



Basingstoke and Deane Borough Council regularly engage with the community to test and inform key priorities and the allocation of resources.

As part of this process, the council commissioned M·E·L Research to carry out a residents' survey on their behalf. The overall objective of the research was to capture resident perceptions to inform service prioritisation and improvement.

RESIDENTS SURVEY 2022

Between June and August 2022, 1,103 doorstep surveys were carried out with residents which were representative to the borough by age group, gender, Rural Urban Classification and ward.

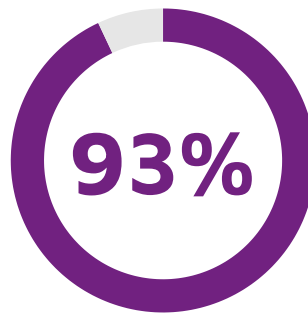


ATTITUDES TOWARDS THE LOCAL AREA



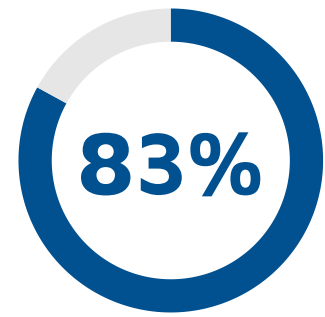
feel **safe** when outside in the local area during the day

South East: 91%
National: 93%

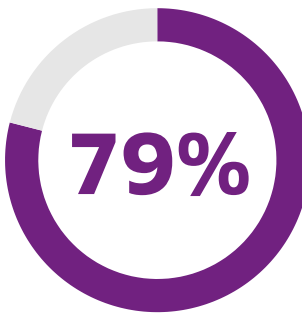


satisfied with the local area as a place to live

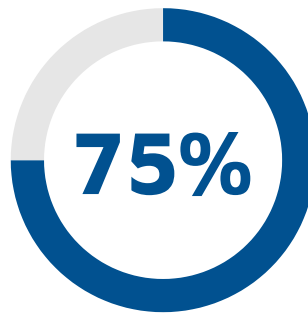
South East: 74%
National: 80%



feel they **belong** to the local area

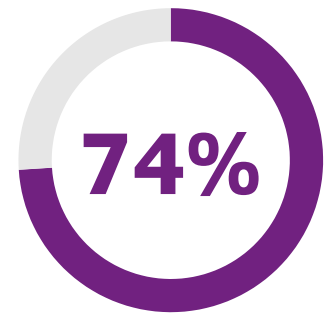


agree that people from different ethnic backgrounds get on well together



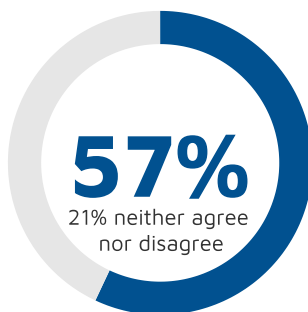
satisfied with the way the council runs things

South East: 62%
National: 62%



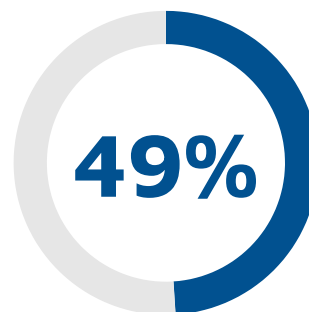
feel **safe** when outside in the local area after dark

