

Agenda Item No:

Report To: Cabinet

Date of Meeting: 13 September 2018

Report Title: Residents' Survey 2018

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**Portfolio Holder
Portfolio Holder for:** Cllr. G Clarkson



Summary:

Between March and April 2017, the Residents' Survey was sent out to a random sample of local people. The survey aimed to find out the views of residents about:

- The council and specific council services
- Views on the local area
- Priority issues for local people

The results of the survey has shown that overall Ashford Borough Council is performing well with residents being satisfied with many of the key services. The results from the survey have also highlighted areas in need of improvement an action plan (appendix 2), has been developed to address these issues. It is proposed that a follow up survey is conducted every other year to monitor changes in public opinion over time.

Key Decision: No

Significantly Affected Wards: The results have been analysed at ward level.

Recommendations: The Cabinet is asked to:-

- I. Note the results from the 2018 Residents' Survey
- II. Approve the action plan arising from the results of the residents' survey
- III. Approve further surveys being undertaken every other year to monitor key trends in public opinion and focus on specific areas of interest

Policy Overview: The residents' survey gauged feedback on a variety of points related to the town centre, and this information will be used to inform the work of the Town Centre Place Making Board in driving the regeneration of Ashford town centre (a priority of the corporate plan). The results from the survey will also be used to drive service improvement and will assist with setting

priorities for future projects and policies. It should be noted that direct comparisons cannot be made with the 2014 residents' survey due to the difference in data collection methodology.

Financial Implications:

The majority of costs associated with conducting further surveys and delivery of the action plan points can be met with existing service budgets. Where additional funding is required to deliver service aims separate proposals will be brought forward.

Legal Implications

Personal data for the survey was collected and processed in compliance with the General Data Protection Regulations 2016. Named participants were selected initially from council tax records, but the 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.

Equalities Impact Assessment

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. Work streams arising from the action plan will be subject to individual equalities impact assessments as appropriate.

Other Material Implications:

None

Exempt from Publication:

No

Background Papers:

The LGA peer challenge report to cabinet (13 September 2018)

ABC 2018 Residents' Survey – Full report

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Report Title: Residents' Survey 2018

Introduction

1. Between March and April 2018, the council undertook a postal survey to 10,000 randomly selected borough residents. The intention of the survey was to provide reliable data on residents' views on the council, its services and the borough of Ashford. The results provide a valuable source of information which can be used to further understand the priorities of Ashford's various groups through analysis by age, income (through Acorn geodemographic classification) and location (down to ward level). Due to the large number of responses to the survey, the results are statistically valid and the data produced is reliable.

Methodology

2. A copy of the questionnaire can be found in appendix 1. The 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. Of the 10,000 surveys sent, almost 2,200 were returned, a response rate of almost 22%. Of the returned surveys, 19% were completed online and 81% were completed by post. The survey results are statistically valid to a 95% confidence interval, meaning that there is little chance of error affecting the data. Results fall into a margin of error of 2.06%, meaning that if generalised to the whole population of the borough, results would vary slightly, by +/- 2.06%.
3. The results were analysed by averaging out responses as well as breaking down the data by a number of variables including age, location and Acorn group. In some questions results were cross-tabulated to identify correlations between responses to separate questions. Open ended questions involving comments were analysed thematically to detect and group frequently occurring themes in respondent's answers.

Key Findings

4. The key findings from the survey can be found in the executive summary (appendix 1). Headline questions about the borough and the council yielded mostly positive results. As a whole, 83% of residents are happy with the borough as a place to live¹. Residents who stated they are happy with their local area were also more likely to respond that they have pride in their local area as well (65% of respondents agreed they had pride). However, a large

¹ Respondents were asked to consider their local area as a radius of 15-20 minutes walking time from their property.

portion of respondents answered they were 'dissatisfied' with the Ashford town centre². Shopping in the town centre was the most positively viewed, as it gained the most satisfaction ratings of the facilities listed (40% satisfied), including visiting (25% satisfied) and going out (22% satisfied) in the town centre.

