

STOCKTON-ON-TEES BOROUGH COUNCIL

CABINET RECOMMENDATIONS

PROFORMA

Cabinet Meeting27th June 2019

1. Title of Item/Report

Residents Survey 2019

2. Record of the Decision

Consideration was given to a report that set out the aims, methodology and timeline for the proposed 2019 borough-wide Residents Survey.

The previous borough-wide Residents Survey took place between June and December 2015 and was reported to Cabinet in March 2016. It was carried out by Ipsos MORI using face to face surveys across the borough. This followed the previous regional residents surveys which the Council participated in, along with six other North East local authorities during the same months in 2012 and 2008.

In 2018 it was agreed that the Council would move to a four-yearly cycle for the borough-wide Residents Survey as whilst it was recognised that the borough-wide survey provides extremely valuable data for service planning and policy development purposes, it was also recognised that an extended cycle would tie into the electoral cycle and would be the optimum frequency for cost benefit purposes.

The survey would provide a snapshot of public opinion and would serve a number of purposes most importantly helping to inform policy, identify priorities and shape the design and delivery of services. Survey results would also be incorporated with historical data to track how well services were performing and how perceptions of the Council had changed over time.

The survey would be conducted via face to face interviews comprising a set of questions in line with the Council's corporate priorities as well as existing, new and emerging policy areas and regional and national socioeconomic trends.

The Survey would provide the Council with ward level, statistically representative understandings of:

- Communities and their key characteristics

- How the Borough's adult residents feel about living, working, spending leisure time and training/studying in the Borough.
- What the Borough's adult residents think about the council, how the Councils work and the key services and benefits it provides.

As with previous surveys, the participants will be 16 years+. The continued engagement and consultation activity with young people in the borough would continue via the Bright Minds Big Future Programme.

The Survey would take the form of a face to face interviews comprising a set of questions outlined in an attachment to the report. The aims of the survey were detailed within the report.

Interviews would be conducted on a one-to-one basis across the local authority area. Ipsos MORI would identify participants by drawing a random sample of addresses from the Royal Mail Postal Address File.

Ipsos MORI were required to achieve a sample which was statistically representative at electoral ward level.

RESOLVED that the aims, methodology and timeline for the 2019 Residents Survey as set out in this report be agreed.

3. Reasons for the Decision

Approval to proceed with a comprehensive Residents Survey is sought to enable capture of valuable public opinion data to help inform policy development, to help identify priorities and to inform the design and delivery of services to the residents of the borough. It is four years since the last survey and the information provided by a survey in 2019 will provide a current position as well as useful trend data.

4. Alternative Options Considered and Rejected

None.

5. Declared (Cabinet Member) Conflicts of Interest

None.

6. Details of any Dispensations

N/A

7. Date and Time by which Call In must be executed

Midnight, 5 July 2019.

Proper Officer
01 February 2019