

Research Report



Residents' Survey 2021

Prepared for: Arun District Council

Prepared by: BMG Research

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Prepared for: Arun District Council
Prepared by: BMG Research
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1. Introduction

1.1 Background and method

In summer 2021 Arun District Council commissioned BMG to undertake research 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 2021.

1.2 Methodology

The approach adopted for the 2021 **postal survey** mirrored that used in 2020. 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, 849 questionnaires were completed and returned to BMG, representing a total response rate of 28%. This compares to a 34% response rate recorded in the equivalent residents' survey completed in 2020.

A sample of 849 is subject to a maximum standard error of $\pm 2.8\%$ 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 47.2% and 52.8% respectively.

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.

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, 528 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.

As a result, a total of 8 responses have been removed from the final dataset as they were suspected to be duplicated responses from the same individuals.

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. Where possible these findings are contextualised within the Priority Themes contained within the Corporate Plan 2018-2022.

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		
Pevensey		

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 between June and July 2021.

The Local Government Association June 2021 survey consists of data from a representative random sample of 1,006 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 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 February wave 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. Results that differ in this way should not have a variance which is any larger than 1%.

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 2021 data might vary across different questions, and the responses may not always sum to 100%.

1.4 Broader context for this research

This research ran against the wider backdrop of the COVID-19 pandemic and subsequent lockdown period and lockdown easing period. These unique circumstances were referenced in the covering letters sent out in this research, signed by Nigel Lynn which stated:

"Whilst we are in this unprecedented pandemic situation, your opinions are just as important, but we would like you to think about how our services are delivered all year round, not just during this extraordinary period."

It is not possible to ascertain to what extent, if at all, the responses of residents were influenced by the unique circumstances that the lockdown period produced.

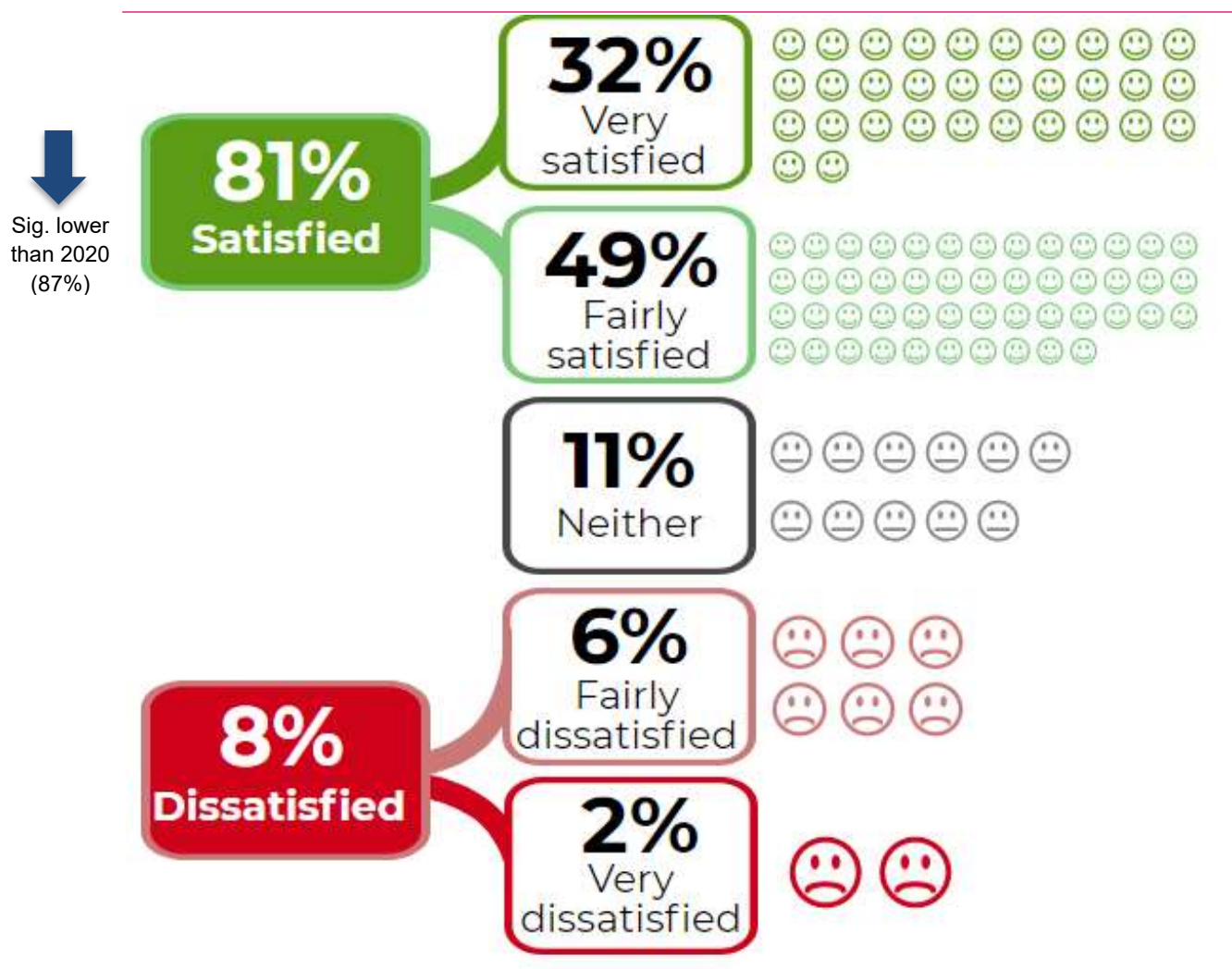
2. Living in Arun District

To understand the everyday experiences of residents in Arun, respondents were asked about their perceptions of their local area. This is important context in which to view their satisfaction with the Council, as this tends to inform it. 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 81% 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 compares to be in line with the LGA benchmark figure of 82%, but it is significantly lower than the 2020 score (87%).

Figure 1: Q1 Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All valid responses: 834)



Satisfaction levels are pretty much in line the LGA benchmark figure for all three areas, this is also the case when compared to the average for the dataset.

Satisfaction levels tend to be higher than the LGA benchmark figures for those who are aged 65+ years and for those who own their homes outright.

When looking at the dataset, the satisfaction scores recorded for those aged 65+ are also significantly higher (90% cf. 81%). Similarly, the satisfaction levels of those who own outright is significantly higher than the average score recorded in the dataset (88% cf. 81%), interestingly this score is consistent with the level recorded in 2020 (89%)

Perhaps unsurprisingly, perceptions of the quality of Council services and the cleanliness of the local area appear to influence satisfaction levels: just 47% of respondents who are dissatisfied with the quality of Council services are satisfied with their local area overall, and just 62% of those who are dissatisfied with the cleanliness.

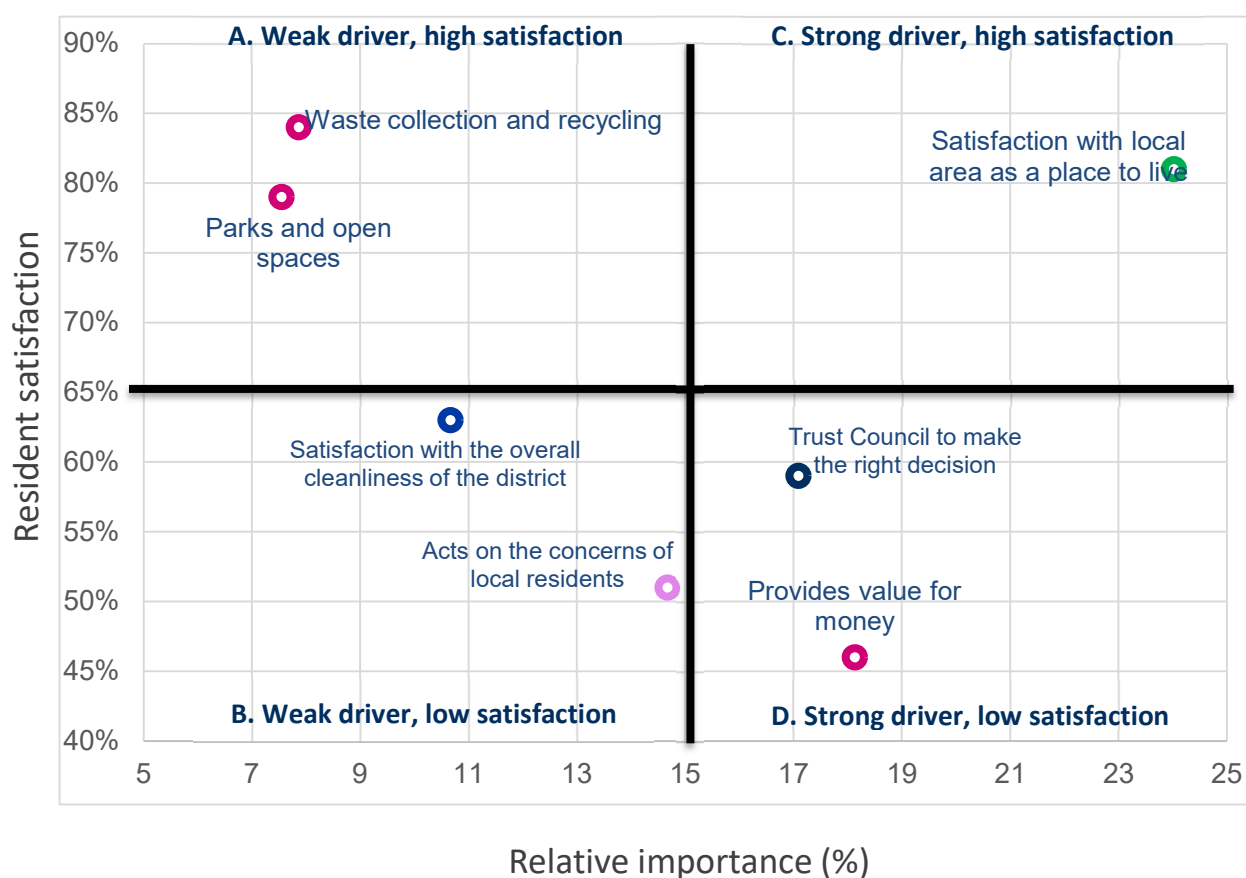
2.2 Key drivers' analysis for satisfaction

The key driver analysis (KDA) will help to see and understand the elements that drives satisfaction amongst the 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 1.1: KDA analysis of satisfaction



For Arun residents, the “Satisfaction with local area as a place to live” is a strong driver of high satisfactions, whereas “Provides value for money” and “Trust Council to make the right decision” are strong driver for lower satisfaction.

