

**Agenda Item No:** 13  
**Report To:** Cabinet  
**Date of Meeting:** 24 November 2022  
**Report Title:** Residents' Survey 2022  
**Report Author:** William Race  
**Job Title:** Business Intelligence Analyst  
**Portfolio Holder:** Cllr. P Feacey  
**Portfolio Holder for:**



**Summary:** The 2022 Residents' Survey was open between May 3<sup>rd</sup> and June 4<sup>th</sup> 2022, during which time it was completed by a representative sample of 1,132 residents. The survey asked residents for their views regarding:

- The council and specific service areas
- Their local area
- Topics of current interest to the council

The results indicate that residents' general views on the council and its performance have stayed broadly consistent. **Satisfaction with key services remains high and efforts to improve community safety and communication with residents appear to have been effective. Feedback on the council's response to the pandemic was positive. Residents were generally happy with digitalisation efforts. The continued importance of accessible in-person options for older and digitally excluded residents was also made clear.**

The results of this survey will be used for the purpose of continued monitoring of public opinion regarding the council and to gauge progress in key areas. The results will also be used by services for the purpose of continuous improvement.

**Key Decision:** NO

**Significantly Affected Wards:** N/A

**Recommendations:** The Cabinet is recommended to:-

- I. Note the results of the 2022 Residents' Survey
- II. Endorse a future campaign through Ashford for You Magazine and social media on ways to get involved in volunteering including easily accessible and smaller scale opportunities.

<b>Policy Overview:</b>	The 2022 Residents' Survey gathered views on the council, service areas and topics of current interest. The question set was informed by Local Government Association standards as well as work on previous surveys in 2018 and 2020.
<b>Financial Implications:</b>	None.
<b>Legal Implications:</b>	None.
<b>Equalities Impact Assessment:</b>	Not required as the survey was conducted to gain feedback from the public. The survey included questions related to protected characteristics and analysis of these responses can be used to aid the authority in ensuring that it is meeting its equalities objectives.
<b>Data Protection Impact Assessment:</b>	Personal data for the survey was collected and processed in compliance with the Data Protection Act 2018 and UK GDPR. Returned surveys were fully anonymised with no data collected that would make participants identifiable. Any data which could be attributed to an individual was destroyed.
<b>Risk Assessment (Risk Appetite Statement):</b>	N/A
<b>Sustainability Implications:</b>	Distribution of survey invitations involved the printing of 9,970 A4 sheets as well as associated letters. In previous years the full survey has been issued to households, this year participants were directed to complete online, leading to a reduced carbon impact.
<b>Other Material Implications:</b>	None.
<b>Exempt from Publication:</b>	<b>NO</b>
<b>Background Papers:</b>	<b>ABC Residents' Survey 2022 – Full Report</b>
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## Report Title: Residents' Survey 2022

### Introduction and Background

1. The Ashford Borough Council Residents' Survey is a biennial piece of research which aims to capture the broad opinion of residents regarding council services and engagement as well as their local area. The purpose of the survey is to monitor key indicators of public opinion regarding the council. Additionally, to gain insight into residents' views on topics which are of particular relevance at the time of survey, such as service digitalisation.

### Methodology

2. Participants were sampled at random from the council tax database. 9,700 invitations were sent by post. These contained a QR code and link to complete the survey online as well as information about the council. Contact information for the council was also included and paper copies of the survey were sent by post on request.
3. Survey questions consisted of a mixture of both open and closed styles. For closed questions respondents would answer by selecting an option from a fixed scale (very satisfied to very dissatisfied, strongly agree to strongly disagree and so on). For open questions, respondents had the opportunity leave a detailed comment. A copy of the questionnaire can be found in appendix 2.
4. Of the 9,970 surveys sent, 1,132 complete responses were recorded, a response rate of approximately 11%. Of the completed surveys, 98% were completed online and 2% were completed by post. Results fall within maximum margin of error of 2.9% at the 95% confidence level. This means that if all adults in Ashford completed the survey, the results would be at most +/- 2.9% different from the survey sample. For example, if 50% of our sample answered 'yes' to a question, we can confidently say that the true value lies between 47.1% and 52.9%.
5. Results were weighted to Census 2021 population figures and analysed through comparison to Local Government Association benchmarks as well as data gathered from previous residents' surveys. Demographic information was used to cross-tabulate responses in order to observe differences of opinion between groups.

### Key Findings

6. Key findings from the survey are reported here, with a complete analysis available in the full report (appendix 1). Overall, satisfaction with the council and its services has remained consistent since 2020, with environmental services being particularly praised. Communication with residents and perceptions of public safety were improved, whilst residents were also broadly happy with digitalisation of services by the council. However, a significant

number of residents would still prefer to engage with the council non-digitally. Additionally, residents continue to feel they have little influence over council decisions whilst development and car parking provision in the borough remain areas where residents were less satisfied.

7. A large majority of residents were satisfied with their local area as a place to live (78%). Overall, 63% agreed that they had pride in their local area, whilst 44% indicated that they felt a part of their local community. Older residents and residents in rural areas were more likely to give a positive response to these questions than younger residents and residents in urban areas. Overall, residents agreed that the council had supported the community well during the Coronavirus pandemic, with only 12% disagreeing.
8. A majority of residents indicated that they were satisfied with how Ashford Borough Council runs its services (59%). However, only 38% of residents agreed that the council provided value for money, a decrease from 47% in 2018. 90% of residents were satisfied with waste collection in the borough, whilst parks, play areas and general cleanliness also receiving positive ratings. 42% of residents indicated that they were dissatisfied with development. 30% indicated they were dissatisfied with car parking and many older residents felt uncomfortable with using the Ringo parking app.
9. Community safety was a key issue for many residents, with 74% indicating that it was one of the most important things in making somewhere a good place to live. 47% of residents indicated that community safety was one of the things they would most like to see improved locally. A large majority of residents felt safe during the day (88%), whilst 29% stated that they felt unsafe after dark to some extent. 41% of residents in deprived postcodes stated that they felt safe after dark, an improvement from 32% in 2020.
10. A majority of residents indicated that they felt well informed about services and benefits provided by the council (58%). Communication with residents in the most deprived postcodes appears particularly improved, with 65% saying they felt well informed, up from 39% in 2020. Residents were most likely to consult the council's website and 'Ashford for You' magazine when looking for information about the council. Residents indicated that they would prefer more information through social media as well as posted letters or leaflets.
11. 62% of residents indicated that they were happy with the current provision of digital services. Residents aged 30 to 60 were most likely to want more online provision and 63% of this age group indicated that they would be interested in viewing council meetings online. Residents aged over 60 were most likely to want increased access to in-person services and least likely to be interested in viewing online meetings.
12. Finally, residents were asked about their commuting habits and interest in volunteer work. 65% of residents used a car as part of their commute. 15.5% used an alternative form of transport for at least part of the journey. Of these, rail travel was most frequently used, followed by cycling and then busses. 27% indicated that they worked from home most of the time. 20% of residents indicated that they already volunteer in some capacity. 33% said that they would be interested, but many cited full time work and childcare as barriers. Given that there is a significant number of people that would be interested if

they had more time, a campaign focusing on ways to get involved in volunteer work that is easily accessible without significant time commitments could be considered for inclusion in a future Ashford For You magazine.

## **Equalities Impact Assessment**

13. Not required as the survey was conducted to gain feedback from the public. The survey included questions related to protected characteristics and analysis of these responses can be used to aid the authority in ensuring that it is meeting its equalities objectives.

## **Implications and Risk Assessment**

14. Continued monitoring of key indicators through the Residents' Survey will allow the council to identify broad areas of improvement and highlight public concerns. Additionally, publication of the survey results and council response will improve council visibility and make clear the council's desire to constructively engage with residents and hear their views.
15. There is minimal financial risk associated with the completion of future surveys. Costs can be met within existing budget and resources.

## **Other Options Considered**

16. The report is for noting and designed to ensure that resident's responses are communicated to members and officers.

## **Reasons for Supporting Option Recommended**

17. Considering the findings of the residents' survey will ensure that our service provision remains relevant to local people. It identifies where our services are meeting residents' requirement and where we need to develop our services.

## **Next Steps in Process**

18. Individual services are considering the survey responses and these will inform their future service provision. Key changes to services in response to the survey will be communicated through the council's website and other channels.

## **Conclusion**

19. The survey was conducted to gather the views of our local residents from a statistically valid sample. The results indicate that generally performance is consistent with previous years which, given external factors such as the pandemic as well as political and economic instability, is a positive outcome. We continue to monitor performance of services through our quarterly performance report which will be monitored against areas identified in the survey.

## **Portfolio Holder's Views**

20. The residents' survey has provided the council with valuable insight into the views of local residents about their local areas and the services they receive from Ashford Borough Council. We have listened carefully to what residents have said and will act to make improvements, particularly in areas where satisfaction is lower. It is pleasing that Ashford continues to perform well against national and regional benchmarks.

## **Contact and Email**

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9 November 2022

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# Residents' Survey 2022

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Acorn Data by CACI 2022

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## Executive Summary

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The 2022 Residents' Survey was open between May 3rd and June 4th 2022, during which time it was completed by a representative sample of 1,132 residents. The survey asked residents for their views regarding:

- The council and specific service areas
- Their local area
- Topics of current interest to the council

The results indicate that residents' general views on the council and its performance have stayed broadly consistent. Satisfaction with key services remains high and efforts to improve community safety and communication with residents appear to have been effective. Feedback on the council's response to the pandemic was positive. Residents were generally happy with digitalisation efforts. The continued importance of accessible in-person options for older and digitally excluded residents was also made clear.

The results of this survey will be used for the purpose of continued monitoring of public opinion regarding the council and to gauge progress in key areas. The results will also be used by services for the purpose of continuous improvement.

## Introduction to the survey

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The Ashford Borough Council Residents' Survey is a biennial piece of research which aims to capture the broad opinion of residents regarding council services and engagement as well as their local area. The survey consists of 4 broad question groups:

- **Local Government Association questions**

These are asked at the beginning of the survey in a specific format and order so as to be comparable to national and regional figures collected by the LGA every 4 months.

- **Ashford Borough Council core questions**

These constitute the middle portion of the survey and are carried over from previous residents' surveys when possible. They cover topics such as satisfaction with specific council services, pride in the local area and how residents engage with the council.

- **Unique yearly questions**

These questions generally cover topics which are of particular interest at the time of the survey. In previous surveys these have been topics such as the corporate plan and town centre usage. This year's questions cover service digitalisation, response to the coronavirus pandemic and commuting habits.

- **Equalities monitoring questions**

Asked at the end of the survey, these questions cover personal information about the participant for the purposes of equalities monitoring. They are also used as data for assigning survey weights, in order to make the survey as representative of the wider population as possible.

# **Sampling and Methodology**

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## **Sampling Methodology**

Participants were sampled at random from the council tax database. The council tax database contains approximately 50,000 records, from which 10,000 were taken. 30 records were removed due to incomplete or incorrect information, leaving a final sample of 9,970 participants.

## **Distribution and Responses**

9,970 invitations to the survey were distributed by post, each containing a link and QR code to access the survey online. Paper copies of the survey were distributed by the council where requested.

In total, 1,160 responses were received online and 23 by paper request. Following sample cleaning to remove duplicate responses, the final study sample was 1,132 individuals. This equates to an overall response rate of approximately 11%.

