



East
Northamptonshire
Council

Residents' Survey Analysis



2020 Residents' Survey

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Residents' Survey 2020 – Analysis of Responses

1 Introduction

This report was produced by East Northamptonshire Council to summarise the results of the 2020 East Northamptonshire Residents' Survey.

2 Aims and objectives

Consultation with residents is a duty of every council in order to help local people influence decisions and express their views on local services or issues. East Northamptonshire Council is committed to acting on the results of consultation. The 2020 Residents' Survey was designed to gather the views from a range of residents in relation to:

- The services we offer
- The way residents use our services
- Communication between the council and its residents
- Business support needs
- Housing support needs

Where questions relating to these topics were asked in previous surveys, comparisons are made to examine any potential shifts and changes in attitudes.

3 Approaches to consultation at East Northamptonshire Council

There has been an East Northamptonshire Residents' Panel for several years. The current Residents' Panel is a partnership with a group of public bodies in Northamptonshire. Panel members can choose to participate in as many or as few consultations as they wish. Currently, around 299 (6 more than last year) East Northamptonshire residents are signed up to the Panel. More information on the panel can be found at:

http://www.east-northamptonshire.gov.uk/info/200024/consultations/1737/east_northamptonshire_residents_panel

Progression in technology means that it's now easier to conduct surveys online in a cost-effective, efficient and environmentally friendly way. Online surveys are available via the council's website, Facebook page and Twitter account.

The council is aware that there is a segment of the district's population that does not have access to the required technology and is committed to ensuring that they can participate in consultation. Paper versions of the survey are available at all the council's Customer Contact Centres and upon request. Should anyone require a paper copy or would like to complete any of our survey over the telephone, the option to do this is always available.

4 The 2020 Residents' Survey

A survey was created using Smart Survey software and was launched on 30th November 2020.

The survey was emailed directly to members of the East Northamptonshire Residents' Panel. The survey was made available to all other residents via the council's website and was promoted via Facebook, Twitter and ENCircle. An email was also sent out to all councillors and town council clerks to make them aware of the consultation and to inform their constituents accordingly. The survey was also sent on to several community groups such as 'Serve' in Rushden, and East Northants Community Services, to try to reach groups of residents with protected equality characteristics. This ensured that we were reaching out to as wide an audience as possible. Paper versions of the survey were available at all the council's Customer Contact Centres and upon request. Residents were also able to complete the survey over the telephone.

The survey ran until 1st January 2021.

The data was analysed as overall (frequency) results and, where applicable, a series of cross tabulations were created to explore any relationship between responses.

PLEASE NOTE:

Please note that percentages have been rounded to the nearest whole number, with any 0.5% figures rounded up. As a result, some figures may add up to more than 100%.

Please be aware that the base figure on each graph represents the number of people who answered that question so may be lower than the overall 228 survey responses.

The urban/rural split in all sub analysis was made by classifying the six towns of Oundle, Higham Ferrers, Irthlingborough, Raunds, Rushden and Thrapston as urban and any other location within East Northamptonshire to be rural.

5 Demographics

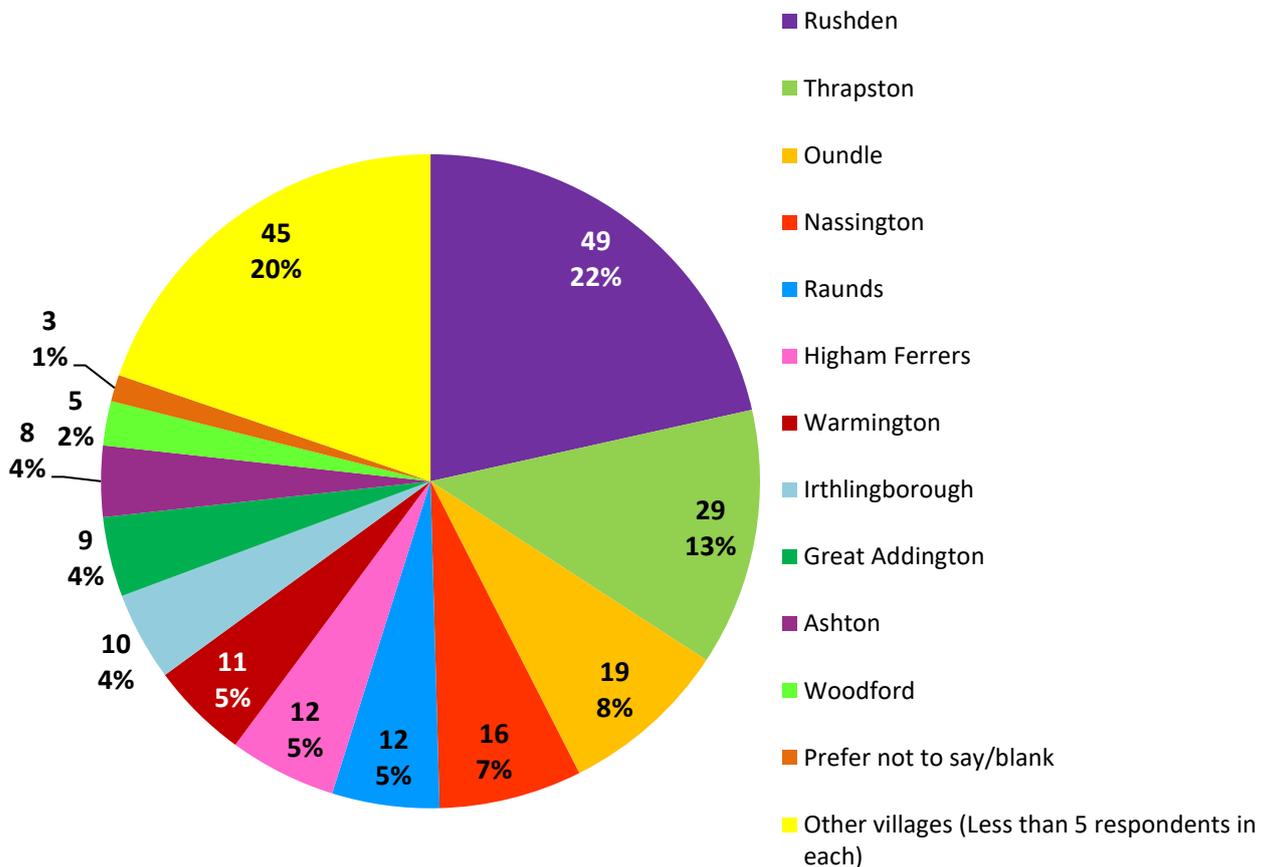
228 responses were received and analysed in total. We had a noteworthy 39% decrease of responses from those received in 2019 which totalled 376. It should be noted though that the number of responses received last year was 39% higher than the average for the last few years.

