



# Results of the 2022 Resident Survey

Presentation to Policy & Performance Improvement Committee  
26 September 2022

Gathered the views of residents to inform the future of the district by shaping the 2023-27 Community Plan

**5,357 residents responded...** A 4% response rate

## 2022 Resident Survey

The open survey was available for any resident of the district over 16. The survey was open for 39 days (23 May to 30 June) and received **4,577 responses**. There was an online survey with paper copies available on request (paper was used by 1%). The survey was promoted through social media and council newsletters as well as leafletting, posters and banners across the district.

## A Representative Survey

We also carried out a representative survey to allow us to recognise any bias in the findings of the open survey. The representative survey was conducted by a specialist company, and respondents were asked the same questions as the open survey. **780 residents** representative of the district in terms of age, gender, geography and tenancy were asked for their views.

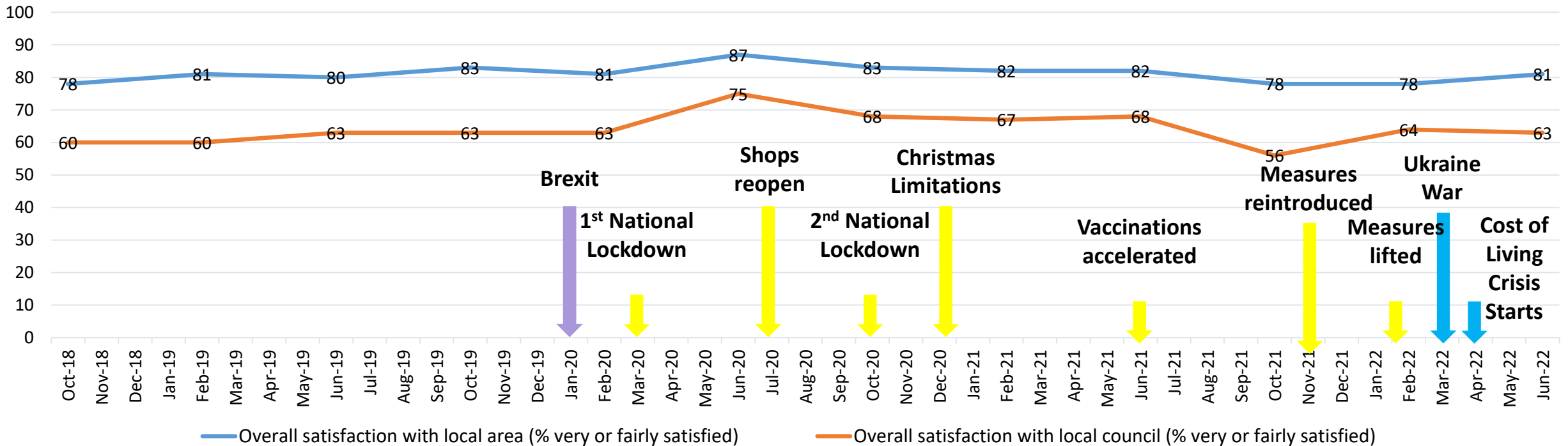
## Focus Groups

We found some groups were underrepresented in the 2018 survey. Therefore, we conducted several focus groups to ensure the voices of typically underrepresented groups were heard. The groups that we spoke to were; young people and students, local businesses, the travelling community and people that work in the district's voluntary sector.

# What has happened since 2018?

- In the first year of the COVID-19 global prevalence of anxiety and depression increased by 25%\*
- In January 2022 69% reported their cost of living had increased over the last month, and 4 in 10 adults reported they had found it very difficult or difficult to pay their usual household bills in the last month\*\*
- According to ONS, 'life satisfaction' levels pre-Covid were 7.2 out of 10. This hit its lowest point of 6.4 in Jan/Feb 2021 and is slowly increasing again reaching 6.9 in January 2022 and 7.1 in March 2022.\*\*

“The proportion of respondents who agreed that their council acts on the concerns of residents was just over half, the joint lowest result across all rounds. Perceived value for money delivered by one’s council, and levels of trust in one’s council, were comparatively low; they had increased significantly during the pandemic. Parks and greens spaces, and waste collection, received the highest levels of satisfaction with council services across all rounds of polling, whereas satisfaction with sport and leisure services and services and support for children and young people reached record lows (but sizable neutral responses were a factor for both).”  
 – LGA Satisfaction Survey



\*World Health Organisation, March 2022  
 \*\*ONS, Opinions and Lifestyle Survey, April 2022



To put this in context the average of 13 comparable Local Authorities is 1,658 responses, and most only utilise a representative sample survey.



An open survey was the best way to hear from as many residents as possible...



Digital survey built on Smart Survey.



We sent leaflets out across the district promoting the survey and provided details of how to request a paper copy if required.



16 questions, multiple choices with some open questions, allowing residents to share their views on a range of topics

- ✓ Council services, including what is important and that need improving
- ✓ Feelings of community and safety
- ✓ Views on the council, including our values and communication

