

BMG  
success decoded

# Research Report

Residents' Survey 2023

Arun District Council

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# 1 Introduction

## 1.1 Background

In summer 2023 Arun District Council commissioned BMG to undertake research in order to understand residents' views on their local area and their perceptions of, and satisfaction with, Arun District Council.

The views of residents were collected via two methods: a randomly sampled postal survey and an open online survey only accessible to Arun residents. This research was conducted in June and July 2023.

## 1.2 Methodology

The approach adopted for the 2023 *postal survey* mirrored that used in 2022 and 2021. Using the Royal Mail's Postal Address File (the most complete source of residential addresses available), 3,000 addresses were selected at random across the district to receive a short questionnaire by post. This questionnaire included details of how the survey could be completed online. The distribution of the selected addresses was checked against ward population data and IMD quartiles to ensure that the sample selection was spatially representative. Mid way through the survey period, any address that had not returned a survey to BMG Research was sent a reminder letter and a fresh version of the questionnaire in order to maximise the response rate. Overall, 755 questionnaires were completed and returned to BMG, representing a total response rate of 25%. This is just below the 28% response rate recorded in the equivalent residents' survey completed in 2022 and 2021.

A sample of 755 is subject to a maximum standard error of  $\pm 3.56\%$  at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that if a census of Arun residents had been conducted and the whole population had responded, the actual figure would lie between 46.34% and 53.56% respectively.

In order to ensure all Arun residents had the opportunity to provide their feedback an open version of the survey was provided.

The open *online survey* has been created using the same questionnaire as per the postal survey. An URL was set up by BMG which was advertised on Arun council's website. Respondents were asked to enter their home postcodes prior to starting the survey. A postcode verification method ensured responses were from Arun residents. Overall, 610 surveys were completed via the open online survey.

BMG used information such as responses with identical postcodes as well as IP addresses and demographics information such as age and gender to identify and differentiate responses given by an individual who already answered the survey, or individuals using the same internet connection or device as another respondent.

None were suspected to be duplicated responses.

The data collected has been subsequently weighted by area and, within each area, by age and gender. The exact profile of the data prior to weighting and after weighting can be reviewed in the profile summary within the final section of this written report.

Upon inspection of the data BMG noted that the sample of those from the open online survey is a bias sample of those who are more likely to engage with Arun council. Therefore, BMG has decided to treat the two samples, of the open online survey and the postal survey, separately from each other and to report the results separately.

## 1.3 Report contents and analysis

This report outlines the findings from the research into experiences of living in Arun, and perceptions of the Council. The main body of the report shows the results from the closed survey, open survey results are noted at the end of the report.

Throughout the data report, area analysis has been used. Wards have been grouped together into the three areas shown in Table 1.

**Table 1: Area definitions**

Western	Eastern	Downland
Aldwick East	Beach	Angmering and Findon
Aldwick West	Brookfield	Arundel and Walberton
Bersted	Courtwick with Toddington	Barnham
Felpham East	East Preston	Yapton
Felpham West	Ferring	
Hotham	River	
Marine	Rustington East	
Middleton-on-Sea	Rustington West	
Orchard		
Pagham		
Pevensy		

Throughout this report the word ‘significant’ is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies ‘real differences’ (i.e. differences that would occur if we were able to interview all residents in Arun rather than just a sample). Within tables in this report, all figures highlighted are significantly higher (green) or lower (red) compared to the total.

The data in the report is benchmarked against the Local Government Association’s national public polling on resident satisfaction with local councils. This benchmarking is included wherever consistent question wording was used to allow for the comparison with a national dataset. These surveys are conducted every four months, and the data used for benchmarking in this report is from the latest survey which took place in June 2023.

The Local Government Association June 2023 survey consists of data from a representative random sample of 1,001 British adults (aged 18 or over). It is important to note that the LGA polling was carried out by telephone, rather than the postal methodology used for this research. There may be a difference in the findings produced by the self-completion methodology used in this research (i.e., postal or online) compared to an interview administered survey on the phone, as used by the Local Government Association. Self-completion surveys can produce less inhibited, more critical responses. The impact of this on the findings, if any, cannot be quantified, but should be considered when comparing the datasets. Throughout the report, data from the June wave 35 of the Local Government Association’s national public polls is referred to as the “LGA Benchmark.”

Where tables and graphics do not match exactly to the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined.

The responses are shown as a percentage out of the valid total for the question. The terminology ‘valid responses’ indicates the total number of responses after having removed responses of those who chose options such as “don’t know” and of those who did not respond to the question. Therefore, the sample sizes for the 2023 data might vary across different questions, and the responses may not always sum to 100%.

## 2 Living in Arun District

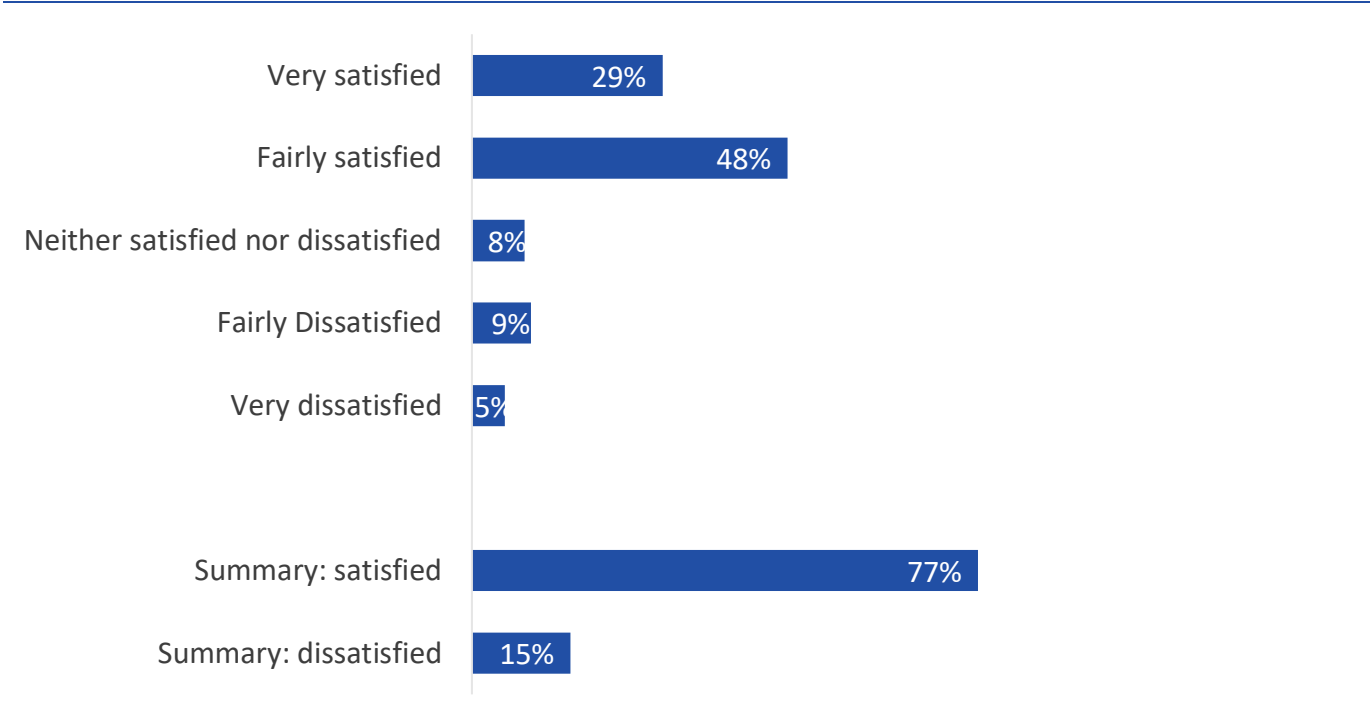
To understand the everyday experiences of residents in Arun, respondents were asked about their perceptions of their local area. Given perceptions of the local area tends to inform satisfaction with the Council, this is important context in which to view satisfaction. Understanding residents' experiences of their local area can also be used to instruct Council decisions regarding services and resources. Therefore, Arun residents were asked, "Overall, how satisfied or dissatisfied are you with your local area as a place to live?"

### 2.1 Overall satisfaction

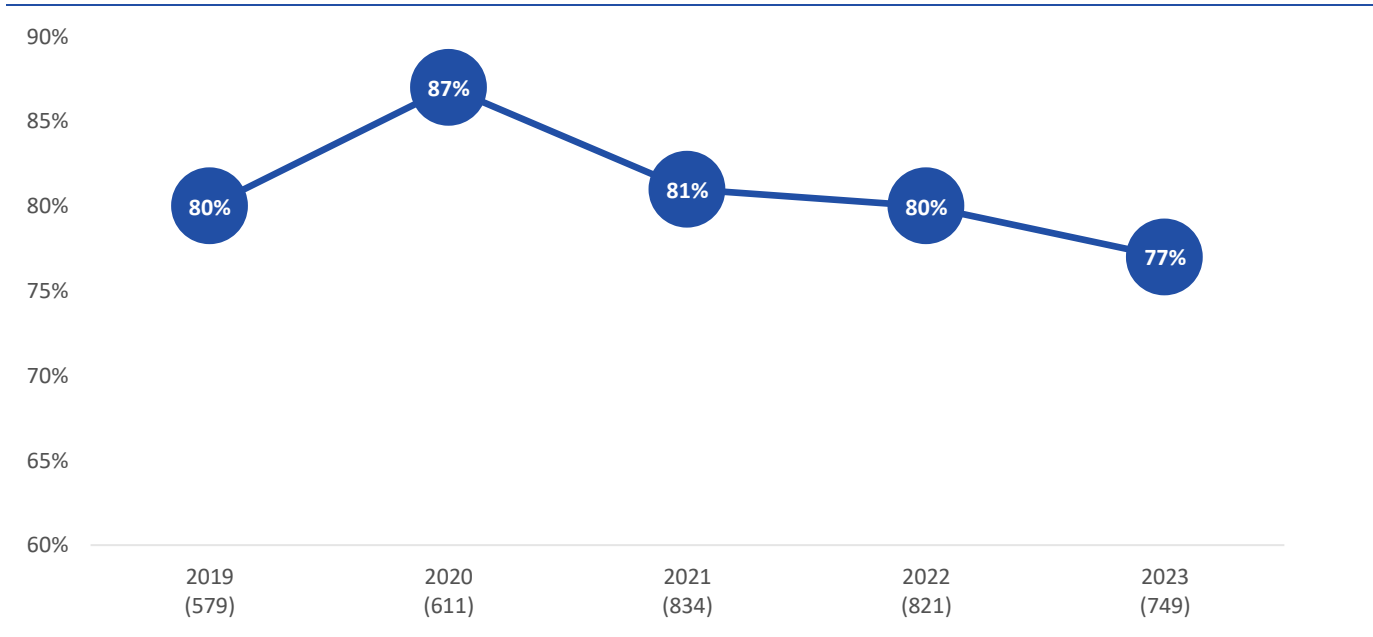
Overall satisfaction levels are high, with 77% percent of residents saying they are either very satisfied or fairly satisfied with their local area (15-20 minutes walking distance of their home) as a place to live. This result is slightly less than the results seen in 2022 (77% cf. 80%) but greater than the LGA benchmark of 73%. Satisfaction levels for Arun residents has been on a downtrend since 2020 (see figure 1.1 overleaf) but this mimics the overall national picture which has seen satisfaction levels fall since June 2020 (87% cf. 73% in June 2023).

Similarly, to last wave, residents from Eastern areas are significantly more satisfied with the local area as a place to live (84%) than the average and significantly more satisfied than residents from Download (72%) and Western (75%). Unsurprisingly, satisfaction with the local area as a place to live and the cleanliness of the local area are highly correlated: of the residents who are satisfied with the local areas, 90% are satisfied with the cleanliness, this drops to 6% for those who are dissatisfied with their local area.