Various demographic questions were asked in order to allow deeper analysis, where necessary. The demographic questions that are deemed special category data, were optional. 91% of respondents provided answers to all these questions.

Respondents were asked to supply:

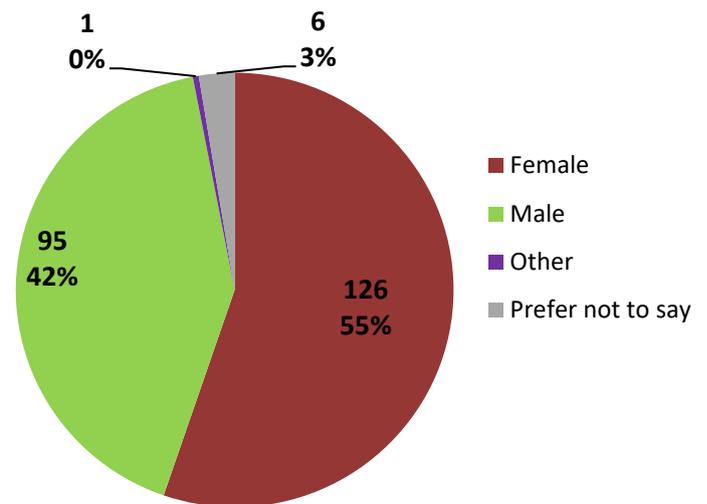
5.1 Town/Village in which you live

The chart below shows the top 11 locations of respondents with all others being counted in the 'Other' category. We have seen an increase in responses from Ringstead, Warmington and Ashton.



5.2 Respondents by Gender

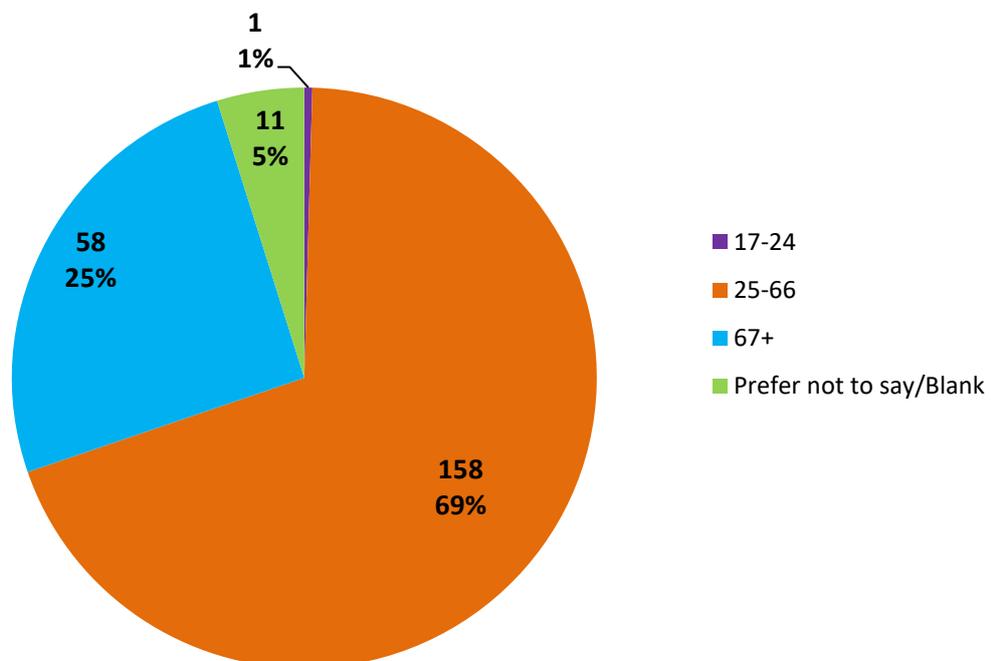
42% of respondents were male and 55% were female. The other 4% reflects respondents who preferred not to disclose or who didn't answer the question. This compares to a 39% male, 58% female split in 2019. These statistics do not completely align with the gender split of the district's population of 50.4% Females and 49.6% Males; however it still suggests there are slightly more females than males.



5.3 Age of respondents

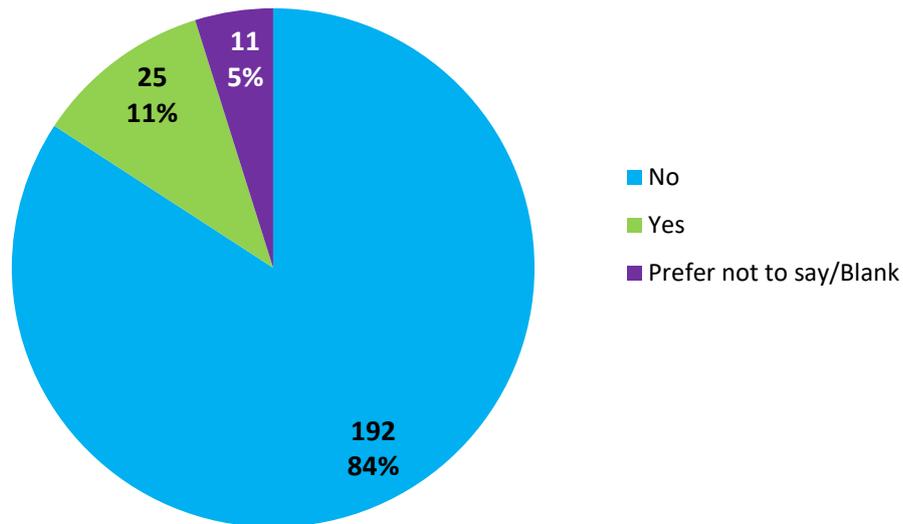
69.3% of respondents were between the age of 25 and 64 and over a quarter were over 67 which between them form most responses received. 4.8% did not disclose and one response was received between the age group of 17-24. We are always looking at initiatives to target under-represented age groups to ensure that these reports are illustrative of our age demographic.

The chart below shows the age distribution across respondents for this year's survey.

