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Cambridge City Council

Residents' Survey

Full Report

3rd November 2016



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Project details and acknowledgements

Title	Cambridge City Residents' Survey and workshops 2016
Client	Cambridge City Council
Project number	PR16130
Client reference	Graham Saint
Author	David Chong Ping
Research Manager	Muneer Wahidi

M·E·L Research

2nd Floor, 1 Ashted Lock, Birmingham Science Park Aston, Birmingham. B7 4AZ

Email: info@melresearch.co.uk

Web: www.melresearch.co.uk

Tel: 0121 604 4664



Key findings

Background

This report summarises the results of Cambridge City Council's 2016 Resident's Survey, conducted amongst 1,124 residents, via a self-completion postal and online survey during late August and September 2016. This return represents a response rate of 25.5% from the 4,400 questionnaires that were despatched. The report also summarises two qualitative workshops held during September 2016 with residents and business representatives, to add further insight into the importance of council services.

Satisfaction with local area as a place to live

- Almost nine in ten (89%) residents are satisfied with their local area as a place to live. This compares closely to the results of the 2008 Place Survey at 87%. Compared to the Local Government Association (LGA) 2015/16 benchmarking results, Cambridge City Council is above both the median quartile result of 85% and the top quartile result of 87%.

Satisfaction with the way the Council runs things

- This year, some two-thirds (76%) of residents are satisfied with how the council runs things. This compares to 58% that were satisfied in 2011, showing a statistically significant improvement over time. Compared to the LGA benchmark results, Cambridge City Council is above the median quartile result of 69% and in line with the top quartile result of 76%.

Value for money

- When residents were asked whether they agreed or disagreed that Cambridge City Council provides value for money, slightly more than half (55%) agree with this statement compared with 33% who expressed agreement in 2011. In both years, just over one-quarter (28%) disagreed. Compared to the LGA benchmark results, Cambridge City Council is above both the median quartile result of 52% and the top quartile result of 54%.

Local area

- This year, almost two-thirds (63%) of residents indicated they feel strongly that they belong to their local area. This compares to the 2008 Place Survey finding of 48%, showing a considerable positive increase this year.
- Conversely, when asked whether they agree or disagree that their area is a place where people from different ethnic backgrounds get on well together, fewer residents agree (78%) this year compared to the 86% in agreement in the 2008 Place Survey.

Importance of services

- The top three services in terms of their importance to residents are collecting rubbish, recycling and green waste (98%), working with the Police to prevent crime and anti-social behaviour and to promote good relations between communities (95%) and preventing air, water, noise and land pollution (92%). These are the same top three service areas identified in the 2011 survey.
- In terms of services that could potentially be scaled back, almost two-fifths (39%) of residents highlighted managing and maintaining the city's car parks as one potential service area. Around one-third suggested the funding of arts and entertainment activities (34%), administration of council meetings and supporting Councillors (32%) and managing and maintaining the central market (32%) as services areas that could also be reduced.
- Some three in ten (30%) indicate that both education and enforcing services relating to environmental standards, (including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trollies) and licensing services covering taxis, pubs, clubs, gambling premises, skin piercing & houses in multi-occupation, could be scaled back. Very few residents, 5% or less, indicated services that they felt could be stopped altogether.

Satisfaction with services

Residents were asked to rate their level of satisfaction with a range of twenty four different council services shown under six service topic/areas. For many of the service areas relatively high numbers of residents indicated a 'neither satisfied nor dissatisfied' rating. This finding suggests that residents may not directly use or benefit from particular services, and therefore have little experience of a service.

- The five services that residents expressed highest levels of satisfaction with are collecting rubbish, recycling and green waste (81%), maintaining parks and public spaces, protecting trees in the City and managing trees in public places (81%), managing and maintaining the central market (77%), cleaning the streets and removing graffiti (76%) and running elections (72%). These were also the top five services in the 2011 survey, when looking at net satisfaction (percentage of those satisfied minus the percentage of those dissatisfied).
- The five services with the lowest levels of satisfaction, due to higher proportions of residents indicating a 'neither satisfied nor dissatisfied' ratings, are enforcing standards in privately rented housing (31%), giving grants to community and voluntary groups to help them run services (27%), administering housing and council tax benefits for those residents who need support (24%), managing and maintaining Council houses and involving tenants in the running of the service (21%) and providing housing advice and providing temporary accommodation for homeless people (18%).

Finding savings

- From a range of statements on how the council could find savings, working with other councils to deliver efficient shared services is the most popular suggestion with 93% of residents agreeing with this approach. This is followed by looking at alternative ways of delivering services, such as partnership working with local trusts/not for profit organisations (88%) and making more services available online (84%).
- At the other end of the scale, 50% of residents agree and 50% disagree with the suggestion to maintain the range of services the council provides, but to provide some at a lower standard. A majority (54%) disagree with the suggestion to increase charges for public supplied services and the vast majority (80%) disagree that the council should reduce capital spending on physical community assets.

Communication with the Council

- Some two-fifths (43%) of residents have contacted the council in the last 12 months. This compares to 47% in 2011. The most often cited reason for contact was to discuss council tax, benefits and/or business rates; 31% did this. Contact regarding refuse collection follows at 25%, then planning and development control topics at 16% and recycling at 15%. One notable difference between the 2011 and 2016 surveys is the topic of parking; 14% identified this as a reason for contacting the council in 2011, falling significantly to 6% in 2016.
- The majority of those contacting the council did so by telephone; 64% in 2016 compared to 60% in 2011. This year email accounts for one-third (33%) of council contact, which is significantly higher than in 2011 (12%), while 28% also used the council website this year, significantly higher than in 2011 (3%). These three contact methods are the preferred methods for any future council contact.
- Satisfaction with the way their enquiry was handled has remained broadly similar between the two surveys with 75% satisfied this year compared to 77% in 2011.

Information

- Nearly two-thirds (64%) of residents state that the council keeps them 'well informed' about the services and benefits it provides. 78% indicate they are well informed about how to contact the council, 65% feel well informed about the services it provides and 64% with how to make a complaint or comment.
- At the other end of the scale, half or more indicate they are not well informed about the reasons why the council makes the decisions it does (56%), what happens at area committee meetings, when and where they are held (56%), the dates and times of Council committee meetings (51%) or the services provided by other agencies (50%).
- Nevertheless, with the exception of 'the services it provides', all of the service aspects are seen more positively this year, compared to the 2011 survey results.

Sources of information and the internet

- The most often used sources for information about Cambridge City Council are the Cambridge Matters Magazine (49%), Cambridge News (44%), word of mouth via friends, neighbours and relatives (43%), the council website (42%) and council leaflets and posters (42%).
- By comparison, the council website is the most preferred channel that residents suggest they would use in the future (45%), while around one-quarter of residents suggest they would use Cambridge Matters Magazine (26%), council leaflets and posters (25%) and personal contact with council staff and elected members (24%).
- Of those that answered, 56% of residents claim to receive the Cambridge Matters magazine. Of these, three-quarters or more agree that it is easy to read, looks good and is well designed, is a good way of finding out about the council and how it spends money, has wide appeal to residents from all backgrounds, that four copies a year is about right, that articles are interesting and it provides a good way of asking residents what they think about council services through included surveys.
- Over eight in ten disagree that they never find time to read the magazine, that there should be fewer editions and that the council should not produce a magazine of this kind.
- Over nine in ten (94%) of respondents indicate they have access to the internet. The vast majority, 91%, have home broadband while 40% also access the internet via a contract SIM card and 37% at work. Of those with internet access, 97% use it for email/messenger services, 93% search engines, 88% for general information, 86% for news and weather, 86% for online banking and 85% for online shopping.
- Over four-fifths (82%) of residents indicate they already use, or would consider using, Cambridge City Council services online. Time saving is the primary reason given by 37% of residents, while 31% indicate it allows them to access services outside of office hours.

Perceptions about the council

- Four-fifths (80%) of residents agree that the council is accessible to the public, 79% agree that the council cares about the environment and 75% agree that the council is easy to contact if you need them. Whilst in a slightly different order, these are the same top three statements as in the 2011 survey.
- At the other end of the scale, just 32% agree that the council is a flexible organisation, 41% agree that it works in partnership with other organisations and 42% that it provides value for money.

Workshop findings

- Findings from the residents' workshop, held with local people living on low incomes and those who tend to be under-represented in consultations run by the City Council, typically highlighted lower levels of awareness of council services – most could only identify services relating to social housing provision.

- A number of residents in the workshop highlighted services provided by the County Council, such as highways, potholes and public transport. In the main, residents struggled to spontaneously identify wider council services, repeatedly returning to those they had day-to-day experience of.
- Following prompting, residents in the workshop were able to identify some leisure and community facilities, which led to a discussion of services provided for children and young people. It was felt by some that there was little provision for young people, which led to an increase in anti-social behaviour.
- Few residents in the workshop were aware of arts and entertainment activities, events and festivals with many suggesting they did not see any advertising or promotion of these types of events.
- Asked about the importance of council services, it was again housing provision and housing related services (e.g. repairs and maintenance) that were most important. Provision of activities for young people was also seen as important. Satisfaction with the services mentioned was mixed, with most suggesting that cleaning, repairs and maintenance was slow or of poor quality.
- Few residents in the workshop indicated they receive information about the council or about the services provided. Most had not seen or read Cambridge Matters. The 'Open Door' tenant magazine was more widely received and read. Nevertheless, residents were keen to find out information about what the council was doing and what was going on in and around the city. They were equally keen to ensure that when they had provided feedback, that this information was acknowledged.
- Having access to useful council information would also help dispel rumours and perceptions that little or no progress was being made on important topics. This was particularly the case when it came to any proposals to reduce or stop services as well as improvements and new housing developments – the proposed development on Campkin Road was identified as one example.
- By comparison, business representatives that attended a business breakfast meeting were much more knowledgeable about the services the council provides.
- In terms of satisfaction with the council services used, most businesses in the breakfast workshop were satisfied with the local environment and how the council maintained street cleaning and associated services. However, they wished to see greater support for housing services, to assist with recruitment, and questioned what the council could do around business premises, given the influence of the Colleges and Universities. Areas of dissatisfaction tended to be focused on transport (e.g. congestion in the city) and parking charges.

Introduction

Background

In August 2016, M·E·L Research were commissioned by Cambridge City Council to conduct research into local residents' views of the council and the services it provides.

The last two Cambridge City Council surveys conducted to track residents' views were undertaken in 2011 and 2008/09. To ensure that the results of the 2016 survey are comparable, many of the questions in the Residents Survey are the same as those included either in the previous City Council surveys or in national surveys. The questionnaire draws on questions from the following sources:

1. **2011 Citizen Survey and 2008 Place Survey** - many of the questions are the same as those included in the Council's most recent residents surveys, which allows a comparison of the results over time.
2. **LGA benchmarking questions** - some of the questions on resident satisfaction with Council services and their local area are based on standard questions developed by the Local Government Association (LGA) for use by local authorities for benchmarking purposes. The wording and order of these questions is proscribed by the LGA to ensure consistency and comparability¹. These questions allow comparison with national surveys carried out by the LGA and local residents surveys carried out by other local authorities.
3. **Central Government surveys on digital matters** - the questions on digital service provision are based on those included in national surveys and will help inform the development of the Council's digital strategy and approach to corporate communications.

Methodology

To maintain methodological comparability with previous years and to meet the requirements of the Local Government Association (LGA) 'Are you being served' benchmarking guidelines, a postal survey was again used for the 2016 Residents' Survey. The survey questionnaire, along with a covering letter and details of an online version of the survey, was mailed out at the end of August 2016 to a random sample of 4,400 residents.

A reminder mailing, containing a revised covering letter and copy of the questionnaire, was distributed the week commencing 12th September 2016, with the final deadline for returns being 23rd September 2016. By the end of the fieldwork period, 1,124 completed surveys had been returned; 1,069 as a postal questionnaire and 55 as an online survey. This provides a response rate of 25.5%. Where any duplicate postal and online returns were received from the same address, only the postal survey has been included.

¹ LGA Guidance can be found here http://www.local.gov.uk/web/10180/home/-/journal_content/56/10180/3484891/ARTICLE

To assist in understanding the views and importance of council services to residents and local businesses two qualitative workshops were convened. These aimed to gain an insight into why residents’ and businesses’ respond to the questions in a certain way, and to provide understanding of their views on which services should be maintained at their current levels, which could be provided at a lower standard or lesser frequency and which could potentially be stopped altogether.

Confidence interval and confidence level

A returned sample of 1,124 to the Residents’ Survey is robust and is subject to a maximum standard error (confidence interval) of $\pm 2.9\%$ at the 95% confidence level on an observed statistic of 50%. This means that if the total adult population of Cambridge City had completed the survey and 50% were satisfied with council services, we can be 95% confident that the ‘true’ response lies somewhere between 47.1% and 52.9%.

Areas

Throughout this report reference will be made to four Areas within Cambridge City. Wards have been grouped together into the four Areas as supplied by the council (see profile on page 71). The unweighted sample size achieved in each area is also shown.

Index of Multiple Deprivation

Table 1 below broadly shows Cambridge City Council’s Index of Multiple Deprivation (IMD) quintile definitions based on Lower Super Output Areas (LSOAs)². The quintile definitions are based on the IMD 2015³. The IMD scores have been appended to the collected sample and grouped into five categories (quintiles) for ease of analysis, with the first representing the top 20% most deprived residents through to the fifth quintile representing the bottom 20% most deprived, i.e. the *least* deprived.

Table 1: Index of Multiple Deprivation quintiles

Quintile	
1st	Top 20% most deprived
2nd	↓
3rd	
4th	
5th	Bottom 20% most deprived

It should be noted that Cambridge City Council has 70 LSOAs across the city. The ten most deprived LSOAs in Cambridge are in the North and North East of the City. Three of the ten have a lower national IMD 2015 ranking than in 2010. The other seven have higher national IMD 2015 rankings than in 2010. Just two LSOAs fall within the 1st IMD quintile.

² LSOAs are small areas designed to be of a similar population size, with an average of approximately 1,500 residents or 650 households. There are 32,844 Lower-layer Super Output Areas (LSOAs) in England. They were produced by the Office for National Statistics for the reporting of small area statistics.

³ The IMD was constructed by combining seven transformed domain scores (income, employment, Education, Skills and Training, Health and Disability, Crime, Barriers to Housing and Services and Living Environment).

It should also be noted that LSOA definitions have changed between the 2015 and 2010 releases. The variables used to define each indices of deprivation have been updated with each publication. As such, changes in apparent deprivation may reflect these changes in methodology rather than actual changes in local circumstance.

Weighting the data

As postal and online surveys are both self-selection methodologies, with residents free to choose whether to participate or not, it was anticipated that returned responses would not necessarily be fully representative of the wider adult population. As part of the analysis process the data was therefore 'weighted' by gender and age, using Office for National Statistics (ONS) 2015 mid-year population estimates, to ensure that it more accurately matches the known profile of the Cambridge City population by these characteristics. The same weighting approach used in the 2011 Citizens Survey has been adopted to ensure that results included in this report are directly comparable to the results of the 2011 Citizen Survey, where the same questions were asked.

Data tables and significance testing

Frequencies (counts and percentages) were calculated for all survey items. Cross-tabulations were also produced for all survey items with key demographics, e.g. age, gender, ethnicity and district. Z-tests⁴ tests were computed, where appropriate, to test if differences between discrete but opposite sample groups (e.g. male to female) were statistical significant (at the 5% confidence level). Please note that throughout the report the word 'significant' has only been used to refer to those figures, which have been proved to be statistically significant through this test.

Rounding and base sizes

Owing to the rounding of numbers, percentages displayed visually on graphs in the 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. For some questions, residents could give more than one response (multi choice). For these questions, the percentage for each response is calculated as a percentage of the total number of residents and therefore percentages do not add up to 100%. All the sample bases presented in the report are weighted bases which indicate the relative sizes of sample elements after weighting has been applied. Where %'s are not shown in charts, these are 3% or less.

⁴ A z-test is a statistical test used to determine whether two population means are different when the variances are known; used with sample sizes greater than 30. Where a statistically significant difference is returned by the test, this means that the result is not likely to occur randomly or by chance, but is instead likely to be attributable to a specific cause.

Results

Satisfaction with local area as a place to live

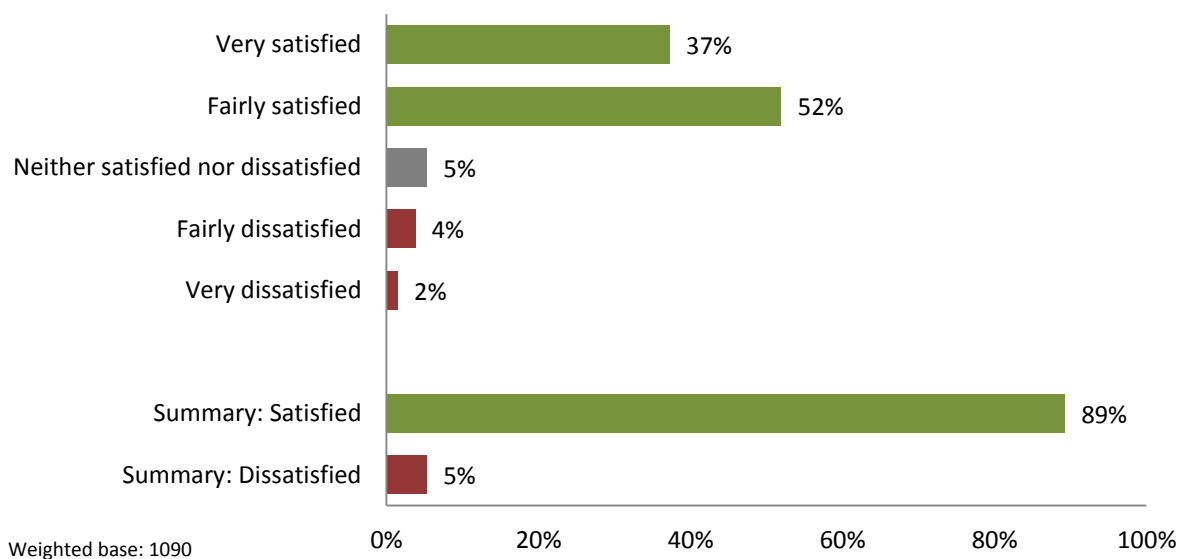
Satisfaction with the local area is one of three core questions used in the Local Government Association's (LGA) 'Are you Being Served' Benchmark survey. LG Inform is the free data service from the LGA to provide easy access for local authority staff and councillors and the public, to key data about their council and its area, and to enable comparison with other councils.

To ensure comparability with the LGA survey, the question was preceded by the following introduction:

"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."

All residents were then asked how satisfied they are with their local area as a place to live. Almost nine out of ten (89%) are satisfied compared with 6% who express dissatisfaction.

Figure 1: Satisfaction with local area as a place to live.



Compared to the 2008 Place Survey (87%), proportionally more residents are satisfied with their local area as a place to live this year (89%).

When split out by Area it can be seen that satisfaction is significantly higher in the Central/West Area (95%) and lower in South Area (87%).

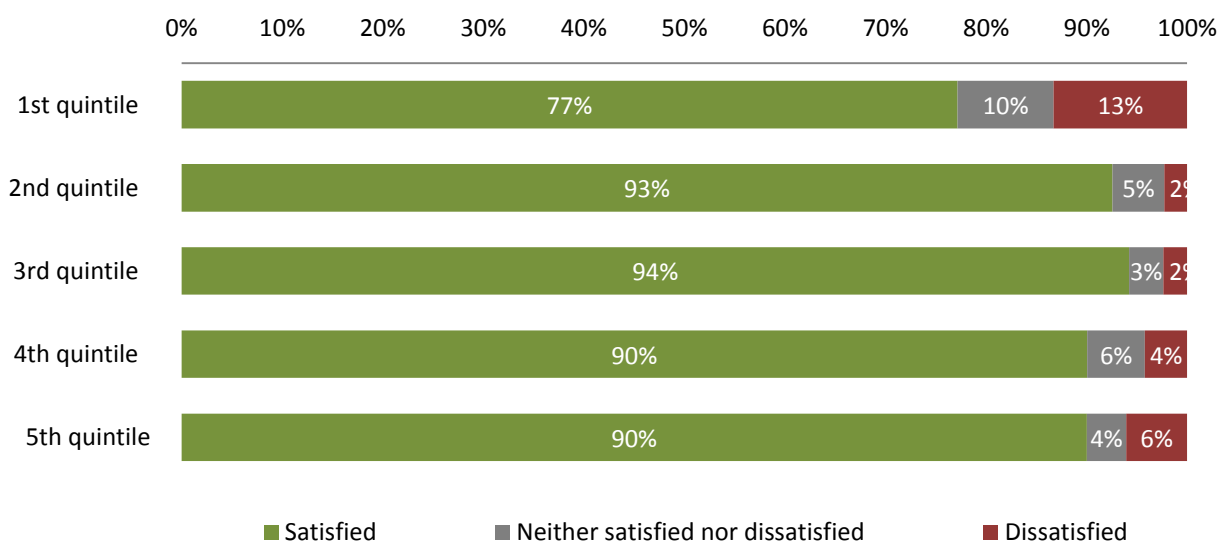
Table 2: Satisfaction with local area as a place to live by Area

	A. North	B. East	C. West/Central	D. South
Satisfied	88%	90%	95%	87%
Neither satisfied/dissatisfied	5%	6%	3%	7%
Dissatisfied	7%	5%	2%	6%
Weighted Base	352	325	153	252

- Residents from a white ethnic background are significantly more satisfied (90%) compared to Asian residents (79%).

When split out by Indices of Multiple Deprivation (IMD) it can be seen that the most satisfied residents fall into the 3rd quintile (94%) and most dissatisfied amongst those in the 1st quintile – the most deprived (77%). Worth mentioning is that the 1st quintile are significantly more dissatisfied than those who fall into any other IMD quintile.

Figure 2: Satisfaction with local area as a place to live by IMD



From the current LG Inform data available, results for Cambridge City Council are above the top quartile compared to the other local authorities⁵ that have undertaken a 2015/16 postal residents' survey.

Table 3: Satisfaction with local area as a place to live compared to LG Inform 2015/16 data

Core question	Cambridge City Council	2015/16 benchmarking data		
		Bottom quartile	Median	Top quartile
Satisfaction with the local area	89%	79%	85%	87%

⁵ Bournemouth, Chesterfield, East Hampshire, East Hertfordshire, Havant, Northumberland, Stevenage, Tandridge and Wirral.

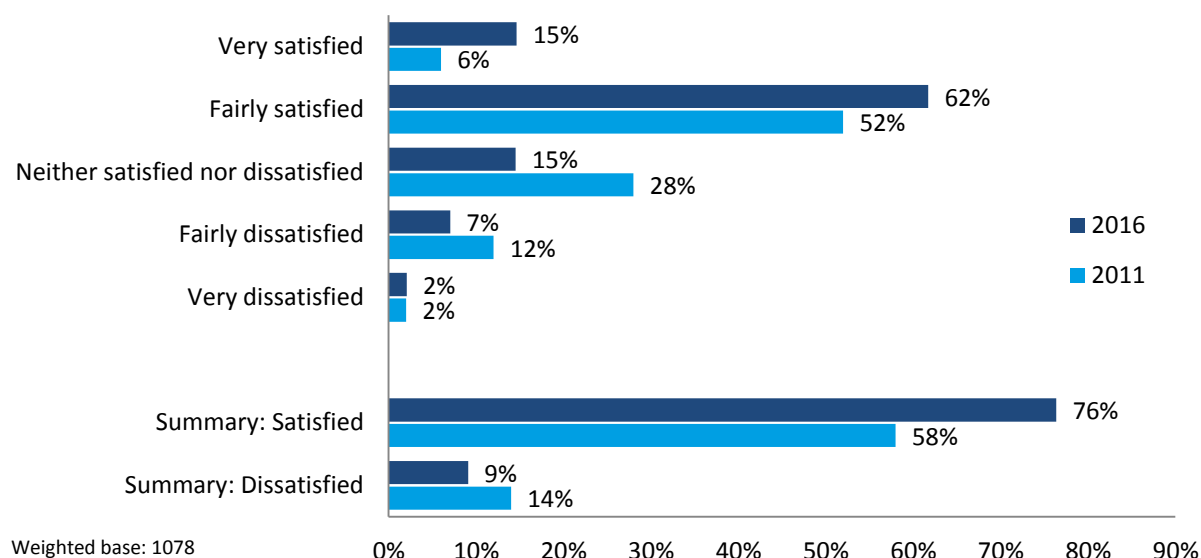
Satisfaction with the way the Council runs things

This is the second of three core LGA survey questions and was preceded in the questionnaire with the following text:

“Your local area receives services from two councils, Cambridge City Council and Cambridgeshire County Council. This survey asks about Cambridge City Council, which is responsible for services such as refuse collection, street cleaning and planning.”

All residents were asked to say how satisfied they are with the way Cambridge City Council runs things. This year, two-thirds of residents (76%) are satisfied compared with 58% who expressed satisfaction in 2011. The dissatisfaction rate has also come down, with only 9% being dissatisfied as opposed to 14% in 2011.