Results fall within maximum margin of error of 2.9% at the 95% confidence level. This means that if all adults in Ashford completed the survey, the results would be at most +/- 2.9% different from the survey sample. For example, if 50% of our sample answered 'yes' to a question, we can confidently say that the true value lies between 47.1% and 52.9%.

## **Sample Weighting**

Weights were assigned to results based on age and reported gender. Target sample proportions were taken from the recently released 2021 census results for Ashford Borough. The purpose of weighting was to account for gender biases inherent in the council tax register and differing response rates between groups.

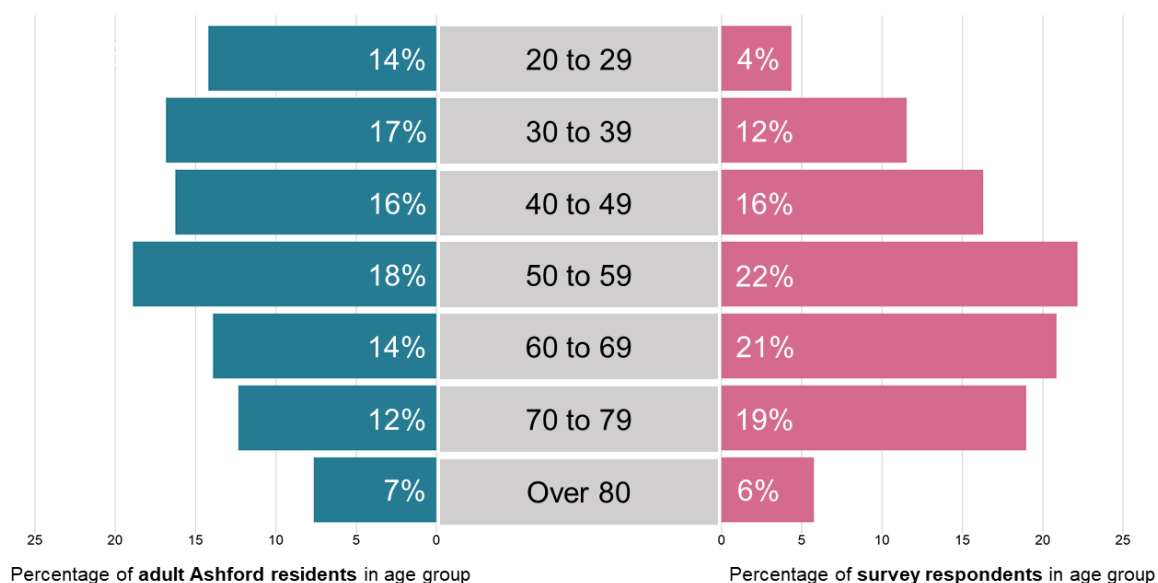
## Equalities and Sample Analysis

A demographic analysis of the survey sample is an important step to identify any potential biases or limitations, as well as inform future studies and evaluate the sampling method.

### Age Groups

Differing response rates between age groups is a well-studied phenomenon in survey based research. Older individuals are more likely to respond to surveys regardless of format and this same pattern can be observed in the Residents' survey (Fig.1).

Despite the online format of the survey, younger individuals were still significantly under-represented, particularly those in the 20-29 age group. However, this does also indicate that the online format was not a significant barrier to completion of the survey by older residents. Additionally, the population from which the sample was drawn was council tax payers, which is likely to skew older than the wider population. A portion of younger residents may be in higher education or living at home, for example, meaning they are less likely to appear on the register. Alternative channels through which to gather the views of younger residents could be explored.



**Figure 1.** Distribution of age groups in the study sample compared to Ashford Borough. Data for Ashford from 2021 Census preliminary results.

## Acorn Categories

Acorn is a geo-demographic segmentation tool which uses a range of private and public data sources to sort UK postcodes into demographic categories. These categories are defined by factors such as income, household relationships and consumer habits. There are 5 overarching residential Acorn categories.

1

**Affluent Achievers**

22.5% of UK

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

2

**Rising Prosperity**

9.3% of UK

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

3

**Comfortable Communities**

27% of UK

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

4

**Financially Stretched**

23.2% of UK

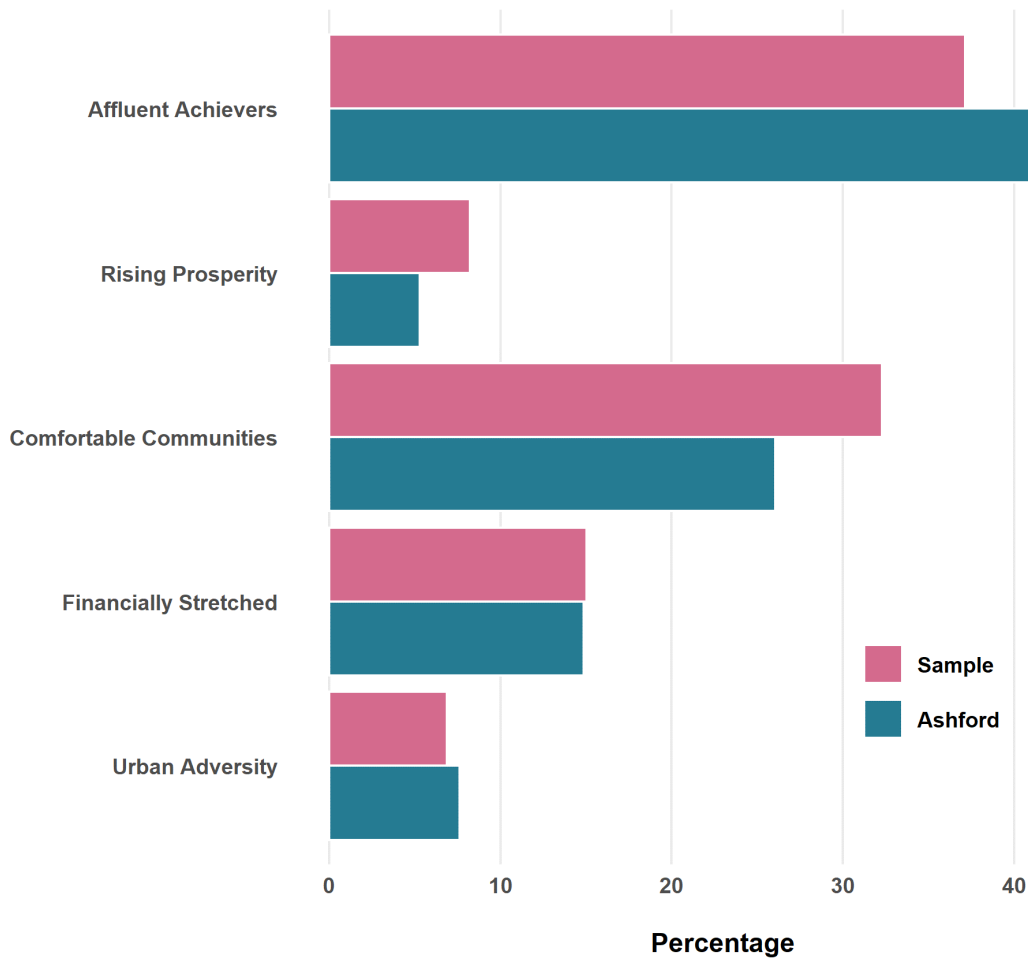
This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

5

**Urban Adversity**

16.8% of UK

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.



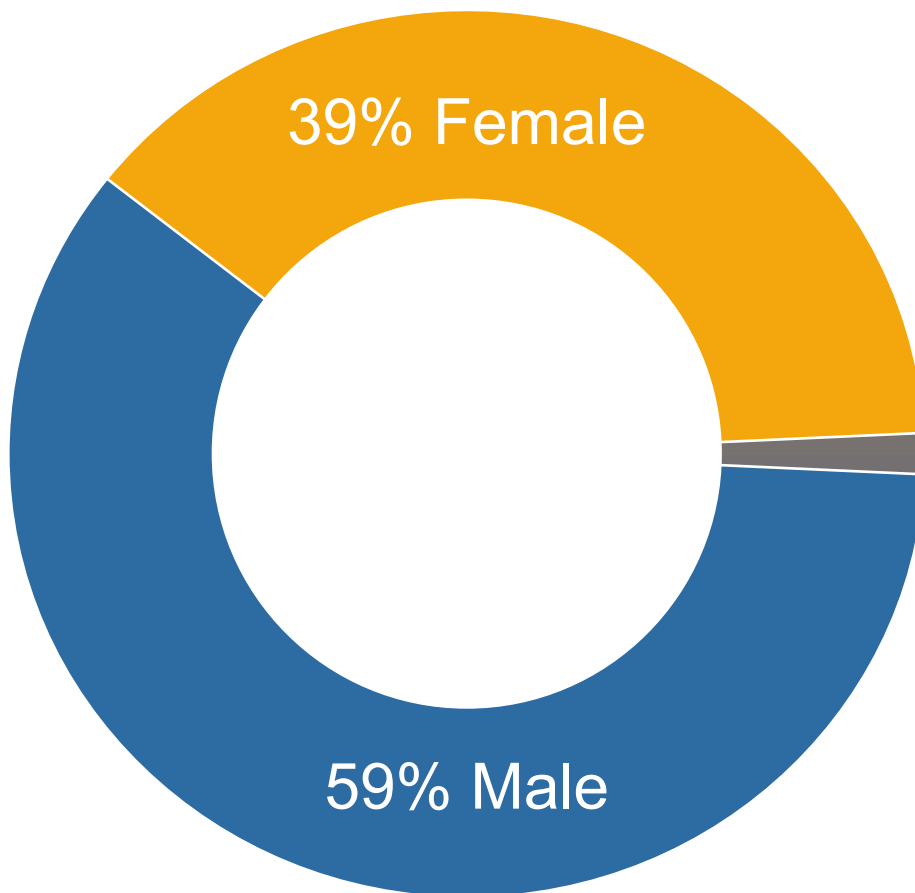
**Figure 2.** Percentage spread of residential Acorn categories in study sample and Ashford.

Overall, the ratio of acorn categories in the sample was consistent with those in the broader population (Fig.2). Affluent Achievers are the most common category in Ashford Borough at **46%** of the population, but were slightly under-represented in the sample. Rising Prosperity and Comfortable Communities were slightly over-represented. The percentage of Financially Stretched and Urban Adversity categories in the sample was representative of the wider population.

This is a positive result and indicates that we are managing to reach a broad spectrum of residents through the survey. Most notably the response from less economically affluent areas did not appear to be impacted by the online format despite these areas being more at risk of digital exclusion.

### Reported Gender

The study sample contained a larger percentage of male participants than is seen in the wider Ashford population, where there are roughly equal numbers of male and female residents (Fig.3). We propose that this is a product of gender bias among individuals recorded on the council tax register, rather than female residents being less likely to respond to the survey for any reason. Whilst significant differences were not observed between male and female responses to the survey, this is a limitation of the sampling method which we will bear in mind when conducting future surveys.



