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Residents' Survey 2022

**Basingstoke and Deane
Borough Council**

Final report

September 2022



Project details	3
Executive summary.....	4
Background	7
Findings	11
Conclusions	50
Appendix A: Questionnaire	55

Project details

Title	Residents' Survey 2022
Client	Basingstoke and Deane Borough Council
Project number	████
Author	████████████████████
Reviewed by	████████████████████

This project has been delivered to ISO 9001:2015, 20252:2019 and 27001:2013 standards.



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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



satisfied with the local area as a place to live



feel they **belong** to the local area



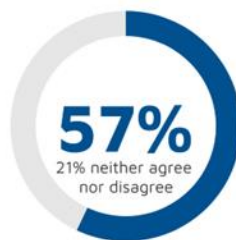
agree that people from different ethnic backgrounds get on well together



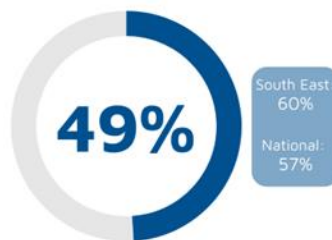
satisfied with the way the council runs things



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



agreed that the council provides value for money



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

The South East and average national scores for the financial year 2021/22 LGA 'Are you being served' data have been used.

LOCAL SERVICES

What makes an area a good place to live:



What is in most need of improvement:

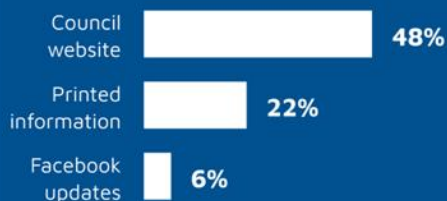


Satisfaction with service provision:



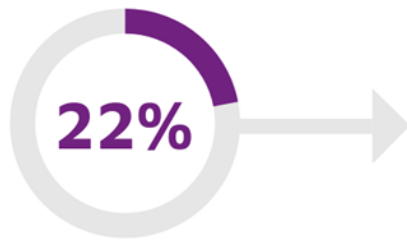
COMMUNICATIONS

Main sources of council information:



VOLUNTEERING AND PHYSICAL ACTIVITY

Volunteering



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

Encouragement to volunteer:



Other (e.g. not interested, having more time, age or health problems) **43%**

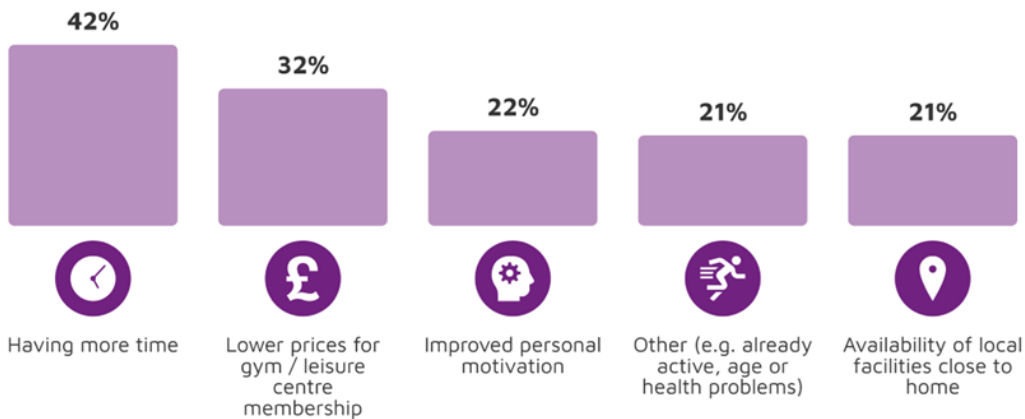


More information on the local charities and organisations needing volunteers **34%**



More information on the different type of volunteer roles **28%**

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%**



Background

Research context

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, particularly whether any of these had changed in light of the COVID-19 pandemic. The research covered a set of broad topics to gain an understanding of:

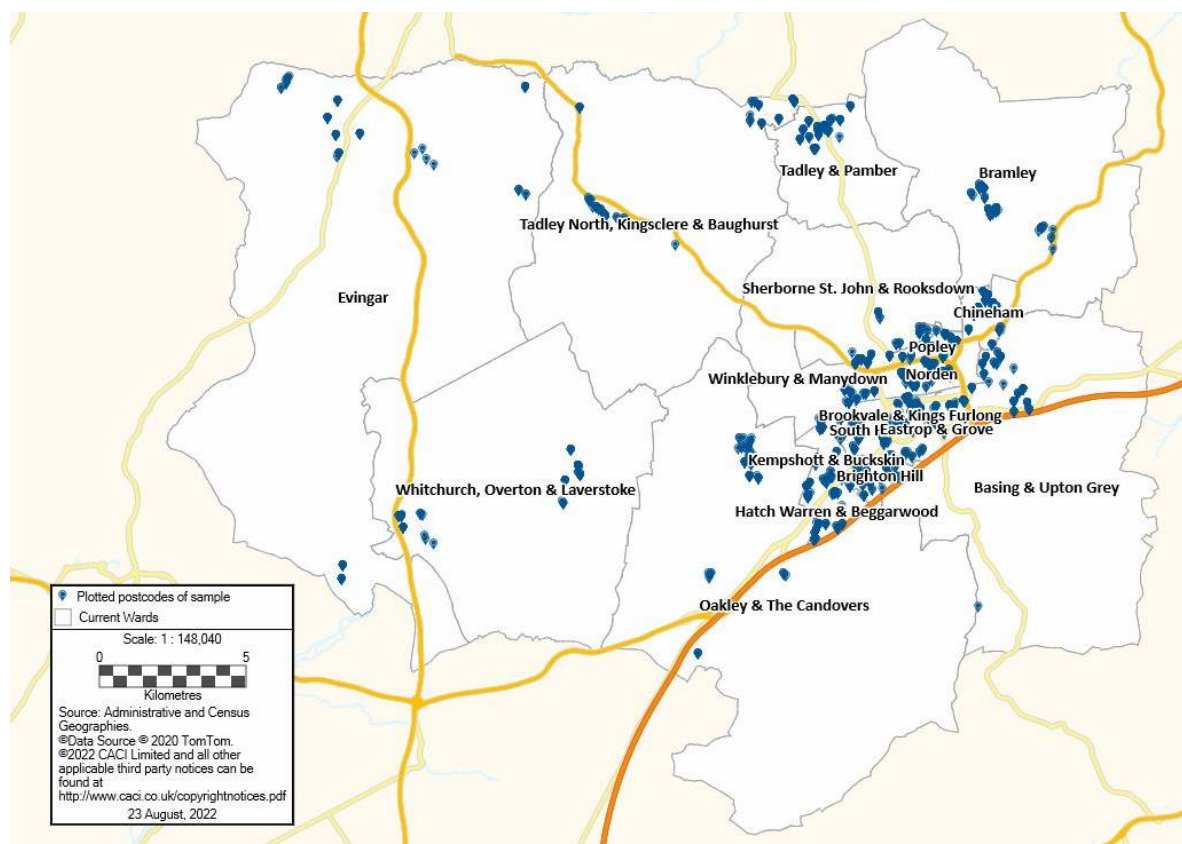
- Satisfaction with the local area and 'Vision of Place'
- Service satisfaction
- Importance of climate change
- Volunteering
- Digital transformation and communication preferences

Methodology

A 15-minute, face to face (doorstep) survey was undertaken with residents between June and August 2022, conducted by trained social research interviewers, using a Computer Aided Personal Interview (CAPI) approach. A stratified, random sampling approach was used: a sample of residents' starting addresses were drawn randomly from Royal Mail's Postcode Address File, stratified by ward. From each starting address, interviewers aimed to achieve a cluster of approximately 5 interviews from adjacent and nearby properties. Quota targets were set for age group, gender, ward and Rural Urban Classification. Below presents a summary of the approach:

Target population	Residents of Basingstoke and Deane Borough aged 18 or older
Interview length	Average of 15 minutes
Survey period	27 th June – 15 th August 2022
Sampling method	Stratified, random door-to-door surveying
Data collection method	Interviewer administered face to face survey
Total sample	1,103

Map 1: Plotted postcodes of survey sample



Statistical reliability

The survey findings are based on results of a sample of Basingstoke and Deane residents and results are therefore subject to sampling tolerances. With 1,103 residents having completed the survey, this returns a confidence interval of $\pm 2.9\%$ for a 50% statistic at the 95% confidence level. This simply means that if 50% of residents indicated they agreed with a certain aspect, the true figure (had the whole population been surveyed) could in reality lie within the range of 47.1% to 52.9% and that these results would be seen 95 times out of 100. Table 1 below shows the confidence intervals for differing response results (sample tolerance).

Table 1: Surveys completed overall

Size of sample	Approximate sampling tolerances*		
	50%	30% or 70%	10% or 90%
1,103 surveys	± 2.9	± 2.7	± 1.8

*Based on a 95% confidence level

The sample was proportioned representatively across the 18 wards in the borough (please see Table 2 below). Although, caution should be taken when interpreting the results due the small sizes and associated tolerance levels.

Table 2: Surveys completed by ward

Ward	No. of surveys completed	% of surveys completed	% of borough population (2021)*	Approximate sampling tolerances [^]
Basing & Upton Grey	64	6%	6%	±12.2
Bramley	59	5%	5%	±12.7
Brighton Hill	63	6%	6%	±12.3
Brookvale & Kings Furlong	64	6%	6%	±12.2
Chineham	63	6%	6%	±12.3
Eastrop & Grove	56	5%	5%	±13.1
Evingar	58	5%	5%	±12.8
Hatch Warren & Beggarwood	57	5%	5%	±12.9
Kempshott & Buckskin	66	6%	6%	±12
Norden	65	6%	6%	±12.1
Oakley & The Candovers	57	5%	5%	±12.9
Popley	59	5%	5%	±12.7
Sherborne St John & Rooksdown	67	6%	6%	±11.9
South Ham	59	5%	6%	±12.7
Tadley & Pamber	73	7%	6%	±11.4
Tadley North, Kingsclere & Baughurst	66	6%	6%	±12
Whitchurch, Overton & Laverstoke	65	6%	6%	±12.1
Winklebury & Manydown	42	4%	4%	±15.1

*Hampshire County Council Small Area Population Forecasts, 2021. [^]Based on a 95% confidence level for a 50% statistic.

Analysis and reporting

Results have been compared to historical residents' surveys carried out in 2012, 2014, 2017 and 2019 where applicable.

Several questions have been included from the Local Government Association's (LGA) 'Are you being Served?' survey for benchmarking purposes. The LGA's polling on resident satisfaction with councils is a triannual telephone survey of British adults across Great Britain. In addition, regional level results are published on a yearly basis. The South East and average national (Great Britain) scores for the financial year 2021/22 data have been used in this report. However, it should be noted that where comparisons are made to the LGA survey these should be seen as indicative due to the difference in data collection methodology.

Differences in views of sub-groups of the population were compared using a statistical test (z test¹) and statistically significant results (at the 95% level) are indicated in the text. Statistical significance means that a result is unlikely due to chance (i.e. it is a real difference in the population) and that if you were to replicate the study, you would be 95% certain the same results would be achieved again. The sample for this research was representative by ward, age group, gender and Rural Urban Classification, and broadly representative by tenure type and ethnicity. As such, analysis for other sub-groups will be indicative only.

Owing to the rounding of numbers, percentages displayed visually on graphs in this report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used. Where figures do not appear in a graph or chart, these are 3% or less. The 'base' or 'n=' figure referred to in each chart and table is the total number of residents responding to the question with a valid response.

Icon key:



Gender



Rural Urban Classification



Age group

Tenure type

Ward

Ethnicity

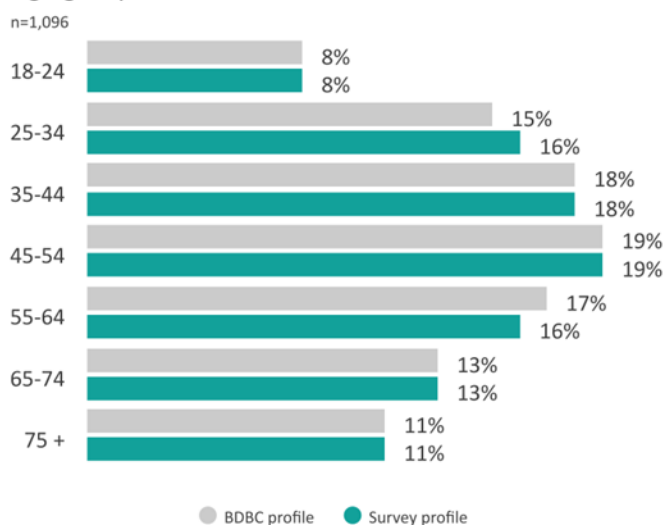
¹ A statistical test to determine whether two population means are different when the variances are known and the sample size is large.

Findings

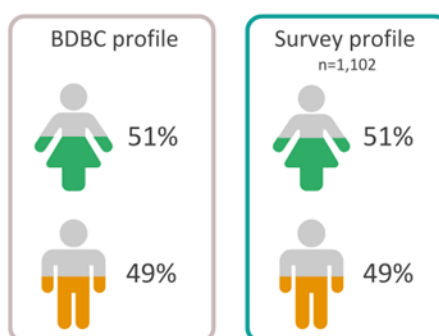
Who we spoke to

The sample was broadly representative by age group, gender, tenure type, Rural Urban Classification and ethnicity when compared to the known population of Basingstoke and Deane as whole. Overall profile data was sourced from Hampshire County Council Small Area Population Forecasts 2021, 2011 Census and 2011 Rural Urban Classification - ONS Crown Copyright Reserved 2018.

Age group



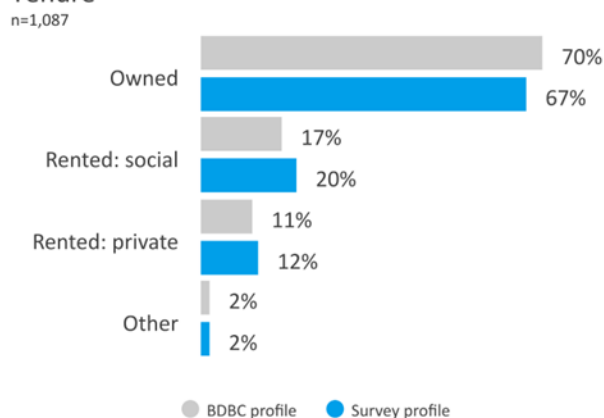
Gender



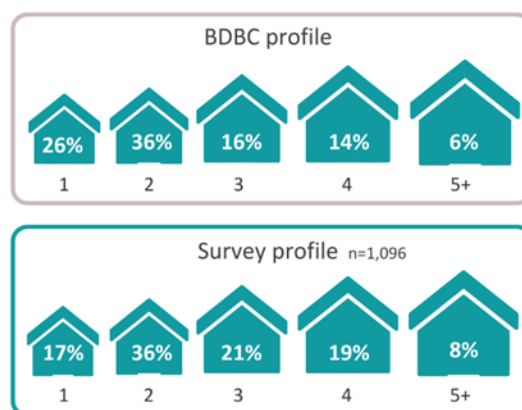
Disability



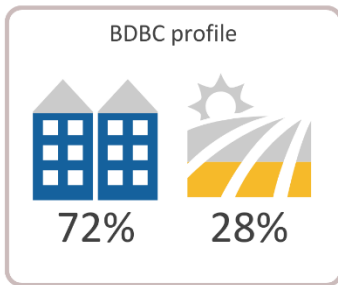
Tenure



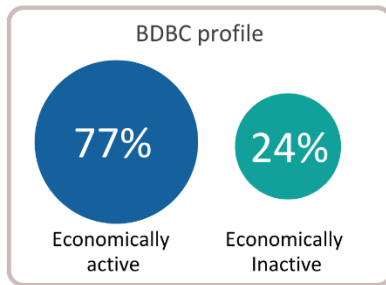
Household size



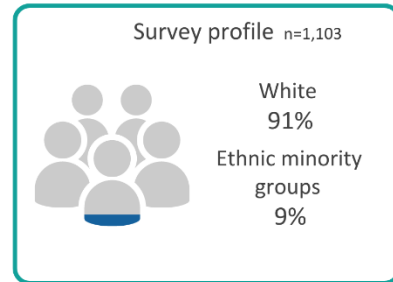
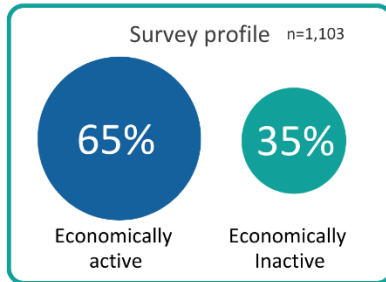
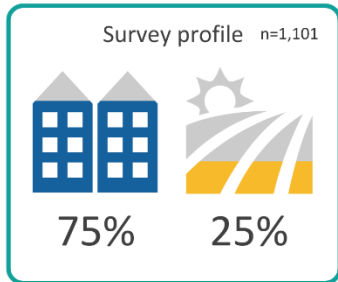
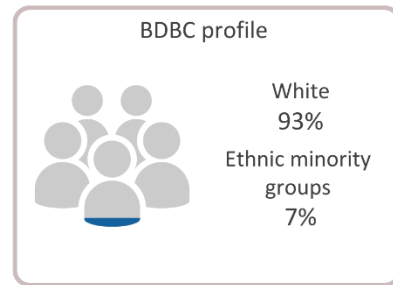
Rural Urban Classification