5. Opinions on the council as an organisation were positive overall but there were some areas in which it is evident improvements can be made. Residents reported that they feel they cannot influence council decisions; 18% agreed they could make decisions compared to 58% who disagreed with this statement. Despite this, residents are satisfied with how the council runs its services (73% satisfied), and agree that the council is committed to improving the local area (64%) and that customers' needs are understood (64%). A majority of residents who responded also agree that the council provides value for money (47% agree) and that they are kept informed (54% agree) about the services and benefits the provided by the council.
6. The results demonstrate an overall positive view of the council, its services and the borough of Ashford. In particular, respondents demonstrate they are generally happy to live in the area and generally view the council positively; with a majority of responses stating that the council provides good value for money, run things well and is driven to improve the borough. For questions concerning how well-informed respondents felt the council keeps them, and for how much influence they feel they have on the council, there is room for improvement. These 'headline' questions are commonly used by other local authorities in residents' surveys, and will be fixed in any future surveys for the purposes of benchmarking against other councils.
7. It is important to understand where there are differences in opinion between groups within the community. The results have been broken down by a number of variables such as age, location and Acorn group. The results show a number of interesting contrasts between groups. For instance more affluent groups, younger age groups and respondents closest to the town report higher levels of satisfaction with certain aspects of Ashford than other age groups. These variances have been taken into account when developing strategies for improvement, as it allows for a more targeted approach. Further analysis is ongoing to investigate differences in opinion between social groups and to further understand the needs of residents.
8. The survey has provided valuable insight into how well informed residents are about council services, key projects and communication preferences between different groups. It is clear that a more targeted approach will be important in raising awareness about council services and future engagement with the council in the future.
9. Respondents have generally favourable views on the services the council provides. For the following services, the majority of respondents were satisfied with: parks and play areas in the borough, dealing with planning applications, litter, dog mess, graffiti, fly tipping, bin collection, council car

² Respondents were asked to answer this question in three separate contexts: as a place to shop, as a place to visit and as a place to go out. Results have been aggregated to provide an overall satisfaction rate.

parks, food safety enforcement and keeping streets and footpaths clean. A few services being neither satisfied nor dissatisfied; including homelessness, dealing with planning enforcement, the encouragement of business, delivery of regeneration projects and applications for social housing. Only two services saw the majority dissatisfaction ratings and these were dealing with anti-social behaviour and public toilets.

10. One of the most positive areas of the survey was the number of residents who are involved in reusing, recycling and composting waste. Most of the respondents (90%) stated they either recycle 'everything that can be recycled' or 'a lot'. The majority of respondents are confident in what to recycle (82% report they are confident in this capacity) and 77% participate in food waste recycling. Outside of using personal bins, the most used facilities for disposing of garden waste were the council's garden waste centre (38% use this) and the household waste recycling centre for excess household waste (40% use this service).

Action plan

11. The survey results have highlighted areas in which the council is performing well and areas where improvements can be made. An action plan has been developed (appendix 2), in which schemes and small changes in the ways we target and communicate with residents have been proposed to further increase resident satisfaction levels and improve patronage of the town centre, particularly among key target groups.
12. Many of the areas for improvement highlighted in the survey results can be attributed to communication barriers, and to this end the action plan includes a variety of strategies related to the council's communications, including a more tailored and targeted approach for communicating with various demographics, and changes to current strategies. The residents' survey highlighted the varied communication methods preferred by the different demographic groups surveyed, and these preferences will be taken into account in the delivery of the action plan.
13. As part of the action plan, a 'you said, we did' feature will be included within *Ashford For You* to further engage residents and provide assurance that the council has acknowledged, understood and acted upon their views. This campaign will match areas where respondents report concerns with proposals to improve these areas.
14. The residents' survey has provided a wealth of information regarding the public perception of the council's effectiveness as a whole, and the values and priorities held by the public. For the purposes of retaining this quality of information, as well as improving resident engagement and monitoring the success of the action plan, further residents' surveys have been proposed, to be conducted every other year. This will allow not only to monitor changes but assess the success of the action plan and make informed adjustments where necessary.

Implications and Risk Assessment

15. Adoption of the proposed action plan and publication of the results of the survey will demonstrate the council's desire to engage with residents and ensure that their views are considered fully in the development of key plans such as the town centre regeneration. Utilising the feedback of the residents' survey will also contribute to the delivery of the actions arising from the council's LGA peer challenge conducted in April 2018.
16. There is minimal financial risk associated with the implementation of the action plan and completion of future survey. The majority of costs associated with these actions can be met within existing budget and resources.

Equalities Impact Assessment

17. 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.

