

Cost of Living survey Analysis of responses

February 2024



Cost of Living survey

Thank you to everyone who shared their experiences in the Cost of Living survey, which took place from 10 October to 30 November 2023 via the council's engagement portal, Kingston's Let's Talk.

The anonymous survey was organised to find out how our communities are being affected by cost of living pressures, so we can work with our partners to provide the best support we can and raise awareness of where people can get the help they need.

The survey was widely publicised by the council and our partners. We received 147 responses.

This document contains an analysis of the responses to the survey. We are sharing this analysis with our partners and will work together to try and improve and target the cost of living support available.

How have you been **affected** by the cost of living crisis?

Take our 5 minute survey so we can try and improve
the support and advice available.



Scan the QR code,
visit www.kingston.gov.uk/costoflivingsupport
or call 020 8547 5000
by 30 November 2023



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Please note:

People responding to the survey did not have to answer all the questions. There is therefore a difference in the number of responses for each question. Also the numbers are inevitably smaller when the analysis focuses on a particular category eg respondents who are retired. With small counts, a single observation/occurrence can have a noticeable impact of percentages.



Section 1

Headline results



Headline results

Respondents who said they were struggling most:

- Fifty-six of 147 respondents (38%) were either **unable to cope** (12%) or **having to make significant changes to cope** (26%).
- **Locations:** postcode analysis shows a concentration of those “struggling most” in and around the **Surbiton area**.
- **Areas of greatest impact** were **food, energy costs, home maintenance, accommodation and health**.
- **Areas where support is needed** were advice on fuel consumption/**energy bills, finances, what’s available** in the local area, and **mental health**.
- **When covering bills more than half** (55%) said they had to rely on **savings** to pay for everyday bills, and same percentage said they had to **borrow money** from family/friends. **54% used credit cards**. Among all respondents, a similar proportion used savings, but a much smaller proportion borrowed money or used credit cards (31% and 39%).
- **Knowledge/use of service.** Although the proportion of people who had used services was higher than among all respondents, **the level of awareness of services was also lower among this group than among all respondents**.



Respondents who said they were struggling most continued:

- **Future concerns** - the **biggest concern for people is paying for an unexpected household expense**, followed by paying energy bills, and mortgage repayments.
- **Living arrangements** - the **most common was renting from the council (32%)**, followed by home bought on mortgage (23%). Among all respondents, 24% rented from council, while 23% owned their home outright; **owning outright was true of only 5% of those struggling most.**
- **Benefits** - 62% were in receipt of some form of benefit (compared to 54% among all respondents), meaning 38% were not receiving any benefit.
- **Demography** - 36% of those struggling most were 35-44, but among all respondents only 23% were 35-44; 52% of the struggling most group were 'White - English / Welsh etc', compared to 63% of all respondents. By contrast, 'White - Any other etc.' made up a greater proportion of those struggling most than of all residents (20% vs 14%).
- Health/care: **52% had a physical or mental health condition or illness**, compared to 40% among all respondents. **Mental health was the most common cited conditions. 32% were acting as an unpaid carer**, compared to 22% among all respondents.



Respondents who said they needed mental health or counselling support

- Of 147 total respondents, 55 (37%) reported that they needed mental or counselling support.
- **Locations:** postcode data shows that a number of areas of potential under-serve.
- **Support:** 64% of those who said they needed support were not receiving it.
- **Working situation:** the most frequently cited was full time work, followed by 'not working due to disability' - in both cases, a majority were not receiving the support they need.
- **Living arrangements:** a majority of those renting from the council, owning a home with a mortgage and renting from a private landlord were not getting the support they need, and this was true of 100% of those renting from an HA or RSL.
- **Marital status:** a greater proportion of those who were either single, separated, divorced or widowed were not getting the mental health support they need than compared to those who were married or cohabiting with someone.
- **Age:** a greater proportion of those in the 35-44 age bracket and much greater proportion of those in the 25-34 age bracket were not getting the support they need as compared to the other age brackets.



Respondents who were retired

- The proportion of retirees who were not able to cope with the rising cost of living or were having to make significant changes in order to cope is much lower than among all respondents (9% vs 39%), however there are **major caveats**.

Respondents in full time work

- 43% were either not able to cope with the rising cost of living or having to make significant changes in order to cope, compared to 39% of all respondents. The biggest impacts were being felt in relation to energy, food, and accommodation.

Respondents who are not residents in Kingston

- The numbers are very small, but 53% of non-residents were unable to cope or having to make significant changes to cope.



Section 2

Summary of feedback by question

Summary of feedback by question

- The **vast majority of respondents were residents** (count: 130, percentage of total: 88%). A proportion worked in the borough (26, 24%) and/or visited regularly for entertainment, shopping, leisure etc (25, 17%)
- The **age** bands of 25-34, 35-44, 45-54, 55-64 and 65-74 were all well represented, each accounting for at least 11% and up to 23% of respondents;
- 81% reported their **ethnicity** as White, which mainly comprised White - English / Welsh / Scottish / Northern Irish / British (63%);
- **71%** respondents who answered the question on **sex were female**, and only 24% male; 95% said their gender identity matched their sex registered at birth
- 82% reported their sexual orientation as straight/heterosexual; the next-most selected options were prefer not to say (12%), and bisexual (5%); interestingly, no respondents reported being gay or lesbian
- In terms of **marital status**, 41% said they were married, 34% said they were single, 10% said they were divorced/legally separated, and 7% said they were cohabiting
- For the **residency** questions, 84% said they were a UK citizen and 13% said they were not; 16% reported being an EU National
- 22% said they were an **unpaid carer**, and 5% said they had been **in care**
- **a majority of respondents were working either full time (44%) or part time (13%)**, while notable proportions reported being retired (22%) or not working due to disability (12%)



- **A slight majority of respondents who answered the question were receiving some kind of benefit** (54%); the most frequently cited were housing or Council Tax reduction, pension benefits, child benefit, Universal Credit, and sickness/disability benefits
- In terms of **housing**, similar proportions reported owning their home outright (22%), having a mortgage (25%), or renting from the council (24%); other common responses were renting from a private landlord (14%) and renting from a housing association or registered social landlord (7%)
- Many respondents said their living costs had increased but they were managing (33%), but there were also notable proportions who said that their living costs had increased and they were either worried about it (27%), having to make significant changes to cope (27%), or unable to cope (12%); only 1% said that their living costs had not increased
- Respondents were asked to what extent they had been impacted by rising costs across a number of domains; this showed that the biggest impacts have been felt in relation to **energy** and **food/groceries**, with notable impacts also in relation to **home maintenance, health, accommodation, Council Tax, self-care, and transport**; however, even for the areas that have been impacted the least - **childcare** and **caring for a relative/friend** - there were still notable numbers who reported a significant impact
- 21% said they have used a **food bank or relied on others for food in the last 6 months**
- in terms of **receiving support from friends/family**, 34% said they don't need support, 37% said they have support when they need it, but a concerning 27% said that they do not have the support they need

- Respondents were asked about their knowledge or use of several support services:
 - **Kingston Citizens' Advice** - a large majority had heard of this service, and 10% had used it previously; 64% said they didn't need to use it, and 22% said they hadn't heard of this support
 - **Debt Free Advice** - a large majority had heard of this service, and 8% had used it previously; 61% said they didn't need to use it, and 28% said they hadn't heard of this support
 - **Kingston Foodbanks** - a large majority had heard of this service, and 14% had used it previously; 69% said they didn't need to use it, and 16% said they hadn't heard of this support
 - **Kingston Housing Homelessness Prevention** - a majority had heard of this service, and 7% had used it previously; 55% said they didn't need to use it, and 35% said they hadn't heard of this support
 - **Warm Homes** - 50% said they hadn't heard of this support, 35% said they had heard of it but didn't need to use it, and 11% had used it previously
- Respondents were asked what level of support they needed across a number of domains; this showed that the greatest area of need is **fuel consumption and saving on energy bills** (32% need support and are not getting it), followed by **information about what is on offer in my local community, mental health/counselling support, advice on staying active and healthy**, and **advice on financial issues** (which range between 20% and 28%)

- 41% said they felt there was **nowhere within walking distance where they could get support** across a range of areas
- in the last 6 months, 58% of respondents said they had had to use **savings to pay for everyday bills**, 39% used a **credit card**, 31% **borrowed** from family or friends, 22% had relied on their **overdraft**
- in terms of **future concerns**, the things people were most worried about are: paying for an **unexpected household expense**, paying **energy bills**, **paying rent/mortgage**, **rising house/rent prices**, and **reduced income**



