

Torbay Residents Survey 2023 Report

Introduction

From Friday 30 June 2023 to Sunday 23 July 2023 Torbay Council ran its first Residents Satisfaction Survey, including Residents Roadshows. Understanding resident or customer views is a key element of assessing the effectiveness of a local authority, alongside cost and performance information. It can also strengthen local accountability and be a key part of our approach to managing our own performance.

The purpose of the Survey was to seek the views of our residents on the effectiveness of the Council. We are seeking to use the results from the survey to improve how the Council operates.

This report presents the findings from the surveys. A separate lessons learnt report has also been prepared for the Director of Corporate Services which will be used to inform how we undertake future surveys.

Methodology

In conducting the survey we took account of the Local Government Association's (LGA) guidance "Are you being served?". The LGA measures resident satisfaction with councils every four months.

Six key indicators are used to measure residents' views of their local council. Respondents are also asked to indicate their level of satisfaction with nine council services. Other questions focus on perceptions of safety, trust in politicians and government, and media coverage of councils.

As well as providing a regular, long-term view of public opinions of councils at a national level, this polling also provides comparator figures for councils who wish to benchmark their own local survey results.

Whilst the LGA use a representative random sample of 1001 British adults (aged 18 and over) to be polled by telephone, Torbay Council determined that an online survey supplemented by roadshows in each of the three towns would provide the most cost-effective means of reaching as many residents as possible.

In making that decision, we recognised that the mode of data collection can have a marked impact on results. Although results are only accurately comparable with surveys conducted via telephone, we have included the comparator data within the results in this report.

We also decided that we wanted to hear the voice of young people and so the survey was also open to those aged 12 and over (with one question omitted). (At the time of writing the survey for young people is still open and so an appendix to this report will be issued once the results from that survey are analysed.)

We used a wide range of communication and engagement methods to promote the surveys and encourage Torbay residents to participate, from face-to-face engagement via the Residents

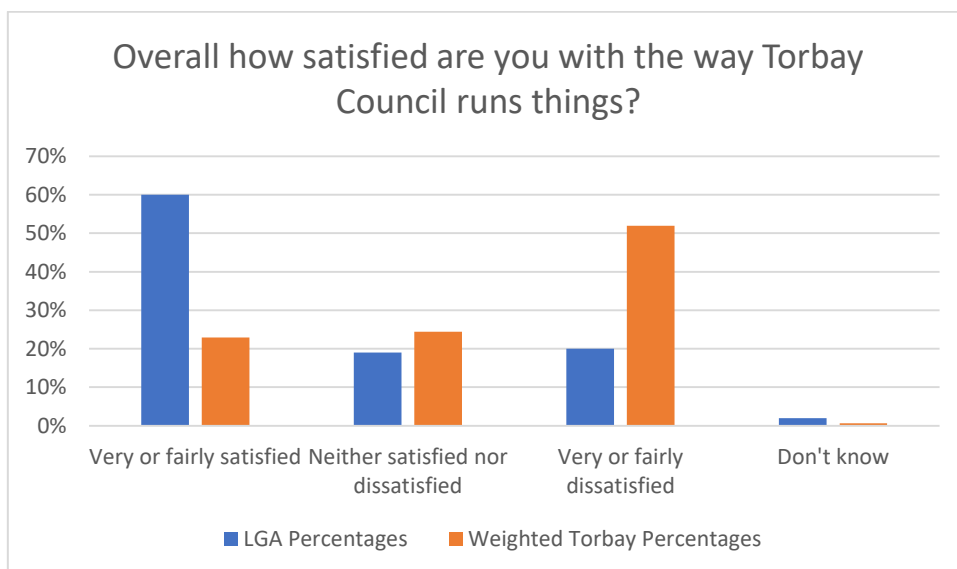
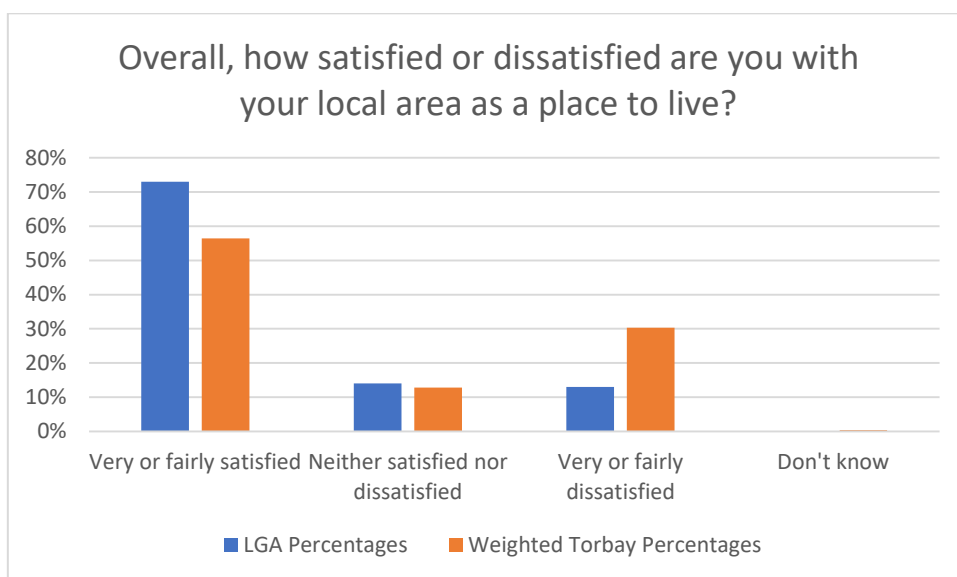
Roadshows at a range of locations across Torquay, Paignton and Brixham, and printed surveys, to online surveys, and paper surveys left at venues including libraries, Family Hubs and community centres. We also sent a letter from our Chief Executive with the survey to all schools in Torbay and sent the survey out via Children and Young People's services across the Bay.

