Tamworth Borough Council

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Budget Consultation Report 2017

For the 2018/19 Budget

Produced by Staffordshire County Council

On behalf of Tamworth Borough Council

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1. Executive Summary

1.1 Vision and priorities

Tamworth Borough Council's vision, 'One Tamworth, Perfectly Placed – Open for business since the 7th Century A.D' sits above three strategic priorities, 'living a quality life in Tamworth', 'growing stronger together in Tamworth' and 'delivering quality services in Tamworth'. Endorsement was provided through respondents' views on the priorities themselves and also reflected in residents outlook on what's important and what needs improving in the local area.

All priorities under 'living a quality life in Tamworth' were given a high importance rating by half of respondents or more. The most important priority was 'people will feel safer and less fearful of crime and anti-social behaviour'. 81% gave this a high rating. This was closely followed by 'more people will live longer, healthier lives' which was rated of high importance by 72% of respondents.

Six of the seven priorities identified under 'growing stronger together in Tamworth' were given a high importance rating (of 1 or 2) by half of respondents or more. The most importance priority was 'Tamworth Town Centre will be regenerated and complement the outstanding retail and leisure offer' with 74% giving it a high rating. This was closely followed by 'Tamworth will mean 'a great place to live' not simply 'a place with more houses' which was considered a high priority by 71% of respondents.

All priorities under 'delivering quality services in Tamworth' were given a high importance rating by half of respondents or more. Of the five priorities, 'access to all Council Services will be improved 'was the most important priority with 80% rating this as highly important. This was closely followed by 'the Council will set and maintain service standards that will be consistent, accessible and delivered by skilled staff' which was considered of high importance by 77% of respondents.

1.2 Spend on services

It was most common for respondents across the majority of service areas to say that they would prefer the level of spend to remain the same. This was particularly apparent regarding spend on 'refuse and recycling' with 75% wanting to maintain the same level of spend on this service.

Spending less was the second most common response. Around a third of respondents wanted to see less spending in each of the following areas; 'housing (excluding Council Housing)' (33%), 'improved access to information/customer services' (33%), 'business support and advice' (31%) and 'grants for voluntary organisations and charities' (30%).

Spending more was still a priority in some areas and mostly notably for 'tackling anti-social behaviour'. Almost two-thirds (60%) wanted spending increased on this major cost area.

If the Council were to consider changes to the charges it places upon it's services, increasing charges for 'leisure and other activities' would be met with least resistance. 57% of respondents would support increased charges for this. Conversely, decreasing charges for 'car parking' would be a popular move. 81% said that they would like to see these decreased.

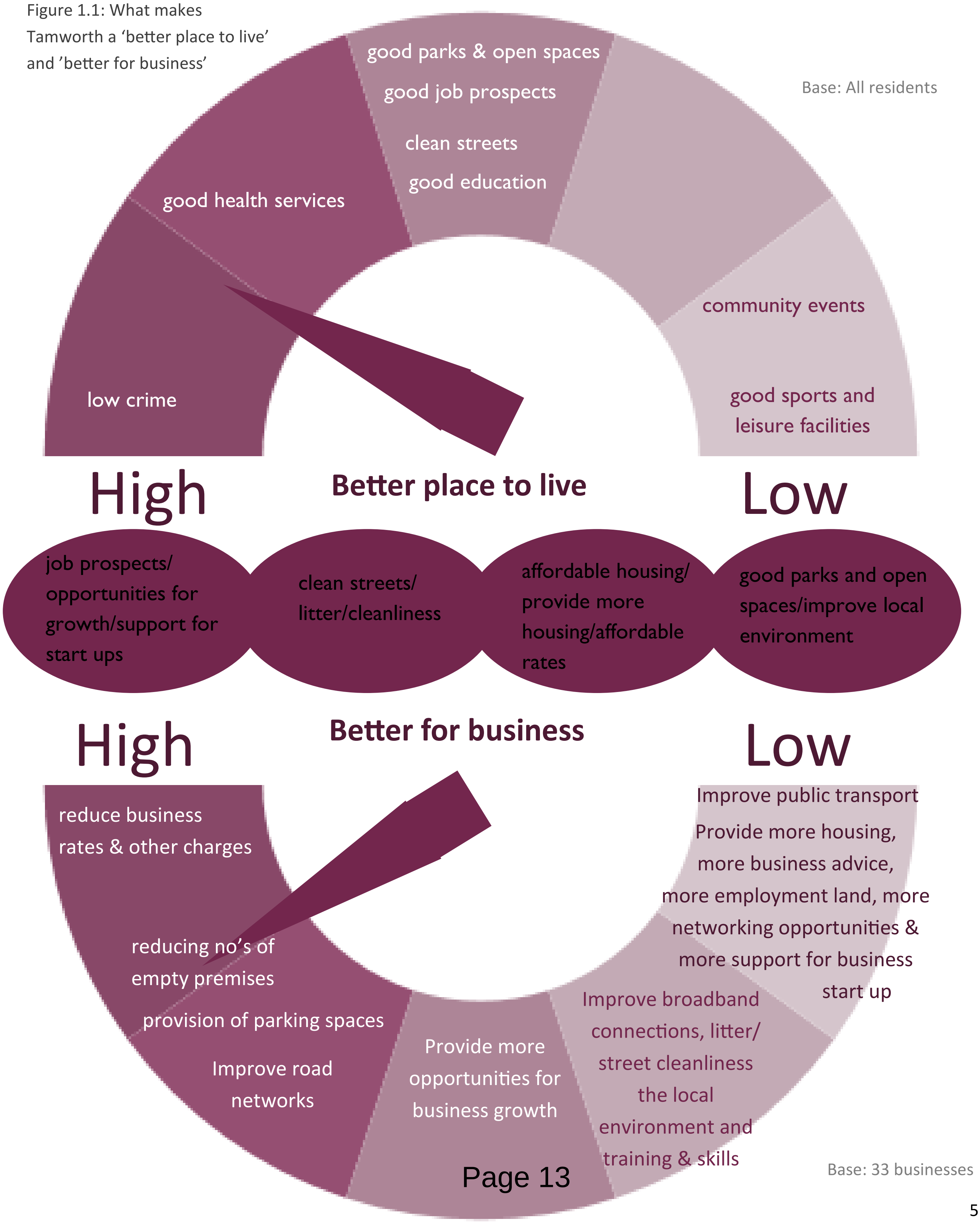
The largest proportion of respondents would prefer the lowest level of increase offered with over half of all respondents (55.3%) selecting option A as their preferred choice. Option B, the second lowest level of increase was also the second most popular option for increases.

Option D, a 3.0% increase on a band D property is most similar to the average level of increase witnessed for all authorities across the West Midlands (3.0%) according to CIPFA's (The Chartered Institute of Public Finance and Accountancy) latest annual council tax survey.

1.3 What makes Tamworth a better place to live and prosper?

'Low levels of crime', 'good health services' and 'good parks and open spaces' were considered by residents to be highly important in making somewhere a good place to live. All three of these were also high priorities for improvement, in making Tamworth a better place to live. For businesses, 'the cost of business rates' was the main request for improvement. What makes Tamworth a better place to live and better for business are highlighted from high to low in the graphic below. Common synergies between the two groups are also annotated.

Figure 1.1: What makes Tamworth a 'better place to live' and 'better for business'

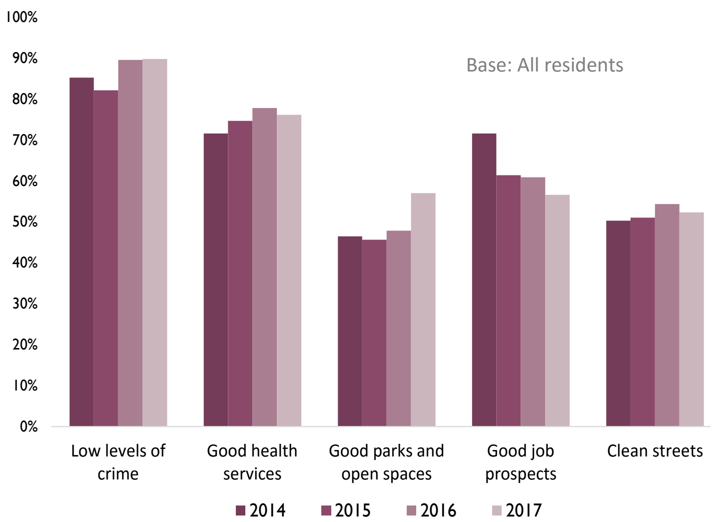


What has changed over time?[1]

1.4 What's important in the local area?

This year has seen a change in the top three priorities for the first time with 'good parks and open spaces' replacing 'good jobs and prospects' as the third most important priority by a very small margin. This year also sees 'good education provision' falling out of the top five priorities for the first time (ranked 6 out of 10 this year). Trend data on performance for the current top five priorities is contained in the graph below.

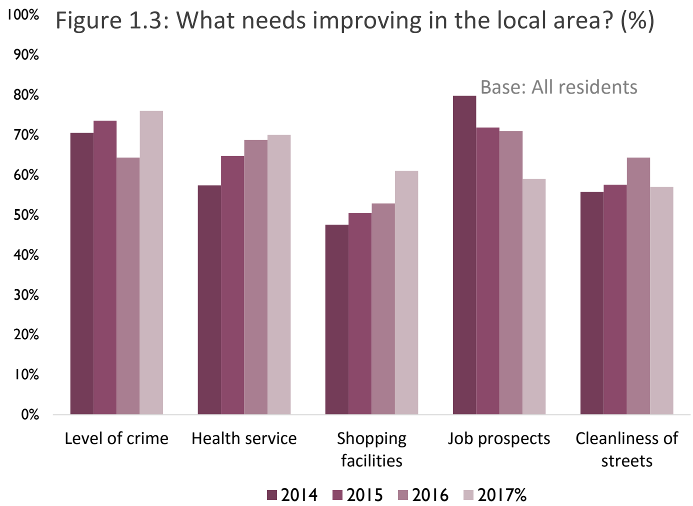
Figure 1.2: What's important in the local area? (%)



1.5 What needs improving in the local area?

The top five priorities for improvement remain unchanged since last year but the ranked order has change somewhat with 'level of crime' resuming first position and replacing 'job prospects' which was ranked 4 of 10 this year. 'Shopping facilities' was ranked 3 of 10 this year (compared to 5 of 10) last year and 'cleanliness of streets' has moved from 3 of 10 last year to 5 of 10 this year. Trend data for the performance for the current top five priorities is contained in the graph below.

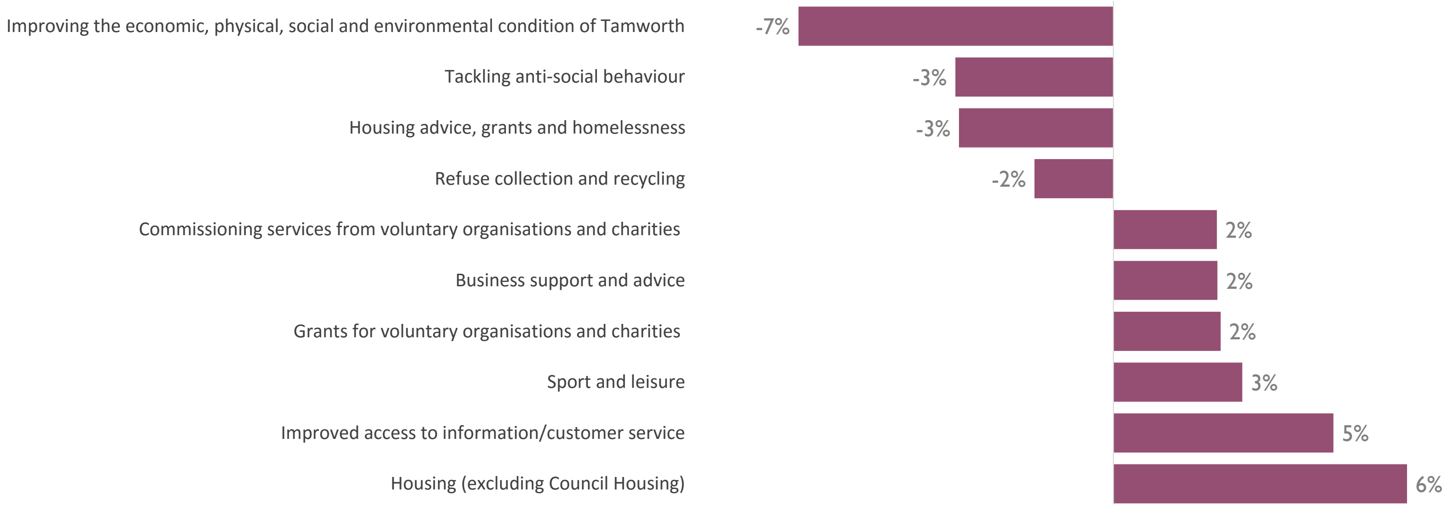
Figure 1.3: What needs improving in the local area? (%)



1.6 Views on spend over time

This year, as with last, it was most common for respondents to want the level of spend to remain the same. Respondents most wanted to maintain spend on 'refuse and recycling services'. This year as with last year, respondents second overall priority was for reduced spend. However, during the last year respondents strength of feeling has changed with the overall proportion of respondents wanting reduced spend seeing some changes, a number declines and a number of increases. The greatest changes have been documented in the figure below.

Figure 1.4: Percentage change between 2016 and 2017 in people saying they would spend less (% change)

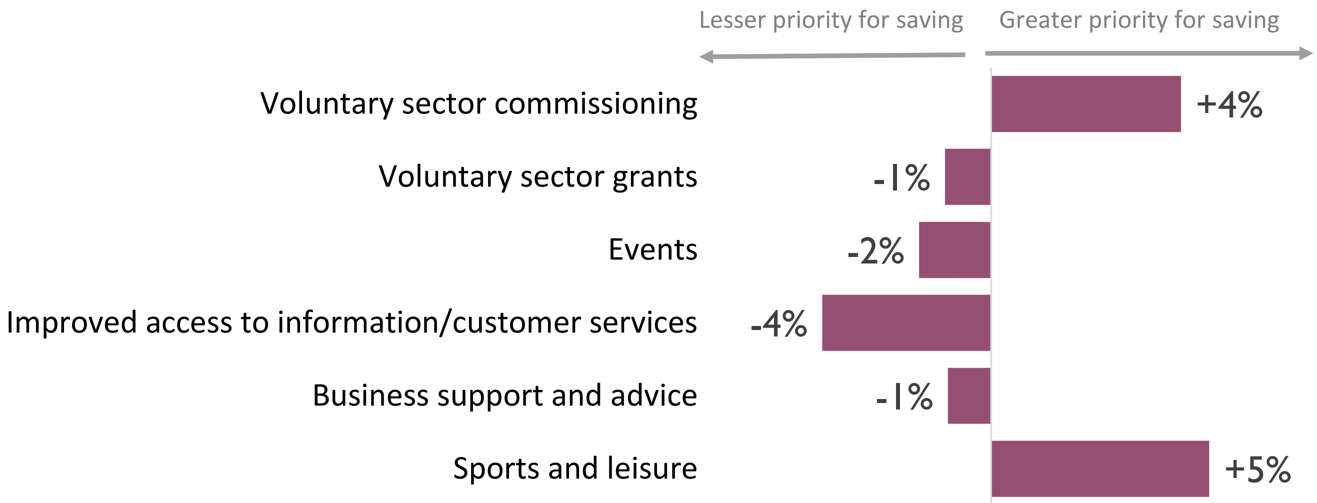


[1] Some caution should be applied when interpreting residents results over time. This is because residents responses have an overall confidence interval of +/-6% meaning that the percentage responses they have given to any questions could fall in the range of 6% higher or 6% lower than the actual response given. Results should be seen as indicative of possible trends which could be explored further through additional research.