Figure 3: Satisfaction with the way Cambridge City Council runs things



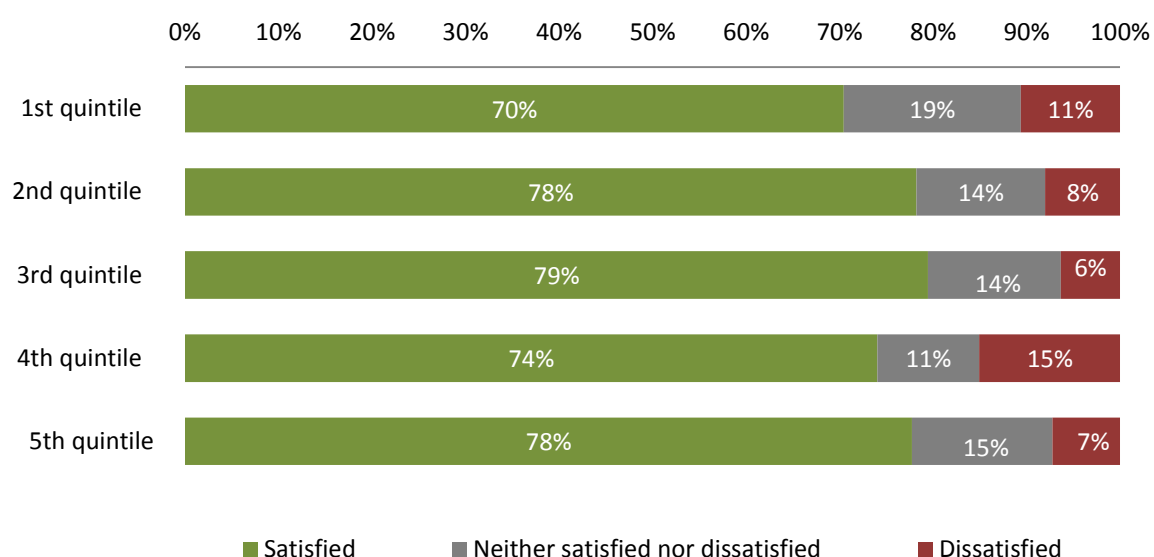
When split out by Area it can be seen that satisfaction is highest in West/Central (79%) and lowest in East Area (71%). Residents that live in the East Area are significantly less satisfied than those who live in the North (78%) and South (79%) areas.

Table 4: Satisfaction with the way Cambridge City Council runs things by Area

	North	East	West/Central	South
Satisfied	78%	71%	79%	79%
Neither satisfied/dissatisfied	14%	19%	10%	12%
Dissatisfied	8%	10%	11%	9%
Weighted Base	351	330	155	249

When split out by IMD it can be seen that the most satisfied residents fall into the 3rd quintile (79%), followed closely by those in 5th and 2nd quintile (78%). A significant difference can be observed between those in 3rd quintile who have a 79% satisfaction and those in the 1st quintile (most deprived), with only 70% satisfaction. When it comes to the proportion of people who are dissatisfied, there are significantly more people who are dissatisfied in the 4th quintile (15%) than in the 2nd (8%) 3rd (6%) and 5th quintile (7%).

Figure 4: Satisfaction with the way Cambridge City Council runs things by IMD



From the current LG Inform data available, results for Cambridge City Council are in the top quartile compared to the other local authorities⁶ that have undertaken a 2015/16 postal residents' survey.

Table 5: Satisfaction with how Council runs things compared to LG Inform 2015/16 data

Core question	Cambridge City Council	2015/16 benchmarking data		
		Bottom quartile	Median	Top quartile
Satisfaction with the local authority	76%	62%	69%	76%

⁶ Bournemouth, Chesterfield, East Hampshire, East Hertfordshire, Havant, Northumberland, Stevenage, Tandridge and Wirral.

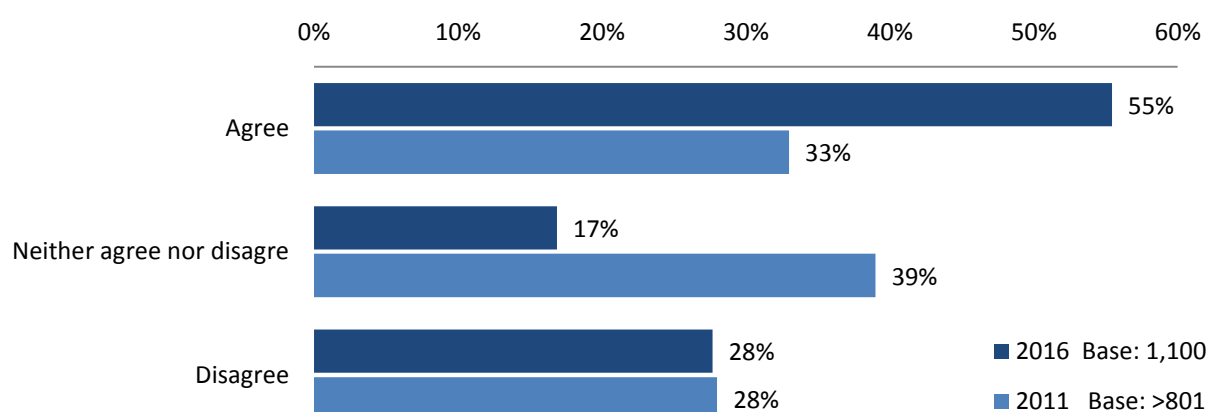
Value for money

This is the third of three core questions to the LGA survey and was preceded by the following text:

“In considering the next question, please think about the range of services Cambridge City 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 Cambridge City Council provides to the community. We would like your general opinion.”

Participants were asked whether they agreed or disagreed that Cambridge City Council provides value for money. Slightly more than half (55%) agree with this statement compared with 33% who expressed agreement in 2011. Still, the higher rate of agreement in 2016 is not due to people changing their mind, because the disagreement rate of 2016 is similar to that of 2011 (28%), but rather due to the fact that a proportion of people who voted ‘neither agree nor disagree’ in 2011 decided that nowadays Cambridge City Council does provide value for money.

Figure 5: Agreement that Cambridge City Council provides value for money



When split out by Area, it can be seen that agreement is highest in West/Central (63%) and lowest in East Area (49%). Also, the residents that live in the East Area are significantly more likely to disagree (22%) with the fact that Cambridge City Council provides value for money than those who live in any of the other areas (15% - North, 9% - West/Central, 18% - South).

Table 6: Levels of agreement/disagreement that Cambridge City Council provides value for money by Area

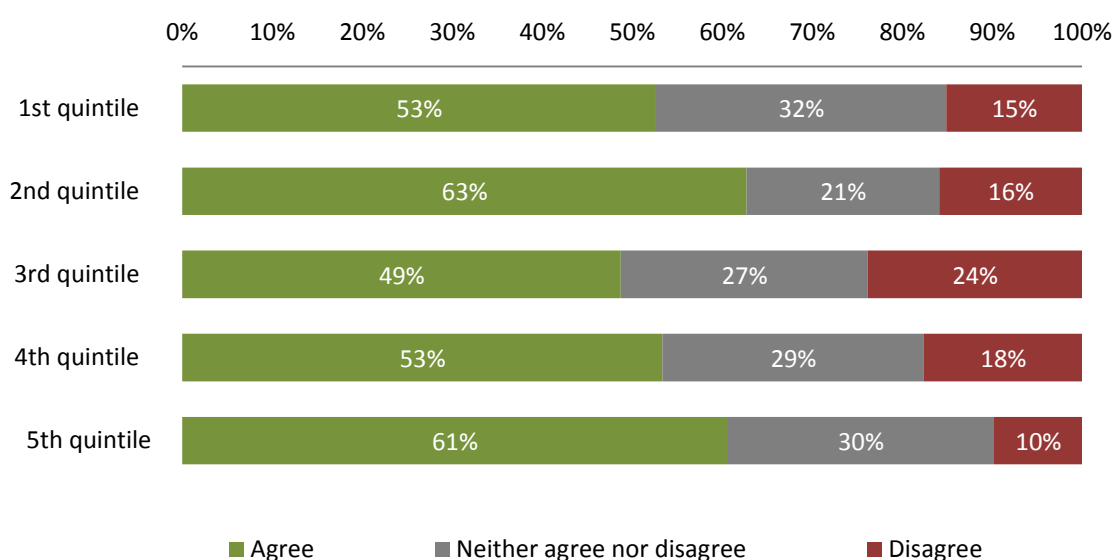
	North	East	West/Central	South
Agree	59%	49%	63%	54%
Neither satisfied/dissatisfied	26%	29%	28%	28%
Disagree	15%	22%	9%	18%
Weighted Base	329	303	142	235

- Proportionally more of those on state benefits or allowances agree (80%) that Cambridge City Council provides value for money compared to those in employment (54%) and pensioners (60%).

When split out by IMD, a significantly lower level of agreement can be observed between those in 3rd quintile (49%) and those in the 2nd (63%) and 5th (61%) quintile. Also, a statistically significant difference is found between people who fall into the 2nd quintile (63%) and those in the 1st quintile who have a lower level of agreement (53%).

The highest level of disagreement with this statement is also among people who fall in the 3rd quintile (24%). They are significantly more in disagreement with the fact that Cambridge City Council provides value for money than those in the 1st (15%), 2nd (16%) and 5th (10%) quintile.

Figure 6: Levels of agreement/disagreement that Cambridge City Council provides value for money by IMD



From the current LG Inform data available, results for Cambridge City Council are above the top quartile compared to the other local authorities⁷ that have undertaken a 2015/16 postal residents' survey.

Table 7: Agreement that Cambridge City Council provides value for money compared to LG Inform 2015/16 data

Core question	Cambridge City Council	2015/16 benchmarking data		
		Bottom quartile	Median	Top quartile
Value for money (% agree)	55%	46%	52%	54%

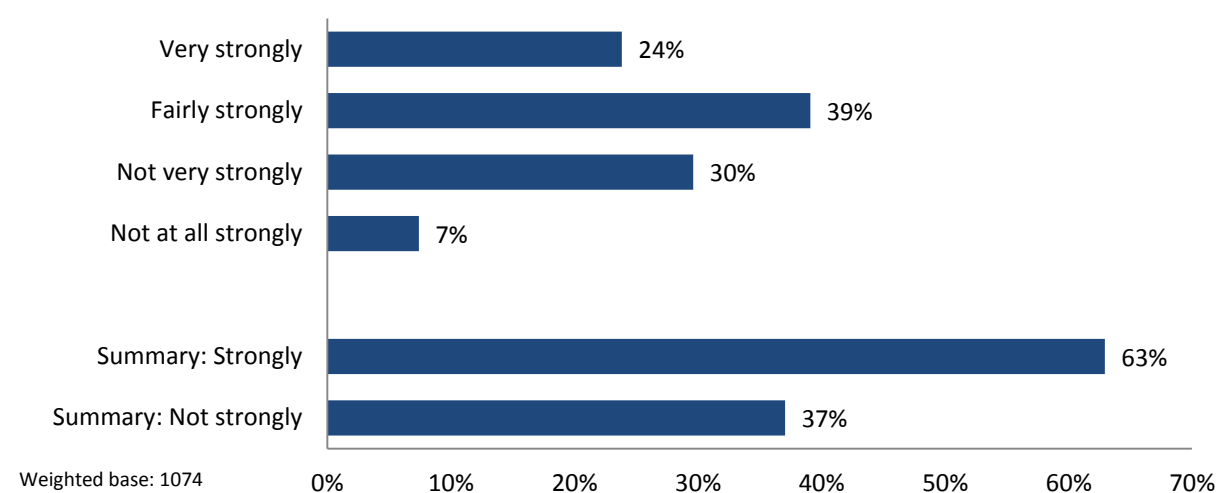
⁷ Bournemouth, Chesterfield, East Hampshire, East Hertfordshire, Havant, Northumberland, Stevenage, Tandridge and Wirral.

Local area

Sense of belonging to local area

Residents were asked how strongly they feel they belong to their local area. Almost two thirds of residents (63%) strongly feel that they belong to their local area. Just under one-quarter (24%) very strongly feel that they belong to their local area.

Figure 7: Sense of belonging to local area



Compared to the 2008 Place Survey (48%), a greater proportion of residents strongly feel that they belong to their local area (63%) in this current survey period.

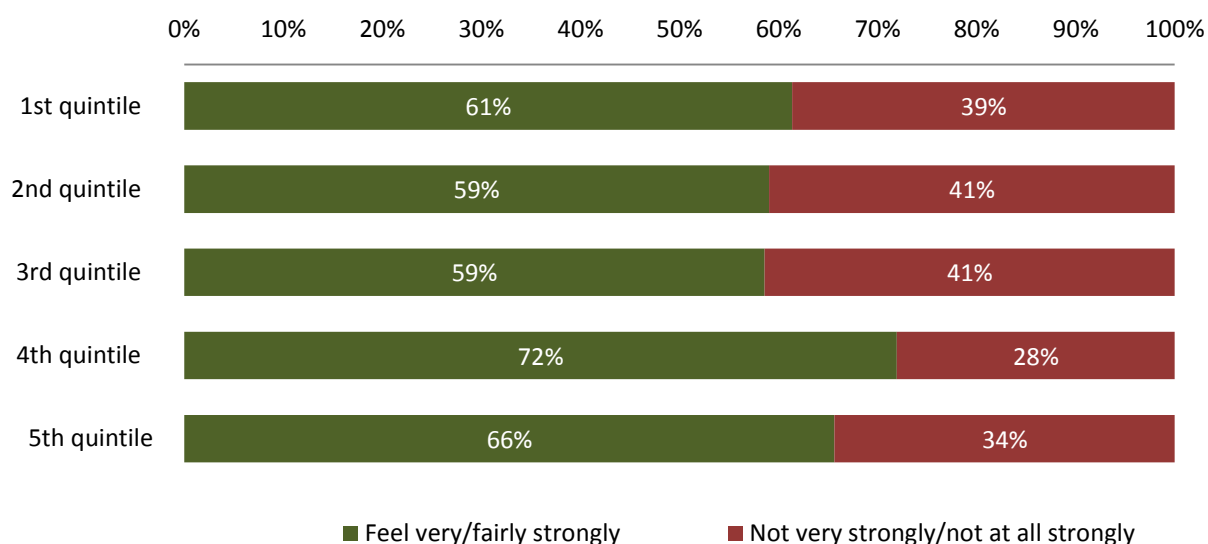
When split out by Area it can be seen that the presence of a strong sense of belonging to their local area is highest in the Central/West Area (74%) and lowest in the North Area (55%). In fact, the North Area has a significantly lower proportion of residents who claim to have a strong sense of belonging, than in any other areas.

Table 8: Sense of belonging to local area by Area

	North	East	West/Central	South
Very strongly	22%	22%	27%	27%
Fairly strongly	33%	42%	47%	40%
Not very strongly	36%	29%	18%	27%
Not at all strongly	9%	7%	8%	6%
Strongly	55%	64%	74%	68%
Not strongly	45%	36%	26%	32%
Weighted Base	349	324	154	249

Looking at IMD, we can see that a bigger proportion of people who fall into the 4th quintile (72%) feel strongly that they belong to their local area, compared to people in the more deprived 1st (61%), 2nd and 3rd quintiles (both 59%).

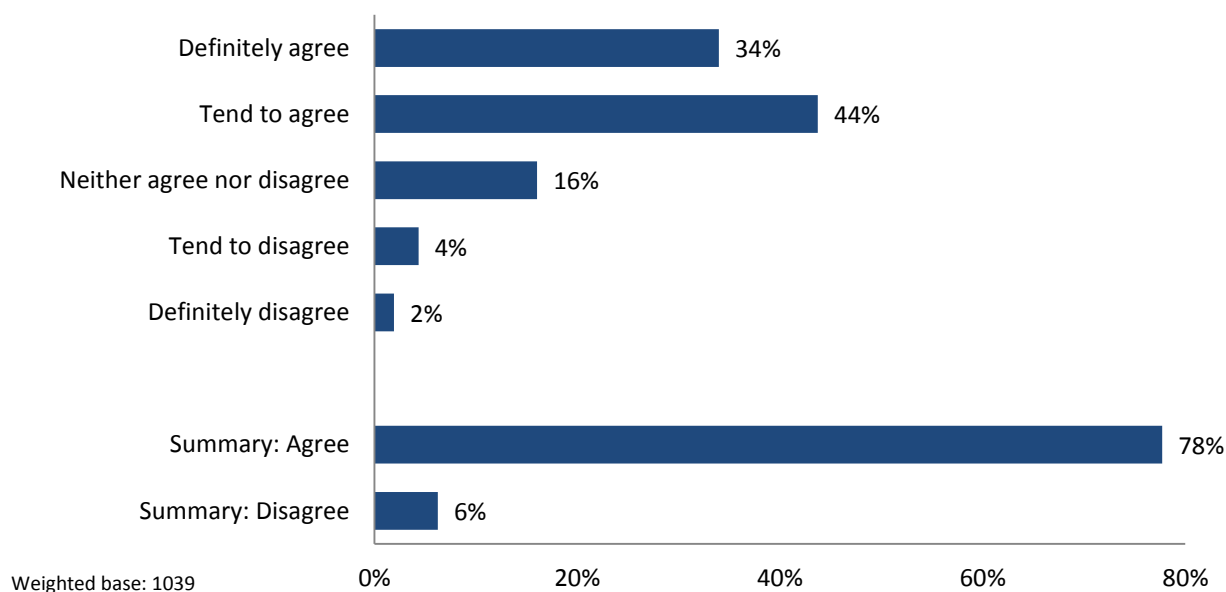
Figure 8: Sense of belonging to local area by IMD



Community cohesion

Residents were asked to what extent they agree or disagree that their area is a place where people from different ethnic backgrounds get on well together. Almost eight out of ten residents (78%) agree with this statement while only 6% disagree.

Figure 9: Levels of agreement/disagreement that people from different ethnic backgrounds get on well together



The proportion of residents that agree this year (78%) is lower than in the 2008 Place Survey (86%).

When split out by Area it can be seen that agreement that that their area is a place where people from different ethnic backgrounds get on well together is very similar between all of the Areas.

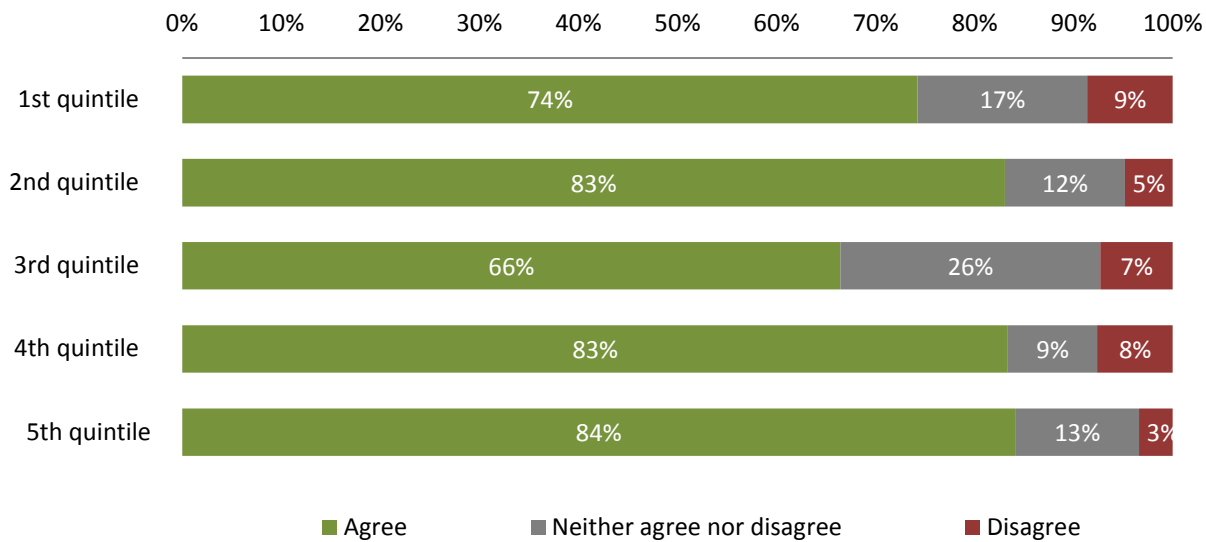
Table 9: Levels of agreement/disagreement that people from different ethnic backgrounds get on well together by Area

	North	East	West/Central	South
Agree	77%	77%	78%	79%
Neither satisfied/dissatisfied	18%	19%	13%	11%
Disagree	5%	4%	9%	9%
Weighted Base	335	320	144	235

- A significantly greater proportion of residents from an Asian ethnic background agree that the local area is a place where people from different ethnic backgrounds get on well together, compared to those from a White background (89% vs. 77%, respectively).

Looking at the IMD data we can see that the lowest proportion of people who agree that their area is a place where people from different ethnic backgrounds get on well together fall into the 3rd quintile (66%). Here, a significantly greater proportion neither agree nor disagree.

Figure 10: Levels of agreement/disagreement that people from different ethnic backgrounds get on well together by IMD



Importance of services

The table(s) below shows residents' ranking of importance for each of the twenty four listed services and indicates where they believe services could be scaled back or stopped.

Waste and recycling collection services come top in importance for residents, which also achieves the highest satisfaction score. This service was also top in importance in both the 2011 and 2009 surveys⁸.

Residents also see working with the Police to prevent crime, ASB and to promote community cohesion as important; 95% indicate this. This is followed by services that prevent pollution (92%) and managing and maintaining the city's public toilets (91%).

Table 10: Importance of services provided

Service provided	Very important	Provide at lower standard	Could be stopped
Collecting rubbish, recycling & green waste	98%	2%	0%
Working with the Police to prevent crime & anti-social behaviour & to promote good relations between communities	95%	5%	0%
Preventing air, water, noise & land pollution	92%	8%	0%
Managing, maintaining & cleaning the city's public toilets	91%	9%	1%
Providing sport & leisure facilities, including swimming & paddling pools, & encouraging participation in sports activities	89%	9%	1%
Maintaining parks & public spaces, protecting trees in the City & managing trees in public places	87%	12%	0%
Enforcing food safety in restaurants	86%	13%	1%
Providing activities & events for children & young people	84%	13%	3%
Providing housing advice & providing temporary accommodation for homeless people	84%	15%	2%
Delivering environmental improvements, including to bus shelters, play facilities, highways improvements & cycling & walking projects	83%	16%	1%
Cleaning the streets & removing graffiti	78%	21%	1%
Administering housing & council tax benefits for those residents who need support	77%	19%	3%
Managing & maintaining community centres & providing local community development activities	77%	22%	1%
Managing & maintaining Council houses & involving tenants in the running of the service	74%	24%	2%

⁸ A direct comparison with the previous surveys is not possible as residents' were asked to select their top three priority services from a wider list of both mandatory and discretionary services. This year, residents were not restricted to a top three choice.

Table 11: Importance of services provided (continued)

Service provided (continued)	Very important	Provide at lower standard	Could be stopped
Giving grants to community & voluntary groups to help them run services	74%	24%	2%
Responding to planning applications & planning for the future development in the city, including new housing, neighbourhoods & business developments	73%	25%	1%
Running elections	72%	26%	2%
Enforcing standards in privately rented housing	72%	25%	3%
Educating & enforcing about environmental standards, including dog fouling, litter, fly-tipping, abandoned vehicles & abandoned shopping trollies	69%	30%	1%
Licensing services covering taxis, pubs, clubs, gambling premises, skin piercing & houses in multi-occupation	69%	30%	1%
Managing & maintaining the central market	67%	32%	1%
Administering Council meetings & supporting Councillors so that they can represent local residents	65%	32%	3%
Funding arts & entertainment activities	61%	34%	5%
Managing & maintaining the city car parks	59%	39%	3%

Looking at services that could be reduced and provided at lower standard or frequency, almost two-fifths (39%) of residents highlight managing and maintaining the city's car parks as a potential service area. Around one-third (34%) suggest funding arts and entertainment activities, administration of council meetings and supporting Councillors (32%) and managing and maintaining the central market (32%) as services areas that could be reduced.

Some three in ten (30%) indicate that education and enforcing services relating to environmental standards, (including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trollies) and licensing services could be scaled back. Very few residents, 5% or less, indicated services that they felt could be stopped altogether.

There are a number of statistically significant differences in views when looking at the findings by Area:

- Proportionally more residents living in the West/Central (95%) and South (93%) Areas feel that managing, maintaining and cleaning the city's public toilets is very important, compared to those in the North (88%) Area.
- More residents in the West/Central Area (83%) feel that managing and maintaining Council houses and involving tenants in the running of the service is very important, compared to those in the South Area (69%).