Consultation Planned or Undertaken

18. As noted in paragraph 14, a 'you said we did' campaign will be included as a feature in the *Ashford For You* magazine, in which the findings of the survey and the action plan will be discussed.
19. Results have already been shared with services to inform the action plan, the full details of which can be found in the executive summary (appendix 1). Some of the action plan involves schemes that have already been approved and are underway, or involve communication adjustments.
20. Conducting further surveys will ensure that the impact of the action plan can be measured effectively and will allow for further gathering of resident views and demographic data to inform future policy and strategy development.

Other Options Considered

21. The council could elect not to approve the action plan or undertaking future surveys on the timescale identified; with this 2018 survey would be used for informative reasons only to better inform understanding of the profile of the borough's residents.

Reasons for Supporting Option Recommended

22. The residents' survey provides the council with valuable evidence of public opinion of service delivery. While services are generally reported to be favourable by respondents, the action plan is designed to deliver improvements based on respondent feedback, which can be delivered through both ongoing project work and new initiatives.

23. Further surveys carried out every other year will allow for changes in satisfaction and resident priorities to be monitored regularly. The additional surveys will also inform in which areas the action plan is effective in achieving the goal of positively promoting the council's initiatives to make changes informed by residential feedback.

Next Steps in Process

24. The results of the survey will be communicated on a 'you said we did' basis, with information extracted from the report of results and in-house analysis. One of the principle points highlighted by the survey is that respondents feel they are unable to influence council decisions; this campaign will demonstrate that the council has heard and will implement action in response to respondent concerns, and will contribute to the eradication of this view in favour of a more positive one where the public knows they have influence and are listened to.
25. Collaborative efforts between services have and will continue to be made to target areas where residents have reported concern. Services contributed to the construction of the action plan, with methods that could be used to alleviate resident's concerns. Collaboration will also be undertaken with the Community Safety Partnership to investigate and improve views upon anti-social behaviour within the borough, with support from the council.
26. The results will be made available for public viewing through publication on the council's website. Individual ward data, which compares wards to Ashford Borough, will be available to councillors.

Conclusion

27. The LGA peer challenge recommended that the results of the survey be used in performance monitoring and informing changes in accordance with resident satisfaction, to better the relationship the council has with its residents even further. Through publication of the survey results and adoption of the action plan, it is intended to deliver mutual benefits to residents and the council by improving views of services and informing improvement.

Portfolio Holder's Views

28. The residents' survey has provided the council with valuable insight into the views of local residents about living in the borough and the services they receive from Ashford Borough Council. We have listened carefully to what residents have said and will act to make improvements where needed.

Cllr G Clarkson

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Appendix 1: Methodology and Executive Summary

About the survey

Methodology

The survey took place between 16 March and 20 April 2018. It was sent by post to 10,000 randomly selected residents across the borough and received 2,165 replies, equating to a response rate of 21.65%.

Recipients could either reply online or return the paper version of the survey, a copy of which is attached as Appendix 1.

The reply rates from each method are shown below:

- Surveys sent: 10,000
- Online replies: 401 (4.01%)
- Paper replies: 1,764 (17.64%)
- Total replies: 2,165 (21.65%)

Responses have been weighted by gender, age, ethnicity and accommodation type to ensure the results represent the characteristics of the borough's overall population, as shown below:

Gender	51.5% Female	48.5% Male
Age	14.6% 18 to 25 17.9% 35 to 44 15.2% 55 to 64	13.7% 26 to 34 17.5% 45 to 54 21.0% 65+
Ethnicity	93.7% White	6.3% BME
Accommodation type	31.8% Owned outright 36.6% Buying on mortgage 9.8% Rented from council 4.6% Rented from Housing Association 14.3% Rented from private landlord 2.8% Other	
Children under 18 in household	38.0% Yes	62.0% No
Disability	11.6% Yes	88.4% No
Employment status	33.3% Employee in full time job 8.7% Employee in part time job 9.9% Self employed 1.2% Unemployed and available for work 38.6% Wholly retired from work 0.2% In full time education 2.6% Permanently sick/disabled 3.3% Looking after the home 2.1% Other	
Served in Armed Forces	15.9% Yes	84.1% No

Some questions are only available through routing, depending on the answer given to a previous question. Where a resident has answered a question in such a way as to render the following question unanswerable, any answer given to the following question has been disregarded. Where a resident has not answered the routing question but has given an answer to the following question, they are treated as having answered the routing question in such a way to allow them to answer the following question.