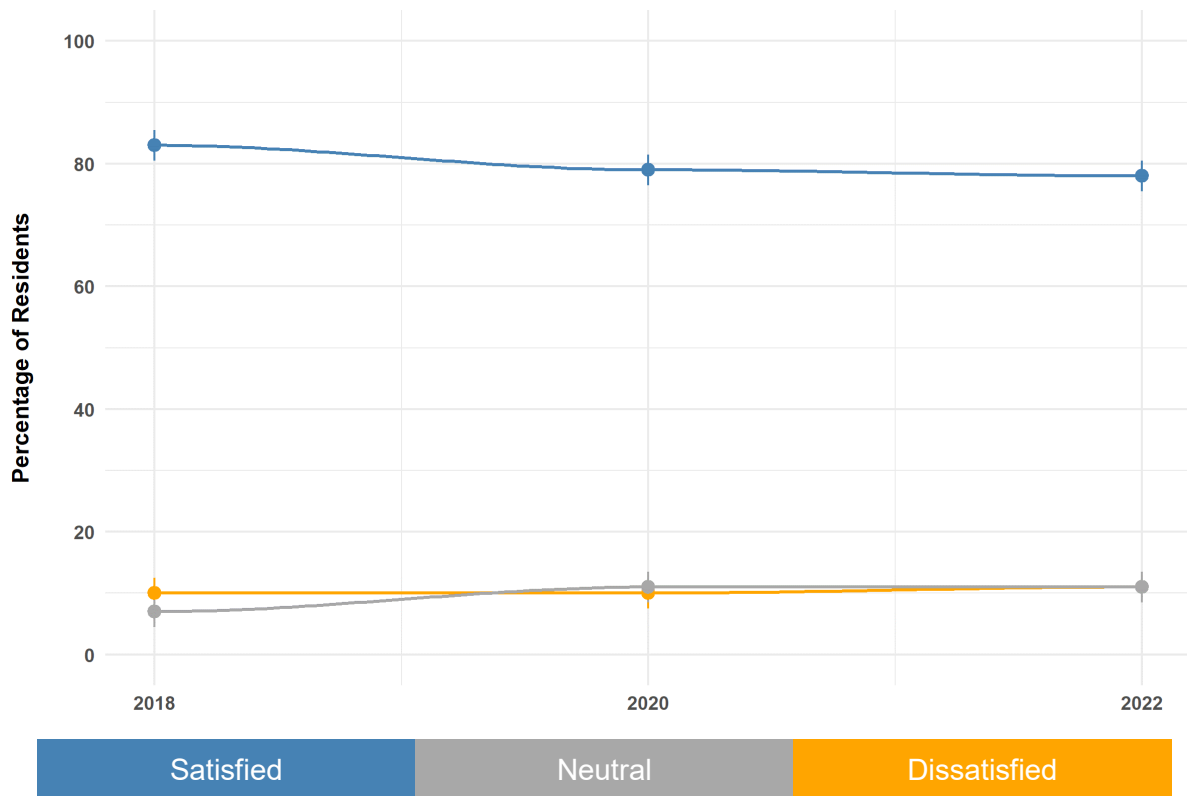
**Figure 3.** Percentage of male (59%) and female participants (39%) in the study sample. 2% reported identifying as neither male nor female.

### Reported Disability

162 residents (14%) reported having a disability. Disabilities related to communication and hearing were the most frequently reported, as well as mobility among older residents in particular.

## Local Government Association Benchmark Questions

“Overall, how satisfied or dissatisfied are you with your local area as a place to live?”

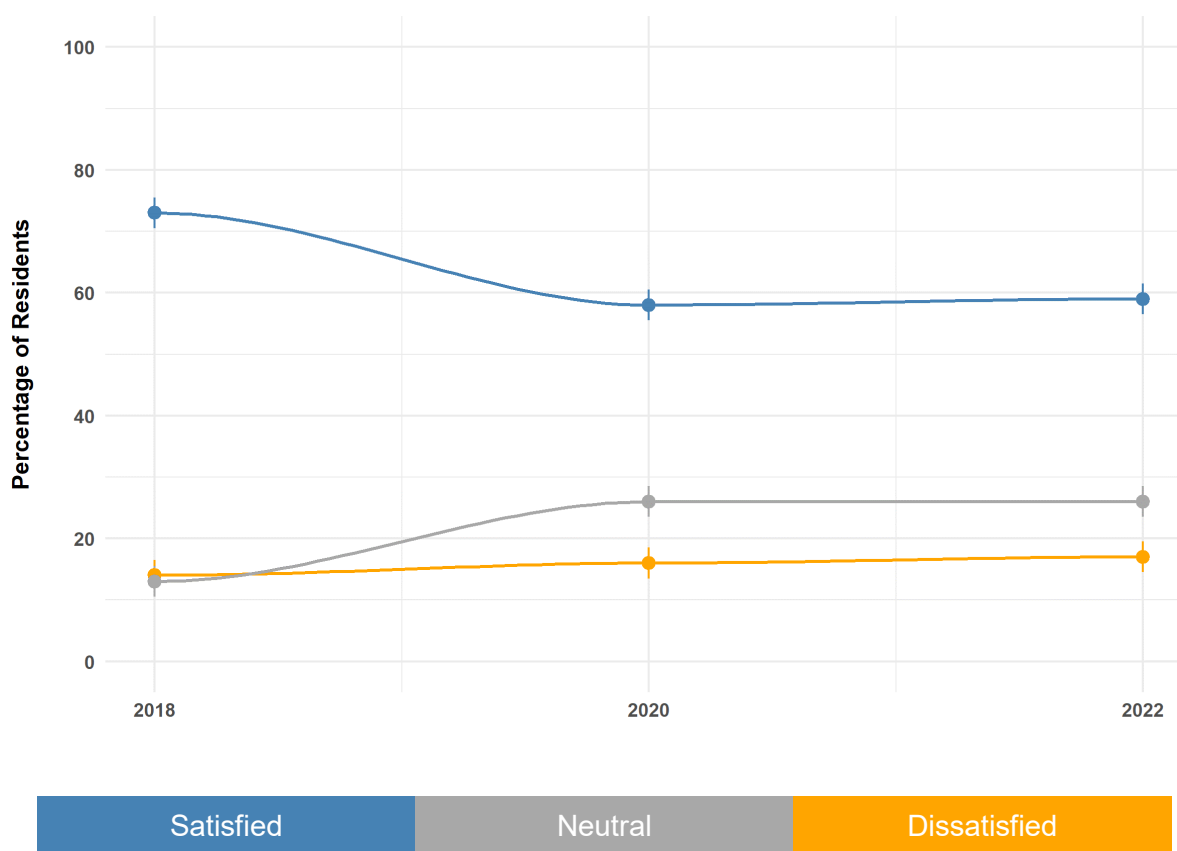


A large majority of residents (**78%**) indicated that they were satisfied with their local area to some extent. This is in line with national average of **80%** for this question according to Local Government Association benchmarks, but is slightly above average for the South East region (**74%**). These results also broadly mirror the findings of previous Residents' surveys in 2018 and 2020, with percentage differences not proving statistically significant. Notable results for this question include:

- Those in the Affluent Achievers category were most satisfied with their local area (**84%**). Those in the Financially Stretched (**72%**) and Urban Adversity (**69%**) categories were least satisfied.
- Rural residents were more likely to say that they were satisfied (**85%**) than urban residents (**74%**).



## “How satisfied or dissatisfied are you with the way Ashford Borough Council runs its services?”

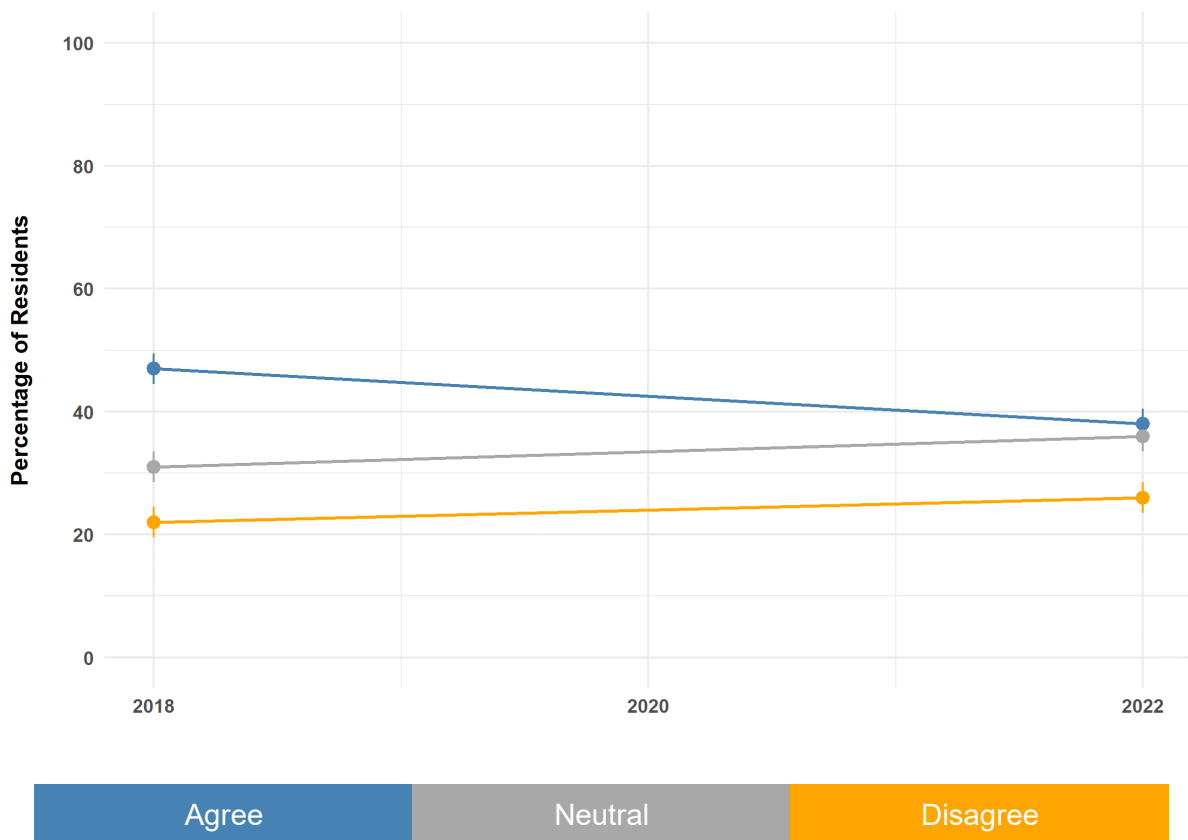


Overall, 60% of residents indicated that they were satisfied with the way services are run by the council to some extent. **17%** indicated that there were dissatisfied to an extent. Around a quarter of residents indicated that they were neither satisfied nor dissatisfied. These results broadly reflect local government averages for England and the South East. Significant differences were not seen between Acorn categories.

These figures are also broadly consistent with those recorded in the 2020 Residents' survey. Notable results for this question include:

- High satisfaction with services among older residents. **64%** of residents aged 60-69 and **75%** of those aged 70-79 stated they were satisfied. **31%** of those over 80 years old stated they were very satisfied.
- Generally lower satisfaction in younger age groups. Only **40%** of 20-29 year olds indicated they were satisfied. However, **40%** also gave a neutral answer of 'neither', which may generally reflect lower usage of services.

