

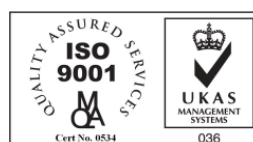
Derbyshire Dales Residents' Satisfaction Survey 2023

Postal, Online and Face-to-Survey of Residents

Report of survey results

Final Report v1.2

July 2023



Executive Summary

Background and Method

Derbyshire Dales District Council commissioned Marketing Means to conduct this survey of Derbyshire Dales residents in February and March 2023. The survey forms part of the Council's efforts to include the views of residents, as stakeholders, in developing the next Corporate Plan covering the period April 2024 to March 2028.

Marketing Means worked with the Council to design and agree the questionnaire content in February 2023. The survey used a mixed method approach including sending a letter of invitation to 6,167 households¹ selected across the District at random. The letter invited the recipient to complete the survey online via an included web link and unique access passcode. All recipients had the opportunity to request a paper copy of the questionnaire instead. An on-street face-to-face survey in our market towns aimed to increase the number of responses from younger residents to ensure results were representative. The online version of the questionnaire was also made available for completion by members of the Council's Citizens' Online Panel to boost response via that established route, with 970 being invited.

The original target of 1,500 responses was comfortably exceeded, reaching a final total of 1,977 responses, the bulk of which (1,402) came from the online survey links sent in the letters of invitation.

Marketing Means also captured data from 141 paper copies of the survey, and merged these with the three electronic datasets, excluding any duplicate or invalid responses.

Before analysis, the data were weighted by age and gender in order to reflect Derbyshire Dales' population as a whole based on the population profile from National Statistics' 2021 Census results.

Your local area as a place to live

- Overall satisfaction with the **local area as a place to live** (the sum of 'Very' and 'Fairly satisfied' responses) was 86%, a slight increase from the 2021 survey, but higher than the LGA's February 2023 result.

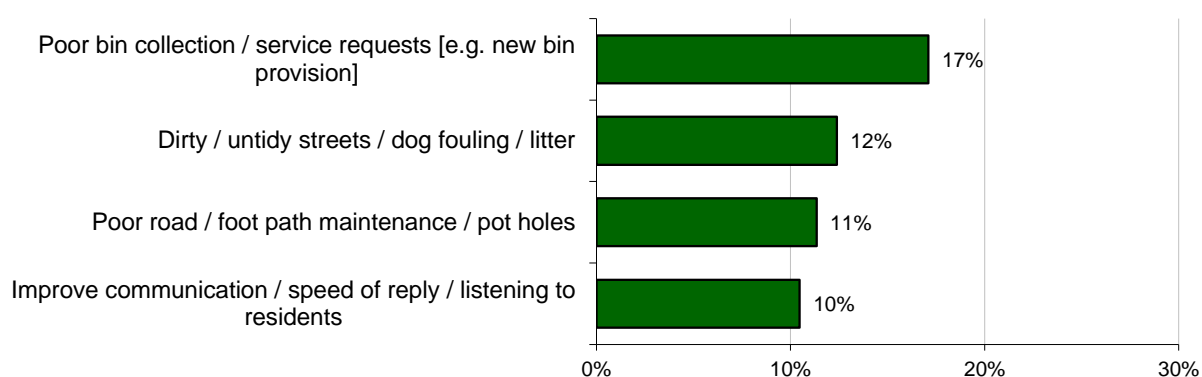
Your Council

- Overall satisfaction with **the way Derbyshire Dales District Council runs things** was 60%, another slight but not quite significant increase from the 2021 survey, and similar to the LGA February 2023 result.
- A combined total of 76% of respondents felt very or fairly **well informed by Derbyshire Dales District Council about the services and benefits it provides**, a slight but not significant decrease from the 2021 survey, but well above the LGA's February 2023 result.
- A slight majority of residents (53%) were satisfied with **local sports & leisure facilities**, significantly lower than the 2021 score of 60%, and the LGA's February 2023 results.
- Nearly three-quarters of residents who expressed a view (73%) were satisfied with **parks, recreation grounds and open spaces**, not significantly different to the corresponding 2021 score but lower than the LGA's February 2023 result.

¹ 6,167 was the total required to reach a target of 925 responses based on an expected response rate of 15% to the postal mailing.

- Just over half of residents (55%) were satisfied with the Council's efforts to **keep areas including highways free from litter**, a small but significant fall from the 2021 score, and lower than the LGA's February 2023 score.
- More than two-thirds of residents who expressed a view (68%) were satisfied with the Council's **waste & recycling collections**, a large increase from the 2021 survey results, but somewhat lower than the LGA's February 2023 result.
- Half of the respondents (50%) were satisfied with their **ease of contacting the Council**, but this was significantly lower than the 2021 survey score.
- Just over half of the respondents (51%) were satisfied with the **quality of the Council website**, again significantly lower than the 2021 survey score.
- Nearly two-thirds of the respondents (66%) were satisfied with the **ease of payment methods**, a slight but significant decrease from the 2021 score.
- Less than half of respondents (44%) were satisfied with the Council's **responsiveness to their enquiries**, another slight but significant decrease from the 2021 score.
- When asked to comment in their own words on Council services, the most likely specific types of comment to be made often related to litter and cleaning, as shown in Chart S1 below:

Chart S1. Most frequent themes among comments made regarding satisfaction with the services provided by Derbyshire Dales District Council (Q6)

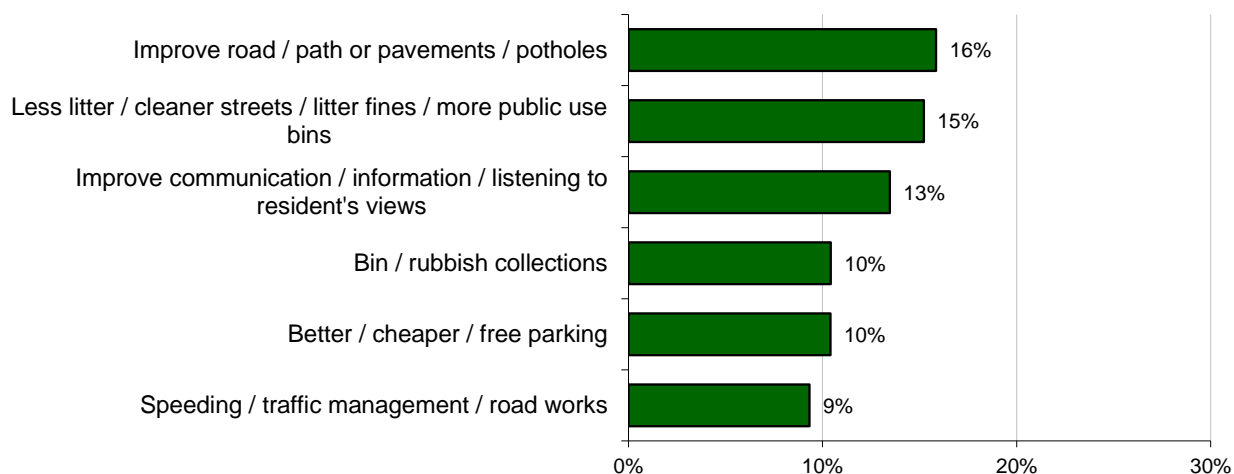


Source: Marketing Means 2023

Base: All who made a comment (1,013)

- When asked for any suggestions they had on how the Council could improve its services for them, the most frequent suggestions tended to relate to traffic, litter/waste, and communications, as show in Chart S2 below:

Chart S2. Most frequent themes among suggestions made for how the Council could improve its services (Q7)



Source: Marketing Means 2023

Base: All who made a comment (996)

