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research

Residents' survey 2019

Norfolk County Council

Final report

July 2019



Project details and acknowledgements	2
Executive summary	3
Background	7
Who we spoke with	10
Recommendations	39
Appendix A: Questionnaire	41

Project details and acknowledgements

Title	Residents' survey 2019
Client	Norfolk County Council
Project number	19041
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Norfolk County Council commissioned M.E.L Research to undertake a residents' survey on their behalf. There is a new Leader in place and the Council has moved to a cabinet model of governance. The new Leader wanted to engage with residents and provide the new cabinet with a set performance management framework that they can benchmark against in the future.

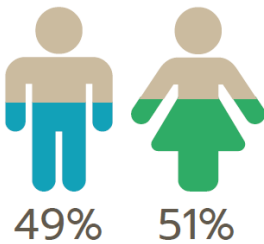
During June and July 2019, 1,148 doorstep surveys were carried out with a representative sample by age group, gender and Rural Urban Classification across the county.



WHO WE SPOKE TO

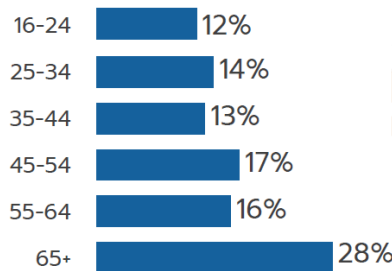
Gender

n=1,148



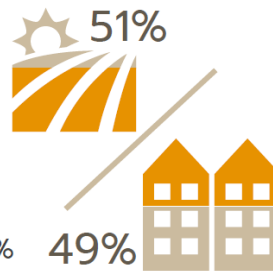
Age

n=1,148



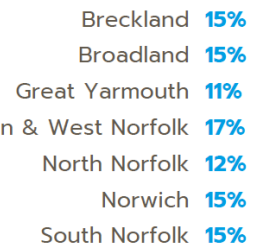
Rural / Urban split

n=1,147



District

n=1,148

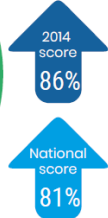


LIVING IN THE COUNTY

88%

satisfied with local area as a place to live

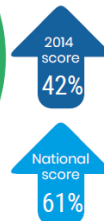
n=1,144



75%

satisfied with the way the Council runs things

n=1,125



60%

satisfied that the Council provides value for money

n=1,109

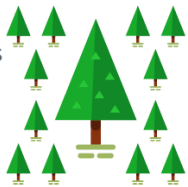


What's good about living in the county

n=1,144

Access to green spaces & nature

58%



A safe community

52%



Culture & heritage

33%



What needs to be improved

n=1,112

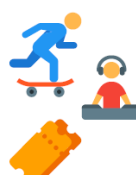
Road infrastructure

37%



Activities for teenagers

30%



Affordable housing & renting

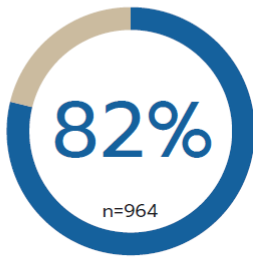
33%



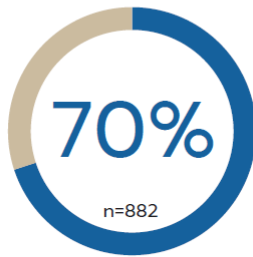


BUDGET & SERVICE PRIORITIES

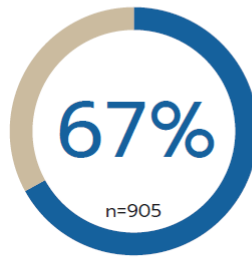
Agree that Norfolk County Council is doing the following ...



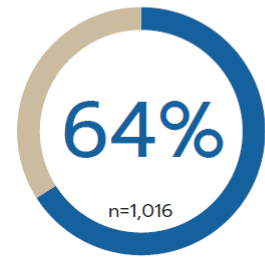
Making sure residents can improve & thrive regardless of their social background



Encouraging business growth powering the local economy

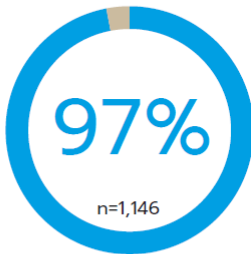


Making sure there is a workforce which meets the needs of businesses in the county

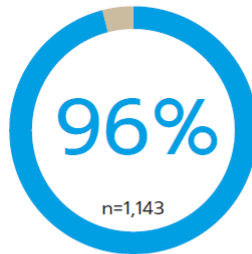


Enabling housing growth necessary infrastructure

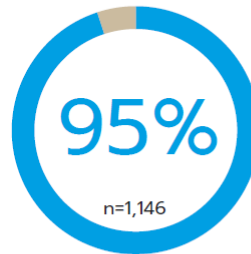
Top five most important focus outcomes for 2020-25 draft strategy



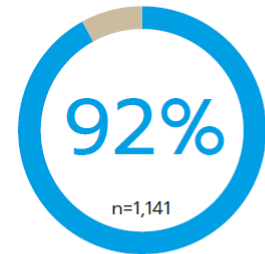
Supporting people with disabilities to live well independently



Protecting & improving the local environment, safeguarding it for future generations

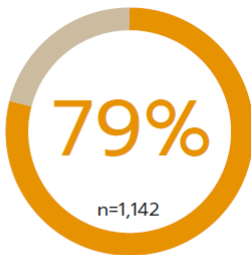


Supporting older people living independently for longer

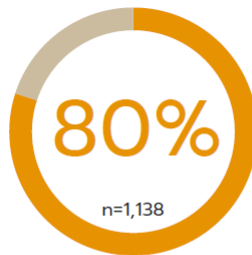


Improving & providing safe communities that can plan & adapt to change

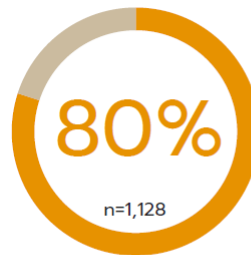
Least important focus outcomes for 2020-25 draft strategy



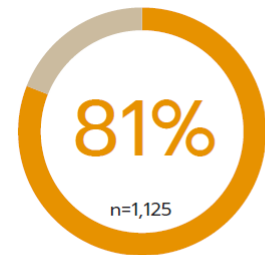
Developing the county's culture & heritage facilities



Promoting & improving skills development



Improving digital connectivity



Improving & providing new early childhood & family services

44%

Aware of the level of financial challenges faced by the Council

n=1,123



75%

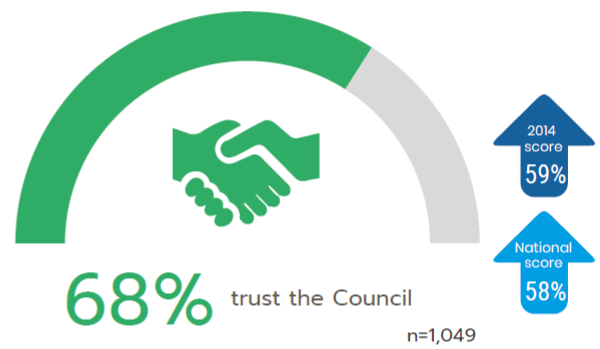
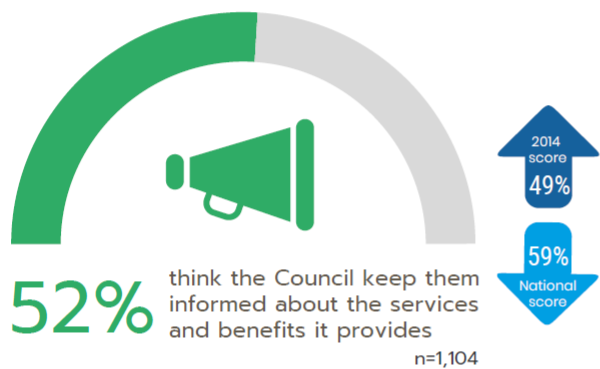
Worried about the continuing financial challenges faced by the Council

n=1,102

Top five most important services for residents n=1,138

- | | |
|--|---|
| <p>1 Adult social services (79%)</p> <p>2 Roads and transport services (75%)</p> <p>3 Public health (73%)</p> | <p>4 Environmental services (70%)</p> <p>5 Children's services, including schools (70%)</p> |
|--|---|

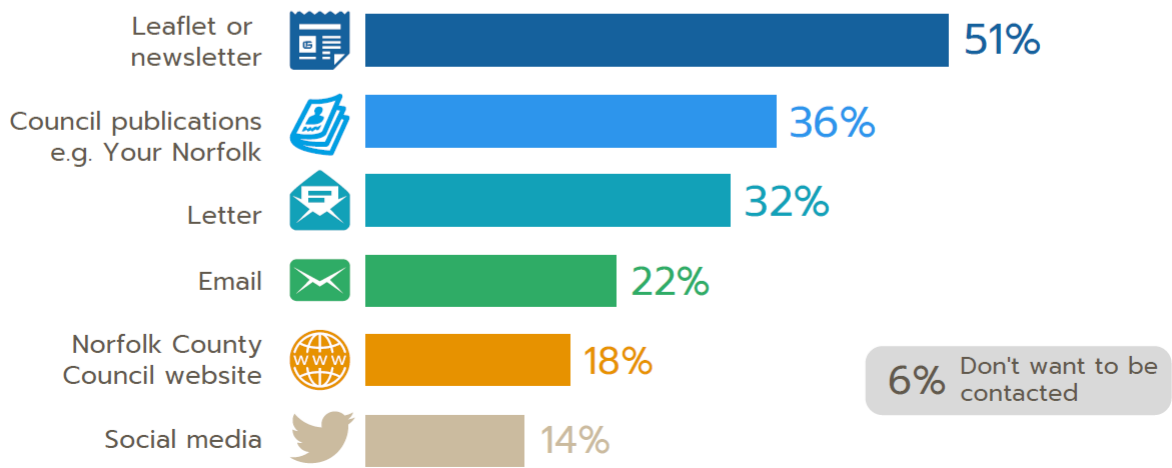
COMMUNICATIONS



70% disagree that they can influence decisions because...

- The Council don't listen / don't take notice
- I'm too old / due to age
- I don't have time / don't want to get involved

Preferred methods of communication n=1,148



Summary by district:



Background

Context

As part of their commitment to provide the most relevant and good quality public services to residents, Norfolk County Council commissioned M·E·L Research to undertake a resident's survey on their behalf. There is a new Leader in place and the Council has moved to a cabinet model of governance. The new Leader wanted to engage with residents to provide the new cabinet with a performance management framework that they can benchmark against in the future.

The objectives of the research were to explore:

- Residents' perceptions of living in the county;
- Budget and service priorities;
- Residents' preferred engagement methods.

The results will help the Council understand how they are performing and what they should focus on in the future.

Methodology

A 15-minute, face-to-face (doorstep) survey was undertaken with residents between June and July 2019. This was 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 district. 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 groups, gender, Rural Urban Classification (RUC) and district. Below presents a summary of the approach:

Target population	Residents of Norfolk
Interview length	Average of 15 minutes
Survey period	1 st June – 10 th July 2019
Sampling method	Purposive door-to-door surveying
Data collection method	Interviewer administered face-to-face survey
Total sample	1,148

Statistical reliability

The achieved confidence interval gives an indication of the precision of results. With 1,148 residents having completed the survey, this returns a confidence interval of $\pm 2.89\%$ 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 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. The table below shows the confidence intervals for differing response results (sample tolerance).

Size of sample	Approximate sampling tolerances*		
	50%	30% or 70%	10% or 90%
	\pm	\pm	\pm
1,148	2.89	2.65	1.74

*Based on a 95% confidence level

Analysis and reporting

Differences in views of sub-groups of the population were compared using z-tests 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 again, you would be 95% certain the same results would be achieved again. As the sample for this research was representative by district, age group and gender, any analysis for other sub-groups will be indicative only.

In addition, analysis for agreement/level of satisfaction questions are reported for valid responses only, excluding residents who were unable to rate their level of agreement – ‘don’t know’ was therefore classified as a non-valid response.

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 1,000 British adults across Great Britain. The national scores are taken from the February 2019 LGA benchmarking data¹. 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. Where comparisons are made to 2014 data these should also be seen as indicative as this Norfolk County Council’s residents’ survey used a postal methodology.