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Types of question

A mixture of open and closed questions were included in the survey. Open questions are those where respondents were asked to provide information by writing their own comments. Closed questions are those where respondents were given a list of answers to choose from, and these questions follow a Likert rating scale. (For example, the question asking how satisfied residents are with their local area as a place to live gave response options of "Very satisfied", "Fairly satisfied", "Neither satisfied nor dissatisfied", "Fairly dissatisfied", "Very dissatisfied" and "Don't know").

Analysis of results

Responses to questions have been analysed by a range of variables:

- Age, broken down into age groups as shown in the table above
- Area. The borough has been divided into three areas (Ashford town centre, the outskirts of the town and the rest of the borough)
- Electoral ward
- Acorn category. Acorn is a segmentation tool which categorises the UK population into types based on significant social factors and population behaviour. There are six categories as shown below.

1	Affluent Achievers	Some of the most financially successful people in the UK
2	Rising Prosperity	Generally younger, well educated and prosperous people
3	Comfortable Communities	Stable families and empty nesters in suburban or semi-rural locations, also comfortably-off pensioners in retirement areas
4	Financially Stretched	Incomes tend to be well below average, unemployment and the proportion of people claiming other benefits are above average
5	Urban Adversity	The most deprived areas and communities across the UK
6	Not Private Households	People living in communal establishments such as military bases, hostels, refuges, hotels and other holiday accommodation

Cross-tabulating responses by these variables allows us to identify where views differ among different groups.

In some cases, responses to one question have been cross-tabulated by responses to another question to identify where there is correlation.

Responses to open questions have been analysed by reading all comments received and grouping them by theme.

Statistical significance

Based on the overall population of the borough and the number of survey responses received, the results of the survey are statistically valid to a margin of error of 2.06% at the 95% confidence interval. In other words, if everyone in the borough completed the survey,

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the answers given by 95% of them would be no less than 2.06% below the survey results and no more than 2.06% above the survey results.

Interpretation of survey data

To aid interpretation, results are presented as consistently as possible throughout this report. All results are expressed as percentages, rounded to the nearest percentage point. Please note this means percentages may not add up to 100% in all cases.

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Executive Summary

Key results from the council's 2018 residents' survey are as follows, grouped under the relevant sub-heading.

It should be noted the results of the survey are statistically valid to a 2.06% margin of error. In other words, if everyone in the borough completed the survey the answers could be up to 2.06% higher or lower than the survey results.

Local area as a place to live

83% of residents are satisfied with their local area as a place to live, compared to 9% who are dissatisfied to some extent.

The way the council runs things

Satisfaction with the way the council runs things is 73%, while 13% are fairly or very dissatisfied.

Value for money

46% of residents agree to some extent the council provides value for money. 22% disagree to some extent.

Understanding customers' needs

Agreement the council understands the needs of customers is 64% while 36% disagree to some extent.

Influencing council decisions

Agreement residents can influence council decisions is 18%, compared to 58% of respondents who disagree to some extent.

Pride in the local area

The percentage of residents agreeing they have pride in the local area is 65%, and 17% disagree to some extent.

Improving the local area

64% of residents believe the council is very or fairly committed to improving the local area. 36% feel the council is not very or not at all committed to improving the area.

Keeping residents informed

54% of residents feel the council keeps them very or fairly well informed, compared to 46% who feel not very, or not at all well informed.

Satisfaction with council services

The three services achieving the highest satisfaction are:

- Bin collection: 77% satisfied and 13% dissatisfied
- Parks in the borough: 71% satisfied and 13% dissatisfied
- Play areas in the borough: 62% satisfied and 18% dissatisfied

The three services with the lowest reported satisfaction are:

- Homelessness: 19% satisfied and 36% dissatisfied
- Public toilets: 29% satisfied and 49% dissatisfied
- Anti-social behaviour: 29% satisfied and 39% dissatisfied

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Communication with the council

The top three methods by which residents currently find out about council services are:

- The council's website
- Local newspapers
- Council posters and leaflets

The top three methods by which residents would prefer to be kept informed are:

- The council's website
- Emails from the council
- Council posters and leaflets

Feeling informed about the council's key projects

With the exception of Ashford College campus, at least half of respondents felt not very well informed about or had never heard of the other key projects asked about in the survey.

People feel least informed about Jasmin Vardimon; 75% of respondents had never heard of this project.

