

Tamworth Residents Survey 2024

INTERVIEWER NOTE

1. **Speak to residents aged 18+ according to your given quota**
2. **Read out the introductory text before questions where marked 'READ OUT'**
3. **Do not read out 'don't know' and 'prefer not to say'**

READ OUT: Good morning / afternoon / evening my name is _____ and I work for a company called Enventure Research on behalf of Tamworth Borough Council, who has asked us to carry out a survey to help them understand the views of their residents about the local area, the council and council services.

The interview should take no more than 15 minutes to complete. Your answers will be used to help improve the services offered by Tamworth Borough Council.

Would you have time to take part in the survey?

All information provided will be analysed by Enventure Research, an independent research agency, and treated in accordance with General Data Protection Regulations and the Market Research Society Code of Conduct. Enventure Research will only use information you provide to inform the research. Enventure Research is registered with the Data Controller and is a Market Research Society Company Partner. For our privacy notice, please refer to our website www.enventure.co.uk

If resident seems unsure...

You do not have to answer any questions if you don't want to, and you can end the interview at any time. Are you happy to proceed?

READ OUT: Before we start, I want to just clarify that as you live in Tamworth, you receive services from two councils - Tamworth Borough Council and Staffordshire County Council. This survey is only asking questions about services provided by Tamworth Borough Council. The services provided are paid for by a small part of the council tax you pay, a small part of business rates and the rest comes from government funding. So for example, with a Band C council tax, just £180 each year funds Tamworth Borough Council services.

READ OUT: To make sure we're speaking to all types of residents, please could you answer a few questions about yourself before we begin?

SCREENER: Can you confirm that you live in the Tamworth Borough Council area?

Yes - CONTINUE

No - THANK AND CLOSE

D1 Which of the following describes how you think of yourself?

- 1 Male
- 2 Female
- 3 Prefer to self describe (please specify)
- Prefer not to say (DO NOT PROMPT)

Prefer to self describe - please specify

D2 Which of these age bands do you fall into?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say (DO NOT PROMPT)

D3 Please could you tell me which group you consider you belong to?

- | | |
|---|---|
| <input type="radio"/> 1 White - English, Welsh, Scottish, North Irish, British | <input type="radio"/> 12 Black, African, Caribbean or Black British - Caribbean |
| <input type="radio"/> 2 White - Irish | <input type="radio"/> 13 Black, African, Caribbean or Black British - Any other background (please specify) |
| <input type="radio"/> 3 White - Gypsy or Irish Traveller | <input type="radio"/> 14 Mixed/multiple ethnic groups - White and Black Caribbean |
| <input type="radio"/> 4 White - Any other background (please specify) | <input type="radio"/> 15 Mixed/multiple ethnic groups - White and Black African |
| <input type="radio"/> 5 Asian/Asian British - Indian | <input type="radio"/> 16 Mixed/multiple ethnic groups - White and Asian |
| <input type="radio"/> 6 Asian/Asian British - Pakistani | <input type="radio"/> 17 Mixed/multiple ethnic groups - Any other background (please specify) |
| <input type="radio"/> 7 Asian/Asian British - Bangladeshi | <input type="radio"/> 18 Other ethnic group - Arab |
| <input type="radio"/> 8 Asian/Asian British - Chinese | <input type="radio"/> 19 Other ethnic group - Any other background (please specify) |
| <input type="radio"/> 9 Asian/Asian British - Any other background (please specify) | <input type="radio"/> 20 Other ethnic group - Other |
| <input type="radio"/> 10 Black, African, Caribbean or Black British - British | <input type="radio"/> 21 Prefer not to say (DO NOT PROMPT) |
| <input type="radio"/> 11 Black, African, Caribbean or Black British - African | |

Other ethnic group - please specify

D4 Do you have any long term illness, health problems or disability which limits your daily activities or the work you can do?

- Yes
- No
- Prefer not to say

D5 Which ward do you live in?

- | | |
|--------------------------------|--|
| <input type="radio"/> Amington | <input type="radio"/> Spital |
| <input type="radio"/> Belgrave | <input type="radio"/> Stonydelph |
| <input type="radio"/> Bolehall | <input type="radio"/> Trinity |
| <input type="radio"/> Castle | <input type="radio"/> Wilnecote |
| <input type="radio"/> Glascote | <input type="radio"/> Don't know (record postcode for mapping) |
| <input type="radio"/> Mercian | |

If you don't know which ward you live in, please provide your postcode. This is kept separate from your survey responses and only used to make sure we are speaking to a good spread of people across the Borough

D6 Which of the following best describes how you occupy your home?

- Owner occupier
- Rented from Housing Association
- Rented from private landlord
- Shared ownership
- Residential home
- Tamworth Borough Council Social Housing Tenant
- Other (please specify)

Other - please specify

Local area and council satisfaction

READ OUT: Throughout this survey, I will ask you to think about your 'local area'. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

Q1 Overall, how satisfied or dissatisfied are you with your local area as a place to live?
READ OUT, SINGLE CODE

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know (DO NOT READ OUT)

READ OUT: Your local area receives services from Tamworth Borough Council which is responsible for a range of services.