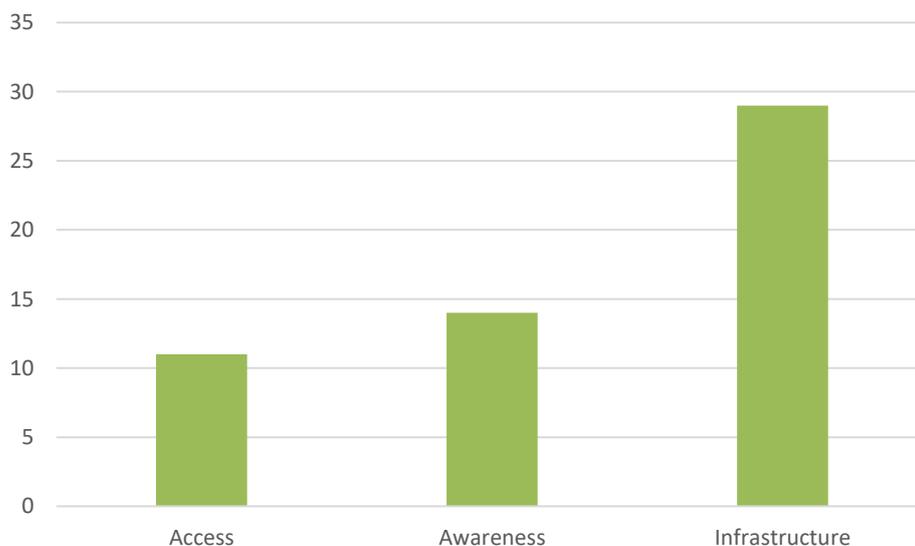


5.4 Do you consider yourself to have a disability?

11% of respondents identified themselves as having a disability, with a further 5% choosing the 'prefer not to say' option. This compares with 6% of respondents who identified themselves as having a disability in 2019. The percentage increase could, however, reflect the decrease in responses we had this year. 16.23% of people in East Northamptonshire stated in the 2011 Census that their day to day activities were limited in some way due to a long-term health problem or disability. Therefore our residents survey is slightly under the 2011 census in terms of reaching out to those with disabilities.

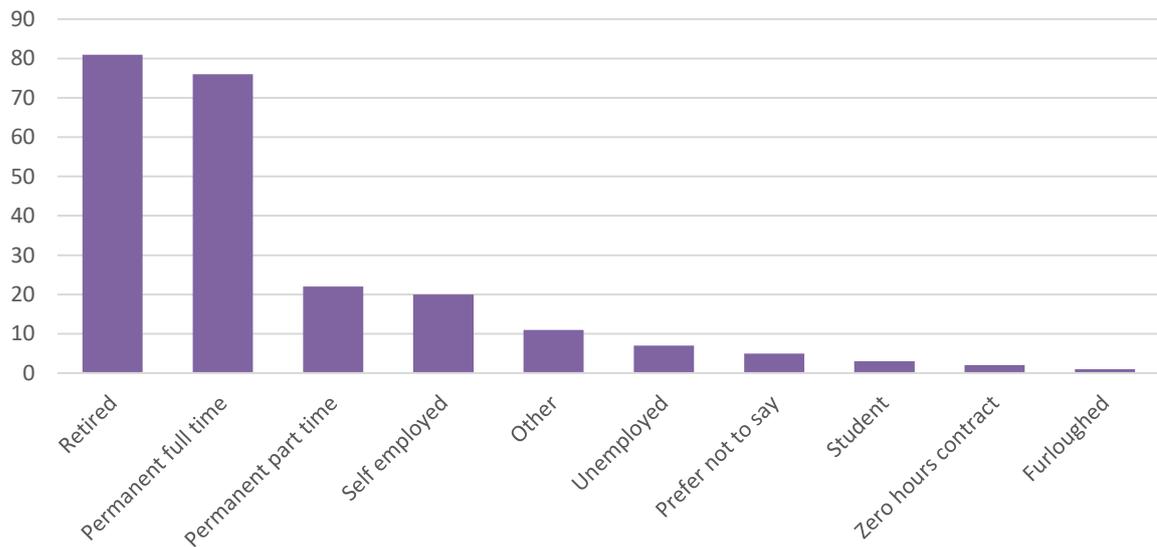


5.5 ENC has recently committed to become a Disability Confident Employer. What do you think we can do better to support disabled people across the services that we provide?



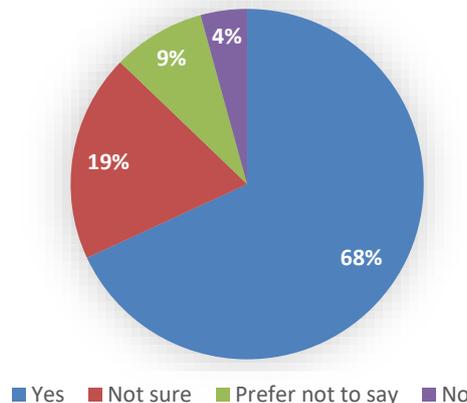
Of all the responses to this question, we have grouped them into 3 broad categories: Better access for disabled people, increased awareness of issues facing disabled people and infrastructure improvements to help disabled people. 29 responses were aimed at improving infrastructure, 14 for increased awareness and 11 for better access (some responses were over multiple topics). Infrastructure improvements included suggestions such as more disabled parking, repairing damaged pavements and more ramps. Increasing awareness by promoting non-visible disabilities, better advice on what is available and further communicating what we at the council offer. Better access to our respondents meant adjusting our services for the betterment of people with disabilities, making application forms easier and promoting more sports that are disability friendly.

5.6 Please select your employment status



69% of the respondents were either retired residents (81 respondents), or people in permanent full-time employment (76 respondents). 23% were either in permanent part time employment (22 respondents), self-employed (20 respondents) or ‘other’ (11 respondents). The remaining 8% (18 respondents) were either unemployed, furloughed, students, on zero hours contracts or chose not to say.