When looking at the two strong drivers of low satisfaction “Provides value for money” has a slightly higher relative importance when it comes to impact the levels of satisfaction compared to “Trust Council to make the right decision”.

2.3 Community cohesion

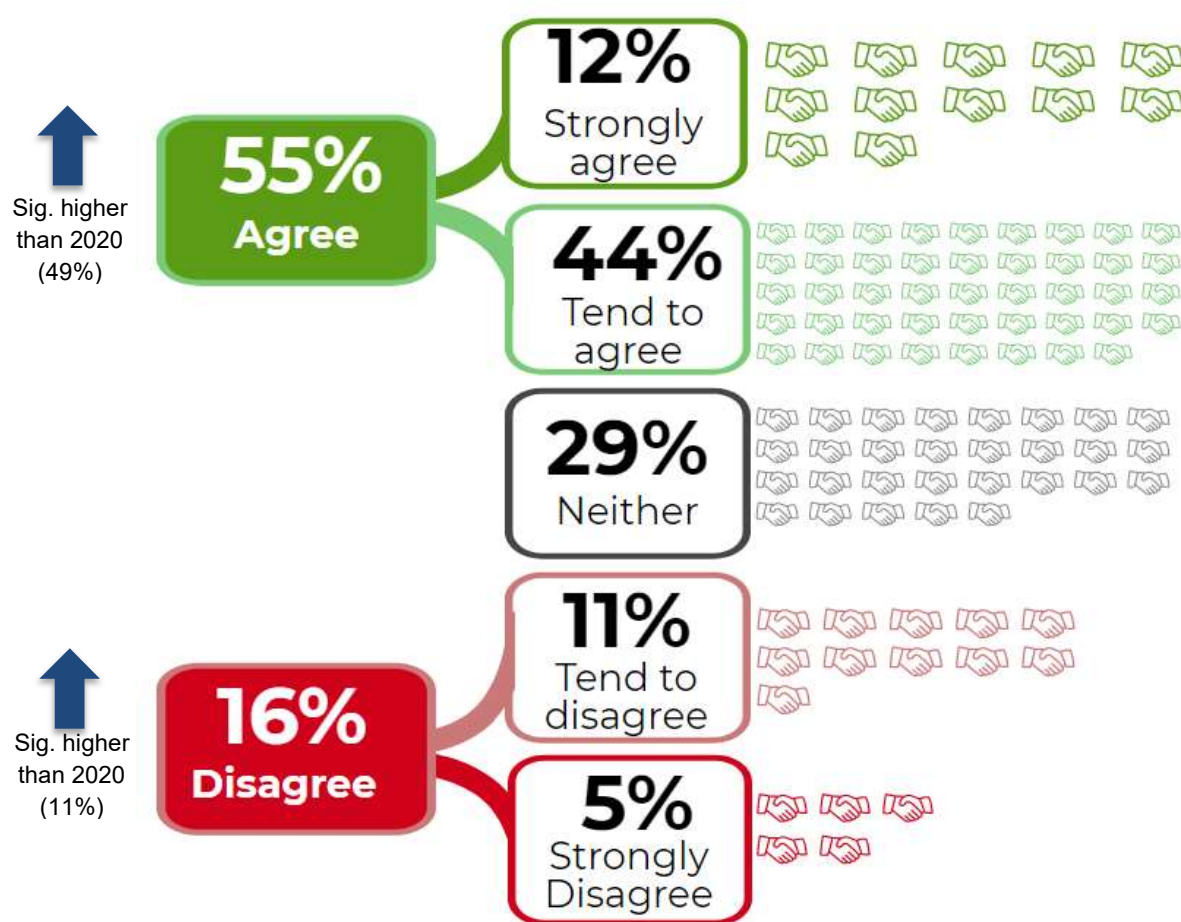
To understand more about residents' daily lives, they were asked whether they agree that their local area is a place where people from different backgrounds get on well together. Just over half of the respondents (55%) agree, while 16% disagree. The majority of those who agree said they 'tend to agree', just 1 in 10 respondents agreeing strongly. A high proportion of respondents (29%) 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 if they are possible, as currently residents are fairly ambivalent to the statement.

Disagreement is higher among those aged under 45 (26% cf. 16% at a total respondent level and 9% among the over 65's), this is similar to the result seen in 2020.

It is also significantly higher for residents in the Western areas and those in employment, with 23% and 19% of these respondents respectively expressing disagreement.

It would be interesting to note that a 30% of respondents classified as unemployed, sick, disabled or a homemaker disagree with this statement. While the sample base size for this subgroup of respondents is just 33, this may be indicative of a lack of opportunity for residents who are not in employment to meet and interact with others from different backgrounds.

Figure 2: 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: 727)

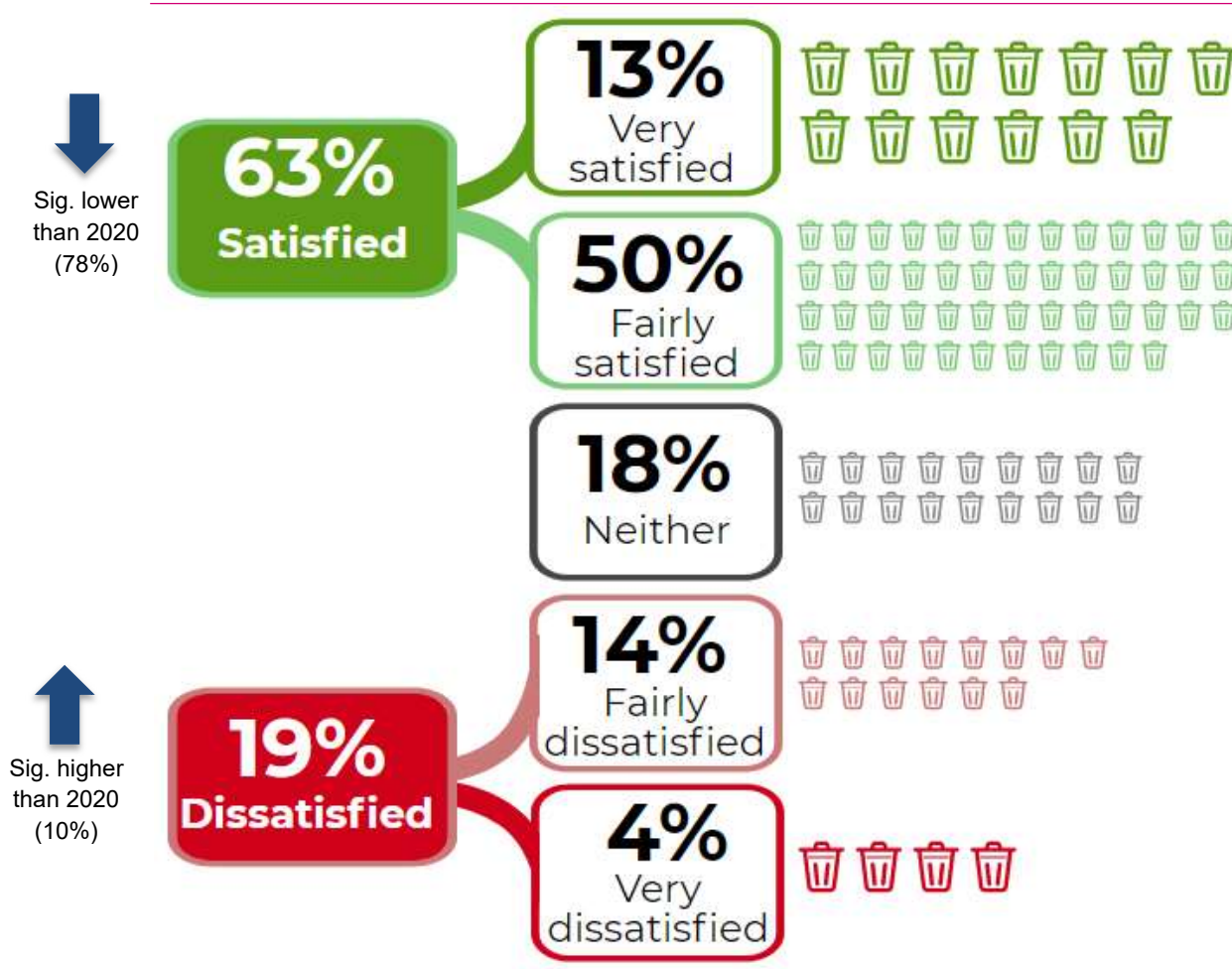


2.4 Cleanliness of Arun District

Customer satisfaction with the cleanliness of the district is of crucial importance to the Council. As part of the Council's Corporate Plan for 2018-2022 it has sought to improve satisfaction with the cleanliness of the district by delivering the best services possible in this regard. Residents were therefore asked about their levels of satisfaction with the cleanliness of the places that the Council has responsibility for.

