



Borough of Telford and Wrekin

Cabinet

Thursday 25 September 2025

10.00 am

Council Chamber, Third Floor, Southwater One, Telford, TF3 4JG

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Cabinet Members:

Councillor L D Carter	Leader of the Council
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Councillor R A Overton	Deputy Leader and Cabinet Member: Highways, Housing & Enforcement
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Councillor P Davis	Cabinet Member: Communities & Civic Pride
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Councillor Z Hannington	Cabinet Member: Finance, Governance & Customer Services
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Councillor C Healy	Cabinet Member: Neighbourhoods, Planning & Sustainability
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Councillor A D McClements	Cabinet Member: Leisure, Tourism, Culture & The Arts
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Councillor K Middleton	Cabinet Member: Public Health & Healthier Communities
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Councillor O Vickers	Cabinet Member: The Economy & Transport
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Councillor S A W Reynolds Cabinet Member: Children & Young People, Learning, Employment & Skills

Councillor P Watling Cabinet Member: Adult Social Care & Health

Invitees

Councillor A J Eade Conservative

Councillor W L Tomlinson Liberal Democrat

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CABINET

Minutes of a meeting of the Cabinet held on Thursday 17 July 2025 at 10.00 am in Council Chamber, Third Floor, Southwater One, Telford, TF3 4JG

PUBLISHED ON WEDNESDAY 23 JULY 2025

(DEADLINE FOR CALL-IN: MONDAY 28 JULY 2025)

Present: Councillors L D Carter (Chair), R A Overton (Vice-Chair), P Davis, Z Hannington, C Healy, A D McClements, K Middleton, S A W Reynolds and O Vickers.

Also Present: Cllr T J Nelson (Conservative Group Leader)

Apologies: Councillors W L Tomlinson and P Watling.

CAB-8 Declarations of Interest

None.

CAB-9 Minutes of the Previous Meeting

RESOLVED that – the minutes of the meeting held on 19 June 2025 be confirmed and signed by the Chair.

CAB-10 Leader's Announcements

The Leader provided an update on a number of recent developments across the Borough including the expansion of the Council operated bus service which will look to serve areas currently without access to public transport, including Shawburch. This initiative would be supported by the continuation of the £2 fare cap and formed part of wider plans to enhance the Council's demand responsive transport service. The Leader thanked Cabinet Members and Officers for their work in securing the necessary budget provision.

The Leader highlighted the Council's recent achievement in securing the Municipal Journal Award for Delivering Better Outcomes in recognition of its work on tackling child sexual exploitation. The Leader expressed his gratitude to staff and lived experience consultees for their contributions, reaffirming the Council's continued commitment to addressing and tackling child sexual exploitation crimes in the Borough.

The Leader had attended the Leader and Cabinet Young Persons Grant Scheme Awards, which was now in its tenth year and had provided financial support to young people pursuing education, careers, or personal ambitions. The Leader set out that as a result of the grant scheme, a former recipient was now running a thriving business in Newport High Street, highlighting how

the Council's support had helped a young person in the Borough to become a successful entrepreneur. The Leader thanked his Cabinet and Officers for organising the event and reiterated the Council's ongoing support for the scheme.

The Leader welcomed the announcement of government backing for the M54-M6 link road, which is expected to deliver significant economic benefits and job opportunities for the Borough. The Leader extended his thanks to Telford MP, Shaun Davies for his continued support in lobbying for the project.

CAB-11 Adult Social Care Market Position Statement 2025 - 2028

The Cabinet Member: Public Health & Healthier Communities presented the Adult Social Care Market Position Statement 2025–2029.

The report set out the Council's strategic direction for shaping and sustaining the Adult Social care market in Telford and Wrekin over the next four years. The Statement, developed jointly with the Shropshire, Telford and Wrekin Integrated Care System, provided an overview of the local context within the health and social care system and outlined the Council's commitment to early intervention, prevention, and person centred care as part of collaborative working with partner organisations.

The report recognised the ongoing financial pressures as a result of the increased demand in Adult Social Care while reaffirming the Council's ambition to deliver high-quality, accessible and innovative services.

The report emphasised co-production with residents, carers and providers, and detailed commissioning priorities across a range of care needs, including support for people with disabilities, mental health needs and older adults. The Statement would be supported by annual Market Sustainability Plans to monitor progress and would guide care providers in shaping services to meet local needs and ensure a stable, innovative, and responsive care market.

Cabinet Members welcomed the Market Position Statement and thanked Officers for their work in developing it. Members highlighted a number of key achievements, including the expansion of specialist supported accommodation for adults with learning disabilities, enhanced support for informal carers and the rollout of new digital technology solutions. Members commended the Council's focused approach to reducing demand and promoting early intervention and prevention, enabling residents to live and age well. The Statement was recognised as a clear demonstration of the Council's ongoing commitment to developing a diverse, vibrant, and high-quality health and social care market that meets the needs and aspirations of local people.

The Conservative Group Leader thanked Officers for their support and the detailed briefings that he had been provided. He welcomed elements of the Market Position Statement, specifically those that focused on early intervention and prevention. He encouraged the Council to continue to refine

its understanding of the specific needs of individuals within the wider population and to consider how best to identify and support future service users. He also welcomed the emphasis on innovation, particularly in relation to extra care provision and digital solutions, however raised concerns about long-term reliance on international carers and highlighted the importance of promoting local workforce participation and work readiness. Due to the complexity of the report, he suggested that future reports be made more accessible to smaller providers by consolidating commercial information.

The Cabinet Member: Public Health & Healthier Communities highlighted that the commissioning intentions were summarised on pages 18 to 20 of the report and provided a more condensed overview. In addition, regular engagement forums had been held throughout the year with partners to break down and communicate information in a more accessible way. Whilst the document was comprehensive and reflected on the breadth of the work, it was acknowledged that ongoing engagement had helped providers and stakeholders understand developments at a more detailed level. In relation to identifying future care needs, the Cabinet Member highlighted the Council's ongoing preventative work, which provided valuable insight into emerging needs and supported early planning for individuals who may require care in the future.

RESOLVED that – the new Market Position Statement 2025-2029 be approved.

CAB-12 Draft Housing Strategy 2025 - 2030

The Deputy Leader and Cabinet Member: Highways, Housing & Enforcement presented the Draft Housing Strategy 2025–2030.

The draft Strategy set out the Council's vision for delivering high-quality, sustainable and affordable housing across the Borough over the next five years.

Since the adoption of the Council's last strategy, and in line with national trends, the Council had seen a number of changes in the Borough's population including a 13.5% population increase between 2013 and 2023. Residents had faced a number of challenges include the cost of living crisis and a rise in energy prices, which had disproportionately affected lower-earning households. There had also been a significant increase in the number of people presenting to the Council as homeless and requiring housing support and a noticeable trend in the number of landlords exiting the housing market due to financial pressures and anticipated policy reforms.

Developed in conjunction with partners, housing providers and community organisations and building on the achievements of the previous Strategy, the draft Strategy maintained its core objectives to create sustainable and inclusive communities, making best use of existing homes and supporting the most vulnerable residents whilst responding to new challenges such as rising energy costs and increased housing demand.

The draft Strategy also outlined an emphasis on the importance of partnership working, detailing plans to tackle homelessness, improve housing standards and support climate action through low-carbon housing initiatives. The Council would continue to bring long-term empty homes back into use, supporting landlords and tenants through the Better Homes for All Programme and investing in energy efficiency and retrofitting to help residents reduce bills and carbon usage. Through the Local Plan, the Council would look to deliver 20,000 new sustainable and accessible homes by 2040 and efforts would also be made to address stalled sites and drive estate regeneration where it was most needed. The draft Strategy would also continue to provide homes that supported and empowered the Borough's most vulnerable residents, including care leavers, veterans, people with disabilities and those fleeing domestic abuse.

Subject to approval by the Cabinet, the draft Strategy would proceed to public consultation for a period of 6 weeks. Engagement would be undertaken during this period with key lived experience groups such as care leavers before being brought back for final approval and adoption.

Cabinet Members welcomed the report highlighting how a good quality and secure home is fundamental to residents' wellbeing. Members praised the Council's increasingly proactive role in housing, noting the significant achievements made since the adoption of the previous strategy, including bringing over 300 empty homes back into use, improving energy efficiency and addressing issues such as damp and mould. Members commended the creative reuse of historic buildings and high street spaces for housing, as well as the preventable measures put in place for over 4,000 people at risk of homelessness.

The Conservative Group Leader expressed his support for providing residents with access to a secure and affordable home. He welcomed the strategy's focus on making better use of existing housing stock and the Council's continued efforts to address homelessness. However, he raised concerns in relation to the strategy's second objective which focused on creating green, connected and sustainable communities and asked the Council to consider the sustainability of building 8,000 new homes on greenfield land as part of the Local Plan, citing population data included within the report highlighted that the majority of the population growth came from people moving into the Borough rather than natural change. He stated that building such developments on areas of urban sprawl and disconnected estates undermined the Council's goal of creating sustainable communities.

The Cabinet Member: Neighbourhoods, Planning & Sustainability highlighted that many residents had chosen to move to the Borough for its quality of life and strong employment opportunities and that welcoming new residents is a natural and positive part of community growth. The Cabinet Member also addressed concerns about the Local Plan, highlighting that the consultation period had closed however she hoped that any objections to the draft proposals had been submitted, including detailed alternatives for

consideration. It was stated that many housing allocations within the Borough had already been built on brownfield land, such as the Station Quarter development.

RESOLVED that – the launch for consultation of the Council’s draft Housing Strategy 2025-2030, included at Appendix 1 of the report be approved.

CAB-13 2025/26 Financial Monitoring Report

The Cabinet Member: Finance, Governance and Customer Services presented the first financial monitoring report for the 2025/26 financial year, outlining the Council’s early-year budget position and associated pressures.

It was reported that the Council was on track to remain within budget by year-end without drawing on the Budget Strategy or General Fund reserves. Adult Social Care continued to face significant financial pressure due to sustained demand and increasing complexity of care needs, with a projected overspend of £4.8m before applying contingencies. The Council had allocated £2m in specific contingency for Adult Social Care, alongside a general contingency of £3.95m, of which £2.113m had been used, leaving £1.837m available for other pressures.

It was noted that the Council’s preventative work in social care had focused on early intervention and promoting independence and was delivering both financial and social benefits. The safeguarding service was operating within its approved budget, providing a stabilising outcome amid wider sector challenges. A separate pressure of £268,000 had arisen from historic teachers’ pension liabilities.

On a Council-wide level, financial gains of £989,000 had been realised through Section 31 grant receipts under the business rates retention scheme and the release of provisions for savings shortfalls. However, the Dedicated Schools Grant carried a £4.66m deficit into the 2025/26 financial year, with high needs demand expected to increase this further. The statutory override had been extended to March 2028, with further guidance on deficit treatment expected in the next Local Government financial settlement.

In terms of the Capital Programme, the approved programme stood at £138m, with £8.9m spent at the time of the meeting and a forecast outturn of £135m, broadly in line projected forecasts. Income collection was below target across all areas and the Council’s income recovery team remained focused on debt recovery.

It was highlighted that there was an ongoing consultation on the Fair Funding Review, which would assess local needs and resources and introduce a multi-year settlement framework. Despite financial pressures, the Council’s proactive and responsive approach had ensured stability and alignment with national reforms.

Cabinet Members welcomed the report and expressed their thanks to the Council's Finance Team for their work in keeping the Council on track for a balanced budget, particularly in the face of ongoing pressures in Adult Social Care. Members acknowledged that rising demand, increasing complexity of care and extended care durations were driving significant financial challenges both locally and nationally. However, thanks to the strong financial planning and prudent use of contingencies, the Council was managing these pressures effectively. As a result of early intervention and prevention strategies, the Council had been able to deliver £7.7m in savings and cost avoidance but had also helped residents remain independent for longer.

RESOLVED that:

- a) the 2025/26 revenue budget position, which shows that the Council is projecting to be within budget at year end, without having to use the Budget Strategy or General Fund reserves be noted;**
- b) the position in relation to capital spend; and recommends that Full Council approve the changes to the Capital programme detailed in Appendix C and all associated changes to the Medium Term Financial Strategy, including Treasury and Prudential Indicators 2025/26 Financial Monitoring Report 2 be noted; and**
- c) the collection rates for NNDR, council tax and sales ledger be noted.**

CAB-14 Annual Customer Feedback Report 2024/25

The Cabinet Member: Finance, Governance and Customer Services presented the Annual Customer Feedback Report for 2024/25.

The report highlighted a landmark achievement for the Council as the first local authority in the UK to receive ServiceMark accreditation from the Institute of Customer Services. This national recognition reflected the Council's long-term commitment to delivering excellent customer service and putting residents at the heart of everything it does.

The report outlined the continued improvements in customer satisfaction, with the UK Customer Satisfaction Index score rising to 74, exceeding public sector averages and the Net Promoter score increasing to 19.4 with more customers likely to recommend the Council's services. The Customer Effort Score had reduced to 4.3, outperforming National benchmarks due to the Council's enhanced digital services and streamlined accessibility.

The report also outlined scores relating to feedback and engagement. The Compliments score had risen by 128% over six years, showing growing appreciation for Council services. It was stated that the Council had received only 790 complaints across thousands of interactions, demonstrating resilience and high service standards despite ongoing budget pressures. The Customer Insight Programme engaged 235 volunteers in 158 assignments, achieving 86% satisfaction. Satisfaction with the Customer Contact Centre

reached an overall score of 95% for telephone callers and the Council's digital assistant "Ask Tom" achieved an overall score of 98% satisfaction. It was recognised that there were some initial teething issues with the new automated telephone assistant, however the Council was continuing to refine the system in response to resident feedback.

It was stated that the Council had an efficient enquiry management system, which had remained strong, with 796 Leader and Cabinet enquiries logged and an average of 90% timely responses. A total of 302 Member enquiries had been logged, with an average of 91% timely responses and a total of 253 MP enquiries, with an average of 88% timely responses. The Council also had a strong corporate complaints process with response times improved to eight working days, with 84% meeting the Ombudsman's 10-day standard. Despite a rise in Stage 2 complaints, the upheld rate had fallen to 26%, reflecting robust investigation and resolution.

For Social Care excellence, Adult Social Care had received a "Good" rating from the Care Quality Commission and Children's Services were rated "Outstanding" by Ofsted. The report highlighted how statutory complaints had been responded to quicker than in previous years, with learning embedded across services.

Cabinet Members expressed their pride in the Council becoming the first local authority in the UK to receive ServiceMark accreditation from the Institute of Customer Services. Members described the recognition as a testament to the dedication of staff across the organisation and the Council's long-standing commitment to delivering high-quality services. Members emphasised the importance of continuous improvement and praised the Council's cooperative approach, particularly its commitment to listening to and engaging with residents. It was highlighted that the rise in compliments, which had more than doubled since 2019, was cited as evidence of the Council's strong performance and resident satisfaction and the Council was leading the way nationally in public sector customer experience.

The Conservative Group Leader welcomed the Council's achievement in receiving ServiceMark accreditation and congratulated the local authority on this recognition. He acknowledged the Council's thorough approach to service delivery and noted that the report demonstrated the Council's commitment to enhancing both individual responses and broader service delivery. He also referenced the positive ratings from the Care Quality Commission and Ofsted as further evidence of the Borough's strengths and progress.

RESOLVED that:

- a) that Telford & Wrekin Council has been awarded ServiceMark accreditation by The Institute of Customer Services and as the first Council to achieve a ServiceMark, this recognises excellence in customer service standards across the public and private sector be noted;**

- b) the Customer Feedback Reports for 2024-25 in respect of Adult Statutory Complaints, Children's Statutory Complaints and Corporate Customer Feedback, and the Local Government and Social Care Ombudsman Review Letter 2025 be reviewed; and**
- c) the improvement in complaint handling performance and the increase in positive feedback be noted.**

CAB-15 Child Friendly Telford

The Cabinet Member: Children & Young People, Learning, Employment & Skills presented the report of the Director: Public Health which sought approval to adopt the Child Friendly Telford vision as part of the wider Children and Young People Strategy.

The report highlighted the Council's aim to make Telford & Wrekin the best place in the UK for children and young people to grow up, with a strong emphasis on co-production, ensuring children and young people are actively involved in shaping services and decisions that affect them.

The Council had a strong foundation for supporting children and young people, evidenced by two consecutive "Outstanding" Ofsted ratings for Children's Services and positive recognition for SEND partnership work. The report detailed a wide range of existing initiatives such as Family Hubs, the 5 by 5, and 10 by 10 enrichment programmes, youth forums, free swimming lessons and targeted support for vulnerable children and young carers.

Extensive engagement had taken place with children, young people, families and professionals, including through the Youth Parliament's "Make Your Mark" ballot, which gathered nearly 4,900 responses. This feedback had directly shaped the Council's seven "wishes" for children and young people to be healthy, heard, safe, achieving, independent, to have trusted friends and to be happy.

The report proposed a detailed implementation plan to embed the child-friendly approach across the Council, align existing initiatives with the seven wishes and ensure children and young people are involved in decision-making at all levels. It also recommended the Council's Senior Management Team act as a reporting board to oversee implementation and monitor impact.

Cabinet Members welcomed the report and highlighted how the initiative represented more than a council-led programme but a borough-wide movement to ensure every child and young person had the opportunity to thrive. It was noted that the voices of young people were central to the strategy, with priorities such as being healthy, safe, heard and happy directly shaping the Council's approach. Members praised the range of initiatives already in place, including free swimming, family hubs, youth grants and the urban games and noted the importance of collaboration with partners and communities to improve the experience of growing up in Telford. They also commended the work of Council's Public Health team in engaging young people through emotional wellbeing surveys and events such as the mental

health summit, which led to the successful Year of Wellbeing campaign and the subsequent development of a digital platform to support young people's emotional health.

The Conservative Group Leader expressed his support for the Council's aspiration to make Telford & Wrekin a great place for children and young people to grow up, acknowledging the value behind the child-friendly vision. Whilst supportive of the overall aims, he raised questions about the criteria and standards used to define "child-friendly status," suggesting that national frameworks such as UNICEF's Child Friendly Cities initiative might offer useful context. He welcomed the engagement with young people through forums and surveys but encouraged greater emphasis on parental involvement, noting that parents hold primary responsibility for their children. He also highlighted challenges such as low secondary school attendance rates and the impact of drug misuse, including substances.

In response to concerns raised in relation to parental engagement, Cabinet Members highlighted the Council's proactive approach through family hubs, which had supported over 12,000 families in the past year. Led by the Council's Strengthening Families team, the hubs have proactively reached out to families starting from birth registration and through midwifery and social work visits, providing holistic support and addressing issues such as domestic abuse, addiction and mental health within the family unit. It was also stated that long-standing initiatives such as Crucial Crew, which had supported thousands of Year 6 pupils in preparing for secondary school and understanding key issues such as online safety, drug and alcohol awareness and personal safety.

RESOLVED that – the Telford and Wrekin Council working towards becoming a Child Friendly borough, with SMT operating as the reporting Board for agreeing Child Friendly standards, implementation and impact monitoring be approved.

CAB-16 Culture & Communities

The Cabinet Member: Leisure, Tourism, Culture and The Arts presented the Borough's first Culture Strategy, seeking Cabinet's approval and endorsement of the stakeholder engagement approach underpinning its development.

The report outlined the strategy as a borough-wide commitment to celebrating Telford & Wrekin's unique heritage, cultural diversity and community spirit. Cultural investment was not only about enjoyment but also played a vital role in improving health and wellbeing, tackling social isolation, supporting the local economy, and fostering pride and belonging.

The report highlighted that cultural activity had contributed significantly to the Borough's economy, attracting 3.2 million visitors annually and generating £220m return.

The strategy aimed to ensure cultural opportunities were inclusive and accessible to all residents, with a focus on community engagement, creative development, and economic growth. The report outlined the Council's ongoing investment in events and venues, including the delivery of the new Telford Theatre, which had secured £15.5m in Government funding and would feature a 700 seat auditorium, a studio theatre and a community art room, enabling a broader programme of performances and outreach.

The report also noted the expansion of the Theatre on Tour programme and the Council's successful free events programme, which had attracted over 100,000 attendees annually. Refurbishment plans were also outlined for amphitheatre located in the Telford Town Park to restore it as a 400 seat performance venue for music and theatre to further boost tourism, support wellbeing and revitalise the local art scene.

The strategy would be finalised later in the year, setting out a five-year vision for cultural growth.

Cabinet Members welcomed the Borough's first Culture Strategy, describing it as a celebration of Telford & Wrekin's rich heritage, creativity and ambition. They praised the report for highlighting the Council's vibrant cultural offer and its role in making Telford a desirable place to live, work and visit. Members emphasised that the strategy reflected the administration's continued ambition to expand access to arts and culture, building on over 300 years of creative history dating back to the Industrial Revolution. They commended the Council's efforts to take cultural activity into communities through initiatives like the Theatre on Tour programme and the Council's support for volunteer-led events, such as the Ironbridge Brass Band Festival, which was also praised for helping to grow community-led culture and tourism. Members also welcomed plans to restore the amphitheatre in Telford Town Park, recognising its potential as a unique performance venue.

The Conservative Group Leader noted the report and highlighted the borough-wide focus on events and the use of centralised ticketing and council communications to broaden local engagement. However, he observed that the report leaned heavily toward performing arts, which he felt reflected a narrow definition of culture. He urged the Council to consider a broader interpretation in future reviews, to include everyday cultural activities such as sports and fishing.

RESOLVED that:

- a) plans to expand the Council's Theatre on Tour and Headline Events Programmes noting the positive impact these are having across communities be approved;**
- b) the development and submission of a funding bid to develop the Town Park Amphitheatre to provide a new outdoor performance space be approved;**
- c) the progress being made with the development of the new Telford Theatre be noted; and**

- d) the draft Vision and priorities for the Borough's first Culture Strategy be approved and the proposals for stakeholder engagement in the Strategy's further development be endorsed.**

The meeting ended at 11.20 am

Signed for the purposes of the Decision Notices

Anthea Lowe
Director: Policy & Governance
Date: **Wednesday 23 JULY 2025**

Signed

Date: Thursday 25 September 2025

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Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Borough of Telford and Wrekin

Cabinet

Thursday 25 September 2025

Customer Strategy - 2025-2030

Cabinet Member:	Cllr Zona Hannington - Cabinet Member: Finance, Governance & Customer Services
Lead Director:	Katherine Kynaston - Director: Housing, Commercial & Customer Services
Service Area:	Housing, Commercial & Customer Services
Report Author:	Lee Higgins - Customer Relationships & Welfare Services Service Delivery Manager
Officer Contact Details:	Tel: 01952 383835 Email: lee.higgins@telford.gov.uk
Wards Affected:	All wards
Key Decision:	Not key decision
Forward Plan:	N/A
Report considered by:	SMT – 26 August 2025 Business Briefing – 4 September 2025 Cabinet – 25 September 2025

1.0 Recommendations for decision/noting:

It is recommended that Cabinet:

- 1.1 Approve the update to the Customer Strategy, noting the progress delivered to date and endorse the refreshed action plan; and
- 1.2 Confirm the Council's commitment to providing multi-channel access to services, with the continuation of telephone and face to face services where appropriate, alongside the development of digital contact channels; and
- 1.3 Grant delegated authority to the Director: Housing, Commercial & Customer Services in consultation with the Lead Cabinet Member for Finance, Governance and Customer Services to take the necessary steps to implement these

recommendations and to agree on future updates to the action plan, with an interim progress report to Cabinet in early 2028.

2.0 Purpose of Report

- 2.1 This report presents the new Customer Strategy 2025–2030 for approval by Cabinet. This builds on the success of the 2021–2025 strategy, which culminated in Telford & Wrekin Council becoming the first local authority in the UK to receive the Institute of Customer Services’ ServiceMark accreditation in April 2025, recognising excellence in customer service.

The new strategy sets out a bold and inclusive vision for the next five years, reaffirming our commitment to putting residents at the heart of everything we do and getting the basics right while embracing the transformative potential of emerging technologies such as artificial intelligence (AI) in meeting the needs of all our residents. The strategy outlines how we will continue to deliver excellent, accessible, and responsive customer services across all channels—digital, telephony, and face-to-face—ensuring that all residents are able to access Council Services. It also expands our customer focus to include local businesses, tourists, and users of commercial services, recognising their vital role in the Borough’s vibrancy and resilience.

3.0 Background

- 3.1 The previous strategy, “Our Journey to Excellence,” laid the foundation for a customer-focussed culture across the Council. Over the past four years, we have achieved significant milestones and genuinely transformed the Council’s understanding and approach to delivering an exceptional customer experience.

Some of the key achievements include:

- A 68% increase in positive customer feedback since 2021.
- A UK Customer Satisfaction Index score of 74, well above the national average for councils (64.4).
- Successful implementation of the “Ask Tom” digital assistant on to our website, and a subsequent pilot on the Customer Contact Centre telephone lines. This has exceeded our expectations of being able to handle 30% of customer enquiries, as well as providing access to an automated telephony service 24/7.
- A growing MyTelford user base, with 59% of adult residents now registered.
- Development of a pool of Mystery Customer volunteers, who have played a pivotal role in testing the customer experience of using our website, our digital channels, contacting us by telephone, physically visiting our public spaces and helping us to develop our improvement action plans.
- Early adoption of the Local Government and Social Care Ombudsman Complaint Handling Code and achieving the new, reduced complaint response timescales.
- A 33% reduction in calls to contact centres due to increased digital engagement.

We have also responded to more frequent emergency events such as flooding

and heatwaves, demonstrating our agility and commitment to supporting residents in times of need.

In developing this new customer strategy, we have drawn upon the results from the 2024/25 residents survey to inform our understanding of customer satisfaction with Council services and their local area as a place to live.

4.0 Summary of main proposals

- 4.1 The strategy builds upon the success of the previous strategy by continuing to improve accessibility for all residents to council services and listening and acting on the feedback of our customers. In addition, the new strategy expands the scope to include more of a focus on the customer experience of our non-resident customers, i.e. business, tourists and visitors.

It also recognises that we are currently in the foothills of an AI revolution which has the potential to entirely reshape the deliver customer services in ways which we cannot yet fully envisage.

The key principles of the new strategy cover the following:

Multi-Channel Service Delivery

- Maintain and improve access across digital, telephony, and face-to-face channels.
- Ensure all services are accessible online, with support for those who need help using digital tools.
- Continue to provide telephone and in-person support for complex or urgent enquiries.

Embracing Technology and AI

- Explore the use of AI to streamline services, automate routine tasks, and improve customer experience.
- Expand the use of tools like the “Ask Tom” virtual assistant and further integrate platforms such as MyTelford with back-office systems.

Customer Engagement and Feedback

- Strengthen mechanisms for collecting and acting on customer feedback at the point of contact.
- Encourage wider participation in the Mystery Customer programme and co-design of services.

Performance and Accountability

- Monitor progress through a new set of key performance indicators (KPIs),

including:

- Increase in digital transactions
- Customer satisfaction scores
- Reduction in upheld complaints
- Volume of compliments and positive feedback
- Publish improvements made as a result of customer feedback.

Accessibility and Inclusion

- Conduct annual access audits of key buildings.
- Expand translation, interpretation, and assistive technologies.
- Develop a corporate approach to reasonable adjustments and staff training on hidden disabilities.

Workforce Development

- Deliver refreshed customer service training for all staff and elected members.
- Include customer service objectives in performance reviews.
- Promote a culture of continuous improvement and responsiveness.

Partnership and Collaboration

- Work with community organisations to improve digital inclusion.
- Strengthen referral pathways and signposting between agencies.

The accompanying action plan outlines specific deliverables, timelines, and responsibilities to ensure successful implementation and ongoing review of the strategy.

5.0 Alternative Options

- 5.1 Cabinet could decide not to approve the revised strategy, however the report sets out the benefits to customers of the measures proposed by the strategy, so to not do so may mean satisfaction with the Council's customer service offering reduces.

6.0 Key Risks

- 6.1 Potential risks include exacerbating digital exclusion for residents without skills, devices or data, and the need to maintain robust human support for complex, urgent or sensitive matters. These are mitigated through the Strategy's commitments to retain multi-channel access, expand assisted digital support, and deliver targeted digital inclusion actions (devices/data access, skills, and supported journeys) in partnership with health and community stakeholders.

7.0 Council Priorities

- 7.1 A community focused innovative council providing effective, efficient and quality services.

8.0 Financial Implications

- 8.1 It is good practice to set out how the Council intends to interact with its customers in the provision of services. The implementation of the action plan and any subsequent actions will be implemented from within existing resources.

9.0 Legal and HR Implications

- 9.1 Although there is no statutory requirement for a local authority to have a customer strategy, it is good practice to set out how the Council intends to interact with its customers in the provision of services.
- 9.2 The Customer Strategy has been assessed in accordance with the Council's duties under the Equalities Act 2010 and in particular section 149, the public sector equality duty. All forms of customer interaction and strategic engagement must be delivered in accordance with these duties and the need to deliver services having due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between different people when carrying out their activities. To these ends, the strategy recognises the requirement to consult and seeks to engage different customer groups at various stages of process development to ensure that our services are fit for purpose.

10.0 Ward Implications

- 10.1 The customer strategy will determine the customer experience of all customers of the Council in all wards

11.0 Health, Social and Economic Implications

11.1 Health and social wellbeing

The Strategy strengthens access to council services across digital, telephony and face-to-face channels and commits to reasonable adjustments and assistive technologies. This improves reach to vulnerable residents, reduces barriers for people with disabilities and long-term conditions, and supports earlier help, especially at times of crisis when customers are more likely to use traditional channels. The approach is informed by the 2024/25 residents survey and the Council's experience responding to frequent emergency events such as flooding and heatwaves.

There is a recognised link between digital exclusion and health inequalities. The Strategy's actions to expand digital inclusion, skills support and assisted digital pathways will help reduce isolation, increase self-management, and enable residents to access the right support at the right time. These actions align with the Digital Inclusion Action Plan 2025 - 2026.

11.2 Inclusion and access

The Strategy commits to annual access audits of key buildings; expansion of translation, interpretation and assistive technologies; a corporate approach to reasonable adjustments; and staff training on communicating with customers with hidden disabilities. These measures are expected to deliver measurable improvements in accessibility and customer satisfaction for people who face the greatest barriers.

11.3 **Economic impact**

By broadening the customer focus to include local businesses, tourists/visitors and users of commercial services, the Strategy will support economic activity, repeat engagement and positive reputation for the Borough. This includes better signposting, more consistent service standards and clearer “closing the loop” communications, supporting growth in non-statutory and income-generating services.

11.4 **Service efficiency and customer outcomes**

Greater digital adoption (e.g., MyTelford) and use of automation (e.g., “Ask Tom” virtual assistant across web and telephony) are already reducing pressure on contact centres, enabling advisors to spend more time on complex cases and safeguarding calls. Since 2021 the Council has seen a 33% reduction in calls to contact centres as digital engagement has increased, with “Ask Tom” now handling significant volumes of enquiries across channels.

Performance shows the “Ask Tom” telephony trial consistently handling c.37% of routine enquiries without handover to an advisor, improving speed to information and freeing capacity for higher-need customers.

11.5 **Risks and mitigations**

Potential risks include exacerbating digital exclusion for residents without skills, devices or data, and the need to maintain robust human support for complex, urgent or sensitive matters. These are mitigated through the Strategy’s commitments to retain multi-channel access, expand assisted digital support, and deliver targeted digital inclusion actions (devices/data access, skills, and supported journeys) in partnership with health and community stakeholders.

12.0 **Equality and Diversity Implications**

- 12.1 All of the borough’s customers and stakeholders will be impacted by the Customer Strategy and Customer Contract. The strategy will benefit those customers who have protected characteristics for example, those with disabilities, older people and those where English is not their first language.

The needs of our customers have been considered throughout the development of this Customer Strategy and its associated actions. We have incorporated outcomes identified through our ongoing integrated equality analysis into the Customer Strategy and supporting action plan

13.0 Climate Change, Biodiversity and Environmental Implications

13.1 Positive environmental effects

Channel shift to high-quality digital services is expected to reduce avoidable travel to council sites, postal volumes and printed materials, with associated reductions in carbon emissions and waste. The Strategy's commitment to "digital where it works best, human where it matters most" aligns with the Council Plan priority to protect the natural environment and take a leading role on the climate emergency, and with the Council's Digital Strategy direction to maximise the potential of digital while ensuring no-one is left behind.

13.2 Resilience and adaptation

The Strategy embeds learning from recent emergency responses (e.g., support during flooding and extreme heat), strengthening the Council's capacity to communicate, triage and provide timely assistance across channels during climate-related incidents. This supports community resilience and reduces harm to residents during adverse weather events.

13.3 Alignment with corporate climate objectives

Implementation will align with and contribute to the Council's wider climate programme, ensuring activities and procurement decisions under the Strategy reflect low-carbon and resource-efficient good practice.

13.4 ICT footprint, risks and mitigations

While digital channels bring environmental benefits, there is an associated ICT footprint, such as the energy use of data centres, particularly regarding generative AI. Where possible this should be mitigated through supplier management, such as prioritising cloud services and hosting arrangements that evidence renewable energy use/energy-efficient operations.

13.5 Net effect

On balance, the Strategy is expected to have a positive environmental impact through reduced travel and materials use, improved emergency response and better digital design, with proportionate mitigations in place to manage the ICT footprint.

14.0 Background Papers

Not applicable

15.0 Appendices

A Customer Strategy 2025 – 2030

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Legal	19/08/2025	27/08/2025	RP
Finance	19/08/2025	22/08/2025	CM

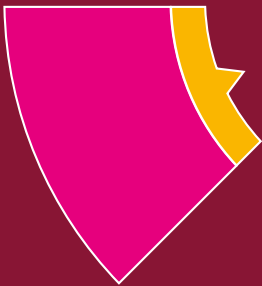


Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Telford & Wrekin Council Customer strategy

2025-2030



Developing our customer experience

Putting people first: Delivering the basics brilliantly and building for tomorrow

September 2025



Foreword

Our previous Customer strategy, launched in 2021, was subtitled 'Our journey to excellence by 2025'. Therefore, I could not be prouder that in April 2025, The Institute of Customer Services awarded Telford & Wrekin Council with their 'ServiceMark' accreditation.