1.7 Priorities for savings

This year, the most important priorities for saving were ‘voluntary sector commissioning’, ‘voluntary sector grants’, ‘events’, improved access to information/customer services’, ’sports and leisure’ and ‘business support and advice’. These were also the main priorities for savings for 2015 and 2016 . However, during this time, respondents perceptions of these priorities has changed. The most noticeable change from last year is for ‘sports and leisure ‘ and ‘voluntary sector commissioning’ with a greater proportion of respondents now wanting to see savings in both of these areas. Equally this year saw a greater proportions of respondents less likely to want to see savings made to ‘improved access to information/customer services’ and slightly less likely to want to see savings made in ‘events’, ‘voluntary sector grant’ and ‘business support and leisure’.

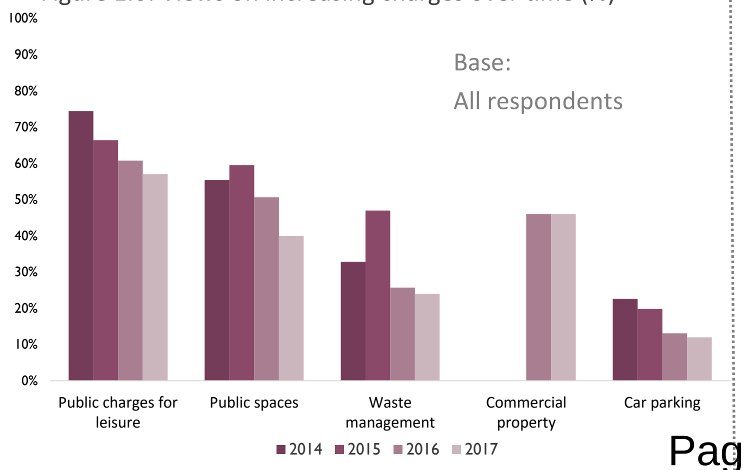
Figure 1.5: Percentage change in the most important priorities for saving between 2016-2017 (% change)



1.8 Increasing charges

Over the last four years it has been most common for respondents to indicate that increased public charges would be most acceptable for ‘leisure and other activities’. The proportion of respondents who selected this as an option has however declined steadily over the last three years. Increases for ‘car parking’ were least popular. Since 2015, fewer respondents indicated their support for increased charges across all service areas, with the exception of commercial property.

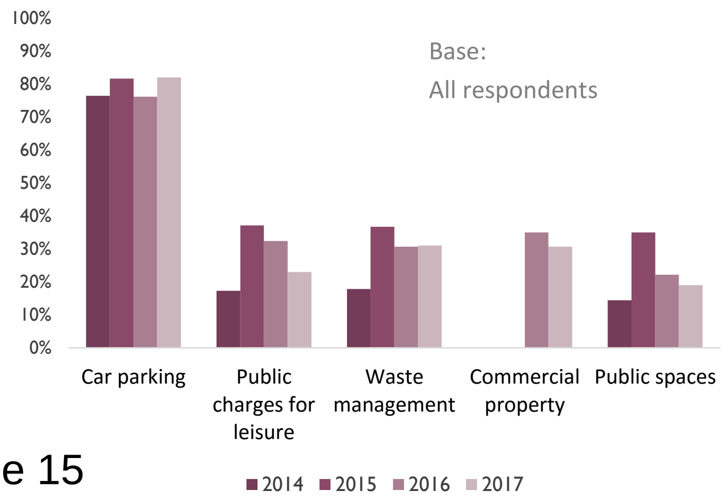
Figure 1.6: Views on increasing charges over time (%)



1.9 Decreasing charges

It was most common for respondents to want decreased charges for ‘car parking’ and this has been a consistent trend over the last four years. Decreasing charges was less important in the other four services areas. All service areas apart from ‘Car parking’ showed a reduction in the proportion of people wanting decreased charges compared with 2016.

Figure 1.7: Views on decreasing charges over time (%)



2. 1 Introduction

Tamworth Borough Council reviews it's council tax and charges on an annual basis and this helps to develop the Council's budget and ensures funding is put into areas which are of priority.

Residents, businesses and the voluntary sector are always an important part of this process. Therefore this year as in previous years, all these groups were invited to share their views on priorities for the year ahead. This year there are some new additions to the surveys including revisions to the vision and the priorities.

This report summarises the views of those who participated. While this is not fully representative of Tamworth opinion it provides a helpful addition to the information that will inform the Council's budgeting decisions for the year ahead.

The report presents the analysis of the combined results from all three respondent groups and emphasises where there are differences in opinions between the different groups. Comparisons with the results of the consultation from previous years have also been made in order to identify commonality or differences in opinions over time.

2.2 methodology

The consultation for the 2018/19 budget ran from 1st August to the 12th September 2017 and three key groups (residents, businesses and the voluntary sector) were encouraged to share their views through tailored paper and online surveys.

These surveys were developed by Tamworth Borough Council in conjunction with Staffordshire County Council's Insight, Planning and Performance Team. These were largely based on surveys from previous years.

All three surveys were promoted via a range of communications channels. These included press releases in the local newspaper (The Tamworth Herald), a prominent feature on the Tamworth Borough Council website and through social media including Twitter, Facebook and the Tamworth Borough Council blog.

Specific groups were also targeted to take part in the consultation. These included;

- Members of the Tamworth Borough Council Citizens' Panel and Tamworth Borough Council Housing Tenants. Both groups received a direct letter or email encouraging them to participate in the residents survey.
- Businesses received an email encouraging them to participate in the business survey. This was also widely promoted by the Economic Development Team.
- Voluntary sector organisations and recipients of small sports and arts grants were also emailed to encourage their involvement. E-mailed to recipients of Small, Sports & Arts Grants,
- Involvement was also supported and promoted by Support Staffordshire and Tamworth Borough Council's Community Development Team.

2.3 RESPONSES

A total of 271 responses were received to the consultation and these consisted of:

- 238 residents.
- 33 businesses; 37% were on an 'industrial estate', 27% were based in a 'town centre site', , 17% were 'out of town', 10% were 'based at home' and 10% were in a 'local neighbourhood area'.
- 3 community and voluntary organisations; two of these were 'a registered charity' and one was a voluntary group'.

For the purpose of analysis, responses from all three groups have been combined. Where differences were apparent by respondent type, these have been highlighted graphically or through a textual summary.

Some caution should be applied when interpreting the results, particularly in relation to those business and voluntary organisation responses. Responses from these groups were relatively low and therefore should not be viewed as representative of the overall communities which they represent.

2.4 PROFILE OF RESPONDENTS FOR THE RESIDENTS SURVEY

In total, there were 238 responses to the Tamworth residents survey. This equates to 0.4% of the adult population of Tamworth[2] and compares similarly to last years response rate.

In statistical terms, the 95% confidence level has been applied to the residents survey results. This means that if the survey was repeated, in 95 out of 100 cases, the same response would be achieved.

Residents responses have an overall confidence interval of +/-6% meaning that the percentage responses they have given to any questions could fall in the range of 6% higher or 6% lower than their actual response. A confidence interval of +/-3-4% is fairly typical for a statistically robust survey[3].

When considering key demographics, responses were representative of some key characteristics but were less so of others:

⇒ The residents survey falls within an acceptable range of representation by gender; 52% of respondents were female and 48% were male[4].

⇒ It was more common for older residents to participate in the residents survey and therefore the results are generally over representative of those respondents aged 55 and above, representative by those aged 45-54 and under representative of those residents aged 44 and below[4].

⇒ By disability, the survey results are slightly over representative of those respondents who had a disability. 35% of respondents said they had a disability compared to 18% in the overall population[5].

⇒ Responses are representative of the most commonly occurring ethnicities of White British and White Other. In their survey responses, 95% described themselves as White British and 2% as White Other[5].

[2] The adult population of Tamworth includes those residents who are aged 18 and above, MYE 2016.

[3] To achieve a +/-4% confidence interval for the residents survey, 594 responses would need to be achieved from Tamworth Borough Residents and to achieve a +/-3% confidence interval, 1049 responses would need to be returned.

[4] Mid Year Population Estimates, 2016, ONS

[5] Census 2011, ONS

3. VIEWS ON THE CORPORATE PRIORITIES

The Council's vision is for 'One Tamworth, Perfectly Placed—Open for business since the 7th Century AD' with a focus upon working with partners to ensure:

'Living a quality life in Tamworth': which includes protecting vulnerable people, tackling inequalities, enabling healthy lifestyles and ensuring a safe, clean and green environment.

'Growing stronger together in Tamworth': which includes encouraging economic growth and development, working with schools to encourage higher skilled, better paid jobs, creating a vibrant and sustainable town centre, protecting culture and heritage and adopting a commercial approach to asset management.

'Delivering quality services in Tamworth': which includes providing accurate information, improving access, supporting residents and businesses, enabling greater public engagement and ensuring value for money.

Respondents were asked a series of questions about the importance of the priorities which sit beneath the visionary themes of 'living a quality life in Tamworth', 'growing stronger together in Tamworth' and 'delivering quality services in Tamworth.' Respondents were asked to rate how important each of the priorities were on a range of scales; 1 to 6 for 'living a quality life in Tamworth', 1 to 7 for 'growing stronger' and 1 to 5 for 'delivering quality services in Tamworth', with one being the most important and 5, 6 or 7 being the least important.

3.1 Living a quality life in Tamworth

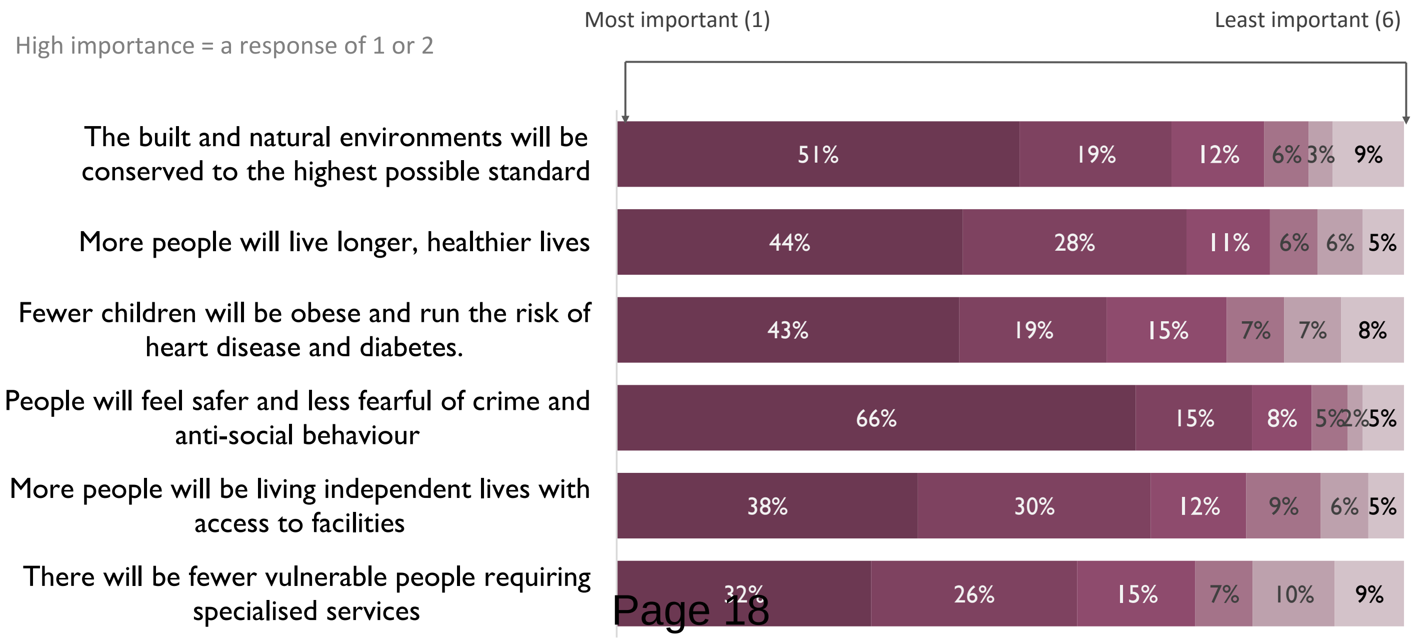
⇒ All priorities under 'living a quality life in Tamworth' were given a high importance rating by half of respondents or more.

⇒ The most important priority was 'people will feel safer and less fearful of crime and anti-social behaviour'. 81% gave this a high rating. This was closely followed by 'more people will live longer, healthier lives' which was rated of high importance by 72% of respondents.

⇒ Considered least important was 'there will be fewer vulnerable people requiring specialised services'. However, 58% still gave this a high importance rating.

⇒ Respondents overall views are documented in the figure below.

Figure 3.1: Please tell us how important our priorities under 'living a quality life in Tamworth' are to you/your business/ organisation, with 1 being most important and 6 being the least important (%)



Base: All respondents

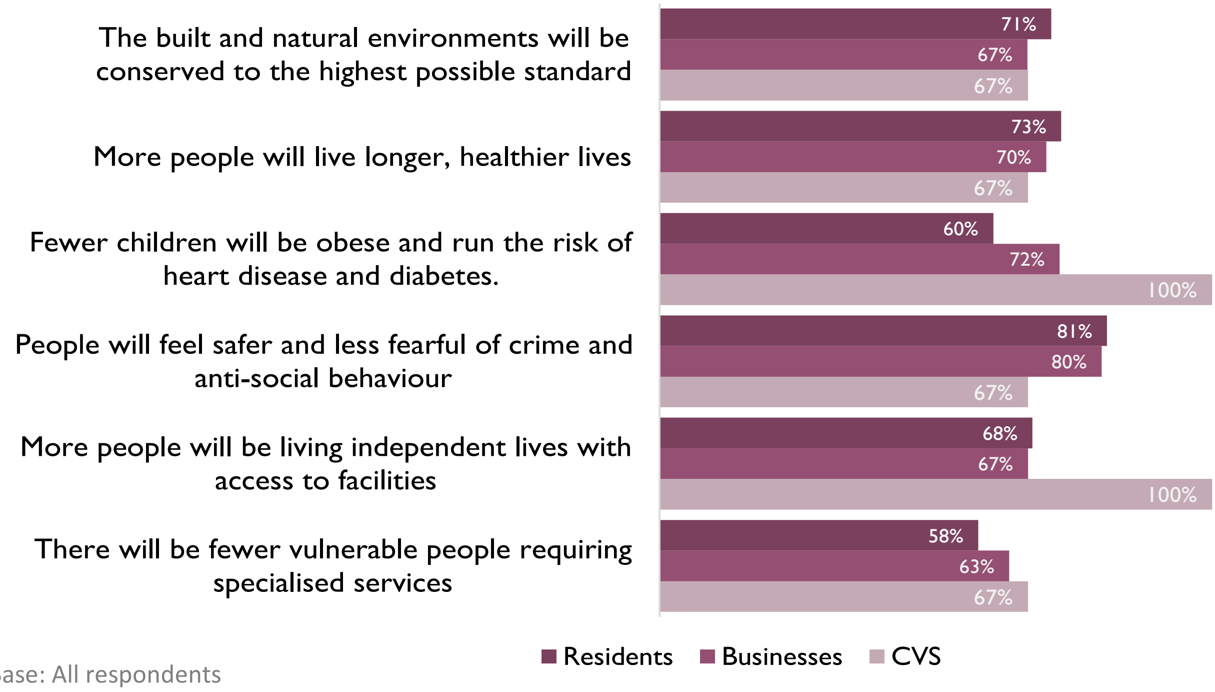
3.2 Comparing results by respondent group

The graph below illustrates the breakdown of responses for each priority by respondent group. The results shown are the proportion of each group who felt that each of the priorities were of high importance (i.e. respondents provided an importance rating of one or two). Differences by respondent group are outlined below;

⇒ The most important priority overall, 'people will feel safer and less fearful of crime and anti-social behaviour' was a greater priority for residents and businesses (with 81% and 80% giving it a high importance rating respectively) when compared to community and voluntary groups (67%). Community and voluntary groups reflected a greater strength of feeling in two other priorities, 'fewer children will be obese and run the risk of heart disease and diabetes' and 'more people will be living independent lives with access to facilities'.