**Figure 1: Q1 Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All valid responses: 749)**



**Figure 2.1: Q1 Overall, how satisfied or dissatisfied are you with your local area as a place to live? (% Satisfied, All valid responses: Sample bases in parenthesis)**





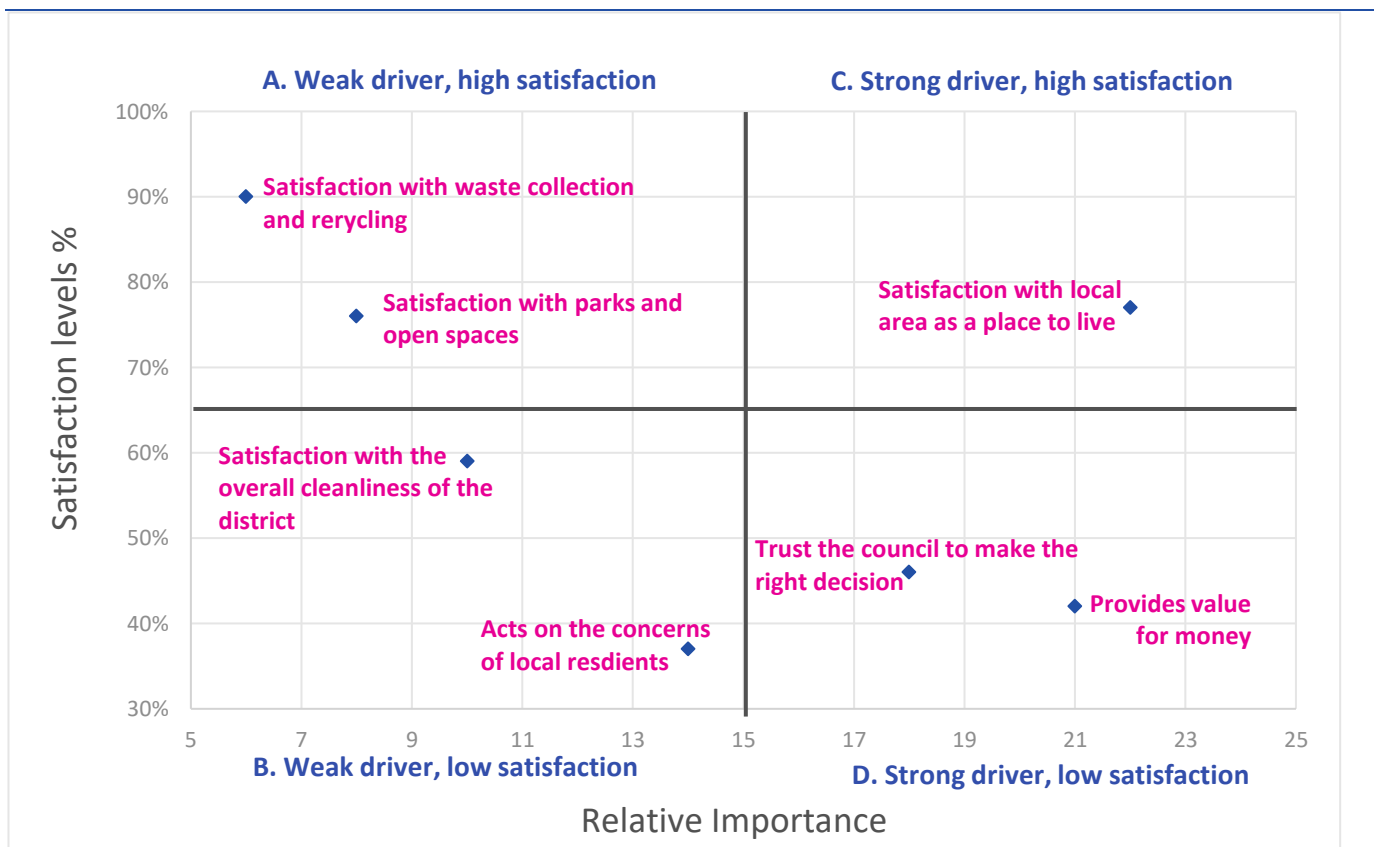
## 2.2 Key drivers' analysis for satisfaction

The key driver analysis (KDA) helps to show and explain the elements that drive satisfaction among residents.

### Reading the results:

- A – Weak Driver High Satisfaction: Focus on maintaining satisfaction levels here
- B – Weak Driver, Low Satisfaction: Focusing on improving position here will not have a significant impact on the overall Group score
- C – Strong Driver, High Satisfaction: Aim to improve satisfaction scores of questions in red box to here. And maintain position
- D – Strong Driver, Low Satisfaction: Focusing on improving satisfaction in these questions should result in an improvement in overall satisfaction score.

Figure 1.2: KDA analysis of satisfaction



The relative importance of these metrics are for the most part in line with last year. Like last year, “Trust the council to make the right decision” and “Provides value for money” are strong drivers with low satisfaction levels. “Satisfaction with waste collection and recycling” and “Satisfaction with parks and open spaces” are also in the same position as last year, being a weak driver with high satisfaction.

“Satisfaction with the overall cleanliness of the district” remains a weak driver of satisfactions while “Acts on the concerns of local residents” was a strong driver with low satisfaction last year, but is a weak driver with weak satisfaction this year.

“Satisfaction with local area as a place to live” has the highest relative importance being the only metric that is a strong driver with high satisfaction levels which has moved into this section compared to 2022 where it was on the boundary between being a weak and strong driver.

“Satisfaction with local area as a place to live”, “Trust the council to make the right decision” and “Provides value for money” are the three metrics that have the highest relative importance on satisfaction levels. These are areas we would recommend the council to examine to increase positive perceptions.

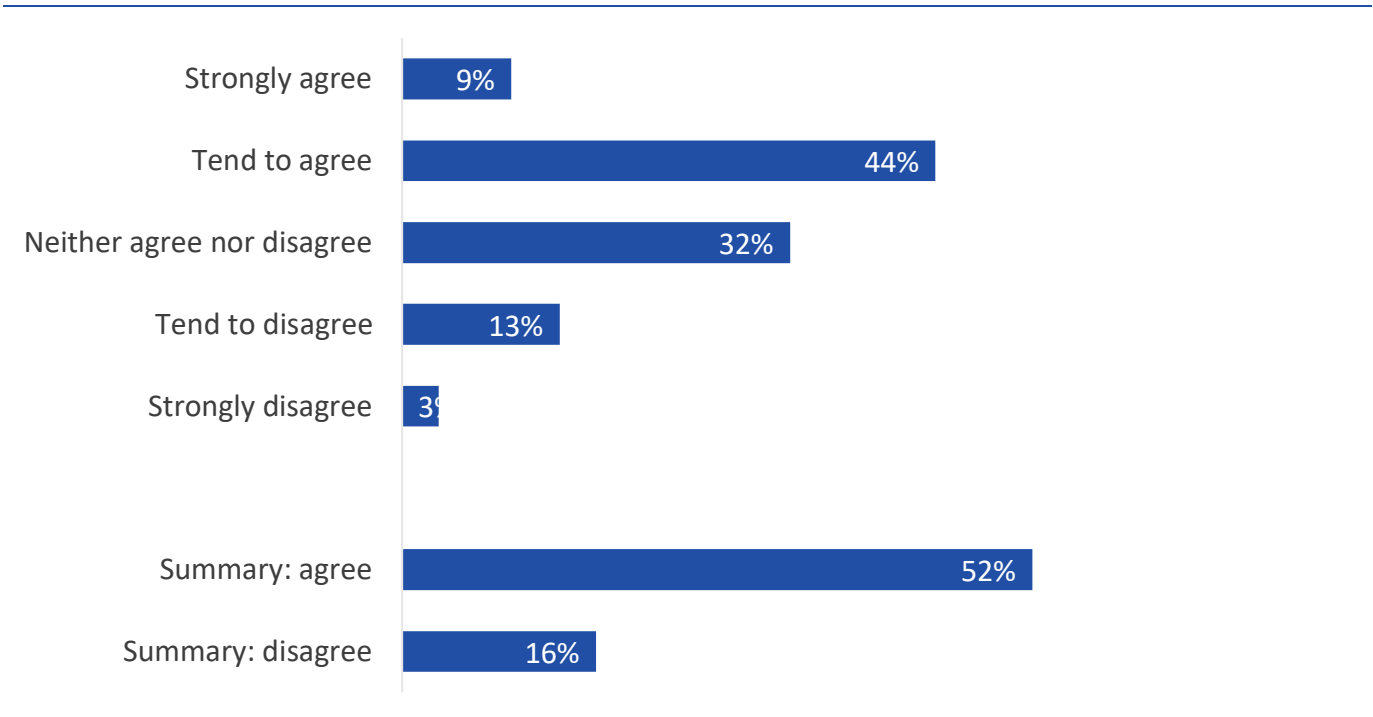
### 2.3 Community cohesion

To understand more about residents’ daily lives, they were asked whether they agree that their local area is a place where people from different backgrounds get on well together. Just over half of the respondents (52%) agree, while 16% disagree. The majority of those who agree said they ‘tend to agree’ (44%), with just under 1 in 10 respondents agreeing strongly (9%). A high proportion of respondents (32%) selected the neutral option for this question. As such, there may be an opportunity for the Council and its partners to improve the sense of community cohesion with future initiatives, as currently residents are fairly ambivalent on this issue. Results for this question are in line with those seen in 2022 and 2021 for agreement (52% cf. 54% in 2022 and 55% in 2021), neither (neither – 32% cf. 30% in 2022 and 29% in 2021) and disagreement (16% cf. 17% in 2022 and 16% in 2021) as shown in figure 2.1.

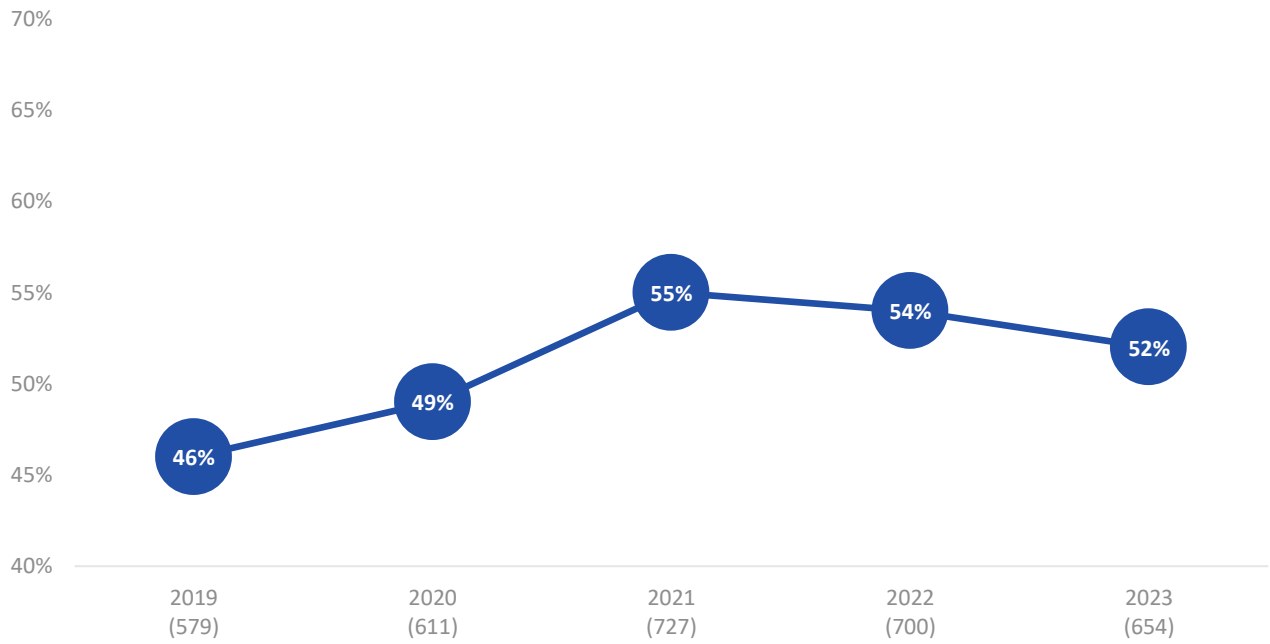
Those living in Western areas are significantly more likely to disagree that people from different backgrounds get on well together in Arun (20% cf. 16% at total level). Likewise, those who are unemployed (28%) and those who privately rent their home (38%). While the sample base size for the unemployed and private housing subgroups are low (33 and 44 respectively), a closer look as to why this is happening is needed.

