


# Thanet District Council

# Residents' Survey Results

2020 (conducted spring 21)

A large, abstract graphic consisting of several overlapping, flowing blue waves in various shades of blue, extending from the bottom left towards the right side of the page.

# Methodology



- Online survey open February - March 2021
- Participation by postcard invitation only
- Direct mail to 6,000 randomly selected residents - representative sample from Council Tax file
- Reminder sent half way through
- Link provided to complete survey online - some hard copies provided on request
- Opportunity to benchmark satisfaction
- New questions added to capture feedback on the pandemic and on climate change



## **Response rate = 17%**

1028 (17%) in 2020

856 (14%) in 2019

736 (12%) in 2018








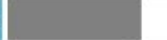

















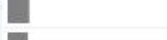



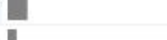

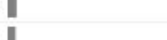


630 (10%) in 2017

# Part 1: Regular questions



# Your Local Area

## Important things in making Thanet a good place to live



































	2017	2018	2019	2020		Change
 Feeling safe	46%	52%	52%	41%		-11%
 Quality of beaches	31%	26%	26%	37%		11%
 Thriving towns	41%	40%	37%	36%		-1%
 Clean streets	36%	42%	39%	35%		-4%
 Quality of seafront	31%	31%	28%	32%		4%
 Air quality	17%	20%	18%	24%		6%
 Affordable decent housing	22%	23%	23%	21%		-2%
 Job prospects	20%	16%	17%	15%		-2%
 Cultural facilities and events	12%	9%	10%	13%		3%
 Wage levels and local cost of living	13%	11%	12%	12%		0%
 Quality of parks	5%	5%	4%	7%		3%
 Local visitor attractions	7%	6%	7%	7%		0%
 Other reasons	4%	6%	4%	6%		2%
 Quality of heritage and historic buildings	6%	4%	6%	5%		-1%
 Level of homelessness	5%	6%	9%	5%		-4%
 Sports facilities	3%	2%	2%	2%		0%
 Quality of play areas	5%	2%	2%	2%		0%

Residents were asked to select the **THREE** most important things from a list of 17 areas the council either directly or indirectly influences

- Feeling safe remains the most important factor in making Thanet a good place to live.
- Quality of beaches has risen from fifth to second most important.
- Thriving towns remains third.

# Your Local Area

## Things that need to be improved in Thanet

	2017	2018	2019	2020		Change
 Clean streets	47%	60%	55%	53%		-2%
 Thriving towns	34%	35%	41%	43%		2%
 Job prospects	39%	32%	30%	34%		5%
 Feeling safe	33%	40%	38%	26%		-12%
 Level of homelessness	24%	28%	30%	25%		-5%
 Affordable decent housing	27%	24%	25%	23%		-2%
 Wage levels and local cost of living	22%	18%	17%	20%		4%
 Quality of seafront	20%	17%	17%	19%		2%
 Other reasons	8%	7%	8%	11%		2%
 Local visitor attractions	9%	7%	7%	8%		1%
 Cultural facilities and events	6%	3%	4%	8%		3%
 Quality of beaches	6%	6%	6%	7%		1%
 Quality of parks	6%	8%	5%	7%		2%
 Air quality	3%	3%	3%	6%		2%
 Sports facilities	6%	3%	3%	5%		2%
 Quality of play areas	5%	5%	3%	5%		2%
 Quality of heritage and historic buildings	5%	4%	4%	4%		0%

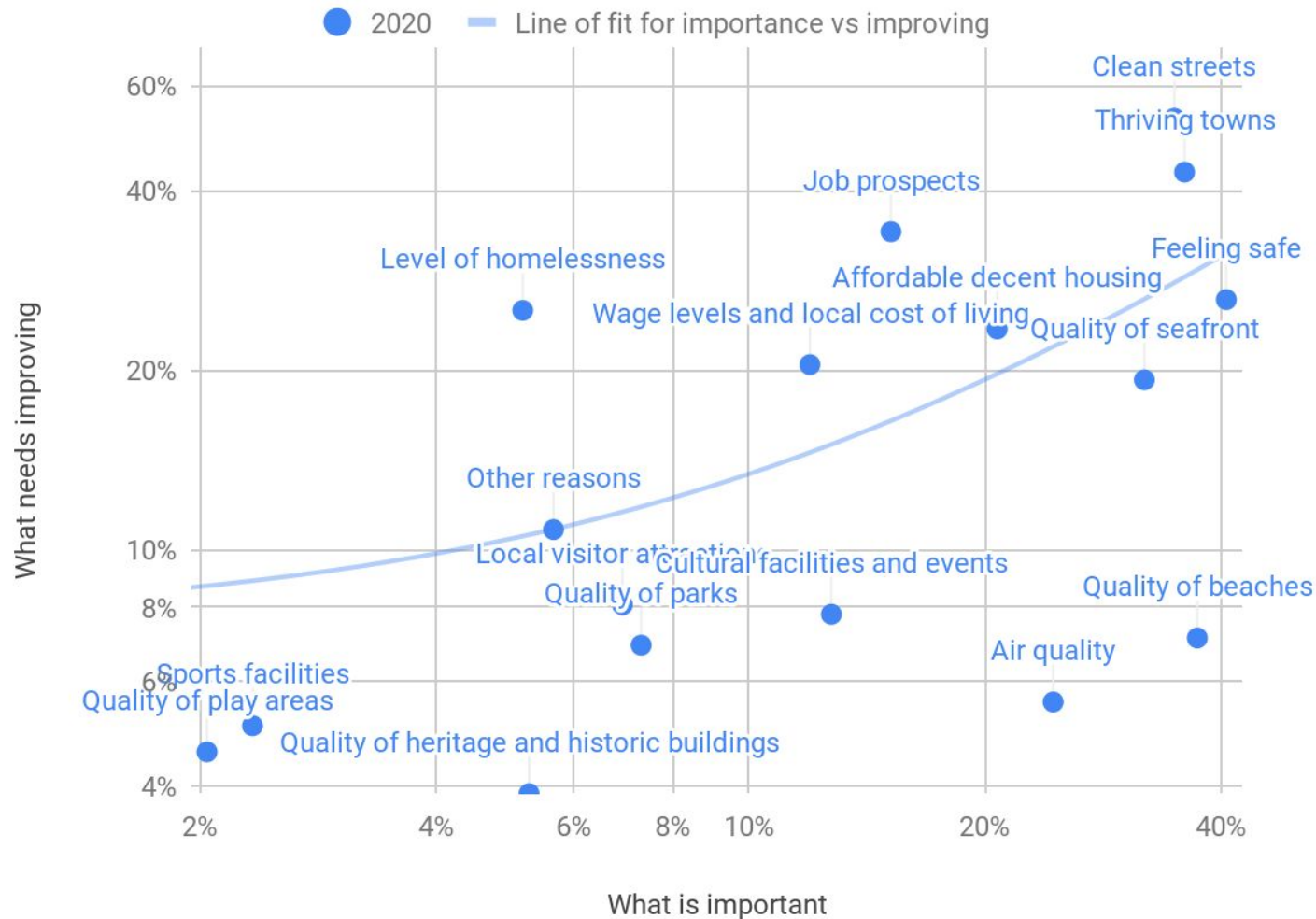
Residents were then given the same list and asked to select the **THREE** things which they think most need improving

- Clean streets remains top of the list of things that need to be improved
- Thriving towns remains second
- Job prospects has moved from fourth to third



