

## Draft 2022 annual residents survey – The Tamworth Conversation

**August 2022**

### Background

To help elected members set the council budget and priorities we consult residents every year on spending and savings options in line with the council priorities. We also conduct a resident's survey to hear what people think about Tamworth as a place to live.

Usually these are separate consultations, however, to avoid duplication and make an efficient use of resources, this year we intend to combine these consultations into one 'Tamworth Conversation' in late summer/early autumn.

In order to benchmark with wider local government, we are proposing to use the Local Government Associations recommended question set. These were also used in the 2021 Tamworth residents' survey. This will allow us to analyse the local results over time and benchmark across local government. To use these appropriately, these questions need to be at the beginning of the survey, (detailed at **Appendix E**) to reduce bias when answering.

### Outline timetable

Action	Date
Cabinet	8 Sept 2022
Launch survey	12 Sept 2022
All members' budget seminar	Late Sept 2022
Survey close	19 Oct 2022
Survey results to CMT	Nov 2022
Survey results to elected members to inform budget setting decisions	End Nov 2022

### Outline methodology

This will be an online survey and will run for nearly six weeks. *Note, there is a small budget available to support this consultation.*

The digital by default is the most environmentally friendly and cost-effective approach to delivering this survey, however we recognise that not everyone in the town has digital access so other options will be made available.

It is a voluntary survey, so we'll promote the survey through media and social media encouraging people to take part.

Specific groups will also be contacted directly and invited to have their say:

Citizens' panel

Community & Voluntary Groups

Tamworth Businesses

Lichfield & Tamworth Chamber of Commerce

Housing tenants

Tamworth Borough Council staff (many of which are residents)

Paper copies of the surveys will be made available in the TIC, and, subject to County Council approval, Tamworth Library.

Our customer services staff will seek to carry out this survey as a telephone interview, particularly for those who are less likely to engage or have digital access.

We also aim to write to a random sample of Tamworth address specifically inviting them to take part.

Elected members will also be invited to share the survey with their constituents.

**Incentives**

As an incentive to encourage people to take part in the survey, we're proposing to offer all those completing the survey the opportunity to enter a prize draw to win one of five £30 gift voucher prizes.