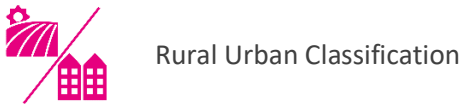
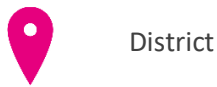
¹ Resident Satisfaction Polling Round 22:
<https://www.local.gov.uk/sites/default/files/documents/Resident%20Satisfaction%20Polling%20Round%202022%20WEB.pdf>

Owing to the rounding of numbers, percentages displayed visually on graphs and charts within 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.

Any reference to district figures references city and borough councils as well as district councils.

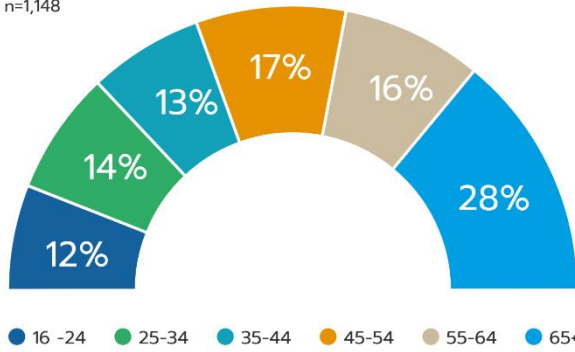
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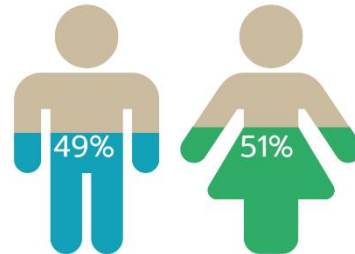
Who we spoke with

The survey was broadly representative by age group, gender and rural / urban split for each of the districts within Norfolk and the county as whole.

Age group
n=1,148



Gender
n=1,148



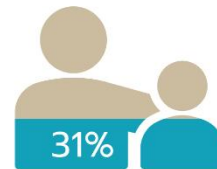
Ethnicity
n=1,145



Long-standing illness or disability
n=1,143



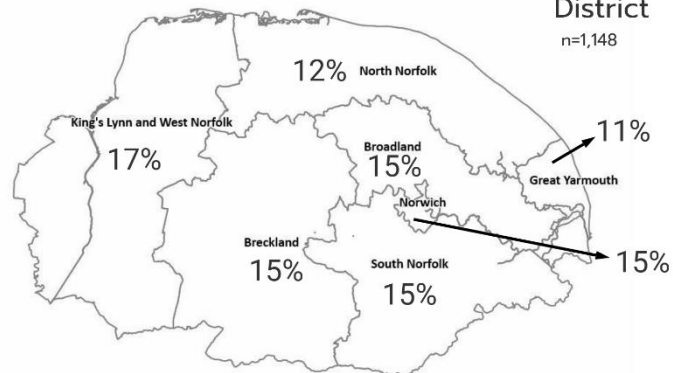
Children in the home
n=1,145



Rural Urban Classification
n=1,147



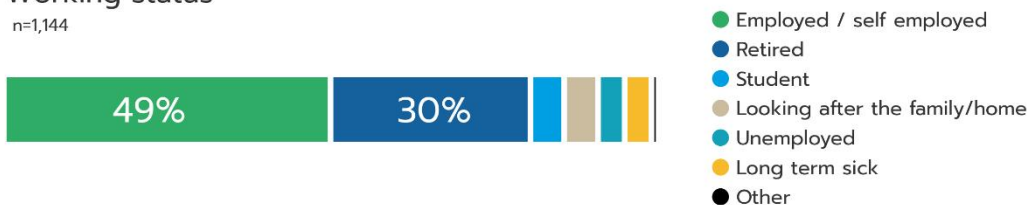
District
n=1,148



Household tenure
n=1,136



Working status
n=1,144



Council services

To establish residents’ understanding of who delivers which services within two-tier local government, residents were provided with a list of services and asked who they thought provided the services – Norfolk County Council or their district council?

Figures 1 and 2 below demonstrate that many residents are simply not aware of who does what. Nevertheless, they tend to have a better understanding of the services delivered at a county level, compared to the those delivered by districts. The one exception is that proportionally more residents felt the district provided the local household waste and recycling centres. We also asked residents who was responsible for **economic development**, a function performed by both tiers of local government. Residents were most likely to say that the County Council provided this service (60%) compared to their district (28%).

Figure 1: Knowledge of service delivering (District level services)

Who delivers these services?

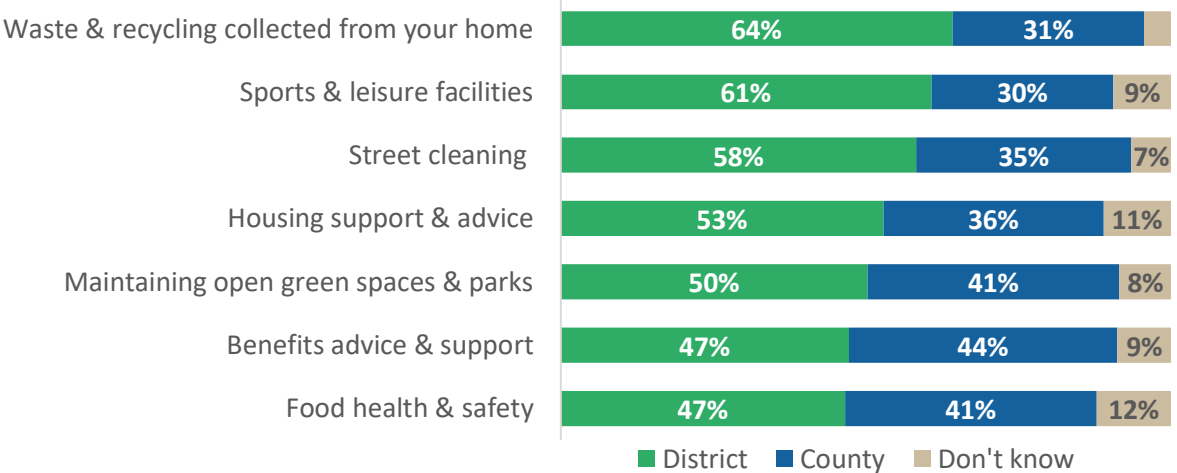
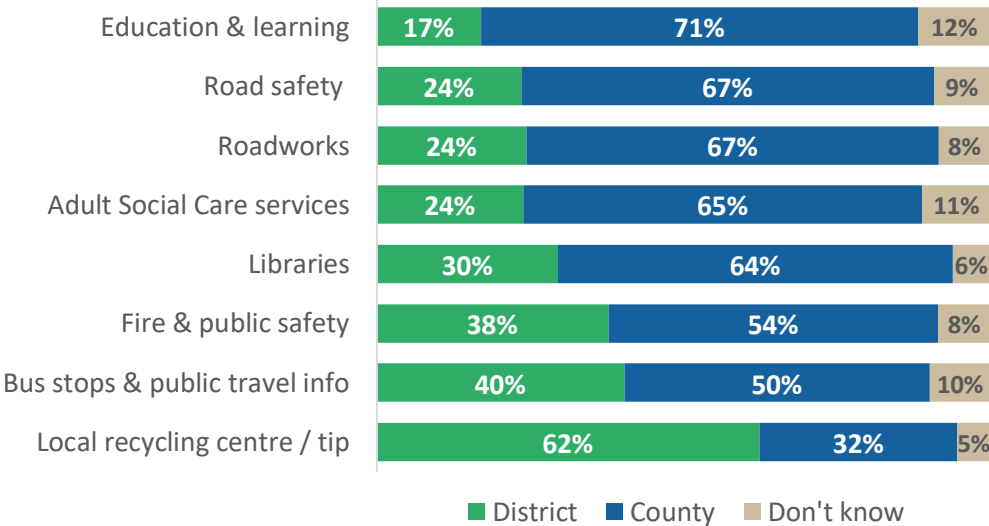


Figure 2: Knowledge of service delivering (County level services)

Who delivers these services?



Living in Norfolk

This section looks at residents' perceptions of Norfolk as a place to live, their service priorities and areas for improvements.

Section summary

Residents' satisfaction with their local area as a place to live is high at 88% and has increased by 2% points since 2014; it is 7% points above the LGA's national score. Residents living in Broadland and North Norfolk reported higher scores compared to those living in Breckland, Great Yarmouth, King's Lynn & West Norfolk and Norwich – but this is still positive as all district results are above the national indicator. Middle-aged residents and those living in more rural settings were generally more satisfied with their local area.

Residents' satisfaction (75%) with the way the County Council runs things is positive and is well above the LGA national score of 61% (14% points). In 2014, the County Council scored 42% satisfaction for this indicator, with a larger proportion stating they were neither satisfied or dissatisfied (36%) compared to the 2019 and LGA national figures. Again, middle-aged residents and those living in a more rural setting were generally more satisfied with the way the County Council runs things.

Six in ten (60%) residents agreed that the County Council provided value for money, this is 16% points above the LGA national indicator. Satisfaction with the County Council providing value for money was higher in North Norfolk compared to the other districts in the county. Following similar trends to the above two indicators, those living in a rural setting were more satisfied compared to urban areas.

Residents reported that access to green spaces and nature, a safe community and the culture and heritage made their local area good place to live. Residents thought that the road infrastructure, activities for teenagers and affordable housing and renting solutions were in most need of improvement.

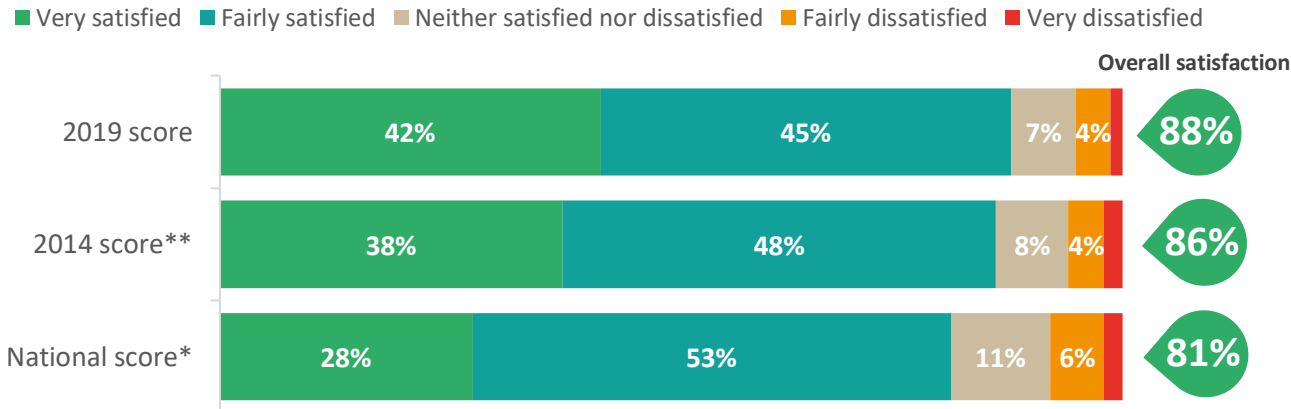
Satisfaction with the local area

Residents were first asked how satisfied they were with their local area as a place to live. Given the wide rurality of the county, when answering this question we asked residents to think about their local area as being the area that included their nearest grocery store, newsagent, GP practice and/or primary school.

- Overall, **88%** of residents said they were either 'very' (42%) or 'fairly' (45%) satisfied with their local area as a place to live.
- Just 5% were dissatisfied, whilst 7% had no feelings either way.