ServiceMark is a national standard, independently recognising an organisation's commitment to customer service and to upholding high standards as part of a long-term embedded strategy

This accreditation is currently held by just 69 organisations in the UK, and we are the first council to ever achieve this standard.

As we celebrate this achievement, we reaffirm our commitment to putting the customer at the heart of everything we do. As a public sector organisation, our mission is to serve our residents with dedication and excellence.

This new strategy reconfirms our commitment to remaining a multi-channel organisation, ensuring that we remain accessible to all our residents. Whether through digital platforms, telephony, face-to-face interactions, letters, emails, or other channels, we will strive to provide seamless and inclusive services that cater to the diverse needs of our community as well as ensuring that we provide high quality, effective services.

At the point we launched our previous strategy we could not have envisaged that by 2025 Artificial Intelligence (AI) tools would be as easily available and as advanced as they are today. As organisations are still in the early stages of understanding the potential of this new technology, it is difficult to predict with confidence how AI will transform and shape the delivery of our customer experience over the next five years.

However, this new strategy will focus on embracing the transformative potential of AI to revolutionise customer services. We believe that AI can enhance our ability to understand and meet the needs of our residents, providing more personalised and efficient services

Together, we will continue to innovate and improve, always keeping our residents at the forefront of our efforts.

Thank you for your continued support and trust in Telford & Wrekin Council.



Cllr Zona Hannington Cabinet Member for Finance, Governance and Customer Services

Our contacts 2024/2025

We had 256,279 calls to our customer contact centres (of which 187,942 were handled by our main Corporate Contact Centre)

The top five types of enquiries relate to:

- **Revenues services** (Council Tax, Business Rates etc) – 45,299 calls
- **Neighbourhood services** (Grounds, cleansing, waste etc) 24,545 calls
- **Family Connect** – children (advice and guidance on children's services including emergency out of hours calls) – 17,658 calls
- **Housing and homelessness** (Housing advice, homelessness calls) 14,944 calls
- **Benefits** (Council Tax Reduction, Housing Benefit and Household Support Fund) – 13,407 calls

Contact channels

47,557
emails

received by our
Customer contact
centre

2,430
webchats

with a customer
advisor

19,438
enquiries

handled by Ask Tom
digital assistant

159,745
calls

answered by Ask Tom
telephony

Achievements in 2024/25

68% increase
in **positive feedback**
since the first **Customer strategy** was launched
in 2021



Customer feedback
at our front facing
locations indicated that
90% of customers
were satisfied
with the service provided.



UK Customer
satisfaction index
score of 74%
UK average for other
council's 64.4%



eNEWS/SOCIAL MEDIA

Total of 191,694
subscribers to email
news bulletins



78% current
engagement rate
with news bulletin
emails



64,957 contacts
(connections) made
via social media



17,274 subscribers
to Leaders weekly
newsletter

Less than 1%
of our transactions
result in a complaint



Average
complaint response
times have
reduced by 2 working
days to 8 days



158 completed
mystery customer
assignments
with an average
88%
satisfaction rating



Early adoption of the Local
Government and Social Care
Ombudsman's complaint
handling code, with
84% of complaints being
handled within the new
reduced timescale of

10 working days

Customer effort score
4.2

The average for all UK
organisations is 4.5 and
the average for
other UK councils is 5.8
(The lower the score the better)



235 volunteers (26%
increase)
have registered to be
mystery customers,
who represent the
diverse range of residents
in our Borough



Customer contact centre achievements in 2024/25

180,546 calls answered
which were handled by:
42,737 by Ask Tom
137,809 by an advisor

94.9% customer satisfaction
with call handling and webchat

Increased instances of opening an emergency out of hours contact centre to respond to issues such as heat waves, flooding and storms.

DIGITAL



107,799 online forms completed, a **49%** increase

82,823 MyTelford accounts, a **67.3%** increase since the initial strategy

59% of adult residents have a MyTelford account

UK Contact Centre Forum Silver award for Customer Contact Centre Manager of the Year 2023

22% reduction in call volumes

98.3% of calls answered in 10 mins

180,546 calls answered

19,438 enquires handled by the 'Ask Tom' automated digital assistant

76% reduction in customers using webchat to talk to an advisor as their enquiry has instead been resolved by Ask Tom

159,745 calls answered by Ask Tom telephony across all contact centres since it was introduced in August 2024

Won the APSE award for **Best Efficiency And Transformation Initiative 2023** for Ask Tom web online

Won the UK Contact Centre Forum award for **Public Sector Contact Centre Of The Year 2023**

Finalists in the Institute of Customer Services Awards 2024 for the **Best Application Of Technology**

UK Contact Centre Forum Silver award for **Customer Contact Centre Manager Of The Year 2023**

What do our customers say about our services?

“

I just wanted to say a huge thank you...”

I must say it is refreshing to get this level of service...”

“I must say it is refreshing to get this level of service, and the ability to fast track certain applications. I can confidently say that I know of no other Local Planning Authority that offers the same.”

Planning team

“Thank you everything you have done to support me over the last few months especially the last couple of weeks. I now have the payments owed and also a new Adult Practitioner (Social Worker). I know you have done more than your job role expects but I just wanted you to know how much it is appreciated.”

Adult social care

“I experienced an issue with my house purchase...I contacted your team member (Land charges officer) who for the past week has been absolutely outstanding in supporting me to urgently obtain all I need for my move to progress. The officer was emailed by me on Friday night and since then has moved heaven and earth to help, keeping me informed of everything each step of the way...I have been blown away by this lady's kindness and professionalism.”

Legal team

“I would particularly like to commend your colleague for the sensitive and caring way he handled the matter. Although a young man, he has a maturity way beyond his years and has a great gift and talent when dealing with people. I would certainly recommend him for any promotions that may be available in the future...He gave me sensible advice and for this I thank him and wish him all the best.”

Grounds and cleansing team

“I just wanted to say a huge thank you to you for making this happen for me and my children, after a few years of hardship we now finally have a place of our own to call home! The kids are so excited to be able to have their own space again and it wouldn't have been possible without you! I appreciate all the help and support you have given me! Can't give you a hug in person but here's a small one from me! 🤗❤️”

Housing team

“I want to thank you for your support, and a genuine desire to see the right outcome for my daughter.”

Special educational needs

”

...we're really impressed..."

I just wanted you to know how much it is appreciated."

"It's good I accepted to come on this programme because it has been very useful to me and my family...I enjoyed every bit of it all thanks to the lovely person who took time to walk me through! Thank you"

Healthy lifestyles team

"Thanks for being you the past few months, from being in the court room to general checking on me. I will be forever grateful. You're amazing at your job the world needs more people like you. You have proved there is light at the end of the tunnel. I really have learnt a lot from you and see life another way! Hopefully one day I look back on my storm just like you do and just own it! I'm so so glad I had the chance to meet you and work with you. Keep being you and doing you, you're so inspirational!"

Family safeguarding

"I've been very impressed by how my complaint has been handled and how I've been kept informed throughout the process, and I'm very satisfied by the outcome."

Electoral registration

"My daughter and I recently enjoyed a few days in Shropshire...and visited the Ironbridge, Telford Shopping Centre and the wonderful town park...we're really impressed... clean and green and no graffiti- Lovely."

Leisure and grounds and cleansing

"Absolutely wonderful experience. Celia was informative and accommodating of additional needs from the moment the session started. Telford and Wrekin are very lucky to have access to such a fun and innovative way to learn and express young people's needs."

Arthog outreach

"To be honest I was dreading contacting the Healthy Lifestyle Team but, I'm so glad I did. My assumption that I'd be met with ongoing judgmental comments was absolutely missed placed . I was supported with the utmost respect that had a lasting impact on me."

Healthy lifestyles

"I would just like to state that all the staff I have encountered or spoken to, have been very respectful and pleasant."

Customer relationship team

"Thanks for the newsletter, it's great to hear about the feedback from our activities. Great also to see all the "You said, we did" actions. Thanks to you and the Customer Services team for all your hard work during the year."

Customer relationship team and contact centre

Building on excellence

Few organisations provide such a wide and diverse range of services as Local Government, to an equally wide and diverse range of customers.

Some of our services are accessed by most residents and households in the borough, such as waste services, leisure, green spaces, street lighting and Council Tax collection. Other services are more targeted based on the needs of specific individual customers at different points in their life. This includes support from social workers, registration of key life events, applying for school places or financial welfare assistance.

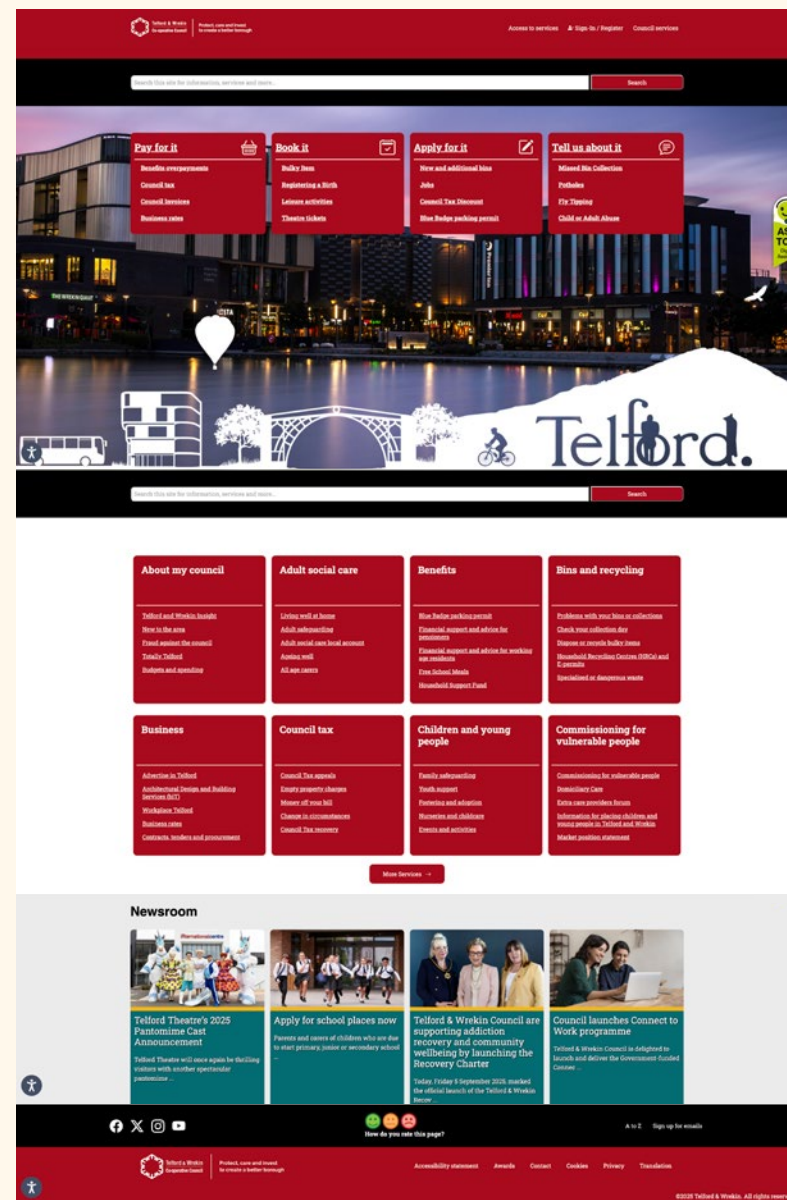
Many of these services can be accessed online, as well as through traditional access channels such as telephone. Our experience suggests that customers are more likely to choose traditional contact methods when they are in a crisis or where they are dissatisfied with the service they have received.

An increasing number of our residents are choosing to interact with the Council digitally which has seen a 33% reduction in calls to our contact centres since 2021.

Over the same period we have more frequently had to operate emergency out of hours contact centres to respond to incidents such as flooding in the Borough or during extreme heat waves.

A fundamental aspect of our service and success over the last four years is our genuine commitment to listening and responding to the feedback, views, ideas and opinions of our residents. We have introduced a number of programmes to gauge customer satisfaction and collect feedback, which have played a major part in how we have developed our services.

As we move into the age of AI, it is important that we ensure that we continue to maintain the human element in the provision of our services, whilst using the emerging technology to improve efficiency and convenience for our residents.



Broadening our customer focus: Serving all who engage with the Borough

While our residents remain central to our service delivery, it is imperative that our Customer Strategy evolves to reflect the full spectrum of individuals and organisations who interact with the Borough. This includes local businesses, tourists, and visitors—each of whom contributes to the vibrancy, economic resilience, and cultural richness of Telford and Wrekin.

Local businesses rely on Council services for licensing, infrastructure, support, and collaboration. Their success is intertwined with our ability to provide responsive, efficient, and enabling services. By recognising businesses as key customers, we can foster stronger partnerships, support economic development, and ensure our services are aligned with their operational needs.

Tourists and visitors shape perceptions of the Borough and influence its reputation beyond our boundaries. Whether attending events, exploring local attractions, or accessing public amenities, their experience must be seamless, welcoming, and reflective of our commitment to excellence. A strategy that includes these groups helps us build a cohesive brand experience and encourages repeat visits and positive word-of-mouth.

By embedding these principles, we reaffirm our commitment to delivering a truly inclusive customer experience—one that reflects the dynamic and evolving nature of our Borough and the people who engage with it.

Customers of our commercial, income generating services

This strategy also recognises those customers of the commercial, income-generating and non-statutory services that the Council operates, such as our leisure facilities, theatre and cultural events. These services not only provide huge value to our community whether for recreation, health and wellbeing or family time, but also generate crucial revenue that supports our broader objectives. By understanding the needs of these customers and increasing usage, we can ensure the sustainability and growth of these services whilst recognising that they are competing in a commercial marketplace.

The quality of our services is a critical factor in attracting and retaining customers. We must continuously strive to improve the quality of our offer by investing in benchmarking our services, staff training, adopting best practices, and incorporating customer feedback. By providing exceptional service we aim not only to satisfy and meet the needs of our current customers but also encourage them to recommend our services to others, creating a positive feedback loop.

Additionally, providing excellent customer service and creating positive experiences will help build strong relationships with our customers and foster loyalty.

Recognising demographic changes

Our community is experiencing significant demographic shifts that will shape the future of our services. As we look ahead to 2025-2030, it is crucial to understand and adapt to these changes to ensure our strategy remains relevant and effective.

Aging population

One of the most notable changes is the aging population. People are living longer, and the proportion of older adults in our community is increasing. This demographic shift presents both challenges and opportunities. We need to ensure that our services are accessible and tailored to meet the needs of older residents. This includes providing support for those with health conditions and promoting initiatives that enhance their quality of life.

Increased diversity

Our community is becoming more diverse, with people from various cultural, ethnic, and linguistic backgrounds. Embracing this diversity is essential for fostering an inclusive environment where everyone feels valued and respected. Our strategy will focus on understanding the unique needs of different groups and ensuring that our services are culturally sensitive and accessible to all.

Inequality and health disparities

Despite progress, inequality and health disparities persist in our community. Addressing these issues is a priority for our strategy. We will work to identify and eliminate barriers that prevent equitable access to services. This includes targeted actions to support vulnerable groups and initiatives to reduce health disparities.



Engaging young people

Engaging young people in our services is another critical focus area. The younger generation represents the future of our community, and their active participation is vital for long-term success. We will develop programs and initiatives that resonate with young people, encouraging their involvement and addressing their specific needs and interests.

Adapting to changing needs

As our population evolves, so do their needs and expectations. Our strategy will be flexible and responsive, continuously adapting to the changing landscape. We will leverage data and feedback to stay informed about emerging trends and ensure our services remain relevant and effective.

By addressing these demographic changes, we aim to create a strategy that is inclusive, equitable, and responsive to the needs of all our residents. This approach will help us build a stronger, more resilient community for the future.



The population of Telford and Wrekin is 191,915*

18%
of residents are
aged over 65*

22%
of residents are
aged under 18*

17%
of residents are from
a minority ethnic
background other than
white British*

19.7%
of residents have a
physical or mental
health condition or
illness*

*Office of National Statistics- Population estimates Mid 2023

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2023>

What do we want to achieve for our customers?

In summary, our vision is to:

Collaborate with our customers to develop quality services that are accessible to all and to make every contact count.

Our key aims are to:

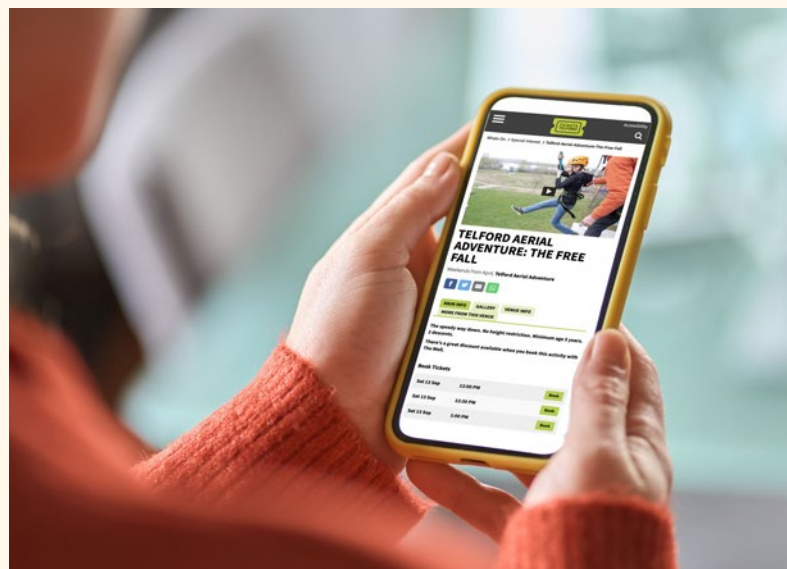
- Own responsibility for every contact received anywhere in the organisation and if we cannot help, connect you to other organisations that can
- Encourage and empower all our staff to be the eyes and ears of the Council, and report any issues they experience where there is scope for an improvement to the service
- Understand and care about your concerns; demonstrating through our actions that your issues matter to us
- Be helpful, polite, friendly and treat you fairly and with respect
- Be honest, only making promises we can deliver, and do what we say we will
- Meet our customer service standards when we respond to you and regularly monitor and publish how well we are doing this
- Provide clear and up to date information about our services
- Explain our decisions and the reasons for them
- Display the Council logo clearly on our information, signage, buildings and vehicles so you know which services we are responsible for
- Deal with your request correctly the first time you contact us and if we must pass your enquiry on, give you the name of the person, team or organisation dealing with your enquiry and how to contact them
- If things go wrong, say sorry, do our best to put them right and learn from our mistakes
- Protect your confidentiality by handling your information sensitively and securely
- Make sure Council services are accessible to all and meet our co-operative values
- Provide help if you need assistance because of a disability or health condition with information available on our website and through our contact centres
- Enable customers to access more information and services online in a way that meets their needs
- Invite, listen to and act on feedback from customers to improve our services, and communicate the improvements we have made

Evolving our approach

To deliver these aims, we need to develop and continually update how customers can interact with us to meet customers' expectations and preferences. Whilst more customers are benefiting from the convenience of our many online services, we recognise that this is not always the best option for everyone or for every situation.

Our approach will be:

- **Digital** – ensure the option to do business online exists for every service or enquiry type in the Council and those digital services should be easy to use and reliable so they become most customers preferred method for communicating with us. We will use social media to share information with our customers and embed it as a channel for receiving communication and feedback from our customers. We will support customers to gain access to the skills and technology that will help them use online services. We will make use of new technologies such as AI to provide more efficient and convenient services.
- **Telephony** – continue to provide telephone access to those Council services that require personal, human interaction, such as calls relating to urgent personal matters, complex enquiries, or where a customer is unable to contact us digitally. Calls to our contact centres will be dealt with as quickly as possible by knowledgeable trained advisors who will aim to resolve calls completely whenever they are able to.
- **Face-to-face** – all our physical Council locations should be accessible to all customers and should be welcoming safe spaces. There will be clear and visible signage and branding, directing customers to and within buildings. Staff will be easily identified as representing Telford & Wrekin Council and will offer a warm welcome and responsive, informed service.
- **Written communication** – We will continue to welcome communication from customers in the format that best suits their needs, including by email, letter or post.



Embracing the opportunities of AI

Opportunities for AI personalisation

As we move towards a more digital and connected world, the potential for AI to enhance personalisation in customer service is immense. By leveraging AI technologies, we can create more tailored and meaningful interactions with our customers, ensuring that their unique needs and preferences are met. Here are some key opportunities for AI personalisation:

- **Understanding customer needs**

AI can help us gain deeper insights into our customers' needs and preferences through advanced data analysis and customer segmentation. By analysing customer behaviour, feedback, and interactions, AI can identify patterns and trends that enable us to anticipate and respond to individual needs more effectively. This allows us to provide personalised recommendations, offers, and services that resonate with each customer.

- **Proactive support**

AI-powered systems can offer proactive support by predicting potential issues and addressing them before they become problems. For example, AI can monitor customer interactions enabling us to intervene early and provide timely assistance and prevent negative experiences. This proactive approach helps build trust and loyalty among our customers.

- **Seamless interactions**

AI can streamline and enhance customer interactions by providing seamless and efficient service across multiple channels. Whether customers are interacting with us through our website, mobile app, social media, or in-person, AI can ensure a consistent and cohesive experience. This includes using chatbots and virtual assistants to handle routine inquiries, freeing up human agents to focus on more complex issues and support those unable to interact with us digitally.



- **Personalised content and communication**

AI can personalise the content and communication we deliver to our customers. By analysing customer data, AI can tailor messages, offers, and content to match individual preferences and interests. This ensures that customers receive relevant and engaging information, enhancing their overall experience. Personalised communication can also improve the effectiveness of marketing campaigns and drive higher engagement rates.

- **Enhancing customer touchpoints**

AI has the potential to optimise customer touchpoints by providing personalised experiences at every stage of the customer journey. From the initial contact to post-service follow-up, AI can ensure that each interaction is tailored to the customer's needs. This includes personalised greetings, customised service options, and targeted follow-up communications. By enhancing customer touchpoints, we can create a more satisfying and memorable experience for our customers.

- **Continuous improvement**

AI enables continuous improvement by providing valuable insights and feedback on customer interactions. By analysing data and performance metrics, AI can identify areas for improvement and recommend actions to enhance service quality. This continuous feedback loop helps us stay agile and responsive to changing customer needs, ensuring that our services remain relevant and effective.

- **Empowering employees**

AI can also empower our employees by providing them with the tools and information they need to deliver personalised service. For example, AI can offer real-time insights and recommendations during customer interactions, helping employees make informed decisions and provide better support. This not only improves the customer experience but also enhances employee satisfaction and performance.

By embracing the opportunities for AI personalisation, we can create a customer-centric strategy that delivers exceptional experiences and builds lasting relationships with our customers. This approach will help us stay ahead in a rapidly evolving digital landscape and ensure that we continue to meet the diverse needs of our community.

How will we achieve our aims?

We will achieve our aims by ensuring our customers are active participants in our journey—not passive recipients. This means continuing to listen, learn, and adapt based on their experiences and feedback. While we embrace innovation, including the use of AI and data-driven insights, we will not lose sight of the fundamentals: delivering the day-to-day services our customers rely on. We will remain responsive when we recognise that change is needed, and we will embrace opportunities to improve. Our commitment is to get the basics right – consistently and reliably – while evolving in ways that reflect what matters most to the people we serve.

Our experience over the last four years has proven how essential it is to listen and respond to our customers when reviewing and developing new services. We will ensure that we make it as easy as possible for customers to provide feedback on the service they receive at the point of contact, as well as engaging with our residents on testing and co-designing existing and new services.

Our **Mystery Customer** programme has been an important element in the development of our customer experience by providing us with essential insight from a user perspective.

Similarly, we need to build upon our existing **‘everything speaks’** initiative, which encourages all employees to be the eyes and ears of the Council, and proactively report any issues they encounter, where there is an opportunity for improvements to the customer experience.

Elected Members, including those from the Town and Parish Councils, are critical in delivering our vision. Often Members are the first point of contact for residents. They respond to queries, questions and complaints. Members gather customer insight and information which can help inform service delivery and improvements.

In their community leadership role, Members can also encourage customers who can, to self-serve; promoting and supporting customers to access our services online. They are well placed to explain to residents that by doing this they will enable the Council to be more efficient.

We also recognise we cannot achieve these outcomes in isolation. Working with partners and collaborating with others will be important. There may be opportunities to work together as well as support and learn from each other. For example, developing signposting and referral pathways with organisations to allow a handover of enquiries that we receive for a partner organisation. There are also opportunities to work with community-based organisations to improve access to technology and development of digital skills for residents linked to the Council’s Digital inclusion action plan.

This strategy sets out our aims and ambitions for the next five years, based on reviewing customer and member feedback and the recommendations from the Institute of Customer Services benchmarking and surveys. However, it is difficult to accurately predict how these aims will be delivered as we are on the brink of so much potential opportunity to redesign our services using AI. Our strategy will therefore remain a live document, continuing to develop informed by continuous feedback from our customers and shaped by the opportunities changing technology may bring.

The action plan that accompanies this strategy at Appendix A will be regularly reviewed and refreshed over the next five years.

How will we know if we have succeeded?

We will monitor and report on performance against our key performance indicators (KPIs) each quarter, and measure performance against the service standards in the Customer Contract. These include:


- % increase in customers doing business online
- % of customers who contacted the Council in the last 12 months who were satisfied with how their contact was handled
- % of customer insight reviews where services are rated at least 9/10
- % of complaints responded to in 10 working days
- % increase in compliments
- % of issues reported that are resolved correctly first time

In addition, we will develop the following success measures:


Customer lifetime value (CLV) – Public sector adaptation

While CLV is traditionally a commercial metric, in a local government context it can be reframed as:

- **Repeat engagement rate:** % of residents or businesses who return to use non-statutory Council services within a 12-month period.
- **Service retention rate:** % of users who continue to use digital platforms like MyTelford or Ask Tom over time, as opposed to reverting to traditional contact methods
- **Referral rate:** % of users who recommend Council services to others (measured via surveys or feedback forms).




Protect, care and invest
to create a better borough



Tell us about your experience of visiting our library today

Use your mobile device to
scan the square code to
provide feedback



Or you can share your feedback by visiting the web address
www.telford.gov.uk/libraryservicesfeedback

Thank you - your feedback helps us to improve our services

customer.insight@telford.gov.uk or 01952 382006

Customer loyalty and satisfaction

- **Net promoter score (NPS):** ‘How likely are you to recommend our services?’
- **Mystery customer satisfaction index:** Average score from Mystery Customer exercises (currently 88%).
- **Complaint resolution time:** Average days to resolve complaints (currently eight days)
- **Complaint recurrence rate:** % of complaints received from repeat complainants.
- **Positive feedback:** % increase in compliments.

Digital engagement and channel shift

- **Digital adoption rate:** % of residents using MyTelford accounts (currently 59%)
- **Automated resolution rate:** % of queries resolved by Ask Tom without human intervention
- **Channel preference trends:** Monthly tracking of preferred contact methods (phone, webchat, app, face-to-face).

We will be able to evidence changes and improvements that have been made to Council services directly because of feedback from our customers.

We will publish online any improvements we have made as a direct result of customer feedback.

Customer contract

In conjunction with this strategy, we have our **Customer contract**.

This contract sets out our key commitments and service standards for all customer interactions across the whole organisation. It also sets out our expectations for how we would like our customers to interact with us to allow us to serve them effectively.



Appendix A

Priority actions to enable delivery of the Customer strategy

Customer Service Standards

Action	Delivered by
Review customer contract and the customer service standards for the whole Council to ensure they remain realistic, measurable and attainable	December 2025
Develop the customer relationship data contained within the performance dashboard reported to Directors to ensure it contains a broad view of the customer experience across the whole organisation	December 2025
Reintroducing Right First Time (RFT) indicator into CRM for both our contact centres and MyTelford so we can report on how often customers are contacting us to chase progress.	August 2026
Continue to develop and improve the communication with customers regarding the outcome of issues raised by them through MyTelford by enhancing the 'closing the loop' emails	April 2026
Continue to review and respond to customer satisfaction relating to My Telford, QR code surveys, customer insight assignments and Contact centre channels	Ongoing

Training and development

To equip staff and elected members with the skills and knowledge needed to provide excellent customer service, no matter what their job. This will include the development of a brand-new customer services training programme for front-line staff, and training for leaders on managing the customer experience.

Action	Delivered by
Continue to deliver Customer Services training as part of the new staff induction programme	Ongoing
Delivery of new Customer strategy awareness training as part of the Manager and Team Leader development programme	September 2025
Review and refresh of the online Customer services essentials training course and ensure all employees complete it	February 2026
Review and refresh of the Guide for Town and Parish Council's on how to contact Council services	November 2025
Raise awareness across the organisation of the importance of working collaboratively with partner organisations such as Town and Parish Councils and the voluntary sector.	February 2026
Include a specific strand around customer service delivery in individual performance reviews	November 2025
Undertake a refresh of our 'Guidance for customer service excellence' in which we will promote all the available technology that services can consider adopting to improve the customer experience. Promote across organisation	March 2026

Involve customers and employees in improving services

To involve customers in the design of services so that we better understand their needs and preferences. Ensure we have, and use feedback, including from employees delivering services, on their experience to inform improvements and to shape services in the future.

Action	Delivered by
Encourage a wider and more diverse range of customers to volunteer as mystery customers to test Council services	November 2025
Expand our customer insight programmes to include feedback from businesses, tourists, and visitors	March 2026
Consider opportunities to expand customer satisfaction surveys to a wider range of Council services	April 2026
Explore opportunities to ensure the children of the Borough can give their views and feedback on the Council services that matter to them	July 2026
Encourage more employees to join our Mystery Customer programme	December 2025
Update our Everything Speaks initiative to introduce a clearer process for managers to feedback to staff members on actions taken with the improvements/suggestions/ recommendations	December 2025
Ensure that our services know who their specific customers are, that services have mechanisms in place to communicate directly with their customers and gain insight on the quality of the service that they provide	September 2026
Explore opportunities to improve our Adult Social Care 'Front-Door' experience by co-producing with residents and experts by experience.	December 2026
Enhance mechanisms to inform customers of changes we have made to our services based on their feedback and the results of satisfaction surveys	February 2026
Improve how we give feedback to our Mystery Customers on the impact that their work has had on service developments	May 2026

Customer contact centres

To ensure that an effective and efficient telephone contact offer is provided for customers who are unable to interact with us digitally.

Action	Delivered by
Review the effectiveness of the Ask Tom telephony trial and its impact on call handling in contact centre	January 2026
Introduction of new automated quality assurance system into our contact centres	April 2026
Conduct a review of current AI opportunities that could be deployed across our customer contact channels	Annual review of latest developments

Online services

To continue the development of our digital services to encourage customer to use them as their preferred method of contacting the Council, as well as supporting our residents to attain the skills they need to benefit from the new technology.

Action	Delivered by
Deployment of an upgraded MyTelford platform with an improved look, feel and customer experience	November 2025
Continuing to support residents to develop their digital skills through the Digital Champions programme	Ongoing
Consider opportunities to use innovative technology, including AI to improve and enhance our customers experience of engaging with the Council	Ongoing
Expand and develop the support offered to resident to assist them to gain and improve digital skills	Ongoing
Undertake a programme of Mystery Customer testing of our new website and the updated version of MyTelford once they launch	December 2025
Continue to develop and improve the communication with customers regarding the outcome of issues raised by them through MyTelford	April 2026
Improve the links between MyTelford and the Tascomi public protection portal so that customers can access these webforms through their MyTelford account	December 2025
Continue to support residents to access Adult Social Care by developing additional online self-service options	April 2026

Accessibility of Council services

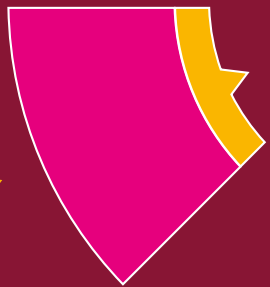
A new Equality, diversity and inclusion strategy is due to be launched in summer 2026, which will include several new actions which will be included in future versions of this action plan.

Action	Delivered by
Provide collection points for free sunflower lanyards in main reception areas	October 2025
Explore viability of applying the principles of the NHS Accessible Information Standard (currently used in Adult Social Care) across our wider council services	December 2026
Introduce annual Access Audits of our key front facing buildings	April 2026
Develop a rational for what is a reasonable adjustment within Customer contract and provide training and support to staff in this area	April 2026
Consider the opportunities for AI to provide routine or procedural interpretation and translation services	May 2026
Ensure that customer service training for staff covers communication with customers who have disabilities, including hidden disabilities	March 2026
Expand the use of British Sign Language and subtitles on videos and help guides ie how to complain	March 2026
Continue to promote to employee, customers and partner organisations the services in place to support accessibility for our customers e.g. translation and interpretation services, and technologies such as Reachdeck	December 2025
Introduction of video guides on our website to help explain a range of topics that are most frequently asked by customers	January 2026
Review information available regarding accessibility to green spaces/networks pull this information together into one consistent area	February 2025

Ensuring fairness and accountability

Our values are exercised throughout the Council, defining how we do things, both collectively as an organisation and individually. For more information on our values see www.telford.gov.uk/councilvalues We will continue to build on these values and utilise existing governance and engagement structures as the context for all policy and decision making. We will therefore continue our work on ensuring fairness and accountability as part of this approach, looking at new and different ways of working where we can, but always ensuring that the many and diverse communities of Telford and Wrekin lie at the heart of everything we do, the decisions we make, and the services we provide. Underpinning all of this we need the confidence to know that we are well informed when decisions are made and pay 'due regard' when planning and providing fair and accessible services for all our residents.