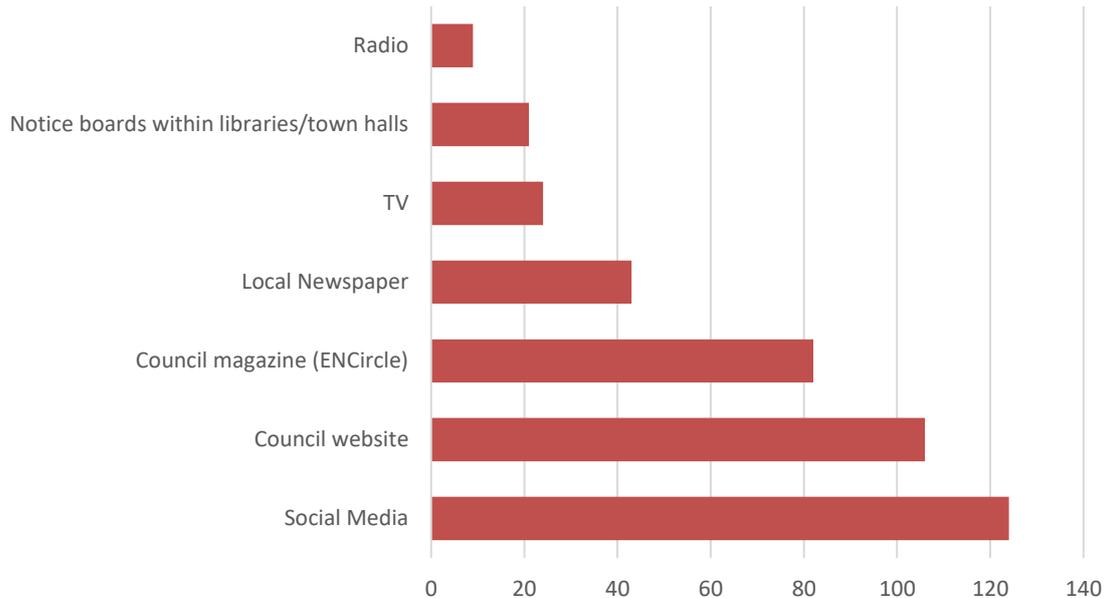
5.7 If you are currently in a job do you feel it will be secure for the next 12 months?



Of the 141 respondents to this question, 68% said yes to feeling secure. 27% said they were either not sure or preferred not to say, with the remaining 5% admitting they weren't feeling secure.

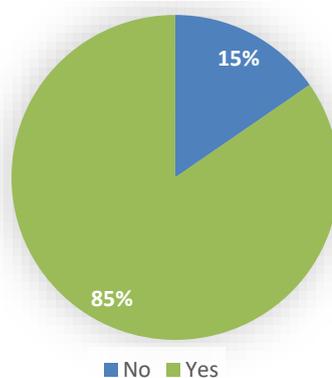
6 Communications/Engagement

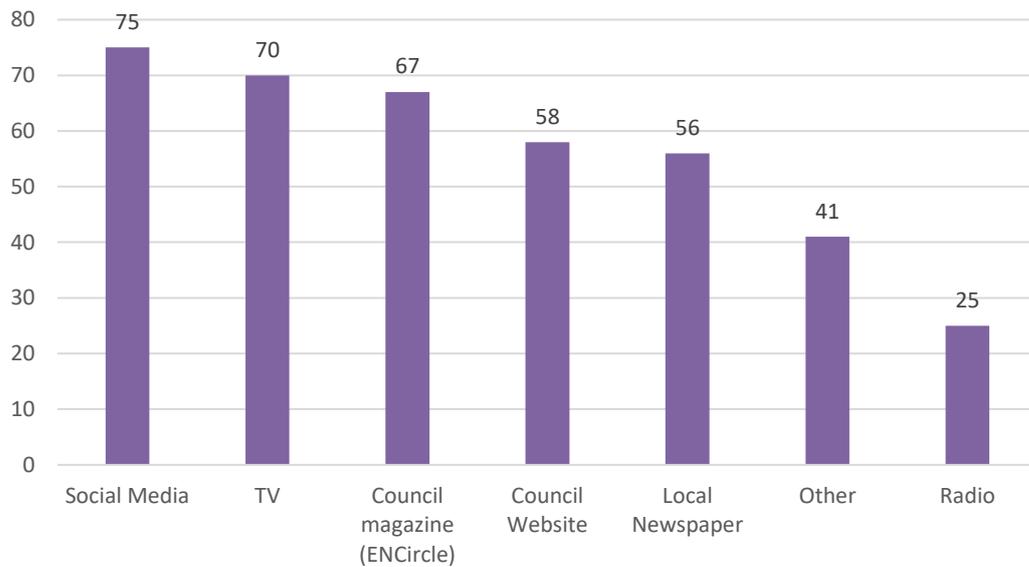
6.1 *Where do you go to find out information affecting you as a resident of East Northamptonshire?*



Respondents were able to choose more than one answer to this question. 124 respondents advised that they access council related information via the social media, with 106 accessing it via the council website. 82 respondents access information via the council magazine and 43 via a local newspaper. Very few residents access information via word of mouth, the general internet, local radio, TV or notice boards.

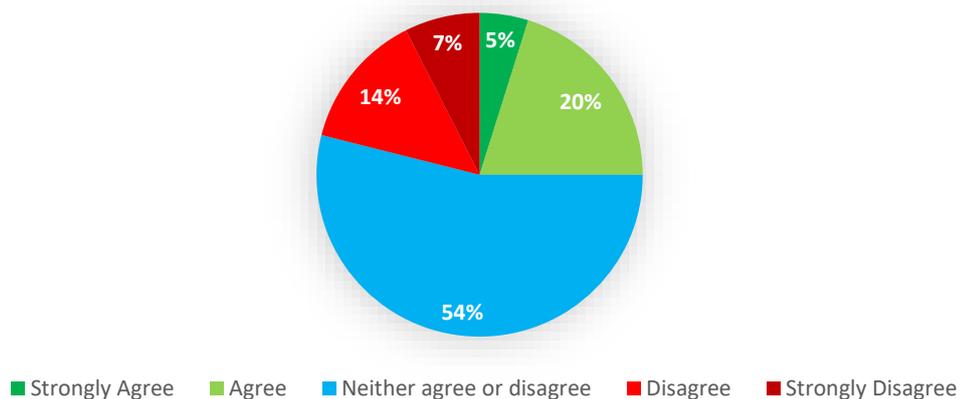
6.2 *Have you heard about the plans to create two new councils in Northamptonshire? If yes, where?*