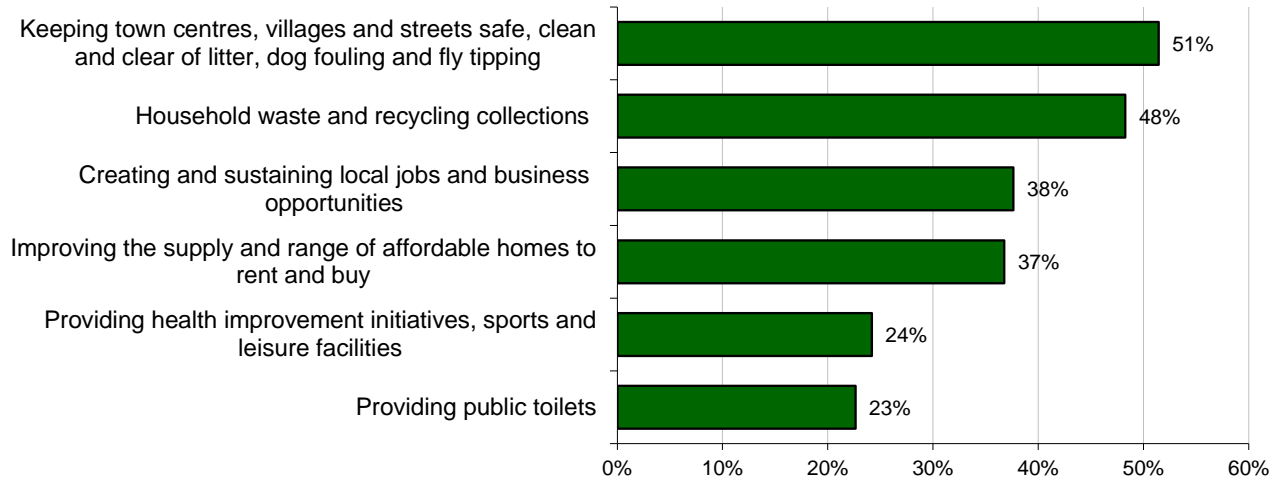
Opinions of Council services

- When asked for opinions on services that could help in providing permanent jobs and home for local people, 70% or more agreed that all of the Council's business support and housing support services listed in the questionnaire could play an important role, most important being **creating and sustaining local jobs and business opportunities**. When combined with views on residents' satisfaction with each service, the priorities for improvement with highest importance but lowest satisfaction proved to be **improving the supply and range of affordable homes to rent and improving the supply and range of affordable homes to buy**.
- When asked for opinions on services that could help in supporting keeping the District a clean, safe, and healthy environment, the most important in residents' eyes were **keeping town centres, villages, and streets clean and clear of litter, dog fouling and fly tipping, and household waste and recycling collections**. When combined with views on residents' satisfaction in this regard, the priorities for improvement with highest importance but lowest satisfaction were **initiatives to deal with crime and anti-social behaviour and providing regulatory services**.
- When asked for views on community services and facilities in the Derbyshire Dales, the most important services to residents were **providing public toilets, maintaining public parks, recreation grounds and cemeteries, providing sports and leisure facilities, and providing and maintaining off-street car parking**. When combined with views on residents' satisfaction in this regard, the priorities for improvement with highest importance but lowest satisfaction were **providing and maintaining off-street car parking for residents and visitors, supporting community and voluntary groups, revenues and benefits service, and public toilets**.

Budgets

- Overall, 47% agreed that Derbyshire Dales District Council provides **value for money**, not significantly higher than the 2021 survey score, but very similar to the LGA’s February 2023 result.
- When asked to select three services as most important for the Council to prioritise spending on, two emerged as most likely to be selected, each by close to 50%, as shown in Chart S3 below:

Chart S3. Highest spending priorities: Services most likely to be selected among three most important for council to spend money on (Q12a)

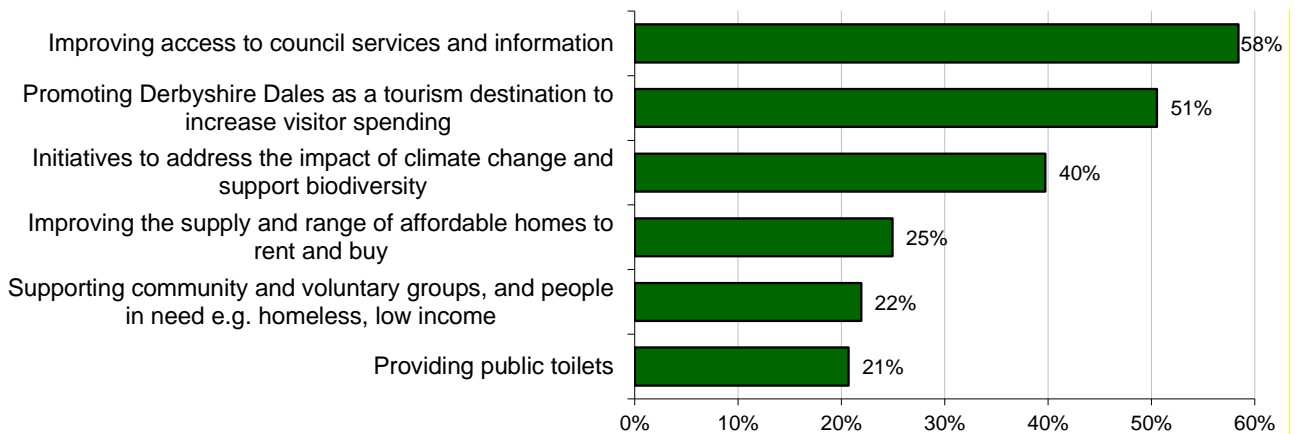


Source: Marketing Means 2023

Base: All who gave a valid response (1,962)

- When asked to select three services as least important for the Council to spend money on, three were particularly likely to be selected, each by 40% or more, as shown in Chart S4 below:

Chart S4. Lowest spending priorities: Services most likely to be selected among three least important for council to spend money on (Q12b)



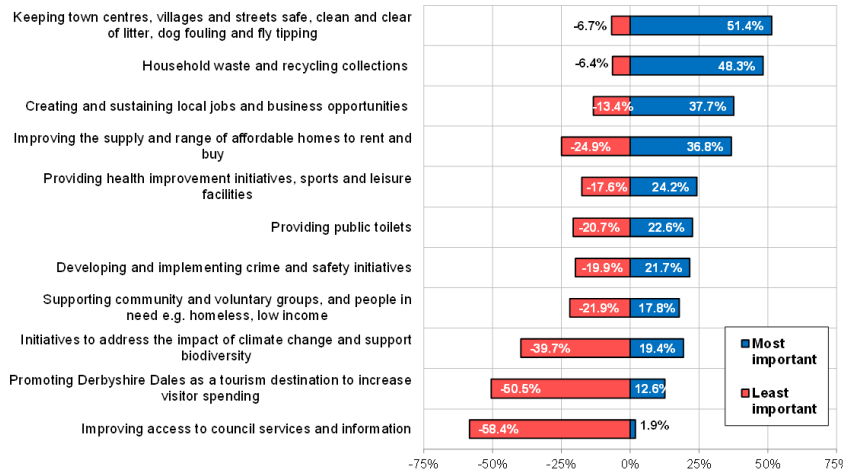
Source: Marketing Means 2023

Base: All who gave a valid response (1,866)

- The results for residents’ perceptions of the most and least important services for the Council to spend money on can also be set out as in Chart S5 below, this time combining the selections of each service as ‘most’ and ‘least’ important to better show the range of opinions among residents.

Chart S5. Services selected as most and least important for the Council to spend money on

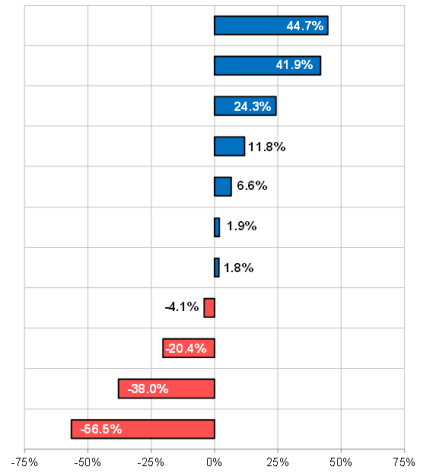
(i) % rating as Most and least important



Source: Marketing Means 2023

Base: All who gave a valid response

(ii) Net % of all rating as ‘important’ minus all rating as ‘not important’

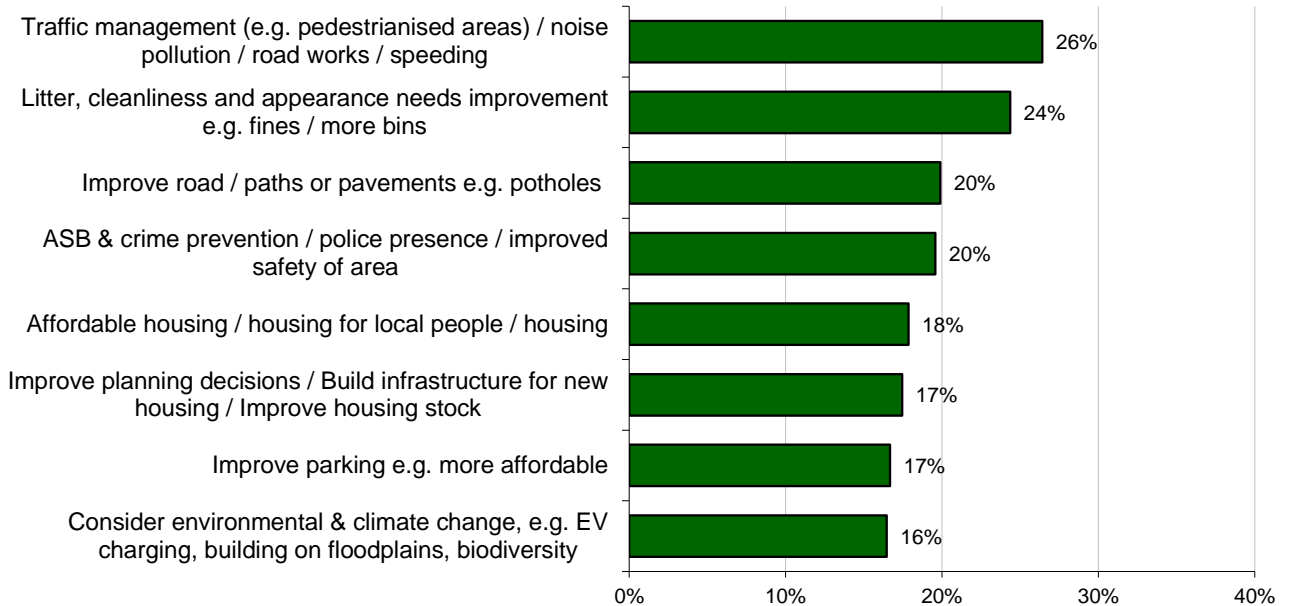


- When asked to comment in their own words on Council services provided or to help the Council decide its future spending priorities, one in five noted that they were happy with services as they were, but the most frequent topics for improvement mentioned were to (i) **traffic management to reduce pollution, minimise speeding and/or to minimise roadworks/congestion**, (ii) **more or cheaper off-street parking**, (iii) **improvements to planning decisions and the planning process**, and (iv) **efforts to reduce or deal with litter**.

