

What Matters to You?

2018 Survey Results

Performance and Finance Committee

Insight Team &
Communications Team

16th August 2018 (Version 0.2)

SHAPES
WHAT
WE DO
FOR YOU

IT'S YOUR FUTURE...

Have a say in it!

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Key Findings

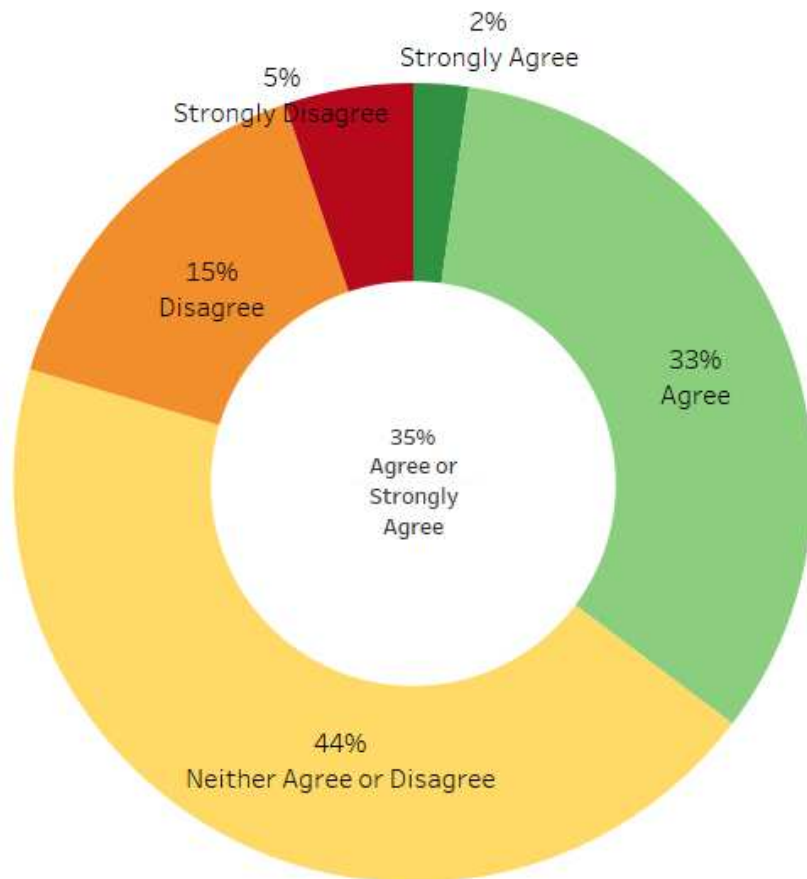
Key Findings and Next Steps from the Survey:-

- 70% of residents are happy with West Sussex as a place to live, work and visit.
- Satisfaction and value for money for the council, rather than the county, shows a lower satisfaction rating with many residents neutral in their opinion, neither satisfied or dissatisfied
- A Strong, Safe and Sustainable Place remains the priority area for our residents which supports the focus of the West Sussex Plan and changes which have been made since the local election;
- The respondents have given a better understanding of opportunities for targeting messaging to particular ages groups based on their responses and priorities;
- Local taxation increases are, and remain, supported.

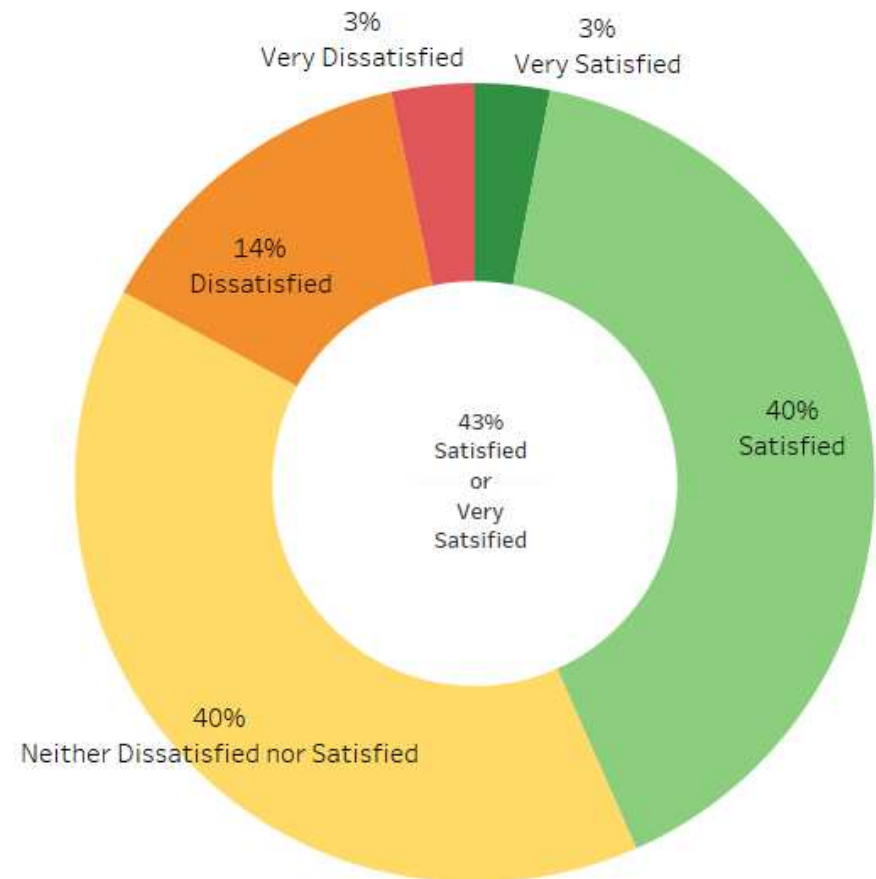
WSCC - Satisfaction and Value for Money

- **35%** Strongly Agree or Agree that WSCC provide Good Value for Money.
- **43%** Strongly Agree or Agree are overall satisfied with WSCC Services.
- Further comparison with County Councils required to understand our Next Steps.

"West Sussex County Council Provides Good Value for Money"?

