

One to One Feedback

Role of Broadland

Important enabler in growing the district's prosperity and maintaining its current qualities

- Seen as an enabler by business community, creating the right environment for business to grow, with the right infrastructure.
- Recognised as being sympathetic to business needs and directing support to help them get what they want.
- Provide holistic approach to housing/infrastructure/skills/health/culture/jobs river/co-ordinator/facilitator/enabler.
- Provider of infrastructure to support good communities to live in.
- Plays a diverse role.
- Enormous role and contribution to make, makes a sound contribution, invests in infrastructure to develop economy, protect environment and make a healthy place.
- Pivotal role, guiding and supporting, working with empowered residents/communities and business.
- Providing a good place within which to live and work, important for our employees and make them want to come and work for us.
- Broadland plays a support and enabler role.
- People like to live and work in a nice location, not look for regeneration or major change.

Relationship with Broadland

An excellent partner, engaging, prepared to listen and trial new ideas

- Best relationships in county with Broadland and South Norfolk, both customer centric, most engaged districts.
- Positive relationship but not always sure what is happening between us.
- Proactive, prepares well and engages early.
- Good relationship at all levels, open dialogue and at operational level working well.
- Good relationship and happy to work with council to promote area.
- Can manage without council but want to work together.
- Very good relationship between us.
- Naturally looking to work more with Broadland because of this.
- Good feedback from staff.
- Need to rebuild a foundation of mutual trust and collaboration.
- Currently lacking maturity at political level.
- Very good relationship, long standing and therefore valued.

- Good relationship enables parties to ask questions and expect an honest response.
- Highly positive experience working with Broadland.
- Always make yourself accessible.
- Can't speak highly enough.
- Willing to listen and always understanding, and will help when it can and is very supportive.
- Good understanding of what we do as Broadland understands the needs of older people.
- Would describe relationship as 'transactional' rather than a partnership which we could move to develop.
- Always a good and open relationship with Broadland, staff know each other.
- Receptive to criticism, approachable, able to make suggestions, an equal relationship and open to trialling new approaches.
- Good working relationship over many years.
- My staff change but your CEX is consistent.
- Special relationship with Broadland, enjoy working with them, takes the trouble to engage with stakeholders and listen.

How would you describe Broadland to others.

Positive, progressive, supportive and community minded

- Greatly referred to as being a positive council, not presenting any challenges, dynamic and able to speak to staff.
- Forward thinking Council, big housing agenda.
- Seen as a forward thinking mature organisation which has been on a journey, always modernising but not requiring a great transformation.
- Supportive when help needed, regulates as required, helps with issues.
- One of the best planning teams to work with aims to find solutions, no upfront costs with a more collaborative approach.
- Progressive, sound organisation, strong leadership.
- A stable organisation that works well with the private sector, a good local authority to work with day to day contact with officers which is pivotal to success.
- Responsive and reflective of changing attitudes and requirements.
- Recognised as being caring for the community.
- Understands partners and supports partnership working.
- At the heart of the community, values relationships in terms of contribution made with partners to beneficiaries.
- Really good council, accessible and prepared to listen.
- Really good at supporting domestic abuse, probably couldn't do anything better, open to trialling new ideas and willing to work with others.
- Broadland is a safe place, never aware of any issues.
- Would describe Broadland as supportive, honest, open and trusted, not as ambitious as some other councils but cautious, sometimes overly cautious.

Broadland Ambitions

Clear, but expected, strong alignment with stakeholders, reflective of the area

- Ambitions are clear, supportive in connecting with businesses more to support local community, a good place to live, work and go to school encourages business growth.
- Clear ambitions particularly around housing, but prevention work not particularly visible.
- Believe these to be the right ambitions, housing comes through very strongly.
- Infrastructure is not referred to specifically.
- Economic success ambition is important in recruiting health workers.
- Strong alignment with ambitions, accessibility is important.
- Ambitions are clear, creating employment.
- Clear ambitions, more go ahead than other councils we are covered by, but need to communicate more what you do.
- Clear ambition, recognising need for more homes and looking for innovative ways to deliver Recognises ambitions, perhaps need to define 'well housed'. Alignment with our own.
- Not getting message out clear enough. Need to aim high.
- Ambitions seem fit for purpose, nothing missing. Align well.
- Clear ambitions, need vibrant economic active population but also need to recognise ageing population.
- Good synergies with ambitions, and willing to see how we can contribute to delivering on them.
- Can relate ambitions to Broadland, rural council with urban challenges/ambitions describe Broadland well.
- Always clear on ambitions, very much about the people knowing what they want.
- Good alignment, both our organisations are big players in economic success, common agenda on a number of issues – need to explain in detail what people are getting for their money.
- Ambitions align, by keeping the area safe, this supports the other ambitions.
- Partner in all ambitions, need to promote the area as a safe place.
- Could probably substitute ambitions for a number of councils, the difference is how hard you drive them, and how bold you are in making them happen.
- Share vision and ambition but remember values are also important.
- Ambitions are understandable, not snappy but align with population of district.
- May be a bit defensive.

Leadership

Strong, stable, presenting an efficient and effective image

- Well run and efficient, businesses in district do not present a challenge and seen as very supportive of business.
- Good strong leadership, efficiently run with relatively flat structure.
- Seen as having good strong leadership, understand it to be a well-run council.
- Mature local authority, stability in direction of travel creates good leadership.
- Efficient organisation.
- Not heard anything derogatory about leadership.
- Believe Broadland is doing a good job for residents.
- Good strong leadership providing clarity into the future.
- Not hearing any adverse comments from client group so must be doing well.
- Broadland has strong leadership, approachable, willing to try things out and prepared to come out and support.
- No reason to question strength of leadership and efficiency, Broadland is a nice place, seen as treating yourself like a business; need to be lean and efficient.
- Efficient and effectively run small district.
- Well run and efficient, well led organisation, well respected with no criticism from others.

Collaboration with South Norfolk

The right thing to be doing, but don't dilute service nor lose what is important to the locality

- Seen as a positive move in the interests of place and talk more about the success of the area.
- It makes business sense to do it, and in tune with business thinking, supportive of growth being the key message.
- Acknowledge this to be the right thing, scale makes sense and stronger partner opportunity to work closer together need to guard against removing leadership capacity.
- Infrastructure is important, working in partnership makes sense.
- Scale is good but also need to keep an eye on the local.
- Can lead to uncertainty and concern if it results in any dilution of service.
- Need to ensure seamless as possible.
- Need to answer the question 'what is the point for customers and partners'.
- Seen as a positive move but mainly for councils own purpose.
- Larger footprint will be beneficial.
- Need to ensure small issues don't impact on seizing bigger picture opportunities, need to ensure don't become inward focussed as this will make it difficult for partners.
- Need to keep focus on customer which can be hard.
- Cannot imagine collaboration work will detrimental.

- Concern if it drives Norfolk to a unitary solution.
- Can see potential opportunity in the future, but would be concerned if Broadland turns away from market options. Hope that current positives are not diluted or eroded.
- Will be looking for joint support from both councils to developing 'age friendly' communities for the future.
- See this as a selfless act, what would customers think about this – resident would see this as a good thing.
- Need to be trusted and be seen to be doing things for the right reason.
- Already have good relationship with South Norfolk, nice to be able to work with both organisations makes sense as both areas are so similar and sees this as an opportunity.
- Collaboration with South Norfolk is 'fabulous', opportunity to share experiences and looking at doing things better. Broadland is 'moving with the change in a positive fashion'.
- Can only see this as a positive move, but need to ensure that what is important to Broadland is not lost.
- As public finances are being squeezed need to ensure sustainability into the future.
- A tie up between the early help hubs would be beneficial.
- Collaborative working is the right thing to do.
- Will need to change our own model to reflect this change but not a problem.
- No concerns with tie up with South Norfolk other than legacy issues.
- Expectation that services will still be delivered despite reduced funding.

Financial Position

Doing what you can in difficult circumstances well, communicate changes before they happen with clear explanations

- Business similarly needing to make savings so understanding of situation and pleased that this is happening without impact on front line services.
- Financial uncertainty isn't helping making the future strategy clear, less about cuts, more on targeting services to people who really need them.
- Change is now constant, need to grow the economy to increase income to cover costs.
- Will want early understanding of what is being planned to assess impact on services and how it might affect staff.
- Savings target sounds realistic.
- Need to understand how reductions in funding will impact on needs of business/maybe prepared to supplement.
- Financial challenges evident everywhere, rural communities present challenges where transport services are limited.
- All agencies having to save money but hopeful that building connections with the community will continue and not just be left to voluntary sector.
- Always concerned about funding particularly as Broadland directly funds some services which would be affected by any cuts.

- Need to consider broader implications of some decisions.
- Accept that services will need to be reduced or cut, but good communication required to explain reasons behind this.
- Not noticed any reduction in services as a resident over the past 5 years.
- Any withdrawal of front line services that provides support to the most vulnerable will be a concern.
- Would be helpful to target resources towards supporting the most vulnerable but this may not be what voters want to hear.

Future Ambitions

Much the same, need to highlight transport and reflect demographics to maintain future quality of area

- Need to convince people that the area is not a bad location.
- It is entrepreneurial, change the message to one of the 'now' and how we are a forward thinking area not a rural backwater.
- Consider opportunities to share staff more, work more closely on housing agenda.
- Are the right ones but need to future proof which is difficult when savings are required.
- Should look to work more together, continue engagement and do more together early on.
- No concerns with future ambitions, financial inclusion and resilience important.
- Transport doesn't feature which is important to a rural area. Joint ambition around delivering Norwich Western Link, should reflect this. Possibly something about empowering communities and businesses .
- 'Today's customers are getting a great service and so are tomorrow's'.
- Scope to work together on shared agendas.
- We want to be understood and for our partners to understand us, need for constructive engagement/mutual respect and mutual understanding.
- Like to see more of the same strong partnership and flexibility.
- Would like to see some recognition of 'older people' in ambitions given the demographics, volunteers are older people and a lot live in Broadland.
- Transport should play a bigger part in Broadland particularly given the growth of the district.
- Transport is missing from ambitions, would like to see some reference given its importance to the district.
- Broadland needs its own voice on transport issues for its residents so as to influence actions of the county council.
- Ensuring continued prosperity is important to maintaining qualities of the area, and making it attractive to residents and businesses.
- Need to invest in the most vulnerable so as not to change area characteristics.
- Should look to the future, build on the foundations, highlight where step changes are to be made.
- What we could do better and make it more exciting.