**4,552** surveys completed on Smart Survey

**25** paper surveys

*Returned to the council in free post envelopes and inputted into Smart Survey*

# Open Survey – Representation



Women over represented by 8%

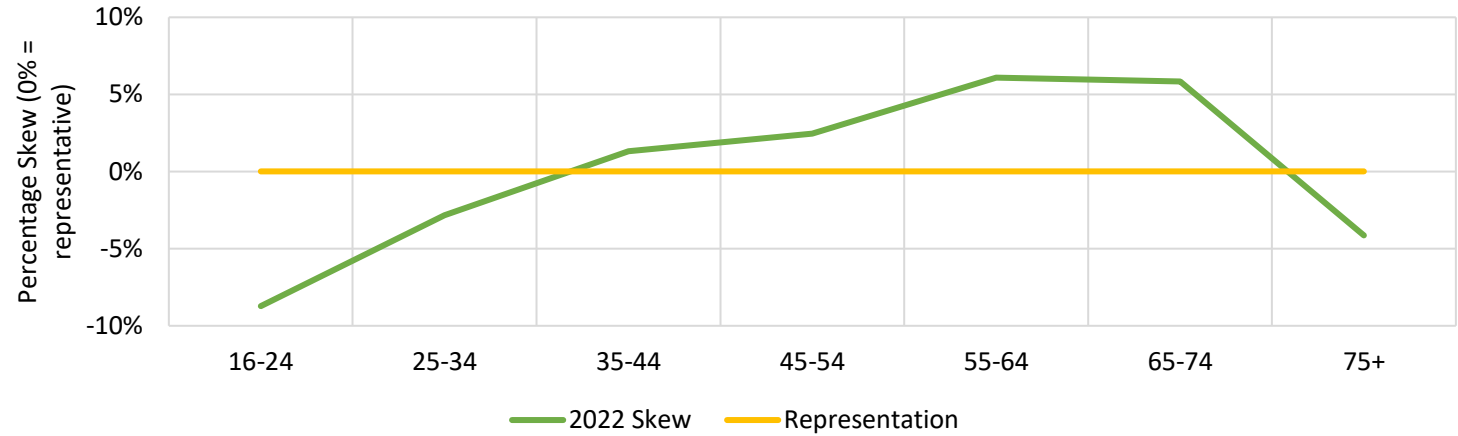


16-24 underrepresented by 9%

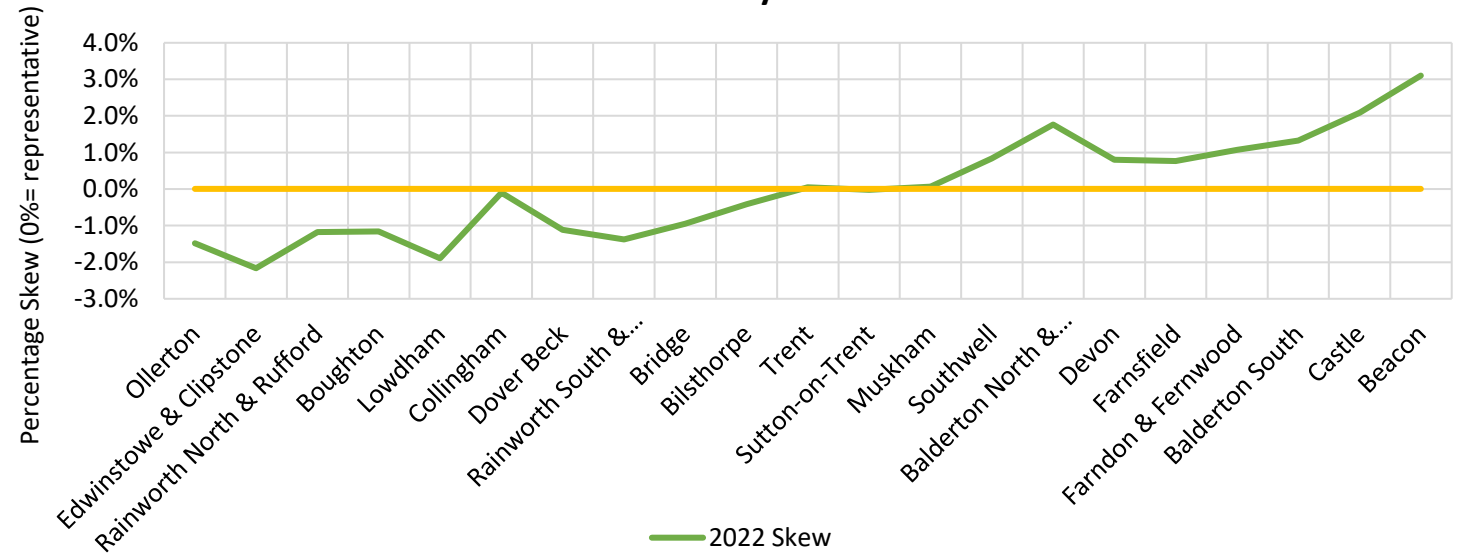


Sherwood Constituency underrepresented by 5%

### % Skew by Age

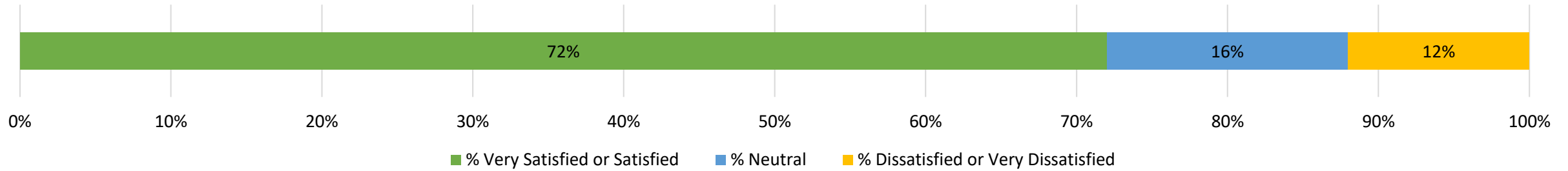


### % Skew by Ward



# Satisfaction with their Local Area

## Overall Satisfaction with their local area as a place to live...



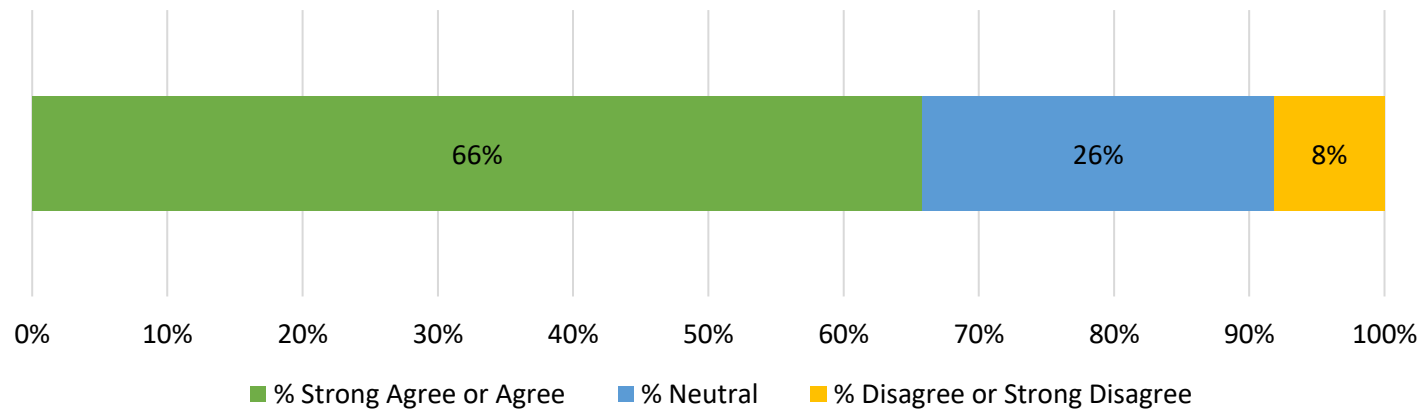
Alongside this general question we also asked questions on three areas that we have influence in; togetherness, safety and sustainability.

The higher an areas deprivation the lower the sense of togetherness

Older groups feel the area they live in is somewhere people get on well together.

- 16-34 61% agree or strongly agree
- 35+ 65% agree or strongly agree
- 75+ 71% agree or strongly agree