Last year, disagreement was significantly higher than the total among those aged under 45. This year, disagreement is higher than total though not significantly (20% cf. 16% at a total respondent level and 10% among the over 65s). Disagreement, is however, significantly higher for residents living in the Western areas (20%).

**Figure 3: Q7. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (All valid responses: 654)**



**Figure 4.1: Q7. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (%agree, All valid responses: Sample bases in parenthesis)**



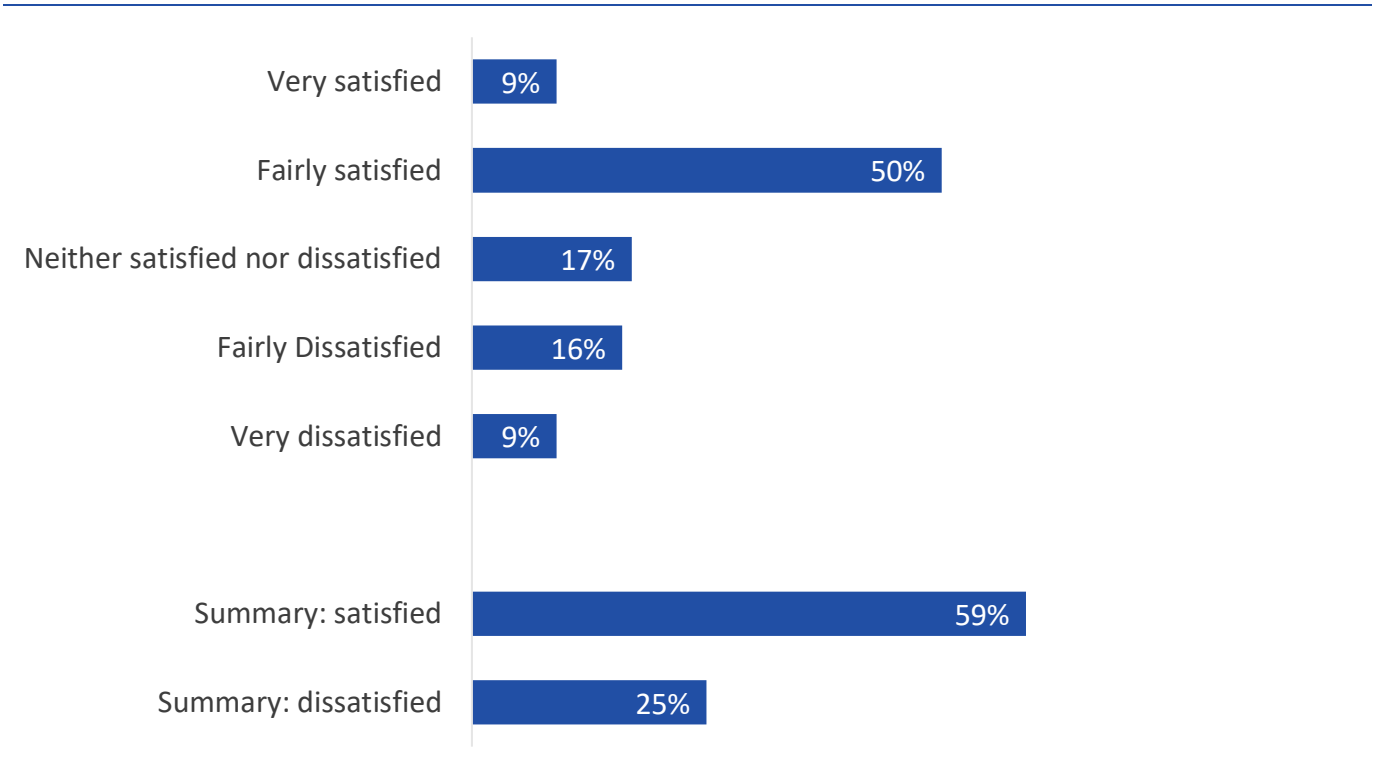
## 2.4 Cleanliness of Arun District

Resident satisfaction with the cleanliness of the district is of crucial importance to the Council. Residents were therefore asked about their levels of satisfaction with the cleanliness of the places that the Council has responsibility for.

Nearly six in ten (59%) of respondents are satisfied with the cleanliness of the district, with half being fairly satisfied (50%), whilst a quarter (25%) are dissatisfied. This is a decline on satisfaction seen in 2022 (59% cf. 66%), although this decline in satisfaction is not significant, it indicates worsening perceptions within the district on the topic of cleanliness.

As we found last year, those who live in Eastern are significantly more satisfied with cleanliness (66%) whilst those in Western are significantly less satisfied (54%).

**Figure 5: Q10. How satisfied or dissatisfied are you with the overall cleanliness of the district? (All valid responses: 741)**

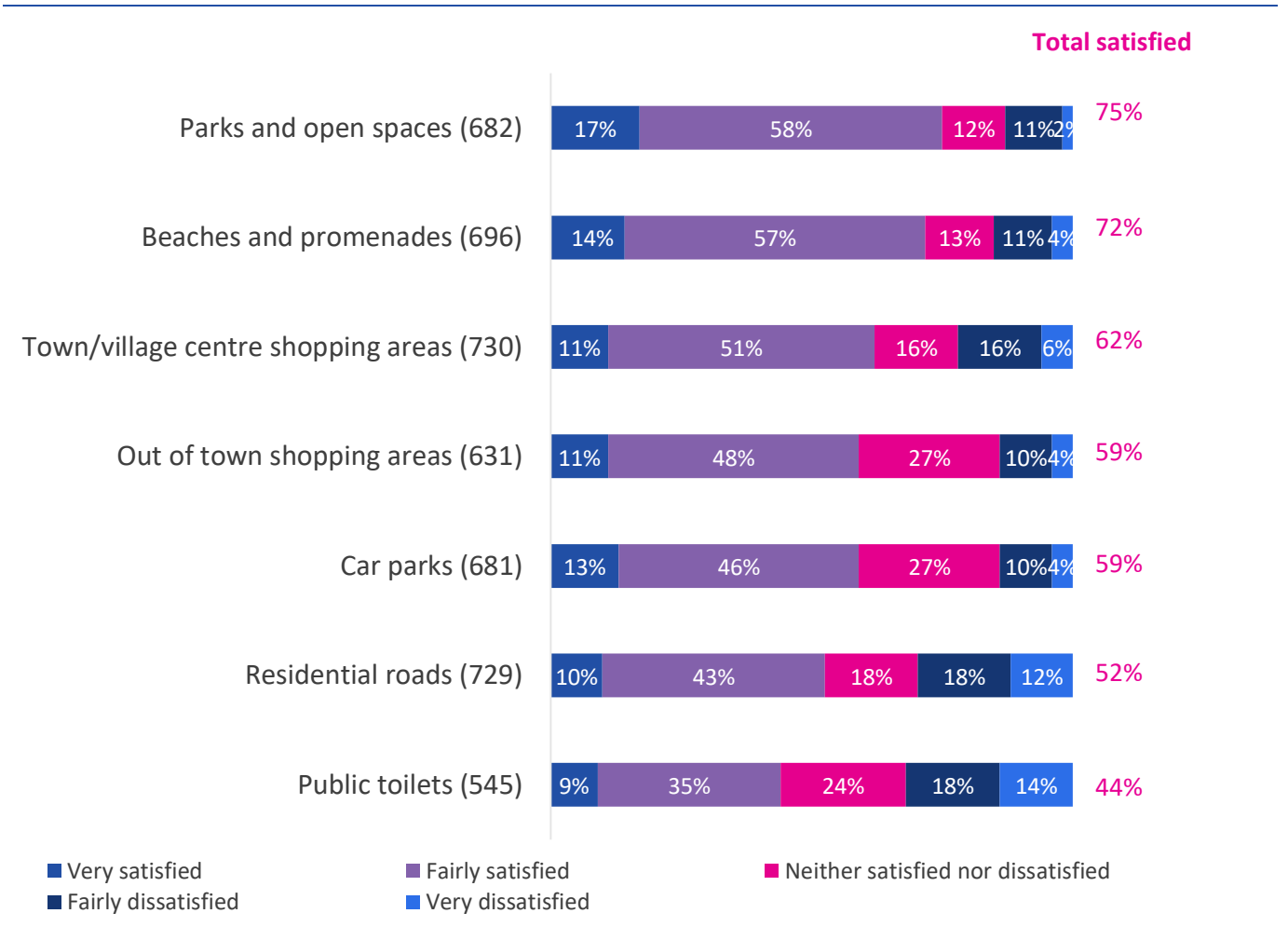


## 2.5 Cleanliness with different places in Arun

In order to pinpoint particular areas for improvement, respondents were then asked how satisfied they were with the cleanliness of different facilities in the district. Notably, there are high levels of satisfaction with the cleanliness of parks (75%) and beaches/ promenades (72%). Satisfaction with the cleanliness of town and village shopping centres is 3% points higher than for out-of-town facilities (62% cf. 59%); however, dissatisfaction with town/village shopping centres is also higher (22%, cf. 14% for out-of-town facilities). 59% of residents are satisfied with car parks and 52% are satisfied with residential roads. The lowest levels of satisfaction are with public toilets (44%), with 32% of respondents being dissatisfied in line with 2022 figures (31%).

Interestingly, satisfaction measures across all metrics have fallen since last wave. Most notably, satisfaction with residential roads and out of town shopping centres have both fallen by 8 percentage points since last year. Satisfaction for town/ villages hopping areas is also down by 5 percentage points. Knowing that supporting attractive and vibrant town centres are a part of the 2022-2026 plan, the council should work to improve the cleanliness of these areas which should reflect in the satisfaction levels. Satisfaction with cleanliness over time is shown in table 2 overleaf.

**Figure 6: Q11. How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district? (All valid responses: Sample bases in parenthesis)**



**Table 2: Satisfaction with cleanliness over time (All valid responses: Sample bases in parenthesis)**

Cleanliness of...	Proportion satisfied										
	2013 (510)	2014 (515)	2015 (399)	2016 (574)	2017 (473)	2018 (585)	2019 (579)	2020 (611)	2021 (806)	2022 (805)	2023 (741)
<b>Parks and open spaces</b>	75%	72%	76%	79%	73%	70%	74%	79%	79%	77%	75%
<b>Beaches and promenades</b>	69%	70%	71%	68%	74%	67%	77%	78%	72%	75%	72%
<b>Town/village centre shopping areas</b>	66%	63%	67%	68%	69%	62%	65%	69%	70%	69%	62%
<b>Out of town shopping areas</b>	62%	62%	61%	65%	62%	62%	62%	59%	67%	67%	59%
<b>Car parks</b>	58%	63%	62%	64%	60%	55%	58%	60%	63%	65%	59%
<b>Residential roads</b>	54%	59%	57%	56%	54%	50%	57%	66%	59%	60%	52%
<b>Public toilets</b>	34%	36%	34%	34%	29%	25%	36%	35%	43%	41%	44%

Looking at satisfaction with cleanliness in all of the listed places, the data evidences some variation in level of satisfaction across all areas. Residents from Eastern areas are significantly more satisfied with the majority of spaces in Arun including beaches (80% cf. 72%), town/ village centre (70% cf. 62%), out of town shopping (68% cf. 59%), car parks (67% cf. 59%) and public toilets (60% cf. 54%). Residents from the Western areas are significantly more dissatisfied with the cleanliness of public toilets (39% cf. 32%), residential roads (35% cf. 30%) and beaches and promenades (22% cf. 15%). As the Council prioritises the improvement of cleanliness, it may be worth allocating resources in Western areas to tackle these issues. However, it should be noted that residents were asked about their satisfaction with these places across Arun district as a whole, so respondents may be thinking of places outside of their immediate neighbourhoods.

Younger residents aged under 45 are significantly less satisfied with the town or village centre shopping (52% cf. 62%) and parks and open spaces (62% cf. 75%). Residents aged 65 and over are significantly more satisfied with the cleanliness of parks and open spaces (81% cf. 75%), town/ village centre shopping areas (69% cf. 62%) and out of town shopping centres (66% cf. 59%).

