Summary Report

Corporate Plan Priorities Consultation – August 2024

This report sets out the findings from the public consultation exercise undertaken from 25 July to 27 August.

An online survey asked residents and stakeholders with an interest in building a better Tamworth for their thoughts and feedback to help further shape a corporate plan for the council.

We asked if the draft priorities are right for Tamworth if anything was missing and which areas were most important to them. For each draft priority, respondents were asked to tell us if the priorities and their descriptions are critical areas for improvement in Tamworth, if anything was unclear and rank them in order of importance.

It is clear from the results that there is much work to do to build trust with our residents (for all authorities) and reconnect our service delivery and performance to their needs and aspirations.

Residents want to see more concrete details of what each priority outcome will entail and how we will measure its delivery in the next phase of developing our Corporate Plan. We also need to be more conscious that the terms and language we use to describe our priorities is easy for residents to understand.

It is also apparent that some of the qualitative analysis of the responses does give some conflicting and contradictory results, such as the sense of urgency in reconnecting and providing visible leadership from the Council, versus the emphasis placed on prosperity as an area to tackle in the first year of the plan.

Findings

Priority A - Council

Creating a caring, co-operative, innovative and data driven council that is structured to deliver effective services:

- We are a council that is visible, approachable, and accountable.

- We work well with others as part of the Co-operative Council Innovation Network (CCIN).

- We ensure our customer processes are accessible and focused on delivery for the customer.

- We communicate well and ensure information provided to customers is readable and accessible to them.

- Our services are data driven, use data to target improvements and predict and prevent issues escalating.

- We make good decisions and take calculated risks based on good data and feedback.

	1. How important is this priority and the descriptions as an area for improvement in Tamworth?			
	Answer Choices		**Response Percent**	**Response Total**
1	Very important		47.47%	272
2	Quite important		35.25%	202
3	Neutral		13.26%	76
4	Not important		2.62%	15
5	Not at all important		1.40%	8
			answered	573
			skipped	19

1. **Lack of Clarity and Ambiguity**

Many respondents found the priorities unclear, questioning whether they are aspirational or reflective of the current situation. There is confusion about terms like "data-driven" and what constitutes "good decisions," with concerns that the language used is too vague or ambiguous, leading to varied interpretations.

2. **Need for Tangible Examples and Specificity**

People want concrete examples and specific, measurable targets. There is a demand for SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals to make the priorities more actionable and accountable. The mention of "data-driven"

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services, for instance, needs clarification on what data is used, how it is collected, and its relevance.

3. **Communication and Accessibility Concerns**

A recurring theme is the perceived lack of effective communication and accessibility. Many express frustrations over the council's visibility and approachability, especially with the closure of physical offices like Marmion House. There is a call for better communication strategies, including face-to-face interactions and more inclusive methods for those not digitally inclined.

4. **Inclusion of Listening and Customer-Centric Approaches**

Respondents noted the absence of explicit mentions of listening to residents and prioritising their needs. Suggestions include emphasising a "listening council" and ensuring that decisions are informed by community input rather than solely relying on data.

5. **Doubt and Distrust in Current Practices**

There is a strong sentiment of distrust, with many doubting that the council currently meets these priorities. Some feel that the council's statements are more aspirational than reflective of reality, particularly concerning transparency, accountability and responsiveness.

6. **Request for More Personal and Responsive Services**

There is a desire for more personalised and responsive services, with concerns that a purely data-driven approach may overlook individual circumstances. Many feel that the human element should not be neglected, advocating for a balance between data and common sense in decision-making.

7. **Understanding and Integration of Cooperative Council Innovation Network (CCIN)**

The concept of CCIN is not well understood, with multiple respondents asking for clarification on what it means and its implications for the community. There is a need for clearer communication about what being a part of CCIN entails.

8. **Feedback on Prioritisation and Practical Implementation**

Some respondents questioned whether these priorities are indeed the most pressing issues, with suggestions that certain priorities, such as improving the visibility and accessibility of the council, should take precedence. There is also a call for ensuring that these priorities translate into practical actions that residents can see and benefit from.

9. **Critique of the Council's Current Performance**

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Several responses reflect dissatisfaction with the council's current performance, particularly in areas like customer service, maintenance, and public safety. There is a sentiment that the council has been "invisible" or ineffective, especially since the COVID-19 pandemic, with calls for more proactive and visible community leadership.

10. **Data-Driven vs. People-Driven Approach**

Some respondents express concern that an overemphasis on being data-driven could lead to impersonal decisions. They suggest that while data is important, the council should also focus on being needs-driven and consider qualitative feedback from the community.

These themes show a need for the council to clarify its priorities, improve communication, and ensure that its actions align with the community's needs and expectations.

Priority B - Prosperity

Growth in the local economy, skills and jobs, investment in areas that support financial stability and balanced budgets, obtaining best value:

- We work with businesses to promote start up, growth and sustain employment.