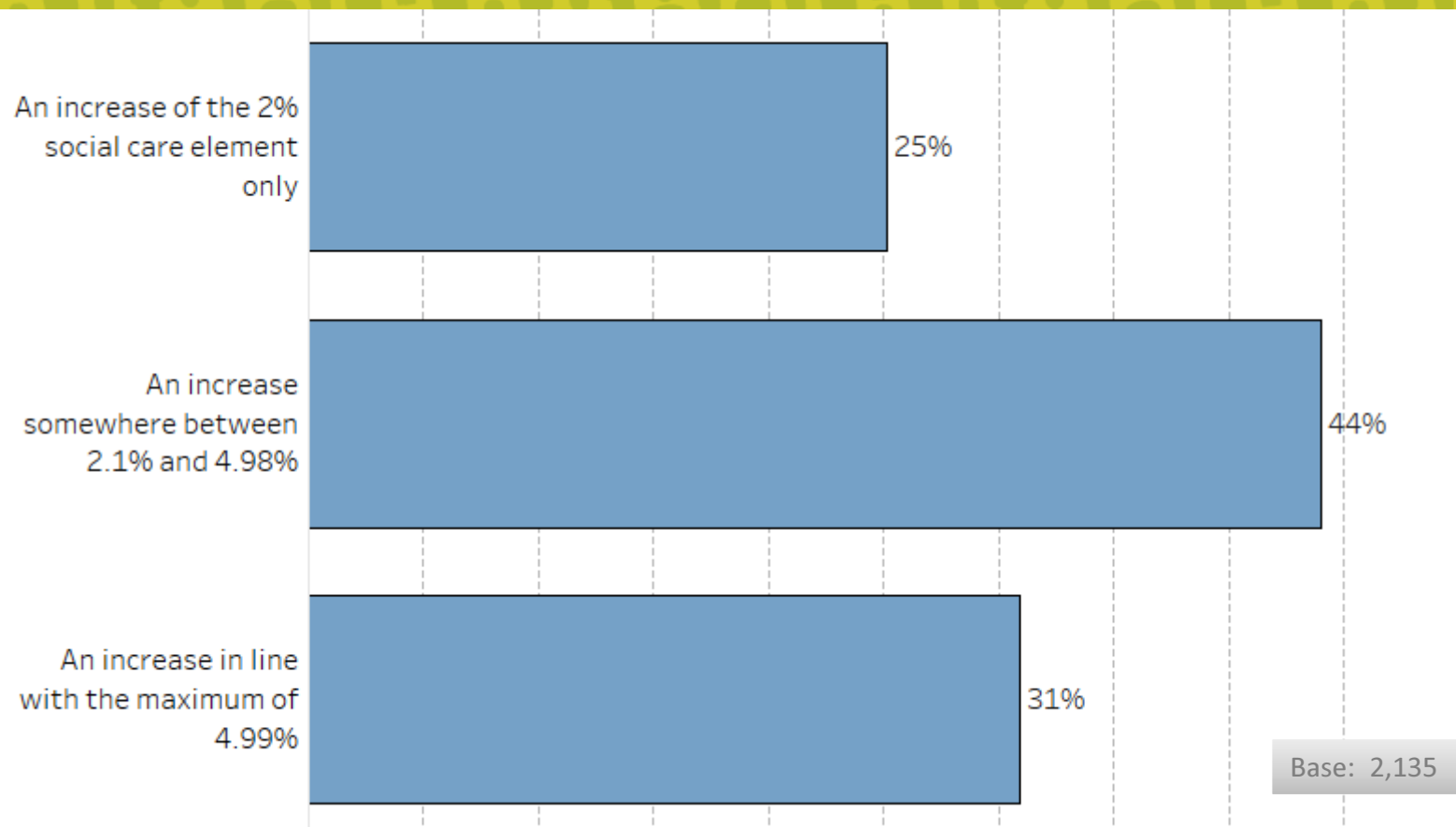


Overall Satisfaction with WSCC Services



Base: 2,125

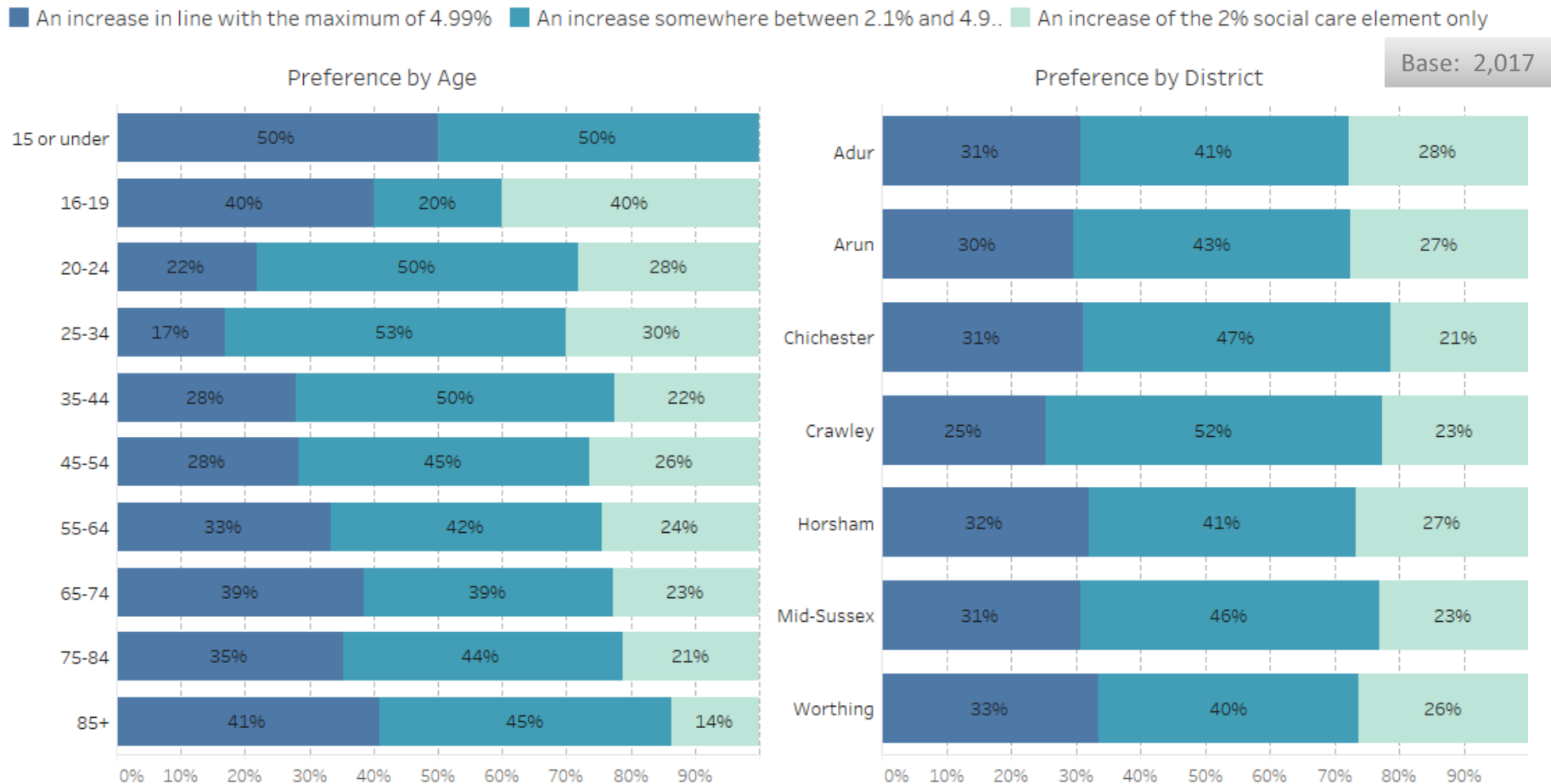
Local Taxation – perceptions



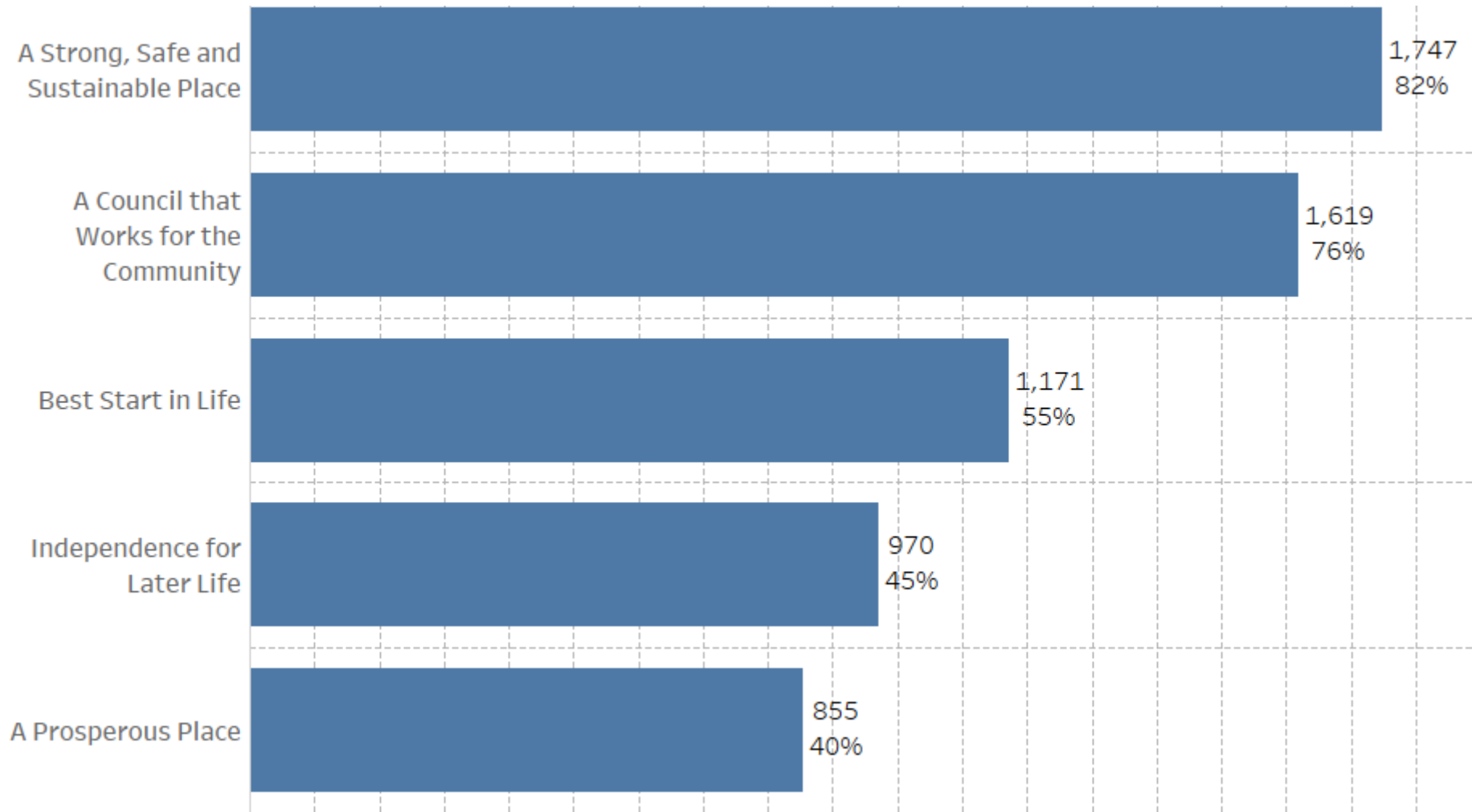
- Nearly half – **44%** of respondents – consider an increase of between 2.1% and 4.98% to be reasonable.
- **31%** of respondents preferred an increase in line with the maximum of 4.99%.
- **25%** thought an increase of the 2% social care element only.