⇒ Whilst broadly speaking residents and businesses demonstrated similar views on the importance of each priority, businesses considered 'fewer children will be obese and run the risk of heart disease and diabetes' to be the second most important priority while residents felt this was much less important, ranking it 5th out of 6. Similarly residents ranked 'the built and natural environments will be conserved to the highest possible standard' as the second most important priority while businesses ranked it as the second least important (ranked 5 of 6) priority.

Figure 3.2: The importance of priorities under 'living a quality life in Tamworth' by respondent group (%)



Base: All respondents

When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

3.3 Growing stronger together in Tamworth

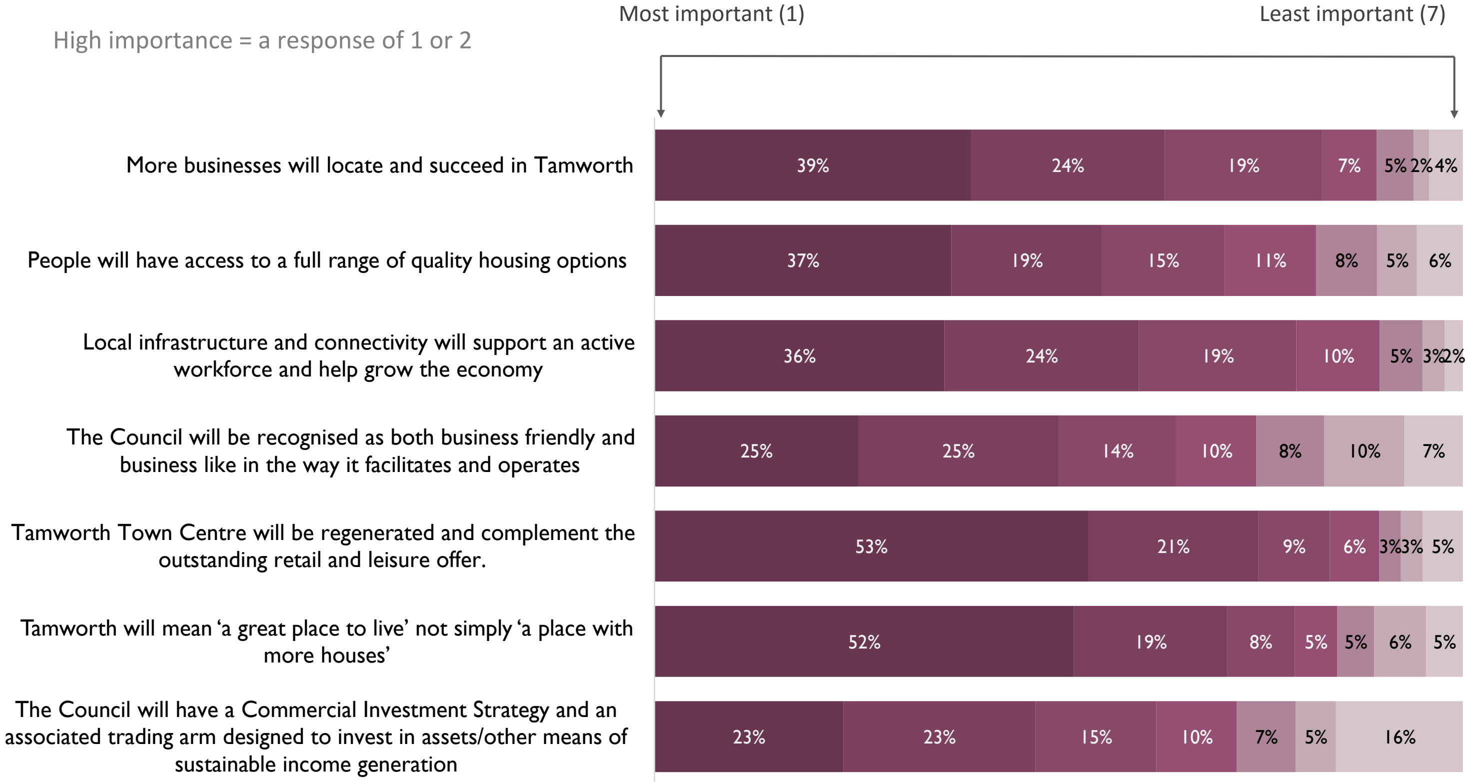
⇒ Six of the seven priorities identified under 'growing stronger together in Tamworth' were given a high importance rating (of 1 or 2) by half of respondents or more.

⇒ The most importance priority was 'Tamworth Town Centre will be regenerated and complement the outstanding retail and leisure offer' with 74% giving it a high rating. This was closely followed by 'Tamworth will mean 'a great place to live' not simply 'a place with more houses' which was considered a high priority by 71% of respondents.

⇒ 'The Council will have a Commercial Investment Strategy and an associated trading arm designed to invest in assets/other means of sustainable income generation' was the priority considered of least importance with 21% ranking it as 6 or 7. However 46% of respondents still considered it to be of high importance.

⇒ Respondents overall views are documented in the figure below.

Figure 3.3: Please tell us how important our priorities under 'growing stronger together in Tamworth' are to you/your business/organisation, with 1 being most important and 7 being the least important (%)[6]



[6] Where responses in the graph do not exactly match reported figures in the text, this is due to rounding to the nearest percentage point in the graphical display.

3.4 Comparing results by respondent group [8]

The graph below illustrates the breakdown of responses against each priority by respondent group. The results shown are the proportion of each group who felt that each of the priorities were of high importance (rated 1 or 2) to address.

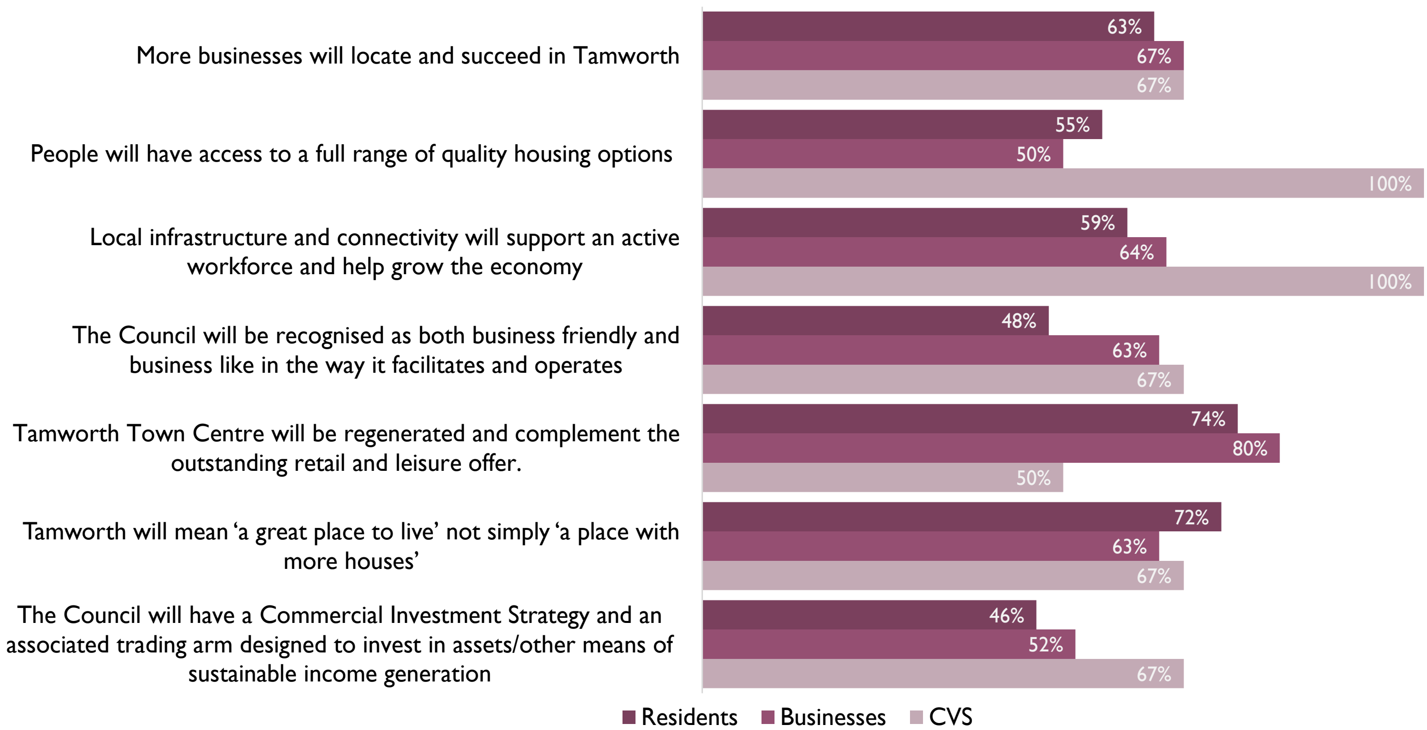
⇒ Both residents and businesses rated the priority 'Tamworth Town Centre will be regenerated and complement the outstanding retail and leisure offer' as most important while, conversely, community and voluntary services felt that this was the least important priority.

⇒ 'More businesses will locate and succeed in Tamworth' was one of the top three priorities for all three respondent groups, with businesses ranking it second and residents and community and voluntary services ranking it third.

⇒ All three respondent groups indicated that 'The Council will have a Commercial Investment Strategy and an associated trading arm designed to invest in assets/other means of sustainable income generation' was the one of the least important priorities, with residents ranking it as the least important(7 of 7) and businesses and community and voluntary services ranking it as 6 of all 7 priorities.

⇒ Community and voluntary services reflected a greater strength of feeling towards two priorities in particular, namely 'people will have access to a full range of quality housing options' and 'local infrastructure and connectivity will support an active workforce and help grow the economy'.

Figure 3.4: The importance of priorities under 'growing stronger together in Tamworth' by respondent group (%)



[8] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

3.5 Delivering quality services in Tamworth

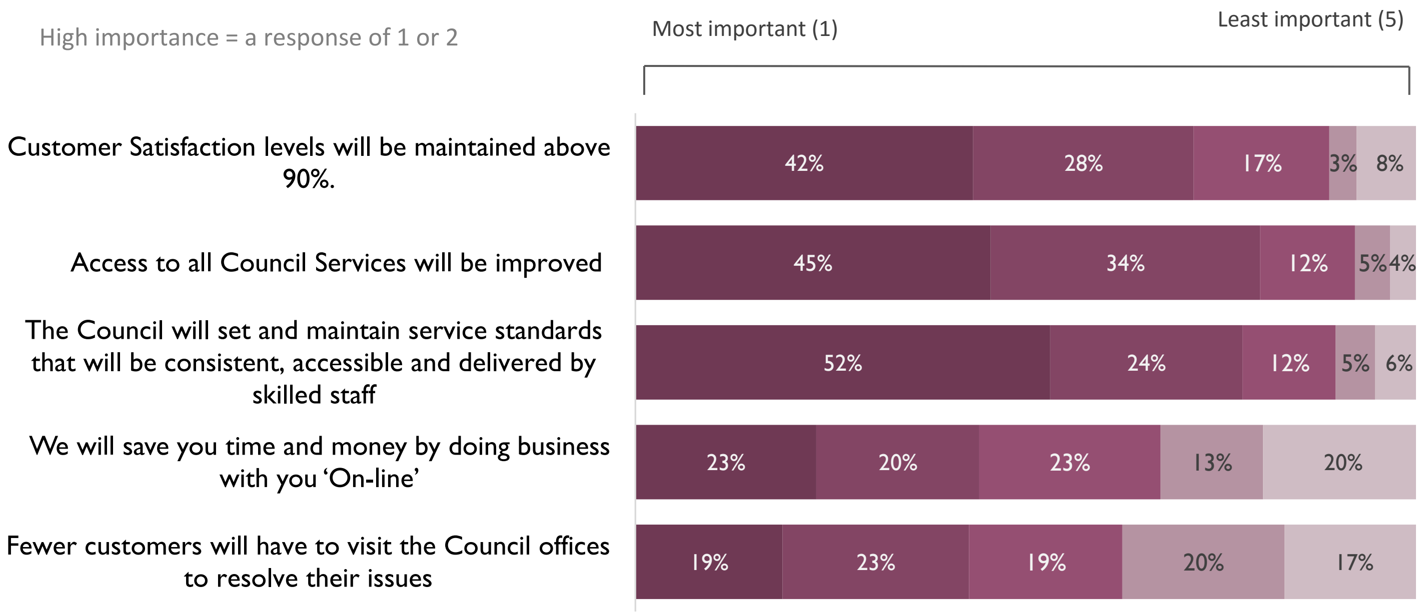
⇒ All priorities under 'delivering quality services in Tamworth' were given a high importance rating by half of respondents or more.

⇒ Of the five priorities, 'access to all Council Services will be improved 'was the most important priority with 80% rating this as highly important. This was closely followed by 'the Council will set and maintain service standards that will be consistent, accessible and delivered by skilled staff' which was considered of high importance by 77% of respondents.

⇒ Considered least important was 'fewer customers will have to visit the Council offices to resolve their issues'. However, 42% still gave this a high importance rating.

⇒ Respondents overall views are documented in the figure below.

Figure 3.5: Please tell us how important our priorities under 'delivering quality services in Tamworth' are to you/your business/ organisation, with 1 being most important and 5 being the least important (%)



3.6 Comparing results by respondent group[10]

The graph below illustrates the breakdown of responses for each priority by respondent group. The results shown are the proportion of each group who felt that each of the priorities were of high importance (i.e. respondents provided an importance rating of one or two).

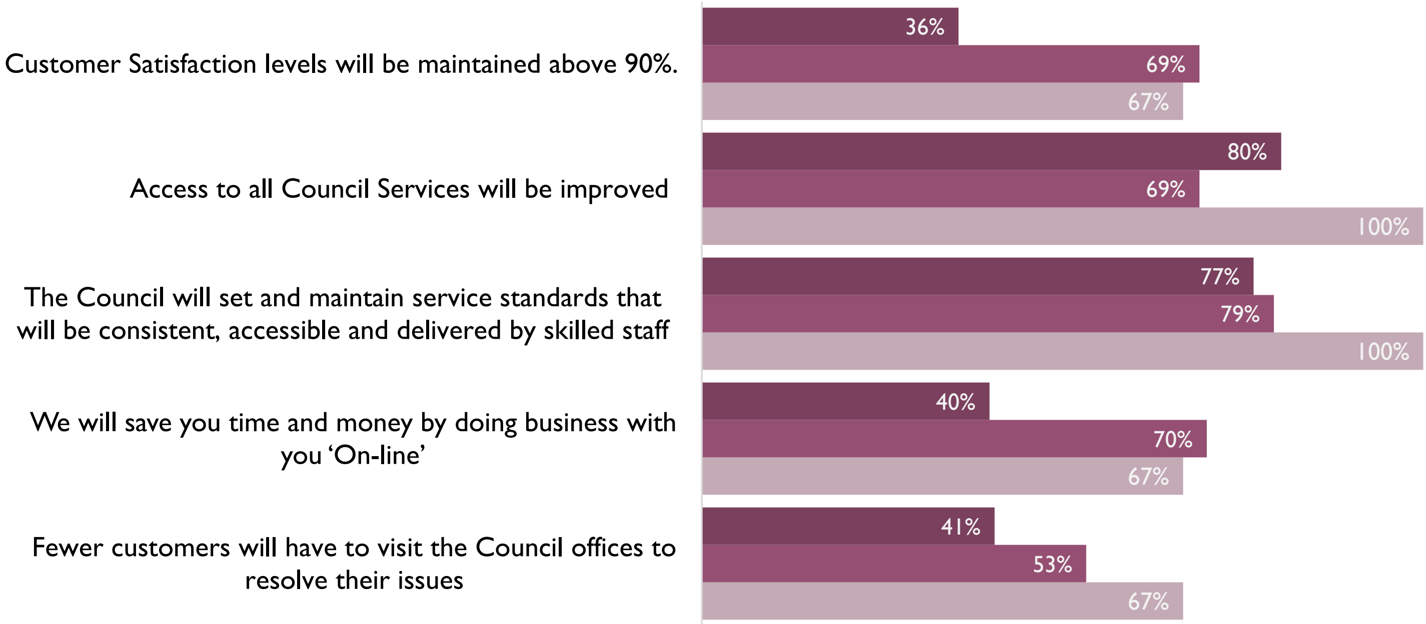
⇒ Residents and community and voluntary services both agreed that 'access to all Council Services will be improved' is the priority with the highest importance. Businesses did not rate the importance of this priority as high however, ranking it joint third alongside 'customer satisfaction levels will be maintained above 90%'.

