



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	
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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

Results of the Residents Survey 2024/25

- 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.

Results of the Residents Survey 2024/25

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