Have your say

- When respondents asked to provide their thoughts on the three most important issues/concerns for them locally, whether or not they are within the Council's service responsibility, the most likely topics to be mentioned often related to traffic/roads, and litter/waste, as shown in Chart S6 below:

Chart S6. Most frequent themes among suggestions made for how the Council could improve its services (Q7)



Source: Marketing Means 2023

Base: All who made a comment (1,355)

- Respondents were also asked to state which three words they would use to describe what they want the Derbyshire Dales to be like in four years' time. Many different themes emerged, but the three most popular each mentioned by at least 20%, were:
 - **clean/tidy/litter-free/looked after,**
 - **safe/ crime-free/ secure,**
 - **'green'/ environmentally friendly/sustainable/natural**

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1. Introduction

1.1 Background and objectives

Derbyshire Dales District Council's Corporate Plan for 2020-24 set out the Council's vision and improvement priorities for District, based in part on consultation with residents. As of early 2023, there were 3 broad priority areas for the Council:

- People - providing residents with a high quality customer experience
- Place - keeping the Derbyshire Dales Clean, Green, and Safe
- Prosperity - supporting better homes and jobs for residents.

Each of those priority areas has defined target areas and linked pledges linked to them.

The current Corporate Plan runs until March 2024 but given the full District Council election in May 2023, a new Corporate Plan will soon be needed to set the priorities for the new Council. As part of the Council's efforts to include the views of residents, as stakeholders, in developing that next Corporate Plan covering the period April 2024 to March 2028, it commissioned Marketing Means to conduct a survey of residents, to take place in February & March 2023. The survey results will inform workshops with residents, set up to identify the key issues to be considered for inclusion in the new Corporate Plan.

The Council also requested that the survey identify respondents who are willing to take part in further consultation and be sent not only to a representative sample of the Derbyshire public but also collect views from the Council's current online panel numbering approximately 1,000 members.

1.2 Method

The residents' survey was undertaken using a mixed method approach to help address the shortcoming of under-representation of residents under the age of 40yrs. The mixed method approach consisted of:

- (i) A survey invitation posted to a representative selection of residential addresses across the District. This letter of invitation invited the recipient to complete the survey online via an included weblink and unique access passcode. This approach was taken to help save the Council the costs of materials, printing and return postage, but recipients were nevertheless offered the option to complete the survey on paper by contacting Marketing Means to request a hard copy and freepost reply envelope.
- (ii) An on-street face-to-face survey in selected towns across the District. This was aimed specifically to increase the inclusion of younger residents in the survey sample, by focusing on 16-34s with some 35-44s also included. This was conducted by Marketing Means interviewers using tablets to run what was essentially the same online version of the questionnaire that residents receiving the letter of invitation would be invited to open.
- (iii) Distribution of the online version of the questionnaire to all members of the Councils Citizens' Online Panel to gain an additional batch of responses.

Before fieldwork, Marketing Means agreed with the Council an overall target of **1,500** responses, comprising 925 from the online survey accessible via the letter invitations posted to selected addresses, 100 from paper questionnaires requested by that same postal sample, 300 from the in-street face-to-face survey, and 200 from members of the Citizens' Online panel.

Postal invitations to online survey): Marketing Means used a Royal Mail Postcode Address File (PAF) of all residential addresses in the Derbyshire Dales District Council authority area to generate a random sample of households. The PAF file was stratified by ward within the District and further by postcode to assist with achieving a geographically representative response to the survey. Marketing Means then took a '1 in n' selection from a random starting point within the full address list. This provided an overall sample of **6,167** households.

On 14th February 2023, Marketing Means sent out the letter of invitation to take part in the survey via a weblink to the online questionnaire programmed and hosted by Marketing Means. Each letter carried a unique ID number and passcode to access the online questionnaire, to ensure that any subsequent reminder mailings were only sent to non-responders. One reminder mailing was sent to non-responders on 3rd March 2023. This produced a final total of **1,402** responses.

Marketing Means also provided a free phone helpline number facility for residents to use in case of any queries about the survey or requests for different formats. We received requests for a paper copy of the survey from 198 residents, and **141** of these returned their completed form in the pre-paid reply envelope provided. None of these were from residents who had already completed the online questionnaire.

Citizens' Online Panel: When the online version was ready for the postal sample of residents selected by Marketing Means, the Council assisted by sending an open weblink to the questionnaire to the 970 members of its Citizens' Online Panel. By sending two reminders to the Panel to encourage response, this provided an additional total of **260** completed by the Panel members.

On-street face-to-face survey: The in-street survey was targeted especially towards 18-34- and 35-44-year-old residents. Interviewers from LG Personnel but briefed by Marketing Means undertook the in-street surveys, using a tablet version of the questionnaire programmed by Marketing Means to match the content of the postal survey.

On-street surveys took place in four towns, as agreed with Derbyshire Dales District Council), namely Bakewell, Matlock, Ashbourne and Wirksworth. All face-to-face Interviewers were fully briefed by the Project Manager at Marketing Means prior to fieldwork taking place.

All face-to-face fieldwork took place between 4th March and 21st March 2023. A spell of very cold weather and snowfall in the early part of fieldwork meant that response rates were lower than had been hoped for given the lower footfall in the towns selected, and two dates of fieldwork had to be postponed until the weather improved. Despite interviewers' best efforts, the total of face-to-face interviews achieved fell short of the target, at **174** after removing four that were with people living outside the Derbyshire Dales District.

Taking the online, postal, face-to-face and Citizens' Online Panel responses together led to a final total of **1,977** responses for this survey. This compares to 1,447 responses from the same methods in the 2021 survey (when 371 responses were also collected in a version of the online survey that was open to anyone).

Data Quality - Marketing Means captured all postal survey data electronically using Snap Surveys software, which was also used for direct data capture in the online and face-to-face surveys. As part of our quality management procedures, 10% of the paper responses captured were verified to check the accuracy of the data held. We have also called back 10% of those interviewed face-to-face to conduct back-checks of face-to-face Interviewers' performance.

The analysis contained in this report was conducted using Snap Surveys software.

1.3 Presentation of results in this report

Confidence

A confidence level or interval is a measure of how reliable the results from the sample are in relation to the wider population.

For example, a confidence interval of +/- 3% at a 95% confidence interval, means that any proportion given has a 95% likelihood of being no more than 3% higher or lower in the wider population; e.g. if the satisfaction level with a particular service is 65% for the sample (i.e. all respondents), the true figure for the entire population will be between 62% and 68%, 95% of the time.

The calculation for this is:

$$\sqrt{\frac{(\% \text{ Satisfied} \times \% \text{ Dissatisfied})}{\text{Number who answered the question}}} \times 1.96$$

In the case of this survey, results for the whole sample of 1,977 responses can be quoted with a 95% confidence interval of $\pm 2.2\%$.

Weighting data

In order to provide a representative view of the population of Derbyshire Dales as a whole the data were weighted with consideration for the following factors: age and gender (using Office for National Statistics 2021 Census statistics for Derbyshire Dales District Council, released in March 2023). All results given in this report are based on weighted data.

Wards

Within this report some reference has been made to data at a ward level, however, caution needs to be given when interpreting the results at this level because of the small base numbers involved. Number of responses achieved at ward level ranged from 30 in Hartington & Taddington ward to 178 in Matlock St Giles. As a result, the 95% confidence interval for with data at ward level could range from +/-7% to more than +/-18%, making reliable comparisons difficult.

Rounding, and exclusion of indefinite responses

- Figures for charts and tables have been rounded to the nearest whole number % value so may not total 100%.
- 'Prefer not to say' and 'No reply' responses have been omitted from the data and charts in this report.

Comparison with LGA resident satisfaction polling results

Where relevant, we have compared results from this survey with those reported by the Local Government Association (LGA) in the latest wave of their telephone poll of residents nationally², conducted three times a year. It should be noted that as a telephone survey, the LGA's results can only be compared with caution with the results of this survey conducted online, by post, and with a limited amount of face-to-face interviews added to the fieldwork mix, as the more personal method of telephone and face-to-face interviewing typically leads to significantly more positive results for some of the key questions.

² 'Polling on resident satisfaction with councils: Round 34', Local Government Association, February 2023

1.4 Author and publication

Chris Bowden of Marketing Means produced this report in May 2023. Any press release or publication of the findings of this survey requires the approval of Marketing Means. Approval would only be refused if it were felt that the intended use would be inaccurate and/or a misrepresentation.

Marketing Means is a Company Partner of the Market Research Society (MRS) and follows the MRS Code of Conduct in all of its activities. The company is also registered as a data controller with the Information Commissioner's Office (ICO) and has been externally audited and registered for the quality standards ISO9001:2015 and the market research-specific ISO20252:2012. All work for this project was conducted in line with the requirements of those standards.

1.5 Respondent profiles

The final respondent profile was weighted by age and gender in order to reflect Derbyshire Dales' population as a whole (using National Statistics' 2021 Census results, released in March 2023), though 98 respondents (5.0%) did not answer both the age and gender questions so were excluded from weighting.