⇒ For businesses, the priority which was considered most important was 'the Council will set and maintain service standards that will be consistent, accessible and delivered by skilled staff'

⇒ Only two of the five priorities for 'delivering quality services in Tamworth' were considered of high importance by over half the respondent group, namely 'access to all Council Services will be improved' (80%) and 'the Council will set and maintain service standards that will be consistent, accessible and delivered by skilled staff' (77%). The ratings from residents for the other three priorities were much lower than for the other two respondent groups.

High importance = a response of 1 or 2

Figure 3.6: The importance of priorities under 'delivering quality services in Tamworth' by respondent group (%)



Base: All respondents

[10] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

3.7 Views on the vison and priorities

Generally, respondents support the vison and acknowledge that it *"will be a great improvement to Tamworth if this objectives and vision is attained"* but deliverability is key,

- *"visions are lovely but doing something constructive is essential. Tamworth Borough Council have never been able to have a vision that Tamworthians agree with or are able to deliver"*
- *"it's one thing having a vision but you need a great team to help deliver it . I don't think you have a great team on board...the council rarely delivers what it says it will."*

All of the 'priorities' were considered important for Tamworth as a community and this was reflected through the importance ratings they attributed to each of them.

Respondents were generally keen to comment on both the strategic priorities and the priority aims which fall beneath these. Those comments shared were not necessarily reflective of all respondents however they may be of use to decision makers as they raise questions, queries and present ideas for reflection. Comments were largely focussed on 'growing stronger together in Tamworth' and 'delivering quality services in Tamworth'. These have been summarised below;

'Living a quality life in Tamworth'

- *"your vision is good but there is nothing in Tamworth for adults with Autism, they want a place to live with support and with other Autistic adults."*

'Growing stronger together in Tamworth'

Many comments focussed on the importance of regenerating the town centre, encouraging more business to open shops there and more residents to shop there. In addition, some respondents discussed the importance of infrastructure to support new housing schemes in the town:

- *"Although it is accepted that we need more housing I feel the infrastructure is very lacking to accommodate this, the roads, doctors, surgeries, schools cannot cope."*
- *"Dropping parking fees would help regenerate the town centre. Tamworth Castle is a HUGE tourist attraction and should again be floodlit at night - PRIDE IN TAMWORTH!"*
- *"Emphasis should now be placed on encouraging the building of more housing in the town centre rather than shop units. An ageing population and more shopping on line mean less shops are needed. Also having more people living in the town centre will ensure demand for services there"*
- *Jobs, jobs, jobs, to create a vibrant town centre and content population.*
- *"Invest in infrastructure for businesses, regenerate town centre and surrounding areas ensuring good access, drive out waste from Council spending ensure adequate health, education, leisure and housing with investment."*

'Delivering quality services in Tamworth'

A considerable number of comments focussed on the importance of the Council maintaining an aspect of face to face or telephone contact with residents as well as encouraging more online interaction:

- *"Not all people have access to or use internet, so it is important to maintain a personal service."*
- *"People like to speak to a friendly person at the Council Offices."*
- *"I expect council tax monies to be spent on services and the good of the majority of the people not the few. You have a lot of older generation that do not understand technology with this in mind technology should be introduced slowly."*
- *"I feel it is important to be able to deal with the Council face to face rather than online all the time. The Council does not need to lose its personal face!"*

4. SPENDING ON SERVICES

Respondents were provided with planned spend on major cost areas for 2017/18 and were asked whether they felt the Council should increase, decrease or keep spending the same.

⇒ It was most common for respondents across the majority of service areas to say that they would prefer the level of spend to remain the same. This was the case in 11 of the 12 major cost areas.

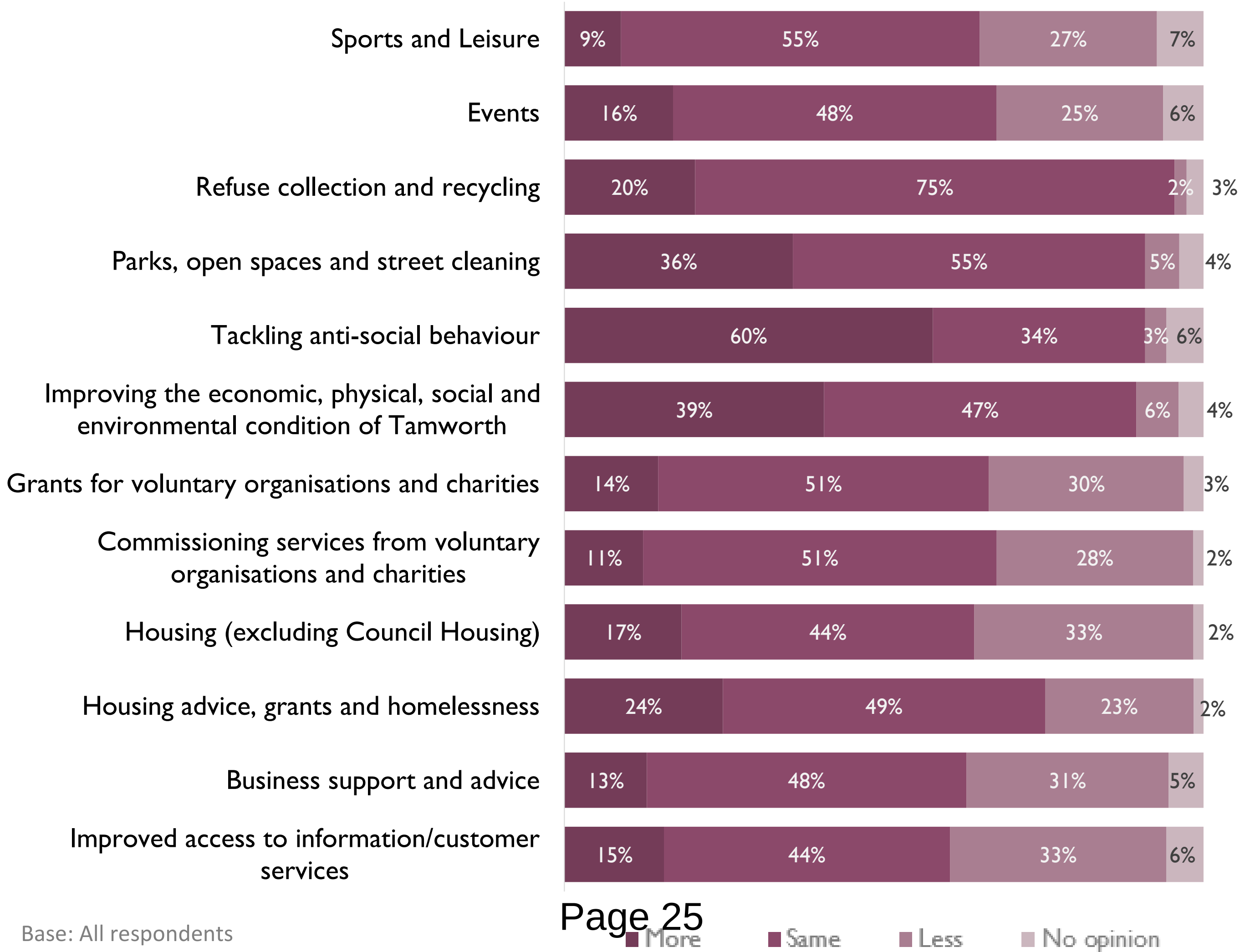
⇒ This was particularly apparent regarding spend on 'refuse and recycling' with 75% wanting to maintain the same level of spend on this service. In addition, over half indicated their preference for keeping spend the same in four further areas, namely, 'sports and leisure' (55%), 'parks, open spaces and street cleaning' (55%), 'grants for voluntary organisations and charities' (51%) and 'commissioning services from voluntary organisations and charities' (51%).

⇒ Spending less was the second most common response (in 7 out of the 12 major cost areas). Around a third of respondents wanted to see less spending in each of the following areas; 'housing (excluding Council Housing)' (33%), 'improved access to information/customer services' (33%), 'business support and advice' (31%) and 'grants for voluntary organisations and charities' (30%).

⇒ Spending more was still a priority in some areas and mostly notably for 'tackling anti-social behaviour'. Almost two-thirds (60%) wanted spending increased on this major cost area.

The collective views on all respondents are illustrated in the graph below:

Figure 4.1: Preferred spend for 2017/18 on major cost areas (%)



Base: All respondents

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4.1 Maintain levels of spending[11]

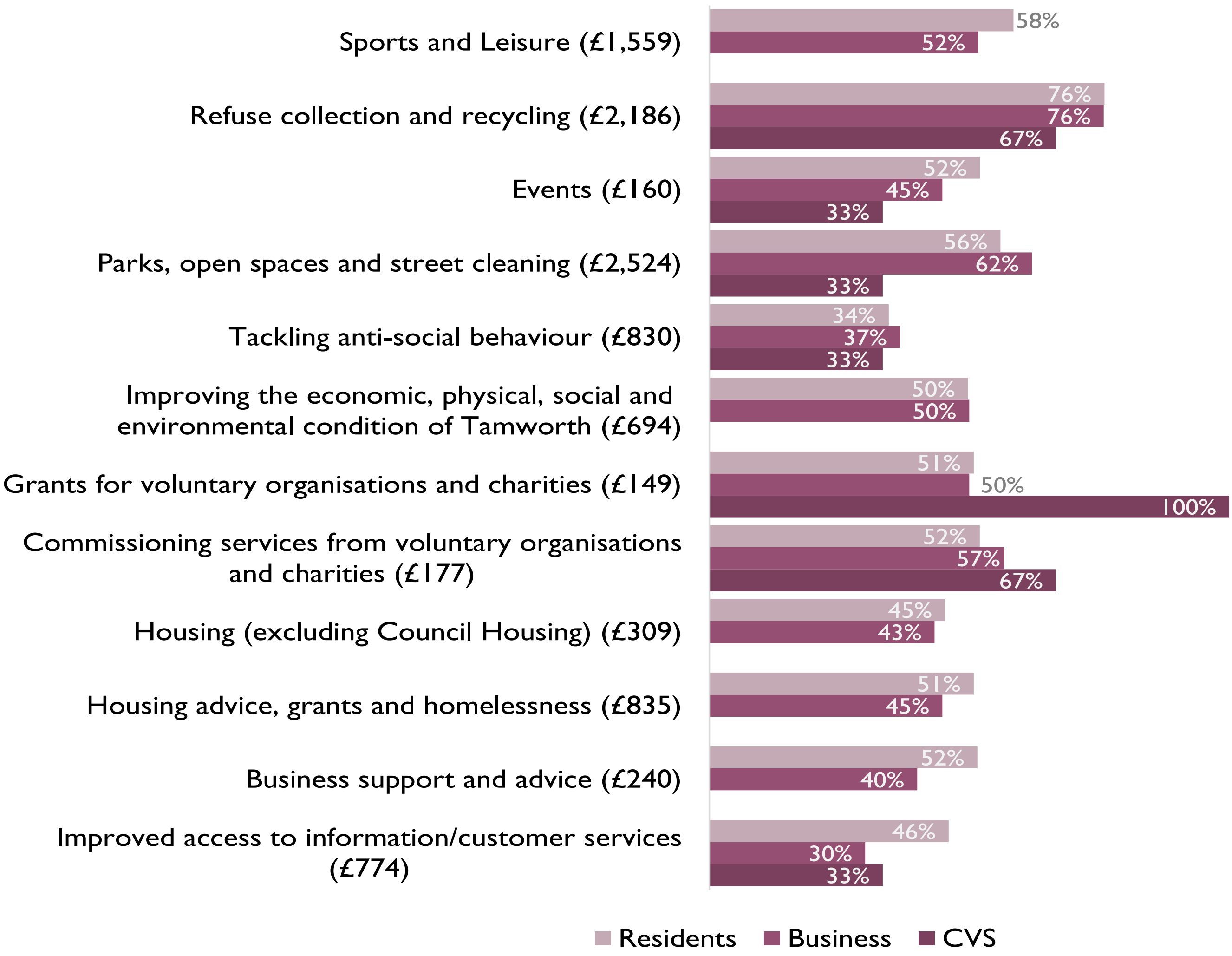
There were similarities but also some differences in views by respondent group. Residents views generally mirrored those of the overall results (as they were the largest group).

⇒ All three groups agreed that spend on 'commissioning services from voluntary organisations and charities', 'grants for voluntary organisations and charities' and 'events' should stay the same.

⇒ Residents expressed strong support for maintaining levels of spend in all but 1 cost area while businesses mirrored this opinion in all bar 2 cost areas.

⇒ Of the three groups, community and voluntary groups had the most varied opinions and as such, only stipulated support for maintaining levels of spending in 3 out of the 12 major cost areas.

Figure 4.2: Maintaining spend for 2017/18 on major cost areas by respondent group (%)



[11] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

4.2 Reduce levels of spending[12]

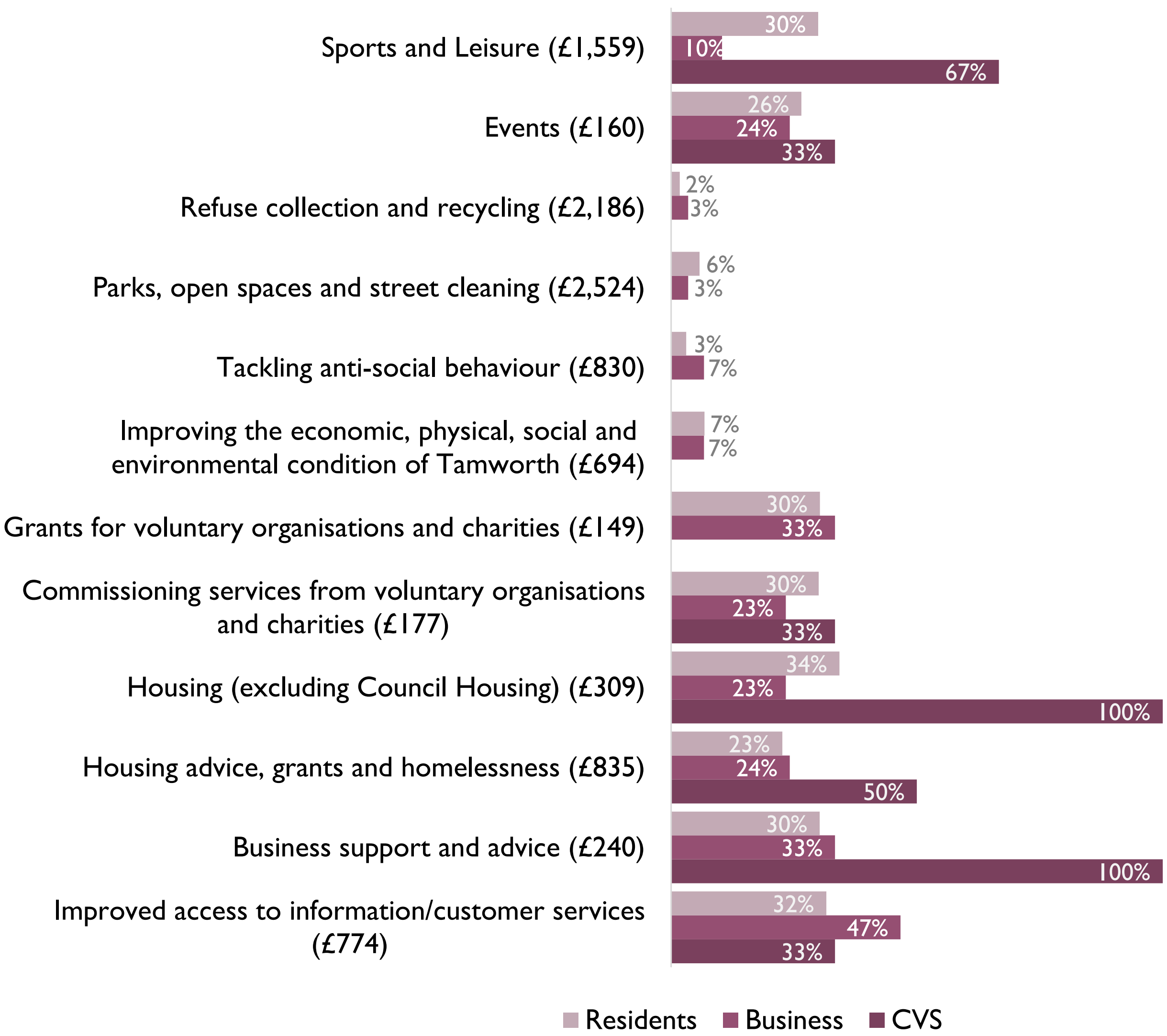
There were clear differences in views by respondent group for reduced spending.