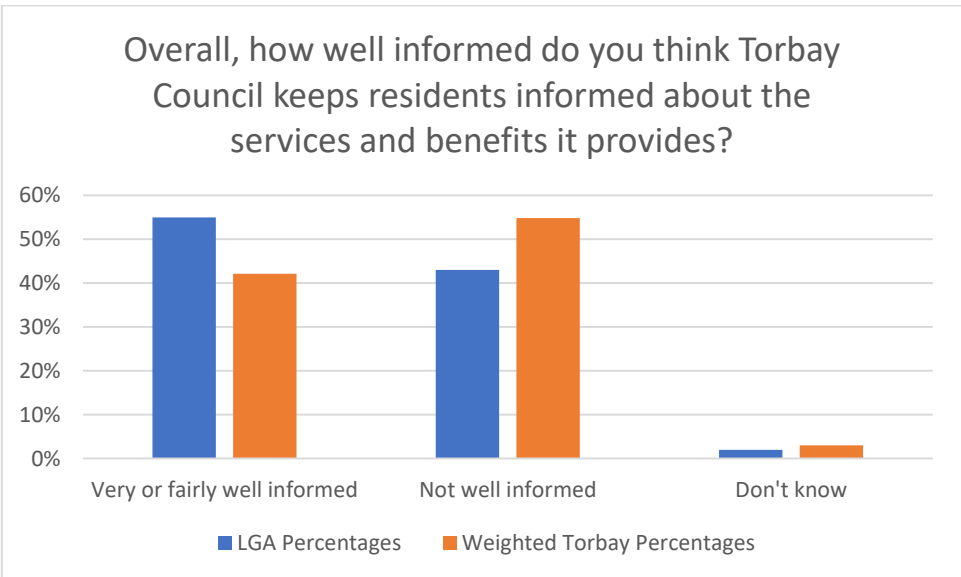
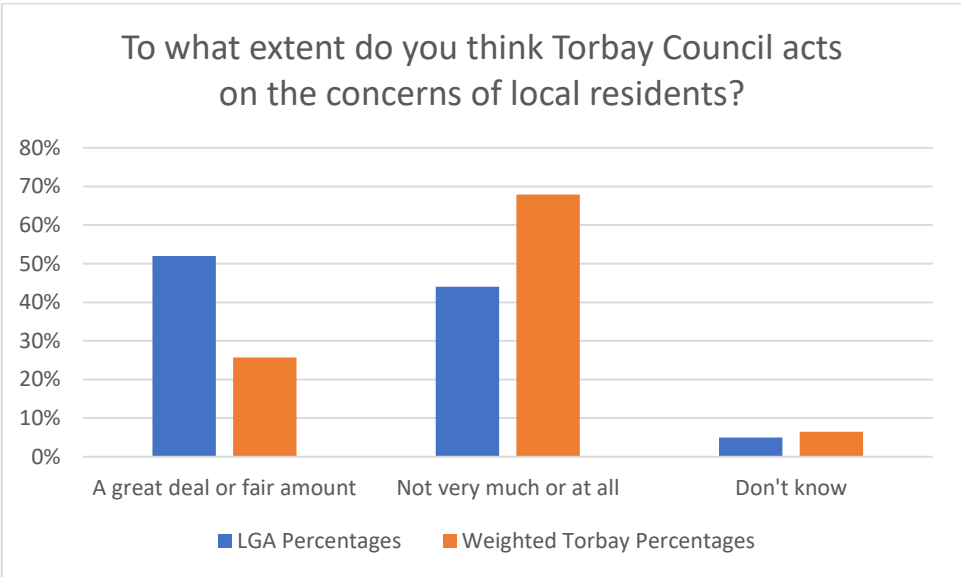
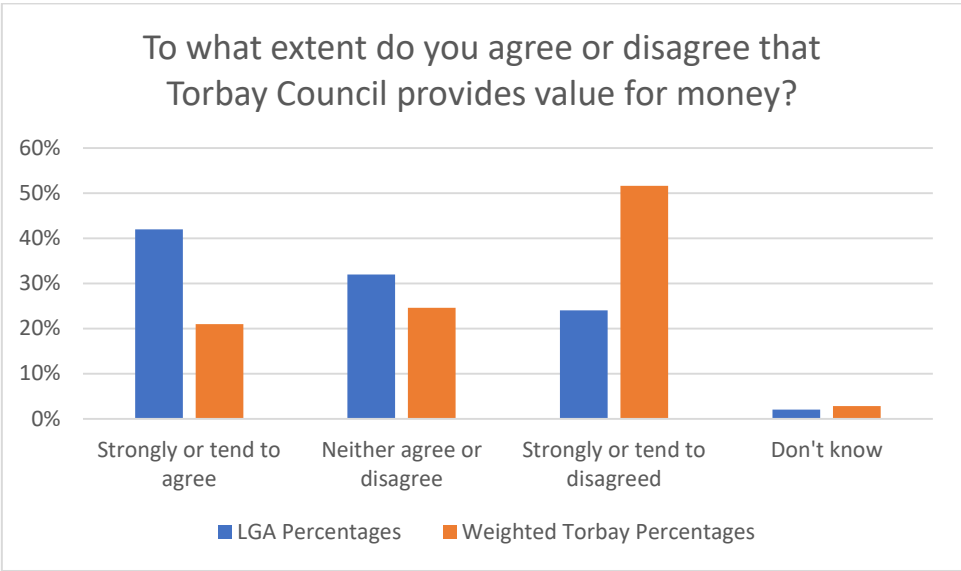
Findings

