

## **Tamworth Borough Council's annual survey**

### **Background**

To help elected members set the council budget, priorities and to seek views from local people on the effectiveness of the council, every year we consult residents, businesses and the voluntary sector on spending and savings options in line with council priorities. Part of this survey includes satisfaction with Tamworth and a place to live and satisfaction with Tamworth Borough Council services.

This report outlines the findings of the 2023 annual survey.

737 people chose to take part in this survey, this number is on a par with the number of responses in 2022.

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## Executive summary

### Survey Purpose

The purpose of this survey is to engage local people in decision making about council budget and priorities and to gauge satisfaction with Tamworth and Tamworth Borough Council. This information will be used by councillors to inform their decisions and improve council services.

### Methodology

This is a self-selecting survey<sup>1</sup>, and as such is not 'statistically representative'. However over 700 local people have shared their views so there is a wealth of feedback and data to interpret.

### Council priorities, spending and income

There is a clear endorsement from the majority of respondents of our council priorities, agreeing that all are very or fairly important. This would suggest the corporate priorities are, and remain, the right focus for Tamworth Borough Council.

There is a clear appetite for more spending on many of our very visible services:

- Tackling anti-social behaviour
- Improving the economic, physical, social and environmental condition of Tamworth
- Parks and open spaces

These remain the same top three as in 2022.

This is wholly consistent with the other findings in this survey, views around Tamworth as a place to live, responsiveness of the council and dissatisfaction match these same areas where people would like to see increases in spending.

Beyond increases, it is more difficult to make clear conclusions.

There is however appetite to reduce spending on

- Arts, Assembly Rooms and Events
- Support to local businesses
- Tackling climate change

Like in 2022, reducing spending for Arts, Assembly Rooms and events remains the top choice of local people. This is also reflected in the question where we ask where people think we should make savings. It should however be noted the expenditure figure shown for Assembly Rooms and Castle are before any income generation.

As in 2022, respondents chose to increase charges for leisure and commercial property and opted for the lowest increase in council tax.

### Tamworth as a place to live

Responses match those areas which where the council is already working hard to improve. So, while overall satisfaction results (when we include those with no strong opinion) remains the same as the previous survey carried out in 2022, action is continuing to address these issues.

- 52% are satisfied with Tamworth as a place to live (rising to 68% when those with no strong opinion are included).
- 67% feel safe when out during the day, the feeling of safety decreases after dark.

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<sup>1</sup> Research shows that those with an issue/concern or gripe are more likely to proactively respond to this type of survey and are less likely to represent the views of the population in general.

In terms of 'problems in the area', the top three issues:

- Rubbish and litter
- People using or dealing drugs
- Vandalism, graffiti or deliberate damage

These were the top issues in the 2022 survey. Showing these remain the key issues for local people, and confirms the council is right to seek improvements in these areas.

While last year in research by Sunlife Insurance<sup>2</sup> Tamworth was ranked fourth in a list of safest places for over 60s to live in England and Wales. So, while this may factually be the case, there is a difference in perceptions.

### **Satisfaction with services**

Over half of respondents are satisfied/no strong opinion about how the council runs things.

From anecdotal evidence online and feedback from councillors we know that some local people feel there are issues with potholes, pavements, and traffic plus a feeling anti-social behaviour is an issue for some which is likely to contribute to a feeling that as the council we should be doing more.

- 34% satisfied with how the council runs thing (rising to 55% when those with no strong opinion are included).
- 28% agree the council acts on the concerns of residents.

In terms of service satisfaction, people are most satisfied with waste collection services and least satisfied with street cleaning. The biggest issues connected to street cleaning appears to be littering, dog poo and graffiti. Tamworth Borough Council recognises this, and while the answer would be for perpetrators to simply not do these things, seeking to keep the borough clean and tidy is a priority.

- 73% satisfied with waste collection services.
- 35% satisfied with street cleaning services.
- 56% satisfied with sport and leisure.
- 55% satisfied with parks and open spaces.

### **Information and contacting the council**

Social media is the top choice for finding out about council services.

86% would contact the council via digital means (non-digital means are via Councillor or suggest visiting the TIC in the Assembly Rooms).

Customer services data shows that in the last 12 months (Oct 2022 – Sept 2023) 95,000 contacts from customers have been digital and around 333 were face to face at the TIC in the Assembly Rooms.

Generally, people **are** aware that Tamworth Assembly Rooms and Tamworth Castle are council services.

### **Demographics**

In total, 60,400 people were eligible to take part in this survey (adults). 737 people actually took part, which is 1.2% of the eligible population.

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<sup>2</sup> See [report](#).

Compared to our population, more women than men chose to take part.

Around 2.5% of Tamworth's population have a non-white background, positively, 8% of respondents were from a diverse background.

### **Conclusion**

There is a clear common theme that can be seen throughout the responses around how the borough looks, and other feelings and experiences associated with anti-social behaviour.

Collectively these visible issues can have impact on whether people feel safe, whether there is a feeling things are being tackled and generally whether people feel positive about where they live.

These themes can also be seen in views around spending, savings and income. With people prioritising higher spends in these areas.

The issues highlighted in the survey are already council priorities, actions achieved or in progress include:

- New Neighbourhood impact team, tackling anti-social behaviour across the borough.
- Introduced the government's maximum level fine for fly-tipping and fines for those caught littering, fly-posting or damaging property with graffiti set at £500.
- Maintained the green bin subscription fee at the same rate with the council absorbing rises in service costs.
- Fly-tipping cameras installed in hotspots to catch those responsible. Also, litter cam in high litter areas.
- Making it easier for local people to report any issue to us including street issues via the MyTamworth app any time day or night.
- Delivered free business support and over £30,000 in grants to local businesses to improve and develop their business.
- Taking all actions legally available to tackle unauthorised encampments.
- Introduced 30minutes free parking across all our town centre car parks.
- Launched a new service to support those at risk of becoming homeless. This new service further builds upon our existing in-home support services so we can reach more people in need.
- On our annual rough sleeper count we've reported 0 rough sleepers in Tamworth.
- Through early intervention, prevented 149 households from becoming homeless.
- Progressing our £20million government future high street fund project to rejuvenate Tamworth town centre that meets the needs of 21<sup>st</sup> century shoppers, residents and businesses. With large parts of the project are expected to complete in 2024.
- Invested £2.5million in our high-rise tower blocks replacing all soil pipes and installing new heaters.
- Improving council social housing in Hockley in a £3.5million programme to improve thermal efficiency.
- Coordinated volunteer teams to litter pick and improve the condition of the historic castle gatehouse.
- Held a series of 'pop up' engagement sessions at the town hall, providing residents with opportunities to meet a range of teams from across the council including repairs, regeneration housing and environmental health.
- Held knife awareness talks in schools when the Knife Angel was in nearby Lichfield.
- Community orchard planted in Wigginton park.
- Launched civic pride awards, recognising the work and value of the towns many volunteers and unsung heroes.

- With Staffordshire County Council delivered a new footpath linking the Anker Valley estate to Tamworth station.
- Completed our regular annual programme of estate inspections covering all wards in the borough.
- Well developed mechanisms for tenants to be involved in improving our housing services.
- Over 99% of our social housing repairs fixed in the first visit.
- Invested in the preservation and protection of Tamworth's historic environment.
- Delivered free community archaeology, heritage crafts and re-enactment events (funded by UKSPF) to provide opportunities to engage with local history.
- Delivered a full programme of free events such as St George's Day celebrations, Kings Coronation celebrations, fireworks, Christmas lights switch on and food markets.
- Delivered a bigger than ever before Christmas extravaganza; a month-long programme of activities and events including providing low-cost options for local families.
- And much more.

## Introduction and methodology

### Introduction

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. Part of this survey includes satisfaction with Tamworth and a place to live and satisfaction with Tamworth Borough Council services.

In this survey we asked questions about:

- What Tamworth is like as a place to live.
- Satisfaction with council services.
- How people are informed about the work of the council and contacting the council.
- Thoughts on council priorities.
- Council income and spending options.

This report outlines the findings of the 2023 annual survey.

### Methodology

This is a self-selecting survey – people must volunteer to take part, as such communications and marketing activity has been 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 we recognise that not everyone in the town has digital access so other options have been made available.

Paper copies of the surveys were available from the TIC and customer services staff have offered telephone surveys for those less able to engage or for those without digital access.

To encourage responses, we have:

- Written to a random sample of 1,300 Tamworth residents inviting them to take part. This is roughly 130 addresses in each ward.
- Contacted specific groups directly inviting them to take part:
  - Our citizens' panel,
  - Community & Voluntary Groups,
  - Tamworth Businesses,
  - Housing tenants,
  - Tamworth Borough Council staff (many of which are residents).
- Issued press releases and delivered social media promoting the survey.
- Delivered paid for social media advertising towards the end of the survey period to encourage people to take part.
- Elected members were also invited to share the survey with their constituents.

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.

### Timetable

Action	Date
Cabinet	31 August 2023
Launch survey	4 September 2023
All members' budget seminar	9 October 2023
Survey close	18 October 2022
Survey results to elected members to inform budget setting decisions	January 2024

### **Statistically representative**

This is **not** a statistically representative survey of views, and we cannot claim that these views statistically represent Tamworth people.

This is because this is a self-selecting volunteer-based survey. Research shows that those with an issue/concern or gripe are more likely to proactively respond to this type of survey and are less likely to represent the views of the population in general.

A note on self-selection bias:

*“There is likely to be a degree of self-selection bias. For example, the decision to participate in the study may reflect some inherent bias in the characteristics/traits of the participants (e.g. an employee with a ‘chip on his shoulder’ wanting to give an opinion).*

*“This can either lead to the sample not being representative of the population being studied or exaggerating some particular finding from the study.”*

Gaganpreet Sharma, All Research Journal. Vol 3. 2017

To be statistically representative, where we can be sure the findings represent the views of the population, an alternative methodology would need to be followed. It may be appropriate to consider a different approach in the future.

### **Comparisons**

We are able to compare our survey against our own past results from the 2021 and 2022 residents’ surveys.

Our surveys use the Local Government Association’s recommended set questions for satisfaction surveys.

To enable benchmarking with other council’s we would need to commission a statistically representative survey. This would give us confidence that the views shared were true for those living in Tamworth.