- Fewer residents living in the West/Central Area (77%) feel that providing activities and events for children and young people is very important, compared to those in the North (86%) and East (87%) Areas.
- More residents living in the South Area (92%) feel that enforcing food safety in restaurants is very important, compared to those in the North (85%) and East (84%) Areas.
- Similarly, more residents living in the South Area (81%) feel that responding to planning applications and planning for the future development in the city (including new housing, neighbourhoods and business developments) is very important, compared to those in the North (72%) and East (68%) Areas.
- More residents in the South Area (75%) feel licensing services covering taxis, pubs, clubs, gambling premises, skin piercing and houses in multi-occupation is very important, compared to those living in the North Area (66%).
- Fewer residents living in the South Area (73%) feel that providing housing advice and providing temporary accommodation for homeless people is very important, compared to those in the North (87%), West/Central (86%) and East (86%) Areas.
- Fewer residents living in the South Area (70%) feel that cleaning the streets and removing graffiti is very important, compared to those in the West/Central (85%), East (82%) and North (77%) Areas.
- Fewer residents living in the South Area (66%) feel that giving grants to community and voluntary groups to help them run services is very important, compared to those in the West/Central (80%), North (75%) and East (75%) Areas.
- More residents in the East Area (91%) feel that maintaining parks and public spaces, protecting trees in the City and managing trees in public places is very important, compared to those in the North Area (84%).
- More residents in the East Area (87%) feel that delivering environmental improvements (including to bus shelters, play facilities, highways improvements and cycling and walking projects) is very important, compared to those in the North Area (80%).
- Fewer residents in the North Area (55%) feel that funding arts and entertainment activities is very important, compared to those in the West/Central (65%) and South (66%) Areas.

In most cases, where each Area shows lower levels of importance, residents have instead typically indicated that services could be reduced and provided at a lower standard or frequency as opposed to being stopped.

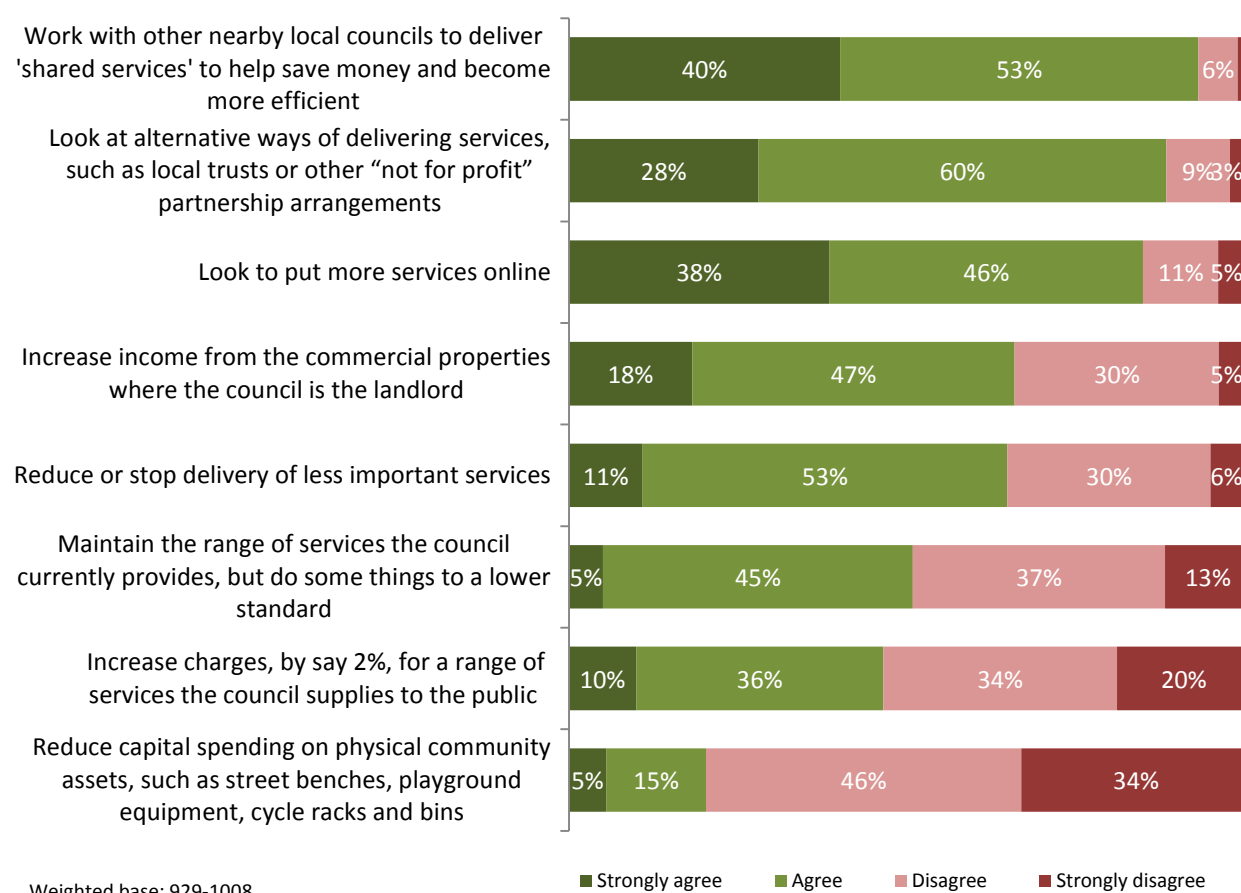
Finding savings

Residents were asked the extent to which they agreed or disagree with eight statements about where the council should find savings. Working with other councils to deliver efficient shared services is the most popular suggestion with 93% of residents agreeing with the statement. This is followed by looking at alternative ways of delivering services, such as partnership working with local trusts/not for profit organisations (88%) and making more services available online (84%).

The majority of residents also agree with suggestions to increase income from council owned/managed commercial properties (65%) and to reduce or stop delivery of less important services (54%). Nevertheless, over one-third of residents are opposed to these two suggestions.

At the other end of the scale, 50% of residents agree and 50% disagree with the suggestion to maintain the range of services the council provides, but to provide some at a lower standard. A majority (54%) disagree with the suggestion to increase charges for public supplied services and the vast majority (80%) disagree that the council should reduce capital spending on physical community assets.

Figure 11: Levels of agreement with council statements on finding savings/increasing income



There are a small number of statistically significant differences in views depending on Area and IMD quintiles:

- A significantly greater proportion of those living in the North Area (59%) agree that the council should maintain the range of services it currently provides, but do some things to a lower standard, compared to those living in the West/Central Area (37%).
- Significantly more of those in the East Area (61%) disagree that the council should increase charges, by say 2%, for a range of services the council supplies to the public, compared to those in the North (50%) and West/Central (47%) Areas.
- Significantly more of those in the 1st IMD quintile (most deprived) agree that the council should reduce or stop delivery of less important services (71%), compared to those in the 5th quintile (57%).
- There is significantly more agreement that the council should increase income from the commercial properties where the council is the landlord from those in the 2nd quintile (70%), compared to those in the 5th quintile (58%).
- Significantly fewer of those in the 1st quintile (most deprived) agree that the council should put more services online (75%) compared to those in other quintiles (83% to 89%).
- Significantly fewer of those in the 5th quintile (least deprived) agree that the council should look at alternative ways of delivering services, such as local trusts or other “not for profit” partnership arrangements (82%) compared to other quintiles (88% to 90%).

Satisfaction with services

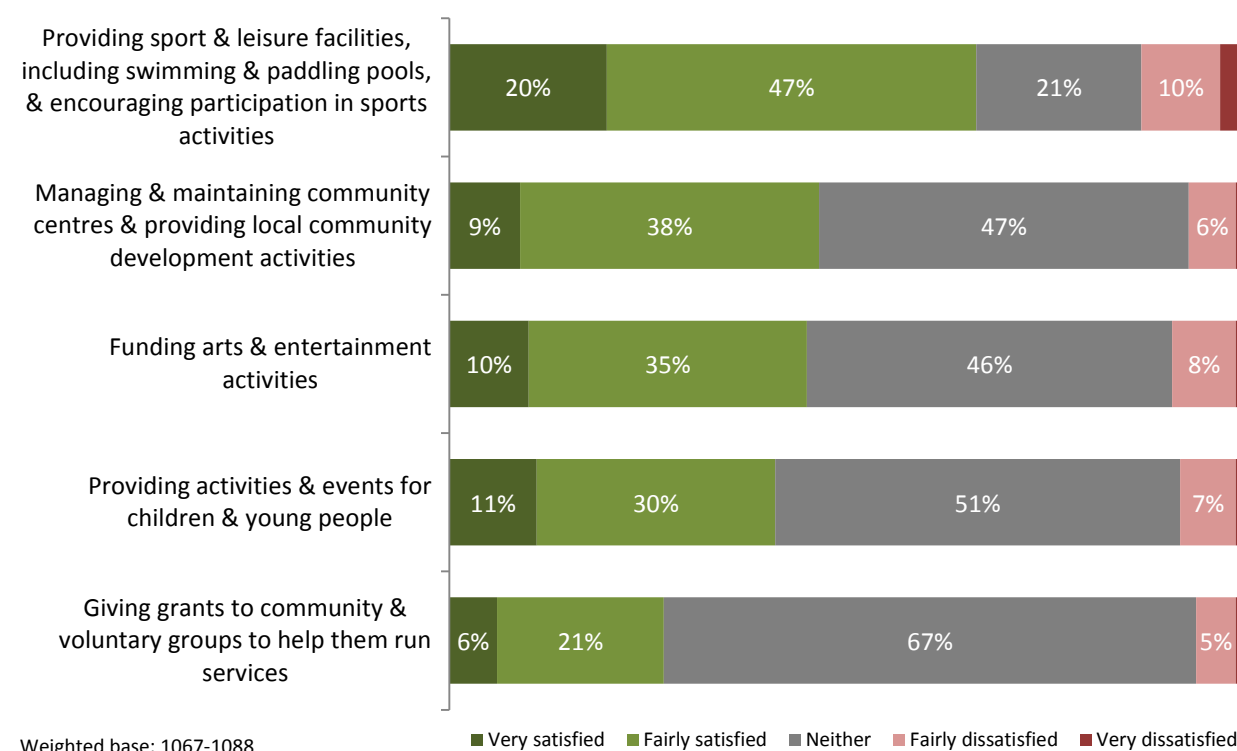
Residents were asked to rate their level of satisfaction with a range of twenty four different council services shown under six service topic/areas (e.g. community and leisure services, services to protect public safety, etc.). For many of the service areas residents appear ambivalent, indicating they are 'neither satisfied nor dissatisfied'. This finding suggests that residents may not directly use or benefit from particular services, and therefore have little experience of services. For example, as seen in the chart below, a relatively high proportion of residents have indicated 'neither satisfied nor dissatisfied' for managing and maintaining community centres, arts and entertainment activities, activities and events for young people and grants given to voluntary and community groups.

Community and leisure services

Looking at community and leisure related services, the greatest level of resident satisfaction can be seen with the provision of sport and leisure facilities. Here, two-thirds (67%) state they are satisfied. This is followed by managing and maintaining community centres and providing community development activities – 47% indicate they are satisfied with this service. The same proportion indicates they are neither satisfied nor dissatisfied.

For the remainder of the listed community and leisure services, neither satisfied nor dissatisfied yields the largest proportion of responses.

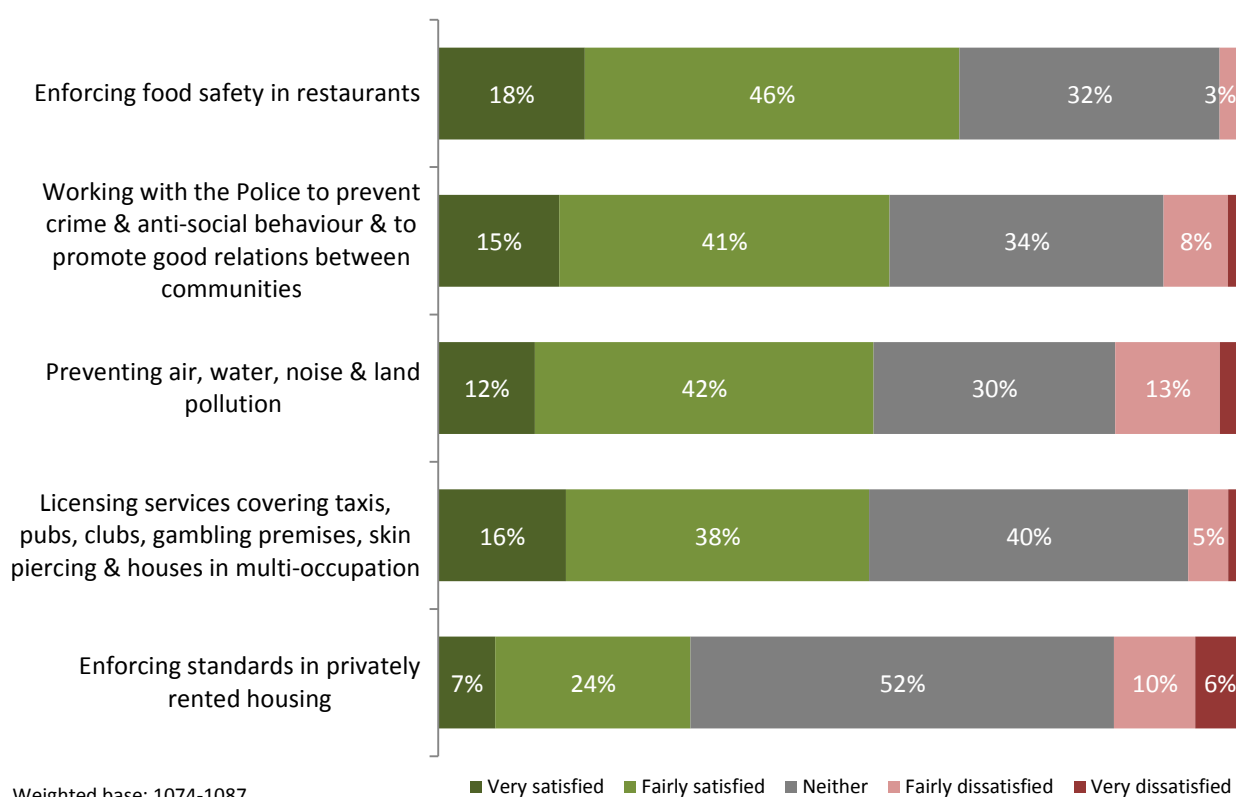
Figure 12: Satisfaction with community and leisure services



Services to protect public safety

Of the listed services to protect public safety, residents are most satisfied with the enforcement of food safety standards in restaurants (64%). This is followed by working with the Police to prevent crime and ASB and promote community cohesion where 56% state they are satisfied, while 54% are satisfied with both services to prevent pollution and licensing services. As in the previous section on Community and Leisure Services, a larger proportion of residents appear ambivalent about each of the listed services. In the case of enforcement of standards in the private rented sector, the majority of residents (52%) have indicated they are 'neither satisfied nor dissatisfied', again suggesting a lack of direct experience or benefit from this service.

Figure 13: Satisfaction with services to protect public safety



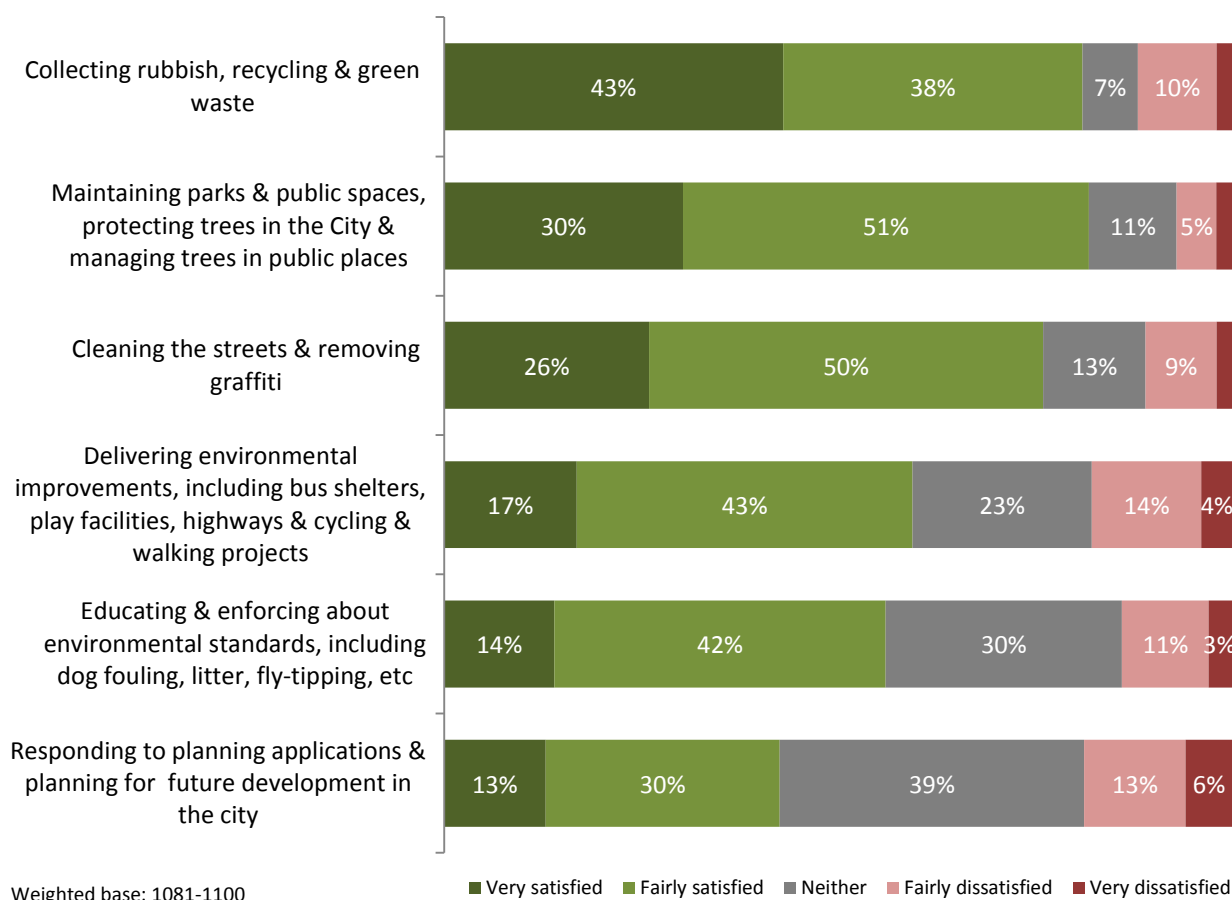
Services to manage the quality of the local environment

The highest levels of resident satisfaction can be seen with waste and recycling services and maintenance and management of parks and public spaces – both these services areas achieve overall satisfied ratings of 81%. This is followed by satisfaction with street cleaning at 76%. Far fewer residents have indicated they ‘neither agree nor disagree’ with these three services suggesting that they have direct experience of these services and are therefore better able to give a rating.

Delivering environmental improvements achieves a satisfaction rating of 60% and educating and enforcing environmental standards a rating of 56%.

Just over two-fifths (43%) are satisfied with planning services, while almost two-fifths (39%) suggest they are in two-minds, providing a rating of neither agree nor disagree. Almost one-fifth (19%) are dissatisfied with this service.

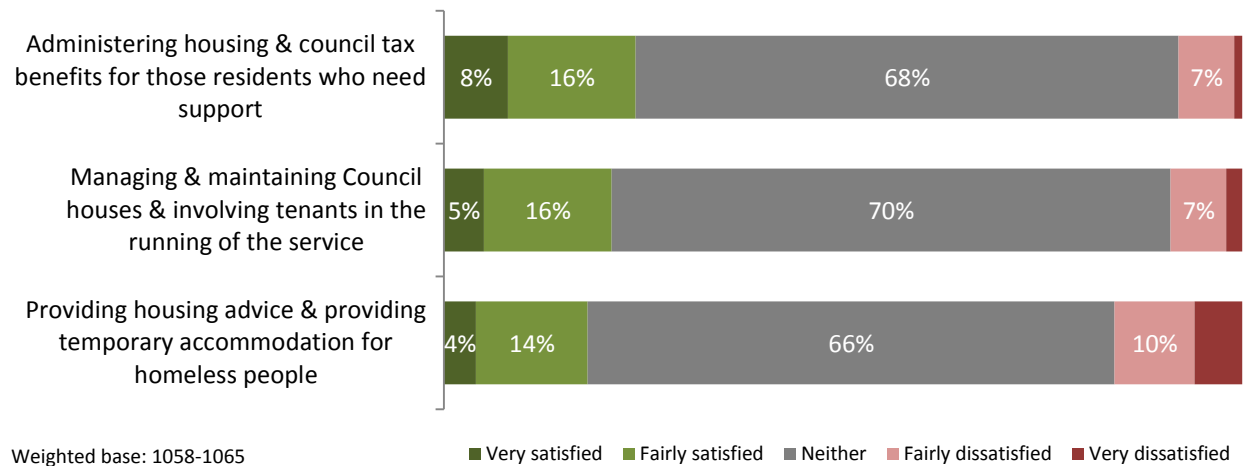
Figure 14: Satisfaction with services to manage the quality of the local environment



Services to support people in housing need

As noted at the start of this section, relatively high proportions of residents have indicated ambivalence with certain services, which suggests they may not have direct experience of services. This appears to be the case when looking at services to support people in housing need with some two-thirds or more indicating they are neither satisfied nor dissatisfied with the three listed services below.

Figure 15: Satisfaction with services to support people in housing need

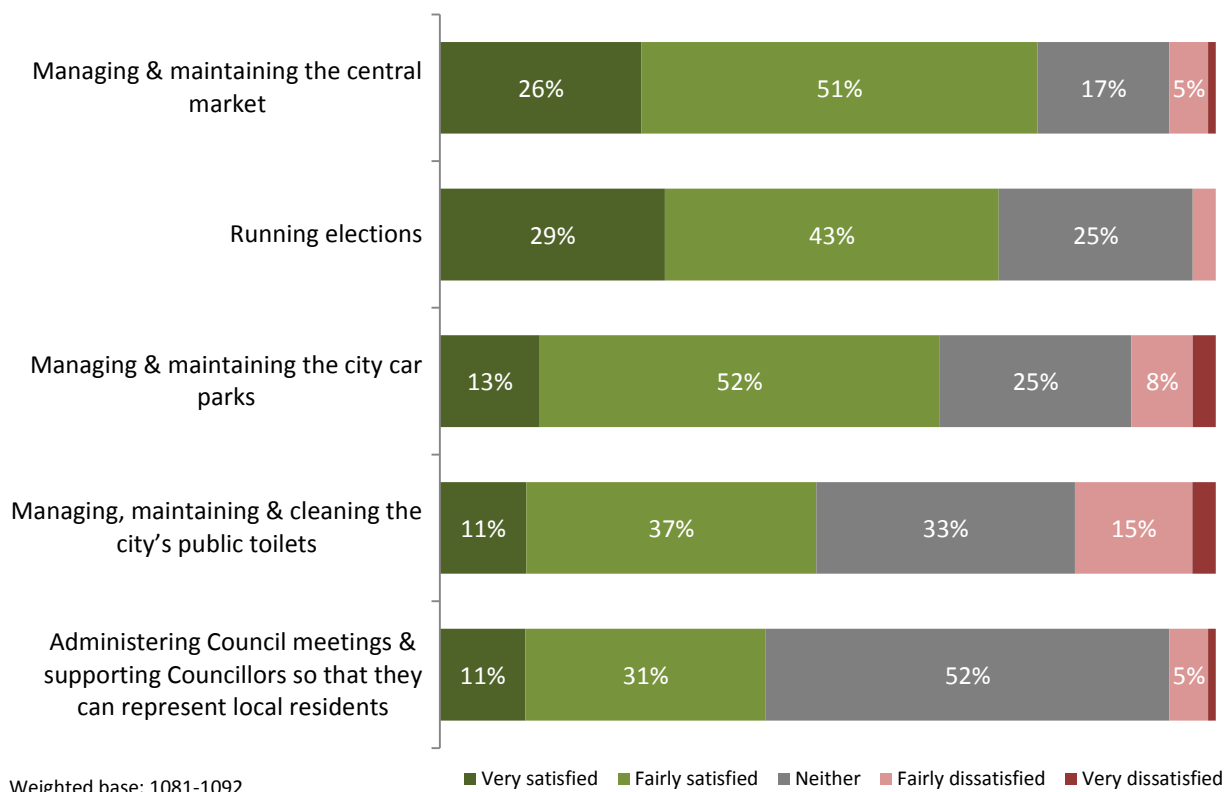


Other services

Residents were asked their satisfaction with services the council provides mostly to visitors to the city and services that support local democracy. Managing and maintaining the central market sees resident satisfaction of 77%, while running elections sees 72% of residents satisfied. Managing and maintaining the city car parks achieves a rating of 65%.

Just under half of residents (48%) are satisfied with the maintenance and cleaning of the city's public toilets with almost one-fifth (18%) dissatisfied. The majority (52%) of residents are neither satisfied nor dissatisfied with services to administer council meetings and support Councillors.