Section 3

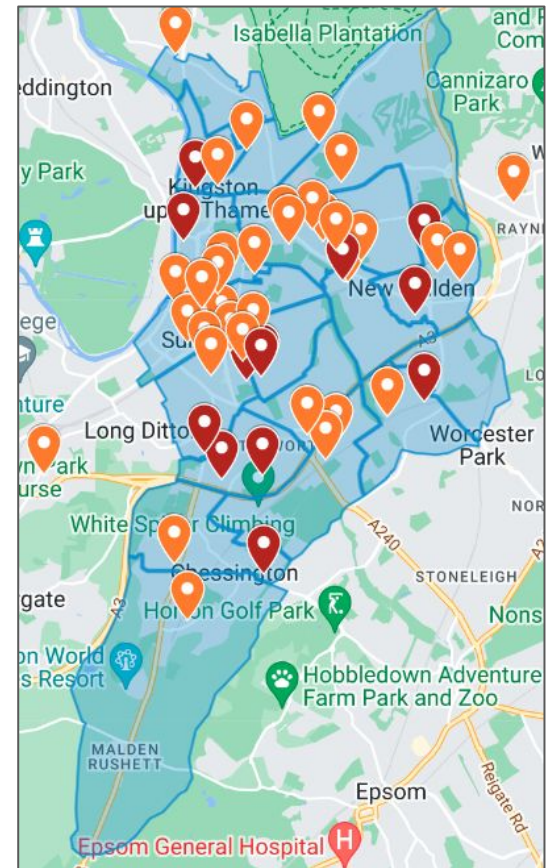
Further analysis of those struggling most

Where people are struggling

Of 147 total respondents, 56 (38%) were either **unable to cope** with rising costs (12%) or **having to make significant changes** (26%). The ward map shows these locations: **unable to cope** = **red**; **having to make significant changes** = **orange**.

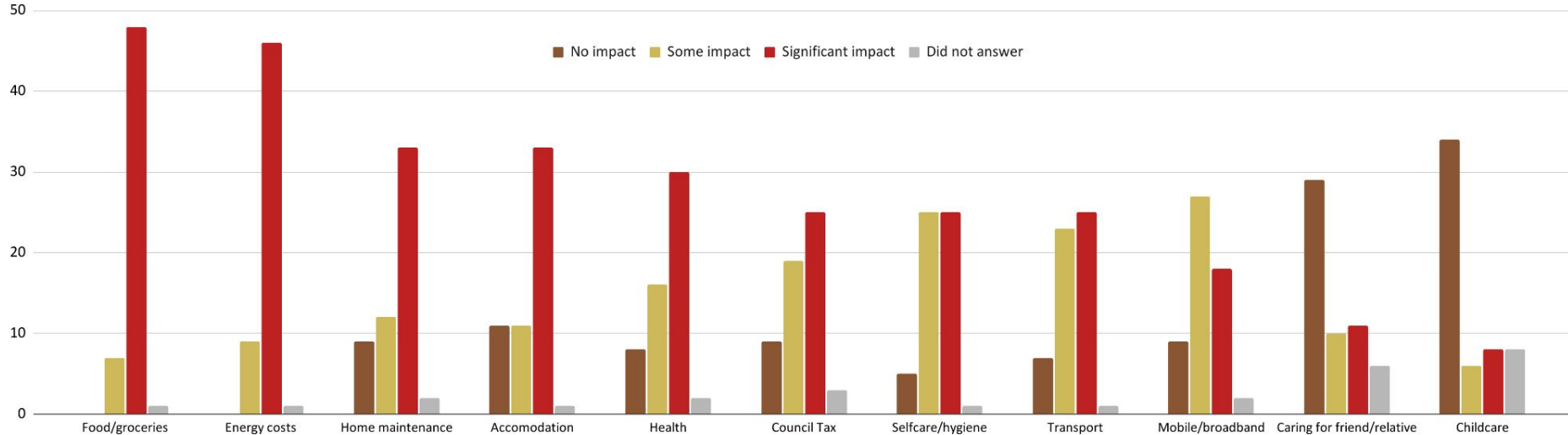
There is a cluster of orange markers in the **Surbiton area**, largely concentrated around the meeting points of **St Mark's & Seething Wells, Surbiton Hill, and Berrylands**; towards the south of the **Surbiton Hill and Berrylands** boundary there is also a concentration of red markers. There is a smaller cluster of orange markers at the boundary of **St Mark's and Kingston Town**, and cluster of red markers at the meeting point of **Surbiton Hill and Tolworth**. Another notable cluster is along the boundary of **Norbiton and Coombe Vale**, which touches the north of **Green Lane & St James**.

Note: the lack of markers in south of the borough is due to a lack of responses from the south, and not necessarily an indication of people not struggling.



Areas of spend where cost of living rise is being felt

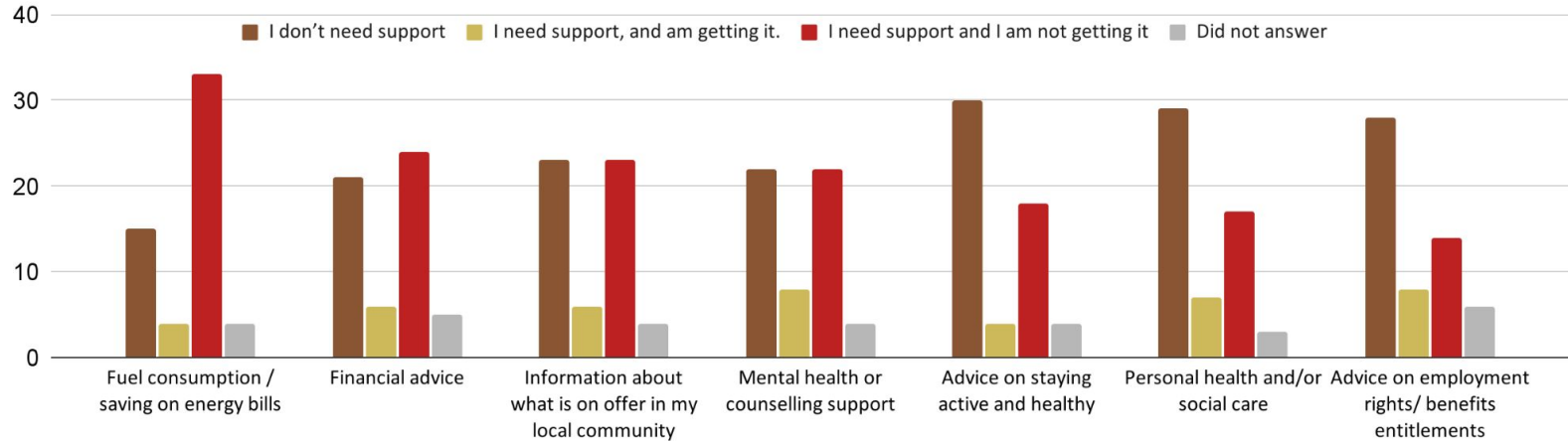
Areas of spend where CoL is being felt most strongly, among those struggling the most (counts)



The pattern for people struggling the most - i.e. those who reported being unable to cope or having to make significant changes in order to cope - broadly matches the pattern overall, which is to say that the areas of spend that are most heavily affected are **food/groceries** and **energy costs**, followed by **home maintenance**, **accommodation**, and **health**.

