# Thanet District Council

## Residents' Survey Results

December 2022

# Methodology

- Online survey open October to November 2022
- Participation by postcard invitation only
- Refreshed postcard design
- Direct mail to 6,000 randomly selected residents - representative sample
- 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 toilets, housing, planning and tourism
- New demographic questions added

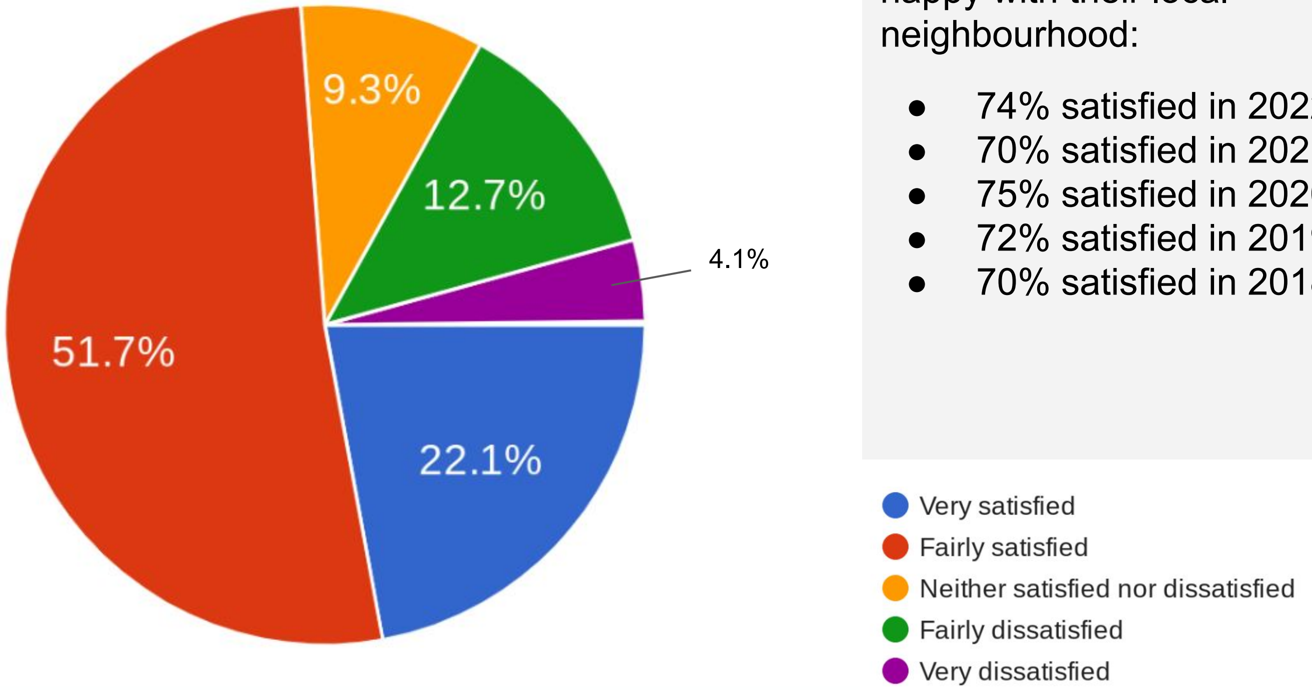

**Response rate: 9% (560)**

Previous years:
2021: 11% (676)
2020: 17% (1,028)
2019: 14% (856)
2018: 12% (736)

# Questions

# Your local area

We asked: **How satisfied or dissatisfied are you with your local neighbourhood as a place to live?**

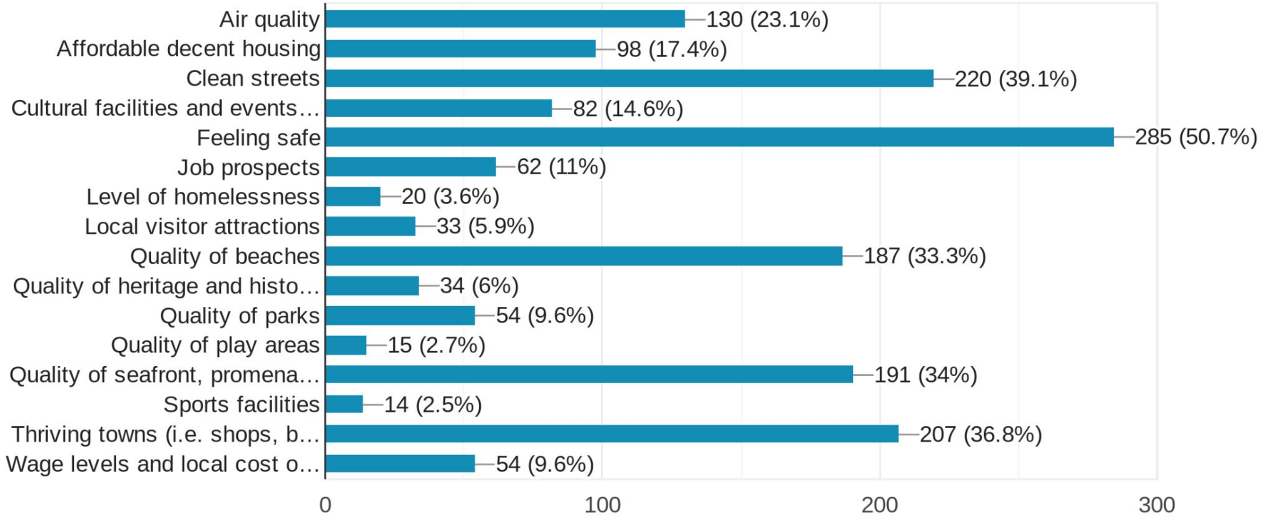



Residents are generally happy with their local neighbourhood:

- 74% satisfied in 2022
- 70% satisfied in 2021
- 75% satisfied in 2020
- 72% satisfied in 2019
- 70% satisfied in 2018