- Ashford College campus: 52% feel very or fairly informed while 48% feel not very well informed or had never heard of it
- Designer Outlet Centre expansion: 50% feel very or fairly informed while 50% feel not very well informed or had never heard of it
- Elwick Place: 49% feel very or fairly informed while 51% feel not very well informed or had never heard of it
- J10a of the M20: 40% feel very or fairly informed while 60% feel not very well informed or had never heard of it
- Chilmington Green: 34% feel very or fairly informed while 66% feel not very well informed or had never heard of it
- Commercial Quarter: 24% feel very or fairly informed while 76% feel not very well informed or had never heard of it
- Ashford International signalling: 15% feel very or fairly informed while 85% feel not very well informed or had never heard of it
- Jasmin Vardimon: 5% feel very or fairly informed while 95% feel not very well informed or had never heard of it

Most important things in making the borough a good place to live

The three things residents find most important in making a good place to live are:

- The level of crime
- Clean streets
- Affordable decent housing

Things that most need improving

Residents' top three things that need improving are:

- Activities for young people
- Affordable decent housing
- Shopping facilities

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Activities in Ashford town centre

The most frequently visited facilities by residents are:

- Visiting County Square: 95% of respondents have used the shopping centre, 60% visit at least once a month or more
- Shopping in the town centre in general: 95% of respondents have done this, 59% do so at least once a month or more
- Visiting Park Mall: 93% of respondents have used the shopping centre, 55% visit at least once a month or more

Satisfaction with Ashford town centre

Residents are most satisfied with the town centre as a place to shop and least satisfied as a place to go out.

- As a place to shop: 40% are very or fairly satisfied and 41% are dissatisfied to some extent
- As a place to visit: 25% are very or fairly satisfied and 50% are dissatisfied to some extent
- As a place to go out: 22% are very or fairly satisfied and 56% are dissatisfied to some extent

Attitudes to recycling

69% of residents recycle everything that can be recycled and a further 21% recycle a lot, but not everything that is recyclable. Just 3% say they do not recycle.

When asked whether they are confident in what they are able to recycle, 82% said they are confident compared to 14% who are not.

Food recycling

77% of residents say they participate in food recycling weekly or daily. 18% say they do not take part in food recycling.

Garden waste

16% of residents do not have a garden. Among those who do, the most common methods for disposing of garden waste are by using the council's garden waste service (38% of respondents) or taking it to the Household Waste Recycling Centre (30%).

Recycling contamination

Residents were asked what items they would consider to be contamination if placed in the green recycling bin. The most common answers are:

- Nappies: 93% of respondents
- Food waste: 87% of respondents
- Garden waste: 80% of respondents

At the other end of the scale, the least common answers are:

- Paper / cardboard: 5% of respondents
- Plastic toys: 34% of respondents- Textiles: 48% of respondents

Additional recycling

The survey also asked residents what they normally do if they have more recycling than will fit in their green bin. 40% of respondents said they take it to the Household Waste Recycling Centre and 29% would place it next to the bin in a clear sack. The least common response was to place it in the refuse bin; which 13% of residents would do.

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Ashford Borough Council provides many different services including maintaining parks and gardens, operating CCTV cameras, making sure restaurants are clean, dealing with planning applications, providing leisure centres and swimming pools, emptying your bins, cleaning the streets, providing public toilets, providing social housing, enforcing all sorts of rules around yellow lines and taking action against littering and flytipping.

Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

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

- | | | |
|----------------------------------------------|--------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Fairly satisfied | <input type="checkbox"/> Neither satisfied nor dissatisfied |
| <input type="checkbox"/> Fairly dissatisfied | <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Don't know |

Your local area receives services from both Ashford Borough Council and Kent County Council. This survey asks about Ashford Borough Council, which is responsible for services such as refuse collection, street cleaning and planning.

2. Overall, how satisfied or dissatisfied are you with the way Ashford Borough Council runs its services?

- | | | |
|----------------------------------------------|--------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Fairly satisfied | <input type="checkbox"/> Neither satisfied nor dissatisfied |
| <input type="checkbox"/> Fairly dissatisfied | <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Don't know |

In considering the next question, please think about the range of services Ashford Borough Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Ashford Borough Council provides to the community. We would like your general opinion.