# Your Local Area

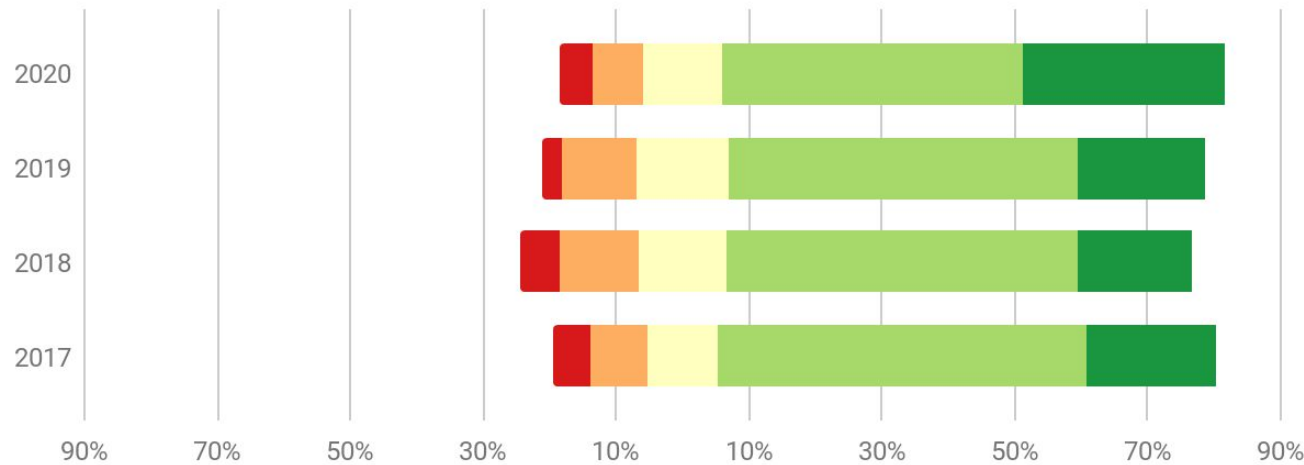
## Important things vs things that need to improve



- When considering the most important things together with those most in need of improving, Clean streets, Thriving towns and Feeling safe remain the top priorities.

# Your Local Area

## Satisfaction with local neighbourhood



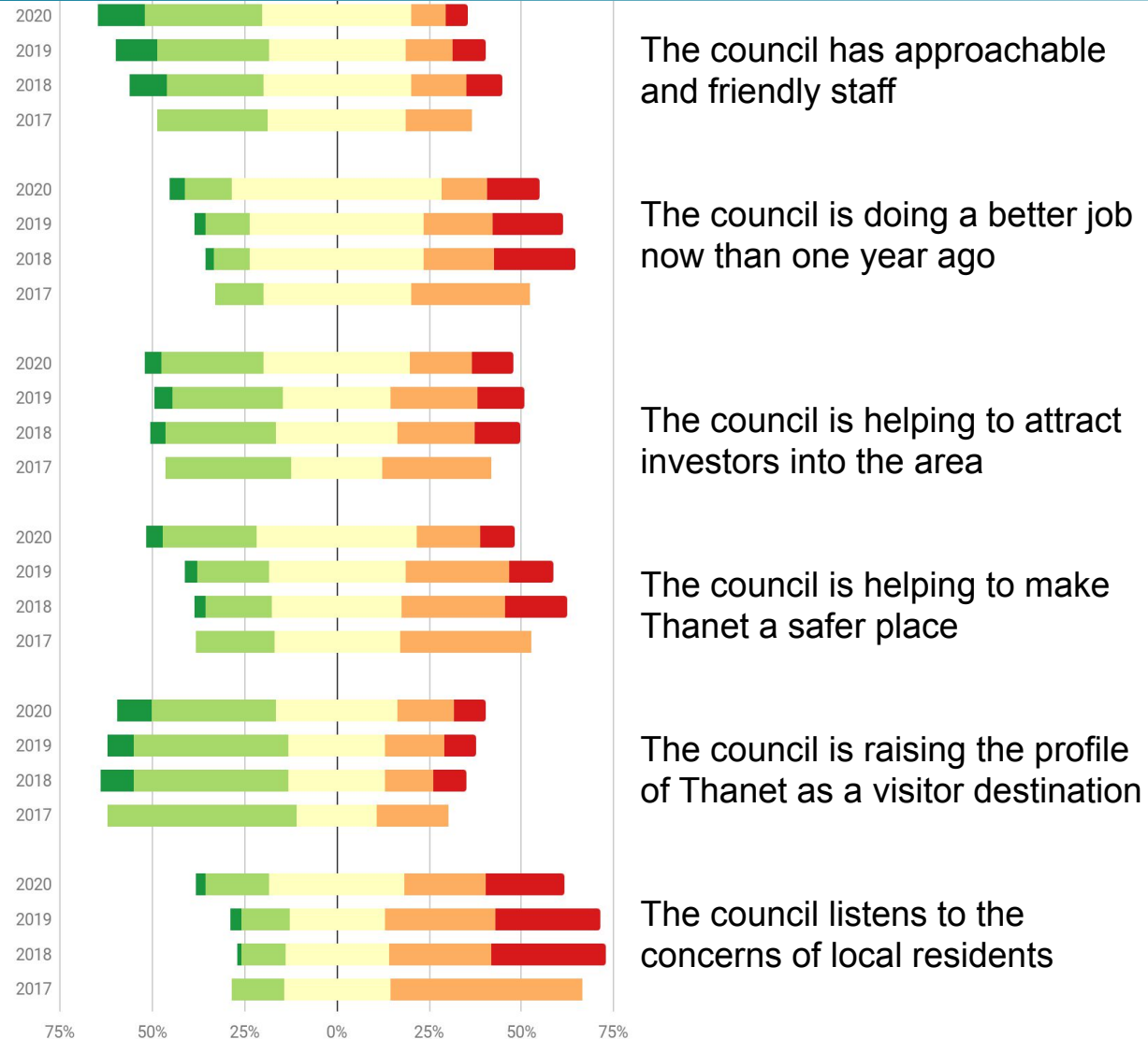
Residents are generally happy with their local neighbourhood:

- 75% satisfied in 2020
- 72% satisfied in 2019
- 70% satisfied in 2018
- 75% satisfied in 2017

	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied
2020	5.0%	7.3%	12.2%	45.1%	30.3%
2019	3.0%	11.5%	13.6%	52.7%	19.3%
2018	6.0%	12.0%	13.0%	53.0%	17.0%
2017	5.8%	8.4%	10.8%	55.5%	19.3%


















# Your Council

## Council Feedback



- Respondents were most likely to agree that TDC is raising the profile of Thanet as a visitor destination and that we have approachable and friendly staff
- Respondents were most likely to disagree that TDC listens to the concerns of local residents



	2017	2018	2019	2020		% change
Efficient	43%	44%	42%	39%		-3%
Responsive	24%	23%	28%	30%		2%
Trusted	32%	30%	28%	30%		1%
Transparent	27%	28%	29%	27%		-1%
Improving	21%	27%	26%	24%		-2%
Listening	23%	24%	22%	24%		2%
Approachable	19%	18%	17%	21%		4%
Caring	23%	20%	24%	19%		-5%
Driving growth	17%	16%	16%	17%		1%
Collaborative - good at working in partnerships	17%	13%	15%	15%		0%
Ambitious	14%	17%	16%	15%		-1%
Helpful	14%	13%	14%	14%		0%
Innovative	10%	11%	10%	12%		1%
Respected	8%	7%	7%	6%		0%
Bold	3%	4%	3%	4%		1%
Other	4%	2%	2%	3%		0%
Influential	2%	2%	2%	2%		0%

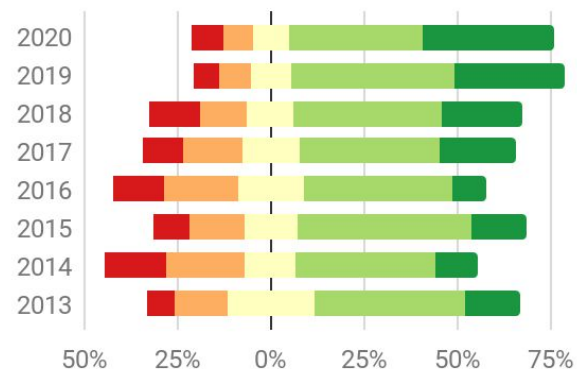
Residents were asked to choose **THREE** words which best described how they would like TDC to be in the future - there were 16 to choose from

- Efficient remains the top response
- Trusted and responsive have become higher priorities