Additionally, residents with children are less likely to be satisfied with parks (66% cf. 75%).

The below table shows satisfaction with cleanliness by area and age, green indicates a figure significantly higher than the total average for the sample, while red indicates a figure significantly lower.

**Table 3: Satisfaction with cleanliness by age and location (All valid responses: base size in parenthesis)**

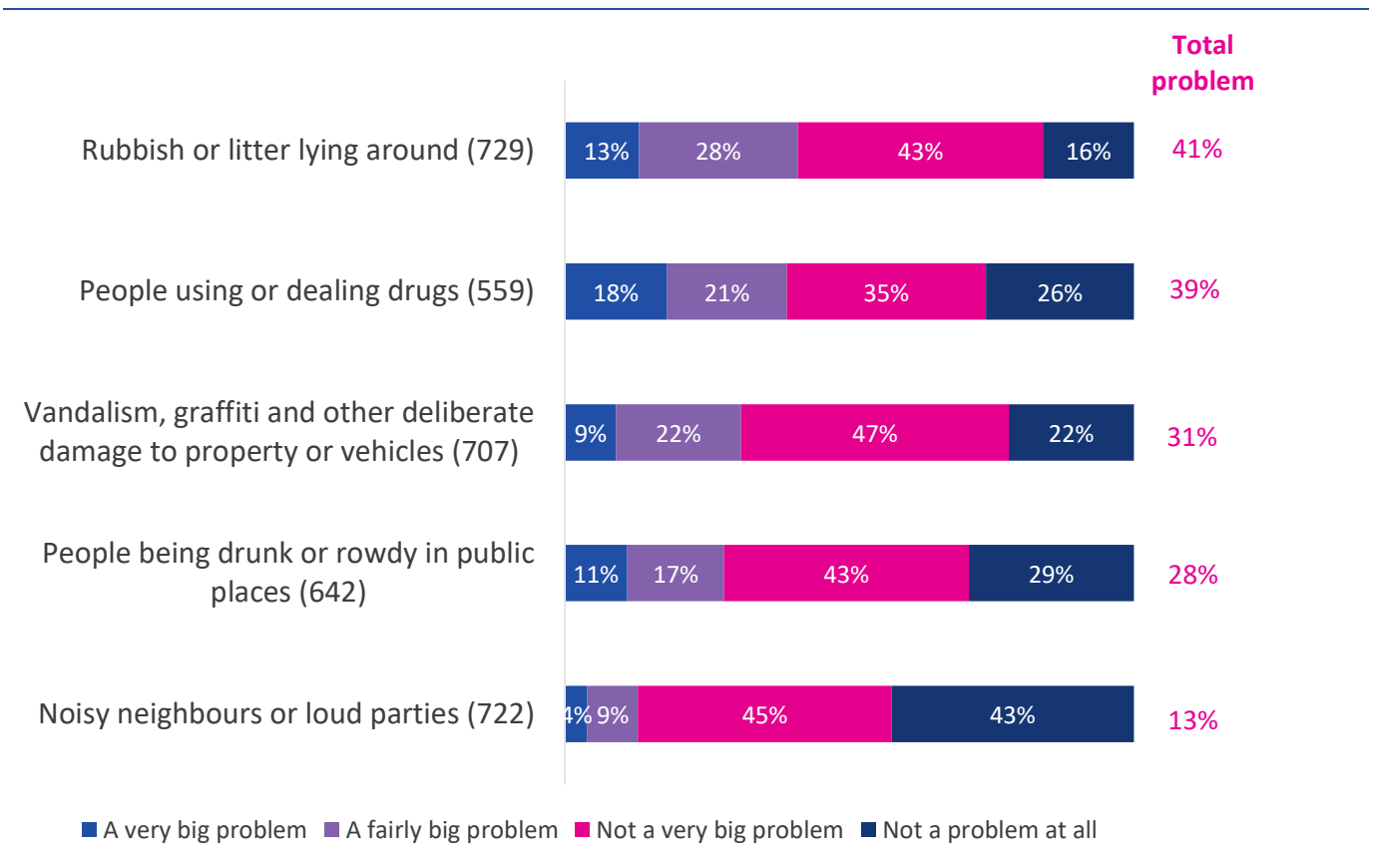
	Total	Age			Downland	Area	
		18-44	45-64	65+		Western	Eastern
<b>Parks and open spaces (682)</b>	<b>75%</b>	62%	78%	81%	74%	72%	79%
<b>Beaches and promenades (696)</b>	<b>72%</b>	70%	77%	71%	74%	64%	80%
<b>Town/village centre shopping areas (730)</b>	<b>62%</b>	52%	62%	69%	66%	53%	70%
<b>Out of town shopping areas (631)</b>	<b>59%</b>	58%	62%	66%	53%	56%	68%
<b>Car parks (681)</b>	<b>59%</b>	52%	64%	63%	62%	51%	67%
<b>Residential roads (729)</b>	<b>52%</b>	57%	52%	55%	54%	44%	62%
<b>Public toilets (545)</b>	<b>44%</b>	40%	45%	47%	45%	32%	60%

## 2.6 Problem behaviours in Arun

As well as being asked their views on the cleanliness of their local area, residents were asked whether any anti-social behaviours are a problem. The most prominent issues identified are rubbish and litter and people using or dealing drugs, with at least two fifths of respondents identifying each as a problem (41% and 39%). A third (31%) noted vandalism and graffiti as a relatively common problem, in line with 2022 (30%). This is followed by drunkenness, which has declined since last year (28% cf. 32%). There is little evidence of noisy neighbours or parties being an issue with just 13% respondents saying this is a problem.

Levels of problematic behaviour have mainly stayed in line with results seen in 2022. It is worth noting that the prevalence of all of these issues increased significantly between 2020 and 2022, and now levels have remained stable.

**Figure 7: Q8. Thinking about this local area, how much of a problem do you think each of the following are? (All valid responses: Sample bases in parenthesis)**



Overall, there are few significant differences in prevalence of these issues by area. However, residents in the Western areas are significantly more likely to note a significant increase in several problems since 2022:

- 51% of respondents from the Western areas see rubbish and litter as a problem, compared to 41% of the total sample. This has increased since last year (51% cf. 45% last year). 18% of these respondents describe rubbish and litter as a very big problem, significantly higher than the total sample (13%) and compared to Downland and Eastern locations (6% and 12% respectively).
- Additionally, 49% of respondents from the Western areas view the using and dealing of drugs in their area as a problem, this is higher compared to 39% of the total sample. 26% of these respondents describe using and



dealing drugs as a fairly big problem in their area, which again, it is higher when compared to just 21% of the total sample.

- 39% of the Western area said drunkenness is a problem (cf. 28% of total respondents), with most (24%) saying that it is a fairly big problem which is significantly higher than the 17% of the total sample. These figures are in line with last year with (40% said drunkenness was a problem last year with 23% saying it is a fairly big problem).

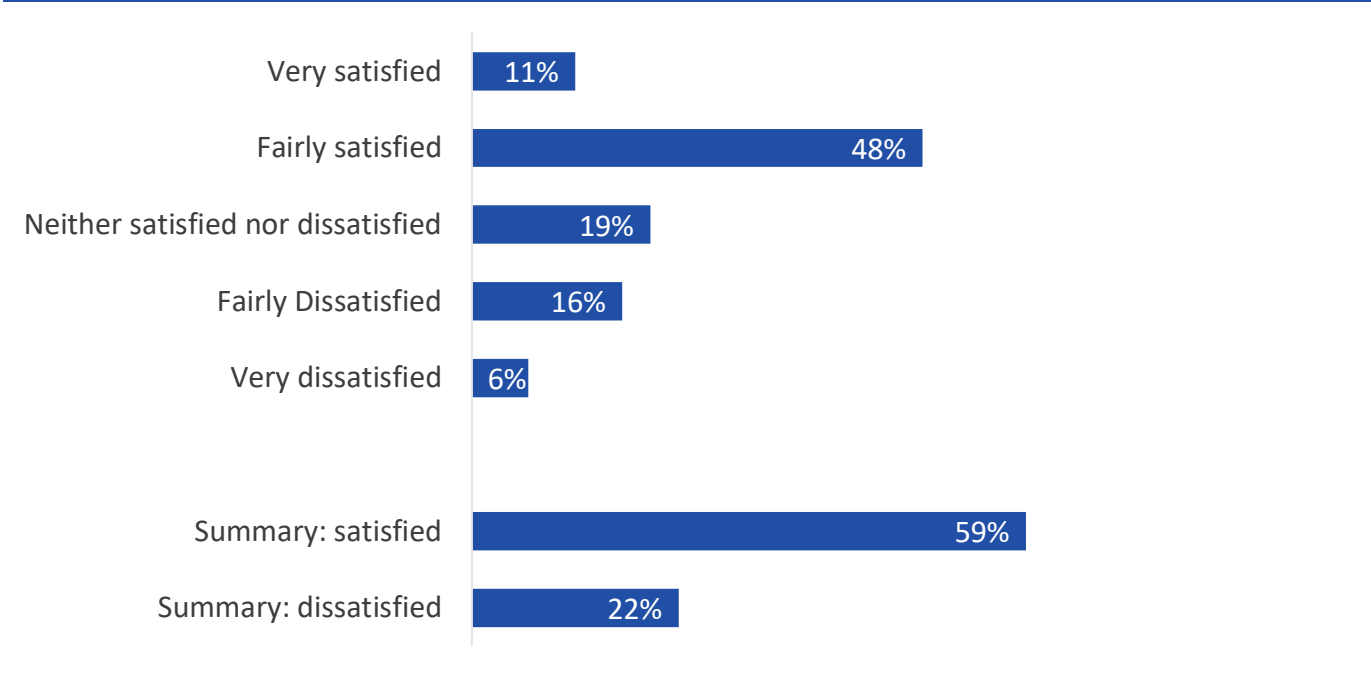
### 3 Customer satisfaction with the Council and its services

Within the broader context outlined above, the rest of this report explores residents’ perceptions of the Council and its services. Initially, residents were asked about their overall satisfaction with Arun District Council.

#### 3.1 Satisfaction with quality of service

59% of respondents are satisfied with the quality of service provided by Arun District Council (compared to 63% last year). One in five (22%) of respondents are dissatisfied against this metric. Even though the decrease of satisfaction for this is not significant, we can see that the trend following from 2021 is showing that the perceptions of council services within Arun District are worsening.

**Figure 8: Q2. How satisfied or dissatisfied are you with the overall quality of the Council’s services? (All valid responses: 743)**



Analysis by socio-demographic groups finds that those aged 65+ are significantly more likely to be satisfied with the local Council when compared to the total average (67% cf. 59%), as are those who are satisfied with the cleanliness of their local area (76%), and who agree that the Council provides value for money (87%). Residents who rent from the council are significantly less satisfied (45% cf. 59%) with the overall quality of the council services. Encouragingly, Western areas satisfaction levels are in line with total (56% Cf. 59% at total level).