# Your council

We asked: **What do you think are the three most important things in making Thanet a good place to live?**




The top three responses:

- Feeling safe (51%)
- Clean streets (39%)
- Thriving towns (37%)

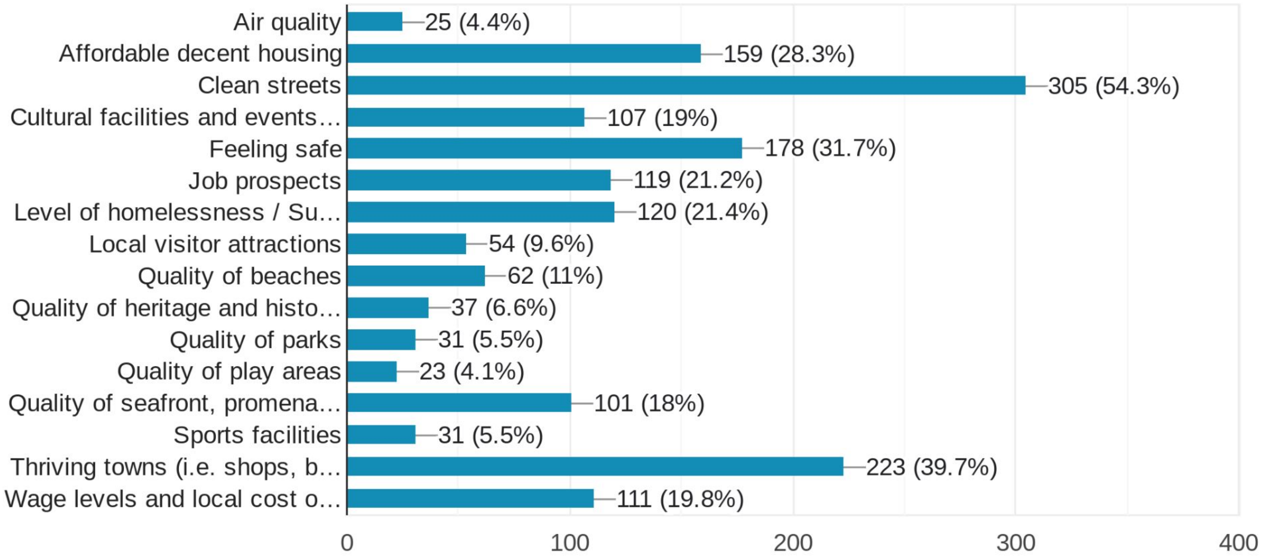
Feeling safe has consistently topped this list

Clean streets is back in the top two having been 4th last year

The 4th and 5th most important things on this list were Quality of seafronts (34%) and Quality of beaches (33%)

# Your council

## We asked: **What do you think are the three most need improving in Thanet?**



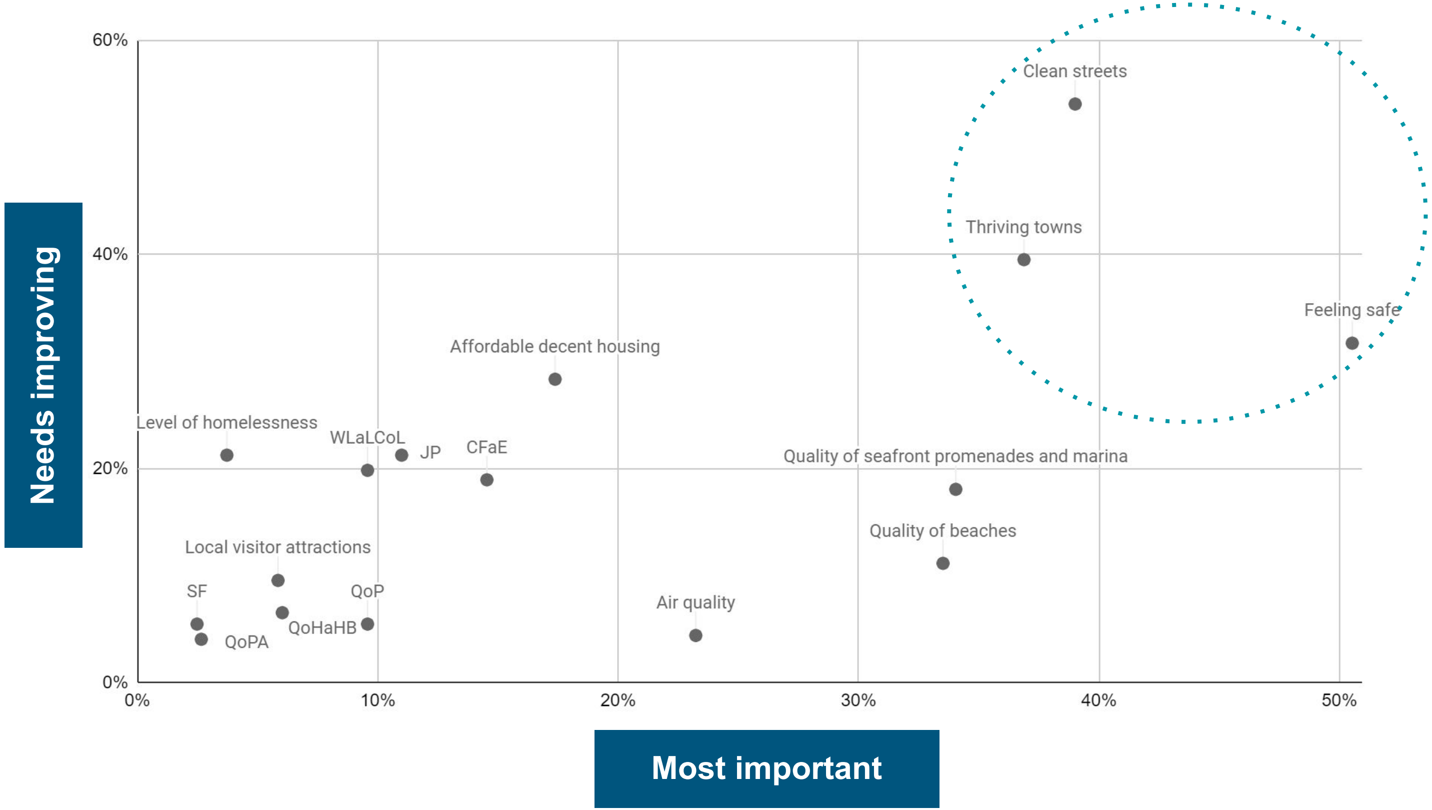

The top three responses:

- Clean streets (54%)
- Thriving towns (40%)
- Feeling safe (32%)

Note: Cultural facilities and events is up to 19% (from 7% in 2021)

Quality of beaches - back down to 11% this year. In 2021 this went up to 22% - following two incidents where advice against bathing was issued

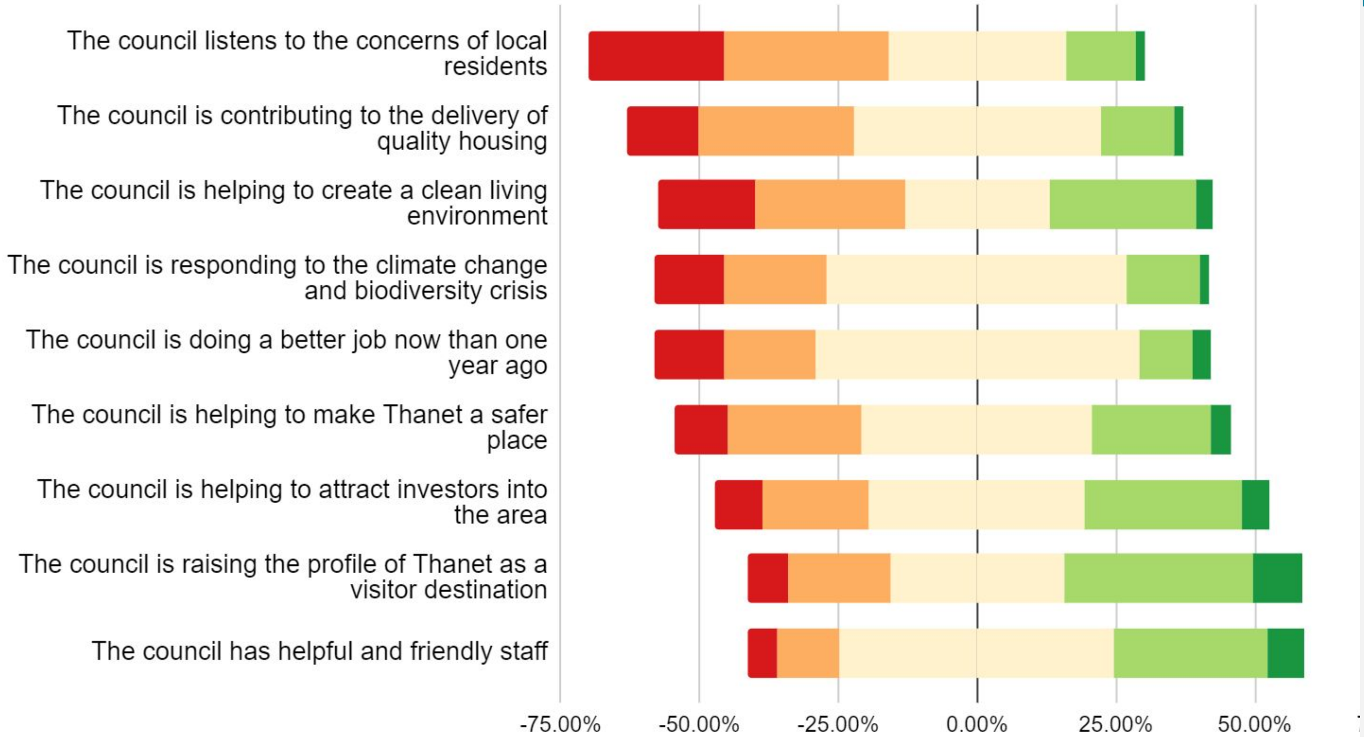
# Most important and in need of improvement




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

# Council services

We said: **Please tell us how much you agree or disagree with each of the following statements about Thanet District Council.**