- We work with partners to create jobs and broaden workforce skills.

- Our Medium -Term Financial Strategy and Housing Revenue Account Business Plan are balanced and deliver value for money.

- We spend and invest wisely to save money in the long term.

- We procure sustainably with social value in mind.

- We hold partners and contractors to account for their performance.

3. How important is this priority and the descriptions as an area for improvement in Tamworth?

	Answer Choices		Response Percent	Response Total
1	Very important		61.25%	343
2	Quite important		33.04%	185
3	Neutral		4.46%	25
4	Not important		0.54%	3
5	Not at all important		0.71%	4
			answered	560
			skipped	32

1. **Accountability and Transparency**

Contractor and Partner Accountability: Concerns about how the council holds contractors and partners accountable, with reports of poor performance and lack of visible standards.

Transparency in Decision-Making: Calls for more transparency in council decisions, particularly around spending, contractor selection, and how these choices help the local community.

2. **Economic and Business Development**

Support for Local Businesses: Feedback suggests that the council's support for new and existing businesses, especially startups, is unclear. There is a need for more focus on making Tamworth attractive for businesses and ensuring affordable rates and accessible locations.

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Impact on Local Economy: Questions about how the council plans to improve Tamworth's economy, particularly in the town centre, which is seen as declining. There is also concern about balancing growth between different areas of Tamworth.

3. **Practicality and Realism of Plans**

Feasibility of Goals: Scepticism about the realism of attracting high-skill, high-paying jobs to Tamworth, especially given competition from nearby cities like Birmingham.

Implementation Details: Calls for more concrete examples and data on how the council will achieve its goals, including specifics on how prosperity will be measured and delivered.

4. **Communication and Language**

Complex and Jargon-Laden Language: The use of jargon and complex language makes the priorities difficult to understand for residents. There is a need for clearer, more accessible communication.

Perceived Disconnect Between Words and Actions: Residents feel that the council's statements often consist of "good intentions" without clear evidence of action or impact.

5. **Community Involvement and Representation**

Engagement with Residents: Questions about how residents are being involved in decision-making processes, especially in terms of spending and economic development.

Relevance to Local Needs: Concerns that the priorities may not fully align with the actual needs and aspirations of Tamworth residents, such as better infrastructure, affordable housing, and social services.

6. **Infrastructure and Town Planning**

Town Centre Development: Significant concerns about the decline of Tamworth's town centre, with suggestions for more investment and better planning to attract businesses and tourists.

Housing and Infrastructure Balance: Issues around housing development without corresponding improvements in infrastructure like schools, roads and healthcare services.

7. **Education and Skills Development**

Support for Education and Vocational Training: Uncertainty about how the council plans to improve educational attainment and vocational opportunities for young people, particularly in linking education with local business needs.

8. **Sustainability and Procurement**

Sustainability Goals: Confusion about what "procure sustainably" and "social value" mean in practice, and how these will be measured and achieved.

Value for Money: Concerns that the council's focus on long-term savings might not always align with immediate value for money, with calls for clearer procurement routes and standards.

9. **Perception of Tamworth's Decline**

General Decline of the Town: A recurring theme of dissatisfaction with the perceived decline of Tamworth, including empty shops, poor infrastructure, and a lack of appealing amenities.

Need for Revitalisation: Strong sentiment that the council needs to take more proactive measures to revitalise the town, including attracting diverse businesses and improving public spaces.

These themes highlight areas where residents seek more clarity, engagement, and tangible results from the council's Prosperity Priorities

Priority C - Place shaping

All communities feel safe, cared for and can be proud of their area, including our vibrant town centre:

- We work with partners to create a more vibrant town centre, which is accessible to all, with an improved retail and residential offer.

- We work with partners to ensure footpaths and cycleways are clear and well maintained.

- Our future high street funding projects deliver regeneration and support enterprise.

- We offer new markets and improve events as part of a town centre plan.

- We work with partners to ensure crime is reduced and Tamworth is safer.

- We improve tourism and night-time offer, making best use of our historic and cultural assets.

5. How important is this priority and the descriptions as an area for improvement in Tamworth?

	Answer Choices		Response Percent	Response Total
1	Very important		71.86%	406
2	Quite important		23.72%	134
3	Neutral		3.01%	17
4	Not important		0.71%	4
5	Not at all important		0.71%	4
			answered	565
			skipped	27

1. Town Centre Revitalisation

There is a strong need to make Tamworth's town centre vibrant and welcoming by improving retail offerings, promoting tourism, and better using historical and cultural assets. The focus should be on creating a more inviting environment, enhancing markets, and addressing the decline in shops. There is also concern that much of the investment is directed away from the town centre, leading to its neglect with numerous vacant shops and a lack of vibrancy. There is a belief that the town centre is deteriorating, and efforts to revitalise it have been ineffective or misdirected.

Suggestions include lowering business rates, encouraging diverse and independent shops, and improving the market areas.