A total of 1,369 surveys were completed – 931 online and 438 from the roadshows and/or paper surveys.

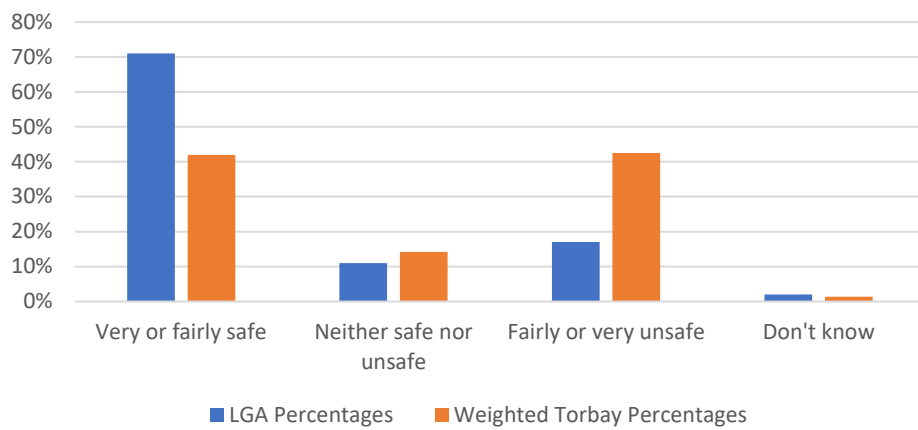
In accordance with the LGA guidance, we have taken the overall responses and weighted them by age. This data is then compared with the results from the LGA Research Report of round 35 of polling on resident satisfaction with councils which was undertaken in June 2023.