You can find out more about our approach to ensure fairness and accountability including our objectives and progress by visiting our website: www.telford.gov.uk/fairness



Last updated September 2025





Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Borough of Telford and Wrekin Cabinet Report 25 September 2025 Results of the Residents Survey 2024/25

Cabinet Member:	Cllr Paul Davis – Cabinet Member: Communities & Civic Pride	
Lead Director:	Katherine Kynaston - Director: Housing, Commercial & Customer Services	
Service Area:	Housing, Customer & Commercial Services	
Report Author:	Louise Stanway – Interim Service Delivery Manager for Community Services Damion Clayton – Insight Partner	
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Wards Affected:	All Wards	
Key Decision:	Not Key Decision	
Forward Plan:	Not Applicable	
Report considered by:	SMT – 26 August 2025 Business Briefing – 04 September 2025 Cabinet – 25 September 2025	

1.0 Recommendations for decision/noting:

It is recommended that Cabinet:

- 1.1 notes the results from the latest Residents Survey set out in **Appendix 1**, which highlighted that:
- 70.1% of respondents felt Telford & Wrekin Council keep their residents informed
 - 78% of respondents were very/fairly satisfied with their local area as a place to live
 - 75% of respondents were satisfied with the borough of Telford and Wrekin as a place to live

- 1.2 notes the overwhelmingly positive feedback from Telford & Wrekin residents in comparison to the latest national benchmark Local Government Association (LGA) Resident Satisfaction Survey.
- 1.3 recognises the work being done by services to respond to the survey findings as set out in section 4.11; and
- 1.4 approves the proposals for future Residents Surveys – as set out in section 4.12.6.

2.0 Purpose of Report

- 2.1 To provide Cabinet with an update on the results of the Residents Survey that was carried out between 15 November 2024 and 31 January 2025.
- 2.2 To share the feedback from services in response to the findings and to set out our next steps.
- 2.3 To put forward recommendations for conducting future Residents Surveys.

3.0 Background

- 3.1 The Council's latest Residents Survey (2024/25) was conducted to gather local residents' views on the borough as a place to live. The previous survey was carried out in 2020, making this an opportunity to refresh the Council's data and help shape future policy and service provision. It also reflects the Council's cooperative values and commitment to shaping services through continuous engagement with residents.
- 3.2 Historically, Residents Surveys were distributed borough-wide via letters to every household. While response rates were generally good, the feedback was not as representative of the borough's diverse communities as the Council would have liked. This year, the objective was to obtain a more representative sample across all communities.
- 3.3 A more targeted approach was adopted, involving a random sample of 300 households per ward across the borough (9600 addresses in total).
- 3.4 Selected households received letters containing a unique reference number, enabling them to complete the survey either online or via a paper version.
- 3.5 To encourage participation, a prize draw was offered, along with the opportunity to join the Community Panel.
- 3.6 During December and January, canvassers were used to boost response rates.
- 3.7 In parallel, a Young Persons Survey was conducted online, aimed at 11–18 year olds. This survey included questions aligned with the main Residents Survey, adapted to be more engaging and age appropriate. This was shaped through engagement with existing youth engagement groups such as the Year of

Wellbeing, the Young People's Forum, and the Care Leavers Forum who also shared the survey and encouraged participation.

This was the first time we have tailored a consultation like this specifically for young people. It is an important and positive step in amplifying youth voices in local decision-making and the approach has laid strong foundations for future engagement.

4.0 Summary of findings

- 4.1 A total of 1384 responses were received giving a response rate of 14.4% which is in line with the expected response rate for this type of survey.
- 4.2 In addition, the Council received 103 responses to the young persons survey.
- 4.3 To make sure the survey results fairly reflect the differences across the borough's communities; the data was weighted using the Government's 2019 Indices of Deprivation. This helped balance out any over- or under-representation. For more details of this please see **Appendix 1**.
- 4.4 Where applicable responses from the resident survey have been compared with the responses from the national benchmark LGA Resident Satisfaction Questionnaire carried out in October 2024. While it must be noted that not all results are directly comparable this latest local survey has provided overwhelmingly positive feedback on services with every area where national benchmarking is available, outperforming the national average.

The key findings are summarised by survey theme as follows:

4.5 Keeping you informed

- 4.5.1 70.1% of respondents felt that overall Telford & Wrekin Council keeps residents very or fairly well informed about the services and benefits it provides. This compares with 47% of respondents in the LGA survey.
- 4.5.2 61.5% of respondents said that they valued Totally Telford as a way to receive local information. 50.9% indicated that they would prefer to receive a digital version and 49.1% a printed magazine.
- 4.5.3 Telford & Wrekin Council email newsletters (37.1%) and Facebook page (36.5%) were the main ways of receiving information about what is happening in Telford and Wrekin identified by respondents.

4.6 Council Services

- 4.6.1 Two thirds of respondents (66.0%) were very or fairly satisfied with the way Telford & Wrekin Council runs things. This compares positively with a figure of 56% for respondents in the LGA survey. 23.3% of borough respondents were neither satisfied nor dissatisfied.

4.6.2 On a scale of 1-10 (1 being very hard, 10 being very easy), the average score for the ease of accessing council services was 6.9. 12.6% of respondents rated it as 10 (very easy) and only 2.7% as 1 (very difficult).

4.6.3 For individual services, respondents were most satisfied with Recycling & Waste services (87.9% very or fairly satisfied, compared with 76% in the LGA survey).

4.6.4 While satisfaction was lower for Highways at 45.9% this was still significantly better than the LGA Survey result of 30%.

4.7 Health & Wellbeing

4.7.1 78.8% of respondents said that they were thinking of making lifestyle changes in the next 6 months.

4.7.2 Of these, 49.1% were thinking about eating more healthily. 48.5% were thinking about increasing their amount of physical activity and 46.0% were thinking about losing weight.

4.8 Your Area as a Place to Live

4.8.1 Overall, 78.0% of respondents were very or fairly satisfied with their local neighbourhood as a place to live. This compares with 74% who were very or fairly satisfied in the LGA survey.

4.8.2 75.0% of respondents were very or fairly satisfied with the borough of Telford and Wrekin as a place to live.

There was no significant correlation between deprivation and satisfaction with Telford and Wrekin as a place to live.

4.8.3 10.2% of respondents thought that overall, their local neighbourhood has got better over the last two years with more than half who thought that it had stayed the same. Those living in the most deprived areas (based on the National Indices of Deprivation) were more likely to think their neighbourhood had got better.

4.8.4 Most respondents agreed that their local neighbourhood is a place where people from different backgrounds get on well together with 67.6% agreeing.

4.8.5 88.1% of respondents agreed that their local neighbourhood is a safe place to live during the day and 8.5% disagreed.

This reduced to 67.3% who agreed that their local neighbourhood is a safe place to live at night.

4.8.6 In the young persons survey respondents were asked to rate on a scale of 1 to 10 how safe they felt in Telford and Wrekin during the day and at night. The average score during the day was 6.5, which reduced to 4.3 at night.

4.8.7 Within their local neighbourhoods, respondents were most satisfied with their recycling and waste collections (89.8% very or fairly satisfied), parks and open spaces (75.2%), play areas (65.5%) and litter picking and street cleaning (62.1%).

4.8.8 Respondents were most dissatisfied with the maintenance of roads (47.3% fairly or very dissatisfied), maintenance of footpaths (36.6%) and traffic levels and congestion (32.4%).

4.9 Climate Change

4.9.1 On a scale of 1 to 10 (1 being not concerned at all, 10 being extremely concerned), 21.7% of respondents indicated that they were very concerned about the impacts of climate change and 7.0% were not concerned at all. The average score was 6.9 out of 10.

4.10 Listening to your views

4.10.1 41.4% of respondents agreed that the Council listens to their views with 31.3% feeling that they didn't know.

4.10.2 One quarter of respondents felt able to influence decisions in their local area, with 46.5% disagreeing.

4.10.3 In the young persons survey, respondents were asked to rate on a scale of 1 to 10 how much they felt their opinions are valued in the local community. The average score was 5 out of 10.

4.11 Responding to the Feedback

4.11.1 Alongside the responses to specific questions, respondents were asked to share one thing they think the Council should focus on in the future. The main themes are set out below alongside a snapshot of some of the actions that the Council is already taking to address these:

4.11.2 Highways, Public Transport & Parking

- Better maintenance of the highways network, principally by repairing potholes as well as gutter cleaning and drainage.
- Measures put in place to improve road safety, speeding and more cycle lanes.
- More bus services across the borough including at weekends and covering the rural parts of the borough.
- Better, more reliable public transport, keeping travel costs low.
- Improve residential parking and tackle pavement parking and parking around schools.

How we are responding

Investing c£42m over the next 4yrs to focus on improving roads, footpaths, street furniture, drainage, and highways structures to keep the borough well-maintained. This will include delivery of schemes to improve road safety and active travel schemes to build on work completed to date including Oakengates to Telford Central active travel scheme.

The Borough is in the top 10 in the country for the largest reduction in potholes since 2020.

In terms of public transport, the Council operated bus services have completed over 600,000 passenger trips since launch in 2022. The Council continues to evolve these services based on resident feedback which has included increasing weekend services and rural connectivity while retaining the £2 fare cap which puts bus travel in the borough as one of the cheapest in the country. More work is planned with delivery of bus infrastructure such as new shelters and coverage of the On Demand bus service that launched in 2025.

With regard to parking, c.£2m has been invested in the last 4 years on creating and delivering resident parking schemes. We are also working in partnership with town and parish councils as part of the community action team to tackle problematic parking while focusing on parking issues outside the school gates.

The council continues to work with government to secure greater powers and control for local bus services.

4.11.3 Planning & Housing

- More consideration given to the opinions of residents as to where new housing developments are built, with better infrastructure (schools, healthcare, utilities).
- More affordable housing available for rent and bringing empty properties back into use.
- Enforcement to address poor quality housing and bad tenants.

How we are responding

Following two stages of public consultation we have submitted the Local Plan for public examination. This sets out plans for new residential and commercial development alongside continued protection and enhancement of greenspaces and support for the provision of new infrastructure.

The Council is currently consulting on a new Housing Strategy that seeks to increase access to affordable housing, raise standards of existing housing, support those facing homelessness and bring more empty properties back into use. Since the last Strategy in 2020 we have:

- consistently delivered 25%+ affordable homes on all major development sites including through Nuplace, the Council's wholly owned housing company. The

Council has also worked with Registered Providers to increase the number of affordable homes for rent.

- continued our Better Homes for All Programme to tackle sub-standard private rented housing - remedying >1,200 category 1 and 2 hazards, licensing >250 HMOs and taking a number of prosecutions against rogue landlords, and >750 targeted inspections.
- continued to focus on preventing and relieving homelessness. We have acquired more temporary accommodation to reduce B&B usage, increased nominations by 300%, and worked with partners through the Rough Sleeping Taskforce to reduce rough sleeping.

Through our Empty Property Strategy we are ahead of target in bringing long term empty properties back into use delivering more than 312 long-term empties back into the housing market since 2021 and addressing the negative impact these properties can have on local communities.

4.11.4 Environmental Maintenance

- Better maintenance and cleaning of streets and footpaths including the removal of litter and detritus and tree, hedge and grass cutting.
- Increased enforcement to tackle the issues of fly-tipping, littering and dog fouling.

How we are responding

Through our community action teams we work in partnership with town and parish councils to tackle littering, dog fouling and fly tipping. A £50 reward scheme has been introduced for dog fouling if a fine is issued as part of evidence provided by a resident which leads to successful prosecution.

In addition, we have recruited and support 1800 street champions including individual, family and workplace champions to complement and build on this work at a very local level. They take pride in their communities, helping by litter picking and reporting environmental issues, making a really valued contribution towards keeping our borough clean and green. In parallel, the council continues to use data and intelligence to focus resources on tackling litter hot spots across the borough.

Our focused work on tackling fly tipping continues to see a reduction in reported fly tips.

4.11.5 Parks & Green Spaces

- Green spaces protected and maintained.
- Improvements to play areas.

How we are responding

The council is committed to protecting and enhancing the boroughs network of green spaces with a record eight Green Flag awards for parks and green spaces across the borough with more planned.

89% of households in Telford & Wrekin are within 300 metres of accessible natural greenspace of at least 2 hectares. 77% of households have access to a protected woodland within 500 metres, with 26% tree cover across the borough.

The Council have embedded Natural England's Urban Greening Factor Standard and Urban Nature Recovery Standard into policy, providing a framework for measuring and improving green infrastructure across the borough.

The Urban Nature Recovery Standard has aided the creation and protection of more areas for wildlife, and made sure the areas are better managed through the declaration of Local Nature Reserves (LNRs).

Since 2022 the council have identified a further 6 LNRs and the extension of 2 existing sites, totalling 23 LNRs, covering 707 ha of protected land. Alongside the emerging local plan, a review and designation of further LNRs will be identified. With a population of approximately 185,600, this equates to 3.8 hectares of LNR per 1,000 residents—nearly four times the minimum standard of 1 hectare per 1,000 recommended by Natural England.

A review of the 'Green Network' designation, undertaken to support the emerging Local Plan, has resulted in the addition of 330.5 hectares of protected green space—an increase of 13%. This brings the total area of designated green spaces within the urban area to 2,887.7 hectares. The Councils 'Green Guarantee' provides a formal commitment from the Council to protect council owned green sites from development, protecting more than 300 sites, c624 hectares of locally important green spaces. Based on the success of this scheme, the Council will be inviting other landowners to join the Councils 'Green Pledge' scheme – extending the commitment to maintain and enhance green spaces on private land.

In addition, we are increasing the number of single cut, wildflower and meadow cut areas to boost biodiversity and are working jointly with Shropshire Council on a Local Nature Recovery Strategy. This is currently out for consultation with plans for adoption in early 2026.

Significant progress continues to be made in enhancing play provision across the borough. A capital investment of £750,000 has recently been invested to improve play areas, supporting the delivery of high-quality, inclusive spaces for children and families across the borough. This includes upgrades to Telford Town Park and Bratton play area.

In parallel, a new 'Play Strategy' and 'Play Pitch and outdoor recreation strategy' are currently under development, which will guide future investment priorities into play and recreation activities to ensure alignment with community needs and growth.

In addition to this strategic investment, ongoing enhancements are being delivered to mitigate the impact of new development, through Section 106 planning obligations. For example, during 23-24 the council delivered the following:

- c£260,000 invested in play projects;
- c£167,000 directed towards outdoor recreation initiatives;
- c£39,000 allocated for natural environment enhancements; and
- c£55,000 invested in improvements to public rights of way.

These investments reflect the Council's continued commitment to delivering high-quality green and recreational infrastructure that supports health, wellbeing, and environmental sustainability.

4.11.6 Crime & ASB

- Increased Police presence.
- More speed cameras/speed checks to improve road safety.
- Steps to tackle anti-social behaviour.

How we are responding

We continue to lobby for increased police and police presence including retention of Police Community Support Officers after 8pm.

Our work continues to tackle anti-social behaviour with the council seeing a 24% reduction reported in the last 12 months.

Multi-agency working continues to help us tackle crime and anti-social behaviour. During the last 12 months there has been a reduction in crime, anti-social behaviour and fly tipping across Building Safer & Stronger Communities investment areas. The data and intelligence led approach has resulted in borough wide recorded crimes per 1,000 people consistently below the regional and national average since 2023.

Investment is data and intelligence led, which maximises efficient use of resources which includes provision of CCTV in hotspot locations.

Our Youth offer also continues to grow including Youth Engagement & Urban Games which saw over 2,500 young people attend during this summer. Since launch in 2022, over 11,500 children and young people have attended school holiday activities.

4.11.7 Waste Management & Recycling

- Expanded kerbside recycling collections including tetrapaks, clothes, soft plastics, bins for cardboard instead of blue bags.
- No charging for green waste collections.

How we are responding

The recycling service continues to evolve in line with government policy which includes the collection of tetrapak. The council does not propose a charge for green waste collections and remains one of the very few in the country that does not charge extra for this service.

The household recycling rate is currently above the England average at 49% and our focus remains on supporting residents to reduce waste and increase recycling.

4.11.8 Healthcare

- Maintain services at the PRH.
- Better access to primary care.

How we are responding

While healthcare is not a council responsibility we are working with the NHS and partners to manage demand on services and to improve access to primary care through a range of initiatives. This work includes:

- engagement with residents to help better understand their views on GP access,
- working with the local voluntary and community sector to improve community support through local live well hubs,
- learning from experts by experience,
- shifts in funding from hospitals to out of hospital care over the next 3-4 years,
- the creation of a Neighbourhood Health Service with local health centres open 12 hours a day, 6 days a week and
- the expansion of community pharmacy roles.

Additionally, our Healthy Lifestyles team have followed up with respondents that wanted/planned to make lifestyle changes to improve their health and indicated that they were happy to receive further information and support from the Council.

4.11.9 Business Support & Economy

- Investing in and supporting local businesses in district centres.
- Supporting unemployed people and helping young people find work.

How we are responding

We invest in and support local businesses across the borough including:

- The Invest Telford team provide a range of support including the delivery of the UKSPF programme. This has seen £4m spent supporting over 450 businesses from start-ups and entrepreneurs to established Telford businesses, and firms new to the area.

A further £785k has been allocated for 2025/26. We are also continuing to support businesses in our Borough Towns through our Pride in Our High Street investment which has already supported the creation of 388 new jobs and the establishment of 65 new businesses in previously empty units.

- We continue to support Telford Business Board and have established the Invest Telford Partnership to ensure the voice of local business continues to shape how we support and grow the local economy.
- Over the past 8 years the Council through its growth fund has delivered a range of new industrial units to support businesses looking for their first business base through to larger units to allow businesses to expand, increasing employment opportunities and resilience in the supply chain.
- As part of the Station Quarter development the Council opened the Quad in September 2024 to facilitate business incubator space as well as to connect education (Telford College and Harper Adams University) with business.

We are working to tackle unemployment and help more young people find a job:

- The Council delivers a skills for growth programme to support young people into work with links to a wide range of employers in the Borough.
- This year's Skills Show was attended by over 3,600 people (2,300 young people from schools and 1,380 local residents) and had over 50 companies present, along with all the major skills providers in the area.
- Our Job Box and Future Focus teams provide bespoke support and advice through community venues.
- The Skills service also operate the National Careers service which will expand with the addition of the Connect to Work programme. This will target supported employment for adults with additional needs, disabilities, health conditions, and other barriers to employment.
- Learn Telford provides a wide range of learning opportunities for adults aged 19+ with a focus on basic skills and employability. Of the c.2000 learners per year who are unemployed 80% progress onto further learning or employment

4.11.10 Community & Cultural Activities

- More activities and community events including those that celebrate the diversity of the borough's population.

How we are responding

We continue to deliver and expand our varied and affordable community events programme. This attracts an audience of over 100,000 each year and includes our Theatre on Tour programme delivered through venues across our Borough Towns and parks.

Alongside this, we mark various festivals and events annually that celebrate the diversity of the borough, such as Windrush Day, Disability History Month, Armed Forces Day, Pride Month etc. We also support other organisations to put on community events – for example, this year we launched a VE Day Grant scheme so that local communities could mark the 80th anniversary celebrations.

4.11.11 Climate Change

- Businesses encouraged to install solar panels and panels on public buildings.
- Support for residents in switching to renewable energy sources.
- Improve charging network for EVs.

How we are responding

Delivery is underway for the installation of an additional 140 electric vehicle charging points in public car parks across the borough.

Plans are also being developed to roll out charging points in residential areas as part of on-street charging.

We have a range of information on the Council's website to support residents with switching to renewable energy sources and reducing their fuel costs. This includes Telford Energy Advice – a free hotline, Warm and Well Telford and the Future Ready Homes initiative, in partnership with Marches Energy Agency.

The Telford Sustainability and Energy Cluster (TSEC) is a business-led consortium made up of major employers and other businesses across the borough.

TSEC is supported by the Council's Climate Change and Investments Teams who work collaboratively to address a wide range of climate change and sustainability challenges. These recently have included:

- Grid connectivity and energy generation
- Environmental corporate social responsibility
- Waste reduction and resource efficiency

4.11.12 Education

- SEND provision in the borough's schools

How we are responding

The Council is investing £39.5m this year to support children and young people with special education needs (SEND) across the borough. There are a range of education, health and care services to support children with SEND which are available in the early years, primary, secondary and post 16 sectors which can be found on the SEND local offer website (www.telfordsend.org.uk). We continue to grow and expand our provision including the expansion of special schools and the development of specialist resource hubs (for example the Houghton Hub at Millbrook Primary School) alongside extensive training, outreach and service support for mainstream schools.

4.11.13 How the Council runs things

- Improvements to the different contact channels we have in place
- Making sure services are accessible to all

How we are responding

A new Customer Strategy is being presented to Cabinet alongside this Report, evolving our approach to how we interact with all our customers – residents, businesses and visitors. Whilst more customers are benefiting from the convenience of the many online services we already provide, we recognise that this is not always the best option for everyone so we will ensure we continue to have different contact channels to meet the needs of everyone.

The development of the new Strategy follows on from the positive results from the Institute of Customer Services benchmarking surveys and the Institute of Customer Services ‘ServiceMark’ accreditation that was awarded to the Council in April 2025. This is a national standard, independently recognising an organisation’s commitment to customer service.

4.11.14 Communication & Resident Engagement

- Increased communication about services and general information
- More engagement and listening to the opinions of residents.

How we are responding

The feedback that 70% of residents feel informed particularly compared to a national benchmark figure of 47% is welcomed and demonstrates that communication with residents is broadly strong. The Council strives for continuous improvement and free-text comments from the survey do also show varying levels of awareness among residents relating to different council services. We will continue to monitor and evaluate the success of communications channels to continually improve reach to all audiences in our community.

Our strategy is built around a multi-channel approach to ensure messages are clear, inclusive, and accessible to all residents. Digital platforms—including email, the Council website and app, and social media—play a central role in reaching a broad audience. These channels are actively monitored by dedicated teams who assess public sentiment and identify emerging themes, enabling service areas to respond swiftly and effectively to the issues that matter most to our communities.

Alongside digital outreach, we continue to invest in traditional communication methods to ensure no one is left behind. Printed materials such as Totally Telford help us reach residents across the borough, including those who may be less digitally connected. In-person engagement remains a cornerstone of our approach, with initiatives like the Building Safer and Stronger Communities programme and Live Well Hubs enabling coordinators to work directly with targeted communities on locally relevant issues.

In the months since the resident survey there has been engagement activity relating to key topics, including the Local Plan, Housing Strategy and Local Nature Recovery Strategy. Through ongoing communications and engagement opportunities, the Council will continue to listen to the opinions of residents to inform key decisions.

4.12 **Next Steps**

The findings from the Residents Survey provide a valuable evidence base to inform service planning, policy development, and future community engagement activity. It provides a deep insight into residents lived experiences, priorities, and perceptions of the borough. The latest results have been shared with Directors and their teams for further consideration and will continue to shape service delivery.

4.12.1 Taking the results of the resident's survey into consideration, there are a number of actions the Council is now going to take in response:

4.12.2 **Feeding back to residents.** We propose to send direct communications to all survey participants, using a 'You Said, We Did' approach to highlight how their input is shaping Council actions. The full survey report will also be published on the Council's website, ensuring transparency and wider public access.

In addition, communications across service areas will continue through both traditional/printed and online channels and residents are encouraged to sign up to regular email updates at www.telford.gov.uk where people can select their preferences over the kind of information they would like to be kept informed about.

4.12.3 **Improved engagement with young people.** Our more targeted approach means responses from young people increased compared to the 2020 Survey. However we are committed to strengthen youth engagement by co-designing future activities through collaboration with youth forums, schools, digital platforms, and the borough-wide Child Friendly Telford initiative.

This includes working with the Voice of the Child Apprentice Team, School Councils, and youth-led groups to ensure lived experience shapes engagement. We will embed a borough-wide culture where the voices, rights, and needs of children and young people are central to all decisions, services, and spaces. As part of Phase 2 of the Child Friendly implementation (Q1–Q2 2026), we will:

- Promote the initiative across schools, health services, voluntary sector, and businesses through pledge-based participation.
- Define local standards aligned to the Seven Wishes Framework and develop a dashboard to track progress and impact.
- Use data to identify areas of greatest need and tailor interventions to ensure inclusion and equity, especially for children with SEND, care-experienced young people, and marginalised groups.

These activities will be designed to be accessible, relevant, and empowering, supporting our ambition to make Telford and Wrekin the best place to grow up.

- 4.12.4 **Follow up engagement.** To gain deeper insight into specific areas of feedback, we propose conducting some follow-up engagement sessions. These will help contextualise the survey findings and inform targeted responses. We can initially reach out to survey respondents who provided contact details and also invite members of the Community Panel to participate, ensuring a diverse and inclusive dialogue.
- 4.12.5 **Development of an action plan** to address specific issues identified through the survey. Directors will have responsibility for ensuring the survey findings are embedded and actions are developed for their Services and implemented across their teams.
- 4.12.6 **Future Residents Surveys.** To support informed, evidence-based decision-making, we are proposing to establish a regular programme of biennial Residents Surveys. Conducting surveys on a biennial basis will enable the Council to track trends over time, respond to emerging issues, and plan services more effectively.

As part of this approach, we will continue to develop creative and inclusive methods of engagement to ensure participation from all groups. In addition to online surveys, this could include face-to-face focus groups in community settings, outreach through trusted local networks, and the use of modern digital tools and platforms that are more likely to appeal to younger residents.

5 Alternative Options

- 5.1 Cabinet could determine not to continue Residents Surveys in future, however the report demonstrates how the feedback is fed into the Council's priorities and decision-making processes and makes a really valuable contribution to ensuring we continue to listen to and deliver for, all our residents.

6 Key Risks

- 6.1 There is the risk that the results of the Residents Survey are not representative of the borough population. To mitigate this risk the survey results have been weighted to ensure that the results reflect the differences across the borough's communities as fairly as possible.
- 6.2 There is a reputational risk due to perceived inaction if residents do not see any follow up or feedback following the survey. This could lead to a lack of trust in the Council's engagement processes and impact on future participation.
- 6.3 There is also the risk that if we do not continue conducting Residents Surveys in future, the Council will make decisions without fully understanding the needs of local people or the impacts these decisions may have on them.

7.0 Council Priorities

7.1 The report and its recommendations actively support all Council objectives including:

- Every child, young person and adult lives well in their community;
- Everyone benefits from a thriving economy;
- All neighbourhoods are a great place to live;
- Our natural environment is protected
- A community-focussed, innovative council providing efficient, effective and quality services.

8.0 Financial Implications

8.1 Funding for future residents surveys will be met from existing resources.

8.2 The implementation of any actions from the Residents Survey will be the responsibility of each service area and any associated costs arising will be met from within their existing resources.

9.0 Legal and HR Implications

9.1 There are no direct legal implications arising from this report. However, legal advice will be provided, whenever required, in relation to the Council's responses to the residents' feedback.

10.0 Ward Implications

10.1 This report has a borough wide impact.

11.0 Health, Social and Economic Implications

11.1 The results of the Residents Survey include a range of service and demographic data including health and deprivation, to help us better understand the views and needs of local residents. This information will help inform decision making processes in the future.

12.0 Equality and Diversity Implications

12.1 It is essential our data is up to date and representative of all our communities to ensure our residents are able to easily access services and support, are treated fairly and given the opportunity to have their say to help shape the future of our borough and inform our decision making processes.

12.2 The survey design, execution and analysis considered the needs and experiences of residents across all protected characteristics as defined by the Equality Act 2010, including age, disability, race and sex.

- 12.3 In line with the Council's commitment to treating care experience as if it were a protected characteristic, efforts were made to ensure the voices of care-experienced residents were included and considered.
- 12.4 The findings from this survey have been considered and the proposals in this report seek to benefit those who share protected characteristics and those that do not.
- 12.5 Proposed follow up activity will help ensure that the voices of underrepresented and marginalised groups are heard and acted upon, supporting the Council's commitment to inclusive engagement and meeting its Public Sector Equality Duty.

13.0 Climate Change and Environmental Implications

- 13.1 This report includes findings relating to climate change and will be used to help inform future decision making.

14.0 Background Papers

- 1 Residents Survey Report – Cabinet on 7 January 2021

15.0 Appendices

- 1 Residents Survey Results – Final Report

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Legal	11/08/2025	12/08/2025	RP
Finance	11/08/25	20/08/25	CM

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Residents Survey 2024

Survey Results Report

Residents Survey 2024: Survey Results Report

Document Governance

Title	Residents Survey 2024: Survey Results Report
Purpose/scope	To report the results of the residents survey carried out November 2024 to January 2025
Report prepared by	The Insight Team Telford & Wrekin Council insight.team@telford.gov.uk
Date of report	August 2025
Disclaimer	Telford & Wrekin Council, while believing the information in this publication to be correct, does not guarantee its accuracy nor does the Council accept any liability for any direct or indirect loss or damage or other consequences, however arising, from the use of such information supplied. For our full Terms and Disclaimer, please see http://www.telford.gov.uk/terms
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1 Executive Summary

The 2024 resident survey was conducted between 15 November 2024 and 31 January 2025. Invitation letters were sent to a random sample of 9,600 addresses in the borough and 1,384 responses were received, giving a response rate of 14.4%.

At the same time a survey targeted specifically at young people in the borough was carried out and a total of 103 responses were received.

To balance out over and under representation of demographic groups within our community, the results for the survey targeted at households have been weighted by respondent address using the Government's 2019 Indices of Deprivation.

The survey is an important element of how the Council seeks to continually engage with residents to understand and respond to views and concerns with regard to the Borough and Council services. The findings will support service and policy development and form the basis for more in depth engagement on areas of concern or to shape how we respond.

Where applicable responses from the resident survey have been compared with the responses from the national benchmark LGA Resident Satisfaction Questionnaire carried out in October 2024 (Appendix 1). While it must be noted that not all results are directly comparable this latest local survey has provided positive feedback on services with all areas where national benchmarking is available, outperforming the national average.

The key findings from the surveys are summarised as follows.

Keeping you informed

- 70.1% of respondents felt that overall Telford & Wrekin Council keeps residents very or fairly well informed about the services and benefits it provides. 24.1% didn't feel well informed and 5.8% didn't know.
- 61.5% of respondents said that they valued Totally Telford as a way to receive local information. 50.9% indicated that they would prefer to receive a digital version and 49.1% a printed magazine.
- Telford & Wrekin Council email newsletters (37.1%) and Facebook page (36.5%) were the main ways of receiving information about what is happening in Telford and Wrekin identified by respondents.

Council services

- Two thirds of respondents (66.0%) were very or fairly satisfied with the way Telford & Wrekin Council runs things, with 1 in 5 very satisfied (19.6%). 23.3% were neither satisfied nor dissatisfied.
- On a scale of 1-10 (1 being very hard, 10 being very easy), the average score for the ease of accessing council services was 6.9 out of 10. 12.6% of respondents rated it as 10 (very easy) and 2.7% as 1 (very difficult).
- For individual services, respondents were most satisfied with Recycling & Waste services (87.9% very or fairly satisfied)

- Satisfaction was lowest with Highways (45.9% satisfied) and Planning & Building Control (46.1% satisfied).

Health & Wellbeing

- 78.8% of respondents said that they were thinking of making lifestyle changes in the next 6 months.
- Of these, 49.1% were thinking about eating more healthily. 48.5% were thinking about increasing their amount of physical activity and 46.0% were thinking about losing weight.

Your area as a place to live

- Overall, 78.0% of respondents were very or fairly satisfied with their local neighbourhood as a place to live and 7.6% were dissatisfied. There was a strong correlation between deprivation and satisfaction with local neighbourhoods as a place to live. While satisfaction levels were at 60.2% in the most deprived decile this compared to 90.9% of those living in decile 9 expressing satisfaction with their local neighbourhood.
- 75.0% of respondents were very or fairly satisfied with the borough of Telford and Wrekin as a place to live and 9% dissatisfied. There was no significant correlation between deprivation and satisfaction with Telford and Wrekin as a place to live.
- 10.2% of respondents thought that overall, their local neighbourhood has got better over the last two years. More than half (59.1%) thought that it had stayed the same. There was a strong correlation between deprivation and those respondents who thought that their local neighbourhood had got better. People living in the most deprived areas (19.8%) were more than three times more likely to think their neighbourhood had got better than those living in the least deprived (6.0%).
- Most respondents agreed that their local neighbourhood is a place where people from different backgrounds get on well together with 67.6% agreeing.
- 88.1% of respondents agreed that their local neighbourhood is a safe place to live during the day and 8.5% disagreed. This reduced to 67.3% who agreed that their local neighbourhood is a safe place to live at night whilst the proportion who disagreed increased to 24.4%.
- There was a correlation between deprivation and perceptions of safety. The proportion of respondents who thought that their local neighbourhood was a safe place to live during the day varied from 73.4% in the most deprived neighbourhoods to 93.2% in the least deprived areas. The correlation between deprivation and perceptions of safety was stronger at night than during the day with 46.3% of respondents living in the most deprived areas feeling that their local neighbourhood was a safe place to live at night compared with 81.2% living in the least deprived areas.
- In the young persons survey respondents were asked to rate how safe they felt in Telford and Wrekin during the day and at night on a scale of 1 (not safe) to 10 (very safe). The average score during the day was 6.5, which reduced to 4.3 at night.

- Within their local neighbourhoods, respondents were most satisfied with their recycling and waste collections (89.8% very or fairly satisfied), parks and open spaces (75.2%), play areas (65.5%) and litter picking and street cleaning (62.1%).
- Respondents were most dissatisfied with the maintenance of roads (47.3% fairly or very dissatisfied), maintenance of footpaths (36.6%) and traffic levels and congestion (32.4%).

Climate change

- On a scale of 1 to 10 (1 being not concerned at all, 10 being extremely concerned), 21.7% of respondents indicated that they were very concerned about the impacts of climate change and 7.0% were not concerned at all. The average score was 6.9 out of 10.

Listening to your views

- 41.4% of respondents agreed that the Council listens to their views and 31.3% felt that they didn't know. There was a strong correlation between IMD decile and the proportion of respondents who agreed that the Council listens to their views. The proportion who agreed that the Council listened to their views was higher in the most deprived parts of the borough and lower in the least deprived areas, ranging from 48.4% in decile 1 to 34.4% in decile 10.
- One quarter of respondents (25.6%) felt able to influence decisions in their local area, with 46.5% disagreeing. There was no clear correlation between the IMD deciles and respondents who felt able to influence decisions in their local area.
- In the young persons survey respondents were asked to rate on a scale of 1 to 10 how much they felt young people's opinions are valued in the local community. The average score was 5 out of 10, with 6.1% rating it 10 (a lot) and 16.2% rating it 1 (not a lot).
- Respondents were asked what one thing the Council should consider doing in the future:
 - The theme of highways attracted the greatest number of comments with respondents wanting to see better maintenance of the highways network and measures put in place to improve road safety by addressing speeding.
 - Housing and planning attracted the second largest number of comments with respondents wishing to see more consideration given to the opinions of residents as to where new housing developments are built and with better infrastructure, more affordable housing available for rent and bringing empty properties back into use as well as enforcement to address poor quality housing and bad tenants.
 - The third largest number of comments were received about environmental maintenance. Most comments in this theme were in relation to wanting to see better maintenance and cleaning of streets and footpaths including the removal of litter and detritus and trees, hedge and grass cutting. Respondents

also thought that there should be increased enforcement to tackle the issues of fly-tipping, littering and dog fouling.