2. Safety and Crime

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Residents feel unsafe due to visible crime and anti-social behaviour, particularly in the town centre. They believe minor crimes are not being addressed, leading to more serious issues. There is a call for increased police presence and stronger partnerships between the council and law enforcement to improve safety. Residents report feeling unsafe, particularly due to recent incidents of violence. There is a strong call for a more visible and active police presence, including the reopening of a local police station, to address crime and antisocial behaviour.

3. Tourism and Heritage

Tamworth's potential as a tourist destination is noted, with suggestions to capitalise more on its historical assets, with suggestions to better promote its heritage and cultural events to attract tourists. There is a call to develop the town's historical connections and landmarks, such as the Saxon Mill and the legacy of Colin Grazier, to draw more visitors. However, some feel that tourism is underdeveloped, and better marketing, improved amenities, and events could attract more visitors.

4. Infrastructure and Public Spaces

The state of footpaths, cycleways, and roads is a significant concern. Many areas are overgrown, poorly maintained, and unsafe, particularly for vulnerable populations like people with disabilities. There is frustration over the lack of responsibility and action between the council and other authorities about these issues. Overgrown areas, inadequate street lighting, and neglected green spaces are common complaints. There is a desire for better infrastructure that enhances both functionality and aesthetics, making the town more welcoming. Better transport links, especially between Ventura Park and the town centre, are needed to boost foot traffic. Improving parking availability and ensuring pathways are accessible and clear are also priorities to enhance mobility for all residents.

5. Community Engagement and Accountability

There is a call for more transparency, measurable goals, and public involvement in decision-making. Residents want clear, actionable plans with accountability for progress. Some feel current efforts are too vague or aspirational without concrete outcomes.

6. Social and Cultural Issues

There is a desire for more inclusivity and multicultural engagement within the community. Suggestions include promoting diversity, addressing issues related to immigration, and fostering a more open and welcoming environment for all residents. Suggestions include more focus on improving social attitudes and fostering a sense of pride in Tamworth. Ideas for enhancing community cohesion, such as volunteer groups and more youth-oriented activities, were mentioned.

7. Sustainability and Environment

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A few comments highlight the need for more attention to sustainability, including the development of green spaces and climate-resilient infrastructure. Residents are looking for commitments to environmental stewardship alongside urban development. There are concerns about cleanliness and the general upkeep of public spaces. Residents note the need for more frequent road sweeping, better waste management, and regular maintenance of green spaces to prevent localised flooding and improve the overall appearance of the town.

8. Economic and Social Disparities

There is concern that efforts are concentrated in specific areas, like the castle grounds, while neglecting others. Residents want more fair development that helps all parts of Tamworth, including more amenities and services in less affluent areas.

9. Future Vision

Finally, there is a desire for a clearer, more ambitious vision for Tamworth that integrates all these themes—safety, economic vitality, tourism and community pride—into a cohesive plan that revitalises the town and makes it a desirable place to live and visit.

Priority D - Environment

We have a roadmap to achieving net-zero, environmentally friendly and sustainable assets and enhancing biodiversity in the borough:

- We educate and support reductions in litter, waste, and increased recycling.
- We use enforcement powers to tackle fly tipping and other environmental crimes.
- We reduce the use of carbon at the Council and in our operations.
- We work with partners to protect and improve our environment and achieve net zero for the borough.
- We help to create a sustainable future where nature can thrive to keep us healthy and safe.
- We ensure Tamworth offers world-class environmentally friendly housing.

7. How important is this priority and the descriptions as an area for improvement in Tamworth?

	Answer Choices		Response Percent	Response Total
1	Very important		46.86%	269
2	Quite important		36.93%	212
3	Neutral		10.80%	62
4	Not important		3.66%	21
5	Not at all important		1.74%	10
			answered	574
			skipped	18

The feedback on environmental issues in Tamworth reflects a broad range of concerns, highlighting the need for more concrete action, better communication, and stronger enforcement by the council. Here are the key themes:

1. **Action vs. Words**

There is significant scepticism about the council's commitment to environmental goals, with many residents feeling that actions do not match the promises made. They emphasise the need for clear, measurable targets, such as setting specific dates for achieving net-zero emissions.

2. **Waste Management and Recycling**

Many residents' express frustration with current waste management practices, particularly the use of blue recycling bags, which are seen as inadequate. There is also concern about fly-tipping, insufficient litter collection, and the need for better enforcement against those who litter.

3. **Housing and Infrastructure**

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While there is support for environmentally friendly housing, residents question whether new developments are truly sustainable. They urge the council to focus on improving existing housing stock rather than building more homes, which they believe the town's infrastructure cannot support.

4. Local Cleanliness and Maintenance

Cleanliness of public spaces, particularly the issue of litter and graffiti, is a major concern. Residents call for more frequent maintenance, including street sweeping and litter picking, and question why so much of this work falls to unpaid volunteers.