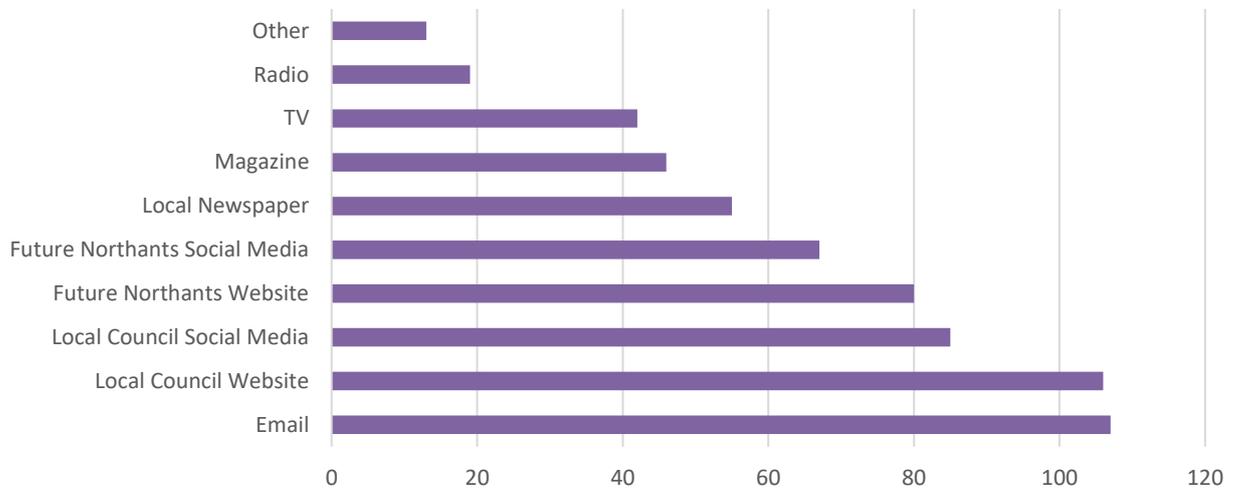
15% of respondents were unaware of the plans to create two new councils in Northamptonshire, which is a vast improvement from last year when two thirds of respondents were unaware. For the remaining 85% of respondents who were aware, almost half found out about it on either social media (19.1%), the television (17.9%) or council magazine (17.1%). A further 35% of respondents became aware via the council website (14.8%), local newspaper (14.3%) or through the radio (6.4%). The remaining 10.5% of respondents found out information through either the workplace, word of mouth, councillors/parish or town council, general internet, council meeting or national newspaper.

6.3 To what extent do you agree or disagree with the following statement: 'I feel positive about the creation of the new North Northamptonshire Council?'



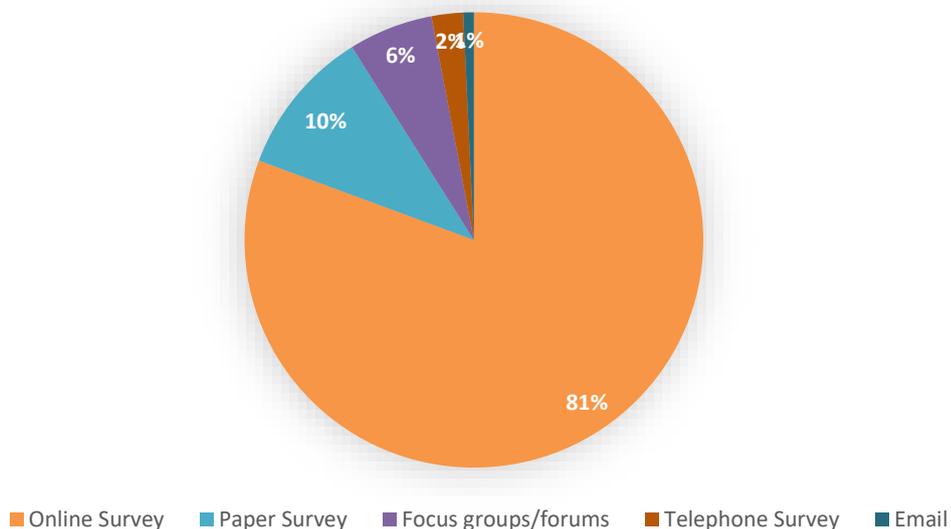
Over half of the respondents (54%) neither agreed nor disagreed about feeling positive towards the creation of North Northamptonshire council, implying they did not have an opinion. Where respondents did provide an opinion, more agreed that they felt positive than those who disagreed with the statement; 25% either strongly agreed or agreed with the statement with 21% either strongly disagreed or disagreed.

6.4 Where/how would you like to keep up to date with news and information on the new North Northamptonshire council?



Respondents could pick more than one choice, hence the 620 responses for this question. Email, East Northamptonshire Council’s website and our social media were the most popular sources combining for 48% of the vote. Future Northants website and social media combined for 24% of the responses. The external sources of information such as local newspapers, magazines, TV and radio combined for 26%.

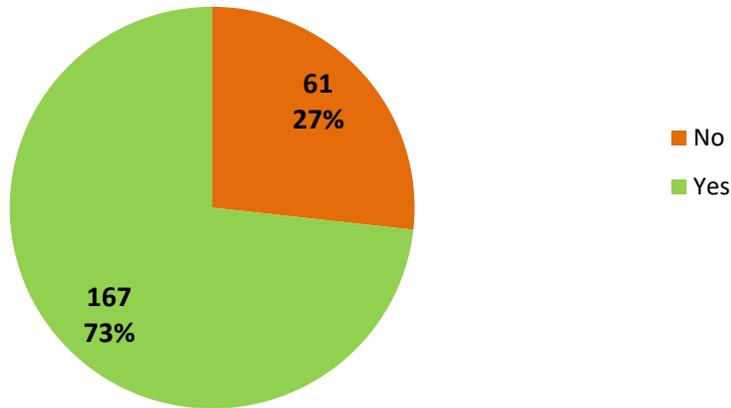
6.5 What are your preferred methods for consultation?



Three quarters of respondents advised that their preferred consultation method was via an online survey followed by 10% of respondents saying they preferred paper surveys and the remaining 9% through either a focus group/forum (6%), telephone survey (2%) or email (1%).