Figure 16: Satisfaction with other services

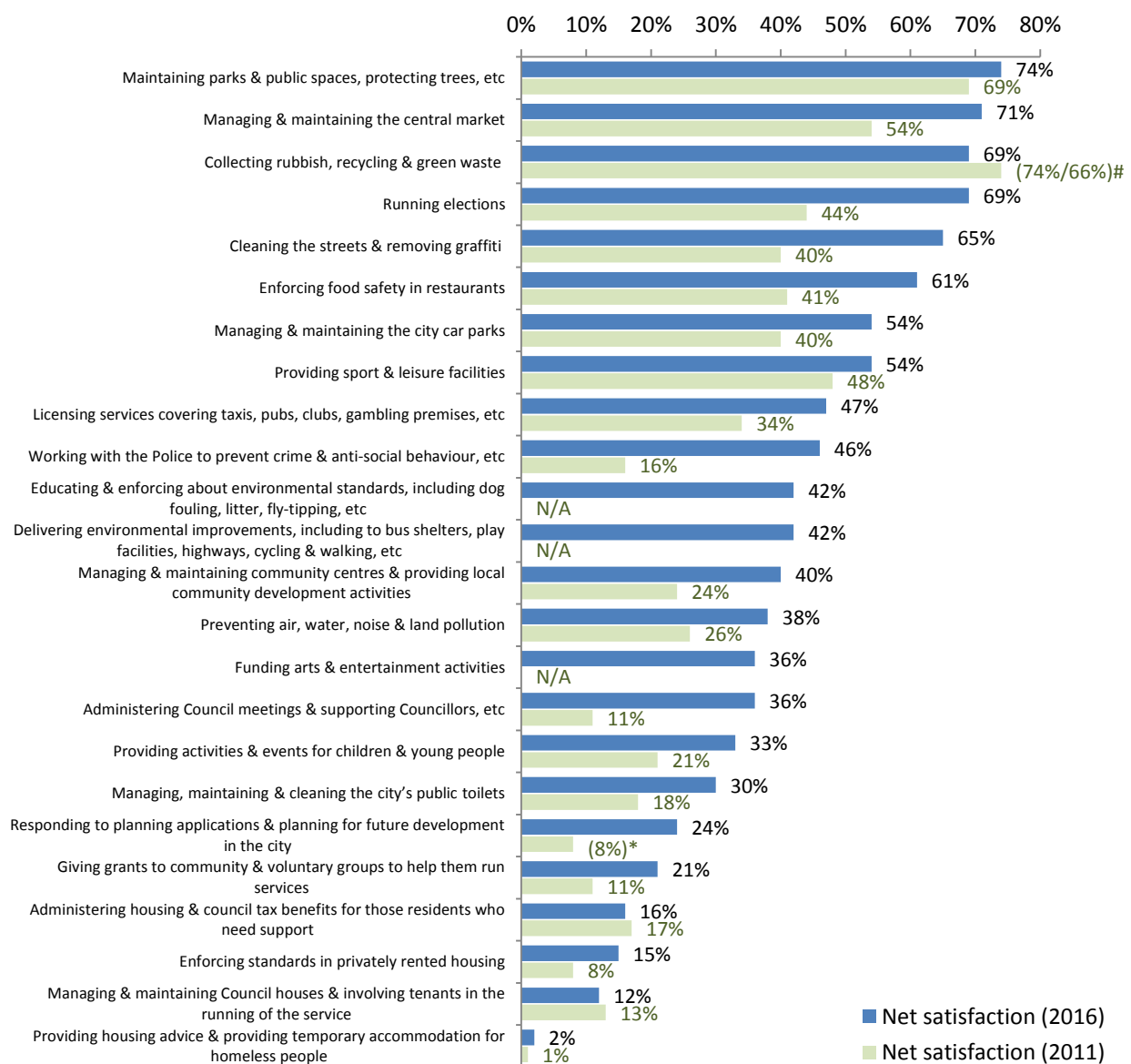


Comparison with 2011 survey findings - net satisfaction

As mentioned earlier, for many of the service areas a relatively large proportion of residents have indicated they are 'neither satisfied nor dissatisfied' with certain service areas, which suggests that residents may not directly use or benefit from particular services, and therefore have little experience of a service. A net satisfaction analysis was conducted for the 2011 Residents Survey and the chart below compares the 2011 net satisfaction (percentage of those satisfied minus the percentage of those dissatisfied) with the 2016 findings. The level of 'neither satisfied nor dissatisfied' for a service area will therefore affect this analysis.

Overall, considerable improvement in net satisfaction this year can be seen compared to 2011. This is primarily due to proportionally more residents providing a 'satisfied' rating this year with fewer indicating 'neither satisfied nor dissatisfied', compared to 2011.

Figure 17: Net satisfaction with services; 2016 compared to 2011



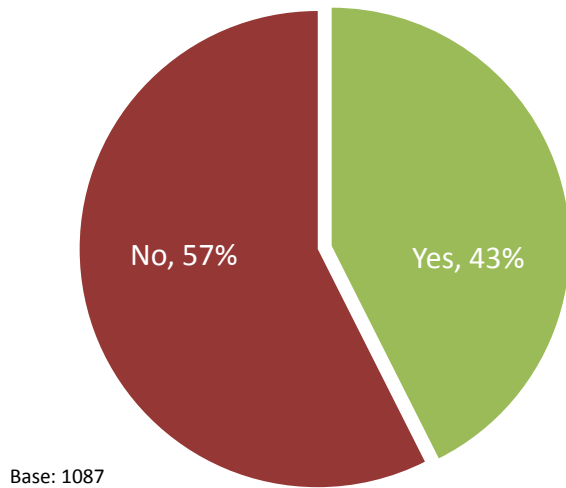
NB: 2011 questions differ - #74% for collecting rubbish and 66% for collecting recyclable items, from properties within the City. *8% for making decisions on planning applications and 5% for producing policy on where new housing and business developments should go.

Communication with the council

Contact with the Council

Just over two-fifths (43%) of residents have contacted Cambridge City Council in the past year with an enquiry or problem. This compares to 47% in 2011.

Figure 18: Whether contacted the council in the last 12 months



There are a small number of statistically significant differences regarding contacting the council:

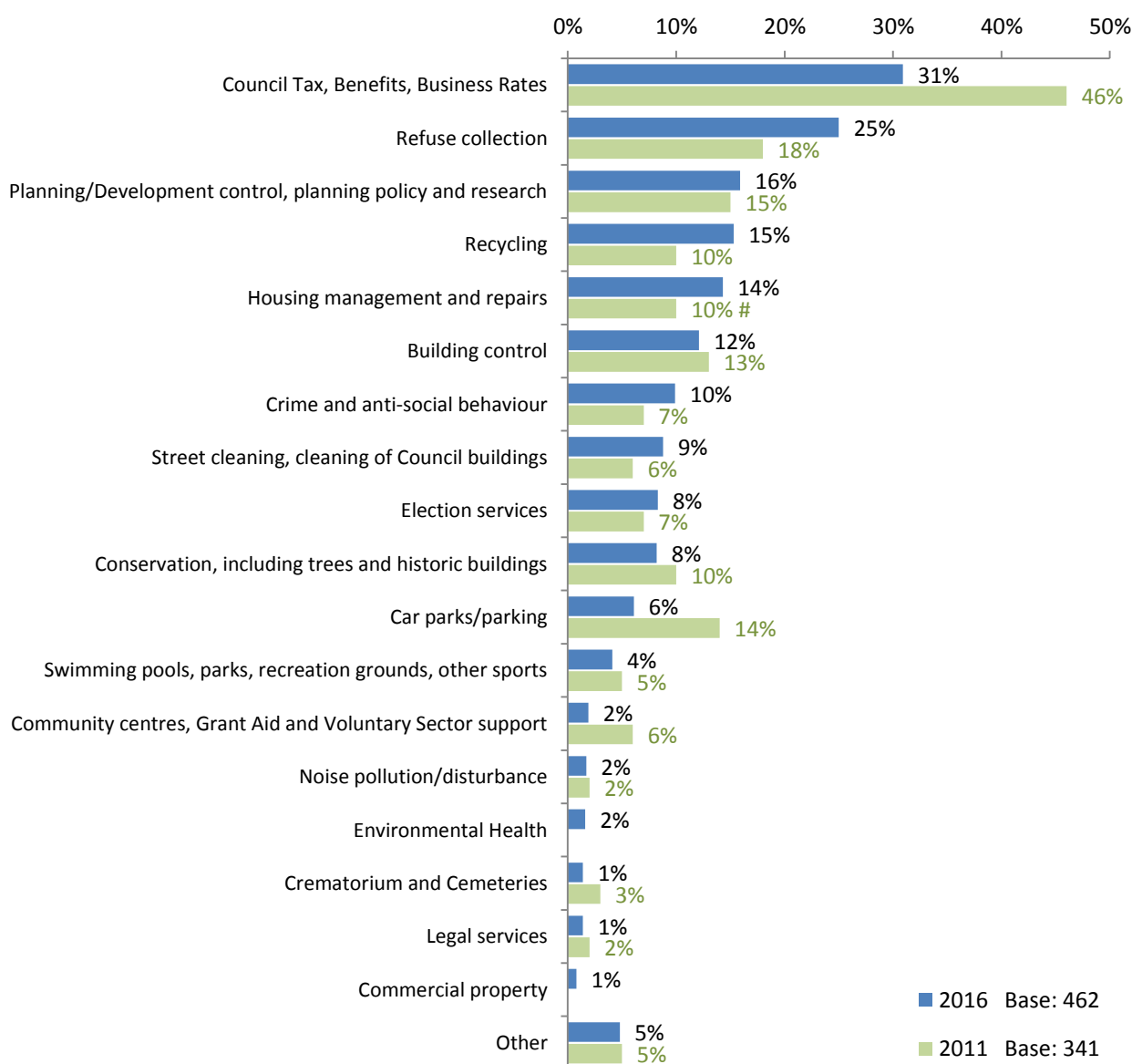
- Significantly more residents aged 25 to 44 (47%), 45 to 59 (52%) and 60 to 74 (50%) have contacted the council compared to others.
- Significantly more residents receiving state benefits or allowance have contacted the council (71%).
- Significantly fewer residents in the 5th IMD quintile (least deprived) have contacted the council compared to others (33%).

Reasons for contacting the council

For those that have contacted the council, the most frequently discussed topic relates to council tax, benefits and business rates; 31% stated this compared to 46% in 2011, a significantly lower difference. By comparison, significantly more residents have contacted the council about refuse collection this year (25%), compared to 2011 (18%). Council contact regarding recycling has also risen from 10% in 2011 to 15% this year.

The only other notable difference between the two surveys is parking, with 14% identifying this as a topic they contacted the council about in 2011 compared to just 6% this year. This difference is statistically significant.

Figure 19: Reasons for contacting the council in the last 12 months



2011 label: Property and building services

NB: Sample sizes are too small to undertake robust sub-group analysis.

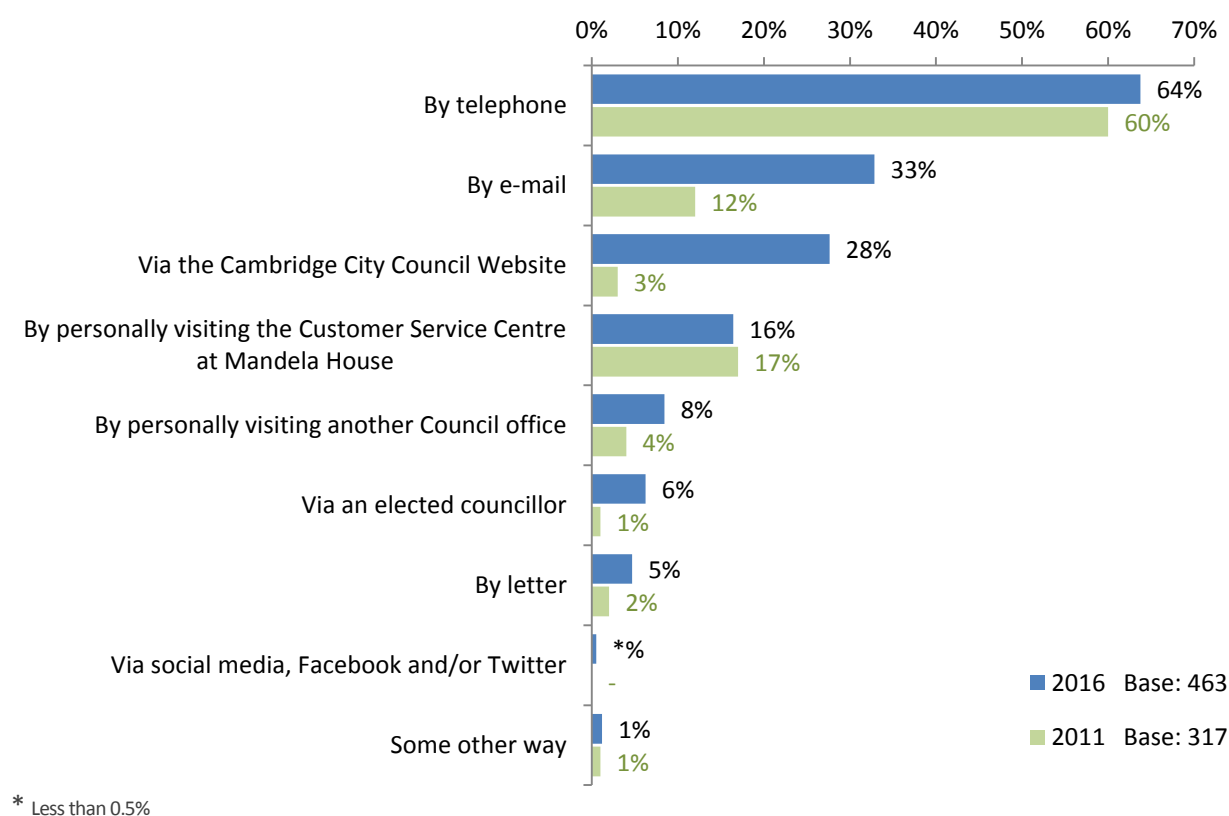
Method of contact

As in 2011, contact via telephone remains the most commonly used method of reaching the council; 64% this year compared to 60% in 2011. Nevertheless, there have been significant increases in use of both email and the council's website as contact methods this year. Use of email has risen from 12% in 2011 to 33% this year, whilst only 3% indicated using the council's website in 2011 compared to 28% this year. These differences are statistically significant.

An interesting difference between the two surveys is the use of elected councillors. While the proportion using a councillor this year is still relatively low, at 6%, this is significantly higher than in 2011, at 1%.

Use of the Council's social media accounts, Facebook and Twitter, is low – less than 1%.

Figure 20: Method of contacting the council

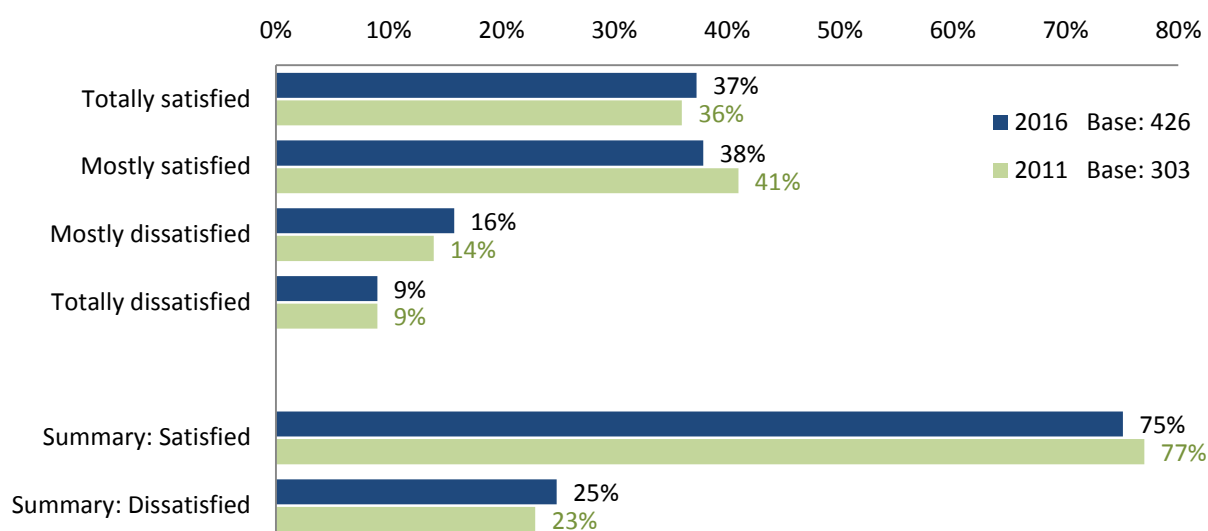


NB: Sample sizes are too small to undertake robust sub-group analysis.

Satisfaction with the way the enquiry / problem was handled

Overall, three-quarters (75%) of those who contacted the council in the last 12 months were satisfied with the way their enquiry and/or problem was handled. This is a slight fall compared to 2011 (77%), but the difference is not significant.

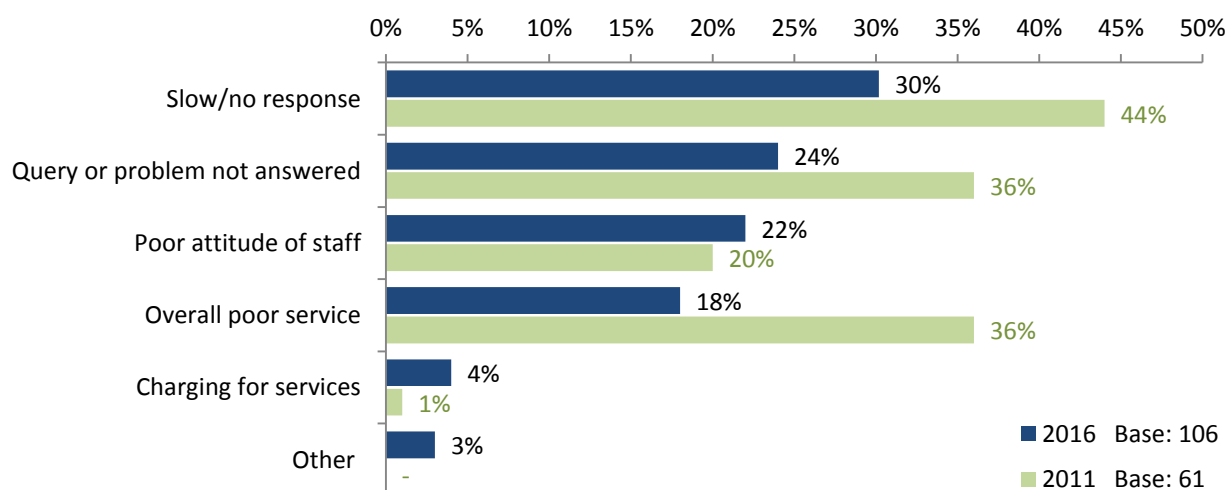
Figure 21: Satisfaction with the way the enquiry or problem was handled



NB: Sample sizes are too small to undertake robust sub-group analysis.

For the one-quarter of residents that were dissatisfied with the service received, three in ten suggest this was due to a slow or lack of response. For around a quarter (24%), their query or problem was not answered, while 22% suggest that staff had a poor attitude. Just under one-fifth (18%) suggest the overall service they received was poor. In the main, reasons for dissatisfaction are lower than in 2011, but care should be exercised when interpreting these results due to the relatively small sample sizes.

Figure 22: Reasons for dissatisfaction with the way enquiry or problem was handled



Preferred method of contact

The telephone remains the preferred method of contacting the council with 38% of all residents stating this in the 2016 survey. It was also the preferred method from those who contacted the council in the 2011 survey. Email also remains a popular method of contact, while proportionally more residents would be willing to use the council website this year, compared to 2011 - this appears to be at the expense of personal visits to Mandela House; a more popular choice in 2011 (16%).

Table 12: Preferred methods of contacting the council

Preferred method of contacting the council	All 2016	Contacted council in last 12 months	
		2016	2011
By telephone	38%	44%	51%
By e-mail	29%	25%	23%
Via Cambridge City Council Website	22%	22%	3%
By personally visiting the Customer Service Centre at Mandela House	5%	5%	16%
By letter	3%	2%	2%
Via an elected councillor	1%	1%	1%
Via Cambridge City Council social media, Facebook and Twitter	1%	*0%	-
By personally visiting another Council office	0.5%	1%	2%
Some other way	1%	1%	-
Base: 1091		460	375

NB: 2011 results based solely on those who contacted the council in the preceding 12 months

* Less than 0.5%

The increase in use of electronic communications methods, such as email and the council website, does appear to support an increase in providing services online. Access to services and the council via social media appears to be far less appealing.

Nevertheless, there are differences in views depending on residents' location, circumstances and demographic profile, as seen in the following statistically significant differences:

- A significantly greater proportion of those living in the East Area (46%) and those in the 1st (most deprived) IMD quintile (50%) prefer to use the telephone.
- Significantly fewer of those living in the East Area (22%) prefer to use email, while significantly more of those in the 5th IMD quartile (least deprived) indicate a preference for email (43%).
- Proportionally more of those in the 2nd IMD quintile (34%) would use the council website – only 14% of those in the 5th quintile (least deprived) indicate this.

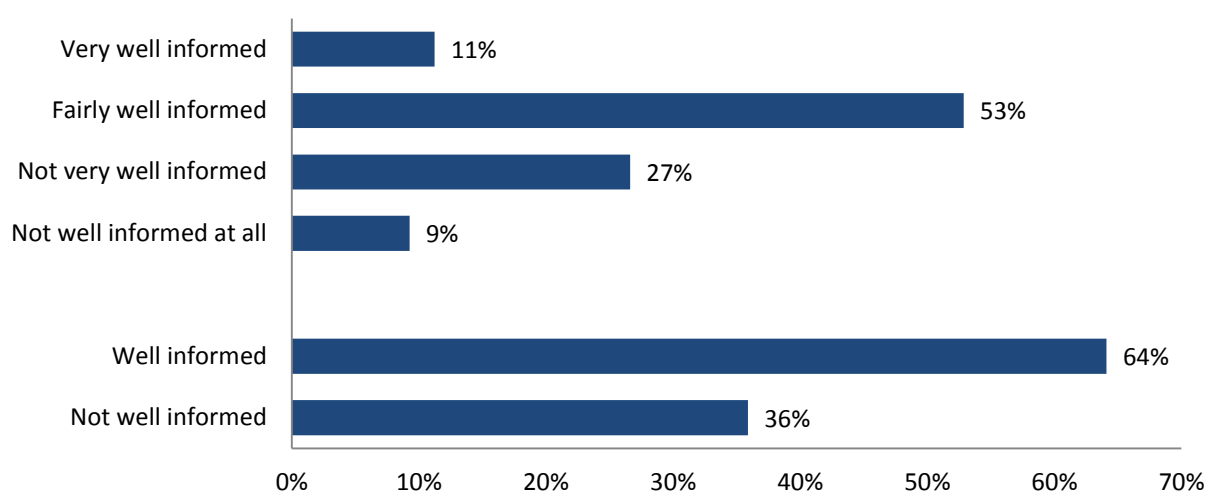
- Proportionally more of those in the West/Central Area (6%) would be willing to use social media. None of those living in the North or East Areas, or 1st, 3rd or 5th quintiles, wish to use social media.
- Proportionally more women would use the telephone compared to men (41% vs. 35%), while proportionally more men would email compared to women (32% vs. 25%).
- Significantly more pensioners (53%) and those on state benefits/allowances (51%) would use the telephone. By comparison, just 35% of those in employment would use the telephone with a far greater preference for email (32%).
- A greater proportion of pensioners would also prefer to contact the council by letter, personally visiting Mandela House or via their elected councillor, compared to others.

Information

Keeping residents informed

Residents were asked to rate how well Cambridge City Council keeps them informed about the services and benefits it provides. Almost two-thirds (64%) consider they are well informed, compared with 36% who believe Cambridge City Council does not keep them well informed.

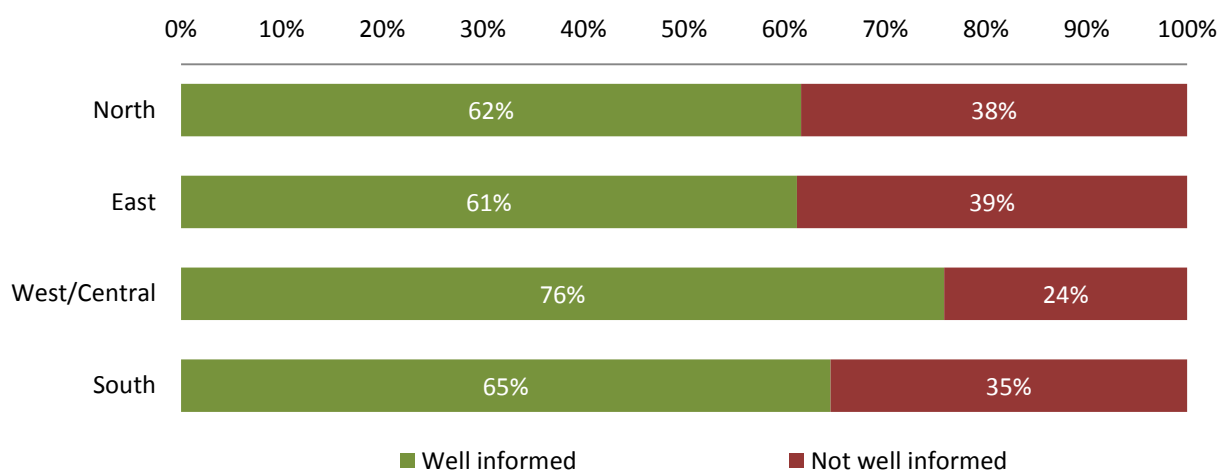
Figure 23: Keeping residents informed about the services and benefits Cambridge City Council provides



Weighted base: 1051

When split out by Area it can be seen that the percentage of residents who consider that Cambridge City Council keeps them well informed about the services and benefits it provides is statistically higher in Central/West Area (76%) than in any other area.