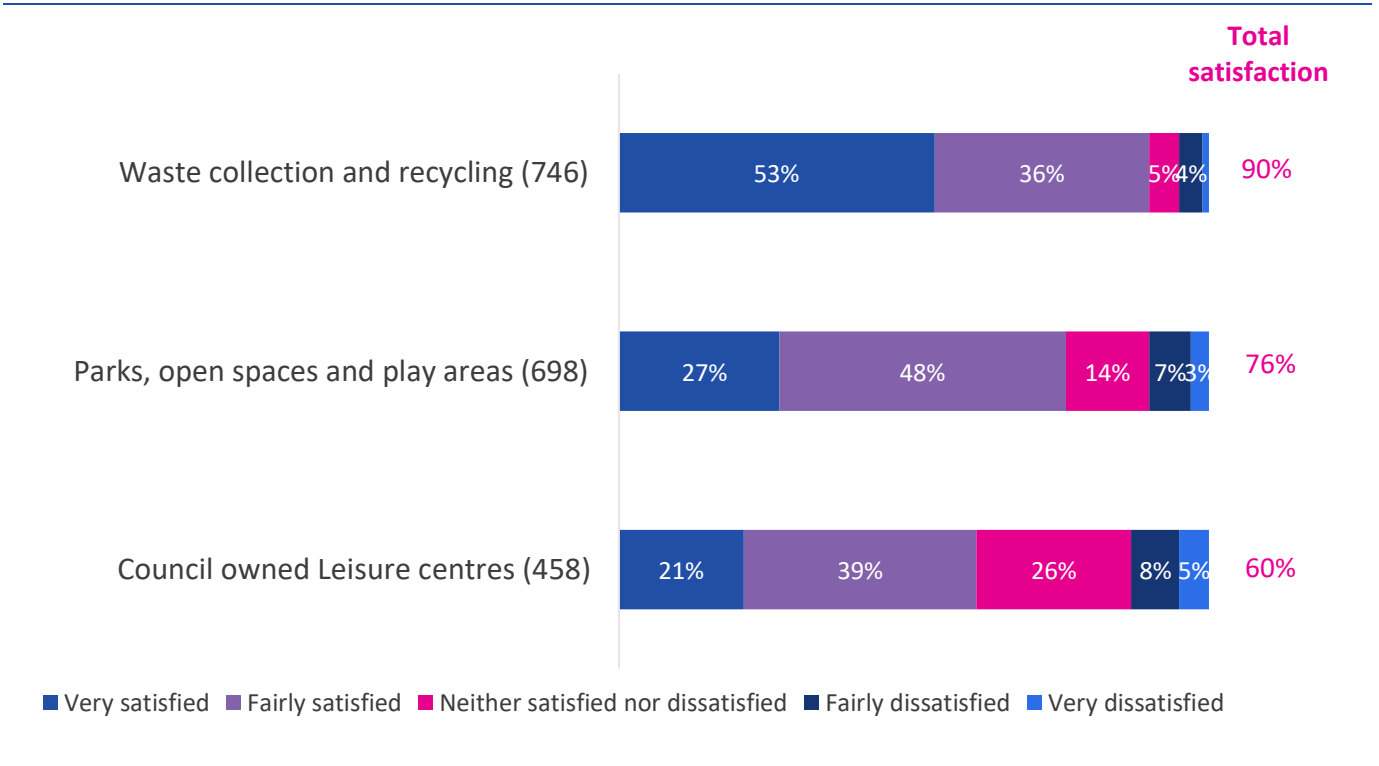
### 3.2 Satisfaction with specific Council services

To understand what is driving satisfaction with the Council, residents were asked about specific services that the Council offers.

Satisfaction across services is high, especially for waste collection and recycling, a facet of the Your Future priority. Over half of respondents (53%) are very satisfied with waste collection and recycling, and 90% are satisfied overall. Although not directly comparable due to differences in the wording, the closest LGA comparison satisfaction with waste collection, is 78%, putting satisfaction with the service provided by Arun District Council higher than national average. Interestingly, the national benchmark for satisfaction has remained static (78% cf. 81% last year) while, satisfaction levels for Arun has improved significantly (90% cf. 83% last year).

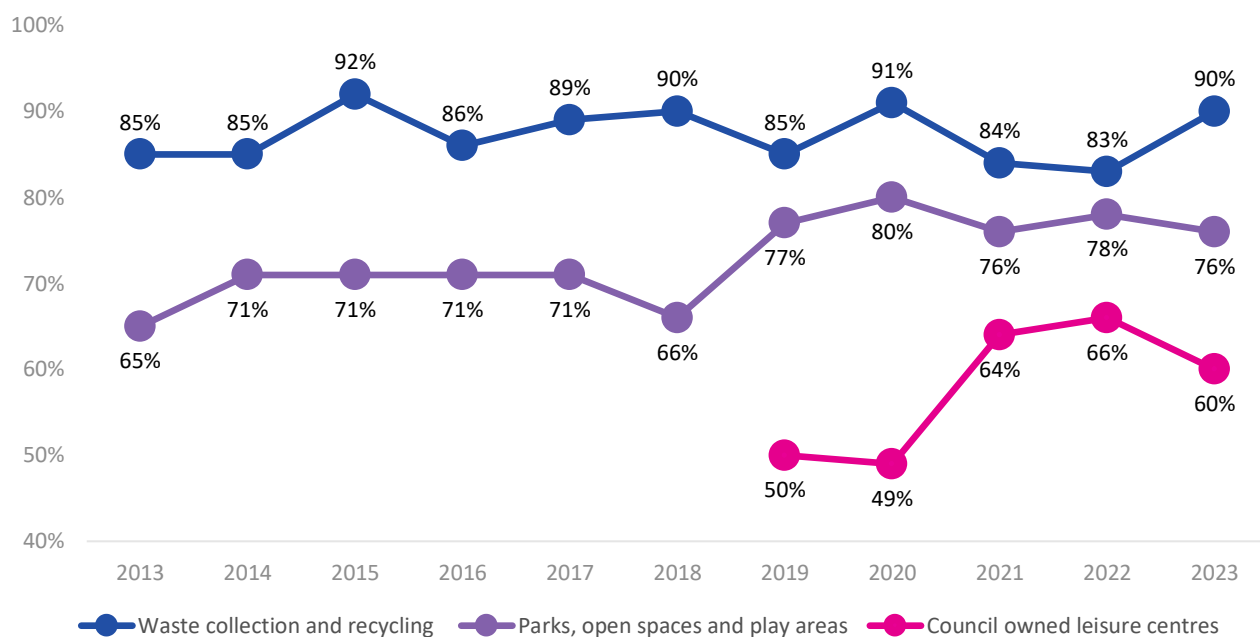
Satisfaction with parks and open spaces for the LGA benchmark is 80% which puts Arun in line with the national average (76%). Satisfaction for Council-owned leisure centres has fallen since last wave (60% cf. 66% last year). Overall, the level of satisfaction with waste collection and recycling, demonstrates successful implementation of the aim to support the environment as part of the corporate Plan 2022-2026.

**Figure 9: Q9. The following services are provided by Arun District Council. Please indicate how satisfied or dissatisfied you are overall with Arun District Council’s performance for each of them (All valid responses: basis in parenthesis)**



Looking at the long-term, the data shows that satisfaction with refuse collection has increased significantly whilst there has been a significant decline for council owned leisure centres. Satisfaction with parks, open spaces and play areas has remained in line with 2021.

**Figure 10: Q9. The following services are provided by Arun District Council. Please indicate how satisfied or dissatisfied you are overall with Arun District Council's performance for each of them (All responses: base sizes vary)**



Residents aged 65 and over and are significantly more likely to be satisfied with waste collection and recycling services (94%, cf. 90% of the total sample). While those ages 18-44 are significantly less likely to be satisfied with waste collection than total, satisfaction levels for this group has increased significantly since last year (82% cf. 65% last year).

Residents in Downland areas are significantly less likely to be satisfied with parks, open spaces and play areas (69% cf. 76% of the total sample).

The table below satisfaction with Council services by age and area, green indicates a figure significantly higher than the total average for the sample, while red indicates a figure significantly lower.

**Table 4: Satisfaction with Council services by age and area (All valid responses: Sample bases in parenthesis)**

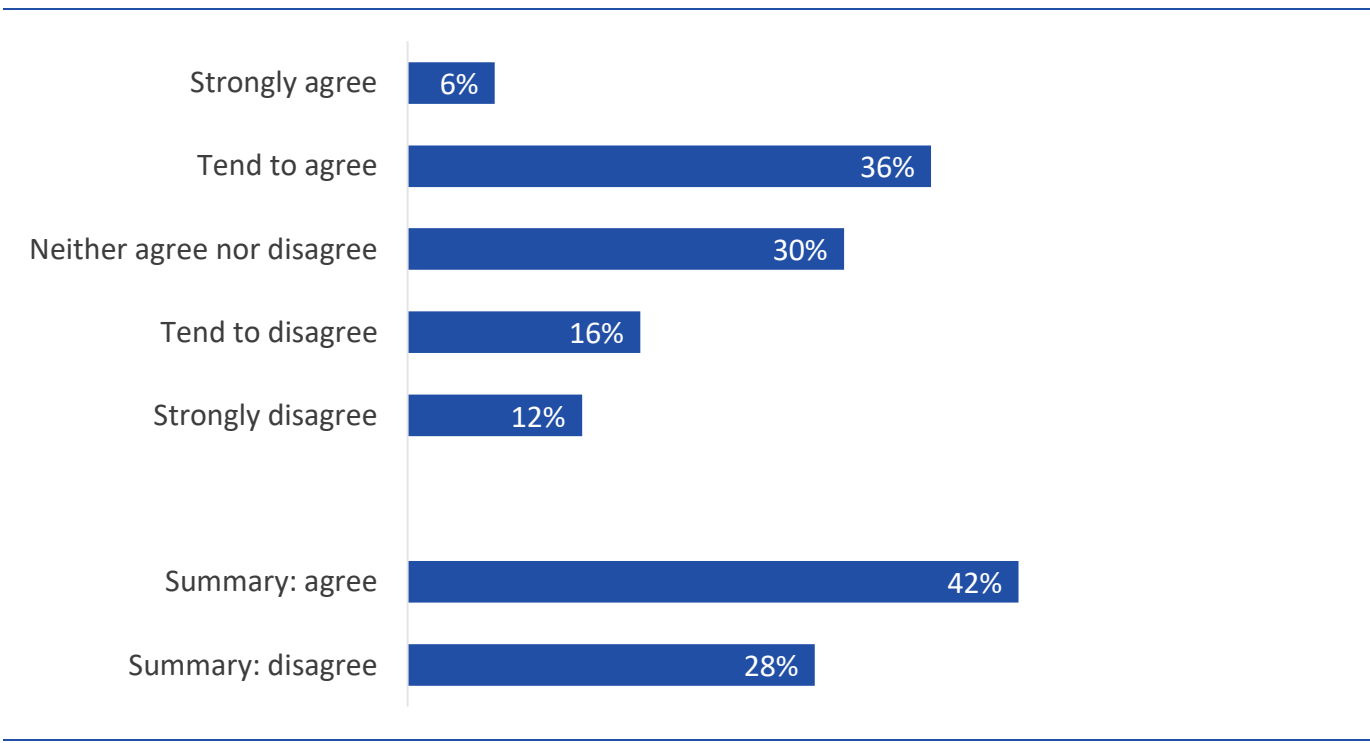
	Total	Age			Area		
		18-44	45-64	65+	Downland	Western	Eastern
<b>Waste collection and recycling (746)</b>	<b>90%</b>	82%	91%	94%	90%	90%	89%
<b>Parks, open spaces and play areas (698)</b>	<b>76%</b>	73%	77%	79%	69%	77%	79%
<b>Council owned Leisure centres (459)</b>	<b>60%</b>	57%	67%	62%	56%	59%	64%

### 3.3 Value for money

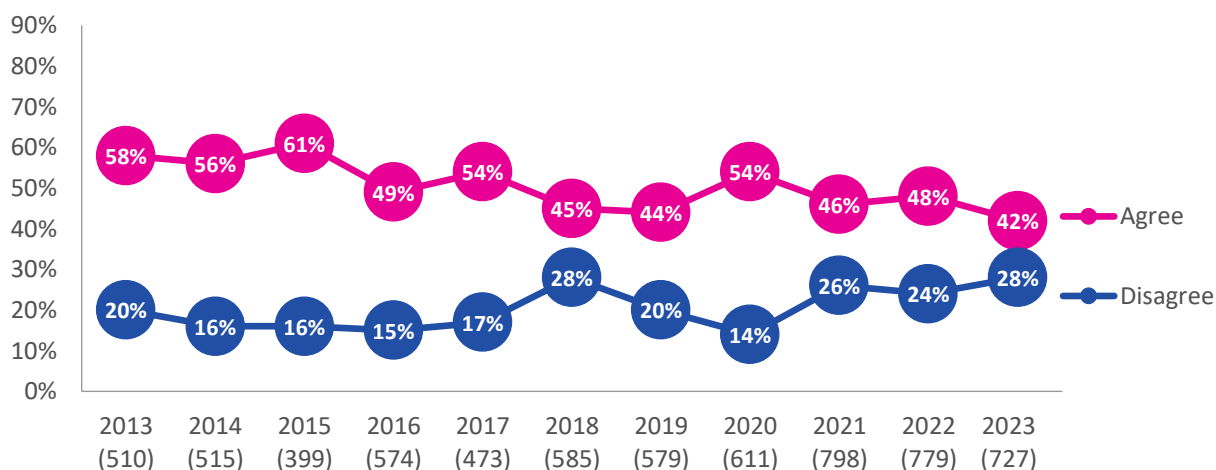
In order to gain a greater depth of understanding of residents' perceptions of Council services, respondents were asked to consider whether they feel the Council provides value for money. To frame responses to this question, all respondents were reminded that Arun's 2023/24 Council Tax is £3.89 per week for a Band D dwelling.