Local Taxation – perceptions

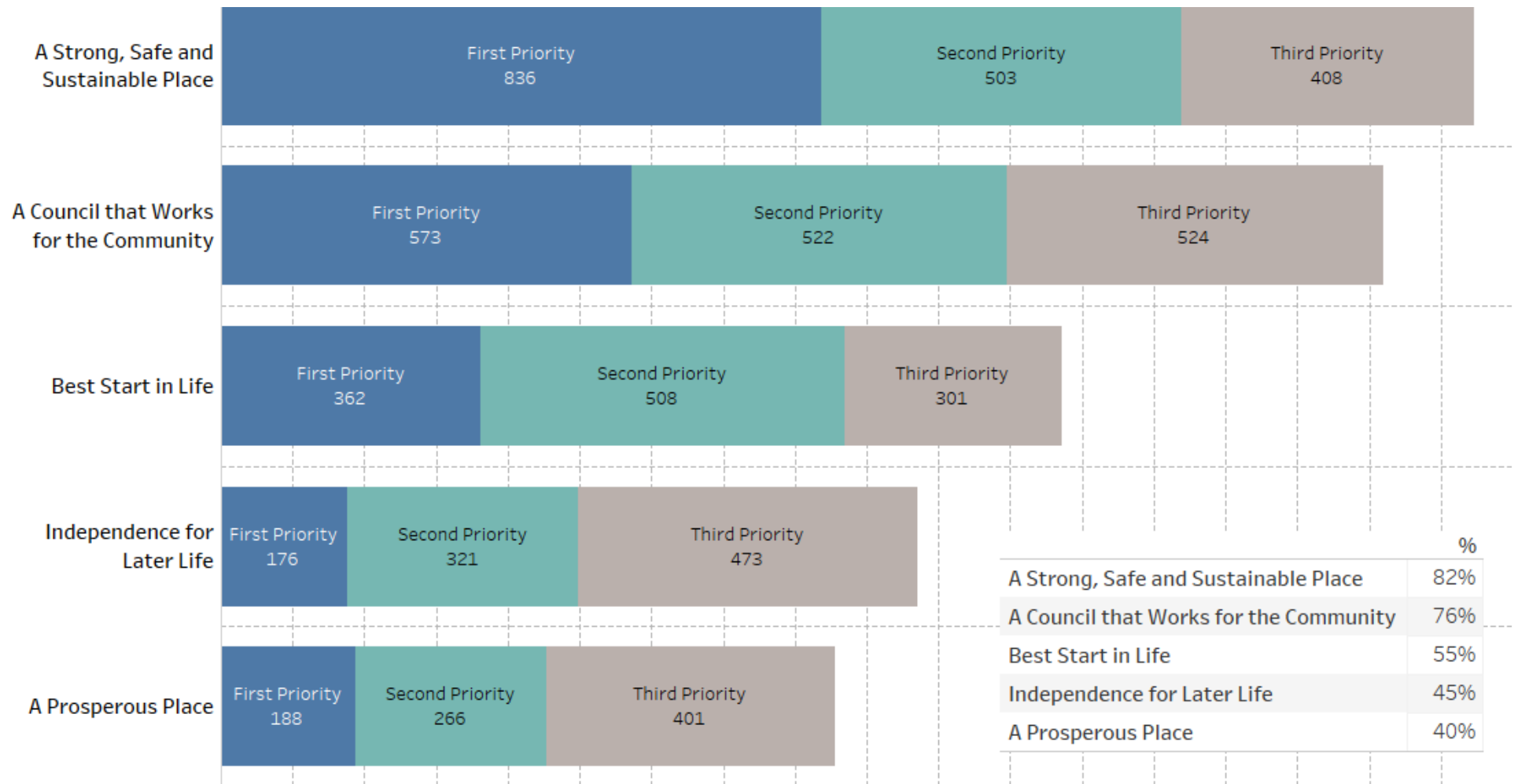
- Respondents from Worthing and Horsham were most in favour of a 4.99% increase, Crawley the least in favour. People aged over 85 were more likely to consider a 4.99% increase reasonable, compared to those aged 20-35 who were least likely.



What is most important to you?



What is most important to you?



What Matters to You 2016 in contrast to WMTY 2018

The 2018 and 2016 surveys do not use exactly the same questions for a direct comparison. The 2018 questioning is based on the West Sussex Plan with the previous survey based on the plan of the time. Where they overlap the following elements are comparable:

Priorities

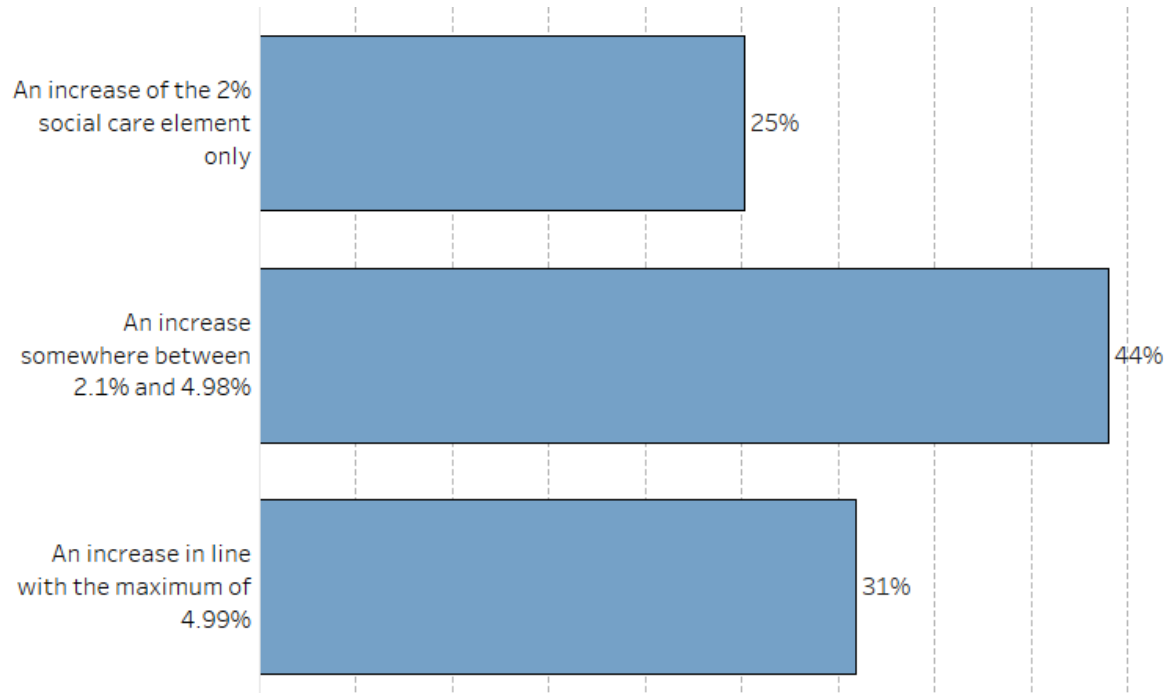
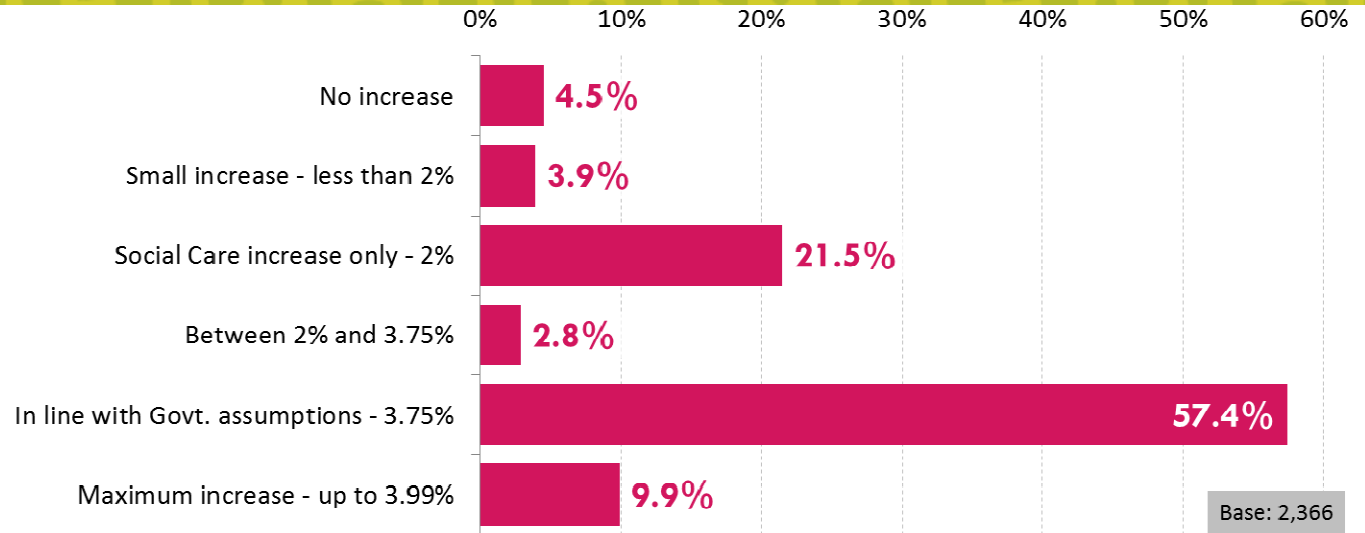
2016 priorities	2018 priorities
Keeping you safe	A Strong, Safe and Sustainable Place
Providing education and schools	A Council that Works for the Community
Roads, Buses and Countryside	Best Start in Life

WMTY 2016 in contrast to WMTY 2018

Council Tax

2016 offered options of *No Increase* up to 3.99%. With the majority of responses backing more than 3.75% increase.

2018 offered options of a 2% increase up to 4.99%. With the proportion backing the highest increase much greater than in 2016, up from 9.9% to 31%.



A Strong, Safe and Sustainable Place

Key themes in the responses for selecting this priority were that these priorities would underpin any other priorities. A sustainable environment provides a future for the County. A safe place can reduce stress and improve happiness, reducing need for health requirements. A strong and safe place helps develop a community, who can look after one another.

The majority of written responses on this priority mentioned an importance of having a feel of Community and strengthening it. The importance of people feeling healthy, was linked to a Clean and Sustainable environment which in turn was thought to be attractive for business, tourism and residents. Again, it was felt without a Safe environment the other priorities would be harder to achieve.



"A healthy place is number one because without good health most other things in life are meaningless."



"If we don't have a sustainable environment then none of the above will be achieved."



"Safety is a priority especially as we grow older, healthy needs again as we get older and a strong community where people help one another"

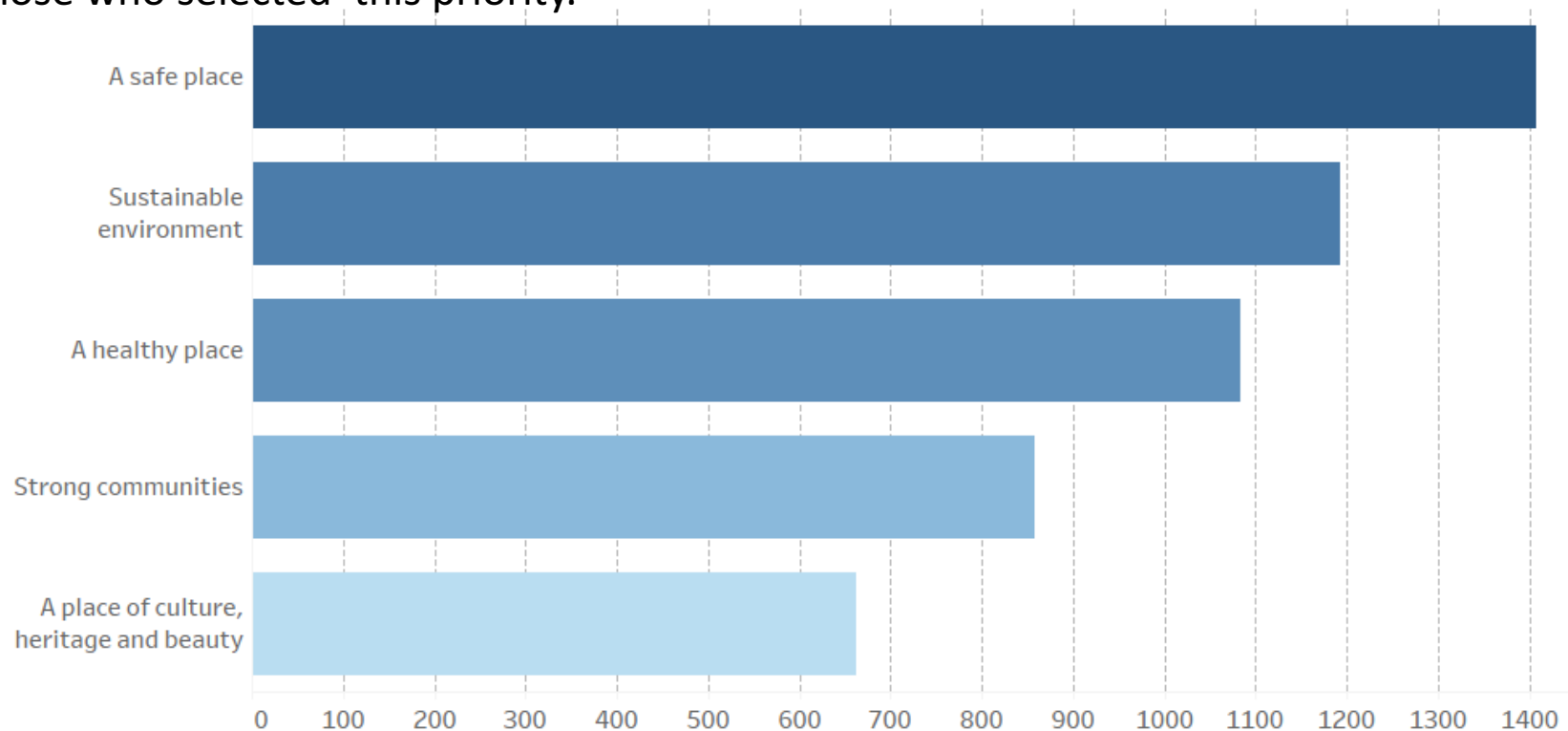


"Having a county that is safe will boost tourism, increase investments, more people will move here, it will in turn, create stronger communities who feel they can trust each other."