## Agreement with the statement "I live in an area where a range of people get on well together"



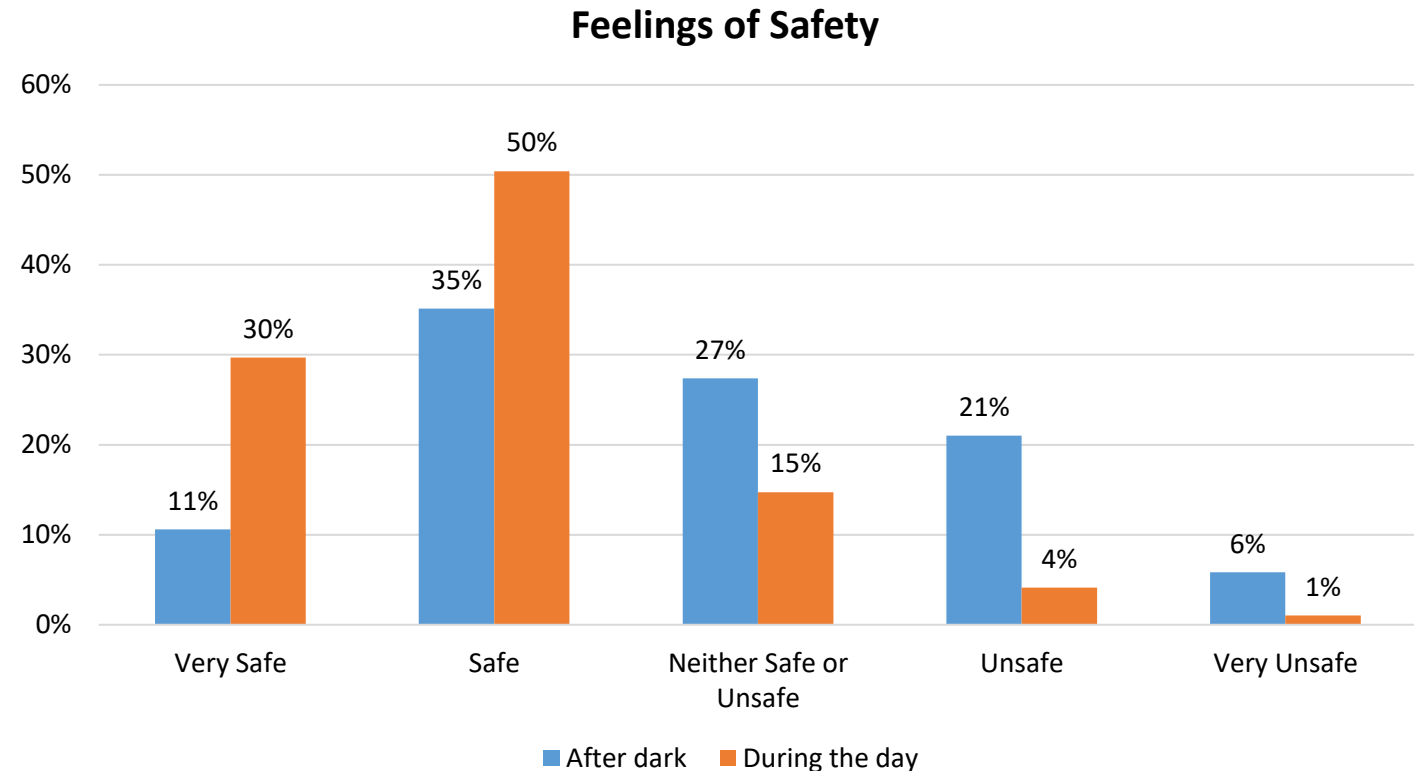
# Feelings of Safety

**80% of respondents** feel safe or very safe **during the day**

**46% of respondents** feel safe or very safe **after dark**

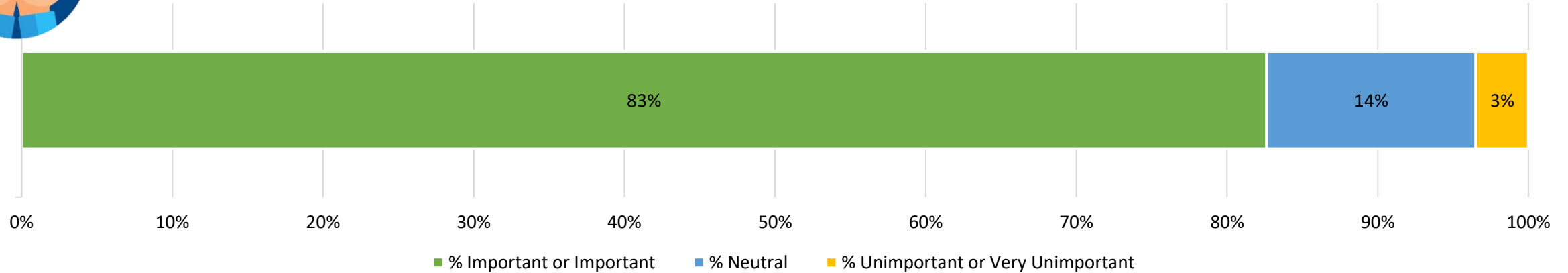
The area where people feel most safe is Southwell during the day and Farnsfield after dark. Devon is where people feel least safe during the day and Castle after dark.

The 75+ age group feel 6% safer than average during the day but at night they feel 2% less safe than the average... The group that feel the safest after dark are 16 to 24 year olds.





**83% of respondents** felt that living in a sustainable and environmentally aware way was important or very important, and it was most important to respondents from Farnsfield and Trent.



89% of residents in the least deprived areas rate the importance of living in a sustainable and environmentally aware way as important or very important. Whilst in the most deprived areas this drops to 77%.

There is also a link between age and sustainability, none of the respondents aged 16-24 said living in a sustainable and environmentally aware way was unimportant or very unimportant

The group who found it the least important was 45-54 year olds (17% neutral and 3% unimportant or very unimportant)



# Top Services...

## 5 most important services

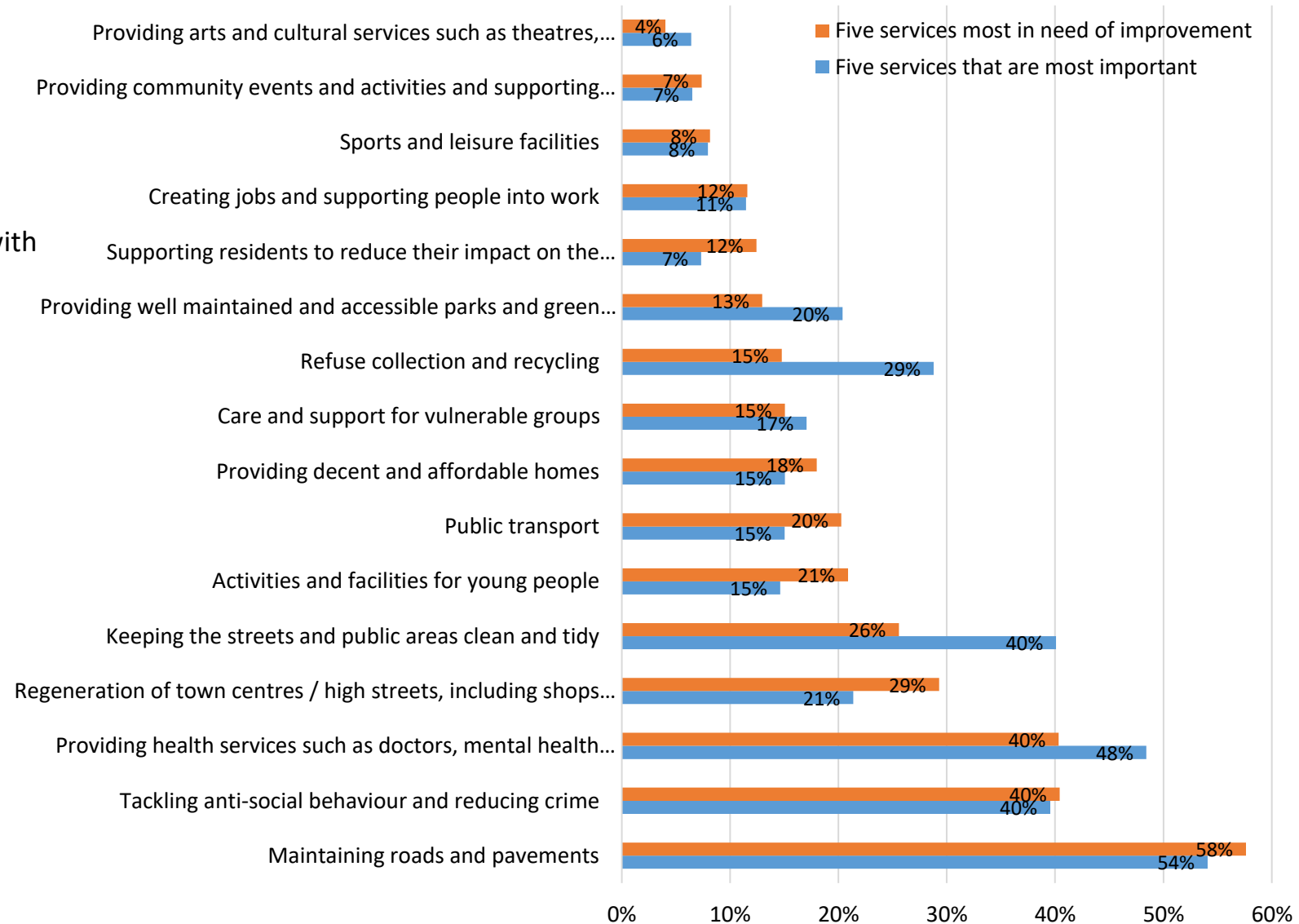
1. Maintaining roads and pavements
2. Providing health services such as doctors and dentist
3. Tackling anti-social behaviour and reducing crime
4. Keeping the streets and public areas clean and tidy
5. Refuse collection and recycling

## 5 services in most need of improvement closely aligned with those most important

1. Maintaining roads and pavements
2. *Tackling anti-social behaviour and reducing crime*
3. *Providing health services such as doctors and dentist*
4. **Regeneration of town centres / high streets**
5. Keeping the streets and public areas clean and tidy

