Residents’ Survey Analysis

2018 Residents’ Survey
# Table of contents

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Aims and Objectives</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Approaches to Consultations</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>The 2018 Residents’ Survey</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Demographics</td>
<td>5</td>
</tr>
<tr>
<td>5.1</td>
<td>Town /Village in which you live</td>
<td>5</td>
</tr>
<tr>
<td>5.2</td>
<td>Respondents by Gender</td>
<td>6</td>
</tr>
<tr>
<td>5.3</td>
<td>Do you consider yourself have a disability?</td>
<td>6</td>
</tr>
<tr>
<td>5.4</td>
<td>Age of respondents</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Leisure Facilities</td>
<td>7</td>
</tr>
<tr>
<td>6.1</td>
<td>Which of our Leisure Centres do you use?</td>
<td>7</td>
</tr>
<tr>
<td>6.2</td>
<td>If you currently use our Leisure Centres how likely are you to recommend them to others?</td>
<td>8</td>
</tr>
<tr>
<td>6.3</td>
<td>How informed do you feel about community sports and activities in your area?</td>
<td>9</td>
</tr>
<tr>
<td>6.4</td>
<td>What media would you normally choose to access such information?</td>
<td>9</td>
</tr>
<tr>
<td>6.5</td>
<td>What is the ONE most significant thing East Northamptonshire Council could do to make this information easier to find and access?</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>Communication</td>
<td>10</td>
</tr>
<tr>
<td>7.1</td>
<td>In your opinion, how well informed does ENC keep residents about the services it provides?</td>
<td>10</td>
</tr>
<tr>
<td>7.2</td>
<td>Have you used ENC’s website in the last 12 months?</td>
<td>10</td>
</tr>
<tr>
<td>7.3</td>
<td>How satisfied were you with your website experience?</td>
<td>11</td>
</tr>
<tr>
<td>7.4</td>
<td>From which source do you receive most of your information about what is going on at ENC?</td>
<td>11</td>
</tr>
<tr>
<td>7.5</td>
<td>What would make you feel better informed about ENC services?</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td>Businesses</td>
<td>13</td>
</tr>
<tr>
<td>8.1</td>
<td>Do you have any plans to start your own business?</td>
<td>13</td>
</tr>
<tr>
<td>8.2</td>
<td>Timescales</td>
<td>13</td>
</tr>
<tr>
<td>8.3</td>
<td>What type of business support would you require?</td>
<td>13</td>
</tr>
<tr>
<td>9</td>
<td>Recycling and Waste</td>
<td>14</td>
</tr>
<tr>
<td>9.1</td>
<td>How satisfied are you with the current refuse and waste recycling service provided by the council?</td>
<td>14</td>
</tr>
<tr>
<td>9.2</td>
<td>How much of a problem do you consider rubbish or litter in your area to be?</td>
<td>15</td>
</tr>
<tr>
<td>9.3</td>
<td>How much of a problem do you consider dog fouling and/or people not clearing up after their dog in your area to be?</td>
<td>15</td>
</tr>
<tr>
<td>10</td>
<td>Town Centres</td>
<td>17</td>
</tr>
<tr>
<td>10.1</td>
<td>Town Centre’s used the most and residents’ opinion of them</td>
<td>17</td>
</tr>
<tr>
<td>10.2</td>
<td>Which of the facilities listed below do you feel are most important in a town centre?</td>
<td>18</td>
</tr>
<tr>
<td>11</td>
<td>Further comments</td>
<td>18</td>
</tr>
<tr>
<td>12</td>
<td>What happens next?</td>
<td>18</td>
</tr>
</tbody>
</table>
Residents’ Survey 2018 – Analysis of Responses

1 Introduction

This report was produced by East Northamptonshire Council to summarise the results of the 2018 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 2018 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
- Our district surroundings and their accessibility
- Planning needs on a very simple level

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 (400 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

Continuous developments in technology now make it easy to conduct surveys online in a cost-effective, efficient and environmentally-friendly manner. It also means that consultation need no longer be restricted to members of the Residents’ Panel. Online surveys can be made available via the council’s website, Facebook page or Twitter account.

The council is, however, 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 public consultations will be made available and will be sent to residents on request.
4 The 2018 Residents’ Survey

A survey was created using Smart Survey software and was released on 5\textsuperscript{th} November 2018.

The survey was emailed directly to East Northamptonshire members of the Residents’ Panel. The survey was made available to other residents via the council’s website and was promoted through Facebook, Twitter, ENCircle and Nene Valley News. This allowed as wide an audience as possible to participate. Paper versions of the survey were available at all Customer Contact Centres and on request.