A Strong, Safe and Sustainable Place

- **82%** of respondents picked this as a priority. **48%** of those who selected it chose it as their first pick.
- Most likely to select this option were *Students*, and *Unemployed*, the least likely to select were *Crawley Residents* and those categorised as *Family Basics*.
- **A Safe Place** was the most selected aim at 81% of those who selected this priority.

Most likely	Employment Status: Student	100%
	Mosaic: Transient Renters	91%
	Employment Status: Unemployed	90%
	Sexual Orientation: Gay or Lesbian	88%
	Chichester Residents	87%
Average %		82%
Least Likely	Employment Status: Part-Time	78%
	Mosaic: Vintage Value	75%
	20-24 Age Group	75%
	Crawley Residents	75%
	Mosaic: Family Basics	70%



A Council that Works for the Community

Key themes in the responses for selecting this priority were that the Council firstly needs to listen to the views of its communities and then provide to their needs. This provision should provide value for money and therefore a transparency in how sensible decisions were made with finite resources should be readily accessible. Joint working of authorities, local groups and other agencies could help achieve more from resources and deliver best outcomes.

Written responses by those who selected this priority mentioned how it can feel that views can be consulted on but not appear listened to, that there is an understanding of finite resources but it isn't transparent why one area over another has received funding.



"I expect the council to budget well and fairly, to review spending on a regular basis, not to just allocate funds 'because we always have' priorities must change."



"The Council should be very happy to work with residents and interacts with them. There should be no aloofness and a willingness to have a dialogue."



"As a resident I want to see all public services working together to ensure money is well spent and money, time and effort is not wasted."

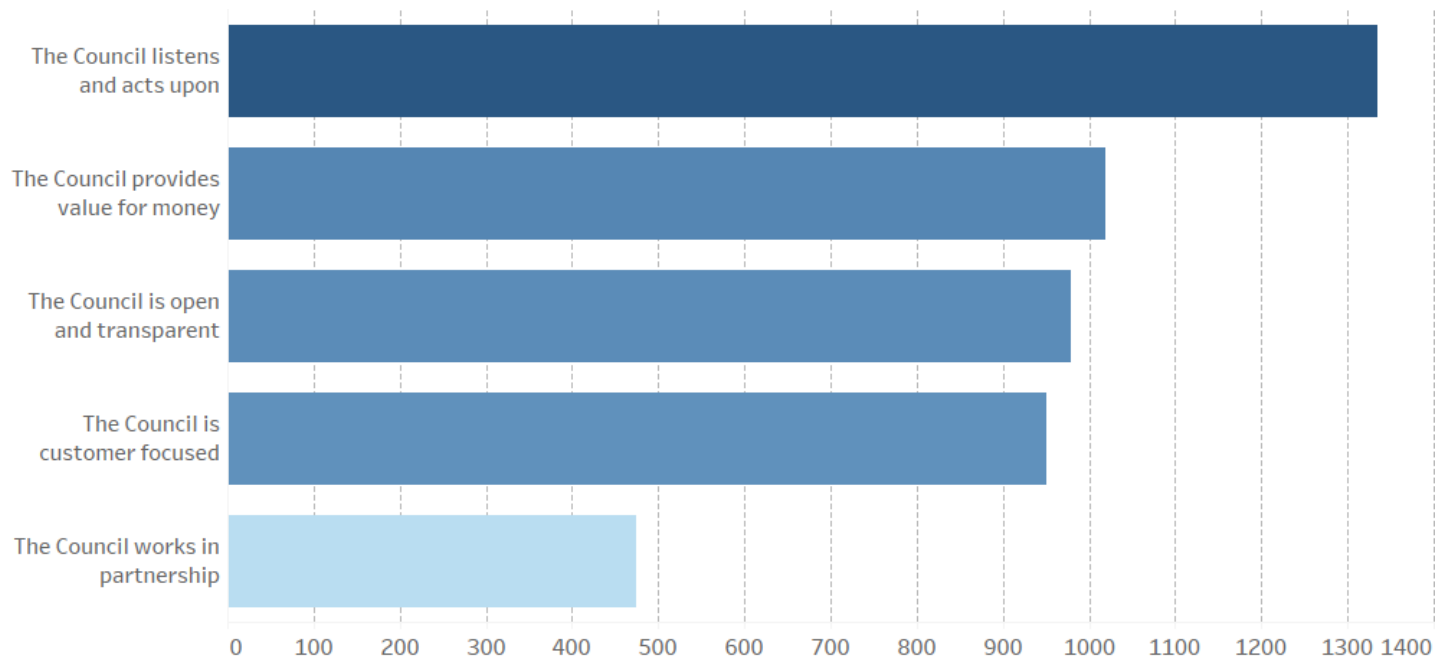


"It is really important for residents to see what decisions have been taken and why. Our local community does understand that the Council has a finite amount of money"

A Council that Works for the Community

- **76%** of respondents said this is a priority, including **35%** choosing it as their top priority. People in the *ELder Age groups, 75+* were most likely to choose this, while the *Unemployed* and *Students* were groups least likely to select.
- Of the aims of within this priority, *A Council that Listens and Acts Upon* was most select at **82%** of those picking this priority.

Most likely	85+ Age Group	91%
	Long Term Sick or Disabled	86%
	65-74 Age Group	86%
	75-84 Age Group	84%
	Employment Status: Retired	83%
Average %		76%
Least Likely	Country Living	68%
	Chichester Residents	68%
	Suburban Stability	68%
	Employment Status: Student	60%
	Employment Status: Unemployed	48%



Best Start in Life

Key themes in the responses for selecting this priority were that the children form a key part of the community and supporting families while they are young, with good resources and education means they can thrive in the future. Support now means communities will benefit through education provided to the young. Concerns were mentioned of all children having the necessary access to any specialist education needs to them. That children must feel safe in the County and some concerns raised of limited school places in local areas.

The written responses to this priority referenced how with the right services and facilities available to residents at the start of life, the skills to be productive and constructive to the community in later life would follow.



“When children have access to education and their families are supported to have a good healthy life children are able to thrive and so will their families and communities too.”



“I feel that being secure and in safe environments children will always grow to good citizens.”



“Children need to be safe, and supported in their physical and mental health, and their families supported, and able to thrive.”