## Impact of Covid... Focus on locality and regeneration

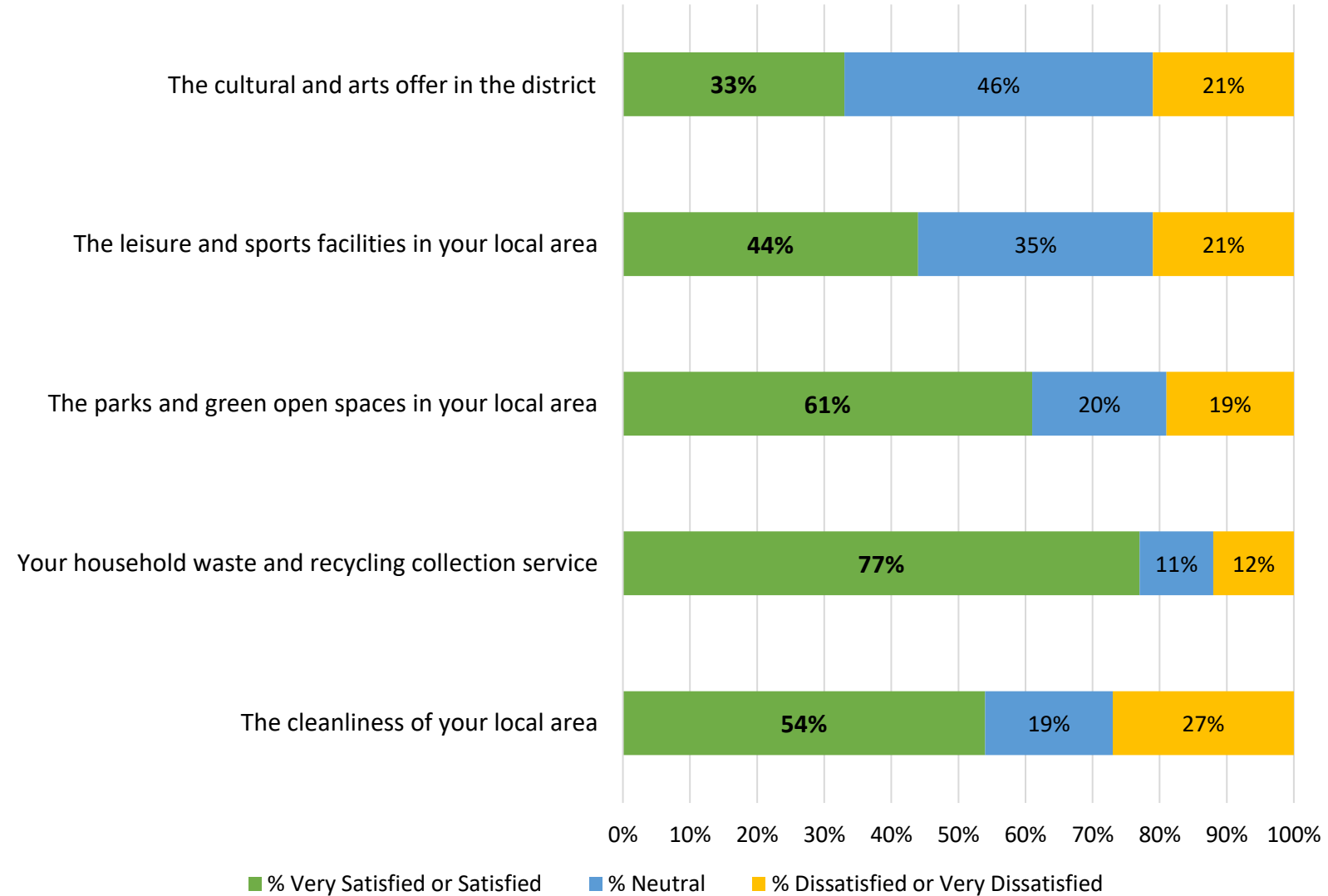
- Cleanliness of streets and public areas has become more important than refuse collection since 2018
- Regeneration of town centres / high streets, has pushed 'providing care and support for vulnerable groups' out of the top 5



# Satisfaction with Council Services

Respondents were asked to rate their satisfaction with five key services using a Likert scale from 'very satisfied' to 'very dissatisfied'

### Satisfaction with Council Services



# Feedback on Council Services

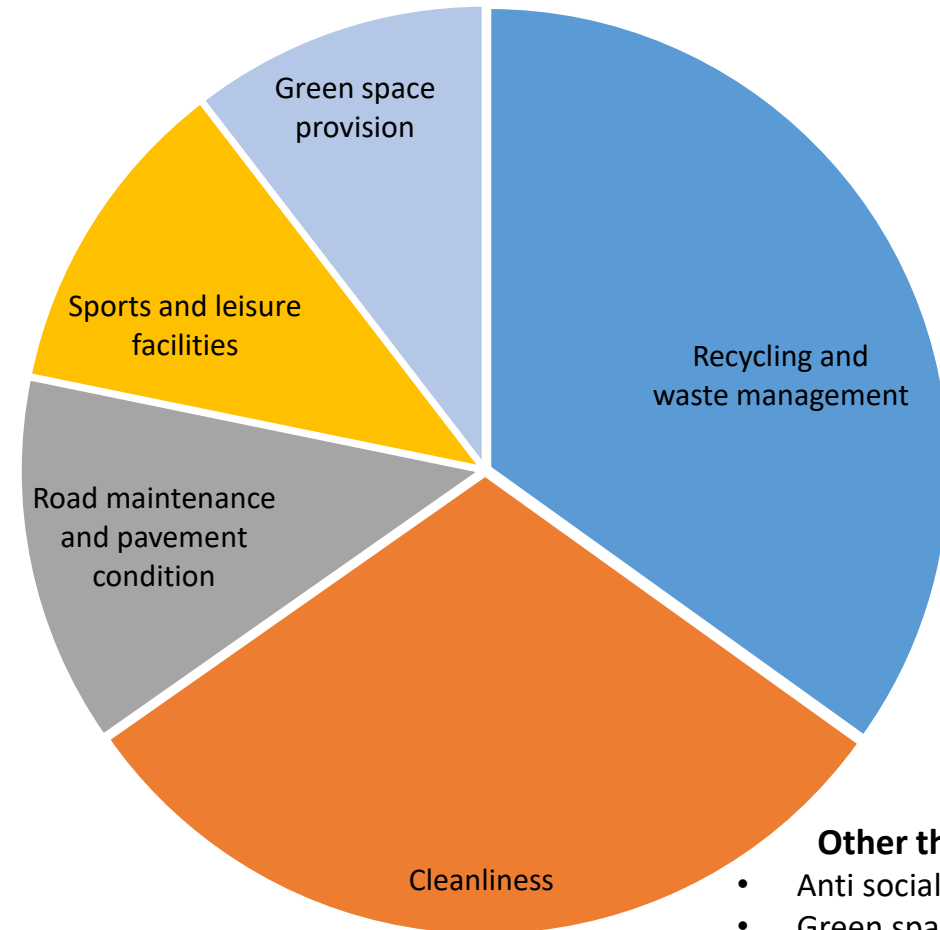
Following the question asking respondents to rate 5 key services we asked for any specific feedback or areas for improvement.

**We received 1,391 comments...**

Report highlights themes mentioned by more than 2% of commenters...



**Top Five Themes**



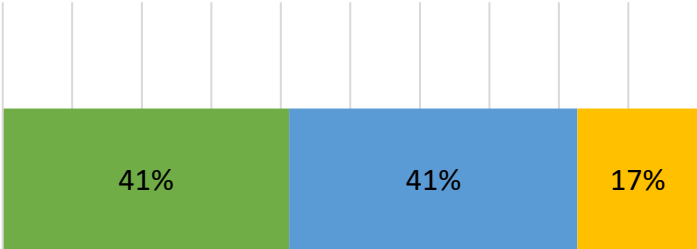
**Other themes include...**

- Anti social behaviour
- Green space maintenance
- Arts and culture
- Facilities for young people
- Children's play parks
- Entertainment

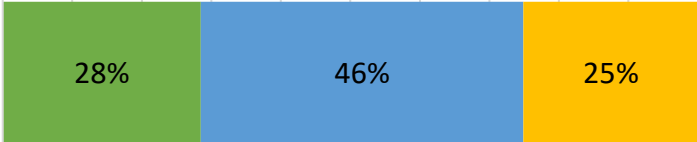
# Satisfaction with the Council

**43%** of respondents are either very satisfied or satisfied with the council overall. A slightly lower score of **41%** was recorded for satisfaction with the information they receive, and **28%** for how the District Council responds to concerns of its residents.

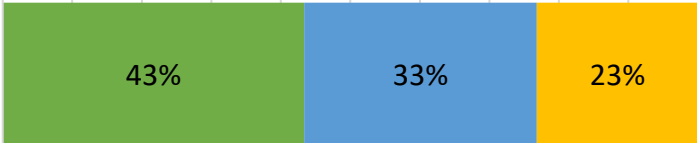
Your satisfaction with the information you receive from us



Your overall satisfaction with how we respond to the concerns of our residents



Your overall satisfaction with the District Council



■ % Very Satisfied or Satisfied   ■ % Neutral   ■ % Dissatisfied or Very Dissatisfied



# A Closer look at Positive Comments...

We did not ask for praise through the open survey instead focusing on areas for improvement however we still received **48 positive comments** from the 2 open comment boxes...

There were 4 main themes to these positive comments...