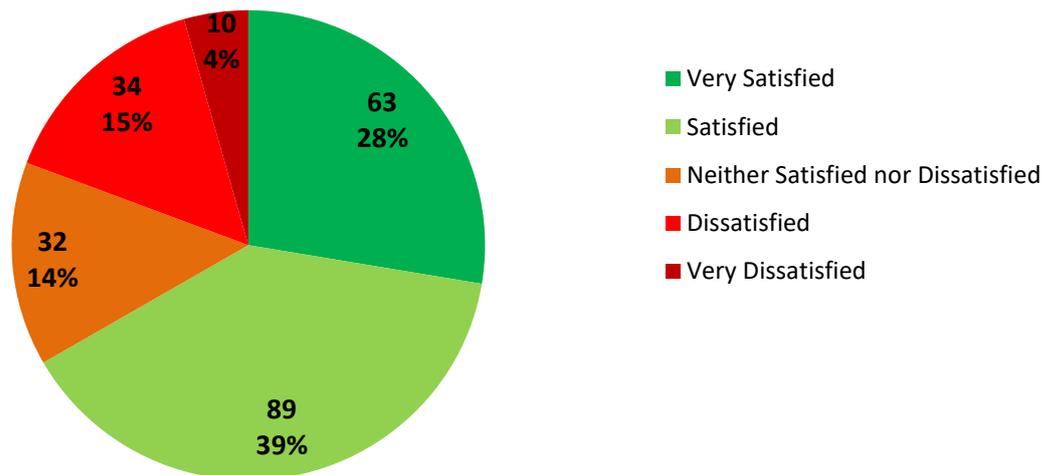
7 Waste & Recycling

7.1 Do you feel fully informed about what can/can't go into your recycling bin?



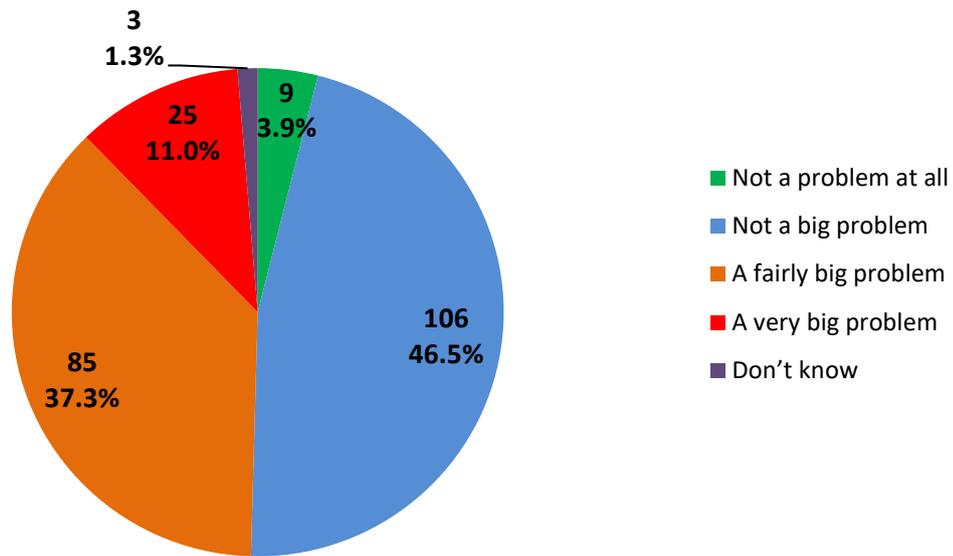
73% of respondents said they feel informed about what can and can't go in their recycling bin with 27% of respondents advising that they didn't.

7.2 How satisfied are you with the current refuse and recycling service provided by the Council?



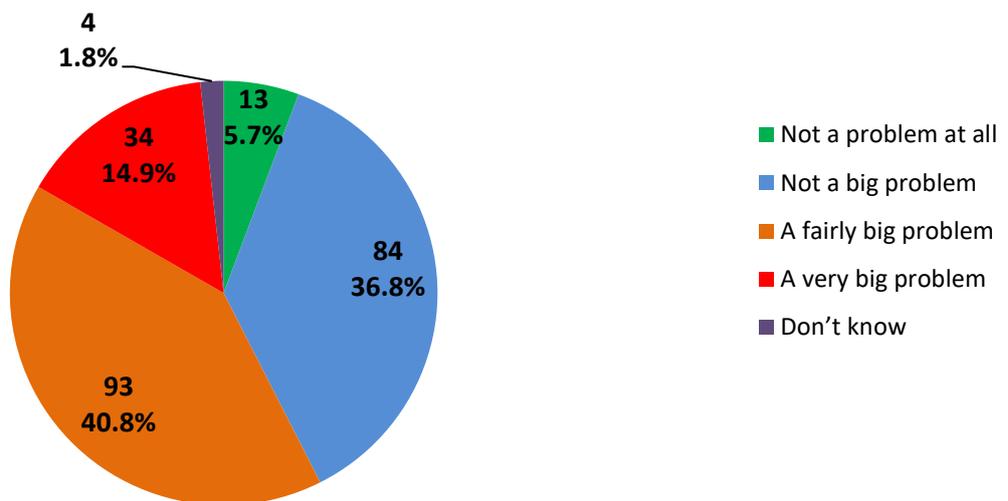
Two thirds of respondents feel either very satisfied or satisfied with the refuse and recycling service provided by the Council. 14% feel that they are neither satisfied nor dissatisfied with the service with the remaining 19% of respondents stating that they were either dissatisfied or very dissatisfied with the refuse and recycling service.

7.3 How much of a problem do you consider rubbish or litter in your area to be?



Over half of respondents advised that they either don't consider rubbish or litter in their area a problem at all or that it is not a big problem. 37.3% of respondents think that rubbish or litter in their area is a fairly big problem with the remaining 11% stating that it's a very big problem. 3 respondents didn't have an opinion.

7.4 How much of a problem do you consider dog fouling and / or people not clearing up after their dog in your area to be?

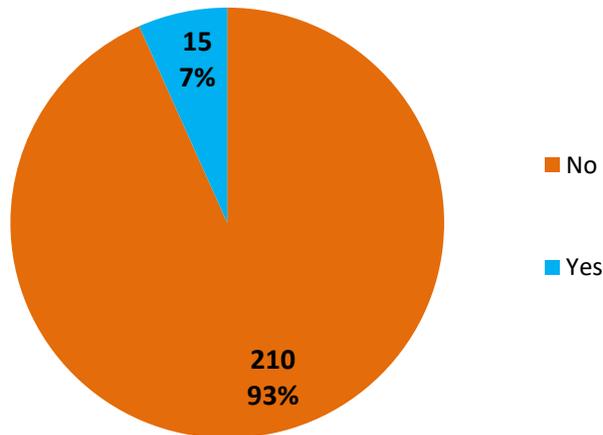


42.5% of respondents advised that they either don't consider dog fouling in their area to be a problem at all or that it is not a big problem. 40.8% of respondents think that dog fouling in their area is a fairly big problem with

14.9% stating that it's a very big problem. 4 respondents didn't have an opinion.