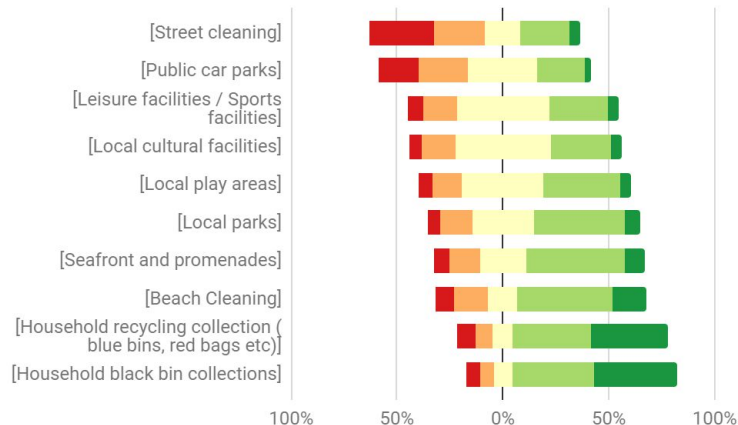
# Your Services

## Satisfaction of services

### Recycling service

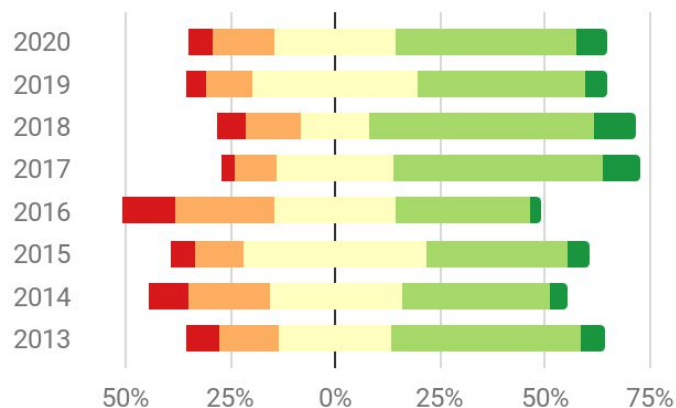


### 2020

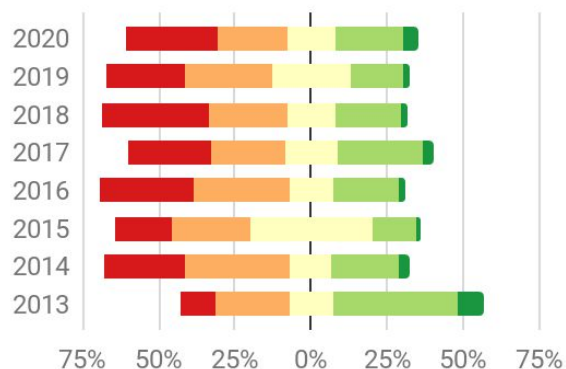


- Levels of satisfaction with household recycling and black bin collections remain high
- Levels of dissatisfaction with street cleansing have fallen

### Parks & Open Spaces

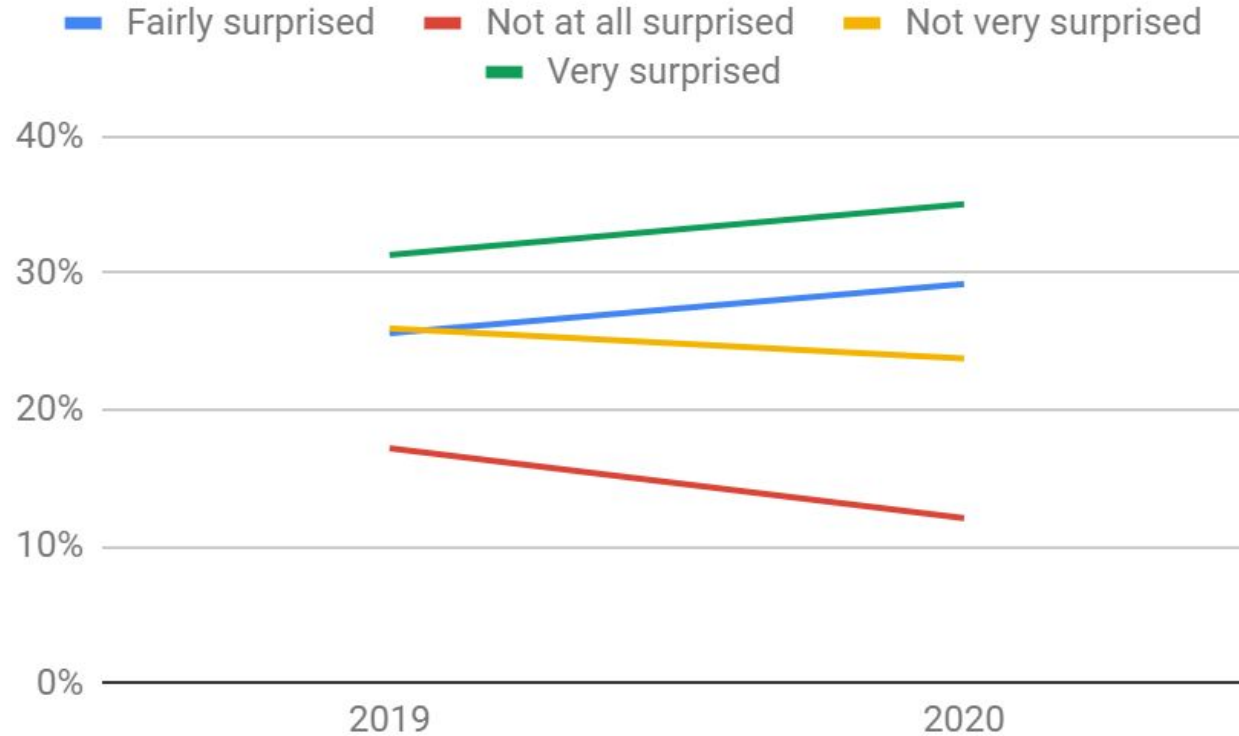


### Street Cleansing



# The Budget

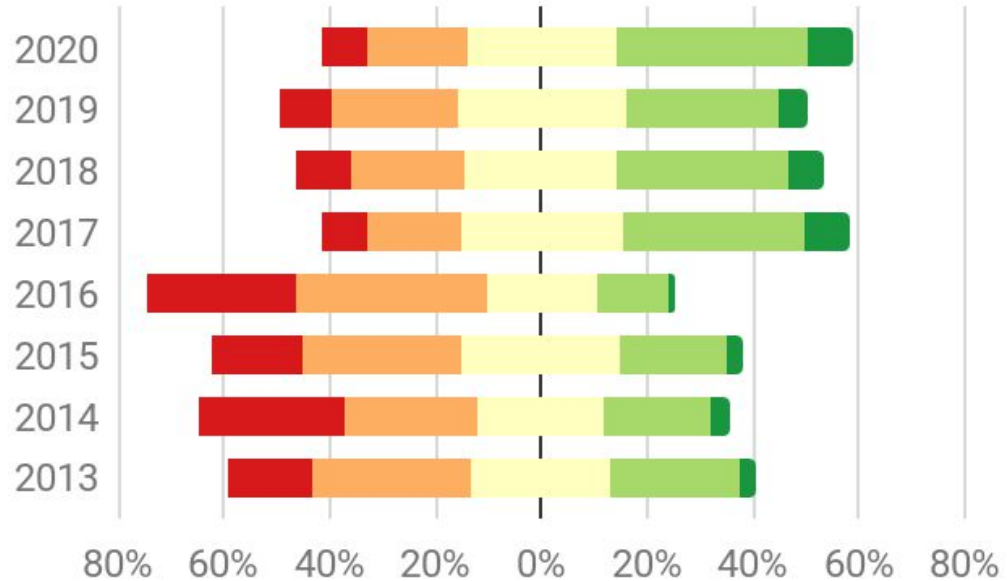
Surprise of Residents that TDC receives only 12p of every £1 of Council Tax



Residents were asked: How surprised are you that Thanet District Council receives just 12p in every £1 from residents' overall Council Tax bill?