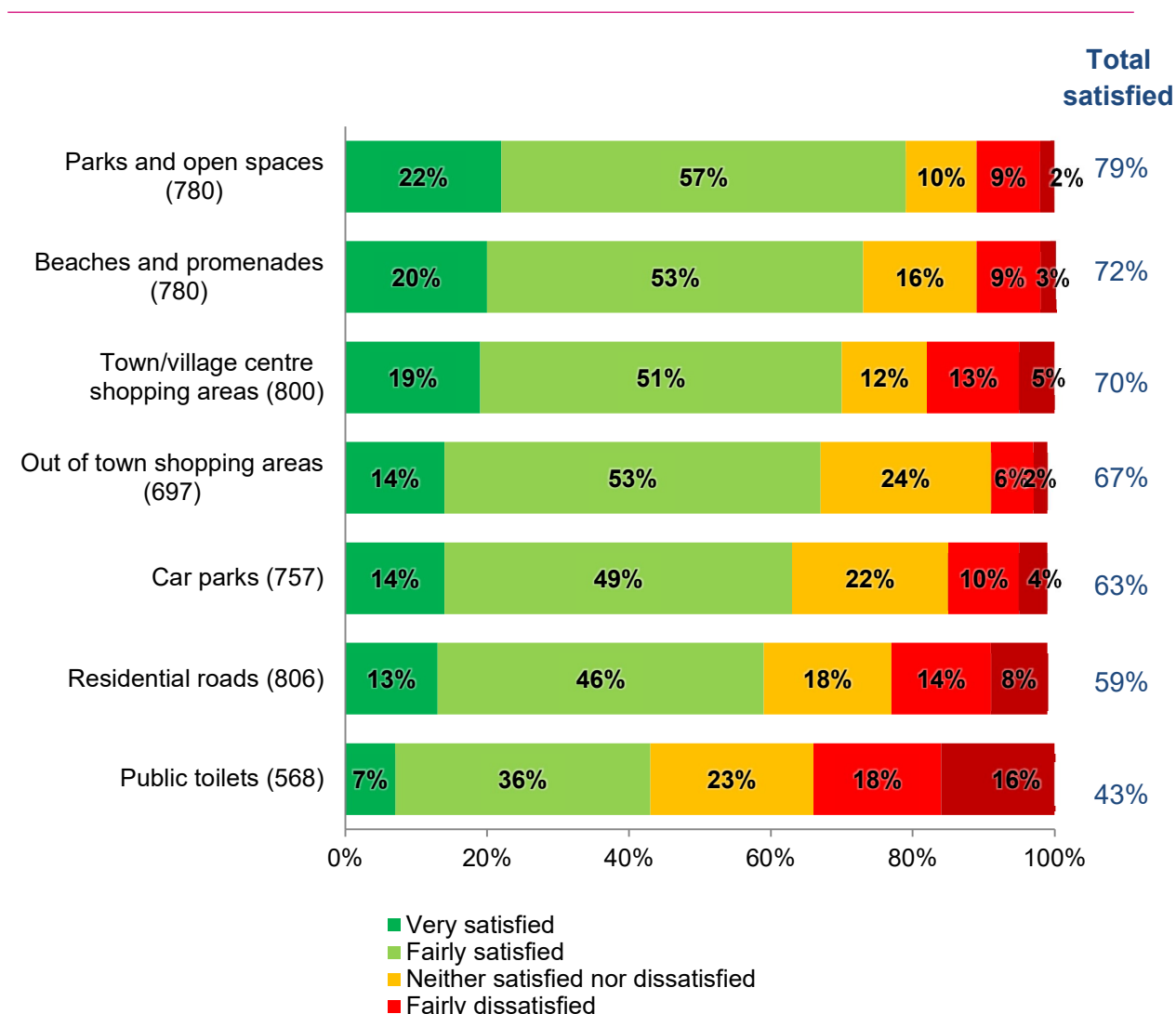
Overall, 63% of respondents are satisfied with the cleanliness of the district, while 19%, 1 in 5 are dissatisfied.

Figure 3: Q10. How satisfied or dissatisfied are you with the overall cleanliness of the district? (All valid responses: 828)



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 (79%) and beaches/promenades (72%). Satisfaction with the cleanliness of town and village shopping centres is 3% points higher than for out-of-town facilities; however, dissatisfaction with town/village shopping centres is also higher (18%, cf. 8% for out-of-town facilities). The lowest levels of satisfaction are with public toilets (43%), with 12% of respondents being dissatisfied.

Figure 4: 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)



The 2020 iteration of this report noted the success of the Council's plans to improve residents' perceptions of the cleanliness of the district.

This success continues to be evident in certain areas, with a significant increase in levels of satisfaction between 2020 and 2021 for out-of-town shopping areas and public toilets (+8 points for each area) and staying on the same satisfaction levels for parks and open spaces and town/village centre shopping areas.

However, there is the need to note that there has been a decrease in satisfaction levels with beaches and promenades and residential roads (by -6 and -7 points respectively).

In the below table, showing satisfaction with cleanliness over time, green indicates a significant growth, and red indicates a significant decrease.

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

Cleanliness of...	Proportion satisfied								2021 (Figure 4)
	2013 (510)	2014 (515)	2015 (399)	2016 (574)	2017 (473)	2018 (585)	2019 (579)	2020 (611)	
Parks and open spaces	75%	72%	76%	79%	73%	70%	74%	79%	79%
Beaches and promenades	69%	70%	71%	68%	74%	67%	77%	78%	72%
Town/village centre shopping areas	66%	63%	67%	68%	69%	62%	65%	69%	70%
Out of town shopping areas	62%	62%	61%	65%	62%	62%	62%	59%	67%
Car parks	58%	63%	62%	64%	60%	55%	58%	60%	63%
Residential roads	54%	59%	57%	56%	54%	50%	57%	66%	59%
Public toilets	34%	36%	34%	34%	29%	25%	36%	35%	43%

Looking at the satisfaction with cleanliness in all of the listed places, the data evidences some variation in level of satisfaction across all demographics. Residents in Eastern areas are more satisfied with the carparks (73% cf. 63%), residential roads (69% cf. 59%) and public toilets (52% cf. 43%). Meanwhile, residents in Western areas are less satisfied with the cleanliness of public toilets (35% vs. 43%), residential roads (51% cf. 59%). For car parks, satisfaction with cleanliness is significantly lower in both Western (58% cf. 63%) and Downland (55%). As the Council prioritises the improvement of cleanliness, it may therefore 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 they may also be considering places outside of their immediate neighbourhoods.

Younger residents are less likely to be satisfied with the cleanliness of car parks (54% cf. 63%) and public toilets (26% cf. 43%).

Additionally, residents with children are less likely to be satisfied with parks (66% cf. 79%), public toilets (29% cf. 43%) and promenades (60% cf. 72%).

The low satisfaction levels for public toilets from younger residents and residents with children are driven by a strong dissatisfaction with this area with at least a quarter stating they very dissatisfied.

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 sizes vary)

	Age				Area		
	Total	18-44	45-64	65+	Downland	Western	Eastern
Parks and open spaces	79%	76%	71%	89%	76%	77%	82%
Beaches and promenades	72%	74%	68%	78%	67%	73%	73%
Town/village centre shopping areas	70%	65%	62%	82%	69%	67%	74%
Out of town shopping areas	67%	59%	66%	76%	63%	64%	75%
Car parks	63%	54%	60%	75%	55%	58%	73%
Residential roads	59%	59%	59%	66%	61%	51%	69%
Public toilets	43%	26%	45%	60%	46%	35%	52%

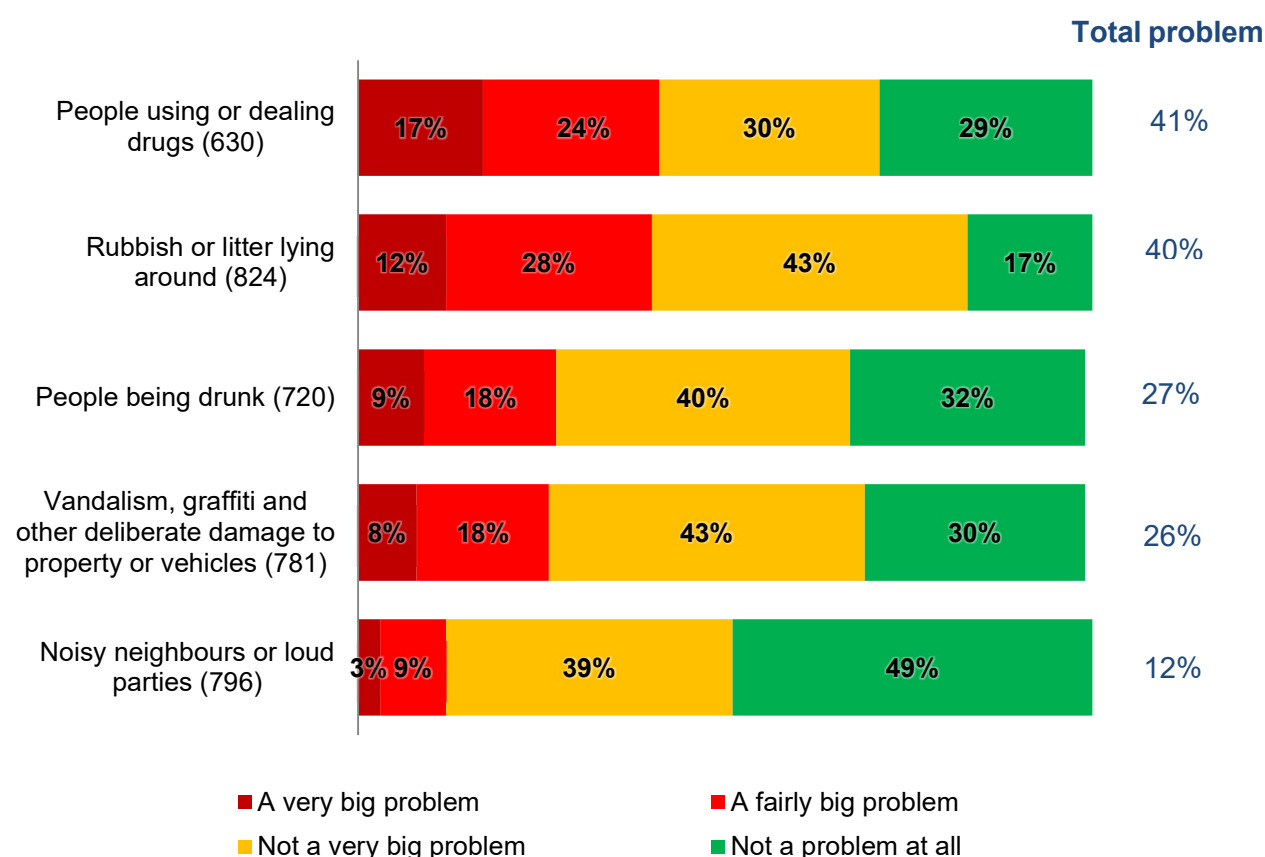
2.5 Problem behaviours in Arun

As well as being asked their views on the cleanliness of the area, residents were asked whether any anti-social behaviours are a problem. The most prominent issues to be identified are people using or dealing drugs and rubbish and litter, with at least two fifths of respondents identifying each as a problem. Drunkenness is also identified as a relatively common problem by residents (27% of respondents said this), followed by graffiti and vandalism (26%). There is little evidence of noisy neighbours or parties being an issue with 12% respondents saying this is a problem.