Participating Stakeholders

Adult Social Services, NCC – James Bullion

Age UK – Hilary McDonald

Aviva – Stuart Wright

Clarion HG – Ruth Cooke Group CEX

Broads Authority – John Packman/Haydn Thirtle/Bill Dickson

Clarion HG – Marek Witko – Regional Director East

Dinosaur Adventure Park – Martin Goymour

First Bus – Steve Wickers

Leeway – Mandy Proctor

Morgan Sindall – Saul Humphrey

NALEP – Doug Field

NHS/CCG – Frank Sims

Norfolk Chamber – Chris Sargisson

Norfolk Constabulary – Simon Bailey

UEA – Prof David Richardson

Saffron Housing – Yvonne Arrowmith/Bob Walder

Veolia – Simon Bussell

STAKEHOLDER ENGAGEMENT

**Community and Statutory Workshop
Morning – Friday 30 November 2018**

OFFICERS PRESENT:

Trevor Holden, Phil Courtier, Leigh Booth, Kirstin Hughes, Tim Spooner, Matthew Cross, Stephen Fennell, Tony Garland, Dan Goodwin, Kevin Philcox, Ben Burgess, Jamie Sutterby, Hannah Ralph.

STAKEHOLDERS PRESENT:

Andrew Cawdron – Great and Little Plumstead PC
Thomas Foreman – Thorpe St Andrew TC
Alan Hopley – Voluntary Norfolk
June Hunt – Sprowston TC
Sue Lake – Aylsham TC
Ken Lashley – Sprowston PC
Claire Leborgne – Norwich CCG
Graham Nelson – Norwich City Council
Tom McCabe – Norfolk County Council
Giles Margaron – Aylsham CP
Emma Rush – Broadland Youth Advisory Board
Bob Walker – Breckland District Council

1. WHAT ARE YOUR GENERAL PERCEPTIONS OF BROADLAND DISTRICT COUNCIL, AS PARTNERS, RESIDENTS AND CUSTOMERS?

- Not sure that Broadland knows what parish and town councils do.
- Can be reactive, rather than proactive.
- Vital to parish and town councils.
- A good working relationship.
- Collaborative approach; they listen to us.
- The Hub is very good.
- Helpful, but disagree about direction of travel.
- Listened to views, but then ignored.
- Quiet and low key; have not worked closely together.
- Quietly efficient; a focused, supportive, professional Council.
- Productive, supportive, imaginative and very positive: look forward to working with on the prevention agenda.
- Senior officers were very positive, supportive and collaborative.
- Breckland takes more risks! Broadland is risk averse.
- Close partner, stable, responsive and constructive; especially on day to day work, but some tensions; as the City has a different structure and political priorities.

- Supportive, but pedantic in respect of conservation.
- If they did not empty my bin, I would have no relationship with the Council.
- A battle to access funding from affordable housing that had been built in our parish as the Government values it at zero for CIL.
- I like Broadland! Especially in comparison with the Broads Authority.
- Broadland is safe. It gets the basics right and is engaging and supportive.

2. **HOW VISIBLE ARE THE AMBITIONS AND PRIORITIES OF BROADLAND?**

- Approachability; officers are always willing to engage with us. Members are less engaging.
- A safe place to live. But not sure what Broadland contributes to this though.
- Very strong focus on support for the elderly/independent living.
- Housing and the economy.
- The Ambitions are not ambitious enough! They are too corporate and unexciting.
- Housing, health, independent living, supporting vulnerable people to enjoy a good quality of life.
- Economic Development, housing growth, enabling rather than direct intervention.
- Although Broadland appeared to lack ambition, but it had delivered on infrastructure, such as the Growth Triangle and the Broadland Northway.
- Broadland is taking a short-term view by promoting growth at the expense of everything else.
- The Council does not take the views of parishes into account on planning matters.
- Although Broadland had fewer people experiencing social isolation, their need was just as great.
- Broadland's Community at Heart ambition was very positive and it was hoped that it would continue following collaboration.
- Economic Development provided very good support for home businesses.

3. **AMBITION 1: TO DELIVER ECONOMIC SUCCESS IN OUR AREA**

- The presentation showed what was being done by the Council which was very different from the Business Plan. The presentation conveyed a sense of place, which should be included in the next Business Plan.
- More work should be done on social enterprise and supporting Community Interest Company's and help for the long-term unemployed.
- The objectives in the Business Plan are bland. Recognition should be made of the importance of Norwich to the economy of Broadland.
- All the local authorities in Norfolk are interdependent and should work together

to attract inward investment.

- Education centres in Norfolk were not supplying a highly skilled workforce.
- Broadland should decide what it can do and do it well. There were a lot of other organisations such as the County Council and the LEP that had a role to play in educating a skilled workforce and Broadland should be signposting them, rather than competing with them.

4. AMBITION 2: TO KEEP PEOPLE SAFE AND SECURE

- There was no mention of working with planners and developers (in Aylsham a development of social housing had been placed in an inappropriate location with poor access to services).
- All of the Ambitions were being delivered on, but the Council should not rest on its laurels, especially as there were no longer any PCSOs in Norfolk.
- The Council was doing lots of positive work, but should identify more outcomes so they could be visualised more clearly.
- The Council should look at what it could afford to do. It needed to balance ambition against its ability to deliver.
- Young people's mental health should become a priority of the Council.

5. AMBITION 3: TO ACHIEVE ENVIRONMENTAL EXCELLENCE IN EVERYTHING WE DO

- More focus was needed on climate change and carbon reduction and less emphasis on growth.
- Air quality should be included.
- All efficiencies aimed to reduce carbon.
- The objectives to help people in fuel poverty were good.
- There should be an objective to deal with food and garden waste domestically.
- Recycling levels were exceptional, but the Council should try to achieve even more.

6. AMBITION 4: TO PLAN AND PROVIDE WELL HOUSED COMMUNITIES

- Joint working with Planning Officers was very good.
- As parish councils were not statutory consultees, their opinion carried less weight.
- The Planning Committee tended to ignore policy, when schemes were seen as economically viable.
- The environment was not seen as a high enough priority in comparison with growth.
- There was not enough emphasis on safe and sustainable transport links, when development was considered.

- Affordable housing for those who would never be able to buy a property should also be a priority.

7. AMBITION 5: TO INCREASE LEVELS OF HEALTH AND WELLBEING

- The objectives of Broadland were very similar to those of the CCGs.
- Prevention should be a major priority of the Council.
- The objectives should be more focused and less generic.
- Broadland should focus on assisting communities to help themselves, especially in areas such as social isolation.
- The biggest contributor to health and wellbeing was the economy. Education, employment and infrastructure all had a key role to play in health and wellbeing and promoting social mobility.
- Targeting, to tackle economic inequalities was needed to address health and wellbeing inequalities.
- A strong economy was a ladder of opportunity and health.
- Norfolk currently underperformed economically and should use its opportunities to create inclusive growth.
- More of the passion for increasing levels of health and wellbeing should be included in the Business Plan.

8. AMBITION 6: TO CONTINUE TO PROVIDE HIGH QUALITY, VALUE FOR MONEY SERVICES ON OUR OWN OR AS A TRUSTED PARTNER

- The Council must continue with a disciplined approach to finance.

9. IS THERE ANYTHING MISSING THAT SHOULD BE INCLUDED IN THE NEXT BUSINESS PLAN

- Housing for young people.
- Safe places for young people
- Monitoring of air pollution

10. COLLABORATION

- Ensure that a sense of space was retained. Do not homogenise the service being provided by the Council.
- Organisational boundaries were becoming less important. Instead the Council's should focus on how they worked effectively with partners.
- It was suggested that the object to broaden the scope, impact and significance of joint working through partnerships was an enabler that should be separated from objectives in the Business Plan.

STAKEHOLDER ENGAGEMENT

Business Workshop
Afternoon – Friday 30 November 2018

OFFICERS PRESENT:

Trevor Holden, Phil Courtier, Leigh Booth, Kirstin Hughes, Tim Spooner, Matthew Cross, Stephen Fennell.

STAKEHOLDERS PRESENT:

Karen Barclay – Anglian Water
Paul Cushing – R G Carter
Nova Fairbank – Norfolk Chamber of Commerce
Tim Leggett – R G Carter
Richard Pace – Norwich Airport
Chris Sargisson – Norfolk Chamber of Commerce
Martin Scott – Scott Property Group
Chris Spirrin – Persimmon Homes
John Warren – Price Bailey
Clarke Willis – Food Enterprise Park
Will Wright – Lovell

1. WHAT ARE YOUR GENERAL PERCEPTIONS OF BROADLAND DISTRICT COUNCIL, AS PARTNERS, RESIDENTS AND CUSTOMERS?

- Broadland is pro-business, commerce and job creation.
- The Council engages with business at an executive and at an officer level.
- Broadland takes a collaborative approach.
- The Council has a strong Economic Development Team that is pro-active and works with business.
- Contactable, first class, business friendly, pro-growth with a can-do attitude.
- Flexible and patient.
- The Council is prepared to take risks; such as making a Local Development Order for the Food Enterprise Zone at Honingham.
- The Head of Planning was very approachable and the Planning Committee was well informed; unlike other local authorities in Norfolk.
- The Council's website was dated and lacked MapSearch.