3. To what extent do you agree or disagree that Ashford Borough Council provides value for money?

- | | | |
|-------------------------------------------|--------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Neither agree nor disagree |
| <input type="checkbox"/> Tend to disagree | <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Don't know |

4. To what extent do you think Ashford Borough Council understands the needs of customers?

- | | | |
|---------------------------------------|----------------------------------------|----------------------------------------|
| <input type="checkbox"/> A great deal | <input type="checkbox"/> A fair amount | <input type="checkbox"/> Not very much |
| <input type="checkbox"/> Not at all | <input type="checkbox"/> Don't know | |

5. To what extent do you agree you can influence the decisions that Ashford Borough Council makes?

- | | | |
|-------------------------------------------|--------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Neither agree nor disagree |
| <input type="checkbox"/> Tend to disagree | <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Don't know |

6. To what extent do you agree or disagree with the following statement: I have pride in the local area?

- | | | |
|-------------------------------------------|--------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Neither agree nor disagree |
| <input type="checkbox"/> Tend to disagree | <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Don't know |

7. To what extent do you believe Ashford Borough Council is committed to improving the local area?

- | | | |
|---------------------------------------|----------------------------------------|----------------------------------------|
| <input type="checkbox"/> A great deal | <input type="checkbox"/> A fair amount | <input type="checkbox"/> Not very much |
| <input type="checkbox"/> Not at all | <input type="checkbox"/> Don't know | |

8. Overall, how well informed do you think Ashford Borough Council keeps residents about the services and benefits it provides?

- | | | |
|---------------------------------------------------|-----------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Very well informed | <input type="checkbox"/> Fairly well informed | <input type="checkbox"/> Not very well informed |
| <input type="checkbox"/> Not well informed at all | <input type="checkbox"/> Don't know | |

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9. How satisfied are you with the following services:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not used
Parks in the Borough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play areas in the Borough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with planning applications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with Planning enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with anti-social behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food safety enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Applications for social housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with homelessness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivering Regeneration projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging new business and jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bin collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping the streets and footpaths clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with dog mess	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with littering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with fly tipping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. If you are dissatisfied with any of these services, please tell us which ones and why.

11. How do you find out about the services provided by Ashford Borough Council and how would you prefer to be kept informed in future? In both columns below please tick all the boxes that apply.

	How do you find out	How would you prefer to be kept informed
Advertising	<input type="checkbox"/>	<input type="checkbox"/>
The council's website (www.ashford.gov.uk)	<input type="checkbox"/>	<input type="checkbox"/>
Love Ashford (www.loveashford.com)	<input type="checkbox"/>	<input type="checkbox"/>
Visit Ashford and Tenterden (www.visitashfordandtenterden.co.uk)	<input type="checkbox"/>	<input type="checkbox"/>
Emails from the council	<input type="checkbox"/>	<input type="checkbox"/>
Face to face contact with council staff	<input type="checkbox"/>	<input type="checkbox"/>
Local newspapers (printed)	<input type="checkbox"/>	<input type="checkbox"/>
Local news websites	<input type="checkbox"/>	<input type="checkbox"/>
Local radio and television	<input type="checkbox"/>	<input type="checkbox"/>
Council posters and leaflets	<input type="checkbox"/>	<input type="checkbox"/>
Text messages from the council	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>
Other social media e.g. LinkedIn, YouTube, Instagram	<input type="checkbox"/>	<input type="checkbox"/>

Appendix 1: Methodology and Executive Summary

12. How well informed are you about Ashford Borough Council's key projects?

Please tick one box for each project.

	Very well informed	Fairly well informed	Not very well informed	Never heard of
Commercial Quarter A new business hub creating several hundred jobs and 150 new apartments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J10a of the M20 A new motorway junction to be a catalyst for economic and commercial development in Ashford.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chilmington Green A major residential development of nearly 6,000 homes, new school and dualling of the A28.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Designer Outlet Centre expansion Expansion of the outlet centre with stronger links to the station.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elwick Place New town centre cinema with places to eat and drink.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ashford College campus The first phase of Ashford college opened in September 2017 offering further and higher education in the town centre.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jasmin Vardimon A project to provide new space for the Jasmin Vardimon Dance Academy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ashford International signalling A project to deliver new signalling so that the next generation of Eurostar trains can continue to stop at Ashford International.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What five things do you think are MOST IMPORTANT in making somewhere a good place to live?