**15 comments praising staff or member attitude/conduct...**



**12 comments praising the refuse and street cleansing teams...**



**9 Comments on specific topics... such as**



**8 comments on the cleanliness and tidiness of green spaces**

# Embodying our Values

## Look at geography...

### Agree the most...

- Collingham
- Bilsthorpe
- Lowdham
- Southwell

### Disagree the most...

- Balderton North & Coddington
- Balderton South
- Sutton on Trent
- Castle
- Devon

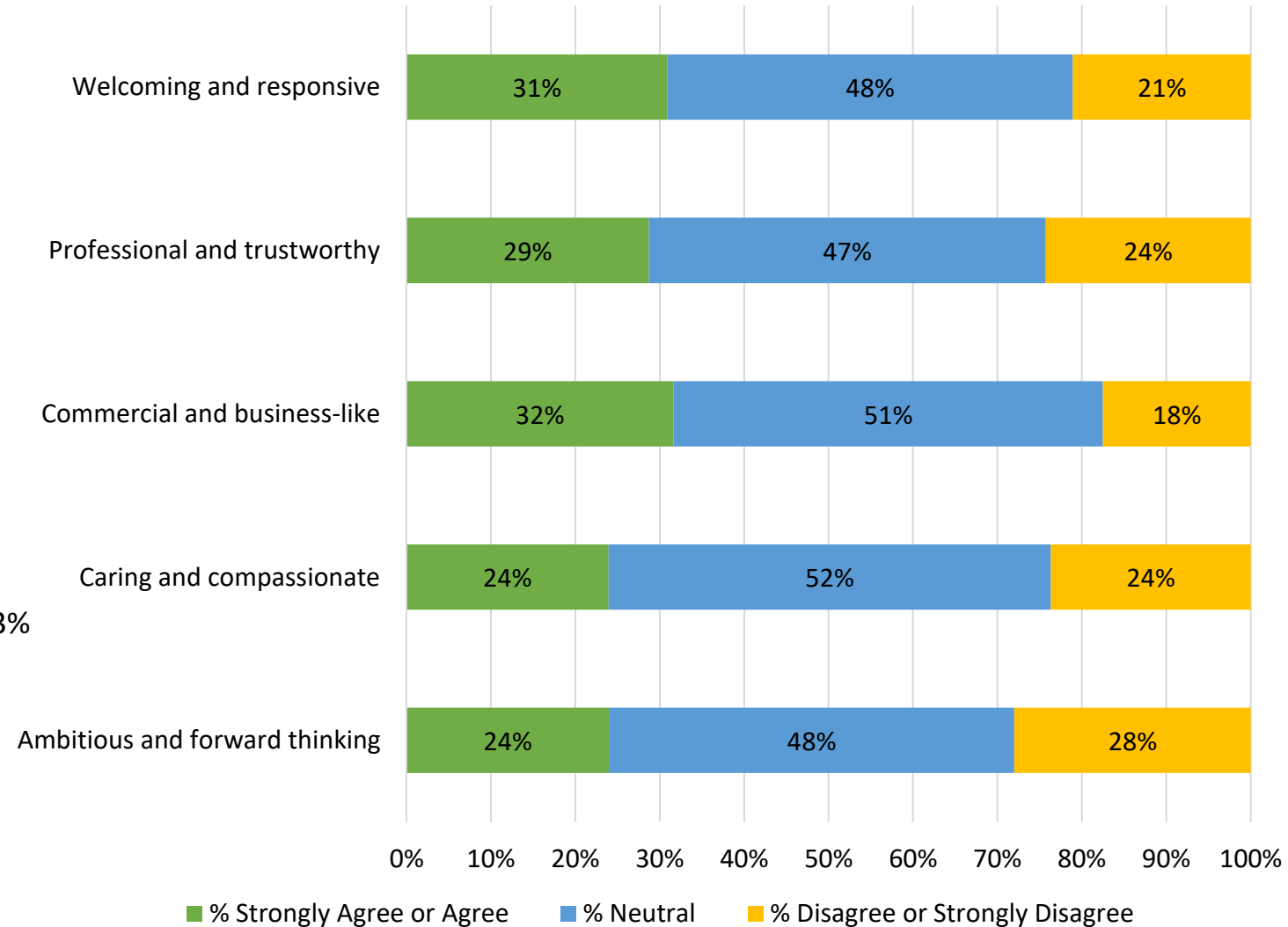
## Look at age...

- Older respondents are more neutral
- Most positive group are 16-24 year olds
- 13% higher than the least positive (65-75)

## Look at deprivation...

- Less deprived residents are more likely to be neutral.
- Across most of our values, the percentage of residents that disagree increases the more deprived the area.
- Most deprived areas think we embody the 'welcoming and responsive' value the most (37% versus 31% average)
- Least deprived areas find us 'professional and trustworthy' (33% versus 28% average)

**% of respondents that agree or disagree that we demonstrate our values**

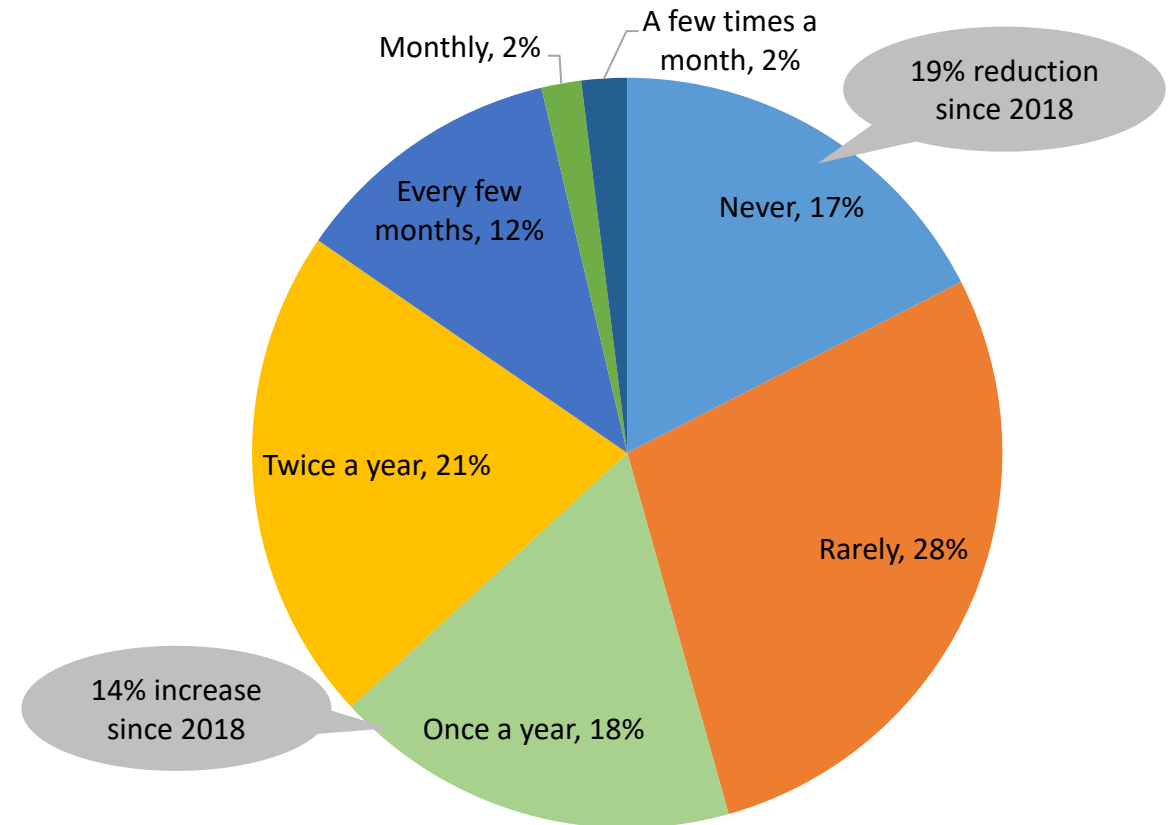


# Contacting the Council

**4% of respondents** contact the council at least monthly whilst **17% of respondents** had never contacted the council...

In comparison to 2018 more people are getting in touch with the Council but most of these only get in touch once a year.