South East: 73%
National: 74%



agreed that the council provides value for money

South East: 43%
National: 46%



feel **informed** about the services and benefits provided by the council

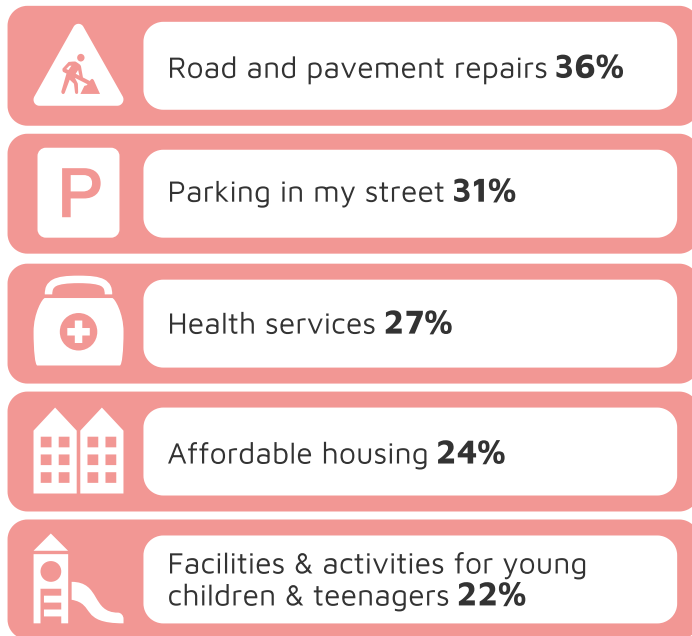
South East: 60%
National: 57%

LOCAL SERVICES

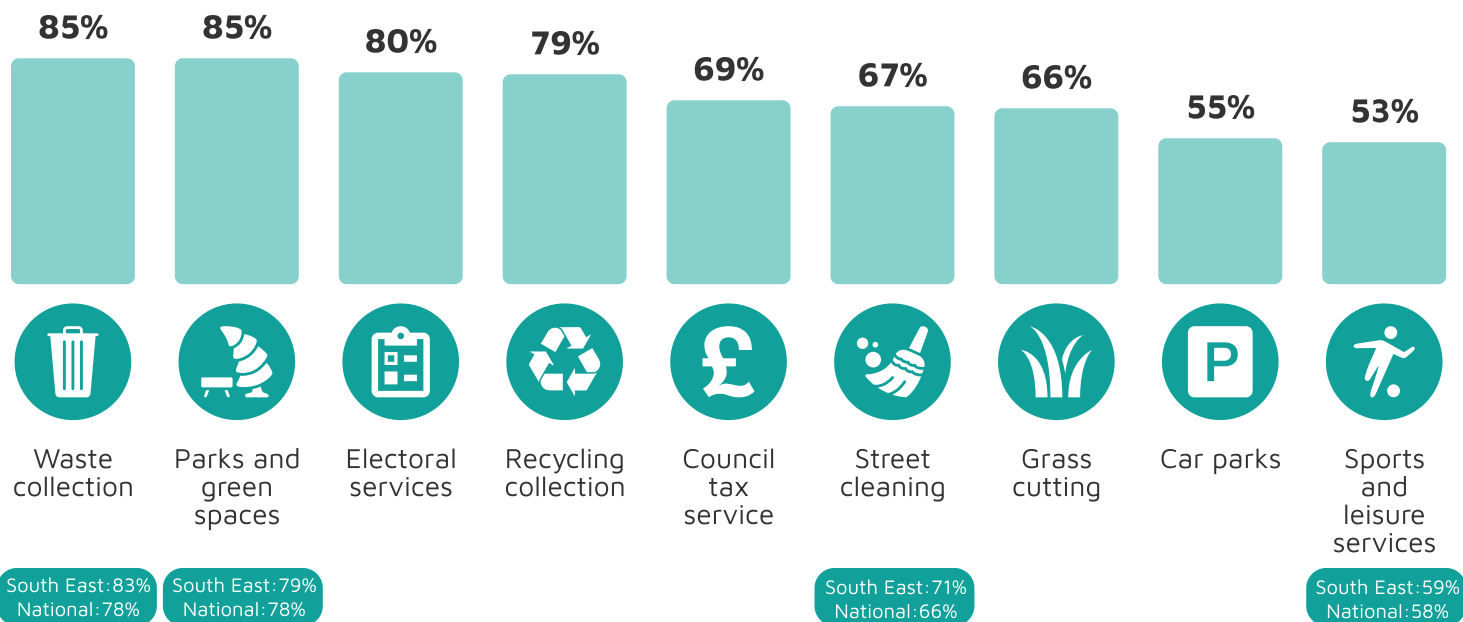
What makes an area a good place to live:



What is in most need of improvement:

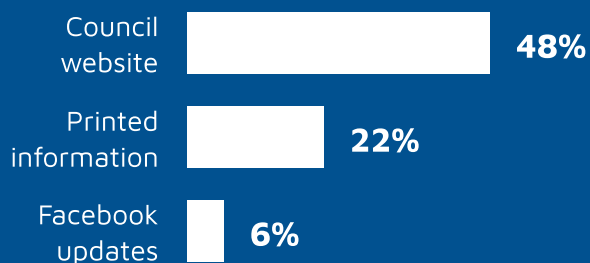


Satisfaction with service provision:



