Residents' survey 2021

West Berkshire Council

Final report
February 2022

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Project details and acknowledgements

Title	Residents' survey 2021
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This project has been delivered to ISO 9001:2015, 20252:2019 and 27001:2013 standards.

RESIDENTS' SURVEY 2021
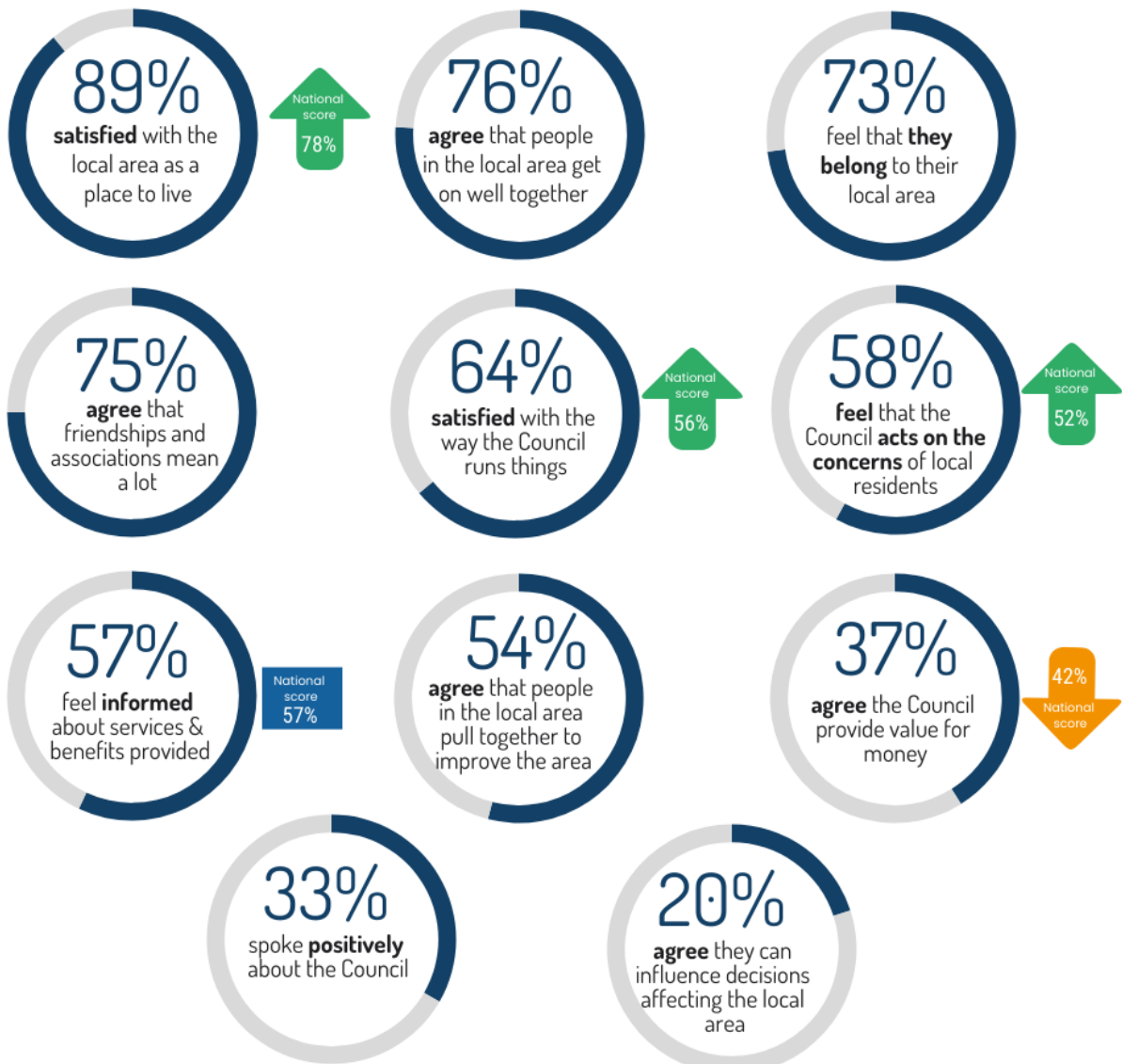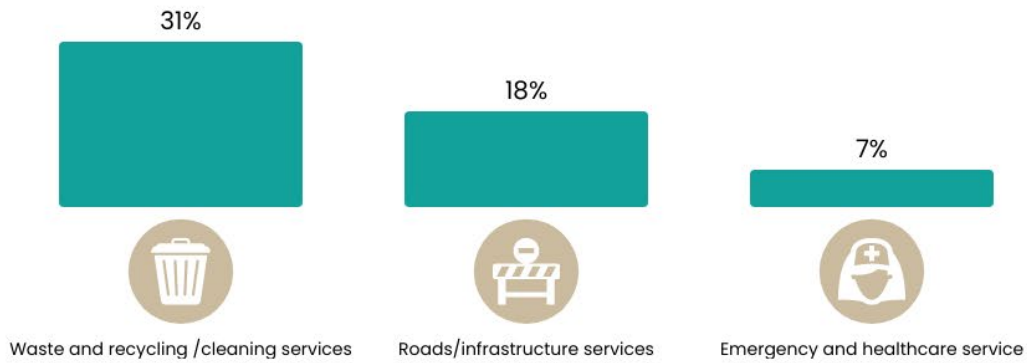
West Berkshire Council planned to enhance the way they engage with their residents and adopted a Communication and Engagement Strategy aiming to get people more involved in the decision-making process. A key component of the strategy is the delivery of a representative residents' survey. The aim of the survey was to get residents' views on quality of life factors and service satisfaction.

M·E·L Research were commissioned to carry out a residents' survey. During November and December 2019, 1,248 surveys were completed either via an online survey or postal survey. Results were weighted by age group, gender and Acorn[1]. This ensured that it more accurately matched the known profile of the West Berkshire.

OVERALL ATTITUDES TOWARDS THE LOCAL AREA

89% satisfied with the local area as a place to live — National score **78%**

76% agree that people in the local area get on well together

73% feel that they belong to their local area

75% agree that friendships and associations mean a lot

64% satisfied with the way the Council runs things — National score **56%**

58% feel that the Council acts on the concerns of local residents — National score **52%**

57% feel informed about services & benefits provided — National score **57%**

54% agree that people in the local area pull together to improve the area

37% agree the Council provide value for money — National score **42%**

33% spoke positively about the Council

20% agree they can influence decisions affecting the local area

MOST IMPORTANT SERVICES

31%
Waste and recycling /cleaning services

18%
Roads/infrastructure services

7%
Emergency and healthcare service

WHAT NEEDS TO BE IMPROVED?

- Recycling/waste management/more materials collected
- Better planning process
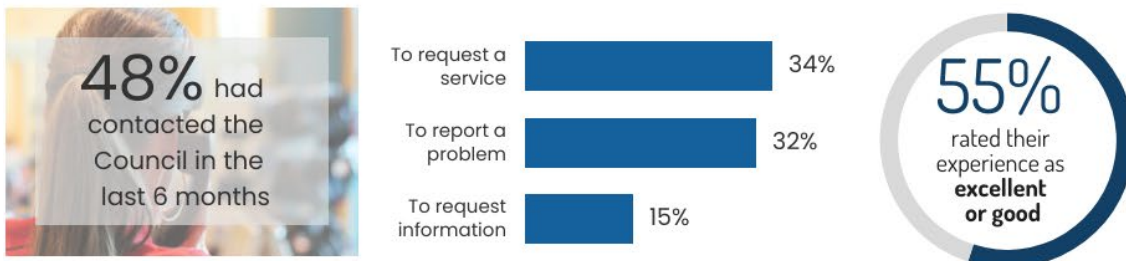- Support for communities and wellbeing

"More recycling kerbside such as cartons etc."
"State of some roads are terrible."
"Too many houses being built without adequate regard for existing infrastructure and local services."
"Mental health support very poor."

CONTACT WITH THE COUNCIL

48% had contacted the Council in the last 6 months

To request a service — 34%
To report a problem — 32%
To request information — 15%

55% rated their experience as **excellent or good**

VOLUNTEERING

30% had volunteered to help in their local community

To do good for community — 77%
To feel a connection with the local community — 32%
had extra time to commit to volunteering — 26%

COMMUNICATION

Preferred contact with the Council:

Email — 75%
Mail — 29%
Telephone — 24%

Signed up to West Berkshires e- bulletins

20%
38%
42%

● Signed up   ● No and not interested   ● No, but not aware

Background

Research context

West Berkshire Council planned to enhance the way they engage with their residents and adopted the Communication and Engagement Strategy aiming to get people more involved in the decision-making process. The delivery of a representative residents' survey is one of the key objectives aiming to understand resident's views on the local area and Council services. The Council commissioned M·E·L Research to carry out a residents' survey to gather a baseline, with the objective of tracking indicators over time and to provide national comparisons wherever possible. The aim of the research was to get residents' views on quality of life factors and service satisfaction. The research covered a set of broad topics to gain an understanding of:

- Satisfaction with the local area and the Council
- Service Improvement and Prioritisation
- Communication and Engagement
- Sense of belonging, safety and community
- Personal wellbeing

Methodology

Using our CACI Insite and Acorn Customer Segmentation software[1], which includes Royal Mail's Postcode Address File (PAF), we randomly selected 5,000 households across the borough stratified by ward.
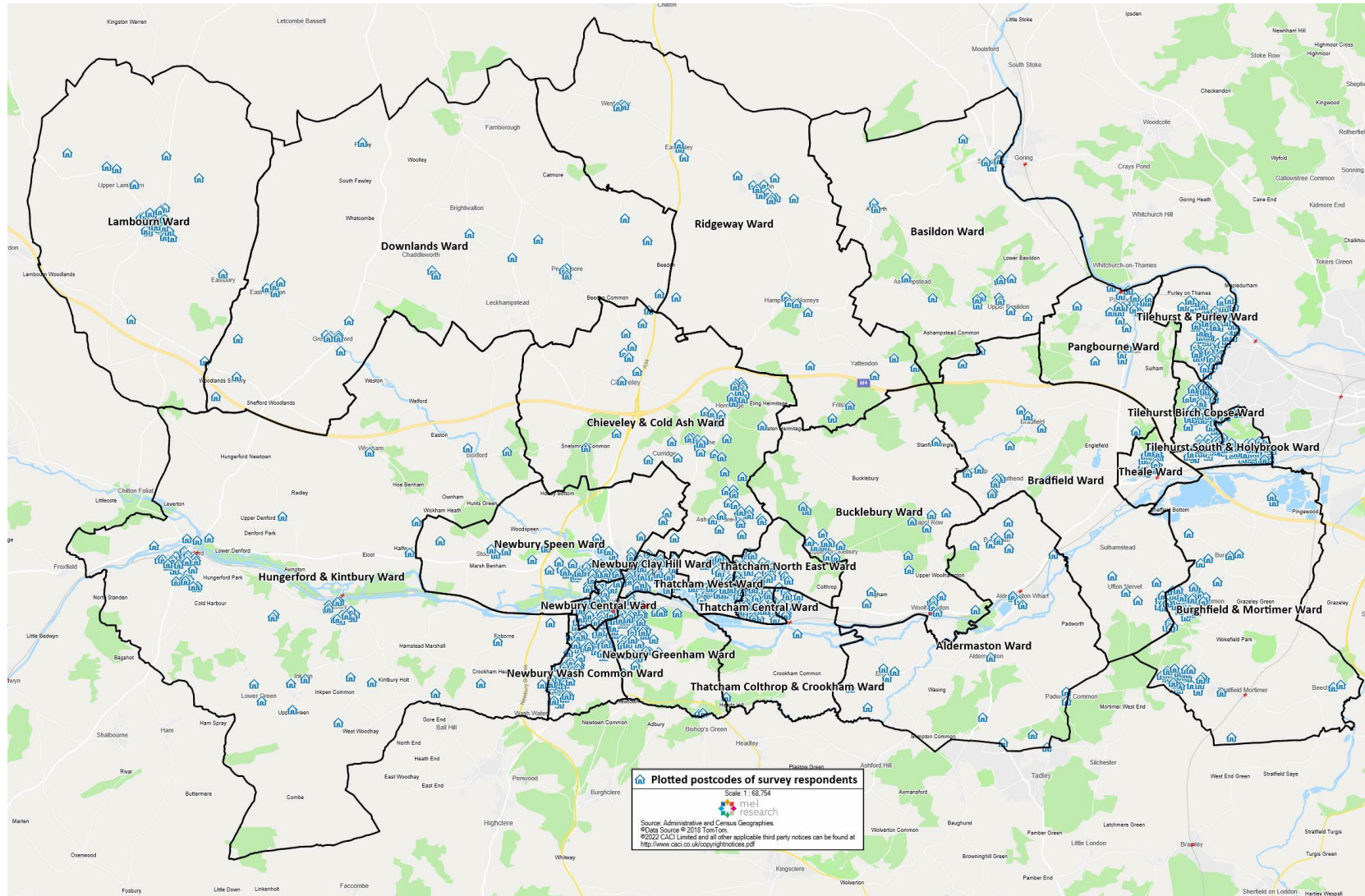
Each selected household was sent a covering letter inviting the member of the household, aged 16 and over, with the next birthday to participate in the survey. It included instructions on how to access the online questionnaire and the need to enter a unique reference number (M·E·L ID) – provided on the covering letter. The letter highlighted the value of responding to the survey, that participation was voluntary and that responses would be confidential. It also provided an email address and freephone telephone number to contact for further information or to inform the project team that they would prefer to complete the survey in an alternative format (e.g. by telephone).

A reminder mailing was scheduled for two weeks after the initial mailing to those who had not responded to the initial questionnaire (unless they had indicated that they wished to be excluded). Below presents a summary of the approach:

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[1] ACORN is a leading geo-demographic segmentation tool which classifies every postcode in the country into 6 Categories, 18 Groups and 62 types.

Target population	Residents of West Berkshire borough aged 16 or older
Survey length	Average of 15 minutes
Survey period	10th November – 5th December 2021
Sampling method	Random selection, stratified by ward
Data collection method	Self-completion: Postal or online survey
Total sample	1,248 (postal n=944 & online n=304)

Map 1: Plotted postcodes of survey sample

Plotted postcodes of survey respondents

Scale 1 : 68,754

m·e·l research

Source: Administrative and Census Geographies.
®Data Source © 2018 TomTom.
©2022 CACI Limited and all other applicable third party notices can be found at
http://www.caci.co.uk/copyrightnotices.pdf

Statistical reliability

The survey findings are based on results of a survey of a <u>sample</u> of West Berkshire residents and results are therefore subject to sampling tolerances. With 1,248 residents having completed the survey, this returns a confidence interval of ±2.8% for a 50% statistic at the 95% confidence level. This simply means that if 50% of residents indicated they agreed with a certain aspect, the true figure (had the whole population been surveyed) could in reality lie within the range of 47.2% to 52.8% and that these results would be seen 95 times out of 100 surveys. Table 1 below shows the confidence intervals for differing response results (sample tolerance).

Table 1: Surveys completed overall

Size of sample	Approximate sampling tolerances*		
	50%	**30% or 70%**	**10% or 90%**
1,248 surveys	±2.8	±2.5	±1.7

Based on a 95% confidence level

The sample (n=1,248) was proportioned representatively across the 24 wards in the borough (please see (Table 2 below) although caution should be taken when interpreting the results due the small sizes.

Table 2: Surveys completed by ward

	No. of surveys completed	% of surveys completed	% of Council population	Difference rounded
Aldermaston	30	2%	2%	0%
Basildon	23	2%	2%	0%
Bradfield	29	2%	3%	0%
Bucklebury	35	3%	2%	↑ 1%
Burghfield & Mortimer	85	7%	7%	0%
Chievely & Cold Ash	80	6%	5%	↑ 1%
Downlands	30	2%	2%	0%
Hungerford & Kintbury	85	7%	7%	↓ -1%
Lambourn	43	3%	3%	↑ 1%
Newbury Central	56	4%	5%	↓ -1%
Newbury Clay Hill	54	4%	5%	0%
Newbury Greenham	78	6%	8%	↓ -1%
Newbury Speen	62	5%	5%	0%
Newbury Wash Common	83	7%	5%	↑ 1%
Pangbourne	30	2%	2%	0%
Ridgeway	28	2%	3%	0%

Thatcham Central	50	4%	5%	↓	-1%
Thatcham Colthrop & Crookham	24	2%	2%		0%
Thatcham North East	42	3%	5%	↓	-2%
Thatcham West	52	4%	5%		0%
Theale	22	2%	2%		0%
Tilehurst & Purley	94	7%	7%	↑	1%
Tilehurst Birch Copse	65	5%	5%		0%
Tilehurst South & Holybrook	58	5%	4%		0%
Total	**1,238**				

*10 of the returned surveys omitted ward information.

Analysis and reporting

Weighting

As part of the analysis process the combined data was weighted by age group, gender and Acorn. Any significant differences between these groups has also been noted in the report. This ensures that it more accurately matches the known profile of the West Berkshire. The procedure involves adjusting the profile of the sample data to bring it into line with the population profile of West Berkshire district. For example, in the survey the final sample comprised of 45% men and 55% women. Census 2011 data tells us that the proportion should be 49% men and 51% women. To bring the sample in line with the population profile we applied weights to the gender profile. The same process was repeated for the remaining subgroup profiles.

About Acorn: Acorn is a classification system that segments the UK population by analysing demographic data, social factors, population and consumer behaviour. At the highest level, Acorn is broken down into five categories, outlined below:

- 1. Affluent Achievers: *These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.*

- 2. Rising Prosperity: *These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.*

- 3. Comfortable Communities: *This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.*

- 4. Financially Stretched: *This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.*

- 5. Urban Adversity: This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Benchmarking

Several questions have been included from the Local Government Association's (LGA) 'Are you being Served?' survey for benchmarking purposes. Recently the LGA Council resident satisfaction benchmarking has been discontinued due to lack of use[2]. We have therefore had to rely on the LGAs national telephone polling result, which is a triannual telephone survey of 1,000 British adults across Great Britain. It should be noted that where comparisons are made to national polling LGA survey, these should be seen as indicative due to the difference in data collection methodology. The latest polling survey were carried out in October 2021 and there has been a dip in satisfaction nationally compared to other polling periods.

Statistical tests

Differences in views of sub-groups of the population were compared using a statistical test (z test[3]) and statistically significant results (at the 95% level) are indicated in the text. Statistical significance means that a result is unlikely due to chance (i.e. It is a real difference in the population) and that if you were to replicate the study, you would be 95% certain the same results would be achieved again. As the sample for this research was representative by gender, age group, and acorn, analysis for other sub-groups will be indicative only.

Presentation of data

Owing to the rounding of numbers, percentages displayed visually on graphs and charts within this report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used. Where figures do not appear in a graph or chart, these are 3% or less. The 'base' or 'n=' figure referred to in each chart and table is the total number of residents responding to the question with a valid response.

Icon key:

 Gender

 Acorn

 Age group
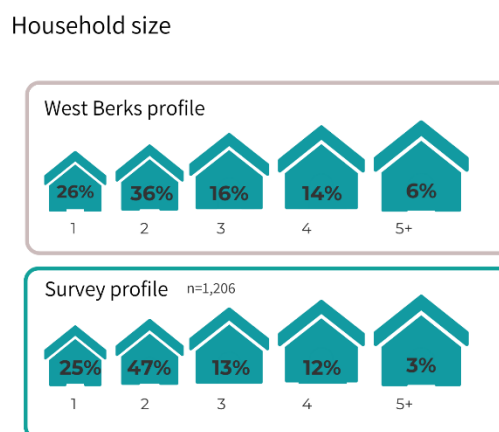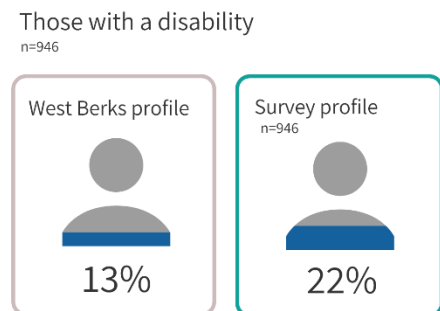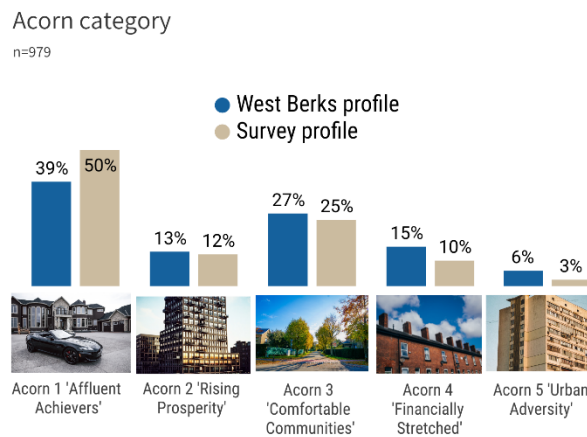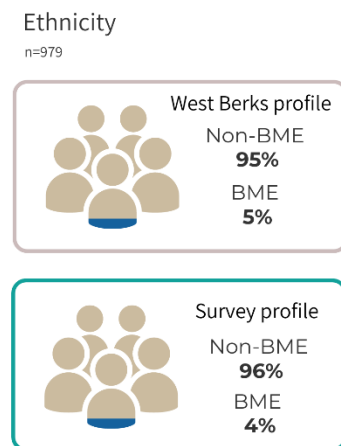
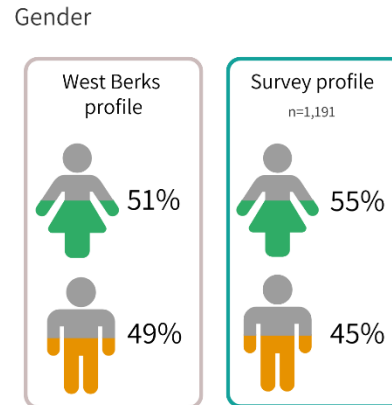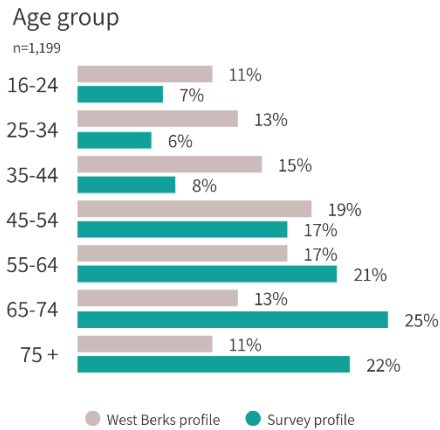 BAME/None BAME

 Those with children

 Disability

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[2] https://www.local.gov.uk/are-you-being-served-benchmarking-residents-perceptions-local-government
[3] A statistical **test** to determine whether two population means are different when the variances are known and the sample size is large.