It should be noted that, despite following the LGA guidance, not all of the questions within our Residents Satisfaction Survey have comparator data.

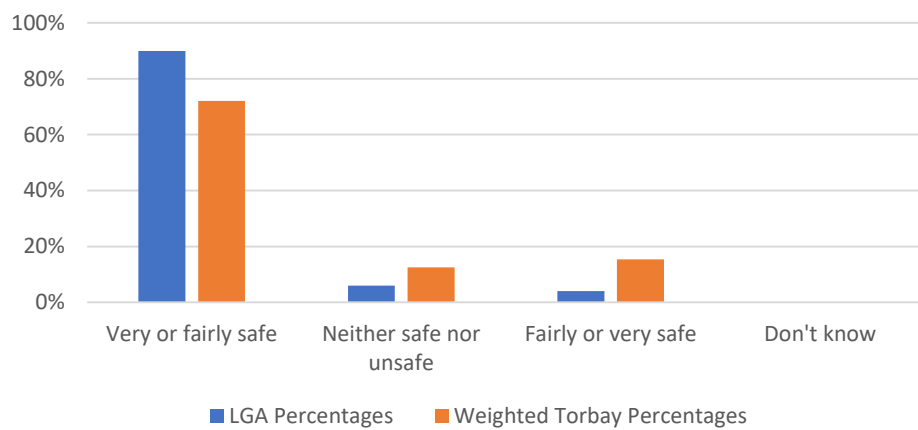




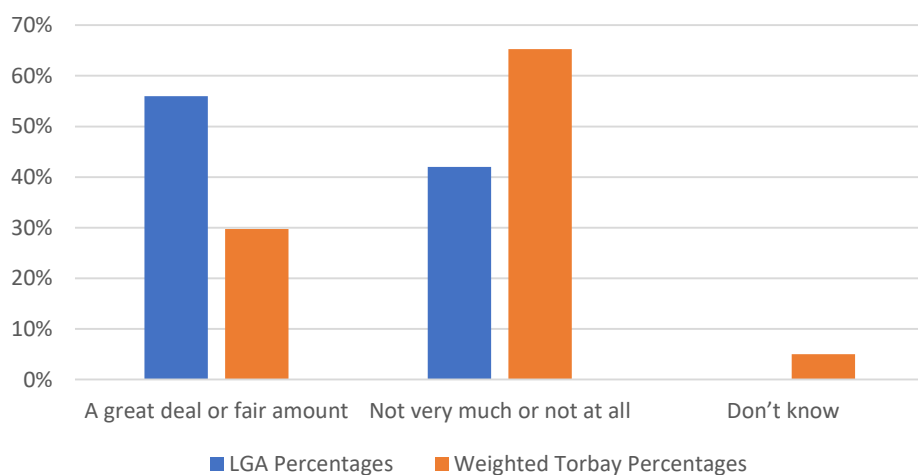
How safe or unsafe do you feel when outside in your local area after dark?