⇒ Residents did not feel that spending should be reduced in any of the 12 cost areas.

⇒ Businesses only felt that there could be a reduction in spend for 'improved access to information/ customer services'.

⇒ Community and voluntary services was the respondent group that expressed support for less spending in 3 of the 12 cost areas, namely, 'housing (excluding Council Housing), 'business support and advice' and 'sports and leisure'.

Figure 4.3: Reducing spend for 2017/18 on major cost areas by respondent group (%)



Base: All respondents

[12] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

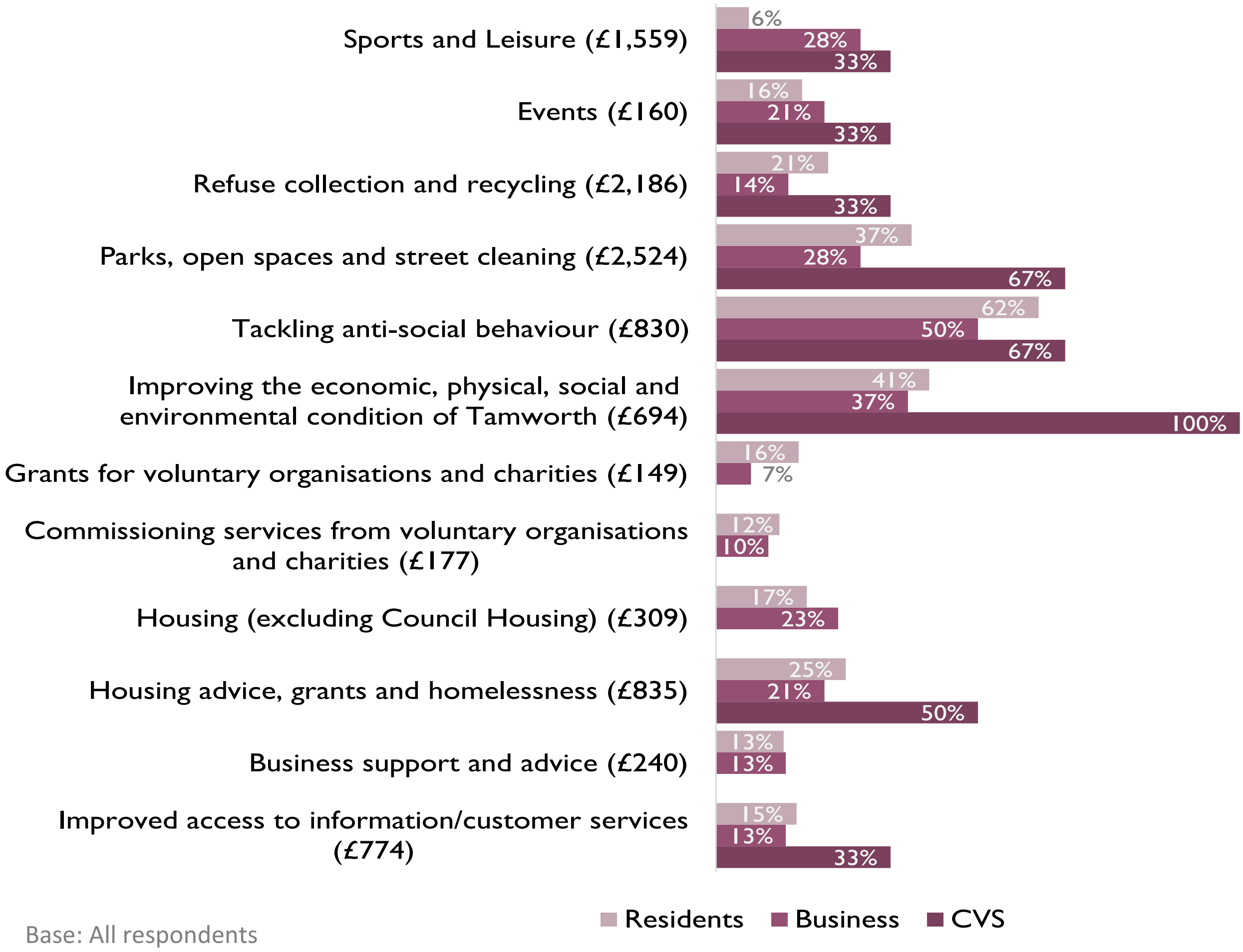
4.3 Increase levels of spending[13]

There were similarities but also differences in views by respondent group.

⇒ All three groups also agreed that more money should be spent on 'tackling anti-social behaviour'. This was the only cost area that both businesses and residents felt that increased spend should be implemented.

⇒ Community and voluntary groups were more likely than any of the other groups to advocate increased spend. This was the case in 3 out of the 12 major cost areas (and a further 3 areas where equal numbers of respondents selected more as well as same and/or less).

Figure 4.4: Increasing spend for 2017/18 on major cost areas by respondent group (%)



Base: All respondents

4.4 Comments on spend

A relatively small proportion of respondents chose to comment on this question and therefore the views shared may not necessarily be reflective of all respondents.

The main theme running through the comments was that respondents felt that it was important for spend to be focussed on those things that will attract more people to the town, for businesses to invest and in turn to generate more money for the town;

- *"We should be encouraging people to use our town centre therefore eventually making more monies to be spent on our town."*
- *"It's not a question of how much you spend but ensuring that you get value for money and return*

[13] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

from what you spend money on.   The council say they wish to encourage tourism but close public toilets and downgrade their tourist information centre to a corner of Marmion House. They employ numerous community wardens whose role seems to be very unclear and mirrors that undertaken by PCSOs. They spend huge sums on headline grabbing projects such as The Gateway Project over Ladybridge and in Victoria Rd using the finest materials while the rest of the town centre looks neglected, potholed patched paving and tired."

- *"Make more use of our cultural heritage we have a history deeper than Stratford use it make people want to come to Tamworth ."*
- *"More should be given to street cleaning. Tamworth has parts that are really ugly, and we should have more people out there cleaning it up."*

Some respondents felt that the information provided was *"too vague"* and therefore did not feel these were in a position to pass comment:

- *"Residents aren't given enough information to give informed answers."*
- *"As I do not know what the money is precisely spent on, I find this difficult to answer."*

Other comments made were more individual in nature, several of which are included below:

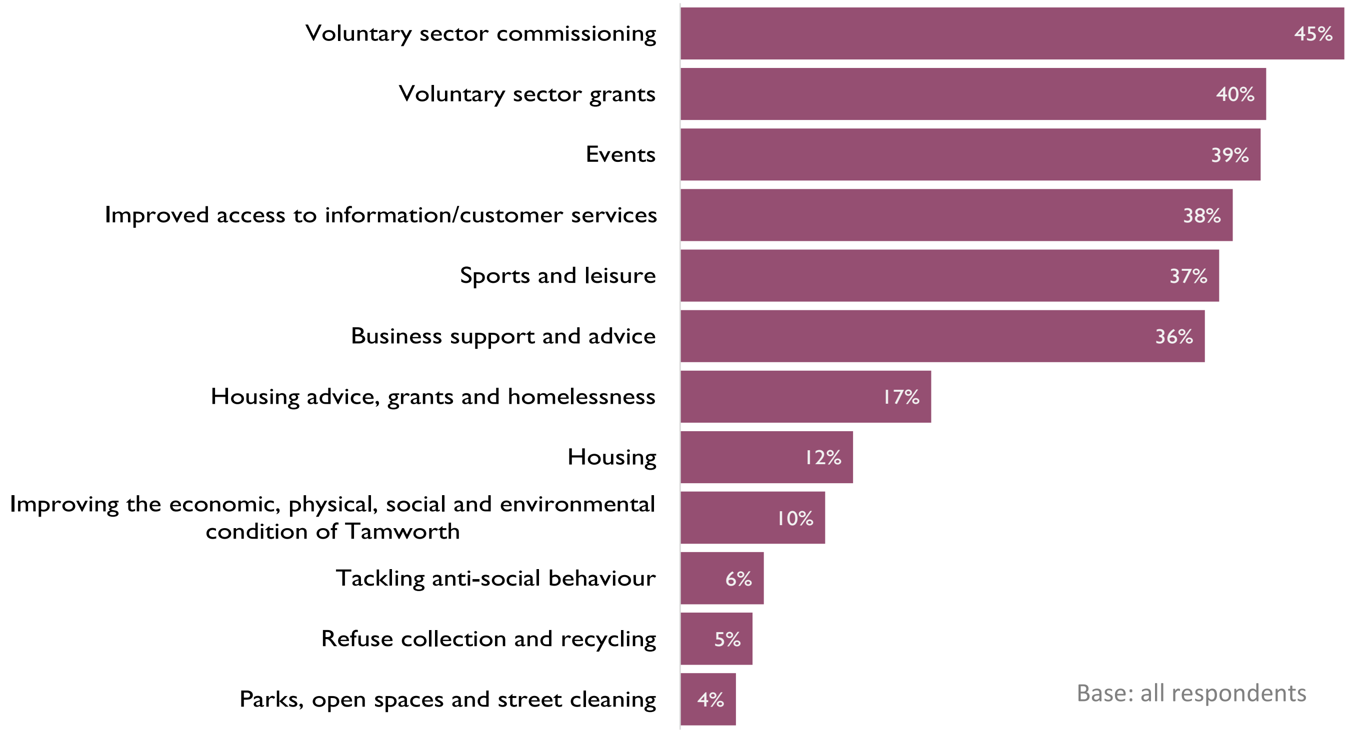
- *"Maybe we should increase council tax beyond the central government dictate and invest in our future education and attracting higher paid jobs to our town."*
- *"Money for housing should be spent on building more Council Housing rather than houses for sale."*
- *"More should be done to encourage recycling etc. Perhaps some penalty if not done?"*
- *"Spend money on people not places."*

4.5 Savings and reducing costs[14]

Respondents were provided with a list of services and asked to indicate up to three which could be prioritised for savings or reduced costs.

It was most common for respondents to indicate that they would like to see savings or reduced costs in the following areas; 'voluntary sector commissioning', 'voluntary sector grants' and 'events'. Respondents were least likely to want savings made to 'parks, open spaces, street cleaning' 'refuse and recycling services', and 'tackling anti-social behaviour'.

Figure 4.5: Which THREE services should the Council look at if they had to make savings or reduce costs? (%)



'Voluntary sector commissioning' and 'events' were both within the top three priorities for savings or reduced costs across all three respondent groups. For residents and businesses, 'voluntary sector commissioning groups' was their first priority for savings while for community and voluntary groups it was their joint third priority. Community and Voluntary Services felt that the top priority for savings or reduced costs was 'business support and advice'. 'Events' was the second priority for residents but the third priority for both businesses and community and voluntary services.

4.6 Comments on savings

Very few comments were made regarding savings and therefore the views shared may not necessarily be reflective of all respondents. While it was acknowledged that savings do need to be made, a number of respondents expressed difficultly in making a decision as to where the focus should be as *"[all areas] are all important in their own right"* and "*all must gain value for money."*

Several respondents felt they did not know enough detail to be able to pass comment on where these savings are best placed, *"I don't know enough about these to say they could be sustained with less costs".* One respondent felt that a long-term plan would be more beneficial rather than *"year by year pruning away at services."*

[14] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

4.7 Which TWO income areas do you think the Council could/should <u>increase</u> and <u>decrease</u> charges for?

Increase charges: It was most common for respondents to stress the need to increase public charges for 'leisure and other activities' (57%), 'commercial property' (46%) or 'public spaces' (40%). However, respondents comments reflected a genuine reluctance for increases in charges to any of the identified areas of spend because of the impact on vulnerable people, as well as residents and businesses in general,

- *"increased charges to public areas will negatively impact on those from poorer families"*
- *"there should be reduced prices for elderly or low income though so that they can still access these"*

Respondents were particularly concerned about the impact of current 'car parking' charges on the town centre and were most adverse to increased charges for these.

- *"parking charges are a major factor in Tamworth's rejuvenation."*
- *"there does need to be a review of car parking charges as high charges discourages people from coming into the town centre. 2-3 hours free parking maybe an idea."*

Decrease charges: Respondents were most likely to say that they would like to see decreased charges for 'car parking'. Four-fifths of respondents overall (82%) indicated that they would like to see these decreased. 'Car parking' and 'rents/rates' featured prominently in respondents comments:

- *"decrease charges for car parking helps visitors. Rates for commercial property is too high - shops don't last long."*
- *"I urge you to look very urgently at the town's commercial rates, it's killing small businesses."*

Figure 4.6: Which TWO of the below income areas do you think the Council should increase charges for (%)

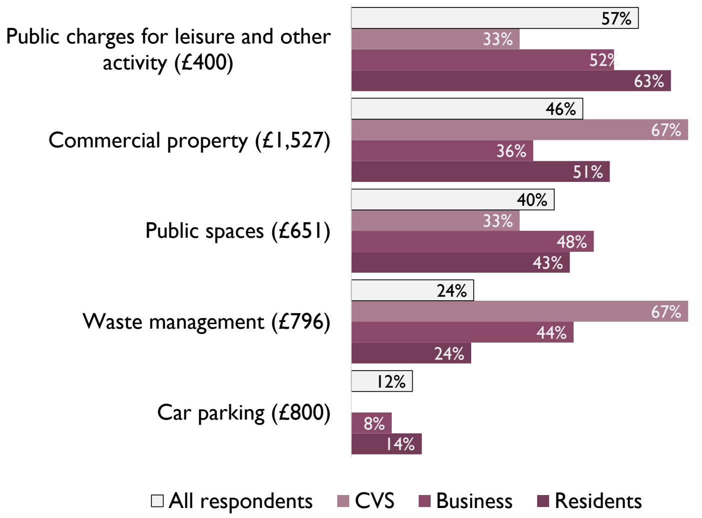
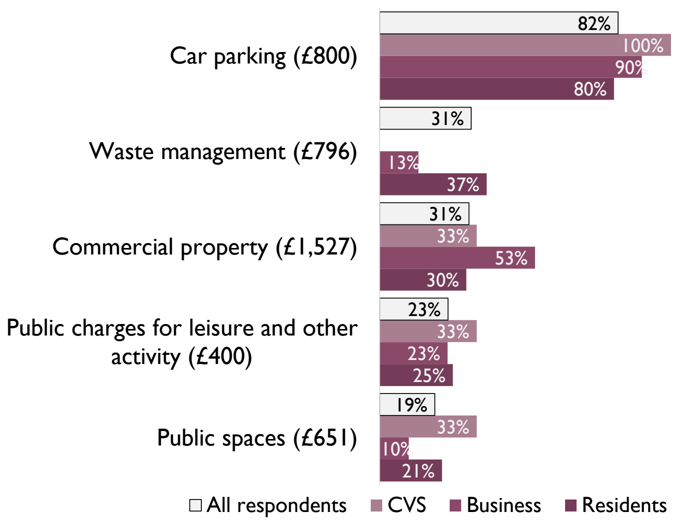


Figure 4.7: Which TWO of the below income areas do you think the Council should decrease charges for (%)



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Base: all respondents

5. MAKING TAMWORTH A BETTER PLACE TO LIVE

The following questions were posed to those respondents who were participating in the consultation as a local resident.