Findings

Who provided feedback

The unweighted survey profile of residents who completed the survey against the known profile population of West Berkshire.

Age group
n=1,199

Age	West Berks profile	Survey profile
16-24	11%	7%
25-34	13%	6%
35-44	15%	8%
45-54	19%	17%
55-64	17%	21%
65-74	13%	25%
75 +	11%	22%

● West Berks profile ● Survey profile

Gender

West Berks profile
51%
49%

Survey profile
n=1,191
55%
45%

Ethnicity
n=979

West Berks profile
Non-BME **95%**
BME **5%**

Survey profile
Non-BME **96%**
BME **4%**

Acorn category
n=979

● West Berks profile
● Survey profile

	West Berks	Survey
Acorn 1 'Affluent Achievers'	39%	50%
Acorn 2 'Rising Prosperity'	13%	12%
Acorn 3 'Comfortable Communities'	27%	25%
Acorn 4 'Financially Stretched'	15%	10%
Acorn 5 'Urban Adversity'	6%	3%

Those with a disability
n=946

West Berks profile
13%

Survey profile
n=946
22%

Household size

West Berks profile

1	2	3	4	5+
26%	36%	16%	14%	6%

Survey profile n=1,206

1	2	3	4	5+
25%	47%	13%	12%	3%

# Section 1: Overall attitudes towards the local area

Satisfaction with the local area as a place to live

First, residents were asked to think about how satisfied or dissatisfied they were with their local area as a place to live.

- **89%** of residents were 'very' (32%) or 'fairly' (57%) satisfied with their local area as a place to live. Just 5% of residents were 'very' (1%) or 'fairly' (4%) dissatisfied with their local area as a place to live and 6% of residents had no feelings either way.

- West Berkshire scores 11% points above the national average score (78%).

Figure 1: Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Unweighted base – 1,237
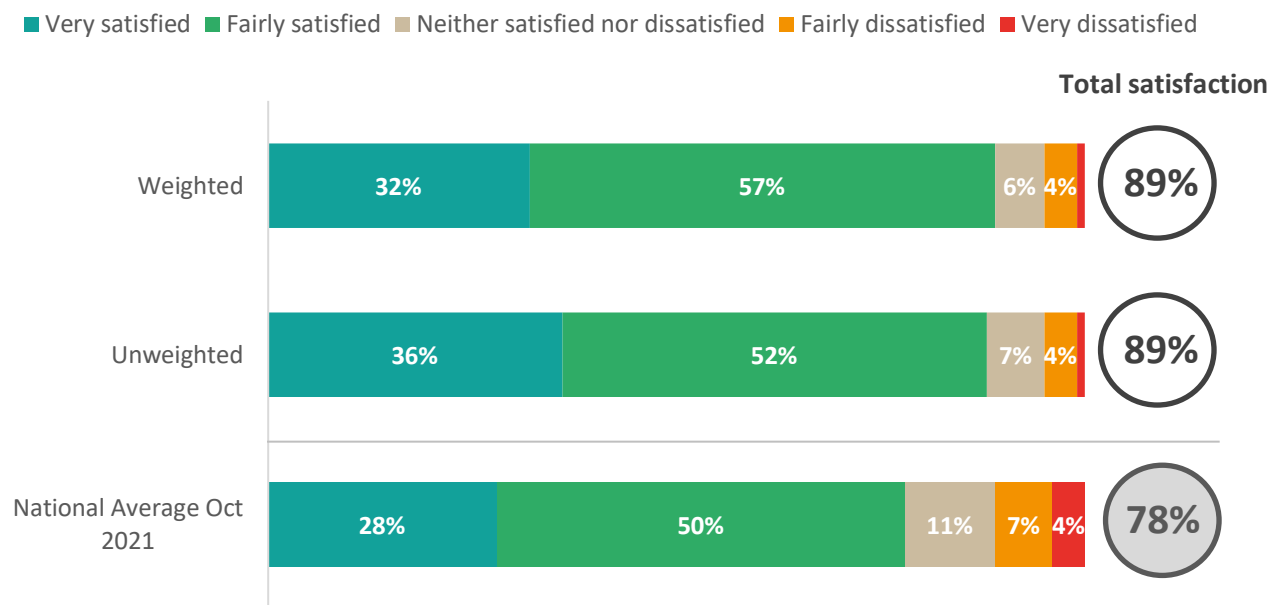
Sub-group analysis shows that there were significant variations by age, those with children and Acorn areas:

- Residents aged between 35-44 (8%) were more likely to be dissatisfied with the area as a place to live than the other age groups. For example, compared to just 2% of 45-54 year olds who were dissatisfied.
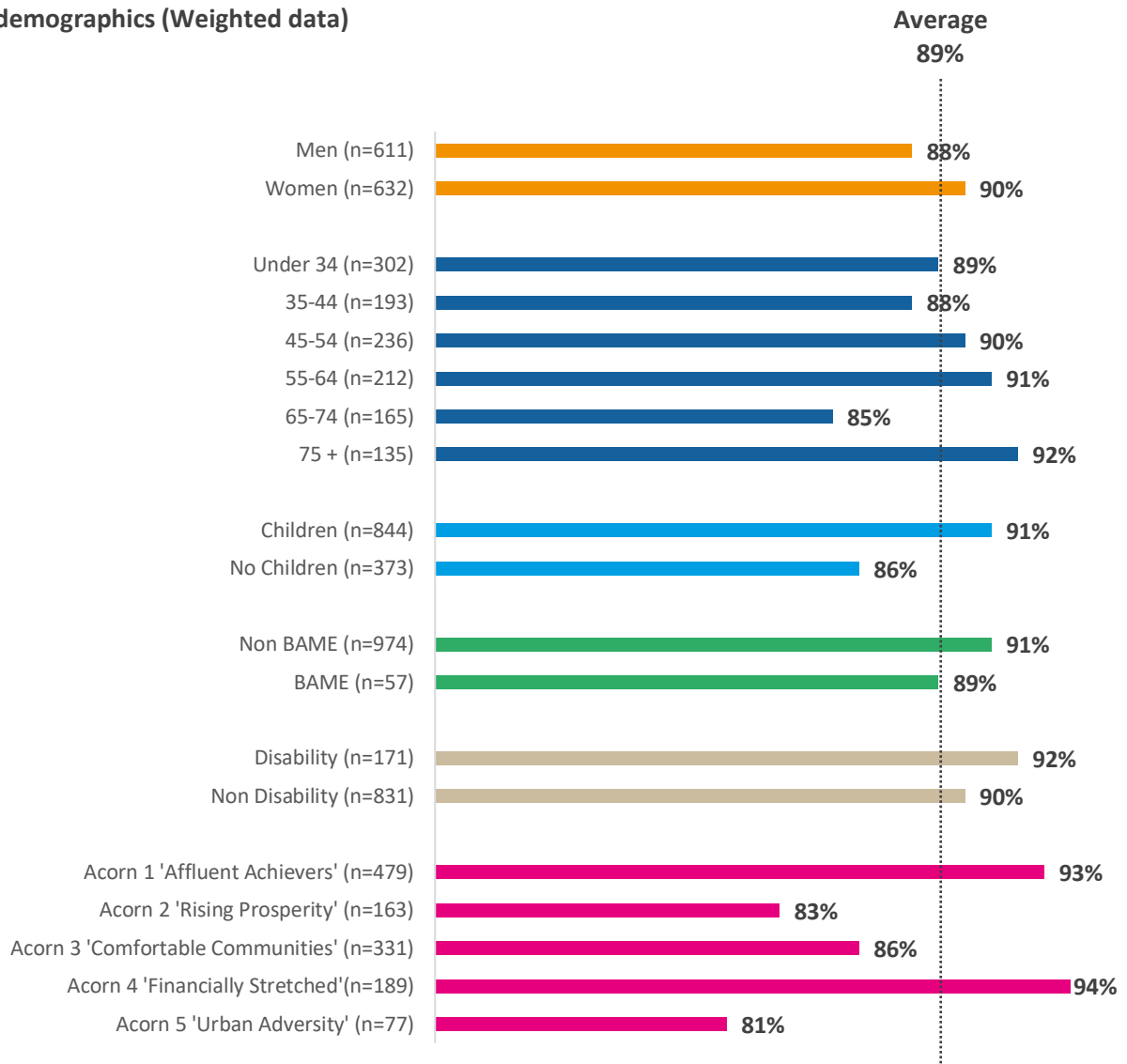
	▪ Those with children (91%) were likely to be more satisfied with the area compared to those without children (86%).
	▪ Those living in homes classified as Acorn 4 'Financially Stretched' (94%) and Acorn 1 'Affluent Achievers' (93%) were more likely to be satisfied with their local area compared to those in homes classified as Acorn 5 'Urban Adversity' (81%).

Figure 2: Satisfaction (very satisfied/fairly satisfied) with the local areas as a place to live by demographics (Weighted data)

Average
89%

Men (n=611) — 88%
Women (n=632) — 90%

Under 34 (n=302) — 89%
35-44 (n=193) — 88%
45-54 (n=236) — 90%
55-64 (n=212) — 91%
65-74 (n=165) — 85%
75 + (n=135) — 92%

Children (n=844) — 91%
No Children (n=373) — 86%

Non BAME (n=974) — 91%
BAME (n=57) — 89%

Disability (n=171) — 92%
Non Disability (n=831) — 90%

Acorn 1 'Affluent Achievers' (n=479) — 93%
Acorn 2 'Rising Prosperity' (n=163) — 83%
Acorn 3 'Comfortable Communities' (n=331) — 86%
Acorn 4 'Financially Stretched'(n=189) — 94%
Acorn 5 'Urban Adversity' (n=77) — 81%

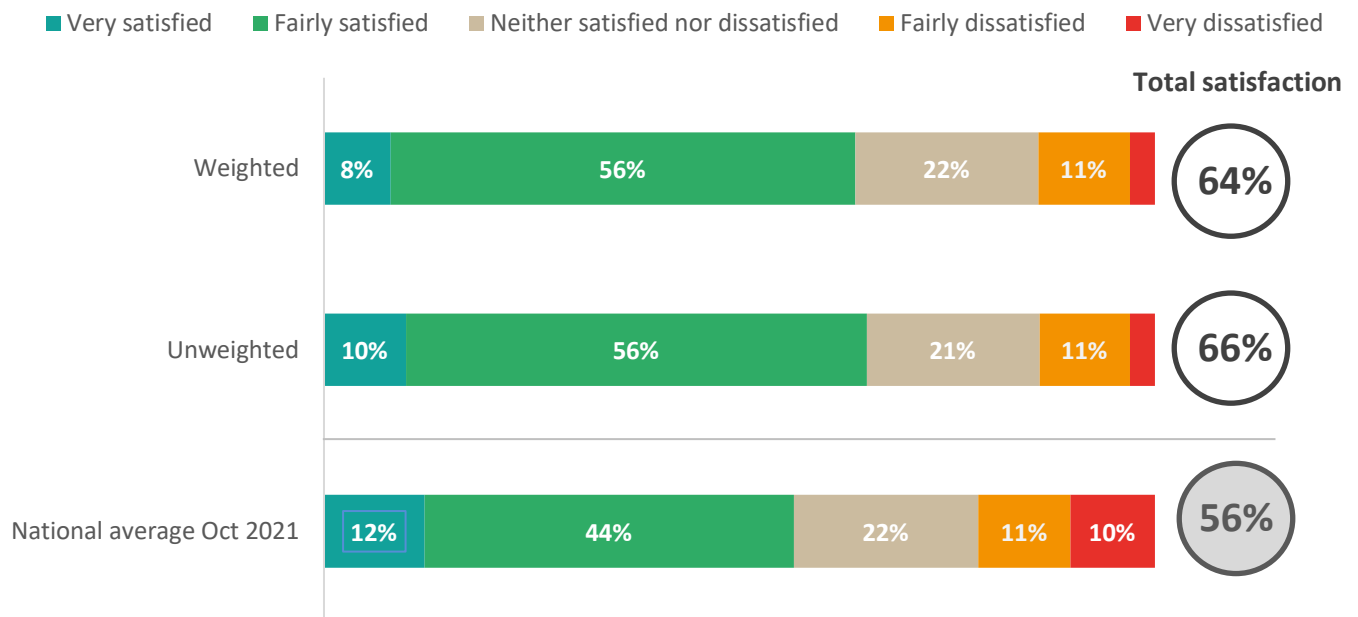## Satisfaction with the way the Council runs things

Residents were provided with the below statement (standard text recommended by the LGA) to read and were then asked how satisfied or dissatisfied they were with the way West Berkshire Council runs things.

> Your local area receives services from West Berkshire Council. West Berkshire Council is responsible for a range of services such as refuse collection, street cleaning and planning, education, social care services and road maintenance.

- **64%** of residents were either 'very' (8%) or 'fairly' (56%) satisfied with the way the Council runs things, while 22% of residents had no feeling either way.

- Positively, the total satisfaction for West Berkshire (64%) is 8% points above the national average score (56%)

Figure 3: Overall, how satisfied or dissatisfied are you with the way West Berkshire Council runs things?

Unweighted base – 1,231

Sub-group analysis shows that there were significant variations by gender, age, ethnicity and Acorn:

> - Men (17%) generally were more dissatisfied than women (12%), with the way the Council ran things.
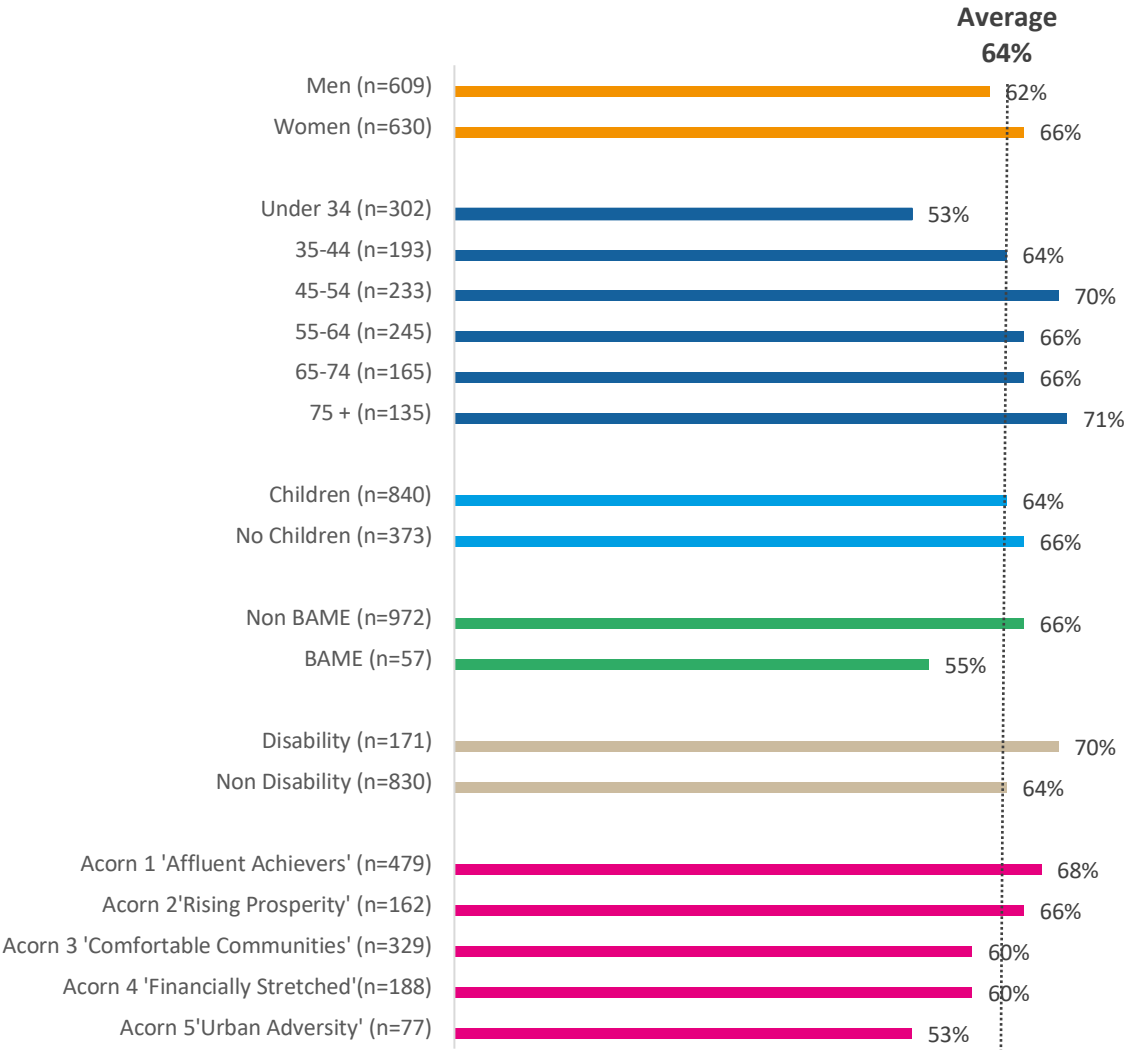
	▪ Residents aged 75+ were more likely to be satisfied with how the Council ran things (71%) compared to those aged under 35 years (53%).
	▪ Residents from Non BAME backgrounds (66%) were more satisfied than those from BAME backgrounds (55%) with the way Council ran things.
	▪ Those living in homes classified as Acorn 1 'Affluent Achievers' (68%) were more likely to be satisfied than the other Acorn groups with the way the Council ran things.

Figure 4: Satisfaction (very satisfied/fairly satisfied) with the way the Council runs things by demographics (Weighted data)

Average
64%

| Demographic	Satisfaction
Men (n=609)	62%
Women (n=630)	66%
Under 34 (n=302)	53%
35-44 (n=193)	64%
45-54 (n=233)	70%
55-64 (n=245)	66%
65-74 (n=165)	66%
75 + (n=135)	71%
Children (n=840)	64%
No Children (n=373)	66%
Non BAME (n=972)	66%
BAME (n=57)	55%
Disability (n=171)	70%
Non Disability (n=830)	64%
Acorn 1 'Affluent Achievers' (n=479)	68%
Acorn 2'Rising Prosperity' (n=162)	66%
Acorn 3 'Comfortable Communities' (n=329)	60%
Acorn 4 'Financially Stretched'(n=188)	60%
Acorn 5'Urban Adversity' (n=77)	53%

Agreement the Council provides value for money

Residents were then asked to think about the range of services West Berkshire Council provides to the community as well as the services their household uses. They were then asked to what extent they agree or disagree that the Council provides value for money.

- **37%** of residents either 'strongly' (5%) or 'tended to' (32%) agree that the Council provides value for money. Over a third (38%) of residents had no feeling either way.

- Agreement with this aspect is lower than the national average score by 5% points. However, the disagreement score is less than the average score by 3% points.