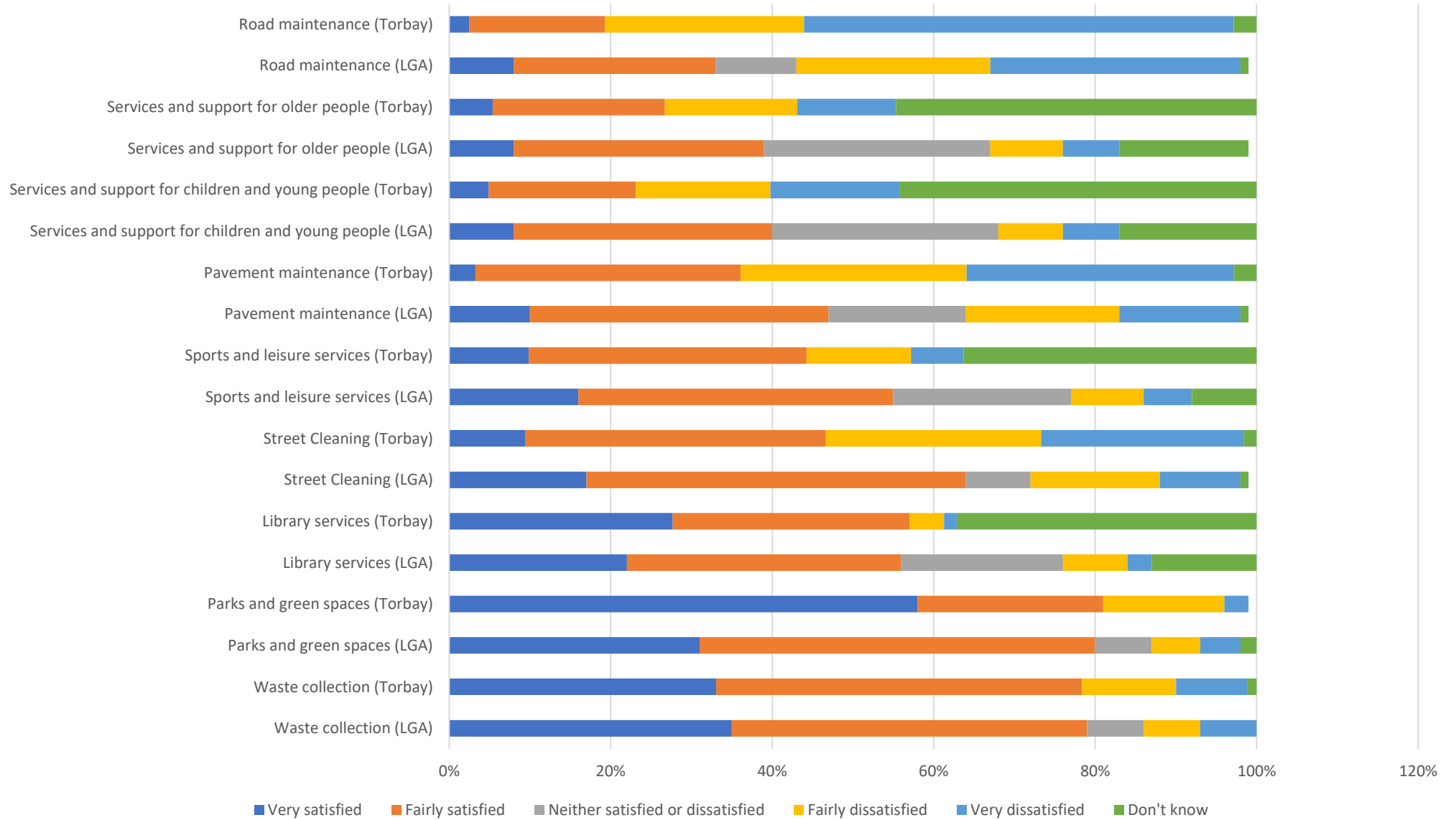
How safe or unsafe do you feel when outside in your local area during the day?



How much do you trust Torbay Council?



How satisfied or dissatisfied are you overall with the council's...?



Key themes

Although more than a thousand residents responded to the survey and a wide variety of subjects and views came up, and there were some local variations depending on where people lived, there were a number of themes that were fairly consistent across the Bay.

From both talking to people at the Roadshows and through the Surveys it was clear that there were certain services, notably household waste and recycling collections and parks and green spaces where a significant proportion of respondents were either satisfied or very satisfied.

It was equally clear that there were some services that residents weren't satisfied with, such as road maintenance and street cleansing.

In addition to the surveys, at the Roadshows we also used enquiry forms to capture some of the main issues residents were facing, so that these could be looked into and acted upon.