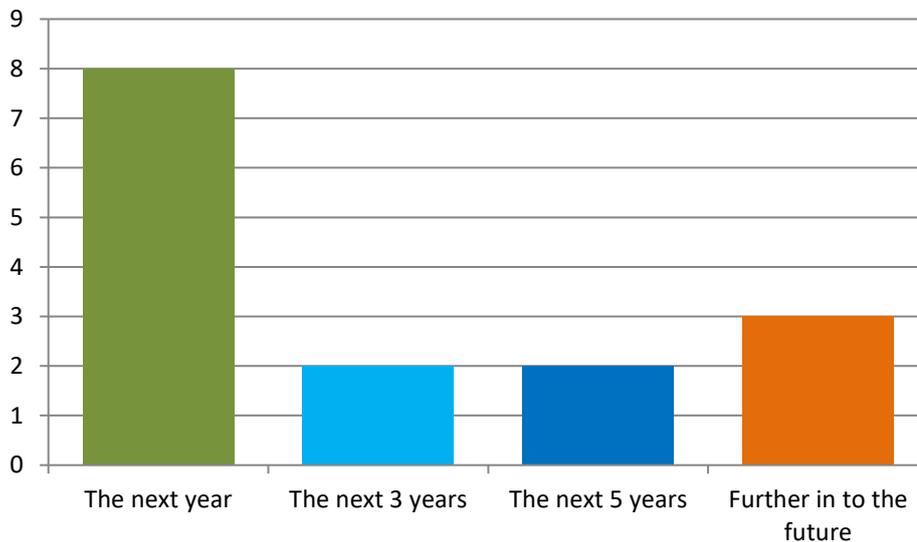
8 Businesses

8.1 Do you have any plans to start your own business?



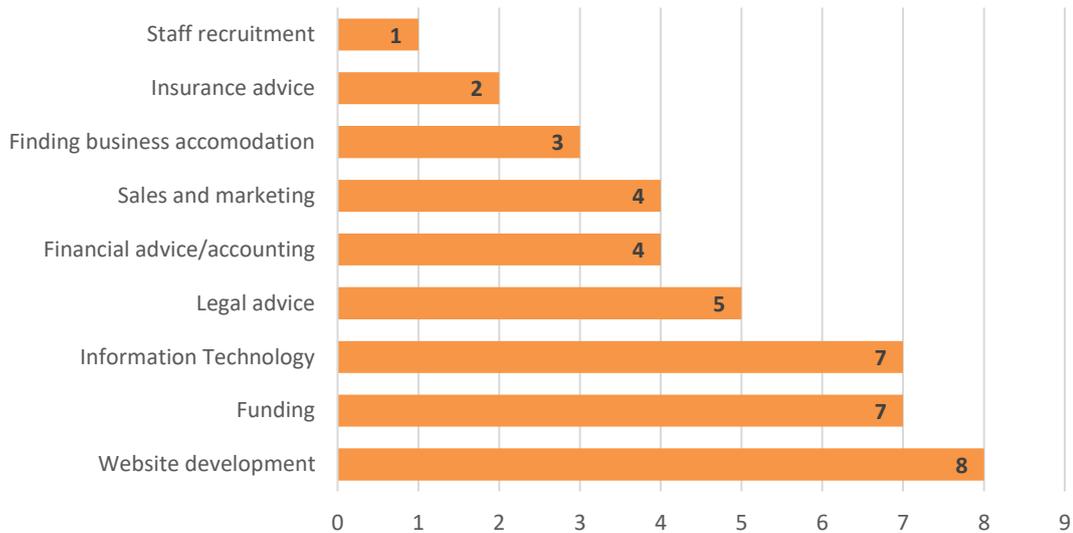
Most respondents (93%) have no plans to start up their own business. Compared with 7% of respondents who do have plans.

8.2 If yes are you likely to do this within:



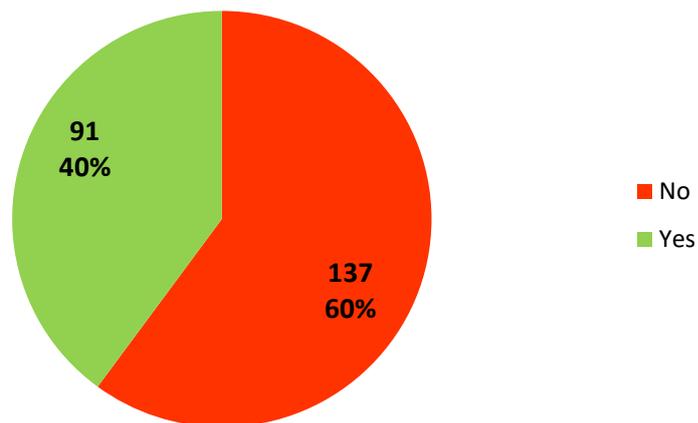
Of those respondents who answered yes to having plans to start up their own business (15), 8 of those have plans to do this in the next year, 2 in the next 3 years, 2 in the next 5 and 3 further into the future.

8.3 What business support would you require?



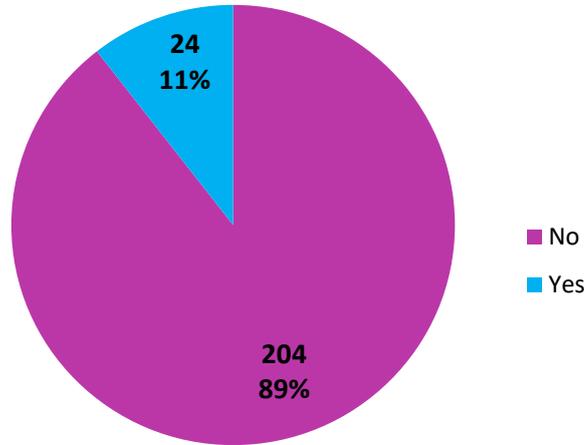
Multiple business support needs were identified from those respondents with plans to start up their own business. The majority (54%) stated that they would require support with either website development, funding or information technology. 32% (collectively) said they would need support with legal advice, financial advice and sales/marketing. The remaining 14% advising that they would require support across finding business accommodation, insurance advice and staff recruitment.