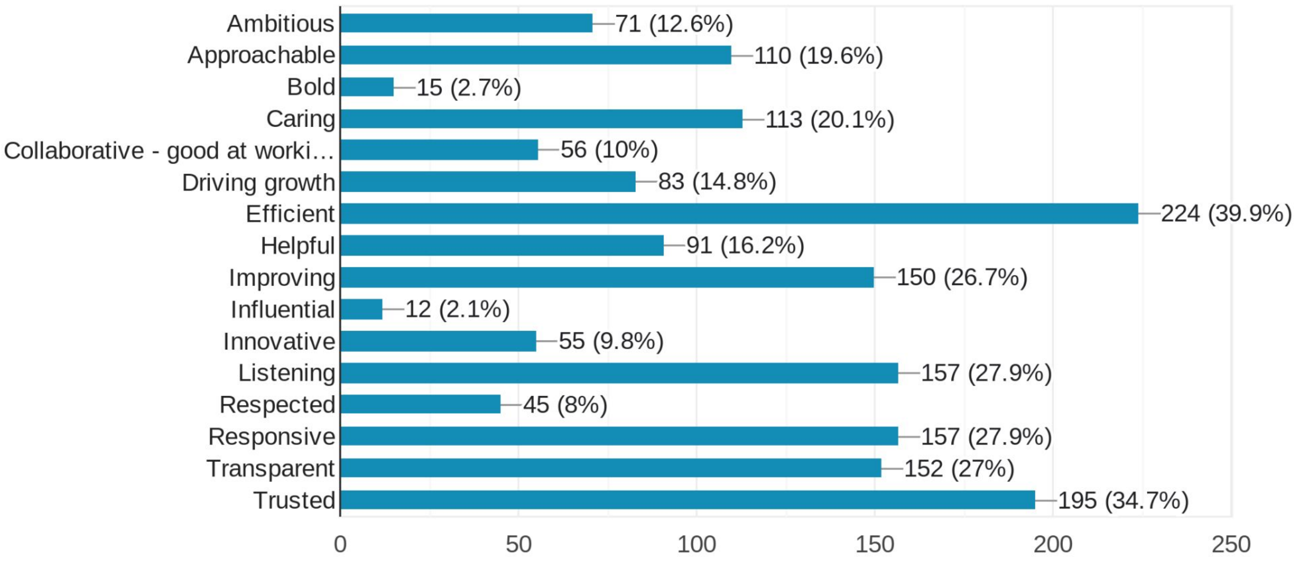

Respondents were most likely to agree that the council is raising the profile of Thanet as a visitor destination and is helping to attract investors

Respondents also broadly agreed that the council has helpful and friendly staff

Respondents were most likely to disagree that Thanet District Council listens to the concerns of local residents

# Your council

## We asked: **Which three words best describe how you would like Thanet District Council to be in the future?**




The top responses (there were 16 to choose from) were:

- Efficient (40%)
- Trusted (35%)
- Listening (28%)
- Responsive (28%)

Efficient and Trusted remain the top two responses

Listening and Responsive share equal third place

This is the first time listening has been a top three response

# Your services

## We asked: **Generally speaking, how satisfied or dissatisfied are you with the following services that the council provides?**

| Service | Dissatisfied | Satisfied | Neither | Not used |
|---|---|---|---|---|
| Household black bin collections | 15% | 74% | 11% | 2% |
| Household recycling collection | 19% | 70% | 11% | 3% |
| Beach cleaning | 21% | 61% | 18% | 4% |
| Garden waste collection (green bins) | 15% | 50% | 35% | 32% |
| Local parks | 21% | 49% | 29% | 7% |
| Seafront and promenades | 27% | 50% | 22% | 2% |
| Local play areas | 23% | 41% | 37% | 22% |
| Tourism (Destination promotion, Business Support and Visitor Information Services) | 25% | 34% | 41% | 12% |
| Local cultural facilities | 31% | 28% | 41% | 12% |
| Planning applications | 30% | 14% | 56% | 33% |
| Leisure facilities / Sports facilities | 40% | 24% | 36% | 20% |
| Housing - the provision of social and affordable housing | 35% | 11% | 54% | 25% |
| Public car parks | 46% | 22% | 32% | 8% |
| Street cleaning | 52% | 28% | 20% | 7% |
| Public toilets | 75% | 10% | 15% | 13% |

Respondents were most satisfied with:

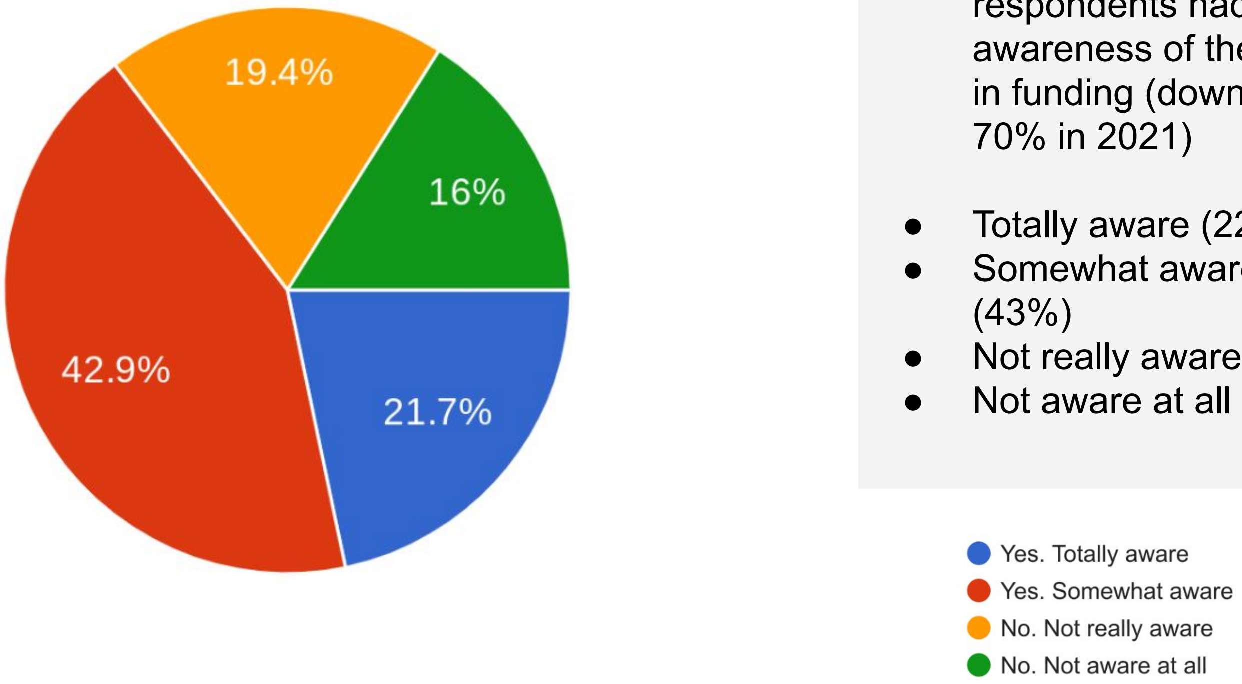
- Waste collection
- Recycling collection
- Beach cleaning

Respondents were least satisfied with:

- Toilets
- Street Cleaning
- Car parks

# The budget

We asked: **Were you previously aware that the council has seen an £8m, 60% drop in funding from central Government?**

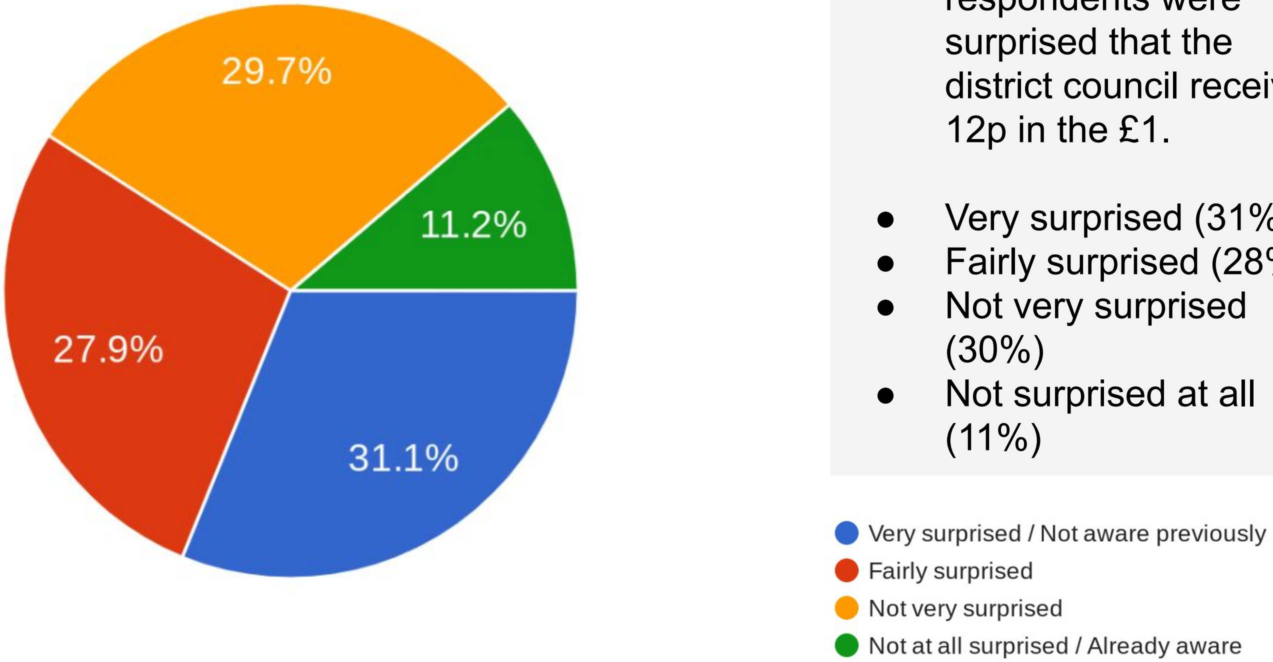



- Over all 65% of respondents had an awareness of the drop in funding (down from 70% in 2021)

- Totally aware (22%)
- Somewhat aware (43%)
- Not really aware (19%)
- Not aware at all (16%)

# The budget

We asked: **How surprised are you that in the financial year 2022/23 Thanet District Council received just 12p in every £1 from residents' overall Council Tax bill?**

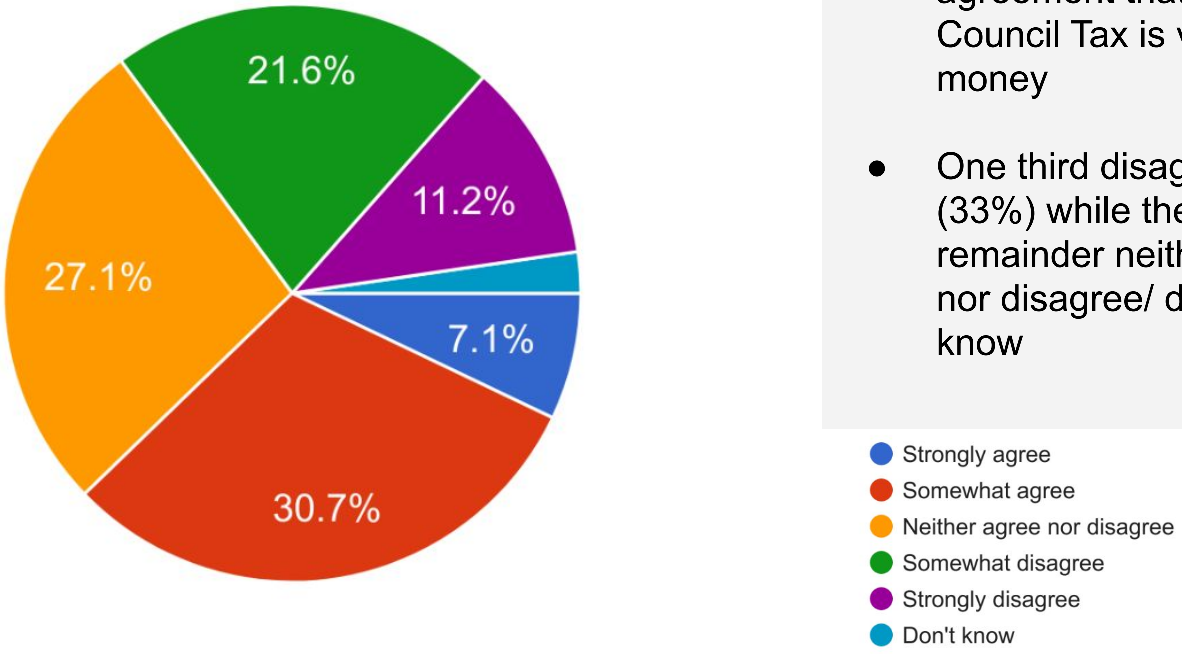



- More than half (59%) of respondents were surprised that the district council received 12p in the £1.