COMMUNICATIONS

Main sources of council information:

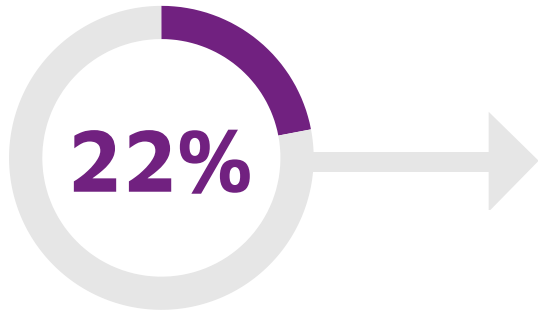


Barriers to using online services:

- Nothing, I am happy to use online services **28%**
- Other (e.g. not needed, someone helps) **24%**
- No access to a computer **22%**

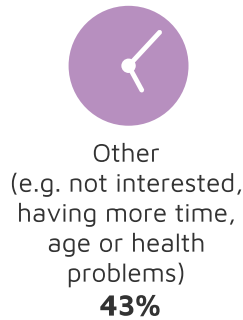
VOLUNTEERING AND PHYSICAL ACTIVITY

Volunteering

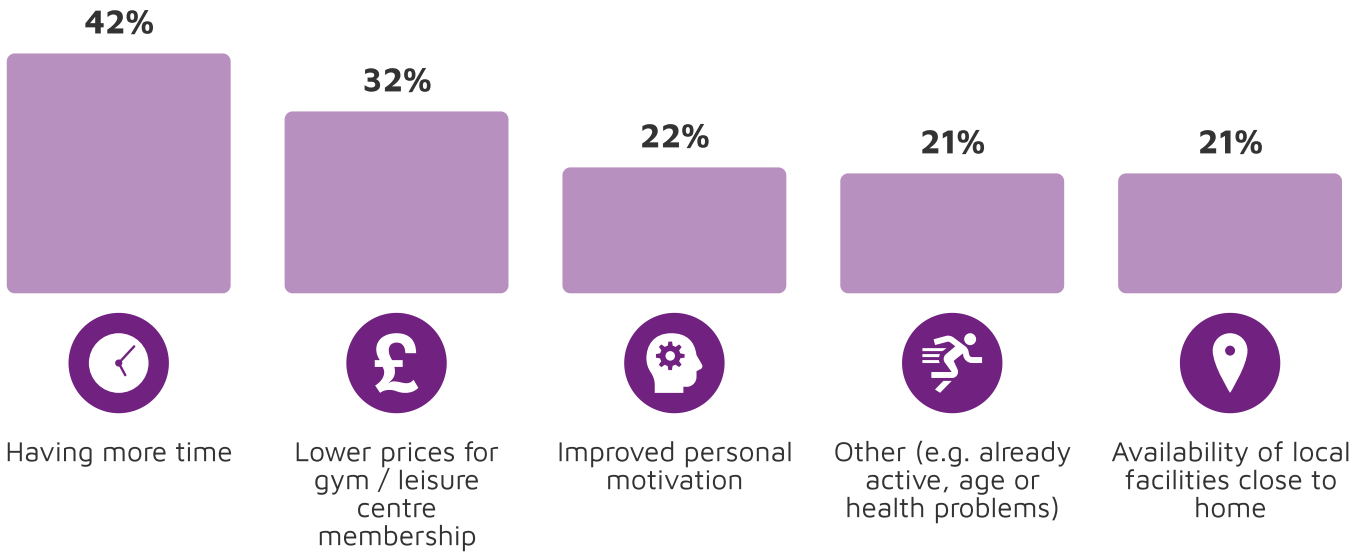


had given unpaid time to **volunteer** in the last 12 months

Encouragement to volunteer:



Help needed to become more physically active



CLIMATE CHANGE



59% feel well informed about actions they can take to help address climate change

Personal actions residents are prepared to take in the next two years:

- Turn off lights and appliances when they're not being used **76%**
- Wasting less (especially food) **63%**
- Walking or cycling more **61%**
- Turning the heating down **53%**
- Reusing things or fixing things where possible **48%**



Changes residents think the council should make to waste collection services:

- Lobby for less packing on food and other goods **53%**
- Introduce food waste collections **52%**
- Give residents a better understanding of what can be recycled **48%**
- Provide larger green recycling bin **35%**
- Give more information of how to donate items to charity **28%**