5. Net-Zero and Environmental Goals

There is a divide in opinion on the pursuit of net-zero emissions. Some see it as an essential goal, while others view it as unrealistic or even a "scam." Many request more transparency on how these goals will be achieved and what the costs will be.

6. Public Involvement and Education

Several comments suggest a need for greater community involvement in environmental initiatives and better education on sustainability, particularly in schools. Some also propose incentivising or formally recognising volunteer efforts to maintain public spaces.

7. Infrastructure for Electric Vehicles and Green Energy

The need for infrastructure to support electric vehicles and renewable energy in new developments is highlighted, with some residents noting that current and future housing projects should incorporate these elements.

8. Environmental Impact of Development

Concerns are raised about the impact of ongoing and future housing developments on green spaces and the local environment, with calls to preserve natural habitats and better manage the environmental footprint of new construction.

Residents clearly want more accountability, transparency and proactive measures from the council to address these environmental issues.

Priority E - Community Wellbeing

Residents live long, healthy, prosperous lives in communities that are resilient and independent:

- We provide accessible services that support the most vulnerable in our society.
- We work with partners to keep children, young people, and marginalised groups healthy and safe with every opportunity to thrive in their community.
- We ensure more people have the skills to access our services digitally and in our housing stock.
- We have a real commitment to providing more affordable housing and reduce homelessness.
- We will increase the number of Disabled Facility Grant (DFG) cases delivered in a shorter amount of time.
- We work with partners to build foundations for long and healthy lives.

9. How important is this priority and the descriptions as an area for improvement in Tamworth?

	Answer Choices		Response Percent	Response Total
1	Very important		54.59%	303
2	Quite important		33.51%	186
3	Neutral		9.19%	51
4	Not important		1.44%	8
5	Not at all important		1.26%	7
			answered	555
			skipped	37

1. Access to Digital Services

There is a need to clarify whether residents require skills to access services or if services will be provided within housing stock. More efforts are needed to ensure that all residents, especially those without digital literacy, can access services.

2. Environmental Health

The role of Environmental Health in ensuring food safety, regulating businesses, and investigating outbreaks should be emphasised as a critical part of public health and community wellbeing.

3. Housing and Adaptations

Concerns were raised about the allocation of housing, with issues such as inappropriate housing stock leading to unnecessary adaptations. There is a call for better planning and retention of adaptations in void properties, alongside considerations for those who cannot afford essential fittings like carpets.

4. Service Accessibility

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The importance of providing accessible, council-led services is highlighted, particularly with a rise in scamming and the frustration with digital-only or phone-based services. There is a need for in-person options and better information dissemination.

5. Youth and Leisure

There is a demand for more affordable sports and leisure activities for younger residents, and improved information on available resources. Concerns about safety in the town and the need for community spaces like youth centres were often mentioned.

6. Healthcare Services

A sizeable part of the feedback focused on the lack of accessible healthcare services, such as GP appointments, NHS dentistry, and local hospital services. The reopening of the George Bryan Centre and improvements at the Robert Peel Hospital were also called for.

7. Homelessness and Housing Affordability

There is a strong sentiment that housing should be prioritised for residents, with calls for more social housing, affordable homes, and better support for the homeless. Issues related to housing affordability and the need for more single-person accommodations were also raised.

8. Support for Vulnerable Populations

The council was urged to focus on supporting vulnerable groups, including those with disabilities, the elderly, and families struggling with the cost of living. There is also a call for more mental health support and services to combat loneliness.

9. Community Safety and Wellbeing

Concerns about community safety were prevalent, with residents expressing a desire for more visible policing and safer public spaces. The importance of tackling antisocial behaviour and ensuring the wellbeing of all community members was emphasised.

10. Local Infrastructure and Development

Feedback included concerns about the sustainability of housing developments, the impact on local infrastructure, and the need for community-oriented planning that considers the needs of all residents, including those in rural areas.

11. Communication and Engagement

There is a need for better communication between the council and residents, especially in understanding and accessing available services. The council is

encouraged to engage more directly with the community, particularly in decision-making processes.

Several comments reflected broader concerns about local governance, including dissatisfaction with the handling of new developments, the need for a more personal approach in council services, and frustrations with the perceived lack of action on certain issues.

In summary, the feedback reflects a desire for more inclusive, accessible and responsive services, with a strong focus on housing, healthcare, and community safety. There is a clear call for the council to better address the needs of vulnerable populations, improve local infrastructure and engage more effectively with residents.

Ranking and Priority

The summary ranking of the responses provides a clear direction to focus on place shaping and prosperity, with less emphasis placed on the Council and environment.