2. HOW VISIBLE ARE THE AMBITIONS AND PRIORITIES OF BROADLAND?

- Growth, jobs and a strong economy to help fulfil service delivery.
- Supporting housing growth.
- The Council has pragmatic priorities that cover rural issues, the environment and tourism.
- Safe place to live.

3. AMBITION 1: TO DELIVER ECONOMIC SUCCESS IN OUR AREA

- The Council should encourage responsible and sustainable growth.
- Broadland should take a more outward looking view to attract investment to the District.
- The District should campaign to have world class broadband and mobile coverage to shake off its reputation as a 'not spot' and attract inward investment.
- Broadland offered good value for money in comparison with Cambridge. It should showcase the area as a place to do business in.
- The public and private sector should take a more joined up approach to promoting Broadland.
- Businesses do not take account of local authority boundaries, unless it was a planning matter.
- In terms of the economy, businesses looked at the bigger picture such as Greater Norwich, Norfolk or even Norfolk and Suffolk in order to have a voice with the Government.
- The Council should use its opportunities to stimulate the economy of the District and beyond in order to improve rates of social mobility in Norfolk, which were very poor.

4. AMBITION 2: TO KEEP PEOPLE SAFE AND SECURE

- The Council should look at its demographics and define its policies accordingly, e.g. promoting the construction of bungalows for older people in Local Plans.
- Broadland was to be applauded for providing funding to the City for rough sleepers who had migrated from the District to Norwich.

5. AMBITION 3: TO ACHIEVE ENVIRONMENTAL EXCELLENCE IN EVERYTHING WE DO

- There was a whole range of innovative technology businesses in Norfolk, such as Hethel Engineering and the John Innes Research Park that could attract more high tech companies and jobs to the County.
- Ambitious targets for carbon reduction and energy efficiency should be set for both homes and businesses.

6. AMBITION 4: TO PLAN AND PROVIDE WELL HOUSED COMMUNITIES

- CIL seemed disconnected from communities in which development occurred.
- Broadland was more accessible following the completion of the Broadland Northway, but a shortage of large developers made delivery of homes in the District difficult. This did represent an opportunity for SME's, however, who could parcel up larger sites.
- The Council should encourage construction apprenticeships to fill the skills gap left by workers retiring. This should begin early at schools.

7. AMBITION 5: TO INCREASE LEVELS OF HEALTH AND WELLBEING

- Developers were doing all they could to encourage doctors to take on surgeries within new developments, but were not being engaged with by the health services.
- The Council should emphasise lifestyle/behaviour changes to improve health and wellbeing.
- Employers should be encouraged to offer a healthy working environment, in order to attract staff in a tight labour market.

8. AMBITION 6: TO CONTINUE TO PROVIDE HIGH QUALITY, VALUE FOR MONEY SERVICES ON OUR OWN OR AS A TRUSTED PARTNER

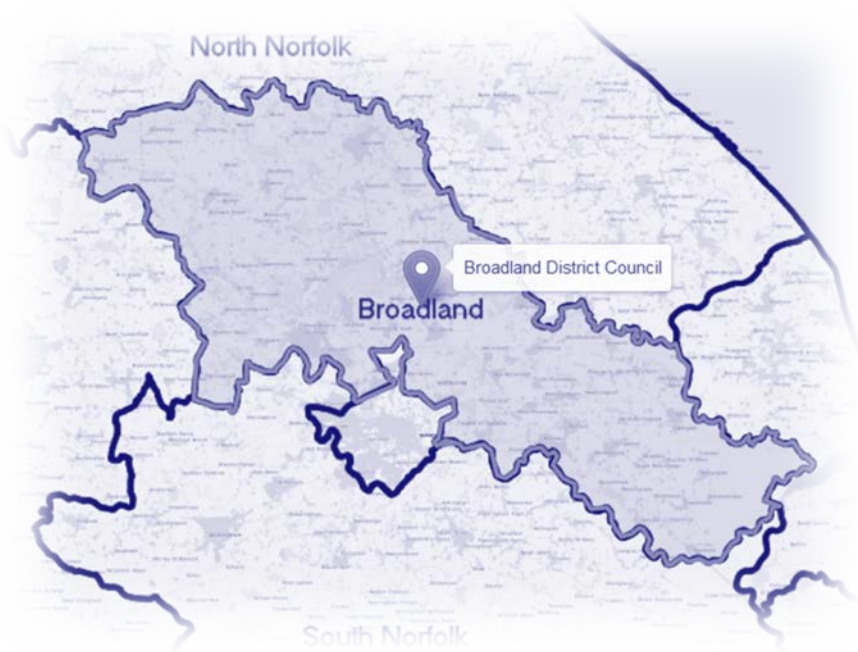
- No comments.

9. IS THERE ANYTHING MISSING THAT SHOULD BE INCLUDED IN THE NEXT BUSINESS PLAN

- Community at Heart sounded very rural. The Council should adopt a more outward looking strapline.
- The Council's Ambitions should have timeframes.
- Business needed to know what the Council wanted from it, so they could work proactively together.
- Broadland should be more ambitious in its Business Plan.
- The Council should have Environmental Protection at Heart.

10 COLLABORATION

- Collaboration with South Norfolk should bring benefits.
- The joint Planning Department was proving effective.
- Collectively both Councils will seek to work with business to stimulate the local economy in order to promote social mobility and encourage inward investment.



Resident engagement to inform
and inspire development of the
Broadland Business Plan (May 2019)
for Broadland District Council

*Research Findings for
Broadland District Council*

17th January 2019

Prepared by Insight Track Ltd.
T: 01603 626800
E: intouch@insighttrack.co.uk

- ➔ Background
- ➔ Objectives and Scope
- ➔ Methodology
- ➔ Participant profile
- ➔ Research findings:
 - ⇒ Section 1: About your local area
 - ⇒ Section 2: Broadland District Council and its services
 - ⇒ Section 3: The future direction of Broadland
- ➔ Summary

Background

3

- ➔ Broadland District Council (BDC) are in the process of updating their business plan (May 2019) as the present plan (2016-to-2019) is reaching its conclusion
- ➔ In order to inform confident planning and decision-making, the management team have undertaken an engagement programme with key stakeholders in the district, including the commissioning of Insight Track to conduct this survey amongst residents in the district



Vision: Growing a strong and vibrant Broadland with more jobs, more homes and more opportunities for all

Values:

- We are consumer focussed, treating everyone equally and with respect
- We are a caring employer and engaging employer
- We are committed to innovative and effective public service delivery

Ambitions:

- To deliver economic success in our area
- To achieve environmental excellent in everything we do
- To plan and provide well housed communities
- To increase levels of health and wellbeing
- To keep people safe and secure
- Top continue to provide high quality, value for money services on our own or as a trusted partner

Objectives and Scope

4

- ➔ **Overall objective:** To inform development of the next iteration of the Broadland Business Plan with opinions sought from a cross-section of residents of the Broadland District Council catchment
- ➔ **Scope:** The questionnaire mirrored the scope used previously (with some amends for timely relevance):

1. Satisfaction with local area
2. Feeling of belonging to local areas
3. Attributes better/worse in last 3-years
4. Metric statements about BDC
5. Measures about crime and a/s behaviour
6. Measures about environment
7. Measures about housing
8. Measures about health/well-being
9. Measures about economy
10. Measures about 'overall running'
11. Measures about information
12. Support for options for savings
13. Priorities for service delivery
14. Most important service delivery
15. Gender
16. Age
17. Household occupancy status
18. Occupation
19. Household composition
20. Children in household
21. Accessibility status



*Link to survey published
in Broadland News
(Winter 2018)*



Methodology

5

Approach



Online self-completion survey via a url-link published in the Winter 2018 **Broadland News**, a hard copy of which was circulated to all households in Broadland (supported by social media activity and promotion of the survey link on Facebook and Twitter, and on the website via the electronic version of the Broadland News)

Audience



All participants are **Broadland residents aged 18+**

Sample size



Findings are based on a total sample of **115 participants**, providing indicative findings overall. Relatively small sample sizes mean that care should be taken when looking at subsets of data (e.g. gender, age etc.)

Incentive



Participants were invited to enter a prize draw as a thank you for their participation (£100 shopping voucher)

Fieldwork period



Fieldwork was carried out during **December 2018**

Participant profile

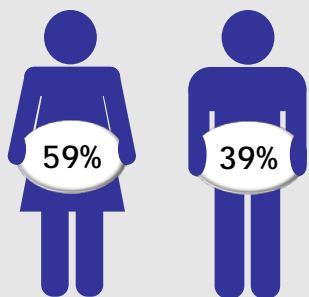


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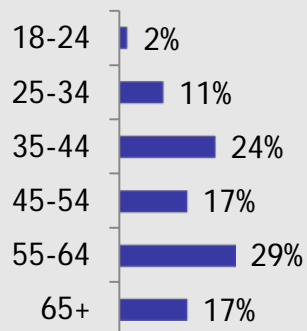
- All participants are residents in the district of Broadland

Gender



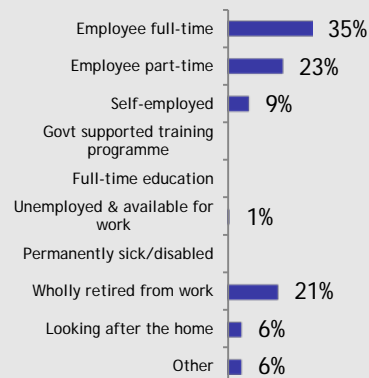
No response from 2 participants (2%)

Age

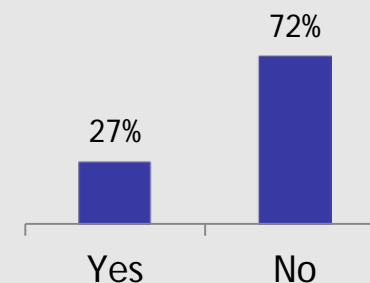


No response from 1 participant (1%)