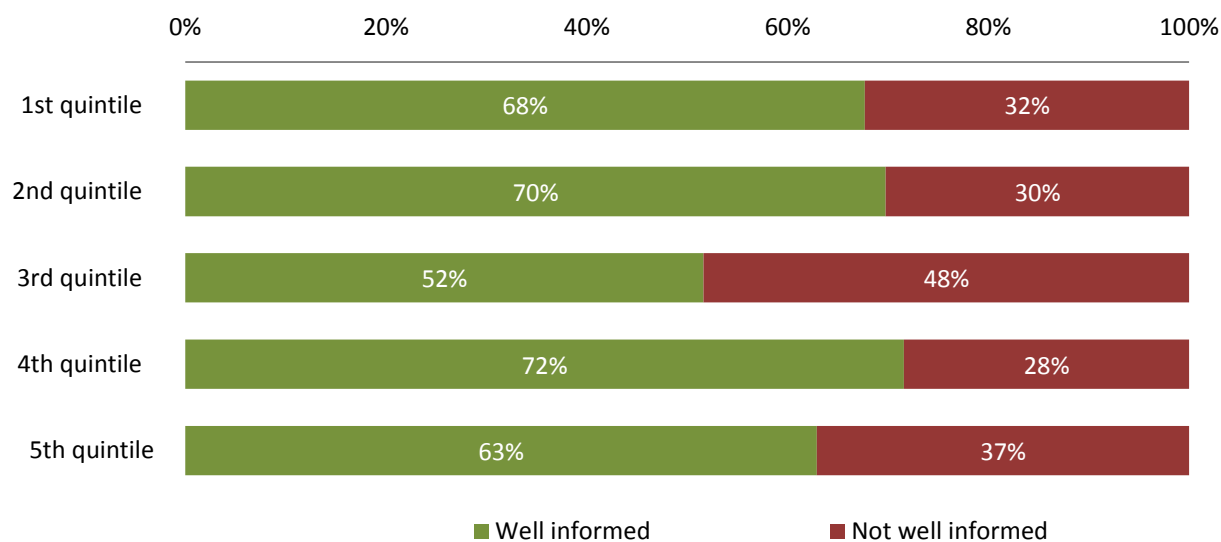
Figure 24: Keeping residents informed about the services and benefits Cambridge City Council provides



If we look at the responses by IMD we can observe that a significantly lower proportion of people who fall in the 3rd quintile (52%) consider that they are kept well informed by Cambridge City Council when compared to people who fall into any other quintile.

The proportion of people who fall in the 3rd quintile who do not think that the council keeps them well informed (48%) is also significantly higher than in any other quintile.

Figure 25: Keeping residents informed about the services and benefits Cambridge City Council provides by IMD

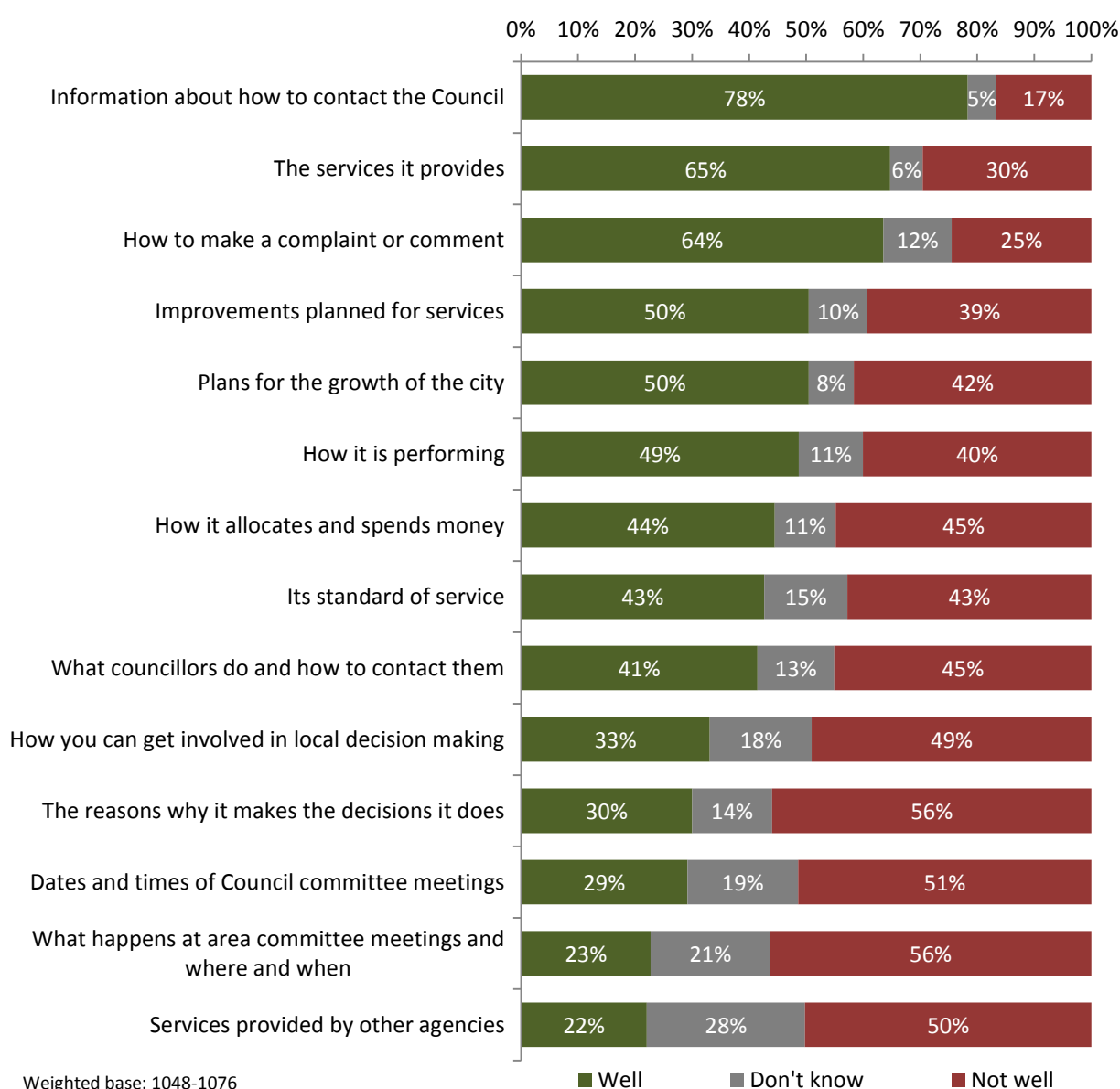


How well residents are kept informed about different service aspects

From a list of service aspects, the provision of information on how to contact the council is rated the highest; 78% suggest they are well informed in this area. This is followed by information on the services the council provides at 65% and how to make a complaint or comment at 64%. These are the same top three elements from the 2011 survey; achieving 69%, 67% and 60% respectively.

This year, 50% of residents feel they are well informed about the planned improvements to services and 50% about plans for the growth of the city. These are marked increases from the 2011 survey; 34% and 37%, respectively.

Figure 26: Rating of how well Cambridge City Council keeps residents informed



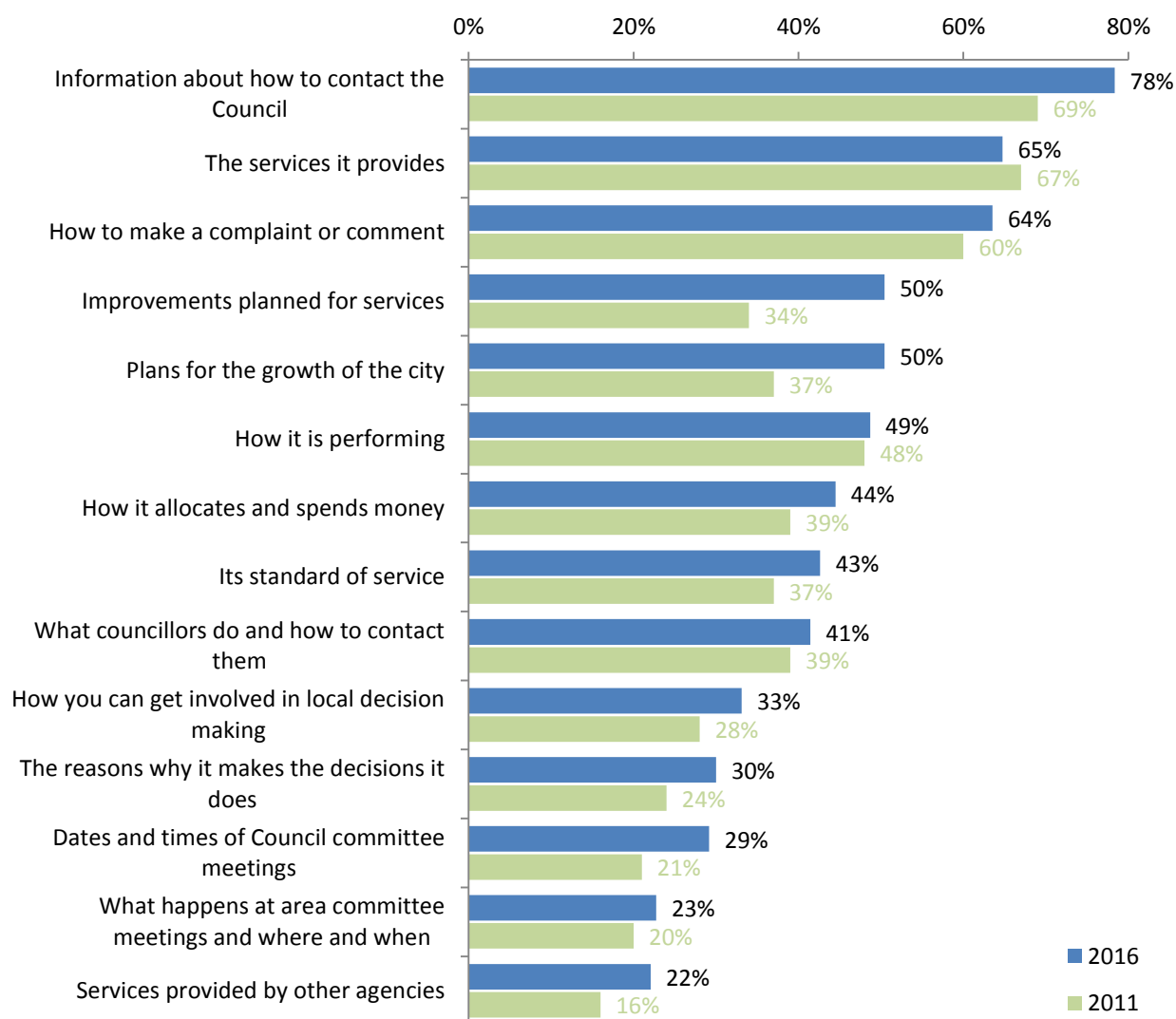
At the other end of the scale, 56% of residents claim they are not well informed about the reasons why the council makes the decisions it does, nor on what happens at area committee meetings, where and when held.

The following service areas all have negative net balance scores (percentage of well informed minus percentage of not well informed), suggesting they are all areas where future council information dissemination focus may be required:

- What happens at area committee meetings and where and when: **-34%**
- Services provided by other agencies: **-28%**
- The reasons why it makes the decisions it does: **-26%**
- Dates and times of Council committee meetings: **-22%**
- How you can get involved in local decision making: **-16%**
- What councillors do and how to contact them: **-4%**
- How it allocates and spends money: **-0.4%**
- Its standard of service: **-0.1%**

Nevertheless, with the exception of 'the services it provides', all of the service aspects are seen more positively this year, compared to the 2011 survey results.

Figure 27: Comparison of those rating each aspect as 'well' in 2016, compared to 2011

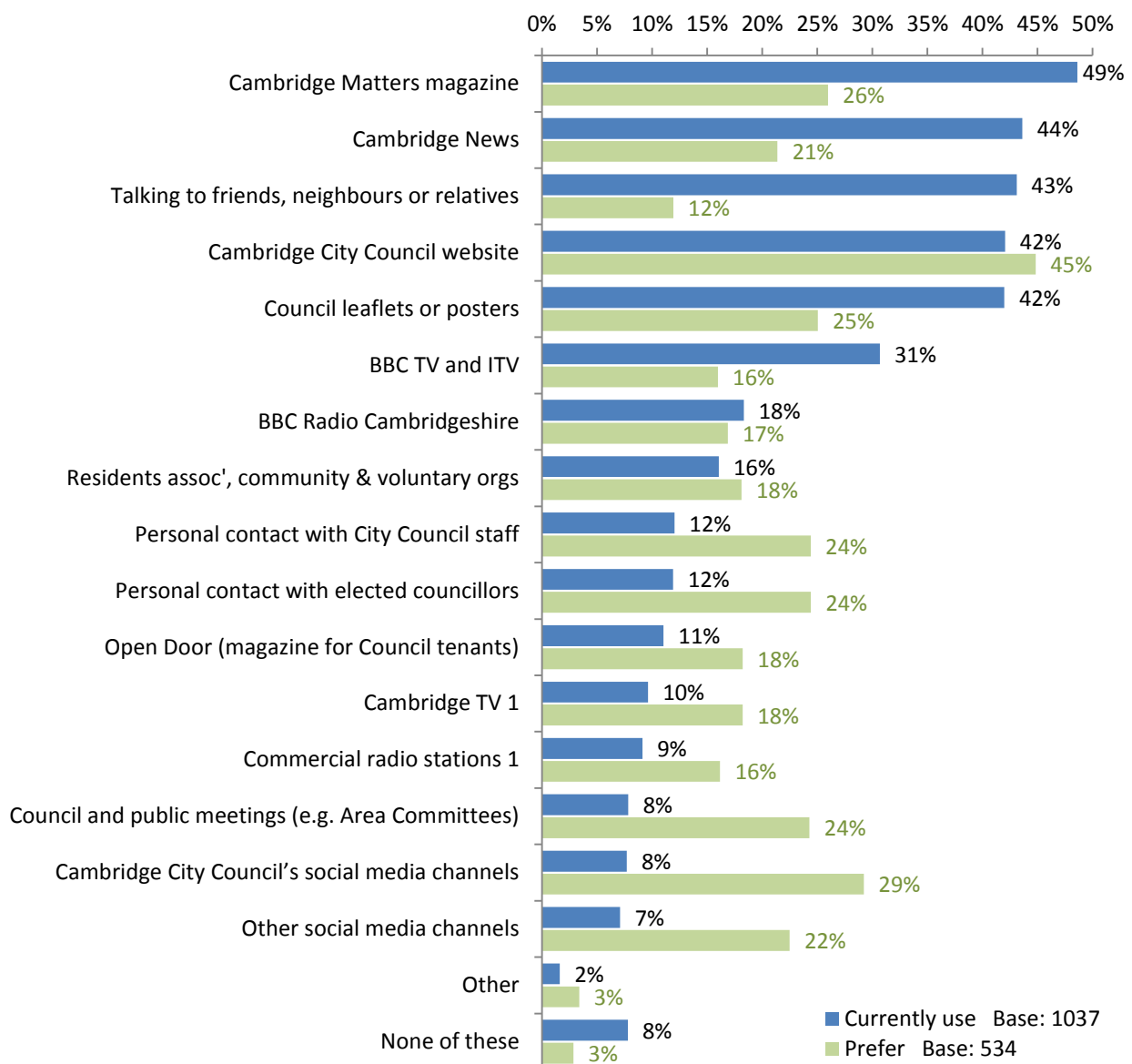


Sources of information

Currently, the most frequently used sources for information about Cambridge City Council are the Cambridge Matters Magazine (49%), Cambridge News (44%), word of mouth via friends, neighbours and relatives (43%), the council website (42%) and council leaflets and posters (42%). Three in ten (31%) gain information from the BBC or ITV television channels.

By comparison, the council website is the most preferred channel that residents would use in the future; 45% suggest this. Around one-quarter of residents suggest they would use Cambridge Matters Magazine, council leaflets and posters, personal contact with council staff and elected members in the future. Interestingly, some three in ten (29%) indicate a preference for using the council's social media channels as an information source in the future. This compares to 8% who are currently using these channels and less than 1% who have previously contacted the council via these channels (see Figure 22 – method of contacting the council).

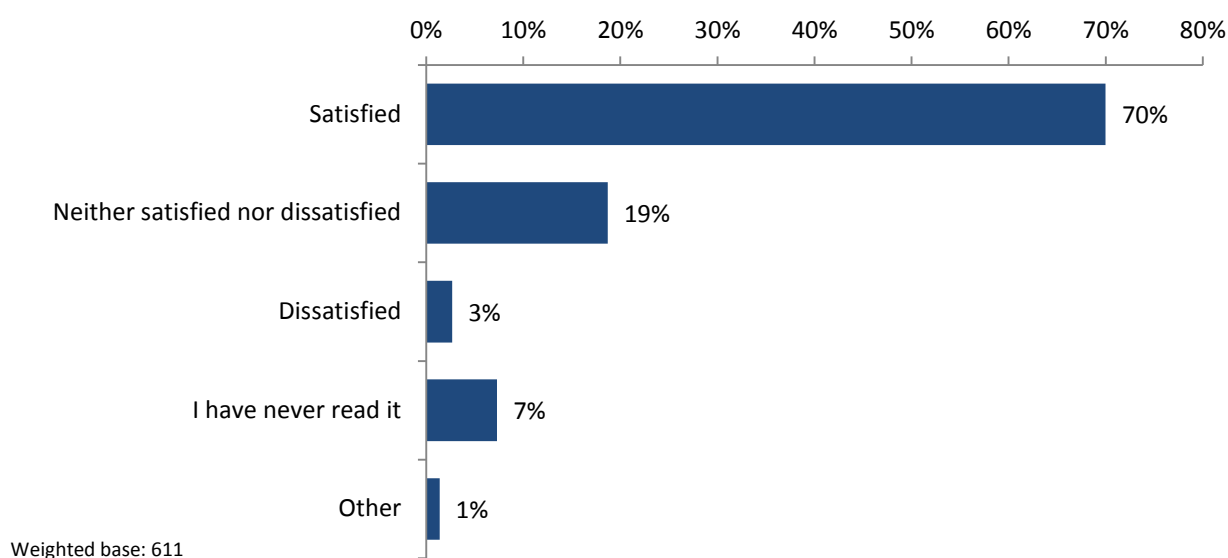
Figure 28: Current and preferred sources of information about Cambridge City Council



Cambridge Matters magazine

Of those that answered the questions, just under three-fifths (56%) of residents claim they receive the Cambridge Matters magazine. This rises to 59% for those living in the North Area, 62% for those in the East Area and 70% for those in the 1st IMD quintile (most deprived). Significantly more older residents (those 25 and over), pensioners and those on state benefits and allowances also indicate they receive the magazine. Seven in ten residents (70%) that receive the magazine are satisfied with the content.

Figure 29: Level of satisfaction with the content of Cambridge Matters magazine



- Satisfaction is lowest in the North Area (60%) and for those in the 1st IMD quintile (58%) with proportionally more suggesting they have never read it (14% and 18%, respectively).

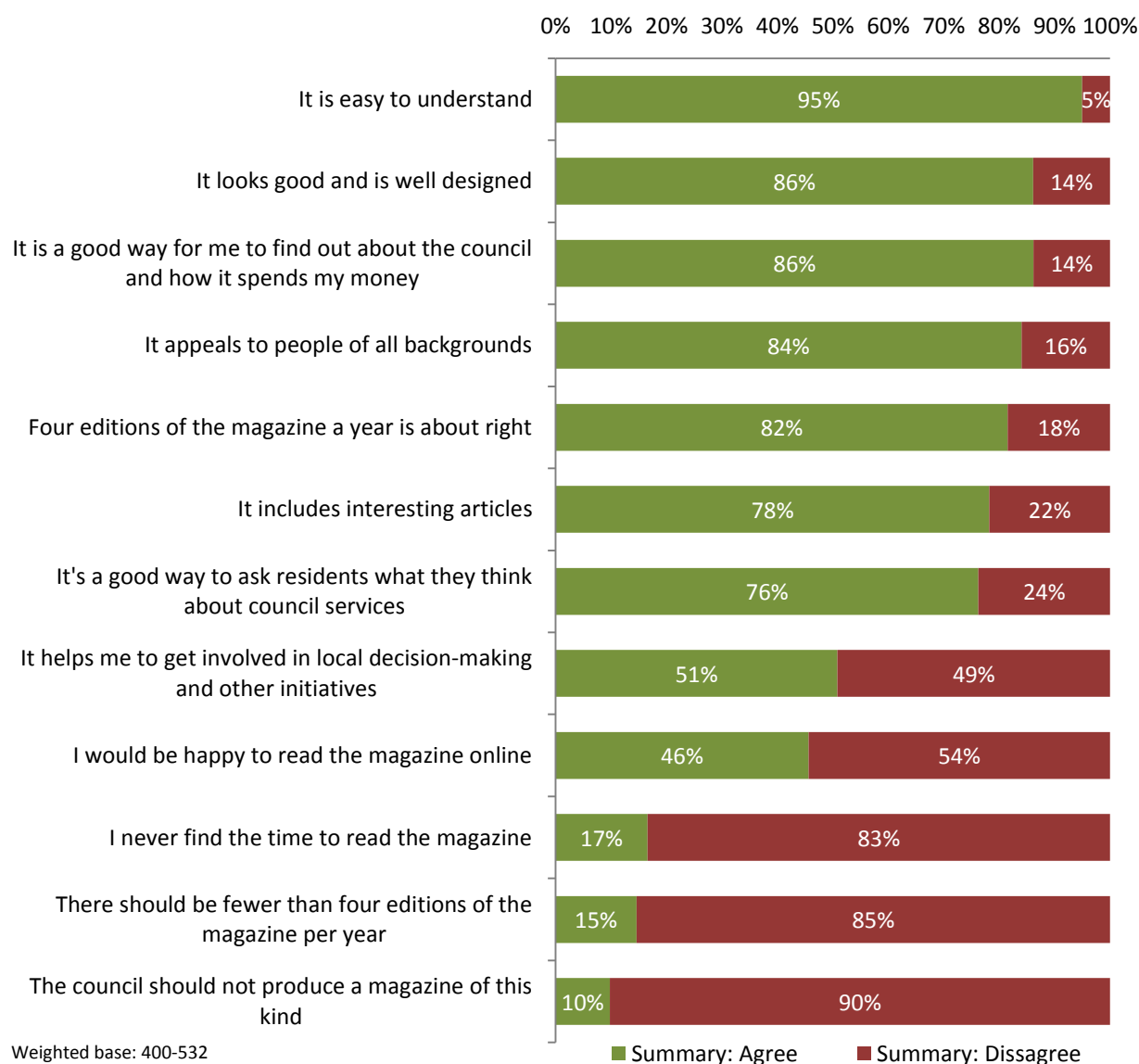
Views on Cambridge Matters magazine

The majority of residents that have received the Cambridge Matters magazine rate it highly. Three-quarters or more indicate that it is easy to read, looks good and is well designed, is a good way of finding out about the council and how it spends money, has wide appeal to residents from all backgrounds, that four copies a year is about right, that articles are interesting and it provides a good way of asking residents what they think about council services through included surveys.

Furthermore, over eight in ten disagree that they never find time to read the magazine, that there should be fewer editions and that the council should not produce a magazine of this kind.

Views are somewhat split on whether it helps residents get involved in local decision making and other initiatives; 51% agree while 49% disagree. Just over one-half (54%) disagree that they would be happy to read the magazine online.

Figure 30: Views on Cambridge Matters magazine

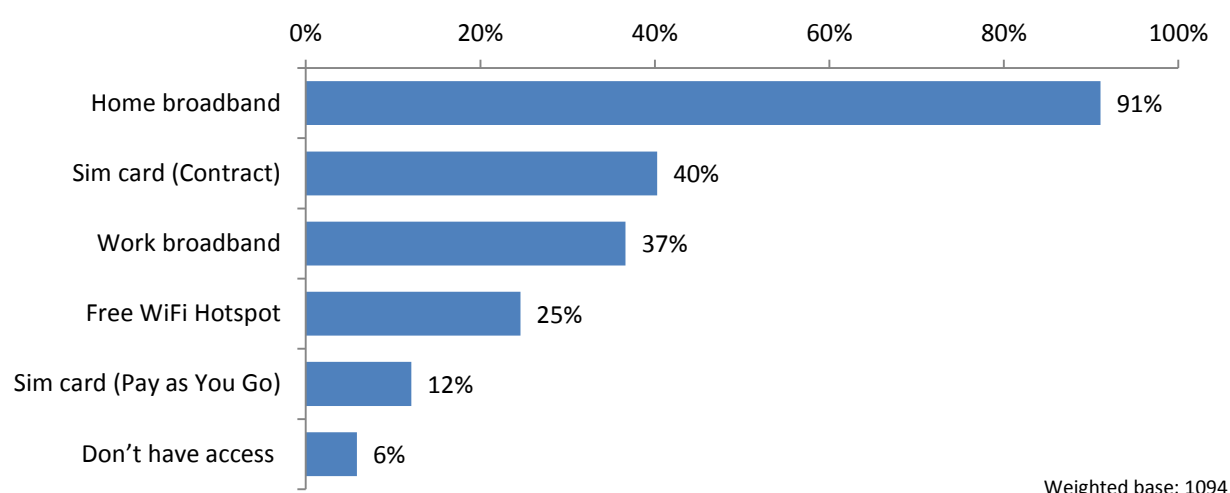


The internet

Access to the internet

Almost all residents are able to access the internet; 94% indicate this. The vast majority, 91%, have access at home using a broadband connection, whilst some two-fifths can also access the internet via a contract SIM card (e.g. a smartphone or tablet device) and/or at work. One-quarter (25%) make use of free Wi-Fi hotspots and 12% use a pay-as-you go SIM card for internet access.