- Very surprised (31%)
- Fairly surprised (28%)
- Not very surprised (30%)
- Not surprised at all (11%)

# The budget

We asked: **To what extent do you agree of disagree that Thanet District Council provides value for money for the Council Tax you pay?**




- Over a third (38%) of respondents are in agreement that their Council Tax is value for money
- One third disagree (33%) while the remainder neither agree nor disagree/ don't know

# The budget

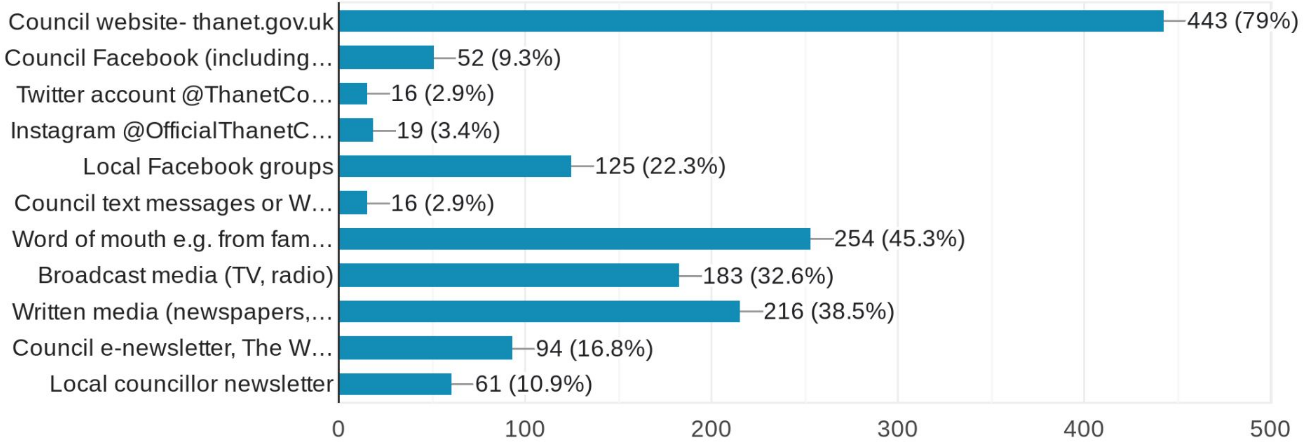
We asked: **If a service that you cared about, in your local area, were at risk of being cut, how likely or willing would you be to:**

| | Very likely | Quite likely | Quite unlikely | Very unlikely | Don't know |
|---|---|---|---|---|---|
| Make a one-off contribution to help maintain this service | 2% | 21% | 33% | 34% | 10% |
| Pay more Council Tax | 3% | 26% | 29% | 36% | 6% |
| Do nothing and expect to see the service reduced/cut | 3% | 21% | 35% | 23% | 18% |
| Pay a new or higher charge each time you use the service | 3% | 35% | 27% | 27% | 8% |
| Volunteer some of your time to help maintain this service | 5% | 29% | 31% | 24% | 11% |
| Support the council selling assets no longer required (e.g. buildings/pieces of land) | 18% | 33% | 15% | 22% | 11% |
| Support the move to digital delivery | 27% | 33% | 17% | 12% | 10% |
| Support the council transferring appropriate services to parish / town councils | 26% | 35% | 14% | 13% | 13% |
| Support the council relocating to smaller and cheaper offices | 46% | 37% | 9% | 4% | 3% |

- The majority of respondents (83%) would be willing to support the council moving to smaller and cheaper offices
- Transferring appropriate services to town and parish councils had a majority of 61%
- The move to digital delivery was also supported by 60% of respondents

# Communication and information

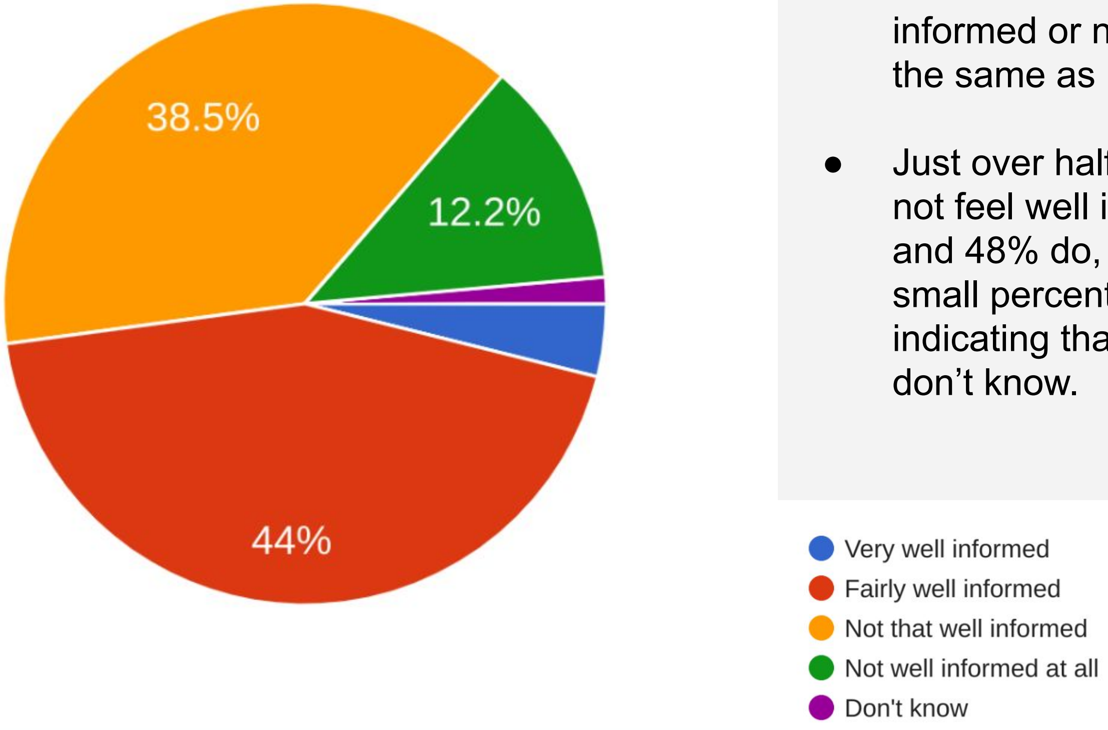
We asked: **There are many ways to get information about the work that the council does. Which of the following do you currently use?**