## “To what extent do you agree or disagree that Ashford Borough Council provides value for money?”

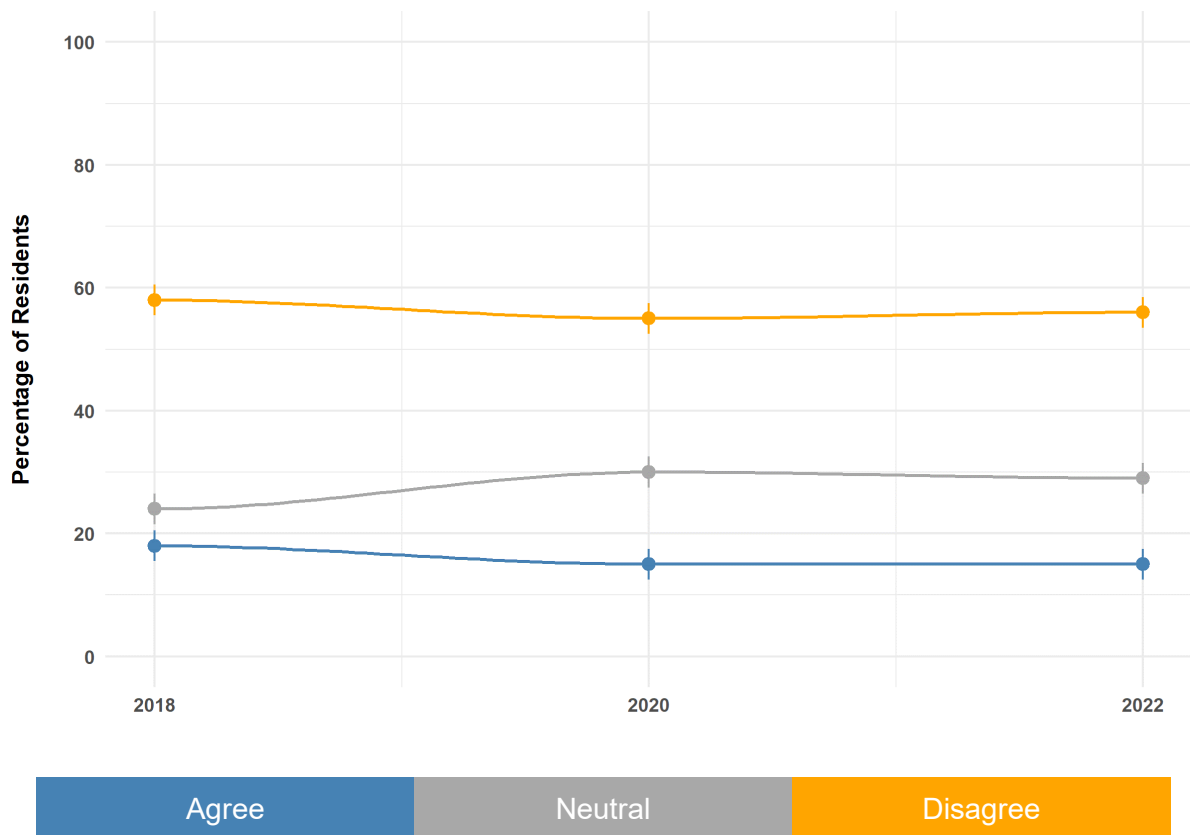


The Local Government Association has historically seen a large number of people respond neutrally to this question. Additionally, rates of positive responses have steadily decreased over the last 10 years, with a spike in 2020 during early stages of the coronavirus pandemic. Results from the Residents’ Survey broadly reflect national trends, though a high number of residents answered ‘neither agree nor disagree’ (**36%**) compared to the national average (**29%**).

Notable results for this question include:

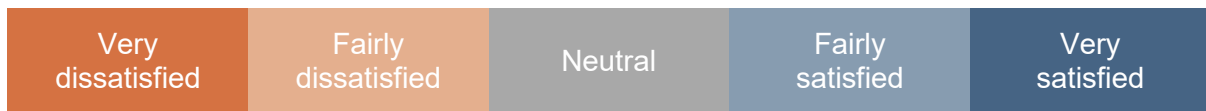
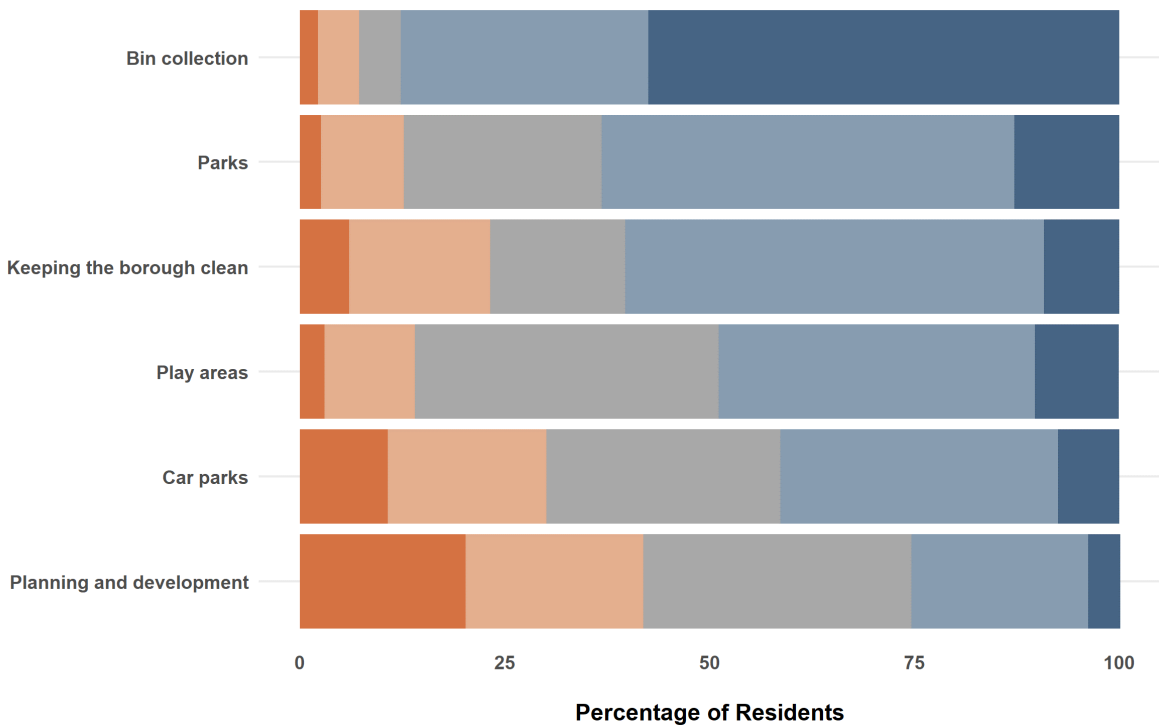
- In 2018 the percentage of residents who agreed with the question was **47%**, whereas in 2022 this has dropped to **38%**.
- The number of residents who disagreed has not increased significantly and there has primarily been a shift from ‘tend to agree’ to ‘neither agree nor disagree’.
- Residents in Acorn categories typically associated with lower incomes were slightly more likely to agree that the council provided value for money.

**“To what extent do you agree or disagree that you can influence the decisions that Ashford Borough Council makes?”**



Resident’s perceptions of influence over council decision making have historically scored poorly and this trend has not changed significantly in the last 2 years. Overall, just over half of residents (**56%**) disagreed did not feel that they could influence council decision making.

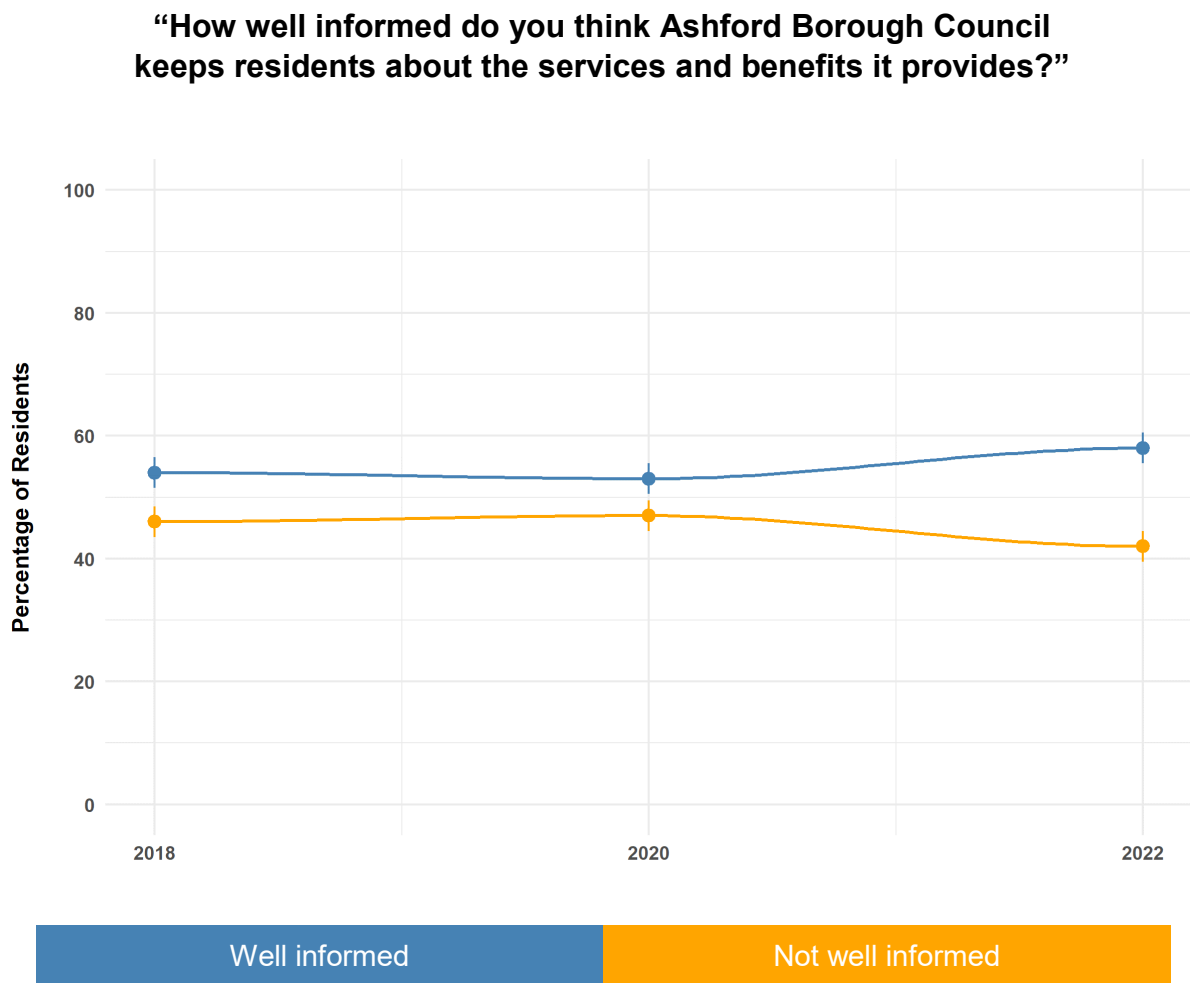
## Satisfaction with Specific Service Areas



Residents were broadly satisfied with most service areas, with planning and development in the borough being the area residents expressed the most dissatisfaction with (**42%** dissatisfied overall). Collection of bins, green spaces and general cleanliness were areas of high satisfaction. Car parks were another area of relatively higher dissatisfaction (**30%** dissatisfied). **90%** of residents were satisfied with the collection of bins in the borough, continuing a trend of high satisfaction with this service.

This question also included an open text box where residents could leave feedback. Common feedback included concerns that supporting infrastructure was not being provided along with residential expansion and that preservation of greenfield sites was not prioritised. Additionally, that council car parks were generally too expensive and specific areas of the borough, such as busy roadsides, required more regular cleaning.