Working status

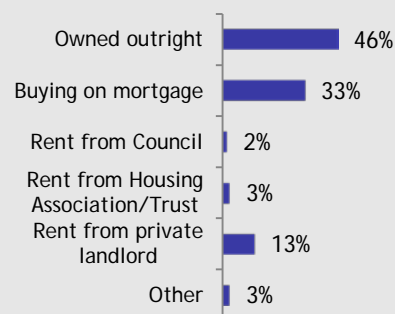


Illness/disability/infirmary

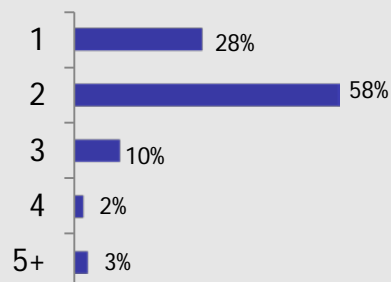


No response from 1 participant (1%)

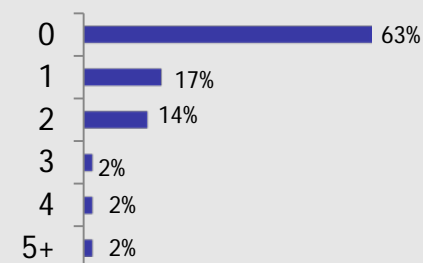
Accommodation status



No. adults 18+ in household



No. children aged <18 in household



No response from 1 participant (1%)

RESEARCH FINDINGS:

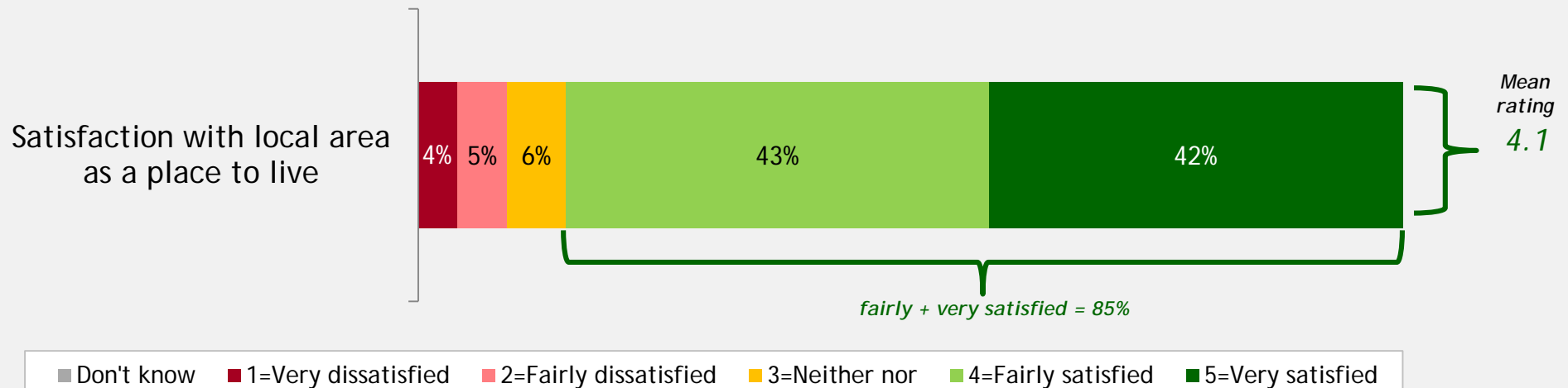
Section 1: About your local area

We'd like to start by asking you some questions about your local area, By your local area, we mean the area which includes your nearest grocery stores, newsagents, doctor's practice and/or primary school.

Satisfaction with local area as a place to live

8

- The large majority (85%) of Broadland resident participants are satisfied with the area in which they live; with around 2 in 5 saying they are very satisfied
- There is *some indication* that females are more satisfied than males (90% vs 76% fairly/very satisfied)
- Conversely almost 1 in 10 (9%) say they are dissatisfied to some extent

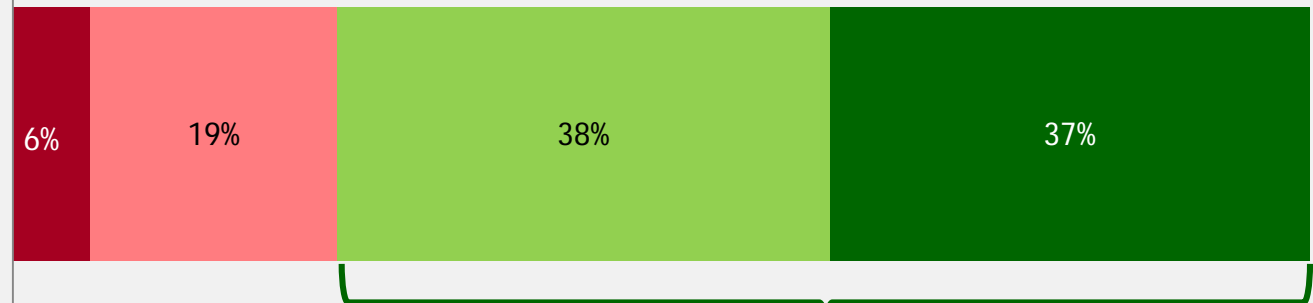


Sense of belonging

9

- Three quarters of the sample feel that they *belong* to their local area at least fairly strongly; and around 1 in 3 *very strongly*
- Although 1 in 4 do not feel a strong sense of belonging to the area in which they live
- There is some indication that homeowners have a stronger affinity than those who rent their accommodation (78% vs 57% fairly/very strongly)

Strength of sense of belonging to local area



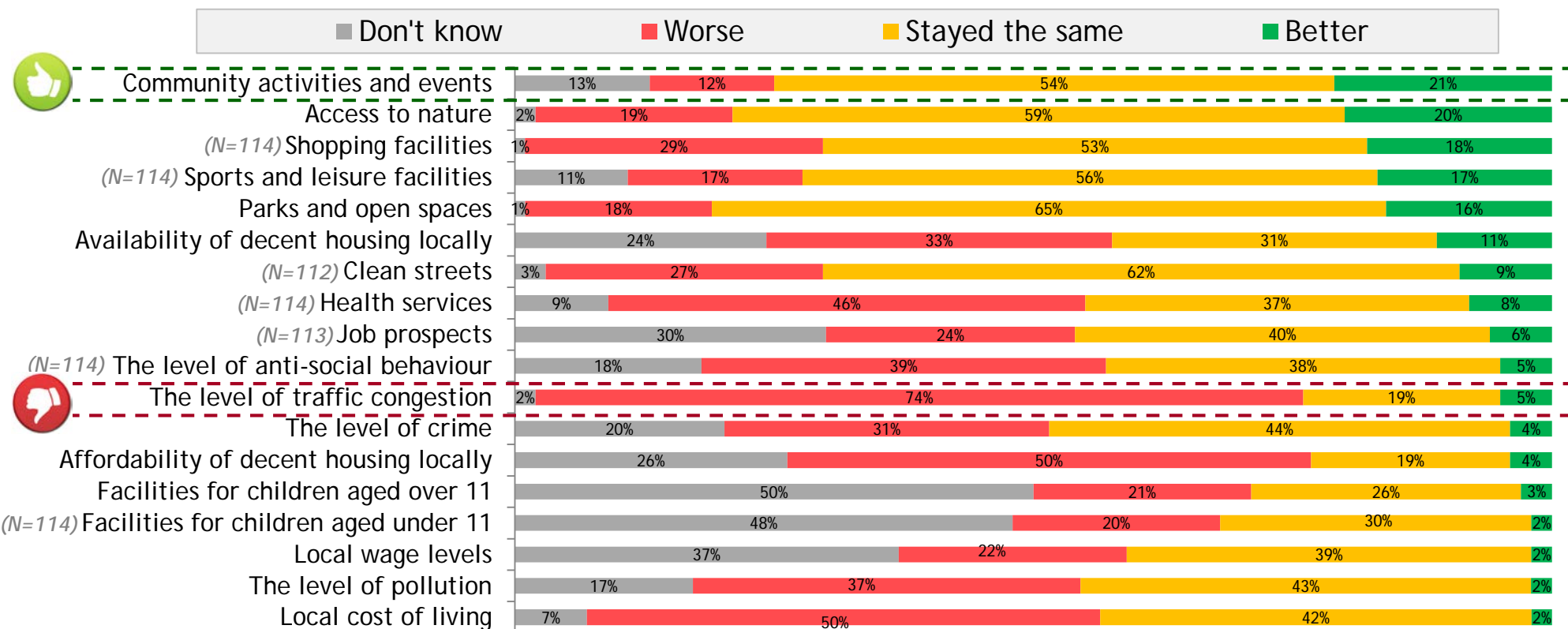
fairly + very satisfied = 75%

■ Don't know ■ Not at all strongly ■ Not very strongly ■ Fairly strongly ■ Very strongly

Rating of local area over last three years

10

- ➔ 'Community activities and events' are most likely perceived 'better' over the last three years (and least likely 'worse')
- ➔ Whereas 'the level of traffic congestion' is most likely rated 'worse', and by the large majority of the sample