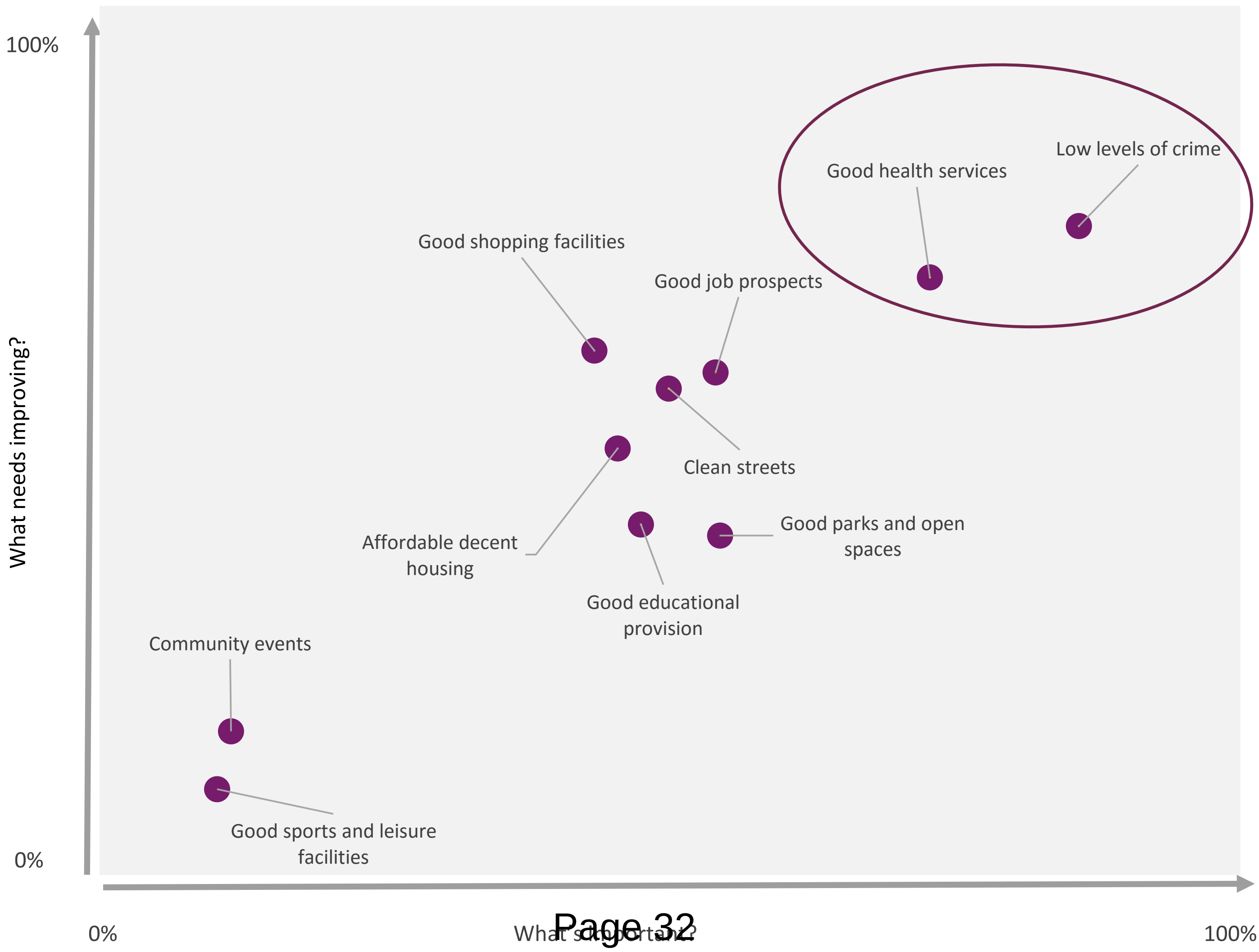
5.1 What makes somewhere a good place to live AND what needs improving most to make Tamworth a better place to live?

The graph below depicts both ‘what’s important’ and ‘what needs improving most to make Tamworth a better place to live’. It is clear to see that ‘low levels of crime’ and ‘good health services’ are considered the two most important aspects which were most likely to make somewhere a good place to live are also viewed as the top two elements which respondents felt as needing improvement.

This year has seen a change in the top three priorities for what is important for making Tamworth a better place to live for the first time. ‘Good parks and open spaces’ has replaced ’good jobs and prospects’ as the third most important priority by a very small margin. This year also sees ’good education provision’ falling out of the top five priorities for the first time.

While the top five priorities for improvement remain unchanged since last year the ranked order has change somewhat with ‘level of crime’ resuming first position and replacing ‘job prospects’ which was ranked 4 of 10 this year. ‘Good shopping facilities’ was ranked 3 of 10 this year (compared to 5 of 10) last year and ‘cleanliness of streets’ has moved from 3 of 10 last year to 5 of 10 this year.

Figure 5.1: ‘What makes somewhere a good place to live’ AND ‘what needs improving most to make Tamworth a better place to live?’ (%)



Base: all residents

5.2 What would make Tamworth a better place to live

Residents of Tamworth were invited to suggest improvements which they felt would make Tamworth a better place to live. Respondents were keen to comment providing suggestions across a range of themes. A summary of respondents comments, in order of their identified priority for improvement, have been outlined below.

Low level of crime

'Low level of crime' was deemed the most important area to improve by residents this year. However, it was not a focal point for many comments. Those that did comment expressed that *"crime reduction and police on the beat should be number 1 priority"* with a desire to see *"more police presence"* and *" Improve the antisocial behaviour in the streets."*

Good health services

'Good health services' were a high priority for improvement (ranking 2 out of 10) and they were also a focal point for respondents' comments. Many comments centred around the town's hospital and it's unsuitability for the size of the town,

- *"Tamworth should have its own A&E Department, the population is growing and we should not have to travel to Birmingham or Burton or Nuneaton to access this and other health services"*

Good shopping facilities

'Good shopping facilities' has become an increasingly important priority for residents, culminating in it being ranked 3 of 10 in areas that needed improvement. Consequently, this was the most frequently mentioned priority in residents comments. Many respondents stressed the importance of restoring the town centre, encouraging more businesses, particularly independent businesses, to open premises by reducing rates and encouraging more people to shop in the town by reducing parking charges. Many felt that there was too much focus on Ventura Park and this was having a detrimental affect on the town centre shops. Several respondents commented on the importance of good transport links between the town centre shopping area and Ventura Park.

- *"Town centre needs urgent regeneration with more visitor friendly shops and streets."*
- *"Free parking for the first 2 hours would generate more business in the town."*
- *"Tamworth is currently a depressing place to be. The town centre is dying but parking charges are still excessively expensive…….we need more of a community feel to the town centre especially. Little independent retailers, community cafes, activities for all age groups."*
- *"To make sure that Tamworth town centre is 're-modelled'. It needs a revamp and detail to 'old' Tamworth (that which is left) should be maintained. Independent shops should be encouraged. Try to get back the small 'town centre' that enhances our history, so many think that 'Tamworth' is Ventura Park"*

Good job prospects

Whilst 'good job prospects' was one of the top five priorities for improvement (it ranked 4 out of 10), it was not a common focal point of respondents' comments. Those that did remark on it stressed the need for professional and higher paid jobs.

- *"Better quality jobs so that those on higher incomes can work in Tamworth. Right now, most higher earners commute out of town."*
- *"Most work in Tamworth is low level of pay for unskilled workers"*

Clean streets

This was a medium priority for improvement and a relatively popular subject for discussion amongst residents.

- *"Employ litter wardens to generate revenue while reducing the million pounds you spend on cleaning. Encourage communities to keep their paths clean outside their home, clean up litter and dog mess."*
- *"The state of the cleanliness and condition of some council housing areas are dreadful. The amount of weeds, nettles and brambles growing in some pathways are quite dangerous to young children."*
- *"The streets need to be cleaned more often ...more litter bins and patrolling is needed to improve the situation"*

Affordable decent housing

Respondents commented on the need for 'affordable decent housing' and expressed concern that the new houses that have been or are currently being built in the area are not necessarily the type of housing that is needed,

- *Less large four/five bed family homes and more two/three bed houses and one/two bed quality flats needed."*
- *"A large number of houses are in the planning phase. How many will be 'affordable'?"*

Furthermore, concerns were expressed that the necessary infrastructure is not being put into place to support this additional housing,

- *"Far too much housing going on without the infrastructure, recently I wanted a doctors appointment and the wait was 5 weeks !!! I had to appeal for all 3 of my children to go to the school most local to us because houses being built within the changed catchment now get priority"*

Good education provision

'Good education provision' ranked higher than last year but still relatively low (7 out of 10) in respondents overall priorities for improvement. Nevertheless, several comments were made by respondents, expressing concerns at not only the standard of education provision but also the accessibility of school places given the nature in which the town's population is growing.

- *"Schools are about the same size as when my boys now aged 34 and 39 were there…...provisions of school places have not been thought about in the planning of these houses."*
- *"Tamworth does not currently have a single secondary school rated 1. Children are our future."*
- *"No University provision in Tamworth, why can't we have satellite sites assigned to Birmingham Uni or Loughborough etc. This would encourage local take up and also the offering of Tamworth."*

Good parks and open spaces

'Good parks and open spaces' were a low priority for improvement, ranking 8 out of 10. They were however discussed frequently in residents comments. Residents showed their appreciation for current facilities and suggested ways and means for improvement.

- *"there are lots of open spaces that could do with some care. The Castle grounds are magnificent but I hope they are not used as an excuse for not looking after other areas. The cycle paths are often overgrown with trees that need cutting back"*
- *"Wildflower patches along roads was a BRILLIANT idea - bee and insect friendly and good 'feel good'*

factor - more please."

- *"No more building should be allowed on the fields and green spaces surrounding the area."*
- *"Why not have boat rides on the river open little cafes for visitors."*

Community events

'Community events' ranked low (9 out of 10) in respondents priorities for improvement and no respondents made any further comments about it.

Good sports and leisure facilities

'Good sports and leisure facilities' ranked lowest (10 out of 10) in residents priorities for improvement. These were also not a focal point for residents comments with just one respondent commenting that *"sports and leisure need to be affordable and the gyms are very expensive."*

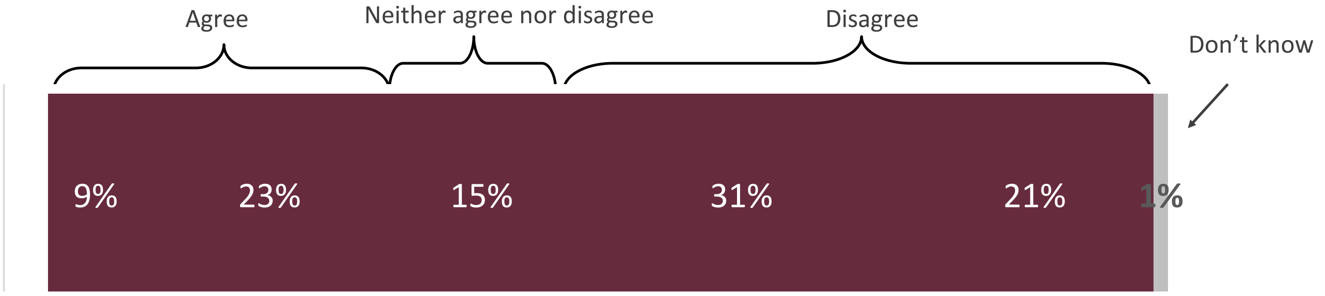
Additional comments

Additional comments on other priorities for improvement were mainly focused on 'roads and highways'. These included the need to both improve the quality of roads and to develop the network to ensure it could cope with future pressures. Several respondents commented that the town had been *"neglected"* and was *"off putting",* with one respondent having gone so far as to say that proposals for change were "*too little, too late".* There were a number of comments regarding the closure of public toilets and the importance of re-opening them as they would be needed if more people were to visit the town centre.

5.3 Can you influence decisions which affect your local area?

Whilst views on this question were diverse, a considerably larger proportion of respondents did not feel that they could influence decisions which affected their local area; 52% of respondents either tended to or definitely disagreed compared to 32% who tended to or definitely agreed.

Figure 5.2: % who agree/disagree that they can influence decisions which affect their local area



Base: all residents

5.4 Would you like to be more involved in the decisions which affect your local area?

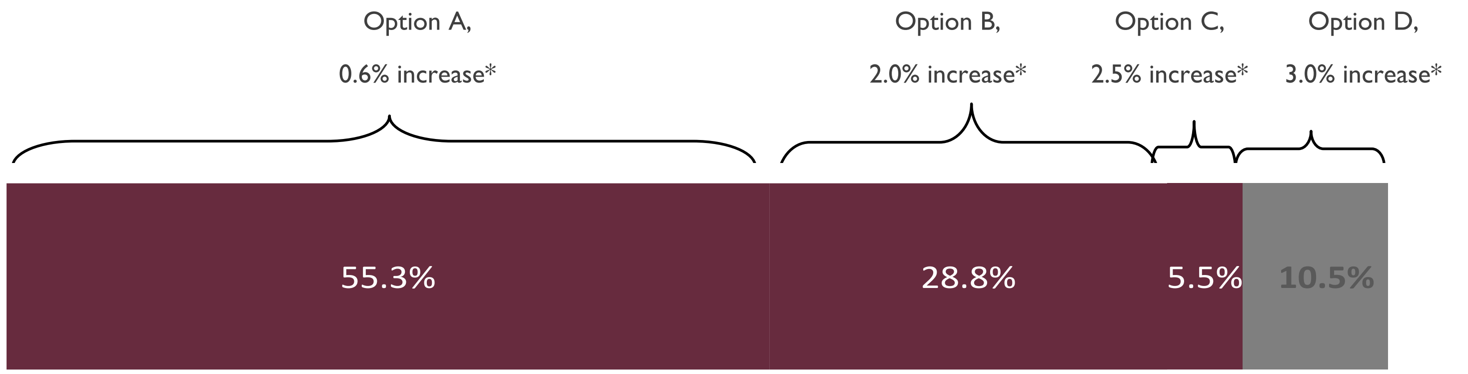
A clear majority of respondents were in support of being involved in decisions which affected their local area. 43% said 'yes, they would like to be involved' and 49% would like to be involved, 'depending on the issue'.

5.5 What would you consider to be an acceptable Council Tax increase for the 2018/19 budget?

The largest proportion of respondents would prefer the lowest level of increase offered with over half of all respondents (55.3%) selecting option A as their preferred choice. Option B, the second lowest level of increase was also the second most popular option for increases. Minimal support was evident for both options C and D but interestingly option D had more support than option C despite being a greater increase.

Option D, a 3.0% increase on a band D property is most similar to the average level of increase witnessed for all authorities across the West Midlands (3.6%) according to CIPFA's (The Chartered Institute of Public Finance and Accountancy) latest annual council tax survey.

Figure 5.3: What would you consider to be an acceptable Council Tax increase for the 2018/19budget?



Base: all residents

*Increases shown are based on a Band D property

6. MAKING TAMWORTH BETTER FOR BUSINESS

Respondents who completed the questionnaire from the perspective of a local business were asked to provide their opinions and comment on a number of business related questions in order to gather a picture of how Tamworth can be made better for businesses.

A total of 30 businesses responded to the survey which is a considerable increase from the responses to last year's survey (19). This section explores the questions businesses were asked and the responses that they gave[15].