Figure 3: Satisfaction with your local area as a place to live

Base – 1,144



* Telephone methodology
 **Postal methodology

Sub-group analysis shows that there were significant variations by district, age group and RUC:




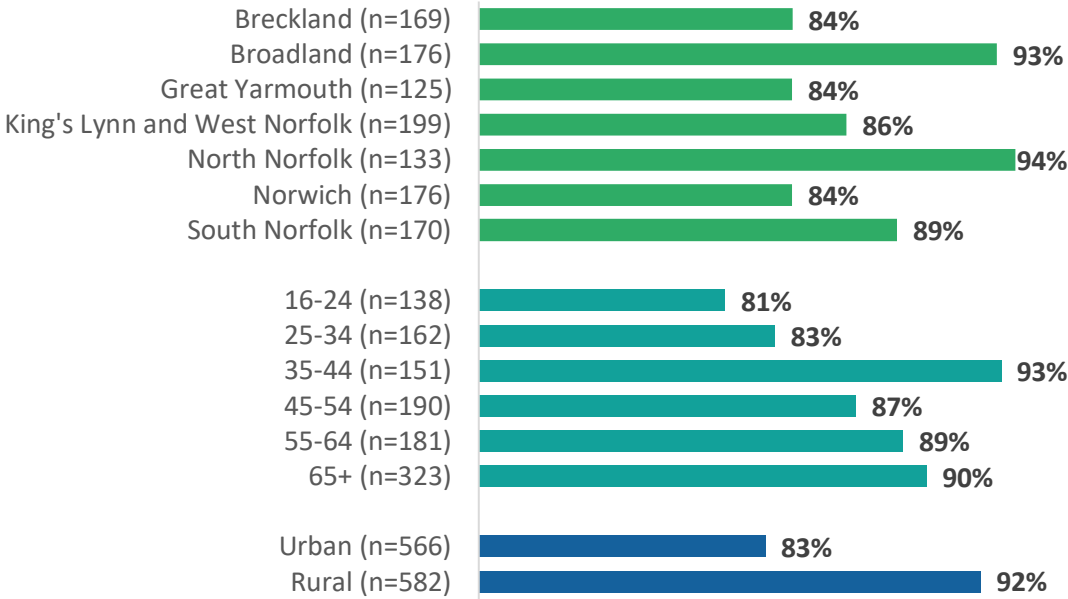
	<ul style="list-style-type: none"> Satisfaction with the local area as a place to live was higher in Broadland and North Norfolk compared to residents living in Breckland, Great Yarmouth, King’s Lynn & West Norfolk and Norwich.
	<ul style="list-style-type: none"> Residents aged 34-44 were more likely to be satisfied with their local area as a place to live compared to the younger and older age groups.
	<ul style="list-style-type: none"> Residents living in rural areas were more likely to be satisfied with their local area as a place to live compared to those in urban areas.

Figure 4: Satisfaction with your local area as a place to live by district, age group and RUC



Indicative sub-group analysis

- Residents who rented their home from the council were least likely to be satisfied with their area as a place to live, with 73% stating they were satisfied compared to 94% of residents who are buying their home on a mortgage and 91% who own their home outright.
- As affluence increased, so did the level of satisfaction with the local area as a place to live. For example, 92% of households classified as Acorn 1 'Affluent Achievers' were satisfied compared to 74% of households classified as Acorn 5 'Urban Adversity'.

Satisfaction with the way Norfolk County Council runs things

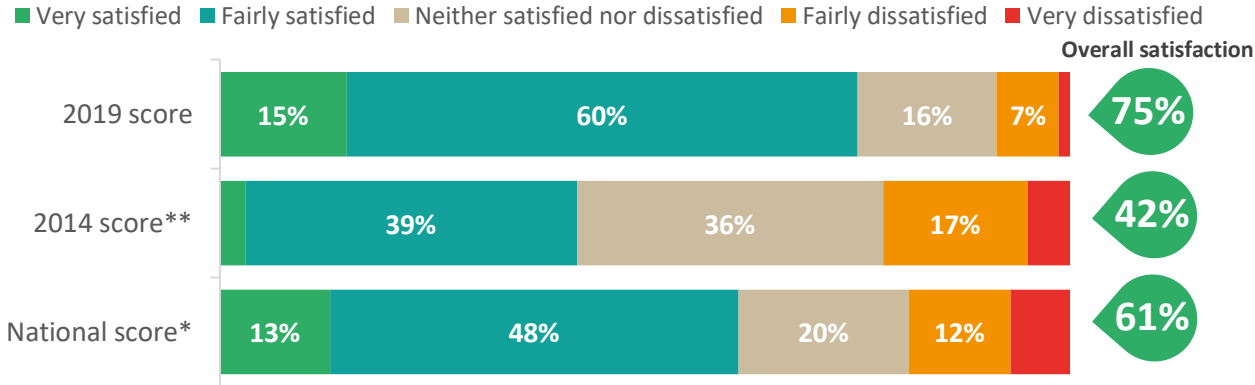
Residents were informed that they are provided with two-tier council services, one from their local district, borough or city council and the other from Norfolk County Council. They were asked to think only about the services provided by the County such as education, social care services and road maintenance. Residents were then asked how satisfied they were about the way Norfolk County Council runs things.

- **75%** of residents were either 'very' (15%) or 'fairly' (60%) satisfied with the way the Council runs things.
- 8% were dissatisfied and 16% had no feelings either way.

This year's satisfaction score is extremely positive, being 33 percentage points above the survey conducted in 2014 and it is 14 percentage points above the LGA national average (but please note that the 2014 survey used a postal methodology and LGA surveys use a telephone methodology).



Figure 5: Satisfaction with the way the County Council runs things

Base – 1,125



* Telephone methodology
 **Postal methodology

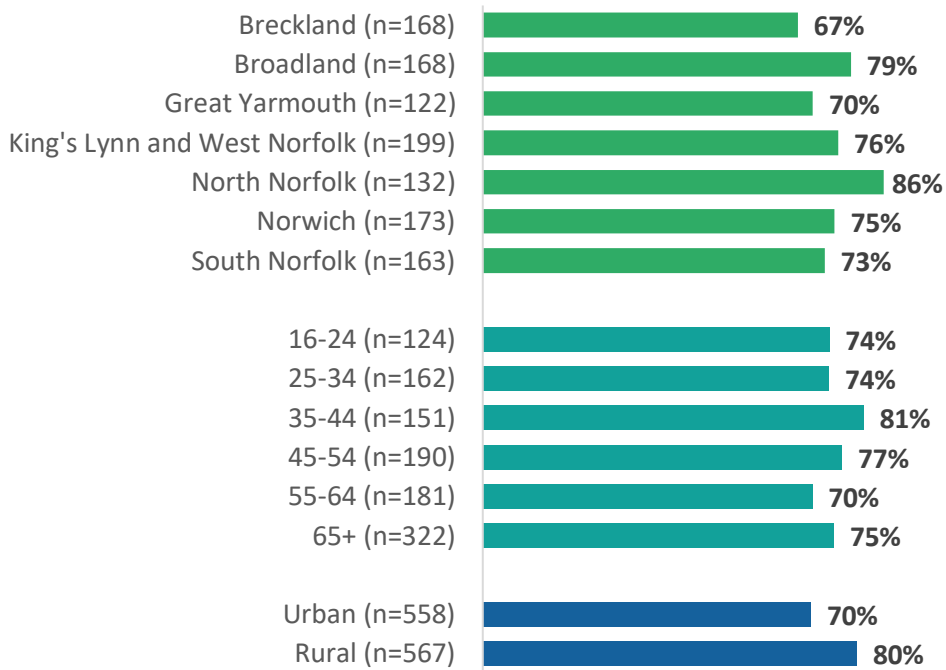
Sub-group analysis shows that there were significant variations by district, age group and RUC:

	<ul style="list-style-type: none"> ▪ Satisfaction with the way the County Council runs things was higher in North Norfolk compared to the other districts in the County (excluding Broadland).
	<ul style="list-style-type: none"> ▪ Residents aged 35-44 were more likely to be satisfied with the way the County Council runs things compared to the younger and older age groups.



- Residents living in rural areas were more likely to be satisfied with the way the County Council runs things compared to those in urban areas.

Figure 6: Satisfaction with the way the County Council runs things by district, age group and RUC



Indicative sub-group analysis

- Residents who rented their home from the council were least likely to be satisfied with the way the County Council runs things, with 69% stating they were satisfied compared to 81% of residents who are buying their home on a mortgage.

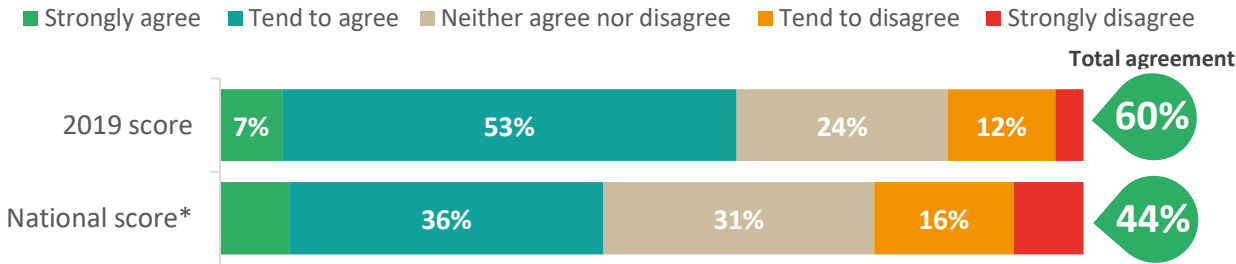
Value for money

Residents were then asked to think about a range of services Norfolk County Council provides to the community as a whole, as well as the services their household may use. Residents were asked to what extent they agree that the Council provides value for money.

- **60%** of residents said they either ‘strongly’ (7%) or ‘tended to’ (53%) agree that the County Council provided value for money.
- There was a slightly higher level of disagreement compared to the other indicators with 16% stating they disagree. Whilst almost a quarter (24%) didn’t have any feelings either way.

Figure 7: Agreement that the County Council provides value for money

Base – 1,109



* Telephone methodology

Sub-group analysis shows that there were significant variations by district and RUC:



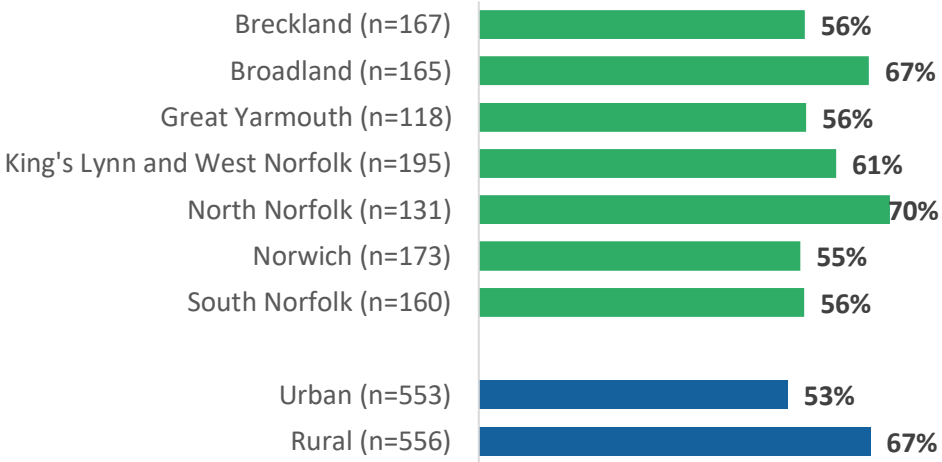
	<ul style="list-style-type: none"> ▪ Satisfaction with the County Council providing value for money was higher in North Norfolk compared to the other districts in the County (excluding Broadland and King’s Lynn & West Norfolk).
	<ul style="list-style-type: none"> ▪ Residents living in rural areas were more likely to be satisfied with the County Council providing value for money compared to those in urban areas.

Figure 8: Agreement that the County Council provides value for money by district and RUC



There were no significant findings by age group for this indicator.

