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Residents’ Survey 2019 – Analysis of Responses

1 Introduction

This report was produced by East Northamptonshire Council to summarise the results of the 2019 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 2019 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 and engagement between the council and its residents
- Leisure facilities within the district
- 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 293 (same as 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 have the opportunity to participate in consultation. Paper versions of the survey are available at all of 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 2019 Residents’ Survey

A survey was created using Smart Survey software and was launched on 6th January 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 to make them aware of the consultation and to inform their constituents accordingly. This ensured that we were reaching out to as wide an audience as possible. Paper versions of the survey were available at all of the council’s Customer Contact Centres and upon request. Residents were also able to complete the survey over the telephone.

The survey ran until 7th February 2020.

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 particular question so may be lower than the overall 376 survey responses.

Some routing was employed in the online survey. For example, if a respondent indicated that they had no intention of starting up their own business, they were routed around the questions relating to details of business requirements.

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

376 responses were received and analysed in total. We had a noteworthy increase in responses from those received in 2018 which totalled 271; a 39% increase. This could be because the consultation was ran slightly later than in previous years and was open for slightly longer. Furthermore, the impending creation of two unitary authorities may have also had an impact.

Various demographic questions were asked in order to allow deeper analysis, where necessary. The demographic questions that are deemed special category data, were optional. 95% of respondents provided answers to all of these questions.

Respondents were asked to supply:

5.1 Town/Village in which you live

The chart below shows the top 14 locations of respondents with all others being counted in the ‘Other’ category. We have seen an increase in responses from Raunds, Higham Ferrers and Thrapston.
5.2 Respondents by Gender

39% of respondents were male and 58% were female. The other 4% reflects respondents who preferred not to disclose or who didn't answer the question. This compares to a 37% male, 59% female split in 2018. These statistics do not align with the gender split of the district's population of 50.4% Females and 49.6% Males.

5.3 Do you consider yourself to have a disability?

6% of respondents identified themselves as having a disability, with a further 5% choosing the 'prefer not to say' option. This compares with 11% of respondents who identified themselves as having a disability in 2018. The percentage decrease could, however reflect the increase in responses we had this year.
5.4 ENC have recently committed to become a Disability Confident Employer and want to know your thoughts on what we can do to better support disabled people across the services that we provide?

We were able to summarise the feedback into categories as shown on the graph above. In respect of lighting, benches and transport these are something district councils are not responsible for and would be the responsibility of the county council (transport, pavements and lighting) and parish/town councils (benches).

In respect of flexible working East Northamptonshire council operate a family and work life balance policy where flexible working arrangements are discussed and promoted.

Venue access relates to district wide building accessibility for disabled people. East Northamptonshire Council can only comment and make improvements to buildings which they own. As a result of this feedback we will look to carry out accessibility audits of all premises we own to ensure they are accessible for all.

Advice and support relates to feedback where residents have requested further information about the support available to disabled people as well the need for trained staff when accessing council services. We will look to provide some information on our external website regarding the support that is available to disabled residents. In terms of providing trained staff, we are in the process of rolling out disability awareness training to managers so that they are better equipped in dealing with disabled customers and ensuring disabled people’s needs are adequately taken in to account when designing and delivering council services.
5.5 Age of respondents

74% of respondents were between the age of 25 and 64 and almost a quarter were over 67 which form the majority of responses received. 3% did not disclose, one response was received in the under 16 age group and four 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 therefore, you will notice towards the end of this report we have analysed the responses to Q.6 of the resident’s survey which centre around preferred communications methods so that we can see where under represented age groups go to find out information effecting them as residents of East Northamptonshire.

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

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. 234 respondents advised that they access council related information via the council website, with 196 accessing it via social media. 123 of respondents access information via the council magazine and 112 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?*
Two thirds of respondents were unaware of the plans to create two new councils in Northamptonshire. For the remaining 34% of respondents who were aware, almost half found out about it on either the television (21.6%), local newspaper (18.6%) a social media (16.2%). A further 35% of respondents became aware via the council website (13%), council magazine (11.5%) or through the radio (10.4%). The remaining 9% of respondents found out information through either the workplace, word of mouth, councillors/parish or town council, general internet, council meeting or national newspaper.

7. Consultation

7.1 What are your preferred methods for consultation?

Three quarters of respondents advised that their preferred consultation method was via an online survey followed by 14% of respondents saying they preferred paper surveys and the remaining 10% through either a focus group/forum (7%) or telephone survey (3%).

8. Leisure Facilities

A new contract between Freedom Leisure and East Northamptonshire Council was signed in 2017, which aims to improve Leisure Provision across the district. As a result of this, leisure related questions have now been included in the resident’s survey. The aim of these questions is to obtain information on current usage and satisfaction and ideas for improvements and new leisure opportunities.
8.1 Have you heard of Freedom of Leisure’s Active Communities Programme?

22% of respondents were aware of the Freedom Leisure’s Active Communities Programme with 78% advising that they hadn’t heard of it.

8.2 If yes, what activities have you taken part in? (If any)

Only 20 out of the 376 respondents that said that they had heard of the programme had actually taken part in some of its activities.
8.3 Do you regularly access any of the Leisure Centre’s across East Northamptonshire?

Approximately a quarter of respondents answered yes to regularly accessing any of the leisure centres across the district with the remaining three quarters advising that they didn't.