- The website was top response again - down slightly to 79%
- Word of mouth is the second most popular source of information for 45% of respondents
- Use of broadcast media has fallen from 60% in 2020 to 33% this year - but remains in 4th place with written press in 3rd
- People getting news from The Wave has gone up to 17% from 14% in 2021

# Communication and information

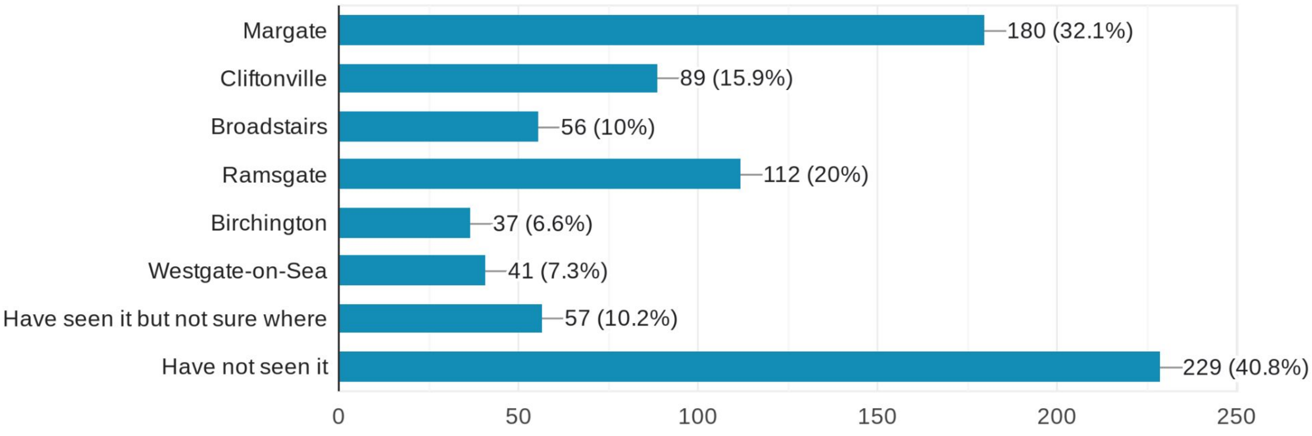
We asked: **How well informed do you feel about the services the council provides?**




- Levels of feeling well informed or not remain the same as in 2021.
- Just over half (51%) do not feel well informed. and 48% do, with a small percentage 2% indicating that they don't know.

# Communications campaign

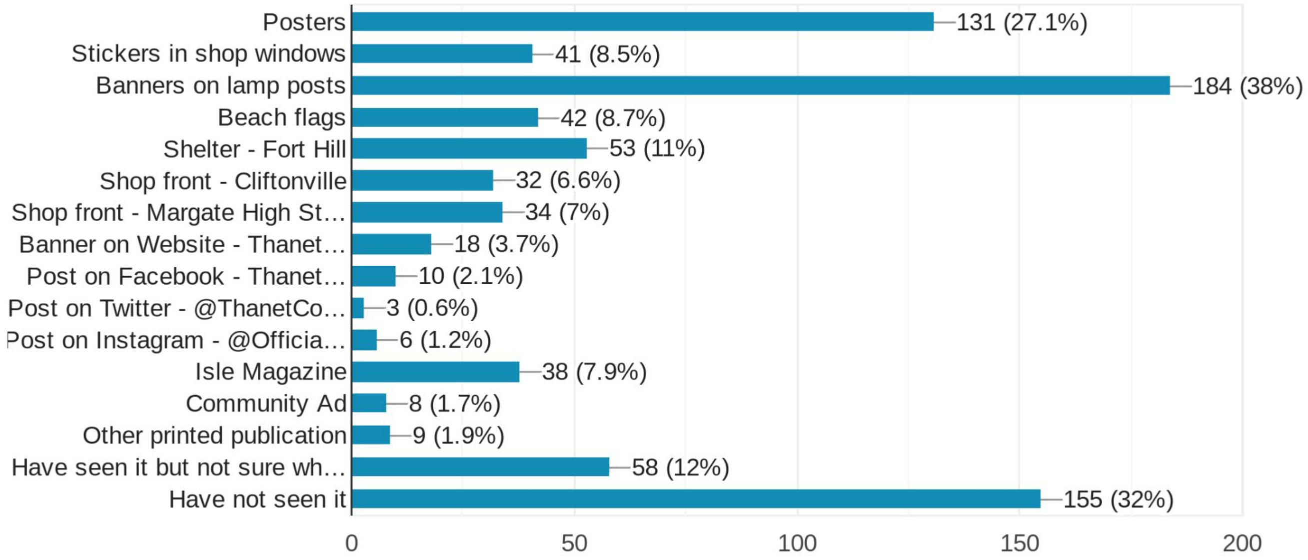
We asked: **Over the last six months, have you spotted the following council communications campaign online or around the district? If you have, where?**




- Levels of recognition for More to Explore from respondents was 59%
- Margate was the top location for having seen the campaign
- Ramsgate was number two with one in five respondents (20%) having seen it there