Figure 5: To what extent do you agree or disagree that West Berkshire Council provides value for money?
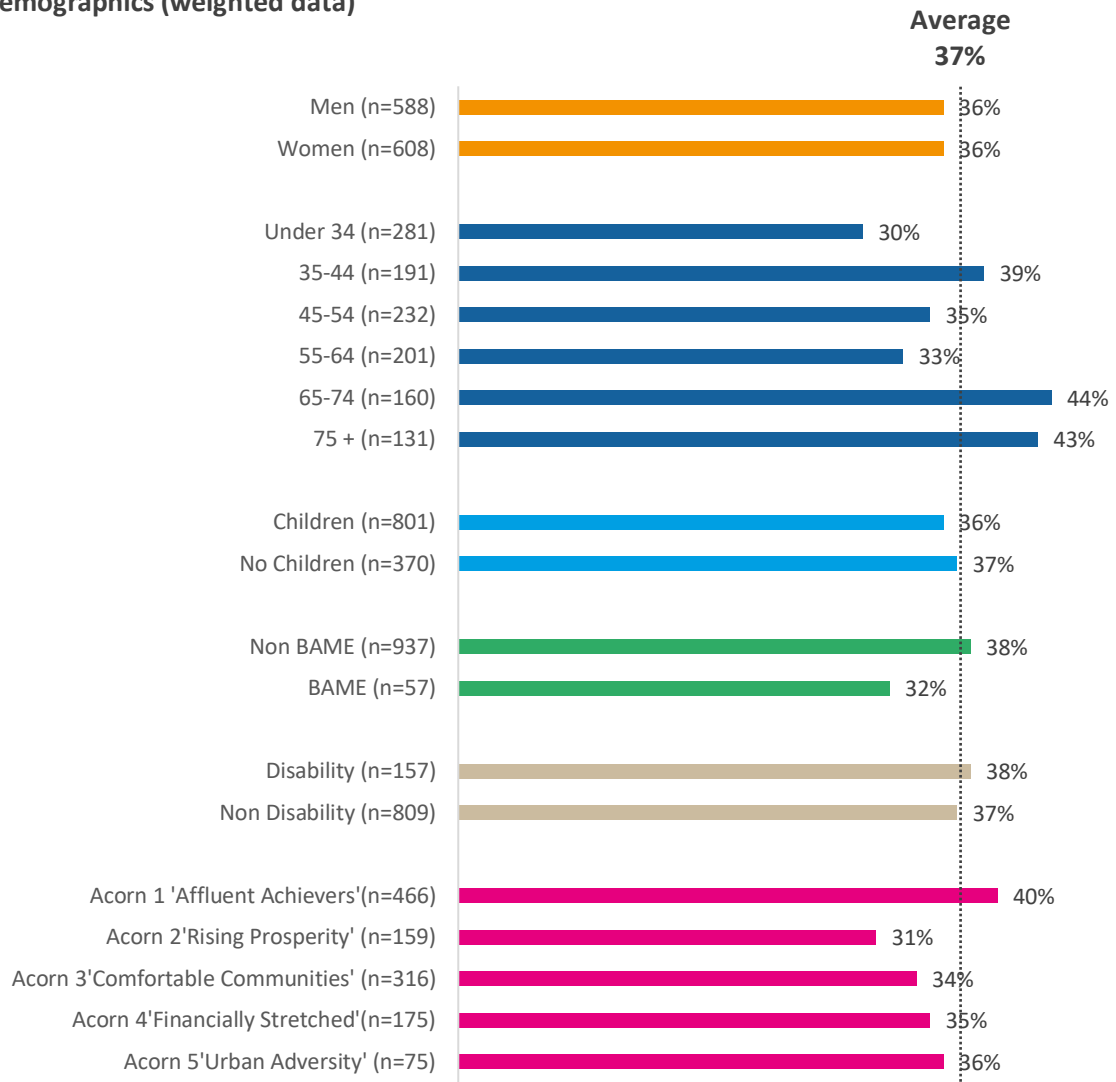
Unweighted base – 1,196
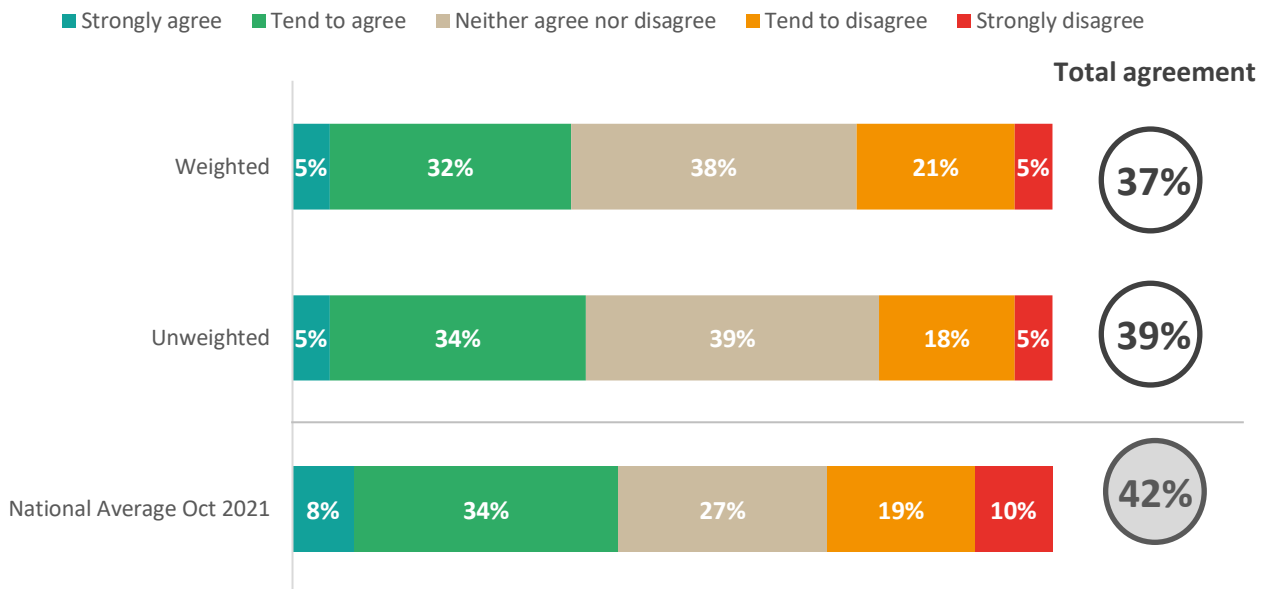
Sub-group analysis shows that there were significant variations by age group, ethnicity and Acorn:

	- The younger age group (under 34) (30%) were significantly less likely to feel the Council provided value for money, this is compared to the older 65-74 age group with 44% satisfied with this aspect.
	- Those from BAME backgrounds disagreed (39%) with this aspect significantly more than those from Non BAME backgrounds (24%).
	- Those living in homes classified as Acorn 2 'Rising Prosperity' (32%) were more likely to be dissatisfied with this aspect than those from Acorn 1 'Affluent Achievers' (19%)

Figure 6: Agreement (strongly agree/tend to agree) with the Council providing value for money by demographics (weighted data)

Average
37%

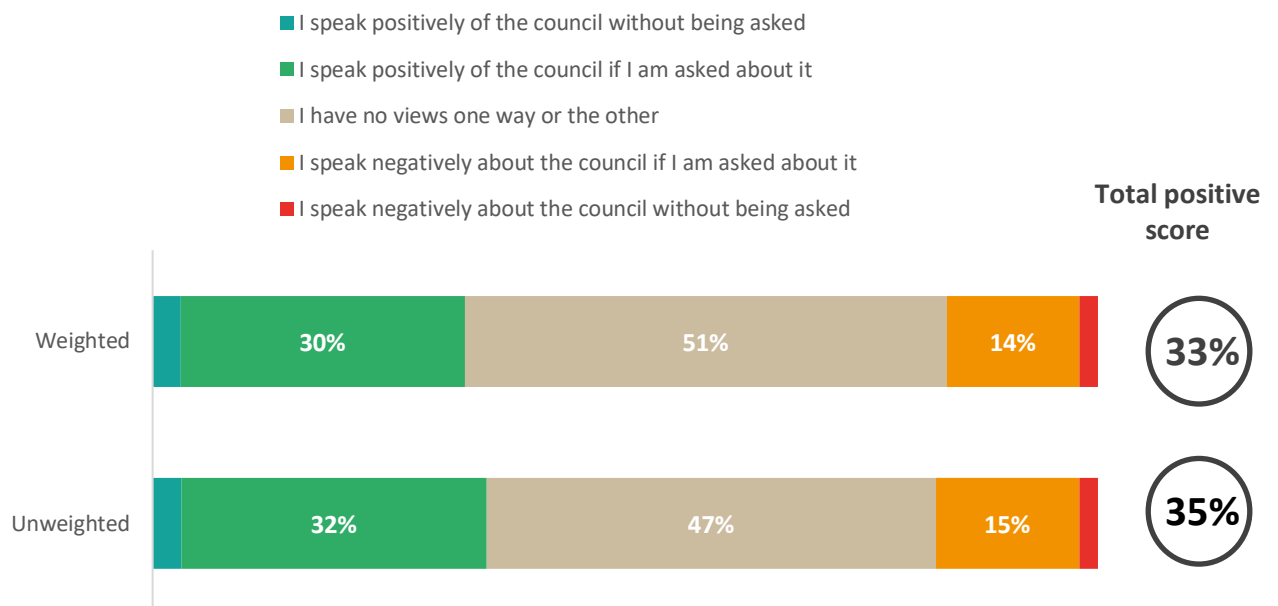| Demographic	%
Men (n=588)	36%
Women (n=608)	36%
Under 34 (n=281)	30%
35-44 (n=191)	39%
45-54 (n=232)	35%
55-64 (n=201)	33%
65-74 (n=160)	44%
75 + (n=131)	43%
Children (n=801)	36%
No Children (n=370)	37%
Non BAME (n=937)	38%
BAME (n=57)	32%
Disability (n=157)	38%
Non Disability (n=809)	37%
Acorn 1 'Affluent Achievers'(n=466)	40%
Acorn 2'Rising Prosperity' (n=159)	31%
Acorn 3'Comfortable Communities' (n=316)	34%
Acorn 4'Financially Stretched'(n=175)	35%
Acorn 5'Urban Adversity' (n=75)	36%

Feelings towards West Berkshire Council

Residents were given a series of statements and were asked which one comes closest to how they feel about West Berkshire Council.

- One third **(33)%** of residents stated they would speak positively about the Council (either with or without being asked).

- A total of **(16)%** of residents would speak negatively about the Council (either with or without being asked).

- The remaining **(51%)** had no feelings either way suggesting they perhaps had limited or no interaction with the Council.

Figure 7: Feelings about the Council

Unweighted base - 1,205

Sub-group analysis shows that there were significant variations by gender, age group and Acorn:
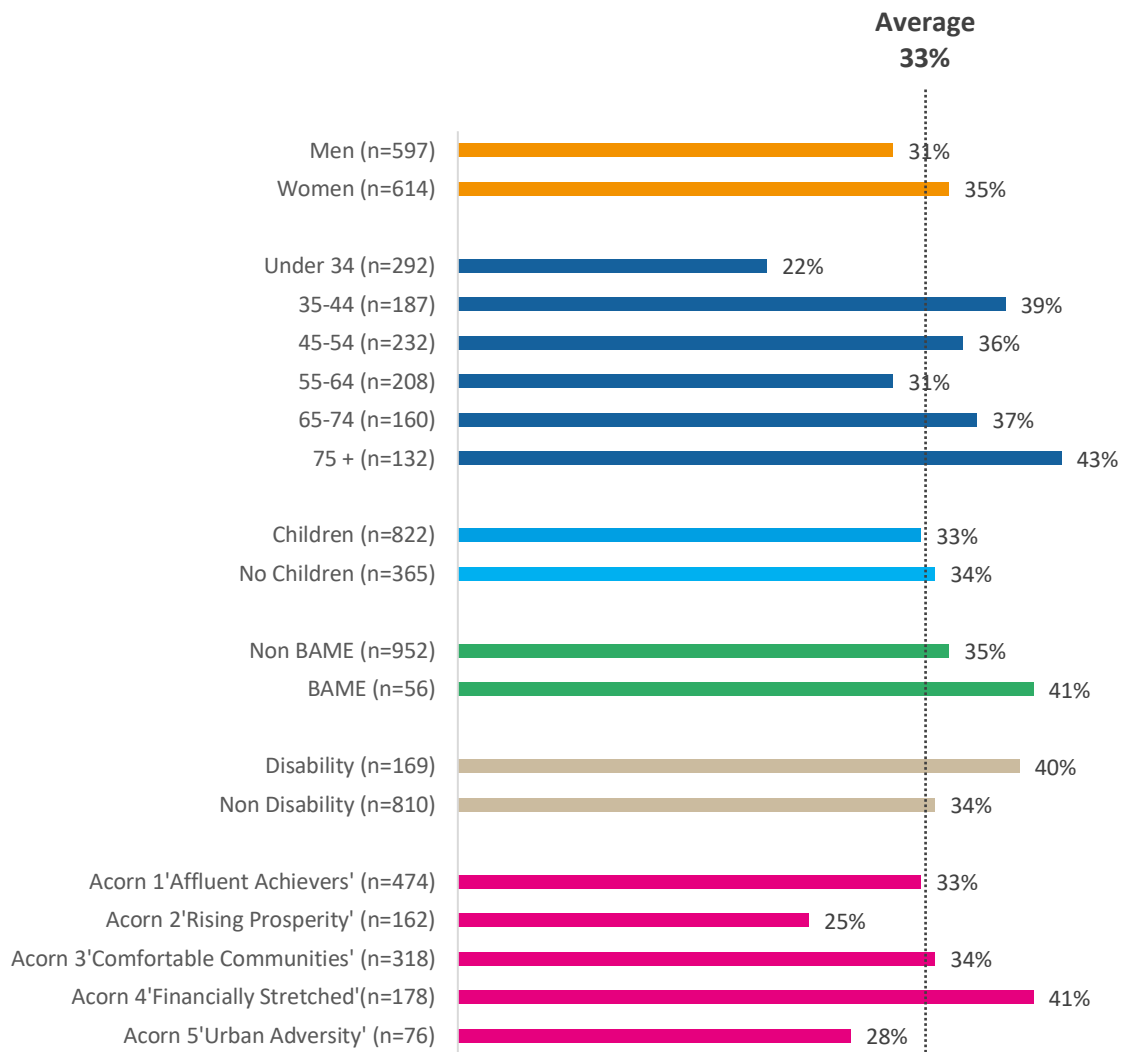
	▪ Slightly more men (19%) would speak negatively about the Council compared to women (13%) if asked.
	▪ Those aged under 34 (22%) were significantly less likely to speak positively about the Council if asked, compared to all other age groups, especially those age 75 or older (43%).
	▪ Those living in homes classified as Acorn 4 'Financially Stretched' (41%), were more likely to speak positively of the Council if asked compared to those living in homes classified as Acorn 2 'Rising Prosperity (25%).

Figure 8: Agreement with speaking positively about the Council (Weighted data)

Average
33%

Men (n=597) 31%
Women (n=614) 35%

Under 34 (n=292) 22%
35-44 (n=187) 39%
45-54 (n=232) 36%
55-64 (n=208) 31%
65-74 (n=160) 37%
75 + (n=132) 43%

Children (n=822) 33%
No Children (n=365) 34%

Non BAME (n=952) 35%
BAME (n=56) 41%

Disability (n=169) 40%
Non Disability (n=810) 34%

Acorn 1'Affluent Achievers' (n=474) 33%
Acorn 2'Rising Prosperity' (n=162) 25%
Acorn 3'Comfortable Communities' (n=318) 34%
Acorn 4'Financially Stretched'(n=178) 41%
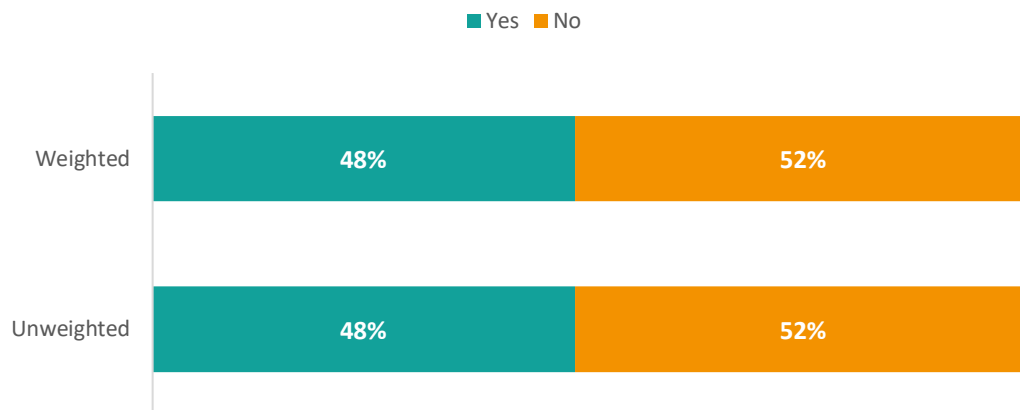Acorn 5'Urban Adversity' (n=76) 28%

Contacting the Council

Residents were asked if they had any need to contact West Berkshire Council in the last 6 months. Overall, just under half of residents 48% reported contacting the Council.

Figure 9: Contact in the last 6 months (weighted data)

Unweighted base - 1,243

Of those that had contacted the Council over half (54%) requested a service, followed by a third (34%) reporting a problem.

Figure 10: What was your reason for contacting West Berkshire Council?

Unweighted base - 593
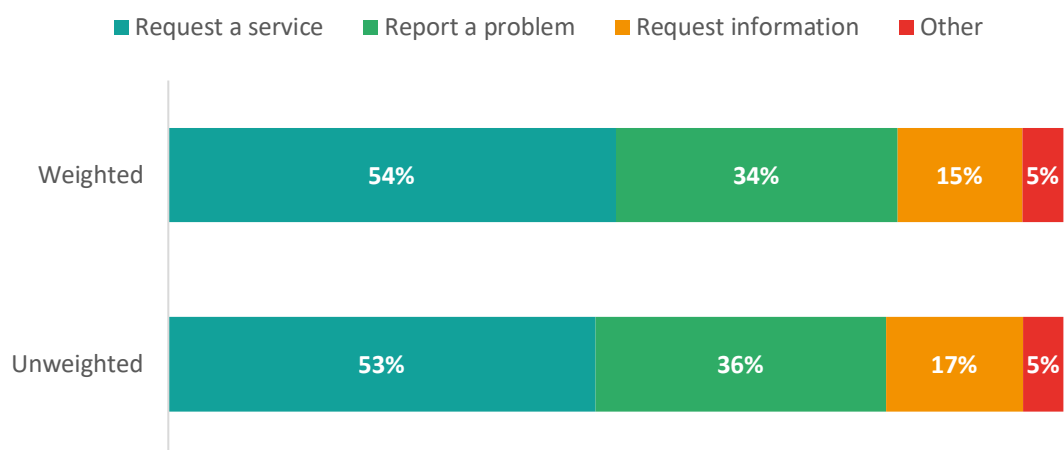
Residents had been given the opportunity to state any other reason why they had contacted the Council, a total of 103 provided a valid response to the question and themed and are shown in Table

3 below. The main themes related to 'recycling/waste queries', followed by just under a fifth (19%) contacting the Council regarding planning.

Table 3: Other reasons for contacting the Council

Key themes	No of mentions	% of respondents
Recycling /waste queries e.g refuse collection	39	38%
Planning	20	19%
Enquiry about Council Tax	12	12%
Residential enquiries	10	10%
Outside areas e.g. footpaths	9	9%
Other queries e.g update with electoral registration	5	5%
Transport	4	4%
Social services e.g mental health	3	3%
School allocations	2	2%
Antisocial e.g noise/disturbance	2	2%
Covid issues	1	1%
Other	1	1%
	103	

Those who contacted the Council were asked to rate their experience. Just over five out of ten residents (56%) said the experience was positive (either excellent or good), while 14% said it was 'poor' or 'very poor'. Nearly a third (30%) said their experience was fair.

Figure 11: Experience with contacting the Council

Unweighted base - 593

Sub group analysis shows that there were significant variations by age group, ethnicity and Acorn:

	▪ Residents aged 75+ (68%) were most likely to give their last contact a positive rating. In comparison, residents aged 35-44 (45%) were least likely to give it a positive rating.
	▪ Residents from a non BAME background (60%) were more likely to give their last contact a positive rating compared to (40%) of those from a BAME background.
	▪ Those living in homes classified as Acorn 5 'Urban Adversity' were more likely to give their recent contact a positive rating (69%) compared to those living in Acorn 4 'Financially stretched' (41%) homes.