### **Interpreting the results**

This report contains tables, infographics and charts.

In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer.
- Only the most common responses may be shown in the table or chart.
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%.
- A response of between 0% and 0.5% is shown as 0%.

Note, the order of the questions in the survey differ to how the feedback is presented here. For the purposes of reporting, the report focuses first on information to support the budget setting process, other questions are then grouped according to theme.

## Council priorities, spending and income

All five council priorities remain important to local people

### Spend more

- Tackling ASB
- Improving the economic, physical, social and environmental condition of Tamworth
- Maintaining parks, open spaces, nature reserves and street cleaning

Same list as 2022

### Spend less

- Assembly Rooms and events
- Support to local businesses
- Tackling climate change

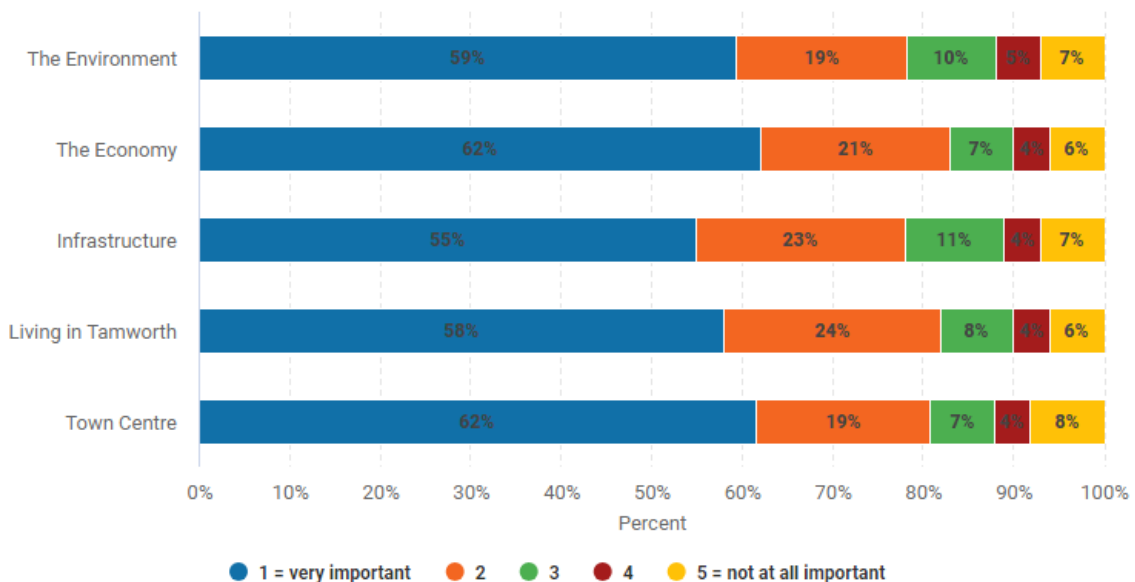
Assembly Rooms was the top choice in 2022, the other two are new for reductions this year.

The largest proportion of respondents want the smallest council tax increase

### Priorities

Tamworth Borough Council's five priorities are set out in the [2022-2025 Corporate Plan](#).

In the survey, we shared the full list of priorities and then asked people to consider how important they thought there were, on a scale of 1-5, where 1 was very important.

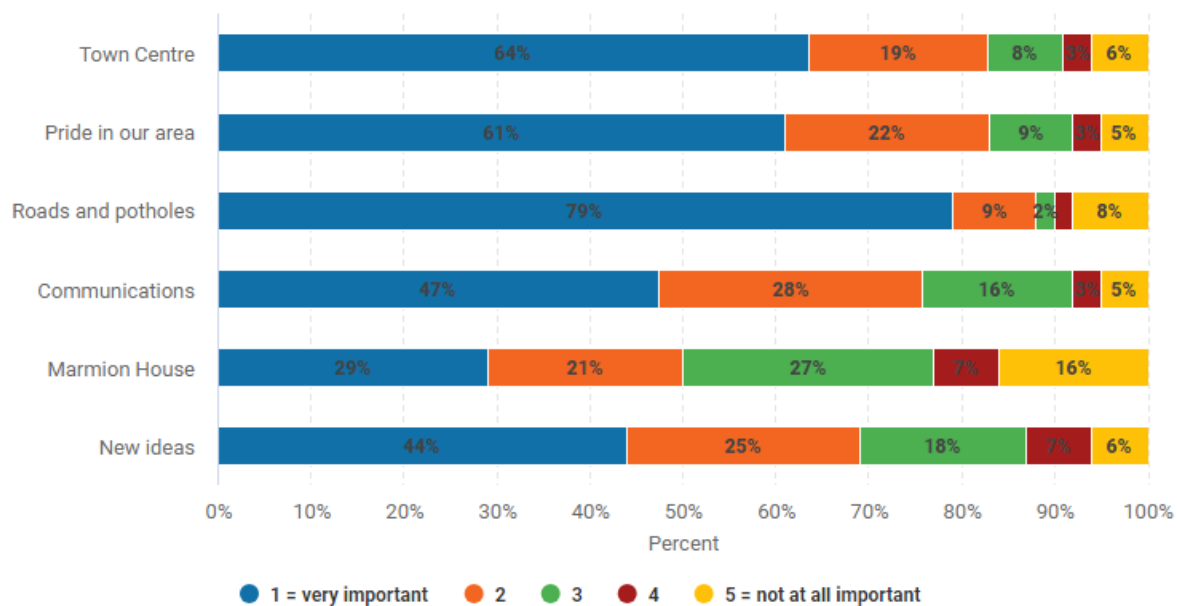


There is a clear endorsement from the majority of respondents of our council priorities, agreeing that all are very of fairly important. This would suggest the corporate priorities are, and remain, the right focus for Tamworth Borough Council.

In 2023, six immediate areas of focus were identified; to make visible significant changes to how we tackle issues in these areas. In the survey, we also shared the full list areas of focus



and asked people to consider how important they thought there were, on a scale of 1-5, where 1 was very important.



Those completing the survey agree all but Marmion House are important areas of focus, with roads and potholes being the most important. It was made clear in the survey that roads and potholes are a county council responsibility.

### Providing value for money

While only ten pence in every pound of council tax collected comes to Tamworth Borough Council, respondents generally do not think the council provides value for money. However, there is a significant positive shift in views since 2022.

As last year, there continues to be a theme around dissatisfaction with things such as feeling safe, anti-social behaviour, litter, and the visual aspects of Tamworth, including those issues outside of council control such as roads and pavements (maintenance, state of repair and weeds).

In answering this question, we're potentially seeing people continuing to feel unhappy with their surroundings.

### To what extent do you agree or disagree that Tamworth Borough Council provides value for money?

	Tamworth 2023	Tamworth 2022	Tamworth 2021
Strongly or tend to agree	36%	29%	44%
Neither agree or disagree	24%	32%	31%
Tend to or strongly disagree	39%	41%	23%
Don't know	0%	2%	2%

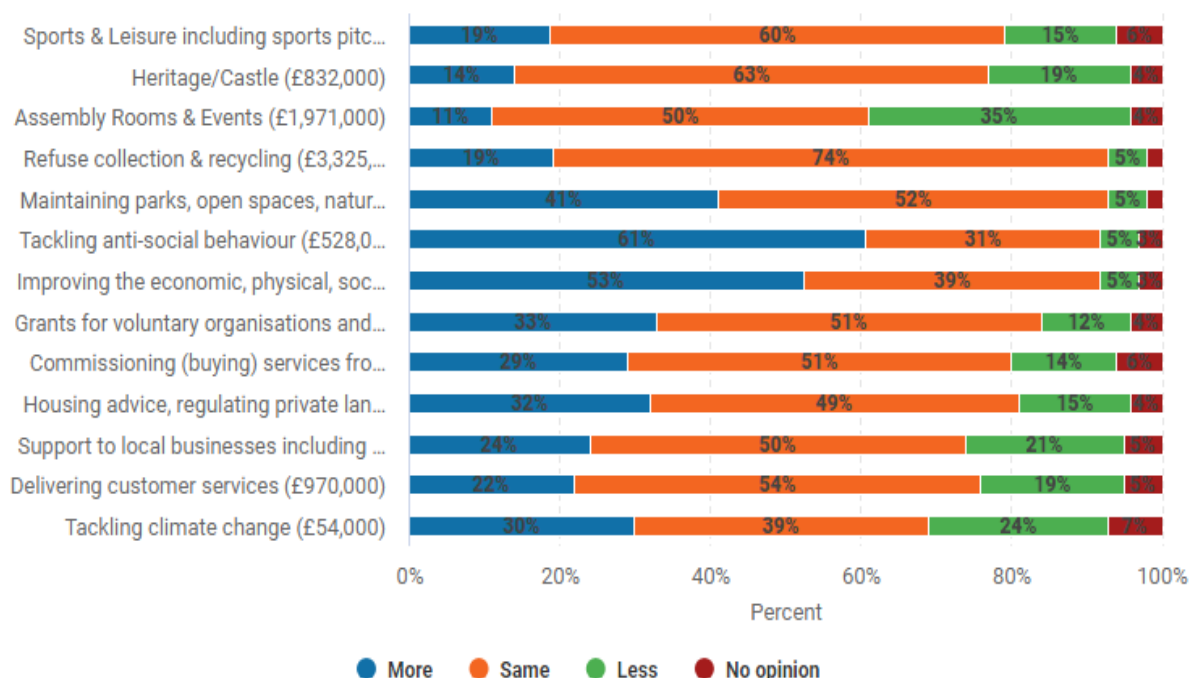
### Spending

Financial stability is and has been the key requirement for local authorities. It is likely that government funding to local council will reduce in the future.

As part of this survey, for our key areas of spending, we asked if people thought we should spend more, the same or less.

To help people understand, the existing annual spend was shared. For the first time, tackling climate change was added to the list.

