

ANNUAL SURVEY 2024 METHODOLOGY

BACKGROUND AND SUMMARY

To help elected members set the council budget and priorities, every autumn 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.

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.

METHODOLOGY

To date, the survey has been wholly delivered in house, with residents 'self-selecting' to take part.

This approach has a significant drawback:

The survey is **not** a statistically representative survey of views; therefore, it cannot be claimed that the views are true generally for all residents.

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

This has also meant we've been unable to benchmark our performance against the Local Government Association benchmarking data due to different methodologies.

Given the council is currently working to develop a new five-year corporate plan, timing is appropriate to deliver a statistically representative survey to deliver a robust baseline.

A full procurement process is currently underway to commission a company to deliver a statistically representative survey in line with the Local Government Association's recommended methodology. This will give certainty in the results as the approach means that the answers obtained from it accurately reflect the results you would achieve by interviewing the entire population.

This will be a telephone survey and will make sure all voices and demographics are represented as in line with the borough's demographic profile.

The full question set and script for telephone interviewers will be agreed with the advice of the successful tenderer. However, a likely survey using the approach in previous years is attached.

TIMETABLE

Develop tender documents and procure	July and August 2024
Appoint contractor	Late August 2024
Finalise question set	September 2024
Conduct survey	Late September 2024
Survey results inform budget and council plan decisions	January 2025