It is worth noting that the prevalence of all of these issues has increased since the 2020 iteration of this survey: significantly so, for people using and dealing drugs (41% cf. 21%), rubbish and litter (40% cf. 21%), vandalism (26% cf. 13%) and drunkenness (27% cf. 18%). The proportion of respondents citing noisy neighbours as a problem has also increased by 7% points since 2020 (12% cf. 5%).

However, it should be taken into consideration that the 2020 research was carried out from April to March 2020 during the coronavirus national lockdown imposed by the UK Government which limited residents to interact with people outside of their household. Although it is not possible to ascertain to what extent, if at all, the responses of residents' were influenced by the unique circumstances that the lockdown period produced, this would have also limited the frequency of problems residents faced with anti-social behaviour.

Figure 5: 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 several of the problems:

- 39% of respondents from the Western areas see rubbish and litter as a problem, compared to 40% of the total sample. 16% of these respondents describe rubbish and litter as a very big problem, this is higher when compared to just 12% of the total sample.
- Additionally, 46% of respondents from the Western areas view the using and dealing of drugs in their area as a problem, this is higher compared to 41% of the total sample. 22% of these respondents describe using and dealing drugs as a very big problem in their area, which again, it is higher when compared to just 17% of the total sample.
- 32% of the Western area said drunkenness is a problem (cf. 27% of total respondents), with most (22%) saying that it is a fairly big problem which is higher than the 18% of the total sample.

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. It should be noted that the wording of this question has changed since 2019, where residents were asked 'Overall, how satisfied or dissatisfied are you with the way Arun District Council runs the things they are responsible for?', as opposed to 'How satisfied or dissatisfied are you with the overall quality of the Council's services?' in the current iteration.

3.1 Satisfaction with quality of service

68% of respondents are satisfied with the quality of service provided by Arun District Council. This is a significant decrease from last year's findings (-2% points), although the change in question wording noted above should be taken into account. Around 1 in 8 (13%) of respondents are dissatisfied against this metric. These findings compare to be in line against the LGA benchmark, where 68% of residents are satisfied on average (noting that the benchmark also uses the previous question wording).

Figure 6: Q2. How satisfied or dissatisfied are you with the overall quality of the Council's services? (All valid responses: 822)



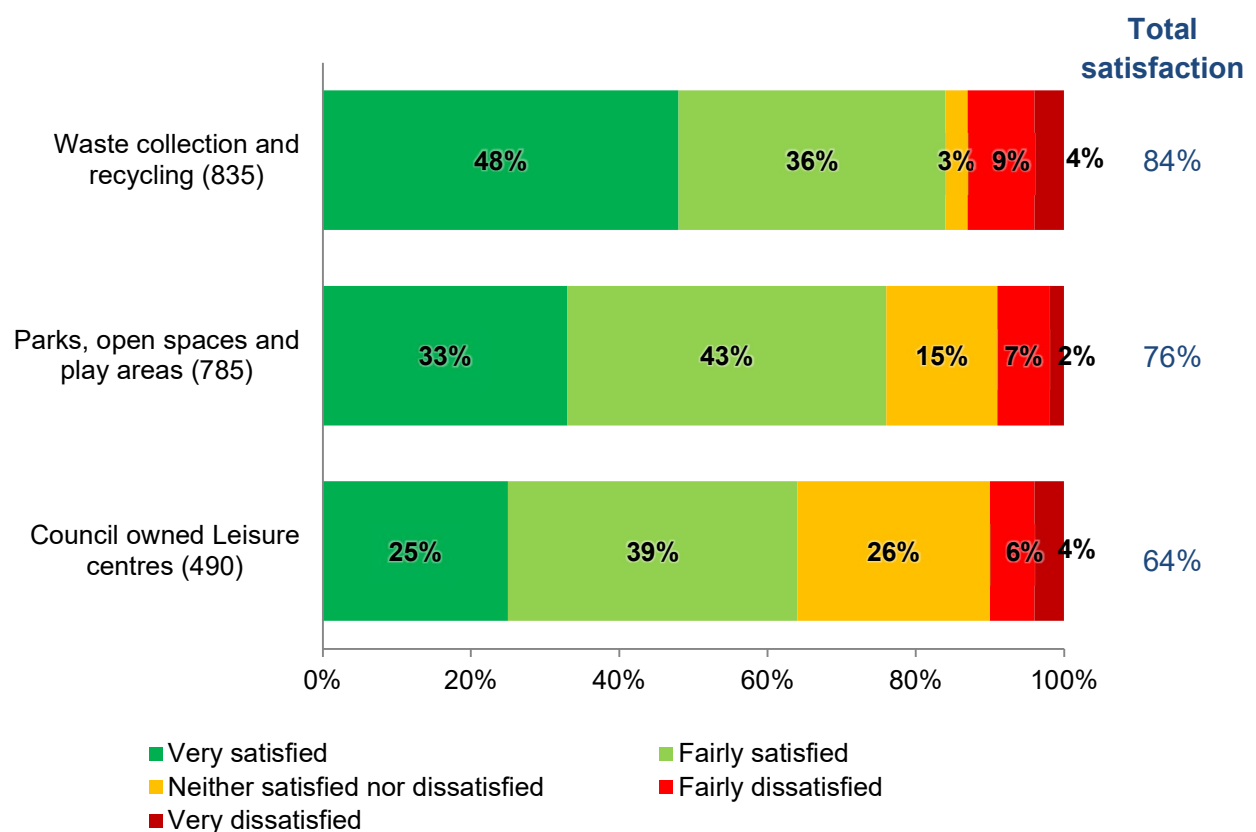
Those aged 65+ are significantly more likely to be satisfied with the local Council when compared to the total average (77% cf. 68%), as are those who are satisfied with the cleanliness of their local area (84%), and who agree that the Council provides value for money (86%).

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.

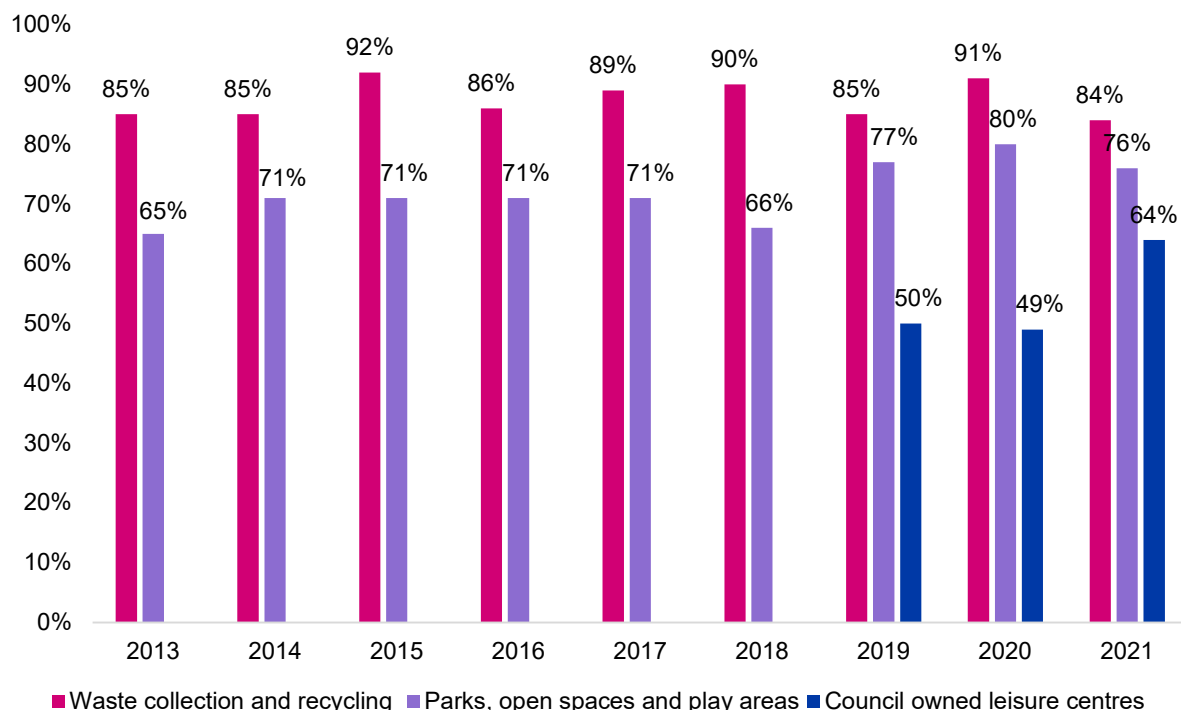
Satisfaction across services is high, especially for waste collection and recycling, a facet of the Your Future priority. Almost half of respondents (48%) are very satisfied with waste collection and recycling, and 84% are satisfied overall. Although not directly comparable due to differences in the wording, the closest LGA comparison, satisfaction with waste collection, is 80%, putting satisfaction with the service provided by Arun District Council significantly higher. Council-owned leisure centres have lower levels of satisfaction (64%), but when compared to last year's levels of satisfaction (49%) this level is significantly higher. Overall, the level of satisfaction with Council services continues to evidence successful implementation of high-quality services against the of the corporate Plan 2018-2022.

Figure 7: 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 over the longer term, the data shows that satisfaction with refuse collection has remained consistently high, and this year it reached back to the levels recorded in 2019, 2014 and 2013. Satisfaction with parks, open spaces and play areas has increased by 10 points since 2018.

Figure 8: 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)



Those aged 65 and over are significantly more likely to be satisfied with waste collection and recycling services and parks and open spaces (93%, cf. 84% of the total sample and 85% cf. 76% respectively), while those aged 18-44 are significantly less (75% and 63% respectively). Residents aged over 65 also show a higher satisfaction level with council owned leisure centres (75% cf. 64%). In the below table, showing 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 (Sample base sizes vary)

	Age				Area		
	Total	18-44	45-64	65+	Downland	Western	Eastern
Waste collection and recycling	84%	75%	85%	93%	84%	84%	84%
Parks, open spaces and play areas	76%	63%	78%	85%	62%	78%	80%
Council owned Leisure centres	64%	56%	70%	75%	60%	59%	72%

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 2019/20 Council Tax is £3.59 per week for a Band D dwelling.

46% of respondents agree that the Council provides value for money, with most (39%) tending to agree. This compares favourably with the LGA benchmark figure as both satisfaction levels are in line (49% agreement). 26% of respondents disagree with this statement, which is significantly higher than the dissatisfaction levels reported last year.