Q2 Overall, how satisfied or dissatisfied are you with the way Tamworth Borough Council runs things?
READ OUT, SINGLE CODE

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know (DO NOT READ OUT)

READ OUT: In considering the next question, please think about the range of services that Tamworth Borough Council provides in the community as well as the services your household uses. It does not matter if you do not know all of the services Tamworth Borough Council provides. We would like your general opinion.

Q3 To what extent do you agree or disagree that Tamworth Borough Council provides value for money?
READ OUT, SINGLE CODE

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know (DO NOT READ OUT)

Q4 To what extent do you think Tamworth Borough Council acts on the concerns of local residents?

READ OUT, SINGLE CODE

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know (DO NOT READ OUT)

Q5 Overall, how well do you think Tamworth Borough Council keeps residents informed about the services and benefits it provides?

READ OUT, SINGLE CODE

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don't know (DO NOT READ OUT)

Q6 On balance, which of these statements comes closest to how you feel about Tamworth Borough Council?

READ OUT, SINGLE CODE

- I speak positively of the council without being asked
- I speak positively of the council if I am asked about it
- I have no views one way or another
- I speak negatively about the council if I am asked about it
- I speak negatively about the council without being asked
- Don't know (DO NOT READ OUT)

Q8 If you had to contact Tamworth Borough Council to request a service, report a problem or make a complaint what would you do?

INTERVIEWER TO PROMPT IF NEEDED, TICK ALL THAT APPLY

- Go to the council website and follow the links
- Use the webchat on the council website
- Use the My Housing app
- Use the My Tamworth app
- Email the council
- Telephone the council
- Visit the customer services team in Tamworth Assembly Rooms
- Contact my local councillor
- Contact the council via social media
- Don't know (DO NOT READ OUT)

Community safety

Q9 How safe or unsafe do you feel when outside in your local area...?

READ OUT, SINGLE CODE PER ROW

	Very safe	Fairly safe	Neither safe nor unsafe	Fairly unsafe	Very unsafe	Don't know (DO NOT READ OUT)
After dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Trust

Q10 How much do you trust Tamworth Borough Council?

READ OUT, SINGLE CODE

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know (DO NOT READ OUT)

Satisfaction of services

Q11 Please tell us how satisfied or dissatisfied you are with each of the following services:

READ OUT, SINGLE CODE PER ROW

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/not applicable (DO NOT READ OUT)
Waste collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport and leisure services (castle, assembly rooms, castle ground events etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and green spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Thinking about this local area, how much of a problem do you think each of the following are....?

READ OUT, SINGLE CODE PER ROW

	A very big problem	A fairly big problem	Not a very big problem	Not at all	Don't know / No opinion (DO NOT READ OUT)
Noisy neighbours or loud parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rubbish or litter lying around	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vandalism, graffiti and other deliberate damage to property or vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People using or dealing drugs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People being drunk or rowdy in public places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groups hanging around the streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 The cost of running services is increasing, so the council needs to reduce costs and make savings.

I'm going to read out the cost of different services, and I'd like you to say whether the council should spend less, the same or more?

We know this is a difficult question to answer, so for each service area, it might help you to think about if the service you would want more or less of. If it's something you want more of, then the council would need to spend more money and if you want to see less of it, then the council should spend less.

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

READ OUT, SINGLE CODE PER ROW

	More	Same	Less	No opinion	Don't know / No opinion (DO NOT READ OUT)
£3.1m on waste collection and recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£3.2m on maintaining the borough (parks, open spaces, street cleaning etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£693,000 on tackling antisocial behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£926,000 on tackling homelessness, emergency accommodation and regulating private landlords	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£1.2m on providing the Assembly Rooms and free outdoor events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£647,000 on Tamworth Castle and local heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£469,000 on sports and leisure activities, including free holiday activities for children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£1m on customer services, so people can access services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£330,000 on improvement the condition of Tamworth (economic, physical and environment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£508,000 on supporting local businesses, including providing business space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£384,000 on buying services from, and grants to local community sector to vulnerable people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Council spending

Q17 Along with making savings, the council could look at increasing how much it charges for certain services. Which two areas do you think the council should consider? Please choose up to two.

READ OUT, UP TO TWO CODES

- Car parking (e.g. increase car parking charges)
- Public charges for leisure and other activities (e.g. increase the cost to hire football pitches)
- Waste management (e.g. increase the cost for green waste collections)
- Public spaces (e.g. increase the hire cost of the Castle Grounds)
- Commercial property (e.g. increase rents)
- Don't know (DO NOT READ OUT)

Q18 Costs are increasing for everything. Tamworth Borough Council's three-year budget plan included a 2.95% increase for the Tamworth Borough Council's element of the council tax (approximately 10% of the total council tax), which for a band D property is approximately £5 a year increase. However, given rising costs, a bigger increase could be considered.

What would you consider to be an acceptable increase on a band D council tax property for the year for the Tamworth Borough Council element?

READ OUT, SINGLE CODE

- £1
- £5
- £10
- £15
- £0 - even if that means some services may be cut
- Don't know (DO NOT READ OUT)

Q19 Do you have any ideas how the council could save money or reduce costs (remembering what the council is responsible for)?

READ OUT: That's the end of the survey - thank you very much for your time today.