- Other themes emerging in the comments included maintenance of public spaces, support for more community and cultural events, steps to tackle crime and ASB and preservation of parks & green spaces.
- Respondents were also provided with a free text field in which they could expand on the answers they had provided to the survey questions. There was significant overlap in terms of themes with highways, planning and environmental maintenance attracting the largest number of comments.

2 Introduction

The 2024 resident survey was conducted between 15 November 2024 and 31 January 2025. Two surveys were carried out during this period; the main survey aimed at households across the borough and a second targeted specifically at young people in Telford and Wrekin.

2.1 Household Survey

The 2024 household survey sought resident opinions on a subjects grouped under six topics:

- Keeping you informed
- Council services
- Health & wellbeing
- Your area as a place to live
- Climate change
- Listening to your views

Where applicable, responses have also been benchmarked against the latest Local Government Association (LGA) resident satisfaction survey carried out in October 2024. This is covered in [Appendix 1](#). However, it must be noted that due to differing methodology, sampling and the phrasing of questions, the results are not all directly comparable and are included here for information.

To encourage take up from residents across the borough, the survey was targeted at a random sample of 300 addresses from each of the borough's 32 wards giving a total sample of 9,600 addresses.

Invitation letters were sent to each selected address directing them to an online survey. Each letter included a unique identification code required to access the survey. This enabled completed responses to be tracked and allowed for reminders to be sent to those addresses who had not responded.

When the survey closed on 31 January 2025, 1,384 responses had been received, giving a response rate of 14.4% in line with the expected response rate for this type of survey.

2.2 Young Person's Survey

The young person's survey was aimed at those aged 11 to 17. The survey consisted of 9 questions focused on activities that young people engage in, perceptions of safety, what they do to stay healthy and well, how much they feel their opinions are listened to and what they like or would change about living in Telford and Wrekin.

The survey was badged under the Young Person's Year of Wellbeing branding and was designed primarily to be completed on smartphones.

Existing youth engagement groups were used to encourage participation and by 31 January 2025, 103 responses had been received.

3 Respondent profile

A range of demographic and household questions were included in the surveys. This was done to enable understanding of responses by different population groups and to monitor the effectiveness of the survey in capturing the views of a cross section of borough residents.

This section outlines the profile of respondents to the surveys and, where applicable, ONS mid-year population estimates and data from the 2021 census is used to examine how closely the respondents reflect the profile of the borough's population.

3.1 Gender

Household survey: 52.4% of respondents to the household survey were female and 47.6% were male. This was broadly in line with the borough population aged 16 and over (51.4% female, 48.6% male).

Gender	Survey respondents	Survey %	Population % (mid-2023)
Male	563	47.6	48.6
Female	621	52.4	51.4
Total	1,184	100.0	100.0

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200

Young Persons survey: 51.0% of respondents to the young person's survey were female and 49.0% were male. As with the household survey this was similar to the borough population aged 11 to 17 (50.9% male, 49.1% female).

Gender	Survey respondents	Survey %	Population % (mid-2023)
Male	47	49.0	50.9
Female	49	51.0	49.1
Total	96	100.0	100.0

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7

3.2 Age

Household survey: Young people were significantly underrepresented in the household survey. In total, people aged 16-24 account for 13.0% of the borough population aged 16 and over, however they made up 1.4% of survey respondents and there were no respondents aged under 18.

The borough's 25–54-year-old population (49.0% of people aged 16+) were also underrepresented, accounting for 35.5% of respondents.

People aged 55 to 84 were overrepresented in the survey, with this age group making up 60.2% of respondents but accounting for 35.5% of the borough's population.

The proportion of respondents aged 85 and over (2.9%) was similar to the proportion of the borough 16+ population aged 85 and over (2.5%).

Age Group	Survey respondents	Survey %	Population % (mid-2023)
16-24	17	1.4	13.0
25-34	97	8.2	16.2
35-44	157	13.3	16.6
45-54	166	14.0	16.0
55-64	273	23.1	16.0
65-74	288	24.4	11.7
75-84	150	12.7	7.9
85+	34	2.9	2.6
Total	1,182	100.0	100.0

Rather not say/blank

202

Young Persons survey: 28.4% of respondents to the young person's survey were aged under 14. 43.1% were aged 13-15 with 28.4% aged 16 and over.

Age	Survey respondents	Survey %
11	19	18.6
12	10	9.8
13	20	19.6
14	14	13.7
15	10	9.8
16	14	13.7
17	11	10.8
18+	4	3.9
Total	102	100.0

Rather not say/blank

1

3.3 Ethnicity

93.0% of respondents were from a White British ethnic background compared with the overall borough population (83.0%). As with the borough population, respondents from an Asian ethnic background were the second largest group of survey respondents (3.3%). There was underrepresentation from respondents from a White Other, Black and Mixed ethnic background.

Age Group	Survey respondents	Survey %	Population % (Census 2021)
White British	1,020	93.0	83.0
Asian	36	3.3	5.4
White Other	18	1.6	4.8
Black	3	0.3	2.9
Mixed	8	0.7	2.6
Other	7	0.6	0.9
White Irish	5	0.5	0.4
Total	1,097	100.0	100.0

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287

3.4 Economic Activity

Retired people made up the largest single group of respondents by economic activity. At 41.9% this was almost twice that of the borough population.

The proportion of respondents who were working full-time (38.0%) was broadly similar to the borough population (41.9%).

10.4% of respondents indicated that they were working part-time compared to 14.2% in the borough population.

2.1% of respondents said that they were doing something else, 2.0% were looking after the home, 1.3% were unemployed and looking for work and 0.5% were in full-time education.

Economic activity status	Survey respondents	Survey %	Population % (Census 2021)
Retired	493	41.9	21.2
Working full-time	448	38.0	41.9
Working part-time	123	10.4	14.2
Permanently sick or disabled	45	3.8	5.3
Doing something else	25	2.1	2.9
Looking after the home	23	2.0	5.0
Unemployed and available for work	15	1.3	2.8
In full-time education at school, college or university	6	0.5	6.7
Total	1,178	100.0	100.0
Rather not say/blank	206		

3.5 Tenure

More than half of respondents (51.5%) owned their home outright, this was greater than the proportion of the borough population (30.2%).

24.5% of respondents were mortgaged compared to 29.8% of the borough population.

The proportion of respondents who were privately renting (11.5%) was around half that of the borough population (21.2%) as was the proportion renting from a housing association (10.2% compared to 18.0%).

The proportion of respondents occupying their home under shared ownership (1.6%) was twice that of the borough population (0.8%).

Tenure	Survey respondents	Survey %	Population % (Census 2021)
Owned outright	598	51.5	30.2
Buying on mortgage	285	24.5	29.8
Private rented	133	11.5	21.2
Rent from a housing association	119	10.2	18.0
Shared ownership	19	1.6	0.8
Other	7	0.6	0.1
Total	1,161	100.0	100.0
Rather not say/blank	223		

3.6 Health & Care

The proportion of respondents who indicated that they had a long-term illness, health problem or disability (35.1%) was almost twice that of the borough population (19.7%).

Long-standing illness, health problem or disability	Survey respondents	Survey %	Population % (Census 2021)
No	711	64.9	80.3
Yes	385	35.1	19.7
Total	1,096	100.0	100.0

Rather not say/blank

288

Similarly, the proportion of respondents who were carers (16.9%) was greater than the borough population (9.7%).

Caring for someone who has a long-standing illness or disability	Survey respondents	Survey %	Population % (Census 2021)
No	952	83.1	90.3
Yes	193	16.9	9.7
Total	1,145	100.0	100.0

Rather not say/blank

239

3.7 Armed Forces connection

11.1% of respondents indicated that they had an armed forces connection either through currently serving, being a reservist, a veteran or dependent.

Armed forces connection e.g. currently serving, a reservist, veteran or dependent of a current or former member of the UK armed forces	Survey respondents	Survey %
No	1,038	88.9
Yes	130	11.1
Total	1,168	

Rather not say/blank

216

3.8 Ward

The overall response rate to the survey was 9.2 per 1,000 population aged 16 and over. There was significant variation in response rates across the borough's 32 wards, ranging from 23.9 per 1,000 in Ercall to 3.2 per 1,000 in Madeley & Sutton Hill.

Tenure	Survey respondents	Survey %	Population %	Responses per 1,000 pop.
Admaston & Bratton	60	4.3	1.8	22.0
Apley Castle	58	4.2	1.7	22.2
Arleston & College	44	3.2	3.9	7.5
Brookside	29	2.1	2.3	8.3
Church Aston & Lilleshall	48	3.5	1.8	17.2
Dawley & Aqueduct	44	3.2	4.1	7.2
Donnington	31	2.2	4.4	4.6
Edgmond	43	3.1	2.1	13.7
Ercall	68	4.9	1.9	23.9

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Ercall Magna	44	3.2	1.8	15.8
Hadley & Leegomery	35	2.5	5.8	4.0
Haygate & Park	46	3.3	3.8	8.0
Horsehay & Lightmoor	38	2.7	3.3	7.7
Ironbridge Gorge	58	4.2	1.6	23.5
Ketley	35	2.5	2.0	11.5
Lawley	28	2.0	4.0	4.6
Madeley & Sutton Hill	28	2.0	5.8	3.2
Malinslee & Dawley Bank	40	2.9	4.4	6.0
Muxton	48	3.5	3.2	9.9
Newport East	35	2.5	1.8	12.5
Newport North	46	3.3	1.9	16.1
Newport South	42	3.0	1.4	19.6
Newport West	33	2.4	2.1	10.4
Oakengates & Ketley Bank	43	3.1	5.4	5.3
Overdale & The Rock	47	3.4	1.8	17.1
Priorslee	50	3.6	3.3	10.1
Shawbirch & Dothill	49	3.5	3.1	10.6
St Georges	35	2.5	3.9	5.9
The Nedge	44	3.2	6.2	4.7
Woodside	38	2.7	4.0	6.4
Wrockwardine	56	4.0	1.7	22.1
Wrockwardine Wood & Trench	41	3.0	3.5	7.7
Total	1,384	100.0	100.0	9.2

4 Analysis of survey results

4.1 Weighting survey responses

As the previous section has shown there are several demographic and household characteristics where groups within the borough's population were overrepresented and others underrepresented, particularly around age, ethnicity and area of residence.

To make the survey data more representative of the borough's population, weighting has been applied to the survey results.

Gender was discounted as a weighting variable as the gender distribution in survey respondents was similar to the borough's population. Age and ethnicity were also discounted because of the incomplete nature of the data for those variables and the scale of the weighting ratios that would need to be applied to categories where there was significant variation in the values. For example, with just three responses, those respondents from a black ethnic background would need to be multiplied by 10.6 to reflect the borough population.

The one variable that was known for each response was the respondent's address. It was therefore decided that the most appropriate dimension to weight the survey responses by was the Government's 2019 Indices of Deprivation¹. This enabled the survey results to be more representative of the socio-economic differences between communities across the borough.

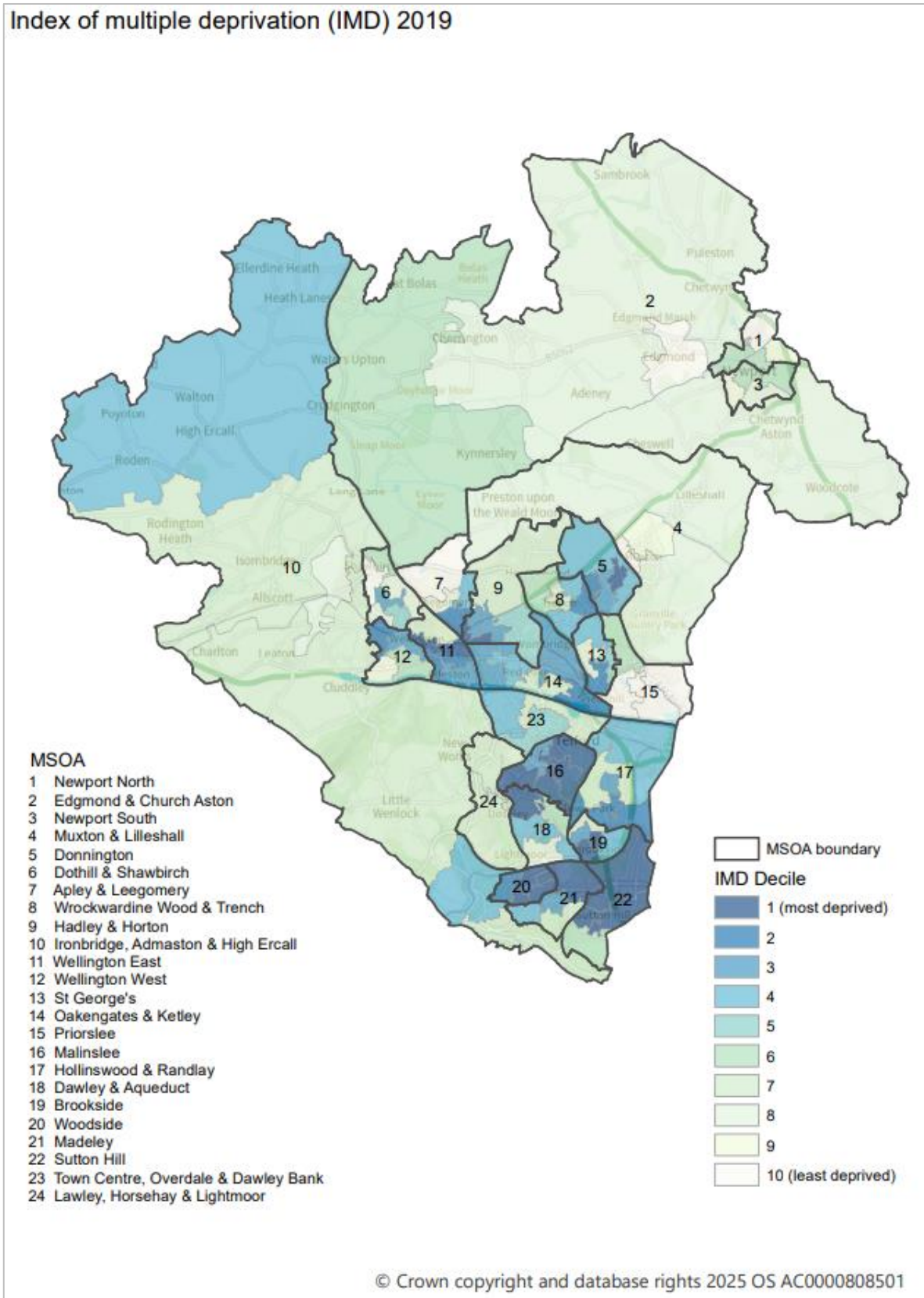
The following table shows the breakdown of survey respondents by each of the 10 deprivation deciles, the weighting ratios for each decile and the number of weighted respondents this method produces for each decile. The maximum weighting ratio using this approach is 1.8 for those in the most deprived decile (decile 1) and based on 110 responses this makes the data more statistically robust than weighting using age and ethnicity.

IMD Decile	Survey respondents	Survey %	Population %	Weighting Ratio	Weighted respondents
1	110	7.9	14.7	1.8	203
2	72	5.2	8.6	1.7	119
3	104	7.5	11.4	1.5	158
4	185	13.4	15.2	1.1	210
5	48	3.5	4.8	1.4	66
6	172	12.4	9.7	0.8	134
7	246	17.8	14.5	0.8	201
8	218	15.8	10	0.6	138
9	81	5.9	3.6	0.6	50
10	148	10.7	7.5	0.7	104
Total	1,384	100.0	100.0		1,384

The following map shows the distribution of deprivation by IMD decile across the borough. The most deprived parts of the borough (decile 1) are located within areas in the middle

¹ <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

layer super output areas (MSOAs) of Brookside, Sutton Hill, Woodside, Malinslee, Hadley & Horton, Wellington East, Dawley & Aqueduct and Donnington. The least deprived parts of the borough (decile 10) can be found within the MSOAs of Priorslee, Edgmond & Church Aston, Muxton & Lilleshall, Newport North, Dothill & Shawburch and Apley & Leegomery.



5 Keeping you informed

5.1 What are the three main ways that you receive news and information about what is happening in Telford and Wrekin?

Telford & Wrekin Council email newsletters (37.1%) and Facebook page (36.5%) were the main ways of receiving information about what is happening in Telford and Wrekin identified by respondents.

1 in 3 respondents identified family or friends as one of their main sources of information with 29.5% highlighting local media. Of these local media channels, the top three named by respondents were the Shropshire Star, Telford Live and Telford Journal.

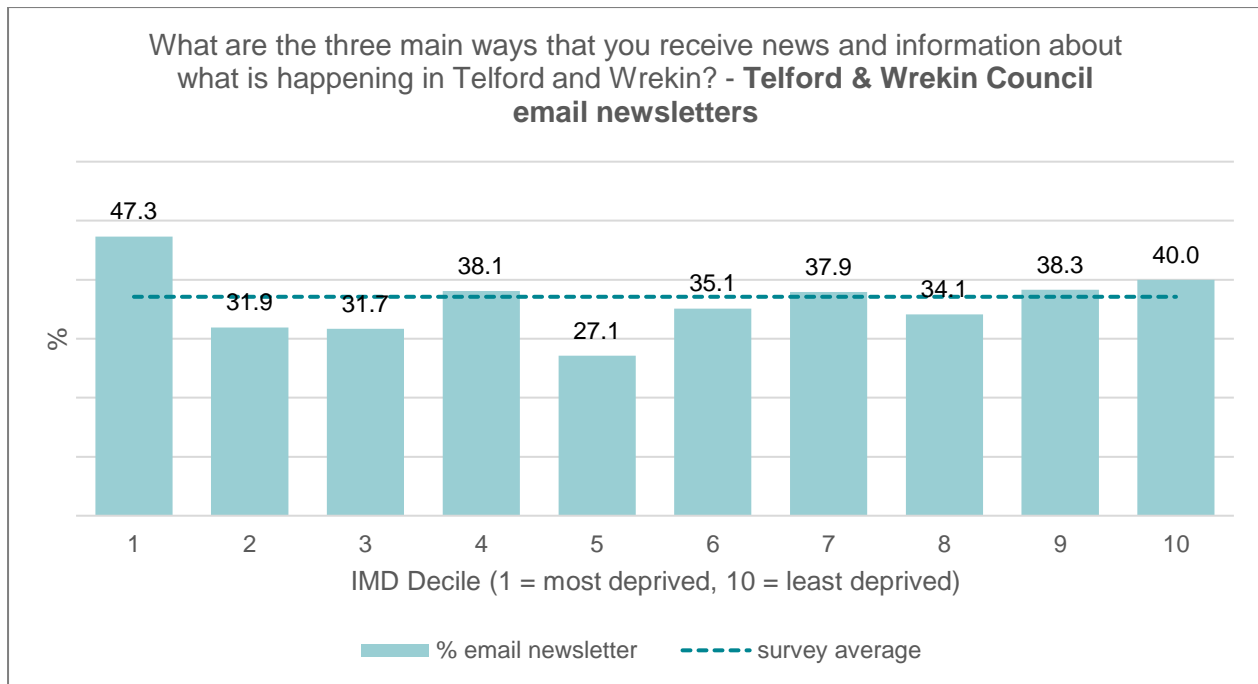
27.4% indicated that one of their main ways of receiving information was the Telford & Wrekin Council website and 1 in 5 the Totally Telford council magazine.

Response	Survey respondents	Survey %
Telford & Wrekin Council email newsletters	507	37.1
Telford & Wrekin Council social media - Facebook	499	36.5
Family or friends	451	33.0
Local media	404	29.5
Telford & Wrekin Council website (www.telford.gov.uk)	375	27.4
Totally Telford council magazine	282	20.6
Radio	157	11.5
Television	122	8.9
None/ do not receive information about Telford and Wrekin	96	7.0
Other	95	7.0
National media	46	3.4
Don't know	31	2.3
Telford & Wrekin Council social media – X (formerly Twitter)	28	2.1
Telford & Wrekin Council social media - Instagram	27	2.0
Telford & Wrekin Council social media – Tik Tok	18	1.3
Total	1,368	

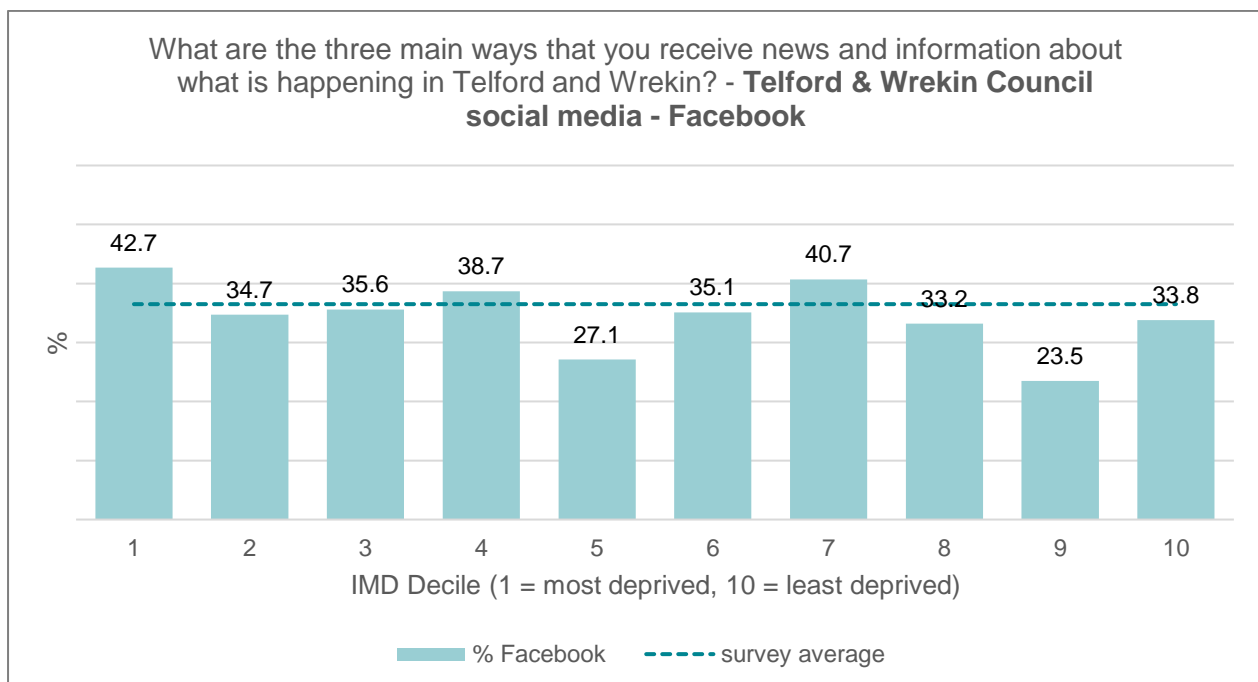
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16

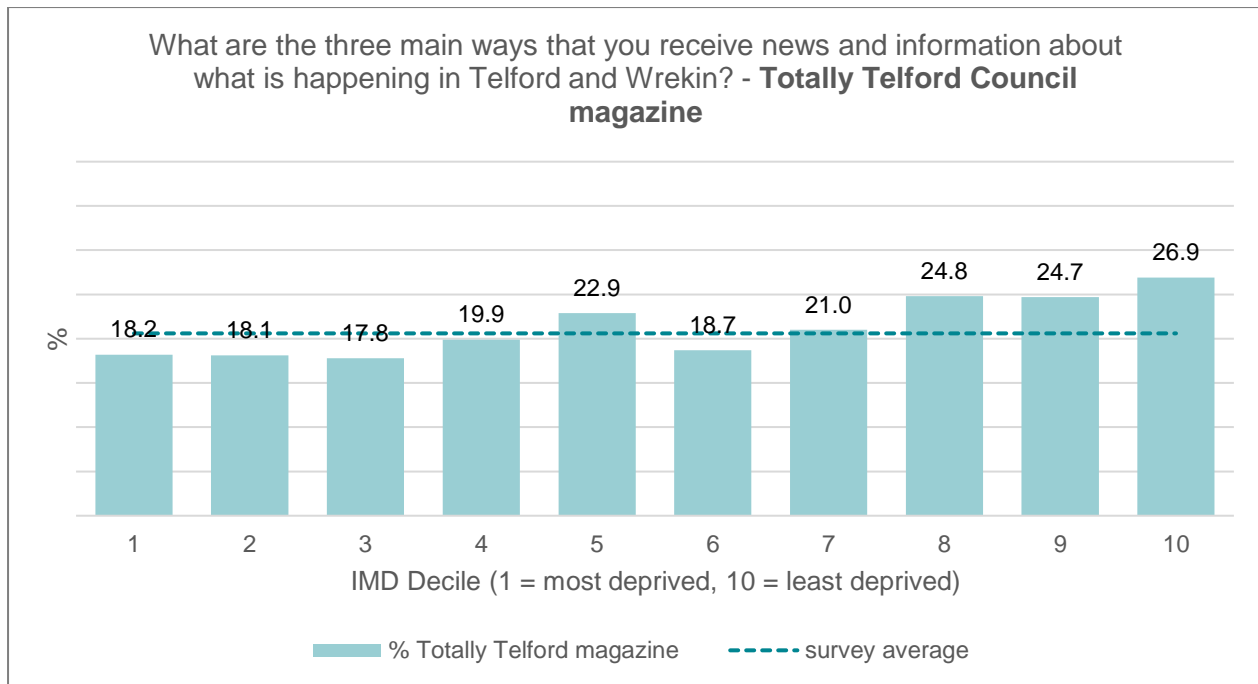
Comparing responses across the IMD deciles, the proportion of respondents listing Telford & Wrekin email newsletters as one of their three main ways of receiving information varied by more than 20 percentage points from 27.1% to 47.3%, with respondents living in the most deprived parts of the borough most likely to list it as one of their main ways of receiving information.



There was a similar level of variation for those respondents who listed Telford & Wrekin Council's Facebook page as one of their main ways of receiving information, varying by 19.2 percentage points between 23.5% and 42.7%. As with Council email newsletters, respondents living in the most deprived parts of the borough were most likely to identify this communication channel.



There was much less variation across the IMD deciles for those who identified the Totally Telford magazine as one of their main ways of receiving information. Responses varied by 9.1 percentage points for this option, with respondents living in the least deprived parts of the borough most likely to select this method of communication.



5.2 Do you value Totally Telford as a way to receive local information?

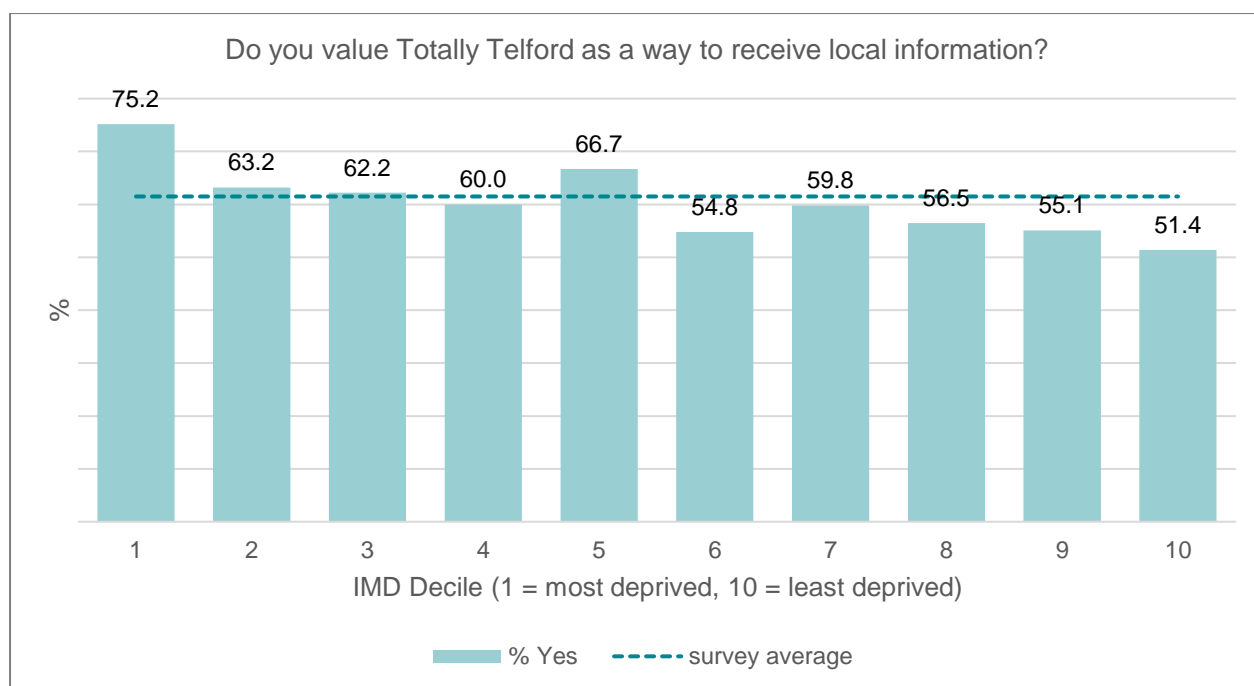
Overall, 61.5% of respondents said that they valued Totally Telford as a way to receive local information.

Response	Survey respondents	Survey %
Yes	823	61.5
No	516	38.5
Total	1,339	100.0

Rather not say/blank

45

There was a correlation with deprivation, with those living in the most deprived neighbourhoods more likely to say they valued it. The proportion varied by 23.8 percentage points between 75.2% in the most deprived parts of the borough (decile 1) and 51.4% in the least deprived parts of Telford and Wrekin (decile 10).



5.3 How would you prefer to receive Totally Telford?

There was no significant difference between how respondents would prefer to receive Totally Telford. 50.9% indicated a preference for a digital version of the magazine and 49.1% preferred the printed version.

Response	Survey respondents	Survey %
Digital version (online and/or email)	680	50.9
Printed magazine	656	49.1
Total	1,336	100.0

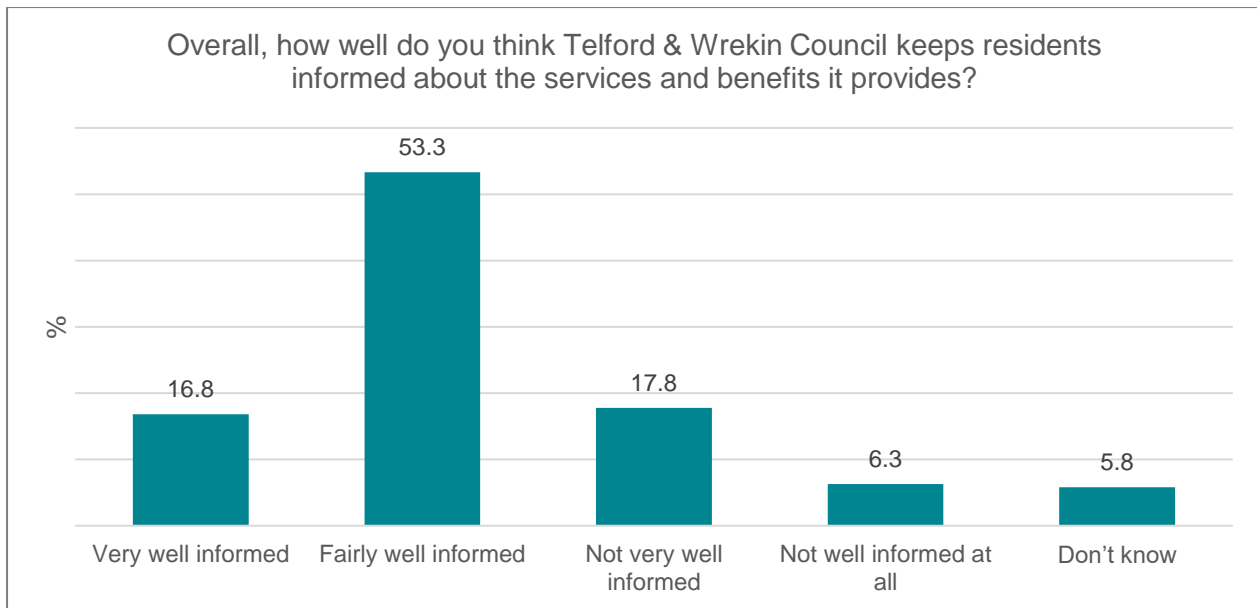
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48

5.4 Overall, how well do you think Telford & Wrekin Council keeps residents informed about the services and benefits it provides?

