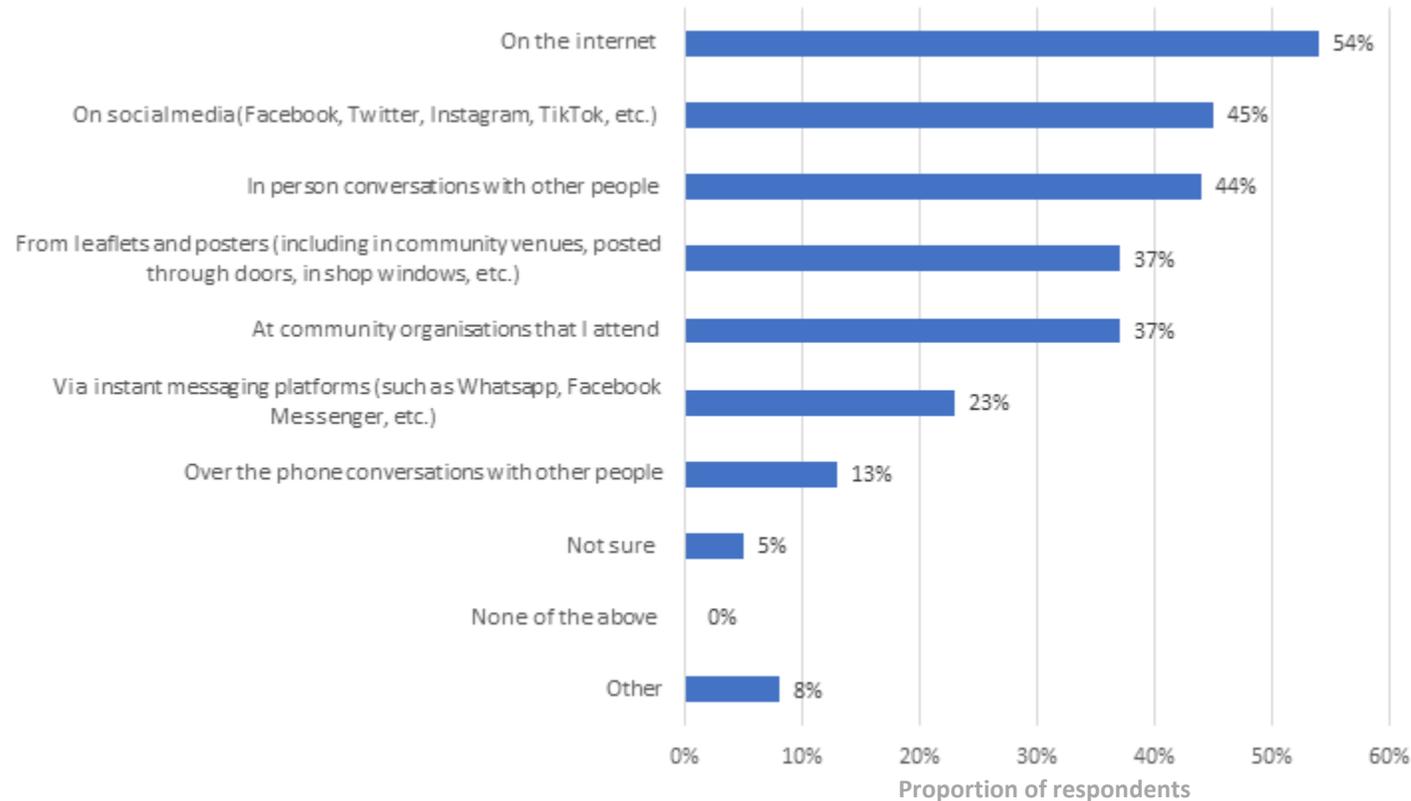


Question 4: Would any of the following influence your decision to use a Warm Hub?



Multi-response question
Base Number: 309

Question 5: Where would you get information from about Warm Hubs, if you wished to use them?



Multi-response question
Base Number: 309

Respondents provided specific answers to this question via the **'other'** category, which included:

- Community or Volunteer networks and Whatsapp Groups
- Wirral Infobank
- Community Connectors
- Libraries
- Charity shops
- School newsletter and Local newspapers



Do you share community information with other people?