The survey ran until 16 December 2018.

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

\begin{quote}
\textbf{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 607 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.
\end{quote}
5 Demographics

271 responses in total were received and analysed. This was significant reduction of 55.35% on the number of responses (607) to the 2017 survey. This could be due to less residents signed up to our residents’ panel (293) compared to last year (400). However the survey was open to all residents (not just our residents’ panel) and was advertised on social media and in the local newspaper. The ‘Proposed re-organisation of local government in Northamptonshire’ consultation from central government was open to residents around the same time (29th November to 25th January) and this may have also had an impact on our response rate.

Various demographic questions were asked, in order to allow deeper analysis, where necessary. These demographic questions, being considered as sensitive data, were optional. Two thirds (84%) of respondents provided answers to these questions.

Respondents were asked to supply:

5.1 Town/Village in which you live
The chart below shows the top 10 locations of respondents with all others being counted in the ‘Other’ category. We have seen an increase in responses from Irthlingborough and Higham Ferrers.
5.2 **Respondents by gender**

37% of respondents were male and 59% were female. The other category of 4% reflects respondents who preferred not to disclose. This compares to a 37% male, 63% female split in 2017. 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?**

11% identified themselves as disabled, compared to 13% in 2017.

5.4 **Age of respondents**

70% of respondents were between the ages of 25 and 64 and one quarter were over 65 which form the majority of responses received. 5% did not disclose, one response was received in the under 16 age group and unfortunately no-one between the age group of 16-24 completed the survey. Going forward we will be 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 for this year’s survey.
6 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 questions have now been included in the residents survey. The aim of these questions is to obtain information on current usage and satisfaction and ideas for improvements and new leisure opportunities.

6.1 Which of our Leisure Centres do you use?

57% of respondents advise that they do not use any of our leisure centre facilities. Of the 43% of respondents that do, the Nene Centre is used the most. The results show that some respondents use more than one of these leisure centres.

![Graph showing leisure centre usage]

The responses were also broken down within the different demographics. The following graph shows the demographic of respondents using our leisure centres. It shows that you’re more likely to attend the leisure centres if you are living in a more urban area, are aged 25-64, are female or do not consider yourself to have a disability. However, caution must be used when analysing these results as the majority of respondents fell within these categories.
6.2 *If you currently use our Leisure Centres how likely are you to recommend them to others?*

85% of the respondents who use the leisure centres would recommend them to others.
6.3 **How informed do you feel about community sports and activities in your area?**

Only 20% of respondents were not sure where to find about community sports and activities in our area. 80% were confident that they knew where to find some or all of this information.

6.4 **What media would you normally choose to access such information?**

6.5 **What is the ONE most significant thing East Northamptonshire Council could do to make this information easier to find and access?**

The most common suggestions were related to:
- Greater social media awareness
- A more even balance between digital and physical advertising
- Easier navigation around our website
7 Communication

7.1 In your opinion, how well informed does ENC keep residents about the services it provides?

54% of respondents felt informed about ENC services, compared with 37% of respondents who didn't.

7.2 Have you used ENC's website in the last 12 months?

Over three quarters of respondents have used our website in the last year.
7.3 *How satisfied were you with your website experience?*

Two thirds of respondents were satisfied with their website experience, compared with one quarter who were not.

The majority of comments stated that the website was easy to navigate around. For those who were dissatisfied with their website experience advised the contrary however provided little explanation as to why.

7.4 *From which source do you receive most of your information about what is going on at ENC?*

Respondents advise that the majority of council information received was via ENC’s website, followed closely by the local newspaper, which demonstrates a good balance between digital and physical communication.
7.5 *What would make you feel better informed about ENC services?*

There was a common consensus across respondents that an email sign up service would be beneficial to be kept informed of ENC services. 27% of respondents were happy with the level of communication they received, which indicates that respondents feel there is room for improvement in this area.

Comments here further emphasise residents' difficulties in navigating the website, the preference for a sign up email service and a balance between digital and physical communication methods.
8 Businesses

These questions are new for 2017, to inform the work of our new Economic and Commercial Development Team.

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

17 (7%) of respondents to this question are planning to start their own business. Which is very similar to last years percentage. Those who skipped or responded ‘No’ to this question were routed past the following questions.