	MOST IMPORTANT
The level of crime	<input type="checkbox"/>
Affordable decent housing	<input type="checkbox"/>
Clean streets	<input type="checkbox"/>
Parks and open spaces	<input type="checkbox"/>
Shopping facilities	<input type="checkbox"/>
Economic growth and jobs	<input type="checkbox"/>
Higher education/college	<input type="checkbox"/>
Activities for young people	<input type="checkbox"/>
Sports and leisure facilities	<input type="checkbox"/>
Eurostar and international links	<input type="checkbox"/>
Attracting and supporting new business	<input type="checkbox"/>
Cultural and entertainment facilities	<input type="checkbox"/>
Community activities	<input type="checkbox"/>
Visitor attractions	<input type="checkbox"/>

Appendix 1: Methodology and Executive Summary

17. **Which of these statements best describes your attitude to recycling?** Please tick one box only.

- I recycle everything that can be recycled
- I recycle a lot, but not everything that can be recycled
- I recycle a bit
- I do not recycle

18. **Are you confident in what you are able to recycle?**

- Yes
- No
- Don't know

18a. **If not, what are you unsure about? Please state what items you are unsure about recycling:**

19. **To what extent do you participate in food waste recycling?** Please tick one box only

- Daily
- Weekly
- Monthly
- Never

19a. **If you do not participate in food recycling, what is the reason?**

20. **Which of the following statements best describes how you dispose of garden waste?** Please tick all that apply

- I do not have a garden
- I use Ashford Borough Council's garden waste service
- I take my garden waste to the Household Waste Recycling Centre
- I share a garden waste service with a neighbour
- I use the bin for general household waste
- I use my own compost bin
- Other, please state in the box below:

21. **Now thinking about your recycling bin (green bin), which of the following would you consider to be contamination if placed in this bin?** Please tick all that apply

- | | | |
|------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Refuse | <input type="checkbox"/> Unclean recyclable products | <input type="checkbox"/> Garden/work tools |
| <input type="checkbox"/> Textiles | <input type="checkbox"/> Nappies | <input type="checkbox"/> Food waste |
| <input type="checkbox"/> Garden waste | <input type="checkbox"/> Electrical goods | <input type="checkbox"/> Metal products (other than cans) |
| <input type="checkbox"/> Paper/Cardboard | <input type="checkbox"/> Plastic bottles containing fluid | <input type="checkbox"/> Plastic bags |
| <input type="checkbox"/> Timber | <input type="checkbox"/> Plastic toys | |

Appendix 1: Methodology and Executive Summary

22. **If you have more recycling than your green recycling bin can hold, what would you normally do?** Please tick all that apply.

- Place in the refuse bin
- Take to the Household Waste Recycling Centre
- Place next to the recycle bin in a clear sack
- Place next to the recycle bin in an open cardboard box
- Other, please state in the box below:

23. **Do you have any other comments?**

The next section asks for information about you. This information is used for statistical purposes only and all information that you give us will be treated in the strictest confidence and will be stored securely by Ashford Borough Council (ABC). It will only be possible to link your response to a street and not to an individual or individual property so no directly identifiable personal information is captured with your response. For further information please refer to the covering letter.

24. **What gender are you?** Please tick one box only.

- Male Female Other (please state) Prefer not to say

Other

25. **Which of the following best describes your sexual orientation?** Please tick one box only.

- Heterosexual/straight Gay man Other (please state)
 Bisexual Gay woman/lesbian Prefer not to say

Other

Appendix 1: Methodology and Executive Summary

26. **What age are you?** Please write in below.

Years Prefer not to say

27. **How would you describe your ethnic origin?**

Choose one section from A to E, then tick one box to best describe your ethnic group or background.

Prefer not to say

A. White

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy
- Irish Traveller
- Any other White background, please write below

B. Mixed/multiple ethnic groups

- White and Black Caribbean
- White and Asian
- White and Black African
- Any other Mixed/multiple ethnic background, please write below

C. Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background, please write below

D. Black/African/Caribbean/Black British

- African
- Caribbean
- Any other Black/African/Caribbean background, please write below

E. Other ethnic group

- Arab
- Any other ethnic group, please write below

If you chose the any other option please specify:

28. **How is your health in general?** Please tick one box only. Would you say it is:

- | | | |
|------------------------------------|-----------------------------------|--------------------------------------------|
| <input type="checkbox"/> Very good | <input type="checkbox"/> Good | <input type="checkbox"/> Fair |
| <input type="checkbox"/> Bad | <input type="checkbox"/> Very bad | <input type="checkbox"/> Prefer not to say |

29. **Do you consider yourself to be disabled?**

- Yes, please specify below No (please go to question 31)

- | | |
|----------------------------------------|--------------------------------------------------------------------------------|
| <input type="checkbox"/> Communication | <input type="checkbox"/> Physical |
| <input type="checkbox"/> Hearing | <input type="checkbox"/> Visual |
| <input type="checkbox"/> Learning | <input type="checkbox"/> Other (please give further details below if you wish) |
| <input type="checkbox"/> Mental Health | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Mobility | |

Other

Appendix 1: Methodology and Executive Summary

30. **What is your religion or belief?** Please tick one box only.