Section 2: Broadland District Council and its services

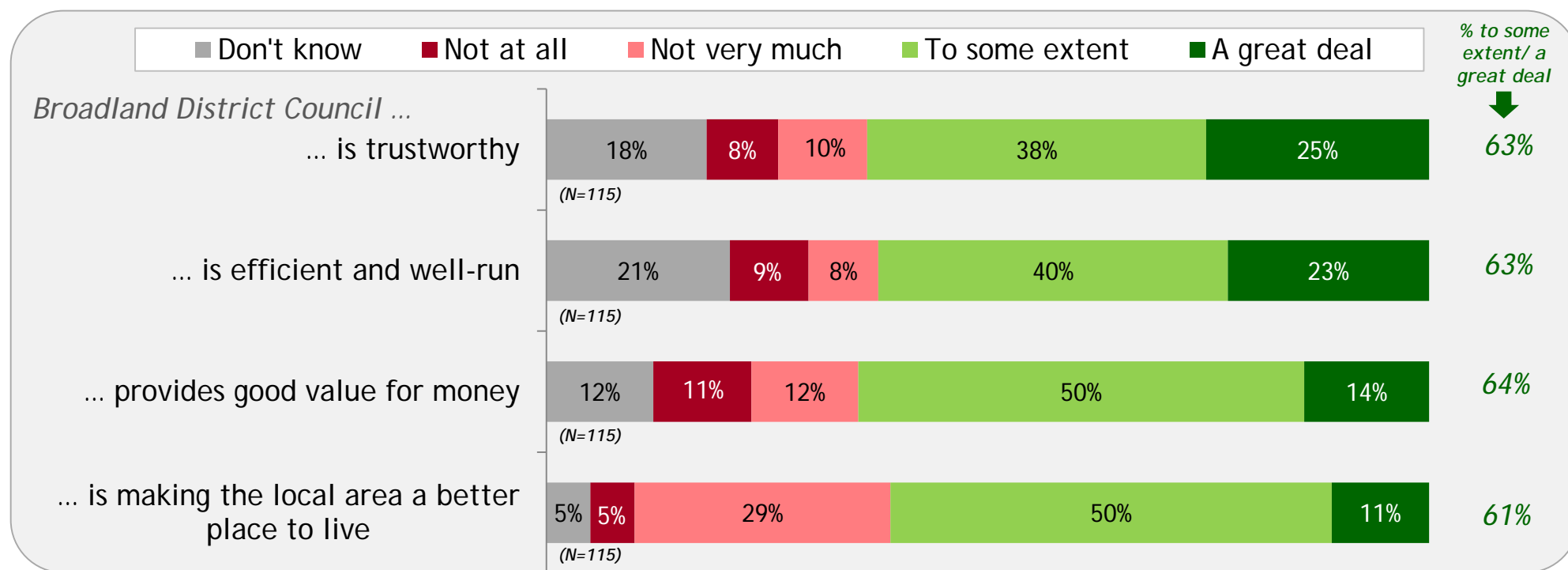
Broadland District Council is a key provider of public services locally, so we would like your views about the Council and some of the services it supports and provides.

In 2015 Broadland District Council adopted a set of ambitions showing its direction and focus for future activities. We are interested to know how well you think the Council is performing against the ambitions that were set for 2015 - 2019.

Extent to which statements apply to Broadland DC

12

- ➔ The majority agree, at least to some extent, that the Council is *trustworthy*, *efficient/well run*, provides *good value for money* and is *making the local area a better place to live*
- ➔ However opinions expressed are not emphatically positive on all (or any) measures
- ➔ There are notable numbers of residents who are dissatisfied; furthermore, notable numbers unable to give a view, suggesting a lack of knowledge of/engagement with the Council



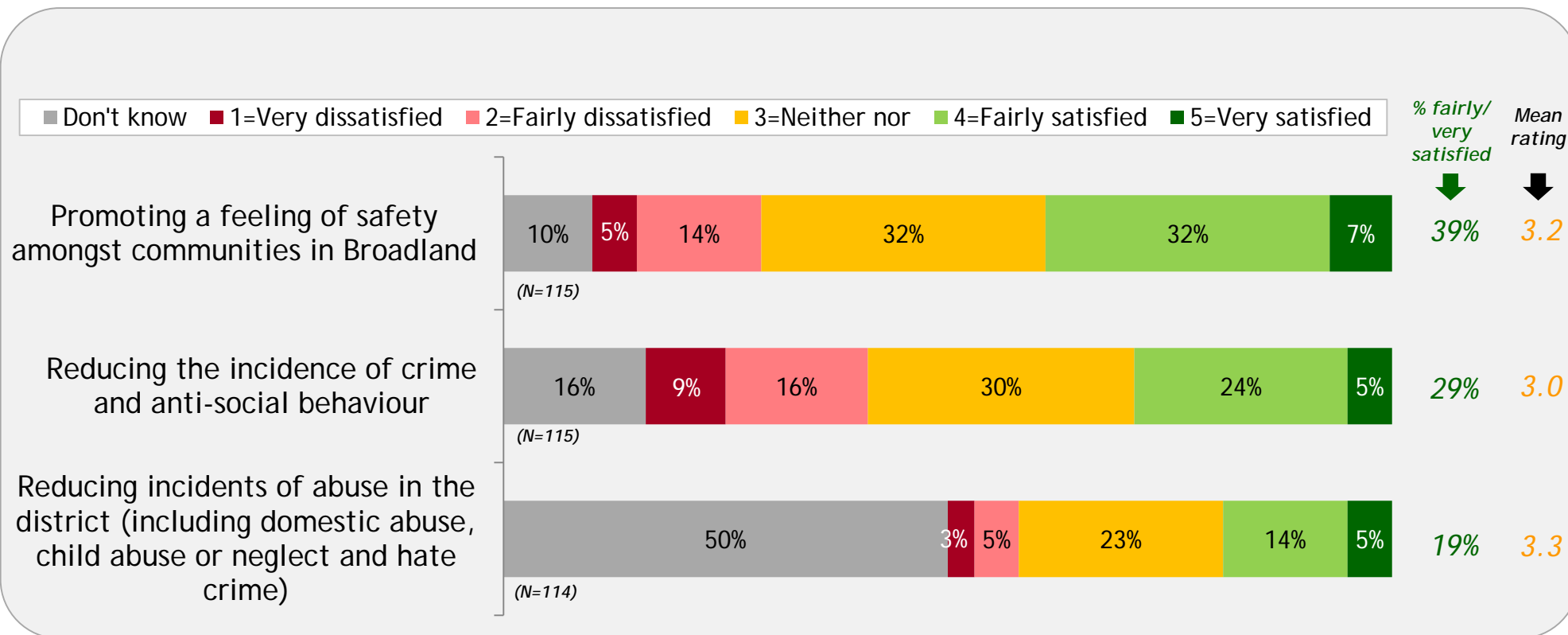
Council performance against priorities

CRIME & ANTI-SOCIAL BEHAVIOUR



13

- ➔ Views about Council performance against crime and anti-social behaviour priorities are wide-ranging; some are satisfied, some dissatisfied, with notable numbers neither satisfied nor dissatisfied (with an average rating on each metric)



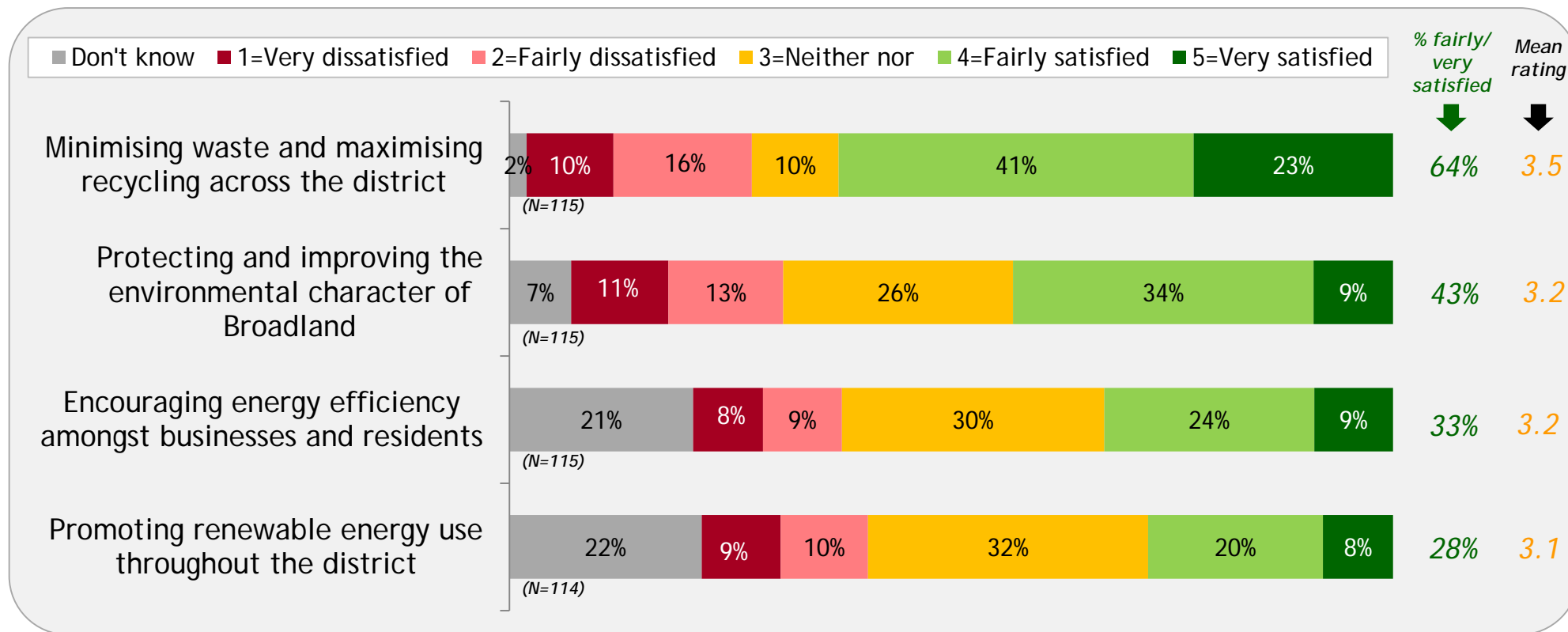
Council performance against priorities

LOCAL ENVIRONMENT



14

- ➔ Satisfaction with Council performance against local environment priorities is strongest, by far, for minimising waste and maximising recycling
- ➔ Views regarding other environmental priorities show higher levels of ambivalence