Support needed/used by those struggling

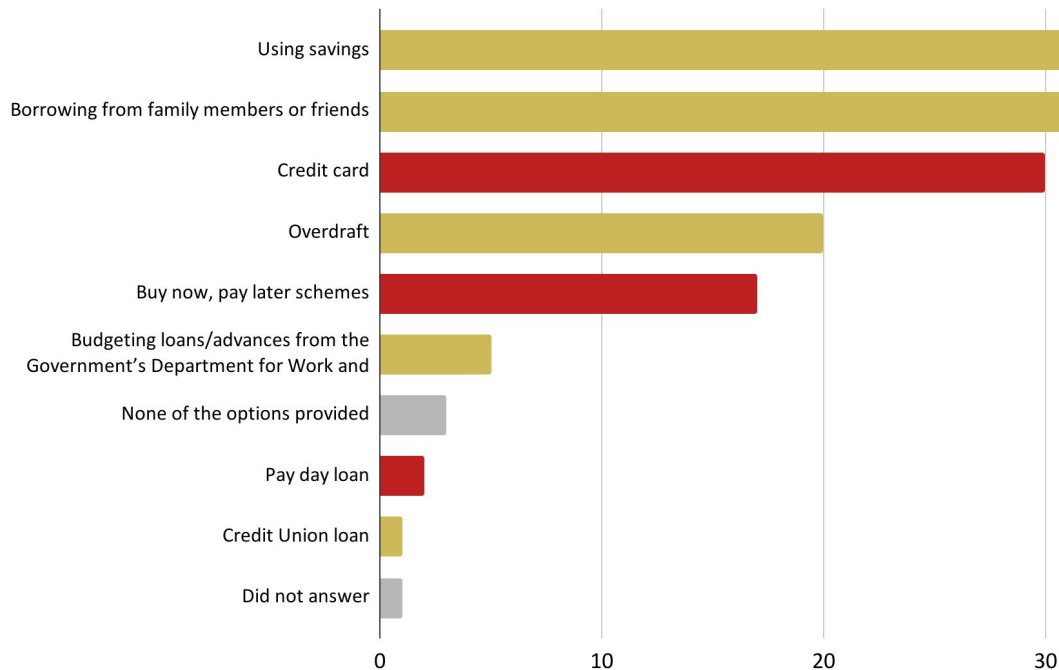
Areas where people who are struggling the most need support (counts)



This highlights where those struggling the most needed the most support, including where they needed support but were not getting it at the time of completing the survey. Unsurprisingly, **energy costs is a big area of need**, but so are **financial advice**, **info about what's on offer locally**, and **mental health support**. Among those struggling the most, **48% (27 individuals) had relied on a foodbank or friends/family for food in the last 6 months**, compared to 21% among all respondents. In answer to the question about whether people are currently being supported by friends/family with the rising cost of living, **55% (31 individuals) said they do not have the support they need**, and 35% said they have support when needed, which compared to 27% and 37% among all respondents.

Ways in which those struggling cover costs

Ways in which those struggling most have covered the cost of everyday bills in the last 6 months (counts)



This shows the ways in which those struggling most have covered the cost of everyday bills in the last 6 months. **55% said they had had to rely on the use of savings** (31 individuals), and same percentage said they had had to **borrow money from family or friends**. These were followed very closely by the use of **credit cards at 54%**. The **combined percentages of people using credit cards, buy now, pay later schemes, and payday loans is a concern**.

Among all respondents, 58% had used savings to cover everyday bills, but the percentage that had relied on family or friends, or a credit card, was considerably lower, at 31% and 39%, respectively.

Knowledge of services

Level of knowledge of services, those struggling most vs all respondents (%)

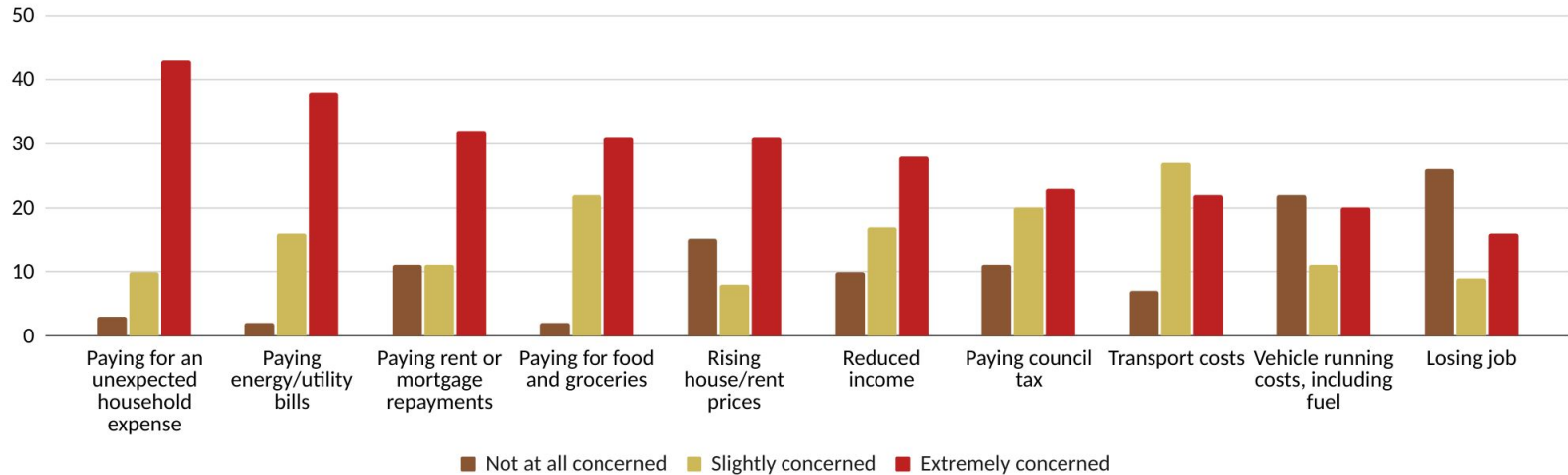
Level of knowledge	Kingston Citizens' Advice		Debt Free Advice		Kingston Foodbanks		Homelessness prevention service		Warm Homes	
	Struggling most	All respondents	Struggling most	All respondents	Struggling most	All respondents	Struggling most	All respondents	Struggling most	All respondents
I've not heard of this support	36%	22%	31%	28%	25%	16%	38%	35%	63%	50%
I've heard of this support but don't need it	38%	64%	50%	61%	45%	69%	44%	55%	19%	35%
I've heard of this support and have started using it (less than a year / six months ago)	7%	3%	7%	3%	13%	7%	2%	1%	4%	3%
I've heard of this support and have used it (more than a year / six months ago)	18%	9%	11%	5%	16%	7%	16%	7%	13%	7%
Did not answer	2%	1%	4%	3%	2%	1%	2%	2%	7%	5%

Unsurprisingly, the percentage of people who have made use of the services listed above was higher among those who are struggling most than among all respondents, but, interestingly, it appears that **the level of awareness of these services is lower among those who are struggling most**. In the case of Citizens' Advice, for example, 36% said they had not heard of the service in the struggling most group, compared to 22% among all respondents. Note. Only those who are eligible will have been informed about the Warm Homes discount scheme.

Looking proximity to services, **54% of those struggling most said there were no services within walking distance of home** where they could get help in relation to food, money advice, employment support, social contact, health and wellbeing, or digital support, compared to 41% of all respondents. There is probably a strong correlation between the answer to this question and awareness of of services question discussed above.

Future concerns

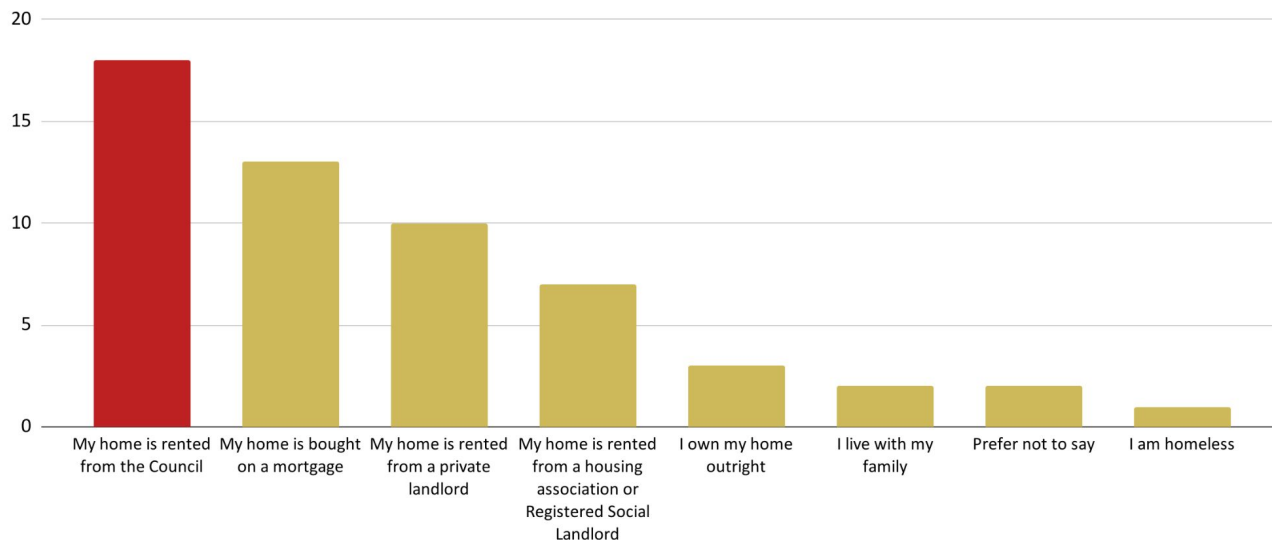
Areas of greatest concern in the next 6 months among those struggling the most (counts)



Respondents were asked to consider the next six months and indicate their level of concern across a range of areas of spend. The chart shows that the biggest concern among those who are struggling most is paying for an **unexpected household expense**, which is the same as for all respondents. In fact, it's more or less the same pattern for both groups.