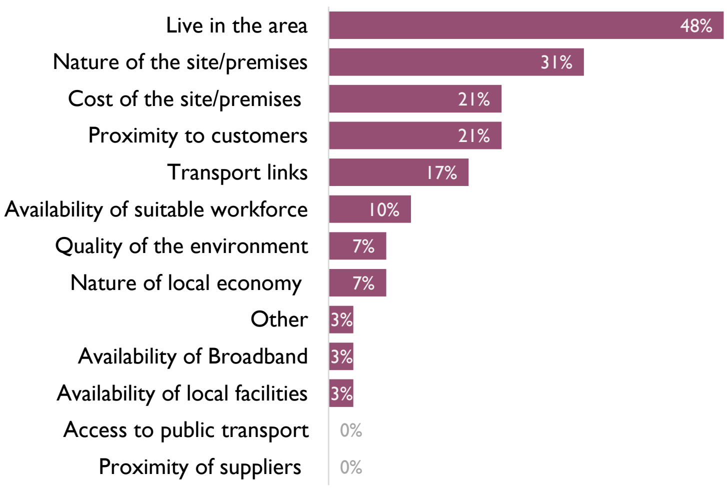
6.1 Business type and location

Of the businesses that responded to the consultation, location on an 'industrial estate' (37%, 11 businesses) was most common, followed by a 'town centre site' (27%, 8 businesses). Of the remaining respondents, 17% (5 businesses) were sited 'out of town', 10% (3 businesses) 'at home' and 10% (3 businesses) in a 'local neighbourhood area'. None of the businesses were based on 'out of town shopping parks'.

The majority of businesses were independent with no other branches (67%, 20 businesses). 13%% (4 businesses) were a head office and 7% (2 business) a branch or subsidiary of a larger group. 13% (4 businesses) described themselves as another type of business and qualified that they were a 'sole trader/ self-employed', 'home business', 'church, office and hall' or 'social club'.

When asked to disclose the main reasons why their business was based in Tamworth, the most common answer, cited by almost half (48%) of the respondents was that they 'live in the area'. The 'nature of the site/ premises' was also a popular reason, cited by almost a third of respondents(31%) followed by 'cost of the site/premises'(21%) and 'proximity to customers'(21%). No respondents stipulated that 'access to public transport' or 'proximity to suppliers' influenced their choice in basing their company in the area.

Figure 6.1: What are the main reasons why your company is based here?



Base Number : 30 businesses

6.2 Future business needs

Businesses were asked to indicate whether their current premises were likely to be suitable for their future needs. Whilst the majority did think that they were (76%, 22 businesses), 24% (or 7 businesses) did not feel this was the case for them. These included businesses based on an 'industrial estate' and those in a 'town centre location'. Over half of the businesses (53%, 16 businesses) stated that they intended to stay in the same location, whilst a third (33% , 10 businesses) were considering expanding. Those considering expanding were currently based in a variety of locations which included 'town centres', 'industrial estates' and 'out of town' locations as well as business 'based at home' or in 'a local neighbourhood area'.

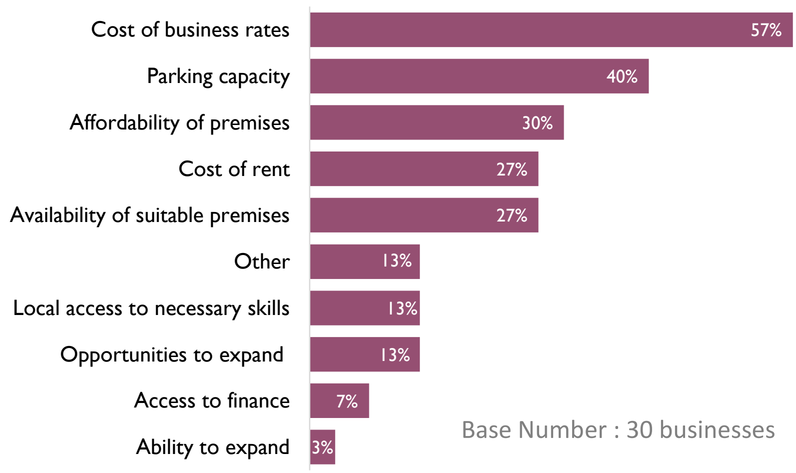
[15] Business responses have not been statistically analysed by type as the number of responses does not allow this. When drawing conclusions from business responses, it is important to remember that business group responses are relatively small and therefore results may not be representative of their overall group.

6.3 Barriers to business expansion

As identified in the vision and priorities, the Council is keen for local businesses to grow and therefore needs to be aware of what barriers need to be broken down in order for this to happen.

Businesses were asked to identify what they felt were the main barriers to business expansion. The 'cost of business rates' was viewed as the main barrier to expansion. Over half of all respondents selected this as an option and this was also the main barrier to expansion in the previous three years consultation results. 'Parking capacity' was the second most common barrier to expansion. 'Other' identified barriers to business expansion included *"competition from outside area", "town centre parking costs", "time"* and the fact that the business is housed in an *"historic building"*.

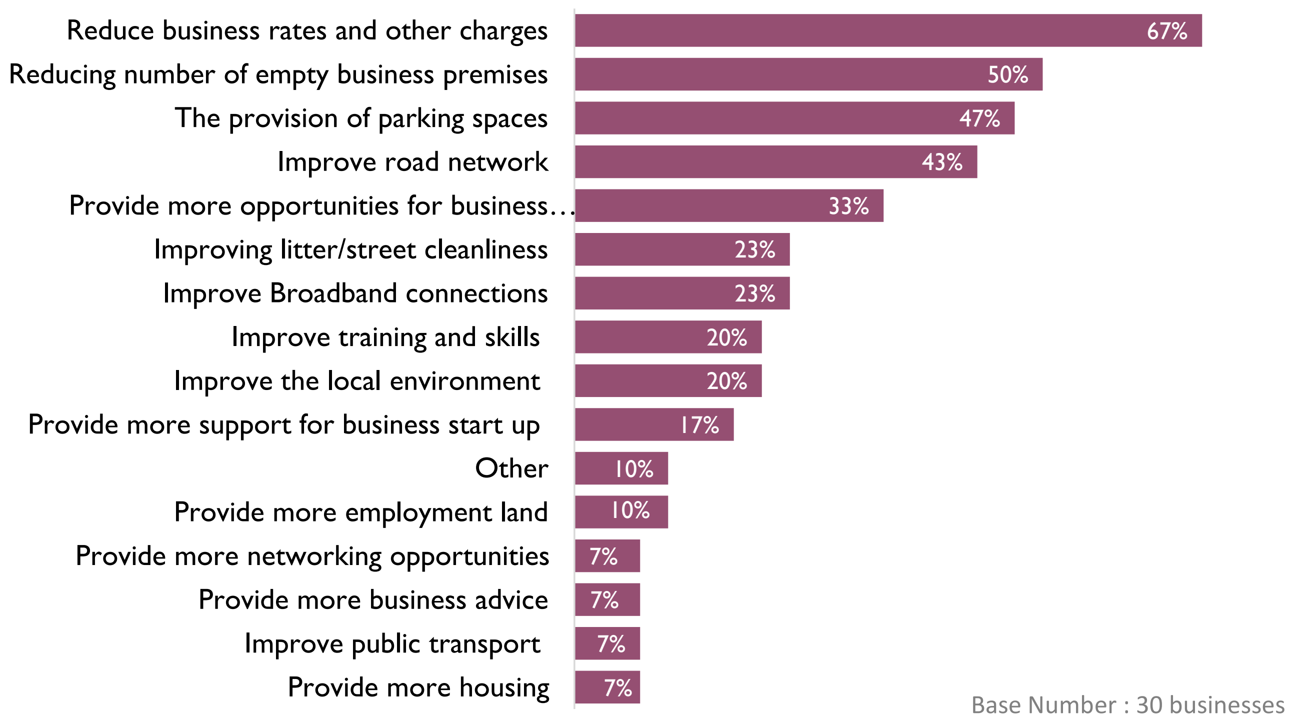
Figure 6.2: What are the barriers to business expansion?



6.4 How can Tamworth be improved to assist business and the economy?

Respondents were invited to indicate up to five priorities which could assist businesses and the economy and help to improve Tamworth. Respondents were able to select their priorities from a list of 15 potential priorities and their responses are illustrated in the figure below. The majority felt that 'reducing business rates and other charges' would assist business and the economy. This has now been the most popular priority for the last four years.

Figure 6.3: How can Tamworth be improved to assist business and the economy?



Four businesses provided additional comments on how Tamworth could be improved. These were very much individual commentaries from businesses and as such cannot be considered to be representative of businesses overall. They do however provide useful feedback on issues;

⇒ *"Up to date sign posting. Remember you have more historic building in Tamworth other than the Castle. We are a busy centre church and can be used for lots of activities".*

⇒ *"encourage people to come to Tamworth by providing permanent FREE parking in all car parks".*

⇒ *"Having recently moved to premises that are double the size of our previous site in Tamworth due to expansion, rent and business rates have doubled. Our growth however does not double overnight. As a business moving (for the second time) within Tamworth, a gradual business rate increase from previous level would have helped. I am aware of other companies that struggle to overcome the double whammy of double rent and rates and they stay put and don't expand as a consequence."*

⇒ *"Reduce Town Centre parking costs."*

7. Community and Voluntary services organisations

Those respondents who completed the questionnaire from the perspective of a community or voluntary organisation were asked to provide their opinions and comment on a number of questions posed to gather a picture of the impacts of public sector cuts and how the organisations and their clients have been impacted by the economic downturn. In total, just three Community and Voluntary Organisations participated in the survey[16].

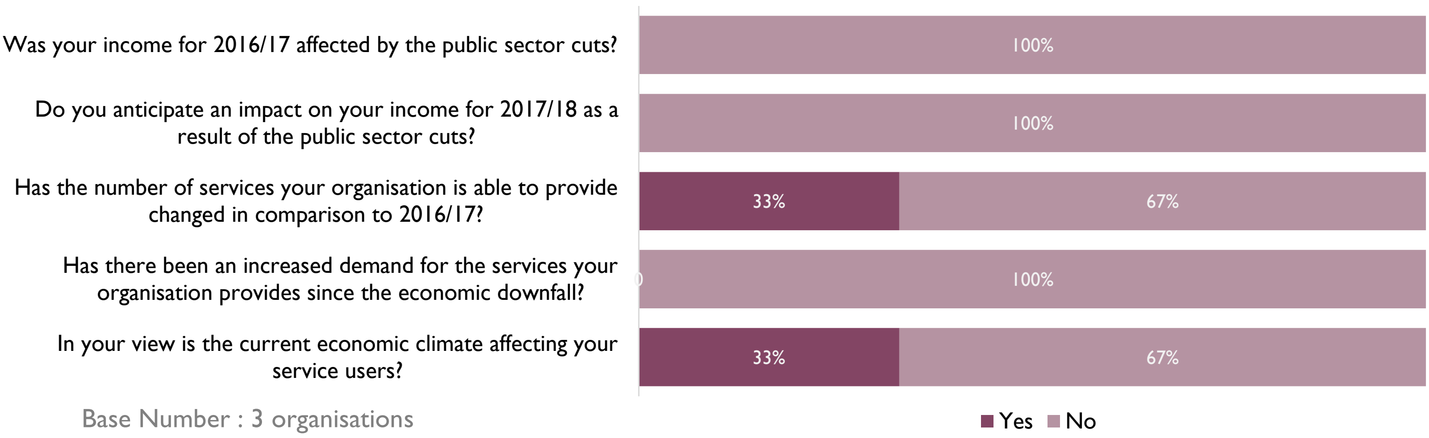
7.1 Type of organisation

Two of the three community and voluntary organisations participating described themselves as a being a 'registered charity' while the remaining one was a 'voluntary group'. No responses were received from 'community groups', community interest companies' or 'companies limited by guarantee'.

7.2 The impact of budget cuts and the economic downturn on the services provided by Community and Voluntary Organisations

Organisations were invited to answer 'yes' or 'no' to a range of questions about the impact of the budget cuts and the economic downturn. None of the respondents from community and voluntary services said that there had been an 'increased demand for services since the economic downfall' but two of them felt that the 'current economic climate was affecting service users'. No respondents said that their income for 2016/17 had been affected by the public sector cuts, neither did they anticipate an impact on their income for 2017/18. The views shared by all organisations are illustrated in the figure below.

Figure 7.1: Community and Voluntary Organisations responses to a range of questions about the impact of budget cuts and the



Organisations were encouraged to explain how service users had been impacted by the economic downturn. Their responses have been summarised below.

7.3 The current economic downturn is affecting service users

Two of the three respondents did feel that the current economic climate was affecting service users. Reasons given for this included;

- ⇒ *"We charge a subscription for the young people to attend the group. In addition where events are organised we need to charge the families to attend. We try to keep these costs to a minimum to ensure that disadvantaged families are able to participate which does impact on our reserves. We do consider the financial viability of any events we organise to ensure that all can participate."*
- ⇒ *"Reduction in monthly giving."*

[16] When drawing conclusions from community and voluntary services organisations, it is important to remember that the base number of responses is small and therefore results may not be representative of the sector overall.

8. Resident respondent profile

Are you male or female?

Gender 18+	Survey responses		Tamworth MYE 2016
	No's	%	%
Female	119	52%	52%
Male	110	48%	48%
Prefer not to say	1	0.4%	

Do you consider yourself to have a disability?

	Survey responses		Tamworth 2011 census comparison
	No's	%	%
Yes	79	35%	18%
No	140	62%	82%
Prefer not to say	8	4%	N/A

What type of disability do you have?

	Survey responses	
	No's	%
Communications	-	
Hearing	14	18%
Learning	3	4%
Mental Health	7	9%
Mobility	49	63%
Physical	35	45%
Visual	2	3%
Other	8	10%

What is your age?

	Survey		Tamworth MYE 2016
	No's	%	%
18-24	-	-	8%
25-34	11	5%	13%
35-44	23	10%	13%
45-54	33	14%	14%
55-64	63	27%	12%
65-74	69	30%	11%
75+	29	13%	7%
Prefer not to say	4	2%	

What is your ethnicity?

	Survey responses		Tamworth 2011 census
	No's	%	%
Asian/Asian British	1	0.4%	0.8%
Black/Black British	-	-	0.51%
Chinese	-	-	0.2%
Mixed Heritage	3	1%	1.0%
White British	218	95%	95%
White-Other	5	2%	2.3%
Other	-	-	0.1%
Prefer not to say	3	1%	N/A

Ward

Survey responses							
Ward	No's	%	Population Estimates mid 2015	Ward	No's	%	Population Estimates mid 2015
Amington	29	14%	10%	Mercian	20	10%	9%
Belgrave	18	9%	10%	Spital	17	8%	9%
Bolehall	19	9%	10%	Stonydelph	22	11%	10%
Castle	27	13%	10%	Trinity	19	9%	9%
Glascote	24	12%	10%	Wilnecote	11	5%	12%

9. Combined tables of results [17]

Please tell us how important our priorities under 'living a quality life in Tamworth' are to you, with 1 being the most important and 6 being the least important.

Survey responses						
	1	**2**	**3**	**4**	**5**	**6**
The built and natural environments will be conserved to the highest possible standard	**51%**	**19%**	**12%**	**6%**	**3%**	**9%**
More people will live longer, healthier lives.	**44%**	**28%**	**11%**	**6%**	**6%**	**5%**
Fewer children will be obese and run the risk of heart disease and diabetes.	**43%**	**19%**	**15%**	**7%**	**7%**	**8%**
People will feel safer and less fearful of crime and anti-social behaviour.	**66%**	**15%**	**8%**	**5%**	**2%**	**5%**
More people will be living independent lives with access to facilities	**38%**	**30%**	**12%**	**9%**	**6%**	**5%**
There will be fewer vulnerable people requiring specialised services	**32%**	**26%**	**15%**	**7%**	**10%**	**9%**

Please tell us how important our priorities under 'growing stronger together in Tamworth' are to you, with 1 being the most important and 7 being the least important.

Survey responses							
	1	2	3	4	5	6	7
More businesses will locate and succeed in Tamworth	**39%**	**24%**	**19%**	**7%**	**5%**	**2%**	**4%**
People will have access to a full range of quality housing options	**37%**	**19%**	**15%**	**11%**	**8%**	**5%**	**6%**
Local infrastructure and connectivity will support an active workforce and help grow the economy	**36%**	**24%**	**19%**	**10%**	**5%**	**3%**	**2%**
The Council will be recognised as both business friendly and business like in the way it facilitates and operates	**25%**	**25%**	**14%**	**10%**	**8%**	**10%**	**7%**
Tamworth Town Centre will be regenerated and complement the outstanding retail and leisure offer.	**53%**	**21%**	**9%**	**6%**	**3%**	**3%**	**5%**
Tamworth will mean 'a great place to live' not simply 'a place with more houses'	**52%**	**19%**	**8%**	**5%**	**5%**	**6%**	**5%**
The Council will have a Commercial Investment Strategy and an associated trading arm designed to invest in assets/other means of sustainable income generation	**23%**	**23%**	**15%**	**10%**	**7%**	**5%**	**16%**

[17] Residents, Businesses and Community and Voluntary Organisations results combined

Please tell us how important our priorities under 'delivering quality services in Tamworth' are to you, with 1 being the most important and 5 being the least important.