# The Budget

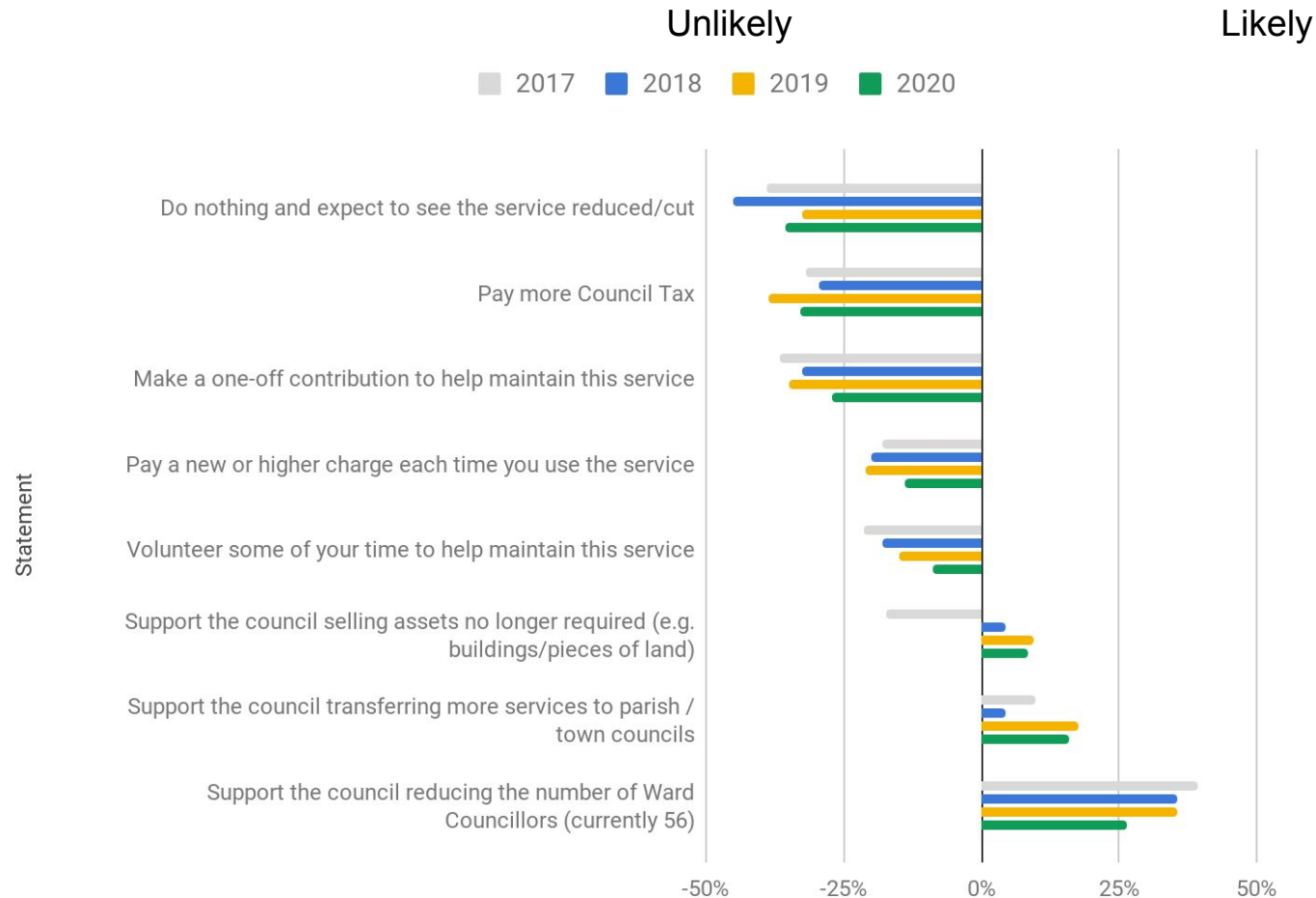
## Value for money comparison



- 43% in agree or strongly agree that the council provides value for money
- This is an increase compared to 34% last year.

# Your Budget

## Likelihood of residents getting involved with service cuts

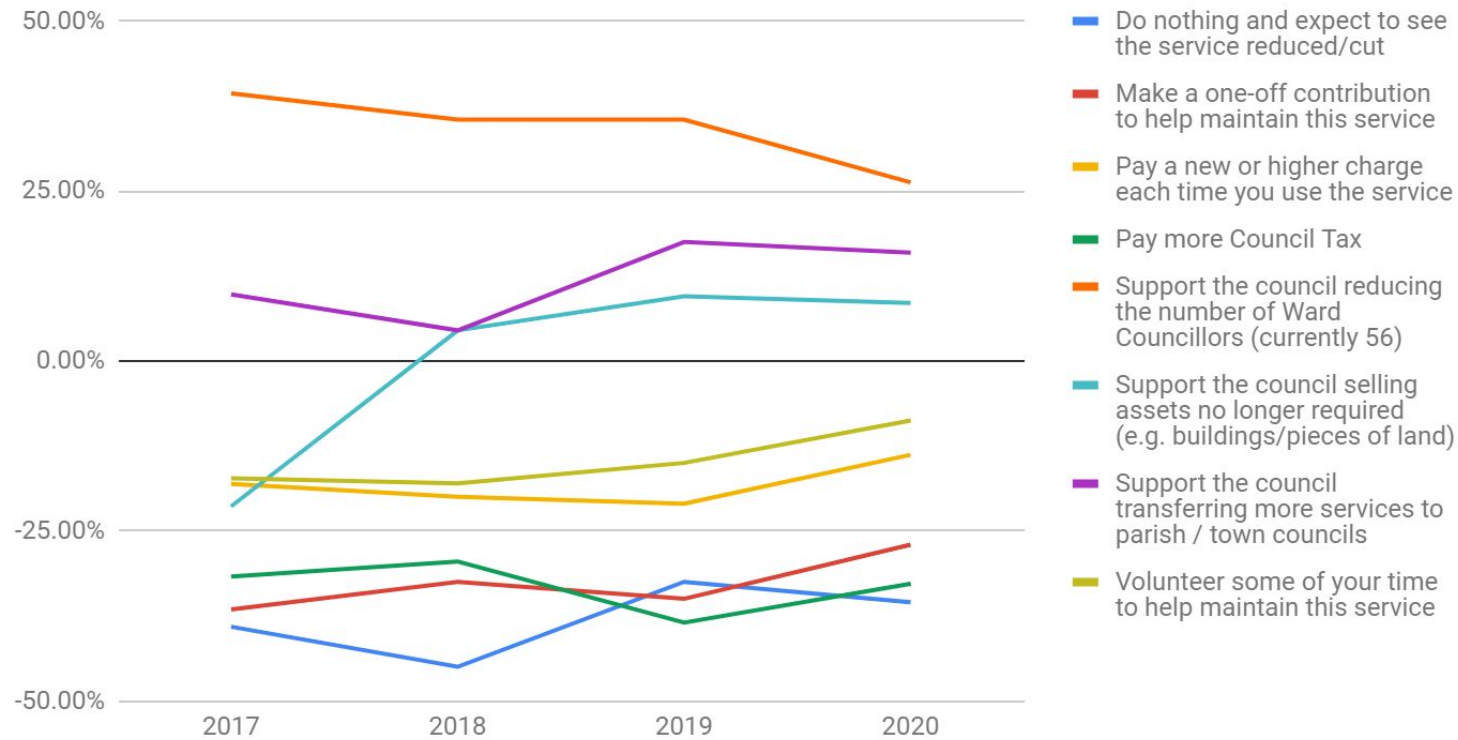


- Residents were again most likely to support the council reducing the number of Councillors
- Proportionally, residents were also more likely to support transferring more services to parish/town councils and the council selling assets no longer required
- Views generally mirrored those stated in previous years