Figure 12: Positive rating (excellent/good) regarding the contact with Council (weighted data)
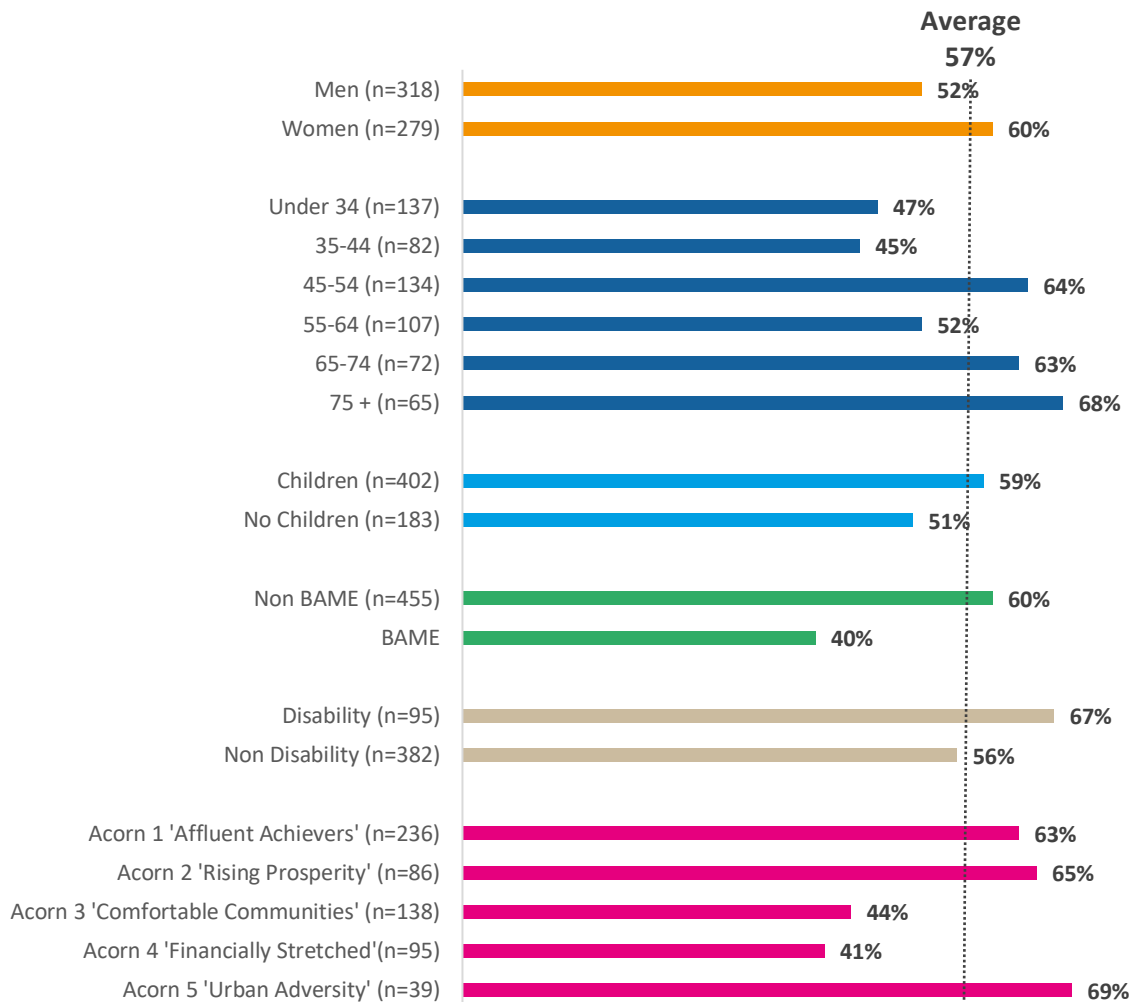
Average
57%

Group	Rating
Men (n=318)	52%
Women (n=279)	60%
Under 34 (n=137)	47%
35-44 (n=82)	45%
45-54 (n=134)	64%
55-64 (n=107)	52%
65-74 (n=72)	63%
75 + (n=65)	68%
Children (n=402)	59%
No Children (n=183)	51%
Non BAME (n=455)	60%
BAME	40%
Disability (n=95)	67%
Non Disability (n=382)	56%
Acorn 1 'Affluent Achievers' (n=236)	63%
Acorn 2 'Rising Prosperity' (n=86)	65%
Acorn 3 'Comfortable Communities' (n=138)	44%
Acorn 4 'Financially Stretched'(n=95)	41%
Acorn 5 'Urban Adversity' (n=39)	69%

All residents were given the opportunity to provide any additional comments relating to any of the questions about satisfaction with their area and with West Berkshire Council. All valid comments (pertinent to the question and the purpose of the survey) have been analysed. A total of 492 residents provided a valid response (either positive or negative theme) to this question. NB: a single comment could have contained more than one theme and as such the total presented in the table may be higher than the number of responses.

Looking at the positive ratings first, the most popular themes related to 'having a prompt service' (74 mentions), followed by 'happy with the way West Berkshire run things' (45 mentions). It should also be noted that 76 comments related to negative themes 'not satisfied could do more', followed by 'bad service/still waiting' (70 mentions).

Table 4: Additional comments from residents on contact with the Council

Key themes	No of mentions	% of respondents
POSITIVE		
Prompt service	74	15%
Happy with the way West Berkshire Council runs things	45	9%
NEGATIVE		
Not satisfied could do more	76	15%
Bad service/still waiting	70	14%
Roads/street maintenance	58	12%

Some example comments are provided below:

Prompt service:

"Reported rubbish dumped on the road and it was collected."

"Tree cutting and removal of dumped goods. Always received prompt response and service."

Not satisfied could do more:

"Road and parking planning is very poor."

"Fairly well maintained, however dustbins and dog bins could be emptied more regularly."

Service improvement and prioritisation

Residents were asked about their individual circumstances and which five services provided by West Berkshire Council they needed the most. A total of 1,080 residents answered this question. Table 5 presents the overall mentions for each service area.

- 31% mentioned **waste and recycling/cleaning services** as important to them, 18% said that **roads/highways/street infrastructure services** were important to them and 7% said that **emergency and healthcare services** were important to them.

Table 5: Which five services provided by West Berkshire Council do you needed the most?

	Overall mentions (n=4,403)
Waste & recycling collection/cleaning	31%
Roads/highways/streets	18%
Emergency services/Healthcare	7%
Environment/parks	7%
Education	6%
Community e.g. library/leisure centre	6%
Other	5%
Development/planning/funding	5%
Transport e.g. bus services	4%
Policing/safety	3%
Parking	2%
Grounds maintenance/pathways	2%
Communication/information	1%
Libraries	1%
Street lighting	1%
Sports/recreation	1%
Council Tax	0%
Housing e.g. to be improved	0%
Health & Safety	0%

Residents were asked to select services that required improvement provided by West Berkshire Council. A total of 1,130 residents answered this question. Over half of (60%) stated environment service required improvement, followed by a third (33%) stating development and planning. The chart below presents the results of these findings:

Figure 13: Which services require improvement?

Unweighted base - 1,130
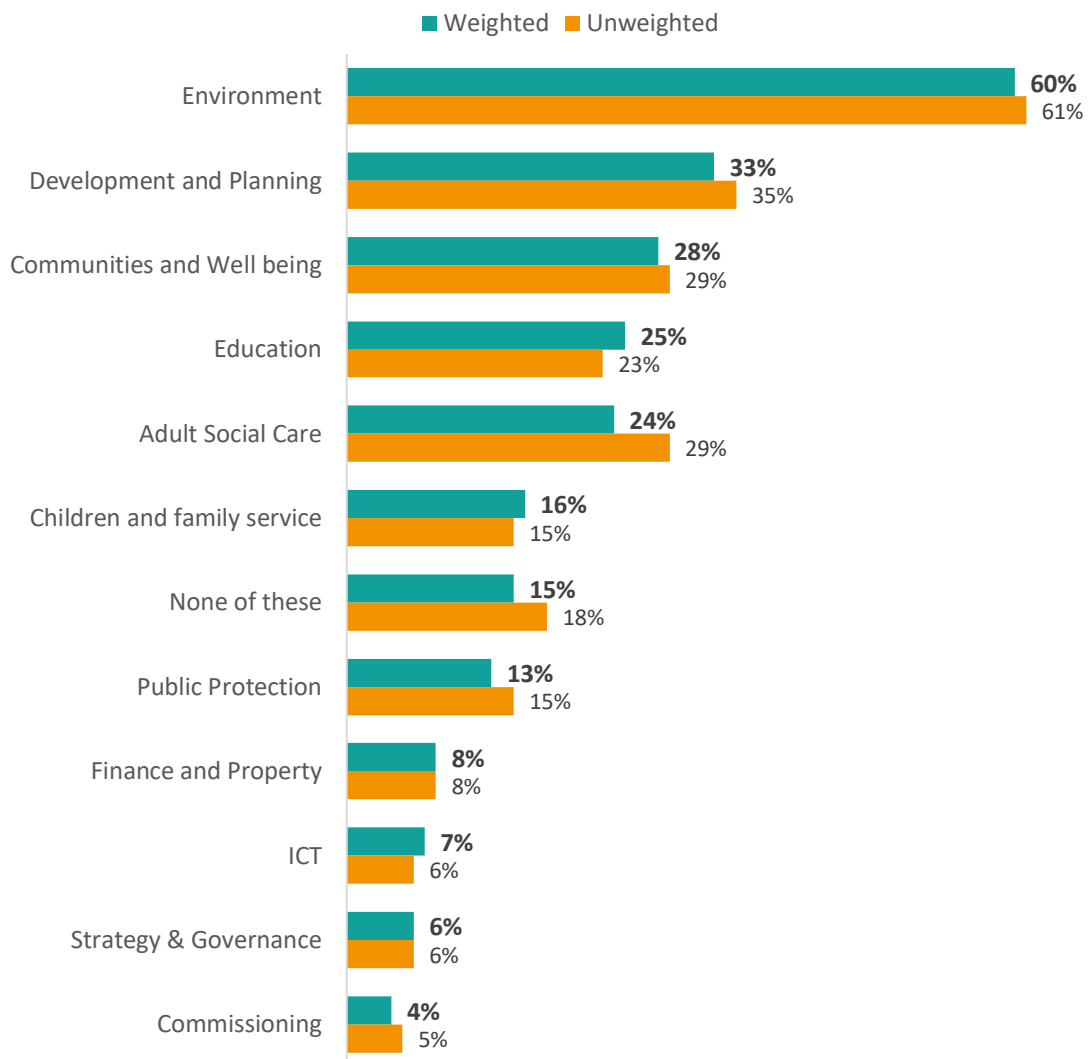
Of the services selected for improvement residents were asked for specific elements that needed improvement and why. Table 6 shows the three main improvements required of each service.

Environment

- The main improvement stated was **(35%)** better recycling/waste management/more materials collected, followed by better facilities/services (18%).

Development and planning

- The main improvement stated **(26%)** would be better planning process.

Communities and wellbeing

- The main improvement stated **(36%)** would be more services/improved followed by (25%) stating insufficient support.

Table 6: Which services need improvement and why

Service	Improvement 1		Improvement 2		Improvement 3	
Children Services	Support for SEN	43%	More better facilities/services	18%	Staffing	16%
Adult Social Care	More/better service/facilities required	40%	Adult Social Care Support	20%	Funding	20%
Education	Funding	23%	Schools e.g. more improved choice	21%	SEN service/support	16%
Communities and Well being	More services/improved	36%	Insufficient support	25%	Other comment suggestions	10%
Environment	Better recycling/waste management/more materials collected	35%	Roads/Highways/street	18%	Parking	15%
Development and Planning	Planning Process	26%	Other comments	16%	Development, e.g too much building	13%
Public Protection	Other comments suggestions	24%	More Police	20%	Housing/ building/planning control	15%
Commissioning	Other comments/suggestions	50%	Care homes/agencies	31%	Support	15%
Finance and Property	Other comments and suggestions	32%	Support/services/benefits	20%	Wasting of money/resources	18%
Strategy and Governance	Communication/info	42%	Other comments	29%	Strategy	13%
ICT	Broadband, internet too slow	23%	Communication/access	20%	ICT investment/pricing/ resources to be improved	20%

Carbon neutrality

Residents were asked if they planned to take any actions to help achieve carbon neutrality[4].

- Over half **(61)%** of residents stated they would take action to help achieve this goal. One in ten residents (11)% stated they would not take any action. The remaining 28% were not sure if they would take any action.

Figure 14: Are you planning to take any actions to achieve this goal? *Unweighted base - 1,198*
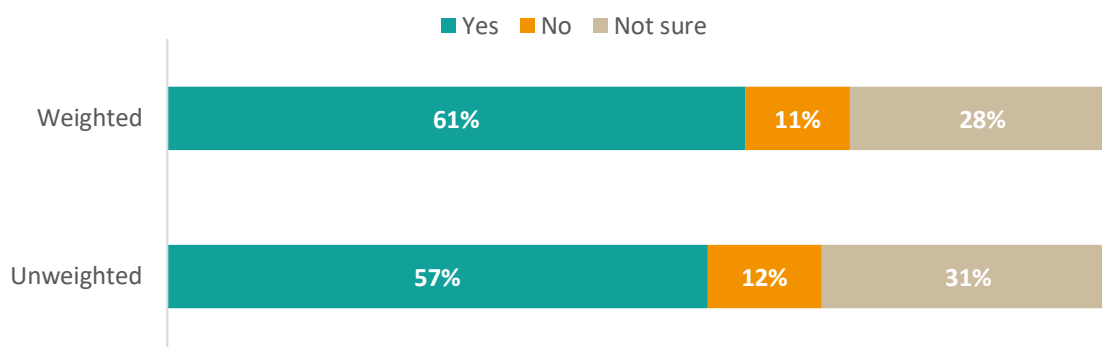
All residents were given the opportunity to provide additional comments relating to any of the questions about service improvement and prioritisation with West Berkshire Council. All valid comments (pertinent to the question and the purpose of the survey) have been analysed. A total of 446 residents provided a valid response to this question. NB: a single comment could have contained more than one theme and as such the total presented in the table may be higher than the number of responses. The main ones are listed below:

Table 7: Comments on service improvement and prioritisation

Service prioritisation	No of mentions	% of respondents
Other comments e.g we already do as much as we can	136	30%
Insulation/fuel changes e.g more efficient boiler	87	20%
Electric car/hybrid	74	17%
Financial restrictions e.g costs are a barrier, need funding to achieve carbon neutrality	35	8%
Unaware of how to contribute to carbon neutrality	25	6%
	357	81%

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[4] Carbon Neutrality is about reducing the amount of carbon dioxide emitted from various sources such as transport, building, processing, producing energy or farming and about removing carbon oxide from the atmosphere in order to achieve net zero emissions.

Section 3: Communication and Engagement

This section focuses on how residents communicate with the Council.

Acts on the concerns of local residents

Residents were asked to what extent West Berkshire Council acted on the concerns of local residents.

- **58%** of residents felt the Council acts on the concerns of resident either 'a great deal' (4%) or 'a fair amount' (54%). Although the total positive score for the indicator is low, it is still above (6% points) the national average score of 52%.

Figure 15: To what extent does West Berkshire Council act on the concerns of local residents
Unweighted base – 949
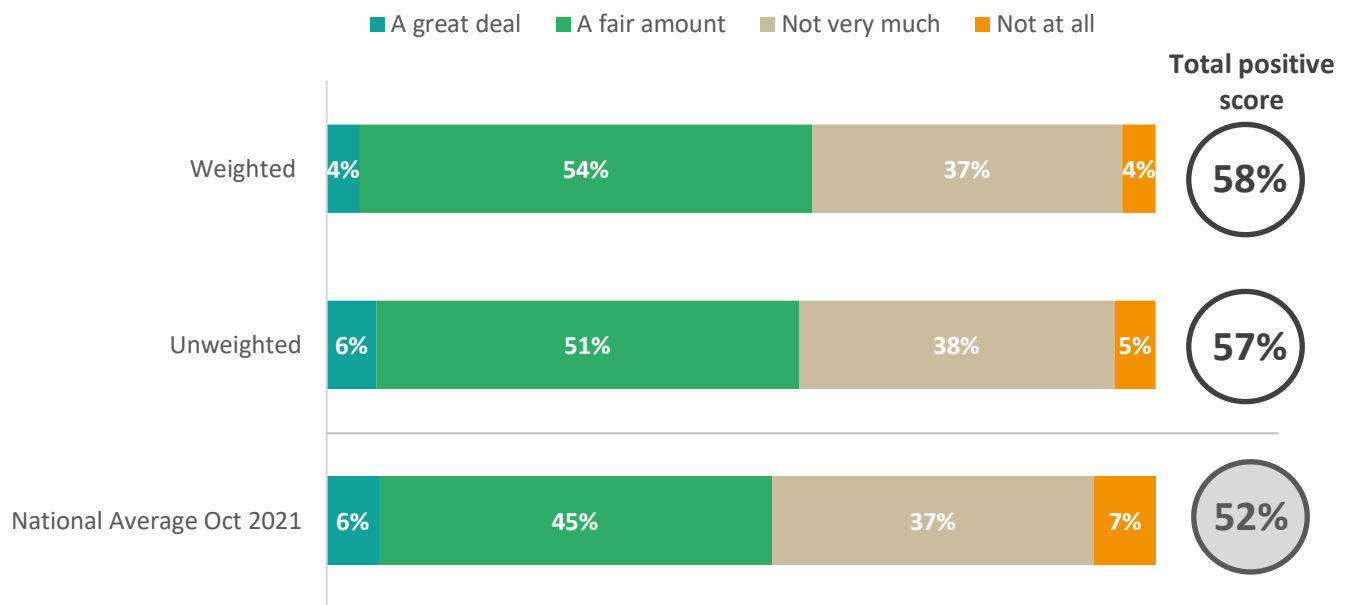
Sub-group analysis shows that there were significant variations by age group:

- Residents aged under 34 (64%) were more likely to have felt that the Council acts on the concerns of local residents, compared to those aged 55 to 64 years (52%).

Figure 16: Agreement with the Council acts on the concerns of local residents (Weighted data)

Average
58%

Category	Value
Men (n=470)	57%
Women (n=439)	60%
Under 34 (n=194)	64%
35-44 (n=140)	60%
45-54 (n=177)	54%
55-64 (n=160)	52%
65-74 (n=126)	60%
75 + (n=113)	62%
Children (n=610)	59%
No Children (n=277)	59%
Non BAME (n=697)	60%
BAME (n=47)	61%
Disability (n=133)	63%
Non Disability (n=595)	59%
Acorn 1 'Affluent Achievers' (n=347)	62%
Acorn 2 'Rising Prosperity' (n=126)	55%
Acorn 3 'Comfortable Communities' (n=244)	56%
Acorn 4 'Financially Stretched'(n=142)	59%
Acorn 5 'Urban Adversity'(n=46)	53%

Keeping residents informed about the services and benefits provided

Residents were asked how well-informed they think West Berkshire Council keeps residents about the services and benefits it provides.

- **57%** of residents either felt the Council keeps them 'very' (11%) or 'fairly' (46%) well informed about the services and benefits it provides.
- The score for this indicator is the same as the national average of 57%.

Figure 17: Overall, how well informed do you think West Berkshire Council keeps residents about the services and benefits it provides?

Unweighted base- 1,114
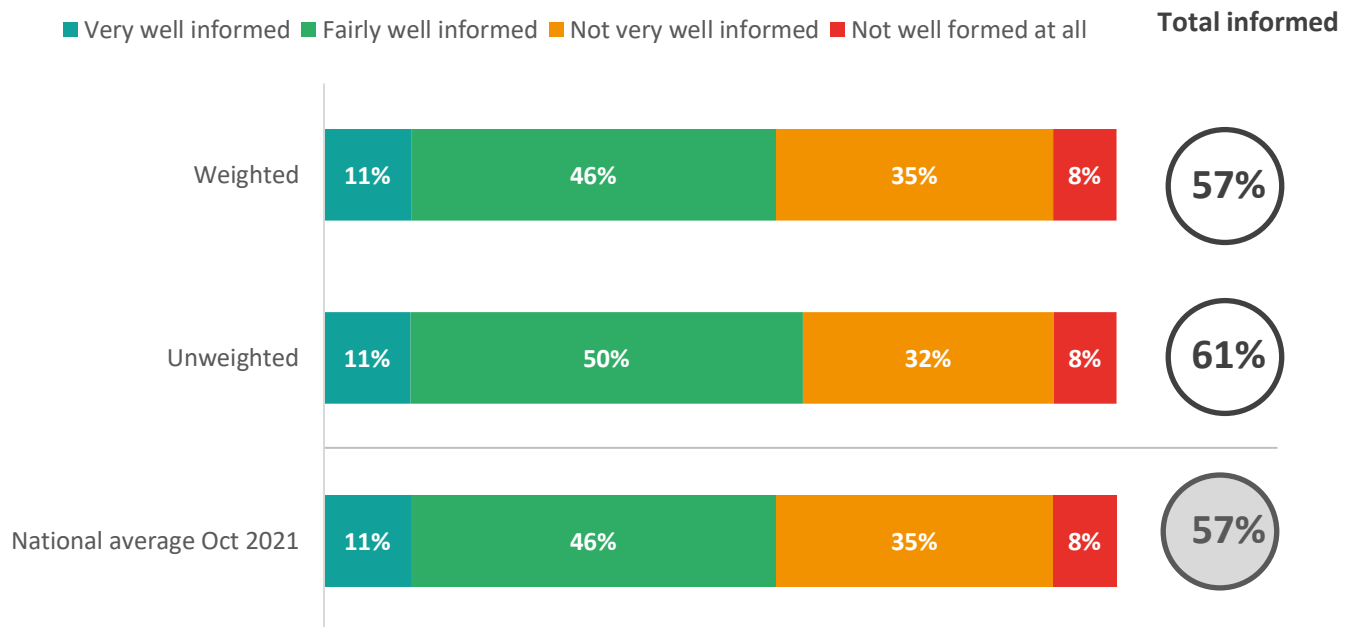
Sub-group analysis shows that there were significant variations by age group:

- The younger age group (under 34) were significantly less likely to feel that the Council keeps them informed (44%) compared to those aged 65-74 with (70%) stating that the Council keeps them informed.