## Communicating with Residents

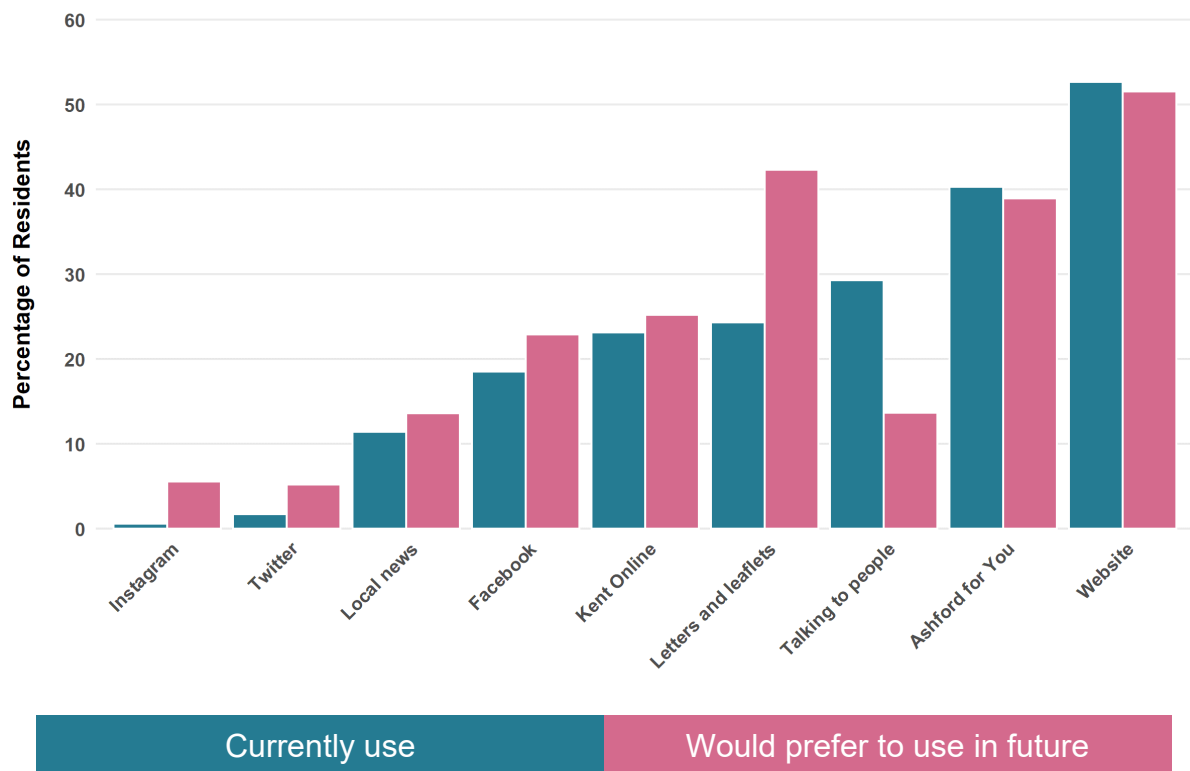


The number of people saying they felt fairly or very well informed about services and benefits has increased slightly since 2018 and 2020, during which time it remained static. In 2022, **59%** stated that they felt very or fairly well informed, whilst **41%** did not feel well informed. Notable results for this question include:

- **65%** of participants in the Urban Adversity acorn category indicated that they felt very or fairly well informed. This is a significant increase from 2020, where just **39%** felt informed, the lowest number of any category.
- As in previous years, older participants were more likely to feel well informed than younger participants. Only a quarter of participants over 70 indicated that they did not feel well informed, compared to just over **50%** of those under 40.

- However, the number of young people saying they felt well informed has increased significantly from approximately **34%** in 2020 to **46%** in 2022.

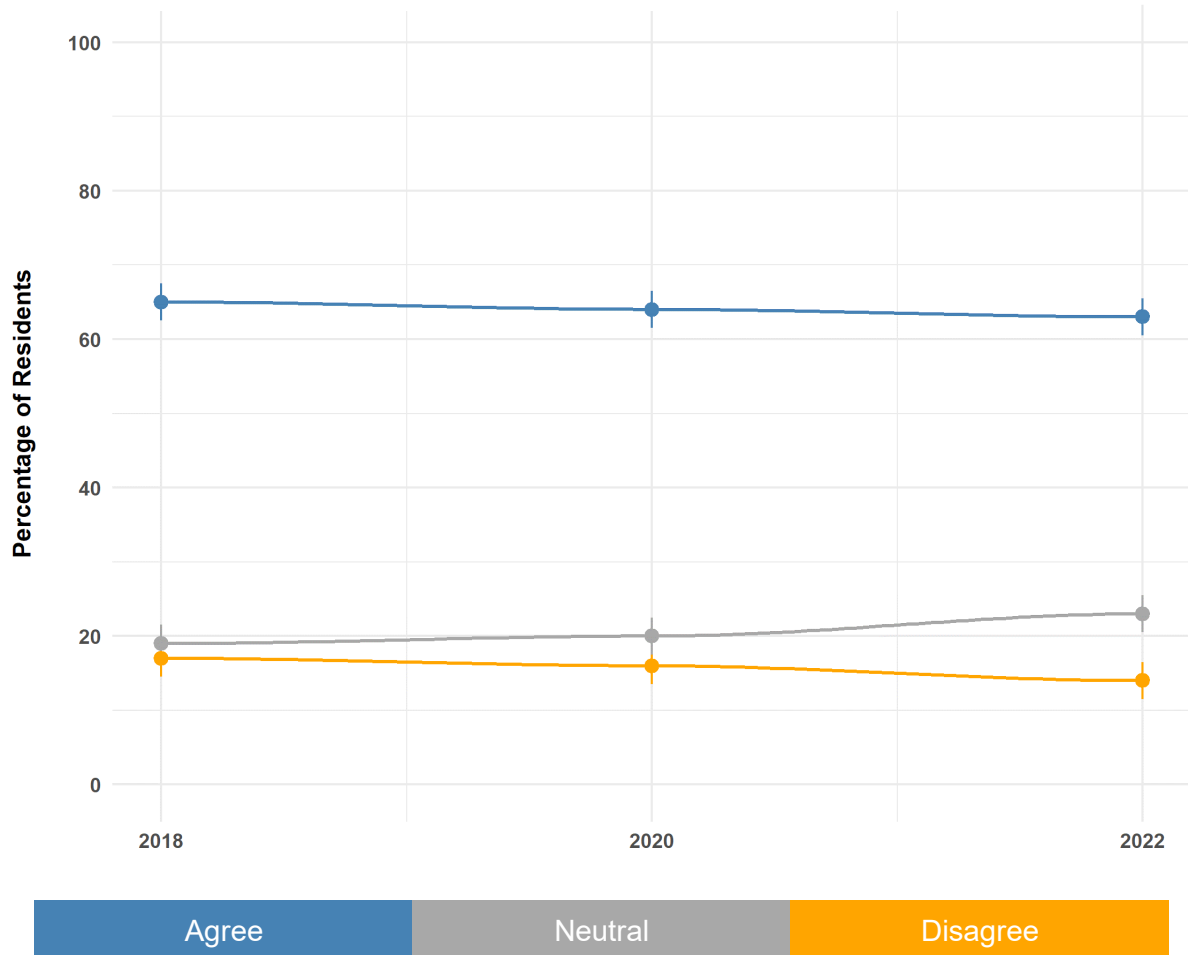
### “How do you find out about the services and benefits Ashford Borough Council provides?”



- As in previous years, residents indicated that they most often make use of the council’s website (**53%**) and Ashford for You magazine (**41%**) when looking for information.
- A large number of residents indicated that they would like to receive informative letters and leaflets in future (**42%**).
- Facebook was by far the most used social media platform by residents for interactions with the council. **21%** of residents indicated that they use currently use social media to find information, but **32%** indicated that they would like to use this in future, particularly Twitter and Instagram.

## Local Pride, Community and Safety

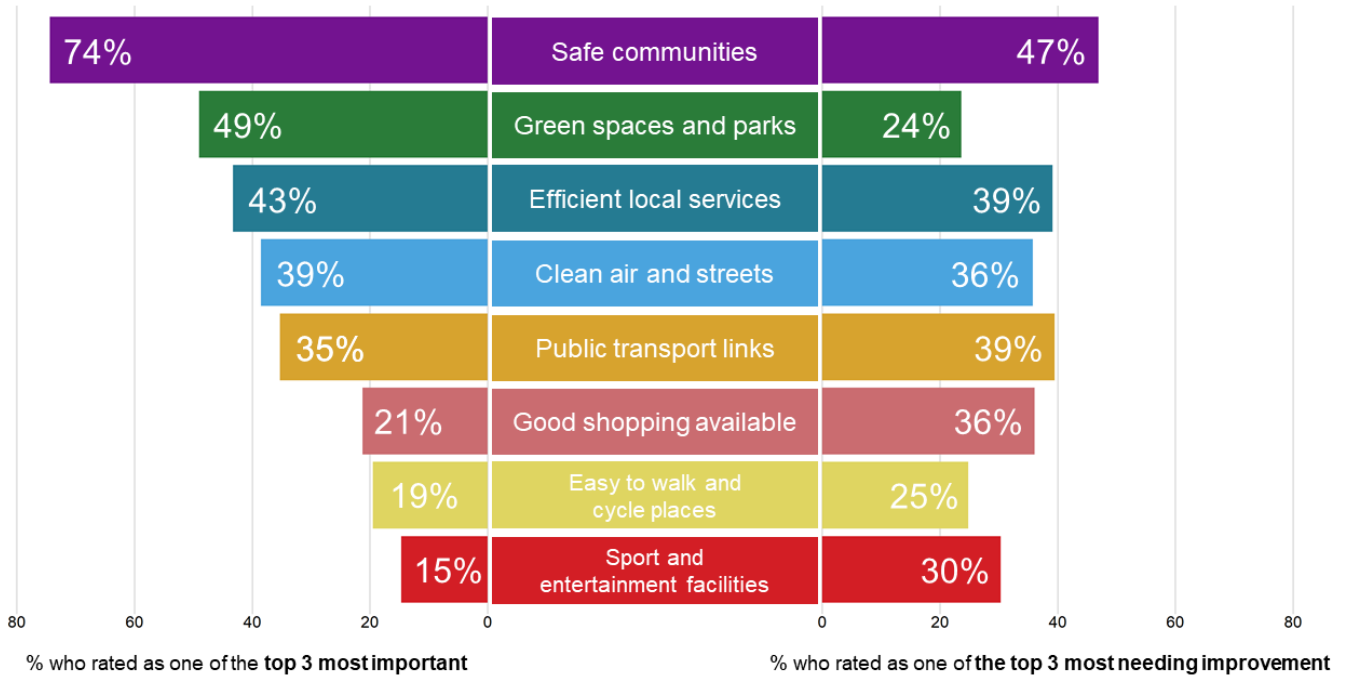
How far do you agree or disagree with the following statement:  
“I have pride in my local area”?



A majority of residents agreed that they had pride in their local area (**63%**), whilst a small minority disagreed (**14%**). The number of people who agreed with this statement has remained stable since 2018, but the number who expressed disagreement has trended downwards. Notable results for this question include:

- Residents in Financially Stretched and Urban Adversity categories were significantly less likely to agree with the statement than those in more affluent categories.
- Those living in rural areas were more likely to agree (**75%**) than those in urban areas (**57%**).
- Older residents were more likely to agree than younger residents.