## How often have you contacted the council in the last 2 years?

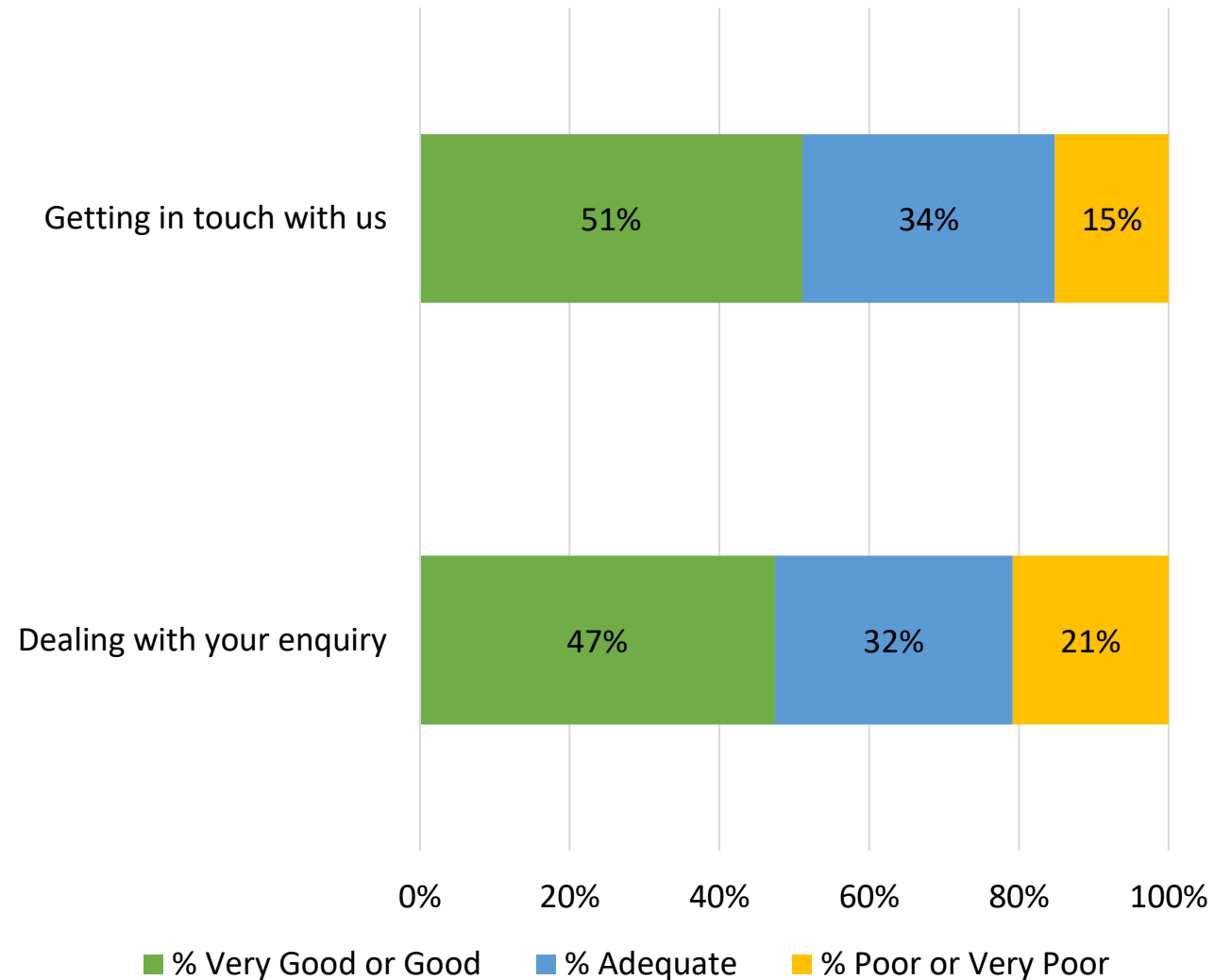




# Experience Contacting the Council

**85% of respondents** rated their **experience getting in touch** with Newark and Sherwood District Council as adequate or above

**79% of respondents** rated their experience of Newark and Sherwood District Council **dealing with their enquiry** as adequate or above



# Staying in Touch

## 65% digitally/online

3% by text, 19% by post and 13% poster



**16-34**

Facebook, text or posters in public places



**35-54**

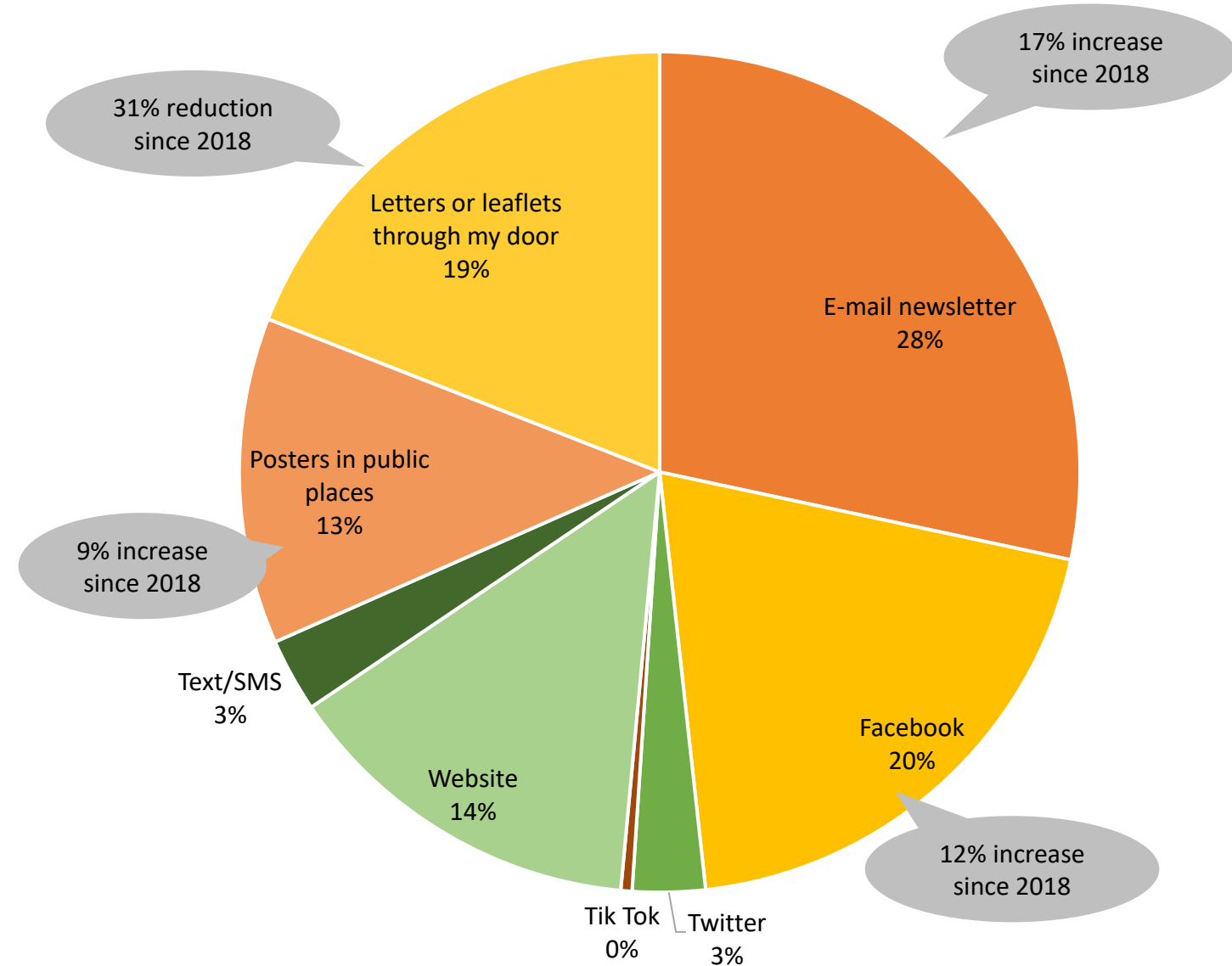
Facebook, twitter or website



**55-74**

E-newsletter, website or posters in public places

## How to residents want to hear about news, activities and updates...



## The Voluntary Sector

- The demand on the voluntary sector has significantly increased recently and therefore funding and the capacity to service additional users is currently the biggest challenge facing the third sector.
- The biggest challenges facing service users are; increased feelings of isolation, the rising cost of living and sporadic and expensive public transport, particularly in rural areas.

## The Gypsy-Traveller Community

- Having a safe place to live and improving safety for women and children was the most important thing to the gypsy-traveller community.
- Other priorities that were mentioned are; challenging discrimination, having the opportunity to work and access to support. The community feel that they do not have the same access to support as others.

## Students

- Having a vibrant town centre with a good range of amenities was the most important thing to students. Being able to secure a stable job was also a priority.
- Students were largely positive about their local area, however they did discuss a need for town centres to have a greater range of retailers and more variety in night time entertainment.

## Businesses

- Businesses stressed the importance of maintaining a focus on town centre regeneration to increase footfall to our towns and attract new customers. They also mentioned recruitment and retention of staff as a challenge with many staff leaving roles to secure greater pay. Brand awareness was also mentioned as an area that businesses feel they need support with.

# The Representative Survey

A representative sample was used to help inform and balance the findings from the open survey.



We commissioned an external market research organisation to conduct an in person survey of 750 people, representative of the district in terms of; age, gender, tenancy and geography.