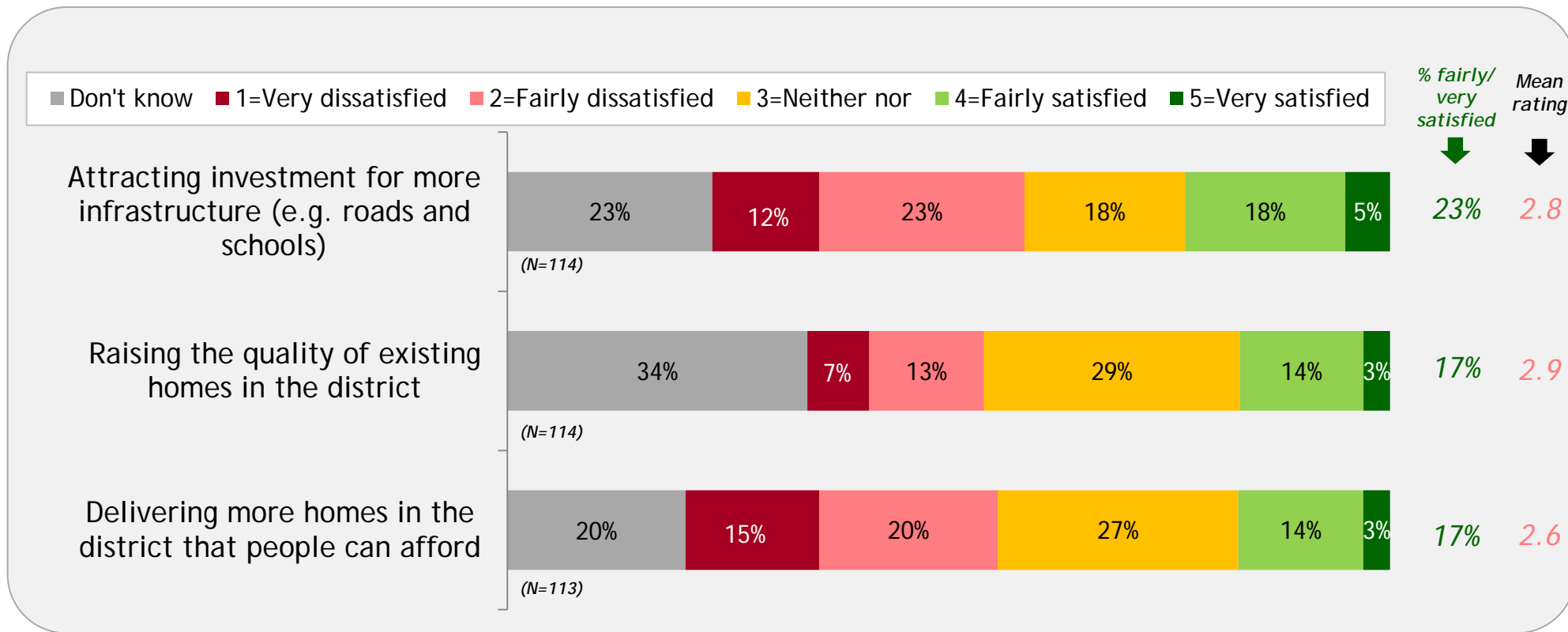
Council performance against priorities

PLANNING & HOUSING



15

- Participants are more likely dissatisfied, than satisfied, with Council performance against planning and housing priorities



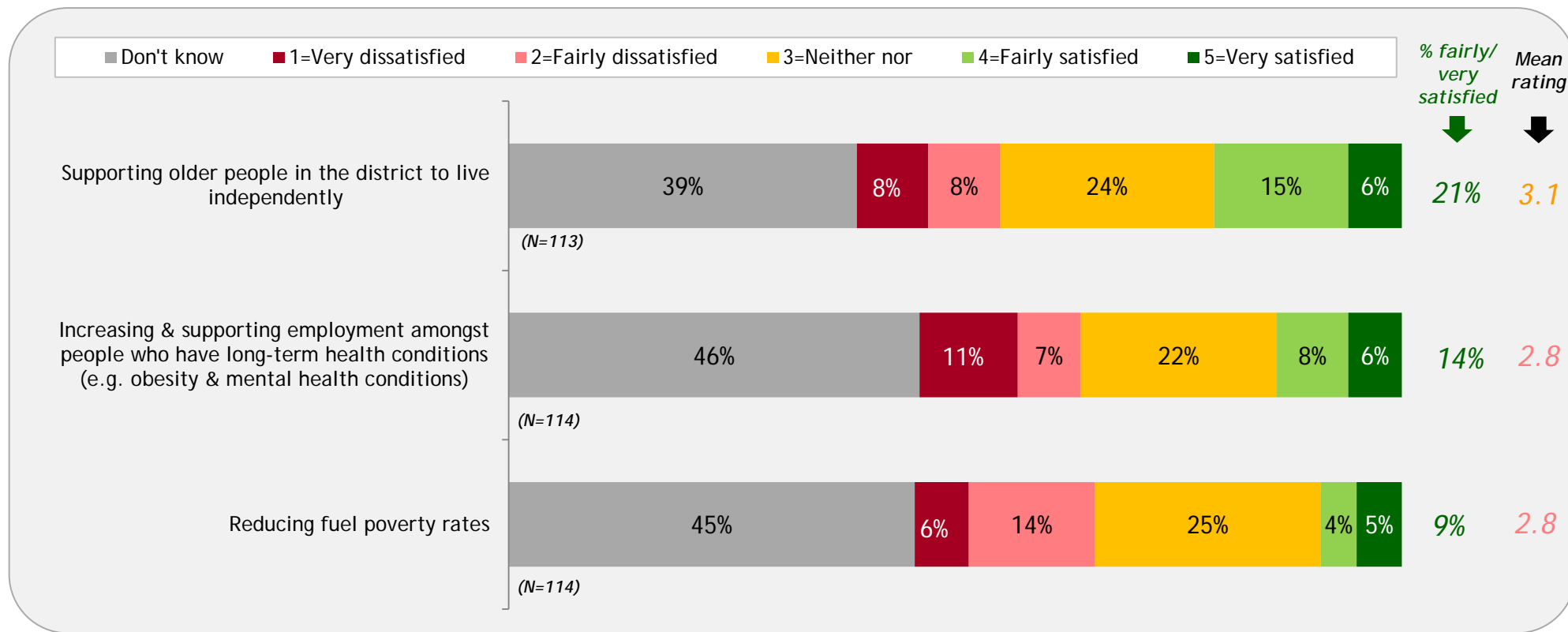
Council performance against priorities

HEALTH & WELL-BEING



16

- Many participants are unable to give a view about the Council's performance against health and well-being priorities
- And notable numbers are neither satisfied nor dissatisfied