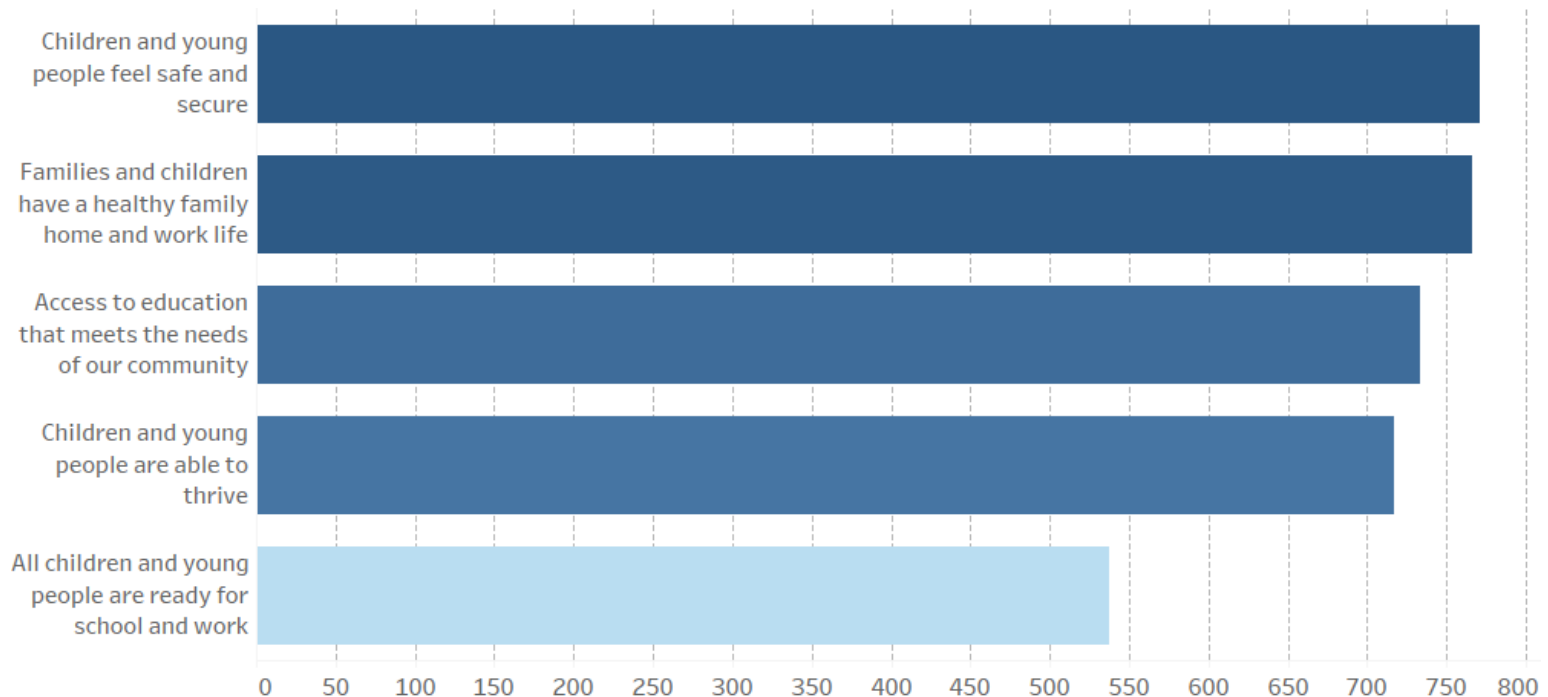


“If children are safe and supported, and have access to education and community services then all else such as strong economy, safe place will follow.”

Best Start in Life

- **55%** of respondents said this is a priority, including **31%** choosing it as their Top Priority.
- Most likely to select this were *Age Groups 20-34* or those *Working Part-Time*. Least likely were the *Age Group 65-84* or the *Retired*.
- **Young People Feeling Safe & Secure** was the most selected aim, at **66%** of those selecting this priority.

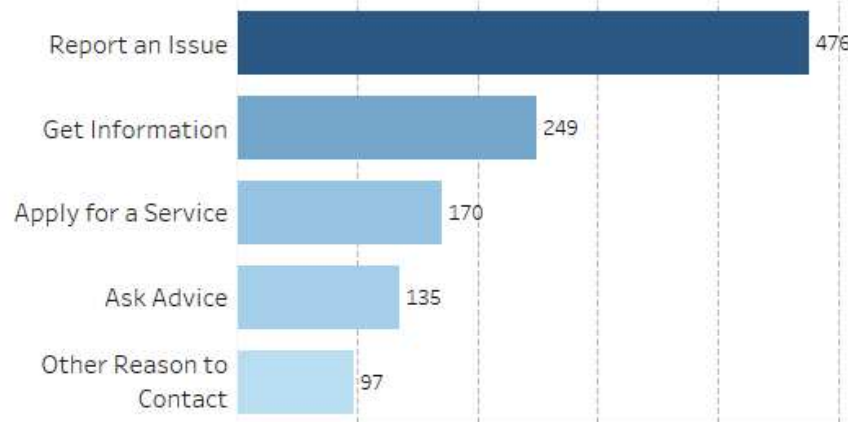
Most likely	20-24 Age Group	81%
	35-44 Age Group	77%
	Employment Status: Part-Time	72%
	Employment Status: Looking After Home	69%
25-34 Age Group		63%
Average %		55%
Least Likely	75-84 Age Group	44%
	Employment Status: Retired	42%
	Employment Status: Long term Sick/ Disabled	42%
	65-74 Age Group	41%
	Sexual Orientation: Gay or Lesbian	29%



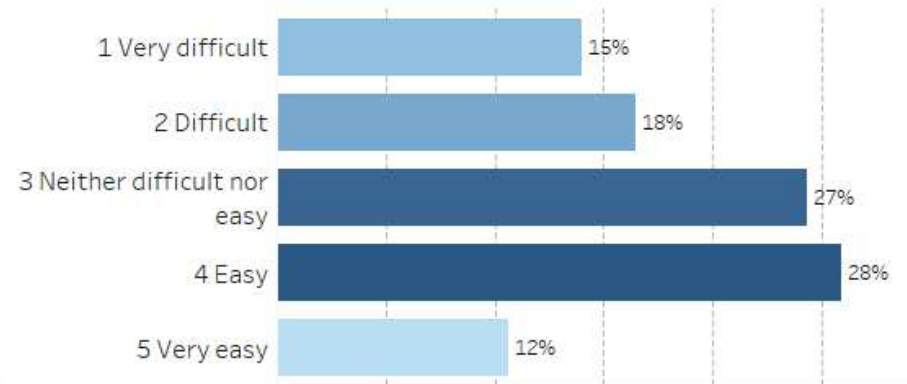
Respondents Satisfaction with Contacting WSCC

- **58%** - Easy or Very Easy to contact WSCC
- **46%** - Satisfied or Very Satisfied on ease of request to WSCC

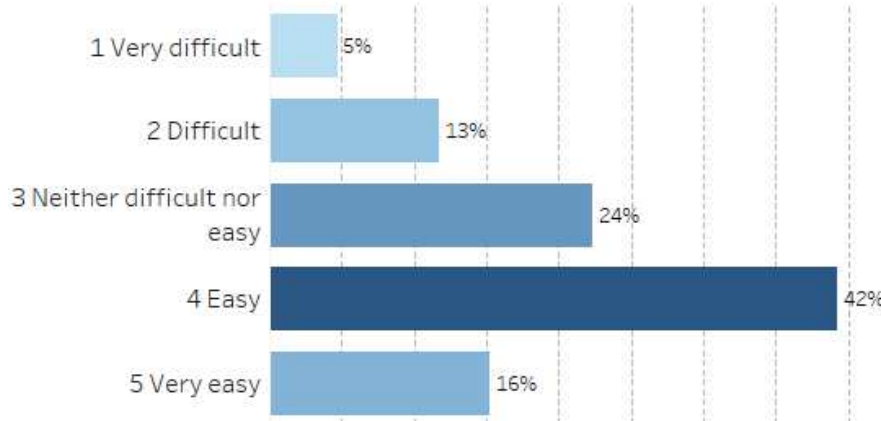
Reason to Contact WSCC



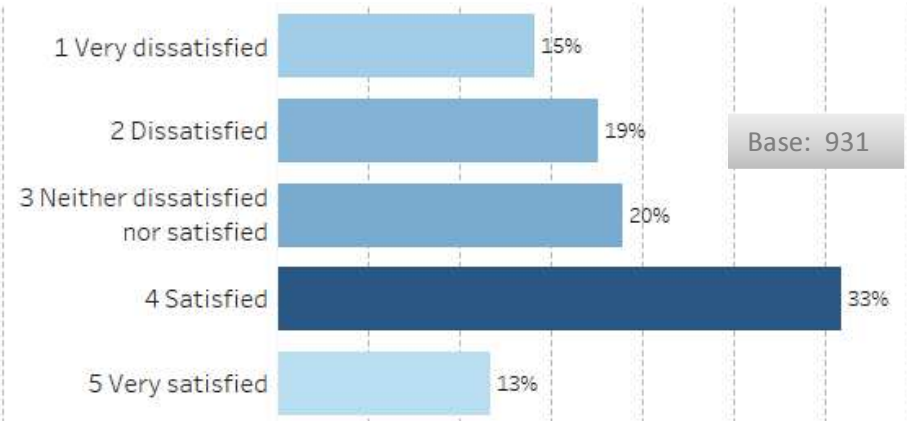
Overall How Easy Was Getting What was Requested of WSCC?