# Your Budget

## Likelihood of residents getting involved with service cuts

2017, 2018, 2019 and 2020



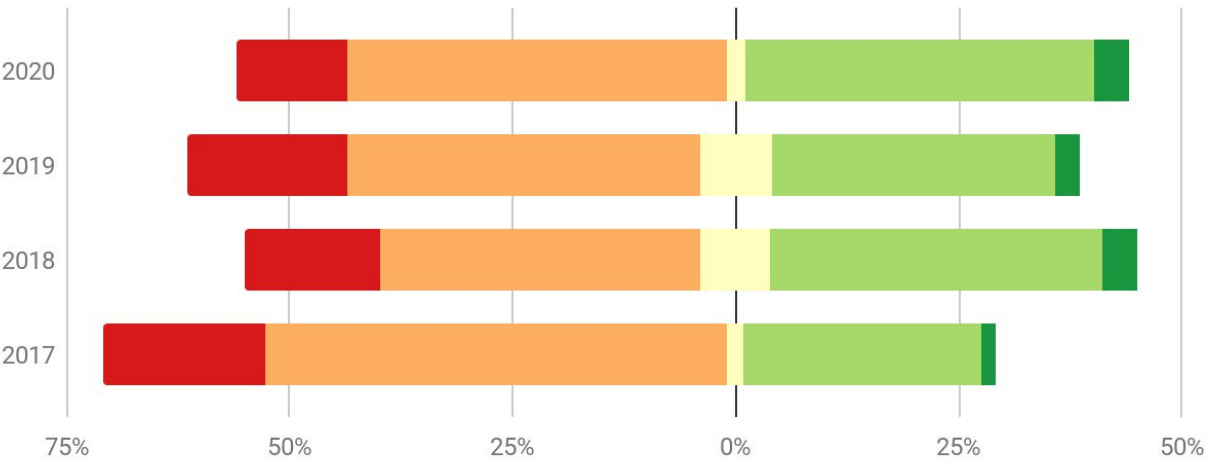
- Residents were again most likely to support the council reducing the number of Councillors
- Proportionally, residents were also more likely to support transferring more services to parish/town councils and the council selling assets no longer required
- Views generally mirrored those stated in previous years



# Your contact with TDC



How well informed do you feel about the services the council provides?



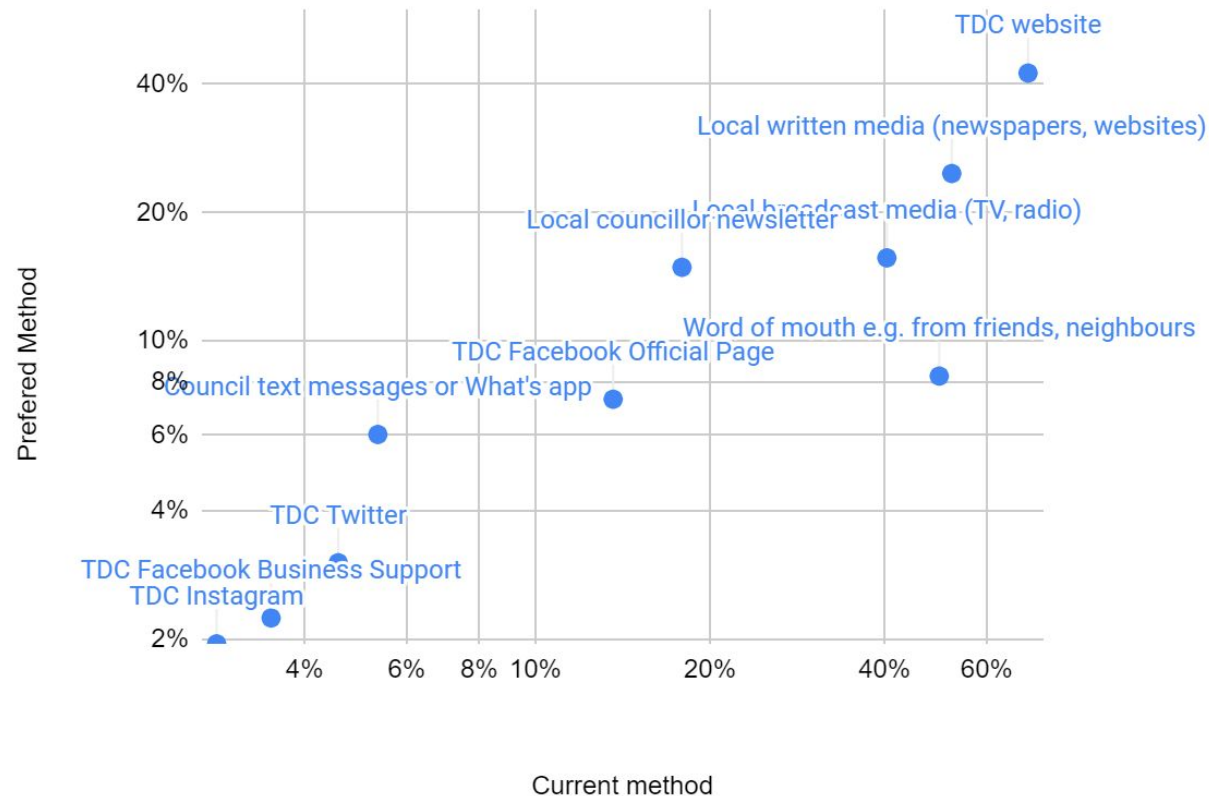
	Not well informed at all	Not that well informed	Don't know	Fairly well informed	Very well informed
2020	12%	43%	2%	39%	4%
2019	18%	39%	8%	32%	3%
2018	15%	36%	8%	37%	4%
2017	18%	52%	2%	27%	2%

- Levels have improved compared to last year - although people are still more likely to say they feel they are not well informed
- A summary of communication channels were provided in this question to promote what the council is doing to communicate with residents
- Levels of how well informed residents feel generally correlate with overall satisfaction with the council

# Your contact with TDC

How do you currently get information about the council and what would be your preferred way in future?

Preferred Method and Current method



- Residents are most likely to get information from the council's website
- Local media and word of mouth are also popular current methods
- In the future, residents would most like to receive information via council e-newsletters/e-mails, text messages/WhatsApp and via a local Councillor newsletter