**“Which 3 things are most important in making somewhere a good place to live? Which need improving in your local area?”**

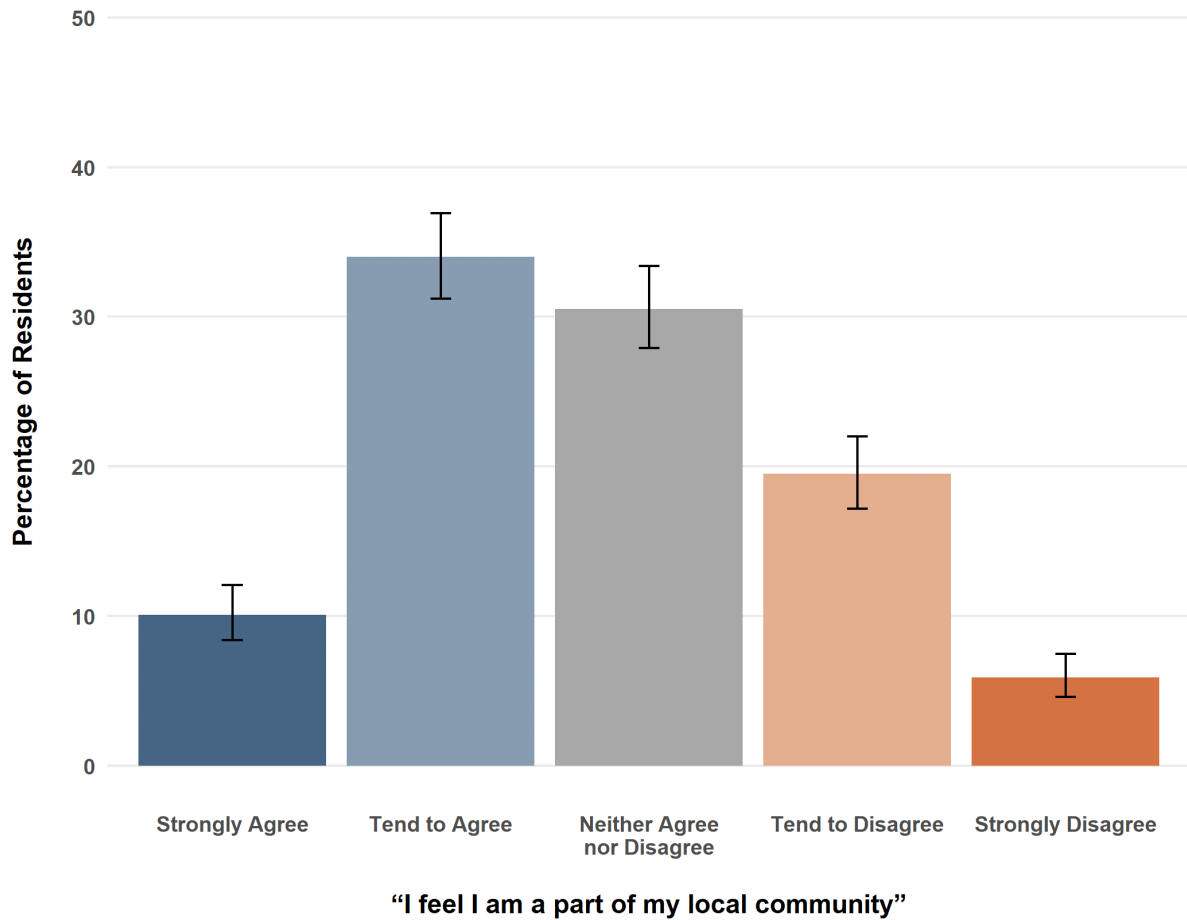


Residents overwhelmingly indicated that safe communities were one of the most important things in making somewhere a good place to live (74% rated in their top 3). Green spaces, efficient local services and cleanliness were also important to residents. Entertainment and shopping facilities were less frequently prioritised by residents when considering somewhere a good place to live.

Whilst green spaces were rated as being important to residents, only a quarter ranked them as something that needed significant improvement in their local area, a positive result. Areas which residents would particularly like to see improvement in included local services, cleanliness and public transport and shopping. Community safety was again ranked highly, with just under half of residents indicating that it was something most needing improvement.



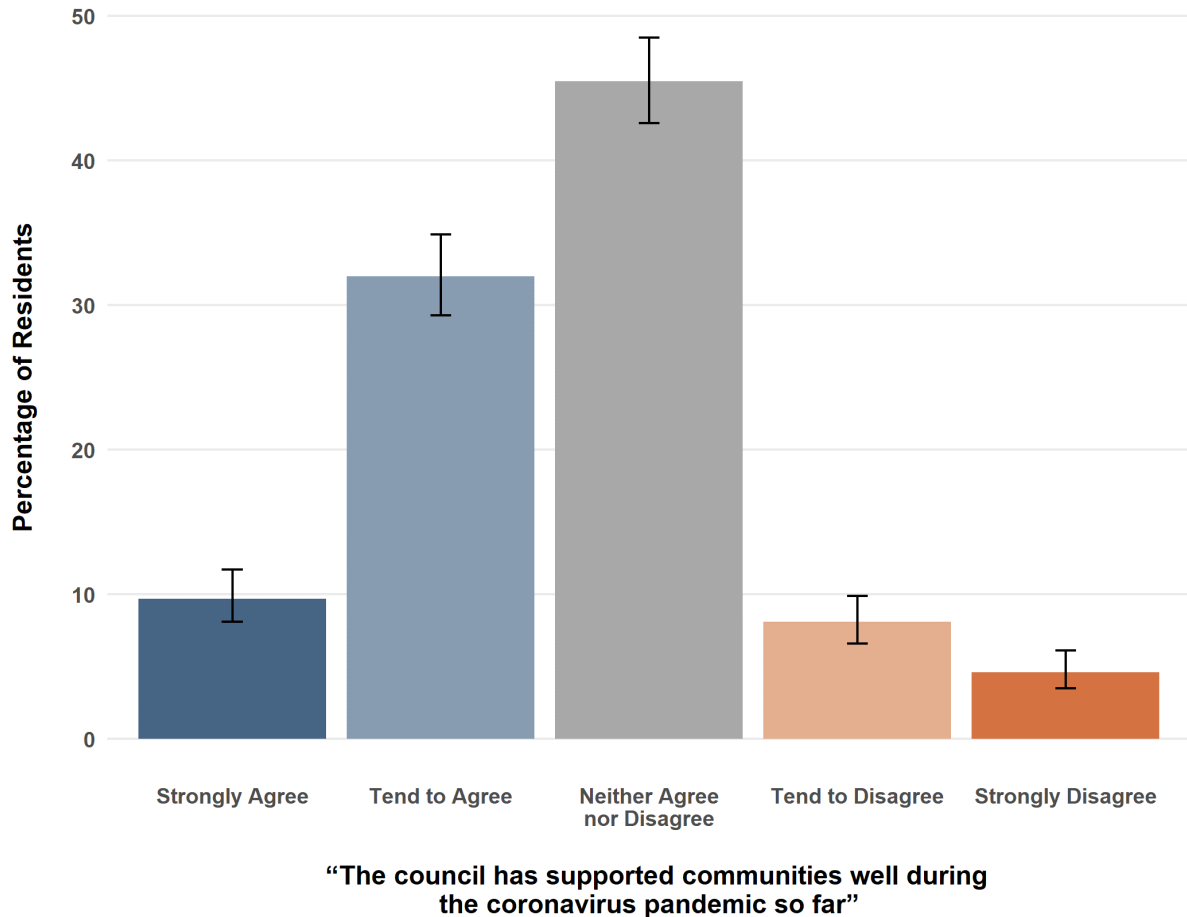
## Feeling a Part of the Community



This question was not included in previous surveys, but is viewed a potentially important indicator of isolation, particularly in the wake of the pandemic. Just under half of residents felt they were a part of their local community (**44%**). Around a quarter felt they were not (**26%**) whilst **30%** of people gave a neutral answer. Notable results for this question include:

- Those living in rural areas were more likely to agree (**60%**) compared to this in urban areas (**36%**).
- Older residents were more likely to agree with the statement than younger individuals. Approximately **58%** of residents over 70 agreed that they felt a part of their local community, compared to just **35%** of those under 40.
- Those in the Rising Prosperity and Financially Stretched categories were least likely to agree with the statement, a result which is almost certainly linked to an association of these categories with younger residents.

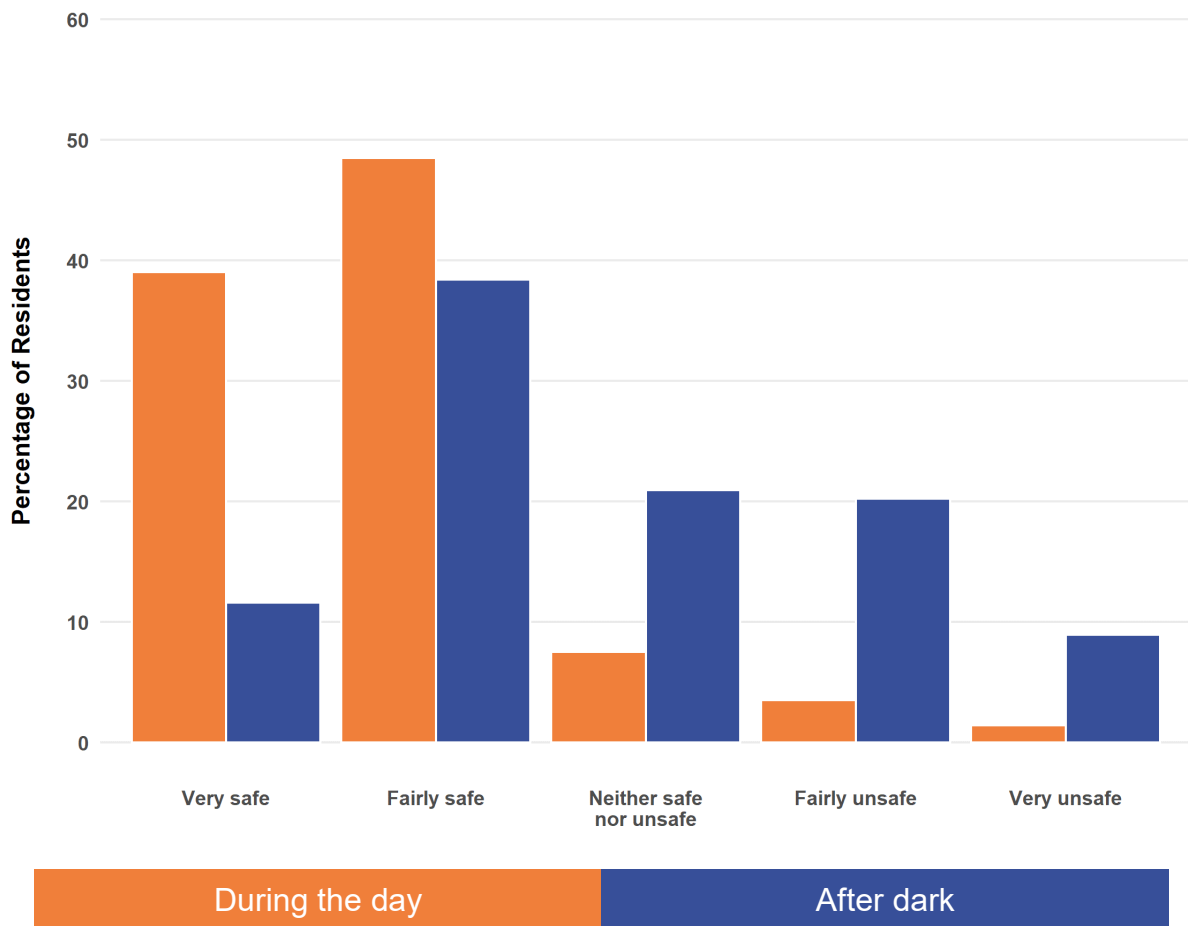
## Coronavirus Pandemic Support



Residents generally agreed that the council had supported communities well during the pandemic (**42%**). A larger than expected number of residents gave a neutral answer to this question, with some indicating that they were unsure what specific services the council had provided. Notable results for this question include:

- Individuals identified as being particularly vulnerable to covid-19 were slightly more likely to agree with the statement (**46%**) than those who were less vulnerable (**36%**). Vulnerable individuals include those over 60 years of age, those with a disability and those in deprived communities.
- However, non-vulnerable individuals were not more likely to disagree, instead being more likely to give a neutral answer. This is understandable considering these individuals were unlikely to require additional support during the pandemic.