The respondent profiles below show the unweighted and weighted profiles by each demographic group achieved. All subsequent data and charts in this report are based on weighted data.

Age (Q16)

Age category	Weighted	Unweighted
16-24	8.0%	3.8%
25-34	11.0%	5.4%
35-44	11.2%	6.3%
45-54	17.2%	12.8%
55-64	19.6%	26.5%
65-74	17.6%	26.1%
75+	15.4%	19.2%
BASE	1,910	1,911 <i>N.B. 66 non-responses</i>

Gender (Q17)

	Weighted	Unweighted
Female	51.3%	52.9%
Male	48.5%	46.9%
Non-binary	0.1%	0.1%
Transgender	0.0%	0.0%
Intersex	0.1%	0.1%
Gender non-conforming	0.1%	0.1%
BASE	1,921	1,921 <i>N.B. 56 non-responses</i>

Do you consider yourself to be disabled (Q18)

	Weighted	Unweighted
Yes, daily activities limited a lot	3.9%	4.5%
Yes, daily activities limited a little	8.8%	9.5%
No	87.4%	86.1%
BASE	1,894	1,902 <i>N.B. 75 non-responses</i>

Ethnic Background (Q22)

	Weighted	Unweighted
White British/English/Welsh/Scottish/Northern Irish	95.8%	96.4%
White Irish	0.3%	0.4%
White Gypsy or Irish Traveller	0.0%	0.0%
Any other White background	2.0%	1.8%
Mixed: White & Black Caribbean	0.1%	0.1%
Mixed: White & Black African	0.2%	0.1%
Mixed: White & Asian	0.8%	0.5%
Any other Mixed/Multiple Ethnic Group	0.1%	0.2%
Asian or Asian British: Indian	0.3%	0.2%
Asian or Asian British: Pakistani	0.0%	0.0%
Asian or Asian British: Bangladeshi	0.0%	0.0%
Asian or Asian British: Chinese	0.1%	0.1%
Any other Asian background	0.2%	0.2%
Black or Black British: African	0.0%	0.1%
Black or Black British: Caribbean	0.1%	0.1%
Any other Black / African / Caribbean / Black British	0.0%	0.0%
Arab	0.0%	0.0%
Any other ethnic group	0.1%	0.1%
BASE	1,900	1,899 <i>N.B. 78 non-responses</i>

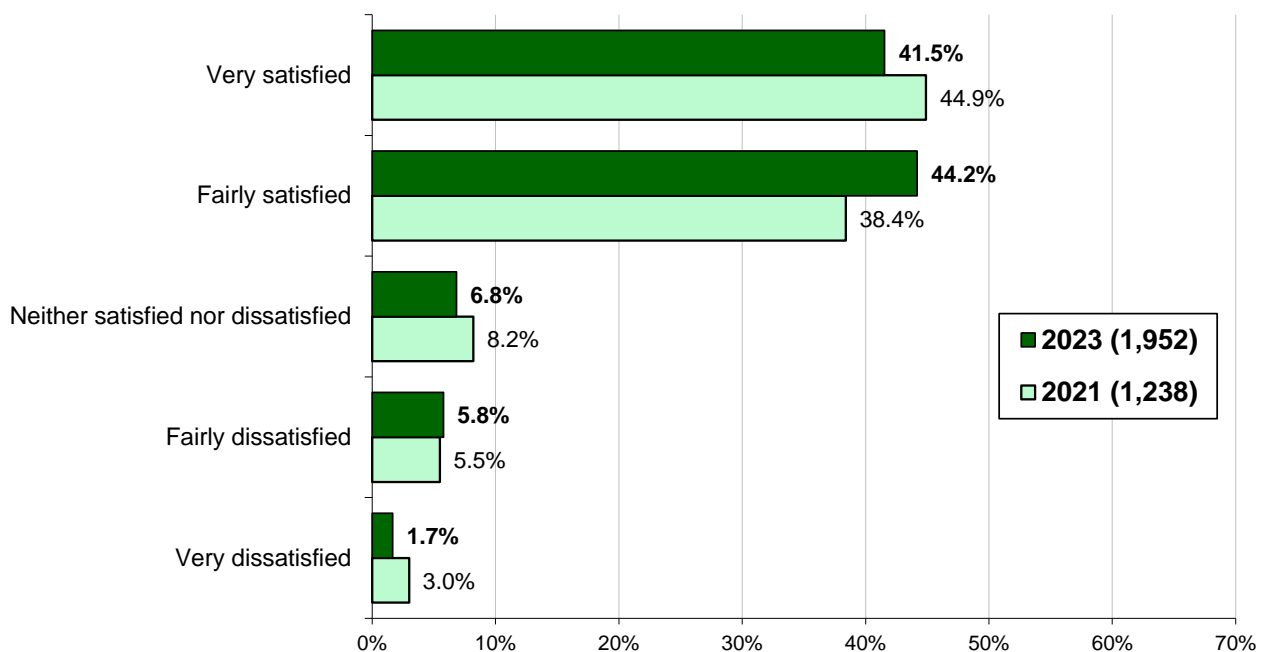
Section 2. Your local area as a place to live

2.1 Satisfaction with your local area as a place to live

Overall satisfaction (the sum of 'Very' and 'Fairly satisfied' responses) with the local area as a place to live was 86% with a confidence interval of +/-1.5% at the 95% level. Only 7% were dissatisfied.

Chart Q1 below compares these 2023 results with those from the 2021 survey, showing a slight but not quite significant increase in overall satisfaction from 83% then, while the proportion dissatisfied has declined very slightly from 8% in 2021.

Chart Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

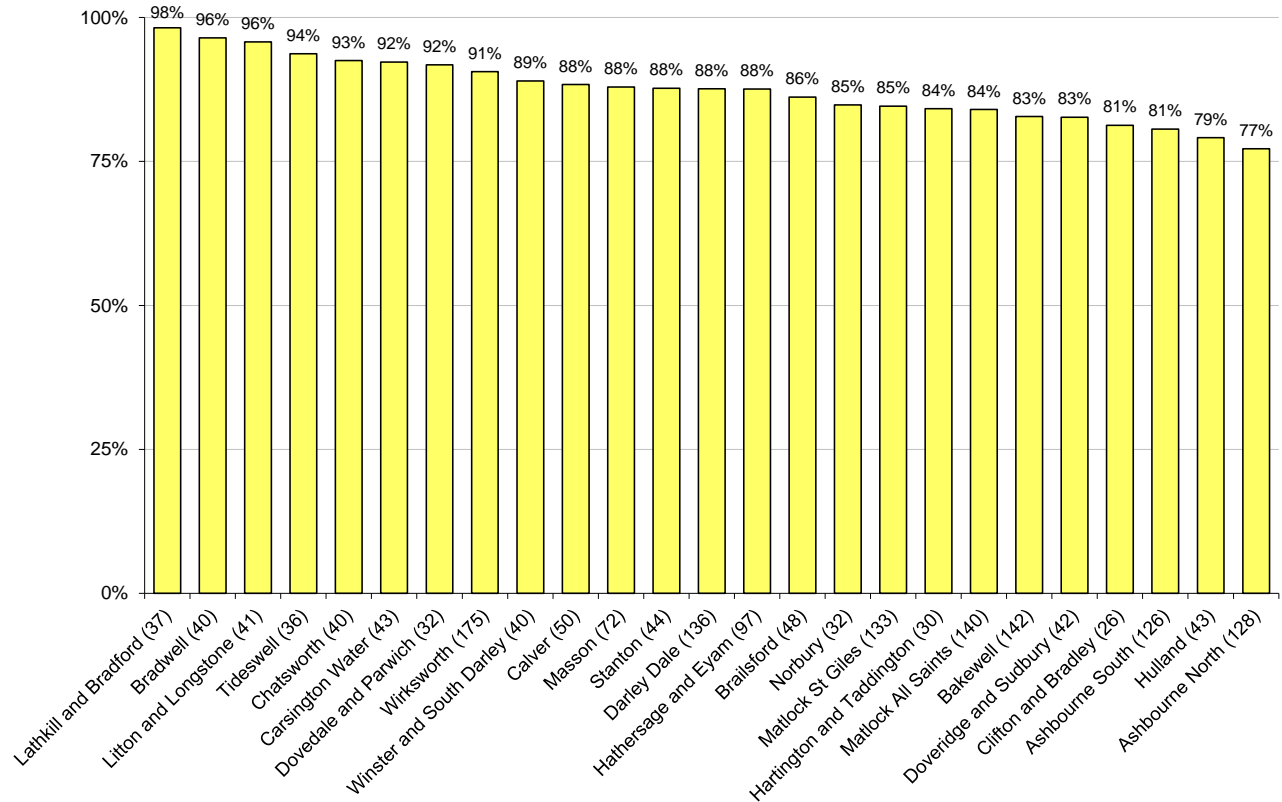
- The February 2023 LGA survey results (base size=1,001) showed 76% satisfied and 11% dissatisfied, so that Derbyshire Dales' residents' views of their local area are significantly more positive. In particular while 30% nationally were 'Very satisfied', this was 42% among Derbyshire Dales residents in this survey.