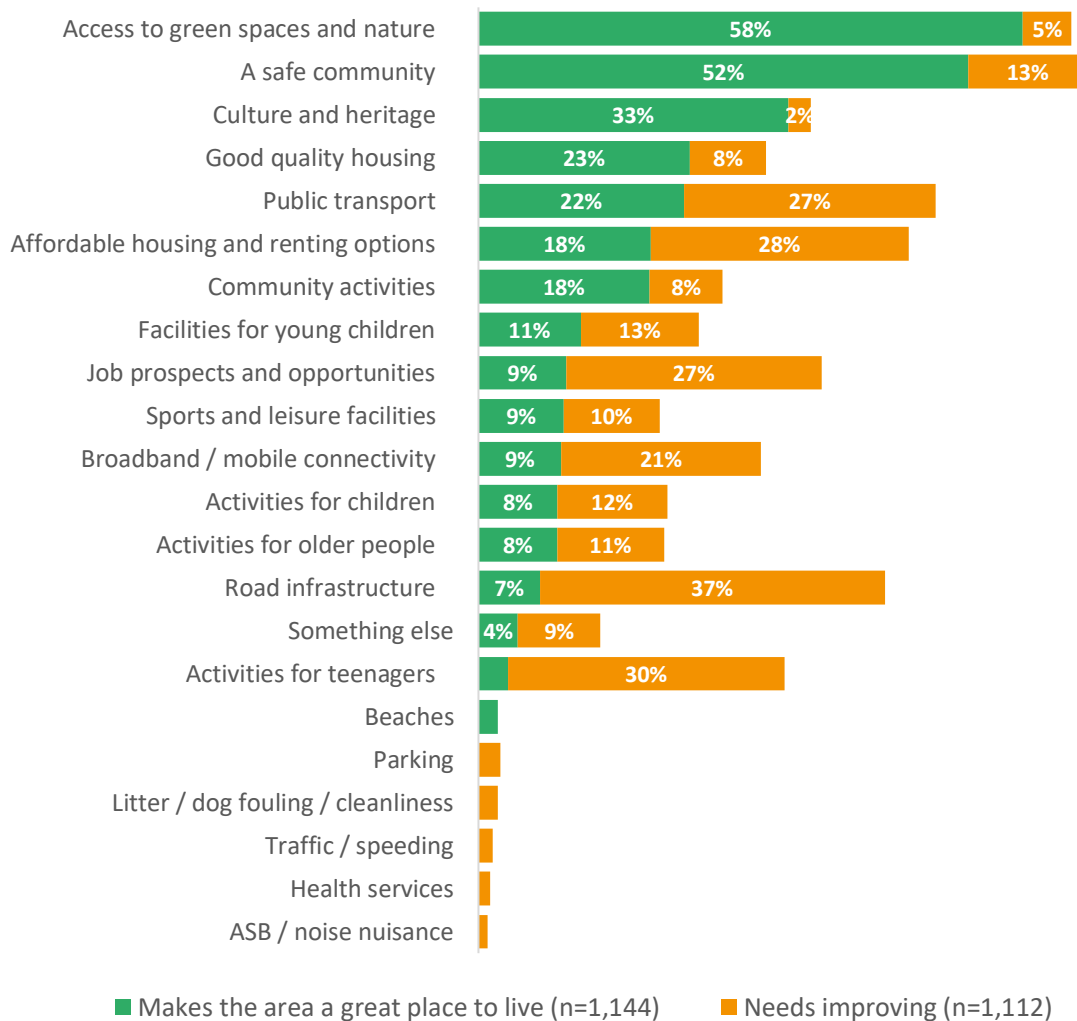
Indicative sub-group analysis

- Residents who rented their home from the council were least likely to be satisfied that the County Council provided value for money, with 50% stating they agreed with this compared to 64% of residents who are buying their home on a mortgage.


Norfolk as a place to live

Next, residents were asked what were the 3 things that make Norfolk a good place to live and what are the 3 things that they thought needed to be improved. Residents most commonly mentioned – access to green spaces and nature, a safe community and the culture and heritage – as what makes Norfolk a good place to live. Whilst residents thought that – the road infrastructure, activities for teenagers and affordable housing and renting solutions needed to be improved.

Figure 9: What's good about living in the County and what needs to be improved



Across all the districts the top 3 aspects that make the county a good place to live were the same, but amongst these there were some variations by district.



- Residents in Great Yarmouth were significantly more likely to said that access to green spaces and nature was why Norfolk was a good place to live compared to the other districts (excluding South Norfolk).
- Residents in North Norfolk were more likely to have said that the culture and heritage of the area makes it a good place to live compared to the other districts (excluding Broadland and Norwich).

- Residents living in Breckland were less likely to have said that 'a safe community' is a good thing about living in the area, compared to the other districts.

Across all districts the top 3 aspects that are in most need of improvement varied.

Breckland	1. Road infrastructure (40%)	2. Activities for teenagers (32%)	3. Job prospects and opportunities (27%)
Broadland	1. Activities for teenagers (38%)	2. Road infrastructure (36%)	3. Affordable housing and renting options (35%)
Great Yarmouth	1. Road infrastructure (48%)	2. Activities for teenagers (35%)	3. Job prospects and opportunities (30%)
King's Lynn & West Norfolk	1. Affordable housing and renting options (36%)	2. Road infrastructure (36%)	3. Job prospects and opportunities (35%)
North Norfolk	1. Public transport (46%)	2. Road infrastructure (31%)	3. Affordable housing and renting options (27%)
Norwich	1. Affordable housing and renting options (35%)	2. Job prospects and opportunities (29%)	3. A safe community (29%)
South Norfolk	1. Road infrastructure (42%)	2. Broadband / mobile connectivity (37%)	3. Public transport (32%)

Indicative sub-group analysis

- Residents who rented their home from the council were more likely have stated that good quality housing and a safe community are aspects that are in most need of improvement.
- Residents who own their property outright were more likely to have said that the road infrastructure needs to be improved.
- Residents who were renting their home from a private landlord were more likely to say that affordable housing and renting options needed to be improved in the county.
- As household size increased, so did the proportion stating that activities for teenagers and children needed to be improved. Whilst those living on their own were more likely to have said that activities for older people needed improvement.

Budget & service priorities

The County Council wanted to explore what services were most important to residents, what services they should be prioritising, and awareness of the financial challenges faced by Norfolk County Council.

Section summary

A higher proportion of residents were more likely to agree that the County Council is making sure residents can improve and thrive regardless of their social background (82%) and are encouraging business to grow, powering the local economy (70%). Whilst still a majority, residents were less likely to agree that the County Council were making sure there was a workforce which met the needs of businesses (67%) and enabled housing growth and the necessary infrastructure to deal with it (64%).

In response to the County Council focus outcomes for the 2020-25 strategy, residents were more in favour of the Council taking preventative approaches - helping people thrive and build strong communities. Although the growth of the economy is important, these outcomes scored slightly lower.

Just over two-fifths (44%) of residents were aware of the financial challenges faced by the County Council. Residents living in North Norfolk were significantly more aware compared to those in Great Yarmouth. As age increased, so did residents' awareness of the challenges. Those living in rural settings were more aware compared to those in urban areas.

Three quarters (75%) were concerned about the financial challenges; significantly less residents in Breckland were concerned compared to the remaining districts in the county. Those aged 35-64 were significantly more likely to be concerned versus the younger and older age groups.

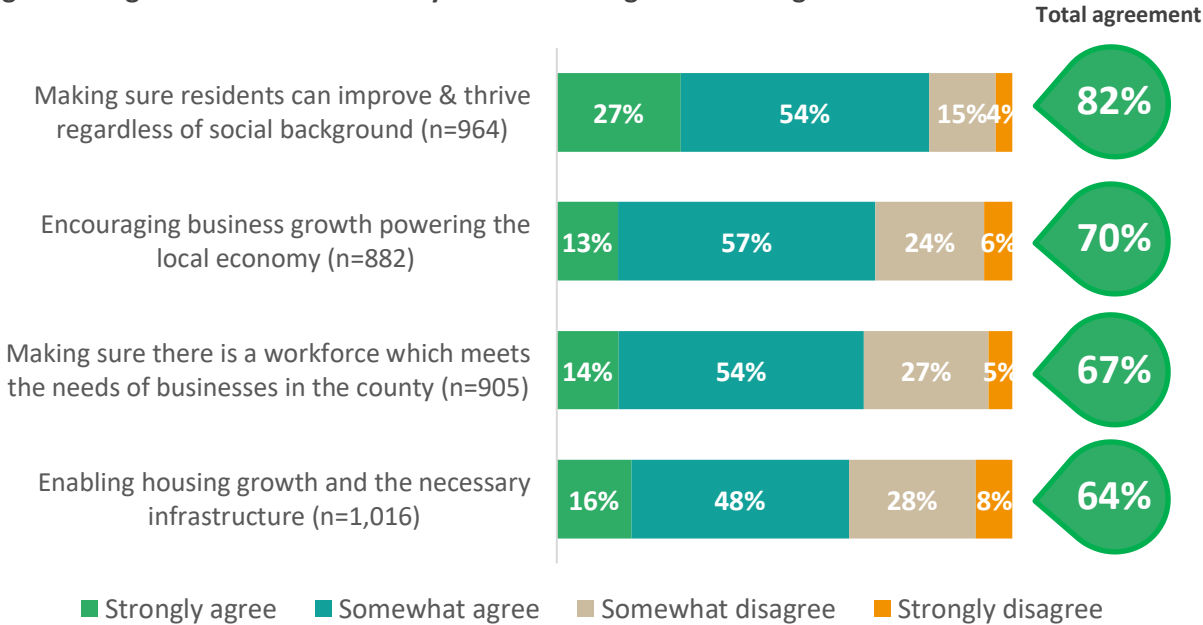
Exploring service priorities, adult social services, roads & transport and public health service were most important to residents personally. Museums & libraries and public protection were less likely to be personally important to residents.

Statements about County Council services

Residents were read out the Council’s priorities and asked to what extent they agreed that Norfolk County Council were achieving them.

- **82%** of residents felt the Council was making sure residents can improve and thrive regardless of their social background.
- **70%** of residents felt the Council was encouraging business to grow, powering the local economy.
- **67%** of residents felt that the Council was making sure there was a workforce which met the needs of businesses in the county.
- **64%** of residents felt the Council enabled housing growth and the necessary infrastructure to deal with it.



Figure 10: Agreement that the County Council is doing the following...



Sub-group analysis shows that there were significant variations by district, age group and RUC:



- Residents living in Great Yarmouth were less likely to agree that the County Council was making sure residents can improve and thrive regardless of their social background, making sure there is a workforce that meets the needs of businesses and encouraging business growth powering the local economy.
- Residents in Broadland and King’s Lynn & West Norfolk were less likely to agree the County Council is enabling housing growth and the necessary infrastructure.

	<ul style="list-style-type: none"> Residents aged 55-64 were less likely to agree the County Council is enabling housing growth and the necessary infrastructure, compared to the other age groups.
	<ul style="list-style-type: none"> Residents living in urban areas were less likely to agree the County Council is making sure there is a workforce which meets the needs of businesses in the county and enabling housing growth and the necessary infrastructure, compared to those in rural areas.

Indicative sub-group analysis

- Residents who rented their home from the council were least likely to agree that the County Council is encouraging business growth, powering the local economy (57%), compared to other tenure types, for example 73% who own their home.

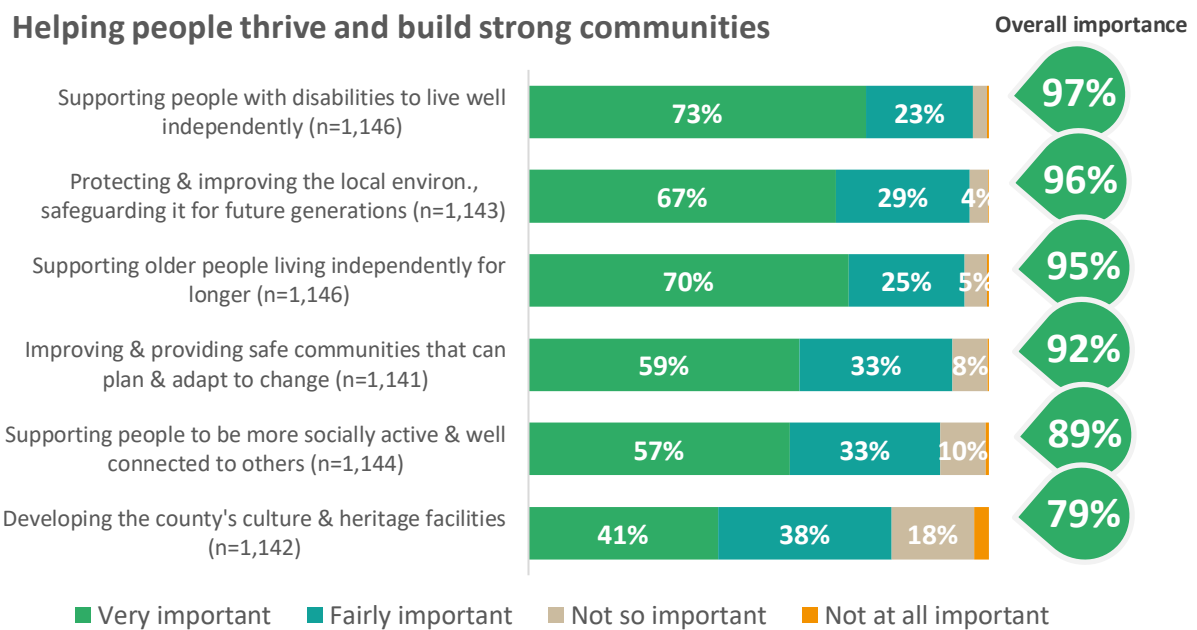
Norfolk County Council 2019-2025 Strategy

The Council has published its strategy for 2019-2025 which sets out specific outcomes focusing on growing the economy, helping people thrive and build strong communities. The Council wanted to explore how important these outcomes were to residents.

Generally, residents were more in favour of preventative approaches such as; supporting people with disabilities to live well independently with 97% stating this was important. This was followed by 96% stating protecting and improving the local environment, safeguarding it for future generations and 95% stating supporting older people living independently for longer, as important.