**780 surveys** were conducted at various locations across the district at the same time the open survey was live. DJS provided the raw data to the council and we carried out the analysis and comparison.

A representative sample is a sample who reflect an larger group as accurately as possible.

Sample size was based on Newark and Sherwood's 2020 ONS estimated population size of 123,100 using a margin of error of 3% and a 90% confidence level.

## What does it tell us?

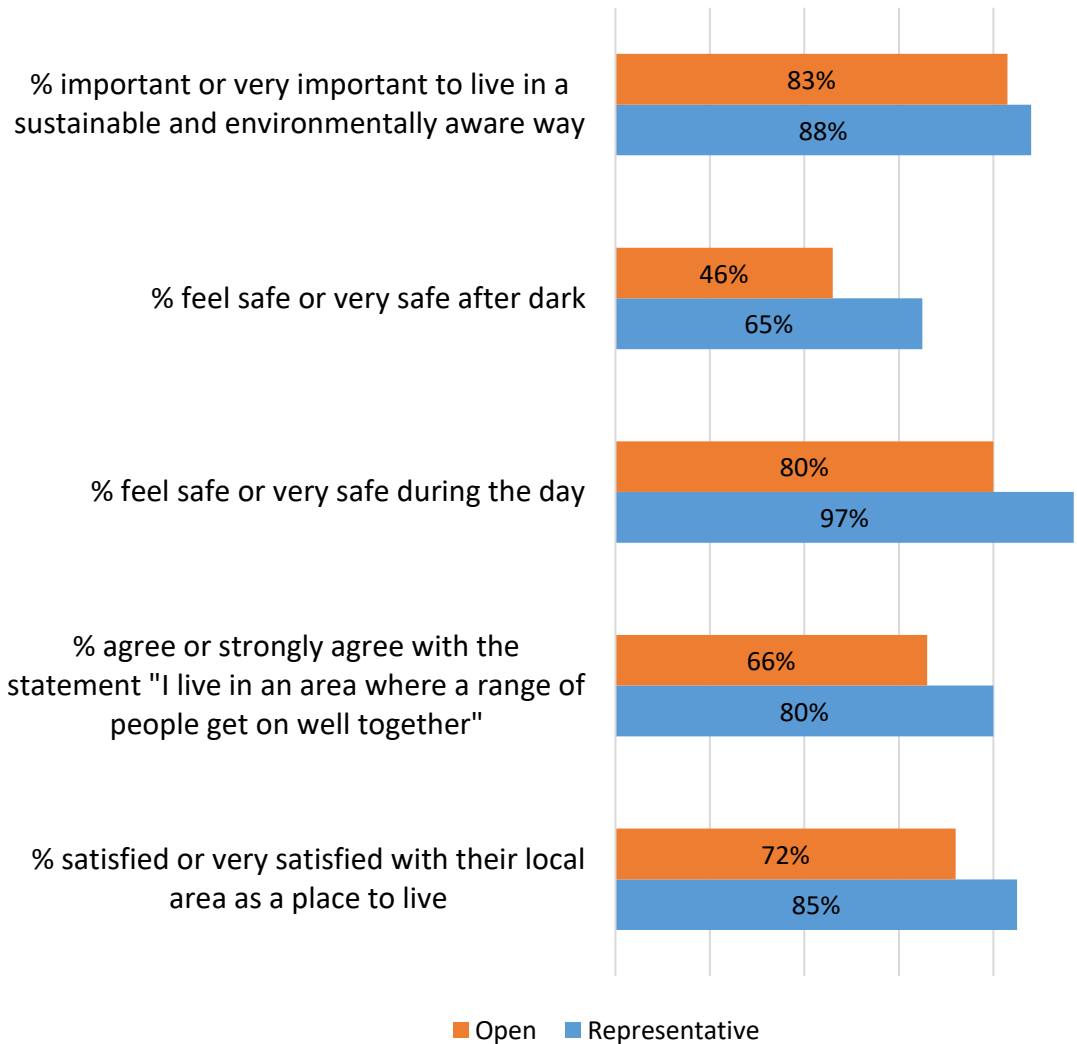
Overall the representative survey is more positive...

- On average 14% more positive in satisfaction with their local
- On average 15% more positive in satisfaction with council services
- On average 11% more positive in satisfaction with the council

However, customer experience is 7% lower on average, with representative survey respondents. This is likely to be because 44% of the representative sample have never contacted the council compared to 17% in the open survey.

# Representative Survey Comparison

## Local Area



## What is different?

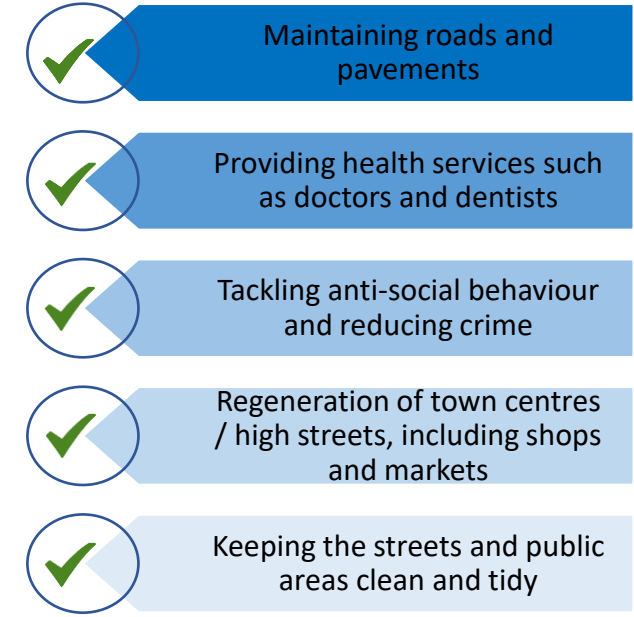
The preference for online/digital communication is lower in the representative survey. 47% compared to 65% in the open survey. Instead representative survey respondents have a preference for staying in touch via paper based communication including leaflets through their door, posters in public places and in person community meetings....

In terms of what services are important and in need of improvement.... The similarities between the two surveys are highlighted with a green tick...