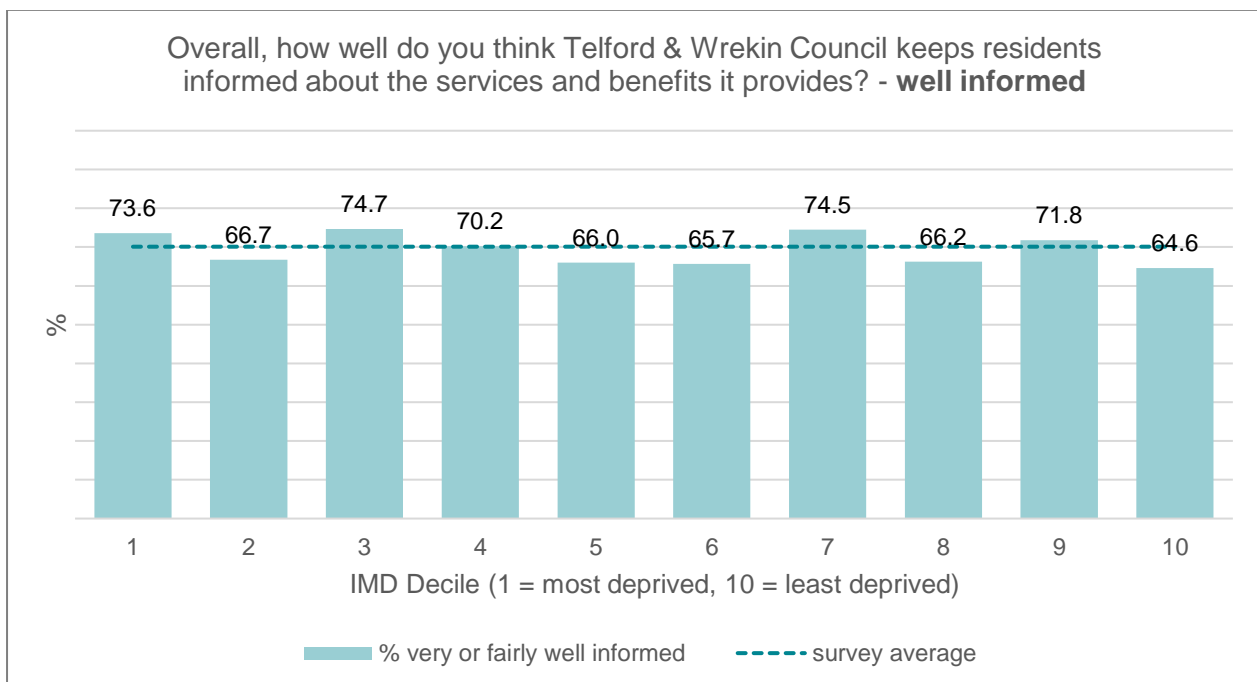
70.1% of respondents felt that overall Telford & Wrekin Council keeps residents well informed about the services and benefits it provides with 16.8% selecting very well informed and the largest proportion (53.3%) fairly well informed.

Around one quarter (24.1%) didn't feel the Council keeps residents well informed with 17.8% selecting not very well informed.

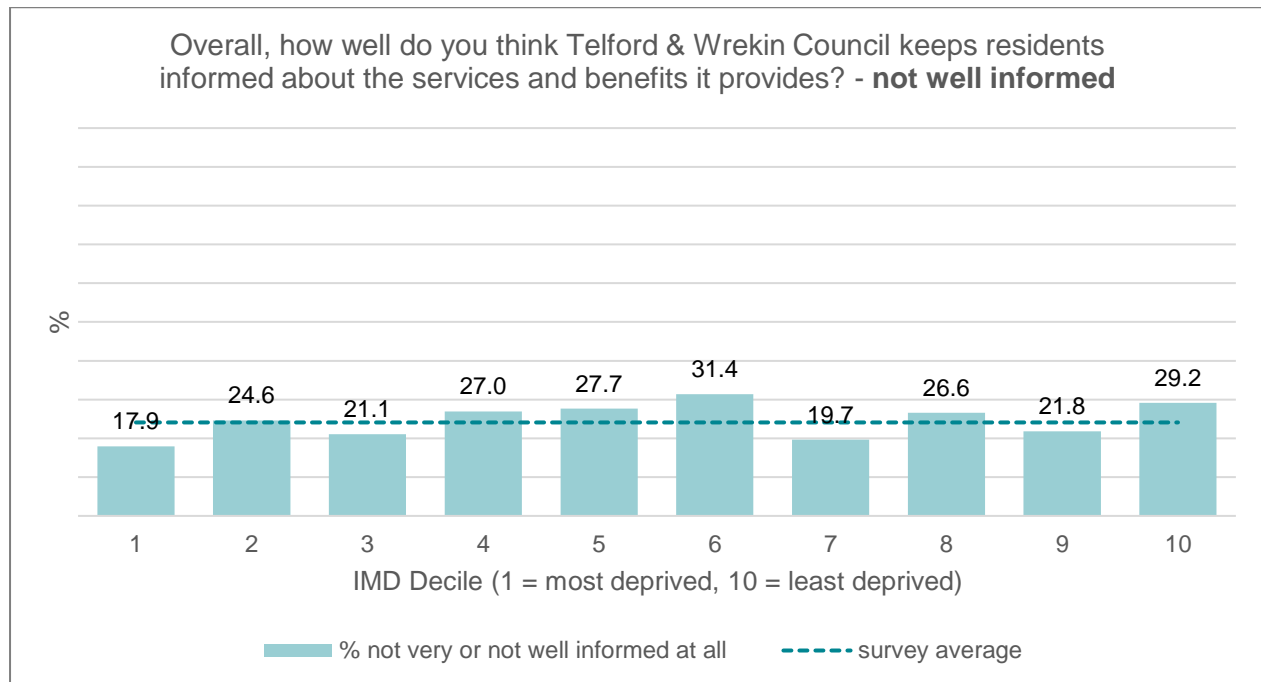


Response	Survey respondents	Survey %
Very well informed	223	16.8
Fairly well informed	709	53.3
Not very well informed	237	17.8
Not well informed at all	84	6.3
Don't know	77	5.8
Total	1,329	100.0
Rather not say/blank	55	

Across the IMD deciles there was no clear trend.



The proportion of respondents who felt that the Council doesn't keep residents well informed about the services and benefits it provides varied by 13.4 percentage points between 17.9% in decile 1 and the greatest proportion thinking this in decile 6.

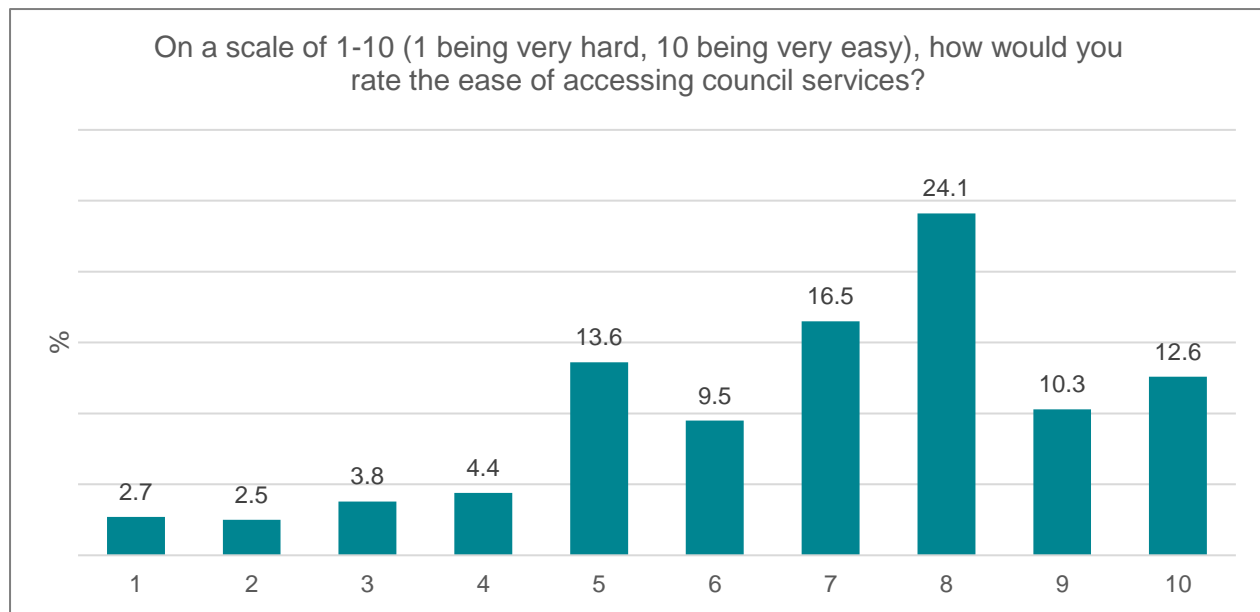


6 Council Services

6.1 How would you rate the ease of accessing council services?

The average score for the ease of accessing council services was 6.9 out of 10. 47.0% of respondents scored it as 8 or higher with 12.6% selecting 10 (very easy).

Fewer than 1 in 10 respondents (9.0%) scored the ease of accessing Council services as 3 or lower with only 2.7% selecting 1 (very hard).

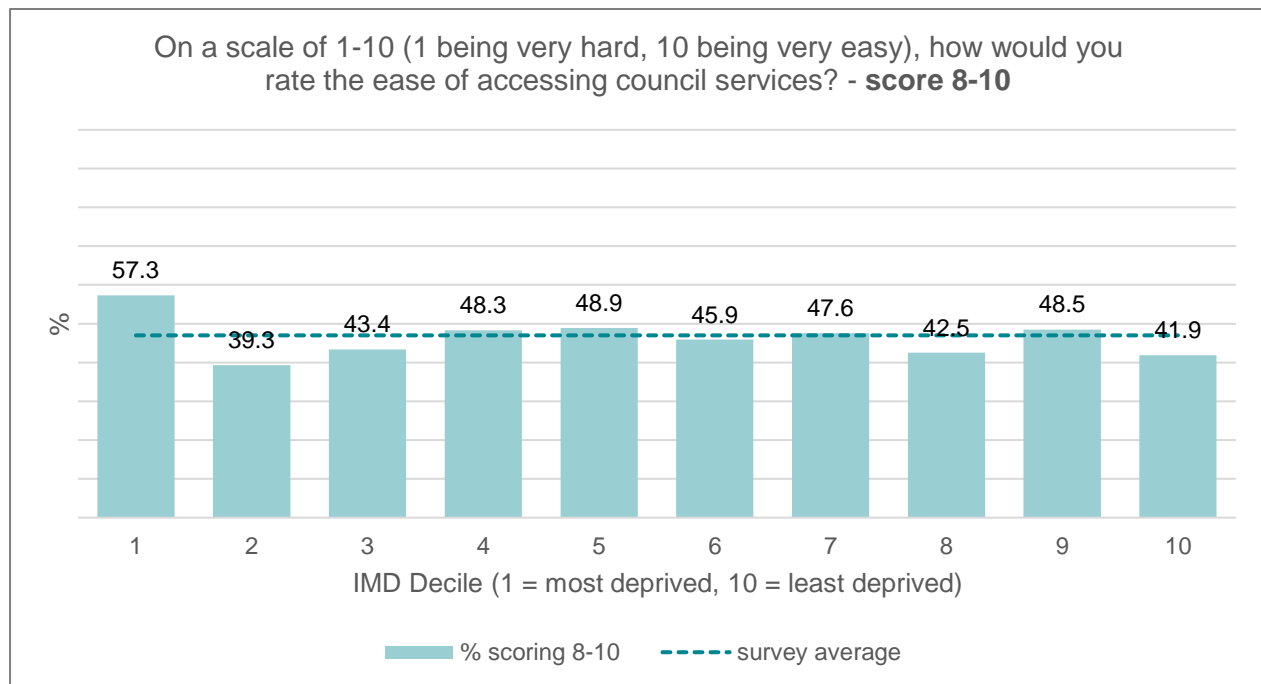


Response	Survey respondents	Survey %
1	31	2.7
2	28	2.5
3	44	3.8
4	51	4.4
5	156	13.6
6	109	9.5
7	189	16.5
8	276	24.1
9	118	10.3
10	145	12.6
Total	1,147	100.0

Rather not say/blank

237

Comparing responses across the IMD deciles, the proportion of respondents scoring the ease of accessing Council services as 8 or more was greatest in decile 1 (most deprived) where at 57.3% it was 8.4 percentage points greater than the next highest decile (decile 5, 48.9%).



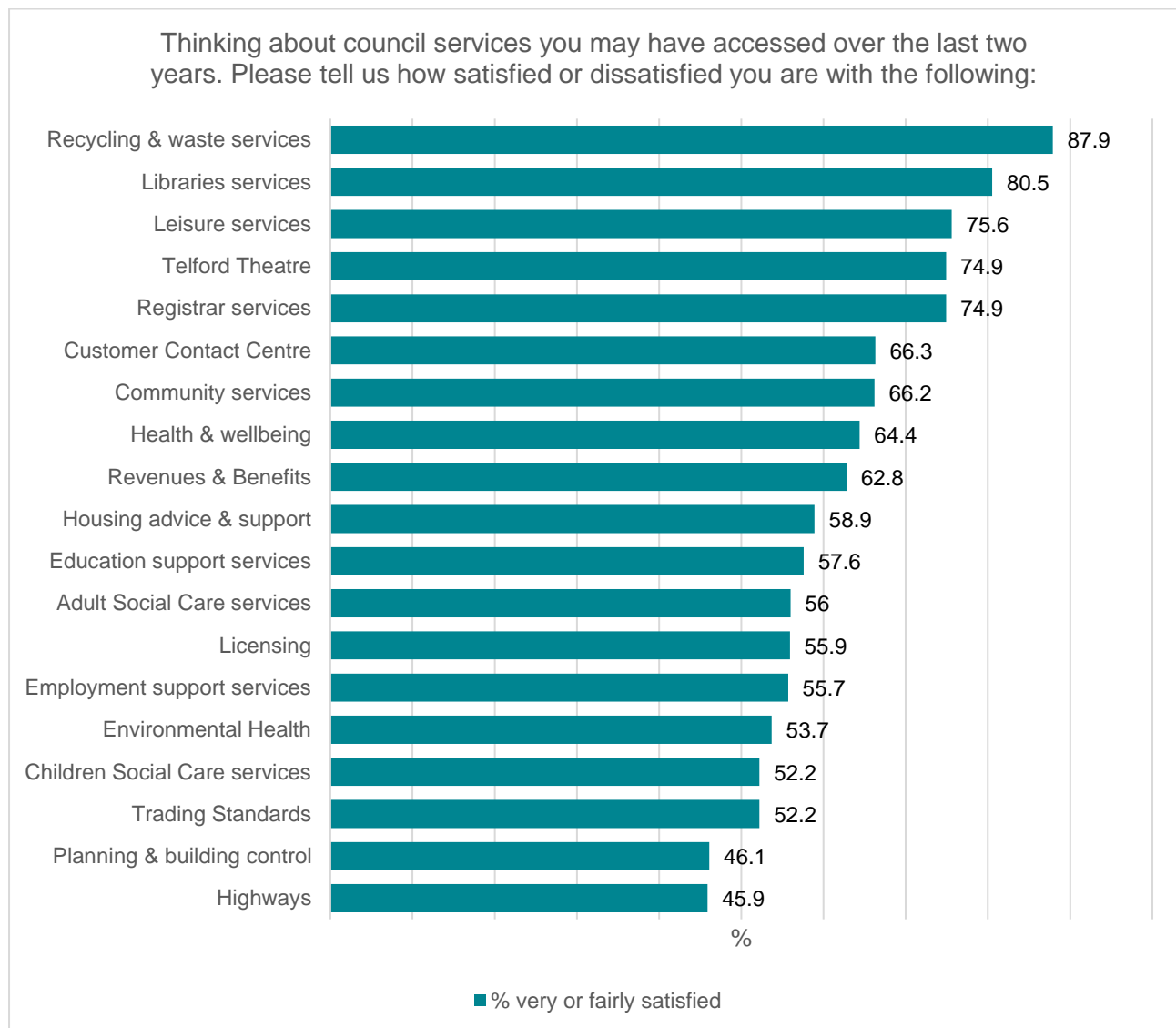
6.2 Thinking about council services you may have accessed over the last two years. Please tell us how satisfied or dissatisfied you are with the following:

Satisfaction with Council services was greatest for Waste & Recycling Services (87.9%) with more than half of respondents (56.2%) indicating that they were very satisfied with these services.

Library services had the second highest satisfaction levels with 80.5% of respondents satisfied (45.2% very satisfied). Three quarters of respondents were satisfied with Leisure services, Telford Theatre and Registrar Services.

Satisfaction was lowest with Highways (45.9% satisfied) and Planning & Building Control (46.1% satisfied).

It cannot be determined whether respondents had actually used services or were using the survey to express their opinion on this aspect of the Council's work, however these sentiments were reflected in the free text comments (see sections 10.4 and 10.5) where highway maintenance, traffic management, parking and housing emerged as key themes.



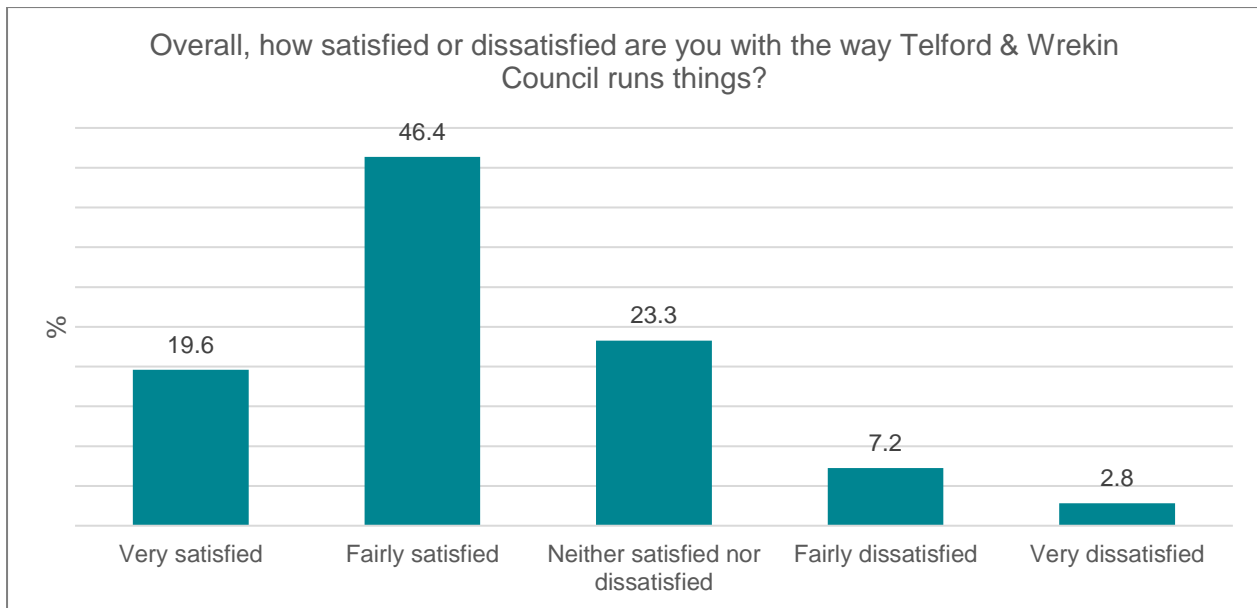
Response	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Adult Social Care services	25.3	30.8	28.0	7.8	8.2
Children Social Care services	29.4	22.8	35.5	5.8	6.5
Community services	27.2	38.9	24.5	4.6	4.8
Customer Contact Centre	27.9	38.4	22.6	6.1	5.0
Education support services	26.9	30.7	27.3	8.4	6.7
Employment support services	25.4	30.3	35.1	6.0	3.2
Environmental Health	24.6	29.2	31.7	8.1	6.5
Health & wellbeing	28.3	36.0	22.7	7.5	5.4
Highways	15.8	30.1	20.6	18.4	15.0
Housing advice & support	34.2	24.7	25.4	9.6	6.2
Leisure services	34.9	40.7	17.0	5.0	2.4
Libraries services	45.2	35.3	13.8	4.1	1.6
Licensing	30.5	25.4	39.0	2.6	2.4
Planning & building control	18.4	27.6	31.0	10.7	12.2
Recycling & waste services	56.2	31.7	6.8	3.1	2.3
Registrar services	42.5	32.4	21.0	3.1	1.0
Revenues & Benefits	27.8	35.0	24.8	6.3	6.1
Telford Theatre	36.3	38.6	19.9	2.5	2.8
Trading Standards	27.2	25.0	43.6	2.2	1.9

6.3 Overall, how satisfied or dissatisfied are you with the way Telford & Wrekin Council runs things?

Two thirds of respondents (66.0%) were satisfied with the way Telford & Wrekin Council runs things (19.6% very satisfied and 46.4% fairly satisfied).

1 in 10 (10.1%) were dissatisfied with how the Council runs things (2.8% very dissatisfied and 7.2% fairly dissatisfied).

23.3% of respondents were neither satisfied nor dissatisfied.



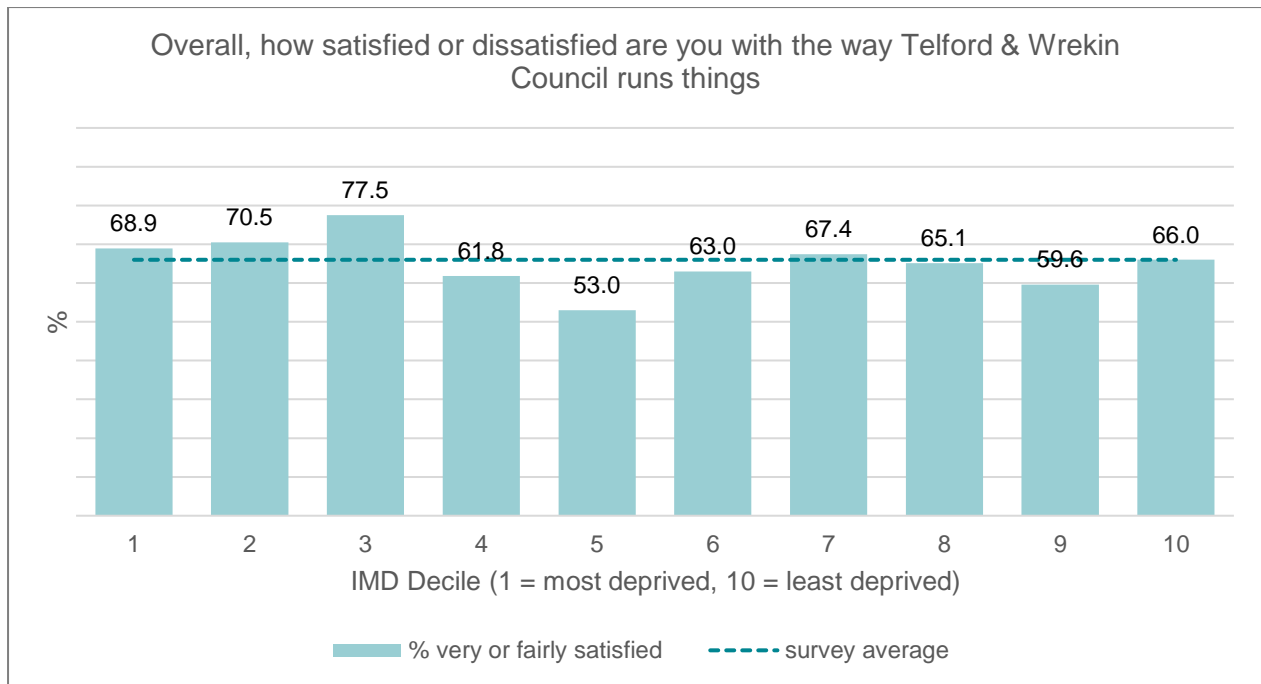
Response	Survey respondents	Survey %
Very satisfied	252	19.6
Fairly satisfied	597	46.4
Neither satisfied nor dissatisfied	300	23.3
Fairly dissatisfied	93	7.2
Very dissatisfied	36	2.8
Not used	9	0.7
Total	1,288	100.0

Rather not say/blank

96

Across the IMD deciles, there was no strong correlation between deprivation and satisfaction with how Telford & Wrekin Council runs things. Satisfaction levels were highest in the most deprived parts of the borough with 77.5% satisfied in decile 3, 70.5% in decile 2 and 68.9% in 1.

Satisfaction levels were lowest in decile 5 (53.0%), whilst in the least deprived parts of the borough satisfaction ranged from 59.6% in decile 9 to 66.0% in decile 10.



7 Health and Wellbeing

7.1 How do you find out about information that helps you to stay healthy and well?

The NHS website was identified by around half of respondents (52.2%) as the main source of information about staying healthy and well. 45.6% said that they use search engines to find information with 24.3% using social media such as Facebook or X.

Response	Survey respondents	Survey %
NHS website	647	52.2
Search engines (like Google for example)	565	45.6
Social media platforms like Facebook or X	302	24.3
Information on screens in healthcare settings	270	21.8
Telford and Wrekin Council's website	214	17.3
Information leaflets	213	17.2
Newsletters	172	13.9
Live Well Telford	143	11.6
Community groups and/or volunteers	97	7.8
Face to face	75	6.0
Other please specify	69	5.5
The Healthy Telford website	50	4.0
Live Well Hubs and/or Family Hubs in community settings	30	2.4
The Independent Living Centre	30	2.4

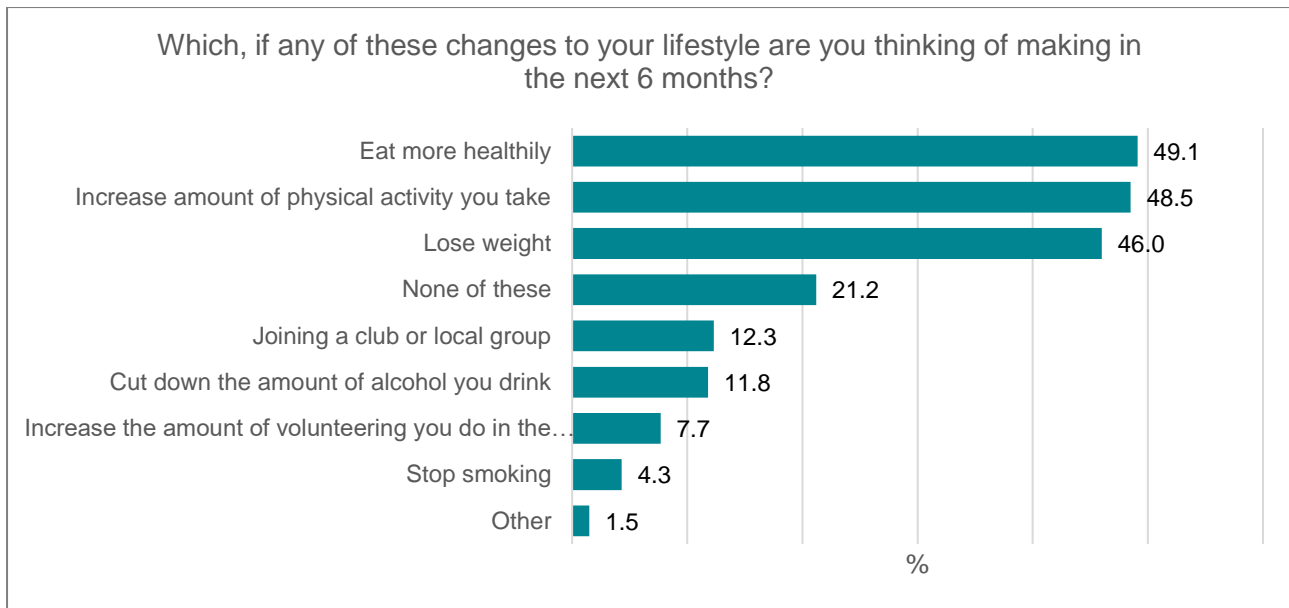
7.2 Which, if any of these changes to your lifestyle are you thinking of making in the next 6 months?

78.8% of respondents said that they were thinking about making lifestyle changes in the next six months.

The most common lifestyle changes considered by respondents were eating more healthily (49.1%) and increasing the amount of physical activity (48.5%) followed by losing weight (46.0%).

Around 1 in 5 respondents (21.2%) indicated that they were not considering making any lifestyle changes.

Of those people considering making lifestyle changes, 421 people (41.8%) indicated that they would like to receive information to support them in achieving their lifestyle change.



Response	Survey respondents	Survey %
Eat more healthily	630	49.1
Increase amount of physical activity you take	623	48.5
Lose weight	590	46.0
None of these	272	21.2
Joining a club or local group	158	12.3
Cut down the amount of alcohol you drink	152	11.8
Increase the amount of volunteering you do in the community	98	7.7
Stop smoking	55	4.3
Other	19	1.5
Total	1,284	

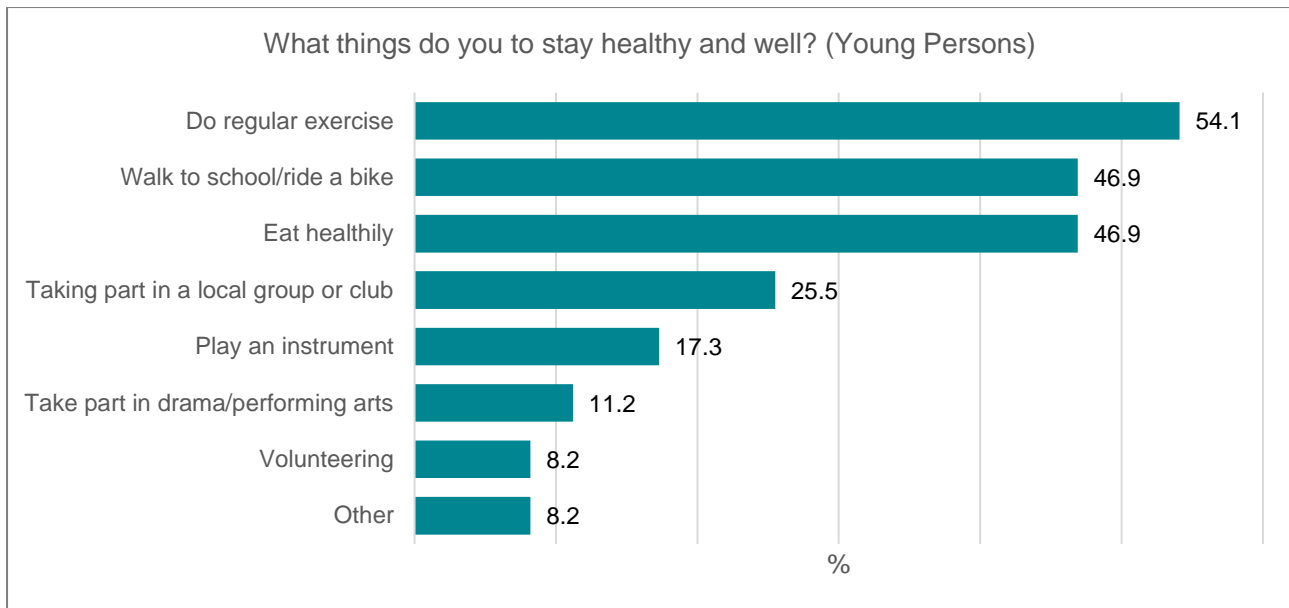
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100

7.3 What things do you do to stay healthy and well? - Young Persons Survey

In relation to the Young Persons Survey more than half of respondents (54.1%) said that they do regular exercise to stay healthy and well.

46.9% said that they walk to school/ride a bike and eat healthily. 25.5% said that they take part in a local club or group with 17.3% playing an instrument, 11.2% taking part in drama/performing arts and 8.2% volunteering.



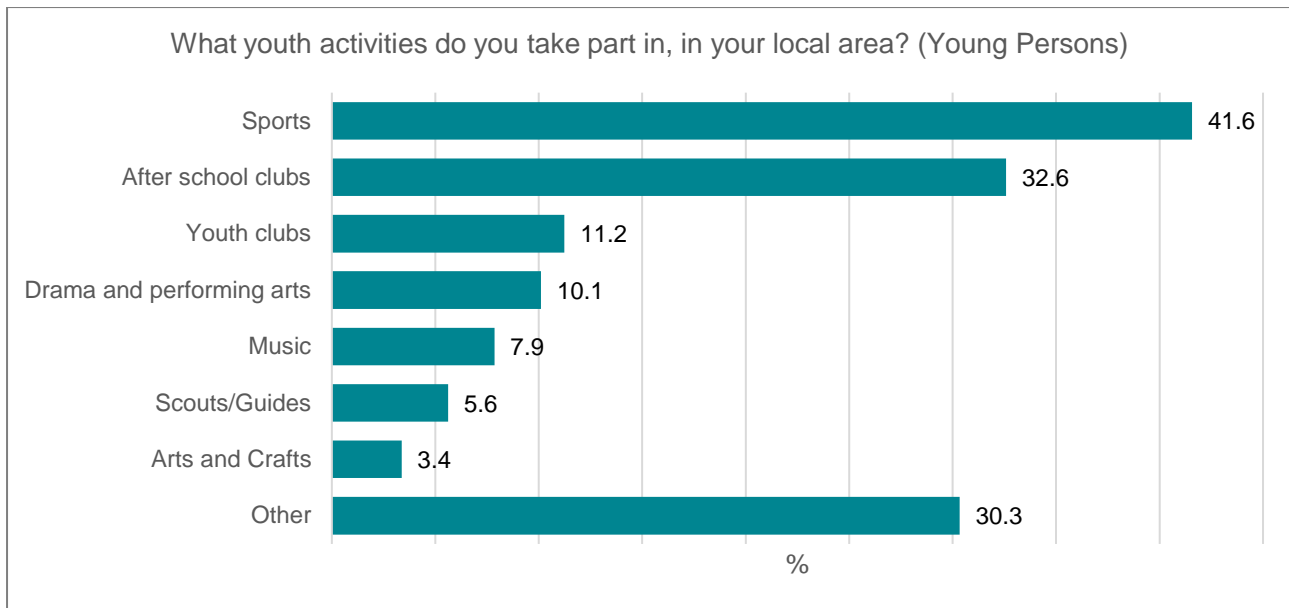
Response	Survey respondents	Survey %
Do regular exercise	53	54.1
Eat healthily	46	46.9
Walk to school/ride a bike	46	46.9
Taking part in a local group or club	25	25.5
Play an instrument	17	17.3
Take part in drama/performing arts	11	11.2
Volunteering	8	8.2
Other	8	8.2
Total	99	
Rather not say/blank	4	

7.4 What youth activities do you take part in, in your local area? - Young Persons Survey

The largest proportion of young people said that they take part in sporting activities (41.6%).

Around 1 in 3 (32.6%) said that they attended after school clubs and 11.2% youth clubs.

30.3% selected other, however the most common free text response to this option was "none".