Figure 31: Access to the internet



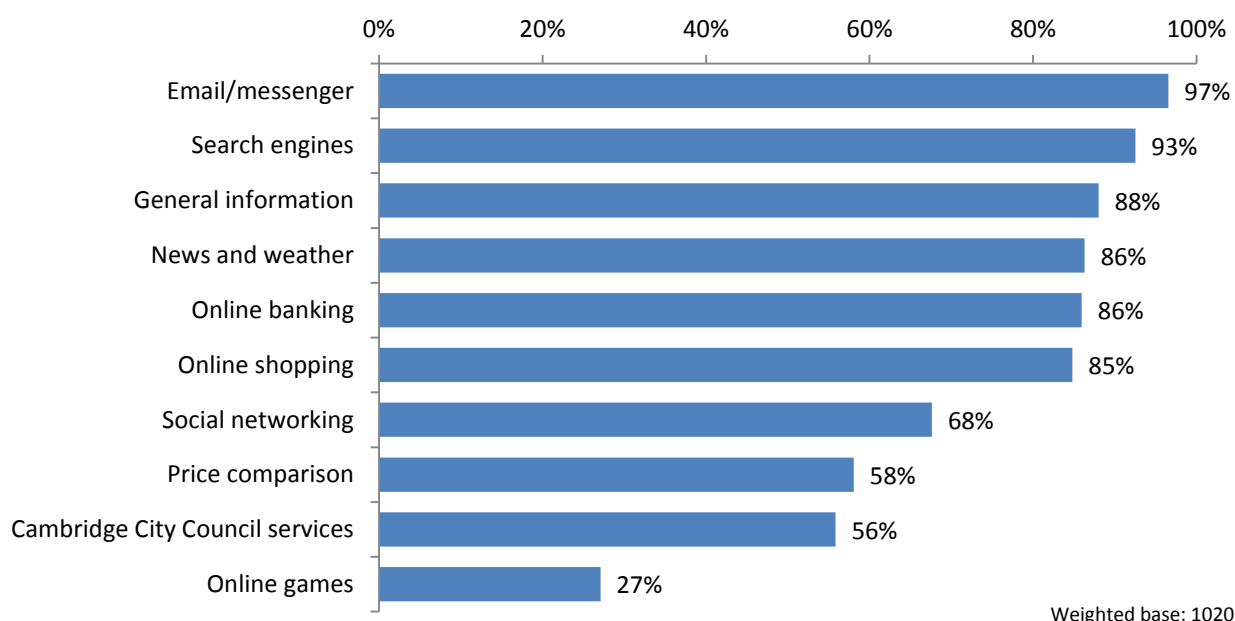
- A significantly greater proportion of residents that live in the North (44%) and East (44%) Areas use a contract SIM card and free Wi-Fi (25% and 28%, respectively) compared to those in the South Area. Proportionally more of those in the North (16%) also use Pay-as-you-go SIM cards.
- Whilst not statistically significant, proportionally more of those in the West/Central Area (97%) have access to the internet with 95% having access to home broadband.
- Significantly fewer of those in the 1st (85%) and 2nd (89%) IMD quintiles have access to the internet via a home broadband connection, compared to others (93% to 95%).
- Interestingly, significantly more of those in the 1st and 5th IMD quintiles access the internet via a Pay-as-you-go SIM card compared to others.
- Perhaps not surprisingly, significantly fewer older residents have access to the internet than younger residents. Virtually all of those aged 44 and under (99%+) have access compared to 87% of those aged 60 to 74 and 58% of those aged 75 and over.
- Linked to the above findings, significantly fewer pensioners have access to the internet (78%) as do significantly fewer of those on state benefits and allowances (76%).

Internet services used

The vast majority of residents (97%) who have access to the internet use it for email and/or messenger services. This is followed by general research using search engines (93%), viewing general information (88%), catching up with news and weather (86%), online banking (86%) and for shopping online (85%).

Around two-thirds (68%) use social media, while some six in ten (58%) use price comparison sites and 56% claim to access Cambridge City Council services online. Around one-quarter (27%) play online games.

Figure 32: Internet services used



There are a small number of statistically significant differences in usage depending on location, circumstances and demographic profile:

- A greater proportion of residents living in the West/Central Area (91%) and those in the 4th (90%) and 5th (90%) IMD quintiles access the internet for online shopping.
- Significantly more of those living in the North (34%) and East (30%) Areas, those in the 3rd (38%) IMD quintile and men (30%), play online games.
- Social networking is more prevalent in the North (70%) and West/Central (72%) Areas, amongst those in the 5th (73%) IMD quintile (least deprived) and amongst women (75%).
- Fewer residents in the South (49%) and West/Central (51%) Areas use the internet for price comparisons.
- Perhaps unsurprisingly, those aged 24 and under make use of each of the listed services the most, with the exception of accessing council services. More women (89%) shop online than men (81%).

- Those accessing Council services online the most fall into the 25 to 44 age band; 71% indicate they do this. Similarly, proportionally more are in employment; 65%.
- Those making least use of email and messenger services are those on state benefits/allowances; 80%.
- Accessing news and weather services is of lesser importance to pensioners (63%) and those on state benefits/allowances (80%). Similarly, fewer pensioners (55%) and those on benefits (68%) use online banking services.
- In the main, pensioners are less likely to use each of the listed services compared to others.

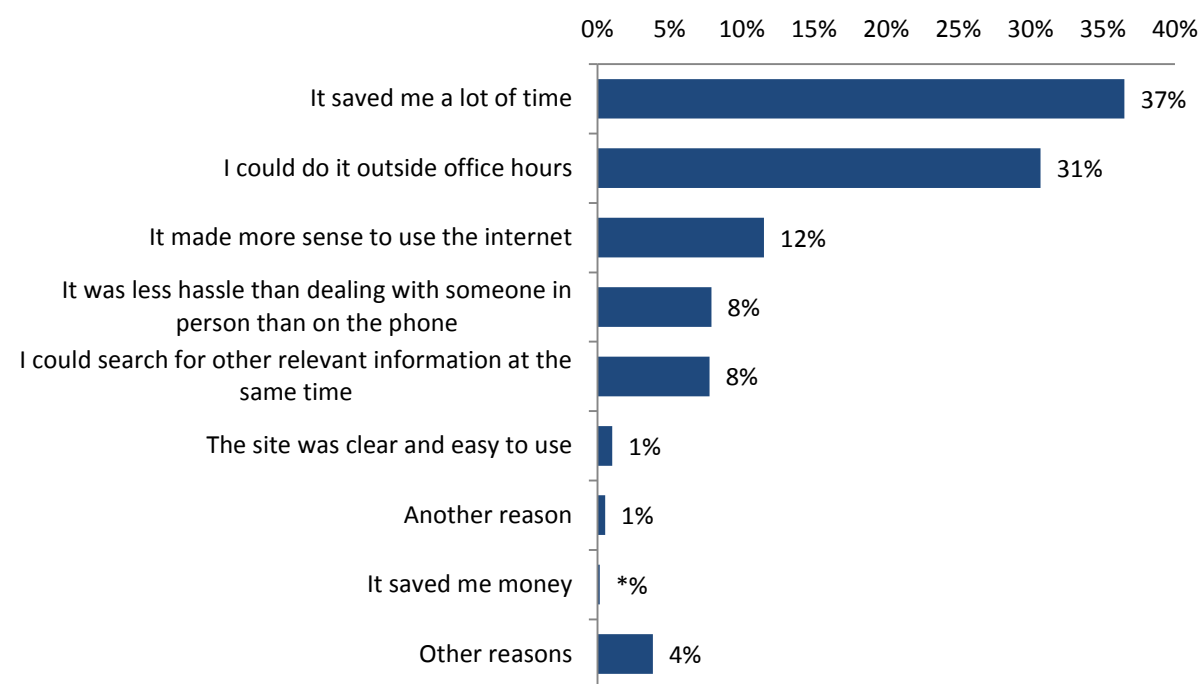
Use of online council services

Over four-fifths (82%) of residents indicate they already use, or would consider using, Cambridge City Council services online. The primary reason given for using Council services online is to save time; 37% of residents indicate this, rising to 46% for those living in the North Area, 52% for those in the 1st IMD quintile and 52% of those aged 24 and under.

This is followed by the flexibility of accessing services outside of office hours at 31%, rising to 39% for those aged 25 to 44, 37% for those aged 45 to 60, 47% for those living in the West/Central Area and to 44% for those in the 4th IMD quintile.

Few residents highlighted other reasons for accessing council services online.

Figure 33: How used (would use) Cambridge City Council services online



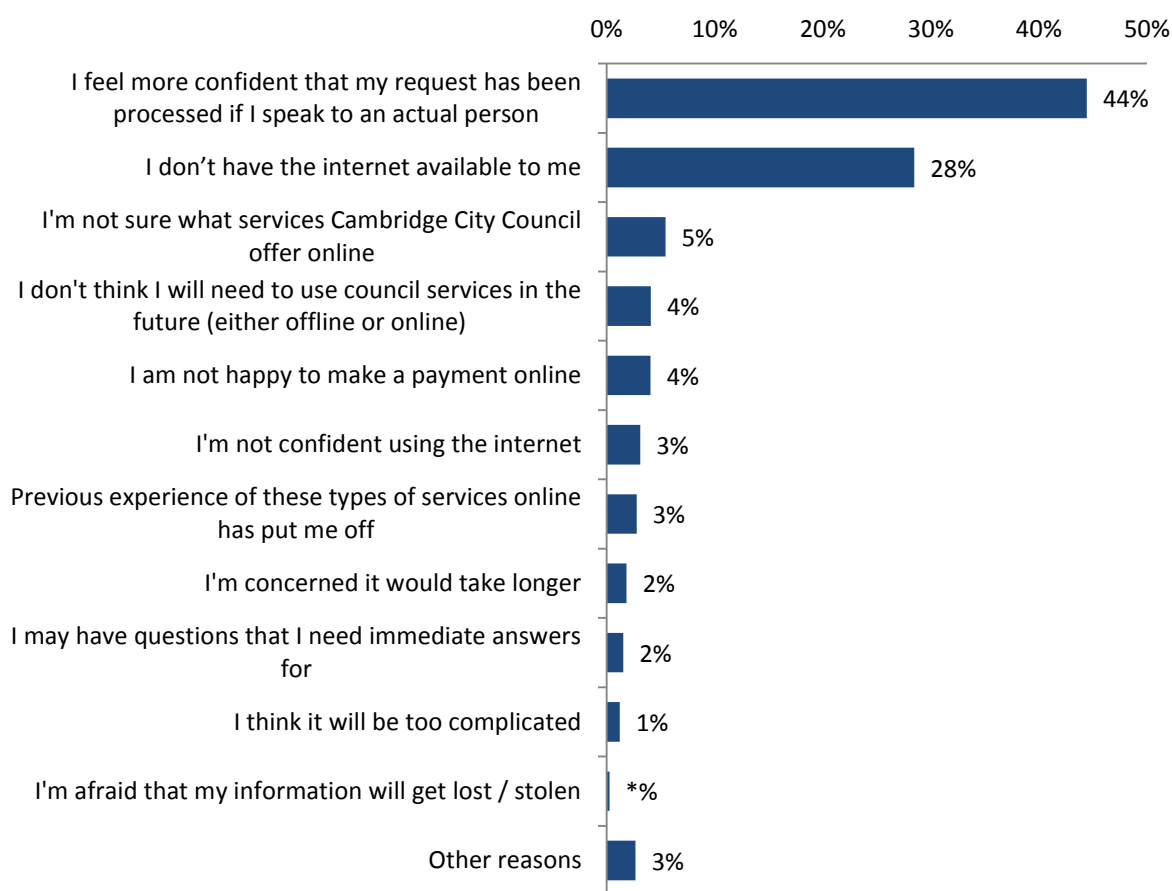
Weighted base: 881 * Less than 0.5%

Barriers to using council services online

For the 18% of residents that do not use council services online, over two-fifths (44%) suggest they have less confidence that their request would be processed online than if they spoke to an actual person. This is followed by a lack of internet access – some three in ten (28%) indicate this, rising to 39% for those living in the East Area and to 49% for those aged 75 and over.

Few residents cite other reasons for not using services online.

Figure 34: Reasons for not using council services online



Weighted base: 186 * Less than 0.5%

NB: Sample sizes are too small to undertake other sub-group analysis.

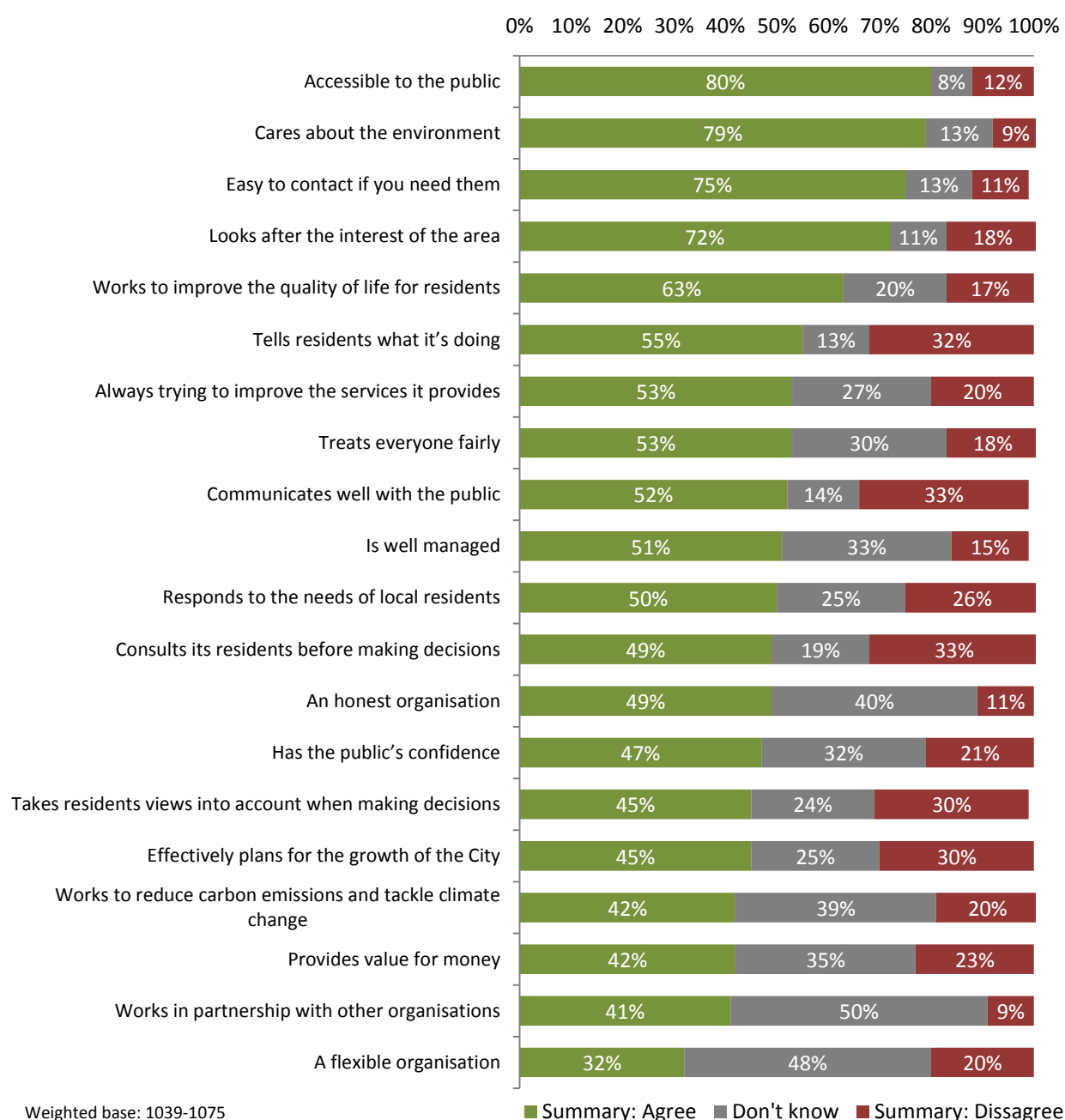
Perceptions of Cambridge City Council

Views about the council

When asked to rate their agreement with a range of statements about the council, the top two statements, with around four out of five residents agreeing, are that the council is accessible to the public (80%) and that the council cares about the environment (79%). In third place is that the council is easy to contact if you need them; 75%.

These are the same top three statements as in the 2011 survey, but ordered in reverse and with lower agreement scores (74% easy to contact, 74% cares about environment, 68% accessible to the public).

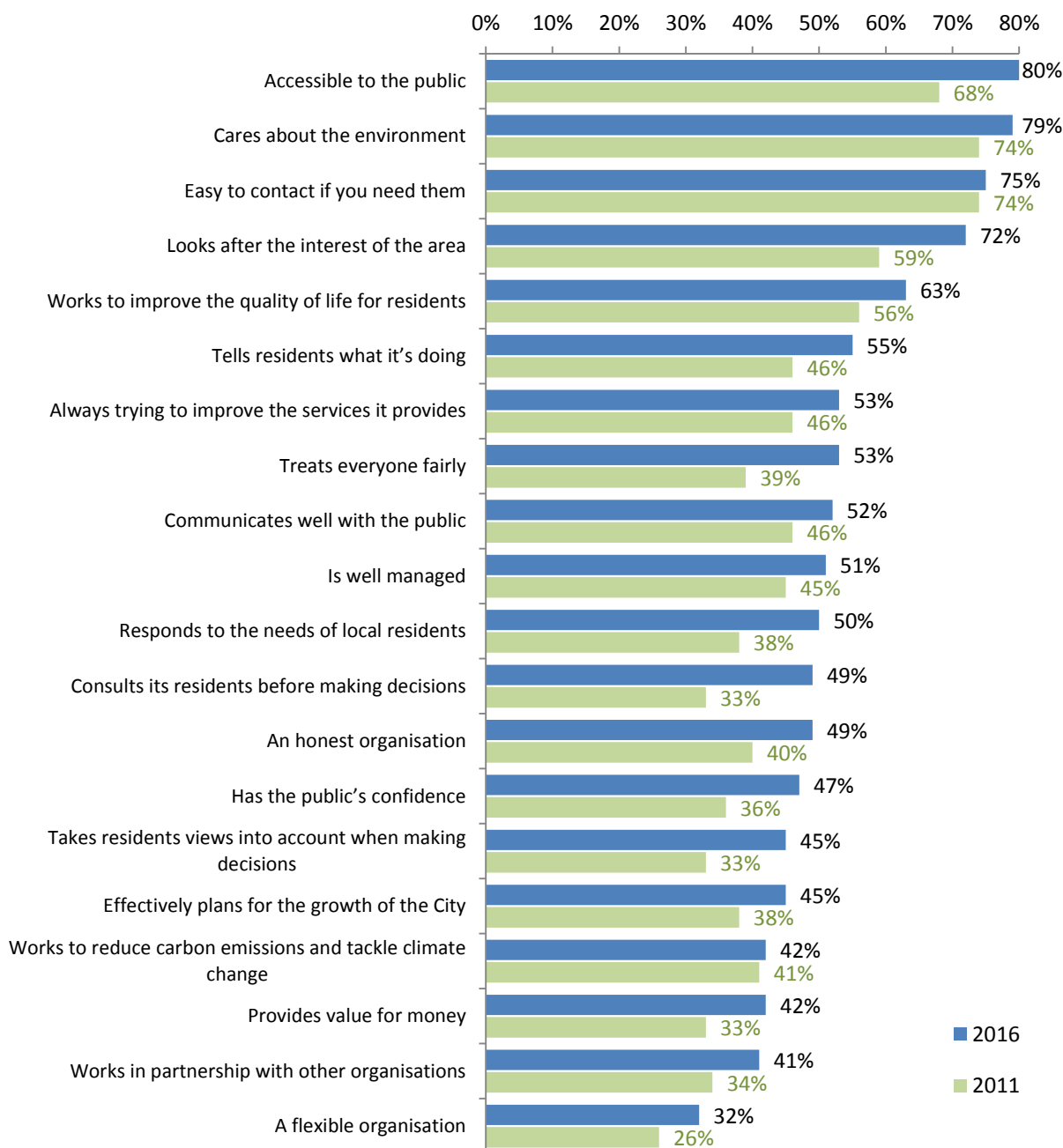
Figure 35: Perceptions of Cambridge City Council



Comparison of views about the council - 2016 and 2011

Compared to 2011, views in 2016 are more positive with proportionally more residents this year agreeing with all aspects and statements.

Figure 36: 2016 and 2011 comparison of perceptions of Cambridge City Council – all that agree



NB: Readers may note a different satisfaction rating of value for money (42%) within this section compared to the question that appears on page 12 (55%). To ensure comparability amongst local authorities, the Local Government Association (LGA) benchmarking guidance requires a value for money question to be asked as the third question in each survey. In this way, placed so early on in a survey (Q3), it reduces any potential bias in responses that may subsequently be introduced when asked questions on council services, e.g. importance, satisfaction, quality, etc. This approach may explain the lower value for money rating given in this latter section of the survey (asked at Q36).

Qualitative findings

To assist in understanding the views and importance of council services to residents and businesses two qualitative workshops were convened. These aimed to add depth to residents' and businesses' views on which services should be kept and maintained at their current levels, which should be kept but provided at a lower standard or lesser frequency and which could be stopped altogether. During the discussions a simple exercise was completed using shuffle cards that contained the same list of council services that were included in the quantitative survey. The 24 services discussed fall under six main topic areas as follows:

Community and leisure services

- Managing and maintaining community centres and providing local community development activities
- Providing activities and events for children and young people
- Giving grants to community and voluntary groups to help them run services
- Funding arts and entertainments activities
- Providing sport and leisure facilities, including swimming and paddling pools, and encouraging participation in sports activities

Protecting public safety

- Preventing air, water, noise and land pollution
- Enforcing standards in privately rented housing
- Enforcing food safety in restaurants
- Licensing services covering taxis, pubs, clubs, gambling premises, skin piercing and houses in multi-occupation
- Working with the Police to prevent crime and anti-social behaviour and to promote good relations between communities

Managing the local environment

- Collecting rubbish, recycling and green waste
- Responding to planning applications and planning for the future development in the city, including new housing, neighbourhoods and business developments
- Maintaining parks and public spaces, protecting trees in the City and managing trees in public places
- Cleaning the streets and removing graffiti
- Educating and enforcing about environmental standards, including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trollies
- Delivering environmental improvements, including to bus shelters, play facilities, highways improvements and cycling and walking projects

Housing services

- Managing and maintaining Council houses and involving tenants in the running of the service
- Providing housing advice and providing temporary accommodation for homeless people
- Administering housing and council tax benefits for those residents who need support

Supporting local democracy

- Administering Council meetings and supporting Councillors so that they can represent local residents
- Running elections

Supporting the visitor economy

- Managing, maintaining and cleaning the city's public toilets
- Managing and maintaining the city car parks
- Managing and maintaining the central market

Residents' workshop

A resident workshop was convened with local people living on low incomes and with residents who tend to be under-represented in consultations run by the City Council. This was held between 2:00pm and 4:30pm at the Meadows Community Centre on Friday 16th September. Attendees were recruited from the local area surrounding the community centre and twenty residents participated. Participants received £30 in High Street Vouchers as a thank you for giving their views and giving up their time.

Of the twenty participants, eighteen households have an annual income of under £15k and two have an annual income under £25k. Eleven households rent from the council, six rent from a Housing Association and three have other tenures. One participant was aged 18 to 24, two were 25 to 44, eleven were 45 to 59 and six were 60+. Fourteen participants were women and six were men.

Views of residents

As those that were targeted to participate were based in the North of the City and come from low income families, it was anticipated that most would live within some form of social housing provision. With this the case and when asked to spontaneously identify council services, most of the early comments focused on their existing direct use of council services at their homes, such as cleaning, repairs and waste collections.

"Cleaning - they are supposed to clean the flats and the estate outside the flats."

"Repairs, maintenance."

"Rubbish, waste, street cleaning."

"Road repairs and maintenance."

The collection of waste was a particular issue with some suggesting that, when black bagged waste was left next to communal bins that were already full, this was not collected.