8.4 Which leisure centres people use

Over half of the respondents who said that they access leisure centres use the Nene Centre in Thrapston, followed by 18% of respondents using the Splash Centre, 16% using other centres and 14% using the Pemberton Centre.
8.5 **Reason given for not using leisure centres**

Not all of the respondents who answered no to using the leisure centres provided a reason as to why, however, for those that did (34), over a quarter (9) said it was because of the travel and/or distance getting there. Just under half (15) of respondents who answered this question said it was due to attending other centres, having no time or that the timetable was unsuitable. The remaining respondents (10) said it was either because they were unaware of them, they didn’t like them, the cost, their age, anxiety, didn’t like the activities on offer (i.e. gym/swim) or they were disabled.

8.6 **Where do you currently go to find out information on leisure and activity provision?**
75% of respondents advised that they use the general internet, social media or the council’s website to find out information about leisure and activity provision within the district. 20% of respondents refer to the council magazine or local newspaper for information within the remaining 5% relying on word of mouth, using the Freedom Leisure website, local news leaflets or library notice boards.

8.7 Have you heard of the Walking for Health Scheme?

34% of respondents said that they were aware of the Walking for Health Scheme with 66% of respondents advising that they hadn’t heard of it.

8.8 What stops you from joining a local health walk?

[diagram showing the reasons for not joining a health walk]
Respondents were asked what, if anything, stops them from joining a local health walk. Almost a quarter explained that they were not scheduled at suitable times for them. Collectively, 46% said they haven’t because it either wasn’t applicable to them, they thought it was targeted for the older population or they hadn’t heard of the scheme. The remaining 30% of respondents said they hadn’t because there wasn’t one near them, due to health/disability reasons, didn’t like being part of a group environment, they were too busy, they already take part in them or for ‘another’ unknown reason.

8.9 Have you heard about ENC’s healthy active campaigns?

79% of respondents said that they hadn’t heard about ENC’s healthy active campaign with only 21% advising that they had.

9 Waste & Recycling

9.1 Do you feel fully informed about what can/can’t go into your recycling bin?
Two thirds of respondents said they feel informed about what can and can’t go in their recycling bin with a third of respondents advising that they didn’t.

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

Almost three quarters 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 13% of respondents stating that they were either dissatisfied or very dissatisfied with the refuse and recycling service.

9.3 How much of a problem do you consider rubbish or litter in your area to be?
Almost half of respondents advised that they either don’t consider rubbish or litter in their area a problem at all or not a big problem. 35% of respondents think that rubbish or litter in their area is a fairly big problem with the remaining 17% stating that it’s a very big problem.

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

47% of respondents advised that they either don't consider dog fouling in their area to be a problem at all or not a big problem. 34% of respondents think that dog fouling in their area is a fairly big problem with 18% stating that it’s a very big problem. 6 respondents didn’t have an opinion.

10 **Businesses**

10.1 **Do you have any plans to start your own business?**

The majority of respondents (91%) have no plans to start up their own business. Compared with 9% of respondents who do have plans.
10.2 Are you likely to do this within (timeframe) …

Of those respondents who answered yes to having plans to start up their own business (33), 14 of those have plans to do this in the next year, 12 in the next 3 years, 4 in the next 5 and 7 further in to the future. A few respondents picked multiple time frames.

10.3 What business support would you require?
Of those respondents with plans to start up their own business identified multiple business support needs. The majority (57%) stated that they would require support with either funding, financial advice, website development or legal advice. 20% (collectively) said they would need support with sales and marketing or legal advice with the remaining 23% advising that they would require support across Information technology, finding business accommodation, staff recruitment, general advice and networking.

11 Enterprise Centre

11.1 Are you aware of the forthcoming Enterprise Centre to be opened in 2020 in Raunds?

![Pie chart showing 42% awareness and 58% unawareness]

42% of respondents said they were aware of the forthcoming Enterprise Centre compared with 58% of respondents saying they hadn’t.

11.2 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?

![Pie chart showing 79% yes and 21% no]

278 respondents (79%) said yes, while 72 respondents (21%) said no.
21% 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 79% of respondents saying they didn't.

11.3 Reasons for wanting additional information

For those respondents who advised that they would like additional information, 29 wanted additional information because they were an interested member of the public, 26 because they were currently running a business and were interested to hear more about the offer, 18 because they were interested in starting up their own business, 4 because a family member had a business and 3 to help them promote through their work.
12 Housing

12.1 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. 42% of respondents think that more housing association and/or council housing is required in their area. This was closely followed by 36% of respondents stating that an increase in housing on the open market was needed and 27% seeing sheltered accommodation as an issue in their area. Around 18% of respondents feel that shared ownership, rent to buy and extra care housing was an issue where they lived. Few respondents thought that bungalows or affordable housing was an issue in their area.

These results were then broken down for each town/area to see if there was any difference in housing need identified amongst different locations within the district. The results remained overwhelmingly consistent across each of the main towns/areas.
12.2 What are the main housing issues where you live?

![Bar chart showing the distribution of housing issues]

Respondents were then asked to pick up to three housing issues they felt were a problem where they lived. 57% of respondents feel that a lack of parking is an issue within the area they live, followed by 43% identifying the lack of affordable housing as one of the main issues. Almost a fifth of respondents think that a lack of affordable housing is a problem where they live, 16% identifying anti social behaviour as an issue, and fewer than 7% of respondents thinking that either rough sleeping or derelict housing were issues within their area.

Again, these results were then broken down for each town/area to see if there was any difference in housing issue identified amongst different locations within the district. The results remained overwhelmingly consistent across each of the main towns/areas.

13 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.