In this outcome (helping people thrive and build strong communities), developing Norfolk’s culture and heritage facilities was less important, with 79% stating very or fairly important.

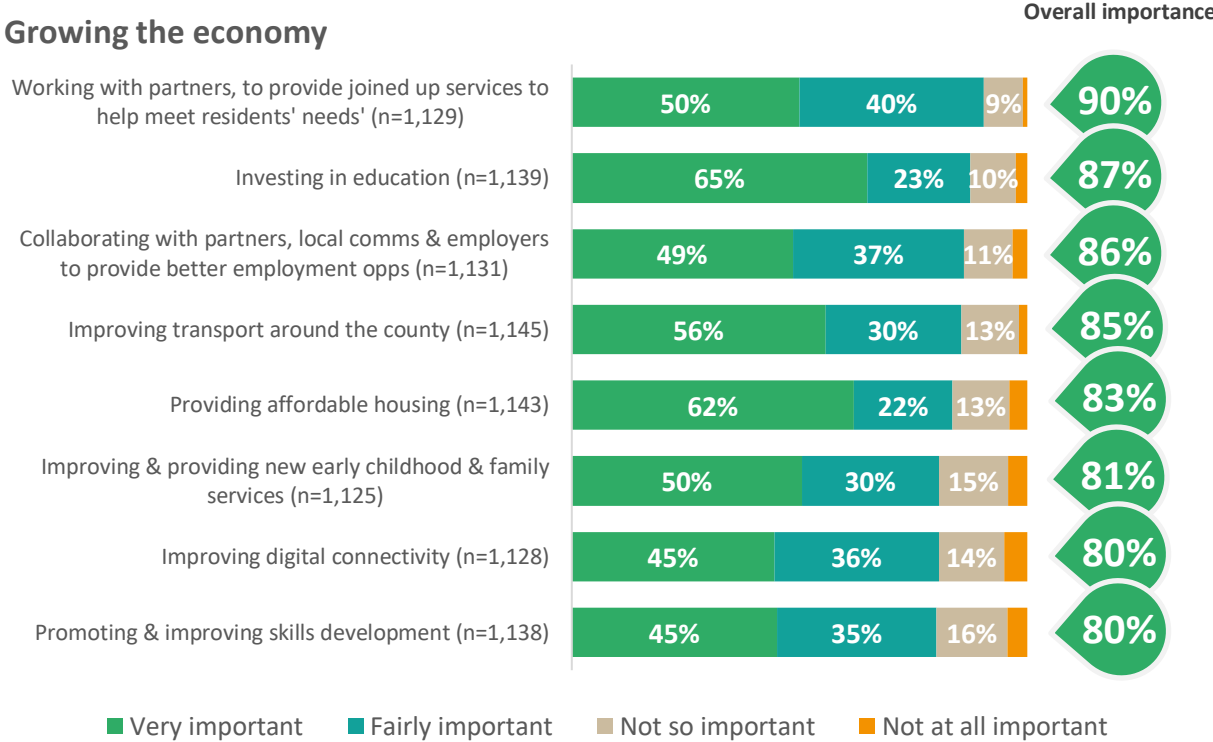
Figure 11: Level of importance for the 2019-2025 Council strategy outcomes



For growing the economy, as shown in figure 12 overleaf, residents felt that it was most important for the County Council to work with partners to provide joined up services that help meet residents’ needs; 90% stated this was very/fairly important. This was closely followed by investing in education at 87%.

Promoting and improving skills development, followed by improving digital connectivity was least important - both at 80%.

Figure 12: Level of importance for the 2019-2025 Council strategy outcomes



Residents were then asked if there was anything else the County Council should be focusing on in the 2019-2025 strategy. Below presents the key themes, alongside indicative residents' quotes:

- Roads (safety, potholes, speeding...) and cycling infrastructure =

“When repairs are done on roads the Council should come out and have a look at what and how the work is carried out. They’ve done the road but not put the lines back in.”

“Better level crossings, there is nothing here especially on the main roads.”

“Cycle paths, foot paths between villages.”
- More doctors / support for health services

“Keep an eye on new build, transport will be difficult, more cars on these narrow roads and doctors will be stretched.”

“More things on healthy living, more farmers markets as there is a lot of farmers here and they have to put them outside their homes to sell. So a good farmers market would be good.”

“Social care about lacking for independent living.”
- Housing (issues, providing affordable homes, homes for young people)

“More small and affordable houses for first time buyers.”

“Too many holiday homes, not enough affordable houses for younger people.”

“Younger people who need affordable houses. There is nothing here, they’re building retirement homes forcing younger generation to move out.”

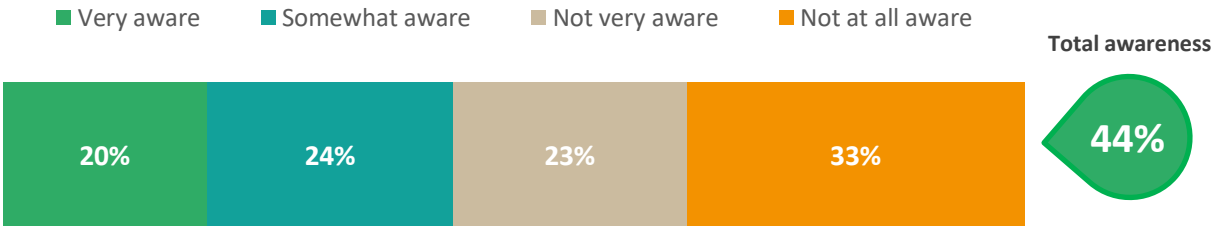
Financial challenges

Norfolk County Council spends around £1.4 billion on services for residents such as community and environment services, Adult Social Care, children’s services including schools etc. Since 2010 they have had to make savings of £395 million. For 2020-22, they now need to find additional savings of over £70 million. Residents were asked if they were previously aware of the level of financial challenges facing the Council.

- **44%** of residents said they were ‘very’ (20%) or ‘somewhat’ (24%) aware of the financial challenges faced.
- Just under a quarter (23%) said they were not very aware of this, whilst a third (33%) said they were not at all aware.

Figure 13: Awareness of financial challenges

Base – 1,123



Sub-group analysis shows that there were significant variations by district, age group and RUC:


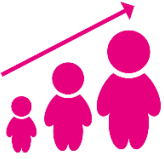

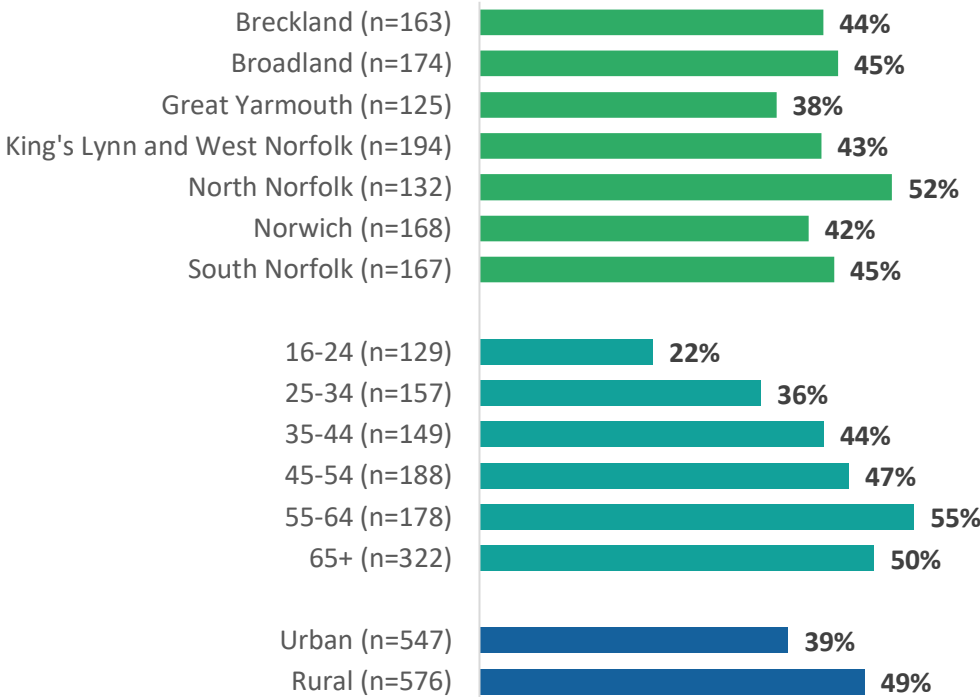
	<ul style="list-style-type: none"> ▪ Awareness of the County Council’s financial challenges was highest in North Norfolk and significantly lower in Great Yarmouth.
	<ul style="list-style-type: none"> ▪ As age increased, so did awareness of the County Council’s financial challenges. For example, 22% of those aged 16-24 were aware compared to 55% of those aged 55-64 years old.
	<ul style="list-style-type: none"> ▪ Residents living in rural areas were more likely to be aware compared to those living in urban areas.

Figure 14: Awareness of financial challenges by district, age groups and RUC



Indicative sub-group analysis

- Residents who rented their home from the council were least likely to be aware of the financial challenges (24%), compared to other tenure types. For example, those who owned their home (57%) and those buying on a mortgage (47%).
- Two person households were more likely to be aware (52%) of the financial challenges, compared to larger household sizes, for example four person homes at 37%.
- Households classified as Acorn 3 'Comfortable Communities' (51%) and Acorn 1 'Affluent Achievers' (52%) were more likely to have been aware of the challenges faced by the County Council. Compared to Acorn 5 'Urban Adversity' at 27%.

Residents were then asked how they felt about the continuing challenges faced by the County Council.

- **75%** of resident felt either 'very' (35%) or 'somewhat' (40%) worried.
- Just under a fifth (16%) said they were not very worried, whilst 9% said they were not at all worried.

Figure 15: Level of concern for financial challenges faced

Base – 1,102



Sub-group analysis shows that there were significant variations by district, age group and RUC:



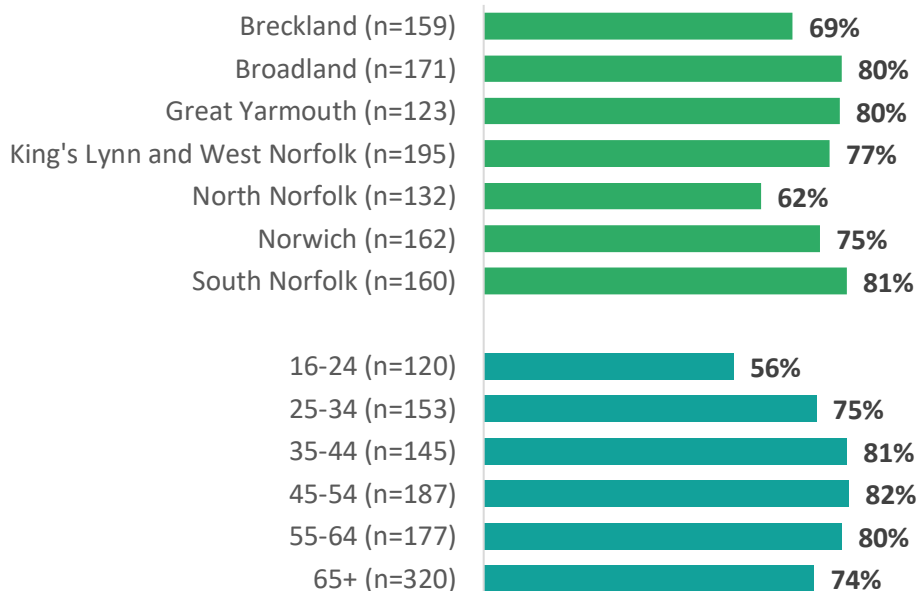
	<ul style="list-style-type: none"> ▪ Residents living in Breckland were less likely to be concerned about the County Council's financial challenges, when compared to the remaining districts.
	<ul style="list-style-type: none"> ▪ The middle age groups 35-64 were more likely to have concerns about the County Council's financial challenges compared to the younger and older age groups.

Figure 16: Level of concern for financial challenges faced by district and age group



Indicative sub-group analysis

- Households classified as Acorn 3 'Comfortable Communities' and Acorn 1 'Affluent Achievers' were more likely to be concerned for the County Councils financial challenges at 80% and 78% respectively.

Resident priorities

Residents were provided with a list of services provided by Norfolk County Council and were asked which were the top 5 services that were most important to them personally.