Economic activity



Ethnicity



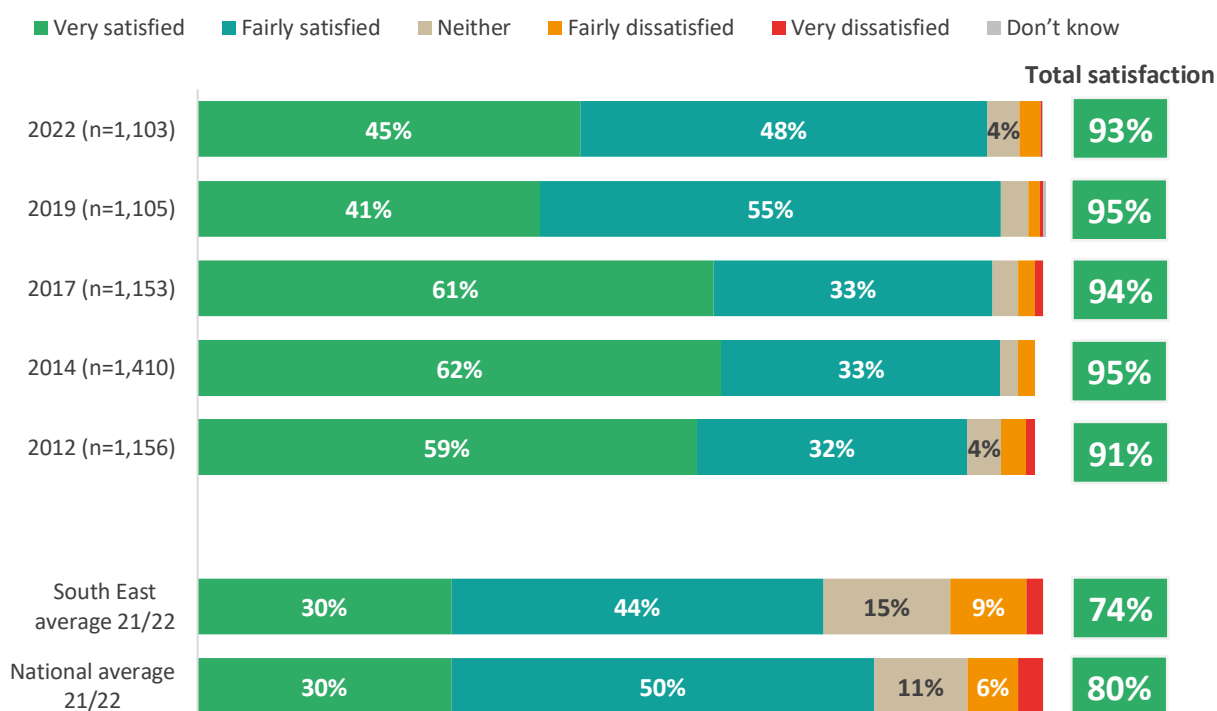
Section 1: Overall attitudes towards the local area

Satisfaction with the local area as a place to live




Residents were asked how satisfied they were with their local area as a place to live. When answering this question, residents were asked to consider their local area as being within a 15-20 minute walk from their home.

- 93%** of residents were ‘very’ (45%) or ‘fairly’ (48%) satisfied with their local area as a place to live. This result has remained fairly consistent since 2014 however, the proportions of residents stating they were ‘very’ satisfied continues to be lower than in 2017, 2014 and 2012. The difference between this year’s overall satisfaction result and the 2019 and 2014 results is small but statistically significant.
- When comparing overall satisfaction to the 2021/22 LGA scores for this question, Basingstoke and Deane is performing significantly better than the South East regional score (19% points higher) and the national average score (13% points higher).
 - Both the South East regional and the national average score have also fallen since 2019. In 2019, overall satisfaction was 80% in the South East and 81% nationally.

Figure 1.1: Overall, how satisfied or dissatisfied are you with your local area as a place to live?



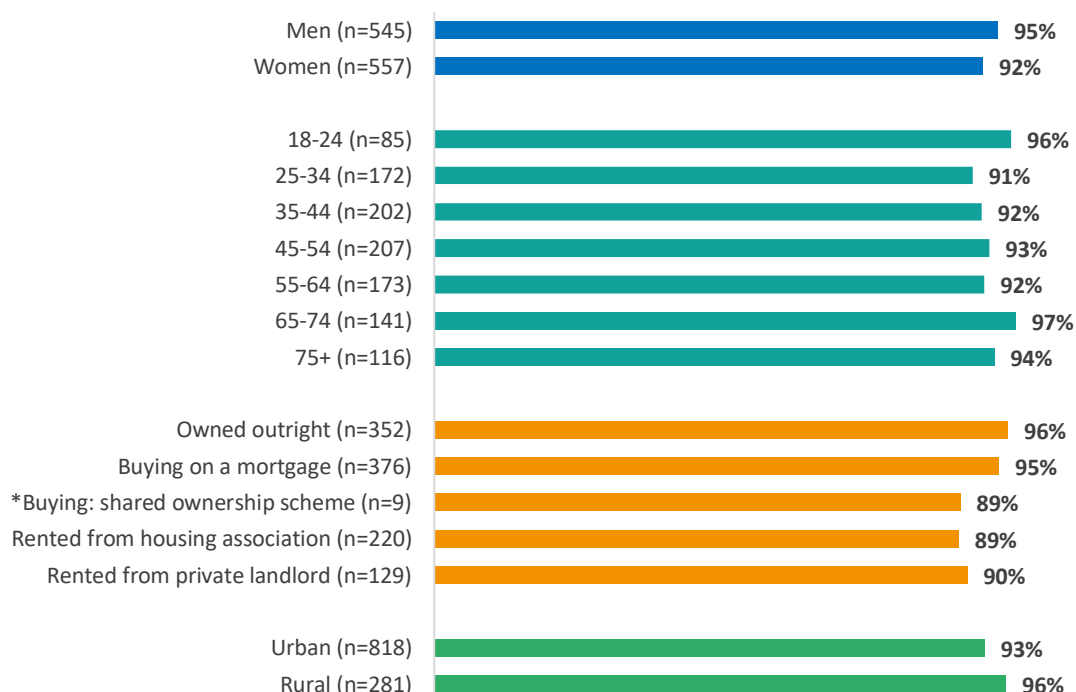
Sub-group analysis shows that there were significant variations by gender, age, housing tenure and ward:

	<ul style="list-style-type: none"> Those aged 65-74 were significantly more likely to be satisfied with their local area as a place to live (97%) compared to those aged 25-34 (91%) and 35-44 (92%).
	<ul style="list-style-type: none"> Fewer residents who rent their home from a housing association were satisfied with their local area as a place to live (89%) when compared to those who own their home outright (96%) or were buying their home on a mortgage (95%).
	<ul style="list-style-type: none"> When comparing overall satisfaction with the local area as a place to live by ward, all areas scored highly although some areas scored slightly lower. For example, significantly less residents in Brighton Hill (87%), Hatch Warren & Beggarwood (89%), Popley (88%) and South Ham (85%) were satisfied with the local area as a place to live.

Indicative sub-group analysis

- Residents with a disability were less likely to be satisfied with their local area as a place to live when compared to those without a disability (90% vs 94%).

Figure 1.2: Satisfaction with the local areas as a place to live by demographics



**Caution should be taken when interpreting the result due to the small base size.*

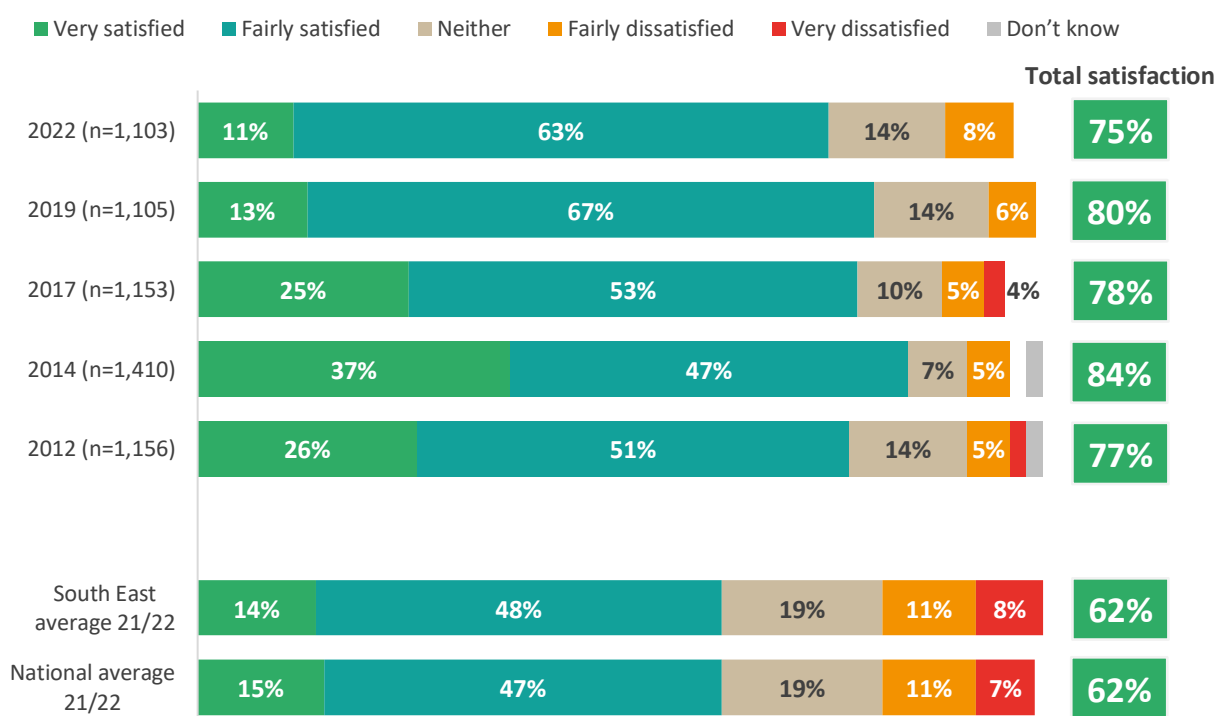
Satisfaction with the way the council runs things

Residents were read out the below statement and then asked how satisfied or dissatisfied they were with the way Basingstoke and Deane Borough Council runs things. Residents were also provided with a showcard that highlighted the division of key services between Basingstoke and Deane Borough Council and Hampshire County Council.





Your local area receives services from two councils, Basingstoke and Deane Borough Council and Hampshire County Council. This survey asks about Basingstoke and Deane Borough Council, which is responsible for a range of services such as refuse collection, street cleaning and planning.

- **75%** of residents were either ‘very’ (11%) or ‘fairly’ (63%) satisfied with the way the council runs things. 14% of residents had no feeling either way and 10% were dissatisfied.
- Satisfaction has fallen 5% points since 2019 when 80% of residents were satisfied with the way Basingstoke and Deane Borough Council runs things. This is a statistically significant difference.
- However, when comparing overall satisfaction to the 2021/22 LGA scores for this indicator, satisfaction is 13% points above both the South East and national average scores.
 - When comparing the LGA scores for 2022 to the 2019 LGA scores, both the regional and national scores have fallen slightly. In 2019, 64% were satisfied in the South East and 63% were nationally.

Figure 1.3: Overall, how satisfied or dissatisfied are you with the way Basingstoke and Deane Borough Council runs things?



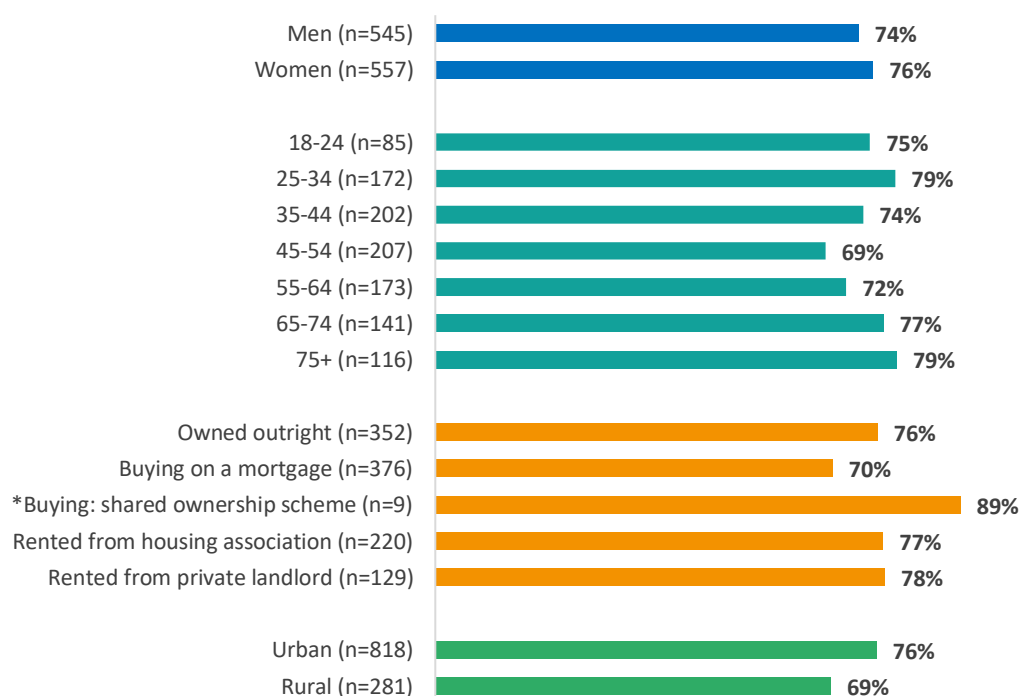
Sub-group analysis shows that there were significant variations by age, housing tenure, Rural Urban Classification and ward:

	<ul style="list-style-type: none"> Residents aged 45-54 were significantly less satisfied (69%) than those aged 25-34 (79%) and 75+ (79%) with the way the council runs things.
	<ul style="list-style-type: none"> Residents buying their home on a mortgage were less likely to be satisfied with the way the council runs things (70%) compared to those who own their home outright (76%) and those renting from a housing association (77%).
	<ul style="list-style-type: none"> Those living in urban areas were more likely to be satisfied with the way the council runs things than those living in rural areas (76% vs 69%).
	<ul style="list-style-type: none"> Residents living in Tadley & Pamber were significantly more satisfied with the way the council runs things (89%) than residents in almost all other wards. The lowest level of satisfaction was reported by those living in Tadley North, Kingsclere & Baughurst (65%).

Indicative sub-group analysis

- Residents with a disability were less likely to be satisfied with the way the council runs things when compared to those without a disability (67% vs 77%).

Figure 1.4: Satisfaction with the way the council runs things by demographics



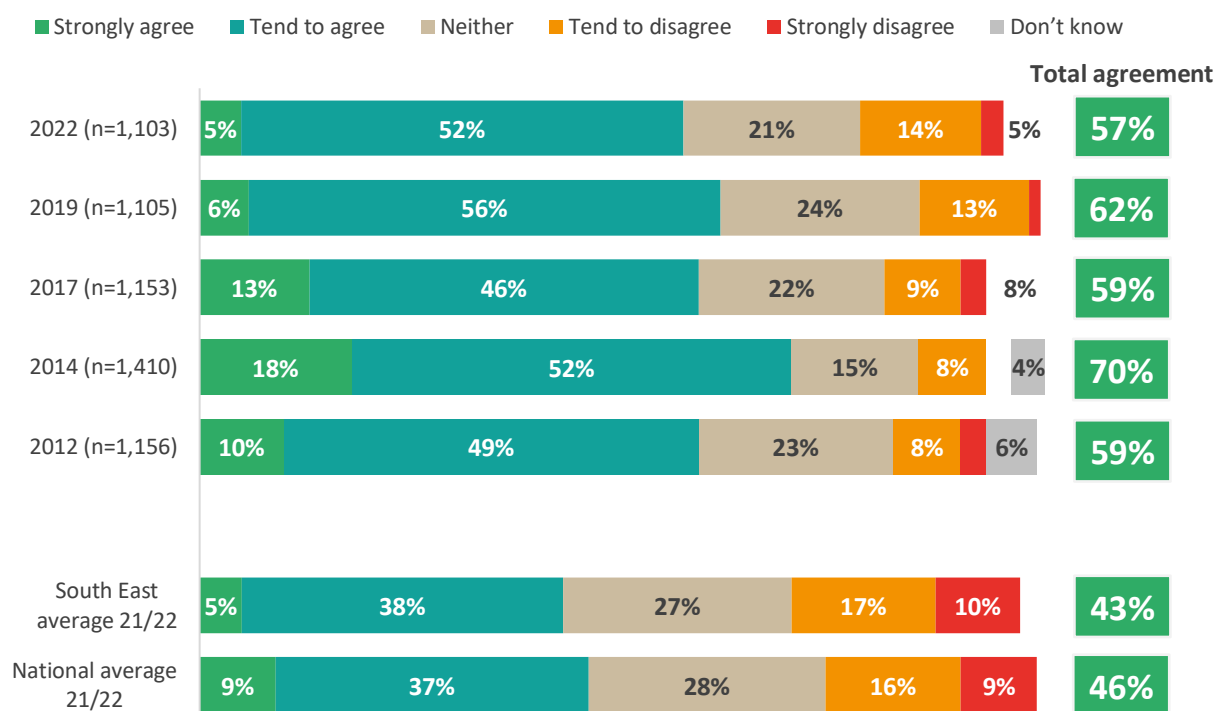
*Caution should be taken when interpreting the result due to the small base size.

Agreement the council provides value for money

Residents were then asked to think about the range of services Basingstoke and Deane Borough Council provides to the community, as well as the services their household uses, and asked to what extent they agree or disagree that the council provides value for money. Residents were provided with a showcard that highlighted the cost of council tax that is paid to Basingstoke and Deane Borough Council by band. The cost per day, per week and per year was shown.