11. For each of the five priorities, please rank how important they are to deliver in the next five years, with your top choice being first.		
Item	Total Score [1]	Overall Rank
Place shaping - All communities feel safe, cared for and can be proud of their area, including our vibrant town centre.	2155	1
Prosperity - Growth in the local economy, skills and jobs, investment in areas that support financial stability and balanced budgets, obtaining best value.	2146	2
Community Wellbeing - Residents live long, healthy, prosperous lives in communities that are resilient and independent.	1703	3
Council - Creating a caring, co-operative, innovative and data driven council that is structured to deliver effective services.	1530	4
Environment - We have a roadmap to achieving net-zero, environmentally friendly and sustainable assets and enhancing biodiversity in the borough.	1240	5
[1] Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.	answered	585
	skipped	7

In terms of immediate priorities for 2025/26 Action plan, once again prosperity and place shaping scoring highest, with prosperity coming top in this question.

12. If you had to choose one to be the top focus in the next 12 months, which would it be?			Response Percent	Response Total
Answer Choices				
1	Council - Creating a caring, co-operative, innovative and data driven council that is structured to deliver effective services.		5.64%	29
2	Prosperity - Growth in the local economy, skills and jobs, investment in areas that support financial stability and balanced budgets, obtaining best value.		38.52%	198
3	Place shaping - All communities feel safe, cared for and can be proud of their area, including our vibrant town centre.		36.38%	187
4	Environment - We have a roadmap to achieving net-zero, environmentally friendly and sustainable assets and enhancing biodiversity in the borough.		4.67%	24
5	Community Wellbeing - Residents live long, healthy, prosperous lives in communities that are resilient and independent.		14.79%	76
			answered	514
			skipped	78

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Missing priorities and themes

Consultees were asked to advise of up to three priorities they felt were missing from the current draft plan.

The responses have been grouped into broader categories based on common themes and then the percentage split for each category has been calculated.
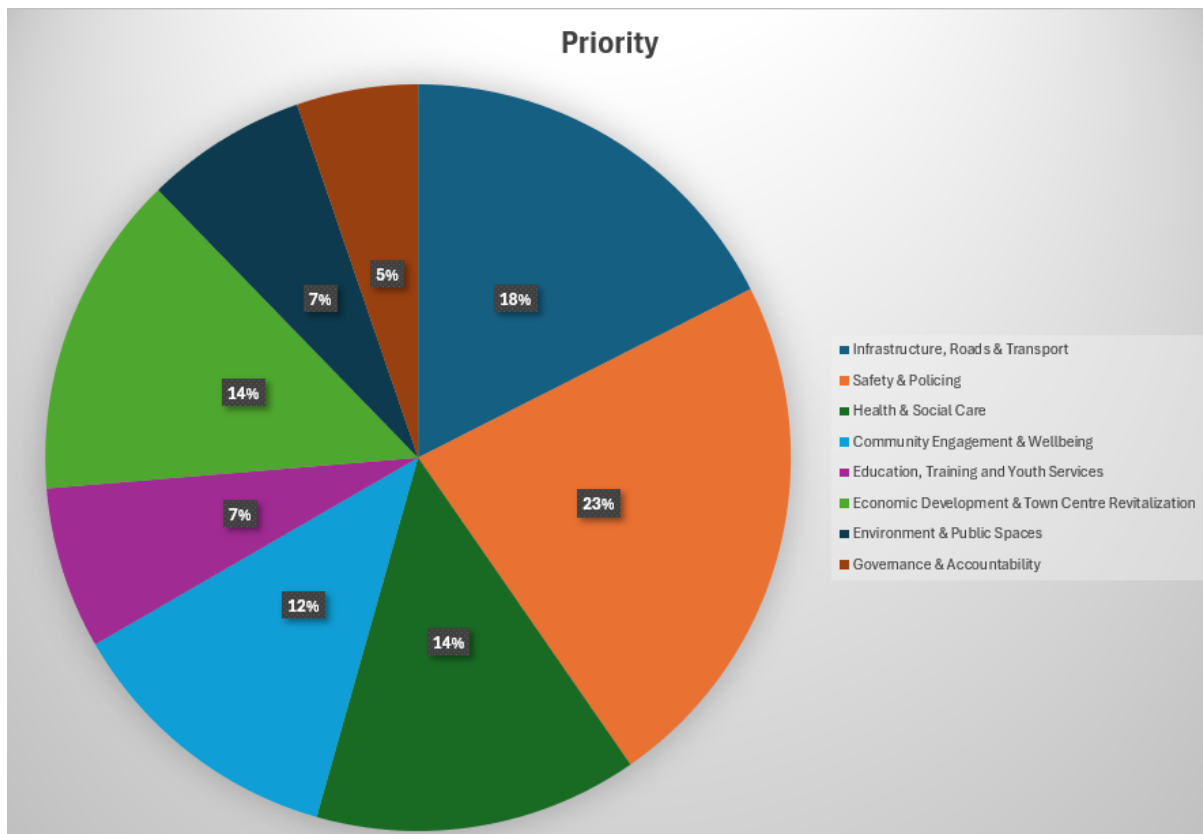
1. Safety & Policing

- Increase in police presence.