Differences by demographics

- Older residents were significantly more likely than younger residents to be 'Very satisfied', with 52% of those aged 75+ and 48% of those aged 65-74 feeling this way, compared with only 23% of 16-24s, 34% of 25-34s and 36% of 45-54s.
- People with a disability were significantly less likely to feel satisfied, though still very positive overall (82% of those with a disability vs 87% of those with none).

Chart Q1_w below shows the proportions in each ward who were Very/Fairly satisfied with the local area as a place to live. The results show a scatter either side of the overall average of 86%, with both Ashbourne North and South falling at the lowest end of the distribution.

**Chart Q1_w. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
(WARD-LEVEL – all saying Very or Fairly satisfied)**



Source: Marketing Means 2023

Base: All who gave a valid response

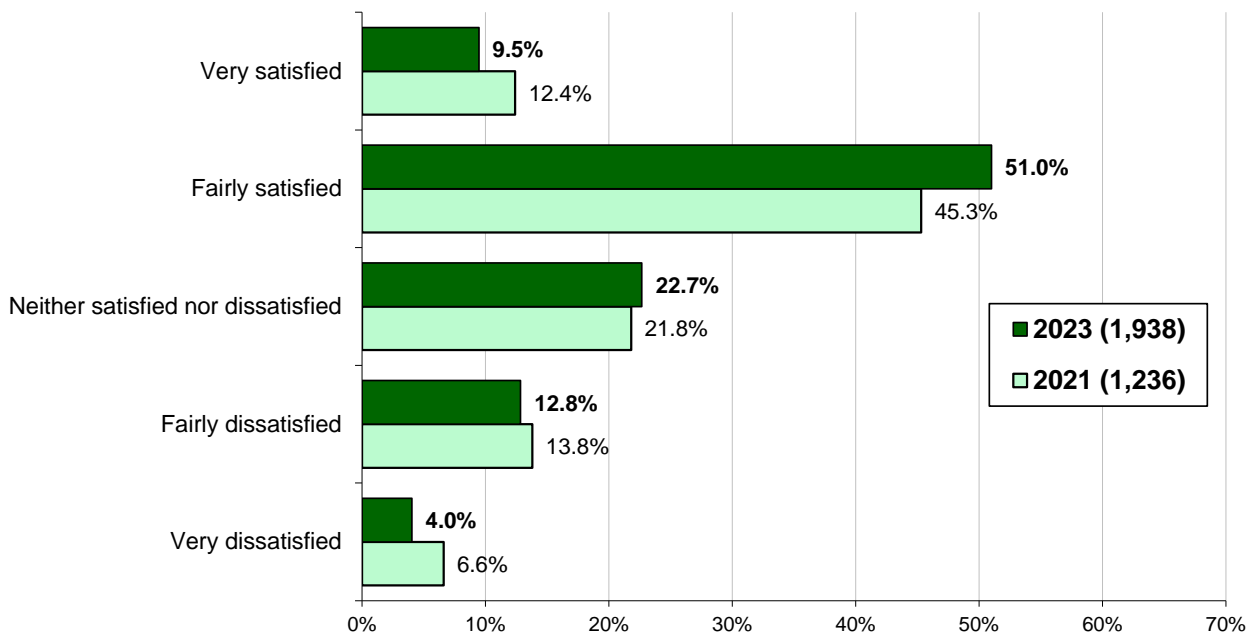
Section 3: Your Council

3.1 Satisfaction with Derbyshire Dales District Council

Overall satisfaction with the way Derbyshire Dales District Council runs things was 60% with a confidence interval of +/-2.1% at the 95% level. This was slightly higher, though not significantly, than the 2021 proportion of 58%.

The proportion dissatisfied with how the Council runs things had dropped slightly but significantly, from 20% in 2021 to 17% in 2023.

Chart Q2. Overall, how satisfied or dissatisfied are you with the way Derbyshire Dales District Council runs things?



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

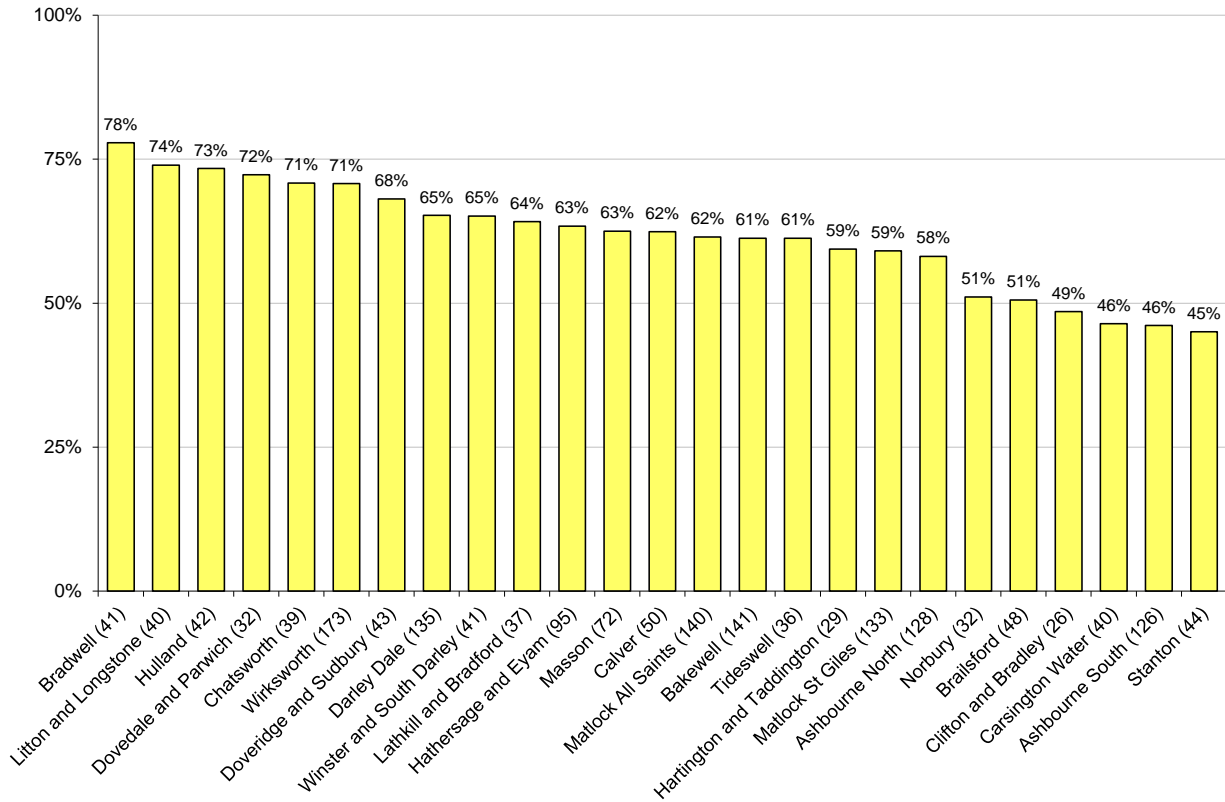
- The February 2023 LGA survey results (base size=1,001) showed 61% satisfied and 11% dissatisfied (compared with 60% and 17% respectively for this Derbyshire Dales residents survey), so were similar to Derbyshire Dales residents' levels of satisfaction with the Council but with a slightly lower proportion dissatisfied in the LGA survey.

Differences

- The highest proportions satisfied were among respondents aged 65-74 (65%) and 75+ (69%), significantly higher than among those aged 35-44 (51%) or 45-54 (57%). This repeats the pattern seen in the 2021 survey, albeit with slightly higher levels of satisfaction for 35-44s and 45-54s in 2023 than in 2021.
- Males were significantly more likely than females to be dissatisfied (18% vs 14%).

- The percentage of respondents satisfied with the way the Council runs things varied somewhat across wards (Chart 2_w below), ranging from only 45% in Bradwell to 78% in Chatsworth.

Chart Q2_w. Overall, how satisfied or dissatisfied are you with the way Derbyshire Dales District Council runs things? (WARD-LEVEL)



Source: Marketing Means 2023

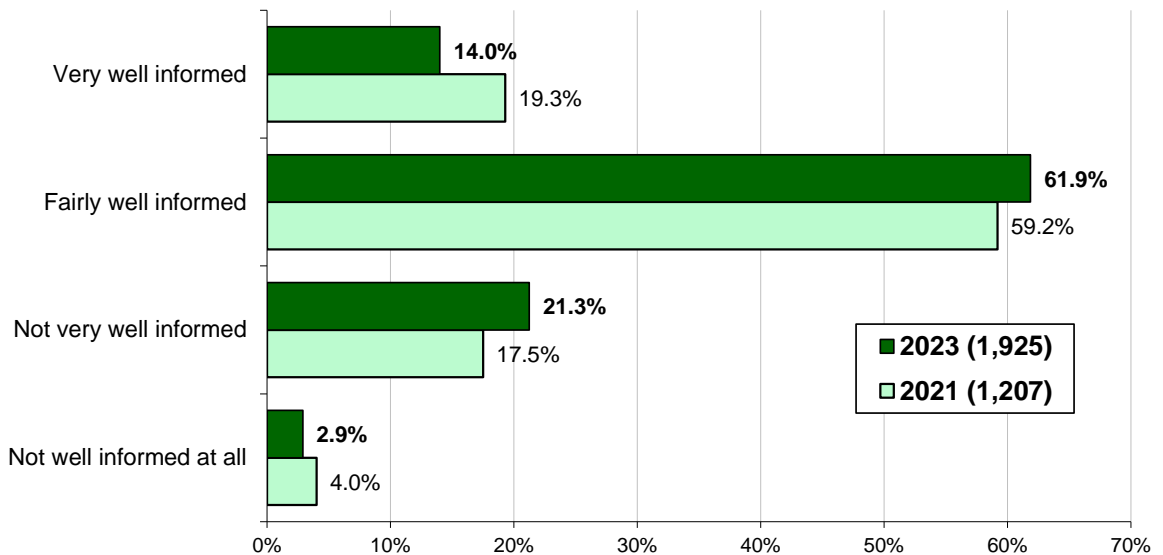
Base: All who gave a valid response

3.2 Derbyshire Dales District Council communications

A combined total of 76% of respondents felt very or fairly well informed by Derbyshire Dales District Council about the services and benefits it provides. This was lower than the corresponding 2021 proportion of 79% but not significantly so.