- **57%** of residents either 'strongly' (5%) or 'tended to' (52%) agree that the council provides value for money. A fifth (21%) of residents had no feeling either way and the remaining 17% of residents disagreed that value for money is provided.
- When compared to the previous survey period in 2019, value for money perceptions have fallen by 5% points (a statistically significant difference), with more residents dissatisfied with the value for money provided by the council in the most recent period (however this difference is not significant – 3% points). Furthermore, the proportion of those 'strongly agreeing' has continued to fall since 2014.
- However, whilst agreement has fallen since 2019, when comparing overall agreement to the 2021/22 LGA scores for this question, Basingstoke and Deane is outperforming both the South East and national average scores by 14% points and 11% points respectively.
 - A fall in agreement since 2019 was also observed in the regional and national LGA scores. In 2019, agreement was 47% in the South East and 48% nationally.

Figure 1.5: To what extent do you agree or disagree that Basingstoke and Deane Borough Council provides value for money?



Sub-group analysis shows that there were significant variations by age, Rural Urban Classification and ward:




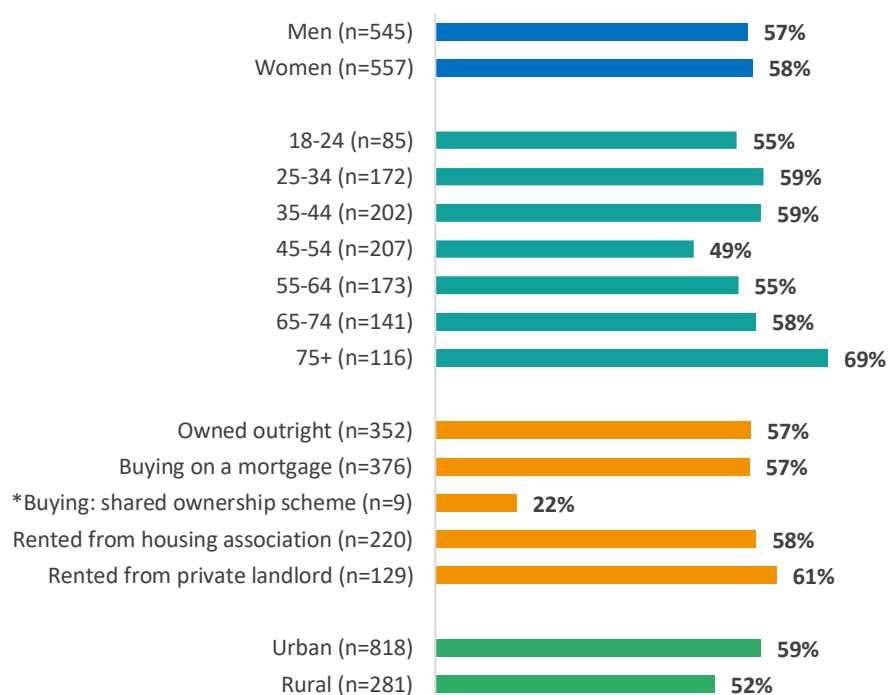
	<ul style="list-style-type: none"> Younger residents aged 25-44 and older residents aged 75+ were significantly more likely to agree with the council providing value for money (59% and 69% respectively) than those aged 45-54 (49% agreed).
	<ul style="list-style-type: none"> Fewer residents living in areas classified as rural agreed that the council provided value for money (52%) compared to those living in urban areas (59%).
	<ul style="list-style-type: none"> Significantly fewer residents agreed that the council provides value for money in Bramley (46%), Chineham (44%), Sherborne St John & Rooksdown (45%) and Whitchurch, Overton & Laverstoke (32%). This compares to areas such as Oakley & The Candovers (81% agreed), Popley (73% agreed) and Norden (69% agreed).

Figure 1.6: Agreement with the council providing value for money by demographics



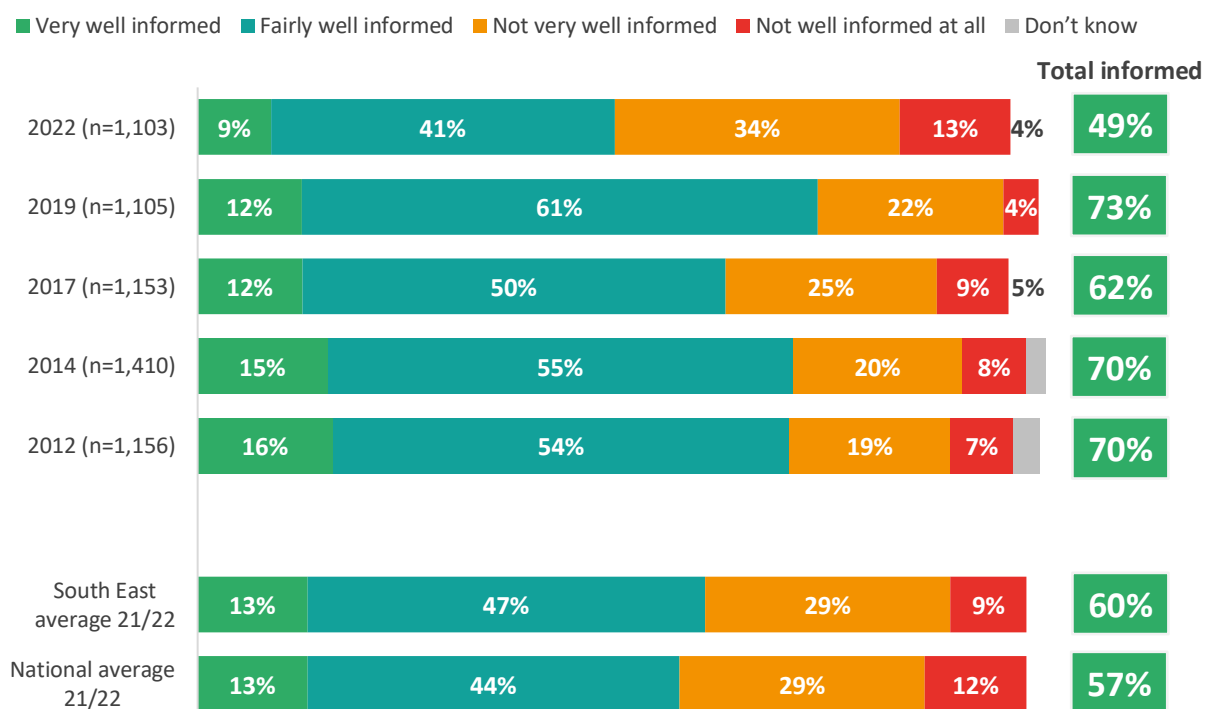
**Caution should be taken when interpreting the result due to the small base size.*

Keeping residents informed about the services and benefits provided

Residents were asked how well-informed they think Basingstoke and Deane Borough Council keeps residents about the services and benefits it provides.

- **49%** of residents either felt the council keeps them ‘very’ (9%) or ‘fairly’ (41%) well informed about the services and benefits it provides. Over a third (34%) felt the council does not keep residents informed very well and a further 13% felt the council doesn’t keep residents informed at all.
- The proportion of residents feeling well informed about the council’s services and benefits has fallen by 14% points, a statistically significant difference. The proportion of residents feeling well informed is now at its lowest level when compared to previous years (2012-2019).
- Comparison with the 2021/22 LGA scores for this question shows that results are lower than both the South East and national average scores (these differences are statistically significant). This year’s result is 11% points lower than the South East score and 8% points lower than the national average score.
 - When comparing the LGA scores for 2022 to the 2019 LGA scores, both the regional and national scores have fallen slightly. In 2019, 61% felt of those in the South East felt informed and 59% felt informed nationally.

Figure 1.7: Overall, how well informed do you think Basingstoke and Deane Borough Council keeps residents about the services and benefits it provides?



Sub-group analysis shows that there were significant variations by gender, age, housing tenure and ward:





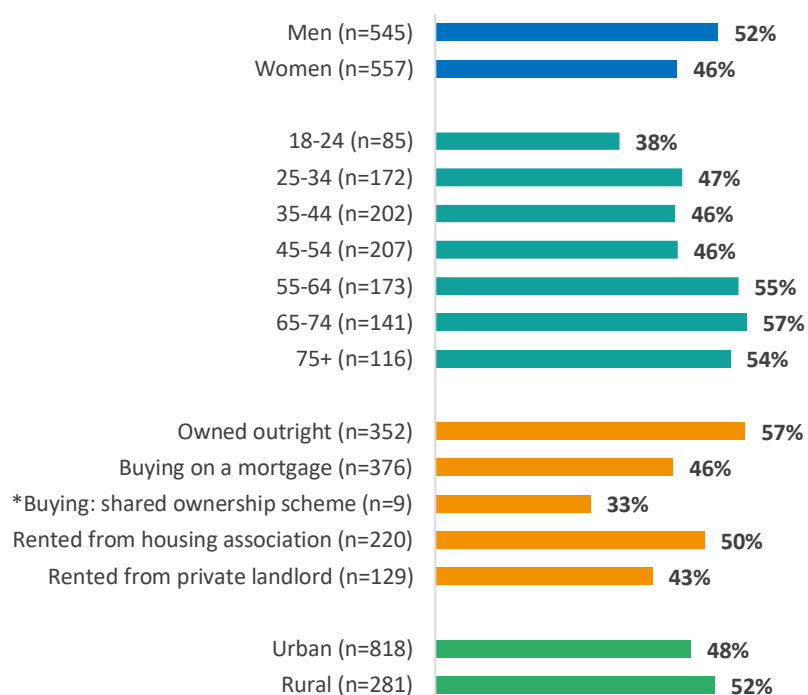
	<ul style="list-style-type: none"> Men were more likely to feel well informed than women (52% vs 46%).
	<ul style="list-style-type: none"> The youngest age groups (18-24) were less likely to feel that the council keeps them informed, with just 38% stating they felt informed. This compares to those aged 55+ who were significantly more likely to feel well informed.
	<ul style="list-style-type: none"> Residents who own their homes outright were more likely to feel informed (56%) than those buying their home on a mortgage (46%) or renting from a private landlord (43%).
	<ul style="list-style-type: none"> Residents living in Winklebury & Manydown were significantly more likely to have said that they feel informed (69%), compared to most of the other wards in the borough, for example 38% of residents in Norden felt informed.

Figure 1.8: Total who feel informed by demographics



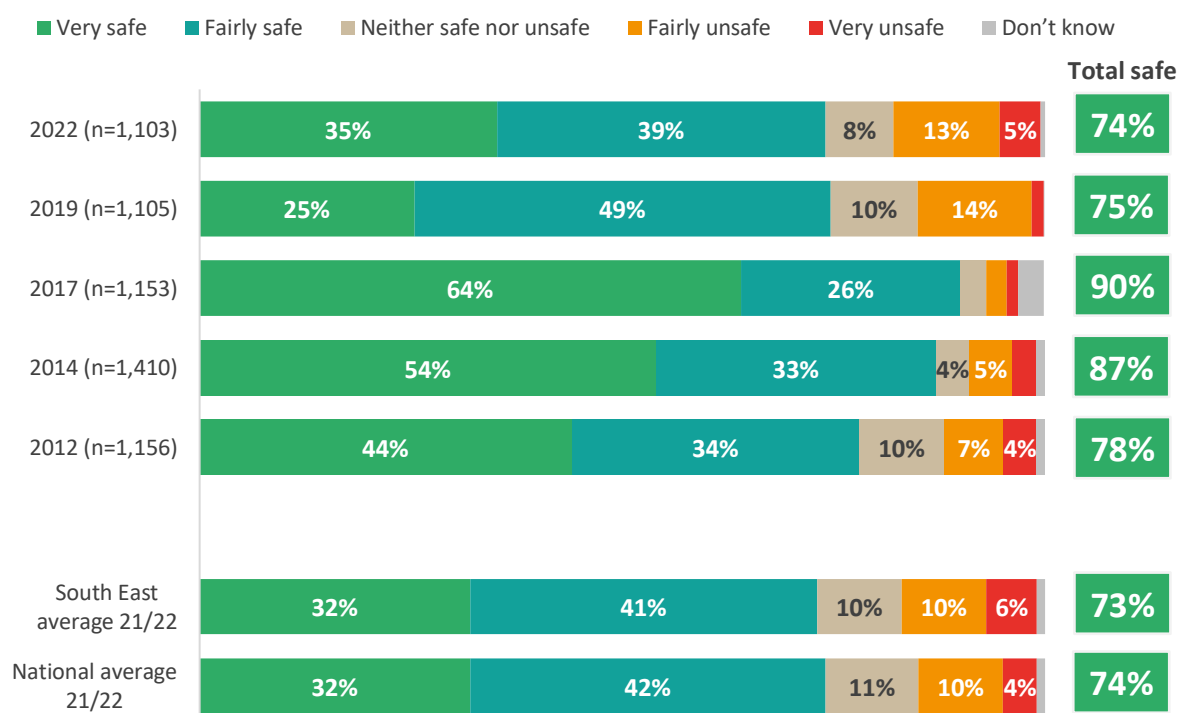
*Caution should be taken when interpreting the result due to the small base size.

Feeling safe outside after dark






Residents were asked how safe or unsafe they felt when they were outside after dark.

- 74%** of residents felt either 'very' (35%) or 'fairly' (39%) safe when outside after dark. 8% didn't have any feelings either way and 18% said they felt unsafe. The proportion of residents who felt safe outside after dark has fallen marginally since 2019 (not a statistically significant difference), remaining lower than previous scores from 2012-2017.
 - In 2019, the timing of the survey was highlighted as a potential factor in the lower levels of safety reported by residents due to the survey being conducted during darker Autumn/Winter months. The 2014 and 2017 surveys were carried out during the Spring/Summer months, whilst the 2012 survey took place during the Autumn. However, this year's results suggest a longer-term trend despite the change in seasons.
- However, when comparing perceptions of safety to the 2021/22 LGA scores, Basingstoke and Deane is performing marginally better than the South East score and in line with the national average score.
 - In 2019, 77% of residents reported feeling safe when outside after dark in the South East and 76% reported feeling safe nationally.

Figure 1.9: How safe or unsafe do you feel when outside in your local area after dark?



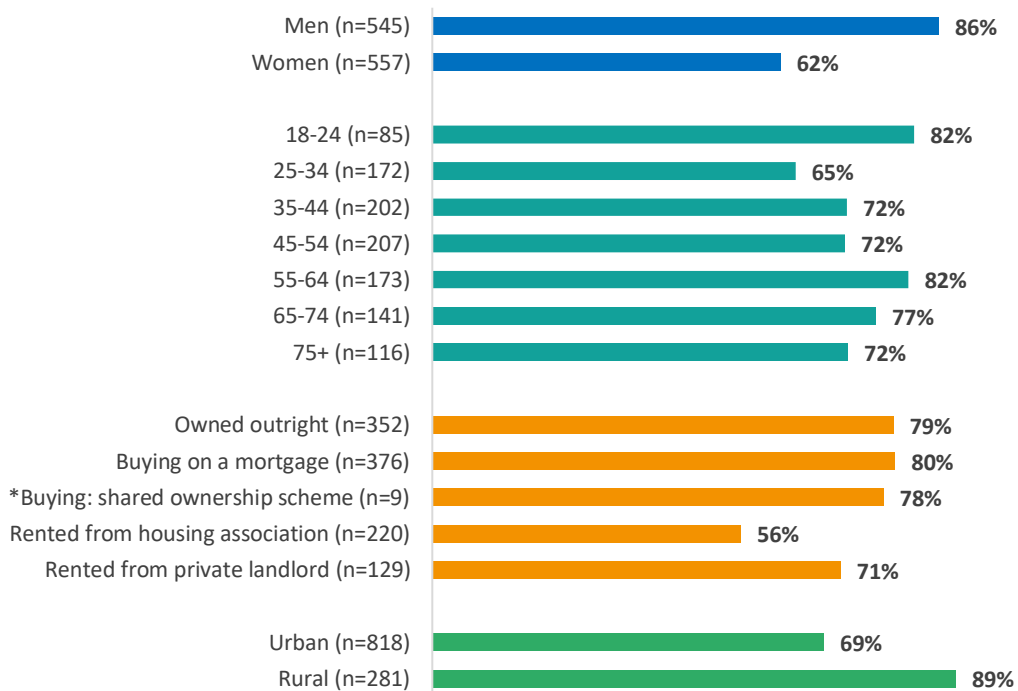
Sub-group analysis shows that there were significant variations by gender, age, housing tenure, Rural Urban Classification and ward:

	<ul style="list-style-type: none"> Women were less likely (62%) to have said they felt safe outside at night, compared to men, with 86% stating they felt safe.
	<ul style="list-style-type: none"> Fewer residents aged 25-34 said they felt safe at 65%, compared to those aged 18-24 (82%), 55-64 (82%) and 65-74 (77%).
	<ul style="list-style-type: none"> Fewer residents who rent their home from a housing association said they felt safe outside after dark (56%), compared to the other tenure types, for example 80% of those who are buying their home on a mortgage felt safe.
	<ul style="list-style-type: none"> Residents living in an urban environment were less likely to have stated they felt safe outside after dark (69%), compared to those in rural areas (89%).
	<ul style="list-style-type: none"> There were some variations with how safe residents feel when outside after dark by ward. Residents in Brighton Hill, Norden and South Ham were significantly less likely to feel safe with just 49-59% of residents stating they felt safe.

Indicative sub-group analysis

- Residents with a disability were less likely to feel safe after dark when compared to those without a disability (59% vs 78%).