### Most important services...

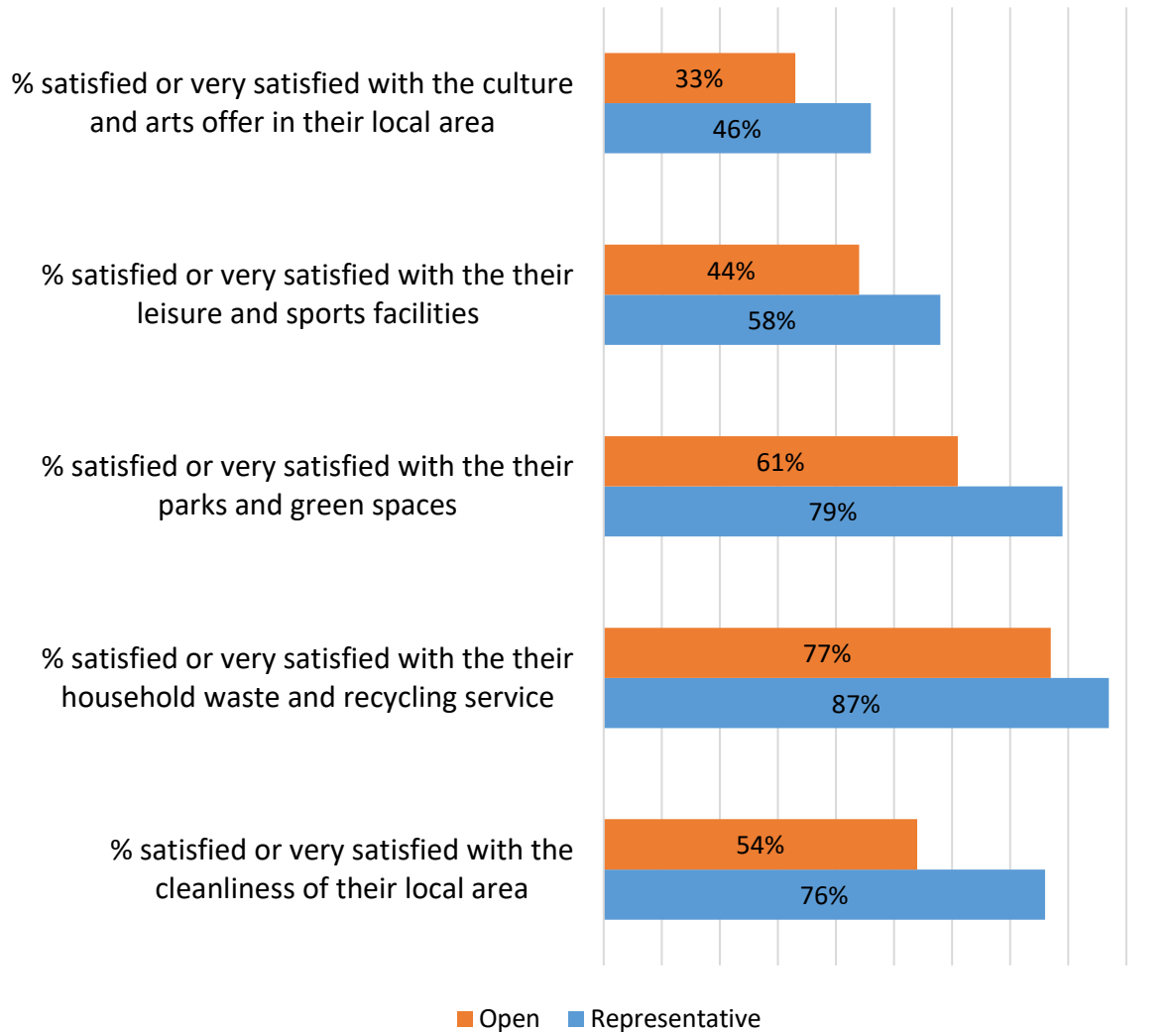


### Services most in need of improvement...



# Representative Survey: Feedback on Council Services

## Council Services



## 388 comments in relation to Council services...

### Top Five Themes



In their top 5 topics, both surveys refer to...

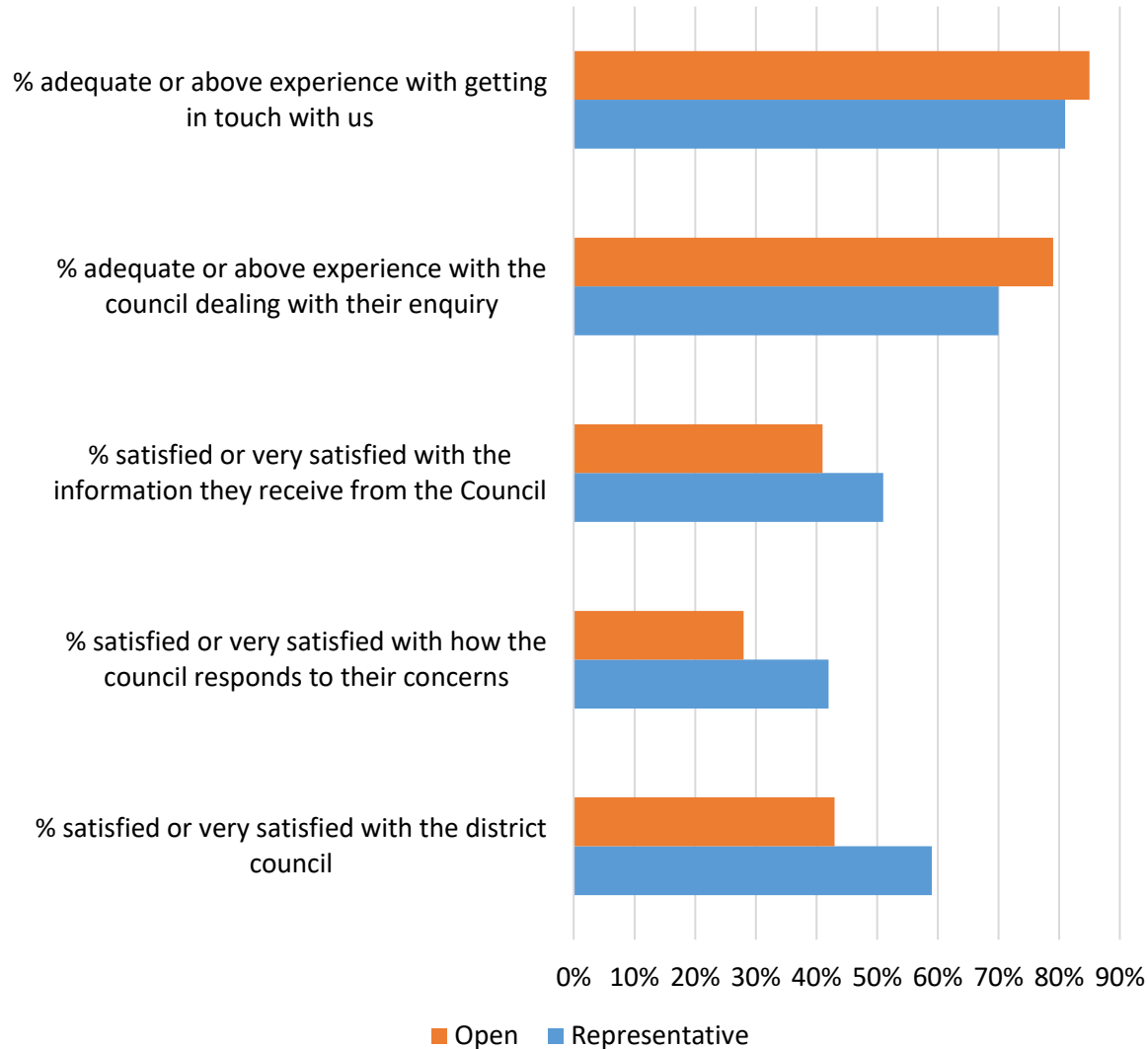
- **Cleanliness** (26% open, 23% representative)
- **Recycling and waste management** (30% open, 13% representative)
- **Sports and leisure facilities** (10% open, 10% representative)

The other top themes differ across the surveys.

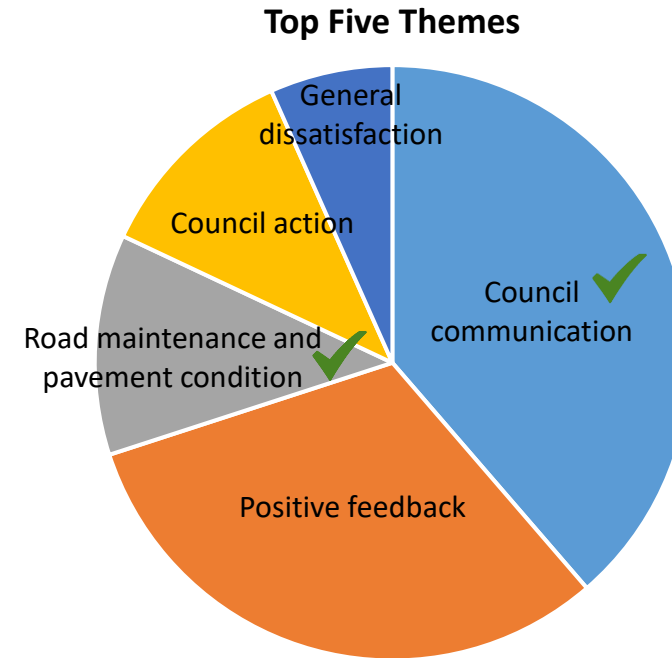
- Positive comments were given by 1% in the open versus 13% in the representative
- Arts and culture was mentioned by 9% here versus 4% in the open

# Representative Survey: Experience with the Council

## The Council



## 239 comments on their local area & experience with the Council...



In their top 5 topics, both surveys refer to...

- **Council communication** (28% open, 24% representative)
- **Road maintenance and pavement condition** (13% open, 13% representative)

The other top themes differ across the surveys.

- Council action was in the top 5 for the representative survey mentioned by 7% whereas for the open is was mentioned by 4%
- Positive feedback is in the top 5 here with 24% whereas in the open had 3%

## What has changed?

- In comparison to 2018 more people are getting in touch with the Council but most of these only get in touch once a year.
- Regeneration of town centres/high streets is more important than 2018... and residents are more focused on health services than in 2018...
- The quality of customer experience with NSDC has been maintained, and customers are using more digital communication channels than 2018...



## What have we learnt?

- Overall respondents to the representative sample were more positive than those that answered the open survey.

## What is important to residents? Where to focus...

1. Maintaining roads and pavements
2. Providing health services such as doctors and dentists
3. Tackling anti-social behaviour and reducing crime
4. Keeping the streets and public areas clean and tidy
5. Refuse collection and recycling

Residents want clean and green streets and public spaces

Residents want better recycling facilities, especially kerbside services

Residents want clear, consistent and timely communication