Almost a quarter (24%) felt not well informed, slightly but not significantly higher than the 2021 proportion of 22%.

Chart Q5: Overall, how well informed do you think Derbyshire Dales District Council keeps residents about the services and benefits it provides?



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

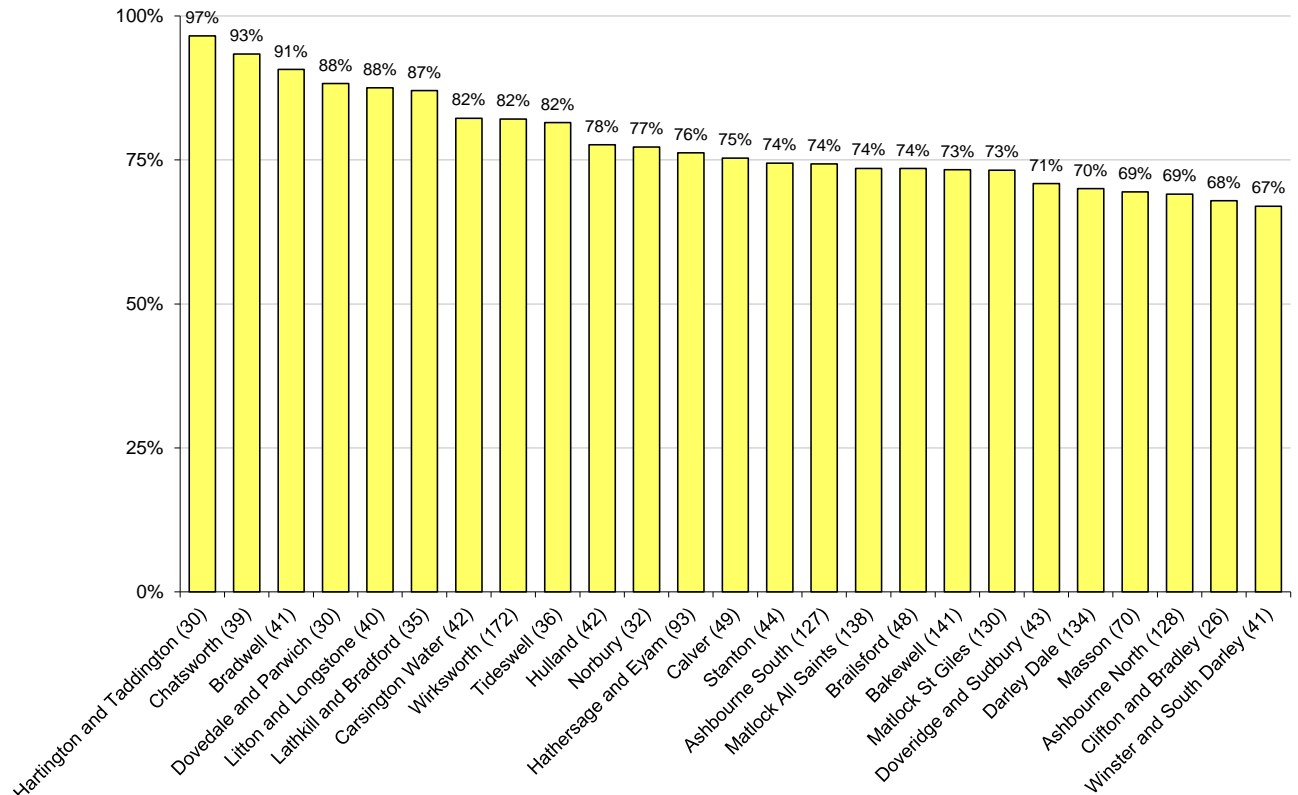
- The February 2023 LGA survey results (base size=1,001) showed 59% feeling well-informed and 41% not well-informed, so that Derbyshire Dales residents' views of the Council's information sharing are significantly more positive.

Differences

- The highest proportions feeling well-informed were among respondents aged 65-74 (81%) and 75+ (84%), significantly higher than among those aged 25-34 (67%) or 35-44 (71%).

- The percentage of respondents feeling very or fairly well informed by the Council about the services and benefits it provides varied across wards (Chart 5_w below) ranging from 67% in Winster & South Darley to 97% in Hartington & Taddington.

Chart Q5_w: Overall, how well informed do you think Derbyshire Dales District Council keeps residents about the services and benefits it provides? (WARD-LEVEL)



Source: Marketing Means 2023

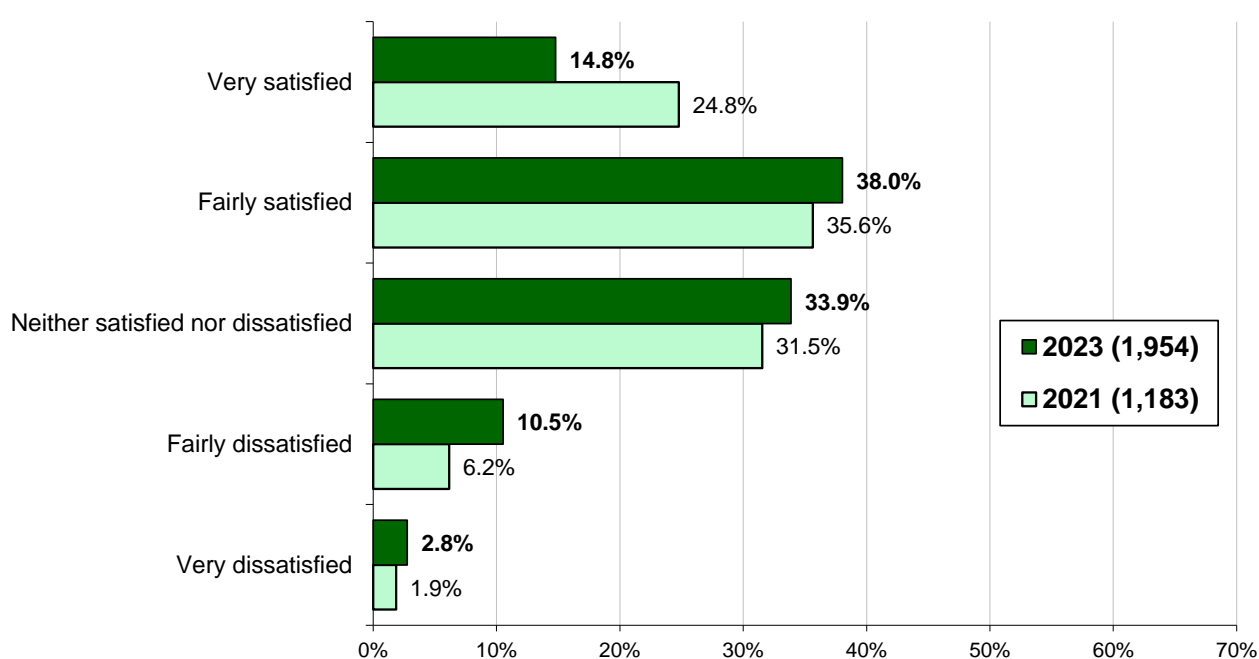
Base: All who gave a valid response

3.3 Satisfaction with selected services

Of those residents who expressed a view, just over half (53%) were satisfied with sports & leisure facilities. This was, however, a significant decrease from 60% in the 2021 residents' survey.

Only 13% were dissatisfied with sports & leisure facilities, but this was a significant increase from 13% in 2021. The high proportion of respondents who were neither satisfied nor dissatisfied (34%) may indicate that a relatively high proportion of residents do not use sports and leisure facilities, at least compared with some of the other services and facilities covered in the section of the survey.

Chart Q3.1: Sport & leisure facilities [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?]