	Survey responses				
	1	**2**	**3**	**4**	**5**
Customer Satisfaction levels will be maintained above 90%	**42%**	**28%**	**17%**	**3%**	**8%**
Access to all Council Services will be improved	**45%**	**34%**	**12%**	**5%**	**4%**
The Council will set and maintain service standards that will be consistent, accessible and delivered by skilled staff	**52%**	**24%**	**12%**	**5%**	**6%**
We will save you time and money by doing business with you 'On-line'	**23%**	**20%**	**23%**	**13%**	**20%**
Fewer customers will have to visit the Council offices to resolve their issues	**19%**	**23%**	**19%**	**20%**	**17%**

From the services listed below, if the Council had to make savings or reduce costs, which services do you think we should look at. Please select THREE.

Survey responses			
Sports and leisure	**37%**	Voluntary sector grants	**40%**
Events	**39%**	Voluntary sector commissioning	**45%**
Refuse collection and recycling	**5%**	Housing	**12%**
Parks, open spaces and street cleaning	**4%**	Housing advice, grants and homelessness	**17%**
Tackling anti-social behaviour	**6%**	Business support and advice	**36%**
Improving the economic, physical, social and environmental condition of Tamworth	**10%**	Improved access to information/customer services	**38%**

Which TWO of the below income areas do you think the Council could/should increase?

	Survey responses
Car parking (£800,000)	**12%**
Public charges for leisure and other activity (£400,000)	**57%**
Waste management (£796,000)	**24%**
Public spaces (£651,000)	**40%**
Commercial property (£1,527,000)	**46%**

Which TWO of the below income areas do you think the Council could/should decrease charges?

	Survey responses
Car parking (£800,000)	82%
Public charges for leisure and other activity (£400,000)	23%
Waste management (£796,000)	31%
Public spaces (£651,000)	19%
Commercial property (£1,527,000)	31%

For the following services, do you think we should spend more, the same or less?

Survey responses				
	More	**Same**	**Less**	**No opinion**
Sports and Leisure	**9%**	**55%**	**27%**	**7%**
Events	**16%**	**48%**	**25%**	**6%**
Refuse collection and recycling	**20%**	**75%**	**2%**	**3%**
Parks and open spaces and street cleaning	**36%**	**55%**	**5%**	**4%**
Tackling anti-social behaviour	**60%**	**34%**	**3%**	**6%**
Improving the economic, physical, social and environmental condition of Tamworth	**39%**	**47%**	**6%**	**4%**
Grants for voluntary organisations and charities	**14%**	**51%**	**30%**	**3%**
Commissioning services from voluntary organisations and charities	**11%**	**51%**	**28%**	**2%**
Housing	**17%**	**44%**	**33%**	**2%**
Housing advice, grants and homelessness	**24%**	**49%**	**23%**	**2%**
Business support and advice	**13%**	**48%**	**31%**	**5%**
Improved access to information/customer service	**15%**	**44%**	**33%**	**6%**

10: RESIDENTS TABLES OF RESULTS

Please tell us how important our priorities under 'growing stronger together in Tamworth' are to you, with 1 being the most important and 9 being the least important.

Please tell us how important our priorities under 'living a quality life in Tamworth' are to you, with 1 being the most important and 6 being the least important.

Survey responses						
	1	**2**	**3**	**4**	**5**	**6**
The built and natural environments will be conserved to the highest possible standard	52%	19%	11%	6%	4%	9%
More people will live longer, healthier lives.	45%	28%	10%	7%	5%	5%
Fewer children will be obese and run the risk of heart disease and diabetes.	43%	17%	16%	8%	8%	8%
People will feel safer and less fearful of crime and anti-social behaviour.	67%	14%	7%	5%	1%	6%
More people will be living independent lives with access to facilities	39%	29%	13%	9%	6%	4%
There will be fewer vulnerable people requiring specialised services	34%	24%	14%	8%	11%	9%

Please tell us how important our priorities under 'growing stronger together in Tamworth' are to you, with 1 being the most important and 7 being the least important.

Survey responses							
	1	2	3	4	5	6	7
More businesses will locate and succeed in Tamworth	39%	24%	20%	6%	5%	2%	3%
People will have access to a full range of quality housing	38%	17%	14%	12%	7%	5%	6%
Local infrastructure and connectivity will support an active workforce and help grow the economy	34%	25%	21%	10%	5%	3%	2%
The Council will be recognised as both business friendly and	22%	26%	14%	11%	9%	10%	7%
Tamworth Town Centre will be regenerated and complement the outstanding retail and leisure offer.	54%	21%	9%	7%	3%	2%	5%
Tamworth will mean 'a great place to live' not simply 'a place with more houses'	53%	19%	6%	6%	4%	7%	4%
The Council will have a Commercial Investment Strategy and an associated trading arm designed to invest in assets/other means of sustainable income generation	23%	24%	15%	10%	7%	6%	16%

Please tell us how important our priorities under 'delivering quality services in Tamworth' are to you, with 1 being the most important and 5 being the least important.

	Survey responses				
	1	2	3	4	5
Customer Satisfaction levels will be maintained above 90%	45%	27%	17%	4%	8%
Access to all Council Services will be improved	48%	32%	11%	4%	4%
The Council will set and maintain service standards that will be consistent, accessible and delivered by skilled staff	53%	24%	13%	5%	6%
We will save you time and money by doing business with you 'On-line'	21%	18%	25%	13%	22%
Fewer customers will have to visit the Council offices to resolve their issues	18%	23%	19%	22%	18%

Please select FIVE things from the list below that you believe are the most important for making somewhere a good place to live.

Survey responses			
Low levels of crime	90%	Affordable decent housing	48%
Good health services	76%	Good parks and open spaces	57%
Clean streets	52%	Good sports and leisure facilities	11%
Good education provision	50%	Good job prospects	57%
Good shopping facilities	46%	Community events	12%

Please tick FIVE things you feel need to improve most to make Tamworth a better place to live

Survey responses			
Level of crime	76%	Affordable decent housing	50%
Health service	70%	Parks and open spaces	40%
Cleanliness of streets	57%	Sports and leisure facilities	10%
Education provision	41%	Job prospects	59%
Shopping facilities	61%	Community events	17%

For the following services, do you think we should spend more, the same or less?

Survey responses				
	More	**Same**	**Less**	**No opinion**
Sports and Leisure	6%	58%	30%	5%
Events	16%	52%	26%	5%
Refuse collection and recycling	21%	76%	2%	1%
Parks and open spaces and street cleaning	37%	56%	6%	1%
Tackling anti-social behaviour	62%	34%	3%	1%
Improving the economic, physical, social and environmental condition of Tamworth	41%	50%	7%	3%
Grants for voluntary organisations and charities	16%	51%	30%	3%
Commissioning services from voluntary organisations and charities	12%	52%	30%	6%
Housing	17%	45%	34%	3%
Housing advice, grants and homelessness	25%	51%	23%	2%
Business support and advice	13%	52%	30%	5%
Improved access to information/customer service	15%	46%	32%	7%

From the services listed below, if the Council had to make savings or reduce costs, which services do you think we should look at. Please select THREE.

Survey responses			
Sports and leisure	38%	Voluntary sector grants	39%
Events	41%	Voluntary sector commissioning	44%
Refuse collection and recycling	5%	Housing	12%
Parks, open spaces and street cleaning	4%	Housing advice, grants and homelessness	18%
Tackling anti-social behaviour	6%	Business support and advice	37%
Improving the economic, physical, social and environmental condition of Tamworth	10%	Improved access to information/ customer services	40%

Which TWO of the below income areas do you think the Council could/should increase?

	Survey responses
Car parking (£800,000)	14%
Public charges for leisure and other activity (£400,000)	63%
Waste management (£796,000)	24%
Public spaces (£651,000)	43%
Commercial property (£1,527,000)	51%

Which TWO of the below income areas do you think the Council could/should decrease charges ?

	Survey responses
Car parking (£800,000)	80%
Public charges for leisure and other activity (£400,000)	25%
Waste management (£796,000)	37%
Public spaces (£651,000)	21%
Commercial property (£1,527,000)	30%

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

	Survey responses		Survey responses
Definitely agree	9%	Tend to disagree	31%
Agree	23%	Definitely disagree	21%
Neither agree or disagree	15%	Don't know	1%

Would you like to be more involved in the decisions that affect your local area?

	Survey responses		Survey responses
Yes	43%	Depends on the issue	6%
No	49%	Don't know	2%

What would you consider to be an acceptable Council Tax increase for the 2016/2017 budget?

	Survey responses		Survey responses
Option A (0.6%)	55%	Option C (2.5%)	6%
Option B (2.0%)	29%	Option D (3.0%)	11%

11: BUSINESS TABLES OF RESULTS

Which of the following best describes your business location?

Survey responses			
Town centre location	27%	Out of town shopping park	-
Out of town location	17%	A local neighbourhood area	10%
Industrial estate	37%	Based at home	10%

What is the status of your company at this location?

Survey responses			
Independent with no other branches	67%	Public sector organisation	-
Head office	13%	Other	13%
Branch or subsidiary of a larger group	7%		

What are the main reasons why your company is based here?

Survey responses			
Availability of suitable workforce	10%	Cost of the site/premises	21%
Nature of local economy	7%	Availability of local facilities	3%
Proximity of suppliers		Access to main road network	-
Proximity to customers	21%	Availability of Broadband	3%
Quality of the environment	7%	Other	17%
Nature of the site/premises	31%		48%
			3%

Are the premises suitable for your current or likely future needs?

	Survey responses
Yes	76%
No	24%

What are your company's intentions with regard to this location?

Survey responses			
Expand	33%	Stay the same	53%
Contract	-	Relocate	17%

In your opinion, what are the barriers to business expansion? (Please select three)

Survey responses			
Cost of business rates	57%	Ability to expand	3%
Affordability of premises	30%	Opportunities to expand	13%
Parking capacity	40%	Local access to necessary skills	13%
Availability of suitable premises	27%	Access to finance	7%
Cost of rent	27%	Other	13%

How can Tamworth be improved to assist businesses and the economy? We need your top five priorities from the examples given below, or if not listed tell us what they are by completing 'other'?

Survey responses			
Provide more employment land	10%	Improve training and skills	20%
Provide more housing	7%	The provision of parking spaces	47%
Improve road network	43%	Reducing number of empty business premises	50%
Improve public transport	7%	Improving litter/street cleanliness	23%
Improve the local environment	20%	Provide more support for business start up	17%
Improve Broadband connections	23%	Provide more opportunities for business growth	33%
Reduce business rates and other charges	67%	Provide more networking opportunities	7%
Provide more business advice	7%	Other	10%

Please tell us how important our priorities under 'living a quality life in Tamworth' are to you, with 1 being the most important and 6 being the least important.

Survey responses	1	2	3	4	5	6
The built and natural environments will be conserved to the highest possible standard	43%	23%	20%	3%	-	10%
More people will live longer, healthier lives.	37%	33%	13%	-	7%	10%
Fewer children will be obese and run the risk of heart disease and diabetes.	45%	28%	10%	3%	3%	10%
People will feel safer and less fearful of crime and anti-social	60%	20%	10%	-	7%	3%
More people will be living independent lives with access to	30%	37%	10%	13%	3%	7%
There will be fewer vulnerable people requiring specialised	20%	43%	23%	-	7%	7%

Please tell us how important our priorities under 'growing stronger together in Tamworth' are to you, with 1 being the most important and 7 being the least important.

	Survey responses						
	1	2	3	4	5	6	7
More businesses will locate and succeed in Tamworth	40%	27%	13%	10%	-	-	10%
People will have access to a full range of quality housing	23%	27%	23%	10%	10%	3%	3%
Local infrastructure and connectivity will support an active workforce and help grow the economy	46%	18%	7%	14%	7%	4%	4%
The Council will be recognised as both business friendly and	50%	13%	17%	3%	3%	7%	7%
Tamworth Town Centre will be regenerated and complement the outstanding retail and leisure offer.	53%	27%	7%	-	-	7%	7%
Tamworth will mean 'a great place to live' not simply 'a place with more houses'	40%	23%	23%	-	7%	-	7%
The Council will have a Commercial Investment Strategy and an associated trading arm designed to invest in assets/other means of sustainable income generation	28%	24%	14%	10%	10%	-	14%

Please tell us how important our priorities under 'delivering quality services in Tamworth' are to you, with 1 being the most important and 5 being the least important.

	Survey responses				
	1	**2**	**3**	**4**	**5**
Customer Satisfaction levels will be maintained above 90%	28%	41%	24%	-	7%
Access to all Council Services will be improved	21%	48%	21%	7%	3%
The Council will set and maintain service standards that will be consistent, accessible and delivered by skilled staff	48%	31%	3%	7%	10%
We will save you time and money by doing business with you 'On-line'	33%	37%	10%	13%	7%
Fewer customers will have to visit the Council offices to resolve their issues	23%	30%	27%	7%	13%

For the following services, do you think we should spend more, the same or less?

Survey responses	More	Same	Less	No opinion
Sports and Leisure	28%	52%	10%	10%
Events	21%	45%	24%	10%
Refuse collection and recycling	14%	76%	3%	7%
Parks and open spaces and street cleaning	28%	62%	3%	7%
Tackling anti-social behaviour	50%	37%	7%	7%
Improving the economic, physical, social and environmental condition of Tamworth	37%	50%	7%	7%
Grants for voluntary organisations and charities	7%	50%	33%	10%
Commissioning services from voluntary organisations and charities	10%	57%	23%	10%
Housing	23%	43%	23%	10%
Housing advice, grants and homelessness	21%	45%	24%	10%
Business support and advice	13%	40%	33%	13%
Improved access to information/customer service	13%	30%	47%	10%

From the services listed below, if the Council had to make savings or reduce costs, which services do you think we should look at. Please select THREE.

Survey responses			
Sports and leisure	24%	Voluntary sector grants	59%
Events	34%	Voluntary sector commissioning	62%
Refuse collection and recycling	7%	Housing	14%
Parks, open spaces and street cleaning	3%	Housing advice, grants and homelessness	14%
Tackling anti-social behaviour	7%	Business support and advice	24%
Improving the economic, physical, social and environmental condition of Tamworth	14%	Improved access to information/customer services	31%

Which TWO of the below income areas do you think the Council could/should increase?

	Survey responses
Car parking (£800,000)	8%
Public charges for leisure and other activity (£400,000)	52%
Waste management (£796,000)	44%
Public spaces (£651,000)	48%
Commercial property (£1,527,000)	36%

Which TWO of the below income areas do you think the Council could/should decrease charges ?

	Survey responses
Car parking (£800,000)	90%
Public charges for leisure and other activity (£400,000)	23%
Waste management (£796,000)	13%
Public spaces (£651,000)	10%
Commercial property (£1,527,000)	53%

12: Community and voluntary organisation results

What type of organisation are you?

	Survey responses
A registered charity	67%
Company limited by guarantee	-
Community interest company	-
Voluntary group	33%
Community group	-
Other	-

Has your income for 2016/17 been affected by the public sector cuts?

	Survey responses
Yes	-
No	100%

Do you anticipate an impact on your income for 2017/18 as a result of the public sector cuts?

	Survey responses
Yes	-
No	100%

Has there been an increased demand for the services your organisation provides since the economic downfall?

	Survey responses
Yes	-
No	100%

In your view is the current economic climate affecting your service users?

	Survey responses
Yes	67%
No	33%

Has the number of services your organisation is able to provide changed in comparison to 2015/16?

	Survey responses
Yes	33%
No	67%