

Appendix A

Resident Survey Action Plan

Cabinet 13 March 2023

Working 
Smarter



Action Plan – Satisfaction with the Council

Survey Key Finding	Data	Comparator	Actions Completed (text in Red is what is next)
Satisfaction with how the Council is run	73%	National – 64% (June), 62% (Oct)	<ul style="list-style-type: none"> We have a successful resident magazine (and extending from 2 to 3 editions a year) Production of effective social media press releases Shows we are providing good quality services We have started automated customer satisfaction surveys (and looking to extend wider) We are reviewing how we measure Performance and continuously improve, through our branded 'Great to Greater' Programme
Listen & act on residents concerns	66%	Nationally 57% (June) 52% (October)	<ul style="list-style-type: none"> We are undertaking call backs to customers to understand how their experience was. We are looking to undertake pro-active call outs to customers We continue our use of social media, monitor and respond We continue to strive for good quality and timely responses to FOI's and Complaints. Listened to our residents to inform our Future Breckland Programme and/Local Plan Committed to undertake Annual Forums in each town Alexa testing is underway to help answer more customer queries We continue to provide effective and efficient responses, for example nuisance etc.

Action Plan – Satisfaction with the Council



Survey Key Finding	Data	Comparator	Actions Completed (text in Red is what is next)
Trust the Council	79%	National – 62% (June) 58% Oct Norfolk – 68%	<ul style="list-style-type: none"> • Our public meetings are live streamed on YouTube • Cabinet has been held in our 5 Market Towns • Committee reports are kept above the line, and easy to understand • Continue to make good planning decisions
Provide value for money	53%	National – 48% (June), 46% (Oct) Norfolk – 60%	<ul style="list-style-type: none"> • Continue to maintain low council tax • Generation of an income from property assets which can be ploughed back into council services • How the Council Tax Bill is made up is on our newsletter • Provided signposting cost of living support
Positive reputation	47%		<ul style="list-style-type: none"> • We have received nominations for National Awards • Continue wider promotion of the Council raise our profile. • We actively measure local media sentiment • Successful National Forum involvement (District Councils Network, LGA)

Action Plan – Satisfaction with the Council

Survey Key Finding	Data	Comparator	Actions Completed (text in Red is what is next)
Keep residents informed	67%	National – 59% (Oct 22)	<ul style="list-style-type: none"> • Keeping residents informed as above • Exploring new social media (TikTok, Next Door) • Increased editions of magazine • Review of website underway
Satisfaction with the local area	91%	National – 78% (June), 79% (Oct) Norfolk – 88%	<ul style="list-style-type: none"> • Continued partnership working • Market Towns Initiative – developing the look and feel of environments • Running of Events (e.g. Thetford open air) • Good Planning Policy/Local Plan refresh • We continue community engagement • Maintain a successful waste collection service
Feel safe in day	97%	National (92%) National 74%	<ul style="list-style-type: none"> • We continue with our network of support (community work)
Feel safe at night	80%		<ul style="list-style-type: none"> • Continue maintenance of street lights and replaced with LED lights. • We maintain partnership working e.g. Police
Antisocial Behaviour – rubbish/groups hanging around	1in 10		<ul style="list-style-type: none"> • We have issued more Fixed Penalty Notice issued than most in Norfolk • We have a new post to support enforcement

Action Plan – Climate Change



Survey Key Finding	Data (Most important)	Actions Completed (text in Red is what is next)
Develop new planning standards so new homes have the least impact on the environment	62%	<ul style="list-style-type: none"> Breckland Bridge development included environmental measures Sustainability considerations when reviewing Local Plan 100k Green Grants given to community groups
Support local communities to develop their own projects to reduce emissions	49%	<ul style="list-style-type: none"> Environment Month & NetZero Conference held to show how we can all support NetZero. We have a cost effective Trade Waste solution Developers are encouraged to reduce their Carbon footprint through our planning advice.
Raise awareness of impact of climate change and how businesses & residents can reduce their emissions	48%	<ul style="list-style-type: none"> We have reduced our output of CO2 emissions by 437 Tonnes since 19/20 We have invested £850k in LED replacement streetlights We are producing a toolkit on how communities can reduce emissions We are considering Solar/Renewable energy opportunities We have awarded a contract for EVP Charging Points in Swaffham and Watton

Action Plan – Budget priorities



Survey Key Finding	Data (Most important)	Actions Completed (text in Red is what is next)
Change and improve services to make them more efficient	71%	<ul style="list-style-type: none">• The Evolve Programme sets out our efficiencies programme to balance the budget.
Generate an income by renting out owned properties	62%	
Savings from the back-office and bureaucracy	53%	