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

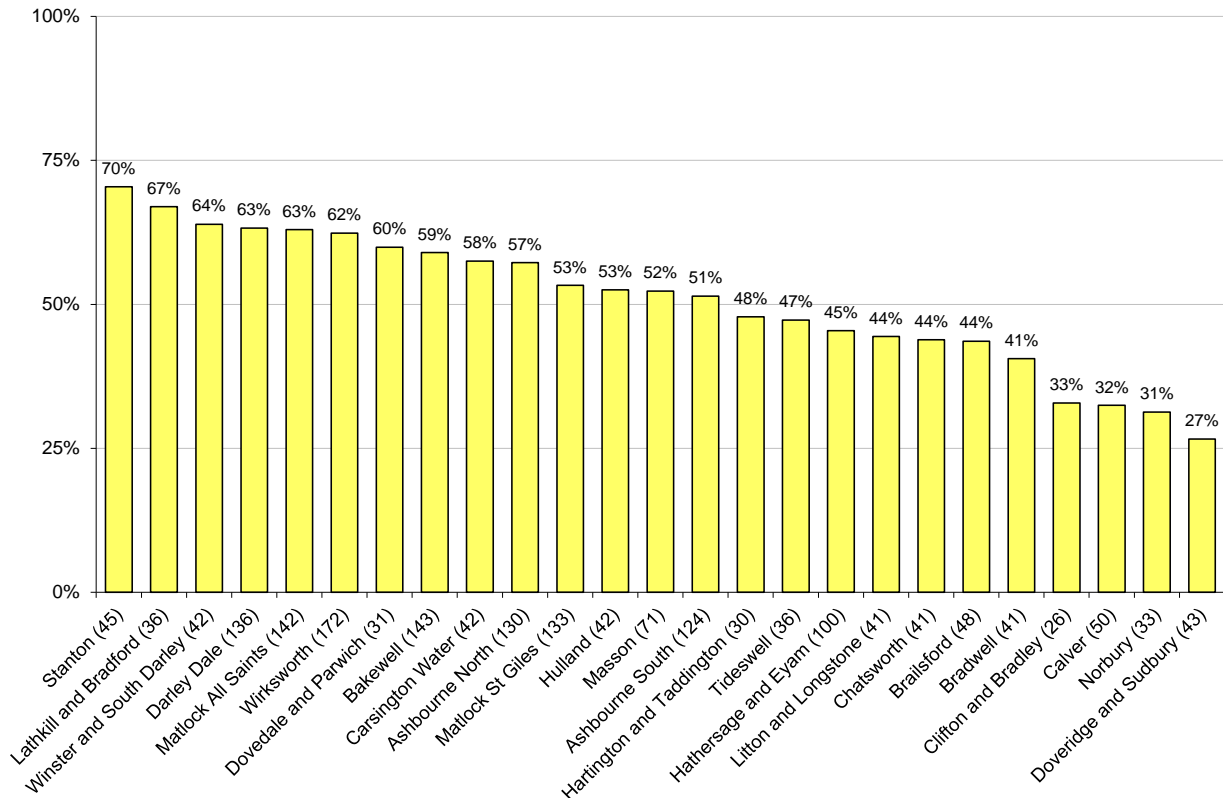
- The February 2023 LGA survey results (base size=1,001) showed 59% satisfied and 18% dissatisfied with their council's sport and leisure services. In comparison, Derbyshire Dales residents' views of their sports and leisure facilities provided by the Council are slightly less positive, but also less likely to be negative as rather more those who expressed a view were 'Neither satisfied nor dissatisfied' than was the case nationally (34% vs 24% respectively).

Differences

- While respondents aged 16-24 were significantly more likely to be satisfied with sports and leisure facilities (72%) than were older respondents (ranging from 55% of 35-44s to only 47% of 65-74s), the proportions dissatisfied were highest among 25-34s (22%) and 35-44s (20%). The latter compared with dissatisfied proportions of 11% among 16-24s and 7% among all aged 65+.
- Females were significantly more likely than males to be satisfied with these services (56% vs 51% respectively) and less likely to be dissatisfied (11% vs 15% of males).

- People with a disability were significantly less likely than those without to be satisfied with sports and leisure facilities (42% vs 54% respectively).
- The percentage of respondents satisfied with the sports and leisure facilities varied across wards (chart Q3.1_w below) ranging from as high as 70% in Stanton to less than half that level (33% or less) in four wards, Clifton & Bradley, Calver, Norbury, and Doveridge & Sudbury.

Chart Q3.1_w: **Sport & leisure facilities** [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?] [WARD-LEVEL]



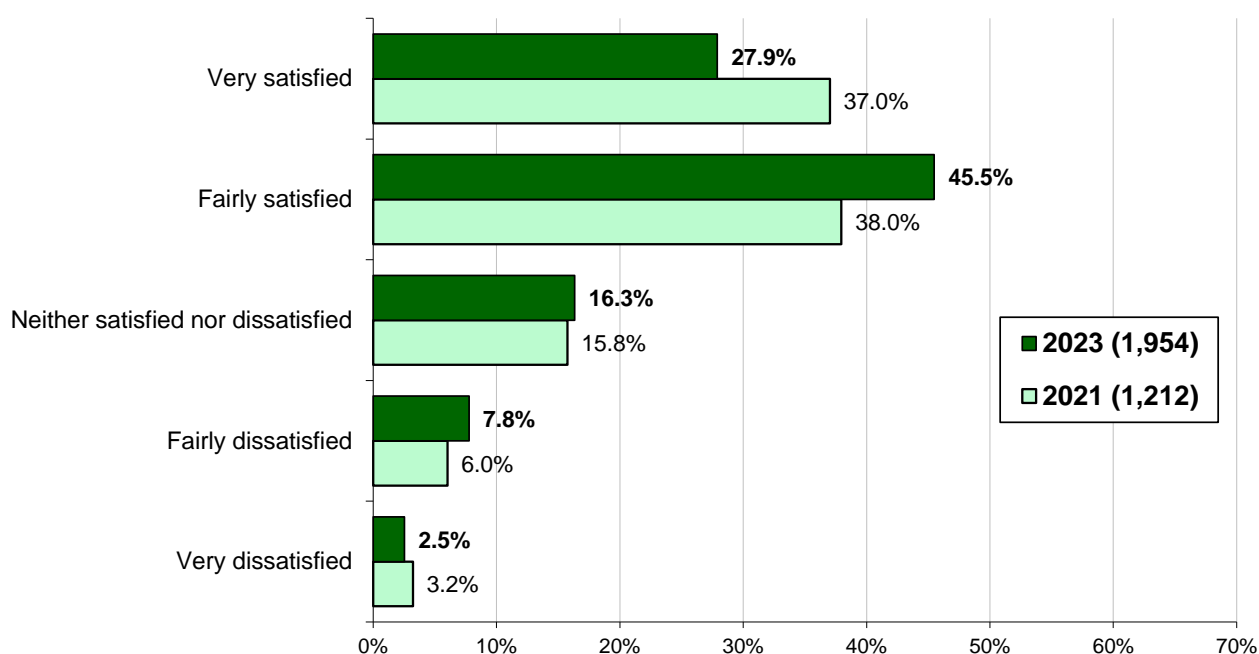
Source: Marketing Means 2023

Base: All who gave a valid response

Nearly three-quarters of residents who expressed a view (73%) were satisfied with parks, recreation grounds and open spaces, not significantly different to the corresponding 2021 proportion of 75%. The proportion 'Very satisfied' had nevertheless fallen significantly from 37% in 2021 to 28% in 2023.

The proportion dissatisfied was low, 10%, and similar to the 2021 proportion of 9%.

Chart Q3.2: Parks, recreation grounds and open spaces [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?]



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

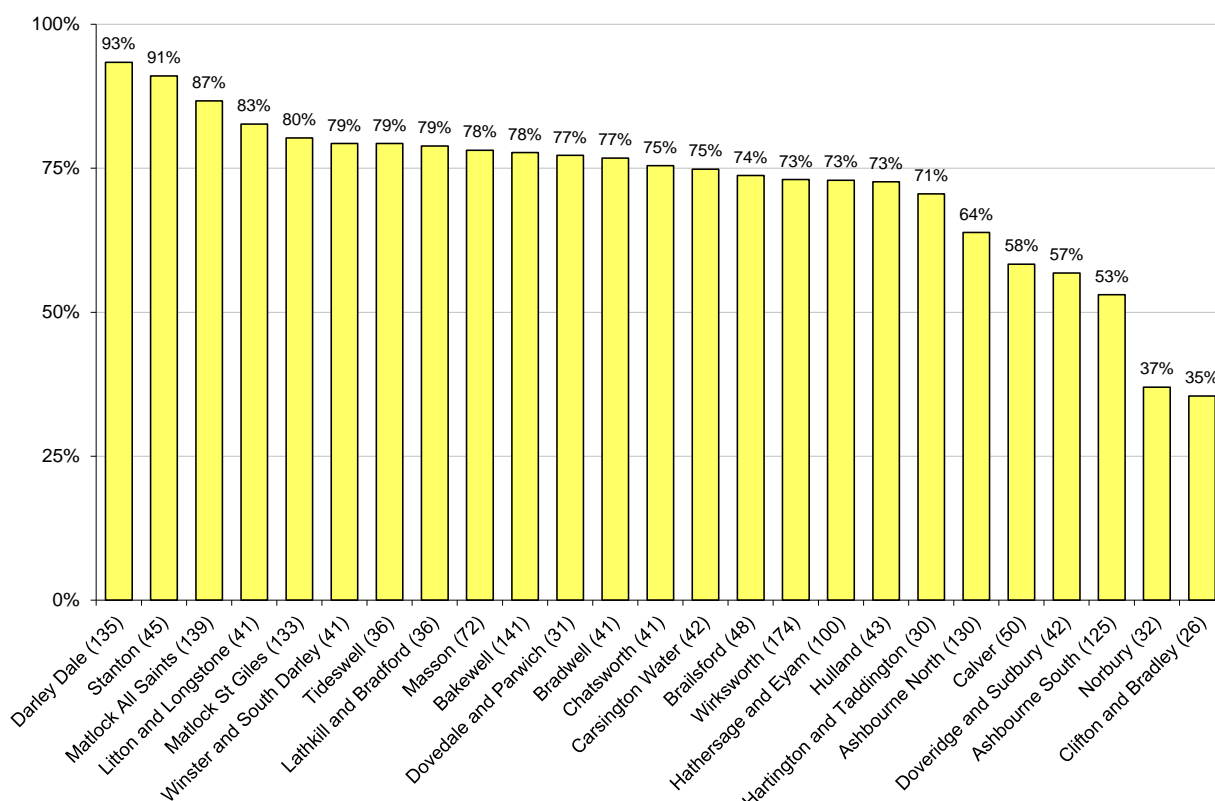
- The February 2023 LGA survey results (base size=1,001) showed 79% satisfied and 11% dissatisfied with their council's parks and green space services, so that **Derbyshire Dales residents were significantly less likely to be satisfied than was the case nationally, but no more or less likely to be dissatisfied.**

Differences

- The most significant differences in views of parks, recreation grounds and open spaces by age were that 25-34s and 35-44s were significantly more likely than other groups to be dissatisfied (19% and 16% feeling this way compared with no more than 11% of any other age group).
- People with a disability were significantly less likely than those without to be satisfied with parks, recreation grounds and open spaces (66% vs 75% respectively).