Living arrangements

Living arrangements of people struggling most



This chart shows the living arrangements of those struggling most at the time the survey was conducted.

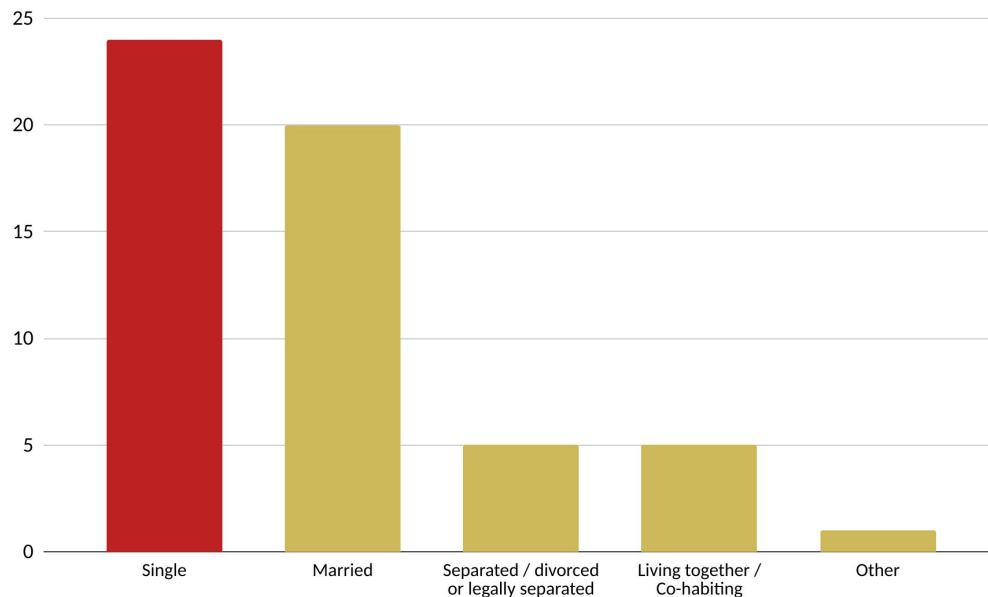
The most common living arrangement (32%) was renting from the Council (18 individuals); among all respondents this was 24%. Second-most common (23%, 13 individuals) was home bought on mortgage.

23% of all respondents said they owned their home outright, while this was true of only 5% of those struggling most.

One respondent reported being homeless.

Marital status

Marital status of people struggling most (counts)



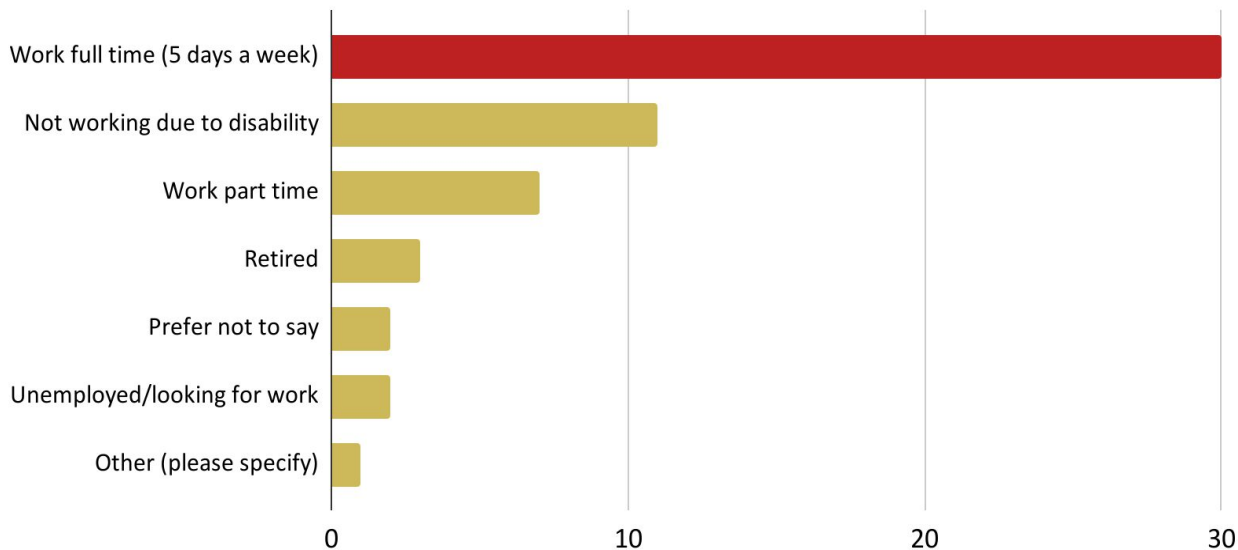
This chart shows the marital status of those struggling most at the time the survey was conducted.

44% reported being single (24 individuals), which was followed closely by 'married' (36%, 20 individuals).

Among all respondents, the numbers are flipped: 41% reported being married, and 34% were single

Working or not working

Work situation of people struggling most (counts)



This chart shows the work situation of those struggling most at the time the survey was completed.

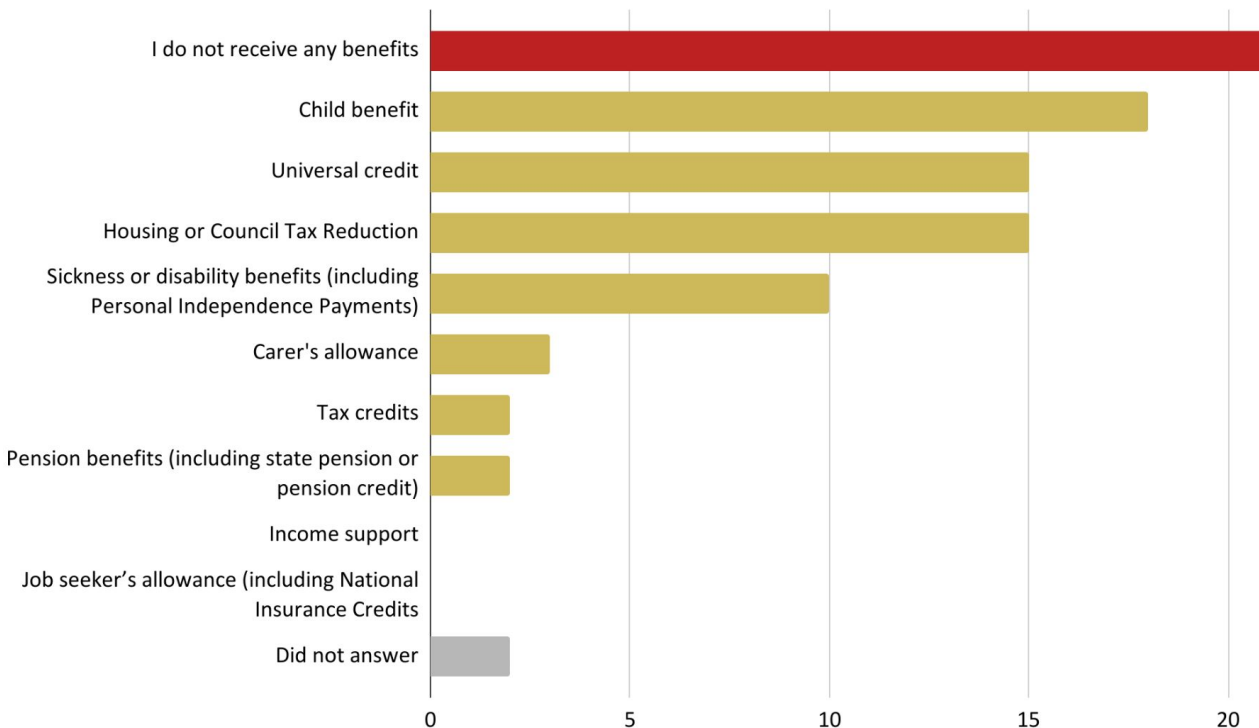
A clear majority were in work, with 54% of respondents (28 individuals) working full time and a further 13% working part time. Among all respondents, 44% were working full time.