As demonstrated in the figure 10, agreement and disagreement that Arun Council provides value for money has gone back to the levels reported in 2018. Still, 29% neither agreed nor disagreed with this statement, indicating that there is still a certain level of ambiguity about this statement.

Figure 9: Q3. To what extent do you agree or disagree that Arun District Council provides value for money? (All valid responses: 798)

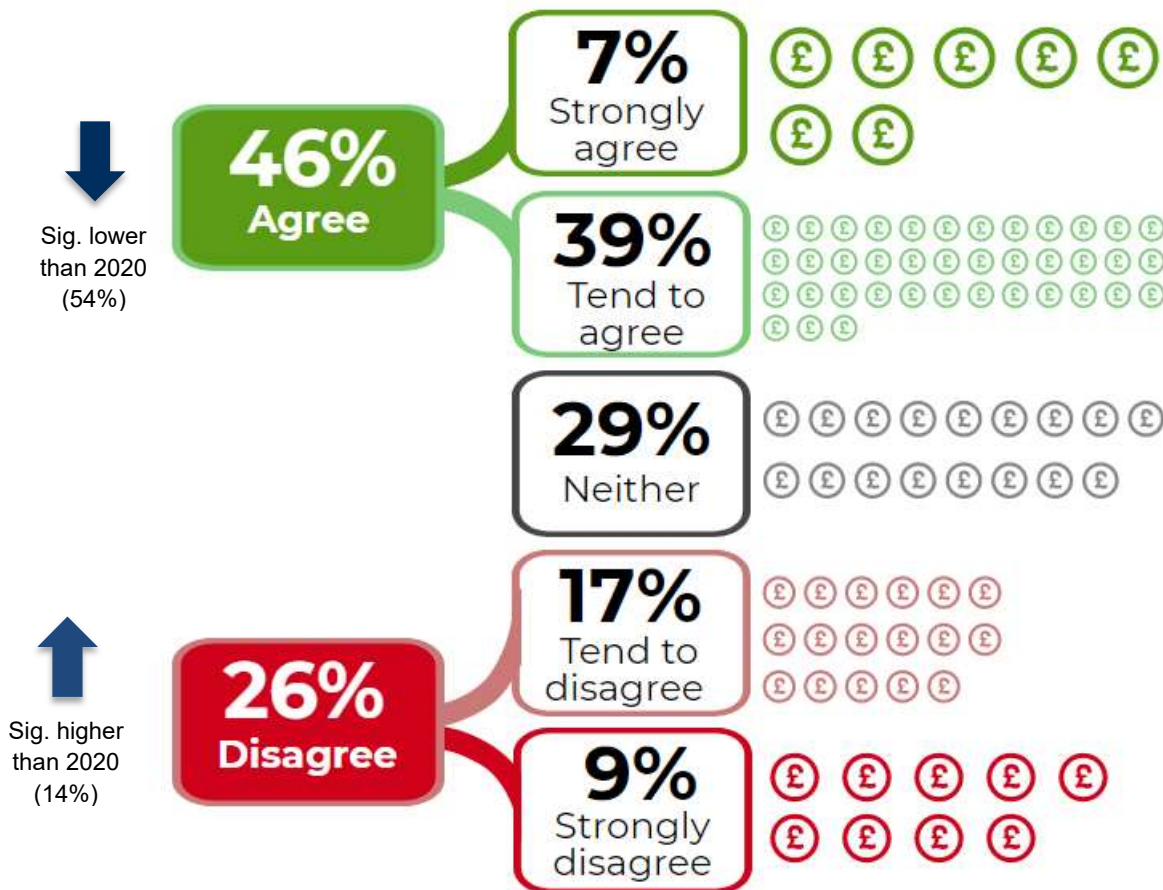
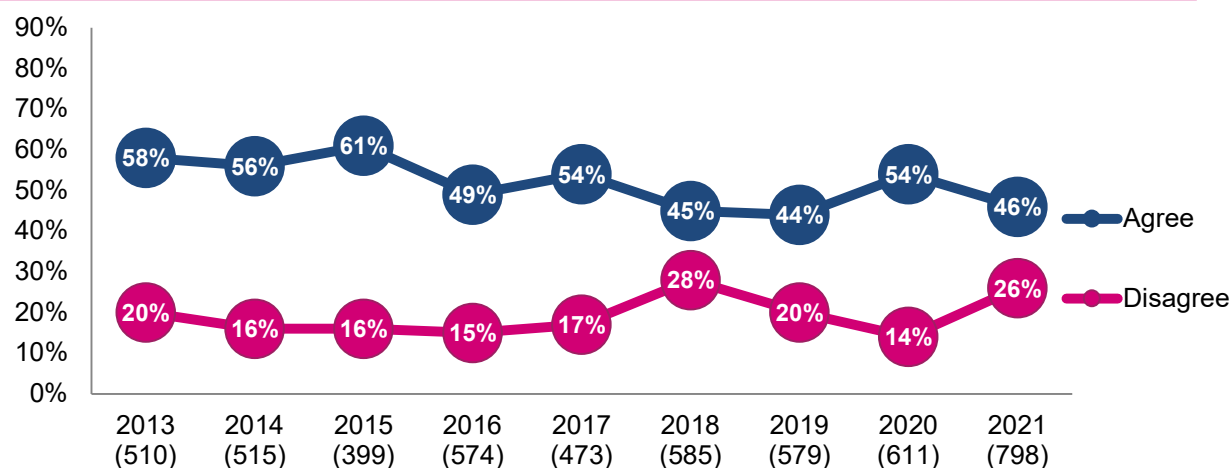


Figure 10: Q3. To what extent do you agree or disagree that Arun District Council provides value for money? - Over time (Sample bases in parenthesis)

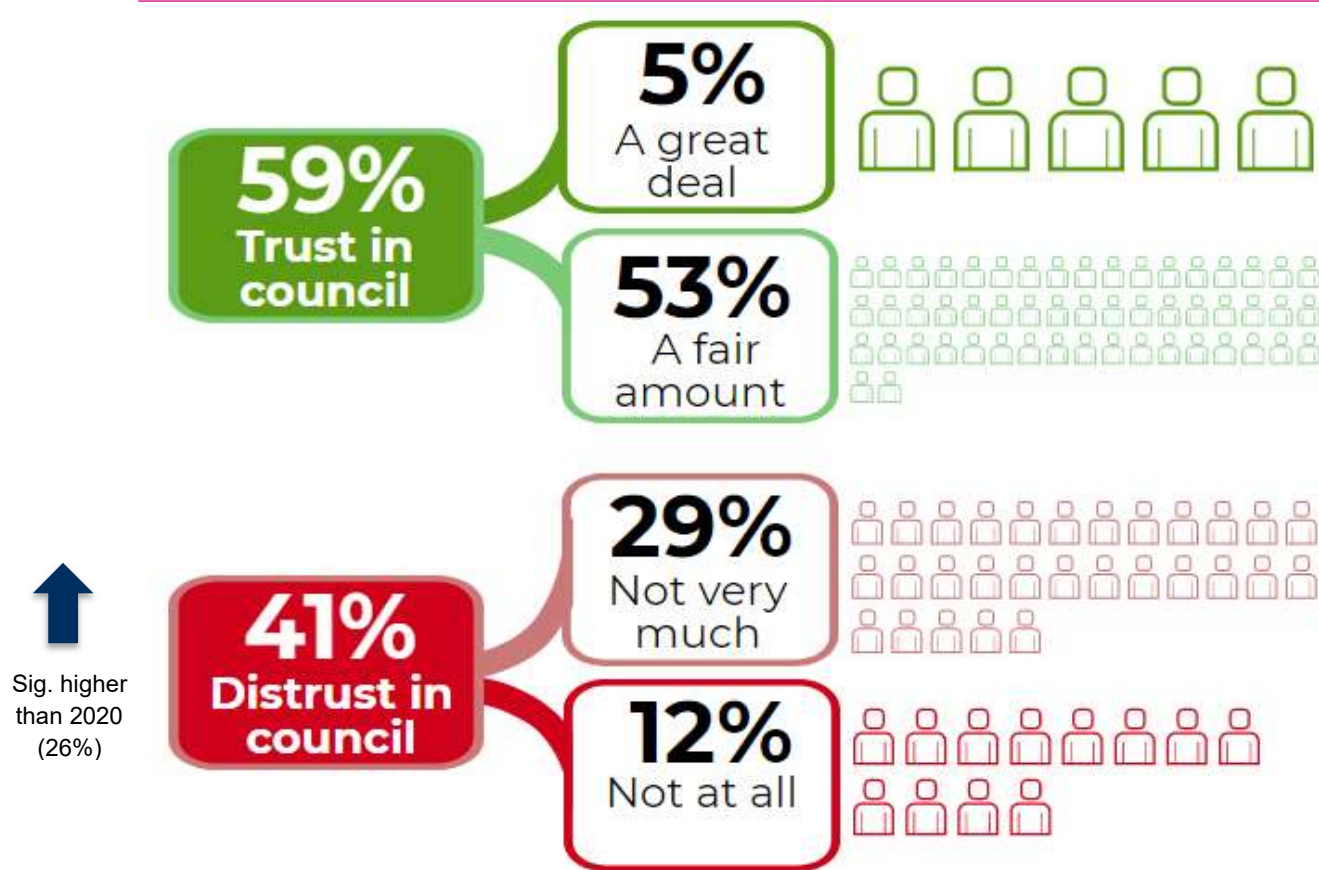


Mirroring their higher levels of satisfaction with the Council, residents aged 65 or over also tend to have higher positivity regarding value for money (56%% agreement, cf. 46% from the total sample). By area, agreement levels are pretty much in line across all three areas when compared to the average for the dataset.

3.4 Trust in the Council to make the right decision

59% of respondents said that they trust the Council to make the right decision with the majority (53%) of residents said 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 64% and Arun District Council scoring 59%.

Figure 11: Q6. How much do you trust Arun District Council to make the right decision? (All valid responses: 734)



By area, in Western areas there is more of an equal split in the level of trust with the Council with 50% (cf. 59% of total sample) saying they trust the Council, which is significantly higher than the average from the dataset, and 50% (cf. 41% of total sample) saying they distrust the Council, which is significantly lower than the average from the dataset.