Figure 18: Total who feel informed by demographics (Weighted data)

Demographic	Percentage
Average	57%
Men (n=568)	60%
Women (n=546)	53%
Under 34 (n=250)	44%
35-44 (n=166)	51%
45-54 (n=225)	58%
55-64 (n=197)	59%
65-74 (n=151)	70%
75 + (n=125)	66%
Children (n=761)	57%
No Children (n=329)	55%
Non BAME (n=878)	56%
BAME (n=53)	52%
Disability (n=158)	53%
Non Disability (n=747)	57%
Acorn 1 'Affluent Achievers' (n=444)	62%
Acorn 2 'Rising Prosperity' (n=149)	57%
Acorn 3 'Comfortable Communities' (n=291)	52%
Acorn 4 'Financially Stretched'(n=166)	50%
Acorn 5 'Urban Adversity' (n=59)	51%

Residents were asked if they had received any of the West Berkshire Council e-bulletins, which provides updates on information, advice and support.

- Just over a third of **(38%)** of residents had signed up to e bulletins, whereas one fifth **(20%)** were not interested in signing up. The remaining **(42%)** were not aware of them.

Figure 19: Have you signed up to receive any of West Berkshire Council's e-bulletins?

Unweighted base -1,229

Legend: ■ Yes ■ No, not aware ■ No, not interested

	Yes	No, not aware	No, not interested
Weighted	38%	42%	20%
Unweighted	42%	39%	18%
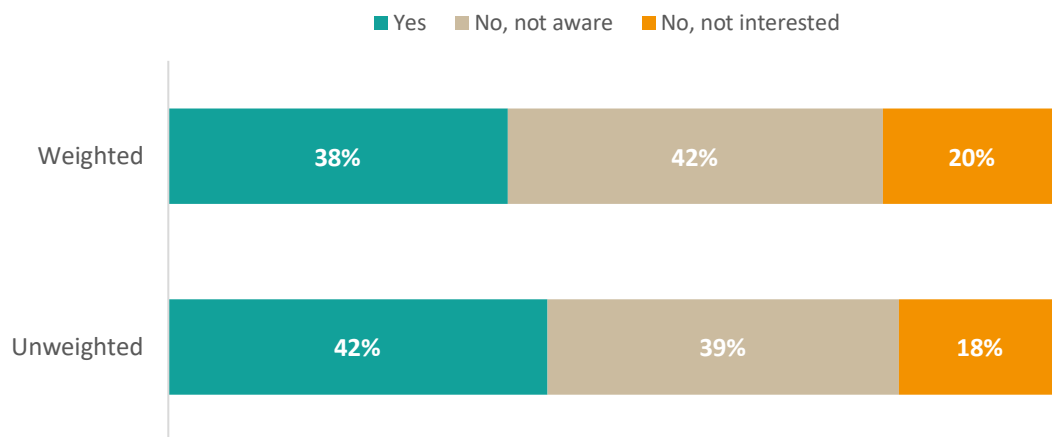
Sub-group analysis shows that there were significant variations by age group and Acorn group:

	- Residents aged between 45-54 were more likely to have signed up to e bulletins (46%) compared to (24%) of those under 34. Nearly half of those aged under 34 (47%) were unaware that there were e-bulletins.
	- Those living in homes classified as Acorn 1 'Affluent Achievers' were more likely (50%) to have signed up to e bulletins compared to those in Acorn 5 'Urban Adversity' homes where only 7% signed up. This group was also more likely to say they were not aware (56%) of e-bulletins.

Figure 20: Total who signed up to e-bulletins (Weighted data)

Average
38%

Category	Percentage
Men (n=611)	41%
Women (n=625)	36%
Under 34 (n=296)	24%
35-44 (n=193)	43%
45-54 (n=235)	46%
55-64 (n=211)	45%
65-74 (n=165)	41%
75 + (n=135)	35%
Children (n=836)	37%
No Children (n=373)	42%
Non BAME (n=966)	42%
BAME (n=57)	39%
Disability (n=172)	42%
Non Disability (n=822)	41%
Acorn 1 'Affluent Achievers' (n=480)	50%
Acorn 2 'Rising Prosperity' (n=162)	47%
Acorn 3 'Comfortable Communities' (n=328)	33%
Acorn 4 'Financially Stretched'(n=184)	23%
Acorn 5 'Urban Adversity'(n=77)	7%

Preferred methods of receiving information

All residents were then asked for their preferred method of receiving information about the Council. The most preferred methods were via email (75%) this was followed by just under a third (29%) stating via mail.

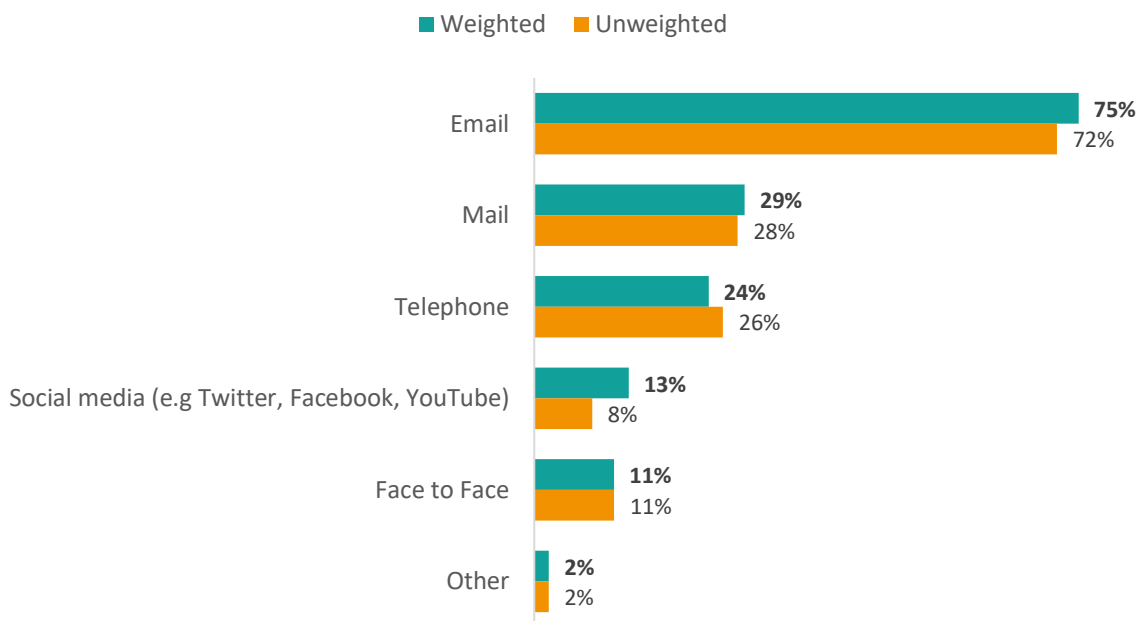**Figure 21: Please tell us how you would prefer to receive information about the Council?**

Unweighted base -1,229

Sub-group analysis shows that there were significant variations by age group and gender, ethnicity and Acorn:

	▪ Older residents aged 75 and over were more likely to prefer information via telephone (43%). ▪ Those from the youngest age group (34 and under) preferred communication via mail (39%). ▪ Communication via email was popular with all age groups ranging from 71% (65-74) to 84% (45-54). However only half of those aged 75 and over (50%) preferred this method.
	▪ Men were more likely than women to prefer communication via email (78% vs. 72%). ▪ Women were more likely than men to prefer communication via social media provided by the Council (16% vs. 10%).
	▪ Nearly a third of residents from BAME backgrounds preferred communication (28%) provided face to face compared to just (9%) of those from Non BAME backgrounds.

	- Communication via email was mostly favoured (81%) by those living in Acorn 1 'Affluent achievers' homes compared to less than half (45%) of Acorn 5 'Urban adversity' homes. - Over half (54%) of those in Acorn 5 'Urban adversity' homes preferred communication by mail

Influencing decisions that affect the local area

Residents were asked to what extent they agree they can influence decisions that affect their local area.

- **20%** of residents either 'strongly' (2%) or 'tended to' (18%) agree that they could influence decisions that affect their local area. A third (33%) had no feelings either way and 47% disagreed with this.

Figure 22: Do you agree or disagree that you can influence decisions affecting your local area?

Unweighted base – 1,136

Sub-group analysis shows that there were significant variations by age group, ethnicity, and Acorn:

	- Just over (55%) half of the younger (under 34) age group were significantly more likely to feel that they could not influence decisions, compared to those aged between 45-54 (39%).
	- Those from BAME backgrounds (40%) were more likely to feel they could influence decisions affecting the local area, compared to only (19%) of those from Non BAME backgrounds.
	- Only 9% of residents living in Acorn 5 'Urban Adversity' homes feel they can influence decisions affecting the local area compared to nearly a quarter of (24%) residents from Acorn 3 'Comfortable Communities'.

Figure 23: Total agreement (strongly agree/tend to agree) that you can influence decisions that affect the local area by demographics (Weighted data)

Demographic	Average
Men (n=580)	20%
Women (n=567)	19%
Under 34 (n=277)	18%
35-44 (n=180)	22%
45-54 (n=217)	25%
55-64 (n=198)	18%
65-74 (n=155)	17%
75 + (n=120)	18%
Children (n=770)	18%
No Children (n=356)	23%
Non BAME (n=910)	19%
BAME (n=55)	40%
Disability (n=157)	21%
Non Disability (n=783)	20%
Acorn 1 'Affluent Achievers' (n=440)	18%
Acorn 2 'Rising Prosperity' (n=154)	21%
Acorn 3 'Comfortable Communities' (n=308)	24%
Acorn 4 'Financially stretched'(n=166)	21%
Acorn 5 'Urban Adversity' (n=74)	9%

m·e·l research

All residents were then given the opportunity to provide any additional comments relating to any of the questions about communication and engagement with West Berkshire Council. All valid comments (pertinent to the question and the purpose of the survey) have been analysed. A total of 205 residents provided a valid response to this question. NB: a single comment could have contained more than one theme and as such the total presented in the table may be higher than the number of responses. The main ones are listed below:

Table 8: Additional comments on communication and engagement

Communication and Engagement	No of mentions	% of respondents
Engage/communicate process e.g. email	26	13%
Other, e.g value email bulletins	26	13%
Council not listening e.g. resident views	25	12%
Communication e.g limited	22	11%
Response too long/not received/unsatisfactory	15	7%
	114	56%

Some example comments are provided below:

Engage/communicate process e.g email:

"It's all email & phones not everyone has these."

"Not receiving responses to complaints / queries."

Council not listening:

"Young people's voices are rarely heard when it comes to views on how to make life better for all."

"Poor response to most problems that's what we found when having anti-social issues "."

Section 4: Sense of belonging, safety and the community

Residents were asked how strongly they felt they belonged to their area.

73% of residents either felt 'very strongly'' (21%) or 'fairly strongly' (52%) that they belonged to their area. The remaining 27% felt 'not at all strongly' (4%) or 'not very strongly' (23%).

Figure 24: How strongly do you feel you belong to the area?

Unweighted base size – 1,191
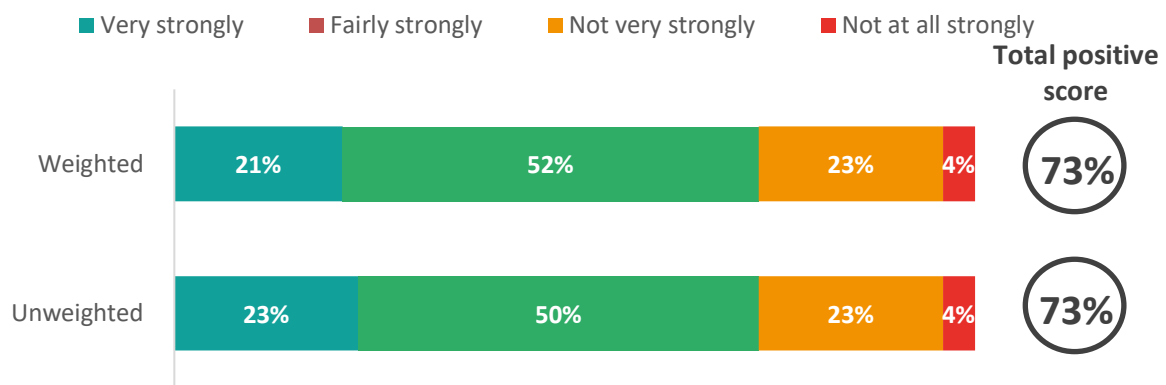
Sub-group analysis shows that there were significant variations by those with children and Acorn group:

	▪ Those with no children (79%) were more likely to say they belonged to the area compared to (71%) of those with children.
	▪ Those from non BAME backgrounds (74%) were more likely to say they belonged to the area, compared to (66%) of those from BAME backgrounds.
	▪ Residents living in areas classified as Acorn 1 'Affluent Achievers' were more (77%) likely to feel that they belonged to an area compared to those living in Acorn 3 'Comfortable Communities' (68%) areas.

Figure 25: How strongly (very strongly/fairly strongly) to you feel you belong to the area by demographics (weighted data)

Average
73%

Men (n=586)	73%
Women (n=606)	74%
Under 34 (n=273)	75%
35-44 (n=191)	72%
45-54 (n=233)	74%
55-64 (n=204)	70%
65-74 (n=158)	75%
75 + (n=133)	77%
Children (n=800)	71%
No Children (n=368)	79%
Non BAME (n=944)	74%
BAME (n=57)	66%
Disability (n=170)	72%
Non Disability (n=802)	74%
Acorn 1 'Affluent Achievers' (n=468)	77%
Acorn 2 'Rising Prosperity' (n=156)	75%
Acorn 3 'Comfortable Communities' (n=307)	68%
Acorn 4 'Financially stretched'(n=180)	74%
Acorn 5 'Urban Adversity' (n=75)	74%

Getting on well together

Residents were asked to what extent they agree that their local area is a place where people get on well together.

- **77%** of residents either 'definitely' (18%) or 'tended' (59%) to agreed that people get on well together in their local area. Just under a fifth (19%) neither agreed nor disagreed.

Figure 26: To what extent do you agree or disagree that your local area is a place where people get on well together?

Unweighted base – 1,199

■ Definitely agree ■ Tend to agree ■ Neither agree or disagree ■ Tend to disagree ■ Definitely disagree

	Definitely agree	Tend to agree	Neither agree or disagree	Tend to disagree	Total agreement
Weighted	18%	59%	19%	4%	77%
Unweighted	19%	56%	20%	5%	75%
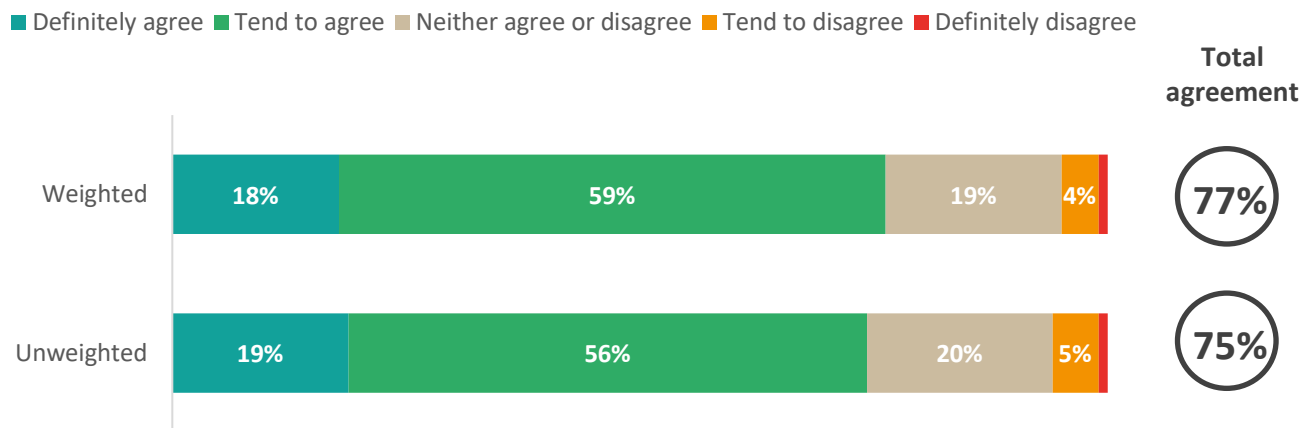
Sub-group analysis shows that there were significant variations by age and Acorn:

	▪ Residents aged between 45-54 were more likely to agree (81%) than 55-64 year olds (67%) that the local area is a place where people get on well together.
	▪ Those living in homes classified as Acorn 5 'Urban Adversity were less likely (63%) than other Acorn categories to agree that the local area is a place where people get on together.

Figure 27: How strongly to you agree that (definitely agree/tend to agree) in your local area is a place where people get on well together (weighted data)

Average	**77%**
Men (n=595)	**78%**
Women (n=615)	**75%**
Under 34 (n=289)	**76%**
35-44 (n=193)	**78%**
45-54 (n=229)	**81%**
55-64 (n=207)	**67%**
65-74 (n=158)	**78%**
75 + (n=134)	**78%**
Children (n=816)	**75%**
No Children (n=369)	**79%**
Non BAME (n=955)	**77%**
BAME (n=56)	**80%**
Disability (n=167)	**74%**
Non Disability (n=815)	**78%**
Acorn 1 'Affluent Achievers' (n=471)	**80%**
Acorn 2 'Rising Prosperity' (n=159)	**77%**
Acorn 3 'Comfortable Communities' (n=319)	**69%**
Acorn 4 'Financially stretched'(n=179)	**85%**
Acorn 5 'Urban Adversity' (n=77)	**63%**

Improvement to local area

Residents were then asked to what extent they agreed or disagreed that people in the local area pull together to improve the local area.

- **54%** of residents either 'definitely' (13%) or 'tended' (41%) to agree that people in the local area pull together to improve the local area.

- **15%** of residents either 'definitely' (3%) or 'tended' (12%) to disagree that people in the local area pull together to improve the local area. Just under a third (31%) neither agreed nor disagreed.