Out of the 38 respondents who answered this question:

- 30 respondents stated they **do share information**
- 6 respondents stated they **do not share information**
- 2 respondents stated they were **not sure**

Those who did share community information did so by word of mouth or via social media.

Would be interested in sharing information about Warm Hubs with other people?

Out of 29 respondents who answered this question:

- 24 respondents stated they **would share** information
- 3 respondents stated they **may share** information
- 1 respondent stated they **would not share** information
- 1 respondent stated they **were unsure**



What should a Warm Hub offer?

The following themes were identified (in order of prevalence):

- **Food and drinks**
- **Social activities and resources**
- **Welcoming people**
- **Social interaction**
- **Warmth**
- **Space**
- **Practical resources for the cold weather**
- **Advice/support/services**



Who should benefit from a Warm Hub?

18 out of 40 respondents who answered this question stated that **'everyone'** or **'anyone'** should benefit from the use of a Warm Hub.

Respondents did provide examples of particular groups that may benefit from Warm Hubs, including (in order of prevalence):

- **Everyone**
- **Older people**
- **People on low incomes**
- **Homeless people**
- **People who cannot afford their household bills**
- **People in receipt of benefits**



Where should Warm Hubs be located?

The following themes were identified (in order of prevalence):

- **Within local communities** – including venues close to where I live, walking distance, not too far to reduce travel cost
- **Locations that are easy to access via public transport** – particularly for those who are unable to drive, rely on public transport and/or concessionary travel passes
- **Town Centres**
- **Everywhere**
- **Religious buildings such as Churches and Mosques**
- **Libraries**



What times should Warm Hubs be available?

Whilst specific opening and closing times varied across the responses given, the following themes were identified (in order of prevalence):

- **Between 9am – 5pm**
- **Beyond 9am – 5pm** (between 8am and 10pm, suggested by respondents)
- **All Day**
- **Weekends**
- **During periods of colder climate and/or higher energy use**
- **Flexible times due to different needs** - Morning and afternoon sessions were favoured over midday and evening provision.



Warm Hub Opportunities

Wirral residents provided a wide range of feedback on the topic of Warm Hubs. In summary, Wirral residents shared that:

- **Warm Hubs should be open to and welcoming of all people**
- **Warm Hubs should provide a clear ‘offer’ to residents, not just the provision of warm spaces**
- **Warm Hub’s ‘offers’ should be promoted in multiple ways**
- **Providers should be supported to address barriers that restrict residents from accessing Warm Hubs**



Respondent Voice

Challenges related to living on your own, being socially isolated and owning your own home:

“It is very frightening, especially when you live on your own. I don't know my neighbours. I don't live in social housing where you would have a link or someone to go to for support. It's hard for people who live in their own private homes, it can be very isolating. So having somewhere to go in the community can help to feel less isolated”

Challenges related to accessing Warm Hubs and returning to cold homes:

“The idea of warm hubs sounds great, but it might be difficult for everyone to access them, maybe the council should buy blankets for people with the money they intend to pay for heating, at least you can carry the blanket home unlike the heating you just leave in the library and go back home in the cold”



Respondent Voice

Challenges related to stress, choice, colder weather coming and anxiety:

“It's not a practical way of living [worrying about affording fuel at home]. Some people don't want to use community hubs, not everyone wants to talk to people. When it gets to January, when the house is cold, my thoughts might change.. We haven't hit the cold weather yet. People need to know that community hubs are welcoming. It helps to have someone there to guide you and speak to you, particularly if you are anxious about attending”

Challenges related to physical barriers in accessing Warm Hubs:

“I'm able to get out & about & good on my feet. I know the cobbles outside building can be hard for some people who aren't good on their feet. We need to think about how we can overcome this for people”



Respondent Voice

Comment related to staying at home:

“If I could sit at home with the radiators on I would prefer to do that. Home is my comfort zone. Once or twice a week I may go to community spaces for social interaction - but I wouldn't be going there to stay warm”

Comment related to the worth of going to Warm Hub:

“It sounds like too much work leaving my house to get a few hours of warmth and then go back to a cold house and an empty fridge”

Comment related to physical barriers to using Warm Hubs:

“I have adequate warmth in my own and because of mobility problems seldom leave my house except for my personal needs”

Thank you

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