- Crime reduction (anti-social behaviour, drug use)

- Road safety improvements

- Safety of residents

- Addressing anti-social behaviour

2. Infrastructure & Transport (Roads, Traffic)

- Fixing potholes and roads

- Improving road network and traffic management

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- Affordable housing and sustainable housing development

- Public transport improvements

- Infrastructure to cope with new developments

- Parking solutions, footpath resurfacing

3. Health & Social Care

- Access to health services, including hospitals and GPs.

- Social care improvements, especially for vulnerable groups

- Mental health services

- Fitness activities for elderly/disabled.

4. Economic Development & Town Centre Revitalisation

- Revitalising the town centre, filling vacant shops

- Supporting local businesses and economic growth

- Promoting tourism and heritage

5. Community Engagement & Wellbeing

- Communication and engagement with residents

- More local participation in decision-making

- Supporting community initiatives and volunteer efforts

- Addressing community wellbeing and inclusion

- Organising more community events, promoting arts and culture

- Social Equity & Inclusion

6. Education, Training and Youth Services

- Education for all age groups

- Better SEND provision in schools

- Promoting employment for 16-18-year-olds

- Youth offender rehabilitation

- Youth services and community centres

7. Environment & Public Spaces

- Maintaining green spaces and heritage sites

- Addressing environmental issues

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- o   Parks, play areas, and tidying up public spaces.

8. Governance & Accountability

- o   Ensuring accountability in council services

- o   Lobbying for more resources from County Council

- o   Transparency in council operations

9. Housing & Development (5%)

- o   Housing for local residents

- o   Managing new developments

- o   Planning restrictions on building sites

- o   Ensuring infrastructure supports new housing.

- o   Housing affordability

- o   Social housing

This breakdown helps understand the community's priorities, highlighting a strong focus on public safety, infrastructure, and health, while also emphasising the importance of community engagement, economic development and accountability.

All of these 'missing' priorities do feature in the plan through our work with partners and consideration should be given to how we articulate this in future versions of the plan.

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Single change that will make Tamworth Better

All changes suggested have been grouped and categorised. Again, an estimated percentage has been applied to the categories.
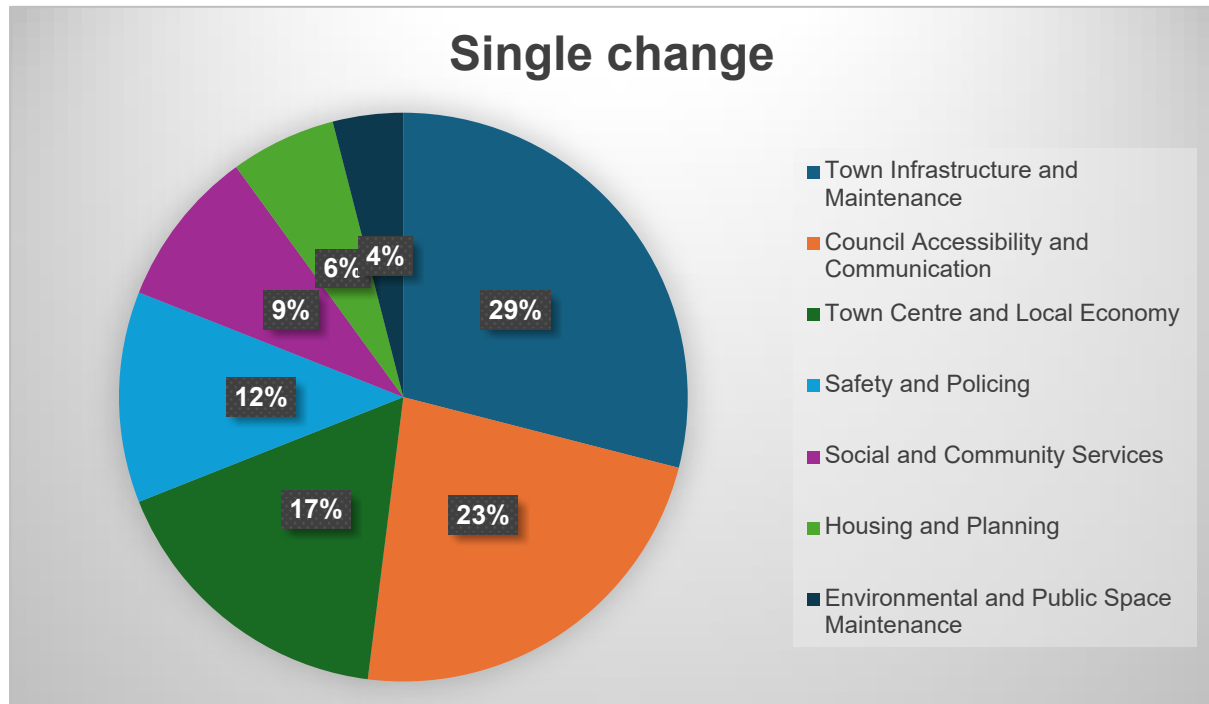
1. Town Infrastructure and Maintenance (29%)

- **Focus:** Improving roads, potholes, cleanliness, public spaces, and overall town appearance.