Figure 1.10: Total who feel safe outside after dark by demographics



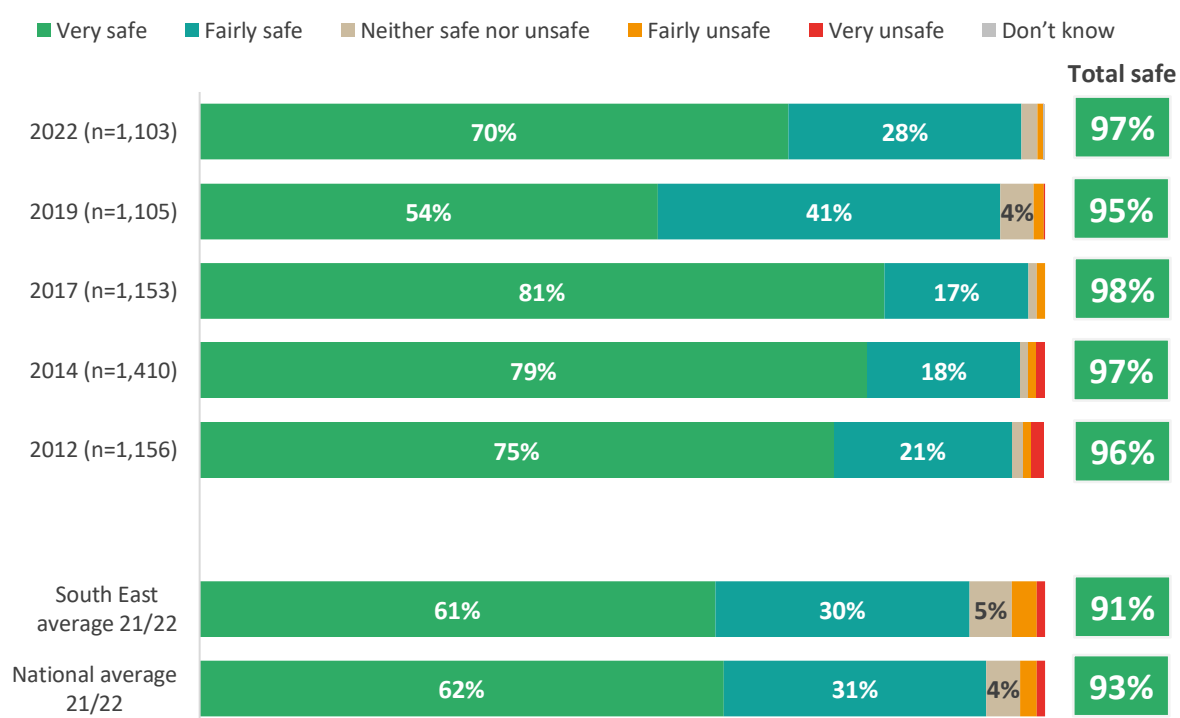
*Caution should be taken when interpreting the result due to the small base size.

Feeling safe outside during the day



Residents were then asked how safe they feel outside in their local area during the day.




- Results are more positive here, with **97%** of residents stating they either feel 'very' (70%) or 'fairly' (28%) safe. Just 1% of residents said they feel unsafe when outside during the day.
- This year's result is 2% points higher than the 2019 result and higher than both the South East score (6% points) and the national average score (4% points) when compared to the 2021/22 LGA scores for this indicator. All of these differences are statistically significant.
 - In 2019, 95% of residents reported feeling safe when outside after dark in the South East and 94% reported feeling safe nationally.

Figure 1.11: How safe or unsafe do you feel when outside in your local area during the day?



Sub-group analysis shows that there were significant variations by gender, age, housing tenure, Rural Urban Classification and ward:

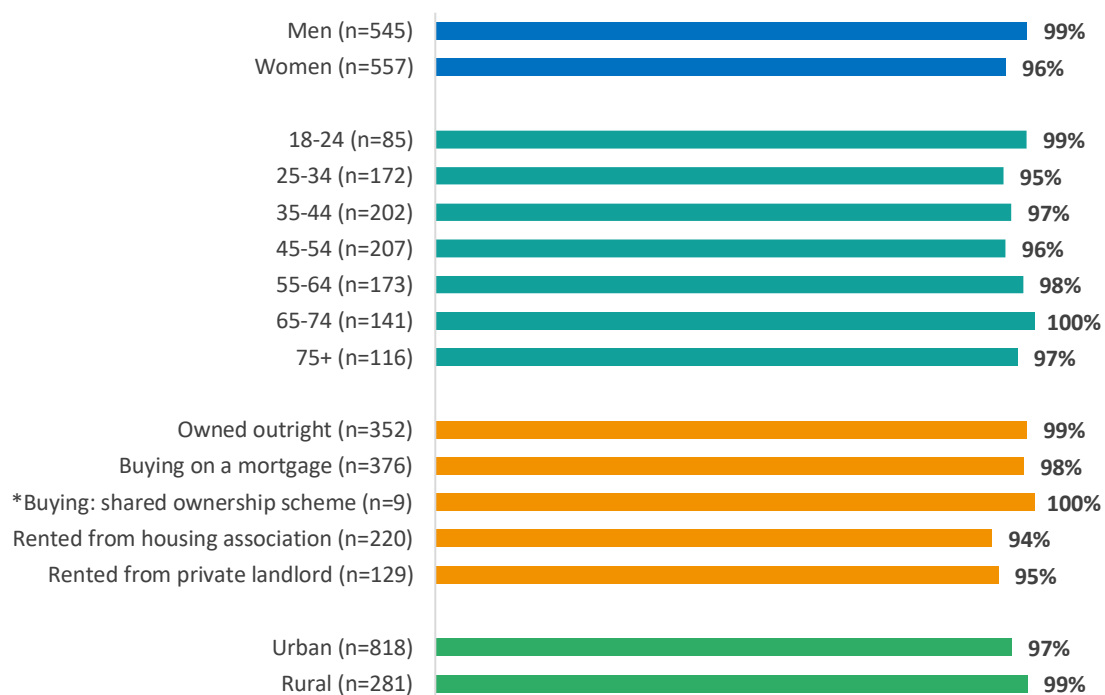
	<ul style="list-style-type: none"> Men were again more likely to feel safe when compared to women (99% vs 96%).
	<ul style="list-style-type: none"> Residents aged 65-74 were the most likely to feel safe during the day, with 100% of residents stating that they do. This compares to those aged 25-54 where significantly less residents reported feeling safe (95-97%).

	<ul style="list-style-type: none"> Residents living in a home rented from a housing association or a private landlord were less likely to feel safe compared to those that own their home outright or are buying on a mortgage. For example, 94% of those in homes rented from a housing association felt safe, compared to 99% of those living in owned outright accommodation.
	<ul style="list-style-type: none"> Residents living in an urban environment were less likely to have stated they felt safe outside during the day (97%), compared to those in rural areas (99%).
	<ul style="list-style-type: none"> When comparing whether residents feel safe outside during the day by ward, all of the wards achieved positive scores of 90% or greater. Those with the lower scores were Popley (93%) and South Ham (90%).

Indicative sub-group analysis

- Residents with a disability were less likely to feel safe when compared to those without a disability (95% vs 98%).

Figure 1.12: Total who feel safe outside during the day by demographics



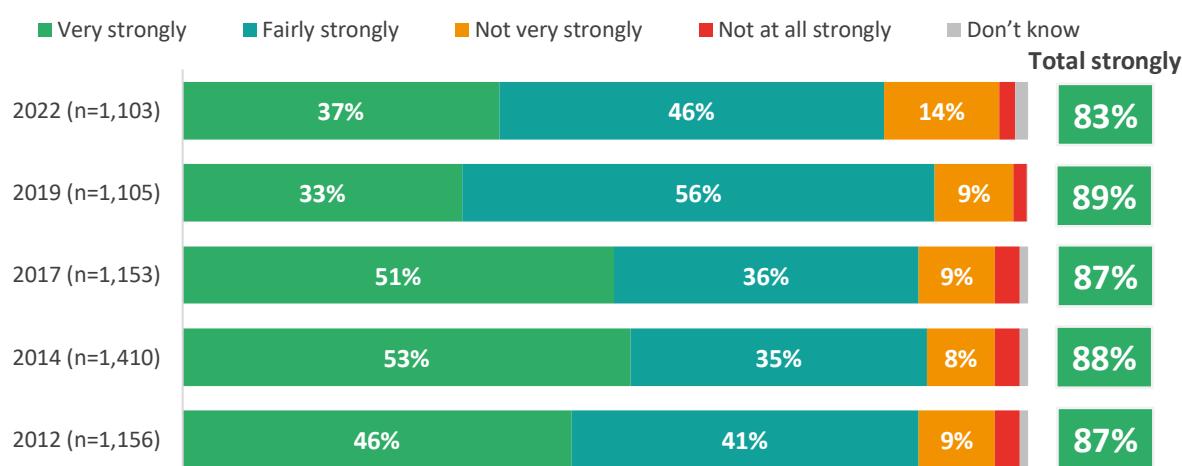
*Caution should be taken when interpreting the result due to the small base size.

Belonging to the area

Residents were asked how strongly they felt they belonged to their area.

- **83%** of residents said they have a ‘very’ (37%) or ‘fairly’ (46%) strong sense of belonging to their area whilst 16% said they do not feel that they belong to their area. This result has fallen 6% points since 2019 when 89% felt that they belonged and is now at its lowest level. This is a statistically significant fall.

Figure 1.13: How strongly do you feel you belong to the area?



Sub-group analysis shows that there were significant variations by age, housing tenure, Rural Urban Classification and ward:





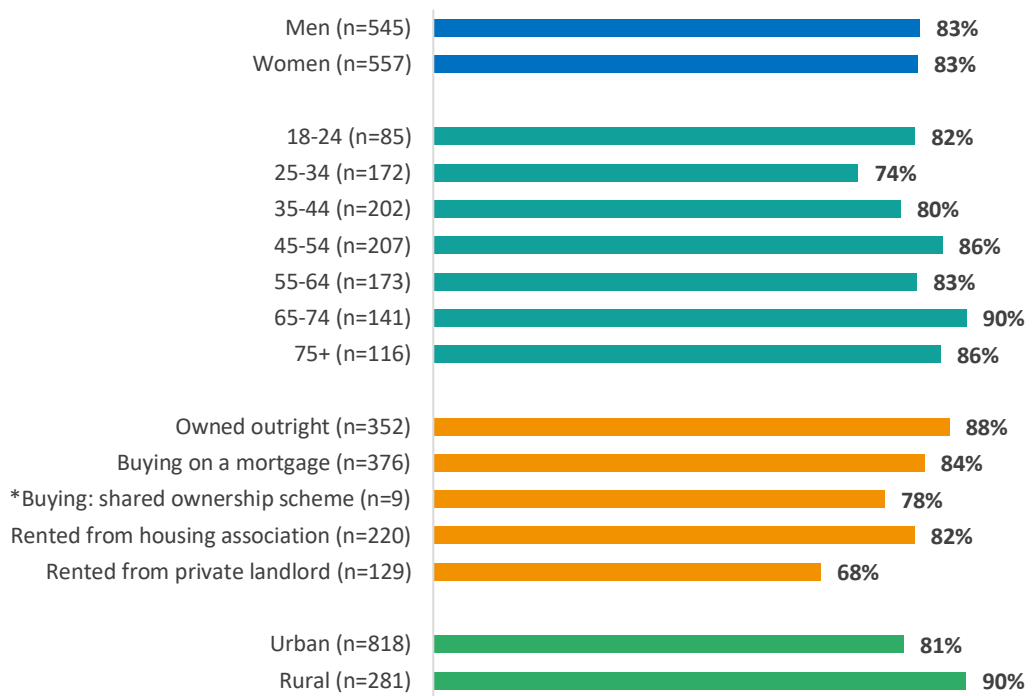
	<ul style="list-style-type: none"> ▪ Older residents aged 45+ were more likely to feel that they belong to their local area than those aged 25-34. For example, 90% of those aged 65-74 felt like they belonged to the area; this compares to 74% of those aged 25-34.
	<ul style="list-style-type: none"> ▪ Residents who rent their home from a private landlord were less likely to feel they belonged to the area (68%) when compared to those who own their home outright, were buying on a mortgage or rent from a housing association (82%-88%).
	<ul style="list-style-type: none"> ▪ Residents living in areas classified as rural were more likely to feel that they belong to the area (90%) compared to those living in urban area (81%).
	<ul style="list-style-type: none"> ▪ Residents living in Brookvale & Kings Furlong and Hatch Warren & Beggarwood were significantly less likely to feel that they belong to the area (both 72%). This compares to other wards such as Eastrop & Grove and Oakley & The Candovers where 93% of residents felt they belong to the area.

Figure 1.14: How strongly do you feel you belong to the area by demographics



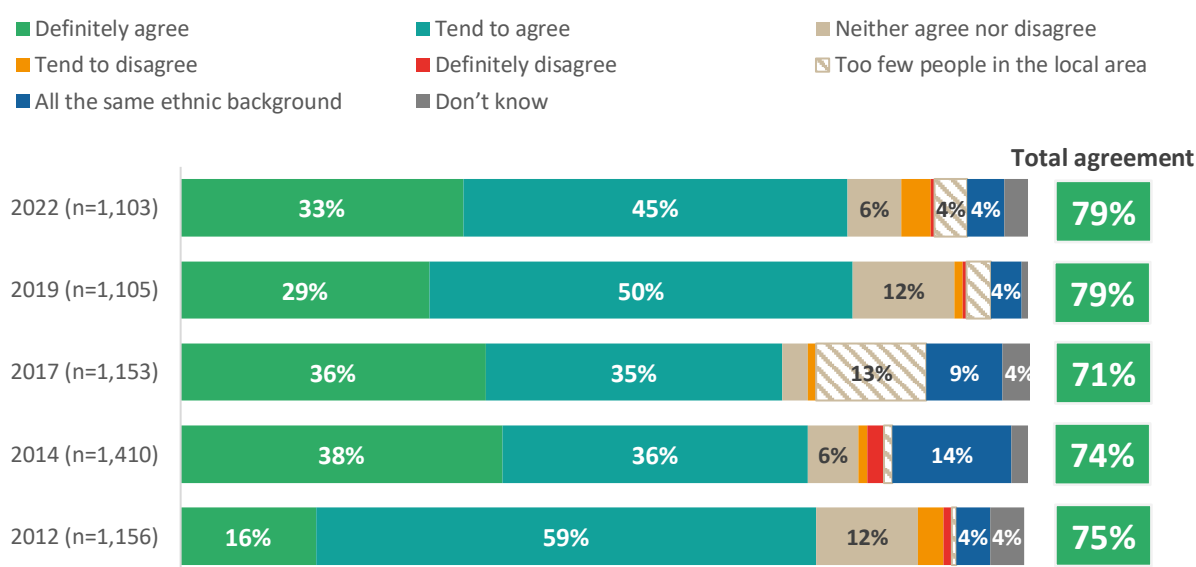
** Caution should be taken when interpreting the result due to the small base size.*

Getting on well together

Residents were asked to what extent they agree that their local area is a place where people from different ethnic backgrounds get on well together.

- **79%** of residents either 'definitely' (33%) or 'tended' (45%) to agree that people from different ethnic backgrounds get on well together. This is in line with the 2019 score, remaining higher than the 2012-2017 scores.

Figure 1.15: To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?

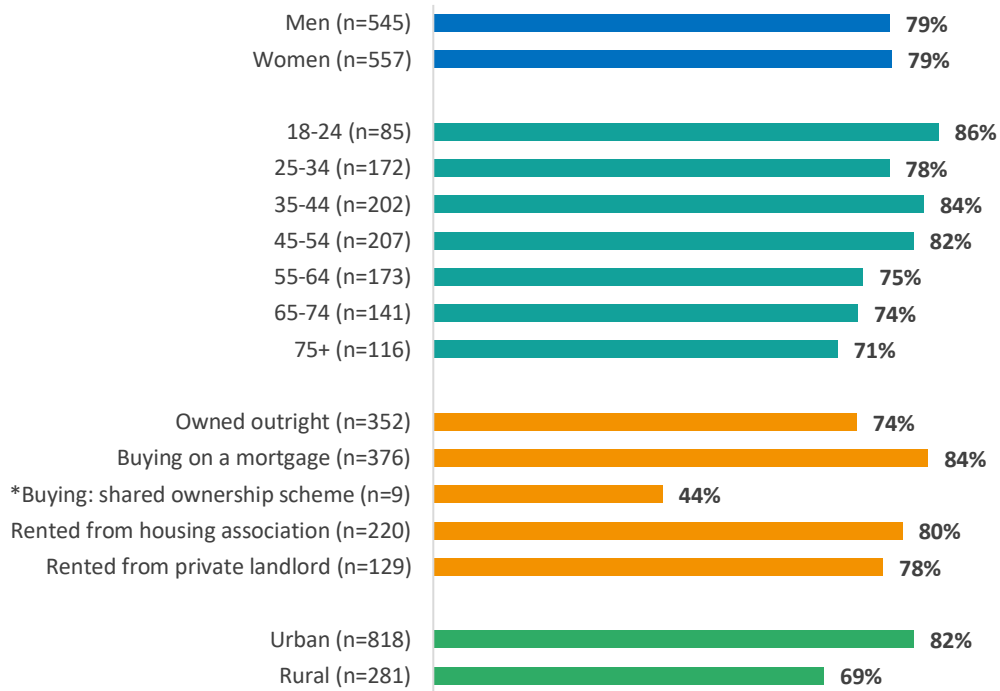


Sub-group analysis shows that there were significant variations by age, ethnicity, Rural Urban Classification and ward:

	<ul style="list-style-type: none"> ▪ Residents aged 65+ were less likely to agree that people from different ethnic backgrounds get on well together (71-74%). This compares to 86% of those aged 18-24 and 84% of those aged 35-44.
	<ul style="list-style-type: none"> ▪ Minority ethnic residents (all ethnic groups excluding White) were more likely to agree that people from different ethnic backgrounds get on well together in their local area (92%) compared to White residents (77%). White residents were significantly more likely to state that there are too few people in the local area (4% vs 0%) or that all residents are of the same ethnic background (5% vs 0%).
	<ul style="list-style-type: none"> ▪ Residents living in areas classified as urban were more likely to agree that people from different backgrounds get on well together than those living in rural areas (82% vs 69%). Residents in rural areas were significantly more likely to state that there are too few people in the local area (8% vs 2%), all residents are of the same ethnic background (8% vs 3%), or that they didn't know (5% vs 2%).