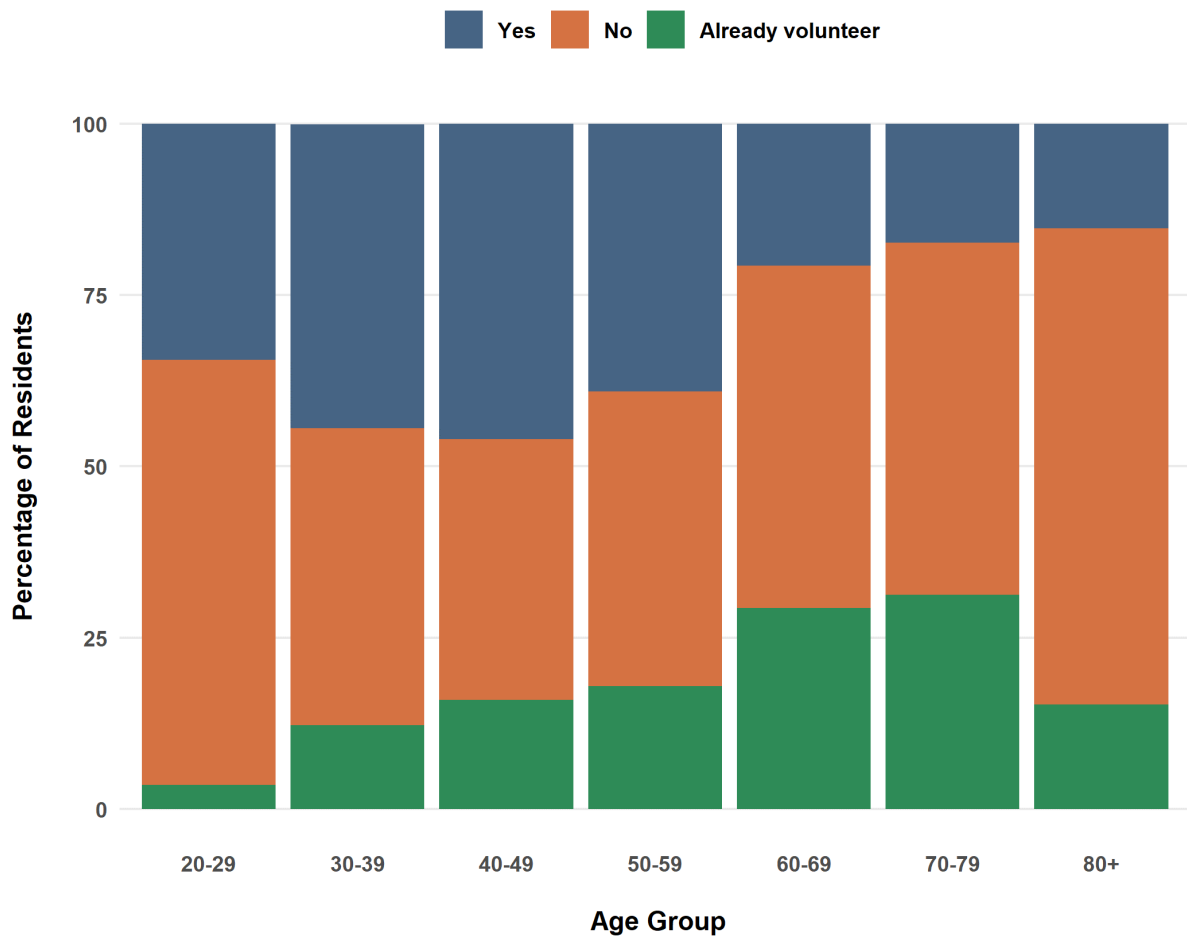
**“How safe do you feel in your local area during the day?  
How safe do you feel after dark?”**



A large majority of residents indicated that they felt safe in their local area during the day (**88%**), whilst a small minority felt unsafe (**5%**). After dark, **50%** of residents felt safe, whilst approximately a third felt unsafe to a degree (**29%**). Notable results for this question include:

- Overall, the percentage of residents reporting that they **felt unsafe** has decreased slightly from **34%** in 2020 to **29%** in 2022.
- The percentage of residents living in deprived areas who reported feeling **safe after dark** has increased from **32%** in 2020 to **41%** in 2022, a significant improvement.
- Residents in rural, more affluent areas were more likely to report feeling safe at night than those in urban areas, as might be expected.

## “Would you be interested in volunteering to help out in your local area?”

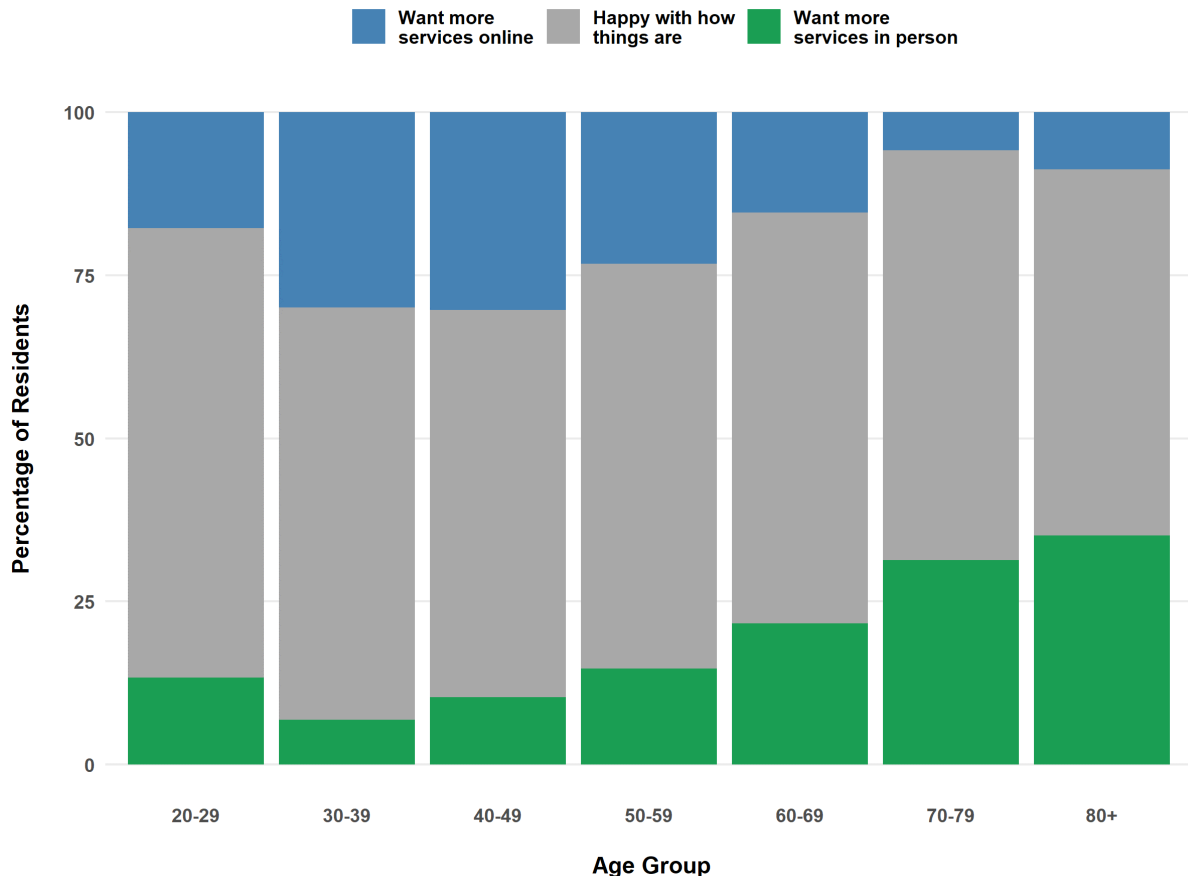


Many residents were interested in volunteering to help out in their local area, or already did so. Overall, **20%** of residents indicated that they were already volunteering in some capacity, whilst **33%** answered that they were not, but would be interested. **47%** answered that they would not be interested in volunteering. Notable results for this question included:

- The most likely residents to be already volunteering in some capacity were older residents living in more affluent postcode areas.
- A lower than average percentage of 30-60 year olds were already volunteering, but many indicated they would be interested. A common barrier to volunteering quoted by this age group was not being able to commit time due to work and childcare.

## Digital and Online Services

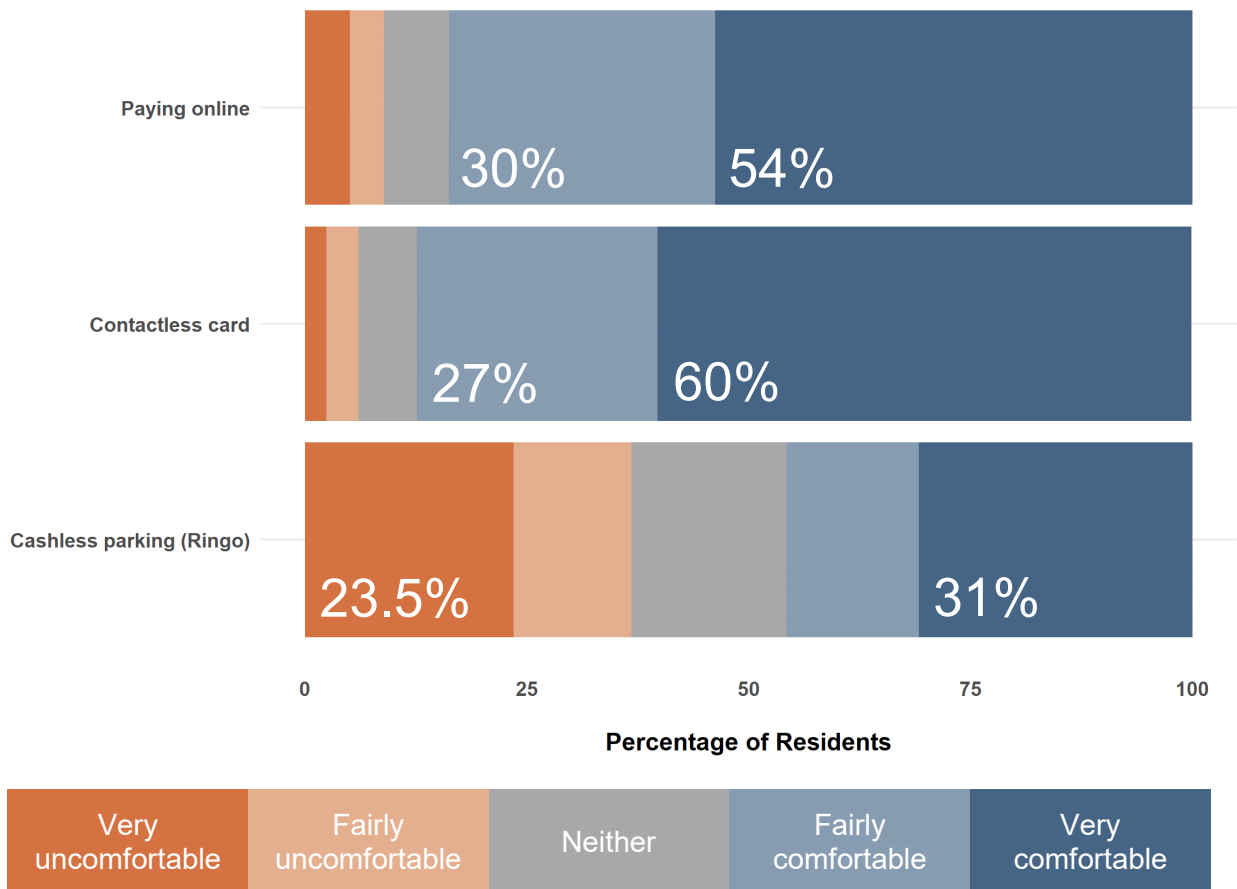
“How do you feel about the balance of services available online and in person?”