Eastern areas are significantly more likely to say that they trust the Council to make the right decisions (72%, compared to 59% of the total sample). Just 28% of residents in Eastern areas say that they do not trust the Council.

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

Table 5: Trust by area (Sample base sizes vary)

	Total	Downland	Western	Eastern
Trust (A great deal/ a fair amount)	59%	55%	50%	72%
Distrust (Not much/ not at all)	41%	45%	50%	28%

3.5 Acting on concerns

Respondents were asked whether they believe that the Council acts on residents' concerns, and two fifths (42%) agree that it does. Most (37%) agree that the Council acts on their concerns a fair amount, with just 4% agreeing that it does so a great deal. 39% of respondents disagree that the Council acts on their concerns, although just 10% feel that it does not act on their concerns at all.

As shown in the chart overleaf, agreement and disagreement with this statement has resumed with the 2019 scores. However, agreement is still lower than the LGA benchmark figure of 62%.

Figure 12: Q4. To what extent do you think Arun District Council acts on the concerns of local residents? (All responses: 839)

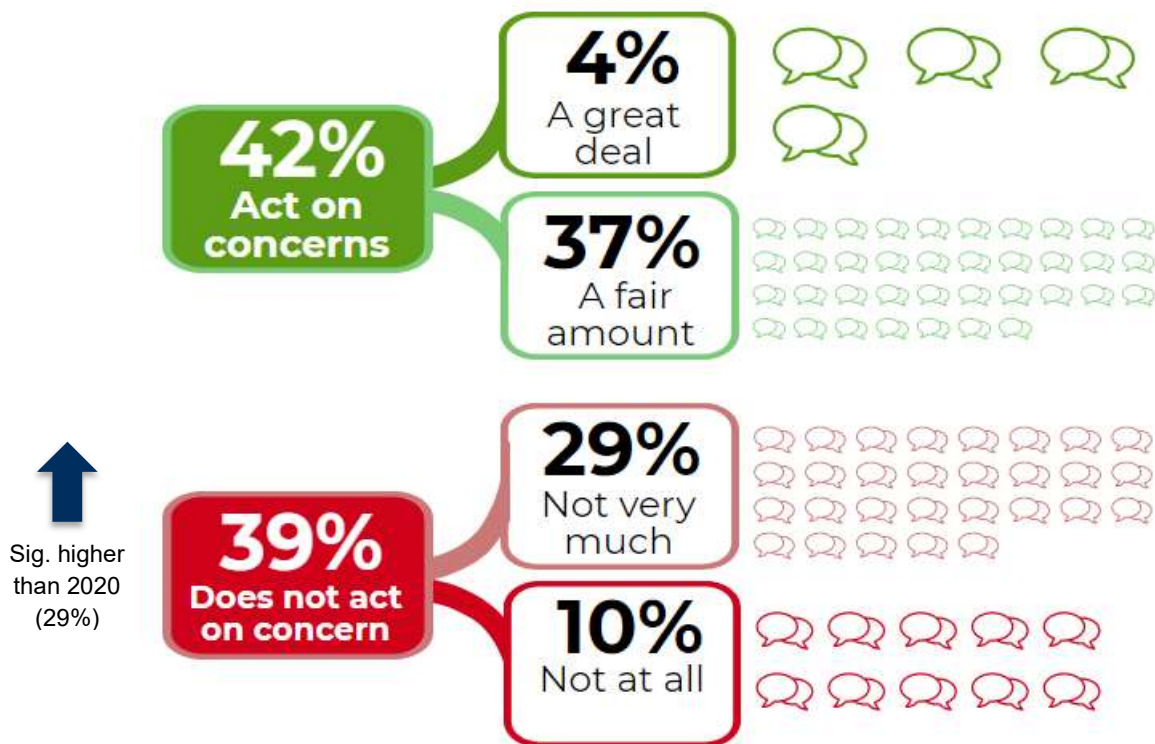
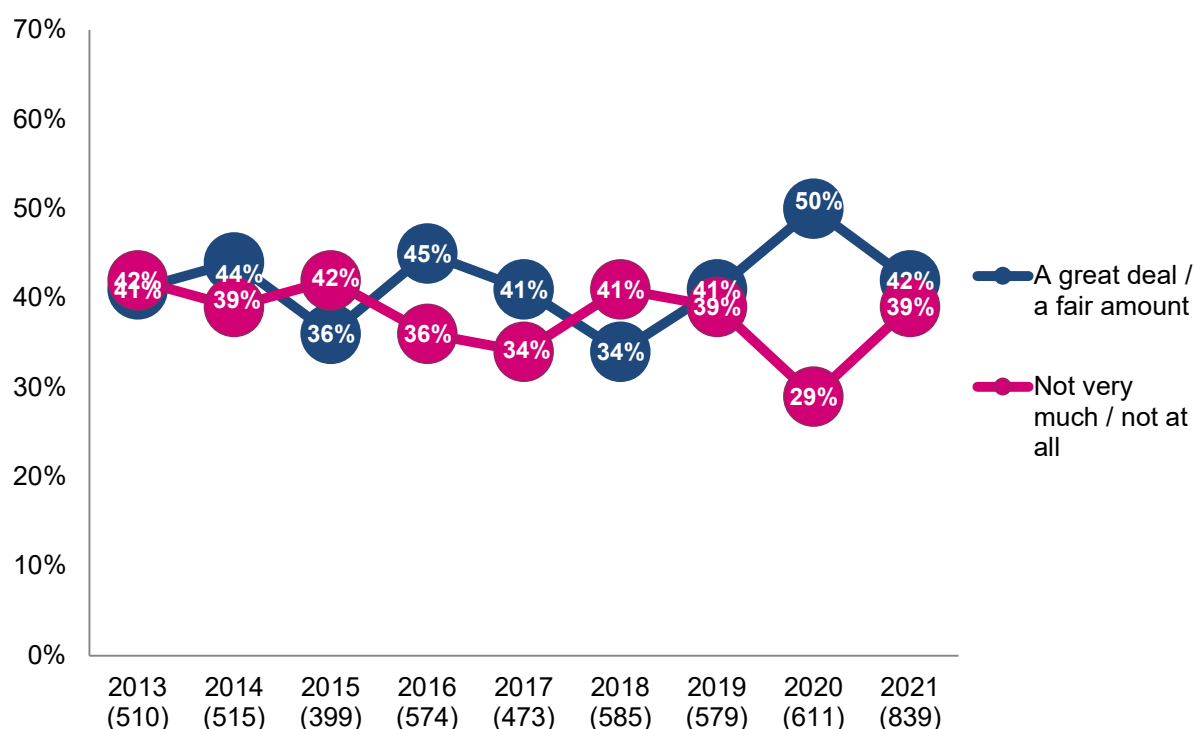


Figure 13: Q4. To what extent do you think Arun District Council acts on the concerns of local residents? - Over time (Sample bases in parenthesis)

Residents aged 65+ are significantly more likely to feel satisfied that the Council acts on their concerns (47%, cf. 42% of the total sample). By location, respondents in Western areas are significantly more likely to disagree that the Council acts on their concerns (44% cf. 39% of the total sample), while those in Eastern areas are significantly less likely to disagree (32%).

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 pink indicates a figure significantly lower.

Table 6: Acting on concerns by area (Sample base sizes vary)

	Total	Downland	Western	Eastern
Agree (A great deal/ a fair amount)	42%	39%	36%	50%
Disagree (Not very much/ not at all)	39%	43%	44%	32%

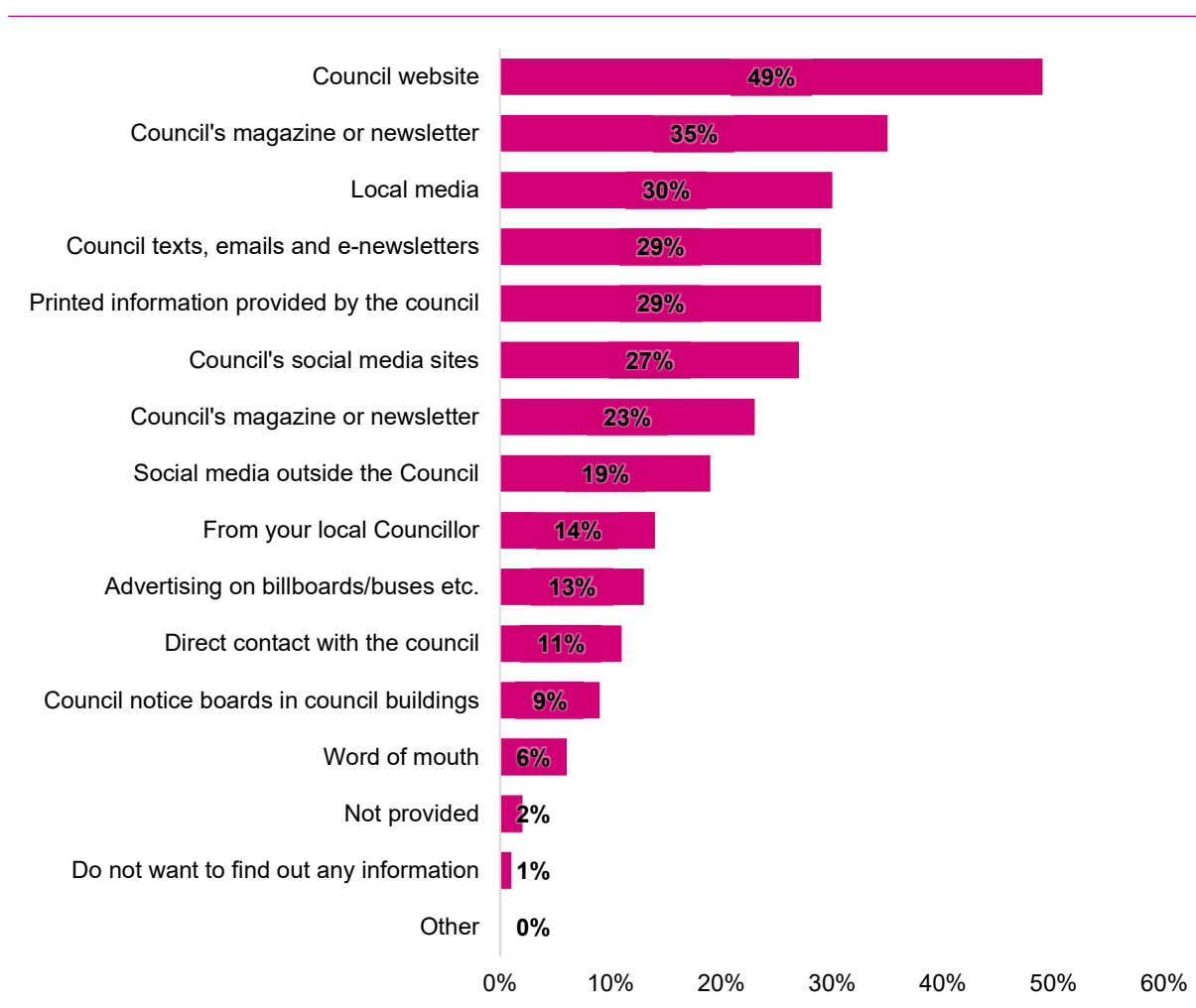
3.6 Residents' preferred channels to be kept informed

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.