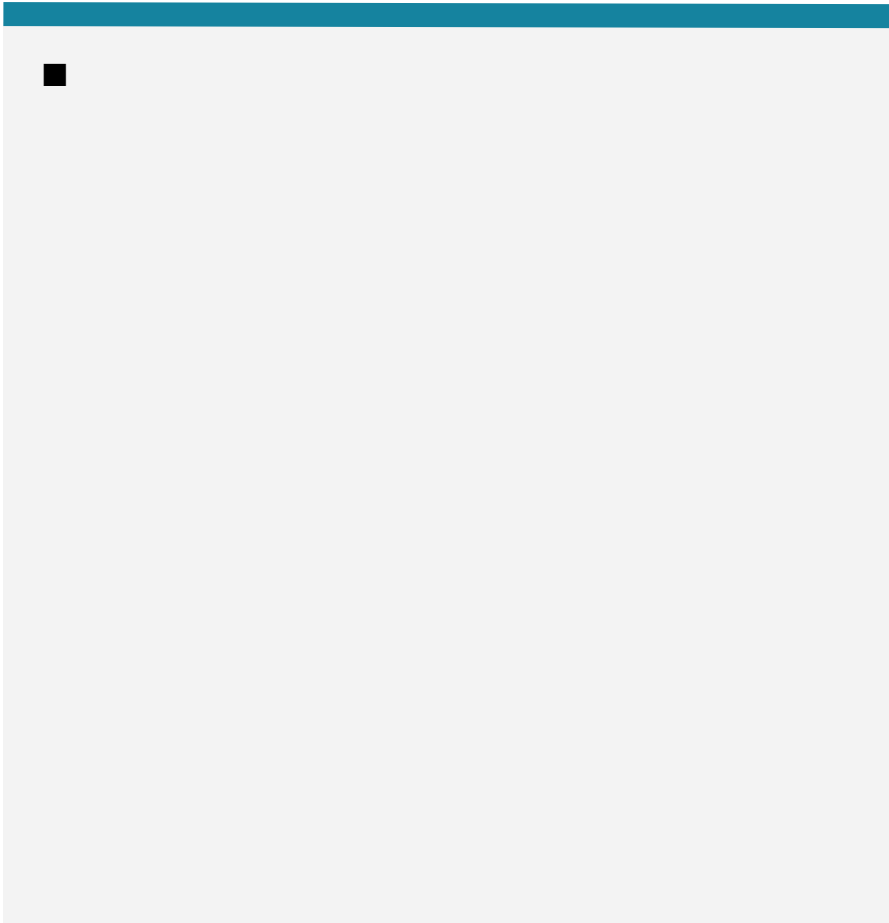
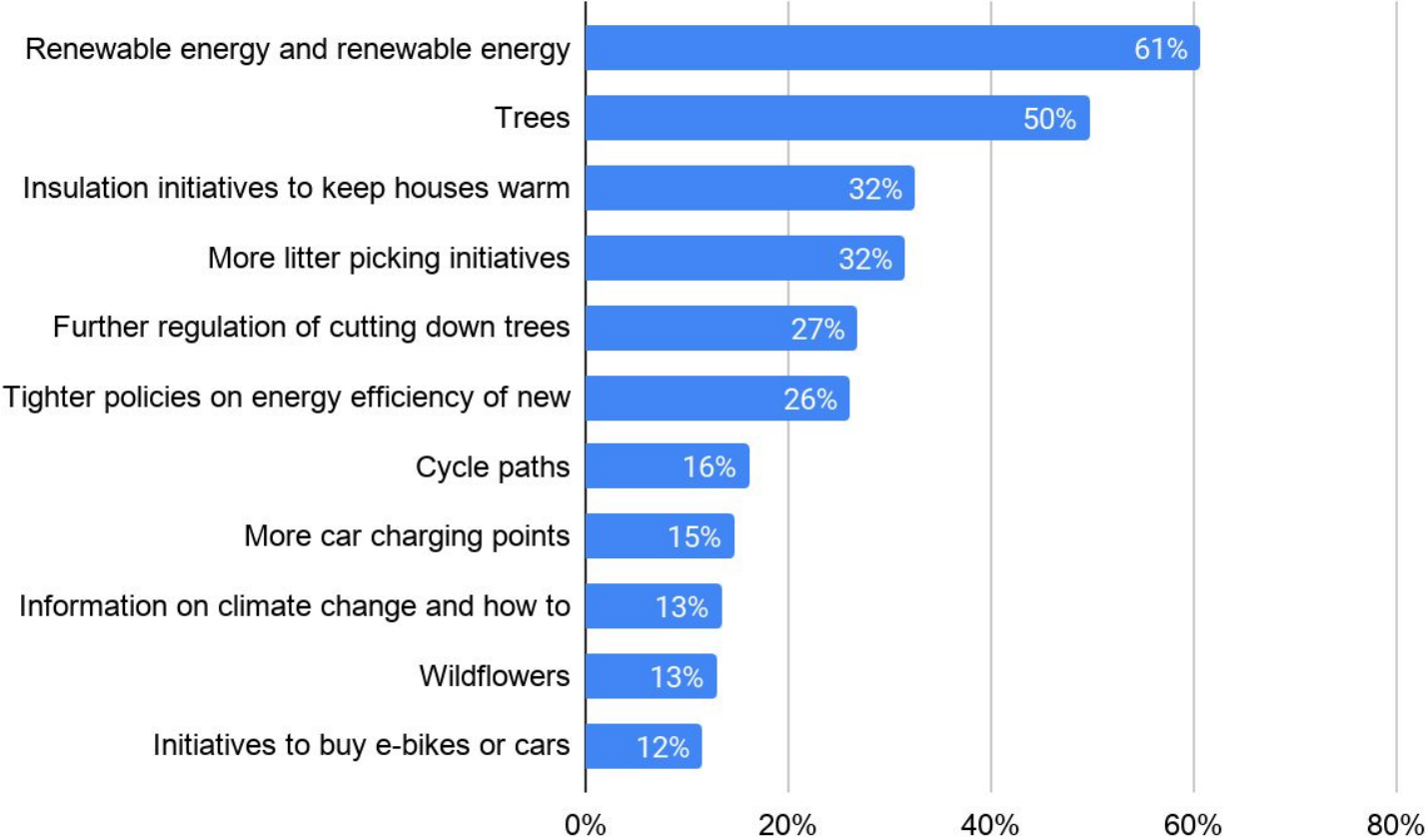
# Part 2: New questions



# Climate Change

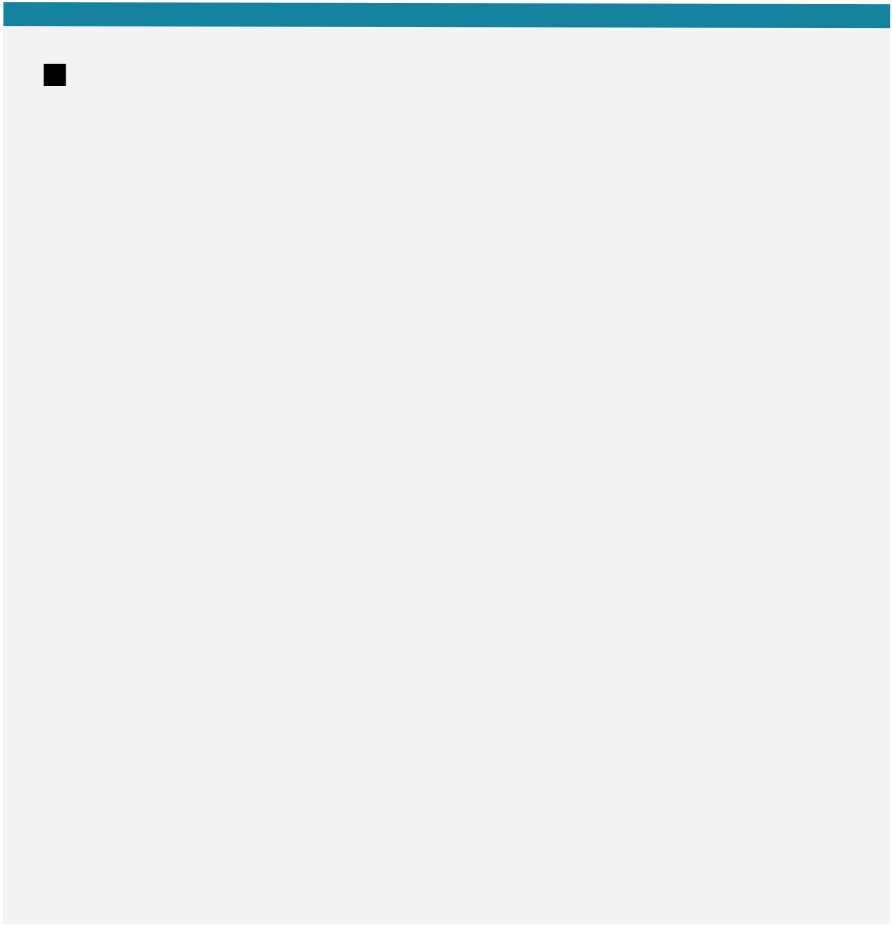
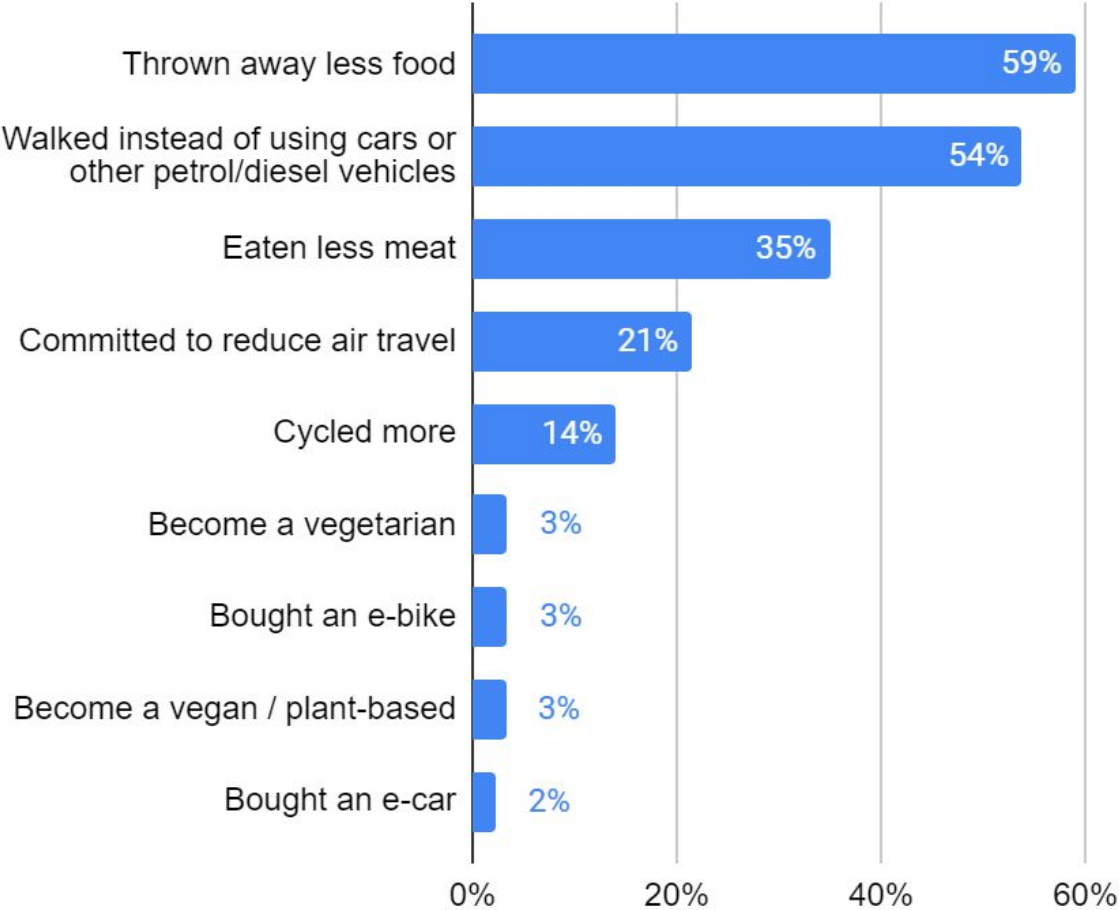