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



	Tamworth 2023		Tamworth 2022	
	More	Less	More	Less
Sports & leisure inc sports pitches and free children's holiday activities (£480,000)	19%	15%	19%	22%
Heritage/castle (£832,000)	14%	19%	18%	24%
Assembly Rooms and events (1,971,000)	11%	35%	12%	39%
Refuse collection and recycling (£3,325,000)	19%	5%	27%	10%
Maintaining parks, open spaces, nature reserves and street cleaning (£3,101,000)	41%	5%	44%	8%
Tackling ASB (£528,000)	61%	5%	65%	5%
Improving the economic, physical, social and environmental condition of Tamworth (£299,000)	53%	5%	58%	6%
Grants to voluntary organisations and charities to support vulnerable people in Tamworth (£158,000)	33%	12%	28%	20%
Commissioning services from voluntary organisations and charities to support vulnerable people in Tamworth (£368,000)	29%	14%	17%	26%
Housing advice, regulating private landlords, tackling homelessness and providing emergency accommodation (£703,000)	32%	15%	32%	16%
Support to local businesses inc grants, free business development and TEC (£552,000)	24%	21%	19%	27%
Delivering customer services (£970,000)	22%	19%	20%	37%
Tackling climate change (£54,000)	30%	24%	-	-

There is a clear appetite for more spending on many of our very visible services:

- Tackling anti-social behaviour (£528,000 existing spend)
- Improving the economic, physical, social and environmental condition of Tamworth (£299,000 existing spend)
- Maintaining parks, open spaces, nature reserves and street cleaning (£3,101,000 existing spend)

This is the same top three as in 2022.

This is wholly consistent with the other findings in this survey, views around Tamworth as a place to live, responsiveness of the council and dissatisfaction match these same areas where people would like to see increases in spending.

Beyond increases, it is more difficult to make clear conclusions. However, as in 2022, the highest appetite is to spend less on:

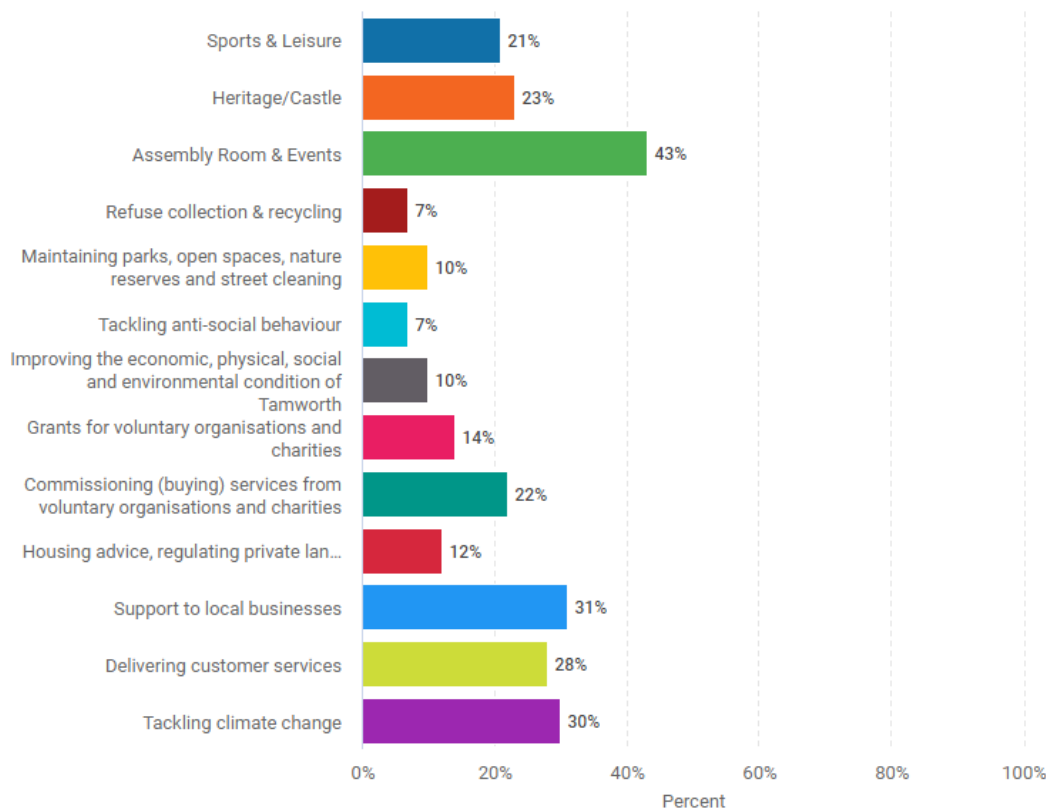
- Arts, Assembly Rooms and Events (£1,971,000 existing spend)

This is also reflected in the following question about where to make savings.

### Where to make savings

Here we asked people to choose up to three areas.

From the services listed below, if we had to make savings or reduce costs, which services do you think we should look at? Please choose up to three.



When asked to choose where to make savings, the top choices from respondents were:

- Arts, Assembly Rooms and Events
- Support to local businesses inc grants, free business development and TEC
- Tackling climate change

Appetite to reduce spending on support for businesses, appears to be at odds with other responses in the survey; we see people prioritising the economy and town centre, yet 31% of all those answering this question chose to make savings in this area.

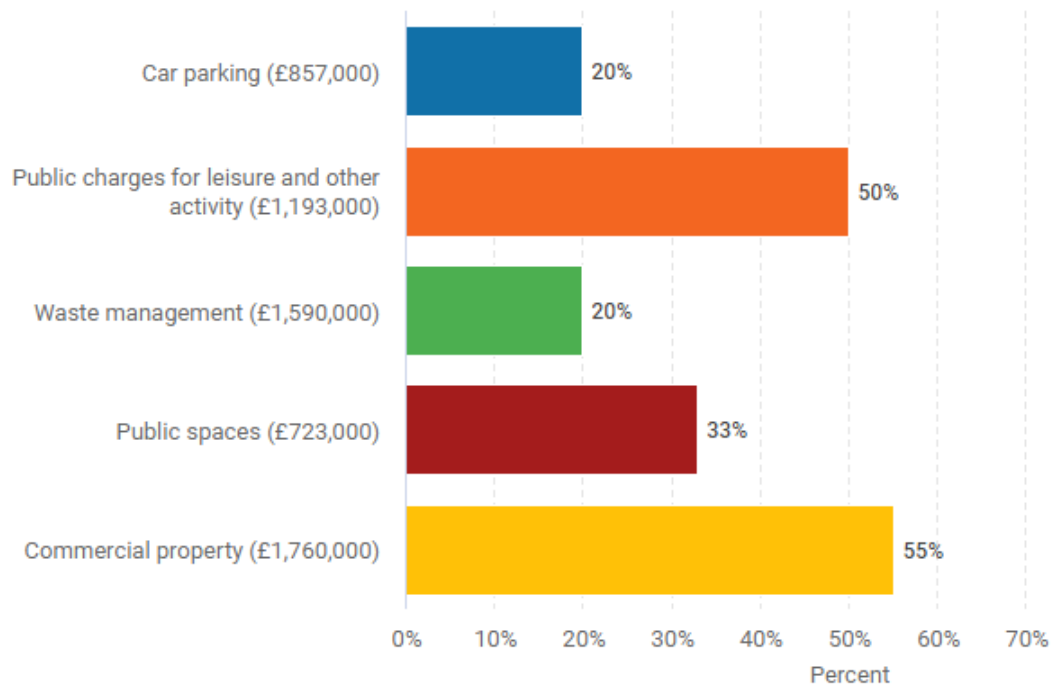
Positively, those areas identified by respondents for increased spending are already priority areas where a significant amount of work is happening:

- New Neighbourhood impact team, tackling anti-social behaviour across the borough.
- Introduced the government's maximum level fine for fly-tipping and fines for those caught littering, fly-posting or damaging property with graffiti set at £500.
- Fly-tipping cameras installed in hotspots to catch those responsible. Also, litter cam in high litter areas.
- Making it easier for local people to report any issue to us including street issues via the MyTamworth app any time day or night.
- Delivered free business support and over £30,000 in grants to local businesses to improve and develop their business.
- Taking all actions legally available to tackle unauthorised encampments.
- Progressing our £20million government future high street fund project to rejuvenate Tamworth town centre that meets the needs of 21<sup>st</sup> century shoppers, residents and businesses. With large parts of the project are expected to complete in 2024.
- Invested £2.5million in our high-rise tower blocks replacing all soil pipes and installing new heaters.
- Improving council social housing in Hockley in a £3.5million programme to improve thermal efficiency.
- Coordinated volunteer teams to litter pick and improve the condition of the historic castle gatehouse.
- Held knife awareness talks in schools when the Knife Angel was in nearby Lichfield.
- Community orchard planted in Wigginton park.
- Completed our regular annual programme of estate inspections covering all wards in the borough.
- Over 99% of our social housing repairs fixed in the first visit.
- Invested in the preservation and protection of Tamworth's historic environment.

### **Increasing charges**

Like last year, respondents chose to increase charges for leisure and commercial property.

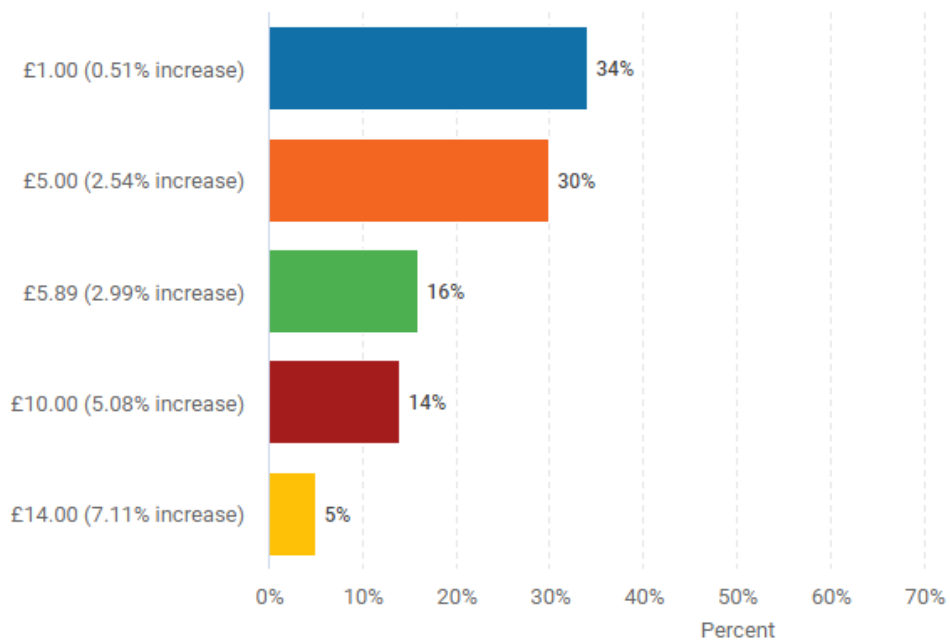
Again, as above, there are inconsistencies here, people have chosen to increase charges for commercial property, while conversely there is also a desire for us to increase spending improving the economic, physical, social and environmental condition of Tamworth, which commercial property contributes to.