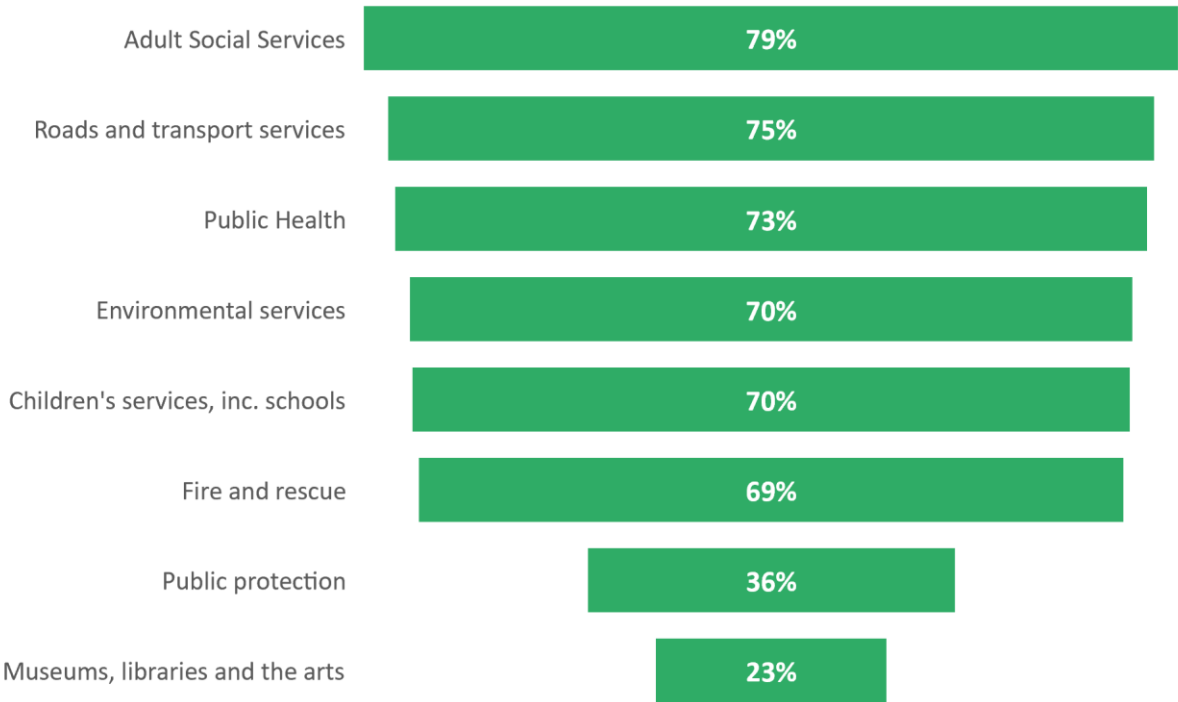
Adult Social Services, such as help for older people, disabled people and people with mental health issues, ranked number one, with 79% stating this was their more important service personally.

This was closely followed by roads and transport services such as public transport, road maintenance at 75%, public health services such as promoting healthy lifestyles, disease and injury prevention (73%), environmental services e.g. waste, planning applications local recycling centres (70%) and children’s services, including schools e.g. early help and family support, safeguarding, children in care, activities for children and young people at 70%.

Museums, libraries and the arts and public protection such as trading standards and emergency planning were ranked the least important at 23% and 36% respectively.

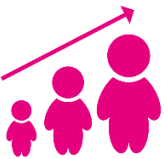
Figure 17: The most important services to residents

Base – 1,138



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

- Residents in Great Yarmouth were more likely to have rated Adult Social Services as most important to them personally, compared to those living in North Norfolk and South Norfolk.

	<ul style="list-style-type: none"> Residents in Broadland and North Norfolk were more likely to have rated roads and transport services important to them personally, compared to those living in Norwich. Residents living in King’s Lynn & West Norfolk were more likely to have rated public health services important to them personally, compared to those living in Breckland and Great Yarmouth. Resident living in North Norfolk were least likely to have rated children services important to then personally, compared to the other districts.
	<ul style="list-style-type: none"> As age increased, so did the proportion of residents who rated Adult Social Services as important to them personally. For example, 88% of those aged 65 or rated this as important, compared to 64% of those aged 25-34. Those aged 65 or over were more likely to have rated roads and transport services as important to them personally, compared to those aged 25-34 and those aged 45-54.

Indicative sub-group analysis

- The most important services to residents with a long-term disability or illness were Adult Social Services, Public Health and roads and transport services.

Communications

This section explores how well-informed residents feel and their communication preferences.

Section summary

Just over half (52%) of residents felt Norfolk County Council kept them informed about the services and benefits it provides. This indicator is below the LGA national score of 59% (-7% points) but has increased since 2014 (2% points). Residents in South Norfolk felt more informed compared to residents in Breckland, Great Yarmouth and King’s Lynn & West Norfolk. As age increased, so did the level of residents who felt informed.

Almost seven in ten (68%) residents said that they trusted the County Council, this is 10% points above the LGA national score. Residents living in North Norfolk were significantly more likely to trust the County Council, whilst those living in Great Yarmouth were least likely. The youngest (16-24) and oldest (65+) age groups had higher levels of trust with the County Council compared to the other age groups. Residents living in a rural setting had significantly higher levels of trust versus those in urban areas.

Around a third (30%) of residents agreed that they could influence decisions affecting their local area, this has decreased by 2% points compared to the 2014 results (32%). Residents living in South Norfolk were more likely to have felt that they can influence decisions affecting their local area, compared to the other districts. The younger age groups (16-24) were less likely to have felt that they could influence decisions affecting their local area, compared to those aged 65 or older. Whilst those in rural areas were more likely to agree they had influence versus those living in urban areas.

Residents preference for communications was via a leaflet or newspaper (51%), by the council publication (36%) or by letter (32%). The older age groups were more likely to prefer communications in a physical form, whilst younger residents preferred electronic communications.

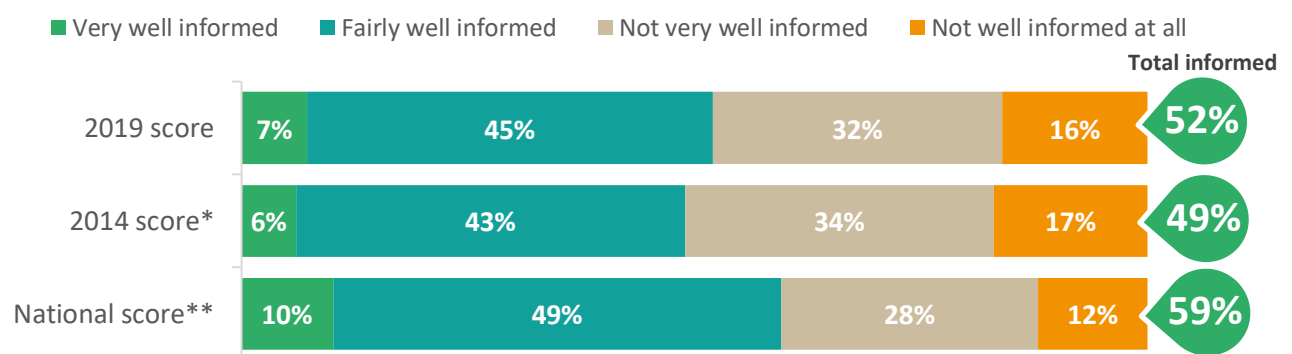
Being kept informed

Residents were asked how well informed they thought Norfolk County Council kept residents about the services and benefits it provides.

- **52%** of residents felt that the County Council kept them 'very' (7%) or 'fairly' (45%) informed.
- A third (32%) said they felt 'not very informed' and 16% felt not well informed at all.

Figure 18: How informed residents felt

Base – 1,104



* Postal methodology

**Telephone methodology

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



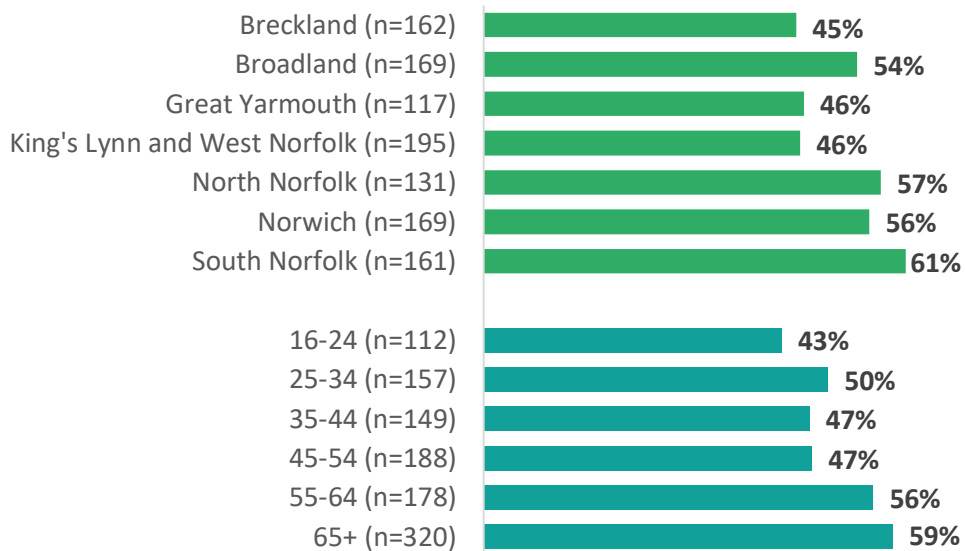
	<ul style="list-style-type: none"> ▪ Residents in South Norfolk felt more informed compared to residents in Breckland, Great Yarmouth and King's Lynn & West Norfolk.
	<ul style="list-style-type: none"> ▪ As age increased, so did the level of residents who felt informed. For example, 43% of those aged 16-24 felt informed, compared to 59% of those aged 65 and over.

Figure 19: How informed residents felt by district and age group



Indicative sub-group analysis

- Residents living in more affluent areas were more likely to feel that the County Council kept them informed. For example, 61% households classified as Acorn 1 'Affluent Achievers' felt informed, compared to 43% of households classified as Acorn 5 'Urban Adveristy'.

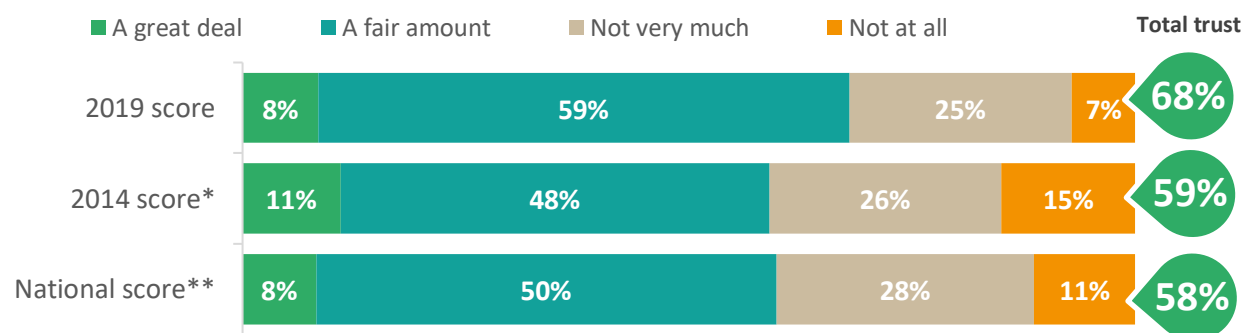
Trust

Residents were then asked how much they trust the County Council.

- 68%** of residents said they either trust the County Council 'a great deal' (8%) or 'a fair amount' (59%).
- A quarter (25%) said they did not trust them very much and 7% said 'not at all'.