- **Comments Include:**

    o Fixing potholes and improving road conditions.

    o Concerns about street cleanliness, overgrown bushes, weeds, and general maintenance.

    o Enhancing the town's appearance by removing graffiti and improving public spaces.

    o "Clean the town up... And not just the town centre."

    o "Improve infrastructure along with the increase of Tamworth's population."

2. Council Accessibility and Communication (23%)

- **Focus:** Reopening council offices, improving face-to-face services, transparency, communication, public engagement and accountability.

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- **Comments Include:**

    o Requests for more accessible council services and reopening council offices.

    o Calls for better communication and transparency from the council.

    o Suggestions for increased public engagement and being more present in the community.

    o "Make all departments far more accessible to the Tamworth public."

    o "Keep in touch with residents with a community newsletter via email."

    o Calls for better financial management and accountability to residents.

    o "Tell the people where the money is spent."

    o "Insist on performance targets for council staff."

    o

3. Town Centre and Local Economy (17%)

- **Focus:** Revitalising the town centre, supporting local businesses, and promoting tourism.

- **Comments Include:**

    o Investment in the town centre to attract businesses and tourists.

    o Support for small businesses, reducing rents, and boosting the local economy.

    o Promoting Tamworth's history and tourism potential.

    o "Force Ankerside shopping centre to reduce rents."

    o "The town centre should be promoted as a tourist destination."

4. Safety and Policing (12%)

- **Focus:** Increasing police presence, improving safety, and addressing anti-social behaviour.

- **Comments Include:**

    o Requests for more visible police in public spaces.

    o Comments on making the town safer by addressing crime and anti-social behaviour.

    o "Tackle anti-social behaviour."

    o "Safety for residents."

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o   "Stop the e-bikes in the castle grounds."

5. Social and Community Services (9%)

- **Focus:** Improving healthcare, social support, and community projects.

- **Comments Include:**

    o   Requests to improve local healthcare services.

    o   Suggestions for more community projects, social hubs, and youth centres.

    o   "Invest in more high-quality family support."

    o   "Provide more groups for new Mums, Youth Clubs, and improved sport facilities."

6. Housing and Planning (6%)

- **Focus:** Addressing housing needs, managing public housing, and urban planning.

- **Comments Include:**

    o   Requests for better housing inspections and management.

    o   Concerns about overdevelopment and focusing on infrastructure before building new houses.

    o   "More adapted housing stock to cater to the aging population."

    o   "Social housing."

7. Environmental and Public Space Maintenance (4%)

- **Focus:** Cleanliness, grass cutting, weed control, and environmental initiatives.

- **Comments Include:**

    o   Addressing maintenance of public areas and promoting green policies.

    o   "Grass mowed and cuttings not left all over pavements."

    o   "Plant wildflowers and encourage more environmentally friendly policies."

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Personal Commitments to Making Tamworth Better

All respondents were asked to consider what three things they would commit to doing to play their part in 'Making Tamworth Better'?
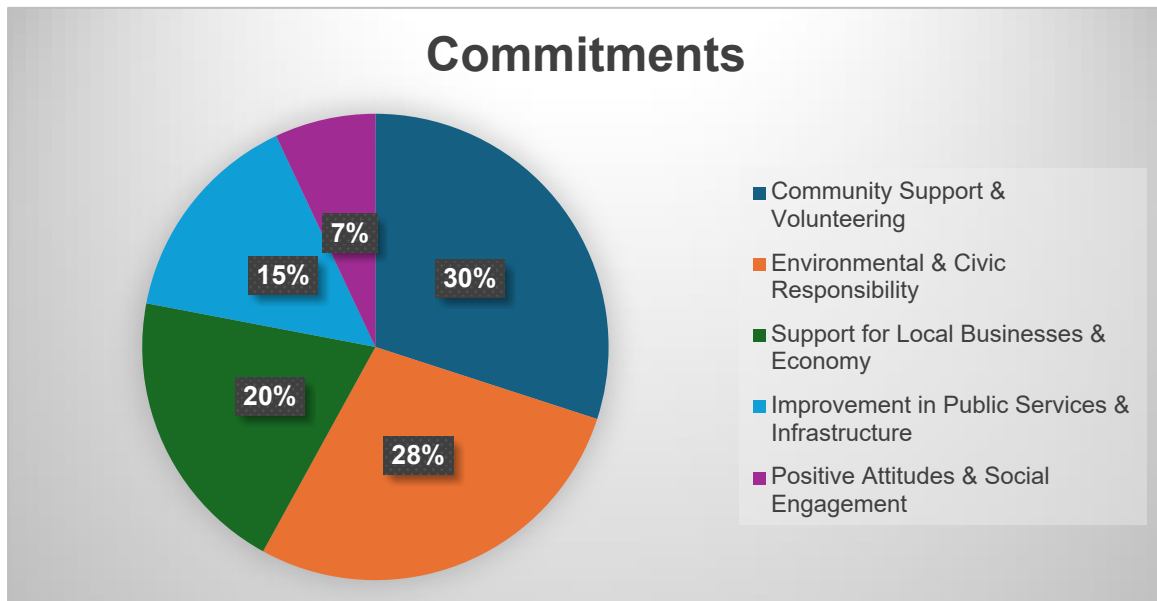
Commitments made by participants in the survey fell into 5 category areas:

1. Community Support & Volunteering (30%)

- Volunteer to help the community.

- Support local clubs, events, or festivals.

- Attend local meetings and engage in discussions.

- Help local neighbourhoods.

- Welcome new members to the community.

- Look after neighbours.

- Support those affected by illness, such as cancer.

- Participate in community activities and initiatives.

- Engage in local meetings to air issues & concerns.

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- Promote Tamworth's history and events.

- Engage in local activities and civic initiatives.

- Engage in community watch or neighbourhood groups.

- Use your vote and encourage others to do so.

2. Environmental & Civic Responsibility (28%)

- Recycle more, reduce waste, and pick up litter.

- Use public transport or drive less.

- Promote environmental projects like gardening and litter picking.

- Report issues (crime, vandalism, environmental hazards) promptly.

- Participate in local environmental cleanups.

- Care for green spaces and gardens.

- Push for a safer, cleaner town.

- Take pride in and respect the environment.

- Report any anti-social behaviour or environmental hazards.

- Maintain streets, paths, and green spaces.

3. Support for Local Businesses & Economy (20%)

- Shop locally, support small businesses, and use local facilities.

- Encourage friends and family to visit the town.

- Support local businesses and market days.

- Change buying habits to support the town centre.

- Encourage job prospects within the borough.

- Use local businesses and promote them to others.

- Participate in efforts to revitalise the town centre.

4. Improvement in Public Services & Infrastructure (15%)

- Keep streets clean and well-maintained.

- Advocate for better public services and infrastructure.

- Campaign for better services.

- Hold authorities to account.

5. Positive Attitudes & Social Engagement (7%)

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- Be kind, respectful, and treat others well.

- Promote positive discussions about Tamworth.

- Support crime prevention and be a good neighbour.

- Spread good news stories and stop disinformation.

- Participate in efforts to improve the community's morale.

- Be involved in promoting local events and activities.

Respondent Demographics

592 completed survey responses were received, with a further 1200 viewing the survey and aborted and attempts, which will be subject to further analysis. Over 500 hard copy surveys were also distributed with around 100 returned and included in the survey results input on to the system.

Gender

	Answer Choices		Response Percent	Response Total
1	Male		39.44%	224
2	Female		55.46%	315
3	Prefer not to say		4.23%	24
4	Prefer to self describe (please tell us)		0.88%	5
			answered	568
			skipped	24

Age

	Answer Choices		Response Percent	Response Total
1	18-24		1.24%	7
2	25-34		9.01%	51
3	35-44		17.31%	98
4	45-54		19.96%	113
5	55-64		23.85%	135
6	65-74		18.37%	104
7	75+		5.48%	31
8	Prefer not to say		4.77%	27
			answered	566
			skipped	26

The population of Tamworth is estimated to be around 81,000 currently with more children aged under 16 compared to England and less people aged 85 and over, many of whom are income deprived. The overall population for Tamworth is projected to increase by 2% to 2026 with significant growth in people aged 65 and over and aged 85 and over. The rate of increase in the number of older people aged 85 and over in Tamworth is faster than the England average.

The population is 51% women and 49% men. The average age of residents is 39; the median age is also 39.

26

Ethnicity

	Answer Choices		Response Percent	Response Total
1	I do not wish to disclose my ethnic origin		8.67%	49
White				
2	British		81.24%	459
3	Irish		0.88%	5
4	Other		3.36%	19
Asian or Asian British				
5	Indian		0.53%	3
6	Pakistani		0.00%	0
7	Bangladeshi		0.00%	0
8	Any other Asian background		0.18%	1
Mixed				
9	White and Black Caribbean		0.35%	2
10	White and Black African		0.00%	0
11	White and Asian		0.35%	2
12	Any other mixed background		0.35%	2
Black or Black British				
13	Caribbean		0.53%	3
14	African		0.00%	0
15	Any other black background		0.00%	0
Other Ethnic group				
16	Chinese		0.18%	1
17	Any other Ethnic group		0.18%	1
18	Other (please specify):		3.19%	18

Census data shows that 5% of the population are from minority ethnic groups.

Most residents speak English as their first language (98.3%)

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