### Council Tax increases

While we appreciate that tax increases are a burden to us all, we asked for views on council tax increases. Noting our five-year budget plan included a £5 per year increase (based on a band D property).

Most respondents, **34%** have opted for the minimal council tax increase.



### Comments

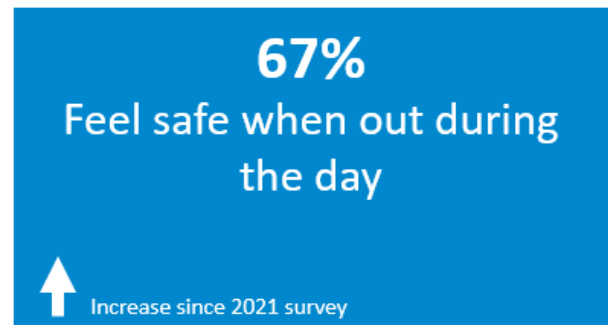
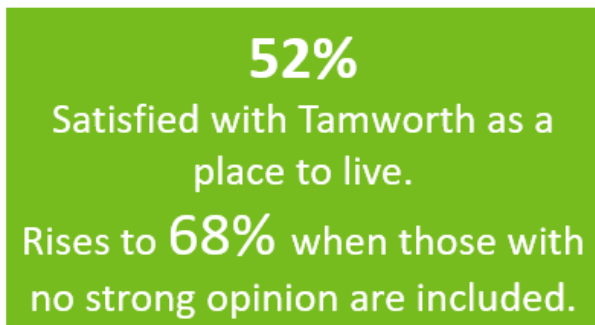
For each financial service area, we also invited comments from people, inviting them to share ways we could reduce spending.

There are no clear common recommendations for any budget topics. Many comments suggest there may be inefficiencies while others make suggestions that would significantly increase spending.

It is however important to note, that as expected (local government is complex!), those residents commenting are unclear on how the council spends money, with many suggestions referring to things we already do.

The full list of comments can be read in **Appendix B**.

## Tamworth as a place to live



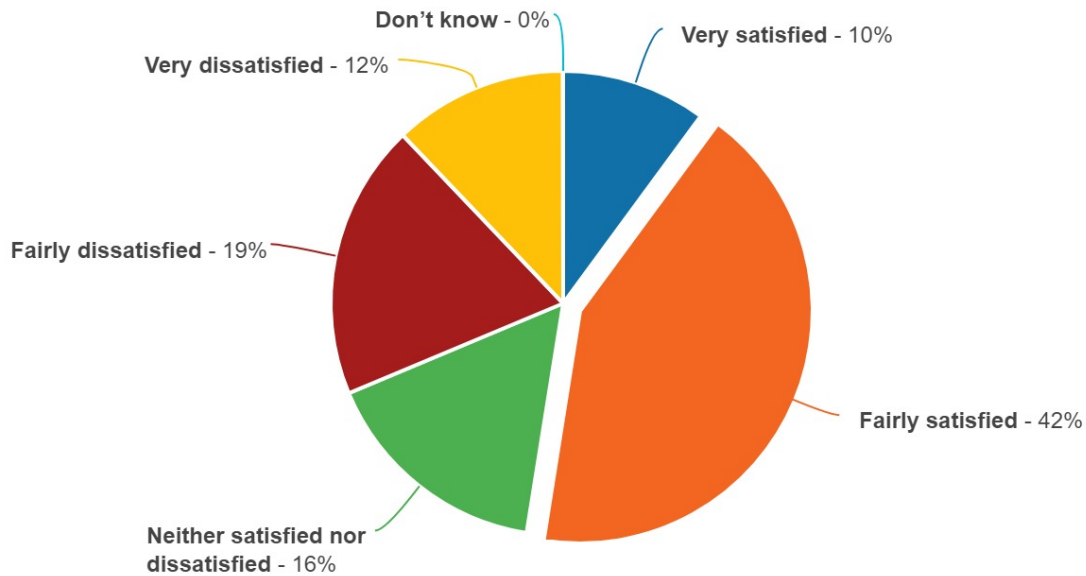
While first look may seem to suggest overall satisfaction in Tamworth as a place to live has decreased, if those who selected neither satisfied or dissatisfied with Tamworth, this rises to 68%, which is broadly in line with the results from 2022.

As last year, throughout the feedback, there continues to be a theme around dissatisfaction with things such as feeling safe, anti-social behaviour, litter, and the visual aspects of Tamworth, including those issues outside of council control such as roads and pavements (maintenance, state of repair and weeds).

### Satisfaction with Tamworth as a place to live

Overall, satisfaction has decreased very slightly since the previous survey. This question is the first asked on the survey, so is not directly related to council services but a general view of Tamworth.

Overall, how satisfied or dissatisfied are you with your local area as a place to live?



	Tamworth 2023	Tamworth 2022	Tamworth 2021
Very or fairly satisfied	52%	57%	70%
Neither satisfied or dissatisfied	16%	13%	11%
Fairly or very dissatisfied	30%	30%	17%

Interestingly, on 2022 research by Sunlife Insurance<sup>3</sup> ranked Tamworth fourth in a list of safest places for over 60s to live in England and Wales. To compile the list, the company analysed the number of burglaries and thefts per person in UK towns to determine which is the least dangerous. They also considered the prevalence of influenza and ambulance response times. This potentially shows a disconnect between actual experiences and perception.

### Community safety, in the day and after dark

Feelings of safety in the day and after dark have improved since asked in 2022.

#### Feeling safe outside after dark

	Tamworth 2023	Tamworth 2022	Tamworth 2021
Very or fairly safe	32%	29%	40%
Neither safe or unsafe	18%	19%	19%
Fairly or very unsafe	46%	52%	41%

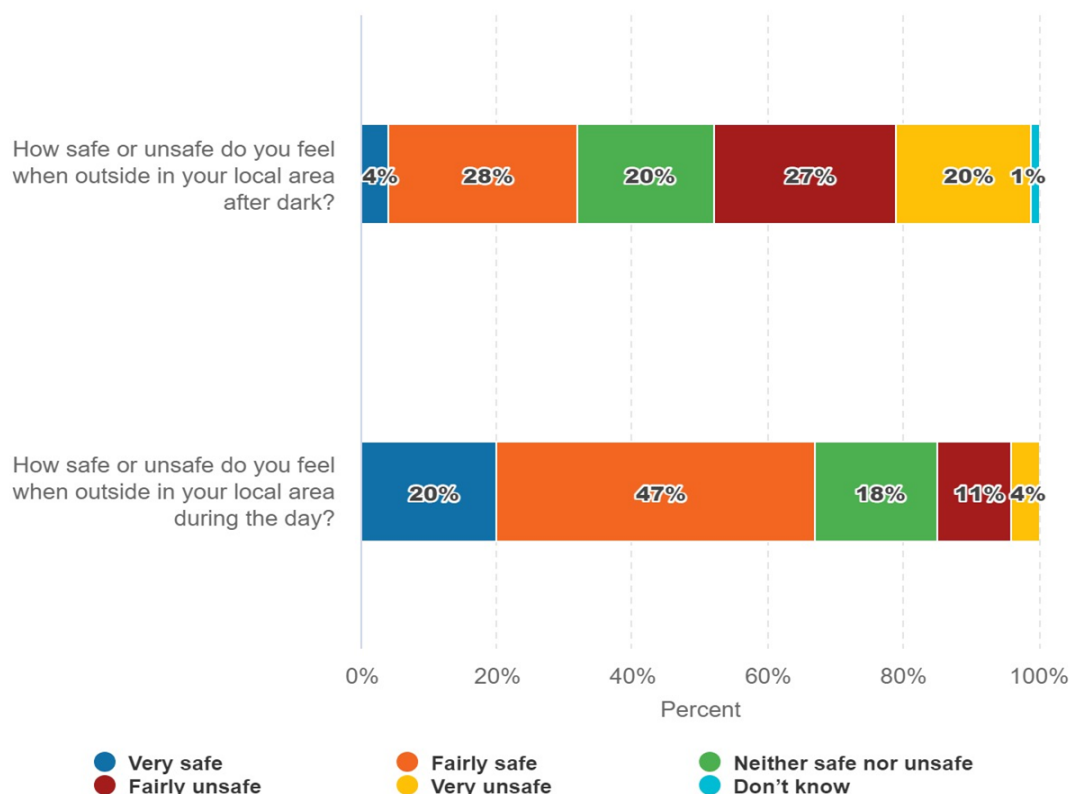
#### Feeling safe outside during the day

	Tamworth 2023	Tamworth 2022	Tamworth 2021
Very or fairly safe	67%	64%	74%
Neither safe or unsafe	18%	17%	14%
Fairly or very unsafe	16%	19%	13%

<sup>3</sup> See [report](#).



## Community Safety



While data shows Tamworth is ranked fourth as the safest place to live in England and Wales by Sunlife Insurance, it is recognised that fear of crime and the impact on that on feeling of safe is a local issue.

This is why steps are being taken to reduce anti-social behaviour and increase feelings of safety. Recent actions include:

- New Neighbourhood impact team, tackling anti-social behaviour across the borough.
- Introduced the government's maximum level fine for fly-tipping and fines for those caught littering, fly-posting or damaging property with graffiti set at £500.
- Fly-tipping cameras installed in hotspots to catch those responsible. Also litter cam in high litter areas.
- Taking all actions legally available to tackle unauthorised encampments.
- Coordinated volunteer teams to litter pick and improve the condition of the historic castle gatehouse.
- Held knife awareness talks in schools when the Knife Angel was in nearby Lichfield.
- Completed our regular annual programme of estate inspections covering all wards in the borough.
- Continues close working with local police to tackle and resolve anti-social behaviour issues.