42% of respondents agree that the Council provides value for money, with most (36%) tending to agree. This is in line with the LGA benchmark figure (42% agreement). As demonstrated in figure 10, the perception of value for money has declined by 6 percentage points since 2022, although this is not significant, it does give an indication that residents' perceptions are starting to decline on this topic rapidly, which is also evident in the LGA benchmark data. Still, 30% neither agree nor disagree with this statement, indicating that there is still a certain level of ambiguity about this statement.

**Figure 11: Q3. To what extent do you agree or disagree that Arun District Council provides value for money? (All valid responses: 727)**



**Figure 12: Q3. To what extent do you agree or disagree that Arun District Council provides value for money? - Over time (All valid responses: Sample bases in parenthesis)**



Mirroring their higher levels of satisfaction with the Council, residents aged 65 or over also tend to have higher positivity regarding value for money (48% agreement, cf. 42% of the total sample). By area, agreement levels are significantly higher than total in Eastern regions (48% cf. 42% of the total sample) while significantly lower in Downland regions (34% cf. 42% of total sample).

### 3.4 Trust in the Council to make the right decision

46% of respondents say that they trust the Council to make the right decision with the majority (43%) of residents saying they trust the Council a fair amount. The closest question to this in the LGA benchmark is 'How much do you trust your local council?' with the LGA average score being 56% putting Arun Council 10 percentage points behind, although the difference in question wording could account for this.

**Figure 13: Q6. How much do you trust Arun District Council to make the right decision? (All valid responses: 716)**



By area, Eastern areas are significantly more likely to say they trust the council, similar to last year (63% cf. 46% of the total sample). Whereas, both Downland and Western areas are significantly more likely to say they distrust the council (69% and 60% cf. 54% of the total sample). Compared to last year, levels of distrust for those living in Downland has increased, whilst trust levels have decreased significantly since last year and against the total.

Looking at age, those over 65 years old are significantly more likely to trust the council (53%) than the total sample and more likely than those aged 45-64 (44%).

In the below table, showing levels of trust by area, green indicates a figure significantly higher than the total average for the sample, while red indicates a figure significantly lower.

**Table 5: Trust by area (All valid responses: Sample bases in parenthesis)**

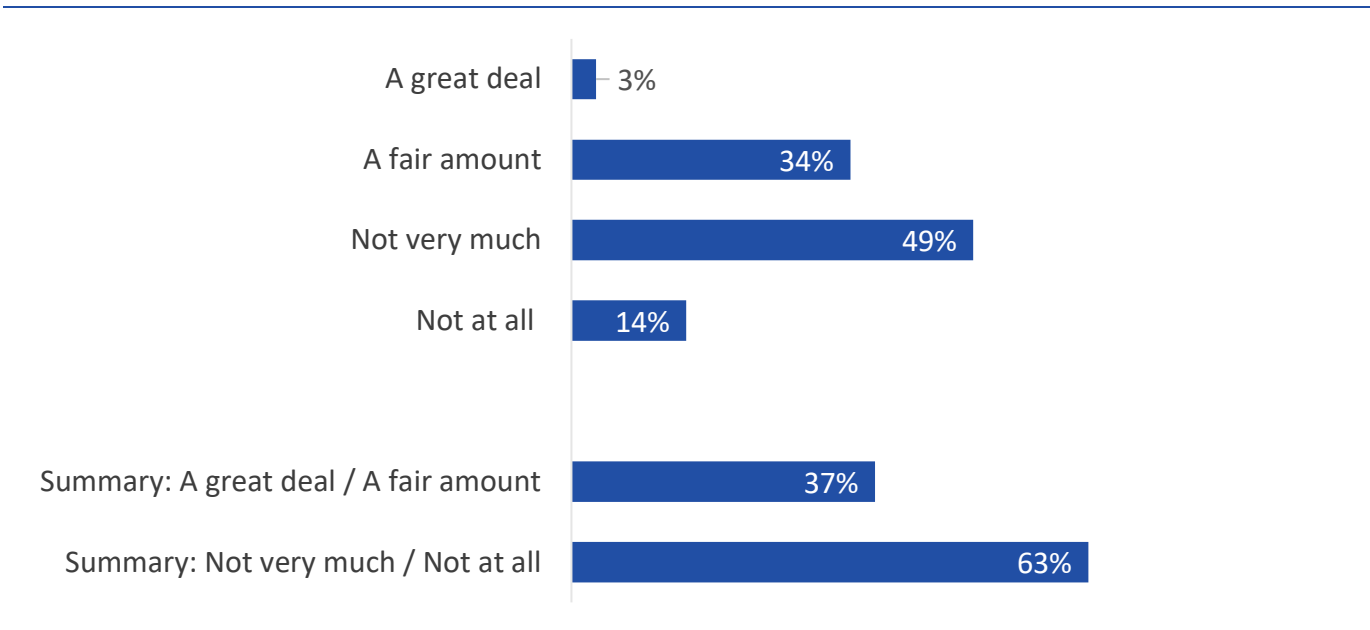
	Total	Downland (136)	Western (264)	Eastern (266)
<b>Trust (A great deal/ a fair amount)</b>	<b>46%</b>	31%	40%	63%
<b>Distrust (Not much/ not at all)</b>	<b>54%</b>	69%	60%	37%

### 3.5 Acting on concerns

Respondents were asked whether they think the Council acts on residents' concerns. Under two fifths of respondents think the Council acts on a great deal or fair amount on concerns (37%) and 63% think they don't act very much or at all. Most (34%) agree that the Council acts on their concerns a fair amount, with just 3% agreeing that it does so a great deal. 14% believe that the Council doesn't act on the concerns of residents at all.

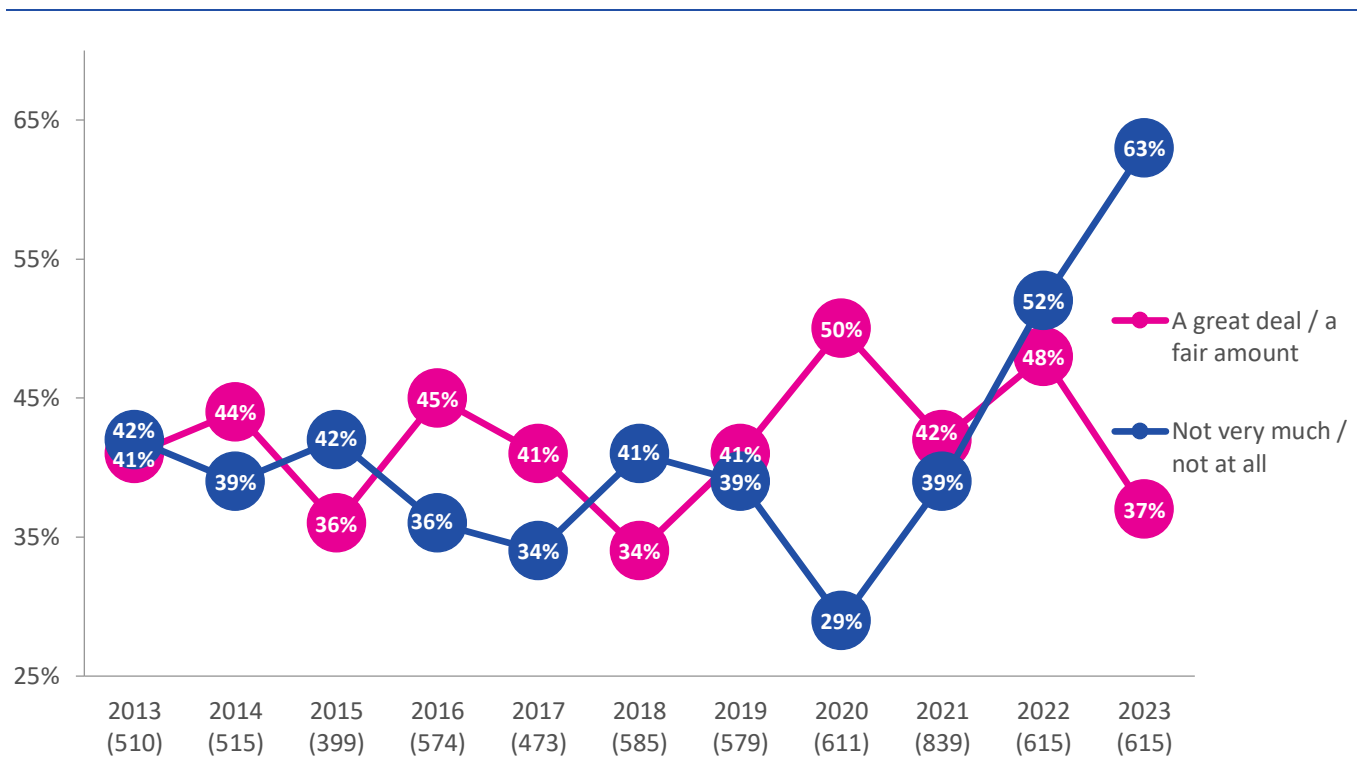
As shown in the chart overleaf, the number of respondents who do think the council does act on resident concerns has significantly decreased by 11 percentage points (37% cf. 48%), respondents noting that they think the council doesn't act on resident concerns has also increased since 2022, reaching the highest levels seen since tracking began (63% cf. 52% in 2022). This indicates a need for further investigation as to why this has occurred this year and how to demonstrate to residents of Arun District Council the council does act on resident concerns. However, agreement is still significantly lower than the LGA benchmark figure of 52%, which has also seen a decrease since 2022 (60%).

**Figure 14: Q4. To what extent do you think Arun District Council acts on the concerns of local residents? (All responses: 828)**





**Figure 15: Q4. To what extent do you think Arun District Council acts on the concerns of local residents? - Over time (All valid responses: Sample bases in parenthesis)**



Residents aged 65+ are significantly more likely to feel that the Council acts on their concerns a great deal or fair amount (44%, cf. 37% of the total sample). By location, respondents in Eastern areas are significantly more likely to feel that the council acts on their concerns (54% cf. 37%).

In the below table, showing agreement with this statement by area, green indicates a figure significantly higher than the total average for the sample, while red indicates a figure significantly lower.