Below is a summary of the key themes that were raised at the Roadshows:

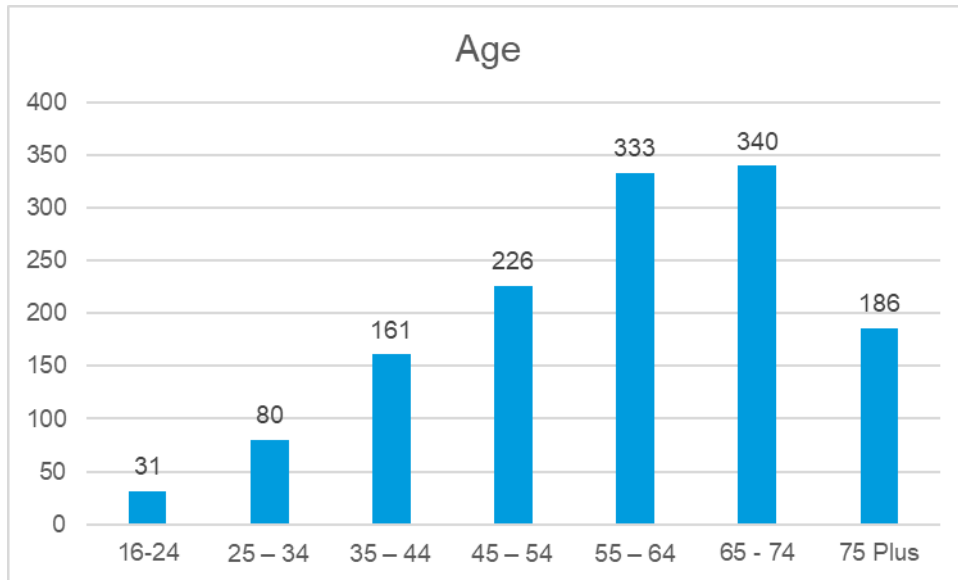
Highways	46
Parking	24
Anti-social behaviour	22
Street cleansing	15
Trees / Parks and green spaces	14

Demographics

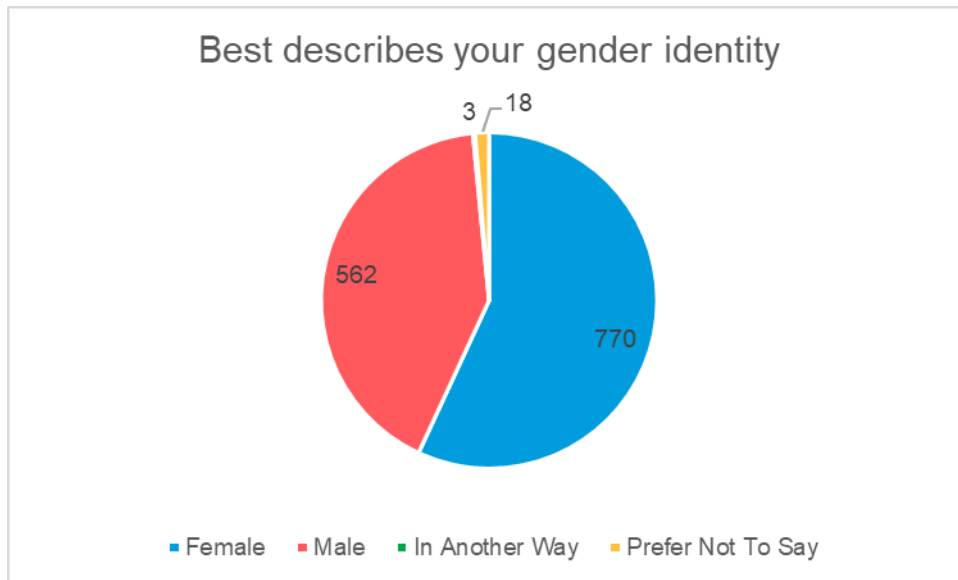
Age

Considerable effort was made to target all age groups and, in particular, younger age groups. Despite this, and perhaps reflecting Torbay's older demographic, there were many more people aged 55 or over (859) responding to the survey than in the groups aged 54 and under (498).