### How much of a problem is....

As in 2022, the top three issues for local people are:

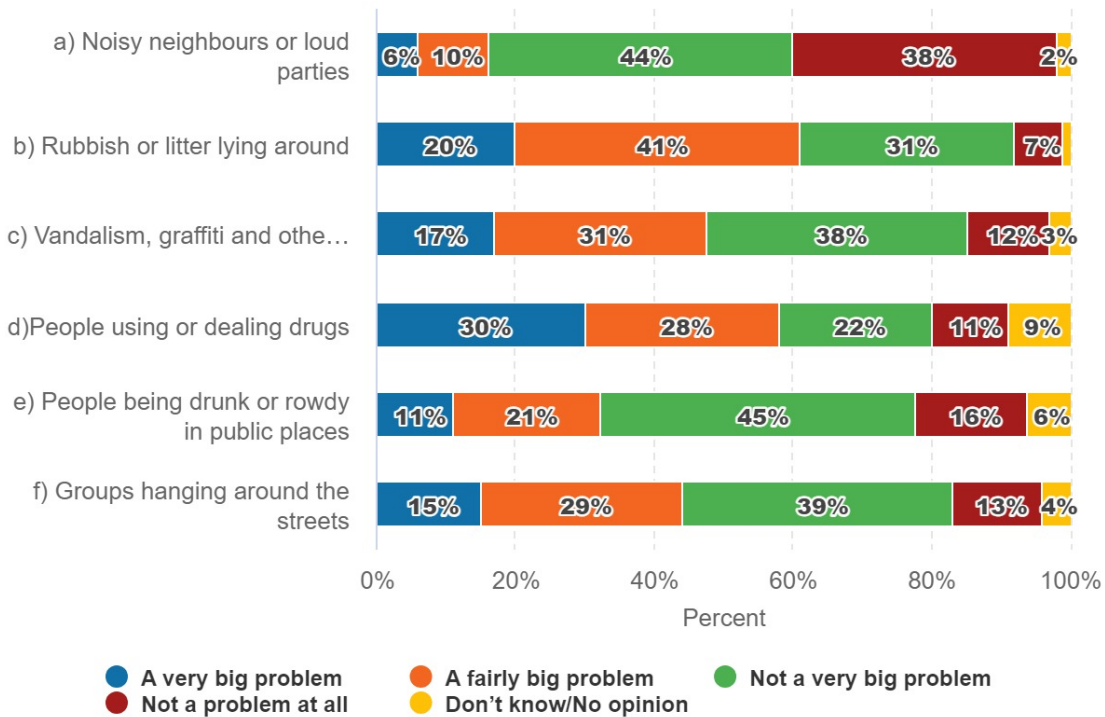
- Rubbish and litter

- People using or dealing drugs
- Vandalism, graffiti or deliberate damage

These were the same top issues in the 2022 survey, and aside from people using or dealing drugs, we now show a three-year trend in the top issues for local people in terms of anti-social behaviour and vandalism/graffiti etc.

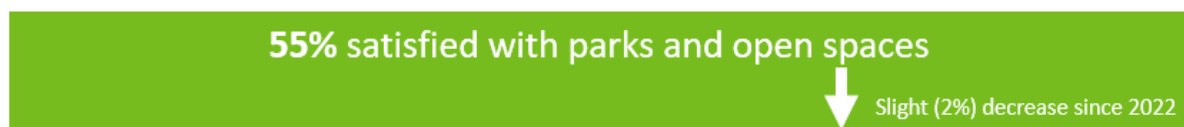
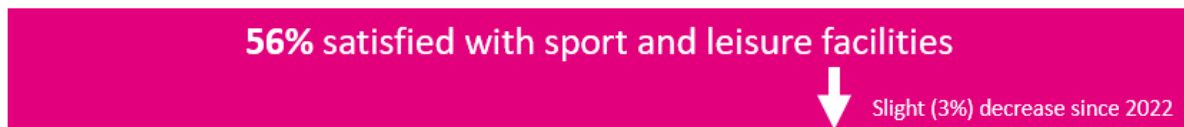
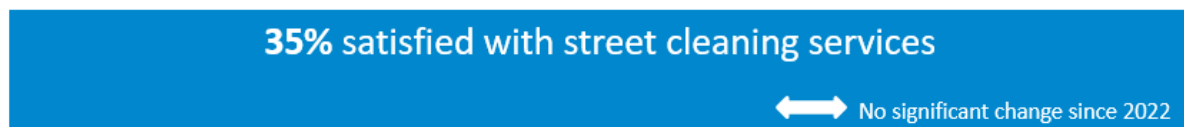
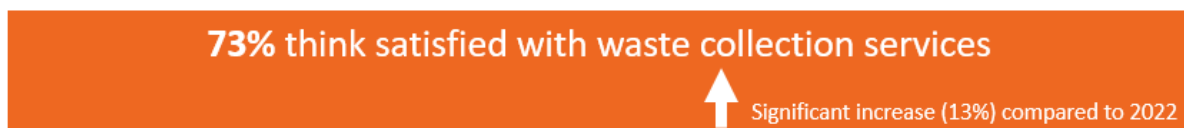
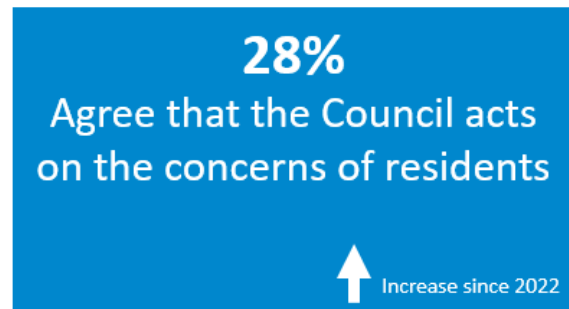
Noisy neighbours is less of an issue than in 2022, and the others are broadly similar to the findings in 2022.

Thinking about this local area, how much of a problem do you think each of the following are....



	A very or fairly big problem			Not a very big or not a problem			Don't know		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
Noisy neighbours and loud parties	16%	20%	13%	82%	77%	85%	2%	3%	2%
Rubbish or litter lying around	61%	63%	66%	38%	37%	34%			
Vandalism, graffiti and deliberate damage	48%	49%	35%	50%	48%	64%	3%	3%	2%
People using or dealing drugs	58%	59%	45%	33%	19%	40%	9%	22%	15%
People being drunk or rowdy	32%	35%	22%	61%	57%	72%	6%	8%	6%
Groups hanging around the streets	44%	47%	32%	52%	48%	63%	4%	5%	5%

## Satisfaction with services



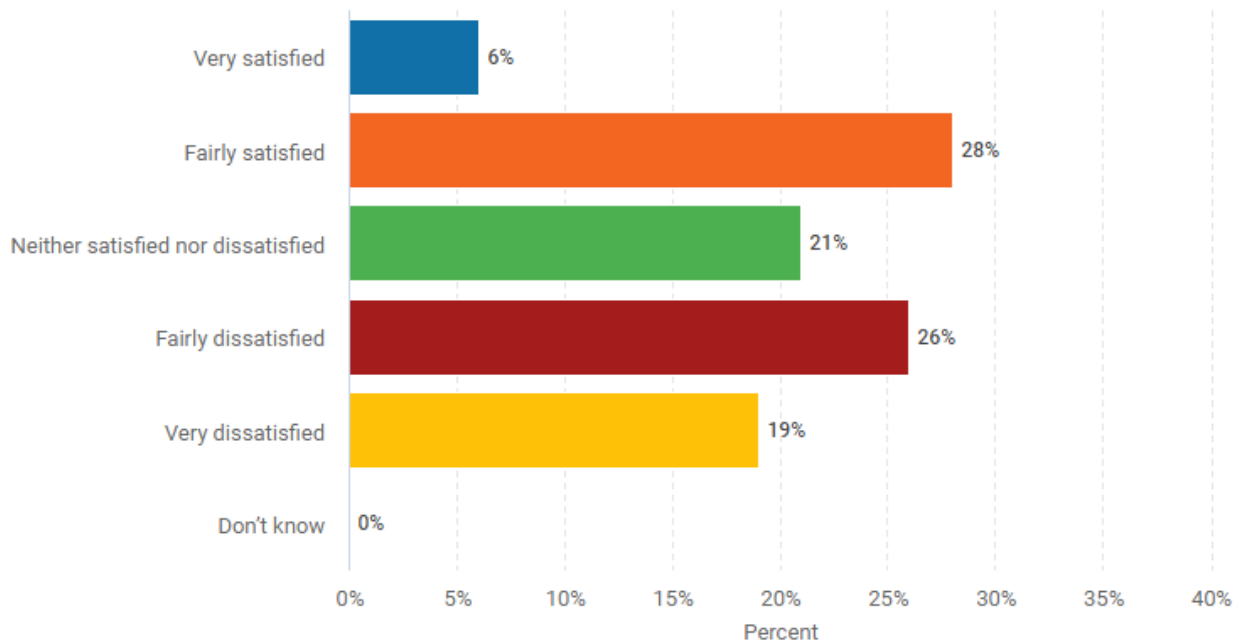
## Satisfaction with how Tamworth Borough Council runs things

Over half of respondents are satisfied/no strong opinion about how the council runs things.

From anecdotal evidence online we know that some local people feel there are issues with potholes, pavements, and traffic plus a feeling anti-social behaviour is an issue for some which is likely to contribute to a feeling that as the council we should be doing more.

However, 62% of all customer enquires received are for housing repairs, council tax, housing solutions or benefits. The remainder are varied, and do cover litter, reporting a problem with trees/bushes, anti-social behaviour, but it is clear these are NOT part of the top enquiries to the council. So, while people are showing some dissatisfaction in this survey, this does not correspond to request for services from the council.