Response	Survey respondents	Survey %
Sports	37	41.6
After school clubs	29	32.6
Youth clubs	10	11.2
Drama and performing arts	9	10.1
Music	7	7.9
Scouts/Guides	5	5.6
Arts and Crafts	3	3.4
Other	27	30.3
Total	89	

Rather not say/blank

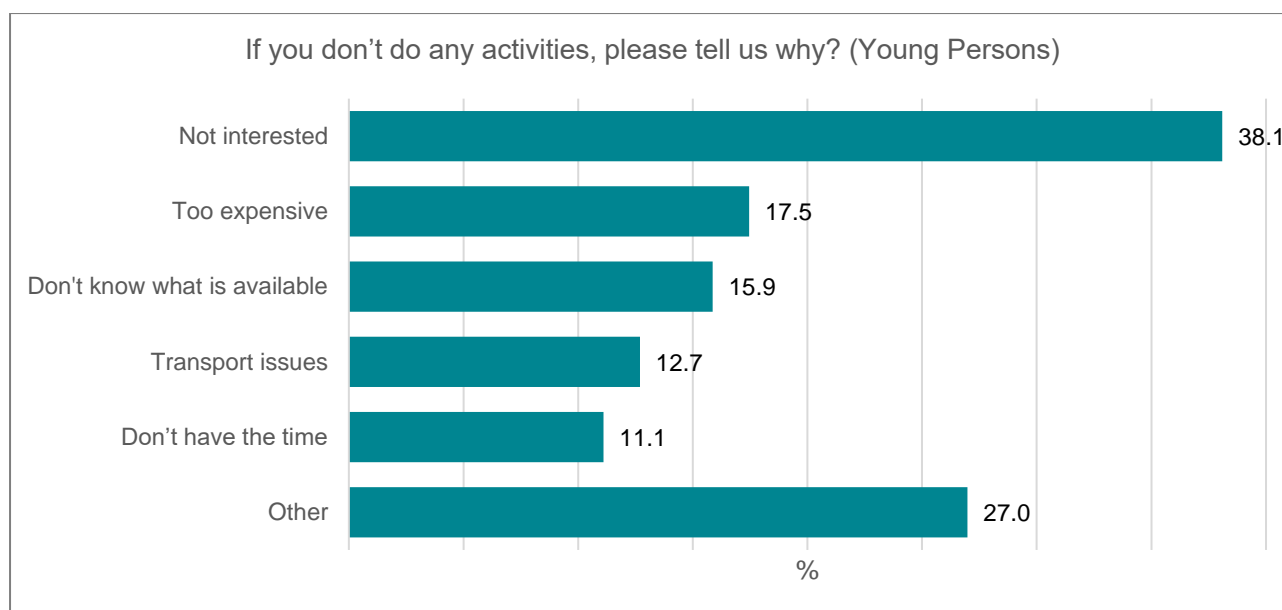
14

7.4 If you don't do any activities, please tell us why? - Young Persons Survey

Amongst those young people who said that they don't do any activities the most common response was that they were not interested (38.1%) followed by too expensive (7.5%).

15.9% said that they didn't know what was available, 12.7% had transport issues and 11.1% didn't have the time.

Amongst those respondents who selected other, reasons given included disability, autism, ADHD and anxiety.



Response	Survey respondents	Survey %
Not interested	24	38.1
Too expensive	11	17.5
Don't know what is available	10	15.9
Transport issues	8	12.7
Don't have the time	7	11.1
Other	17	27.0
Total	63	
Rather not say/blank	40	

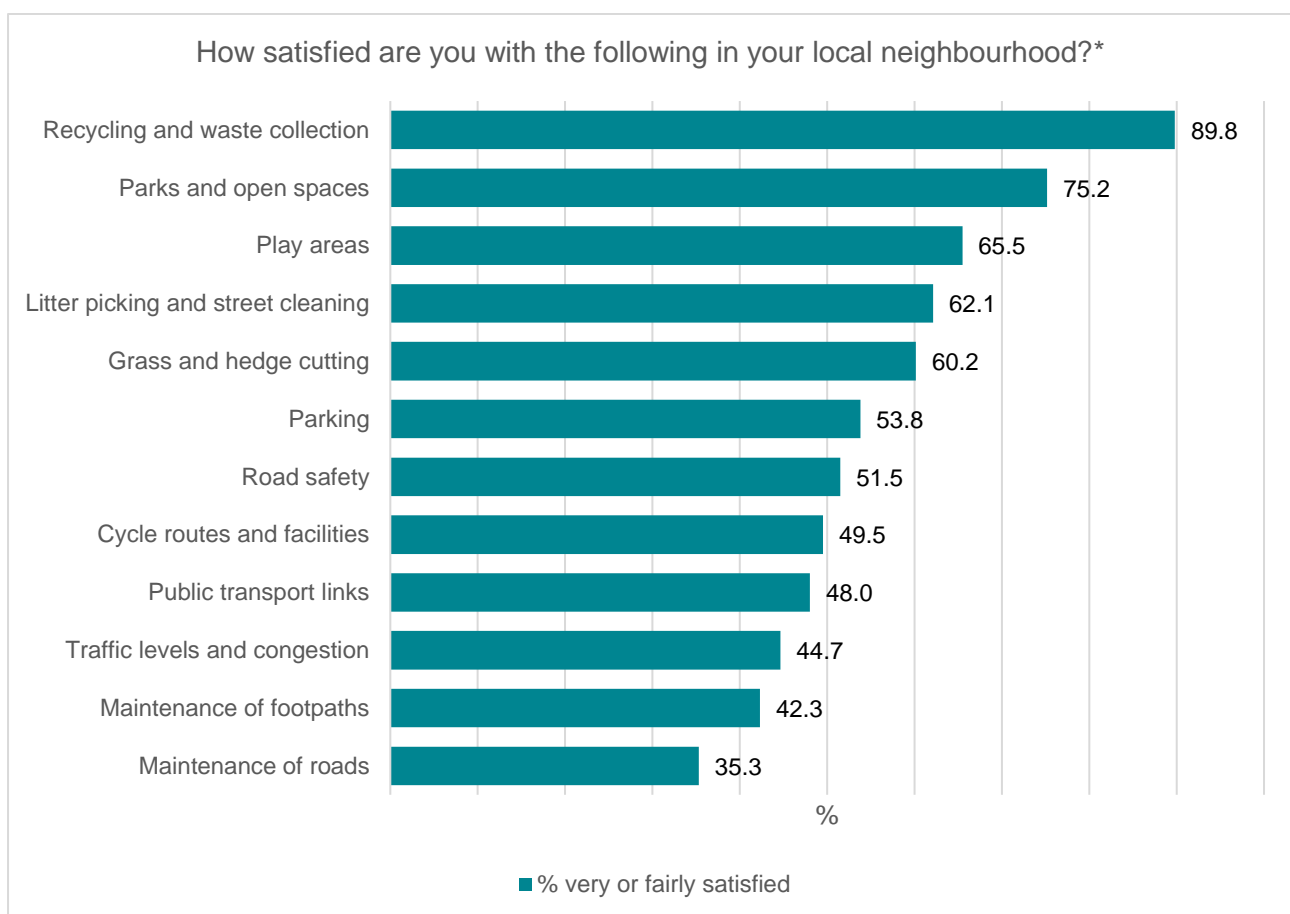
8 Your area as a place to live

8.1 How satisfied are you with the following in your local neighbourhood:

Within their local neighbourhoods, respondents were most satisfied with their recycling and waste collection with 89.8% satisfied (62.2% very satisfied).

Parks and open spaces had the next highest satisfaction levels (75.2%) followed by play areas (65.5%) litter picking and street cleaning (62.1%) and grass and hedge cutting (60.2%).

Respondents were most dissatisfied with the maintenance of roads (47.3%) with 35.3% satisfied. .



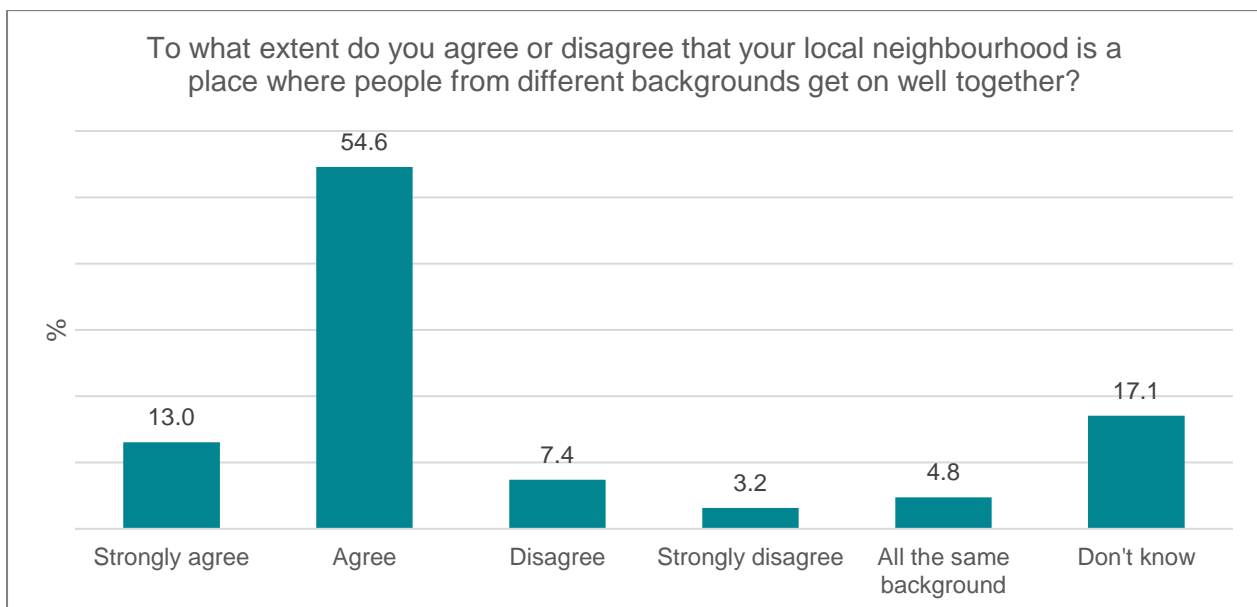
*respondents who answered did not know have not been included in the calculation for this question.

Response	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Cycle routes and facilities	15.5	34.1	31.8	11.8	6.9
Grass and hedge cutting	22.8	37.3	16.5	12.4	11.0
Litter picking and street cleaning	21.0	41.2	15.9	12.5	9.4
Maintenance of footpaths	10.3	32.0	21.1	20.8	15.8

Maintenance of roads	9.6	25.7	17.3	25.2	22.2
Parking	17.8	36.0	18.6	13.0	14.6
Parks and open spaces	32.2	43.0	15.1	6.1	3.5
Play areas	26.8	38.7	23.3	7.0	4.3
Public transport links	18.1	29.9	21.3	13.5	17.1
Recycling and waste collection	62.2	27.6	5.3	3.2	1.8
Road safety	15.0	36.5	26.7	11.7	10.1
Traffic levels and congestion	12.1	32.6	22.9	17.8	14.6

8.2 To what extent do you agree or disagree that your local neighbourhood is a place where people from different backgrounds get on well together?

Most respondents agreed that their local neighbourhood is a place where people from different backgrounds get on well together with 67.6% agreeing. 4.8% of respondents said that people were all from the same background in their neighbourhoods.

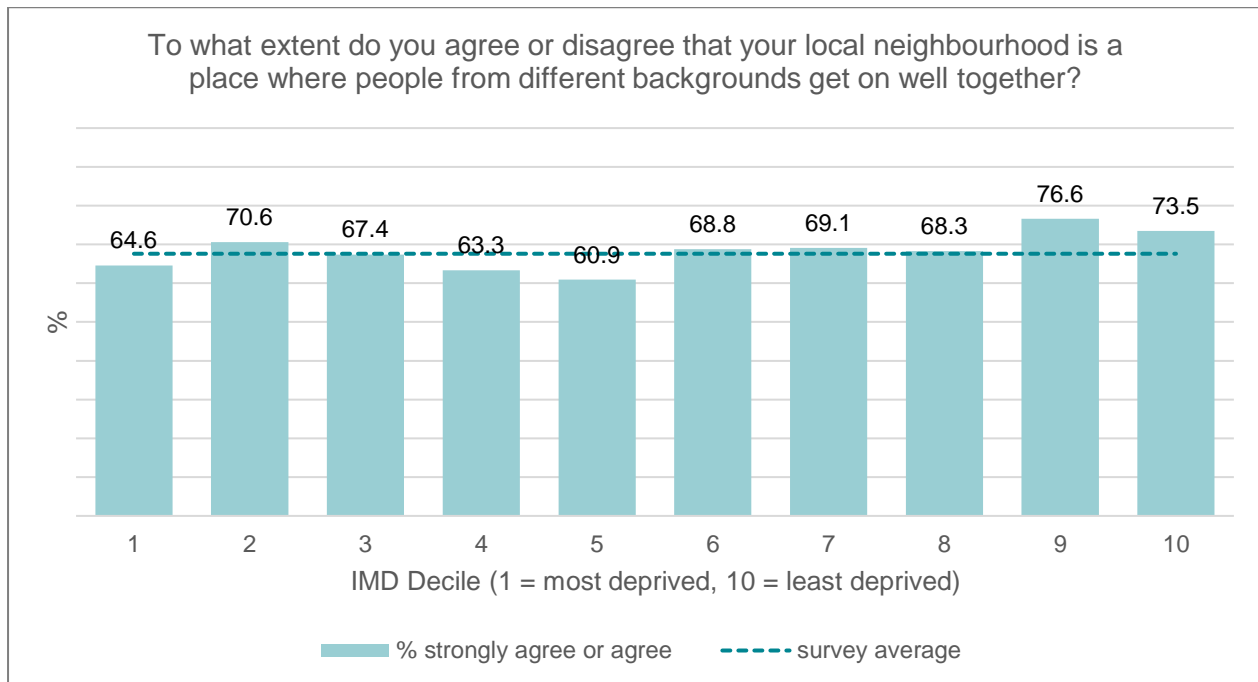


Response	Survey respondents	Survey %
Strongly agree	164	13.0
Agree	687	54.6
Disagree	93	7.4
Strongly disagree	40	3.2
All the same background	60	4.8
Don't know	215	17.1
Total	1,258	100.0

Rather not say/blank

126

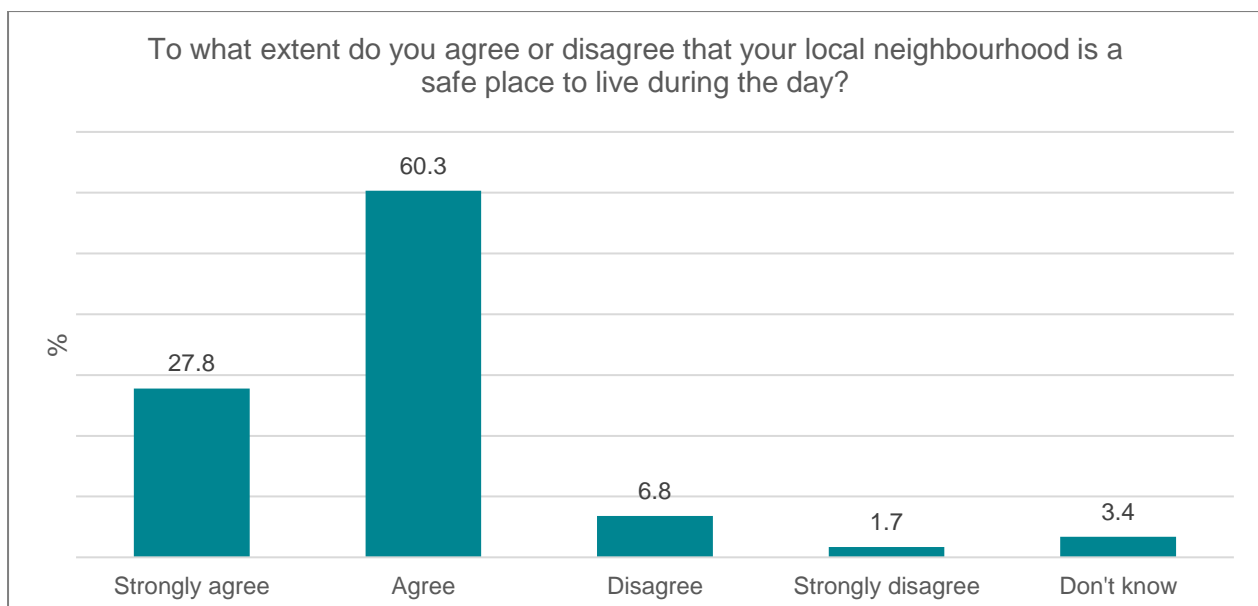
Comparing responses across the IMD deciles, the proportion of respondents who agreed that their local neighbourhood is a place where people from different backgrounds get on well together was slightly higher in the least deprived parts of the borough (deciles 6-10).



8.3 To what extent do you agree or disagree that your local neighbourhood is a safe place to live during the day?

Almost 9 in 10 respondents (88.1%) agreed that their local neighbourhood is a safe place to live during the day with 27.8% strongly agreeing and 60.3% agreeing.

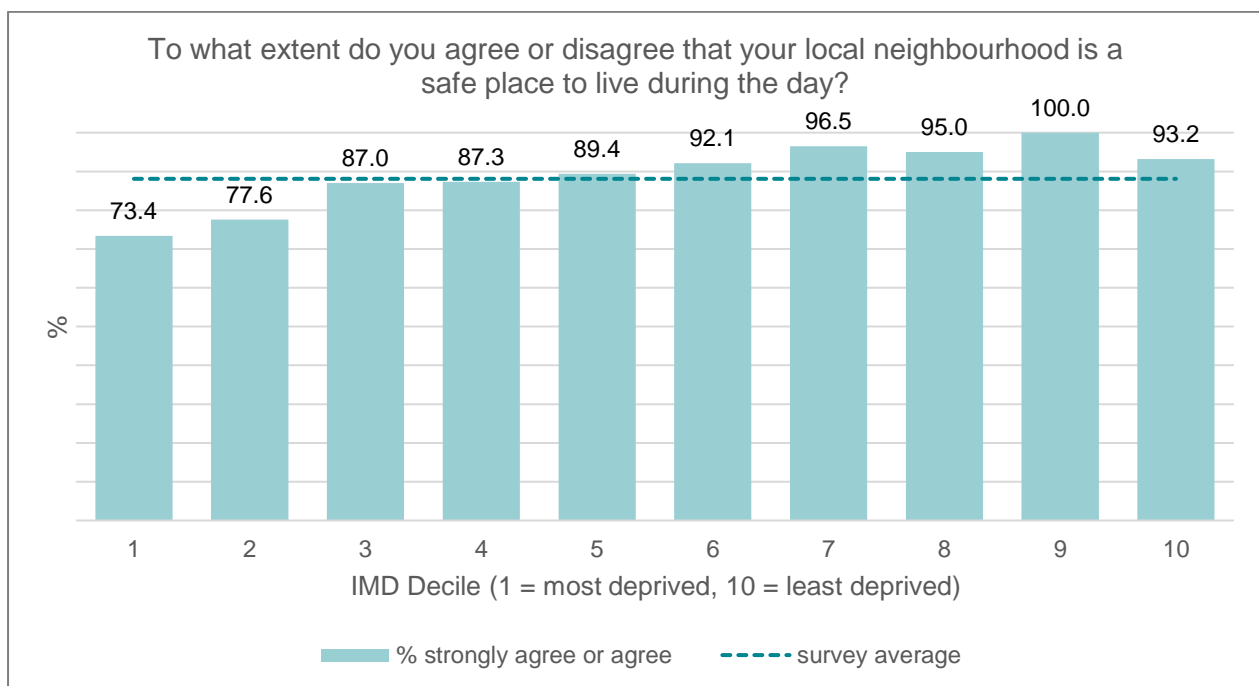
8.5% disagreed that their local neighbourhood was a safe place to live during the day and 3.4% indicated that they didn't know.



Response	Survey respondents	Survey %
Strongly agree	348	27.8
Agree	756	60.3
Disagree	85	6.8
Strongly disagree	22	1.7
Don't know	42	3.4
Total	1,253	100.0
Rather not say/blank	131	

Comparing IMD deciles, there was a strong correlation between deprivation and perceptions of safety. The proportion of respondents who thought that their local neighbourhood was a safe place to live during the day varied by 20 percentage points from 73.4% in the most deprived neighbourhoods to 93.2% in the least deprived areas.

All areas in the 50% least deprived areas (deciles 6-10) were above 90% with all 100% of respondents in decile 9 agreeing that their local neighbourhood was a safe place to live during the day.

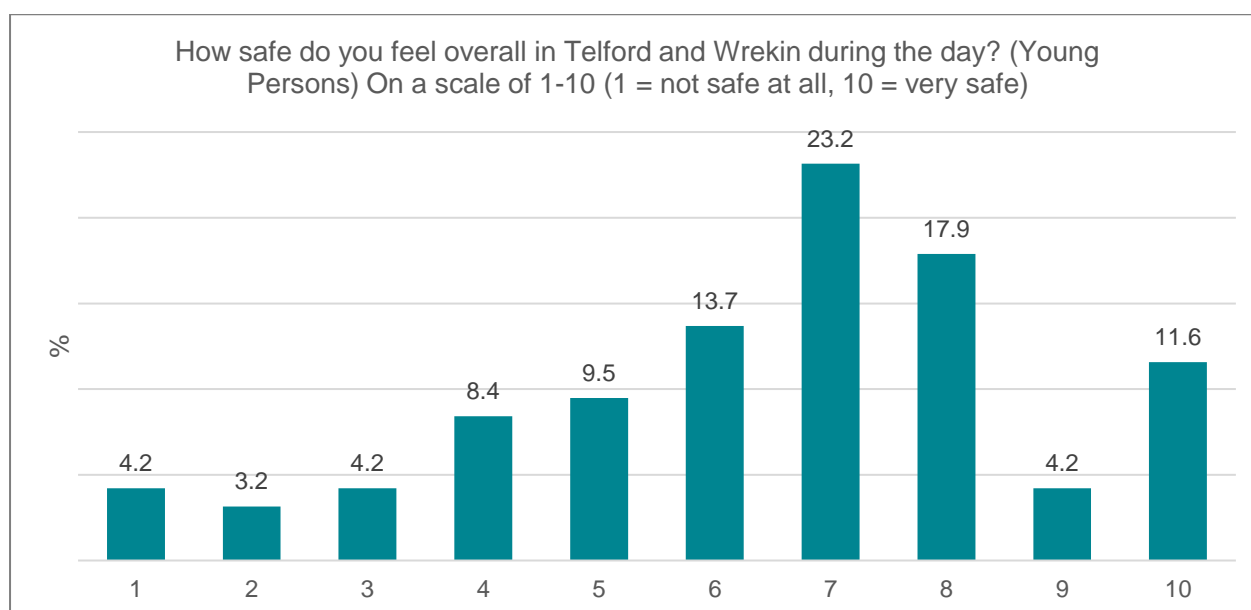


8.4 How safe do you feel overall in Telford and Wrekin during the day? - Young Persons Survey

Respondents to the Young Persons Survey were asked to rate on a scale of 1 to 10 how safe they felt in Telford and Wrekin during the day.

The average score was 6.95 out of 10 and 33.7% of respondents scored it as 8 or higher with 11.6% selecting 10 (very safe).

11.6% of young people scored safety in the day as 3 or lower with 4.2% selecting 1 (not safe at all).

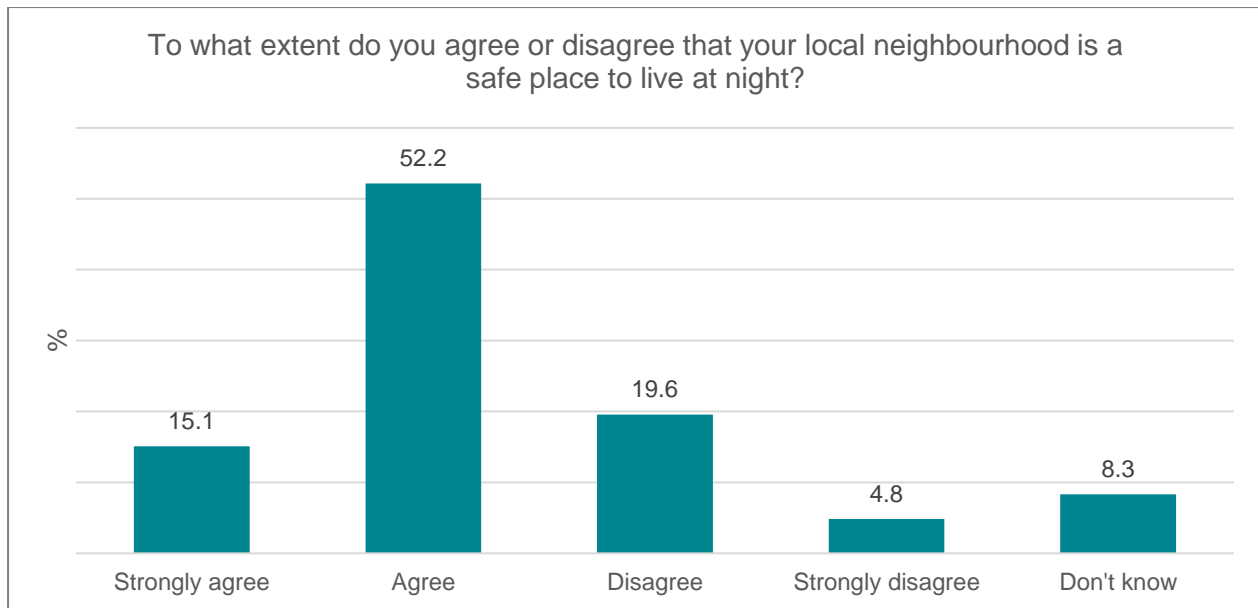


Response	Survey respondents	Survey %
1	4	4.2
2	3	3.2
3	4	4.2
4	8	8.4
5	9	9.5
6	13	13.7
7	22	23.2
8	17	17.9
9	4	4.2
10	11	11.6
Total	95	100.0
Rather not say/blank	8	

8.5 To what extent do you agree or disagree that your local neighbourhood is a safe place to live at night?

The proportion of respondents who agreed that their local neighbourhood is a safe place to live at night was 67.3%. This is lower than during the day (88.1%).

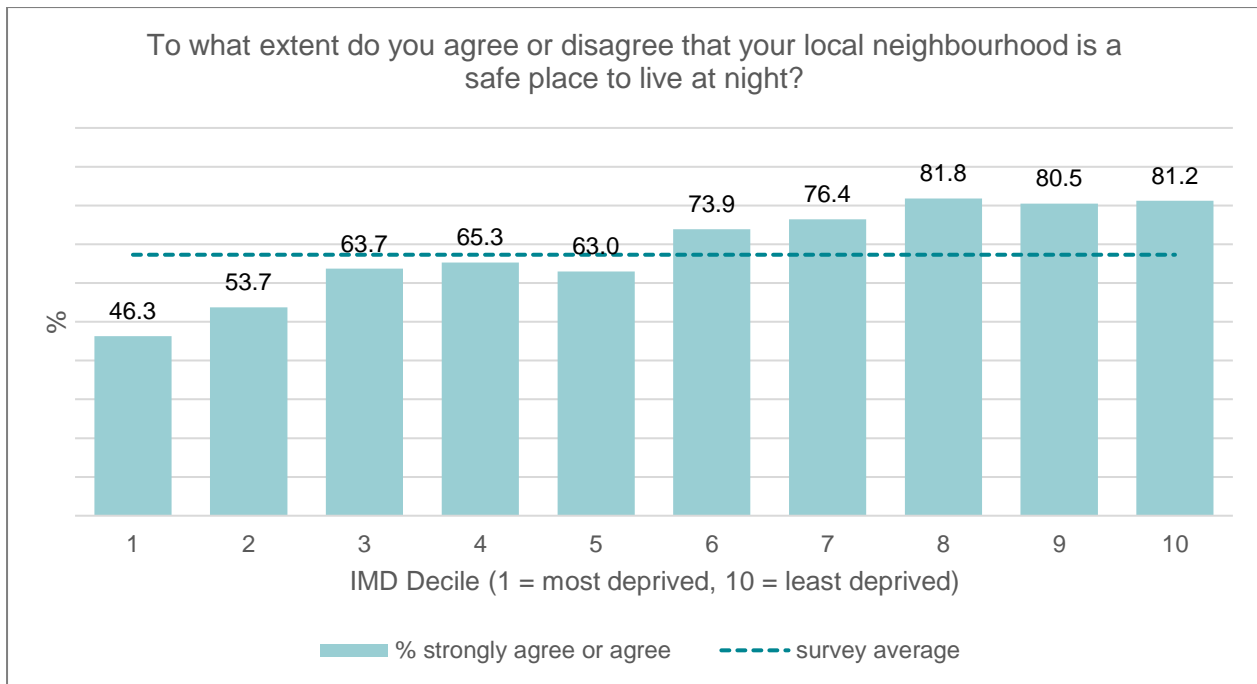
19.6% disagreed that their local neighbourhood was a safe place to live at night, 11.1 percentage points greater than during the day.



Response	Survey respondents	Survey %
Strongly agree	190	15.1
Agree	656	52.2
Disagree	246	19.6
Strongly disagree	61	4.8
Don't know	105	8.3
Total	1,258	100.0
Rather not say/blank	126	

The correlation between deprivation and perceptions of safety was stronger at night than during the day.

Fewer than half (46.3%) of respondents living in decile 1 (the most deprived areas) agreed that their local neighbourhood was a safe place to live at night compared with 81.2% living in decile 10, the least deprived areas.

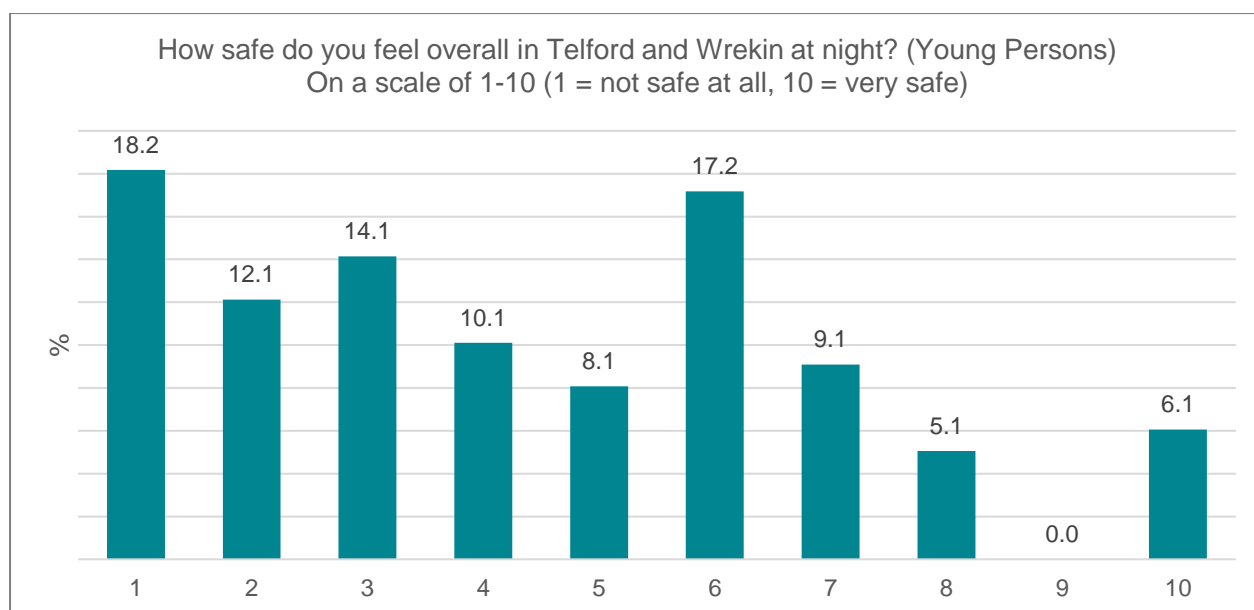


8.6 How safe do you feel overall in Telford and Wrekin at night? - Young Persons Survey

Respondents were asked to rate on a scale of 1 to 10 how safe they felt in Telford and Wrekin at night.

As with responses to the household survey there was a significant reduction in perceptions of safety at night compared with the day. The average score fell from 6.5 during the day to 4.3 at night. 11.2% of respondents scored it as 8 or higher, with 6.1% selecting 10 (very safe).

44.4% of young people scored safety at night as 3 or lower, with 18.2% selecting 1 (not safe at all).



Response	Survey respondents	Survey %
1	18	18.2
2	12	12.1
3	14	14.1
4	10	10.1
5	8	8.1
6	17	17.2
7	9	9.1
8	5	5.1
9	0	0.0
10	6	6.1
Total	99	100.0

Rather not say/blank

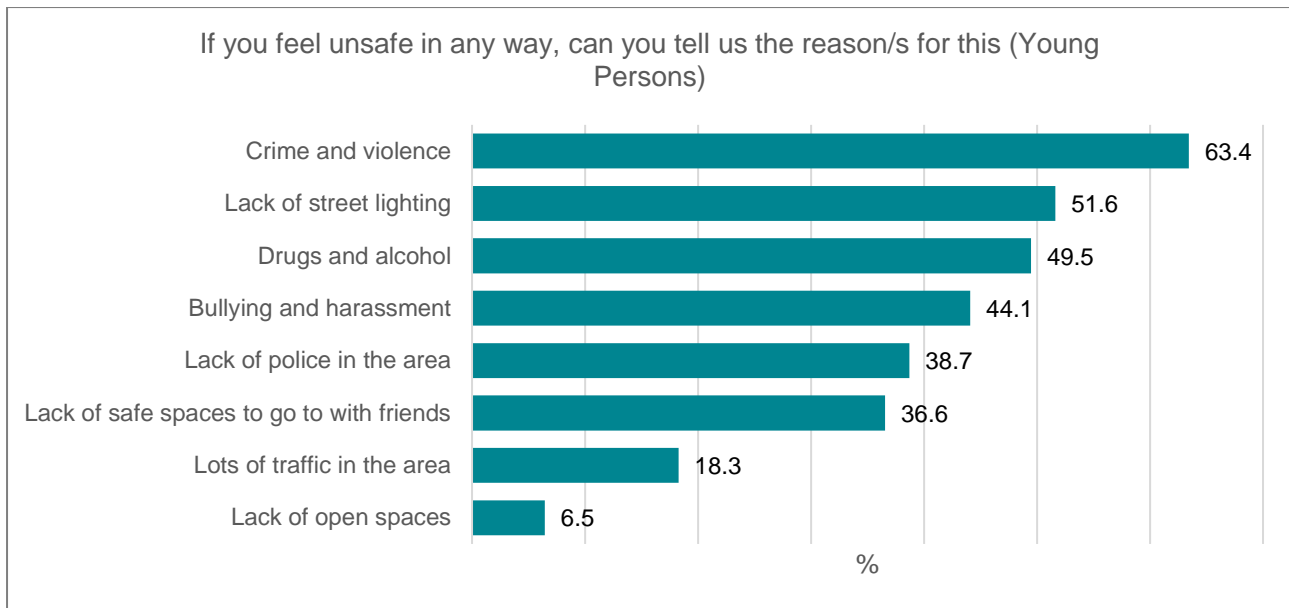
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8.7 If you feel unsafe in any way, can you tell us the reason/s for this? - Young Persons Survey

The largest proportion of young people said that they felt unsafe due to crime and violence (63.4%).