8.2 Are you likely to do this within (timeframe)...

70% of those wanting to start a business, intend to do so within the next year

8.3 What business support would you require?

The results show that greater support needs have been identified by potential business entrepreneurs in comparison to last year. Over half of respondents who plan to start up their own business have advised they would require support in relation to funding, compared with 18% for 2017. Just under half of respondents this year identified support needs with website development, which is 20% more than last year.
9 Recycling and Waste

It is important to note that we procured a new recycling and waste contract in August 2018 which could have impacted on some results within this section.

9.1 How satisfied are you with the current refuse and waste recycling service provided by the council?

Three quarters of respondents were satisfied (‘Satisfied’ or ‘Very Satisfied’) with the current refuse and waste recycling service. 22% of respondents were not satisfied (‘Dissatisfied’ or ‘Very dissatisfied’), compared with 13% in 2017.

Comments were provided when residents highlighted that they were dissatisfied. Comments centred around common themes including, disproportionate bin sizes for larger households, greater awareness around recycling and missed bin collections.

We have separated satisfaction results by the urban and rural geographic which has shown that satisfaction levels are at the same level across the district.

Satisfaction of refuse and waste recycling service in urban areas

- Satisfied (n.132) 73%
- Dissatisfied (n.40) 23% (n.40)

Satisfaction of refuse and waste recycling service in rural areas

- Satisfied (n.35) 77%
- Dissatisfied (n.10) 21% (n.10)
- I don’t know (n.3) 6%
9.2  How much of a problem do you consider rubbish or litter in your area to be?

57% of respondents do not consider rubbish or litter to be a big problem in their area (‘Not a big problem’ and ‘Not a problem at all’), compared with 40% who felt it was a problem (‘A fairly big problem’ or ‘A very big problem’). Although not a significant increase, 7% more respondents identified a problem with rubbish or litter.

Subcategory analysis shows some difference in opinion by age, with older respondents finding rubbish and litter more of a problem than younger respondents (note the low sample size in the 16-24 age band). A bigger proportion of male respondents found rubbish to be a problem (‘Fairly big’ and ‘Very big’) than females. A bigger proportion of those living in rural areas found litter and rubbish to be a ‘Very big’ problem.

There is little difference in satisfaction with rubbish or litter between the rural and urban areas of the district.

Comments were provided when residents highlighted that there was a problem with rubbish or litter. Comments centred around common themes including, the perceived increase in fly tipping and general litter that is discarded of inappropriately.

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

Similar to last year, dog fouling continues to be considered a problem in our area, with 50% of people stating that it was a fairly big, or very big problem. One in two people who responded to this question did not think dog fouling was an issue.
Comments were provided when residents highlighted that there was a problem. Of these comments, the majority specified particularly problematic areas.

We have separated these results by the urban and rural geographic. The results show that there is a greater perceived issue with dog fouling in urban areas, with 53% of respondents stating a problem compared with 42% in rural areas.
10 Town Centres

10.1 Town Centre's used the most and residents’ opinion of them

Of the respondents who stated that they regularly visit a town within our district, Rushden was the most visited town at 34%, compared with Thrapston at 12%. Although Rushden is the most visited town, residents rated it with the lowest satisfaction score at 39% (‘Poor’ or ‘very poor’). Higham Ferrers scored highly in residents’ opinion, with 81% of respondents rating the town positively (‘Excellent’, ‘Very good’ or ‘Good’).

Where respondents advised that they were dissatisfied with the town centre that they use the most, they had the opportunity to provide feedback. There was a common consensus across Irthingborough, Raunds and Rushden that there was an increasing presence of empty shops and of the shops that are in business there is a lack of variety.
10.2 Which of the facilities listed below do you feel are most important in a town centre?

The facilities rated as most important in a town centre by our respondents were a range of shops and a post office. 197 respondents rated a range of shops at either 4 or 5 on the scale of importance, which was closely followed by 185 respondents for a post office. Flats/houses and offices within the centre were rated as the least important with 135 of our respondents choosing 1 or 2 on the scale of importance for flats/houses, and 124 respondents for offices.

11 Further comments

Respondents were given the opportunity to provide any further comments or feedback. Quite a few of the comments provided were extensions of comments left under specific topics within the survey, however a few noted concerns around infrastructure to support housing developments and a preference for increased communication around the impending council reform. The majority of comments however were respondents expressing gratitude to the community in which they live.

12 What happens next?

Details of the analysis and individual comments and suggestions provided by respondents are being shared with relevant service areas within the council. Based on the feedback, action plans specific to those service areas will be created and published.