The next most common response was “not working due to disability” (20%, 11 individuals); this represented only 12% of all respondents.

‘Retired’ made up 22% of all respondents, but only 5% of people struggling most.

Benefits received

The benefits that those struggling most are receiving (counts)



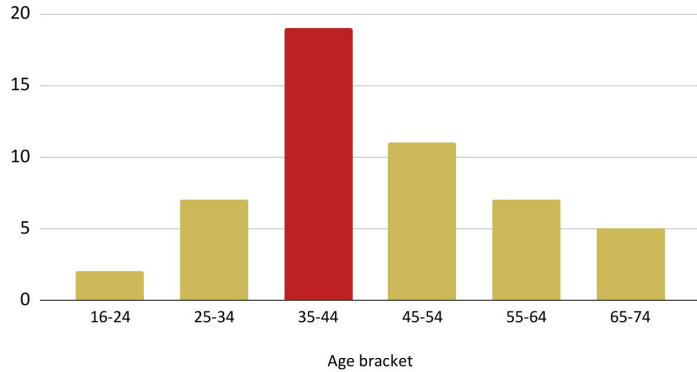
This chart shows, in order of frequency, the benefits those struggling most were receiving.

62% (of the 56 individuals who answered the questions) were in receipt of some form of benefit, compared to 54% among all respondents.

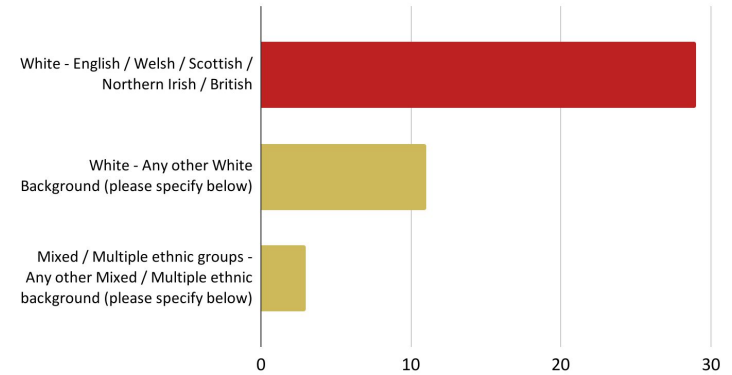
Interestingly, though, **38% (21 individuals) said they were not in receipt of any benefit.**

Demography

Ages brackets (counts)



Ethnicity (counts)

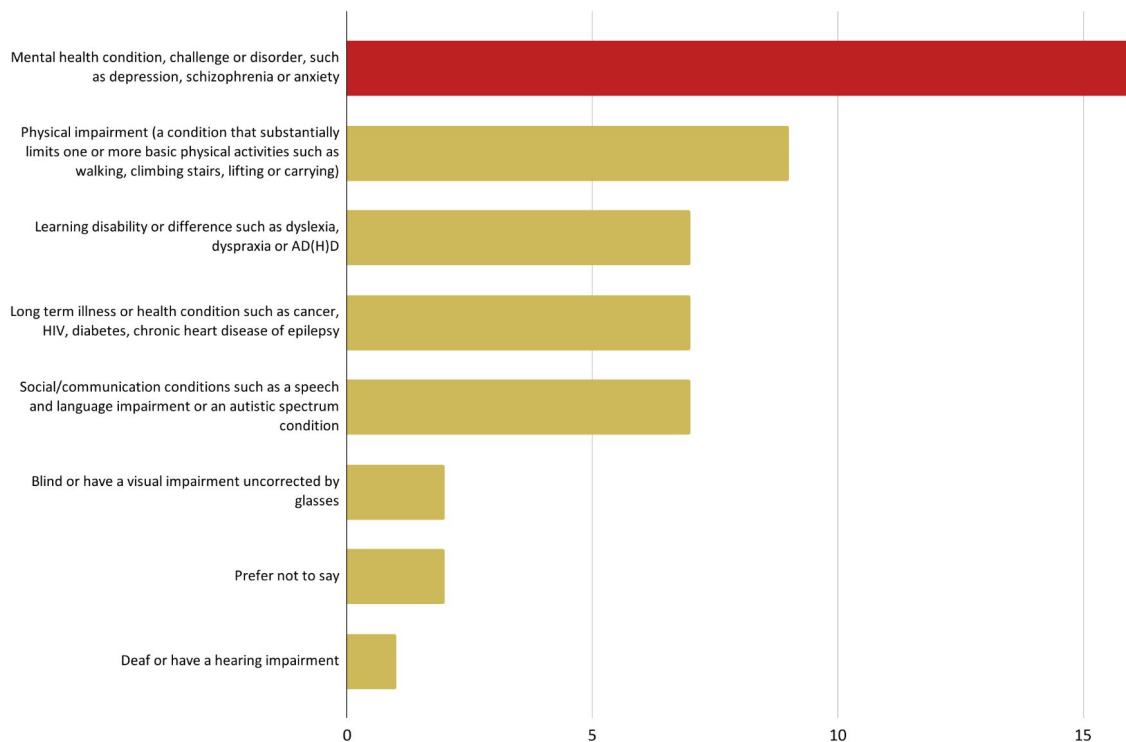


These charts show ages (left) and most common ethnicities (right) of those struggling most. The ethnicity chart only includes ethnicities that were selected at least 3 times. (The analysis of sex, gender, sexual orientation, and religion did not reveal anything noteworthy).

In both cases, the patterns broadly match the patterns for all respondents, in that the most frequently cited age was 35-44, and the most frequently cited ethnicity was 'White - English / Welsh etc'. However, there are some notable differences: **36% of those struggling most (19 individuals) were 35-44, but among all respondents only 23% were 35-44;** and in terms of ethnicity, 52% of the struggling most group (29 individuals) selected 'White - English / Welsh etc', compared to 63% of all respondents. By contrast, **'White - Any other etc.' made up a greater proportion of those struggling most than of all residents (20% vs 14%).**

Health and care

Most commonly cited health conditions (counts)



52% of those struggling most (29 individuals) reported having a physical or mental health condition or illness lasting or expected to last 12 months or more. Among all respondents, this figure was 40%.

The chart opposite shows the most commonly cited health conditions cited by those struggling most.

The most commonly cited condition was mental health (29%, 16 individuals), followed by physical impairment (16%, 9 individuals).

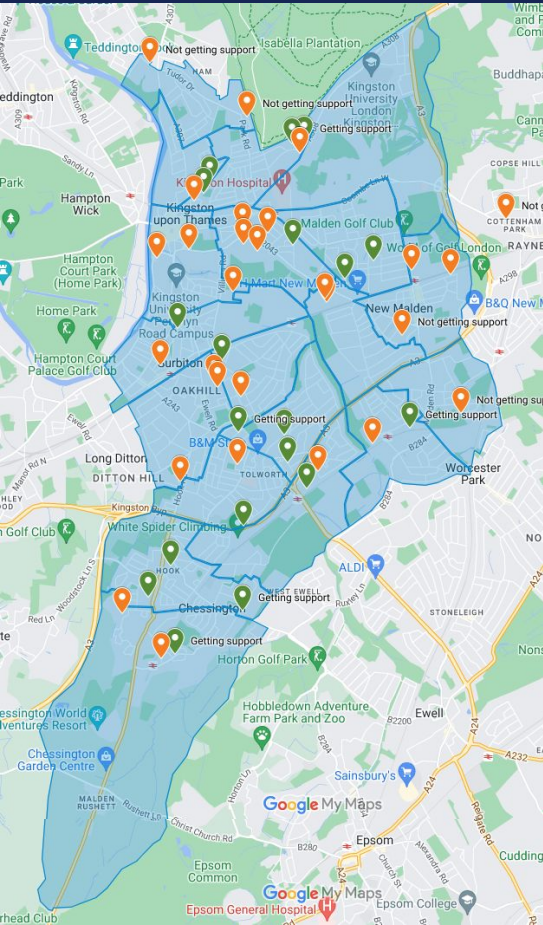
Among all residents, these figures were 20% and 15%, respectively.