Around half identified lack of street lighting (51.6%) and drugs and alcohol (49.5%) as the reason for feeling unsafe.

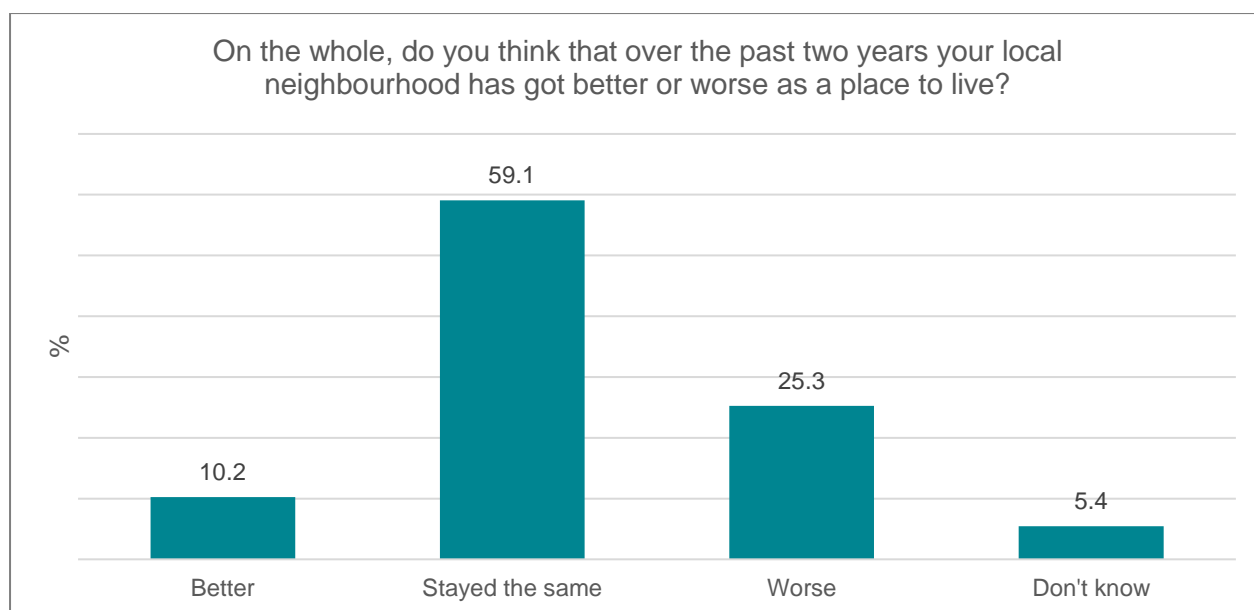
44.1% said that bullying and harassment was the reason for feeling unsafe with 38.7% identifying lack of police in the area and 36.6% lack of safe spaces to go with friends.



Response	Survey respondents	Survey %
Crime and violence	59	63.4
Lack of street lighting	48	51.6
Drugs and alcohol	46	49.5
Bullying and harassment	41	44.1
Lack of police in the area	36	38.7
Lack of safe spaces to go to with friends	34	36.6
Lots of traffic in the area	17	18.3
Lack of open spaces	6	6.5
Total	93	100.0
Rather not say/blank	10	

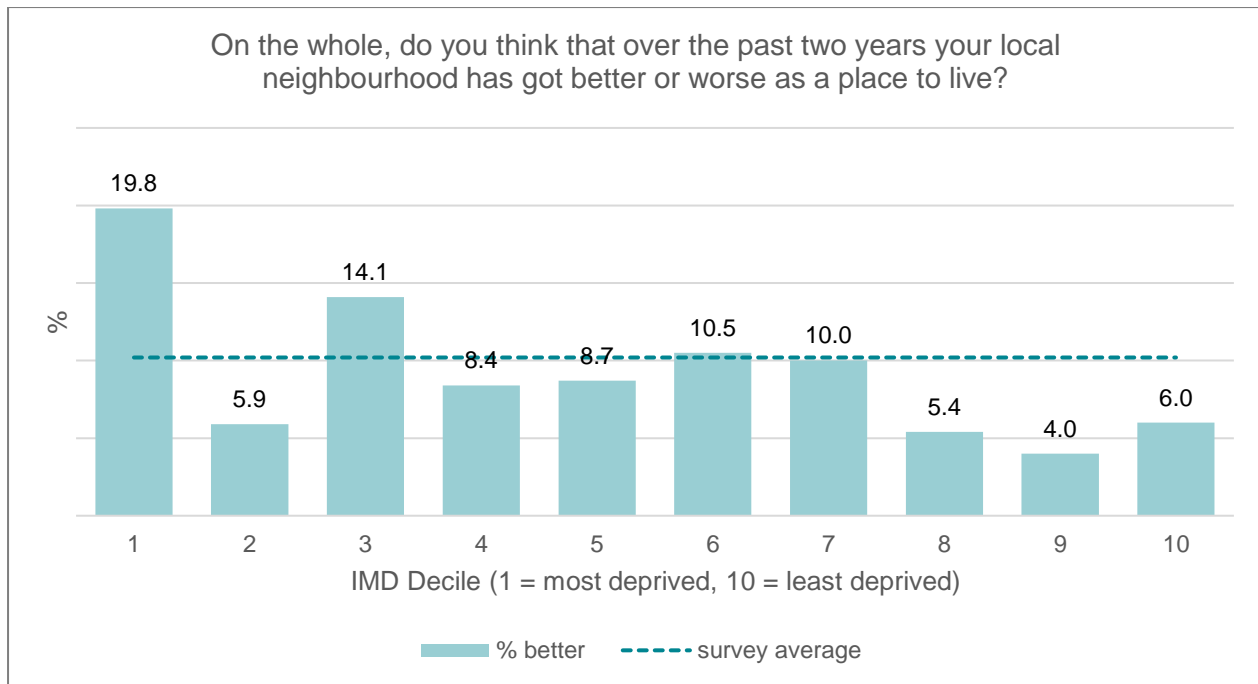
8.8 On the whole, do you think that over the past two years your local neighbourhood has got better or worse as a place to live?

69.3% of respondents thought that their neighbourhood had got better or stayed the same over the last 2 years with most respondents (59.1%) feeling it had stayed the same. 1 in 4 (25.3%) felt that it had got worse.



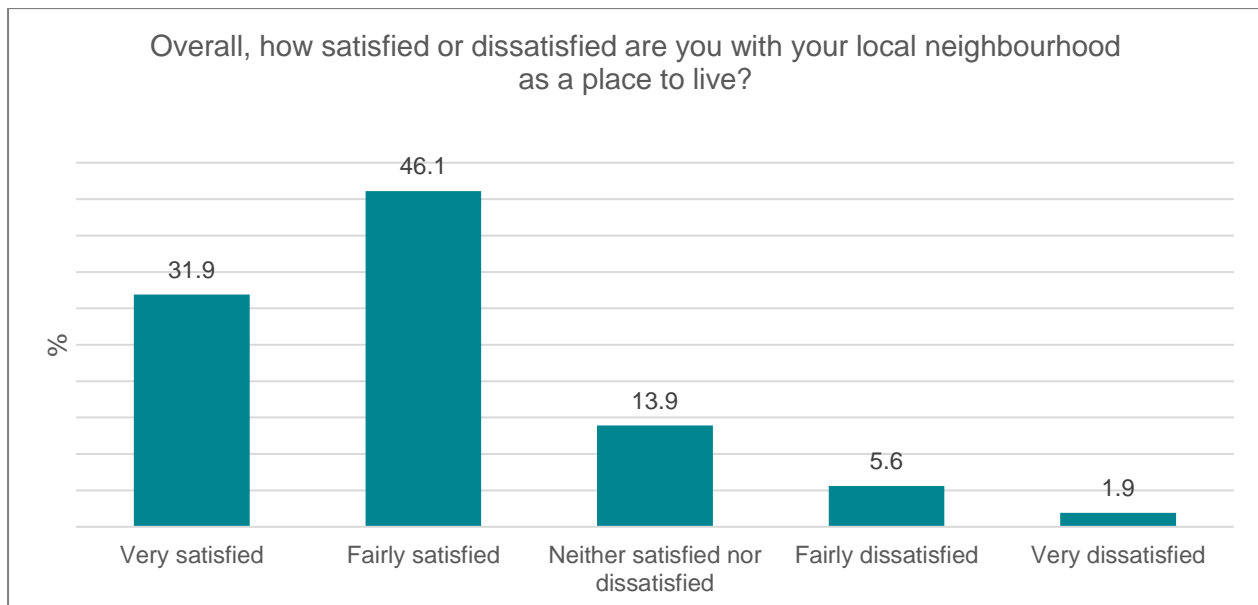
Response	Survey respondents	Survey %
Better	129	10.2
Stayed the same	743	59.1
Worse	318	25.3
Don't know	68	5.4
Total	1,258	100.0
Rather not say/blank	127	

There was a strong correlation between deprivation and those respondents who thought that their local neighbourhood had changed for the better in the past two years, with people living in the most deprived areas (19.8%) more than three times more likely to think their neighbourhood had got better than those living in the least deprived (6.0%).



8.9 Overall, how satisfied or dissatisfied are you with your local neighbourhood as a place to live?

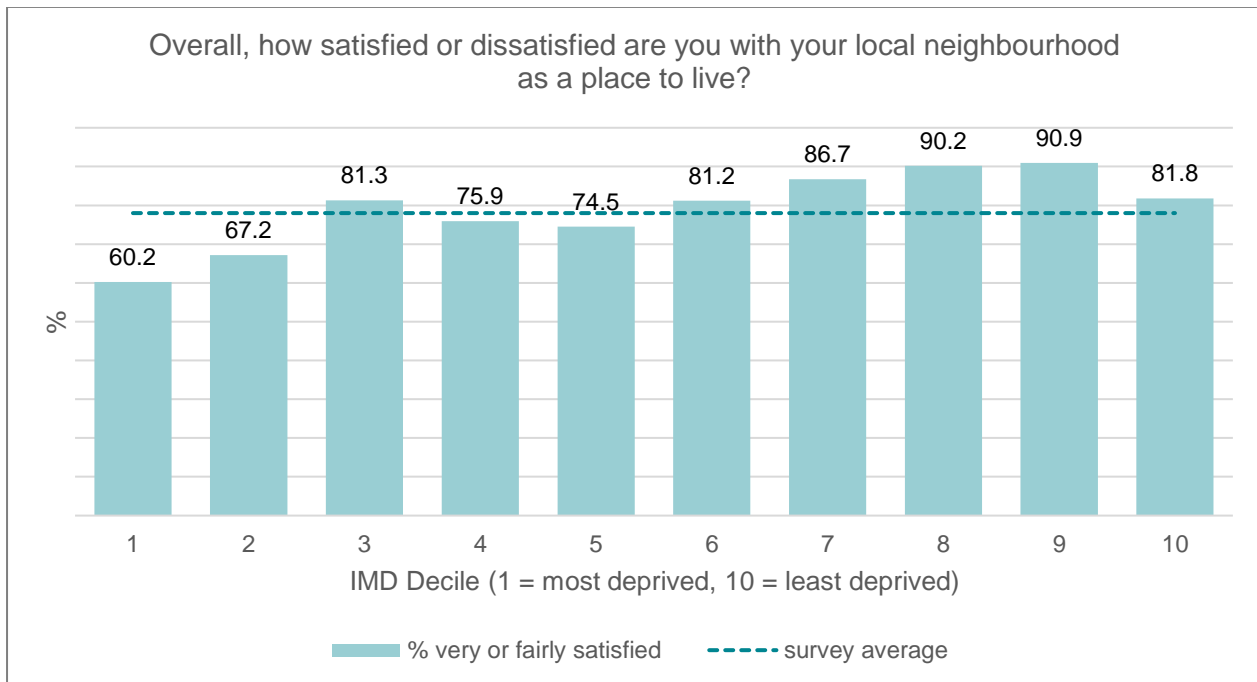
78.0% of respondents were satisfied with their local neighbourhood as a place to live (31.9% very satisfied and 46.1% fairly satisfied), 7.6% were dissatisfied and 13.9% were neither satisfied nor dissatisfied.



Response	Survey respondents	Survey %
Very satisfied	404	31.9
Fairly satisfied	582	46.1
Neither satisfied nor dissatisfied	175	13.9
Fairly dissatisfied	71	5.6
Very dissatisfied	25	1.9
Don't know	8	0.6
Total	1,264	100.0
Rather not say/blank	120	

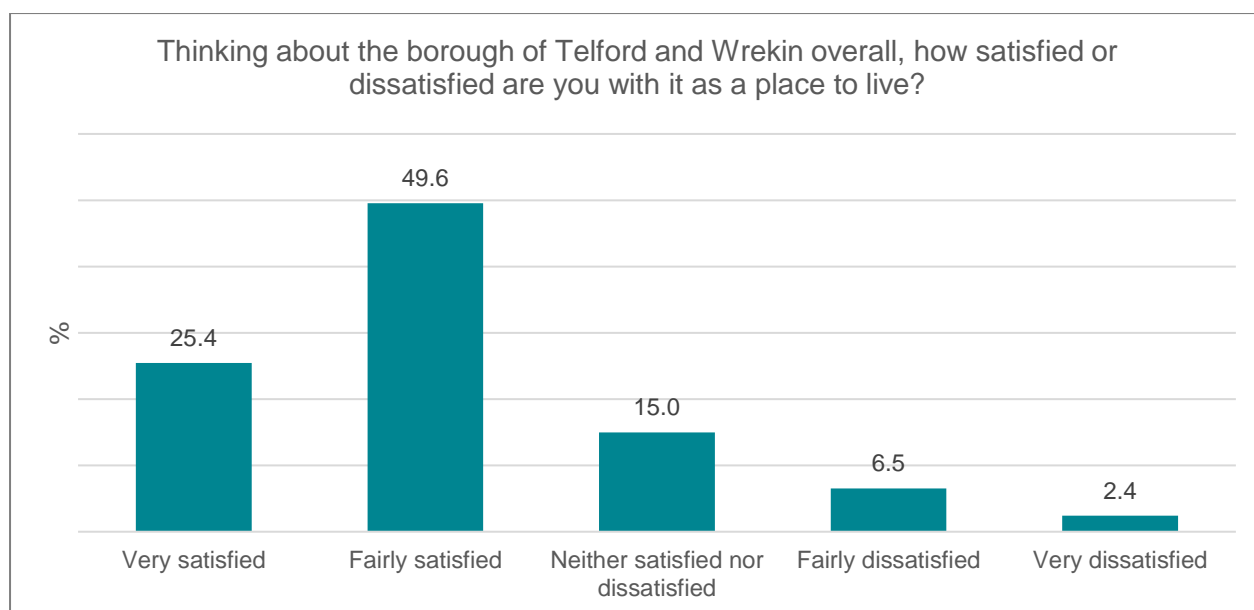
There was a correlation between deprivation and satisfaction with local neighbourhoods as a place to live with satisfaction significantly higher in the least deprived deciles.

60.2% of respondents in the most deprived decile were satisfied with their local neighbourhood as a place to live compared with 90.9% of those living in decile 9, a difference of 30.7 percentage points.



8.10 Thinking about the borough of Telford and Wrekin overall, how satisfied or dissatisfied are you with it as a place to live?

Three quarters of respondents (75.0%) were satisfied overall with Telford and Wrekin as a place to live (25.4% very satisfied).

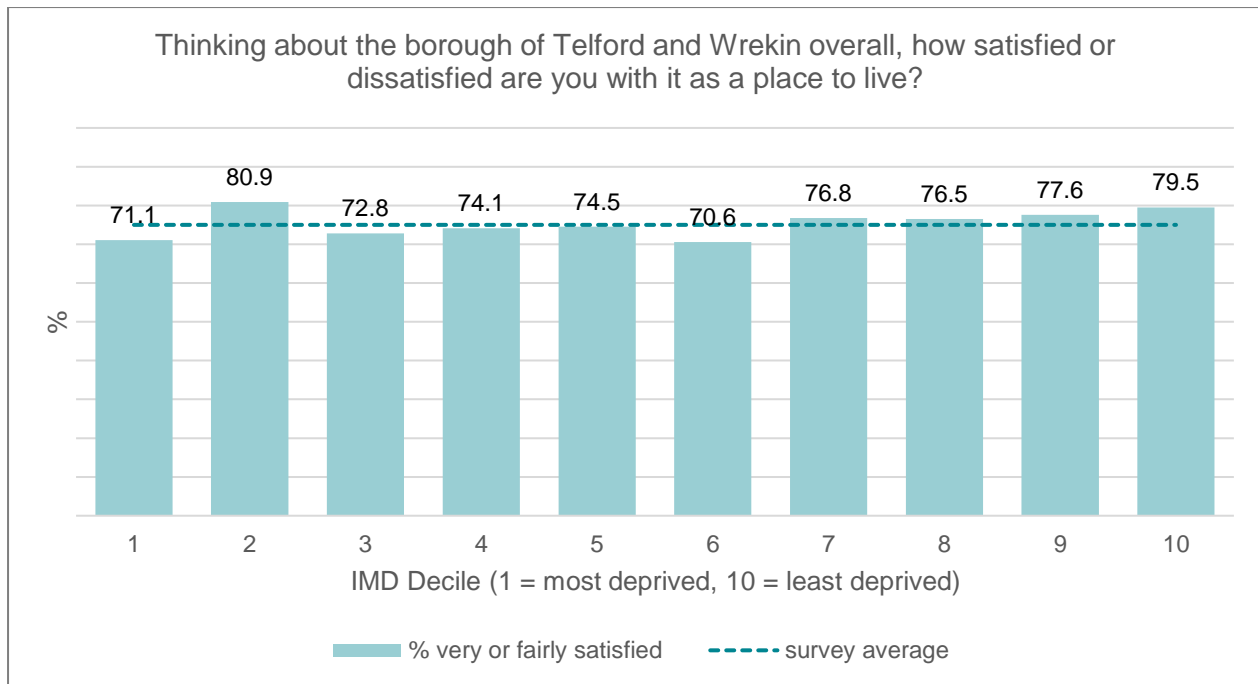


Response	Survey respondents	Survey %
Very satisfied	322	25.4
Fairly satisfied	626	49.6
Neither satisfied nor dissatisfied	189	15.0
Fairly dissatisfied	83	6.5
Very dissatisfied	31	2.4
Don't know	14	1.1
Total	1,264	100.0

Rather not say/blank

120

Comparing responses across the IMD deciles there was no significant correlation between deprivation and satisfaction with Telford and Wrekin as a place to live.



8.11 What is the one thing you enjoy the most about living in Telford and Wrekin? - Young Persons Survey

Young people were asked to describe what they most enjoyed about living in Telford and Wrekin.

The responses have been grouped into broad themes summarised in the following table.

Theme	Survey respondents
Green Spaces and Town Park	21
Friends	13
Town Centre	11
Range of activities and things to do	9
Feeling safe	5
Everything close by and easy to get to	4
Family	4
The area in general	4
Sense of community	3
Transport	3
Food	2
School	2
Sport clubs	2
Easy access to cities	2

The largest number of respondents (21) said that access to green spaces and the Town Park was what they liked best about the borough. This was followed by being close to

friends (13), the Town Centre (11) and the range of activities and things to do in the borough (9).

Five respondents highlighted feeling safe within Telford and Wrekin particularly compared to other towns and cities.

Others commented that they liked the fact that everything was close and also that it was easy to access nearby cities.

8.12 If there is one thing you could change about living in Telford and Wrekin, what would it be? - Young Persons Survey

Young people were asked what one thing they would like to change about living in Telford and Wrekin.

The main themes from these responses are summarised in the following table.

Theme	Survey respondents
More things to do	16
Crime, drugs & Policing	12
Better public transport	11
Safer	10
School	7
Better lighting	4

The largest number of respondents wanted there to be more things for young people to do. This included better provision for young people who are neurodivergent.

Tackling crime and making the borough safer was a common theme, with respondents concerned about crime and drug taking, wanting to see more Police, better lighting and wanting to generally feel safer.

Better public transport was highlighted by respondents who wanted to see more services, services running later in the evening, and cheaper more reliable services.

Other respondents wanted to see more and better schools in the borough.

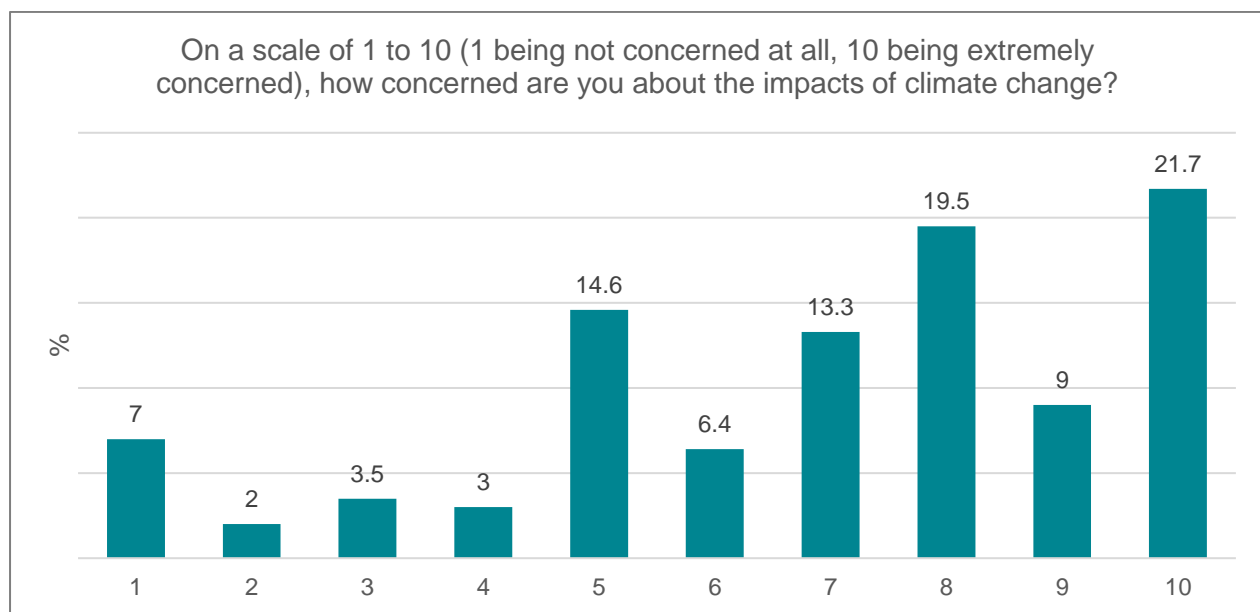
9 Climate change

9.1 On a scale of 1 to 10 (1 being not concerned at all, 10 being extremely concerned), how concerned are you about the impacts of climate change?

Respondents were asked to rate on a scale of 1 to 10 how concerned they were about the impacts of climate change.

The average score was 6.9 out of 10 and half of respondents (50.1%) scored it as 8 or higher with 21.7% selecting 10 (extremely concerned).

12.5% of respondents scored their level of concern as 3 or lower with 7.0% selecting 1 (not concerned at all).

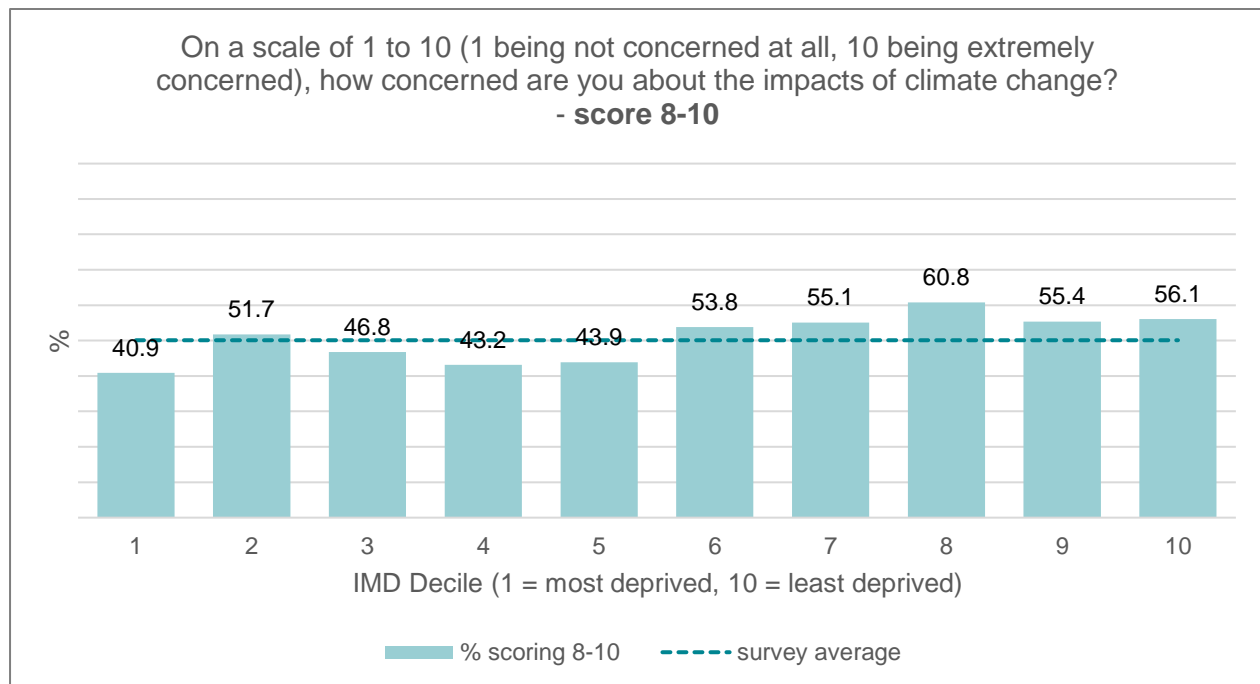


Response	Survey respondents	Survey %
1	79	7.0
2	23	2.0
3	40	3.5
4	34	3.0
5	165	14.6
6	73	6.4
7	151	13.3
8	220	19.5
9	102	9.0
10	245	21.7
Total	1,132	100.0

Rather not say/blank

252

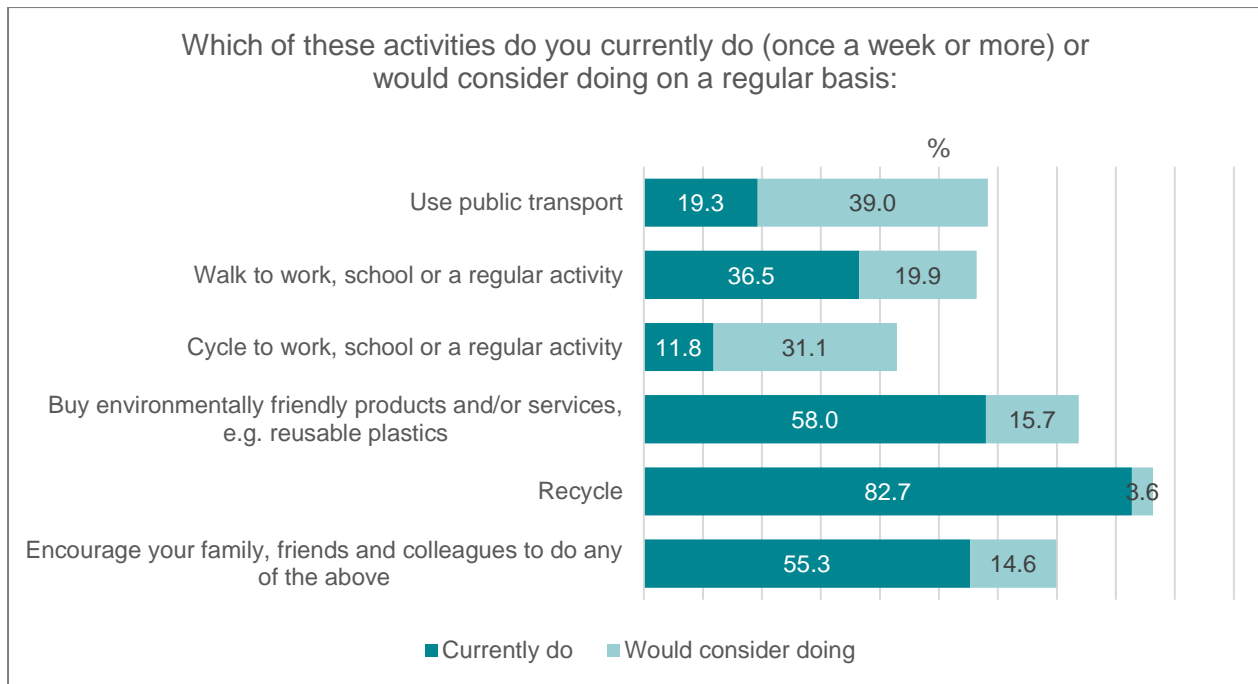
There was a correlation between levels of deprivation and concerns about the impact of climate change. When comparing responses for those scoring their concern as 8 or more, 40.9% of those living in decile 1 rated their concern as 8+ compared to 60.8% in one of the least deprived deciles.



9.2 Which of these activities do you currently do (once a week or more) or would consider doing on a regular basis?

Most respondents (82.7%) said that they currently recycle. More than half said that they already buy environmentally friendly products and/or services (58.0%) or encourage family, friends and colleagues to do activities to reduce climate change (55.3%).

39.0% of respondents indicated that they would consider using public transport and 31.1% that they would consider cycling to work, school or a regular activity.



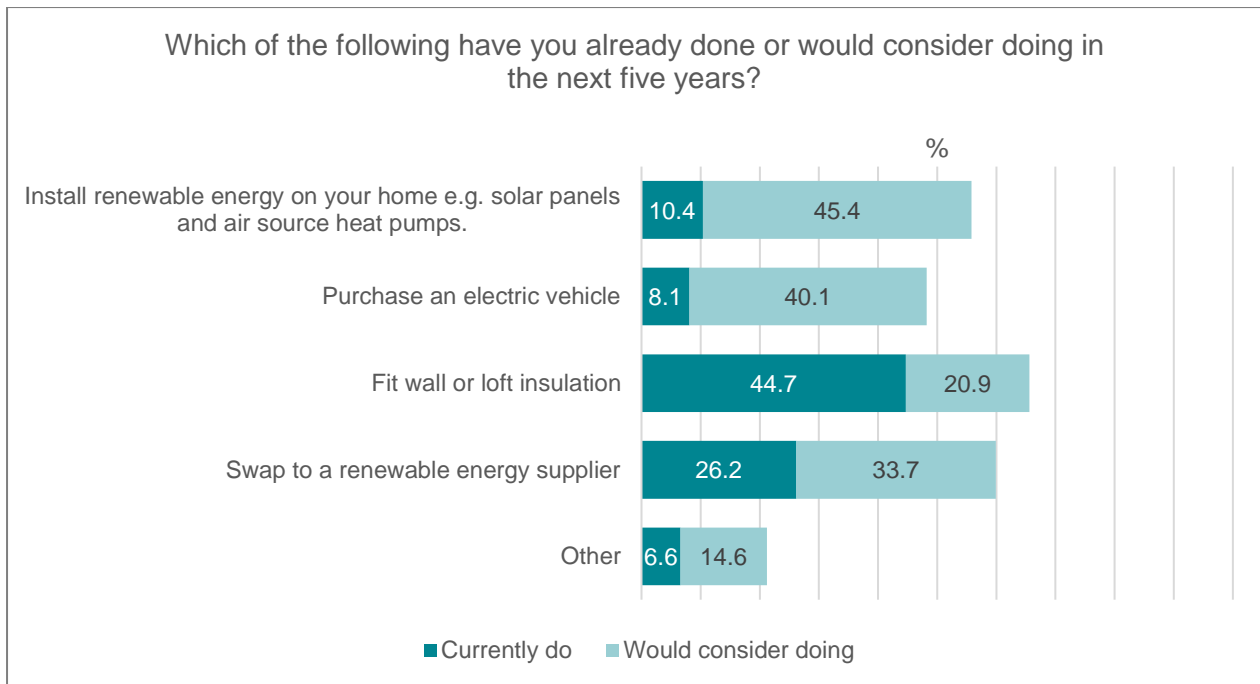
9.3 Which of the following have you already done or would consider doing in the next five years?

The largest proportion of respondents said that they had fitted wall or loft insulation (44.7%).

26.2% said that they had already switched to renewable energy supplier with 1 in 3 indicating that they would consider switching in the next five years.

10.4% had installed renewable energy sources in their homes with a further 45.4% indicating that they would consider doing so.

8.1% had already purchased an electric vehicle with 40.1% saying that would consider getting one in the next five years.



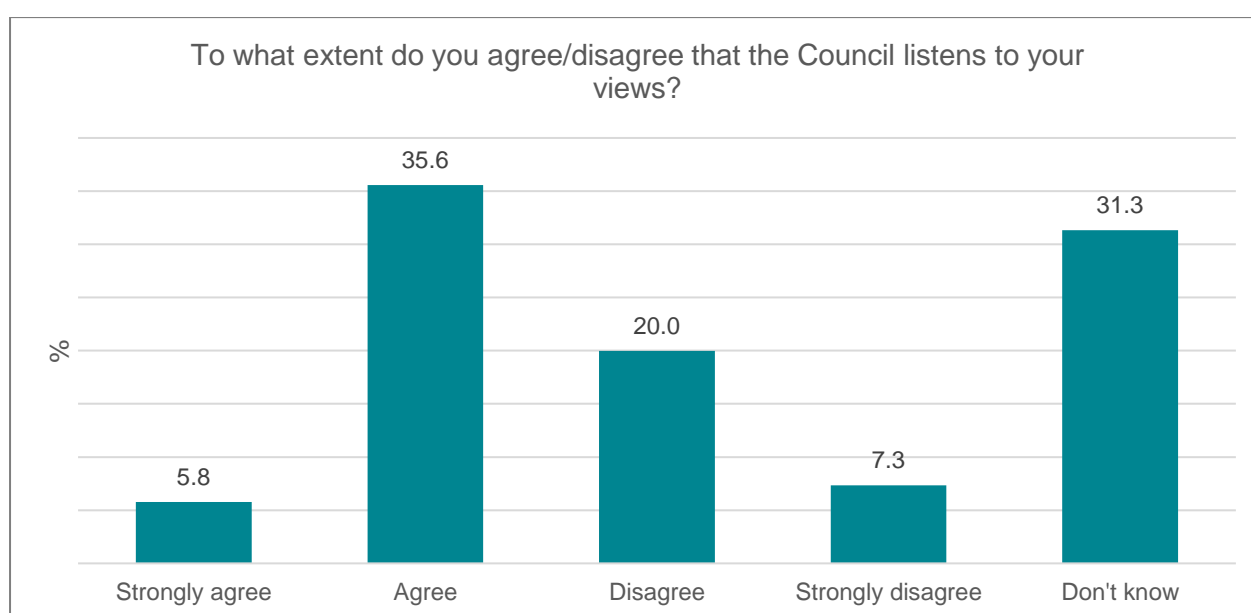
10 Listening to your views

10.1 To what extent do you agree/disagree that the Council listens to your views?

41.4% of respondents agreed that the Council listens to their views (5.8% strongly agree and 35.6% agree).