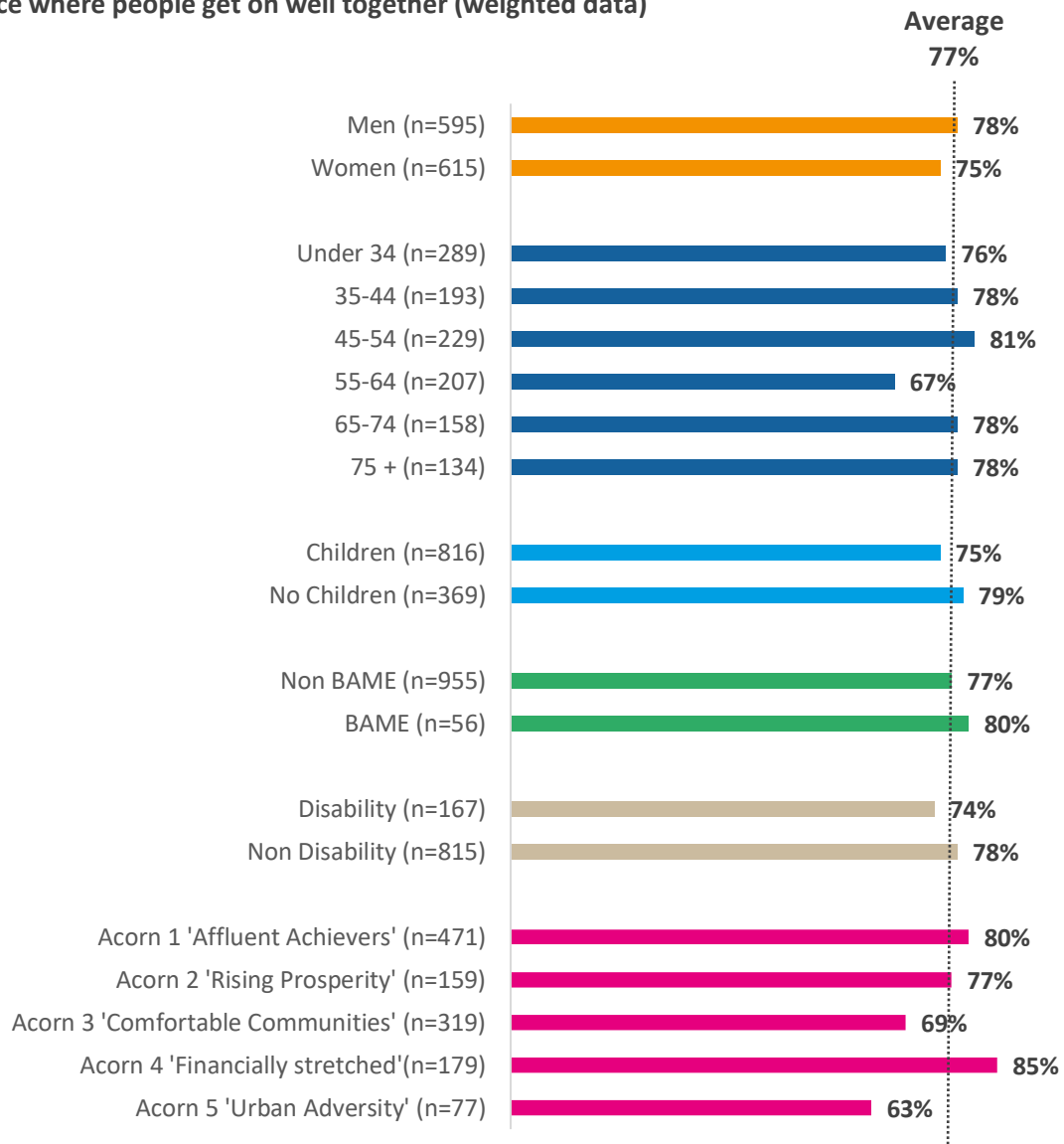**Figure 28: To what extent do you agree or disagree that your local area is a place where people pull together to improve the local area?**

Unweighted base- 1,170

	Definitely agree	Tend to agree	Neither agree or disagree	Tend to disagree	Definitely disagree	Total agreement
Weighted	13%	41%	31%	12%		54%
Unweighted	13%	43%	32%	10%		56%
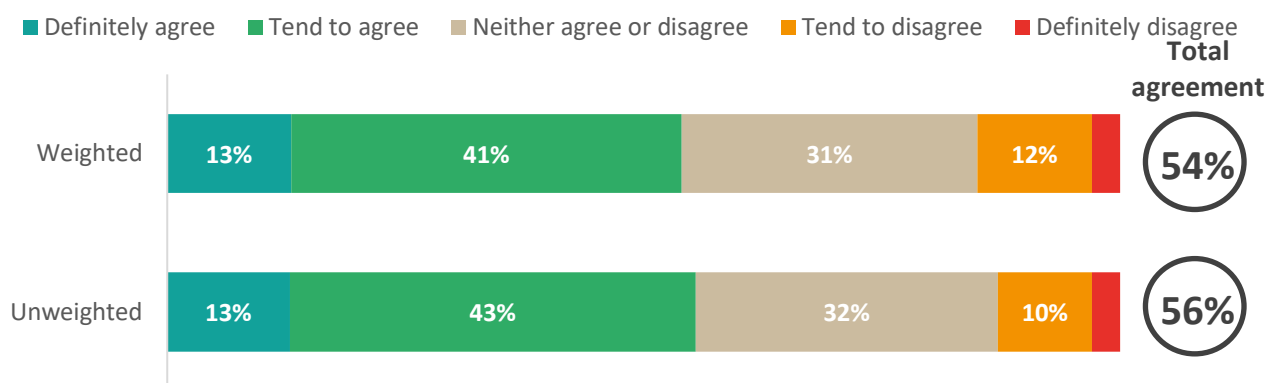
Sub group analysis shows that there were significant variations by age group, disability and Acorn:

	▪ Those aged 34 and under (26%) were more likely to disagree that people in the area pulled together to improve the local area compared those aged (9%) 75 and over.
	▪ Residents without a long-term health problem or disability (57%) were more likely to agree that people in their local area pulled together. This compares to (44%) with a long-term health problem or disability.
	▪ Residents who lived in homes classified as Acorn category 1 'Affluent Achievers' (65%) were most likely to agree that their local area was a place where people pull together. This compares to 37% of those living in homes classified as Acorn 5 'Urban Adversity'.

Figure 29: How strongly do you agree (definitely agree/tend to agree) that people in your local area pull together to improve the local area (weighted data)

Average 54%

Category	Percentage
Men (n=588)	56%
Women (n=577)	52%
Under 34 (n=265)	45%
35-44 (n=184)	54%
45-54 (n=226)	62%
55-64 (n=205)	51%
65-74 (n=157)	57%
75 + (n=129)	58%
Children (n=796)	53%
No Children (n=350)	56%
Non BAME (n=924)	54%
BAME (n=53)	56%
Disability (n=164)	44%
Non Disability (n=784)	57%
Acorn 1 'Affluent Achievers' (n=462)	65%
Acorn 2 'Rising Prosperity' (n=156)	47%
Acorn 3 'Comfortable Communities' (n=305)	45%
Acorn 4 'Financially Stretched'(n=177)	54%
Acorn 5 'Urban Adversity'(n=61)	37%

Friendships and associations with people in neighbourhood

Residents were asked to what extent they agreed that the friendships and associations have with other people in the neighbourhood meant a lot to them

- **75%** of residents either 'strongly' (34%) or 'tended to' (41%) agree that friendships and associations meant a lot to them. A fifth (20%) had no feelings either way and 6% disagreed with this.

Figure 30: Do you agree or disagree that friendships and associations you have with other people in your neighbourhood mean a lot to you?

Unweighted base – 1,200

■ Strongly agree ■ Tend to agree ■ Neither agree or disagree ■ Tend to disagree ■ Definitely disagree

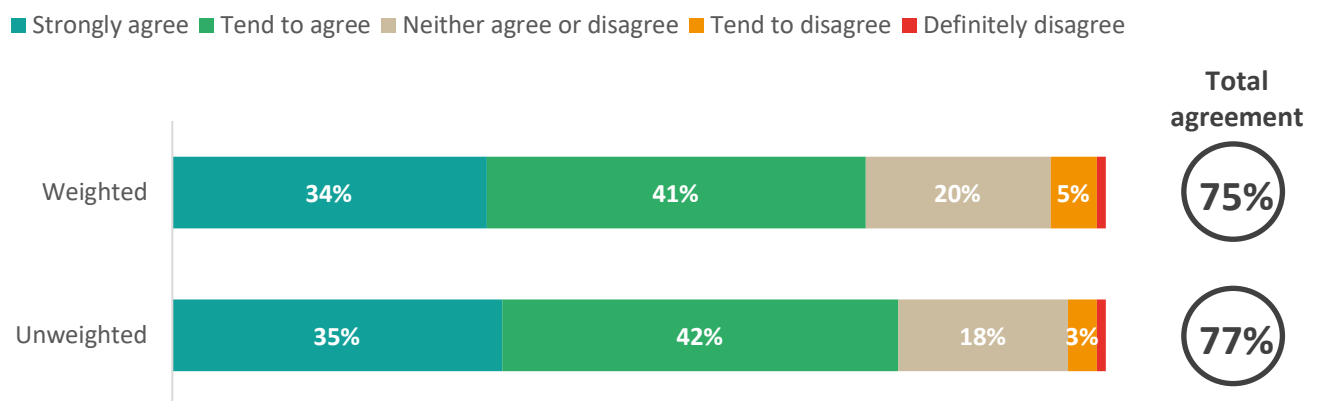|	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Total agreement
Weighted	34%	41%	20%	5%	75%
Unweighted	35%	42%	18%	3%	77%

Sub-group analysis shows that there were significant variations by age group, ethnicity and Acorn:

	- The younger (under 35) age group was less likely (60%) to feel that friendships and associations meant a lot to them compared to those aged between 45-54 and 75 and over (both at 82%).
	- Those from BAME backgrounds (93%) agreed that friendships and associations they have with other people in the neighbourhood meant a lot to them compared to (73%) of those from Non BAME backgrounds.
	- Residents in Acorn 1 Areas (82%)'Affluent Achievers' had significantly higher levels of agreement that friendships and associations they have with other people in the neighbourhood meant a lot to them compared to (64%) of those in Acorn 5 areas 'Urban Adversity'.

Figure 31: Total agreement (strongly agree/tend to agree) that friendships and associations you have with other people in your neighbourhood mean a lot to you by demographics (weighted data)

Average
75%

Demographic	Agreement
Men (n=580)	75%
Women (n=613)	74%
Under 34 (n=277)	60%
35-44 (n=188)	72%
45-54 (n=226)	82%
55-64 (n=208)	76%
65-74 (n=160)	81%
75 + (n=134)	82%
Children (n=808)	74%
No Children (n=364)	74%
Non BAME (n=940)	73%
BAME (n=55)	93%
Disability (n=162)	77%
Non Disability (n=805)	73%
Acorn 1 'Affluent Achievers' (n=470)	82%
Acorn 2 'Rising Prosperity' (n=149)	71%
Acorn 3 'Comfortable Communities' (n=317)	71%
Acorn 4 'Financially stretched'(n=177)	67%
Acorn 5 'Urban Adversity' (n=76)	64%

Volunteering

We asked residents if they had given any time to help as a volunteer or helped any organisations, charity etc. in an unpaid capacity in the last 12 months.

- Under a third **(30%)** of residents had volunteered or provided unpaid time in the last 12 months.
- Of the residents who had given up their time (c.356), when asked what the reasons were the most common answer was that they wanted to do good for others and the community (77%), followed by just over a quarter (28%) stating they wanted to feel more of a connection with their local community.

Figure 32: Have you volunteered to help in your local community, either formally or informally, over the past year?

Unweighted base – 1,219

Yes ■ No

	Yes	No
Weighted	30%	70%
Unweighted	31%	69%
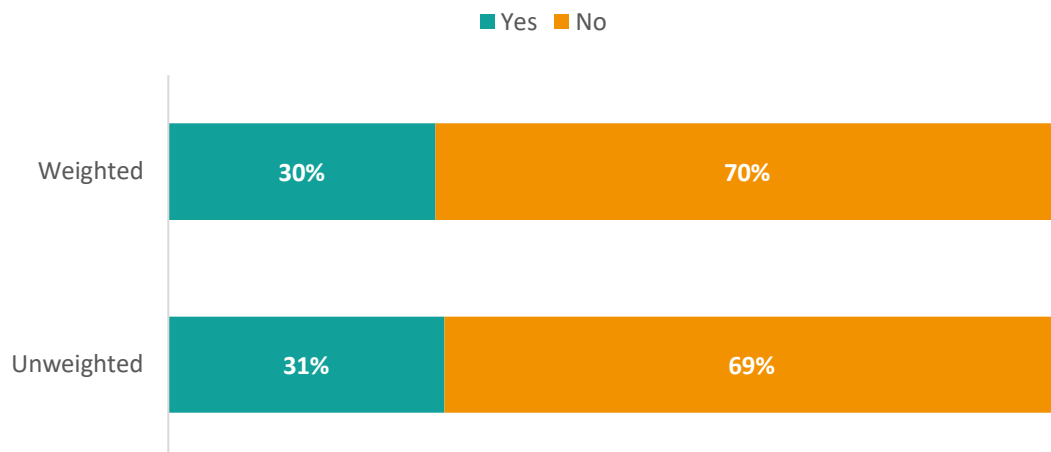
Figure 33: What were your reasons for choosing to volunteer in your local community over the past 12 months?

Unweighted base - 360
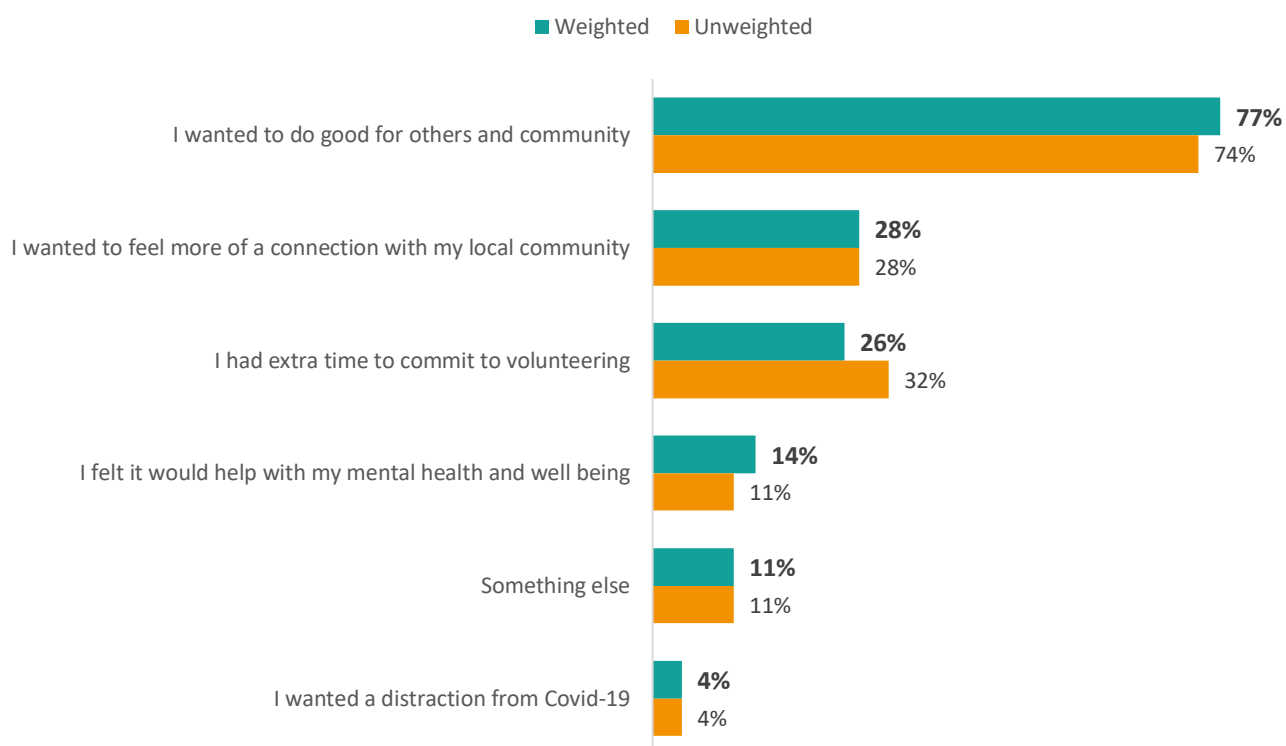
The other reasons for choosing to volunteer in the local community are listed below. A total of 49 residents provided a valid response to this question. The main ones are listed below:

Table 9: Other reasons for volunteering

Other reason for volunteering	No of mentions	% of respondents
Community, e.g donate to school	14	29%
Other comments	10	20%
Supporting others	8	16%
Litter e.g unsightly	6	12%
Volunteered previously	6	12%

All residents were asked if they intended to volunteer in the local community during the next 12 months.

▪ **35%** of residents stated they did not intend to volunteer in the next 12 months, followed by 38% who said that they may volunteer and 27% said that they would volunteer.

Figure 34: Do you intend to volunteer in your local community during the next 12 months?

Unweighted size – 1,209

Sub-group analysis shows that there were significant variations by age group, ethnicity, and Acorn:

	▪ Those aged 35-54 (31%) were more likely to volunteer in the next 12 months compared to those aged 75+ (18%).
	▪ Those from BAME backgrounds (47%) were more likely to volunteer in the next 12 months compared to those from Non BAME backgrounds (28%).
	▪ 35% of residents living in Acorn 1 'Affluent Achievers' homes were likely to volunteer in the next 12 months compared to none from Acorn 5 'Urban Adversity' homes.

Figure 35 : Agreement to volunteering in community during the next 12 months (Weighted data)

Average
27%

Men (n=604)	28%
Women (n=618)	25%
Under 34 (n=296)	24%
35-44 (n=192)	31%
45-54 (n=234)	31%
55-64 (n=204)	28%
65-74 (n=163)	22%
75 + (n=134)	19%
Children (n=827)	24%
No Children (n=370)	34%
Non BAME (n=958)	28%
BAME (n=57)	47%
Disability (n=169)	23%
Non Disability (n=818)	31%
Acorn 1 'Affluent Achievers' (n=474)	34%
Acorn 2 'Rising Prosperity' (n=160)	30%
Acorn 3 'Comfortable Communities' (n=327)	19%
Acorn 4 'Financially Stretched'(n=181)	29%
Acorn 5 'Urban Adversity'(n=77)	

Residents were given the opportunity to add any additional comments, a total of 250 of residents responded, the table below shows the key themes. The most popular themes related to be limited by age/disability/illness (73 mentions) followed by other comments such as just moved into the area (31 mentions). There was also (31 mentions) of those that already volunteer or help in other ways.

Table 10: Additional comments on volunteering in the local community during the next 12 months?

Key themes	No of mentions	% of respondents
Limited by age/disability/illness	73	29%
Other comments e.g moving away, restricted by covid	31	12%
Already volunteering/helping in other ways	31	12%

Some example comments are provided below:
Limited by age/disability/illness:

"Too old to try to influence or to volunteer."

"Our age and medical condition make volunteering impractical."

Already volunteering/helping in other ways:

"We clean Wash Common park. Help with scouts. Assist during Covid. Volunteer in schools."

"Driver for downlands volunteer group"

What problems are there in the local area

Residents were provided with a list of common problems in the local area and asked how much of a problem there were in their local area. Results show that:

- The main problem seemed to be rubbish or litter lying around, with 44% stating that it was either a 'very big problem' (14%) or a 'fairly big problem' (30%).

- Nearly a third of residents (32%) stated that people using or dealing drugs was either a 'very big problem' (12%) or a 'fairly big problem' (20%).

Figure 36: How much of a problem do you think the following are (weighted data)
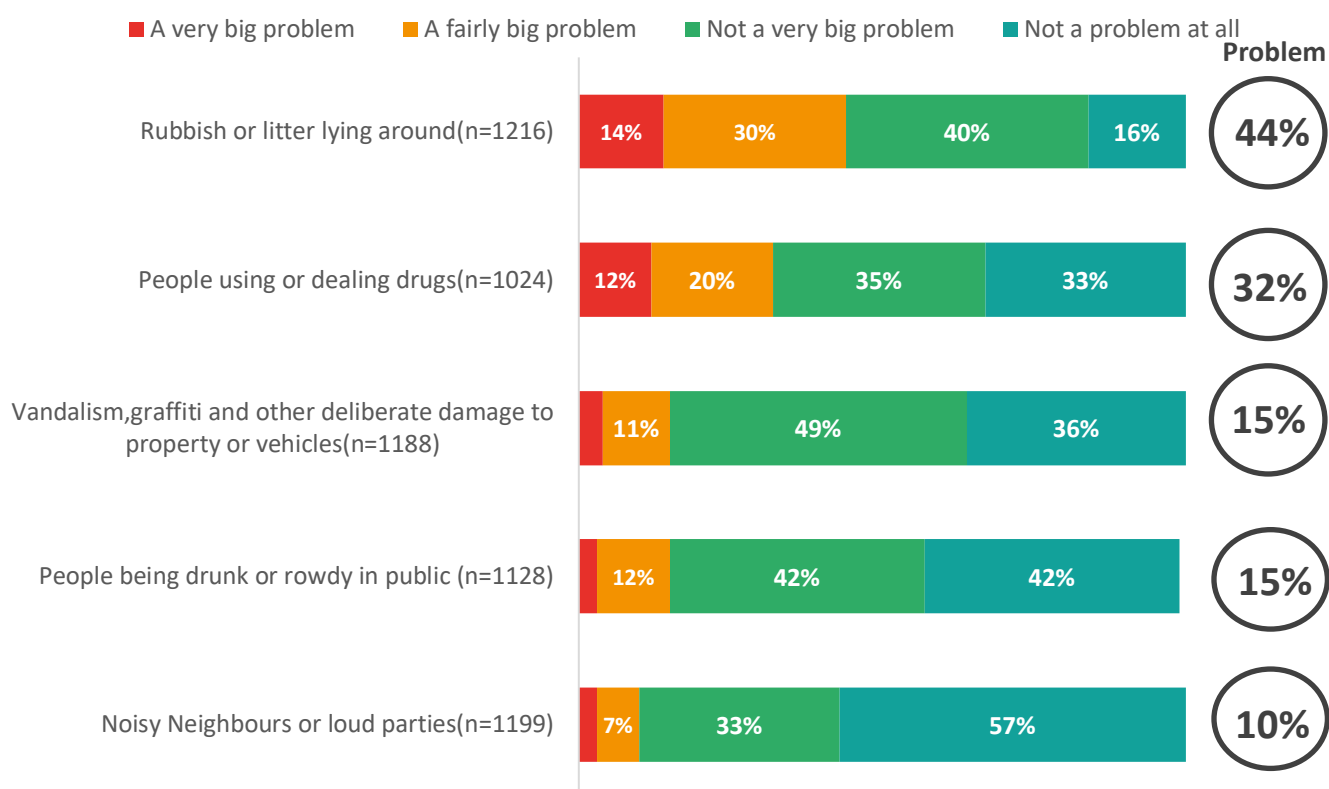
Sub-group analysis, based on the top two aspects which were most applicable to West Berkshire, show the following: *Please note: only statistically significant differences have been included.*

Rubbish or litter lying around

- Nearly half (49%) of all residents aged under 34 stated that rubbish or litter lying around was a very/fairly big problem compared to 38% of those aged 75 and over.

- Just under half (45%) of those from Non BAME residents thought rubbish/litter lying around was a big problem compared to (31%) of BAME residents.

- Those residents living homes classified as Acorn 4 'Financially Stretched (56%) stated rubbish/litter lying around was a big problem compared to those from Acorn 1 (35%) 'Affluent Achievers' homes.