Another interesting finding is that **a greater proportion of those struggling most were acting as an unpaid carer (32%, 18 individuals) than of all respondents (22%)**

Section 4

Other focus areas

Mental health



Where people need mental health support and are either getting it or not

Of 147 total respondents, 55 (37%) reported that they needed mental or counselling support. Using postcode data, this map shows the locations where this was the case.

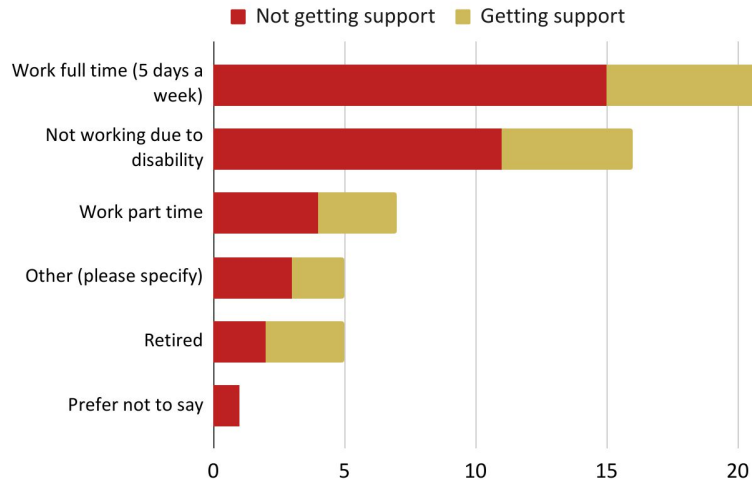
The Orange markers show locations where people said they were not getting the support they need, while the Green markers show the locations of where people said they *were* getting the support they need.

There are no glaring patterns here.

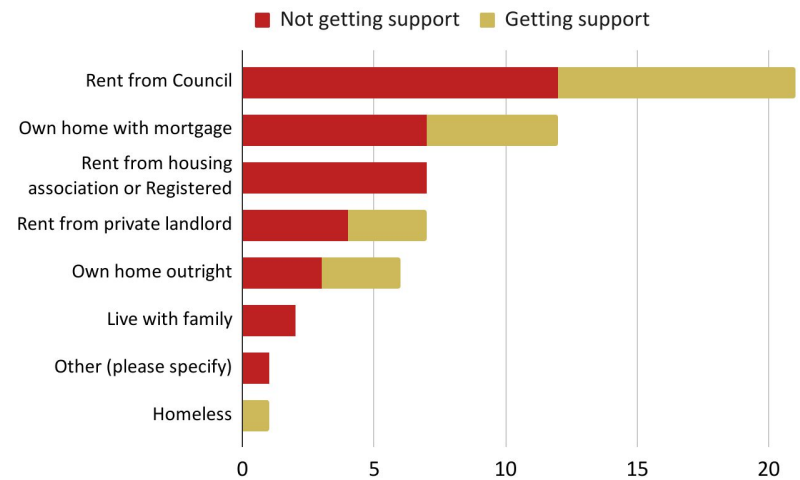
Map source: Google Maps

Mental health

Work situation for people who need mental health support, by those getting it and not (counts)



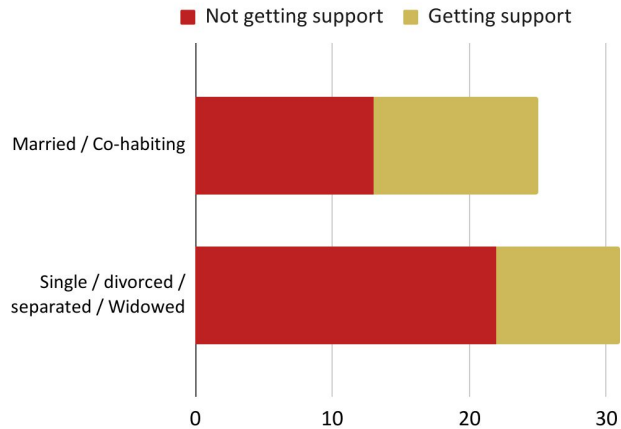
Living arrangements for people who need mental health support, by those getting it and not (counts)



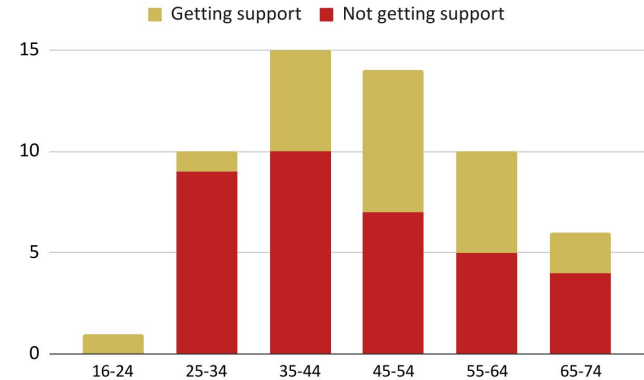
The chart on the left shows the work situation of those who indicated that they needed mental health support, separated by those who were getting the support they needed and those who were not getting it. Concerningly, **63% of those who said they needed support were not receiving it (36 individuals)**. On the right is living arrangements for people who said they needed mental health support: a majority of those renting from the council, owning a home with a mortgage and renting from a private landlord were not getting the support they need, and this is true of 100% of those renting from a housing association or registered social landlord.

Mental health

Marital status of people who need mental health support, by those getting it and not (counts)



Age of people who need mental health support, by those getting it and not (counts)

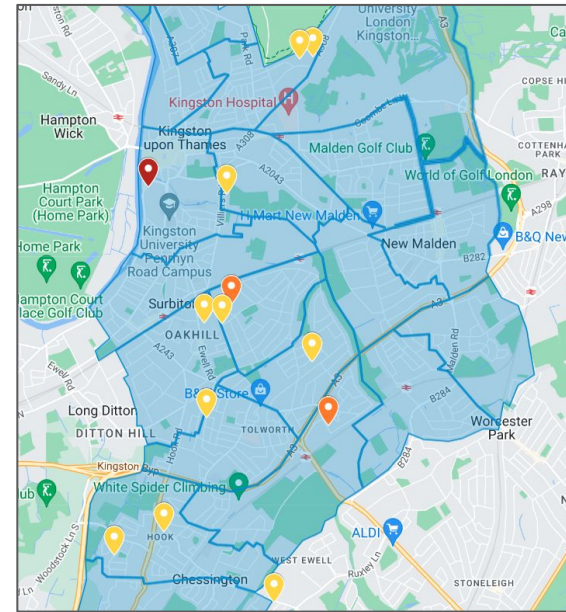
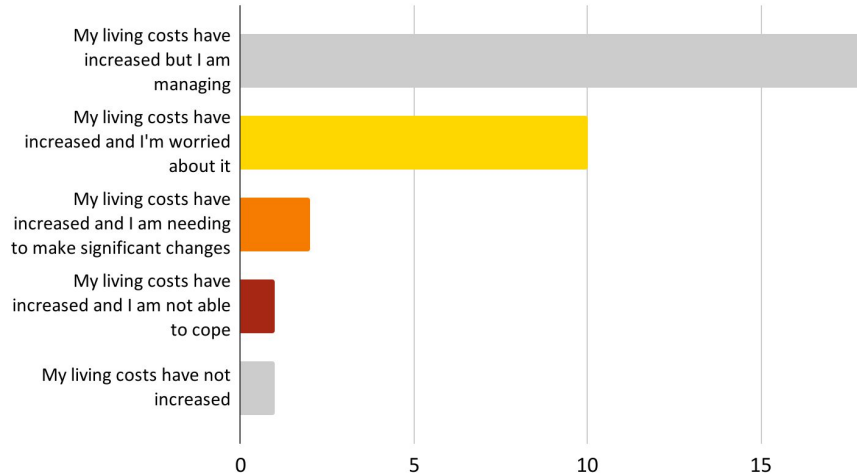


The left chart shows the marital status of those who indicated that they needed mental health support, separated by those who were getting the support they needed and those who were not getting it. Married and Cohabiting / Living together have been grouped together, as have Single, Divorced or Legally Separated, and Widowed. **Of those living with a married or unmarried partner, roughly half were getting the support they needed. Of those who were not married or cohabiting, only 29% were getting the help they needed;** 71% or 22 individuals were not getting the help they needed.