Figure 20: Level of trust

Base – 1,149



* Postal methodology
 **Telephone methodology

Sub-group analysis shows that there were significant variations by district, age group and RUC:




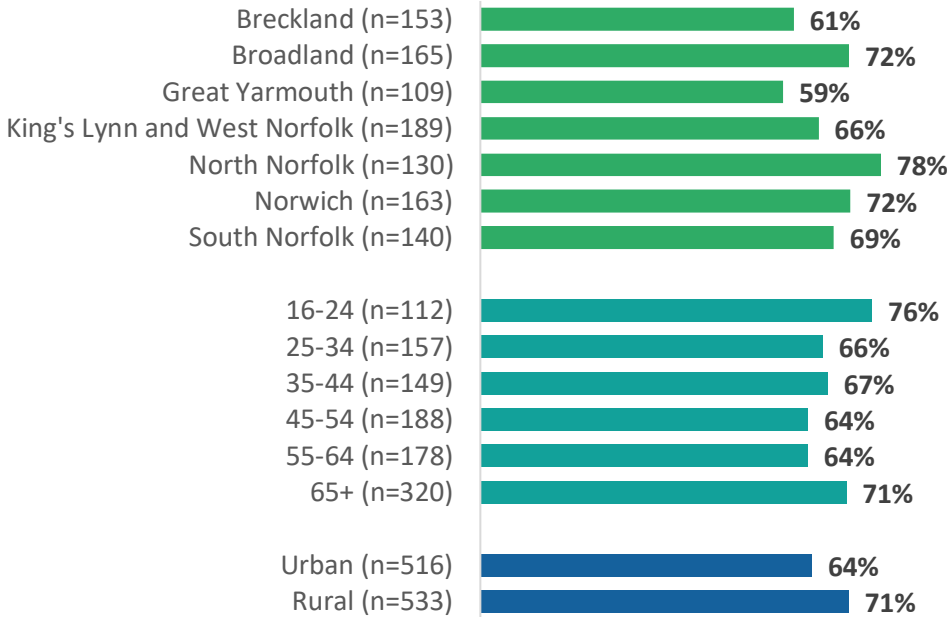
	<ul style="list-style-type: none"> Residents living in North Norfolk had higher levels of trust in the County Council, compared to those living in Breckland, Great Yarmouth and King’s Lynn & West Norfolk. Residents living in Great Yarmouth had the lowest level of trust when compared to the other districts.
	<ul style="list-style-type: none"> The youngest (16-24) and oldest (65+) age groups had higher levels of trust with the County Council compared to the other age groups.
	<ul style="list-style-type: none"> Residents living in rural areas had higher levels of trust with the County Council compared to the those living in urban areas.

Figure 21: Level of trust by district, age group and RUC



Indicative sub-group analysis

- Residents who rented their home from the council were less likely to trust the County Council at 55%, compared to 74% who trust the Council who are buying their home on a mortgage.

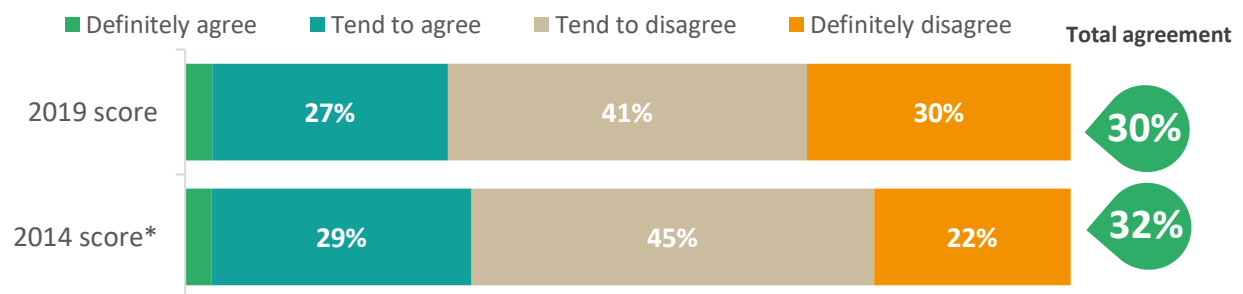
Influencing decisions

Residents were asked to what extent they agree that they can influence decisions affecting their local area.

- **27%** said they tended to agree, whilst only 7% said they definitely agreed that they could influence decisions.
- Around two fifths (41%) said they tended to disagree and 30% said they definitely disagree.

Figure 22: Agreement that residents can influence decisions affecting their local area

Base – 1,015



* Postal methodology

Sub-group analysis shows that there were significant variations by district, age group and RUC:




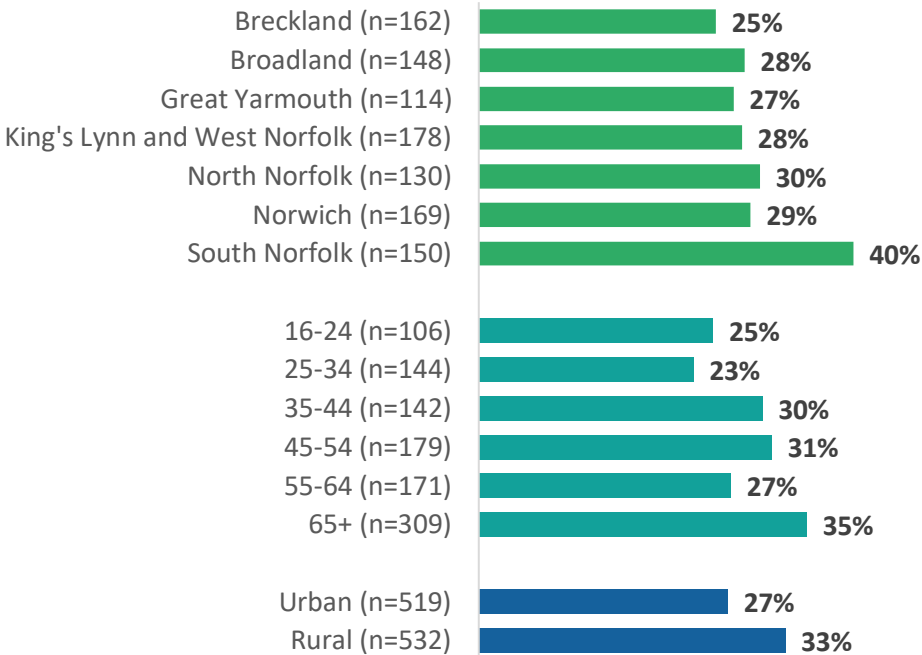
	<ul style="list-style-type: none"> ▪ Residents living in South Norfolk were more likely to have felt that they can influence decisions affecting their local area, compared to the other districts.
	<ul style="list-style-type: none"> ▪ Residents aged 16-24 were less likely to have felt that they can influence decisions affecting their local area, compared to those aged 65 or older.
	<ul style="list-style-type: none"> ▪ Residents living in rural areas were more likely to have felt that they can influence decisions affecting their local area, compared to those living in urban areas.

Figure 23: Agreement that residents can influence decisions affecting their local area by district, age group and RUC



Indicative sub-group analysis

- Residents living in more affluent areas were more likely to feel that they could influence decisions in their local area. For example, 39% of households classified as Acorn 1 ‘Affluent Achievers’ agreed that they could compared to 24% of households classified as Acorn 5 ‘Urban Adversity’.

Residents were then asked why they thought they could not influence decisions affecting their local area. Below presents the main key themes and quotations. It should be notes that 141 residents couldn’t provide a response or weren’t sure.

- They don't listen/ don't take notice
 - “They don't listen to a word you tell them. Too many housing developments and no bypass in Long Stratton.”*
 - “There's issues with planning applications they don't take residents' views into consideration.”*
- I'm too old/ due to age
 - “I am too old for any consultation.”*

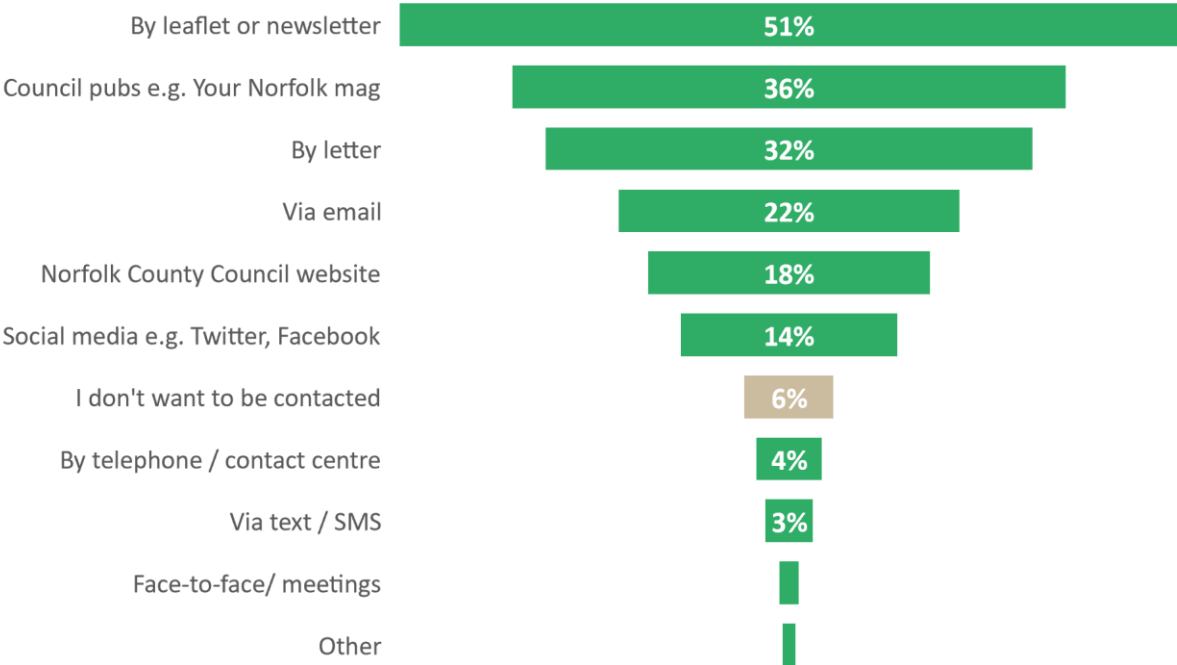
Communication preferences

Residents were then asked how they would prefer the County Council to communicate with them.



- 51% of residents said they would prefer to be contacted by leaflet or newsletter. This was followed by 36% stating by Council publications e.g. Your Norfolk magazine and 32% stating by letter.
- Face to face meetings e.g. contact call centre, by telephone was least preferred at 1% and 3% respectively.
- Just 6% said they didn't want to be contacted by the County Council.

Figure 24: Communications preference

Base – 1,148



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

	<ul style="list-style-type: none"> ▪ Residents living in Broadland and South Norfolk were more likely to want information via a leaflet or newsletter, compared to those in King's Lynn & West Norfolk, North Norfolk and Norwich. ▪ Residents living in North Norfolk were more likely to want information via Council publications compared to the other districts.
	<ul style="list-style-type: none"> ▪ The younger age groups were least likely to want information in a physical form and more likely to want information in electronic form. For example, 29% of those aged 16-24 preferred information via leaflet or newsletter, compared to 60% of those aged 65 or older. Whilst 35% of those aged 16-24 said via social media compared to 5% of those aged 65+ stating this.

Lastly, residents were asked to describe the County Council in their own words. Below presents the key themes, alongside some quotations.

- Generally positive (good, doing a good job...)

“Working hard to keep everyone happy.”

“They do the best they can within their limitations.”

“They do a reasonable job.”

- Generally negative (bad service)

“Rubbish, they don't really listen to our needs and anything we rejected, they still go and do it.”

“I feel they do not spend money well and are not particularly professional. They should seek more professional advice.”

“Men in suits and have a great regard just for themselves.”

- Cuts / limited resources

“Hats off to them they are trying their best with budget cuts.”

“Doing a good job in very difficult times.”

“Doing their best with limited resources but committed to improving the local community.”

Recommendations

Recommendation 1

2020-25 budget strategy should focus on preventative approach to Adult Social Services and improving the road and transport services in the county. Adult Social Services was the most important service to residents and residents also felt the preventative approaches were the most important aspects to focus on for the 2020-25 strategy. This should therefore be a core aspect of the strategy. The strategy should also take into account road and transport services, as this was the second most important service to residents and residents also felt this was in most need of improvement.

Recommendation 2

Improve awareness of financial circumstances with the younger age groups through an electronic medium and the affect this may have on services such as Children's services, including schools; e.g. early help and family support, safeguarding, children in care, activities for children and young people.

Recommendation 3

The Council should continue the use of paper-based communications, specifically leaflets, newsletters and other council publications, but should utilise social media for the younger age groups. Work will need to be done to raise awareness and sign up the younger age groups to county social media pages.

Previous research has shown that the communication between local authorities and their residents is not only important, but highly valued. We recommend that the County Council looks at ways to better engage with its residents, specially the younger age groups and those living in Breckland, Great Yarmouth and King's Lynn & West Norfolk. Boosting representation from younger age groups on 'Your Voice' may be one possibility.

Recommendation 4

Follow up research, such as focus groups, may help unpick the reasons for lower satisfaction scores for aspects such as being kept informed and how and if, residents want to be more involved in decision making processes.