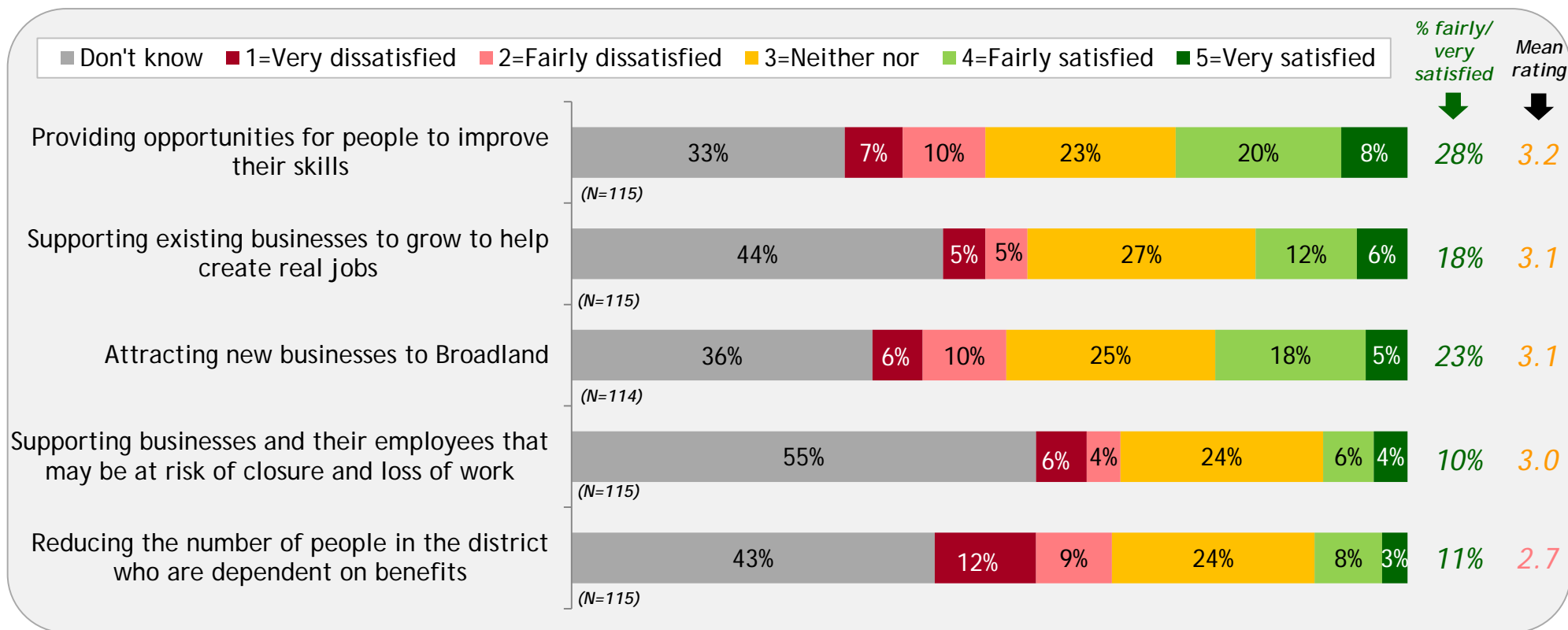
Council performance against priorities

LOCAL ECONOMY



17

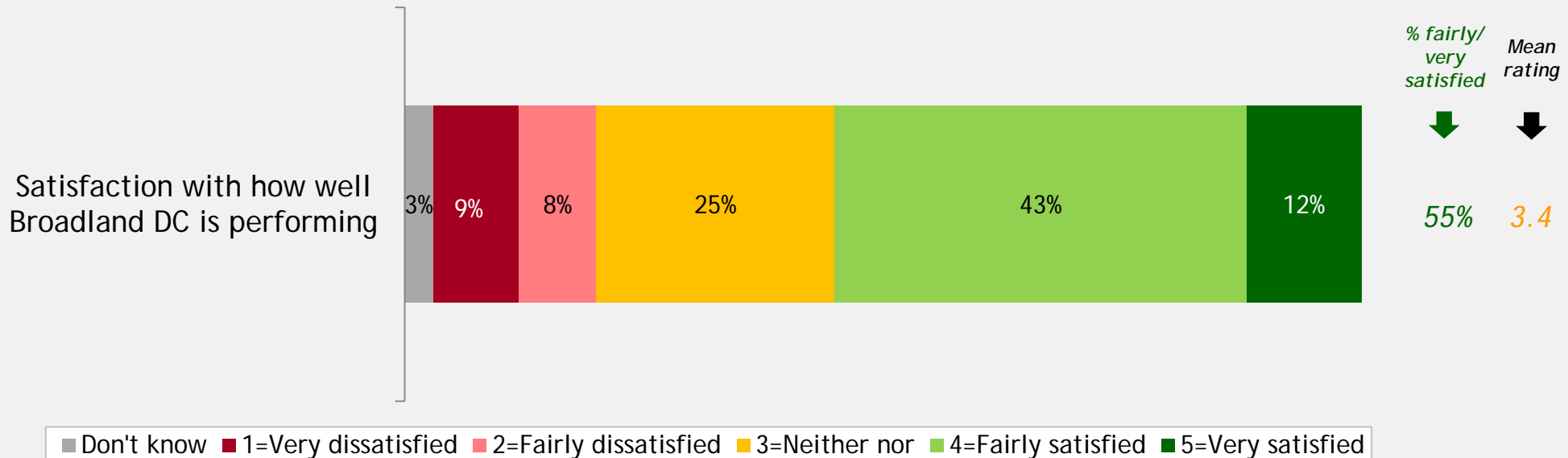
- Many are unable to give a view about the performance of the Council against priorities relating to the local economy
- Again, a mix of views in terms of satisfaction



Overall satisfaction with Broadland DC performance

18

- Just over half of participants are fairly or very satisfied with the way Broadland District Council runs things; and markedly more likely *fairly* rather than *very* satisfied
- A notable number (a quarter) are neither satisfied nor dissatisfied
- There is *some indication* that satisfaction is higher amongst older participants (55+) (40% 18-34; 47% 44-54; 67% 55+)

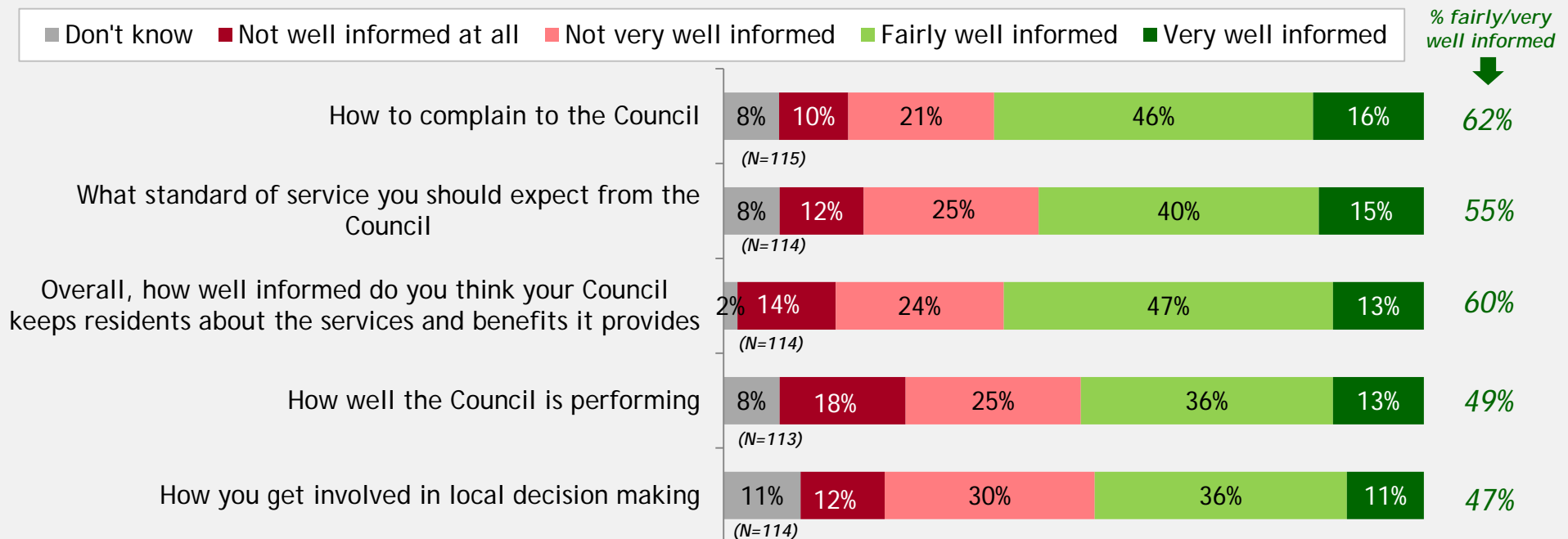


How well informed by the Council



19

- Some feel well informed by the Council (about local services and benefits, for example), but some don't
- Participants feel best informed about how to complain to the Council, and about how well it informs residents about the services and benefits it provides



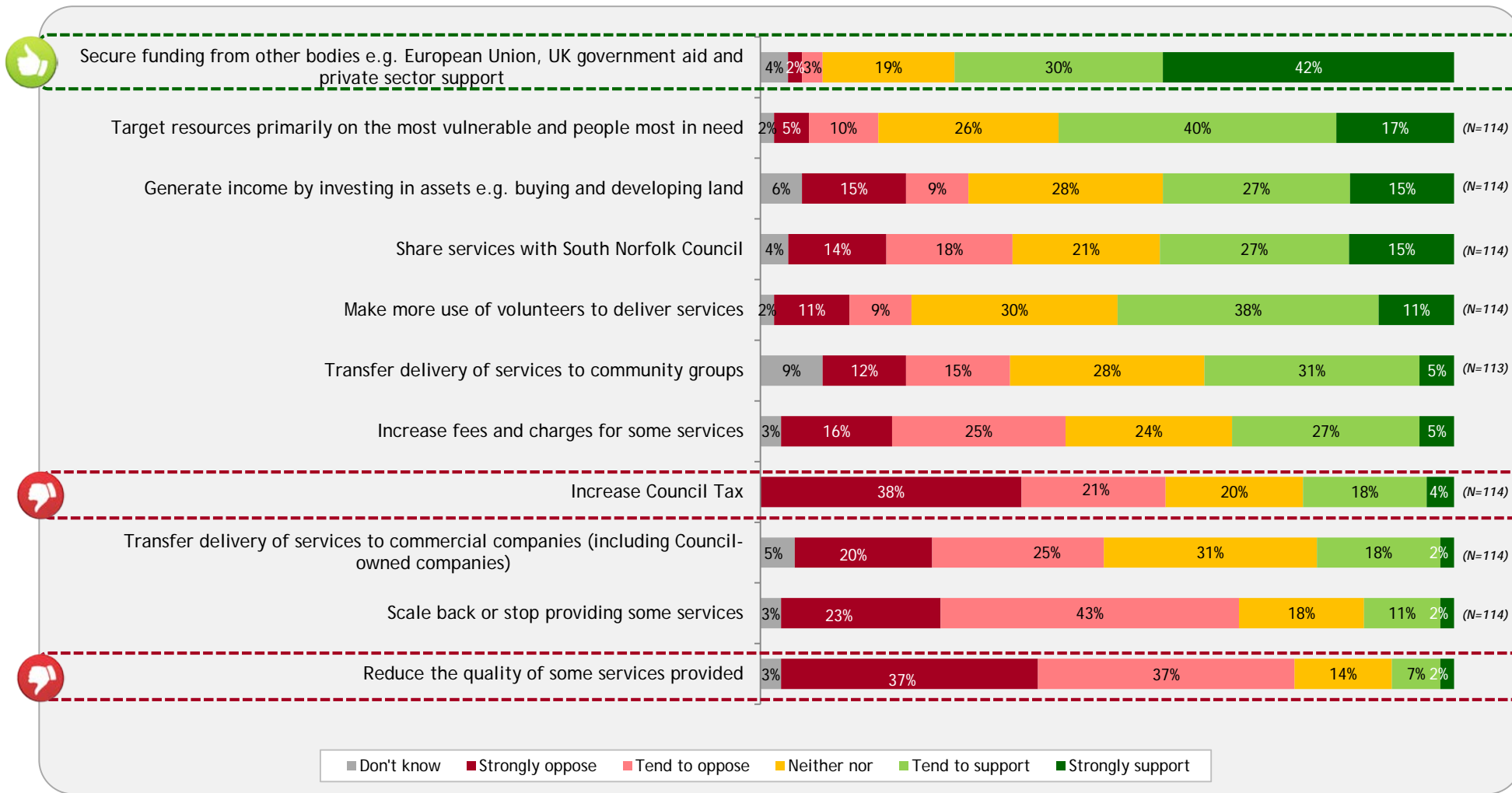
Section 3: The future direction of Broadland

Like all councils, Broadland District Council faces significant funding pressures. Whilst the Council has made - and continues to make - efficiencies, this means prioritising spending, looking at ways to make savings, and identifying new sources of income. As part of this decision-making process, the Council is interested to hear what local residents think.