Slightly less than half of residents (49%), prefer to keep informed via the website. Local media, printed information and the Council magazine or newsletter are also indicated as being preferred options relatively commonly, selected by around one in three residents or more (35%). Around three in ten (30%) state that they are interested in local media from the councils and then digital communication from the Council more generally, for example through texts, emails and e-newsletters (29%) and printed information provided by the council (29%). Word of mouth, Council noticeboards in council buildings, direct contact from Council are all less preferred as sources of information.

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

Figure 14: Q5. How would you like the Council to keep you informed? (All valid responses: 839)



There are some variations by demographics, primarily by age. Those over 65 are less likely to want to use the Council website (33%), or to receive information digitally (copy of magazines or newsletters digitally 18% and council texts, emails and e-newsletters 18%). Instead, they are far more likely to prefer receiving a hard copy of the Council's magazine or newsletter, with 45% of respondents aged over 65 choosing this as a preferred communication method.

By contrast, two thirds (65%) of respondents aged under 44 would prefer to receive information from the website. There is also a strong appetite for direct digital communications amongst this age group, with 47% stating that they would like to be kept informed by the Council's social media sites.

Interestingly, residents with children in the house also express a preference for digital communication methods: 59% would prefer to use the Council website, 57% would prefer the Council's social media sites and then 38% 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.

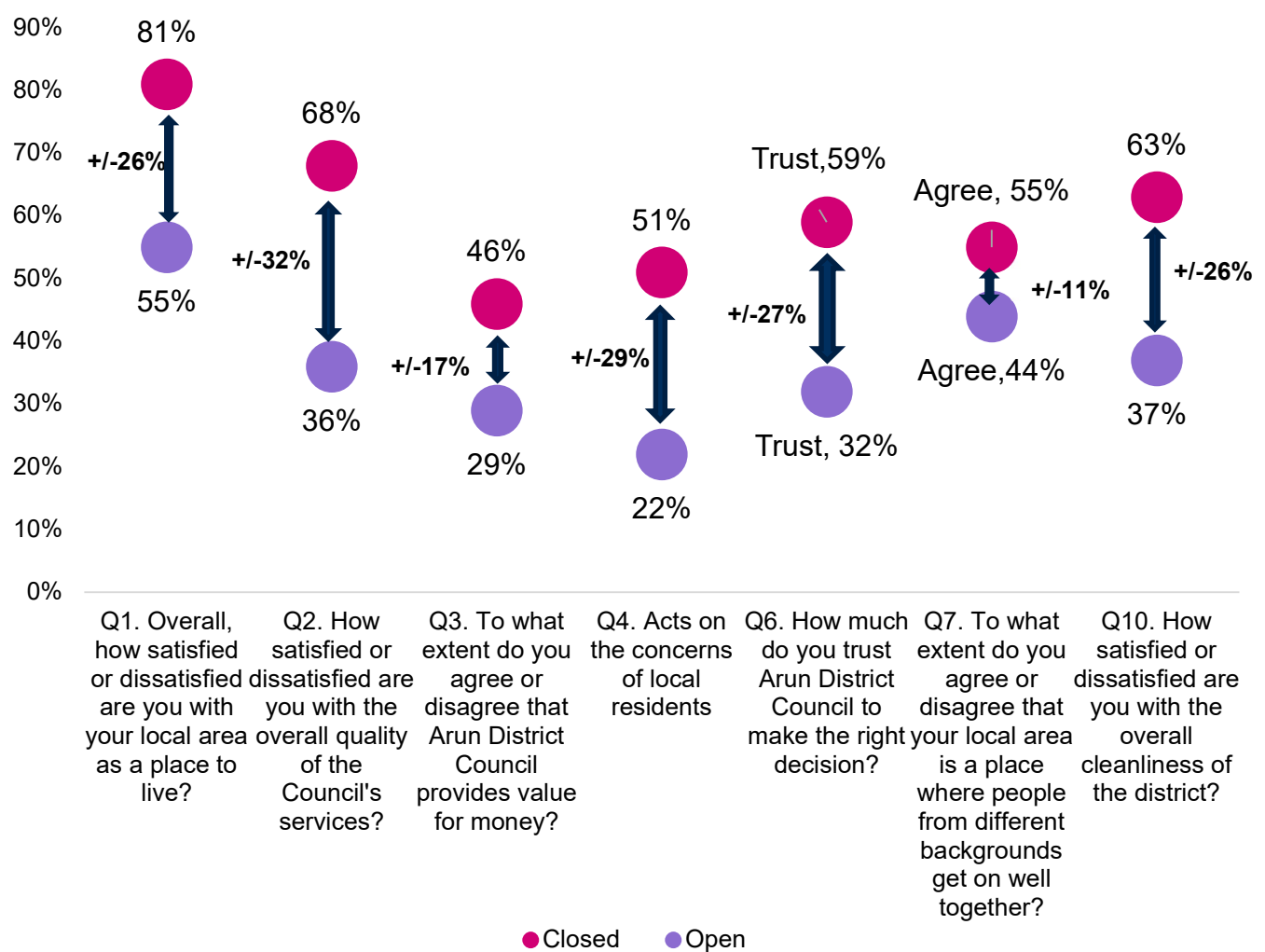
To compare the satisfaction levels between the open survey and the closed survey this section presents gap analysis between the two survey results as well as presenting the differences in the key drivers for satisfaction.

4.1 Comparison of key indicators

The following gap analysis charts showcase 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.

As shown in Figure 15, the biggest differences in general perceptions between the open and closed survey is for the overall quality of the Council's services, with 32 points differences, the way the Council acts on the concerns of local residents, with 29 points difference and finally in trusting Arun District Council to make the right decision with 27 points of difference between the two surveys.