This also reflected the Roadshow events where the vast majority of people we spoke to were in the older, 55 and above, bracket. By far the largest age bracket was the 65-74 age bracket with 340 respondents to the survey, compared to the lowest bracket which was the 16-24 demographic with 31 responses.



Gender



Ethnicity

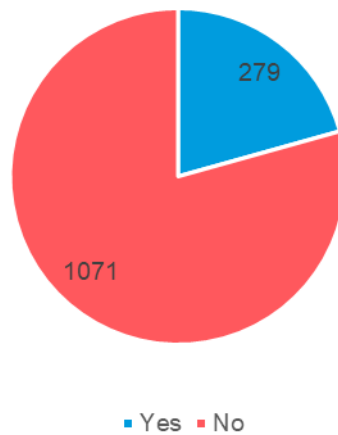
The vast majority of respondents to the Residents Survey identified as White British (1294), compared to 19 who answered Mixed Ethnicity, 11 as Asian or Asian British, 8 as Black or Black British, and 13 as Other Ethnic Group.

Again, this reflected the experience of the Roadshows where there were far more residents that spoke to us who were White British than any other ethnic groups.

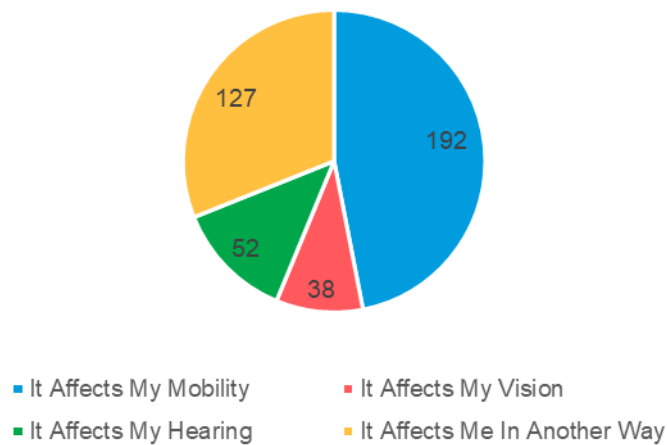
Disability

Of the respondents, 279 considered themselves disabled compared to 1071 respondents who didn't. Of the disabled respondents most (192) said it affected their mobility.

Do you consider yourself disabled?



How does your disability affect you?



Communications and engagement evaluation

We used a wide range of communication and engagement methods to promote the surveys and encourage Torbay residents to participate. This included face-to-face engagement via the Residents Roadshows at a range of locations across Torquay, Paignton and Brixham, printed and online surveys and paper surveys left at venues including libraries, Family Hubs and community centres.

Below is a summary of the channels and methods used and the reach each one had. The majority of surveys (931) were completed on yoursay.torbay.gov.uk, while a total of 363 were completed at the Residents Roadshows either on paper surveys or on MS Forms. There were also 50 paper surveys completed from the ones that were left at libraries and Family Hubs. Web traffic was directed to yoursay.torbay.gov.uk through a range of channels, with 737 unique clicks generated by our social media channels, 632 from Staff News, and 605 from One Torbay.

Residents survey – summary of channels and reach

Channels / methods	Reach / number of surveys
Surveys completed at Residents Roadshows (combination of paper surveys and MS Forms)	363 surveys completed at roadshows
Surveys completed from those left at libraries, Family Hubs and community centres	50 paper surveys completed from this method
Unique clicks generated through One Torbay (residents e-newsletter) 30 June – 21 July	605 (unique visits to the yoursay.torbay.gov.uk page)
Unique clicks generated through Staff News (29 June – 20 July)	632 (unique visits to the yoursay.torbay.gov.uk page)
Unique click throughs to yoursay.torbay.gov.uk from all social media channels	737 (unique visits to the yoursay.torbay.gov.uk page)
From website	551 (unique visits to the yoursay.torbay.gov.uk page)
Search engine	101 (unique visits to the yoursay.torbay.gov.uk page)
Direct	863 (unique visits to the yoursay.torbay.gov.uk page)
Referrals	1358 (unique visits to the yoursay.torbay.gov.uk page)