People using or dealing drugs

- Those aged 55-64 years stated that people using or dealing drugs (39%) was a fairly/very big problem in the area compared to those aged under 34 (22%).

- Residents who lived in homes classified as Acorn category 4 'Financially Stretched ' (40%) stated that people using or dealing drugs was a fairly/big problem in the area compared to those that live in Acorn 1 'Affluent Achievers' homes (23%).

Table 11 presents the proportion of residents stating aspects were either were a 'very big' or 'a fairly big' problem by ward, with the highest and lowest percentages colour coded. Although caution should be taken when interpreting the results due to the small sample sizes achieved by ward. Results should there be treated as indicative.

- Resident living in the Lambourn Ward were more likely to have said that 'rubbish or litter lying around' (83%), 'people using or dealing drugs' (79%) and 'vandalism, graffiti & other deliberate damage to property or vehicles' (36%) were a problem compared to the other wards.

- Resident living in the Theale Ward were more likely to have said that 'people being drunk or rowdy in public places' (29%) and 'noisy neighbours or loud parties' (36%) were a problem compared to other wards.

Table 11: Proportion of residents stating aspects were either were a 'very big' or 'a fairly big' problem by ward (highest and lowest percentages colour coded)

	Rubbish or litter lying around	People using or dealing drugs	Vandalism, graffiti & other deliberate damage to property or vehicles	People being drunk or rowdy in public places	Noisy neighbours or loud parties
Aldermaston Ward (n=32)	32%	19%	0%	0%	0%
Basildon Ward (n=21)	44%	0%	0%	7%	7%
Bradfield Ward (n=26)	29%	11%	9%	0%	6%
Bucklebury Ward (n=26)	33%	34%	7%	2%	0%
Burghfield & Mortimer Ward (n=65)	48%	19%	18%	5%	6%
Chieveley & Cold Ash Ward (n=69)	28%	14%	11%	6%	8%
Downlands Ward (n=26)	18%	13%	0%	0%	5%
Hungerford & Kintbury Ward (n=92)	45%	30%	11%	9%	17%
Lambourn Ward (n=38)	83%	79%	36%	28%	15%
Newbury Central Ward (n=63)	40%	34%	21%	28%	16%
Newbury Clay Hill Ward (n=71)	38%	36%	8%	13%	18%
Newbury Greenham Ward (n=97)	38%	46%	24%	32%	12%
Newbury Speen Ward (n=57)	61%	50%	13%	19%	8%
Newbury Wash Common Ward (n=82)	37%	33%	11%	22%	1%
Pangbourne Ward (n=28)	47%	47%	29%	10%	5%
Ridgeway Ward (n=23)	26%	11%	12%	4%	11%
Thatcham Central Ward (n=57)	50%	29%	17%	16%	4%
Thatcham Colthrop & Crookham Ward (n=26)	55%	59%	15%	12%	4%
Thatcham North East Ward (n=61)	41%	26%	4%	21%	9%
Thatcham West Ward (n=58)	44%	28%	17%	15%	7%
Theale Ward (n=38)	76%	23%	14%	29%	36%
Tilehurst & Purley Ward (n=82)	34%	31%	8%	2%	10%
Tilehurst Birch Copse Ward (n=60)	44%	29%	34%	13%	4%
Tilehurst South & Holybrook Ward (n=51)	56%	34%	34%	19%	19%

m·e·l research

All residents were offered the opportunity to provide additional comments relating to any of the questions about sense of belonging, safety and community. All valid comments (pertinent to the question and the purpose of the survey) have been analysed. A total of 267 residents provided a valid response to this question. NB: a single comment could have contained more than one theme and as such the total presented in the table may be higher than the number of responses. The main ones are listed below:

Table 12: Additional comments on belonging, safety and community

Sense of belonging, safety and community	No of mentions	% of respondents
Other comments/e.g live in a quiet place, happy with area	71	27%
Drugs/alcohol	66	25%
Rubbish/litter	66	25%
Noise issues	24	9%
Traffic/parking	15	6%
Antisocial behaviour	15	6%

Some example comments are provided below:

Drugs/alcohol:

"I don't go into Pangbourne at night anymore as I don't feel safe. Drug dealing, drunkenness and rowdy behaviour is rife!"

"More and more there is evidence of drug dealing and substance abuse. it has become visible on the streets and is influencing younger people."

Rubbish/litter:

"Packaging, coffee cups, unwanted food and drink from local takeaways all discarded on footpaths and thrown in hedgerows are annoying."

"Masks & litter apparent wherever you are out walking around the area. More dog waste bins needed & regular emptying of bins."

Section 5: Personal Well being

We used the ONS's four wellbeing questions (a validated question set) which measure life satisfaction, feeling worthwhile, happiness and anxiety. Individuals were asked to respond to the questions on a scale from 0 to 10 where '0' is 'Not at all' and 10 is 'completely'. Mean scores have been calculated for each measure, the below threshold should be used when interpreting the results.

Table 13: Personal well-being thresholds

Life satisfaction, worthwhile and happiness scores		Anxiety scores	
0 to 4	Low	0 to 1	Very low
5 to 6	Medium	2 to 3	Low
7 to 8	High	4 to 5	Medium
9 to 10	Very High	6 to 10	High

Table 14 below shows the averages of West Berkshire residents.

▪ West Berkshire resident scores were just slightly lower than the national average (latest data available for the period just pre pandemic) for satisfaction with life nowadays, feeling worthwhile and happiness.

▪ The anxiety score was 0.56 higher than the national average score.

Table 14: ONS wellbeing measure mean scores

ONS Measure	West Berkshire residents	National average*
Satisfaction with life nowadays	7.33	7.66
Feeling worthwhile	7.68	7.86
Happiness	7.33	7.48
Anxiety	3.61	3.05

Annual Population Survey, Office for National Statistics, April 2019-March 2020 (latest data available)

Figure 37 below presents the scaled scores for the ONS Measure.

▪ When scoring how worthwhile do you feel the things in your life are, positively over three quarters of residents (76%) scored 7-10.

▪ **71%** stated they felt happy yesterday, where as 29% scored this low.

- A total of **5%** stated that they had high anxiety yesterday.

Figure 37: Feelings on aspects of life on a scale of 0 to 10 (weighted data):

Positive (7-10)

Legend: 0-4 not at all | 5-6 Med | 7-8 High | 9-10 completely

| Overall how worthwhile do you feel the things in your life are | 8% | 16% | 35% | 41% | **76%** |

| Overall, how happy did you feel yesterday? | 11% | 18% | 41% | 30% | **71%** |

| Overall how satisfied are you with life nowadays? | 9% | 15% | 52% | 24% | **76%** |

High anxiety (6-10)

Legend: 0-1 (low anxiety) | 2-3 | 4-5 | 6-10(high anxiety)

| Overall how anxious did you feel yesterday? | 27% | 20% | 18% | 5% | **5%** |
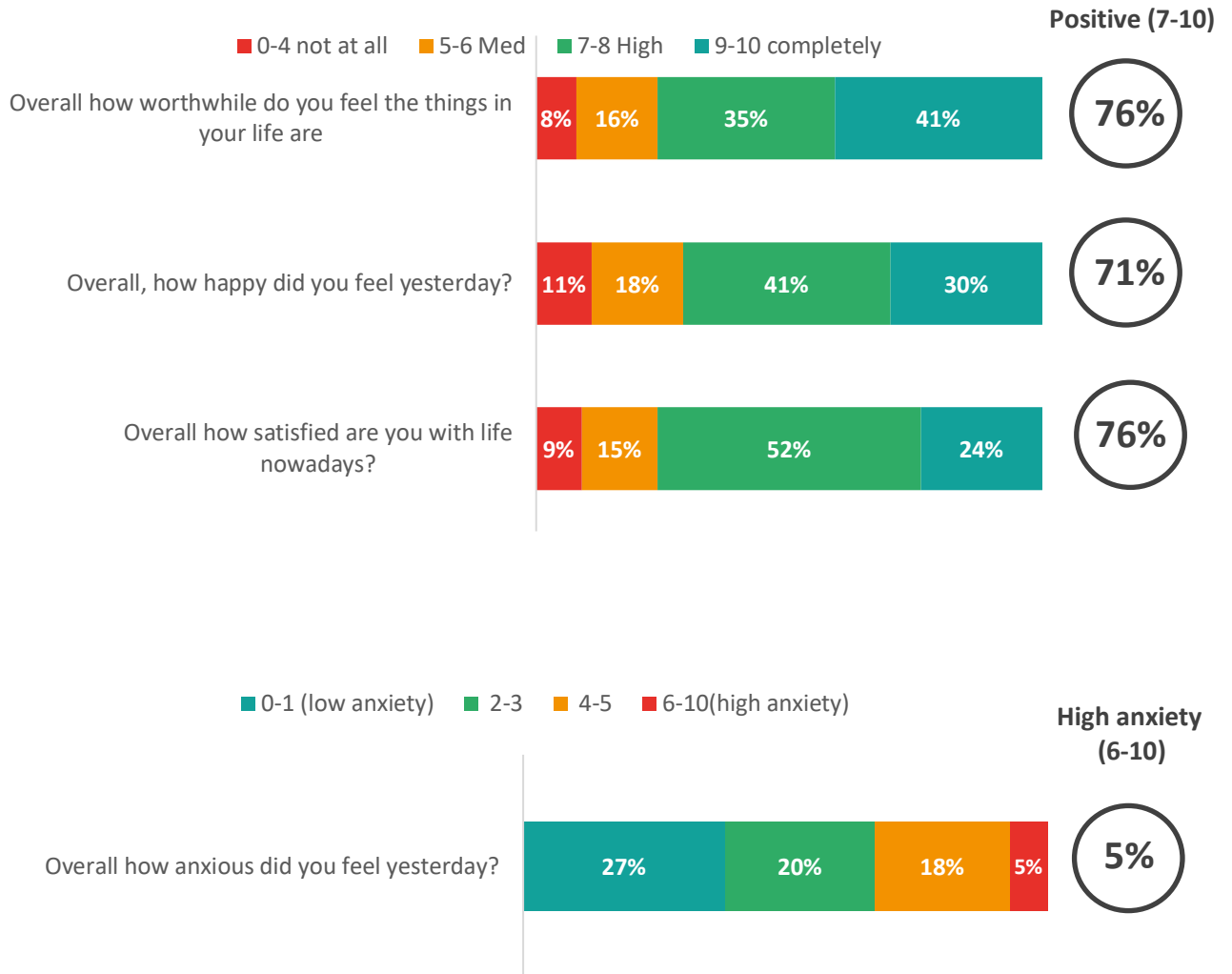
Conclusions & recommendations

Attitudes towards the local area

Findings from the survey show a number of successes, the results were positive for satisfaction with the local area as a place to live (89%), this score is above the national average (78%). Satisfaction with the way the Council runs things (64%) is also positive this is 8% points above the national average score (56%).

The proportion of residents agreeing the Council provides value for money was 37%. This indicator is lower than the national average score (42%).

A third of residents (33%) would speak positively about the Council (either with or without being asked) and over half had no feelings either way (51%) suggesting they perhaps perceived that they had limited or had no interaction with the Council.

Residents were given the opportunity to freely comment on the satisfaction of their area and with West Berkshire Council. Positive aspects included (15%) prompt service and (9%) happy with the way West Berkshire Council runs things. Whereas negative aspects that were mentioned (15%) were that they were not satisfied and could do more, while 14% stated a bad service or still waiting.

Key sub-groups variations

Those from younger age groups (aged 34 under) scored the lowest satisfaction levels in many aspects. They were less likely to be satisfied with how the Council run things, to disagree that the Council provides value for money, that they could influence decisions that affect their local area and speak positively about the Council. This group also had low satisfaction with how informed they were with the Council about the services and benefits it provides. However, this group was less likely to have signed up to e-bulletins, but it is not known if there is a desire to be informed for this age group.

Those living in homes classified as Acorn 5 'Urban Adversity' were also less satisfied than all the other Acorn categories and were more likely to report problems in their local area, this may have contributed to their dissatisfaction.

Service improvement and prioritisation

The main service choices needed by most residents were waste and recycling collection and cleaning services, followed by roads, highway streets and emergency services/healthcare. The majority of residents (60%) stated that environmental services required the most improvement and a third (33%)

stated development and planning required improvement. When asked the specific elements that needed to be improved. (35%) better recycling, waste management and more materials collected was commonly mentioned.   For development and planning, (26%) stated a better planning process was required.

Over half of residents (61%) said that they would take action to help achieve carbon neutrality, with (20%) stating they could do this by fuel changes and a more efficient boiler and 17% would consider an electric car/hybrid.

Communication and Engagement

Over half of residents (58%) agreed that the Council acts on the concerns of local residents. Residents were in line with the national average (57%) that felt well informed by the Council about the services and benefits it provides.

Over a third of residents (38%) had signed up for e-bulletins from West Berkshire Council, but 42% were not aware of them.

Residents would prefer to receive information about the Council by email (75%) and via mail (29%). Older residents were more likely to want to prefer information via telephone (43%). Those from BAME backgrounds would prefer receiving information by face to face.

The majority of residents disagreed (47%) that they could influence decisions that affect their local area, whereas (33%) a third had no feelings either way.

Communicating with the Council

Nearly half of residents (48%) had contact with the Council in the past 6 months. The main reason for contact was to request a service (54%) followed by (34%) to report a problem. Main themes of contact were related to recycling/waste (38%) and planning (19%). The majority of residents had a positive experience (56%), where as 14% had a negative experience.

Sense of belonging, safety and community

Positively, a total of 77% agreed that their local area is a place where people get on well together, a similar proportion (75%) agreed that friendships and associations they have with other people in the neighbourhood meant a lot to them.

Over half of residents (54%) agreed that people in the local area pull together to improve the local area. Those from younger age groups, and from Acorn 5 areas were less likely to agree.

Volunteering

Around a third (30%) of residents had provided unpaid help or support in the last 12 months, mainly for wanting to do good for others and the community. Barriers to providing unpaid help and support focused on limited by age, disability or illness – factors mainly outside the Councils control.

Problems in the local area

The main problems in local areas seem to be rubbish lying around with (44%) of residents stating this, followed by (32%) stating people are using or dealing drugs. Those living in Acorn 4 areas were more likely to have agreed with both of the problems above.

Recommendation 1

Although overall satisfaction in most areas were positive, residents from younger age groups were significantly less likely to feel this way. The reasons for this should be further explored through direct engagement with residents from this group. In addition, the Council could consider developing on the concept of 'active citizens' to increase residents' awareness , with a focus on young adults - about local democracy and getting them to take a more active interest in their local community and local democracy, therefore bridging the gap between the Council and residents. Could further explore Acorn 5'Urban Adversity' perception about problems and satisfaction

Recommendation 2

The preferred method of communication is by email; however it is important to make sure that alternative methods are readily available for those who are less willing to use digital platforms, e.g older residents – making sure other channels of communications are still available for those that need it.

Recommendation 3

Further refining the ways in which the Council is communicating with residents should remain a key priority for the Council, utilising both digital and non-digital channels. The Council could focus on improving day to day communications with residents and explore how to better consider what residents say, whilst also explaining the rationale behind why a decision has been taken. Efforts should also be made on improving awareness on e- bulletins provided by the Council to increase the sign up.

Recommendation 4

Working on how to improve environmental services, as this is the service that required most improvement from residents' perspective and a service that is needed the most.

Suggestions include looking into better recycling facilities and increasing materials collected. Also, to tackle rubbish and litter lying around, this could be by promoting community litter picking (as this was also suggested by residents. Some more in-depth research work maybe needed to understand why residents feel this way and what the Council could realistically do to improve the services.

Recommendation 5

To publish the results of the survey and inform residents how these results will be used by the Council to prioritise service delivery, ensure further service improvements and acknowledge areas of strength and successes.

Appendix A: Questionnaire

Appendix B: Data table (including don't know responses)

Appendix A: Questionnaire

RESIDENTS SURVEY 2021

This survey is being carried out on behalf of West Berkshire Council by M·E·L Research who operate to the Code of Conduct of the Market Research Society (https://www.mrs.org.uk/standards/code-of-conduct).

Your responses will be treated in the strictest confidence and you won't be personally identifiable in any data or information passed on to **West Berkshire Council**. You can find out more information about our surveys and what we do with the information we
collect in our Privacy Policy: http://www.melresearch.co.uk/ privacypolicy and from the Council's Privacy Notice: https://info.westberks.gov.uk/pnresident.

This includes details of your right to change your mind and have any personal details and the responses you give to this survey deleted at any time. If you wish to check the validity of this survey you can email: RCPTeam@westberks.gov.uk

The majority of the questions are tick boxes, although there are also opportunities to add comments throughout the survey. They are asked in no particular order, and you don't have to answer a question if you don't feel comfortable.

SECTION 1. Satisfaction with the area and the Council

Throughout this survey we 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?**
Please tick one box only.

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Don't Know

Your local area receives services from West Berkshire Council. West Berkshire Council is responsible for a range of services such as refuse collection, street cleaning, planning, education, social care services and road maintenance.

Q2 **Overall, how satisfied or dissatisfied are you with the way West Berkshire Council runs things?** *Please tick one box only.*

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Don't Know

In considering the next question, please think about the range of services West Berkshire Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services West Berkshire Council provides to the community. We would like your general opinion.

Q3 **To what extent do you agree or disagree that West Berkshire Council provides value for money?** *Please tick one box only.*

- ☐ Strongly agree
- ☐ Tend to agree
- ☐ Neither agree nor disagree
- ☐ Tend to disagree
- ☐ Strongly disagree
- ☐ Don't know

Q4 **On balance, which of the following statements comes closest to how you feel about West Berkshire Council?** *Please tick one box only.*

- ☐ 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 the other
- ☐ I speak negatively about the council if I am asked about it
- ☐ I speak negatively about the council without being asked
- ☐ Don't Know

Q5   **Have you had any need to contact West Berkshire Council in the last 6 months?** *Please tick one box only.*

☐ Yes (continue to **Q6**)
☐ No (Jump to **Q8**)

Q6   **What was your reason for contacting West Berkshire Council?** *Please tick all that apply.*

☐ To report a problem
☐ To request a service
☐ To request information
☐ Other - please specify in the box below:

┌───┐
│   │
└───┘

Q7   **Overall, how would you rate your contact(s) with West Berkshire Council?**
Please tick one box only.

☐ Excellent
☐ Good
☐ Fair
☐ Poor
☐ Very Poor

Q8   **Please add comments below relating to any of the questions in this section about satisfaction with your area and with West Berkshire Council.**

┌───┐
│   │
│   │
│   │
│   │
└───┘

SECTION 2: Service Improvement and Prioritisation

Q9   **Thinking about your individual circumstances, which are the five services provided by West Berkshire Council that you need most?**

Service 1 ┌──┐
          └──┘

Service 2 ┌──┐
          └──┘

Service 3 ┌──┐
          └──┘

Service 4 ┌──┐
          └──┘

Service 5 ┌──┐
          └──┘

Q10 **Considering the services provided by West Berkshire Council, would you please select the ones which, in your opinion, require improvement?** *Please tick all that apply*

☐ **Children and Family Service** *(Duty response service, Community Social Work teams, Children in Care, Care Leavers, Fostering and Adoption Service, Drug and Alcohol support, Youth Offending Team, Quality Assurance).*

☐ **Adult Social Care** *(Care Homes, Community and Day Centres, Shared Lives, Maximising Independence, Information and Advice, Deprivation of Liberty Safeguards Assessments, Safeguarding, Reablement, Financial Assessment, Deputyship, Direct Payment Financial Support).*

☐ **Education** *(School Improvement, Support for School Governors, Adult Learning; Special Education Needs, Inclusion and Disabled Children; Education Psychology, Behaviour Intervention and Emotional Health Academy; Early Years and Childcare, support for Vulnerable Learners and Families, and safeguarding; Education Contract Management/ICT). Ensuring sufficient school places and admissions.).*

☐ **Communities and Wellbeing** *(Joint Strategic Needs Assessment (JSNA) and the health and wellbeing strategy, Sexual Health service, NHS Health checks, Reducing Obesity and Substance Misuse, Smoking Cessation, Health Visiting, School Nursing Services, Mental Health and tackling Domestic Abuse, Support for communities, Community safety, Liaison with Town and Parish Councils, Cultural services (West Berkshire Museum, Shaw House) and Libraries), Sports and leisure).*

☐ **Environment** *(Network Management, Transport Services, Asset Management, Parking, Countryside and Waste Management).*

☐ **Development and Planning** *(Development Management, Planning Policy, Economic Development, Housing).*

☐ **Public Protection** *(Environmental Health, Licensing and Trading Standards, Joint Emergency Planning Unit (JEPU), Building Control, Registrars).*

☐ **Commissioning** *(Care Placement, Commissioning, Care Quality & Contracts and Category Management).*

☐ **Finance and Property** *(Revenues & Benefits, Property Services, Financial and Management Accounting).*

☐ **Strategy and Governance** *(Customer Services, Democratic and Electoral services, Communications, Legal, Corporate Programme Office, Performance Management, Consultations, Risk Management, Internal Audit).*

☐ **ICT** (*Education ICT, internal ICT / Application Delivery, Customer Support, Infrastructure and Operations and Telecommunications).*

☐ None of these (Jump to **Q12**)

Q11 **Of the services you selected in Q10 for improvement can you tell us which specific elements need improvement and why?**

Children services

Adult Social Care

Education

Communities and Well being

Environment

Development and Planning

Public Protection

Commissioning

Finance and Property

Strategy and Governance

ICT

Q12 **One of West Berkshire Council's priorities is to achieve carbon neutrality* in the district by 2030. Are you planning to take any actions to help achieve this goal?** *Please tick one box only.*

☐ Yes
☐ No
☐ Not sure

* Carbon Neutrality is about reducing the amount of carbon dioxide emitted from various sources such as transport, building, processing, producing energy or farming and about removing carbon oxide from the atmosphere in order to achieve net zero emissions.

