

## APPENDIX 1

### Residents Satisfaction Survey Briefing for Working Party 21 December 2021 Initial thoughts on increasing engagement, particularly with younger people

Whilst there are a number of different ways, we can increase engagement with a survey almost anything will cost more than we are spending at the moment. We discussed a number of approaches below with BMG – note this is only a brief summary:

#### Telephone interviews

Will require access to the Council databases which hold contact telephone numbers. We do not collect phone numbers for this purpose so that is likely to be something for the future. This would normally require 100% response, so replacements if people do not respond. Will require scripting and trained interviewers. Not sure if this will elicit a greater response from younger people who probably see telephone surveys as very old fashioned. Generally people concerned about any 'cold calling'.

#### Increase size of survey in terms of circulation

Currently 1800 sent out (including 1 reminder to non-responders which does not greatly increase the response) with 34% return – one of main costs is post, so quite a lot more expensive and may still not achieve responses from younger people. Ideally, we could ask all residents to complete the survey online via council tax bills – possible, but need to understand extra costs and would this get better response than direct invitation? Also, this will not reach young people living at home, but who are not council tax payers and don't open the post! Would 2021 be the year to do this?

#### Target more surveys in areas with more young people/families

We can demographic data to BMG. Will require more analysis, and questions about the statistical validity of applying this across the whole of Arun arise. It would however provide some data that could be used alongside the wider survey

#### Send invitation to participate in a more appealing format rather than a standard letter asking people to complete the survey online

More appealing and modern and hopefully therefore more likely to be read. Could be colourful letter/leaflet or even a postcard. More expensive in colour but may get better response. Colour seems to add half as much again to the cost, but postcards would not add this much

#### Make survey available to anyone

Then reliant on people providing postcode so that outcomes can be allocated to geographical areas – would need to keep outcomes separate as part of analysis and to see if these were statistically valid and to what extent the response was different – could then be combined with survey of those invited to participate to give larger database of outcomes with adjustments.

#### Use of Social Media and website to encourage participation

With links to online survey – as part of previous point – could also encourage people to 'share' link, maybe get press involved.

#### Will the Questions be the same

If we want to try out a different methodology it makes sense to leave the questions as close as they can be to our previous questions, which also reflect the LGA survey so that we can make valid comparisons. This will also allow us to compare outcomes in a covid and non-covid scenario.