Appendix A: Questionnaire

Appendix A: Questionnaire

Norfolk County Council Residents Survey 2019

Good morning/afternoon, my name is _____ [SHOW ID BADGE] and I work for M·E·L Research [SHOW AUTH LETTER]. I am doing a survey on behalf of Norfolk County Council. They want to gather views from residents about living in the County. Can you spare 15 minutes to go through some questions please?

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 General Data Protection Regulation (GDPR).

Q1 Can I confirm you live in...

- Breckland
 Great Yarmouth
 North Norfolk
 South Norfolk
 Broadland
 King's Lynn and West Norfolk
 Norwich

IF RESIDENT NOT SURE, ASK: Who do you pay your Council Tax to?

Section A: About your county council

Q2 Firstly, could you tell me which of the following you think Norfolk County Council is responsible for and which {Q1} is responsible for? [SHOWCARD A]

	District	County	Don't know
1. Education and learning e.g. <i>schools, early learning</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Roadworks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Bus stops and public travel information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Waste and recycling collected from your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Local recycling centre / tip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Housing support and advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Street cleaning e.g. <i>keeping the area clean & litter free</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Maintaining open green spaces and parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Adult Social Care services e.g. <i>support for older people, disabled people and informal carers including home care and help for people to regain their independence following an illness etc</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Food health & safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Economic development e.g. <i>attracting economic growth, investment and jobs to Norfolk</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Benefits advice and support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Sports and leisure facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Fire and public safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you...

Section B: Living in the county

Q3 Overall, how satisfied or dissatisfied are you with your local area as a place to live? *By your local area, we mean the area which includes your nearest grocery store, newsagents, doctor's practice and/or primary school.*

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know [DR]

Your local area receives services from two councils, {Q1} and Norfolk County Council. This survey asks about Norfolk County Council which is responsible for services such as education, social care services and road maintenance.

Q4 Overall, how satisfied or dissatisfied are you with the way Norfolk County Council runs things?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know [DR]

In considering the next question, please think about the range of services Norfolk County Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Norfolk County Council provides to the community. We would like your general opinion.

Q5 To what extent do you agree or disagree that Norfolk County Council provides value for money?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know [DR]

Q6a Thinking about the county of Norfolk, what 3 things make the county a good place to live? [SHOWCARD B]

- | | |
|---|--|
| <input type="checkbox"/> Culture and heritage | <input type="checkbox"/> Job prospects and opportunities |
| <input type="checkbox"/> Access to green spaces and nature | <input type="checkbox"/> Public transport |
| <input type="checkbox"/> Facilities for young children | <input type="checkbox"/> Road infrastructure |
| <input type="checkbox"/> Activities for children | <input type="checkbox"/> A safe community |
| <input type="checkbox"/> Activities for teenagers | <input type="checkbox"/> Sports and leisure facilities |
| <input type="checkbox"/> Activities for older people | <input type="checkbox"/> Broadband / mobile connectivity |
| <input type="checkbox"/> Affordable housing and renting options | <input type="checkbox"/> Something else, please specify: |
| <input type="checkbox"/> Good quality housing | <input type="checkbox"/> Beaches |
| <input type="checkbox"/> Community activities | |

Other - Makes the county a good place to live

Q6b And which 3 things do you think need improving about the county of Norfolk? [SHOWCARD B]

- | | |
|---|---|
| <input type="checkbox"/> Culture and heritage | <input type="checkbox"/> Road infrastructure |
| <input type="checkbox"/> Access to green spaces and nature | <input type="checkbox"/> A safe community |
| <input type="checkbox"/> Facilities for young children | <input type="checkbox"/> Sports and leisure facilities |
| <input type="checkbox"/> Activities for children | <input type="checkbox"/> Broadband / mobile connectivity |
| <input type="checkbox"/> Activities for teenagers | <input type="checkbox"/> Something else, please specify: |
| <input type="checkbox"/> Activities for older people | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Affordable housing and renting options | <input type="checkbox"/> Litter / dog fouling / cleanliness |
| <input type="checkbox"/> Good quality housing | <input type="checkbox"/> Health services |
| <input type="checkbox"/> Community activities | <input type="checkbox"/> Traffic / speeding |
| <input type="checkbox"/> Job prospects and opportunities | <input type="checkbox"/> ASB / noise nuisance |
| <input type="checkbox"/> Public transport | |

Other - In most need of improvement

Section C: Budget & service priorities

Q7 To what extent do you agree or disagree that Norfolk County Council is doing the following...

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know [DR]
Making sure residents can improve and thrive regardless of their social background	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making sure there is a workforce which meets the needs of businesses in the county	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Encouraging business growth powering the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabling housing growth and the necessary infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Norfolk County Council has drafted a strategy for 2019-2025 which sets out specific outcomes focusing on a growing economy, thriving people and strong communities. The County Council would like to know how important these are to residents.

Q8 Please tell me how important you think each of the following are to you personally?
[SHOWCARD C]

	Very important	Fairly important	Not so important	Not at all important	Don't know [DR]
Providing affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving digital connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving transport around the county	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting and improving skills development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving and providing new early childhood and family services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collaborating with partners, local communities and employers to provide better employment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with partners, to provide joined up services to help meet residents needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Great, thank you. Now please tell me how important the following are to you personally?
[SHOWCARD D]

	Very important	Fairly important	Not so important	Not at all important	Don't know [DR]
Supporting older people living independently for longer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting people with disabilities to live well independently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting people to be more socially active and well connected to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving and providing safe communities that can plan and adapt to change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing the county's culture and heritage facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting and improving the local environment, safeguarding it for future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Is there anything else you think the county council should be focusing on?

Just to give you a bit of background. Norfolk County Council spends around £1.4 billion a year on services for residents such as community & environment services, Adult Social Care, childrens services including schools etc. Since 2010 they have had to make savings of £395 million. For 2020-22 they now need to find additional savings of over £70 million. [SHOWCARD E FOR THOSE INTERESTED IN CURRENT BREAKDOWN OF COUNTY SPEND]

Q11 Before today, how aware were you of the level of financial challenges facing the county council i.e. the amount they need to save?

- Very aware
- Somewhat aware
- Not very aware
- Not at all aware
- Unsure / don't know [DR]

Q12 How do you feel about the continuing financial challenges faced by the county council?

- Very worried
- Somewhat worried
- Not very worried
- Not at all worried
- Unsure / don't know [DR]

Q13 From this list, please select the TOP 5 that are most important to you personally. [SHOWCARD F]

- | | |
|---|--|
| <input type="checkbox"/> 1. Children's services, including schools e.g. early help and family support, safeguarding, children in care, activities for children and young people | <input type="checkbox"/> 5. Museums, libraries and the arts |
| <input type="checkbox"/> 2. Adult Social Services e.g. for older people, disabled people and people with mental health issues | <input type="checkbox"/> 6. Public Health e.g. promoting healthy lifestyles, disease and injury prevention |
| <input type="checkbox"/> 3. Fire and rescue | <input type="checkbox"/> 7. Roads and transport services e.g. public transport, road maintenance |
| <input type="checkbox"/> 4. Environmental services e.g. waste, planning applications local recycling centres | <input type="checkbox"/> 8. Public protection – trading standards and emergency planning |

Section D: Communications

Q14 How well informed do you think Norfolk County 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
- Don't know [DR]

Q15 How much do you trust Norfolk County Council?

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know [DR]

Q16 Do you agree or disagree that you can influence decisions affecting your local area?

- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree
- Don't know [DR]

Q17 Why do you think you can / can't influence decisions affecting your area?

Q18 How would you prefer Norfolk County Council to communicate with you?

- | | |
|--|--|
| <input type="checkbox"/> Via email | <input type="checkbox"/> Council publications e.g. Your Norfolk magazine |
| <input type="checkbox"/> Via text / SMS | <input type="checkbox"/> By telephone / contact centre |
| <input type="checkbox"/> Social media e.g. Twitter, Facebook | <input type="checkbox"/> I don't want to be contacted |
| <input type="checkbox"/> Norfolk County Council website | <input type="checkbox"/> Other, please specify |
| <input type="checkbox"/> By letter | <input type="checkbox"/> Face-to-face/ meetings |
| <input type="checkbox"/> By leaflet or newsletter | |

Q19 And in your own words, how would you describe Norfolk County Council?

Section E: About you

To make sure we are hearing from a wide range of people we'd like to ask some questions about you. These questions are optional but answering them will help us better understand what people tell us.

Q20 What age band do you fall in? [SHOWCARD G]

- | | |
|-----------------------------|---|
| <input type="radio"/> 16-17 | <input type="radio"/> 55-64 |
| <input type="radio"/> 18-24 | <input type="radio"/> 65-84 |
| <input type="radio"/> 25-34 | <input type="radio"/> 85+ |
| <input type="radio"/> 35-44 | <input type="radio"/> Prefer not to say |
| <input type="radio"/> 45-54 | |

Q21 What gender do you identify as? [SHOWCARD H]

- | | |
|----------------------------------|---|
| <input type="radio"/> Female | <input type="radio"/> Other, please specify |
| <input type="radio"/> Male | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Non-binary | |

Q22 What is your ethnic origin? [PLEASE TICK ONE ONLY] [SHOWCARD I]

- | | |
|---|---|
| <input type="radio"/> English / Welsh / Scottish / Northern Irish / British | <input type="radio"/> Asian or Asian British: Bangladeshi |
| <input type="radio"/> Irish | <input type="radio"/> Asian or Asian British: Chinese |
| <input type="radio"/> Gypsy, Irish or Roma Traveller | <input type="radio"/> Any other Asian background |
| <input type="radio"/> Any other white background | <input type="radio"/> Black or Black British: African |
| <input type="radio"/> Mixed: White and Black Caribbean | <input type="radio"/> Black or Black British: Caribbean |
| <input type="radio"/> Mixed: White and Black African | <input type="radio"/> Any other Black background |
| <input type="radio"/> Mixed: White and Asian | <input type="radio"/> Other: Arab |
| <input type="radio"/> Any other mixed background | <input type="radio"/> Another ethnic group, please describe below |
| <input type="radio"/> Asian or Asian British: Indian | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Asian or Asian British: Pakistani | |

Q23 Do you have a long-standing illness or disability?

- | | | |
|---------------------------|--------------------------|---|
| <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Prefer not to say |
|---------------------------|--------------------------|---|

Q24 How many children aged 17 and under are living here?

- | | | |
|----------------------------|--------------------------|---|
| <input type="radio"/> None | <input type="radio"/> 3 | <input type="radio"/> Prefer not to say |
| <input type="radio"/> 1 | <input type="radio"/> 4 | |
| <input type="radio"/> 2 | <input type="radio"/> 5+ | |

Q25 How many adults aged 18 or over are living here?

- 1 4
 2 5+
 3 Prefer not to say

Q26 In which way does your household occupy your current accommodation? [SHOWCARD J]

- Owned outright Rent from Housing Association / Trust Other, please specify
 Buying on a mortgage Rented from a private landlord Prefer not to say
 Rent from Council

Q27 Which of the following best describes your current working status? [SHOWCARD K]

- Employed (full or part time) Long term sick
 Self-employed Retired
 Unemployed Other, please specify
 Student Prefer not to say
 Looking after the family/home

Q28 Can I please take your postcode? [INTERVIEWER TO WRITE REFUSED WHERE APPLICABLE]

We want to make sure that we get feedback from residents living in both rural and urban areas of the county, so providing your full postcode will help us make sure we do this.

Q29 [IF RESIDENT HAS HIGHLIGHTED ANY ISSUES, PLEASE ASK] -

Would you like me to make a note of the [SPECIFY ISSUE] and pass this information back to Norfolk County Council?

- Yes No Issues raised
 No

Q29a Interviewer to write the issues raised below, Interviewer to also write down contact details if the respondent wishes to be contacted back.

Thanks, we are almost finished...

Q30 Norfolk County Council would like to analyse survey responses by different areas of the county. Do you give consent for your answers to be linked to your postcode? Your name and house number will remain anonymous.

Yes

No

Q31 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

No

Yes - email [hand over to resident to complete]

Yes - telephone number?

Can I take your name as well please?

Q32 Norfolk County Council is committed to listening to the views of residents. The council provides opportunities for residents to have their say about local services and decision making through its 'Your Voice' online panel. Would you like to sign up to 'Your Voice' to receive emails about further opportunities to have your say?

Yes

No

If yes, please can I have your email address. This will be passed back to Norfolk County Council.

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 [Interviewer to signpost to web address: melresearch.co.uk/page/privacypolicy].



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