- | | |
|--------------------------------------------------------|--------------------------------------------------------------------------------|
| <input type="checkbox"/> I have no particular religion | <input type="checkbox"/> Muslim |
| <input type="checkbox"/> Christian (all denominations) | <input type="checkbox"/> Sikh |
| <input type="checkbox"/> Buddhist | <input type="checkbox"/> Jewish |
| <input type="checkbox"/> Hindu | <input type="checkbox"/> Pagan |
| <input type="checkbox"/> Jain | <input type="checkbox"/> Agnostic |
| <input type="checkbox"/> Atheist | <input type="checkbox"/> Other (please give further details below if you wish) |
| <input type="checkbox"/> Prefer not to say | |

Other

31. **Is your current accommodation.....?** Please tick one box only.

- | | |
|----------------------------------------------------------------|--------------------------------------------------------------------------------|
| <input type="checkbox"/> Owned outright | <input type="checkbox"/> Rented from private landlord |
| <input type="checkbox"/> Buying on mortgage | <input type="checkbox"/> Other (please give further details below if you wish) |
| <input type="checkbox"/> Rented from council | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Rented from Housing Association/Trust | |

Other

32. **What type of accommodation best describes where you live?** Please tick one box only.

- Flat
- Maisonette
- Terraced house
- Semi-detached house
- Detached house

33. **How many adults aged 18 or over are living here, including yourself?** Please write in the box below.

Prefer not to say

34. **How many children aged 17 or under are living here?** Please write in the box below.

Prefer not to say

35. **Which of these activities best describes what you are doing at present?** Please tick one box only.

- | | |
|-------------------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Employee in full-time job (30 hours plus per week) | <input type="checkbox"/> Permanently sick/disabled |
| <input type="checkbox"/> Employee in part-time job (under 30 hours per week) | <input type="checkbox"/> Wholly retired from work |
| <input type="checkbox"/> Self employed full or part-time | <input type="checkbox"/> Looking after the home |
| <input type="checkbox"/> On a government supported training programme | <input type="checkbox"/> Doing something else (write in below) |
| <input type="checkbox"/> Full-time education at school, college or university | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Unemployed and available for work | |

36. **Have you or a member of your household ever served in the Armed Forces?**

- Yes No

Thank you for taking the time to complete the survey.

Appendix 2: Action Plan

Action	What this action will achieve	Key Officers
Implementing use of the newshub and greater use of the magazine <i>Ashford for You</i>	<ul style="list-style-type: none"> • Improve opinions on the council. • Encourage and increase resident engagement. • Encourage and increase usage of council facilities and cultural projects. 	Lorna Ford; Dean Spurrell
Targeted communication strategies for different residential groups	<ul style="list-style-type: none"> • Improve opinions and better inform groups where there are low opinions and knowledge. • Improve usage of facilities that aren't currently being used as much by some groups. • Improve these groups opinion of the council and local area. • Informs future targeted approaches. 	Lorna Ford; Tracey Butler; Angela d'Urso
Campaigns to clarify processes of enforcement in the borough	<ul style="list-style-type: none"> • Help residents to feel safe in the local area. • Help residents to understand how the council works • Furthers the idea that residents can make a difference. 	Lorna Ford; Tracey Butler; Tim Naylor; Sheila Davidson
'You said, We did'	<ul style="list-style-type: none"> • Improve the view that residents can influence decisions and that their views are important and listened to • Keep them engaged and informed about what the council is doing. 	Lorna Ford; Dean Spurrell
Promoting current services and projects, including cultural projects	<ul style="list-style-type: none"> • Increased public awareness of existing services/facilities. • Increased patronage of cultural facilities. • Increase in importance attached to culture and cultural events in future surveys. 	Lorna Ford; Dean Spurrell; Christina Fuller; Tracey Butler