"The bin men are kind of going 'we shouldn't do that' (collect bagged waste not in a communal bin)... but that's their job that they get paid for. And even worse than that, they would leave a trail from the shed to where the lorry picks the stuff up. They won't even pick up what they drop off the bins on the road as they are loading on to the lorry."

Similarly, (following prompting about recycling) contamination of communal recycling bins was said to result in the council not collecting this waste stream.

"Two problems, number one the council refused to empty ours (communal recycling bins).. but they refused to empty ours because they have been filled with rubbish. As a result there are contaminated stuff in there, the bins weren't emptied. Number two, there was a fire at the recycling park last week which means it's closed down so they are not going to do anyone's bins."

Satisfaction with the services mentioned was mixed, with many suggesting that cleaning, repairs and maintenance was slow or of poor quality.

"When they start cleaning they will clean it every day. They will be there for few weeks and they will probably disappear and nobody will clean it for 19 months."

"Maintenance is slow and it takes a long time... let me rephrase that... An emergency is 3 weeks. We never had no heating and some guys have had not had hot water for 3 months."

"Repairs services are not prioritised. We have been waiting for weeks for them to mend our front door lock and also the damp problem. I would rather damp problem sorted before the front door lock because I can add a bolt do you know what I mean but I can't mend the damp problem by myself."

Some residents were more positive and had not experienced problems with recycling services at home.

"My husband has (visited) a number of times... we drive the big stuff to them... the council tip, but the other stuff at home, I recycle in the bins. I don't have a problem with that."

When asked about wider ranging council services, again spontaneous recall tended to be limited, with many participants simply returning to topics related to housing services and repairs. Others highlighted services provided by the County Council, such as highways, potholes and public transport. In the main, residents struggled to spontaneously identify wider council services, repeatedly returning to those they had day-to-day experience of.

"Gardening , mowing some of the edges."

"Everything they provide for tenants... cleaning, maintenance, repairs."

"Housing."

"One service the council offer... which nobody realises... is the bus timetable tickets, the electronic bus timetables are run by the council and not Stagecoach. Another resident: It's by the county council. Original resident: Well they never do the right times. They never ever give the right times."

Following prompting, residents were able to identify some leisure facilities and community facilities, which led onto a discussion of services provided for children and young people. It was felt by some that there was little provision for young people and that much of the council budget was taken up supporting children excluded from school.

"There's swimming... Jesus Green."

"There are some kiddies playgrounds where you can run around, let you hair down or what not."

"Jesus Green is used by school and you've got this tiny little corner with a kids bay by itself... but if you are a 17-18 year old teenager and you want to get up to things in the middle of the winter, where are you going to go?"

"There is an open building (Meadows Community Centre), but there are no activities going on."

"That is a big point. The communities here at the Meadows... the rooms can't be open because of the budget for the Meadows community is used up by the education committee of children which are excluded from school. They can't open it. They can't afford somebody to be there... because the budget is used up on excluding kids from school. The excluded kids come here."

"They are actually stupid enough to let the little kids go and use the snooker club rooms...the computer games. Surely if they are excluded from school, they don't go on and play games."

This developed into a wider discussion around anti-social behaviour and problems associated with young people and young adults, including drug use and criminality in particular areas in the north of the City. It was also felt that some problems were being caused by young people that did not live in the area, but who were travelling in to the area to deal drugs.

"You know we have got a big landing (balcony area)... and the kids come and smoke and everything. I called the council so many times. I got the camera outside which I record it and they said they don't know who the kids are."

"Yes they are smoking weed and drugs. I have got animals (pets) and I take them down for walks... they can be stepping on anything, needles, cotton wool..."

The Kingsway Estate was highlighted as a particular problem area. This was felt to be due to a 'labyrinth' style layout of the estate, with multiple entrances and exit points, allowing people to come and go with greater ease. An issue with fly tipping on the estate was identified by several residents.

"I picked up needles 10 years ago at Kingsway. Nobody complained about them smoking but putting tissue and that... that is the worst thing... they certainly were residents living around the area."

"Kingsway is different, drug dealing...all the bad stuff is going to happen in Kingsway."

"Problem with drugs, loud music."

"CCTV in Kingsway is not switched on to catch fly tipping, drugs, everything."

"There is a rumour that the council is going to secure Kingsway but when is it going to happen?"

Bringing the conversation back to council services, when asked whether anyone had actually used the community centre or knew of people that had used the centre, views were generally more encouraging with a number of residents highlighting positive activities and support for children.

"My great grandchild came to the nursery here."

"There is a football team that uses here for the kids."

"My grandchild uses the nursery here. A doctor for learning disability and the carers seem to use here a lot, the health team."

"Used the centre to do a voluntary job twice a week."

"Internet access, use of computer (classes)."

"Quite good at providing activities at summer time. Grandchildren benefit from them."

"School clubs."

"There are lots of activities in the Akeman community centre. They are pretty good."

Additional prompting on the types of support services the council provides eventually identified support for the elderly, the homeless and for tenants, as well as recognition that some charities provide local services. It was not known whether these charities were part funded by the council.

"There are charities operating in the area but not sure if they are supported by the council or not."

Prompting around arts and entertainment activities and festivals led to some suggestions that Cambridge City Council supported some activities, but it was felt by many that there was simply a lack of advertising and promotion of any such activities in their area. A local fresh produce festival had been noticed by several residents as they had seen a local banner that had been put up in the area. None had noticed any other advertising of the event.

"Nothing is really advertised, bar in the papers."

"None of it is really advertised... like this weekend there's a produce thing on at Parkers Peace... now the only notice for that produce thing has been on a banner round by Parkers Peace... nothing in the papers about it, no leaflets about it going out or anything like that."

"Cambridge fun festival... people know that it's on every year, not because it's advertised."

Further prompting allowed residents to remember other activities supported by the council, such as firework displays and support for the visitor economy.

"Fireworks every year... big money... we always get that."

"Cambridge is very good at that (supporting the visitor economy) naturally, it's got a massive share of it from tourism and that. Anyone would wish that. The council support this type of activity 100%."

"Youth week for 8 or 9 years old in the summer."

Prompting of wider council services provided in other parts of the City led to some residents identifying public toilets, car parking charges and housing development. Comments were mostly negative.

"One toilet in the city centre: you will need a facemask to use it. They are supposed to be self-pumping so there shouldn't be any problem."

"Car parks are a right rip off. £15 a day to stay for 24 hours."

"Cambridge has changed a lot, because now they are building more one bedroom flats than anything... so that's going to change the dynamic of the whole area... Probably because they get more money from them... because they can cram them all into every corner."

"All the nice flats outside the centre... bar none, every single one of them are for students."

While many of the comments were somewhat critical of council services, there was also wider recognition that the council is continuing to provide services against a backdrop of ongoing financial pressures.

"The council can't do everything – the area is kept really clean considering how thinly they are spread. Not as clean as the city centre though. It's the smartest in the country because of the tourists."

As identified in the comment above, there were also perceptions that the city centre received enhanced cleaning and services to support the visitor economy. This perception may be held due to the level and type of information that residents have access to and/or take in. When asked what information they currently receive from the council, few claimed they received or saw anything regularly apart from the Open Door tenants magazine.

Most had seen and read this publication which included information about activities, films, music, competitions as well as information about the council. When prompted, residents then mentioned Cambridge Matters magazine, and while it was seen as a glossier publication, it was not held in the same regard as the Open Door magazine.

"Cambridge Matters - it's too corporate. It's all about councillors telling you what they want you to hear."

Residents were keen to find out information about what the council was doing and what was going on in and around the city. They were equally keen to ensure that when they had provided feedback, that this information was acknowledged.

"I think we should learn, we should know what's happening so that we know our views are being changed, we are being listened to. If you give us that information, we can be, oh yeah, that's what we heard... we know that's going change, hopefully. That's what I want to see."

"The information the council provides is vital. It affects our everyday life."

"It is very important that the council communicates and we know we are being listened to – 'You said, We did' is really good."

Having access to useful council information would also help dispel rumours and perceptions that little or no progress is being made on important topics. This was particularly the case when it came to any proposals to reduce or stop services as well as improvements and new housing developments – the proposed development on Campkin Road was identified as one example.

"Lots of rumours that stuff is going to close – what's going on? I was told Arbury Court Housing Office is going to close and that the Meadows is closing its café."

"Campkin Road development - We're being told one day they've got the funding, the next day I rung up and say do you know what's going on... I've got five children... I need to get out of my two bedroom flat and they're like 'we don't know what's going on'. Well obviously I don't want to move if they can help me in six months time... I'll stay there for another six months."

A digital by default agenda does not support all residents and therefore dissemination of information via the Open Door magazine, in leaflets and using outdoor media, such as posters and billboards was suggested by residents.

"If you can, go and look at the website... I don't have Wi-Fi... a lot of people already have broadband and so they can look at the council website whenever they need to... but a lot of us don't have that, so billboards... we used to have back in the day... none of it gets put out except in things like Open Door, or whatever, and it's all jammed into 12 pages."

"There are a lot of people that don't want to use computer and not want to go to the library. I think the best thing my view is like signpost things up because if you put signs, paste things out to let people be more aware what is to come in developing properties or in the local area, even put leaflets through people's door to let them know what happening instead of chuck a little piece in magazine which not everybody reads."

There was less interest in contacting the council by phone due to not knowing what number to call for particular services and the increased reliance on automated telephone services, which many residents suggested tended to frustrate them. However, for others, if the system was simplified with a single number to call, then an automated system was felt to be appropriate.

"Talk to the machine!"

"With this age of technology, why can't they give us one number for the council whether it's the city or the county, we dial that and they answer and tell you or the machine can do it which number you want."

On a counter point, while the majority of residents suggested they were not fully satisfied with their dealings with the council, several residents indicated that their dealings had been very positive.

"I have never had any problems with the council. I have spoken to xxx several times in the past and he's always been very, very helpful... and I have also spoken to (councillor) and he's helped us quite a lot. My nasty next-door neighbour's tree was touching my property and she wouldn't do anything about it. I got in touch with the council and it was removed."

"I haven't had any bad experience dealing with the council."

Importance of council services

When asked spontaneously about the importance of the council services that had been identified, residents were again focused on those that they accessed and used on a day-to-day basis; housing related services. Therefore to assist in prioritising services, participants were split into four groups of five. They were then given a set of shuffle cards that identified each of the 24 separate council services (as shown on page 51) and asked to discuss each of these and their level of importance. They were reminded of the continuing budget cuts to public services and asked to sort the services into three piles; those that must be kept at all costs, those that could be offered at reduced service level and those that could potentially be stopped.

The table below summarises the final selections and, those highlighted in yellow, shows where each of the four groups reached independent consensus. Highlights in green show where the majority reached an independent consensus.

Residents Workshop	Keep at all costs	Keep, but at reduced standard	Could be stopped
Community and leisure services			
Managing and maintaining community centres and providing local community development activities	4	0	0
Providing activities and events for children and young people	3	1	0
Giving grants to community and voluntary groups to help them run services	3	1	0
Funding arts and entertainments activities	2	2	0
Providing sport and leisure facilities, including swimming and paddling pools, and encouraging participation in sports activities	3	1	0
Protecting public safety			
Preventing air, water, noise and land pollution	3	0	1
Enforcing standards in privately rented housing	2	0	2
Enforcing food safety in restaurants	1	3	0
Licensing services covering taxis, pubs, clubs, gambling premises, skin piercing and houses in multi-occupation	1	3	0
Working with the Police to prevent crime and anti-social behaviour and to promote good relations between communities	4	0	0
Managing the local environment			
Collecting rubbish, recycling and green waste	4	0	0
Responding to planning applications and planning for the future development in the city, including new housing, neighbourhoods and business developments	4	0	0
Maintaining parks and public spaces, protecting trees in the City and managing trees in public places	3	1	0
Cleaning the streets and removing graffiti	3	1	0
Educating and enforcing about environmental standards, including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trollies	3	1	0
Delivering environmental improvements, including to bus shelters, play facilities, highways improvements and cycling and walking projects	2	2	0
Housing services			
Managing and maintaining Council houses and involving tenants in the running of the service	4	0	0
Providing housing advice and providing temporary accommodation for homeless people	3	1	0
Administering housing and council tax benefits for those residents who need support	4	0	0
Supporting local democracy			
Administering Council meetings and supporting Councillors so that they can represent local residents	0	0	0
Running elections	1	3	0
Running elections	1	1	2
Supporting the visitor economy			
Managing, maintaining and cleaning the city's public toilets	2	2	0
Managing and maintaining the city car parks	2	0	2
Managing and maintaining the central market	3	0	1
	65	23	8

Given their earlier comments around importance of services (during the spontaneous discussion), the most important services to all four groups remain broadly consistent with their initial views:

- Managing and maintaining community centres and providing local community development activities
- Working with the Police to prevent crime and anti-social behaviour and to promote good relations between communities
- Collecting rubbish, recycling and green waste
- Responding to planning applications and planning for the future development in the city, including new housing, neighbourhoods and business developments
- Managing and maintaining Council houses and involving tenants in the running of the service
- Administering housing and council tax benefits for those residents who need support

The secondary services (with 3 out of 4 groups selecting) to be kept at all costs are:

- Providing activities and events for children and young people
- Giving grants to community and voluntary groups to help them run services
- Providing sport and leisure facilities, including swimming and paddling pools, and encouraging participation in sports activities
- Preventing air, water, noise and land pollution
- Maintaining parks and public spaces, protecting trees in the City and managing trees in public places
- Cleaning the streets and removing graffiti
- Educating and enforcing about environmental standards, including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trollies
- Providing housing advice and providing temporary accommodation for homeless people
- Managing and maintaining the central market

In terms of services that residents feel could be stopped, just five service areas were identified with, at most, just two of the four groups supporting any one measure:

- Preventing air, water, noise and land pollution
- Enforcing standards in privately rented housing
- Running elections
- Managing and maintaining the city car parks
- Managing and maintaining the central market

Business workshop

A breakfast workshop was convened with local business representatives that operate across the City. This was held from 8:00am to 9:30am at Wesley Methodist Church in central Cambridge on Wednesday 14th September – just six businesses attended. Due to the relatively low turnout at the business workshop, a subsequent wider online survey, supported and advertised on social media by the Local Enterprise Partnership, was also designed and five additional semi-structured telephone interviews were conducted with businesses. Unfortunately, no responses were received to the online survey.

It should be noted that those representing businesses were not all residents of the City and that those in the breakfast workshop primarily operated in B2B service based industries (e.g. technology) or the charitable sector, while those who had a telephone interview typically came from retail and consumer services sectors. Nevertheless, they were able to comment on the importance of council services and their general satisfaction levels. The same shuffle card exercise undertaken with residents was conducted with businesses at the breakfast event.

Views of businesses

Business representatives were able to spontaneously identify a greater range of council services than residents. Again, some responses relate to County Council services. Transport, waste collection and parking were the service areas spontaneously mentioned most often.

"New roads and cycle paths."

"Business rates."

"Transport."

"Waste... probably not as much from a business view, but definitely from a home... household view."

"Refuse collection, parking, Police Force and schools."

"The recycling services that are on offer. We use food waste, mixed recycling and trade waste... and I think they have extended the recyclable waste... because I think it was very tight within the city, but that's grown – which is good."

"Transportation – making it easy for our customers to reach Cambridge city centre."

"On the regulatory side you've got planning and aspects like that."

"Working with other organisations, charities... housing... there are housing services that are charity based."

"Refuse, roads, schools, parks, outdoor recreation... things like that."

"Transportation and parking – for our customers to come into the City... but a nightmare because of congestion and high car parking rates."

It was recognised that ongoing budgetary pressures were impacting on many service areas, with housing identified by one business that supports homeless people in the City.

"One of my key concerns around housing is that... a lot of frontline services providing support for housing and places to (house) people have been cut. Now there is a much smaller number of support for housing places... which are very expensive as well. So it's a very difficult environment to provide housing to vulnerable people and the policy of sending vulnerable people outside the city is not ideal because then they can't access services that they need."

"If you have grown up in the city... and you know your GP... where you were at school... family networks... and then you can't access housing in the city and you're sent to Wisbech or somewhere, then you end up losing that support network."

Asked about wider council services, and with prompting about their spare time, participants mentioned sports and leisure services and questioned whether there were sufficient activities and facilities for young people.

"Sports facilities and things like that... leisure centres and so forth."

"There isn't much for teenagers... and I think they get blamed for playing and doing naughty things... I think, even recreation... there needs to be more of and it needs to be cost effective."

Participants then (spontaneously) identified business support services with barriers to finding suitable recruits linked to a potential lack of suitable housing. For others, small business premises support was identified, along with networking events.

"The biggest... one of the difficulties in getting people into the area... hiring is difficult because the employment market is very tight... especially getting good people... and it needs housing facilities. There's one and a half thousand technology companies, plus all the rest in the Cambridge area... and they are all growing... so just the space for people to live is the biggest barrier to getting more people into the area. So it's the other end of the housing problem from what we were talking about earlier (supported housing)."

"The other thing that hasn't been mentioned is the business support side of the council. I am aware there are premises available for the smaller businesses... My biggest business was outside of the Cambridge area... but the council there... there was a lot regular events for businesses... getting businesses involved with each other."

It was felt that Cambridge City was somewhat unique in that the business parks were owned and operated by the Universities, rather than the council. This may have impacted on the visibility of council provided business support, including networking and events.

"I guess it's because Cambridge is unusual in that the business parks are permanently run by the Universities now... St John's Innovation by St John's College... or Trinity owns the Science Park... or the colleges have so much influence I don't know how much the council... other than planning and regulation side of things... how much the council can be involved."

Several businesses mentioned that it was sometimes difficult to work with the Colleges and Universities and it was therefore felt that the Council should have more influence with these organisations to help in supporting business needs.

Following prompting, participants recognised that access and maintenance of parks and open spaces was also an important council service. This led to a wider discussion around having an attractive working and living environment for staff and their families to use, and as a further offer for potential staff recruitment.

"Incredibly important... if they are maintained... a lot of people take a lunch time walk... you're sitting in front of a computer for most of the time so it's good, from a health point of view, to do something other than that sometime during the day."

"I think parks and recreation... and the green spaces in the city are important for the tourism side of stuff... and also for me it's part of the fabric that makes up Cambridge and that makes it a nice place to work and live."

Businesses also needed to be prompted on services to support the visitor economy, which then led to a discussion on the events and activities that are run/organised by the council for residents and visitors.

"What makes Cambridge attractive is the mix of old building and green spaces."

"There's also regular events through the year... whether it's the beer festive, folk festival... and other things that are going on... there's one coming up this weekend... a food and produce show."

In terms of satisfaction with the council services used, most businesses in the breakfast workshop were satisfied with the local environment and how the council maintained street cleaning and associated services. However as discussed earlier, they wished to see greater support for housing services in order to assist with recruitment and questioned what the council could do around business premises, given the influence of the Colleges and Universities.

By comparison, businesses that participated in a telephone interview were less satisfied with a range of services, particularly those relating to transport, congestion and parking charges. Here the mix of businesses included retailers and those who relied on direct customer contact (e.g. requiring meetings within the city).

"Not really satisfied with transportation and parking. There is a park and ride but it doesn't solve the problem. If I had an idea of what the traffic and parking would be like prior to getting our premises then I would have chosen to have taken premises on the outskirts of Cambridge at a retail park, purely because of the high price I pay for business rates in the City centre and also for transport and parking issues."

"Cambridge has a traffic congestion problem in the city centre, think they should set up a congestion charge like they have in London and also set up a park and ride bus service."

“Not satisfied particularly with the way the traffic lights are controlled in Cambridge. It’s poor, not co-ordinated well hence loads of traffic and jams. This has an impact on my business. Also parking is very bad too.”

“Transport is poor and parking is awful. I advise my clients to come via train as it saves them the hassle of finding parking and getting stuck in the traffic.”

Counter to the above dissatisfaction on congestion and traffic related services, a number of businesses felt that the city’s cycle routes and the parks and open spaces were positive aspects of the city.

“Quite satisfied, as they’re updating the cycle routes in Cambridge which I think it’s brilliant. Push for more cycling and pedestrian area’s in Cambridge as it makes it a safer place for local residents and attractive for tourists.”

“There are fantastic parks in Cambridge, I don’t think the council should spend any more money on them in terms to modernising... they seem to take the (old) equipment out because they are out of date and put something else in (newer). There is so much choice for families in parks.”

Importance of services

As in the residents workshop, to assist in prioritising services participants at the business breakfast event were split into two groups of three. They were reminded of the continuing budget cuts to public services and were then given a set of shuffle cards that identified 24 separate council services and asked to further discuss each of these and their level of importance.

The table overleaf summarises the final selections and, those highlighted in yellow, show where each of the two groups reached independent consensus. Unlike the residents workshop, where participants wanted to see the majority of services maintained at their current levels, business representatives seemed better able to attribute savings and identify where services could possibly be reduced.

The services that the two business groups reached consensus to maintain at their current levels were:

- Preventing air, water, noise and land pollution
- Responding to planning applications and planning for the future development in the city, including new housing, neighbourhoods and business developments
- Cleaning the streets and removing graffiti
- Delivering environmental improvements, including to bus shelters, play facilities, highways improvements and cycling and walking projects
- Managing and maintaining Council houses and involving tenants in the running of the service
- Providing housing advice and providing temporary accommodation for homeless people
- Administering housing and council tax benefits for those residents who need support

The focus during the breakfast workshop on housing and support for vulnerable people is reflected in the above priority areas. Similarly, planning services that support businesses, including new housing and business developments, reflects the importance in attracting and recruiting talented staff and the need for the council to be able to influence business property development that currently is said to sit within the Colleges and Universities control.

Looking at the services that could be provided at a reduced level, the two business groups reached consensus on the following:

- Managing and maintaining community centres and providing local community development activities
- Enforcing standards in privately rented housing
- Maintaining parks and public spaces, protecting trees in the City and managing trees in public places
- Managing, maintaining and cleaning the city's public toilets
- Managing and maintaining the city car parks

Business Workshop	Keep at all costs	Keep, but at reduced standard	Could be stopped
Community and leisure services			
Managing and maintaining community centres and providing local community development activities	0	2	0
Providing activities and events for children and young people	0	1	1
Giving grants to community and voluntary groups to help them run services	1	1	0
Funding arts and entertainments activities	0	1	1
Providing sport and leisure facilities, including swimming and paddling pools, and encouraging participation in sports activities	1	0	1
Protecting public safety			
Preventing air, water, noise and land pollution	2	0	0
Enforcing standards in privately rented housing	0	2	0
Enforcing food safety in restaurants	1	1	0
Licensing services covering taxis, pubs, clubs, gambling premises, skin piercing and houses in multi-occupation	1	1	0
Working with the Police to prevent crime and anti-social behaviour and to promote good relations between communities	1	1	0
Managing the local environment			
Collecting rubbish, recycling and green waste	1	1	0
Responding to planning applications and planning for the future development in the city, including new housing, neighbourhoods and business developments	2	0	0
Maintaining parks and public spaces, protecting trees in the City and managing trees in public places	0	2	0
Cleaning the streets and removing graffiti	2	0	0
Educating and enforcing about environmental standards, including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trollies	1	1	0
Delivering environmental improvements, including bus shelters, play facilities, highways improvements and cycling and walking projects	2	0	0
Housing services			
Managing and maintaining Council houses and involving tenants in the running of the service	1	1	0
Providing housing advice and providing temporary accommodation for homeless people	2	0	0
Administering housing and council tax benefits for those residents who need support	2	0	0
Supporting local democracy			
Administering Council meetings and supporting Councillors so that they can represent local residents	1	0	1
Running elections	1	0	1
Supporting the visitor economy			
Managing, maintaining and cleaning the city's public toilets	0	2	0
Managing and maintaining the city car parks	0	2	0
Managing and maintaining the central market	0	1	1
	22	20	6

Appendices

Appendix A: Profile of respondents

Appendix B: Survey questionnaire

Appendix A: Profile of respondents

Gender	Count	%
Male	487	43%
Female	616	55%
Not specified	21	2%
Total	1,124	100%

Age band	Count	%
16 to 24	31	3%
25 to 44	307	27%
45 to 59	298	27%
60 to 74	308	27%
75+	169	15%
Not specified	11	1%
Total	1,124	100%

Employment status	Count	%
Employment	630	54%
Pension	345	31%
State benefit/Allowance	59	5%
Prefer not to say	74	7%
Other	31	3%
Not specified	12	1%
Total	1,124	100%

Gender	Count	%
Male	487	43%
Female	616	55%
Not specified	21	2%
Total	1,124	100%

Ethnic group	Count	%
White British	837	74%
White Irish	18	2%
Other White	136	12%
Mixed: White & Black Caribbean	2	*%
Mixed: White & Black African	4	*%
Any other mixed background	7	1%
Asian: Indian	22	2%
Asian: Pakistani	4	*%
Asian: Bangladeshi	7	1%
Asian: Chinese	18	2%
Any other Asian background	13	1%
Black: African	7	1%
Black: Caribbean	7	1%
Any other black background	1	*%
Other	15	1%
Not specified	26	2%
Total	1,124	100%

Sexual identity	Count	%
Heterosexual	867	77%
Gay man	15	1%
Gay woman	6	1%
Bisexual	11	1%
Prefer not to say	143	13%
Other	3	*%
Not specified	79	7%
Total	1,124	100%

* Less than 0.5%

Ward	Count	%
Abbey	85	8%
Arbury	85	8%
Castle	60	5%
Cherry Hinton	91	8%
Coleridge	96	9%
East Chesterton	102	9%
King's Hedges	80	7%
Market	48	4%
Newnham	52	5%
Petersfield	77	7%
Queen Edith's	71	6%
Romsey	79	7%
Trumpington	100	9%
West Chesterton	97	9%
Not known	1	*%
Total	1,124	100%

North Area	Count	%
Arbury	85	23%
King's Hedges	80	22%
East Chesterton	102	28%
West Chesterton	97	27%
Total	364	100%

East Area	Count	%
Abbey	85	25%
Coleridge	96	28%
Petersfield	77	23%
Romsey	79	23%
Total	337	100%

South Area	Count	%
Cherry Hinton	91	35%
Queen Edith's	71	27%
Trumpington	100	38%
Total	262	100%

West/Central Area	Count	%
Castle	60	38%
Market	48	30%
Newnham	52	33%
Total	160	100%

IMD Quintile	Count	%
1st quintile	231	21%
2nd quintile	227	20%
3rd quintile	217	19%
4th quintile	219	19%
5th quintile	229	20%
Not known	1	*%
Total	1,124	100%

* Less than 0.5%

Appendix B: Questionnaire



Residents' Survey



Cambridge City Council is keen to understand residents' views on the services it provides and have randomly selected 4,400 households to send this questionnaire.