Please tell us which THREE of the following you think are the most important in helping to combat climate change and the ecological emergency?



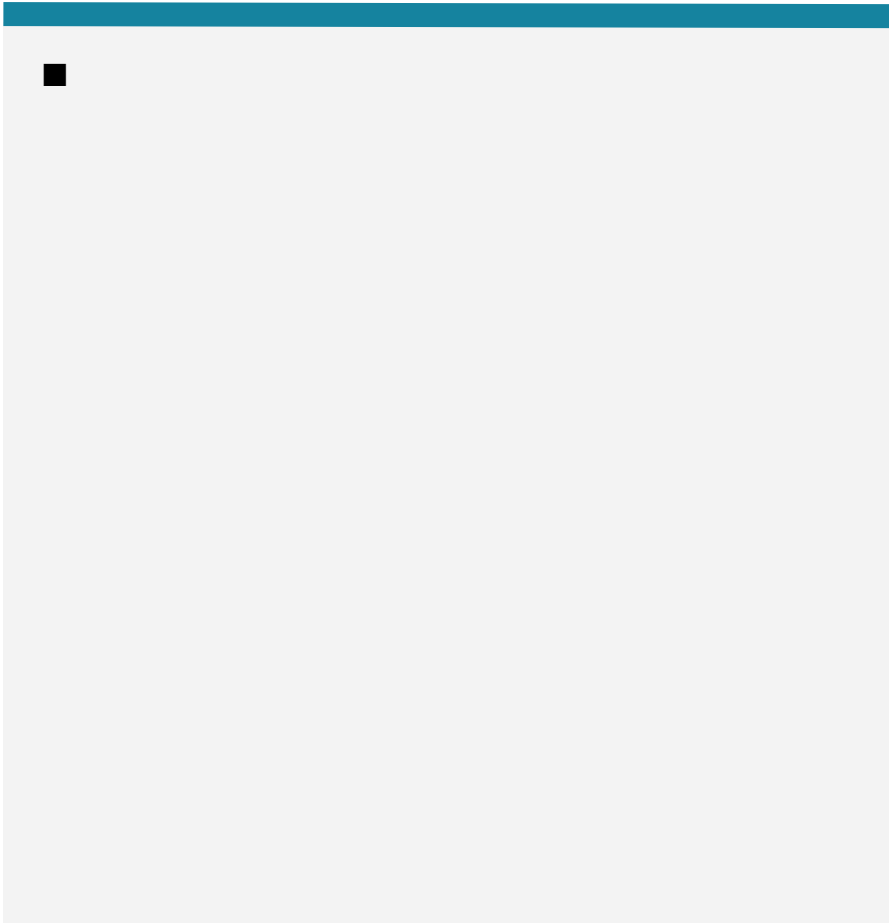
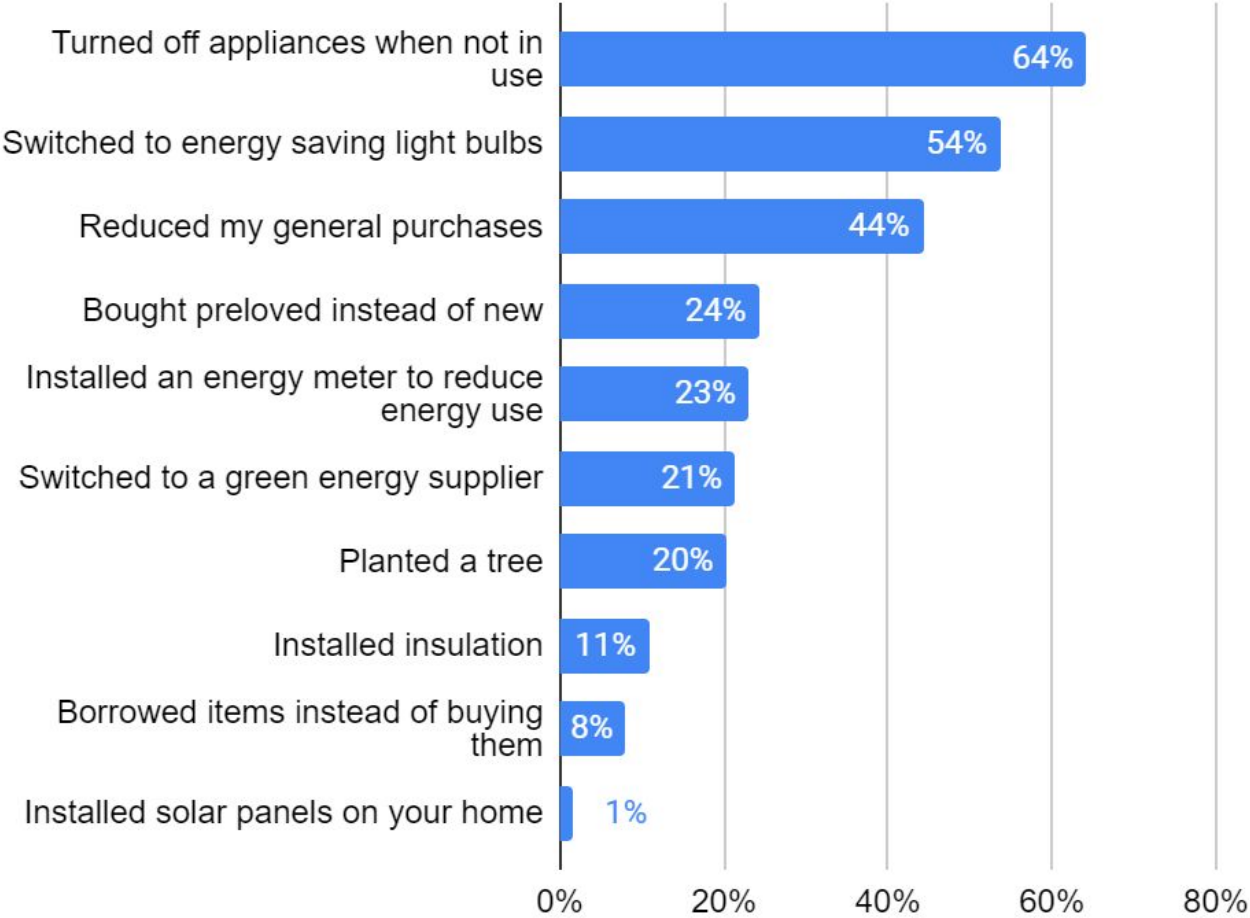
# Climate Change

In the past year, have you changed any of your following food and travel habits to reduce your carbon footprint? Please tick all that apply.



# Climate Change

In the past year, have you changed any of your following energy and spending habits to reduce your carbon footprint?