- When compared by ward, scores were relatively positive with only small proportions (<10%) disagreeing with this aspect. The highest levels of disagreement were from residents in Tadley North, Kingsclere & Baughurst and Whitchurch, Overton & Laverstoke (both 9%).

Figure 1.16: Agreement with the local area being a place where people from different ethnic backgrounds get on well together by demographics



*Caution should be taken when interpreting the result due to the small base size.

Section 2: Local area and services

What makes an area a good place to live and what needs improving

Basingstoke and Deane Borough Council provides many services to the local community and also has a role in planning, supporting and encouraging other services. Residents were asked to think about what things made somewhere a good place to live. Residents were able to select up to five options.

What makes an area a good place to live:

1. Health services – 49%
2. The level of crime and antisocial behaviour – 48%
3. Clean and litter free streets – 47%
4. Access to the countryside – 37%
5. Affordable housing – 36%

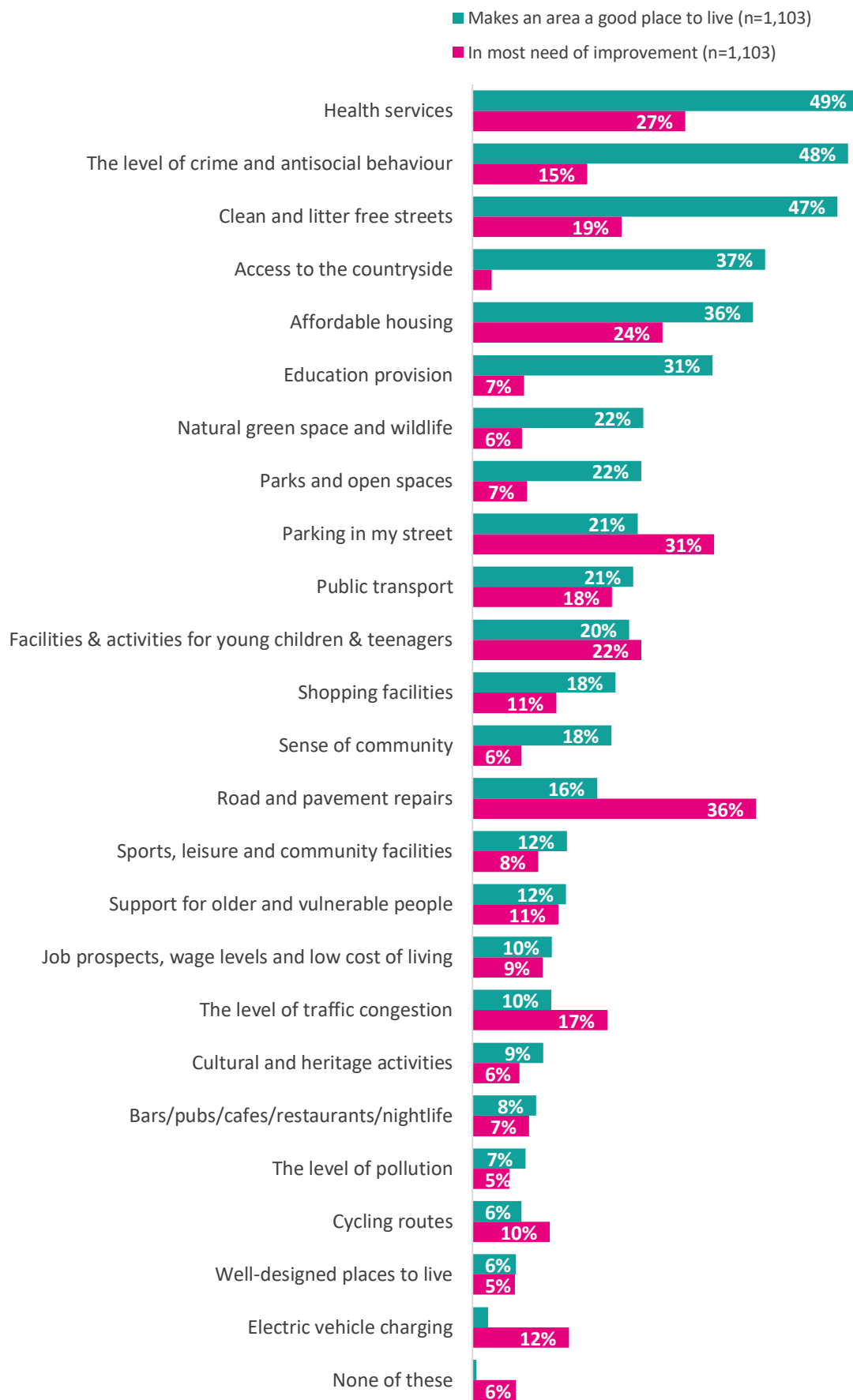
What is in most need of improvement:

1. Road and pavement repairs – 36%
2. Parking in my street – 31%
3. Health services – 27%
4. Affordable housing – 24%
5. Facilities & activities for young children & teenagers – 22%

Response options for this question were tweaked this year so comparison with previous years is limited. However, indicative comparison with 2019 shows that the top three factors for what makes an area a good place to live remain the same. However, the proportion of residents selecting 'access to the countryside' and 'natural green space and wildlife' has increased since 2019. This could be an impact of the COVID-19 pandemic, with a growth in the use and appreciation of parks and open spaces and nature being observed as a key legacy of the pandemic period in much of the community-based research M·E·L Research has conducted.

In regards to what needs improving, there has been a shift when compared to 2019, with road and pavement repairs being the only factor to remain in the top three. However, the top five factors remain largely the same, with parking in my street the only new addition, replacing public transport.

Figure 2.1: Thinking generally, which five things would you say are the most important in making somewhere a good place to live and which need most improving?



Sub-group analysis shows that there were significant variations by age and Rural Urban Classification:



	<p>What makes an area a good place to live:</p> <ul style="list-style-type: none"> As age increased, so did the proportion of residents stating that access to the countryside makes an area a good place to live. For example, 24% of those aged 18-24 stated this, compared to 64% of those aged 75+. Conversely, younger residents were much more likely to state that affordable housing makes an area a good place to live, with 58% of 18-24 year olds stating this compared to 19% of those 75+. Cultural and heritage activities and facilities and activities for young children and teenagers were also more commonly selected by younger residents. <p>What is in most need of improvement:</p> <ul style="list-style-type: none"> As age increased, so did the proportion of residents stating that they think health services need to be improved. For example, 32% of those aged 65-74 stated this compared to 15% of those aged 18-24. Younger residents were significantly more likely to state that affordable housing needs to be improved. For example, 29% of those aged 18-24 stated this, compared to 14% of those aged 75+. Facilities and activities for young children and teenagers were more of a concern for younger to middle aged residents (those typically more likely to be parents of young children). For example, 30% of those aged 35-44 stated that this aspect needs to be improved compared to 11% of those aged 75+.
	<p>What makes an area a good place to live:</p> <ul style="list-style-type: none"> Perhaps unsurprisingly, those in rural areas were more likely to feel that access to the countryside makes an area a good place to live (51%) compared to those in urban areas (33%). Those in rural areas were also more likely to state that education provision makes an area a good place to live (38% vs 28%). <p>What is in most need of improvement:</p> <ul style="list-style-type: none"> Those in urban areas were more likely to state that parking in their street was in need of improvement (35% vs 20%). Residents in rural areas were more likely to think that affordable housing needs to be improved (31%) compared to those in urban areas (22%), as well as road and pavement repairs (43% vs 34%) and public transport (31% vs 13%).

Figure 2.2 overleaf plots importance (what makes an area a good place to live) against improvement. The horizontal dashed line marks the mean importance (13%) and the vertical dashed line marks the mean improvement score (20%). This divides the chart into four quadrants which each of the various aspects have been plotted onto. In summary, the figure highlights the following:

High importance, low improvement

These are aspects which residents rate as important in making an area a good place to live but have lower proportions of residents reporting that they require improvement within Basingstoke and Deane. This includes the level of crime and antisocial behaviour, access to the countryside and shopping facilities. The council should therefore ensure that the quality of services to support these aspects is maintained, where applicable.

High importance, high improvement

These are aspects which residents rate as important in making an area a good place to live and also have high proportions of residents reporting that they require improvement within Basingstoke and Deane. This includes health services, clean and litter free streets and affordable housing. Aspects in this quadrant are ones that the council should prioritise for future improvement, where applicable.

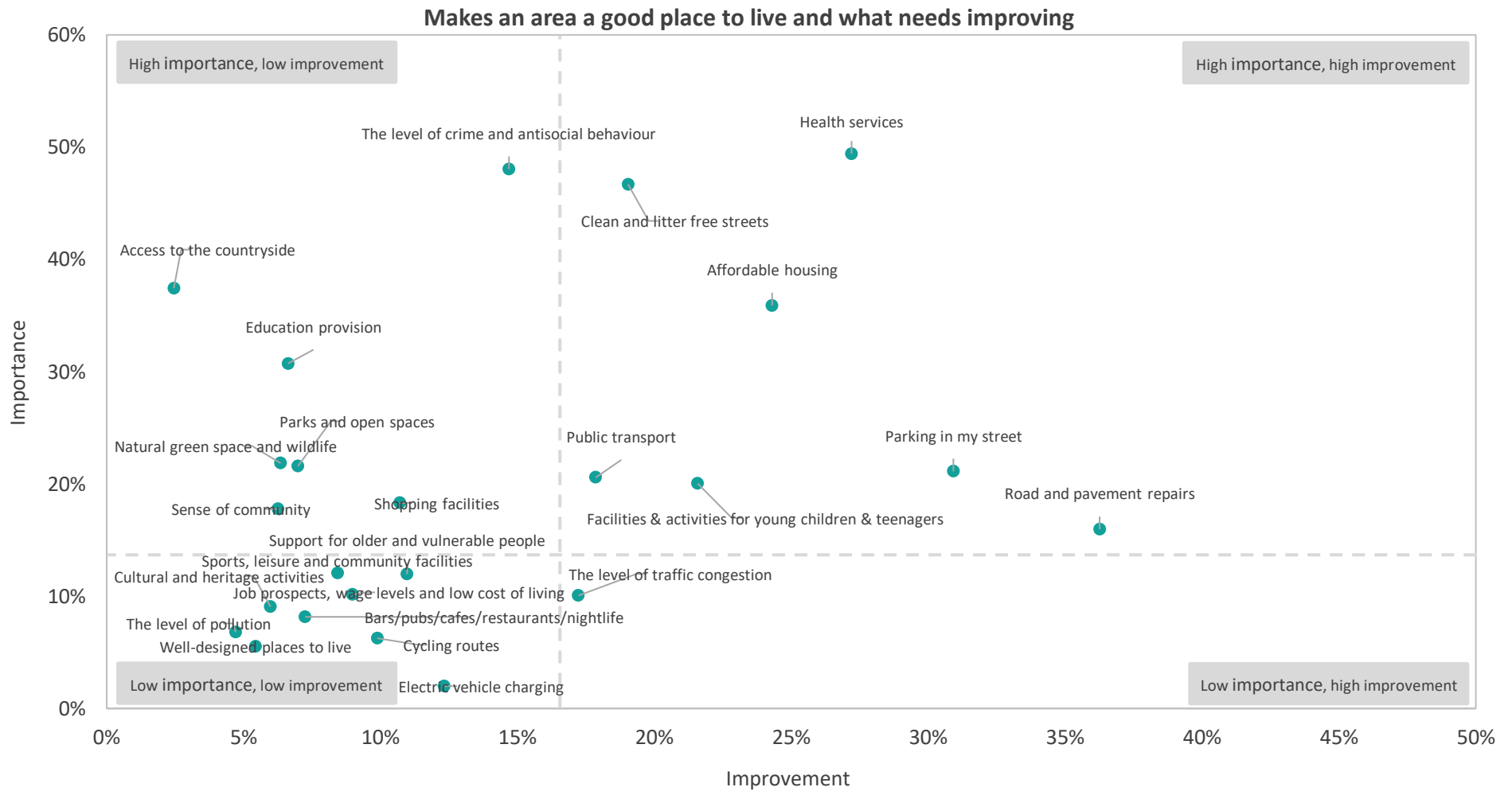
Low importance, low improvement

These are aspects which residents were less likely to rate as important in making an area a good place to live and also had lower proportions of residents reporting that they require improvement. Less priority is needed here as these aspects are not important to residents and residents do not feel improvement is needed. This includes sports, leisure and community facilities, the level of pollution and cycling routes.

Low importance, high improvement

These are aspects which residents were less likely to rate as important in making an area a good place to live but had high proportions of residents reporting that they require improvement. Just one aspect fell into this quadrant; the level of traffic congestion.

Figure 2.2: Quadrant chart showing what makes a good place to live and what needs improving



Satisfaction with Council services

Residents were then asked how satisfied or dissatisfied they were with a number of services provided by the council.

- The highest levels of satisfaction were with waste collections, parks and green spaces, electoral services and recycling collections.
- Satisfaction was lower for grass cutting, car parks and sports and leisure services, with less than two thirds of residents satisfied with these services. The highest levels of dissatisfaction were with grass cutting (20%), car parks (20%), street cleaning (15%) and sport and leisure services (15%).

Figure 2.3: Satisfaction with council services

Base size: 1,103

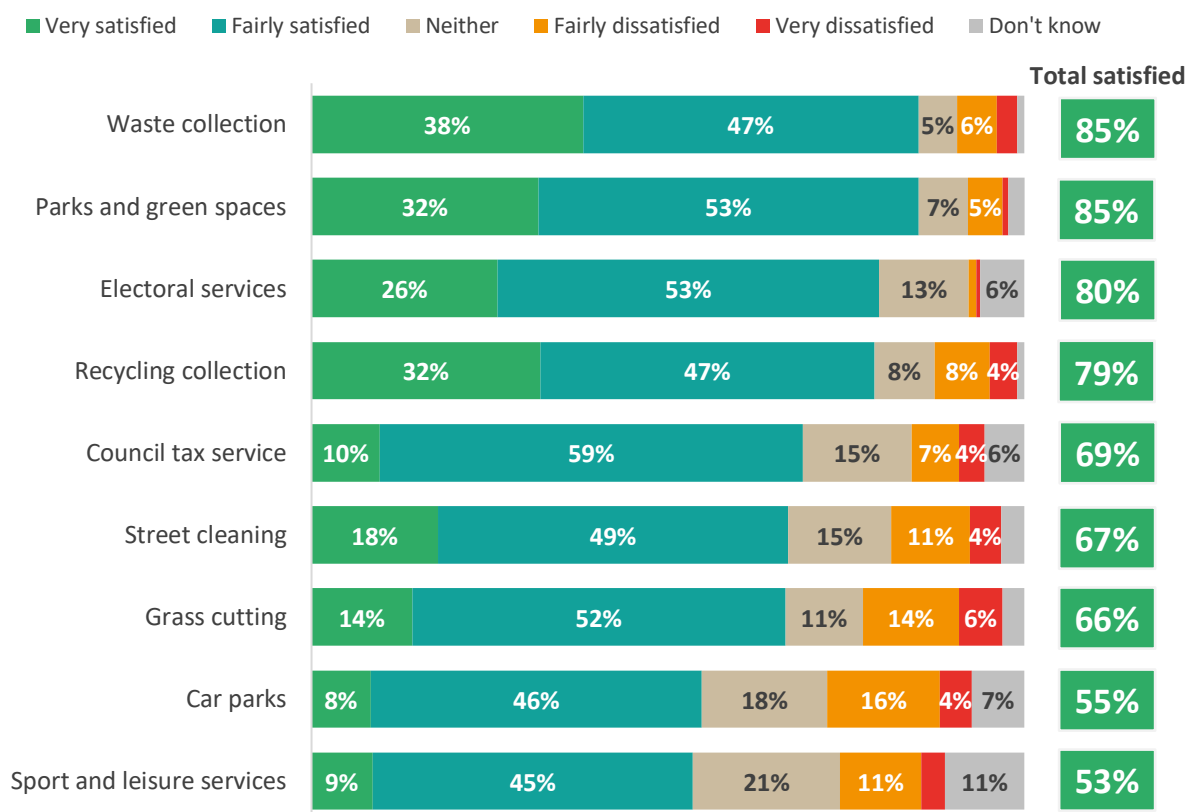




Table 2.1 below compares the levels of satisfaction against the LGA 2021/22 South East and national average scores, where comparable scores are available. This shows that satisfaction with waste collection services and parks and green spaces in Basingstoke and Deane outperforms both the South East score and national average. However, whilst street cleaning is in line with the national average, Basingstoke and Deane Borough Council isn't performing as well as other authorities in the South East.

For sport and leisure services, Basingstoke and Deane is performing behind both the South East score and the national average.