8.4 Are you aware of the Enterprise Centre that was opened this year in Raunds?



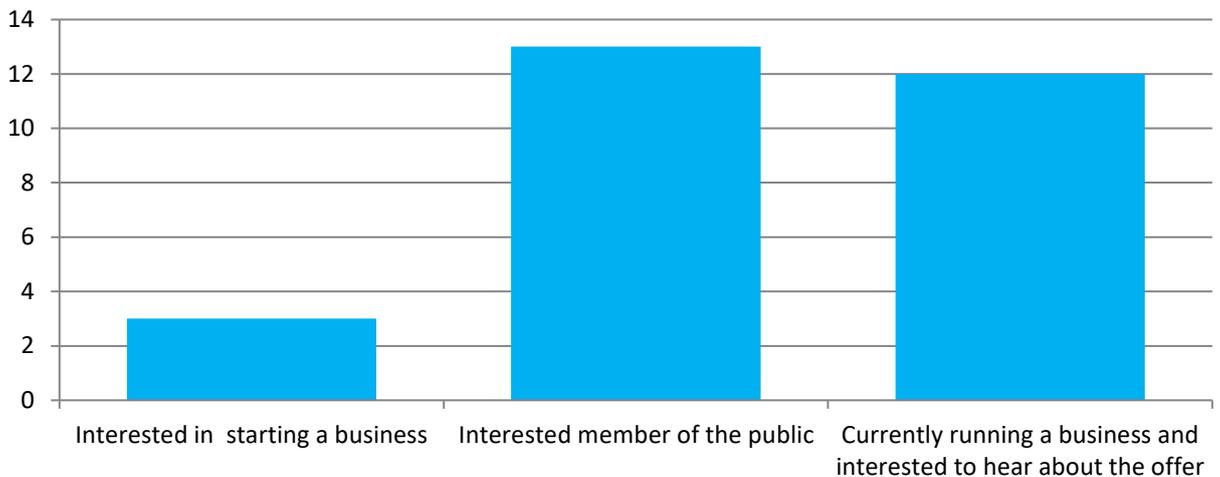
40% of respondents said they were aware of the Enterprise Centre compared with 60% of respondents saying they were not.

8.5 Would you like to find out additional information about the opportunities for small business as part of the Enterprise Centre and the wider business support work?



11% of respondents said they would like to find out more information about the opportunities for small business as part of the Enterprise Centre and the wider business support work compared with 89% of respondents saying they would not.

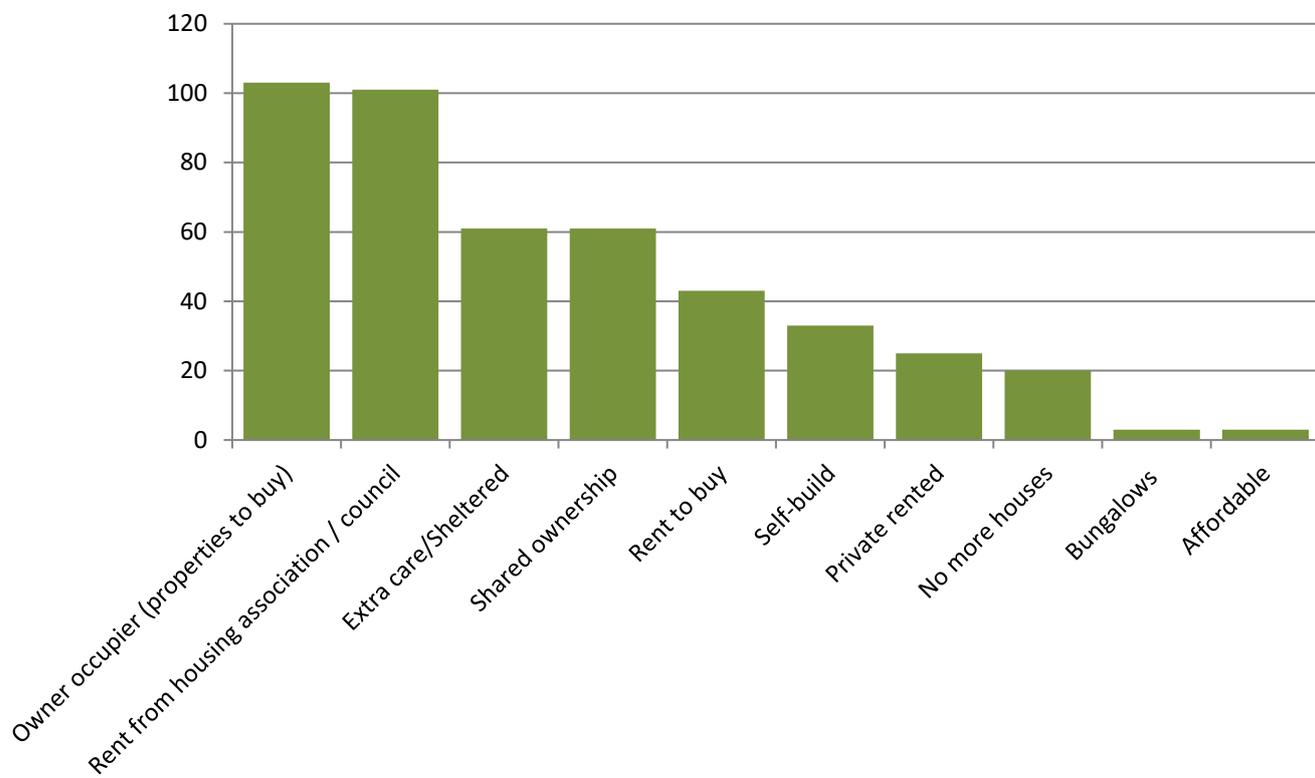
8.6 If yes, why?



For those respondents who advised that they would like additional information, 13 wanted additional information because they were an interested member of the public, 12 because they were currently running a business and were interested to hear more about the offer and 3 because they were interested in starting up their own business.

9 Housing

9.1 What types of housing do you think are needed in the area where you live?



Respondents were able to choose more than one option for this question. 103 respondents think that more properties to buy are required. This was closely followed by 101 respondents stating that an increase in properties to rent from either a housing association or the council was needed. 61 respondents said more extra care/sheltered housing was needed and the same amount said shared ownership. 43 respondents voted for rent to buy, 33 for self-build, 25 for private rented and 20 voted for no more houses. Few respondents thought that bungalows or affordable housing was an issue in their area.

10 What happens next?

Details of the analysis and any suggestions provided by respondents have been shared with the relevant service areas within the council. Based on the feedback, action plans specific to those service areas will be created and published and handed over to the relevant teams in the new North Northamptonshire Council.