**Overall, how satisfied or dissatisfied are you with the way Tamworth Borough Council runs things?**



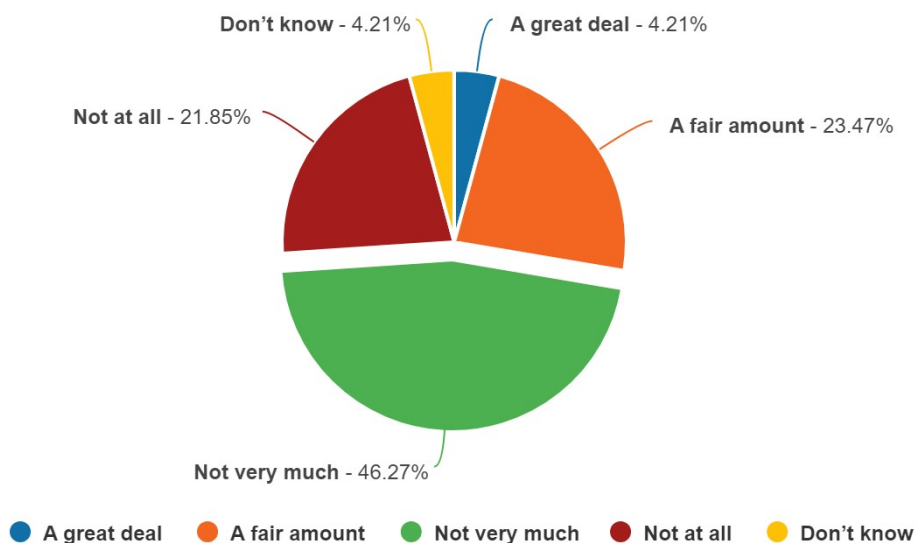
	Tamworth 2023	Tamworth 2022	Tamworth 2021
Very or fairly satisfied	34%	37%	54%
Neither satisfied or dissatisfied	21%	17%	21%
Fairly or very dissatisfied	45%	46%	24%

**The extent to which residents believe Tamworth Borough Council acts on the concerns of local residents**

This has improved slightly since the survey in 2022. Interestingly, more people this year had an opinion here than last year, despite the amount of people contacting us in the last 12 months being largely the same. (Many in 2022 selected don't know.)

	Tamworth 2023	Tamworth 2022	Tamworth 2021
A great deal or fair amount	28%	24%	44%
Not very much or not at all	68%	46%	49%
Don't know	4%	30%	7%

To what extent do you think Tamworth Borough Council acts on the concerns of local residents?



### How do you feel about Tamworth Borough Council

Since 2022, there is very little change in the numbers who would speak positively about the council.

Answers to this question are likely to relate to the question above, where respondents so not feel concerns of local residents are acted upon.

	Tamworth 2023	Tamworth 2022	Tamworth 2021
I speak positively of the council without being asked	5%	4%	8%
I speak positively of the council if I'm asked	17%	16%	31%
I have no views	29%	28%	29%
I speak negatively about the council if I'm asked	37%	39%	24%
I speak negatively about the council without being asked	12%	12%	7%
Don't know	1%	1%	2%

#### Achieved:

- New Neighbourhood impact team, tackling anti-social behaviour across the borough.
- Introduced the government's maximum level fine for fly-tipping and fines for those caught littering, fly-posting or damaging property with graffiti set at £500.
- Maintained the green bin subscription fee at the same rate with the council absorbing rises in service costs.
- Fly-tipping cameras installed in hotspots to catch those responsible. Also, litter cam in high litter areas.
- Making it easier for local people to report any issue to us including street issues via the MyTamworth app any time day or night.
- Delivered free business support and over £30,000 in grants to local businesses to improve and develop their business.
- Taking all actions legally available to tackle unauthorised encampments.
- Introduced 30minutes free parking across all our town centre car parks.

- Launched a new service to support those at risk of becoming homeless. This new service further builds upon our existing in-home support services so we can reach more people in need.
- On our annual rough sleeper count we've reported 0 rough sleepers in Tamworth.
- Through early intervention, prevented 149 households from becoming homeless.
- Progressing our £20million government future high street fund project to rejuvenate Tamworth town centre that meets the needs of 21<sup>st</sup> century shoppers, residents and businesses. With large parts of the project are expected to complete in 2024.
- Invested £2.5million in our high-rise tower blocks replacing all soil pipes and installing new heaters.
- Improving council social housing in Hockley in a £3.5million programme to improve thermal efficiency.
- Coordinated volunteer teams to litter pick and improve the condition of the historic castle gatehouse.
- Held a series of 'pop up' engagement sessions at the town hall, providing opportunities to meet a range of teams from across the council including repairs, regeneration housing and environmental health.
- Held knife awareness talks in schools when the Knife Angel was in nearby Lichfield.
- Community orchard planted in Wigginton park.
- Launched civic pride awards, recognising the work and value of the towns many volunteers.
- With Staffordshire County Council delivered a new footpath linking the Anker Valley estate to Tamworth station.
- Completed our regular annual programme of estate inspections covering all wards in the borough.
- Well-developed mechanisms for tenants to be involved in improving our housing services.
- Over 99% of housing repairs fixed in the first visit.
- Invested in the preservation and protection of Tamworth's historic environment.
- Delivered free community archaeology, heritage crafts and re-enactment events (funded by UKSPF) to provide opportunities to engage with local history.
- Delivered a full programme of free events such as St George's Day celebrations, Kings Coronation celebrations, fireworks, Christmas lights switch on and food markets.
- Delivered a bigger than ever before Christmas extravaganza; a month-long programme of activities and events including providing low-cost options for local families.
- And much more.

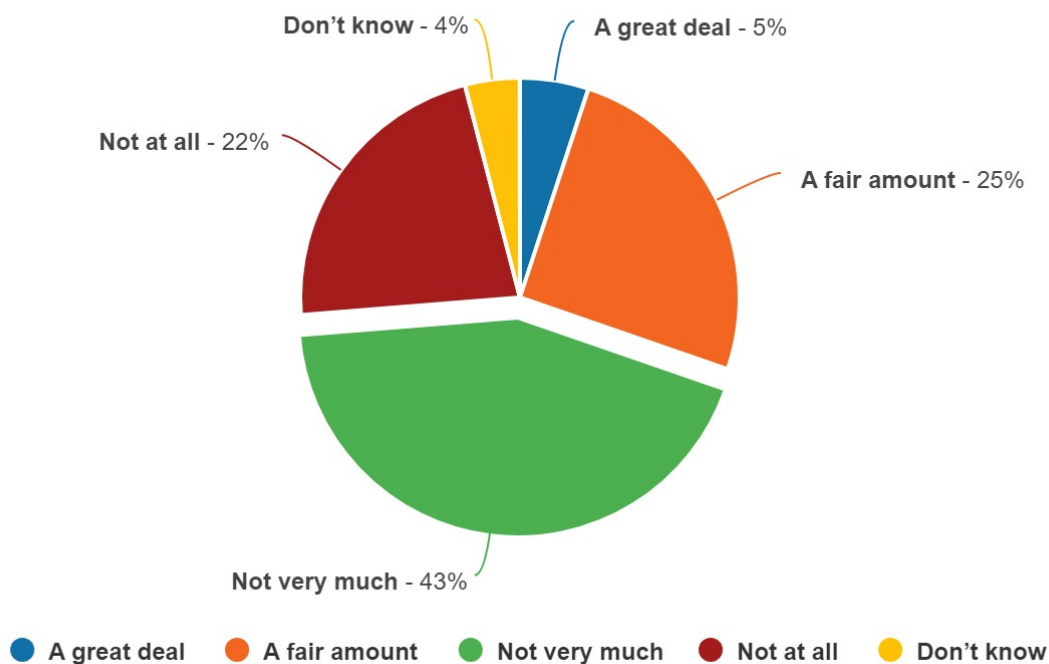
### **How much do you trust Tamworth Borough Council**

This is the second time we've asked this question. Results remain low; and trust is very difficult to change as it is fundamentally based on beliefs on whether individuals or organisations have good intentions and will behave well towards us.

Trust in organisations and governments across the world is at an all-time low after COVID, and research suggests this is influenced by feelings of economic insecurity and perceptions of poor government performance.

We can see from the dissatisfaction levels in services and in general with Tamworth as a place to live people have a perception of poor services and a poor environment; until those perceptions change, it is likely trust levels will remain low.

## How much do you trust Tamworth Borough Council?



	Tamworth 2023	Tamworth 2022
A great deal or fair amount	30%	30%
Not very much or not at all	65%	40%
Don't know	4%	30%

### Satisfaction with services

The question asked, how satisfied people were with:

- Waste collection
- Street cleaning
- Sport and leisure services (castle, assembly rooms, castle grounds, events etc)
- Parks and green spaces

Last year was the first time we have asked these questions, so the answers were our baseline for future surveys.

Satisfaction with services Please tell us how satisfied or dissatisfied you are with each of the following services:



Satisfaction with waste collection services has increased, possibly indicating people now feel comfortable with the new service. As last year overall people are least satisfied with street cleaning. This is in line with the questions above around litter, graffiti and vandalism being seen as the biggest local issues.

Waste collection	Very or fairly satisfied	Fairly dissatisfied or very dissatisfied	Neither satisfied or dissatisfied
Tamworth 2022	60%	30%	10%
Tamworth 2023	73%	16%	11%

Street cleaning	Very or fairly satisfied	Fairly dissatisfied or very dissatisfied	Neither satisfied or dissatisfied
Tamworth 2022	36%	48%	16%
Tamworth 2023	35%	49%	16%

Sport and leisure	Very or fairly satisfied	Fairly dissatisfied or very dissatisfied	Neither satisfied or dissatisfied	Don't know
Tamworth 2022	59%	15%	22%	4%
Tamworth 2023	56%	13%	26%	0%

Parks and green spaces	Very or fairly satisfied	Fairly dissatisfied or very dissatisfied	Neither satisfied or dissatisfied	Don't know
Tamworth 2022	57%	25%	17%	1%
Tamworth 2023	55%	24%	20%	0%

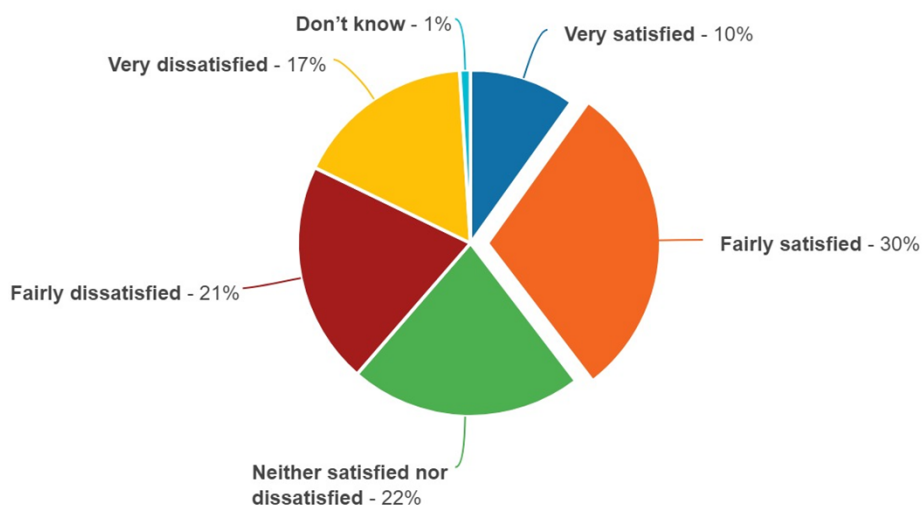


**Satisfaction with leisure, entertainment, shopping facilities and amenities that are available in and around Tamworth**

Last year was the first time we have asked these questions, so the answers were our baseline for future surveys.