Overall How Easy Was it Contacting WSCC?

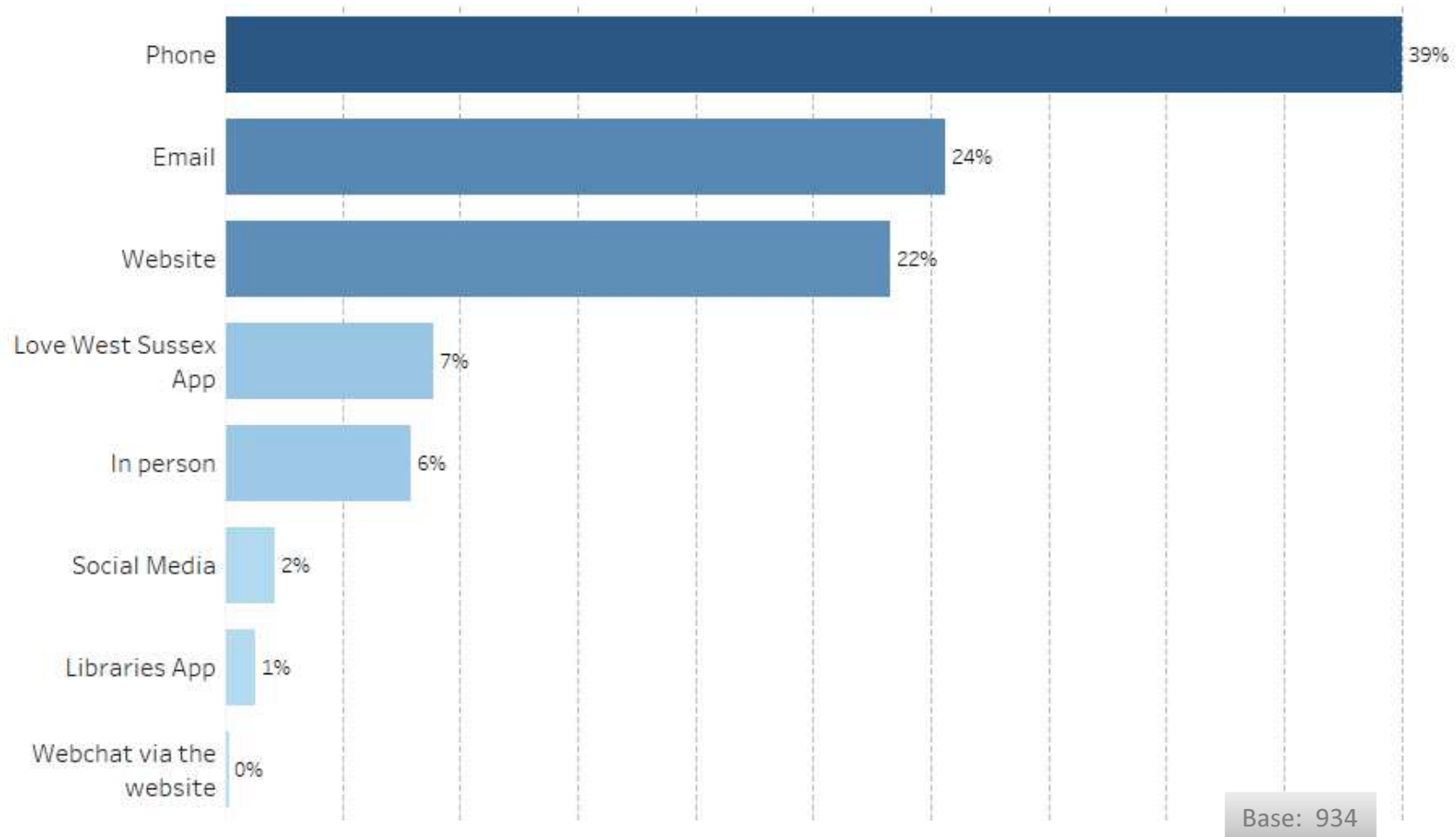


Satisfaction from What was Requested of WSCC?



Channel for Contacting WSCC in past 12 months

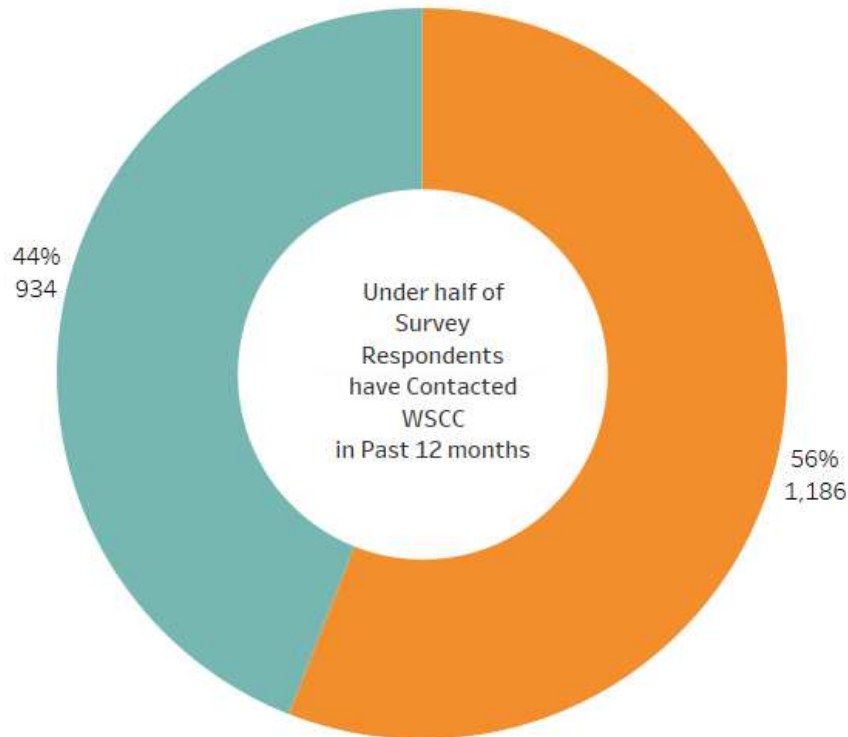
- The most popular method of contacting the Council to request a service is the telephone at 39%.
- Email and the website accounted for more than a fifth of contact methods each.
- Social media and the libraries app ranked low while the webchat was only select by 2 responders.



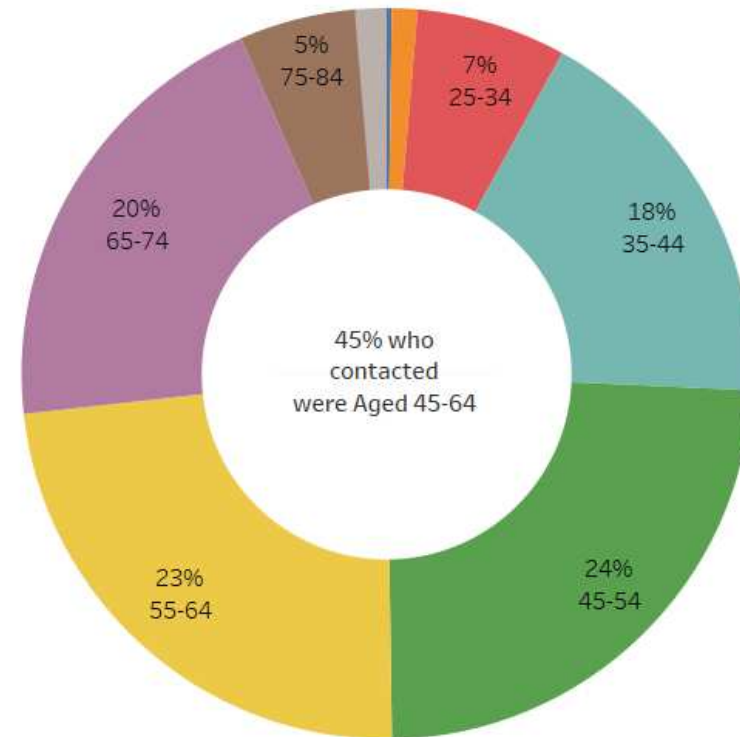
Respondents Who Contacted WSCC in past 12 months

- Fewer than 3% of respondents who contacted the Council in the past 12 months were 24 and under or over 85.
- The majority of respondents who contacted WSCC in past 12 months were 50s or 60s. .