Q13 **Please add any comments below relating to any of the questions in this section:**

SECTION 3. Communication and Engagement

Q14 **To what extent do you think West Berkshire Council acts on the concerns of local residents?** *Please tick one box only.*

- [ ] A great deal
- [ ] A fair amount
- [ ] Not very much
- [ ] Not at all
- [ ] Don't know

Q15 **Overall, how well informed do you think West Berkshire Council keeps residents about the services and benefits it provides?** *Please tick one box only.*

- [ ] Very well informed
- [ ] Fairly well informed
- [ ] Not very well informed
- [ ] Not well informed at all
- [ ] Don't know

Q16 **Have you signed up to receive any of West Berkshire Council's e-bulletins*, which provide updates on information, advice and support straight to your inbox?** *Please tick one box only.*

- [ ] Yes
- [ ] No, I'm not interested
- [ ] No, I'm not aware of them

* You can sign up to West Berkshire Council's e-bulletins by visiting info.westberks.gov.uk/newsletters

Q17 **What are your preferred methods of communication with West Berkshire Council?** *Please tick all that apply.*

- [ ] Email
- [ ] Social media (e.g Twitter, Facebook, YouTube)
- [ ] Telephone
- [ ] Mail
- [ ] Face to Face
- [ ] Other - please specify in the box below:

_____

Q18 **To what extent do you agree or disagree that you can influence decisions affecting your local area?** *Please tick one box only.*

- [ ] Strongly agree
- [ ] Tend to agree
- [ ] Neither agree nor disagree
- [ ] Tend to disagree
- [ ] Strongly disagree
- [ ] Don't know

Q19 **Please add any comments below relating to any of the questions in this section about communication and engagement:**

SECTION 4. Sense of belonging, safety and community

Q20 **How strongly do you feel you belong to your local area?** *Please tick one box only.*

- ☐ Very strongly
- ☐ Fairly strongly
- ☐ Not very strongly
- ☐ Not at all strongly
- ☐ Don't know

Q21 **To what extent do you agree or disagree that your local area is a place where people get on well together?** *Please tick one box only.*

- ☐ Definitely agree
- ☐ Tend to agree
- ☐ Neither agree or disagree
- ☐ Tend to disagree
- ☐ Definitely disagree
- ☐ Don't know

Q22 **To what extent do you agree or disagree that people in this local area pull together to improve the local area?** *Please tick one box only.*

- ☐ Definitely agree
- ☐ Tend to agree
- ☐ Neither agree or disagree
- ☐ Tend to disagree
- ☐ Definitely disagree
- ☐ Nothing needs improving
- ☐ Don't know

Q23 **To what extent do you agree or disagree that the friendships and associations you have with other people in your neighbourhood mean a lot to you?**
Please tick one box only.

- ☐ Strongly agree
- ☐ Tend to agree
- ☐ Neither agree or disagree
- ☐ Tend to disagree
- ☐ Definitely disagree
- ☐ Don't know

Q24 **Have you volunteered to help in your local community, either formally or informally, over the past year?** *Please tick one box only.*

- ☐ Yes (Continue to **Q25**)
- ☐ No (Jump to **Q26**)

Q25 **What were your reasons for choosing to volunteer in your local community over the past 12 months?** *Please tick all that apply.*

- ☐ I wanted to do good for others and the community
- ☐ I had extra time to commit to volunteering
- ☐ I wanted to feel more of a connection with my local community
- ☐ I wanted a distraction from Covid-19
- ☐ I felt it would help with my mental health and well being
- ☐ Something else, please describe in the box below:

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Q26 **Do you intend to volunteer in your local community during the next 12 months?**
Please tick one box only.

- ☐ Yes
- ☐ No
- ☐ Maybe

Comments

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Q27 **Thinking about your local area, how much of a problem do you think each of the following are….** *Please tick one on each row.*

	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Don't know/no opinion
Noisy neighbours or loud parties	☐	☐	☐	☐	☐
Rubbish or litter lying around	☐	☐	☐	☐	☐
Vandalism, graffiti and other deliberate damage to property or vehicles	☐	☐	☐	☐	☐
People using or dealing drugs	☐	☐	☐	☐	☐
People being drunk or rowdy in public places	☐	☐	☐	☐	☐

Q28 **Please add any comments below relating to any of the questions in this section:**

SECTION 5. Personal well-being

Q29 **Next we would like you to answer four questions about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions please give an answer on a scale of 0 to 10, where 0 is "not at all" and 10 is "completely".** *Please tick one on each row.*

	0	1	2	3	4	5	6	7	8	9	10
Overall, how satisfied are you with life nowadays?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Overall, how happy did you feel yesterday?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Overall how anxious did you feel yesterday?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Overall, how worthwhile do you feel the things in your life are?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

West Berkshire Council's Community Panel

If you're a resident of West Berkshire, and would like to be invited to participate in any of our future consultation or engagement exercises, you can apply to join our Community Panel.

Any personal information you choose to provide will be kept confidential and used in accordance with the Councils privacy notice: www.westberks.gov.uk/pnconsult

Q30 **Would you like to join the West Berkshire Council's Community Panel?**
Please tick one box only.

☐ Yes (Go to **Q31**)
☐ No (Go to **Q32**)
☐ Already a member (Go to **Q32**)

Q31 **Please tell us your name and email address below. By doing so you consent for M·E·L Research to pass over your contact details to West Berkshire Council inline with our Data Protection policy.**

Name	
Email address	

About You

Finally, we'd like to ask some questions about you. This is to ensure that we speak to a range of people from across the district and learn about if particular groups have different views. All the information you give will be kept completely confidential and will not be used to identify you.

Q32 **What is your sex?** *Please tick one box only.*

☐ Male
☐ Female
☐ Other, please describe in the box below
☐ Prefer not to say

Q33 **Which of the following age groups do you fall into?** *Please tick one box only.*

☐ 16-17   ☐ 55-64
☐ 18-24   ☐ 65-74
☐ 25-34   ☐ 75 and over
☐ 35-44   ☐ Prefer not to say
☐ 45-54

Q34 **How many people, including yourself, live in your home?** *Please tick one box only.*

☐ 1   ☐ 4
☐ 2   ☐ 5 or more
☐ 3   ☐ Prefer not to say

Q35 **How many children aged from 0 to 17 live at home with you?** *Please tick one box only.*

☐ 0
☐ 1
☐ 2
☐ 3

☐ 4
☐ 5 or more
☐ Prefer not to say

The following questions relate to you individually, and invite you to provide "special category" data in terms of data protection. As such, we need your explicit consent to collect and process your responses to these questions. They are not mandatory, and you are free to skip any or all of them if you wish. To read more about this, please consult our privacy notice: http://www.melresearch.co.uk/ privacypolicy

Q36 **I consent to the council collecting and processing special category data according to the purposes outlined in its privacy notice(please visit https://info.westberks.gov.uk/pnresident for details)** *Please tick one box only.*

☐ **Yes** (Go to **Q37**)

☐ **No** (Go to end of survey)

Q37 **What is your ethnic group?** *Please tick one box only.*

☐ White English, Welsh, Scottish, Northern Irish or British
☐ White Irish
☐ White Other
☐ Gypsy, Irish Traveller or Roma
☐ Mixed or Multiple ethnic groups
☐ Asian or Asian British
☐ Black, Black British, Caribbean or African
☐ Other ethnic group - please describe in the box below
☐ Prefer not to say

[   ]

Q38 **Do you have a disability, long term illness, or health condition?** *Please tick one box only.*

☐ Yes ☐ No ☐ Prefer not to say

That is all of the questions. Thank you for taking the time to complete this survey. Please return your completed survey to M·E·L Research in the FREEPOST envelope provided.

Please make sure you return your completed survey by Sunday the 28 November 2021.

Appendix B: Data tables

		1240	100.00%
Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?	Very satisfied	446	35.97%
	Fairly satisfied	650	52.42%
	Neither satisfied nor dissatisfied	86	6.94%
	Fairly dissatisfied	44	3.55%
	Very dissatisfied	11	0.89%
	Don't Know	3	0.24%
	Top 2	**88.60%**	**88.60%**
	Bottom 2	**4.45%**	**4.45%**
		1240	100.00%
Q2. Overall, how satisfied or dissatisfied are you with the way West Berkshire Council runs things?	Very satisfied	123	9.92%
	Fairly satisfied	687	55.40%
	Neither satisfied nor dissatisfied	254	20.48%
	Fairly dissatisfied	133	10.73%
	Very dissatisfied	34	2.74%
	Don't Know	9	0.73%
	Top 2	**65.80%**	**65.80%**
	Bottom 2	**13.57%**	**13.57%**
Base		1237	100.00%
Q3. To what extent do you agree or disagree that West Berkshire Council provides value for money?	Strongly agree	54	4.37%
	Tend to agree	402	32.50%
	Neither agree nor disagree	465	37.59%
	Tend to disagree	218	17.62%
	Strongly disagree	57	4.61%
	Don't know	41	3.31%
	Top 2	**38.13%**	**38.13%**
	Bottom 2	**22.99%**	**22.99%**
		1234	100.00%
Q4. On balance, which of the following statements comes closest to how you feel about West Berkshire Council?	I speak positively of the Council without being asked	41	3.32%
	I speak positively of the Council if I am asked about it	386	31.28%
	I have no views one way or the other	572	46.35%
	I speak negatively about the Council if I am asked about it	176	14.26%

	I speak negatively about the Council without being asked	30	2.43%
	Don't Know	29	2.35%
	Top 2	**35.44%**	**35.44%**
	Bottom 2	**17.10%**	**17.10%**
		1235	100.00%
Q5. Have you had any need to contact West Berkshire Council in the last 6 months?	Yes	595	48.18%
	No	640	51.82%
		577	100.00%
Q6. What was your reason for contacting West Berkshire Council?	To report a problem	209	36.22%
	To request a service	304	52.69%
	To request information	100	17.33%
	Other - please specify in the box below:	26	4.51%
		593	100.00%
Q7. Overall, how would you rate your contact(s) with West Berkshire Council?	Excellent	98	16.53%
	Good	253	42.66%
	Fair	153	25.80%
	Poor	67	11.30%
	Very Poor	22	3.71%
	Top 2	**59.19%**	**59.19%**
	Bottom 2	**15.01%**	**15.01%**
Base		1130	100.00%
Q10. Considering the services provided by West Berkshire Council, would you please select the ones which, in your opinion, require improvement?	Children and Family Service	173	15.31%
	Adult Social Care	326	28.85%
	Education	257	22.74%
	Communities and Wellbeing	325	28.76%
	Environment	684	60.53%
	Development and Planning	391	34.60%
	Public Protection	164	14.51%
	Commissioning	53	4.69%
	Finance and Property	87	7.70%
	Strategy and Governance	67	5.93%
	ICT	71	6.28%
	None of these (Jump to Q12)	199	17.61%

		1198	100.00%
Q12. One of West Berkshire Council's priorities is to achieve carbon neutrality* in the district by 2030. Are you planning to take any actions to help achieve this goal?	Yes	682	56.93%
	No	143	11.94%
	Not sure	373	31.14%

		1235	100.00%
Q14. To what extent do you think West Berkshire Council acts on the concerns of local residents?	A great deal	52	4.21%
	A fair amount	486	39.35%
	Not very much	365	29.55%
	Not at all	46	3.72%
	Don't know	286	23.16%
	Top 2	**56.69%**	**56.69%**
	Bottom 2	**43.31%**	**43.31%**

		1239	100.00%
Q15. Overall, how well informed do you think West Berkshire Council keeps residents about the services and benefits it provides?	Very well informed	122	9.85%
	Fairly well informed	563	45.44%
	Not very well informed	359	28.98%
	Not well informed at all	91	7.34%
	Don't know	104	8.39%
	Top 2	**60.35%**	**60.35%**
	Bottom 2	**39.65%**	**39.65%**

		1229	100.00%
Q16. Have you signed up to receive any of West Berkshire Council's e-bulletins*, which provide updates on information, advice and support straight to your inbox?	Yes	521	42.39%
	No, I'm not interested	225	18.31%
	No, I'm not aware of them	483	39.30%

		1229	100.00%
Q17. What are your preferred methods of communication with West Berkshire Council?	Email	879	71.52%
	Social media (e.g Twitter, Facebook, YouTube)	104	8.46%
	Telephone	322	26.20%
	Mail	345	28.07%
	Face to Face	129	10.50%
	Other - please specify in the box below:	21	1.71%

Q18. To what extent do you agree or disagree that you can influence decisions affecting your local area?		1240	100.00%
	Strongly agree	19	1.53%
	Tend to agree	196	15.81%
	Neither agree nor disagree	404	32.58%
	Tend to disagree	375	30.24%
	Strongly disagree	142	11.45%
	Don't know	104	8.39%
	Top 2	**18.93%**	**18.93%**
	Bottom 2	**45.51%**	**45.51%**

Q20. How strongly do you feel you belong to your local area?		1228	100.00%
	Very strongly	279	22.72%
	Fairly strongly	591	48.13%
	Not very strongly	273	22.23%
	Not at all strongly	48	3.91%
	Don't know	37	3.01%
	Top 2	**73.05%**	**73.05%**
	Bottom 2	**26.95%**	**26.95%**

Q21. To what extent do you agree or disagree that your local area is a place where people get on well together?		1231	100.00%
	Definitely agree	232	18.85%
	Tend to agree	672	54.59%
	Neither agree or disagree	234	19.01%
	Tend to disagree	54	4.39%
	Definitely disagree	7	0.57%
	Don't know	32	2.60%
	Top 2	**75.40%**	**75.40%**
	Bottom 2	**5.09%**	**5.09%**

Q22. To what extent do you agree or disagree that people in this local area pull together to improve the local area?		1233	100.00%
	Definitely agree	152	12.33%
	Tend to agree	502	40.71%
	Neither agree or disagree	373	30.25%
	Tend to disagree	113	9.16%
	Definitely disagree	30	2.43%
	Nothing needs improving	1	0.08%
	Don't know	62	5.03%
	Top 2	**55.85%**	**55.85%**
	Bottom 2	**12.21%**	**12.21%**

Q23. To what extent do you agree or disagree that the friendships and associations you have with other people in your neighbourhood mean a lot to you?		1229	100.00%
	Strongly agree	424	34.50%
	Tend to agree	508	41.33%
	Neither agree or disagree	212	17.25%
	Tend to disagree	40	3.25%
	Definitely disagree	16	1.30%
	Don't know	29	2.36%
	Top 2	**77.67%**	**77.67%**
	Bottom 2	**4.67%**	**4.67%**

Q24. Have you volunteered to help in your local community, either formally or informally, over the past year?		1219	100.00%
	Yes (Continue to Q25)	373	30.60%
	No (Jump to Q26)	846	69.40%

Q25. What were your reasons for choosing to volunteer in your local community over the past 12 months?		360	100.00%
	I wanted to do good for others and the community	267	74.17%
	I had extra time to commit to volunteering	115	31.94%
	I wanted to feel more of a connection with my local community	100	27.78%
	I wanted a distraction from Covid-19	15	4.17%
	I felt it would help with my mental health and well being	40	11.11%
	Something else, please describe in the box below:	38	10.56%

Q26. Do you intend to volunteer in your local community during the next 12 months?		1209	100.00%
	Yes	312	25.81%
	No	481	39.78%
	Maybe	416	34.41%

Q27a. Noisy neighbours or loud parties		1188	100.00%
	A very big problem	27	2.27%
	A fairly big problem	77	6.48%
	Not a very big problem	380	31.99%
	Not a problem at all	684	57.58%
	Don't know/no opinion	20	1.68%
	Top 2	**8.90%**	**8.90%**
	Bottom 2	**91.10%**	**91.10%**

Rubbish or litter lying around		1205	100.00%
	A very big problem	155	12.86%
	A fairly big problem	332	27.55%
	Not a very big problem	495	41.08%
	Not a problem at all	216	17.93%
	Don't know/no opinion	7	0.58%
	Top 2	**40.65%**	**40.65%**
	Bottom 2	**59.35%**	**59.35%**

Vandalism, graffiti and other deliberate damage to property or vehicles		1195	100.00%
	A very big problem	45	3.77%
	A fairly big problem	137	11.46%
	Not a very big problem	551	46.11%
	Not a problem at all	422	35.31%
	Don't know/no opinion	40	3.35%
	Top 2	**15.76%**	**15.76%**
	Bottom 2	**84.24%**	**84.24%**

People using or dealing drugs		1208	100.00%
	A very big problem	112	9.27%
	A fairly big problem	216	17.88%
	Not a very big problem	298	24.67%
	Not a problem at all	330	27.32%
	Don't know/no opinion	252	20.86%
	Top 2	**34.31%**	**34.31%**
	Bottom 2	**65.69%**	**65.69%**

Q29a. Overall, how satisfied are you with life n0wadays?		1201	100.00%
	0	5	0.42%
	1	5	0.42%
	2	14	1.17%
	3	28	2.33%
	4	47	3.91%
	5	97	8.08%
	6	109	9.08%
	7	249	20.73%
	8	336	27.98%
	9	176	14.65%
	10	135	11.24%
	0 to 4 - Low	**99**	**8.24%**
	5 to 6 - Medium	**206**	**17.15%**
	7 to 8 - High	**585**	**48.71%**
	9 to 10 - Very High	**311**	**25.90%**

Q29b. Overall, how happy did you feel yesterday?		1197	100.00%
	0	10	0.84%
	1	6	0.50%
	2	19	1.59%
	3	39	3.26%
	4	39	3.26%
	5	106	8.86%
	6	116	9.69%
	7	193	16.12%
	8	303	25.31%
	9	207	17.29%
	10	159	13.28%
	0 to 4 - Low	**113**	**9.44%**
	5 to 6 - Medium	**222**	**18.55%**
	7 to 8 - High	**496**	**41.44%**
	9 to 10 - Very High	**366**	**30.58%**

Q29c. Overall how anxious did you feel yesterday?		1191	100.00%
	0	240	20.15%
	1	142	11.92%
	2	165	13.85%
	3	105	8.82%
	4	57	4.79%
	5	121	10.16%
	6	111	9.32%
	7	85	7.14%
	8	94	7.89%
	9	46	3.86%
	10	25	2.10%
	0 to 1 - Very low	**382**	**32.07%**
	5 to 6 - Medium	**232**	**19.48%**
	7 to 8 - High	**179**	**15.03%**
	9 to 10 - Very High	**71**	**5.96%**

Q29d. Overall, how worthwhile do you feel the things in your life are?		1194	100.00%
	0	7	0.59%
	1	4	0.34%
	2	14	1.17%
	3	25	2.09%
	4	36	3.02%
	5	106	8.88%
	6	93	7.79%
	7	164	13.74%
	8	275	23.03%

	9	223	18.68%
	10	247	20.69%
	0 to 4 - Low	**86**	**7.20%**
	5 to 6 - Medium	**199**	**16.67%**
	7 to 8 - High	**439**	**36.77%**
	9 to 10 - Very High	**470**	**39.36%**

What is your sex?	1191	
Male	531	44.6%
Female	654	54.9%
Other, please describe in the box below	6	0.5%

Which of the following age groups do you fall into?	1199	
16-17	1	0.1%
18-24	9	0.8%
25-34	71	5.9%
35-44	99	8.3%
45-54	203	16.9%
55-64	246	20.5%
65-74	303	25.3%
75 and over	267	22.3%

How many people, including yourself, live in your home?	1206	
1	298	24.7%
2	563	46.7%
3	155	12.9%
4	148	12.3%
5 or more	42	3.5%

How many children aged 0 to 17 live at home with you?	1185	
0	954	80.5%
1	100	8.4%
2	101	8.5%
3	27	2.3%
4	2	0.2%
5 or more	1	0.1%

What is your ethnic group?	979	
White English, Welsh, Scottish, Northern Irish or British	904	92.3%
White Irish	5	0.5%
White Other	29	3.0%
Gypsy, Irish Traveller or Roma	-	-
Mixed or Multiple ethnic groups	6	0.6%
Asian or Asian British	26	2.7%
Black, Black British, Caribbean or African	4	0.4%
Other ethnic group - please describe in the box below	5	0.5%

Do you have a disability, long term illness, or health condition?	946	100.00%
Yes	210	22.20%
No	736	77.80%