The right chart shows the ages of those who indicated that they needed mental health support, separated by those who were getting the support they needed and those who were not getting it. This seems to show that **individuals in the 25-34 and 35-44 brackets may not be getting the support they need.**

Retired people

Impact of CoL on retirees (counts)

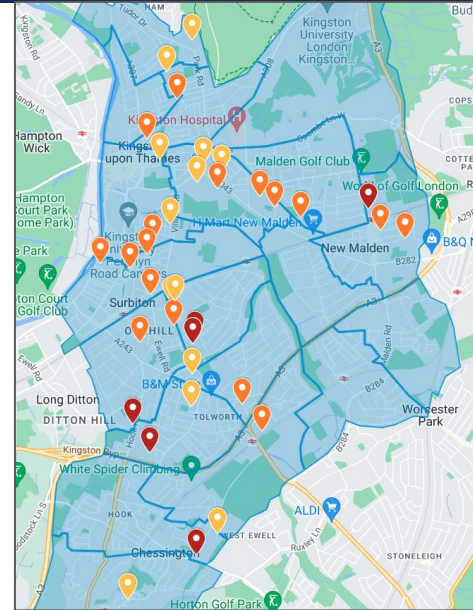
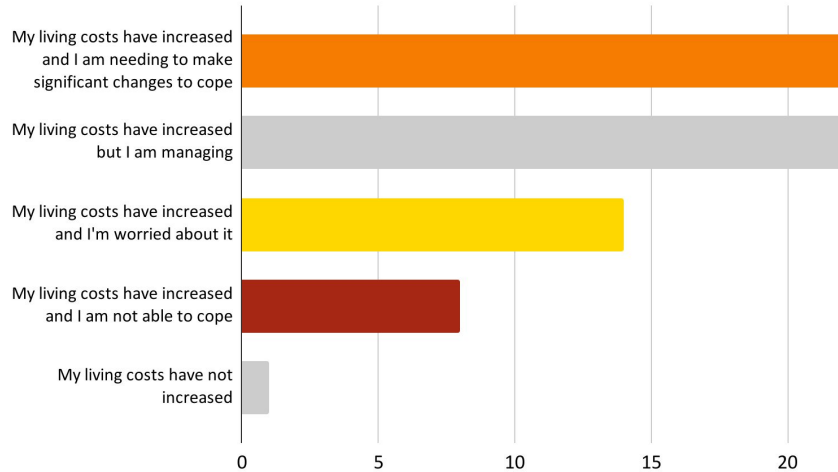


Map source:
Google Maps

The chart on the left shows how retirees were being impacted by the rising cost of living. **The proportion of retirees who were not able to cope with the rising cost of living or were having to make significant changes in order to cope is much lower than among all respondents (9% vs 39%),** however there are **major caveats**. Firstly, the numbers are small, and thus small changes can have an outsized impact on percentages; secondly, there could be significant bias due to digital exclusion, i.e. the retirees struggling most might be the least likely to be online and thus have had access to the survey. The map shows the locations of retirees who are not able to cope (red), needing to make significant changes in order to cope (orange), and worried about increasing costs (yellow).

People in full time work

Impact of Cost of Living on those working full time (counts)



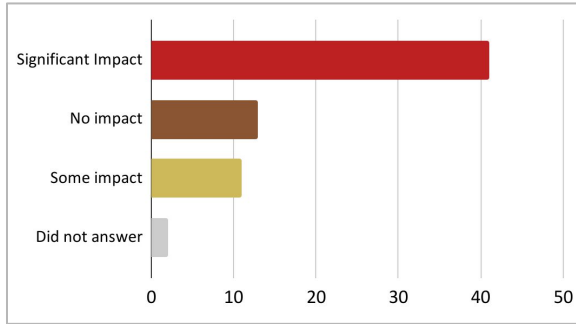
Map source:
Google Maps

People working full time made up 46% of all respondents (67 individuals). The chart on the left shows how full time workers were being impacted by the rising cost of living: **45% were either not able to cope with the rising cost of living (12%, 8 individuals) or were having to make significant changes in order to cope (33%, 22 individuals), which is higher than the percentage for all respondents (39%).**

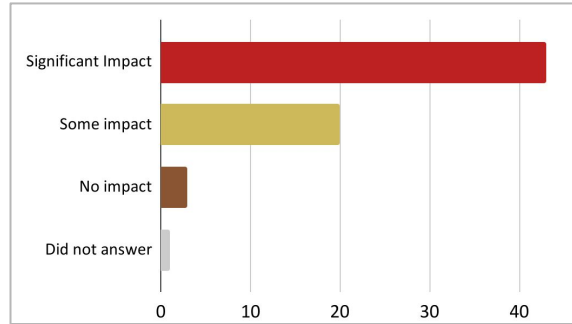
The map shows the locations of those working full time who are not able to cope (red), needing to make significant changes in order to cope (orange), and worried about increasing costs (yellow).

People in full time work

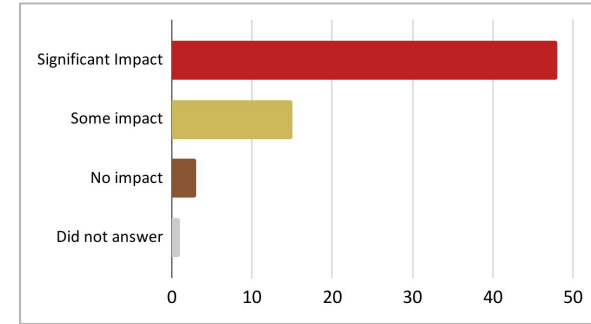
Impact on Accommodation Costs (counts)



Impact on Energy Costs (counts)



Impact on Food Costs (counts)

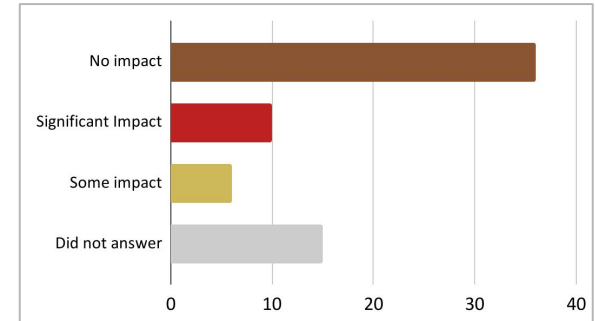


These charts shows the impact of the rising cost of living on people working full time across a range of areas of spend.

As is clear, **for energy, food and accommodation, the impacts were considerable.**

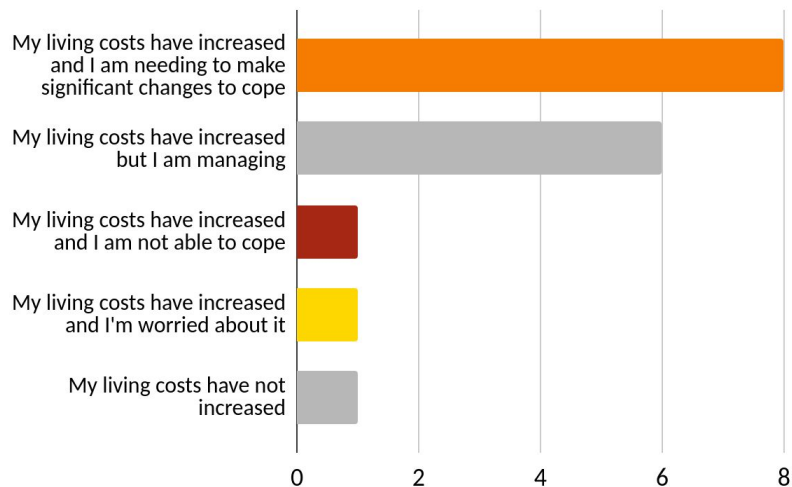
The impact on childcare looked less severe, but we would expect this to be the case because not everyone has children (there isn't a way to isolate only people who have children).