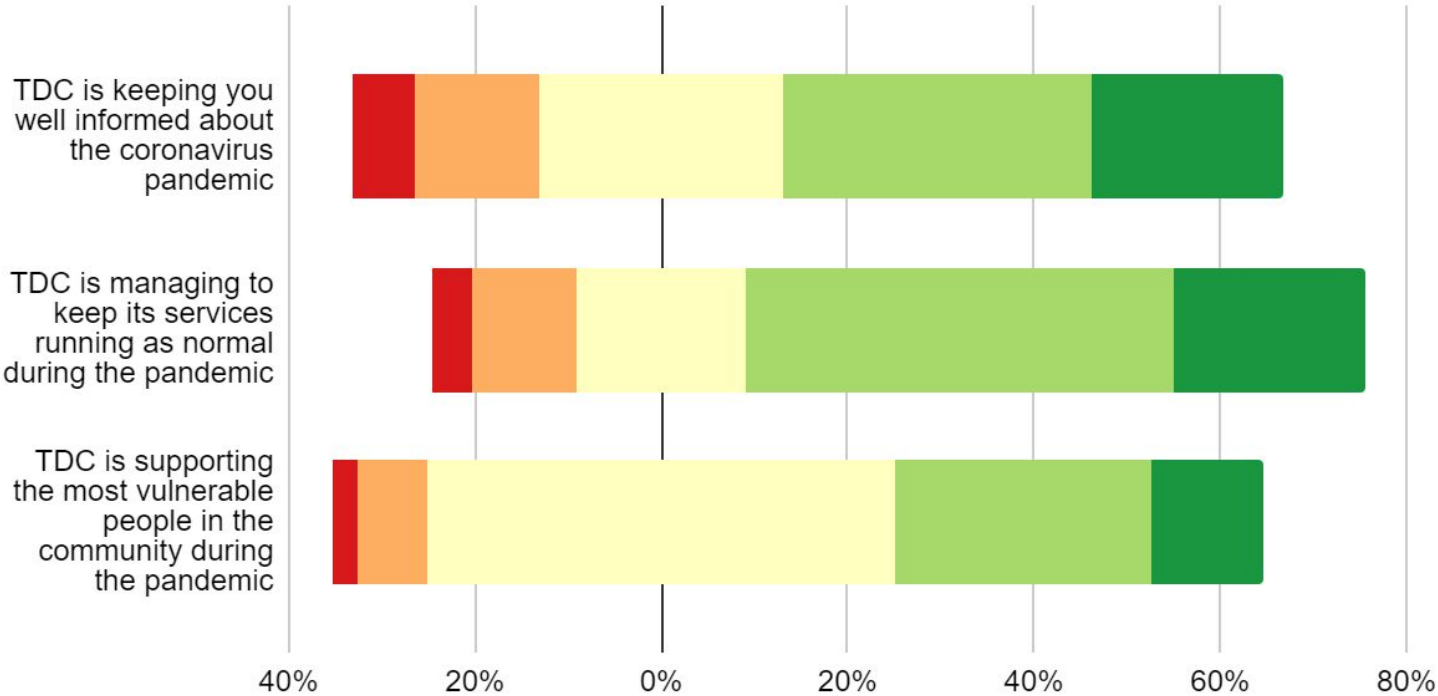




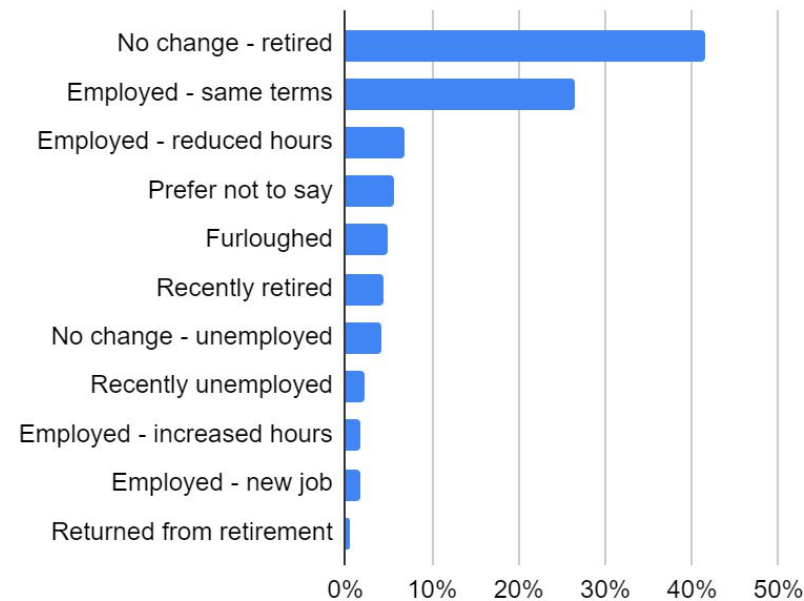
# Covid-19



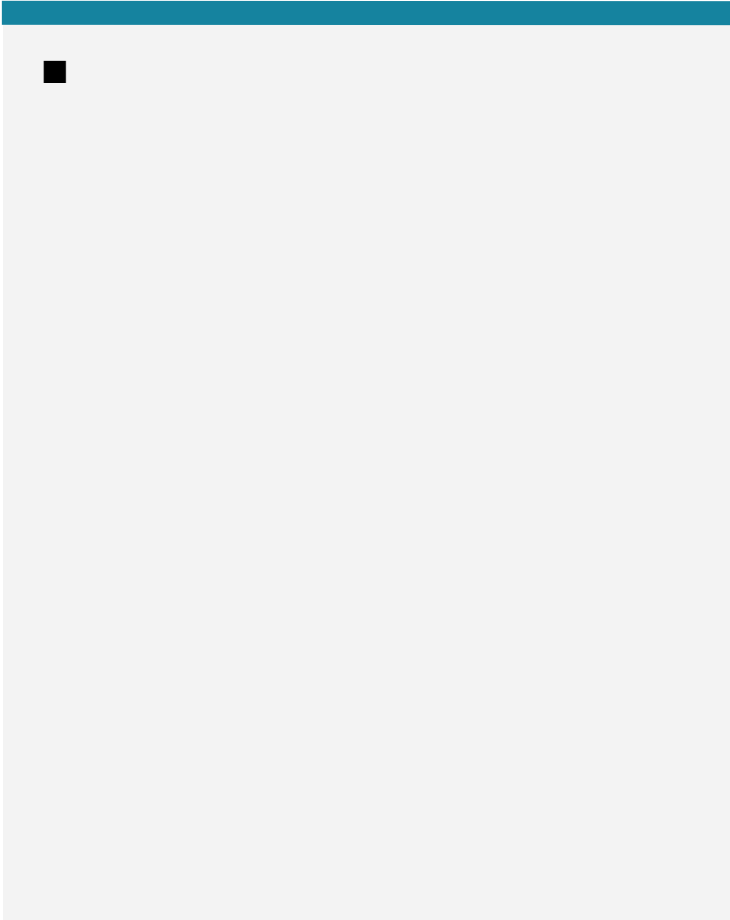
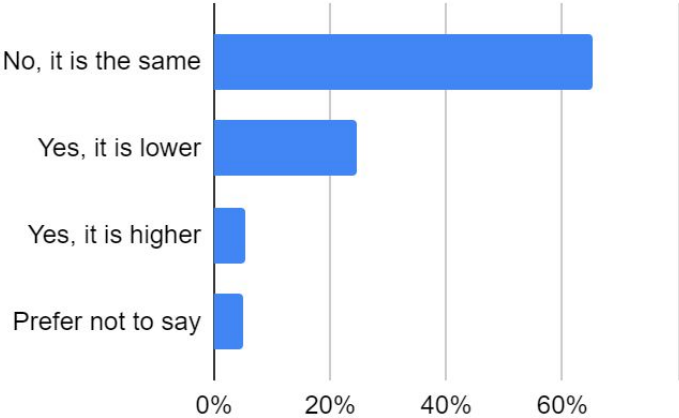
Please tell us how much you agree or disagree with each of the following statements about Thanet District Council



What impact has COVID-19 had on your employment status?



Has your household income been affected as a result of COVID-19?



# Next steps

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- Results to be shared with Cabinet, Councillors and staff.
- Results to be shared with those who responded to the survey and published on our website.
- Next survey to be carried out in Autumn 2021.
- Questions to be reviewed to ensure they are effective.
- Consideration to be given about whether to include demographic questions.
- Mechanisms to be introduced to capture service level feedback.