**Table 6: Acting on concerns by area (All valid responses: Sample bases in parenthesis)**

	Total	Downland (137)	Western (248)	Eastern (230)
<b>Agree (A great deal/ a fair amount)</b>	<b>37%</b>	25%	31%	54%
<b>Disagree (Not very much/ not at all)</b>	<b>63%</b>	75%	69%	46%

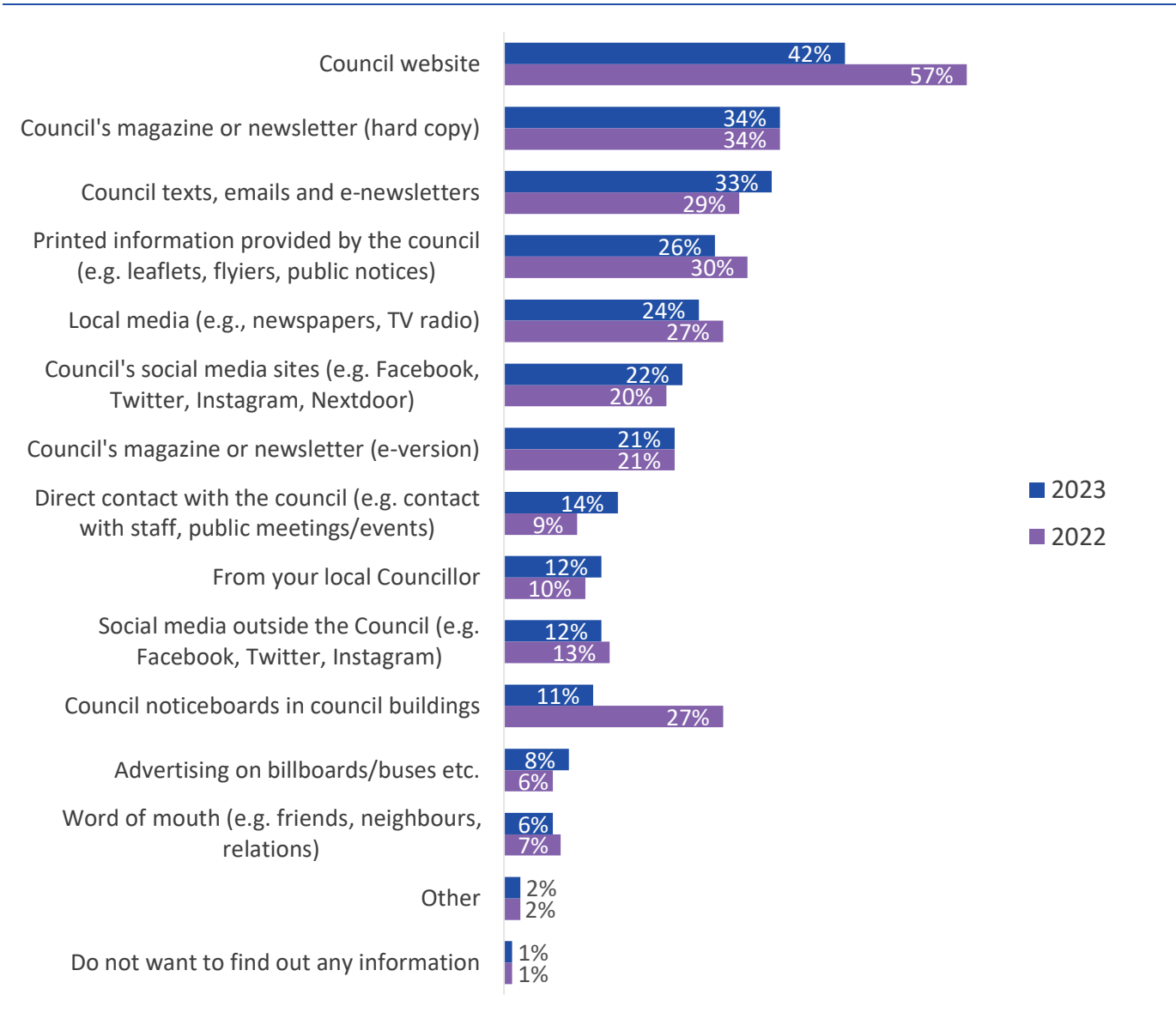
### 3.6 Residents' preferred channels to be kept informed

A key component of building a trusted relationship between council and residents is whether the residents feel that they are kept informed. Residents were therefore asked how they would prefer to be kept informed by the Council, in order to help the Council understand which channels of communication may work hardest for them.

Two in five (42%), prefer to keep informed via the council website (though this has decreased since last year). The Council magazine or texts, emails and e-newsletters are indicated as preferred options by around a third residents or more (34% and 33% respectively). Around a quarter (26%) prefer printed information provided by the council followed by local media such as newspapers and TV radio (24%). Around one in ten note the council's social media sites (12%) and council notice boards (11%).

Encouragingly, only 1% of residents said they did not want to find out any information, which suggests an appetite for communication.

**Figure 16: Q5. How would you like the Council to keep you informed? (All valid responses: 753)**



There are some variations by demographics, primarily by age. Those over 65 are significantly less likely to want to receive information via council texts, emails and e-newsletters (25% cf. 33%) and social media outside the council (6% cf. 12%), while over 65s are significantly more likely to want to receive hard copies of the council's magazine or newsletter (41% cf. 34%).

By contrast, 47% of respondents aged under 44 would prefer to receive information from the council texts, emails and e-newsletters, this has increased by 10 percentage points since last year (37%). There is also a strong appetite for direct digital communications amongst this age group and those aged 45 to 64, with two in five (40% cf. 22%) stating that they would like to be kept informed by the Council's social media sites and social media outside the council (20% and 12%).

Interestingly, residents with children in the house also express a preference for digital communication methods: 37% would prefer the Council's social media sites and then 20% would prefer social media outside the Council. This may be influenced by the fact that respondents with young children are more likely to fall into the younger age category. The time constraints of work and family life may also make digital communication more convenient for these respondents, since it can be accessed at any time.

## 4 Closed survey vs. Open survey

As the open survey was available for any Arun residents to complete, the sample of this survey is made of a bias sample of those who are more likely to engage with the council and of those willing to share their feedback.

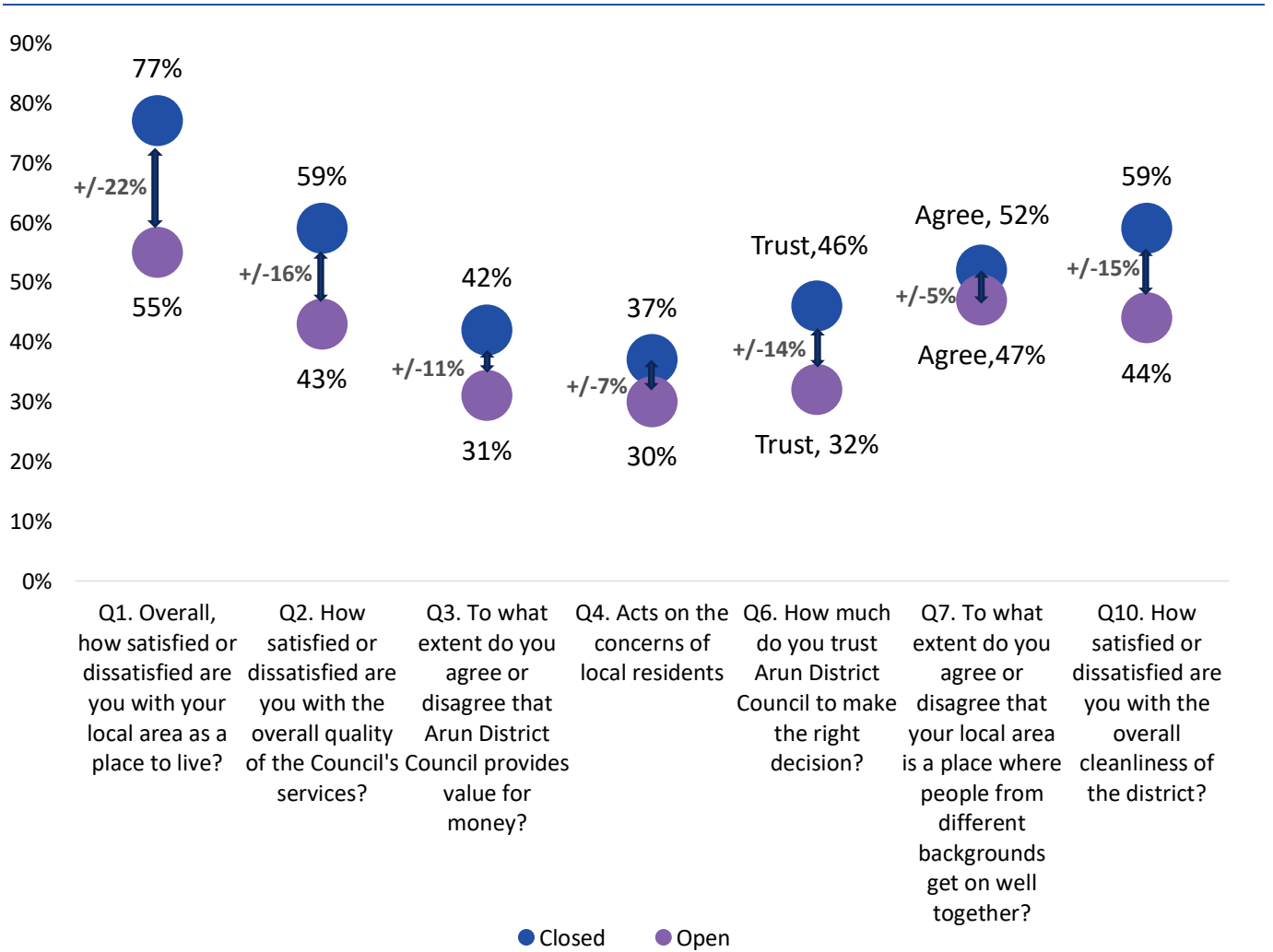
To compare the satisfaction levels between the open survey and the closed survey this section presents gap analysis between the two survey results as well as presenting the differences in the key drivers for satisfaction.

### 4.1 Comparison of key indicators

The following gap analysis charts showcases the difference in perceptions between the two samples, this will help to identify the largest difference in scores between the open and closed sample. In all instances, residents in the closed survey report more positive perceptions than the open survey, suggesting that residents have engaged with the open survey because they are unhappy with a certain issue or service.

Consistent with last year, as shown in Figure 17 below, the biggest differences in general perceptions between the open and closed survey is satisfaction with their local area, with 22 points difference. This is followed by satisfaction with the quality of the council’s services, with 16 points difference and satisfaction with the cleanliness of the district, with 15 points difference.

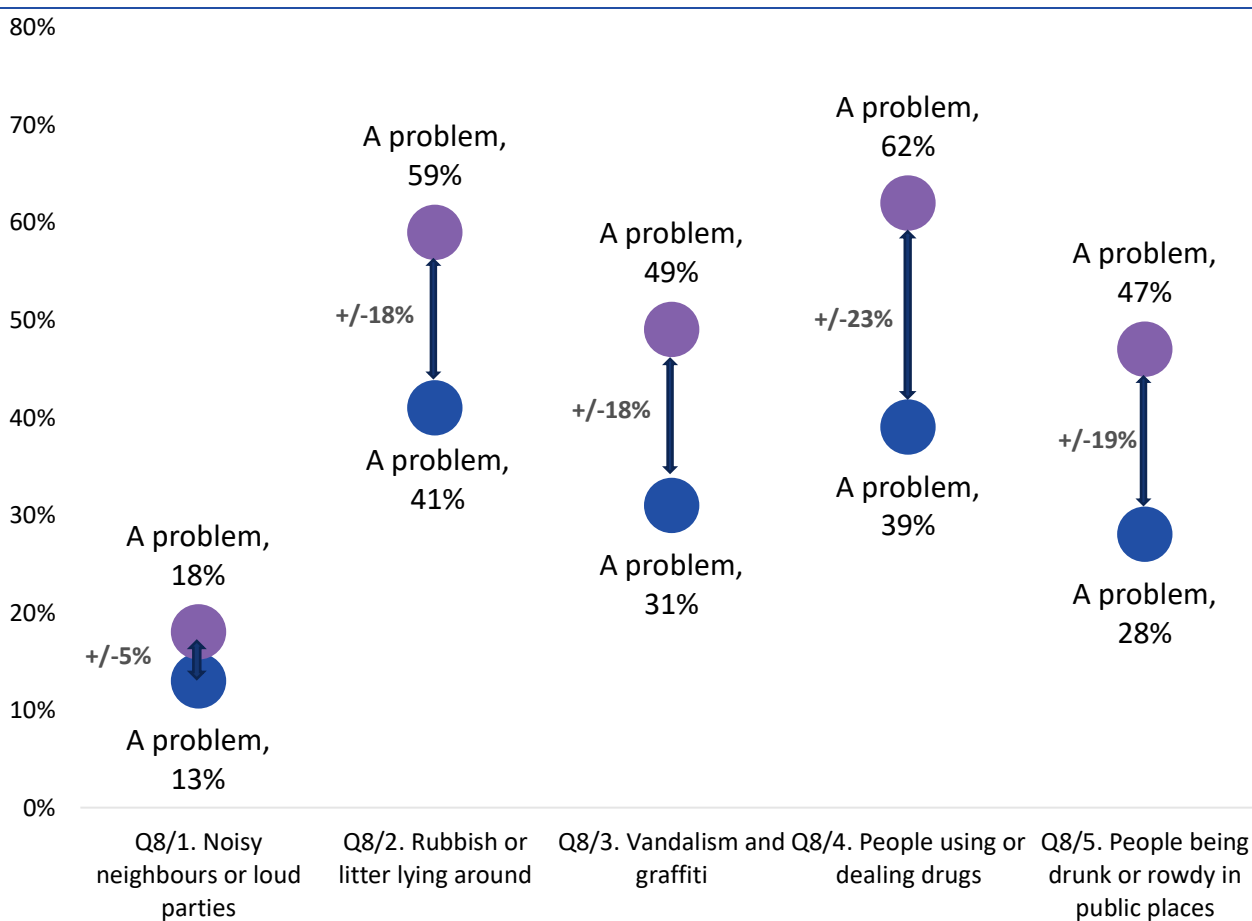
**Figure 17: Gap analysis chart**



\*This chart is showcasing satisfaction levels, unless otherwise stated

Looking at neighbourhood problems, in both surveys rubbish or litter lying around (59%), vandalism and graffiti (49%) and people using or dealing drugs (62%) are the top three problems in the open survey mirroring the closed survey. Notably, the smallest difference in the proportion indicating a problem between the open and closed survey is for noisy neighbours (5% difference), which was the same percentage difference as last year. This may suggest that residents engaging with the Council via the open survey may be due to the other problems listed. The largest discrepancy between the open and closed survey is people using/ dealing drugs which has a 23-percentage point difference, again similar to last year where there was a 21-percentage point difference.