As the council aims to increase our provision of digital and online services, it was deemed important to ask residents how they felt about this. A majority of residents across age groups answered that they were happy with the current balance of online and in-person services (**62%**). Older residents and those who reported a disability were more likely to favour in-person services. Younger residents generally showed the opposite trend, favouring greater online provision. Comments and suggestions left by residents included:

- A chat bot to make website navigation easier. Some felt that the website layout and menus made it difficult to find what they were looking for.
- Local face to face contact was important for those with learning disabilities.
- The ability to chat with customer service operator through the website

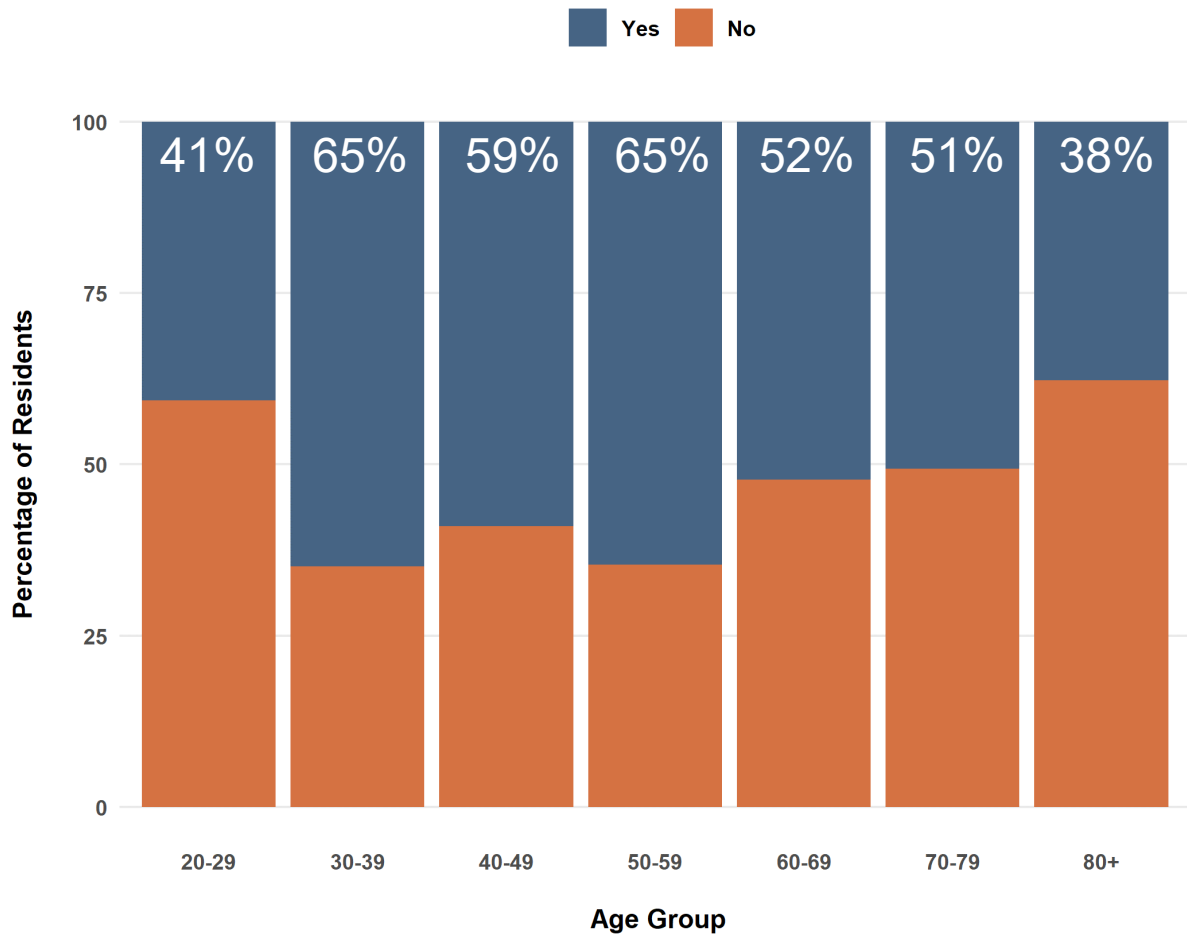
**“How comfortable do you feel using the following cashless ways to pay?”**



Cashless payment is increasingly common following the pandemic with many council services now using cashless options. The three options asked about by this question were contactless card, online payment and the use of the Ringo app for parking. Notable results for this question include:

- Residents overwhelmingly felt comfortable using online payment (**84%**) and contactless card payments (**87%**).
- Residents were more divided on the use of the Ringo app for parking. Answers to this question were heavily correlated with the age of respondents. Approximately **60%** of those under 40 felt comfortable using Ringo, whilst this dropped to just **20%** among those over 70.
- Residents who reported a disability were also significantly more likely to feel uncomfortable using the Ringo app (**52%**) than those who did not (**34%**).

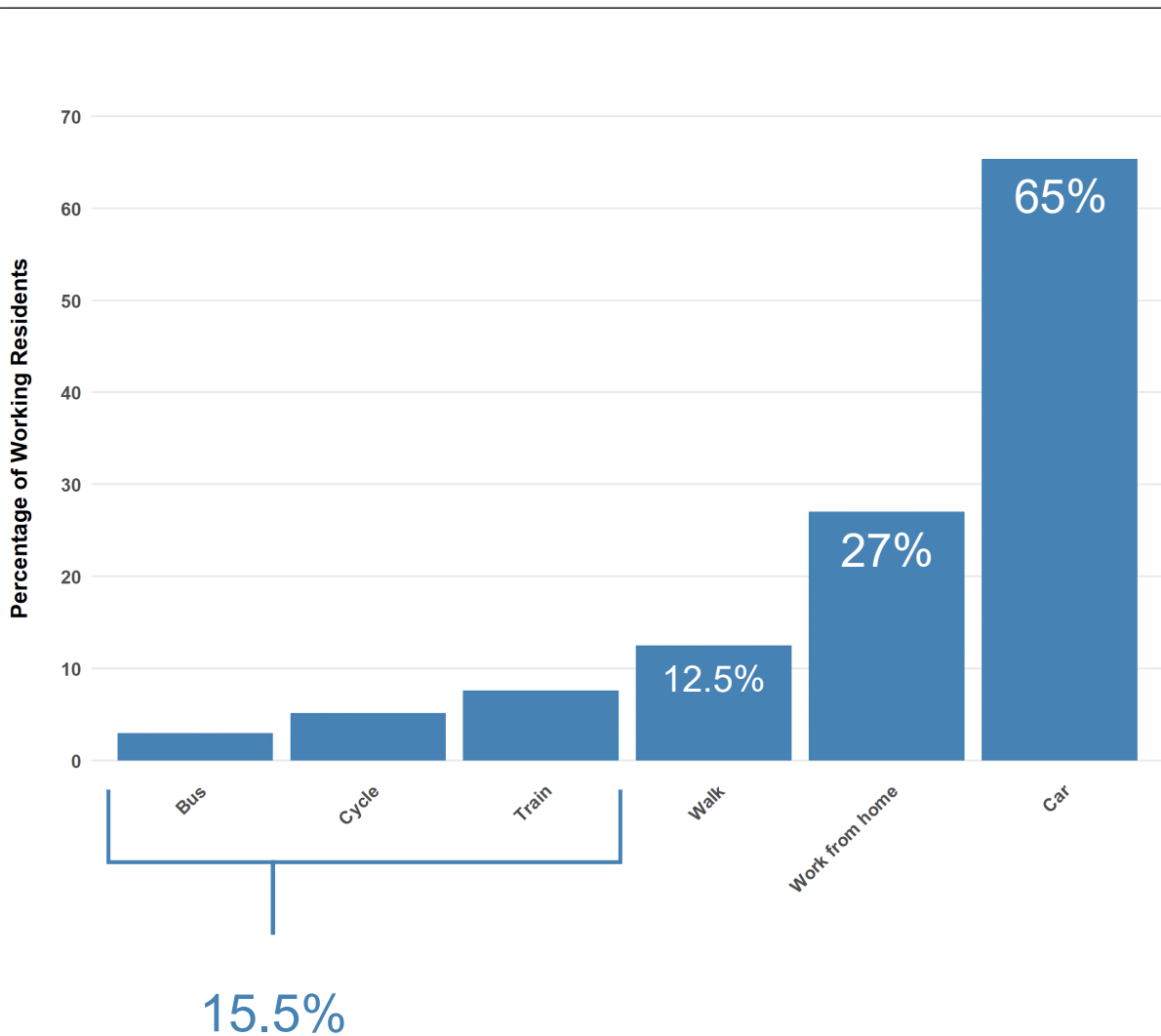
**“Would you be interested in viewing council meetings  
(e.g., planning committee) online?”**



Overall, **53%** of residents indicated that they would be interested in viewing council meetings online.

- Those between the ages of 30 and 60 were most likely to indicate interest, with **63%** of this age bracket answering 'yes'.
- Residents in their 20s (**41%** yes) and those over 80 (**38%** yes) were least likely to express interest in viewing online council meetings.
- Significant differences were not observed between residents reporting a disability versus those not or between Acorn groups.

## Commuting Habits



The most frequently used mode of transport for commuting by working residents was cars, with **65%** indicating that they used a car for at least part of their journey. **12.5%** indicated that they walked at least part of the way, whilst **15.5%** indicated that they used an alternative form of transport. Among these, rail travel was most frequently used, followed by cycling and then busses.

**27%** of residents indicated that they worked from home most of the time. This result was slightly above the national average of **24%** indicated by recent research ('Homeworking in the UK - 2019 to 2022', Office for National Statistics).