27.3% disagreed that the Council listens to their views (7.3% strongly disagree and 20.0% disagree).

31.3% of respondents stated that they didn't know.

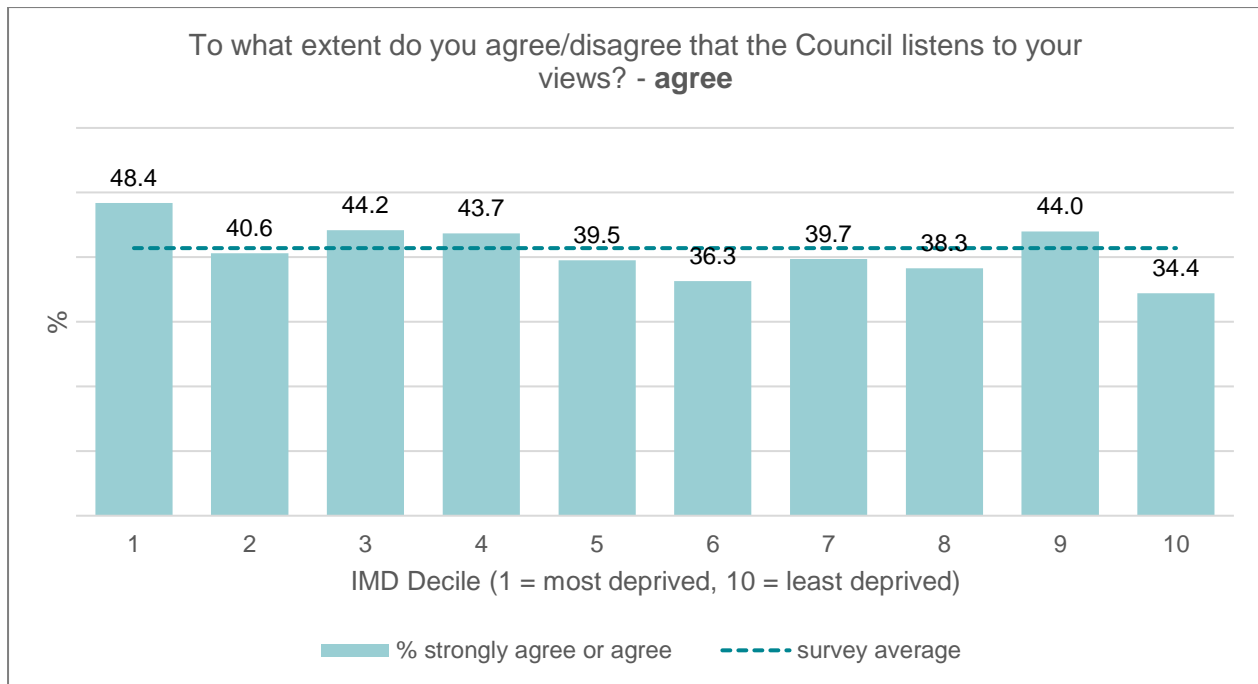


Response	Survey respondents	Survey %
Strongly agree	70	5.8
Agree	430	35.6
Disagree	241	20.0
Strongly disagree	89	7.3
Don't know	378	31.3
Total	1,208	100.0

Rather not say/blank

176

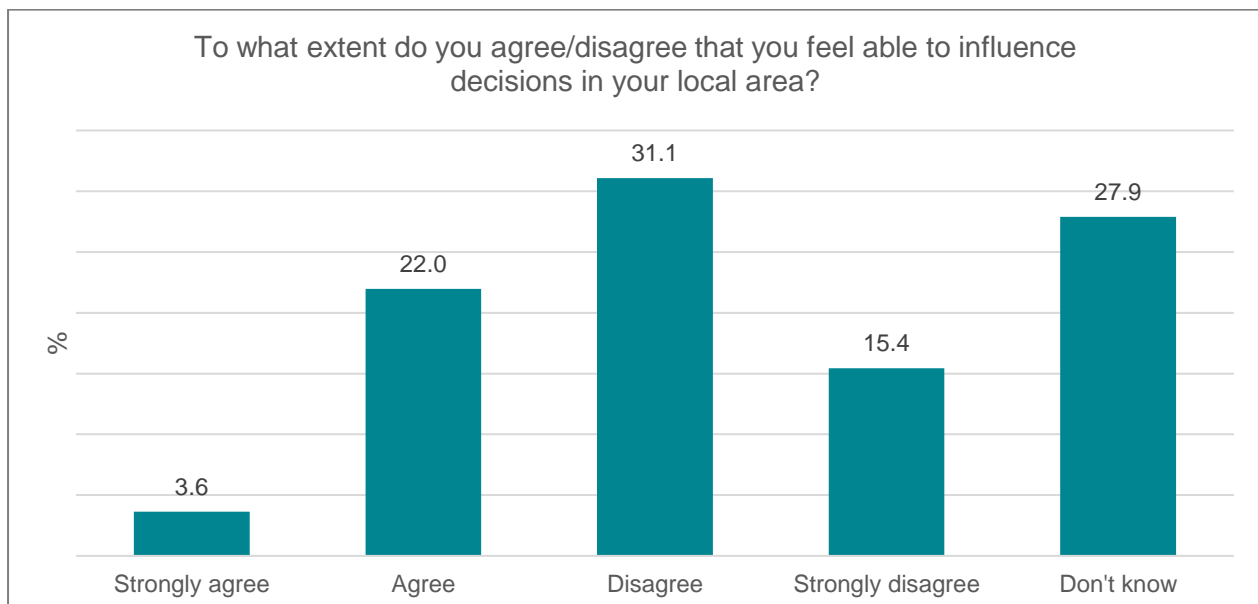
There was a correlation between IMD decile and the proportion of respondents who agreed that the Council listens to their views. The proportion who agreed that the Council listens to their views was higher in the most deprived parts of the borough and lower in the least deprived areas, ranging from 48.4% in decile 1 to 34.4% in decile 10.



10.2 To what extent do you agree/disagree that you feel able to influence decisions in your local area?

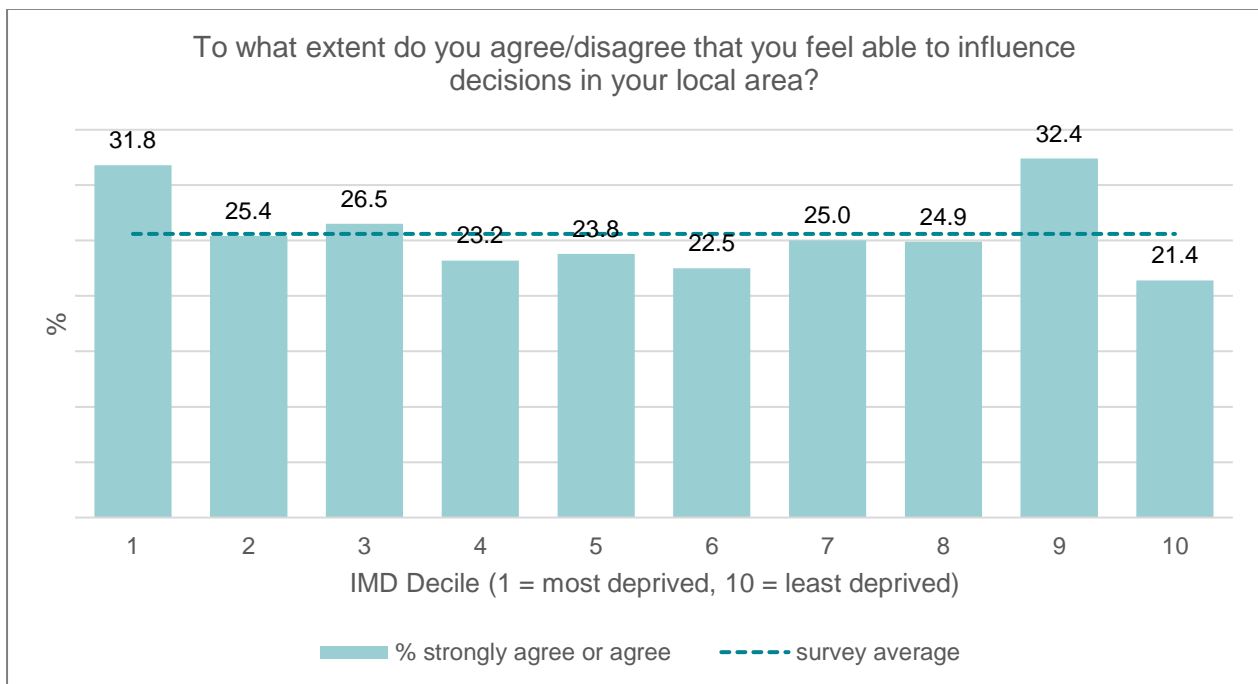
Around one quarter of respondents (25.6%) indicated that they felt able to influence decisions in their local area.

The largest proportion of respondents (46.5%) disagreed with this statement and 27.9% stated that they didn't know.



Response	Survey respondents	Survey %
Strongly agree	43	3.6
Agree	259	22.0
Disagree	366	31.1
Strongly disagree	182	15.4
Don't know	329	27.9
Total	1,178	100.0
Rather not say/blank	206	

There was no clear correlation between the IMD deciles and respondents who felt able to influence decisions in their local area. The proportion of respondents who agreed that they could influence decisions was highest in decile 9 (32.4%) and decile 1 (31.8%) yet lowest in decile 10 (21.4%).

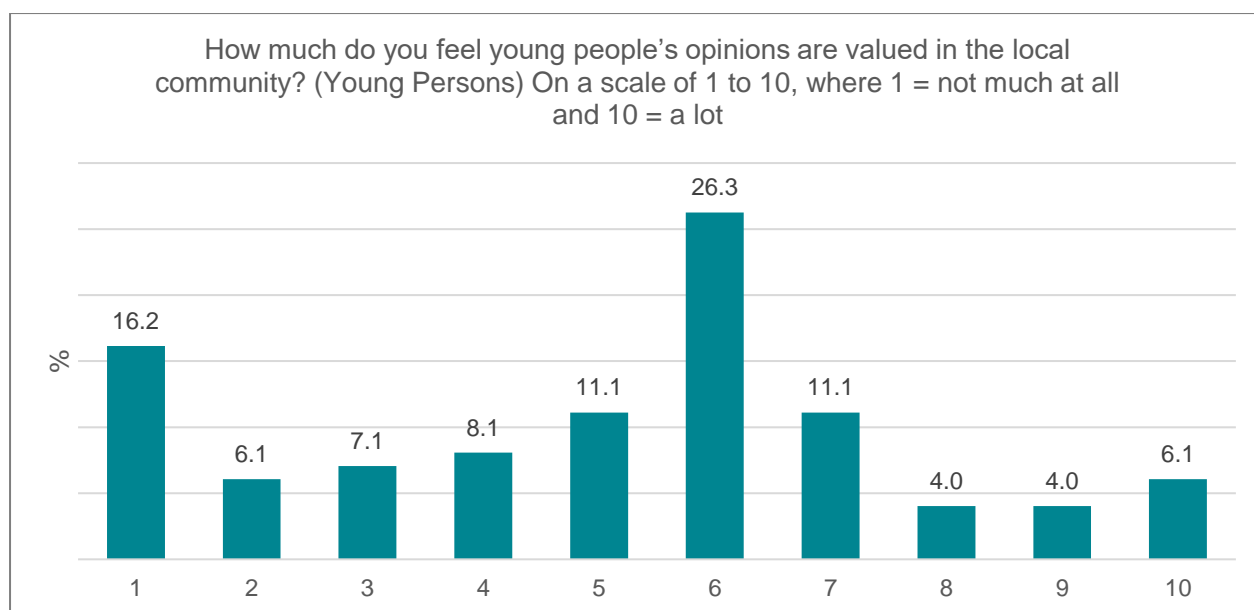


10.3 How much do you feel young people's opinions are valued in the local community? (Young Persons)

Young persons were asked to rate on a scale of 1 to 10 how much they felt their opinions are valued in the local community.

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The average score was 5.0 out of 10 with 14.1% scoring it as 8 or higher and 6.1% selecting 10 (a lot) compared with 29.1% of respondents who scored it as 3 or lower with 16.2% selecting 1 (not at all).



Response	Survey respondents	Survey %
1	16	16.2
2	6	6.1
3	7	7.1
4	8	8.1
5	11	11.1
6	26	26.3
7	11	11.1
8	4	4.0
9	4	4.0
10	6	6.1
Total	99	100.0

Rather not say/blank

4

10.4 Please tell us one thing you think the Council should consider doing in the future:

Respondents were asked what one thing the Council should consider doing in the future.

Some of the responses showed that people have different levels of understanding about what services the Council provides, and which are delivered by other organisations.

The responses have been grouped into the broad themes that they related to and are summarised as follows.

10.4.1 Highways

- Better maintenance of the highways network, principally by repairing potholes as well as gutter cleaning and drainage.
- Measures put in place to improve road safety by addressing speeding and more cycle lanes.

10.4.2 Planning & Housing

- More consideration given to the opinions of residents as to where new housing developments are built, with better infrastructure (schools, healthcare, utilities).
- More affordable housing available for rent and bringing empty properties back into use.
- Enforcement to address poor quality housing and bad tenants.

10.4.3 Environmental Maintenance

- Better maintenance and cleaning of streets and footpaths including the removal of litter and detritus and tree, hedge and grass cutting.
- Increased enforcement to tackle the issues of fly-tipping, littering and dog fouling.

10.4.4 Public Transport

- More bus services across the borough including at weekends and covering the rural parts of the borough.
- Better, more reliable public transport, keeping travel costs low.

10.4.5 Parking

- Improve residential parking and tackle pavement parking.
- Steps to address parking issues in and around schools.
- More parking available in district centres.

10.4.6 Parks & Green Spaces

- Green spaces protected and maintained.
- Improvements to play areas.

10.4.7 Communication & Resident Engagement

- More effective engagement and listening to the opinions of residents
- Increased communication about services and general information.

10.4.8 Crime, ASB & Policing

- Increased Police presence.
- More speed cameras/speed checks to improve road safety.

- Steps to tackle anti-social behaviour.

10.4.9 Waste Management & Recycling

- Expanded kerbside recycling collections including tetrapaks, clothes, soft plastics, bins for cardboard instead of blue bags.
- No charging for green waste collections.

10.4.10 How the Council runs things

- Improvements to the different contact channels we have in place.
- Making sure services are accessible to all.

10.4.11 Healthcare

- Maintain services at the PRH.
- Better access to primary care.

10.4.12 Business Support & Economy

- Investing in and supporting local businesses in district centres.
- Supporting unemployed people and helping young people find work.

10.4.13 Community & cultural activities

- More activities and community events including those that celebrate the diversity of the borough's population.

10.4.14 Climate Change

- Businesses encouraged to install solar panels and panels on public buildings.
- Support for residents in switching to renewable energy sources.
- Improve charging network for EVs.

10.4.15 Education

- Improving the SEND provision in the borough's schools.

Appendix 1 Comparison with LGA Resident Satisfaction Questionnaire

Where applicable responses from the residents survey have been compared with the responses from the latest [LGA Resident Satisfaction Questionnaire](#) carried out in October 2024.

It must be noted that due to differing methodology, sampling and the phrasing of questions the results are not all directly comparable and are included for information.

Keeping you informed

Overall, how well do you think Telford & Wrekin Council keeps residents informed about the services and benefits it provides?

	percent	
	TandW	LGA
Very or fairly well informed	70	47
Very well informed	17	10
Fairly well informed	53	37
Not very well informed	18	37
Not well informed at all	6	14
Don't know	6	1

Council Services

Thinking about council services you may have accessed over the last two years. Please tell us how satisfied or dissatisfied you are with the following

	% very or fairly satisfied	
	TandW	LGA
Adult Social Care services (i)	56	32
Children Social Care services (ii)	52	36
Community services	66	-
Customer Contact Centre	66	-
Education support services	58	-
Employment support services e.g. Job Box	56	-
Environmental Health	54	-
Health & wellbeing	64	-
Highways (iii)	46	30
Housing advice & support	59	-
Leisure services (iv)	76	50
Libraries services (v)	81	53
Licensing	56	-
Planning & building control	46	-
Recycling and waste services (vi)	88	76
Registrar services	75	-
Revenues and Benefits	63	-
Telford Theatre	75	-
Trading Standards	52	-

(i) LGA: How satisfied or dissatisfied are you overall with your council's services and support for older people?

(ii) LGA: How satisfied or dissatisfied are you overall with your council's services for children and young people?

(iii) LGA: How satisfied or dissatisfied are you overall with your council's road maintenance?

(iv) LGA: How satisfied or dissatisfied are you overall with your council's sport and leisure services

(v) LGA: How satisfied or dissatisfied are you overall with your council's library services?

(vi) LGA: How satisfied or dissatisfied are you overall with your council's waste collection?

Your area as a place to live

Overall, how satisfied or dissatisfied are you with your local neighbourhood as a place to live?

	percent	
	TandW	LGA
Very or fairly satisfied	78	74
Very satisfied	32	24
Fairly satisfied	46	50
Neither satisfied nor dissatisfied	14	13
Fairly dissatisfied	6	8
Very dissatisfied	2	4
Don't know	1	0

Appendix 2 Household survey questionnaire



Protect, care and invest
to create a better borough

Telford and Wrekin Resident Survey 2024

Introduction

Telford & Wrekin Council is fully committed to protect, care and invest in all areas of Telford and Wrekin and this survey gives you the opportunity to have your say on how we are performing.

We want to find out what you think about the services available to you and your local area as a place to live.

Your household is one of several randomly selected in your area. The more responses we receive the more informed we will be when making decisions.

We really appreciate you taking the time to complete it, so you will have an opportunity to enter a prize draw for £250 at the end of the survey.

Privacy notice

Telford & Wrekin Council is collecting your personal data for the purposes of statistical analysis related to the topics in this survey and prize draw entry.

All of your answers will remain confidential and you will not be identified in any way in the reporting and use of this survey unless you tell us something that we are required by law to disclose.

For further details of the Council's privacy arrangements please view the privacy page on the Council's website www.telford.gov.uk/terms.

Instructions

Please read each question carefully and the response required.

Once you have finished, please take a minute to check you have answered all the questions that you should have answered before you submit your responses to us.

If you require any assistance completing the survey please contact 01952 382104.

To help us to analyse your responses please provide your Unique ID number found on your invitation letter.

Keeping you informed

We are keen to understand how you receive information about the borough and Telford & Wrekin Council.

1. What are the three main ways that you receive news and information about what is happening in Telford and Wrekin? (please select a maximum of 3 options)

- ☐ Local media (please specify which below)
- ☐ National media (please specify which below)
- ☐ Radio (please specify which below)
- ☐ Television (please specify which below)
- ☐ Telford & Wrekin Council email newsletters
- ☐ Telford & Wrekin Council social media - Facebook
- ☐ Telford & Wrekin Council social media – X (formerly Twitter)
- ☐ Telford & Wrekin Council social media - Instagram
- ☐ Telford & Wrekin Council social media – Tik Tok
- ☐ Telford & Wrekin Council website (www.telford.gov.uk)
- ☐ Totally Telford council magazine
- ☐ Family or friends
- ☐ Other (please tell us what below)
- ☐ None/ do not receive information about Telford and Wrekin
- ☐ Don't know

Totally Telford is a council produced magazine distributed across the borough to keep residents informed of news and information in the area.

2. Do you value Totally Telford as a way to receive local information?

- ☐ Yes
- ☐ No

3. How would you prefer to receive Totally Telford?

- ☐ Printed magazine
- ☐ Digital version (online and/or email)

4. Overall, how well do you think Telford & Wrekin Council keeps residents informed about the services and benefits it provides?

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

Council services

The Council provides a wide range of services to local residents and it's important that we deliver them to the best of our ability, ensuring we are able to meet everyone's needs.

5. On a scale of 1-10 (1 being very hard, 10 being very easy), how would you rate the ease of accessing council services?

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. We'd now like you to think about council services you may have accessed over the last two years. Please tell us how satisfied or dissatisfied you are with the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not used
Customer Contact Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Libraries services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telford Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Registrar services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revenues and Benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning & building control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education support services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling and waste services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing advice & support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trading Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Licensing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health & wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment support services e.g. Job Box	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult Social Care services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children Social Care services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Overall, how satisfied or dissatisfied are you with the way Telford & Wrekin Council runs things?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not used
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Health and Wellbeing

We are keen to hear about your experiences of using health and care in Telford and Wrekin.

8. How do you find out about information that helps you to stay healthy and well?
(please select all that apply)

- ☐ Live Well Telford
- ☐ Telford and Wrekin Council's website
- ☐ The Healthy Telford website
- ☐ NHS website
- ☐ Social media platforms like Facebook or X
- ☐ Community groups and/or volunteers
- ☐ Live Well Hubs and/or Family Hubs in community settings
- ☐ The Independent Living Centre
- ☐ Newsletters
- ☐ Information leaflets
- ☐ Information on screens in healthcare settings (like doctors surgeries or dentists)
- ☐ Face to face (professionals like the Healthy Lifestyles Team, elected members or Parish and Town Councillors for example)
- ☐ Search engines (like Google for example)
- ☐ Other (please specify below)

9. Which, if any of these changes to your lifestyle are you thinking of making in the next 6 months? (please select all that apply)

- ☐ Eat more healthily
- ☐ Increase amount of physical activity you take
- ☐ Lose weight
- ☐ Stop smoking
- ☐ Increase the amount of volunteering you do in the community
- ☐ Joining a club or local group
- ☐ Cut down the amount of alcohol you drink
- ☐ Other (please specify below)
- ☐ None of these

10. The Healthy Telford Pledge supports people locally to make lifestyle changes by email contact, offering practical tips and challenges.

Would you like to receive this information to support you to achieve your lifestyle change?

- ☐ Yes (we'll ask you for your contact details later on)
- ☐ No

Your area as a place to live

We want all of our residents to feel safe in their immediate neighbourhood and take pride in its appearance. This section will help us to understand how you feel about living in your neighbourhood.

11. How satisfied are you with the following in your local neighbourhood:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Recycling and waste collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Litter picking and street cleaning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grass and hedge cutting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of footpaths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle routes and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic levels and congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport links	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. To what extent do you agree or disagree that your local neighbourhood is a place where people from different backgrounds get on well together?

Strongly agree	Agree	Disagree	Strongly disagree	Don't know	All the same background
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. To what extent do you agree or disagree that your local neighbourhood is a safe place to live during the day?

Strongly agree	Agree	Disagree	Strongly disagree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. To what extent do you agree or disagree that your local neighbourhood is a safe place to live at night?

Strongly agree	Agree	Disagree	Strongly disagree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. On the whole, do you think that over the past two years your local neighbourhood has got better or worse as a place to live?

Better	Stayed the same	Worse	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Overall, how satisfied or dissatisfied are you with your local neighbourhood as a place to live?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Thinking about the borough of Telford and Wrekin overall, how satisfied or dissatisfied are you with it as a place to live?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Climate change

In 2019, Telford & Wrekin Council declared a climate emergency and committed to tackling the issue locally. There are also things that you can do yourself, to help make a difference.

18. On a scale of 1 to 10 (1 being not concerned at all, 10 being extremely concerned), how concerned are you about the impacts of climate change?

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Which of these activities do you currently do (once a week or more) or would consider doing on a regular basis: (Please tick all that apply)

	Currently do	Would consider doing
Use public transport	<input type="checkbox"/>	<input type="checkbox"/>
Walk to work, school or a regular activity	<input type="checkbox"/>	<input type="checkbox"/>
Cycle to work, school or a regular activity	<input type="checkbox"/>	<input type="checkbox"/>
Buy environmentally friendly products and/or services, e.g. reusable plastics	<input type="checkbox"/>	<input type="checkbox"/>
Recycle	<input type="checkbox"/>	<input type="checkbox"/>
Encourage your family, friends and colleagues to do any of the above	<input type="checkbox"/>	<input type="checkbox"/>

20. Which of the following have you already done or would consider doing in the next five years?

	Already done	Would consider doing
Install renewable energy on your home e.g. solar panels and air source heat pumps.	<input type="checkbox"/>	<input type="checkbox"/>
Purchase an electric vehicle	<input type="checkbox"/>	<input type="checkbox"/>
Fit wall or loft insulation	<input type="checkbox"/>	<input type="checkbox"/>
Swap to a renewable energy supplier	<input type="checkbox"/>	<input type="checkbox"/>
Other (please tell us more below)	<input type="checkbox"/>	<input type="checkbox"/>

Listening to your views

21. To what extent do you agree/disagree that the Council listens to your views?

Strongly agree

☐

Agree

☐

Disagree

☐

Strongly disagree

☐

Don't know

☐

22. To what extent do you agree/disagree that you feel able to influence decisions in your local area?

Strongly agree

☐

Agree

☐

Disagree

☐

Strongly disagree

☐

Don't know

☐

23. The Council is always looking for new ways to make positive changes to our inclusive and growing borough. This could be by doing things differently or generating additional income to invest in our communities. Please tell us one thing you think the Council should consider doing in the future:

24. Is there anything you would like to expand on in relation to any of the answers you have provided? Please use this space to do so;

25. Would you like to be kept informed about the outcome of this engagement?

☐ Yes (we'll ask you for your contact details later on)

☐ No

You can continue to be involved in decision making and have your say by joining our Community Panel. The Telford and Wrekin Community Panel is intended to be a representative group of local residents who volunteer to give their views and ideas on a range of local issues and services throughout the year. This could take the form of questionnaires, online chats or face to face meetings for example.

26. Would you like to find out more about the Community Panel?

- ☐ Yes (we'll ask you for your contact details later on)
☐ No

Prize draw

Thank you for taking the time to complete this questionnaire. You can enter a prize draw where one winner will receive a £250 voucher of your choice. To see the prize draw terms and conditions please visit www.telford.gov.uk/info/20240/consultations/6724/resident_survey_prize_draw

27. Would you like to be entered into the prize draw?

- ☐ Yes
☐ No

Your contact details

If you have indicated that you would like to be contacted about help with lifestyle changes kept informed about the outcome of this engagement, find out more about the Community Panel and/or be entered into the Prize Draw please provide your contact details below.

32. Your name

33. Your address

34. A contact email address

About you and your household

To make sure we have the views of a cross section of local people, we would like to ask you some questions about you and your household.

The information you provide will only be used for the purpose of this questionnaire. You can find out more about how we hold and process data by visiting www.telford.gov.uk/terms.

35. Are you

☐ Male

☐ Female

☐ Non-binary

☐ Rather not say

36. What was your age on your last birthday?

☐ 16-17

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65-74

☐ 75-84

☐ 85+

☐ Rather not say

37. How long have you lived in the borough of Telford and Wrekin?

☐ Less than 6 months

☐ At least 6 months but less than 1 year

☐ At least 1 year but less than 5 years

☐ At least 5 years but less than 20 years

☐ 20 years or more

☐ Don't know/can't remember

38. Including yourself, how many people aged 18 or over are living with you?

☐ None

☐ One

☐ Two

☐ Three

☐ Four

☐ More than four

☐ Rather not say

39. How many people under 18 are living with you?

☐ None

☐ One

☐ Two

☐ Three

☐ Four

☐ More than four

☐ Rather not say

40. Which of these activities best describes what you are doing at the moment?

- | | |
|---|--|
| <input type="checkbox"/> Working full-time (30 hours or more a week) | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Working part-time (under 30 hours a week) | <input type="checkbox"/> Unemployed and available for work |
| <input type="checkbox"/> On a government-supported training programme (for example, an Apprenticeship or traineeship) | <input type="checkbox"/> Permanently sick or disabled |
| <input type="checkbox"/> Looking after the home | <input type="checkbox"/> In full-time education at school, college or university |
| | <input type="checkbox"/> Doing something else |
| | <input type="checkbox"/> Rather not say |

41. In which of these ways does your household occupy your current accommodation?

- | | |
|--|---|
| <input type="checkbox"/> Owned outright | <input type="checkbox"/> Shared ownership |
| <input type="checkbox"/> Buying on mortgage | <input type="checkbox"/> Other |
| <input type="checkbox"/> Private rented | <input type="checkbox"/> Rather not say |
| <input type="checkbox"/> Rent from a housing association | |

42. Do you have any long-standing illness, health problem or disability?

- | | |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Rather not say |
| <input type="checkbox"/> No | |

43. Are you caring for someone who has a long-standing illness or disability that limits their daily activities?

- | | |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Rather not say |
| <input type="checkbox"/> No | |

44. Do you have an armed forces connection e.g. currently serving, a reservist, veteran or dependent of a current or former member of the UK armed forces?

- | | |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Rather not say |
| <input type="checkbox"/> No | |

45. What is your ethnicity?

- ☐ **White:** English/Welsh/Scottish/Northern Irish/British
- ☐ **White:** Irish
- ☐ **White:** Gypsy or Traveller
- ☐ **White:** Polish
- ☐ **White:** Any other (please state which below)
- ☐ **Mixed/multiple ethnic group:** White and Black Caribbean
- ☐ **Mixed/multiple ethnic group:** White and Black African
- ☐ **Mixed/multiple ethnic group:** White and Asian
- ☐ **Mixed/multiple ethnic group:** Any other (please state which below)
- ☐ **Asian/Asian British:** Indian
- ☐ **Asian/Asian British:** Pakistani
- ☐ **Asian/Asian British:** Bangladeshi
- ☐ **Asian/Asian British:** Any other (please state which below)
- ☐ **Black/African/Caribbean/Black British:** African (please write in your country of origin below)
- ☐ **Black/African/Caribbean/Black British:** Caribbean
- ☐ **Black/African/Caribbean/Black British:** Any other (please state which below)
- ☐ **Other ethnic group:** Arab (please write in your country of origin below)
- ☐ **Other ethnic group:** Chinese
- ☐ **Other ethnic group:** Any other (please state which below)
- ☐ **Rather not say**

Thank you

Thank you for taking the time to complete this questionnaire. Your views are important and will help us to develop future policy.

Please return your survey by Sunday 15 December using the freepost envelope.

Email Yourviewsmatter@Telford.gov.uk or call 01952 382104 should you have any questions.

Appendix 3 Young Persons survey questionnaire



In this survey we will ask you about what you like to do, what may stop you taking part in activities, how safe you feel, how you stay healthy and well, what you like about living in the borough and what you would change.

The answers you provide will help our services to meet your needs and the needs of other young people.

The survey is a way of gathering your views, but if it raises any concerns or worries, take a look at the information on the Young Person's Year of Wellbeing webpage or speak to a trusted adult.

The survey will only take a few minutes to complete. It closes on Monday 16 December.

1. **How old were you on your last birthday?**

- ☐ 11
☐ 12
☐ 13
☐ 14
☐ 15

- ☐ 16
☐ 17
☐ 18
☐ 19+

2. **Are you**

- ☐ Male
☐ Female

- ☐ Non-binary
☐ Rather not say

3. **What youth activities do you take part in, in your local area? (please select all that apply)**

- ☐ After school clubs
☐ Youth Clubs
☐ Sports
☐ Arts and Crafts

- ☐ Drama and performing arts
☐ Music
☐ Scouts/Guides
☐ Other

4. **If you don't do any activities, please tell us why:** (please select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Don't have the time | <input type="checkbox"/> Don't know what is available |
| <input type="checkbox"/> Transport issues | <input type="checkbox"/> Not interested |
| <input type="checkbox"/> Too expensive | <input type="checkbox"/> Other |

5. **How safe do you feel overall in Telford and Wrekin during the day?** (On a scale of 1 to 10, where 1 = not safe at all and 10 = very safe)

- | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. **How safe do you feel overall in Telford and Wrekin at night?** (On a scale of 1 to 10, where 1 = not safe at all and 10 = very safe)

- | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

7. **If you feel unsafe in any way, can you tell us the reason/s for this?** (please select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Lack of open spaces | <input type="checkbox"/> Lack of police in the area |
| <input type="checkbox"/> Lack of street lighting | <input type="checkbox"/> Bullying and harassment |
| <input type="checkbox"/> Lots of traffic in the area | <input type="checkbox"/> Crime and violence |
| <input type="checkbox"/> Lack of safe spaces to go to with friends | <input type="checkbox"/> Drugs and alcohol |

8. **What things do you do to stay healthy and well?** (please select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Eat healthily | <input type="checkbox"/> Take part in drama/performing arts |
| <input type="checkbox"/> Do regular exercise | <input type="checkbox"/> Taking part in a local group or club |
| <input type="checkbox"/> Walk to school/ride a bike | <input type="checkbox"/> Volunteering |
| <input type="checkbox"/> Play an instrument | <input type="checkbox"/> Other |

9. **How much do you feel young people's opinions are valued in the local community?** (On a scale of 1 to 10, where 1 = not much at all and 10 = a lot)

- | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. **What is the one thing you enjoy the most about living in Telford and Wrekin?**

11. **If there is one thing you could change about living in Telford and Wrekin, what would it be?**

Thank you for taking the time to share your views and ideas.

The information you have provided will be kept confidential unless we have to share it for legal reasons. You can find out how the Council keeps your information by visiting www.telford.gov.uk/terms.

Please click submit to forward your answers to us.