It can be completed by anyone aged 16 and over at this address. Please return the completed questionnaire in the FREEPOST envelope provided to M·E·L Research, the independent market research company who are administering the survey on our behalf.

Alternatively you can complete this questionnaire online at:

<http://www.m-e-l.co.uk/cambridgecity.aspx> or by scanning the above QR code.

Please only complete the paper survey or the online survey as duplicate responses will become void. The survey should take around 15 minutes to complete, depending on your answers. All responses will be confidential.

By completing this questionnaire you will be entered in a prize draw for a chance to win one of four prizes; 1 x £100 and 3 x £50 in high street vouchers.

For enquiries about this survey please contact Muneer Wahidi at M·E·L Research on 0121 604 4664 or email muneer.wahidi@melresearch.co.uk.

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 <input type="checkbox"/> 1 | Fairly dissatisfied <input type="checkbox"/> 4 |
| Fairly satisfied <input type="checkbox"/> 2 | Very dissatisfied <input type="checkbox"/> 5 |
| Neither satisfied nor dissatisfied <input type="checkbox"/> 3 | Don't know <input type="checkbox"/> 6 |

Your local area receives services from two councils, Cambridge City Council and Cambridgeshire County Council. This survey asks about Cambridge City Council, which is responsible for services such as refuse collection, street cleaning and planning.

Q2 Overall, how satisfied or dissatisfied are you with the way Cambridge City Council runs things? (please tick one box only)

- | | |
|---|--|
| Very satisfied <input type="checkbox"/> 1 | Fairly dissatisfied <input type="checkbox"/> 4 |
| Fairly satisfied <input type="checkbox"/> 2 | Very dissatisfied <input type="checkbox"/> 5 |
| Neither satisfied nor dissatisfied <input type="checkbox"/> 3 | Don't know <input type="checkbox"/> 6 |

In considering the next question, please think about the range of services Cambridge City 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 Cambridge City Council provides to the community. We would like your general opinion.

Q3 To what extent do you agree or disagree that Cambridge City Council provides value for money? (please tick one box only)

- | | |
|---|--|
| Strongly agree <input type="checkbox"/> 1 | Tend to disagree <input type="checkbox"/> 4 |
| Tend to agree <input type="checkbox"/> 2 | Strongly disagree <input type="checkbox"/> 5 |
| Neither agree nor disagree <input type="checkbox"/> 3 | Don't know <input type="checkbox"/> 6 |

Q4 Overall, how well informed do you think Cambridge City Council keeps residents about the services and benefits it provides? (please tick one box only)

- | | |
|---|---|
| Very well informed <input type="checkbox"/> 1 | Not well informed at all <input type="checkbox"/> 4 |
| Fairly well informed <input type="checkbox"/> 2 | Don't know <input type="checkbox"/> 5 |
| Not very well informed <input type="checkbox"/> 3 | |

Q5 How strongly do you feel you belong to your local area? (please tick one box only)

- | | |
|--|--|
| Very strongly <input type="checkbox"/> 1 | Not at all strongly <input type="checkbox"/> 4 |
| Fairly strongly <input type="checkbox"/> 2 | Don't know <input type="checkbox"/> 5 |
| Not very strongly <input type="checkbox"/> 3 | |

Q6 To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? By getting on well together, we mean treating each other with respect. (please tick one box only)

- | | |
|---|---|
| Definitely agree <input type="checkbox"/> 1 | Definitely disagree <input type="checkbox"/> 5 |
| Tend to agree <input type="checkbox"/> 2 | Don't know <input type="checkbox"/> 6 |
| Neither agree nor disagree <input type="checkbox"/> 3 | Too few people in local area <input type="checkbox"/> 7 |
| Tend to disagree <input type="checkbox"/> 4 | All the same ethnic background <input type="checkbox"/> 8 |

Q7 Now, thinking about the services Cambridge City Council provides for community and leisure, designed to encourage involvement, how satisfied or dissatisfied are you with the following services? **(Please tick one box per row)**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Managing and maintaining community centres and providing local community development activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Providing activities and events for children and young people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Giving grants to community and voluntary groups to help them run services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Funding arts and entertainments activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Providing sport and leisure facilities, including swimming and paddling pools, and encouraging participation in sports activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q8 Now, thinking about the services Cambridge City Council provides to protect public safety how satisfied or dissatisfied are you with the following services? **(Please tick one box per row)**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Preventing air, water, noise and land pollution	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Enforcing standards in privately rented housing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Enforcing food safety in restaurants	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Licensing services covering taxis, pubs, clubs, gambling premises, skin piercing and houses in multi-occupation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Working with the Police to prevent crime and anti-social behaviour and to promote good relations between communities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q9 Now, thinking about the services Cambridge City Council provides to manage the quality of the local environment, how satisfied or dissatisfied are you with the following services? **(Please tick one box per row)**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Collecting rubbish, recycling and green waste	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Responding to planning applications and planning for the future development in the city, including new housing, neighbourhoods and business developments	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Maintaining parks and public spaces, protecting trees in the City and managing trees in public places	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Cleaning the streets and removing graffiti	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Educating and enforcing about environmental standards, including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trolleys	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Delivering environmental improvements, including to bus shelters, play facilities, highways improvements and cycling and walking projects	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q10 Now, thinking about the services Cambridge City Council provides to help people in housing need and on low incomes, how satisfied or dissatisfied are you with the following services? **(Please tick one box per row)**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Managing and maintaining Council houses and involving tenants in the running of the service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Providing housing advice and providing temporary accommodation for homeless people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Administering housing and council tax benefits for those residents who need support	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q11 Now, thinking about the services Cambridge City Council provides to support local democracy, how satisfied or dissatisfied are you with the following services? **(Please tick one box per row)**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Administering Council meetings and supporting Councillors so that they can represent local residents	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Running elections	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q12 Now, thinking about the services Cambridge City Council provides mostly to visitors to the city, how satisfied or dissatisfied are you with the following services? **(Please tick one box per row)**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Managing, maintaining and cleaning the city's public toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Managing and maintaining the city car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Managing and maintaining the central market	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q13 Now, thinking about the services Cambridge City Council provides for community and leisure, designed to encourage involvement, what level of importance would you attach to each? **(Please tick one box per row)**

	Very Important	Less Important and could be provided at a lower standard	Less Important and could be stopped
Managing and maintaining community centres and providing local community development activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Providing activities and events for children and young people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Giving grants to community and voluntary groups to help them run services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Funding arts and entertainments activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Providing sport and leisure facilities, including swimming and paddling pools, and encouraging participation in sports activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

Q14 Now, thinking about the services Cambridge City Council provides to protect public safety, what level of importance would you attach to each? **(Please tick one box per row)**

	Very important	Less important and could be provided at a lower standard	Less important and could be stopped
Preventing air, water, noise and land pollution	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Enforcing standards in privately rented housing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Enforcing food safety in restaurants	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Licensing services covering taxis, pubs, clubs, gambling premises, skin piercing and houses in multi-occupation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Working with the Police to prevent crime and anti-social behaviour and to promote good relations between communities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

Q15 Now, thinking about the services Cambridge City Council provides to manage the quality of the local environment, what level of importance would you attach to each? **(Please tick one box per row)**

	Very important	Less important and could be provided at a lower standard	Less important and could be stopped
Collecting rubbish, recycling and green waste	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Responding to planning applications and planning for the future development in the city, including new housing, neighbourhoods and business developments	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Maintaining parks and public spaces, protecting trees in the City and managing trees in public places	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Cleaning the streets and removing graffiti	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Educating and enforcing about environmental standards, including dog fouling, litter, fly-tipping, abandoned vehicles and abandoned shopping trolleys	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Delivering environmental improvements, including to bus shelters, play facilities, highways improvements and cycling and walking projects	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

Q16 Now, thinking about the services Cambridge City Council provides to help people in housing need and on low incomes, what level of importance would you attach to each? **(Please tick one box per row)**

	Very important	Less important and could be provided at a lower standard	Less important and could be stopped
Managing and maintaining Council houses and involving tenants in the running of the service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Providing housing advice and providing temporary accommodation for homeless people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Administering housing and council tax benefits for those residents who need support	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

Q17 Now, thinking about the services Cambridge City Council provides to support local democracy, what level of importance would you attach to each? (Please tick one box per row)

	Very important	Less important and could be provided at a lower standard	Less important and could be stopped
Administering Council meetings and supporting Councillors so that they can represent local residents	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Running elections	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

Q18 Now, thinking about the services Cambridge City Council provides mostly to users of the city centre, what level of importance would you attach to each? (Please tick one box per row)

	Very important	Less important and could be provided at a lower standard	Less important and could be stopped
Managing, maintaining and cleaning the city's public toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Managing and maintaining the city car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Managing and maintaining the central market	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

Q19 How strongly do you agree or disagree with the following statements about where the Council should find savings? (Please tick one box per row)

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Reduce or stop delivery of less important services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Maintain the range of services the council currently provides, but do some things to a lower standard	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Increase income from the commercial properties where the council is the landlord	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Increase charges, by say 2%, for a range of services the council supplies to the public	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Work with other nearby local councils to deliver "shared services" to help save money and become more efficient	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Look to put more services online	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Look at alternative ways of delivering services, such as local trusts or other "not for profit" partnership arrangements	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Reduce capital spending on physical assets that benefit local communities, such as street benches, playground equipment, cycle racks and bins	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Other	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Other, please specify	<input type="text"/>				

Q20 Have you contacted Cambridge City Council in the past year with an enquiry or problem?

Yes - GO TO Q21 ☐ 1 No - GO TO Q25 ☐ 2

Q21 What was your enquiry or problem about? (Please tick all that apply)

- | | | | |
|---|-----------------------------|---|-----------------------------|
| Building control | <input type="checkbox"/> 01 | Car parks | <input type="checkbox"/> 10 |
| Community centres, Grant Aid and Voluntary Sector support | <input type="checkbox"/> 02 | Planning/Development control, planning policy and research | <input type="checkbox"/> 11 |
| Conservation, including trees and historic buildings | <input type="checkbox"/> 03 | Commercial property | <input type="checkbox"/> 12 |
| Council Tax, Benefits, Business Rates | <input type="checkbox"/> 04 | Recycling | <input type="checkbox"/> 13 |
| Crematorium and Cemeteries | <input type="checkbox"/> 05 | Refuse collection | <input type="checkbox"/> 14 |
| Crime and anti-social behaviour | <input type="checkbox"/> 06 | Street cleaning, cleaning of Council buildings .. | <input type="checkbox"/> 15 |
| Election services | <input type="checkbox"/> 07 | Swimming pools, parks, recreation grounds and other sports services | <input type="checkbox"/> 16 |
| Housing management and repairs | <input type="checkbox"/> 08 | Other (please specify below) | <input type="checkbox"/> 17 |
| Legal services | <input type="checkbox"/> 09 | None of these | <input type="checkbox"/> 18 |
- Other, please specify

Q22 How did you contact Cambridge City Council? (Please tick all that apply)

- | | | | |
|--|-----------------------------|---|-----------------------------|
| By telephone | <input type="checkbox"/> 01 | Via an elected councillor | <input type="checkbox"/> 06 |
| Via the Cambridge City Council Website | <input type="checkbox"/> 02 | By personally visiting the Customer Service Centre at Mandela House | <input type="checkbox"/> 07 |
| Via Cambridge City Council social media, Facebook and/or Twitter | <input type="checkbox"/> 03 | By personally visiting another Council office | <input type="checkbox"/> 08 |
| By e-mail | <input type="checkbox"/> 04 | Some other way | <input type="checkbox"/> 09 |
| By letter | <input type="checkbox"/> 05 | Can't remember | <input type="checkbox"/> 10 |

Q23 Overall, were you satisfied or dissatisfied with the way your query or problem was handled by Cambridge City Council? (please tick one box only)

- | | | | |
|--|----------------------------|----------------------------|----------------------------|
| Totally satisfied | <input type="checkbox"/> 1 | Mostly dissatisfied | <input type="checkbox"/> 4 |
| Mostly satisfied | <input type="checkbox"/> 2 | Totally dissatisfied | <input type="checkbox"/> 5 |
| Neither satisfied nor dissatisfied | <input type="checkbox"/> 3 | | |

Q24 If you were dissatisfied with the way your query or problem was handled, why was this? (please tick one box only)

- | | | | |
|-------------------------------------|----------------------------|----------------------------|----------------------------|
| Query or problem not answered | <input type="checkbox"/> 1 | Overall poor service | <input type="checkbox"/> 5 |
| Poor attitude of staff | <input type="checkbox"/> 2 | Don't know | <input type="checkbox"/> 6 |
| Slow/no response | <input type="checkbox"/> 3 | Other | <input type="checkbox"/> 7 |
| Charging for services | <input type="checkbox"/> 4 | | |
- Other, please specify

Q25 How would you prefer to contact Cambridge City Council in the future? (please tick one box only)

- | | | | |
|--|----------------------------|--|----------------------------|
| By telephone..... | <input type="checkbox"/> 1 | Via an elected councillor..... | <input type="checkbox"/> 6 |
| Via the Cambridge City Council Website..... | <input type="checkbox"/> 2 | By personally visiting the Customer Service Centre at Mandela House..... | <input type="checkbox"/> 7 |
| Via Cambridge City Council social media, Facebook and Twitter..... | <input type="checkbox"/> 3 | By personally visiting another Council office..... | <input type="checkbox"/> 8 |
| By e-mail..... | <input type="checkbox"/> 4 | Some other way (please specify below)..... | <input type="checkbox"/> 9 |
| By letter..... | <input type="checkbox"/> 5 | | |

Other, please specify

Q26 What kind of connections do you use to access the internet? (Please tick all that apply)

- | | | | |
|-------------------------------|----------------------------|------------------------|----------------------------|
| Home broadband..... | <input type="checkbox"/> 1 | Free WiFi Hotspot..... | <input type="checkbox"/> 4 |
| Sim card (Pay as You Go)..... | <input type="checkbox"/> 2 | Work broadband..... | <input type="checkbox"/> 5 |
| Sim card (Contract)..... | <input type="checkbox"/> 3 | Don't have access..... | <input type="checkbox"/> 6 |

Q27 If you use the internet, which of the following services do you use online? (Please tick all that apply)

- | | | | |
|-----------------------|-----------------------------|--------------------------------------|-----------------------------|
| Email/messenger..... | <input type="checkbox"/> 01 | Online games..... | <input type="checkbox"/> 06 |
| Search engines..... | <input type="checkbox"/> 02 | Social networking..... | <input type="checkbox"/> 07 |
| Online shopping..... | <input type="checkbox"/> 03 | Price comparison..... | <input type="checkbox"/> 08 |
| News and weather..... | <input type="checkbox"/> 04 | General information..... | <input type="checkbox"/> 09 |
| Online banking..... | <input type="checkbox"/> 05 | Cambridge City Council services..... | <input type="checkbox"/> 10 |

Q28 Do you use or would you consider using Cambridge City Council services online?

- | | | | |
|----------------------|----------------------------|---------------------|----------------------------|
| Yes - GO TO Q30..... | <input type="checkbox"/> 1 | No - GO TO Q29..... | <input type="checkbox"/> 2 |
|----------------------|----------------------------|---------------------|----------------------------|

Q29 If no, why wouldn't you consider using Cambridge City Council services online? (please tick one box only)

- | | |
|--|-----------------------------|
| I don't have the internet available to me..... | <input type="checkbox"/> 01 |
| I don't think I will need to use Cambridge City Council services in the future (either offline or online)..... | <input type="checkbox"/> 02 |
| I'm not sure what services Cambridge City Council offer online..... | <input type="checkbox"/> 03 |
| I feel more confident that my request has been processed if I speak to an actual person..... | <input type="checkbox"/> 04 |
| I am not happy to make a payment online..... | <input type="checkbox"/> 05 |
| I'm not confident using the internet..... | <input type="checkbox"/> 06 |
| I'm afraid that my information will get lost / stolen..... | <input type="checkbox"/> 07 |
| I'm concerned it would take longer..... | <input type="checkbox"/> 08 |
| I may have questions that I need immediate answers for..... | <input type="checkbox"/> 09 |
| I think it will be too complicated..... | <input type="checkbox"/> 10 |
| I'm worried it will cost me more money..... | <input type="checkbox"/> 11 |
| Previous experience of these types of services online has put me off..... | <input type="checkbox"/> 12 |
| Other, please specify..... | <input type="checkbox"/> 13 |

Q30 If Yes, why did you use Cambridge City Council services online? (please tick one box only)

- It saved me a lot of time ☐ 1
- I could do it outside office hours ☐ 2
- It was less hassle than dealing with someone in person than on the phone ☐ 3
- It made more sense to use the internet ☐ 4
- The site was clear and easy to use ☐ 5
- I could search for other relevant information at the same time ☐ 6
- It saved me money ☐ 7
- Another reason ☐ 8
- Other, please specify ☐ 9

Q31 How well do you think Cambridge City Council keeps residents informed about the following? (Please tick one box per row)

	Very well	Fairly well	Not very well	Not well at all	Don't know
The services it provides	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
How it is performing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
How it allocates and spends money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The reasons why it makes the decisions it does	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Improvements planned for services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Its standard of service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Plans for the growth of the city	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Information about how to contact the Council	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
How to make a complaint or comment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
How you can get involved in local decision making	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
What councillors do and how to contact them	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Dates and times of Council committee meetings	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
What happens at area committee meetings and where and when	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Services provided by other agencies	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q32 From which of these sources, if any, do you currently get information about Cambridge City Council and how would you prefer to get most of your information in the future? **(Please tick one box per row)**

	Where currently get information	Where prefer to get information
Cambridge Matters magazine	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Cambridge City Council's social media channels including Facebook and Twitter (@camcitco)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Other social media channels	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Cambridge News	<input type="checkbox"/> 1	<input type="checkbox"/> 2
BBC Radio Cambridgeshire	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Commercial radio stations	<input type="checkbox"/> 1	<input type="checkbox"/> 2
BBC TV and ITV	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Cambridge TV	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Cambridge City Council website	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Open Door (magazine produced for Cambridge City Council tenants)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Council leaflets or posters	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Personal contact with City Council staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Personal contact with elected councillors	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Council and public meetings (e.g. Area Committees)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Talking to friends, neighbours or relatives	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Through residents associations, community groups & voluntary organisations	<input type="checkbox"/> 1	<input type="checkbox"/> 2
None	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Other	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Other, please specify	<input type="text"/>	

Q33 Do you receive Cambridge Matters magazine? **(please tick one box only)**

(It is provided by the council four times a year. It provides information about council services and how local people can get involved in local decision-making)

Yes - GO TO Q34 ☐ 1 No - GO TO Q36 ☐ 2

Q34 If Yes, how satisfied are you with the content of Cambridge Matters magazine? **(please tick one box only)**

Very satisfied ☐ 1 Very dissatisfied ☐ 5
 Fairly satisfied ☐ 2 I have never read it ☐ 6
 Neither satisfied nor dissatisfied ☐ 3 Other, please specify ☐ 7
 Fairly dissatisfied ☐ 4
 Other, please specify

Q35 How strongly do you agree or disagree with the following statements about Cambridge Matters magazine? **(Please tick one box per row)**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
It is a good way for me to find out about the council and how it spends my money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
It helps me to get involved in local decision-making and other initiatives	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
It is a good way to ask residents what they think about council services (e.g. through more surveys like this one)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
It includes interesting articles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
It is easy to understand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
It looks good and is well designed	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
It appeals to people of all backgrounds	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Four editions of the magazine a year is about right	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
There should be fewer than four editions of the magazine per year	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
I would be happy to read the magazine online	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
I never find the time to read the magazine	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The council should not produce a magazine of this kind	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q36 The following are statements or phrases which might describe a large organisation providing public services. How strongly do you agree or disagree that these phrases apply to Cambridge City Council? **(Please tick one box per row)**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Easy to contact if you need them	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Cares about the environment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Accessible to the public	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Is well managed	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Consults its residents before making decisions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Looks after the interest of the area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Tells residents what it's doing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Responds to the needs of local residents	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Always trying to improve the services it provides	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Treats everyone fairly	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Takes residents views into account when making decisions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Works to improve the quality of life for residents	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Provides value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Effectively plans for the growth of the City	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Works in partnership with other organisations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Communicates well with the public	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Works to reduce carbon emissions and tackle climate change	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
A flexible organisation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
An honest organisation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Has the public's confidence	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Finally, we would like to ask you some basic profile information about you. This information is used to analyse responses amongst broad groups, for example are residents aged over 60 more satisfied with Cambridge City Council than those aged 18-24. The answers are voluntary and will not be attributed to you personally and no personal information will be passed on to Cambridge City Council.

Q37 Which of the following age bands do you fall into? (please tick one box only)

- | | | | |
|---------------|----------------------------|------------------|----------------------------|
| 16 to 24..... | <input type="checkbox"/> 1 | 60 to 74..... | <input type="checkbox"/> 4 |
| 25 to 44..... | <input type="checkbox"/> 2 | 75 and over..... | <input type="checkbox"/> 5 |
| 45 to 59..... | <input type="checkbox"/> 3 | | |

Q38 And are you...? (please tick one box only)

- | | | | |
|-----------|----------------------------|-------------|----------------------------|
| Male..... | <input type="checkbox"/> 1 | Female..... | <input type="checkbox"/> 2 |
|-----------|----------------------------|-------------|----------------------------|

Q39 Which of the following best describes your main source of income?

- | | | | |
|------------------------------|----------------------------|-----------------------------|----------------------------|
| Employment..... | <input type="checkbox"/> 1 | Prefer not to say..... | <input type="checkbox"/> 4 |
| Pension..... | <input type="checkbox"/> 2 | Other (please specify)..... | <input type="checkbox"/> 5 |
| State benefit/Allowance..... | <input type="checkbox"/> 3 | | |
| Other, please specify | <input type="text"/> | | |

Q40 How would you describe your ethnic group? (please tick one box only)

- | | | | |
|--|-----------------------------|--|-----------------------------|
| White British..... | <input type="checkbox"/> 01 | Asian: Bangladeshi..... | <input type="checkbox"/> 09 |
| White Irish..... | <input type="checkbox"/> 02 | Asian: Chinese..... | <input type="checkbox"/> 10 |
| Other White (please specify below)..... | <input type="checkbox"/> 03 | Any other asian background (please specify below)..... | <input type="checkbox"/> 11 |
| Mixed: White & Black Caribbean..... | <input type="checkbox"/> 04 | Black: African..... | <input type="checkbox"/> 12 |
| Mixed: White & Black African..... | <input type="checkbox"/> 05 | Black: Caribbean..... | <input type="checkbox"/> 13 |
| Any other mixed background (please specify below)..... | <input type="checkbox"/> 06 | Any other black background (please specify below)..... | <input type="checkbox"/> 14 |
| Asian: Indian..... | <input type="checkbox"/> 07 | Other (please specify below)..... | <input type="checkbox"/> 15 |
| Asian: Pakistani..... | <input type="checkbox"/> 08 | | |
| Other, please specify | <input type="text"/> | | |

Q41 Would you describe yourself in any of these ways? (please tick one box only)

- | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|
| Heterosexual..... | <input type="checkbox"/> 1 | Bisexual..... | <input type="checkbox"/> 4 |
| Gay man..... | <input type="checkbox"/> 2 | Prefer not to say..... | <input type="checkbox"/> 5 |
| Gay woman..... | <input type="checkbox"/> 3 | Other, please specify..... | <input type="checkbox"/> 6 |
| Other, please specify | <input type="text"/> | | |

Thank you for taking the time to complete this questionnaire.

Please return your completed questionnaire to M·E·L Research in the FREEPOST envelope provided (no stamp needed).



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