In planning for the future, Broadland District Council is interested in hearing what residents think should be the most important areas for the Council to focus on and deliver.

Level of support/opposition for prompted options

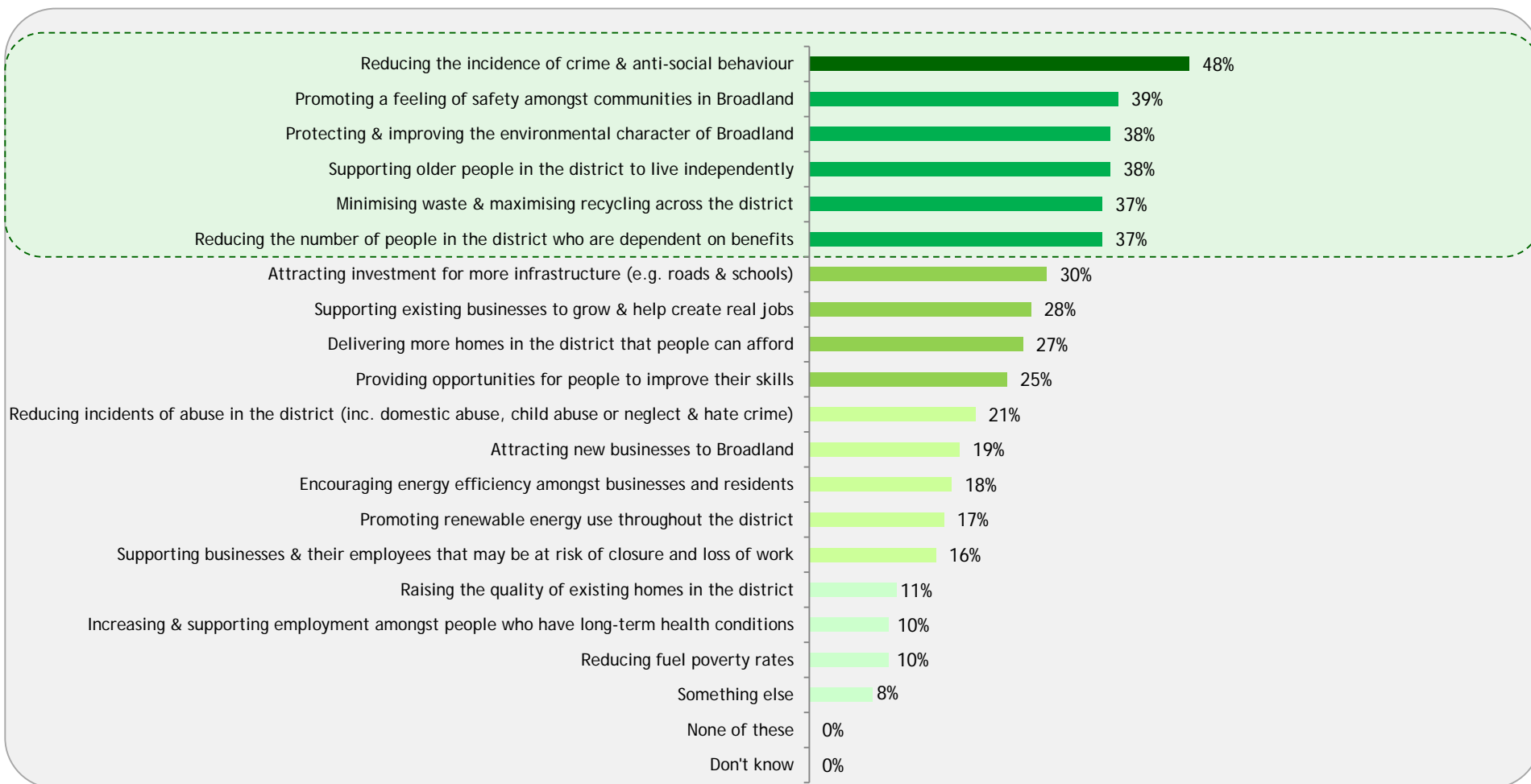
21



Most important focus for Broadland DC in future

Selecting up to five options

22



The most important focus for Broadland DC in future

Selecting ONE option only

23

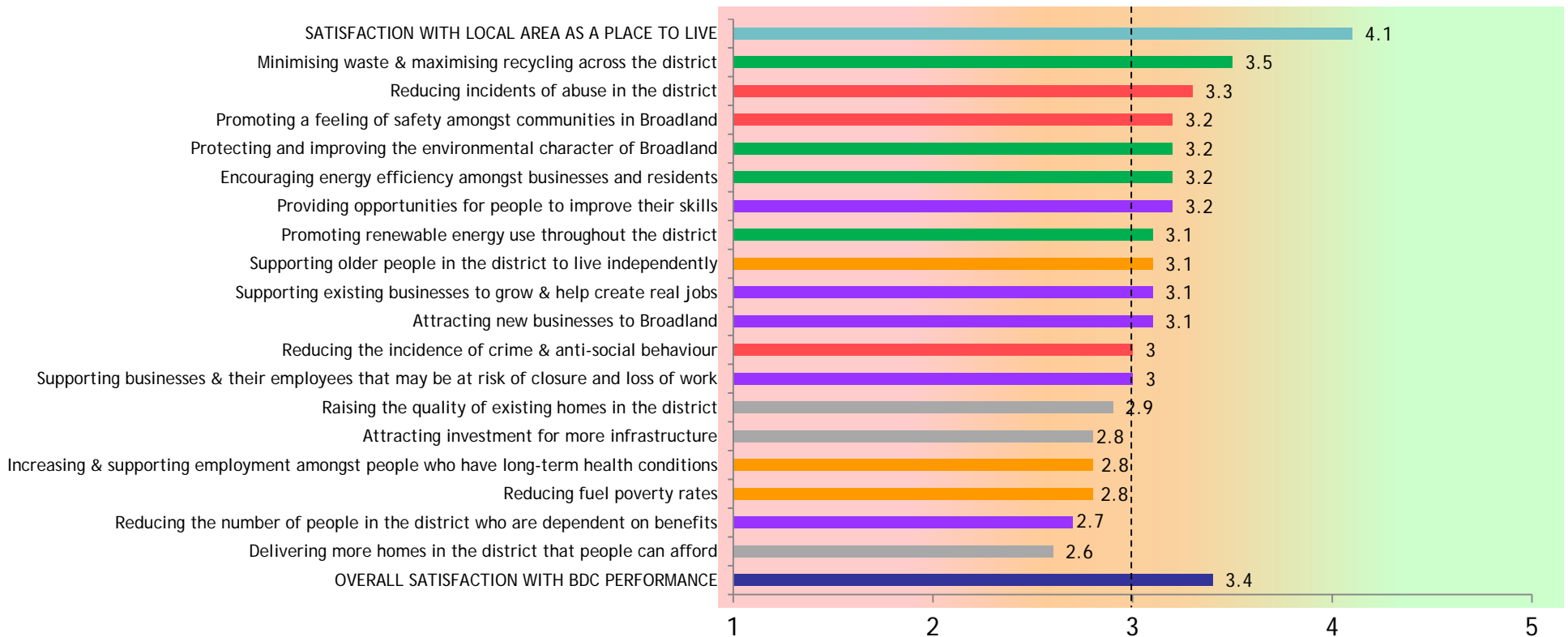


Summary: Satisfaction

Summary: Satisfaction

MEAN RATINGS (on a 5-point scale, where 1 = very dissatisfied and 5 = very satisfied)

25



KEY

Satisfaction with local area

BDC Performance: CRIME & ANTI-SOCIAL BEHAVIOUR

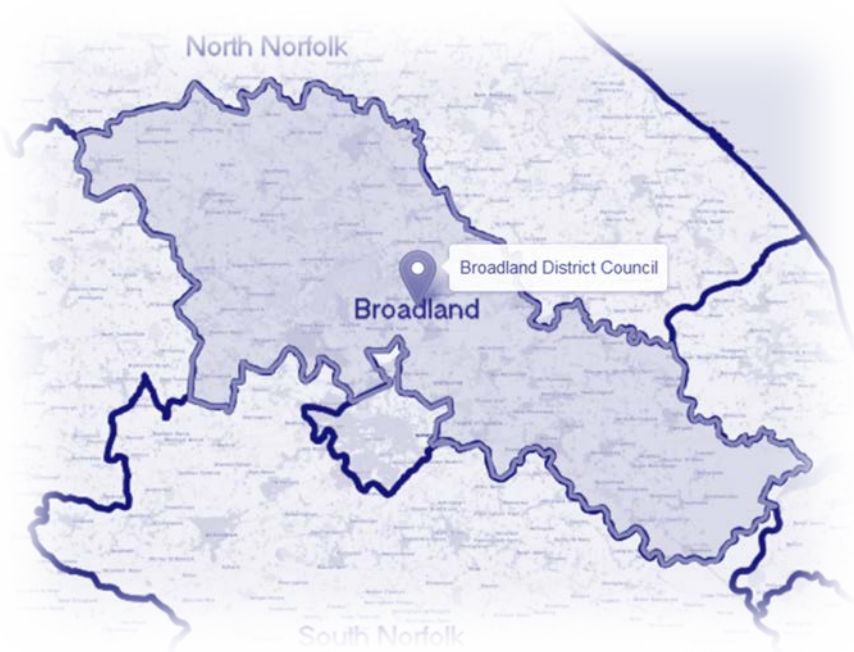
BDC Performance: LOCAL ENVIRONMENT

BDC Performance: PLANNING & HOUSING

BDC Performance: HEALTH & WELL-BEING

BDC Performance: LOCAL ECONOMY

Overall satisfaction with BDC performance



Resident engagement to inform and inspire development of the Broadland Business Plan (May 2019) for Broadland District Council

Research Findings for Broadland District Council

17th January 2019

Prepared by Insight Track Ltd.
T: 01603 626800
E: intouch@insighttrack.co.uk