

# Tamworth Borough Council's annual survey 2023

## Background

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

The results feed into the budget setting process and where timing allows, the State of Tamworth Debate (constitutionally due in March).

## Objectives

- To consult locally to help inform the budget setting process.
- To monitor local views on Tamworth as a place to live.
- Benchmark Tamworth with other local authorities as an indicator of council performance.

## Benchmarking

To use the LGA questions for benchmarking we must follow their prescriptive wording and placement.

However, updated in the LGA guidance notes this year suggests that the data should only be used for benchmarking if the same methodology is followed:

*The LGA's national and regional figures are obtained using a telephone poll. As the mode of data collection can have a marked impact on results, intra-mode comparisons are not desirable. Therefore, we recommend that only councils using a telephone survey method should benchmark against the LGA figures.*

[Source](#)

The LGA benchmarking survey responses are also derived from a statistically representative socio-economic sample of respondents, meaning the results are 100% representative give or take +1.5% to -1.5%.

This methodology is not affordable within current budgets. This approach is likely to cost upwards of £15,000.

It is recommended that we continue to use the LGA approach to questioning; we already have local data from 2022 and in some cases 2021, however we should consider using benchmarking data internally only.

## Methodology

Following our existing approach, our annual survey is a self-selecting survey – people must volunteer to take part, as such communications and marketing activity will be essential to the success of this survey.

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

Paper copies of the surveys will be made available from the TIC and customer services staff will offer the opportunity of completing the survey over the phone for those less able to engage or for those without digital access.

To encourage responses, we propose to:

- Contact a random sample of 1,200 Tamworth residents inviting them to take part. This is roughly 120 addresses in each ward.
- Contact specific groups directly inviting them to take part:
  - Our citizens' panel,
  - Community & Voluntary Groups,
  - Tamworth Businesses,
  - Housing tenants,
  - Tamworth Borough Council staff (61% of which are residents).
- Issue press releases and deliver social media promoting the survey.
- Develop a flyer promoting the survey to hand out at town centre events (E.g. We Love Tamworth), on market days and in the TIC/Assembly Rooms.
- Ask customers visiting the TIC to complete a paper copy of the survey (or share with them a flyer).
- Ask elected members to share the survey with their constituents.
- Consider completing the survey face to face with people in the town centre.

As an incentive, those taking part were also entered into a prize draw to win one of three £30 gift voucher prizes to spend at a Tamworth store.

The costs associated with these actions are within budget.

**Proposed timetable**

<b>Action</b>	<b>Date</b>
Cabinet	31 August 2023
Launch survey	4 September 2023
All members' budget seminar	Late Sept/Oct 2023
Survey close	13 Oct 2023
Survey results to CMT	Mid-Late Nov 2023
Survey results to elected members to inform budget setting decisions	By 30th Nov 2023

# Communications plan: Residents' survey 2023

## 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.

Last year, to avoid duplication and make an efficient use of resources, we combined these consultations into one Tamworth residents' survey carried out late summer/early autumn. 2023 is the second year taking this approach.

The survey takes around 10 - 12 minutes to complete. This is a self-selecting survey; people must volunteer to take part, as such communications and marketing activity is essential to the success of this survey.

## Timetable

Action	Date
Cabinet	31 August 2023
Launch survey	4 September 2023
All members' budget seminar	Late Sept/Oct 2023
Survey close	13 Oct 2023
Survey results to CMT	Mid-Late Nov 2023
Survey results to elected members to inform budget setting decisions	By 30th Nov 2023
State of Tamworth debate	March 2024 <sup>1</sup>

## OBJECTIVES

### Business Objectives:

- To consult to help inform the budget setting process.
- To monitor local views on Tamworth as a place to live.

### Communications Objectives:

- Through timely and targeted communications, encourage audiences to have their say.
- Visibly show Tamworth Borough Council is interested in the views of local audiences.

## AUDIENCES

Local people  
Community & Voluntary Groups  
Tamworth Businesses  
Lichfield & Tamworth Chamber of Commerce  
Tamworth Borough Council staff (around 60% are residents)  
Elected members

## KEY MESSAGES

Tamworth Borough Council wants to hear from local people and understand; what Tamworth is like as a place to live, thoughts on Tamworth Borough Council services, how people think money collected from council tax and business rates should be spent and how Tamworth Borough Council handles complaints.

As with past budget and residents' surveys, views of local people will inform the budget setting process and the things the council needs to prioritise in the future.

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<sup>1</sup> To be confirmed.

Our last budget and residents' survey informed current year spending plans and the priorities of the council.

The survey will take around 10 - 12 minutes to complete. No specialist knowledge or experience of contacting the council is needed to take part, just a willingness to share views.

Opportunity to be entered into a prize draw to win one of three £30 gift voucher prizes to spend at a Tamworth store.

This survey is specifically for residents who live within the borough of Tamworth.

## CHANNELS

Proactive media

Free to use social media

Targeted Facebook advertising (paid for, volume dependent on response levels)

Random target of 1,200 Tamworth addresses inviting people to take part (assuming 20-30% take up rate)

Flyers promoting the survey

Citizens' panel direct email

Tenants direct email

Business direct email

Community & Voluntary sector direct email

Telephone surveys carried out by customer services colleagues

Paper surveys actively handed out at the TIC

Staff direct email and staff newsletter

Elected Member direct email

Activities such as a stand in the town centre/Ankerside can be considered if response rates are low.

## IMPLEMENTATION PLAN

Audience	What	When	✓
Local people	Launch of survey online	4 September	
	Press release launching the survey sent to media and published online	4 September	
	Social media to support press release and throughout	4 September onwards	
	Letter inviting 1,200 randomly selected Tamworth addresses to take part	Wk commencing 4 September	
	Citizens panel direct email	4 September	
	Tenants direct email	Wk 12 September	
	Telephone surveys via customer services team	Throughout	
	Paper surveys actively shared at the TIC	4 September onwards	
	Flyers handed out at We Love Tamworth event	9 – 10 September	
	Targeted Facebook advertising	Wk 18 September onwards	
	Flyers handed out on market day	30 September	
	Press release encouraging people to take part – two weeks left	4 October	

	Citizens panel direct email reminder email – two weeks left to have your say	4 October	
	Tenants direct email reminder email – two weeks left to have your say	4 October	
	Final social media push – just a few days left, XXX people have already had their say, still time to be one of them etc.	4 October onwards	
<b>Elected members</b>	Elected Member direct email	4 September	
	Regular updates to Cabinet on response rates	Weekly throughout	
<b>Community &amp; Voluntary sector</b>	Community & Voluntary sector direct email	Wk 4 September	
	Community & Voluntary sector reminder email – three weeks left to have your say	28 September	
<b>Tamworth Businesses</b>	Business direct email	Wk 4 September	
	Business direct email reminder email – three weeks left to have your say	28 September	
<b>Council staff</b>	All staff email	Wk 4 September	
	Inc in staff newsletter	September	
	All staff email – two weeks left to have your say	4 October	

Timing and content of feedback communications to be determined.

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