**Figure 18: Gap analysis chart (continued) - Q8. Thinking about this local area, how much of a problem do you think each of the following are?**

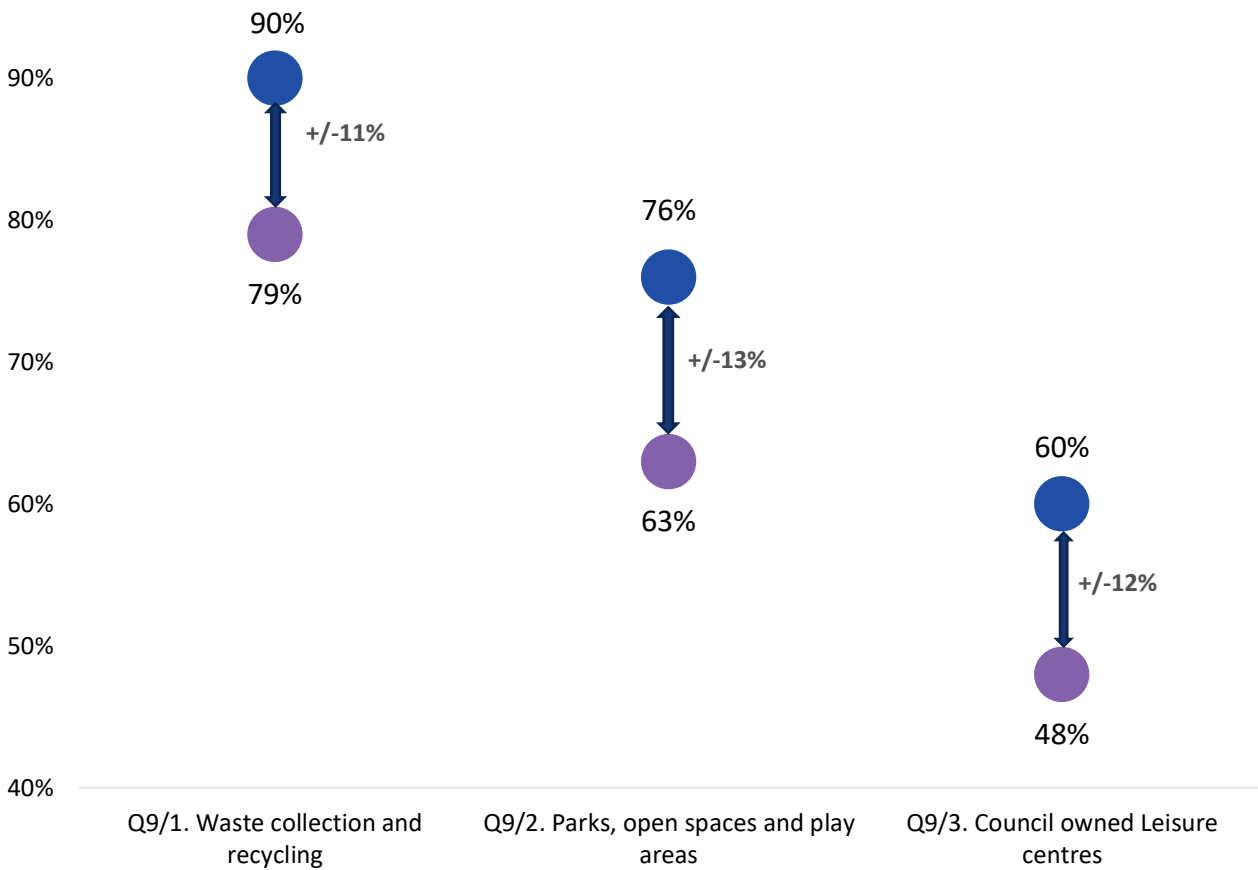


Q8. Thinking about this local area, how much of a problem do you think each of the following are?

● Closed ● Open

Residents were also asked about their levels of satisfaction with the services provided from the Council. The levels of satisfaction are generally higher in the closed survey than open. The differences in satisfaction levels for waste collection, parks and open space and council owned leisure centres are aligned (+/-11%, +/-13% and +/-12% respectively). The percentage point difference for waste collection has increased since last year (+/-2% in 2022) while the differences for parks and open spaces and council owed leisure centres have decreased (+/-15% for parks and open spaces last year and +/-16% for council owned leisure centres last year).

**Figure 19: Gap analysis chart (continued) - Q9. Please indicate how satisfied or dissatisfied you are overall with Arun District Council's performance**



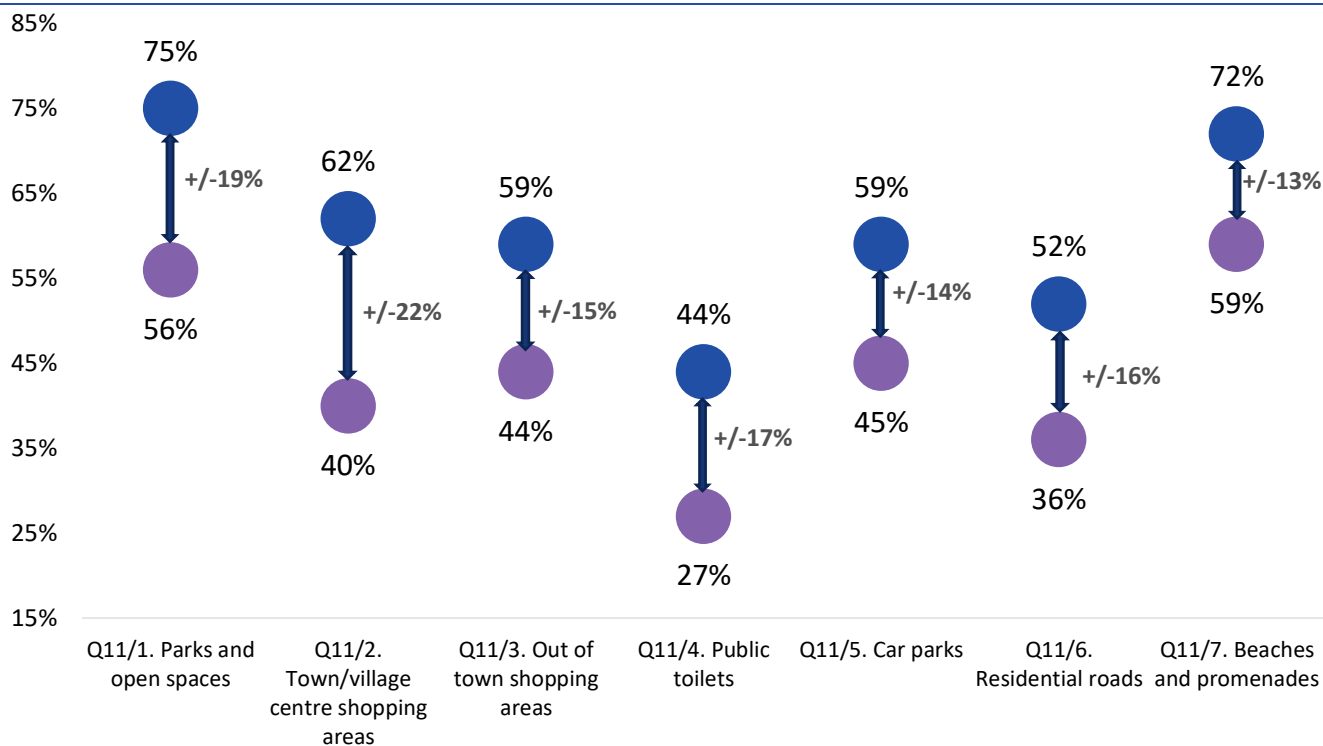
Q9. Please indicate how satisfied or dissatisfied you are overall with Arun District Council's performance

\*This chart is showcasing satisfaction levels

● Closed ● Open

When looking at the satisfaction with the level of cleanliness, the biggest difference in level of satisfaction is with town or village centre shopping areas (+/-22% points) followed by parks and open spaces (+/-19%).

**Figure 20: Gap analysis chart (continued) - Q11. How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district?**



Q11. How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district?

\*This chart is showcasing satisfaction levels

● Closed ● Open

## 4.2 Comparison of Key drivers for satisfaction across open and closed survey

The relative importance of the key drivers of satisfaction differs between the open and closed surveys. The two metrics of provides value for money and satisfaction with parks, open spaces and play areas have a bigger importance for respondents in the open survey than for those in the closed survey.

**Table 7: Key drivers' relative importance for closed and opened survey**

	Relative importance		
	Closed survey	Open survey	Difference
Satisfaction with local area as a place to live	22%	20%	+/-2%
Provides value for money	21%	25%	+/-4%
Satisfaction with waste collection and recycling	6%	6%	+/-0%
Satisfaction with parks, open spaces and play areas	8%	9%	+/-1%
Satisfaction with the overall cleanliness of the district	10%	9%	+/-1%
Acts on the concerns of local residents	14%	14%	+/-0%
Trust Council to make the right decision	18%	16%	+/-2%



## 5 Appendix 1: Sample profile

	Sample:	Weighted Closed	Unweighted Closed	Weighted Open	Unweighted Open
<b>Gender</b>					
Male		49%	46%	45%	41%
Female		51%	54%	55%	59%
<b>Age</b>					
18-44		24%	10%	41%	20%
45 – 64		39%	10%	17%	15%
65+		47%	61%	23%	37%
<b>Housing tenure</b>					
Own outright (freehold or leasehold)		53%	67%	40%	52%
Buying on a mortgage		25%	16%	29%	25%
Rent from Arun District Council or from a Housing Association / Trust		3%	5%	10%	7%
Rent from a private landlord		10%	6%	11%	8%
<b>Time in district</b>					
Less than 1 year		4%	2%	8%	6%
Between 1 and 2 years		6%	5%	7%	5%
Between 3 and 5 years		8%	8%	9%	9%
Between 6 and 10 years		16%	14%	11%	13%
Between 11 and 20 years		21%	20%	18%	18%
More than 20 years		45%	50%	45%	49%
<b>Children</b>					
Yes		17%	10%	28%	19%
No		83%	90%	72%	81%
<b>Area</b>					
Western		40%	42%	46%	42%
Eastern		36%	41%	34%	38%
Downland		23%	21%	20%	18%
<b>Employment status</b>					
Employed		47%	34%	64%	53%
Unemployed/Sick/Disabled/Homemaker		6%	5%	10%	8%
Retired		47%	60%	24%	36%



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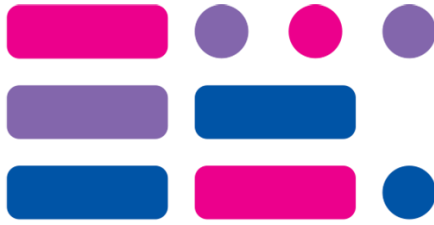
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