# Communications campaign

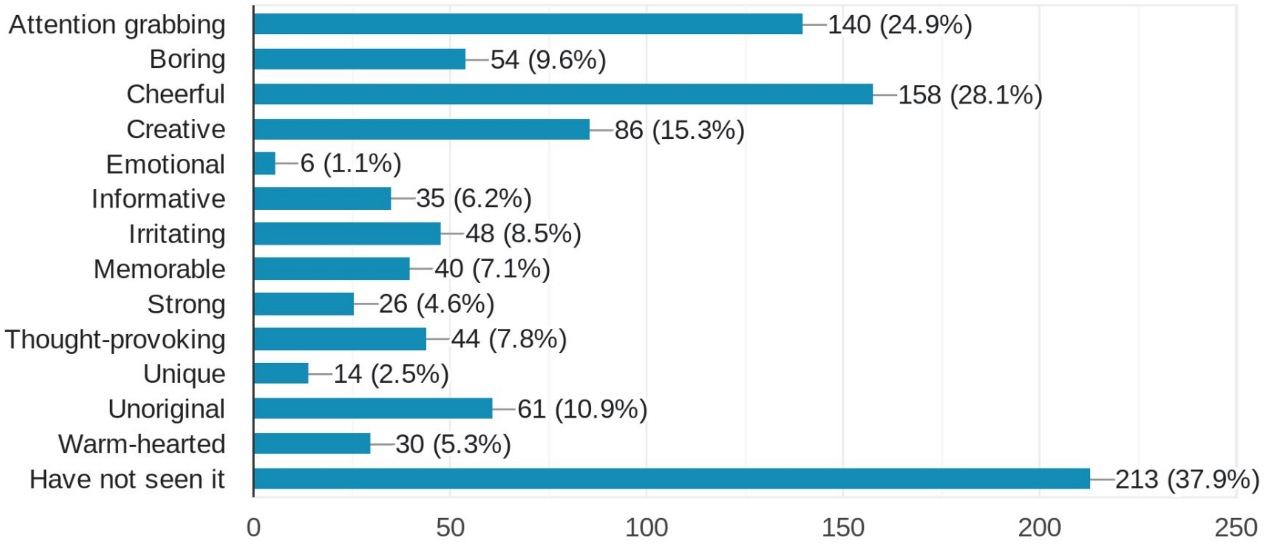
We asked: **If yes, please tell us which of the following you have seen:**




- Lamp post banners had the most visibility for respondents, over one third (38%)
- Posters were the second most visible campaign asset - seen by around one in four respondents (27%)

# Communications campaign

We asked: **Thinking about the More to Explore campaign, which of the following would you use to describe it?**




The top descriptors chosen by respondents were all positive:

- Cheerful (28%)
- Attention grabbing (25%)
- Creative (15%)

# Beach management plan

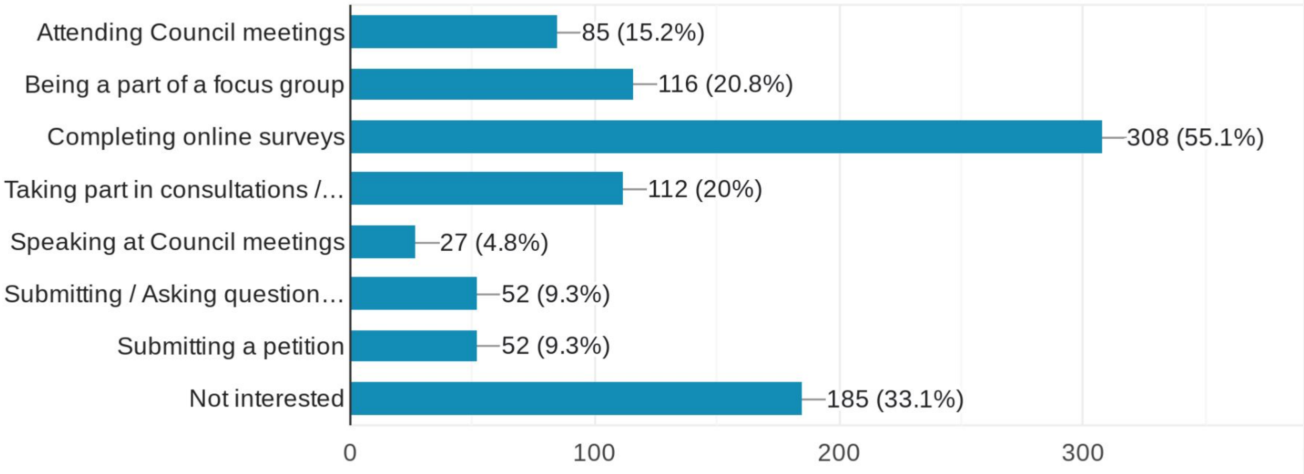
We asked: **How aware were you of the following initiatives this summer?**

| | Not aware at all | Not really aware | Somewhat aware | Totally aware |
|---|---|---|---|---|
| Litter pickers on beaches | 17% | 24% | 39% | 21% |
| Additional litter bins | 21% | 30% | 30% | 19% |
| Recycling Bins at Blue Flag beaches | 25% | 28% | 29% | 18% |
| Dog waste bag dispensers | 26% | 26% | 32% | 16% |
| Beach signs warning and informing beach users of the PSPO ru | 27% | 25% | 33% | 15% |
| Civil enforcement officers (parking wardens) | 26% | 30% | 29% | 14% |
| Additional portaloos | 29% | 34% | 25% | 12% |
| Static and electronic signs | 29% | 35% | 25% | 10% |
| Public Spaces Protection Order (PSPO) | 34% | 32% | 24% | 9% |
| Beach Check app | 49% | 37% | 10% | 4% |

- Respondents indicated that were most aware of the litter related activity - litter pickers, additional litter bins and new recycling bins

# Getting involved

We asked: **There are lots of ways for residents to be involved in decision making at the council. If you would like to be more involved, which of the following would be of interest?**




Online surveys remain the most popular form of involvement with over half (55%) of respondents expressing an interest in this type of involvement

Around one in five respondents would take part in a focus group (21%) or a consultation (20%)

One third of respondents are not interested - up from 28% last year