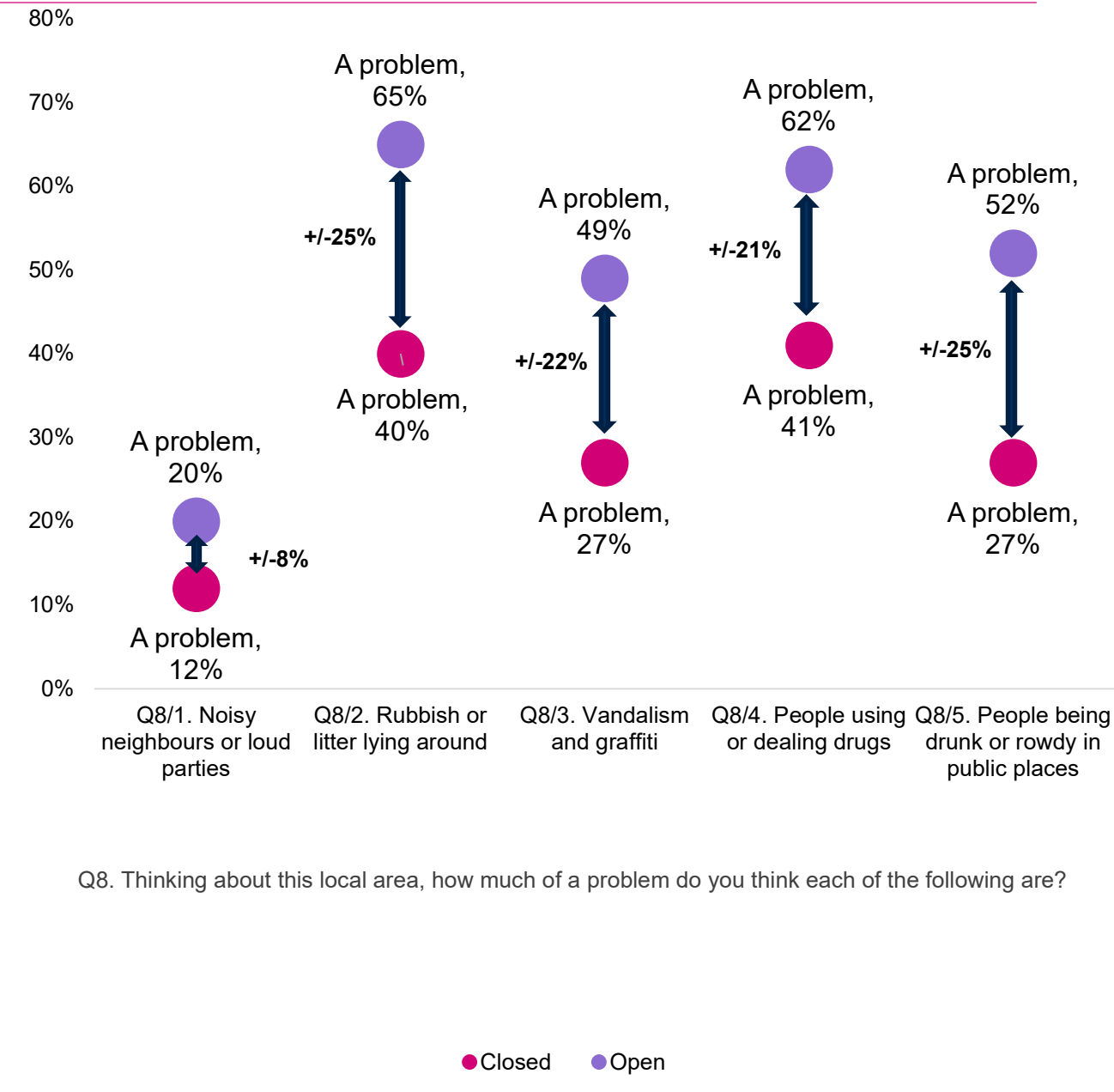
Figure 15: Gap analysis chart



*This chart is showcasing satisfaction levels, unless otherwise stated

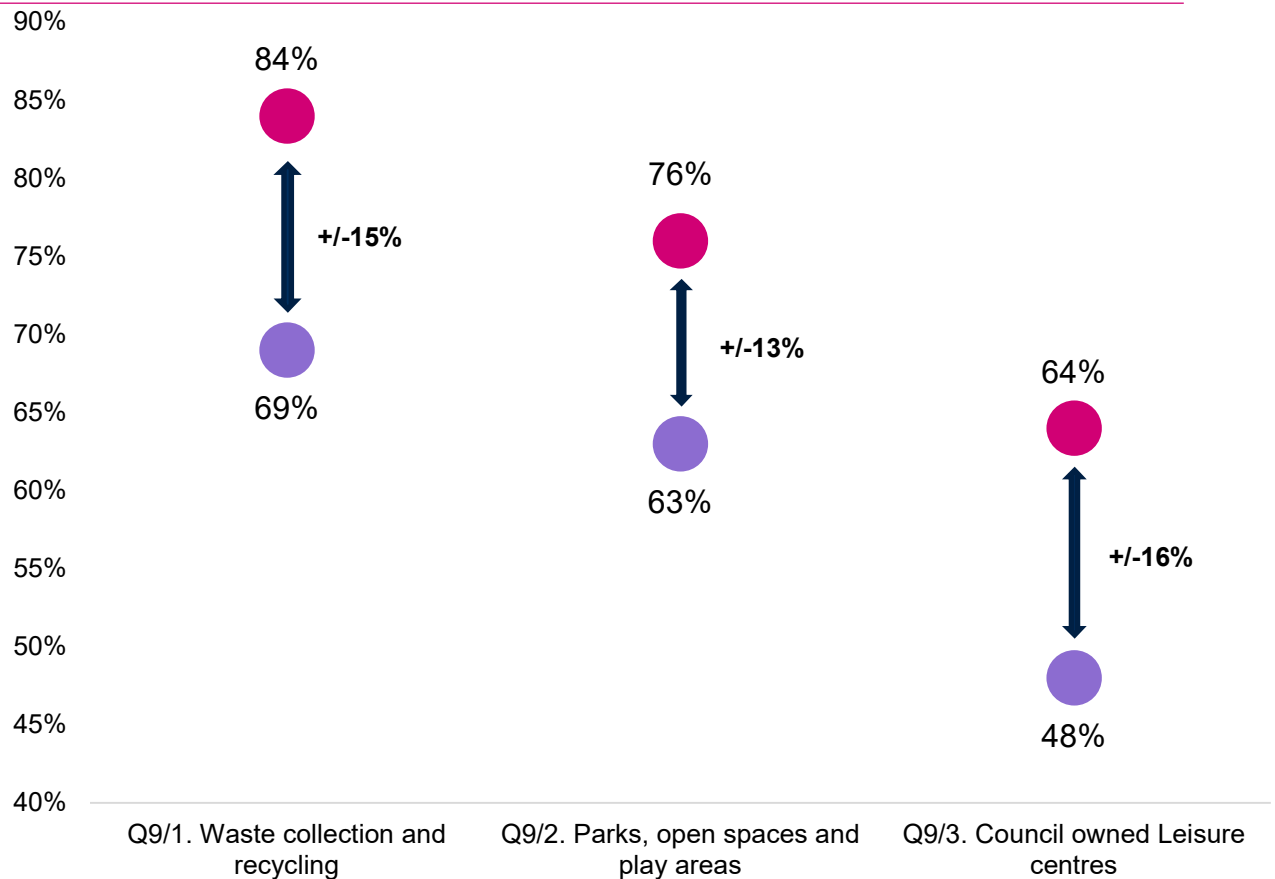
Looking at neighbourhood problems, in both surveys Rubbish or litter lying around and People using or dealing drugs are the top two items' residents identify to be a problem. Notably, the smallest difference in the proportion indicating a problem between the open and closed survey is for noisy neighbours, which may suggest that residents engaging with the Council via the open survey may be due to the other problems listed.

Figure 16: Gap analysis chart (continued)



Residents were asked about their levels of satisfaction with the services provided from the Council. The difference in satisfaction levels for each service is similar between the closed survey and open survey.

Figure 17: Gap analysis chart (continued)



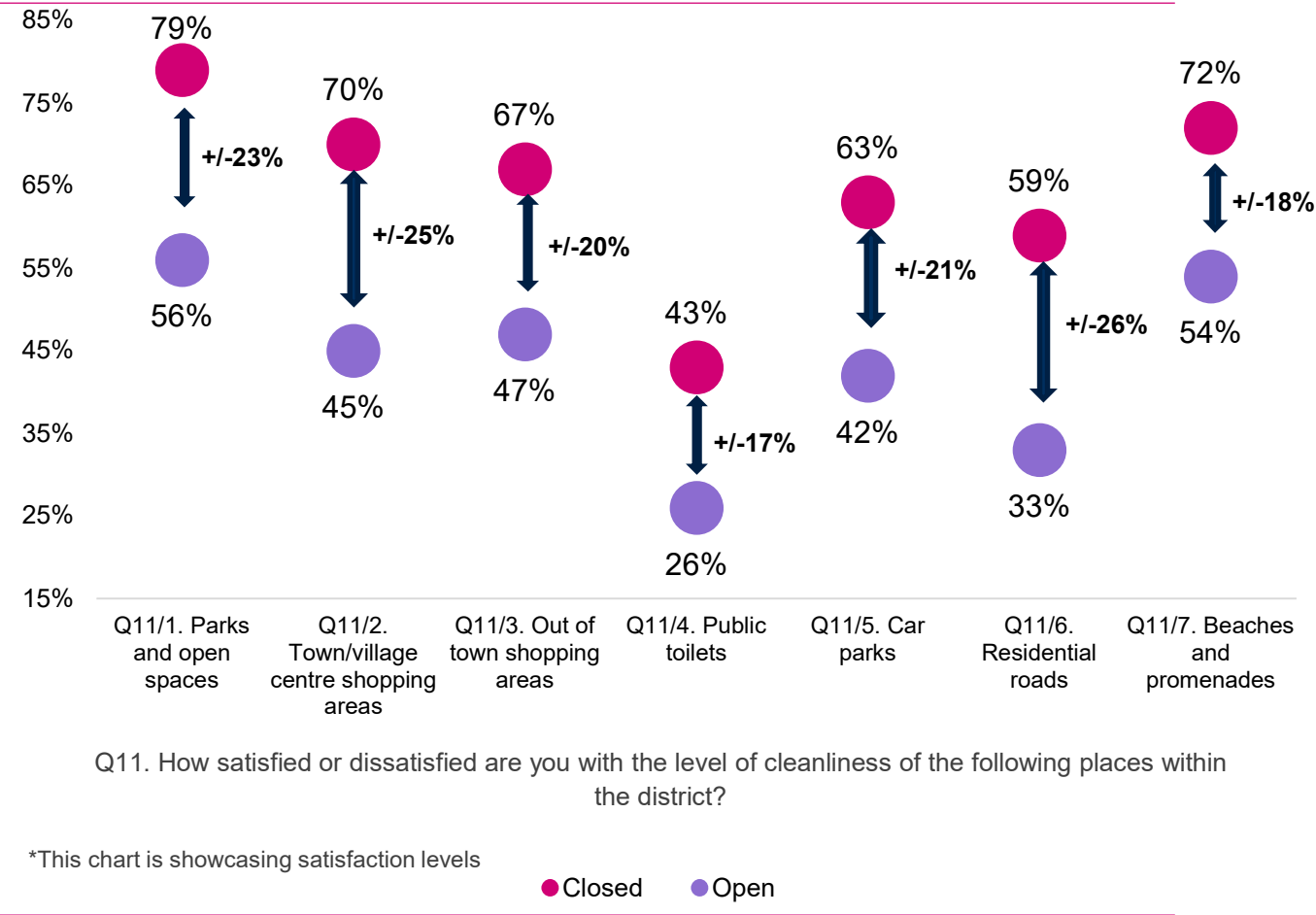
Q9. Please indicate how satisfied or dissatisfied you are overall with Arun District Council's performance

*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 Residential roads (+/-26% points), Centre shopping areas (-/+ 25% points) followed by Parks and open spaces (+/-23% points).

Figure 18: Gap analysis chart (continued)



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 the Council provides value for money and whether a resident can trust the Council to make the right decision have a bigger importance for respondents in the open survey than for those in the closed survey (24% cf. 18% and 18% cf. 17% respectively).

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	24%	23%	+/-1%
Provides value for money	18%	24%	+/-6%
Trust Council to make the right decision	17%	18%	+/-1%
Acts on the concerns of local residents	15%	12%	+/-3%
Satisfaction with the overall cleanliness of the district	11%	10%	+/-1%
Waste collection and recycling	8%	7%	+/-1%
Parks and open spaces	8%	6%	+/-2%

5. Appendix 1: Sample profile

	Unweighted (Closed sample)	Unweighted (Opened sample)	Weighted
Gender			
Male	41%	34%	45%
Female	56%	62%	51%
Age			
18-44	8%	18%	29%
45 – 64	32%	41%	31%
65+	56%	35%	33%
Housing tenure			
Own outright (freehold or leasehold)	67%	55%	49%
Buying on a mortgage	20%	25%	31%
Rent from Arun District Council or from a Housing Association / Trust	5%	6%	8%
Rent from a private landlord	6%	8%	10%
Time in district			
Less than 1 year	3%	3%	7%
Between 1 and 2 years	4%	4%	3%
Between 3 and 5 years	11%	11%	10%
Between 6 and 10 years	15%	12%	16%
Between 11 and 20 years	17%	15%	16%
More than 20 years	50%	54%	46%
Children			
Yes	10%	18%	22%
No	86%	78%	74%
Area			
Western	41%	42%	45%
Eastern	37%	42%	36%
Downland	22%	16%	20%
Employment status			
Employed	38%	50%	54%
Unemployed/Sick/Disabled/Homemaker	5%	7%	9%
Retired	56%	35%	37%

6. Appendix 2: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

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