There is minimal change from the 2022 survey. This is not surprising, changes in facilities and amenities will take time to deliver.

How satisfied are you with leisure, entertainment, shopping facilities and amenities that are available in and around Tamworth?



	Tamworth 2023	Tamworth 2022
Very or fairly satisfied	40%	43%
Neither satisfied or dissatisfied	22%	20%
Fairly or very dissatisfied	38%	37%

## Information and contacting the council



**Social media** is the top choice for finding out about council services

**86%** would contact the council via digital means

**55%** of respondents have contacted the council for services in the last 12 months

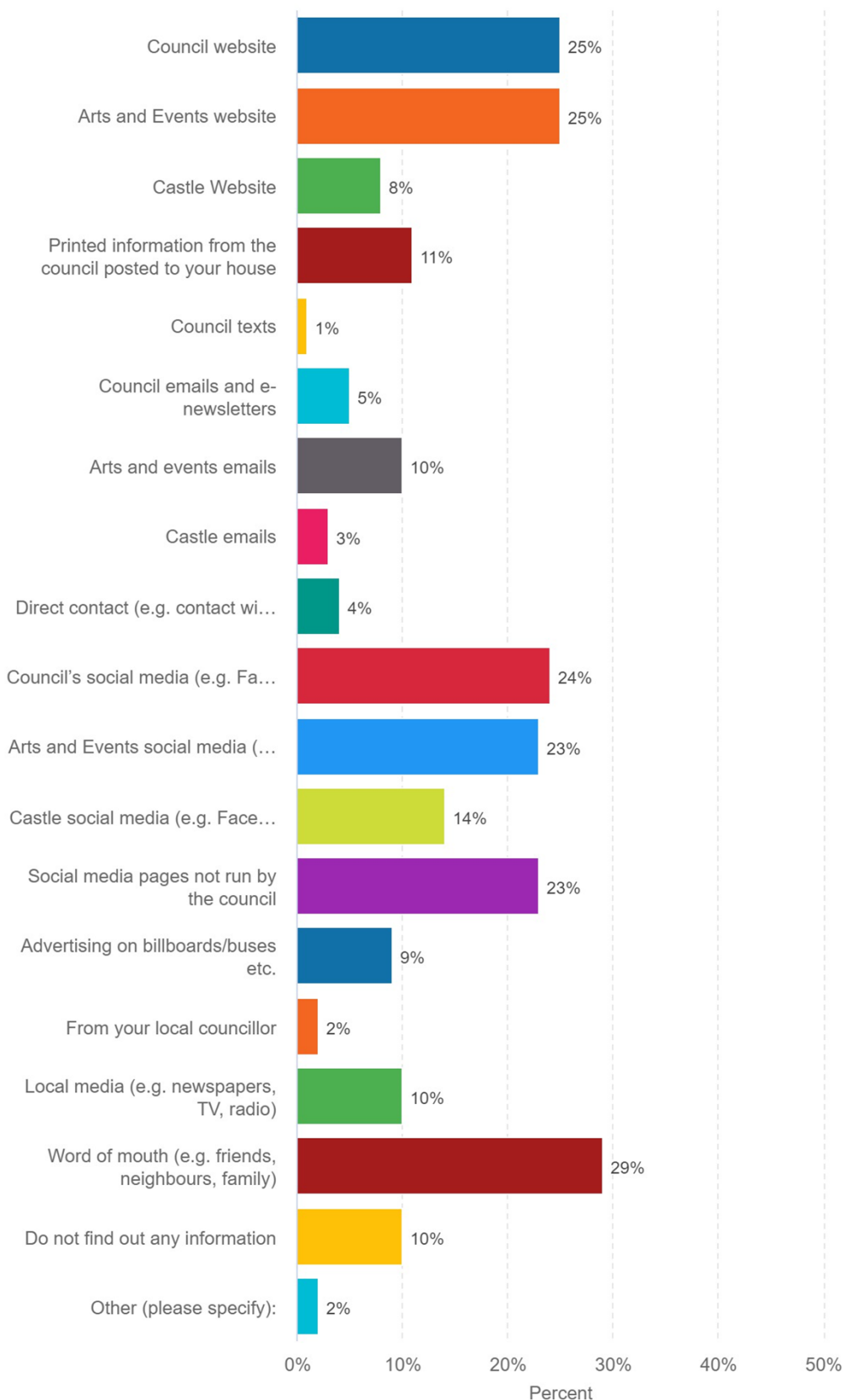
### How do you find out about Tamworth Borough Council and the services it provides (inc events in the Castle Grounds, at the Assembly Rooms and Castle)?

Social media continues to be the main channel for respondents to find out about council services and events.

There may however be bias here, for although the survey was promoted in local media, sent to our citizen panel members and 1,300 local people were written to inviting them to take part, the vast majority heard about the survey via social media (52%), so it follows that our respondents use social media more widely for information.

Compared to 2022, there is very little change in the information sources people use.

How do you currently find out about Tamworth Borough Council and the services it provides at the Assembly Rooms and Castle, including free events in the Castle Grounds? Please tick all that apply.



### When did you last contact the council to request a service, report a problem or make a complaint

Over half of respondents (55%) have contacted the council for a service within the last 12 months. This rises to over 82% when you include those who contacted the council over year ago.

This is not representative of the borough; our customer services team are not in regular contact with more than half of borough residents.

	Tamworth 2023	Tamworth 2022	Tamworth 2021
In the last month	21%	22%	25%
More than a month ago, but in the last six months	19%	26%	23%
More than six months ago, but in the last year	15%	12%	16%
Over a year ago	27%	26%	36%
Never	18%	14%	23%

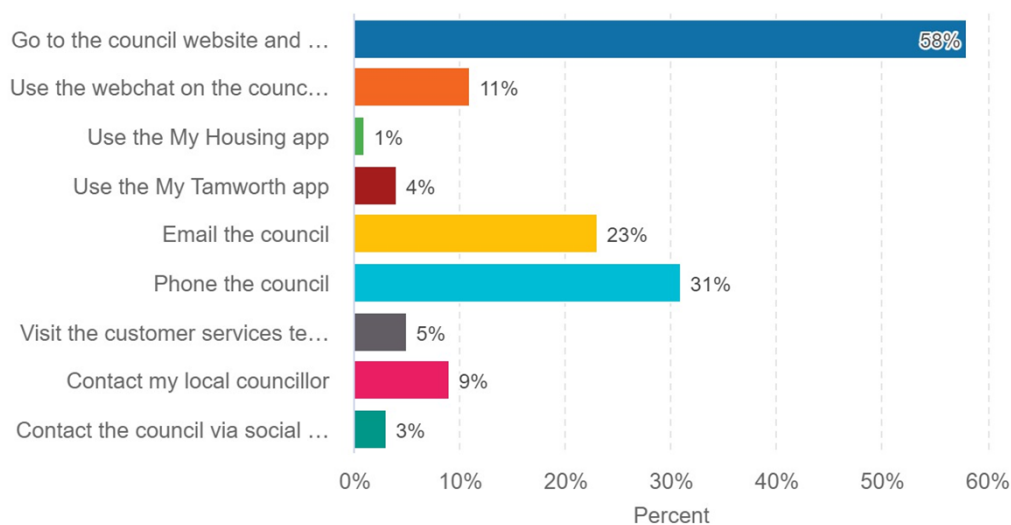
### If you had to contact the council, what would you do

The responses to this question are very interesting. Only 14% of respondents would choose a non-digital option to contact the council (selecting contact via a Councillor or visiting the TIC in the Assembly Rooms).

This matches in-house statistics and customer data from the council's customer services team, where the vast majority of all customer enquiries are dealt with digitally, with few accessing the face-to-face services at the Tamworth Information Centre in the Assembly Rooms or the outreach activities held in communities.

Customer services data shows that in the last 12 months (Oct 2022 – Sept 2023) 95,000 contacts from customers have been digital and around 333 were face to face at the TIC in the Assembly Rooms. In the same year the TIC customer services team also dealt with 248 parking permits and 1,263 tourist/destination queries. They also shared over 800 Assembly Rooms What's on guides.

If you had to contact Tamworth Borough Council to request a service, report a problem or make a complaint what would you do?



**How well informed do you think Tamworth Borough Council keeps residents about the services and benefits it provides**

	<b>Tamworth 2023</b>	<b>Tamworth 2022</b>	<b>Tamworth 2021</b>
Very or fairly well informed	23%	29%	53%
Not very well or not at all well informed	74%	42%	37%
Don't know	2%	29%	11%

Information about council services is shared in many ways, including:

- Via council run websites; Tamworth Borough Council, Tamworth Castle, Tamworth Arts and Events and Visit Tamworth.
- Via traditional press releases, these are posted on the main Tamworth Borough Council website and shared with news outlets. Majority are picked up and used by local media.
- Via council run social media; over 16+ channels for the different services. E.g. Facebook for Tamworth Borough Council, Tamworth Assembly Room, Tamworth Castle and Visit Tamworth. Plus, Instagram for most of these services. This also includes paid advertising for some shows, events and performances.
- Direct email to those people signed up to castle, arts and events mailing lists.
- Tenant newsletter to social housing tenants.
- Assembly Rooms What's on guide shared via leaflet racks in supermarkets/train stations etc over a 15 mile radius of Tamworth. What's On guides also distributed to a number of borough homes using local low-cost distribution channels.
- Paid advertising for castle and assembly rooms shows in local, regional and (where appropriate), national magazines and publications.
- Handing out flyers at shows and events.
- Banners and posters throughout Tamworth town centre and Ventura.
- And via our customer services team and outreach services for vulnerable people.