Table 2.1: Comparing satisfaction with council services to LGA 2021/22 results

	Basingstoke and Deane 2022	South East average 21/22	National average 21/22
Waste collection	85%	83%	78%
Parks and green spaces	85%	79%	78%
Street cleaning	67%	71%	66%
Sport and leisure services	53%	59%	58%

Sub-group analysis shows that there were significant variations by age and Rural Urban Classification:

	<ul style="list-style-type: none"> ▪ Older residents were more satisfied with waste and recycling collections, the council tax service and electoral services than younger residents. For example, 90% of 65-74 year olds were satisfied with waste collections compared to 80% of 18-24 year olds. ▪ Younger residents aged 18-34 were more satisfied with sport and leisure services (59%-60%) when compared to those 75+ (45%). However, as outlined later on in this report, a large proportion of older residents are less likely to use these facilities due to age and health problems.
	<ul style="list-style-type: none"> ▪ Residents in urban areas were more satisfied than those in rural areas with the following services: <ul style="list-style-type: none"> ▪ Waste collections (87% vs 80%) ▪ Street cleaning (70% vs 59%) ▪ Sport and leisure services (57% vs 44%) ▪ Council tax service (72% vs 59%) ▪ Grass cutting (69% vs 60%)

Section 3: Communicating with the council

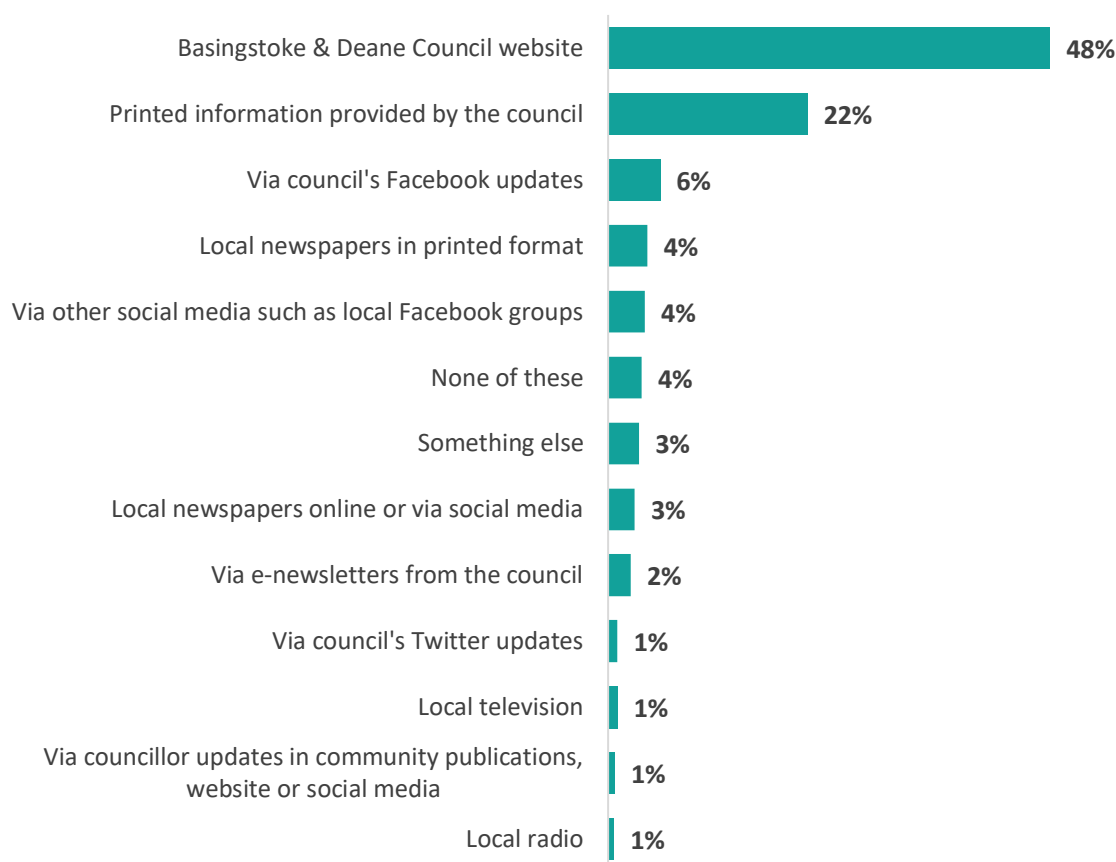
Main sources of information

Firstly, residents were asked for their main source of information about the council.

- The most popular methods were the council website and printed information provided by the council (including the residents' publication Basingstoke and Deane Today, leaflets, or posters).
- Less common sources include social media and local newspapers, both online and printed.

Figure 3.1: Main source of information about the council

Base size: 1,103



Response options for this question were tweaked this year so comparison with previous years is limited. However, indicative comparison with 2019 shows that the council's website and printed information provided by the council continue to be the most popular methods. This is the first time that the council's website has outperformed printed information as the main source of council information for residents.

Sub-group analysis shows that there were significant variations by age:


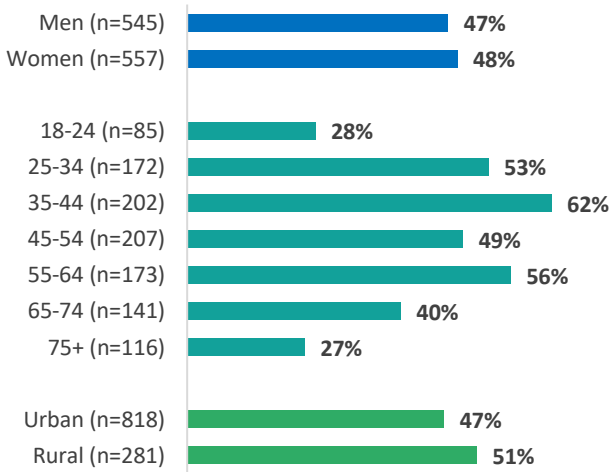
- 
 Residents aged 65+ were more likely to use printed information as their main source of information (31%-43%) than younger age groups aged 18-44 (11%-15%).
 - Younger residents aged 25-44 were more likely to use the council's website, however those in the youngest age bracket (18-24) were more variable in their preferences, for example 15% said they use the council's Facebook updates.

Figure 3.2: Basingstoke and Deane Borough Council website as main source of information about the council by demographics

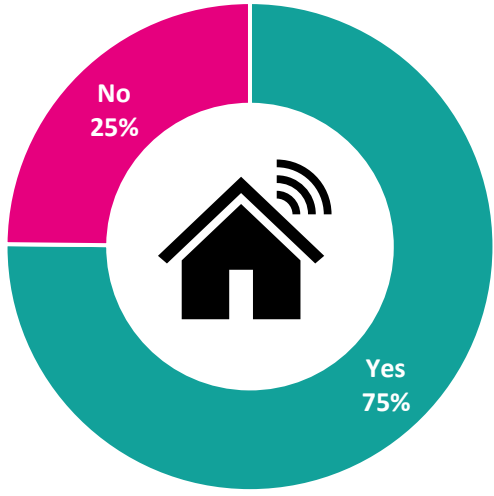


Use of the council's online services

Residents were then asked if they have ever used the council's online services. Three quarters of residents said that they had.

Figure 3.3: Have you used Basingstoke and Deane Borough Council's online services?

Base size: 1,103



Sub-group analysis shows that there were significant variations by age:

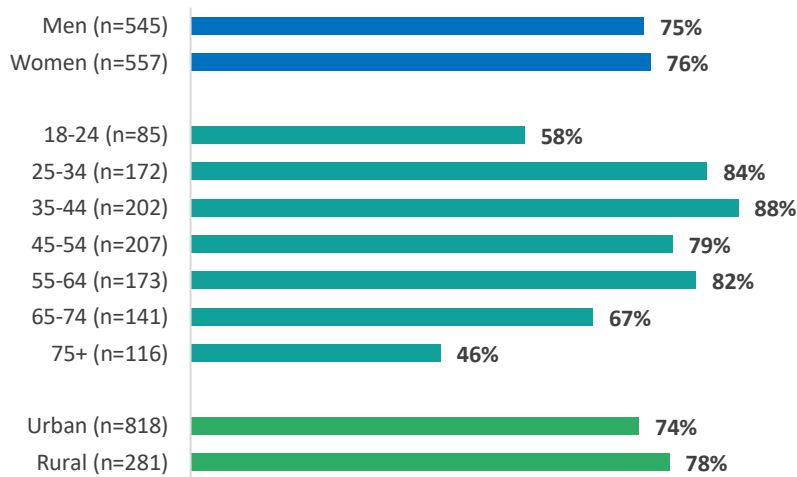


- Residents aged 18-24 and 65+ were less likely than other age groups to have used the council's online services. For example, 58% of those aged 18-24 had, compared to 88% of those aged 35-44.

Indicative sub-group analysis

- Residents with a disability were significantly less likely to have used the council's online services (66%) compared to those without a disability (77%).
- Residents classified as economically inactive were less likely to have used the council's online services (64%). This compares to 81% of residents classified as economically active.
 - However, older residents were more likely to have stated that they have a disability and were economically inactive which could explain these differences.

Figure 3.4: Use of Basingstoke and Deane Borough Council's online services by demographics



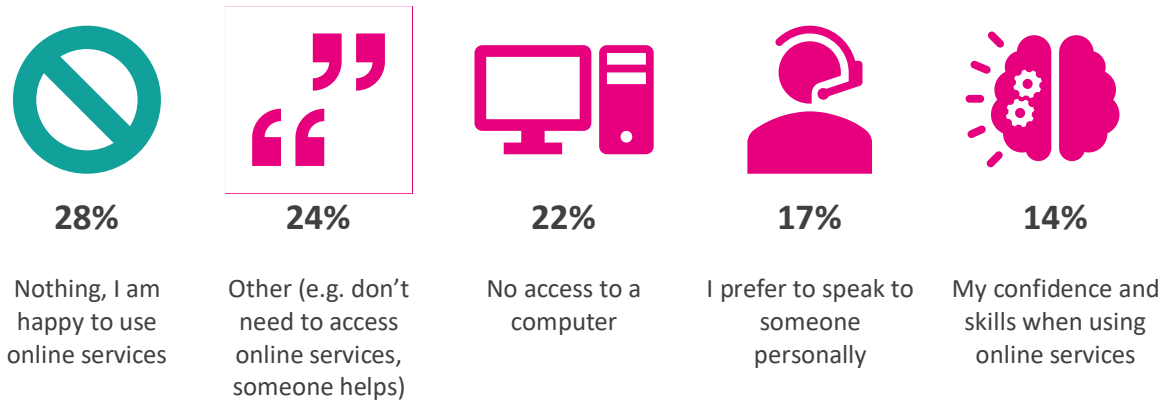
Barriers to using online services

Residents that said they do not use the council's online services were asked if there was anything that prevents them.

- Positively, almost three in ten (28%) said nothing and that they are happy to use online services; which may mean they switch to online services in future.
- A further 24% of residents mentioned a different reason not listed which predominantly was mentions of not needing to access online services or having someone else who helped. However, 22% of residents said they didn't have access to a computer and 14% said they lack the skills or confidence.

Figure 3.5: Barriers to accessing online service

Base size: 274



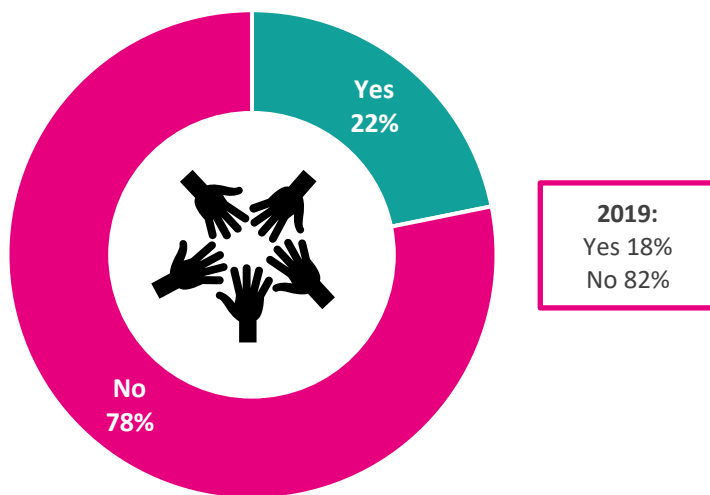
Section 4: Volunteering and physical activity

We asked residents if they had given any time to help as a volunteer or as an organiser for any charities, clubs or organisations in an unpaid capacity in the last 12 months.

- Just over a fifth (22%) of residents had. This has increased since 2019 when 18% said they had given their time to help others.
- Nationally, in 2020/21, 30% of people aged 16 and over volunteered formally at least once in the last year².

Figure 4.1: Within the last 12 months have you given up any time to help as a volunteer or as an organiser for any charities, clubs or organisations in an unpaid capacity?

Base size: 1,095 ('prefer not to say' removed)

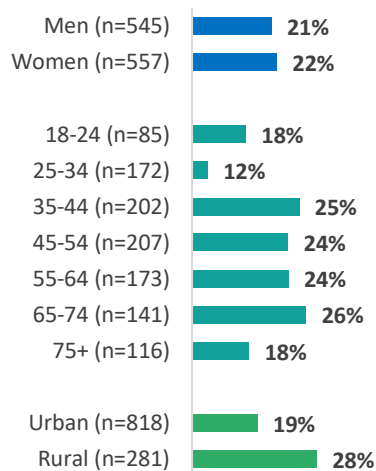


Sub group analysis shows that there were significant variations by age and Rural Urban Classification:

	<ul style="list-style-type: none"> ▪ Residents aged 25-34 were significantly less likely to have given unpaid help in the last 12 months (12%) compared to those aged 35-74 (ranging from 24%-26%).
	<ul style="list-style-type: none"> ▪ Residents living in rural areas were more likely to have given up their time in the last 12 months compared to those living in urban areas (28% vs 19%).

² Community Life Survey 2020/21 (<https://www.gov.uk/government/statistics/community-life-survey-202021>) respondents were asked if they have given help to a charity, club or organisation in the last 12 months.

Figure 4.2: Residents who said they had given any unpaid help in the last 12 months by demographics



Encouragement to volunteer

All residents that told us they hadn't given up their time to volunteer in the last 12 months were asked what would encourage them to do so.

- 43% of residents gave an answer that wasn't listed. This was mostly comments about not wanting to volunteer, not having the time or having age or health related problems that would prohibit them from volunteering.
- Beyond this, a third (34%) of residents said they would be encouraged to start volunteering if they had more information on the local charities and organisations that need volunteers and 28% said more information on the different type of volunteer roles would encourage them to give their time.

Figure 4.3: What would encourage you to volunteer?

Base size: 856



Sub group analysis shows that there were significant variations by age and Rural Urban Classification:

	<ul style="list-style-type: none"> Residents aged 18-24 were significantly more likely to be encouraged to volunteer if they had more information on the local charities and organisations that needed help (59%) compared to all other age groups. Older residents aged 75+ were significantly more likely to provide an unlisted answer such as not being interested or having age/health related barriers (74%).
	<ul style="list-style-type: none"> A significantly greater proportion of residents living in urban areas said they would be encouraged if they had more information on how to organise local community activities such as street parties, litter picks (15% vs 9%).

Help needed to become more physically active

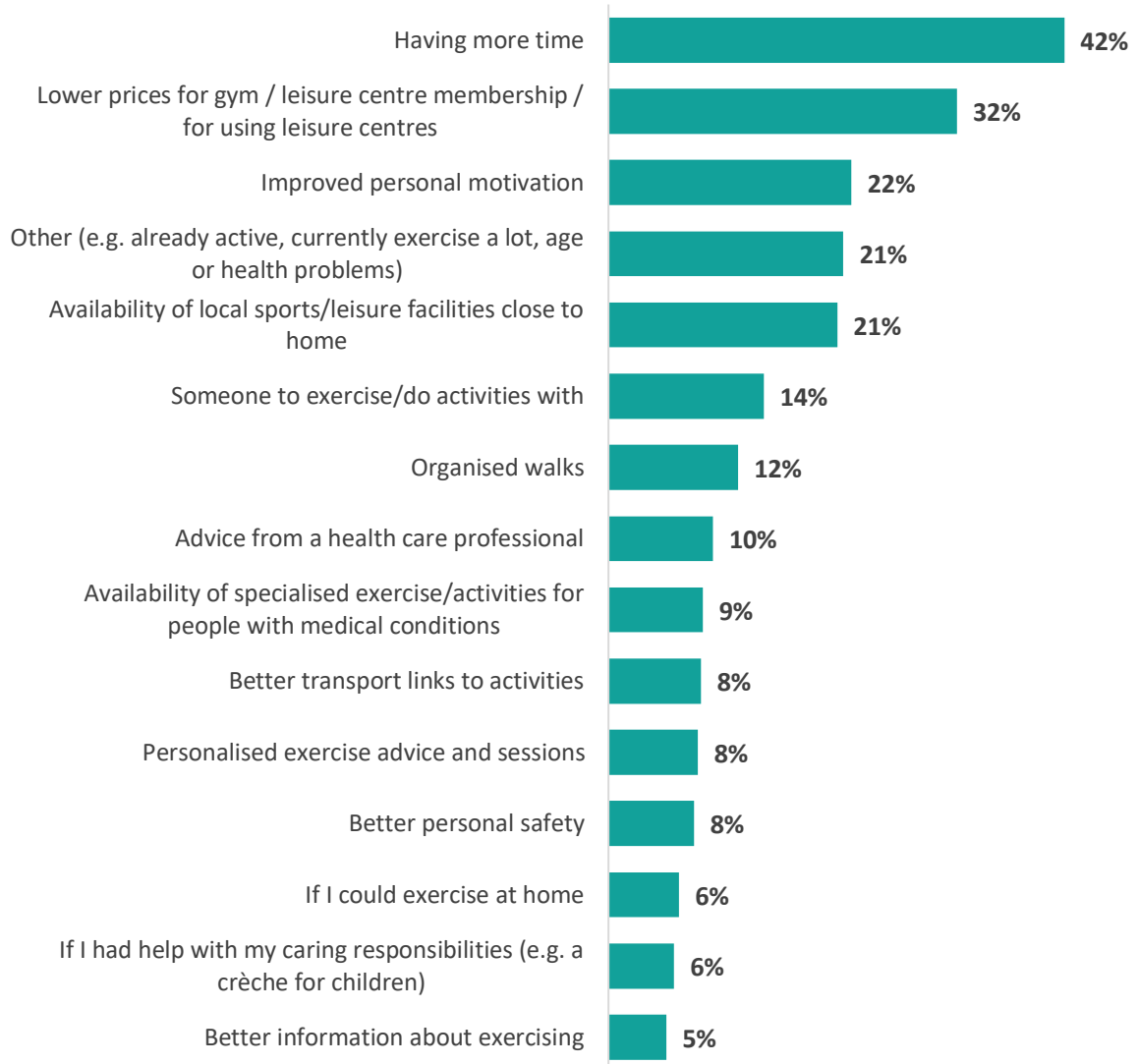
A new area of exploration for the council was around how residents would need to be supported to become more physically active and to take up more exercise. Residents were asked to select up to 5 options from a list of possible ways that might support them in taking more exercise and being more physically active.