Impact on Childcare Costs (counts)

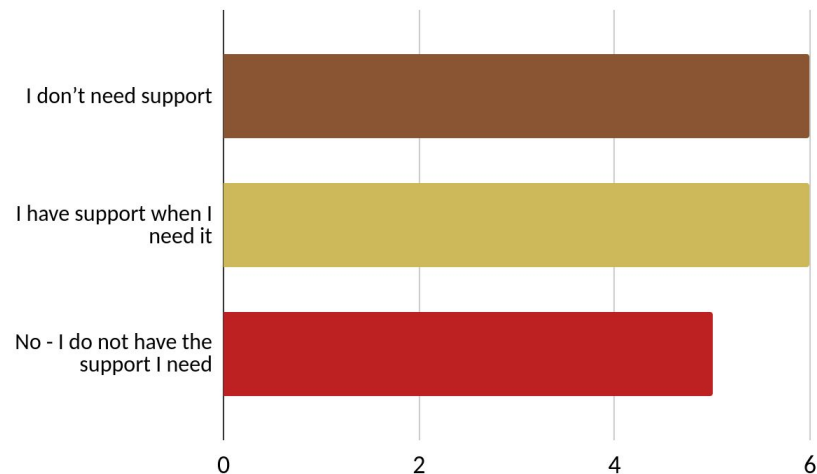


Non-residents

Cost of Living impact on non-residents



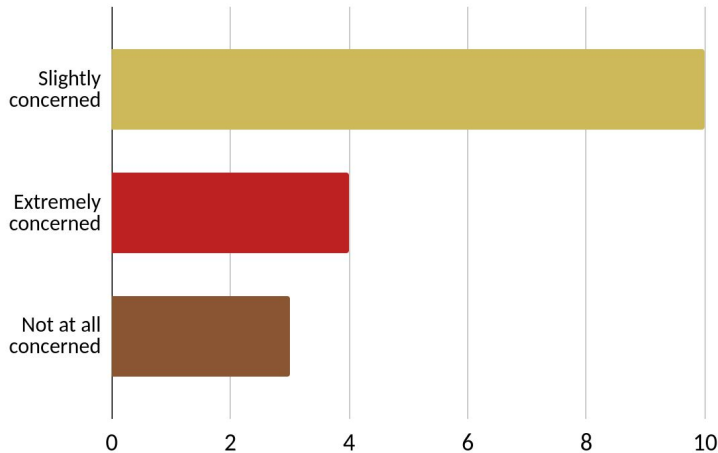
Reliance on support from friends/family (counts)



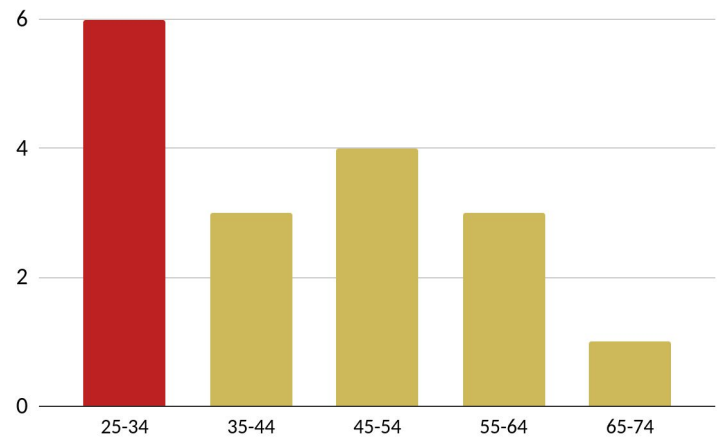
Of the 147 people who completed the survey, 17 were non-residents. This is a small number, which should factor into the interpretation of the charts, but from the data collected **53% of non-residents were either unable to cope or were having to make significant changes in order to cope (9 individuals) - which was more than the proportion of all respondents (39%)**. In addition, 29% said they were not getting the support they need (5 individuals), compared to 27% of all respondents.

Non-residents

Concern about Transport Costs in the future (counts)



Ages of non-residents (counts)



82% of non-residents (14 individuals) were either slightly concerned (59%) or extremely concerned (24%) about rising transport costs, compared to 60% of all respondents - this could be a worry in terms of the impacting people travelling into the borough for work, for study or to shop.

The most frequently selected age bracket of non-residents was 25-34, which differs from all respondents, where 35-44 was the most frequently selected age bracket.

Section 5

Qualitative analysis

Qualitative analysis

The majority of the survey questions were multiple choice or checkboxes so most of the analysis is quantitative. There was a space however for people to provide any additional comments on how the cost of living crisis is affecting them. To promote the survey and hear views, council officers also attended meetings with Kingston Information and Advice Alliance (KIAA) and Healthwatch Kingston and visited Growbaby Kingston and Fastminds adult ADHD support group, in Kingston. An analysis of the written responses and what we heard in these meetings reveals a number of common themes:

- People are **scared to go shopping or put the heating on**. It's not just food, but household items like cleaning products that are expensive.
- Respondents have had to change their lifestyles to save money **cutting back on leisure activities and entertainment**. A number of comments said that they have stopped paying for holidays, cinema trips, children's activities, hobbies, new clothes, eating out, streaming services etc.
- A number of people said that this has **impacted their mental and physical health**. In particular by going out less, **they have become more isolated and less active**.
- **Travel costs**, and specifically the cost implications of ULEZ expansion, were also mentioned frequently.
- People with ADHD also have to deal with the '**ADHD tax**' which is the extra money someone will spend or the funds they might lose as a result of their condition.
- There were several comments from respondents who felt they were not getting the support they felt they needed.

The following page contains a selection of quotes.



Qualitative responses

My health has suffered - being disabled has meant I have had to significantly reduce my outgoings - I'm **less able to travel and socialise**

Entertainment and wellbeing have become increasingly less available as my budget is significantly tighter than it was.

Cannot afford to replace the freezer, which is broken, so it's costing more for food; **can't afford to have broadband**; can't remember last time had a haircut or got new clothes

No holiday, no activities for kids, no cinemas or theatres. We never eat out. I have teens and they need new laptops for school and both need orthodontics braces. **I have no idea how will I manage.** I was always proud of myself. I did not live from credit cards, I am not on benefits, I work full-time and had no debt of any kind. **I owe thousands now.** Help and support always goes to people who do not work, not to single moms who struggle. My salary is way below the national average but I am not eligible for any funds, support.

I make sure I **prioritise good food for my teenage son**, as he is growing and I'm not, so every day when I cook I will give the bulk of the food to him, for example. **We no longer shower every day. I try not to put the heating on unless I really need it**

Can't afford children's activities such as swimming lessons, football club, after school activities

Had to also buy a new car due to **ULEZ**

Not been able to afford fares to visit family/friends so **have become very isolated** and having to buy cheaper brands of food hasn't done my health any favours

The issue is that **wages are too low and costs are high.** I work in the voluntary sector. I am tired, and I often **can't make ends meet. I don't want to use a foodbank.** Getting a referral is a stress and it feels too formal. **Applying for heating support feels overwhelming, and I get stressed about what evidence I need to apply.**

Please provide any additional comments on how the cost of living is affecting you

Section 6

Next steps

Next steps

Thank you to everyone for sharing their experiences in the cost of living survey. We will use the findings to discuss and work with our Voluntary Community and Social Enterprise (VCSE) partners to provide the best support we can and raise awareness of where people can get the help they need.

As a result of the findings below are some of the first steps we're planning to take:

- Work with our VCSE partners, through the Kingston Information and Advice Alliance (KIAA) Cost of Living network, to explore ways in which we can improve support, based on the survey findings.
- Widely share these findings across the council and with partners and combine it with insight from other data sources to constantly review our understanding of the impacts of the cost of living crisis and where we can try to improve the help available. This could include theming sections on particular groups impacted, to support understanding and drive resources to better support those affected, e.g. carers.
- [Connected Kingston](#), a website dedicated to helping people find activities, join clubs, and navigate local services in Kingston upon Thames, has a planned upgrade this Spring (March/April 2024), which will improve the search functionality and include an events calendar. This will be followed by a communications campaign to increase awareness of the website.



Next steps continued

- Continue to promote where people can get free hot meals in the borough including distributing and raising awareness of the RBKares Hot lunch or Hot Drink leaflet.
- Raise awareness of budgeting tools, and our local financial/budgeting information. This includes promotion of our Worrying about Money leaflet (produced by the Independent Food Aid Network in coordination with Kingston VCSE and the Local Authority) - [online version](#) and [PDF version](#).
- Use the survey results to share, target and help inform our Kingston Employment and Skills Partnership to help residents access employment, skills and training, digital inclusion support, benefits advice and job and career fairs / events.
- Make greater use of Facebook and school newsletters to reach people aged 35-44 who the survey showed were struggling most. And use targeted social media paid-advertising to signpost to cost of living support.
- Greater use of NextDoor to target cost of living support to different parts of the borough.
- A new public information display area is being created in the reception area in Guildhall 2. This new space will be used to promote and engage with communities on different projects and provide information on the cost of living support available.

