

BRECKLAND DISTRICT COUNCIL

Report of: Councillor Jane James, Executive Member for Customer and Corporate Services

To: Cabinet, 13 March 2023

Author: Claire Burton, Organisational Development and Performance Manager

Subject: 2022 Resident Survey

Purpose: To share the findings of the Resident Survey and progress against the resulting Action Plan.

Recommendation(s):

To note, and feed back on progress against the 2022 Resident Survey action plan.

1.0 BACKGROUND

- 1.1 In June 2022, Members commissioned Lake Market Research to undertake a quantitative survey amongst a representative sample of 400 residents about local area/council perceptions and council priorities.
- 1.2 The questions were designed by the council and for comparison purposes, also included questions which are asked in the Quarterly National LGA Resident Survey ([LGA Residents Satisfaction Surveys](#)) and those that were asked in Norfolk Resident Survey conducted in 2019 ([Norfolk Resident Survey](#))
- 1.3 The survey was administered by telephone and took 10 minutes for residents to complete. Demographic quotas were set for gender, age and working status in line with population statistics to ensure a representative sample of residents were interviewed.
- 1.4 The main headline from the survey is that the results, overall, are very positive and we are performing very well compared to other Local Authorities and within a challenging local and national government landscape. We are now using this as an opportunity to build on our current activity to maintain and improve upon these results going forward and ensure there are no gaps in our activity.

2.0 SURVEY KEY FINDINGS

- 2.1 Satisfaction with the local area is high at 91% (57% are very satisfied). Satisfaction is significantly higher than national levels (78%) and marginally higher than satisfaction levels reported amongst Norfolk residents in 2019 (88%).
- 2.2 Just under three quarters (73%) are satisfied with the way Breckland District Council runs things; higher than national levels (64%) but marginally lower than satisfaction levels reported amongst Norfolk residents in 2019 survey (75%).
- 2.3 Perceptions of trust in Breckland Council is high at 79% and is higher than statistics observed nationally and amongst Norfolk residents. Approximately two thirds are positive

towards Breckland Council acting on resident concerns (66%) and keeping residents informed (67%); both statistics are higher than those observed nationally.

- 2.4 Consistent with trends observed nationally (48% in the most recent wave), value for money perceptions is 53% agreeing Breckland Council provides value for money. Agreement perceptions are slightly lower than levels reported amongst Norfolk residents in 2019 (60%).
- 2.5 The majority indicate they feel safe in their local area after dark (80%) and during the day (97%). However, it is important to note that only 48% indicate they feel very safe after dark and perceptions of safety in both instances are lower amongst female residents.
- 2.6 Whilst all four council priorities posed to residents are seen as important, residents consider 'supporting services for vulnerable people' and 'supporting the district's economy and local jobs' to be particularly important.
- 2.7 Agreement for all three climate change statements from the Sustainability Strategy is high, however the proportion strongly agreeing is particularly high for 'developing new planning standards so future homes have the best possible energy efficiency and the least impact on the environment'.
- 2.8 Agreement levels are particularly high for the budget priorities of 'continuing to change and improve the way it provides services to make them more efficient' and 'continuing to generate income by renting out properties it owns to help pay for the services it provides to residents'.
- 2.9 Telephone and contact in writing are most common preferences for council contact, followed by the council website. Few rate social media or video calls in the first or second choice preferences for contact. Whilst all age groups indicate telephone as a first choice, there are contrasts in preferences by age group.
- 3.0 Current preferences for keeping informed about council services are the Transforming Breckland magazine, speaking with friends / neighbours / relations and the council's website. When asked for preferred methods, a higher proportion indicated they would like to see information about council services or issues on the council's website, local newspapers, printed information / leaflets and the council's social media feeds.

4.0 **ACTION PLAN**

- 4.1 Following the results, an action plan was produced for areas of focus. Appendix A therefore shares the progress being made towards the action plan.

5.0 **OPTIONS/RECOMMENDATION**

To note, and feed back on progress against the 2022 Resident Survey action plan.

6.0 **REASONS FOR RECOMMENDATION**

- 6.1 None – for information only.

7.0 **IMPLICATIONS**

7.1 In preparing this report, the report author has considered the likely implications of the decision - particularly in terms of Carbon Footprint / Environmental Issues; Constitutional & Legal; Contracts; Corporate Priorities; Crime & Disorder; Data Protection; Equality & Diversity/Human Rights; Financial; Health & Wellbeing; Reputation; Risk Management; Safeguarding; Staffing; Stakeholders/Consultation/Timescales; Other. Where the report author considers that there may be implications under one or more of these headings, these are identified below.

7.1.2 **Corporate Priorities**

The survey gauged a view from residents on the importance of all four of the priorities:

- Inspiring Communities
- Thriving Places
- Breckland 2035
- Working Smarter

7.1.3 **Equality and Diversity / Human Rights**

The survey was conducted by an external provider and demographic quotas set to ensure a representative sample of feedback through a fair and transparent process.

8.0 **WARDS/COMMUNITIES AFFECTED**

All wards.

9.0 **ACRONYMS**

LGA – Local Government Association

Background papers:-

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Key Decision: No

Exempt Decision: No

This report refers to a Discretionary Service

Appendices attached to this report:

Appendix A Resident Survey Action Plan