

**AGENDA ITEM**

**REPORT TO CABINET**

**27 JUNE 2019**

**REPORT OF CORPORATE  
MANAGEMENT TEAM**

**Leader of the Council – Councillor Bob Cook**

**STOCKTON-ON-TEES 2019 RESIDENTS SURVEY**

**SUMMARY**

This report sets out the aims, methodology and timeline for the proposed 2019 borough-wide Residents Survey and seeks Cabinet approval to proceed with the work.

**REASON FOR RECOMMENDATIONS**

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.

**RECOMMENDATIONS**

1. It is recommended that Cabinet agrees the aims, methodology and timeline for the 2019 Residents Survey as set out in this report.

**DETAIL**

1. 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 we participated in, along with six other North East local authorities during the same months in 2012 and 2008.
2. In 2018 it was agreed that we 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.

3. The survey will provide a snapshot of public opinion and will serve a number of purposes most importantly helping to inform policy, identify priorities and shape the design and delivery of services. Survey results will also be incorporated with historical data to track how well services are performing and how perceptions of the Council have changed over time.
4. The survey will 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.
5. The Survey will provide us with ward level, statistically representative understandings of:
  - Our 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 we work and the key services and benefits we provide.
6. As with previous surveys, the participants will be 16 years+. The continued engagement and consultation activity with young people in the borough will continue via the Bright Minds Big Future Programme.
7. The Survey will take the form of a face to face interviews comprising a set of questions outlined in *Appendix A*. The survey has been designed to achieve the following aims:
  - **The Survey should not be too long.** This would negatively affect consultation response rates. The face to face interviews will be done on doorsteps and need to last a maximum of 15 minutes. Respondents also need sufficient time to consider how they will respond to each question before they answer. Additional questions will incur additional costs
  - **We need to maximise time series and benchmarking potential from the Survey.** As many of the questions as possible should be comparable with previous years' Residents Survey data and (ideally) LGA Benchmarking data.
  - **Questions need to be timely and relevant** focussing on priorities and key 'pressure points' only.
8. Interviews will be conducted on a one-to-one basis across the local authority area. Ipsos MORI will identify participants by drawing a random sample of addresses from the Royal Mail Postal Address File.
9. Ipsos MORI are required to achieve a sample which is statistically representative at electoral ward level.

## COMMUNITY IMPACT IMPLICATIONS

10. Full compliance with Public Sector Equality Duties has been ensured by inclusion of relevant monitoring questions in the survey. Expert advice in developing the questioning and surveying approach has been sought from Ipsos MORI.

### **FINANCIAL IMPLICATIONS**

11. The delivery of the survey can be met through existing services and budgets.

### **LEGAL IMPLICATIONS**

12. GDPR implications have been reviewed with Ipsos MORI and full compliance with the Council's framework has been assured.

### **RISK ASSESSMENT**

13. The delivery of the survey is categorised as low to medium risk. Existing management systems and daily routines are sufficient to control and reduce the risk.

### **WARDS AFFECTED AND CONSULTATION WITH WARD COUNCILLORS**

14. The Survey will be carried out across all wards in the borough. Analysis of results by ward will be made available to all Councillors.

### **BACKGROUND PAPERS**

15. None

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