Have you contacted WSCC in past 12 months?



Age groups of who contacted WSCC.

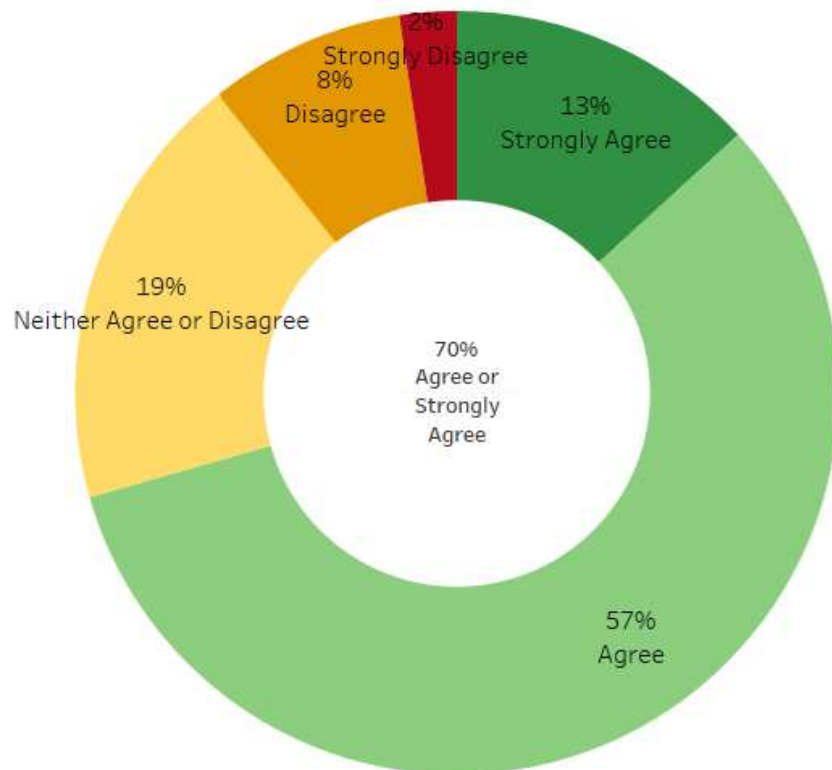


Base: 2,120

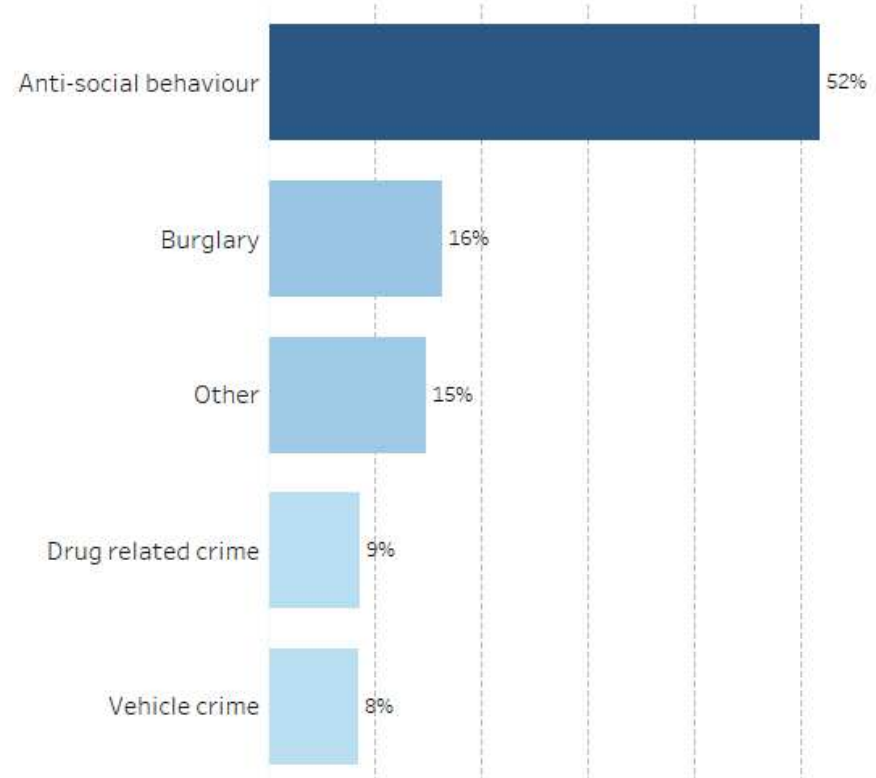
Crime and Happiness in West Sussex

- Responders were asked whether they felt **happy** visiting, working or living in West Sussex. **70%** were in **agreement** with the statement and only **10%** in **disagreement**.
- Further, those resident in the County were asked the main crime concern for them locally. **Anti-social Behaviour** was select by **over half** the respondents as their **main**

"I am happy with West Sussex as a place to live, work or visit"?



In the area you live, what would you consider the biggest crime and disorder issue to be?



Base: 1,999

Opinions on other areas where work is happening

Residents took the opportunity to comment on Services that matter to them most. The main themes emerging from this were:

- **Highways** - The condition of Highways, Pavements & Verges; the majority of these comments were about roads requiring resurfacing, and pavements and verges becoming overgrown. Comments on Highways also crossed over with comments on traffic and public transport, a feeling that public transport in rural areas was lacking, and that it should be greater encouraged to busier areas.
- **Waste** was on topic of concern for a number of responders. The concerns were around changes to collection schedules, fly tipping, and confusion from differences in recycling policy within West Sussex.
- **Libraries** - There were comments on the services provided by libraries being more than just places to get books with them providing a place for the community and education.
- **Education** - people keen that schools were able to provide places suitable for all needs.
- **Health & Social Care** - respondents wished to see Social Care and Health services working together as effectively as possible.
- **Housing & Developments** in the County, comments concerned affordable housing and careful planning of what sites were used. Again, comments wished to see the County's infrastructure improved to handle future developments.
- **Communications** - WSCC providing effective Communications and engaging with all residents.

What Other Services Matter To You Most?

HIGHWAYS & INFRASTRUCTURE

"I would like to see bus services better supported. Not everyone drives and many people do not have routine access to a car".

"Workers sitting in traffic is inefficient and damaging to health."

"WSCC needs to demonstrate that we want to keep standards through visible things, like better road surfaces, clear road sides, well maintained parks. As a community we have encourage people to be proud of what we are."

WASTE & RECYCLING

"Keen to see the (currently excellent) bin collection and recycling service maintained."

"Easier recycling of household waste, including collecting old electrical goods and all plastics."

WSCC COMMUNICATIONS

"Good communication networks must be a high priority whether this is through direct provision or influence."

"Do not be afraid to ask the community what they want, as you may often be surprised that the small things can often mean the most."

LIBRARIES & STRONG COMMUNITY SERVICES

"The Fire & Rescue Service do a fantastic job. I also commend some of our schools."

"The excellent library service - nothing is too much trouble."

"I feel it is important that more WSCC services are grouped together. For example, siting within libraries the Registrars, and providing meeting areas for Social Services/ other West Sussex service providers."