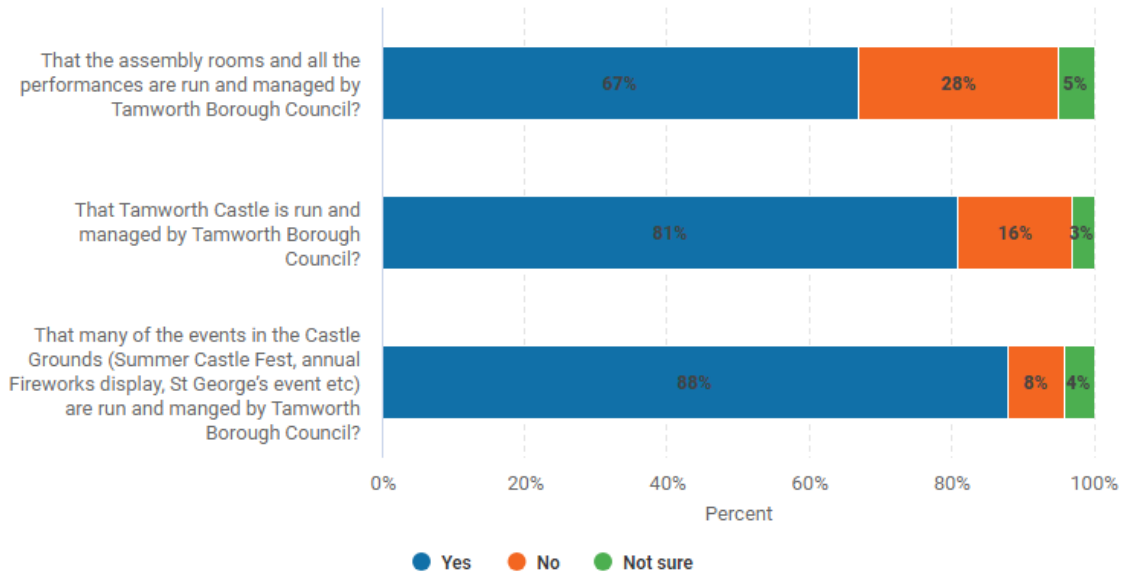
**Did you know...**

This question was asked to determine how many people realise Tamworth Borough Council run and manage the assembly rooms, the castle and majority of outdoor events in the castle grounds.

This question is particularly important, as it was also used as a way of increasing knowledge of respondents ahead of questions around spending, increasing charges and savings which came later in the survey.

Compared to last year, more of the survey respondents know the assembly rooms, Tamworth castle and many outdoor events are run and managed by Tamworth Borough Council.

## Did you know



<b>Assembly rooms</b>	<b>Tamworth 2023</b>	<b>Tamworth 2022</b>
Yes	67%	55%
No	28%	40%
Don't know	5%	5%

<b>Tamworth Castle</b>	<b>Tamworth 2023</b>	<b>Tamworth 2022</b>
Yes	81%	71%
No	16%	23%
Don't know	3%	5%

<b>Events</b>	<b>Tamworth 2023</b>	<b>Tamworth 2022</b>
Yes	88%	83%
No	8%	13%
Don't know	4%	4%

## Demographics

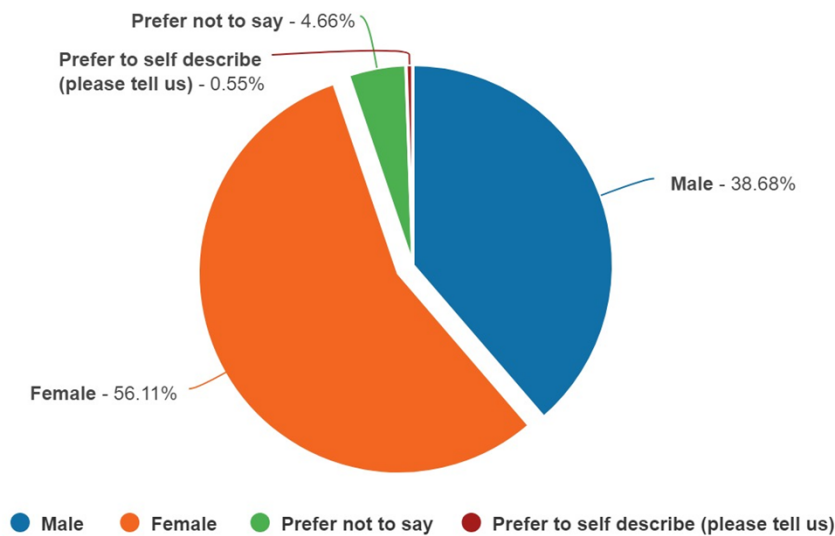
In total, 60,400 people were eligible to take part in this survey (adults) according to the latest census figures.

737 people actually took part, which is 1.2% of the eligible population. A similar number took part in 2022.

### Gender

Tamworth's population is 51% female and 49% male. So compared to our population, more women than men chose to take part.

Which of the following best describes you?

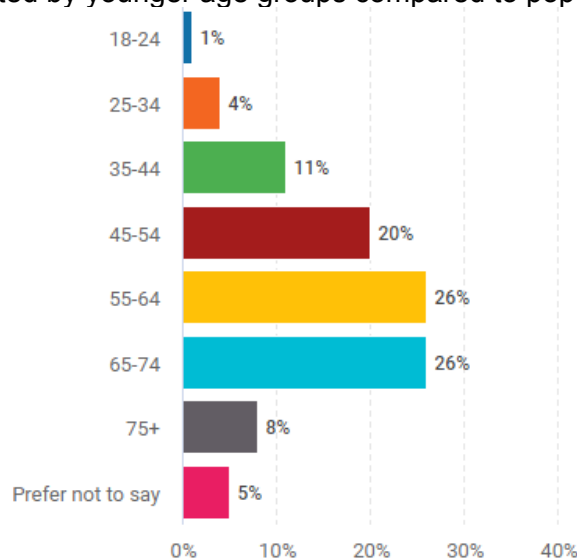


### Ethnicity

Around 2.5% of Tamworth's population have a non-white background, positively, 8% of respondents were from a diverse background. 8% of respondents chose not to disclose their ethnicity.

### Age profile of respondents:

We are underrepresented by younger age groups compared to population statistics.



### Who are you?

We asked in what capacity people were responding, as a resident, as a business etc. 97% of respondents were local residents.

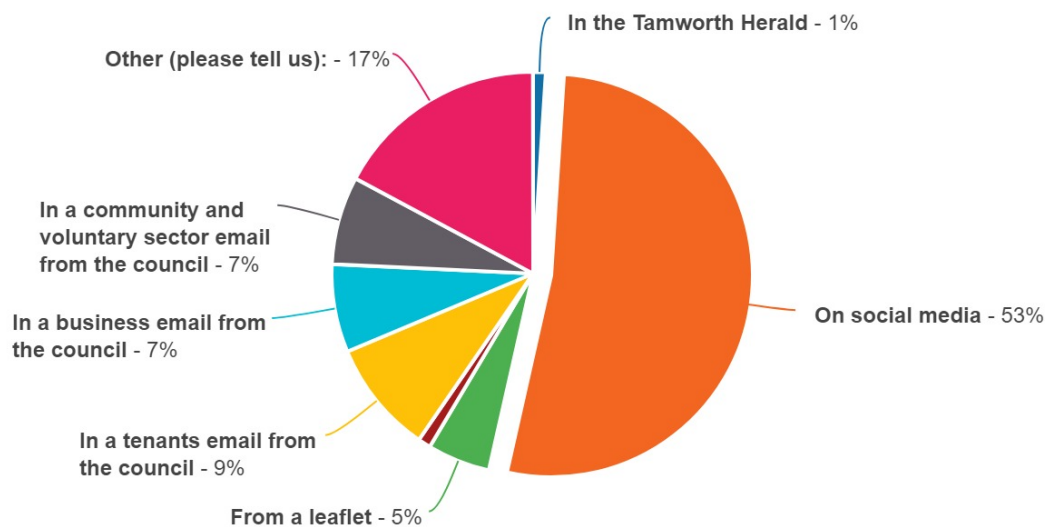
### Where did you hear about the survey?

To help us successfully share future consultation opportunities, it is helpful to know how people found out about the survey.

As we can see, for our respondents, the most successful method of communication was social media with 52% of respondents hearing through this channel. Those selected other mentioned seeing the survey on our website or from being a Tamworth Borough Council citizens' panel member.

Others heard mainly through direct communications from the council. Interestingly we wrote to 1,300 local residents and promoted via local print media, but majority saw the consultation opportunity via social media.

Please tell us where you heard about this survey





## Conclusion

With over 700 responses, this is the most successful 'self-selecting' survey we've carried out, and we have a wealth of information and data to scrutinise.

However, we do not know what bias our self-selecting, social media savvy sample brings. In statistical terms, we cannot claim that this survey represents the views of everyone living in Tamworth. *But* we should not dismiss the feedback because of this issue.

Like last year, there is a common theme that can be seen throughout the responses around how the borough looks, and other feelings and experiences associated with anti-social behaviour. Collectively these visible issues can have impact on whether people feel safe, whether there is a feeling things are being tackled and generally whether people feel positive about where they live.

These themes can also be seen in views around spending, savings and income. With people prioritising higher spends in these areas.

As last year, we have also seen a large number of those taking part sign up to be part of our Citizens' Panel; a group of local people we regularly consult about council issues. It is very positive to see people wanting to engage more in the work the council does.

In future, along with other forms of consultation and engagement, we may want to consider commissioning a statistically representative survey understand any bias and to identify the views from people across all walks of life.

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