Time was cited as the most common barrier with 42% of residents choosing this. Cost was also a barrier for some; 32% wished to see lower prices for gym and leisure provision. Over a fifth (22%) indicated they lacked personal motivation (which is often also linked to a lack of time), while 21% suggested that suitable sports and leisure facilities were too far from their home. A further 21% of

residents gave a reason that wasn't listed which included things like already being active or exercising a lot or having an age or health related barrier.

Figure 4.4: What would help you to take more exercise/ be more physically active?

Base size: 1,103



Sub group analysis shows that there were significant variations by age and Rural Urban Classification:

	<ul style="list-style-type: none"> Younger residents aged 18-44 were more likely to state that lower prices, having more time and availability of local sports/leisure facilities close to home would encourage them to take up more exercise when compared to older residents. For example, 58% of those aged 18-24 said lower prices compared to 18% of those aged 65-74. Older residents aged 65+ were significantly more likely to provide an unlisted answer such as having age/health related barriers (38-48%).
	<ul style="list-style-type: none"> Those in rural areas were more likely to state that availability of sports/leisure facilities close to home would help (26%) compared to those living in urban areas (19%).

- Those in urban areas were more likely to state that lower prices would help them to be more physically active (35% vs 22%).

Section 5: Climate change

Basingstoke and Deane Borough Council declared a Climate Emergency in September 2019 and is taking action towards making the borough carbon neutral by 2030.

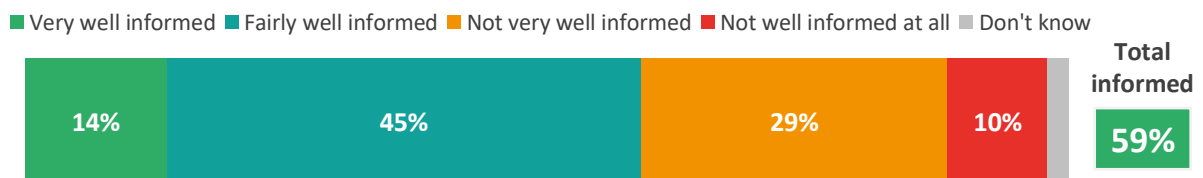
How informed residents feel about climate change actions

All residents were asked how well informed they felt about actions they can take to help address climate change.


- **59%** of residents said they felt ‘very well’ (14%) or ‘fairly well’ (45%) informed, whilst 29% said they felt ‘not very well informed’ and 10% felt ‘not well informed at all’.

Figure 5.1: Generally speaking, how well informed do you feel about actions that you can take to help address climate change?

Base size: 1,103

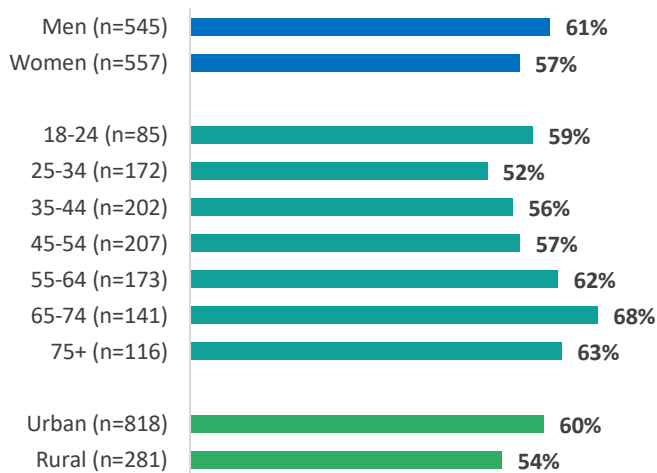


Sub group analysis shows that there were significant variations by age:



- Residents aged 65-74 were significantly more likely to feel well informed about the actions they can take (68%) compared to residents aged 25-54 (52-57%).

Figure 5.2: Informed about actions that can be taken to help address climate change by demographics



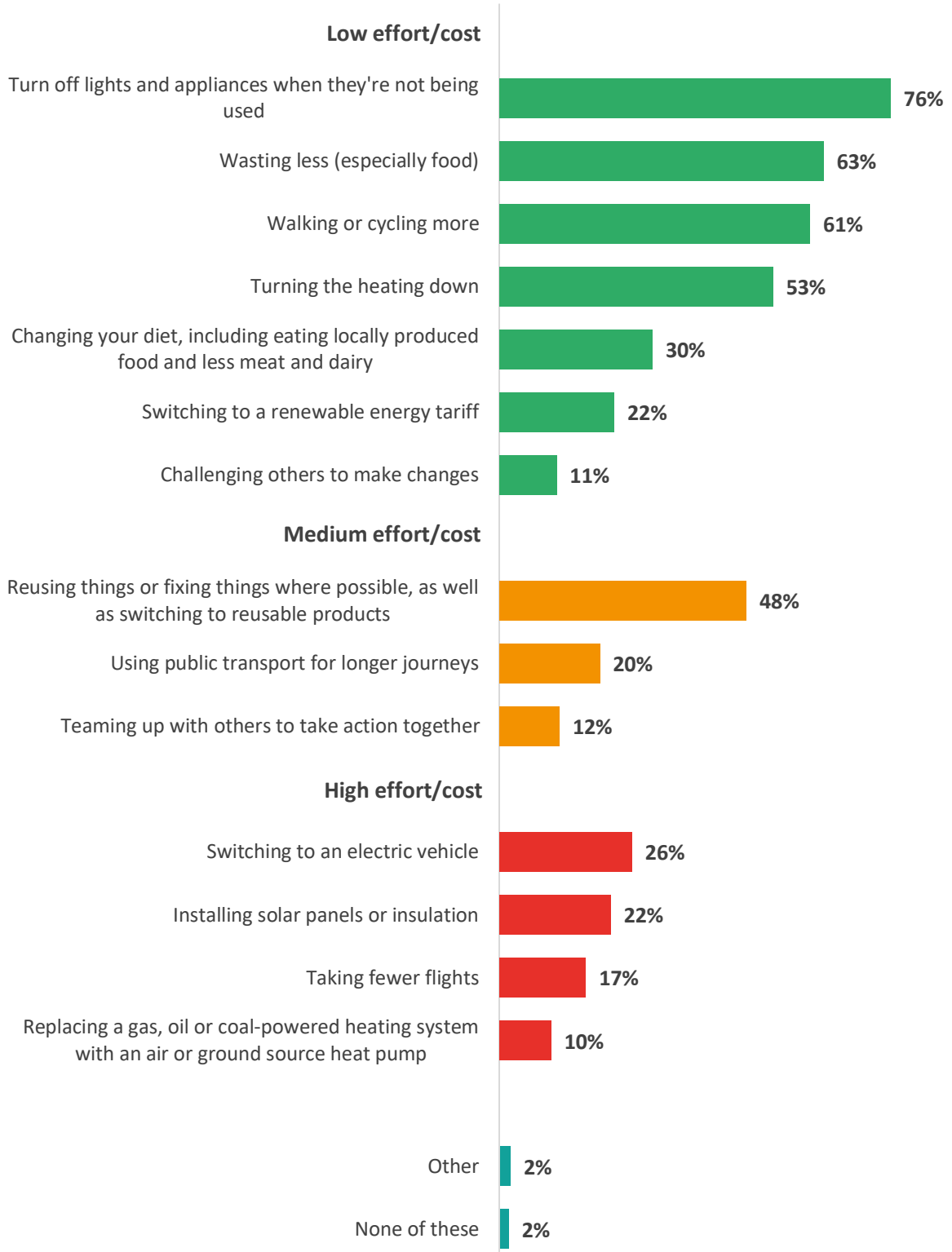
Actions residents are prepared to take

Following this, residents were asked what actions they are prepared to take to address climate change over the next two years. Residents were able to select any or all of the answer options.


- Over half of residents said they would be prepared to turn off lights and appliances when they are not being used, waste less (such as food), walk or cycle more and turn the heating down; all low effort/low cost changes. Almost half also said they would be prepared to reuse things or fix things where possible and switch to reusable products; a medium effort/cost change.
- Residents were less prepared to take actions such as replacing heating systems with air or ground source heat pumps and less prepared to be involved in 'climate action' activities such as teaming up with others and challenging others to make changes. This is perhaps unsurprising given the higher level of effort or cost required for these activities.
- Positively, just 2% of residents were not willing to make any of these changes to address climate change over the next two years.

Figure 5.3: What actions are you prepared to take to address climate change over the next two years?

Base size: 1,103



Sub group analysis shows that there were significant variations by age:

	<ul style="list-style-type: none">▪ Younger residents were generally more likely to be prepared to take actions to address climate change over the next two years, with appetite falling with age. For example, 56% of 18-24 year olds said they would be prepared to change their diet, compared to 24% of those aged 65+.▪ However, those aged 45-54 were most likely to be prepared to switch to an electric vehicle (40%) and those aged 55-64 were most likely to be prepared to waste less (71%).
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Actions residents think the council could take

As well as personal actions, the council also wanted to capture residents' views on how they could change their own actions to address climate change. One of the areas the council is exploring is its waste collection services. Residents were asked how they thought the council should change its waste collection services to combat climate change. Again, residents were able to select any or all of the answer options.

- Residents were most in support of the council lobbying for less packaging on food and other goods (53%), introducing food waste collections (52%) and giving residents a better understanding of what can be recycled (48%).
- Around three in ten residents also felt larger green recycling bins should be provided (35%) and more information should be given on how items can be donated to charity (28%).
- Just 7% felt no changes should be made, suggesting an appetite from residents for the council to take action on its waste collection services to help combat climate change.
- Just 6% of residents thought that the frequency of waste collections should be reduced.

Figure 5.4: How do you think the council should change waste collection services to combat climate change?

Base size: 1,103



Sub group analysis shows that there were significant variations by age and Rural Urban Classification:

	<ul style="list-style-type: none"> Residents aged 25-44 were more likely to think the council should introduce food waste collections (60-62%) compared to those aged 55+ (33-47%). Younger residents aged 18-44 were also more likely to think that larger green recycling bins should be provided (44-47%) compared to older residents (8%-31%).
	<ul style="list-style-type: none"> Those in rural areas were more likely to think that the council should lobby for less packaging on food and other goods (60%) compared to those in urban areas (51%). Those in urban areas were more likely to think the council should provide larger green recycling bins (37% vs 30%).

Indicative sub-group analysis

- Residents in larger households (4 or more people) were more likely to think that the council should provide larger green recycling bins (48%-54%) than smaller households (21%-33%).
- Residents in smaller households (1 or 2 people) were more likely to think that the council should reduce the frequently of waste collections (6%-8%) compared to those in larger households (5 or more people – 1%).

Conclusions

Attitudes towards the local area

When asked about their local area as a place to live, the vast majority of Basingstoke and Deane residents were satisfied (93%), with satisfaction broadly in line with 2019 (95%). This level of satisfaction is significantly higher compared than the LGA regional and national scores for 2021/22 (74% and 80%).

Compared to 2019, the proportion of residents satisfied with the way the council runs things has fallen 5% points to 75%. However Basingstoke and Deane continues to out-perform the regional and national averages on this measure (both 62%). Agreement with Basingstoke and Deane Borough Council providing value for money has also fallen by 5% points since 2019, with 57% currently in agreement. However, even with this drop, perceptions within the borough outperform the regional benchmark score by 14% points and the national benchmark by 11% points.

When asked if they feel informed about the services and benefits the council provides, just under half of residents agreed (49%). This is a significant fall from 2019 when 73% of residents felt well informed. The greatest proportion of those feeling uninformed reported feeling 'not very well informed' (34%) with 13% feeling 'not well informed at all'. When compared to the regional and national scores, Basingstoke and Deane performs significantly lower.

Looking at wider aspects of the local area, the vast majority of residents reported feeling safe when outside during the day (97%); an increase since 2019 and higher than elsewhere in the region and nationally. However, fewer felt safe after dark (74%). This is in broadly in line with the 2019 and regional and national findings. Basingstoke and Deane also continues to be seen by most as a place where people from different backgrounds get on well together (79% agreed; as in 2019) and a place where people feel they belong (83% agreed).

Key sub-groups variations

- Men were more likely to feel well informed about the council's services and benefits than women and were also more likely to feel safe when outside in the local area during the day and after dark.
- Older residents were more likely to be satisfied with their local area as a place to live, more likely to feel informed about the council's services and benefits and had a greater sense of belonging.
- Minority ethnic residents were more likely to agree that their local area is a place where people from different ethnic backgrounds get on well together, when compared to White residents.

However, minority ethnic residents were more likely to live in urban parts of the borough where agreement was generally higher.

- When compared to rural areas, those living in urban areas were more likely to be satisfied with the way the council runs things and the value for money provided by the council. They were also more likely to agree that their area is a place where people from different ethnic backgrounds get on well together. However, residents in urban areas were less likely to feel safe in their local area and had a lower sense of belonging.

Local area and services

Good health services, low levels of crime and antisocial behaviour, having clean and litter free streets, access to the countryside and affordable housing were most commonly mentioned by residents as aspects that make an area a good place to live. However, health services and affordable housing were seen as aspects that most need improving in Basingstoke and Deane.

When mapping aspects that make an area a good place to live against aspects that need improving, results show that the following aspects fall into the 'high importance, high improvement' quadrant, which can help to shape the council's service delivery priorities:

- Health services
- Clean and litter free streets
- Affordable housing
- Parking in my street
- Public transport
- Facilities and activities for young children and teenagers
- Road and pavement repairs

When asked about specific services provided by the council, residents were most satisfied with waste collections (85%), parks and green spaces (85%), electoral services (80%) and recycling collections (79%). Satisfaction was lowest for sport and leisure services (53%) and car parks (55%); however this is driven by a higher proportion of residents who were neither satisfied nor dissatisfied or had no opinion. Dissatisfaction was highest for grass cutting and car parks (both 20%).

Comparison with regional and national data for some of these council services shows Basingstoke and Deane outperforming other authorities for satisfaction with waste collections and parks and green spaces. Street cleaning satisfaction was in line with the national average but behind the regional average, whilst satisfaction with sport and leisure services is lower than both regional and national average scores.

Communicating with the council

In terms of receiving council information, the most popular methods were the council website and printed information provided by the council. Results also show that 75% of residents had used the

council's online services. Middle-aged residents were more likely to have used these online services, as opposed to younger (18-24) and older (65+) residents.

To explore what may be preventing other residents from accessing services online (digital exclusion), we asked what the key barriers were. Most said they weren't interested in being online or had someone to help them if needed, whilst 22% said they didn't have access to a computer and 14% lacked the confidence or skills. These factors are important to recognise when digital by default delivery strategies are being considered. Although, 28% of those that hadn't used online services said they would be willing to use them in future, which is positive.

Volunteering and physical activity

A fifth (22%) of residents had provided unpaid help or support in the last 12 months, which has increased since 2019 when 18% said they had. Residents that hadn't given their time told us that having more information on the local charities and organisations needing volunteers or more information on the different type of volunteer roles would be enablers to help them give up time to help others.

We also explored residents needs to support them to become more physically active. Time was the most common barrier, followed by cost and personal motivation. 32% of residents said that lower prices for gyms or leisure centres would encourage them to be more active, whilst 21% said availability of local sport and leisure facilities close to home would help.

Climate change

A new set of questions were added to this year's survey to explore awareness of actions residents can take to address climate change and any actions individuals are prepared to take to address it. Almost six in ten (59%) residents said they feel well informed about actions they can take, whilst 29% felt 'not very well informed' and 10% felt 'not well informed at all'.

In regards to personal actions, there was high levels of willingness to take actions like turning off appliances that aren't being used, wasting less (especially food) and walking or cycling more. These actions could also be linked to behaviour change based on rising costs of living. Replacing heating systems or being involved in wider activities with other residents were less common. However, given the high proportion of residents feeling uninformed of actions they can take, it may be a lack of understanding of some actions is preventing them.

When asked what initiatives they felt the council should take, specifically for waste collection services, around half of residents suggested that the council should lobby for less packaging on goods,

introduce food waste collections and give residents a better understanding of what can be recycled. Actions that involved the resident having a reduced service by providing a smaller grey waste bin or reducing the frequency of waste collections were much less popular.

Potential impact of COVID-19

As highlighted at the beginning of this report, the overall objective of this year's survey was to capture resident perceptions to inform service prioritisation and improvement, particularly whether any of these had changed in light of the COVID-19 pandemic.

One of the key changes highlighted is the change in factors reported by residents as making an area a good place to live. Health services has moved to the top position, whilst shopping facilities has moved out of the top five factors. Health services were of course impacted considerably by the pandemic and played a significant role, with much greater usage and importance. There has also been a clear shift towards greater online shopping following the pandemic. As noted above, there has also been an increase in the number of residents stating, 'access to the countryside' and 'natural green space and wildlife' make an area a good place to live in this year's survey; with a growth in use and appreciation of these aspects being another key legacy of the pandemic.

Feelings of safety in the local area during the day has also increased since 2019. This could potentially be linked to the pandemic, although more insight into these findings and perceptions of safety (and feeling safe against, or from, COVID-19) would be required to understand this and how residents perceived this question. On the other hand, results for belonging to the local area have fallen significantly since 2019. This could be a negative impact of changing behaviours following the pandemic, with residents spending more time in the local area which has subsequently generated more negative perceptions.

Appendix A: Questionnaire

Appendix A: Questionnaire

BASINGSTOKE AND DEANE RESIDENTS' SURVEY 2022

IntroText -

Good morning/afternoon/evening. My name is ... I work for M-E-L Research [SHOW AUTH LETTER] and we are conducting a survey on behalf of Basingstoke and Deane Borough Council about issues affecting your local area, and I wonder if you could spare me around 15-20 minutes of your time.

This survey is being carried out by M-E-L Research, an independent research company. Information you provide will only be used for research purposes and you will not be personally identifiable in any analysis or reports. M-E-L Research works to the code of conduct of the Market Research Society. We will hold all information securely and strictly in line with the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR).

IF REQUIRED:

The survey requires us to talk to a representative group of people in the local community – your views are very important to us and you have been selected purely at random. All your answers will, of course, be treated in the strictest confidence. Are you happy to proceed?

Q1 - Which of these age groups do you fall into?

The first few questions ask about you, just so we can ensure that we speak to a good cross-section of local residents. These questions are optional but answering them will help us make sure we get views from different types of people across the borough.

Which of these age groups do you fall into?

SHOWCARD A

IF UNDER 18 SCREEN OUT – IS ANYONE ELSE OVER 18 IN THE HOUSEHOLD AVAILABLE?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or over
- Prefer not to say

Q2 - Gender.

Gender.

SHOWCARD B

- Male
- Female
- Prefer to self-describe (please specify) _____
- Prefer not to say



Q3 - Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

Overall, how satisfied or dissatisfied are you with your local area as a place to live?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- (DNRO) Don't know

Q4 - Overall, how satisfied or dissatisfied are you with the way Basingstoke & Deane Borough Council runs things?

Your local area receives services from two councils, Basingstoke & Deane Borough Council and Hampshire County Council. This survey asks about Basingstoke & Deane Borough Council, which is responsible for a range of services such as refuse collection, street cleaning and planning. A list of services provided by Basingstoke and Deane Borough Council is shown on the SHOWCARD.

Overall, how satisfied or dissatisfied are you with the way Basingstoke & Deane Borough Council runs things?

SHOWCARD C

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- (DNRO) Don't know

Q5 - To what extent do you agree or disagree that Basingstoke & Deane Borough Council provides value for money?

In considering the next question, please think about the range of services Basingstoke & Deane Borough Council provides to the community as a whole, as well as the services your household uses, shown on the SHOWCARD C. It does not matter if you do not know all of the services Basingstoke and Deane Borough Council provides to the community. We would like your general opinion. Please also look at the SHOWCARD D showing the average annual council tax cost for council services.

To what extent do you agree or disagree that Basingstoke & Deane Borough Council provides value for money?

SHOWCARD D

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- (DNRO) Don't know



Q6 - Overall, how well informed do you think Basingstoke & Deane Borough Council keeps residents about the services and benefits it provides?

Overall, how well informed do you think Basingstoke & Deane Borough Council keeps residents about the services and benefits it provides?

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- (DNRO) Don't know

Q7 - 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 after dark?

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe
- (DNRO) Don't know

Q8 - How safe or unsafe do you feel when outside in your local area during the day?

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

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe
- (DNRO) Don't know

Q9 - How strongly do you feel you belong to your area?

How strongly do you feel you belong to your area?

- Very strongly
- Fairly strongly
- Not very strongly
- Not at all strongly
- (DNRO) Don't know



Q10 - To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?

To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? By getting on well together, we mean living alongside each other with respect.

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- (DNRO) Too few people in local area
- (DNRO) All the same ethnic background
- (DNRO) Don't know

Q11 - Thinking generally, which five things would you say are the most important in making somewhere a good place to live?

Basingstoke & Deane Borough Council provides many services to the local community and also has a role in planning, supporting and encouraging other services.

Thinking generally, which five things would you say are the most important in making somewhere a good place to live? Just read out the numbers that apply.

SHOWCARD E - CODE UP TO 5 RESPONSES

- | | |
|---|---|
| <input type="checkbox"/> 1 - Access to the countryside | <input type="checkbox"/> 14 - Public Transport |
| <input type="checkbox"/> 2 - Affordable housing | <input type="checkbox"/> 15 - Cycling routes |
| <input type="checkbox"/> 3 - Clean and litter free streets | <input type="checkbox"/> 16 - Electric vehicle charging |
| <input type="checkbox"/> 4 - Cultural and heritage activities (cinemas, concert halls, art spaces, museums, historic sites) | <input type="checkbox"/> 17 - Road and pavement repairs |
| <input type="checkbox"/> 5 - Education provision | <input type="checkbox"/> 18 - Shopping facilities |
| <input type="checkbox"/> 6 - Facilities and activities for young children and teenagers | <input type="checkbox"/> 19 - Sports, leisure and community facilities |
| <input type="checkbox"/> 7 - Health services | <input type="checkbox"/> 20 - Bars/pubs/cafes/restaurants/nightlife |
| <input type="checkbox"/> 8 - The level of crime and anti-social behaviour | <input type="checkbox"/> 21 - Support for older and vulnerable people |
| <input type="checkbox"/> 9 - The level of pollution | <input type="checkbox"/> 22 - Job prospects, wage levels and low cost of living |
| <input type="checkbox"/> 10 - The level of traffic congestion | <input type="checkbox"/> 23 - Well-designed places to live |
| <input type="checkbox"/> 11 - Natural green space and wildlife | <input type="checkbox"/> 24 - Sense of community |
| <input type="checkbox"/> 12 - Parking in my street | <input type="radio"/> (DNRO) None of these |
| <input type="checkbox"/> 13 - Parks and open spaces | <input type="radio"/> (DNRO) Don't know |



Q12 - And which need most improving?

And which need most improving? Again, just read out the numbers that apply.

SHOWCARD E - CODE UP TO 5 RESPONSES

- | | |
|---|---|
| <input type="checkbox"/> 1 - Access to the countryside | <input type="checkbox"/> 14 - Public Transport |
| <input type="checkbox"/> 2 - Affordable housing | <input type="checkbox"/> 15 - Cycling routes |
| <input type="checkbox"/> 3 - Clean and litter free streets | <input type="checkbox"/> 16 - Electric vehicle charging |
| <input type="checkbox"/> 4 - Cultural and heritage activities (cinemas, concert halls, art spaces, museums, historic sites) | <input type="checkbox"/> 17 - Road and pavement repairs |
| <input type="checkbox"/> 5 - Education Provision | <input type="checkbox"/> 18 - Shopping facilities |
| <input type="checkbox"/> 6 - Facilities and activities for young children and teenagers | <input type="checkbox"/> 19 - Sports, leisure and community facilities |
| <input type="checkbox"/> 7 - Health services | <input type="checkbox"/> 20 - Bars/pubs/cafes/restaurants/nightlife |
| <input type="checkbox"/> 8 - The level of crime and anti-social behaviour | <input type="checkbox"/> 21 - Support for older and vulnerable people |
| <input type="checkbox"/> 9 - The level of pollution | <input type="checkbox"/> 22 - Job prospects, wage levels and low cost of living |
| <input type="checkbox"/> 10 - The level of traffic congestion | <input type="checkbox"/> 23 - Well-designed places to live |
| <input type="checkbox"/> 11 - Natural green space and wildlife | <input type="checkbox"/> 24 - Sense of community |
| <input type="checkbox"/> 12 - Parking in my street | <input type="checkbox"/> (DNRO) None of these |
| <input type="checkbox"/> 13 - Parks and open spaces | <input type="checkbox"/> (DNRO) Don't know |

Q13 - How satisfied or dissatisfied you are overall with the council's...?

I am going to read out a number of different types of services that are provided by Basingstoke & Deane Borough Council. I would like you to tell me how satisfied or dissatisfied you are overall with the council's...?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	(DNRO) Don't know
Waste collection	?	?	?	?	?	?
Recycling collection	?	?	?	?	?	?
Street cleaning	?	?	?	?	?	?
Sport and leisure services	?	?	?	?	?	?
Parks and green spaces (SHOWCARD F)	?	?	?	?	?	?
Council tax service	?	?	?	?	?	?
Electoral services	?	?	?	?	?	?
Car parks	?	?	?	?	?	?
Grass cutting	?	?	?	?	?	?



Q14 - Generally speaking, how well informed do you feel about actions that you can take to help address climate change?

Generally speaking, how well informed do you feel about actions that you can take to help address climate change?

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- (DNRO) Don't know

Q15 - What actions are you prepared to take to address climate change over the next two years?

What actions are you prepared to take to address climate change over the next two years? Please select all that apply .

SHOWCARD G - CODE ALL THAT APPLY

- 1 - Walking or cycling more
- 2 - Challenging others to make changes
- 3 - Wasting less (especially food)
- 4 - Switching to a renewable energy tariff
- 5 - Turning the heating down
- 6 - Using public transport for longer journeys
- 7 - Reusing things or fixing things where possible, as well as switching to reusable products
- 8 - Teaming up with others to take action together
- 9 - Switching to an electric vehicle
- 10 - Installing solar panels or insulation
- 11 - Replacing a gas, oil or coal-powered heating system with an air or ground source heat pump
- 12 - Changing your diet, including eating locally produced food and less meat and dairy
- 13 - Taking fewer flights
- 14 - Turn off lights and appliances when they're not being used
- 15 - Other (please specify) _____
- None of these



Q16 - How do you think the council should change waste collection services to combat climate change?

The council is also looking to change its own actions to address climate change. One of the areas the council is exploring is its waste collection services. How do you think the council should change waste collection services to combat climate change? Please select all that apply.

SHOWCARD H - CODE ALL THAT APPLY

- 1 - Reduce frequency of waste collections
- 2 - Introduce food waste collections
- 3 - Lobby for less packaging on food and other goods
- 4 - Give residents a better understanding of what can be recycled
- 5 - Provide smaller grey waste bin
- 6 - Provide larger green recycling bin
- 7 - Give more information of how to donate to charity more
- 8 - Other (please specify)_____
- 9 - No changes should be made to combat climate change

Q17 - Within the last 12 months have you given up any time to help as a volunteer or as an organiser for any charities, clubs or organisations in an unpaid capacity?

Within the last 12 months have you given up any time to help as a volunteer or as an organiser for any charities, clubs or organisations in an unpaid capacity?

- Yes
- No
- Prefer not to say

IF Q17=NO ASK Q18:

Q18 - What would encourage you to volunteer?

What would encourage you to volunteer?

SHOWCARD I - CODE ALL THAT APPLY

- 1 - More information on the local charities and organisations needing volunteers
- 2 - More information on the different type of volunteer roles
- 3 - More information on how to organise local community activities (street parties, litter picks)
- 4 - More information on combining work/caring responsibilities and volunteering
- 5 - Taster sessions at different organisations
- 6 - Opportunity to link with existing volunteers to find out more
- 7 - A better understanding of how volunteering would benefit me
- 8 - Other (please specify)_____



Q19 - What would help you to take more exercise/ be more physically active?

What would help you to take more exercise/ be more physically active?

SHOWCARD J - CODE UP TO 5 MOST IMPORTANT THAT APPLY

- 1 - Availability of local sports/leisure facilities close to home
- 2 - Better personal safety
- 3 - Someone to exercise/do activities with
- 4 - Having more time
- 5 - Better transport links to activities
- 6 - Improved personal motivation
- 7 - Lower prices for gym / leisure centre membership / for using leisure centres
- 8 - Personalised exercise advice and sessions
- 9 - Advice from a health care professional
- 10 - Better information about exercising
- 11 - If I could exercise at home
- 12 - If I had help with my caring responsibilities (eg a crèche for children)
- 13 - Organised walks
- 14 - Availability of specialised exercise/activities for people with medical conditions
- 15 - Other (please specify) _____

Q20 - What is your main source of information about Basingstoke & Deane Borough Council?

From this card please tell us what is your main source of information about Basingstoke & Deane Borough Council? Please just read out the number.

SHOWCARD K

- 1 - Basingstoke & Deane Council website
- 2 - Printed information provided by the council such as the residents' publication Basingstoke & Deane Today, leaflets or posters
- 3 - Local newspapers in printed format
- 4 - Local newspapers online or via social media
- 5 - Via council's Twitter updates
- 6 - Via council's Facebook updates
- 7 - Via other social media such as local Facebook groups
- 8 - Local radio
- 9 - Local television
- 10 - Via e-newsletters from the council
- 11 - Via councillor updates in community publications, website or social media
- 12 - Something else (please specify) _____
- (DNRO) None of these
- (DNRO) Don't know



Q21 - Have you used Basingstoke and Deane Borough Council's online services?

Have you used Basingstoke and Deane Borough Council's online services?

- Yes
- No

IF Q21=NO ASK Q22:

Q22 - What, if anything, prevents you from using Basingstoke and Deane Borough Council's online services?

What, if anything, prevents you from using Basingstoke and Deane Borough Council's online services? Please select all that apply

SHOWCARD L - CODE ALL THAT APPLY

- 1 - No access to a computer
- 2 - Lack of reliable broadband in my area
- 3 - General affordability of internet access
- 4 - My data security
- 5 - The need to log into an account
- 6 - My confidence and skills when using online services
- 7 - Put off by past experiences with online services
- 8 - If I needed urgent assistance
- 9 - I prefer to speak to someone personally
- 10 - Other (please specify) _____
- 11 - Nothing, I am happy to use online services

Q23 - Including yourself, how many people (adults and children) live in your household?

Finally, I'd like to ask a few questions about you. These questions are used for analysis purposes only and will be fully anonymised. It will not be possible to identify you from your responses.

Including yourself, how many people (adults and children) live in your household?

- 1
- 2
- 3
- 4
- 5+
- Prefer not to say



Q24 - In which of these ways does your household occupy your current accommodation?

In which of these ways does your household occupy your current accommodation?

SHOWCARD M

- Owned outright
- Buying on a mortgage
- Buying through a shared ownership scheme
- Rented from housing association
- Rented from private landlord
- Other (please specify) _____
- (DNRO) Don't know
- (DNRO) Prefer not to say

Q25 - How would you describe your ethnic group?

How would you describe your ethnic group? Just read out the number that applies.

SHOWCARD N

- WHITE
- 1 - English / Welsh / Scottish / Northern Irish / British
- 2 - Irish
- 3 - Gypsy or Irish Traveller
- 4 - Any other White background

- MIXED / MULTIPLE ETHNIC GROUPS
- 5 - White and Black Caribbean
- 6 - White and Black African
- 7 - White and Asian
- 8 - Any other Mixed / multiple ethnic background

- ASIAN / ASIAN BRITISH
- 9 - Indian
- 10 - Pakistani
- 11 - Bangladeshi
- 12 - Chinese
- 13 - Any other Asian background

- BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH
- 14 - African
- 15 - Caribbean
- 16 - Any other Black / African / Caribbean background

- OTHER ETHNIC GROUP
- 17 - Arab
- 18 - Any other ethnic group (please specify) _____

- (DNRO) Prefer not to say



Q26 - Which of these best describes your working status?

Which of these best describes your working status?

SHOWCARD O

- Employee: part time (30 or fewer hours per week)
- Employee: full time (31 or more hours per week)
- Self-employed, full or part-time
- Unemployed and available for work
- Full-time student
- Retired
- Long-term sick or disabled
- Looking after the family/home
- Other (please specify) _____
- (DNRO) Don't know
- (DNRO) Prefer not to say

Q27 - Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

- Yes
- No
- Don't know
- Prefer not to say

Q28

Finally, Basingstoke & Deane Borough Council may wish to contact you again to invite you to take part in further research to capture your views on local services. If you would be willing to take part in further research (this may be for example, to participate in a focus group or another survey) please provide your name and your preferred contact details.

This information is voluntary and any information you provide below will be passed on to the Council to enable them to contact you.

The Council will only use your contact details to talk to you about further research and will not pass these on to anyone else. You can decide later if you still wish to participate or prefer to withdraw your consent.

Would you be willing to take part in further research?

- Yes
- No

Q28_Name

Name.



Q28_Telephone

Telephone number.

Q28_Email

Email address.

IF Q28=YES ASK Q29:

Q29 - Are you happy to have your contact details linked to the answers to this survey?

Are you happy to have your contact details linked to the answers to this survey?

- Yes
- No

QCCheck

As part of our quality checking process, some of the people who answered the survey will be selected at random to answer a few quick questions. Could I please take either your email address - you will be sent a quick online form - or telephone number - where someone will call you if necessary? This will not be passed to anyone else.

- Yes - Email
- Yes - Telephone
- No

QCCheckEmail

Email - Hand over to respondent to complete.

QCCheckTel

Telephone number.

QCCheckName

Can I take your name as well please?

Closing -

This is all the questions. Thank you for your time.

If you would like more information about who we are and how we use the information you've provided including your privacy rights and right to withdraw your consent at any time please visit our privacy policy at www.melresearch.co.uk/privacypolicy