- The percentage of respondents **satisfied** with parks, recreation grounds and open spaces varied across wards (Chart 3.2_w below) ranging from as high as 93% in Darley Dale to much lower figures in two wards in particular. Norbury and Clifton & Bradley had satisfaction levels of 37% and 35% respectively though those wards drew responses from only 32 and 26 respondents respectively.

Chart Q3.2_w: Parks, recreation grounds and open spaces [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?] [WARD-LEVEL]



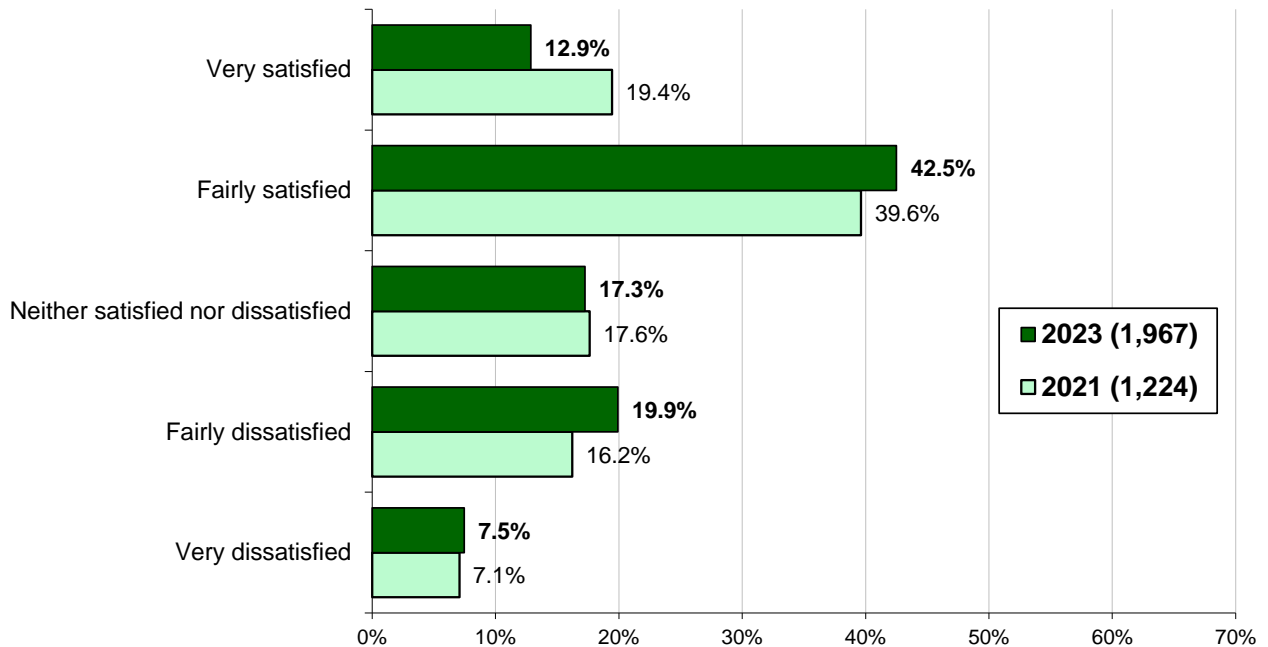
Source: Marketing Means 2023

Base: All who gave a valid response

Just over half of residents who expressed a view (55%) were satisfied with the Council's efforts to keep areas including highways free from litter. This was a small but significant fall from the corresponding 2021 proportion of 59%, driven mainly by a fall in the proportion who were 'very satisfied' from 19% to 13%.

The proportion dissatisfied was 27%, slightly but significantly higher than the 2021 proportion of 23%.

Chart Q3.3: Keeping areas including highways free from litter [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?]



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

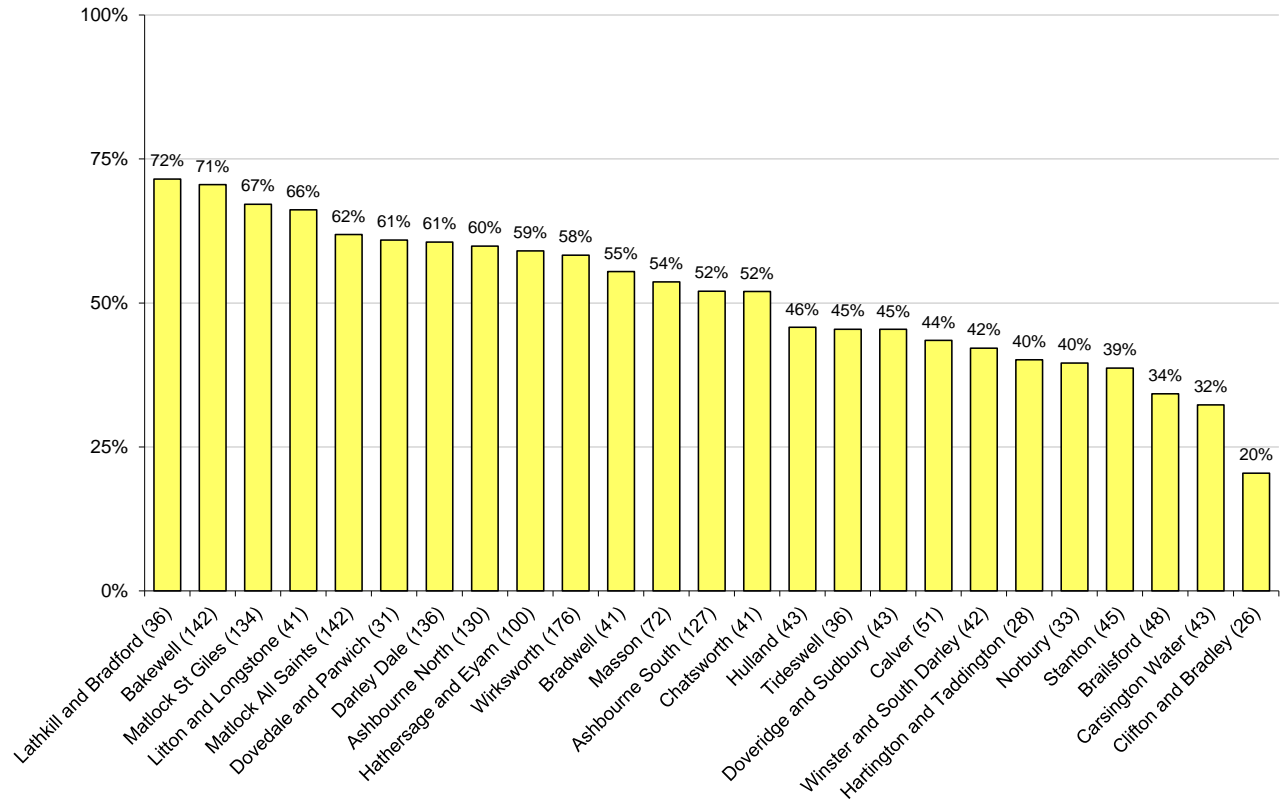
- The February 2023 LGA survey results (base size=1,001) included opinions of residents' councils' street cleaning, the closest statement to that used in this survey. The LGA results showed 62% satisfied and 23% dissatisfied with their council's street cleaning, so that Derbyshire Dales residents were significantly less likely to be satisfied than was the case nationally, and slightly more likely to be dissatisfied.

Differences

- The age groups significantly more likely to be satisfied with the Council keeping areas including highways free from litter were 16-24s (72%), 25-34s (61%) and 35-44s (65%). Older age groups were somewhat less likely to be satisfied, the level dropping to 52% among 55-64s and to only 48% among 65-74s.

- The percentage of respondents satisfied with the Council keeping areas including highways free from litter varied across wards (chart 7d below) ranging from 72% in Lathkill & Bradford and 71% in Bakewell down to 34% in Brailsford, 32% in Carsington Water and 20% in Clifton & Bradley

Chart Q3.3: Keeping areas including highways free from litter [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?] [WARD-LEVEL]



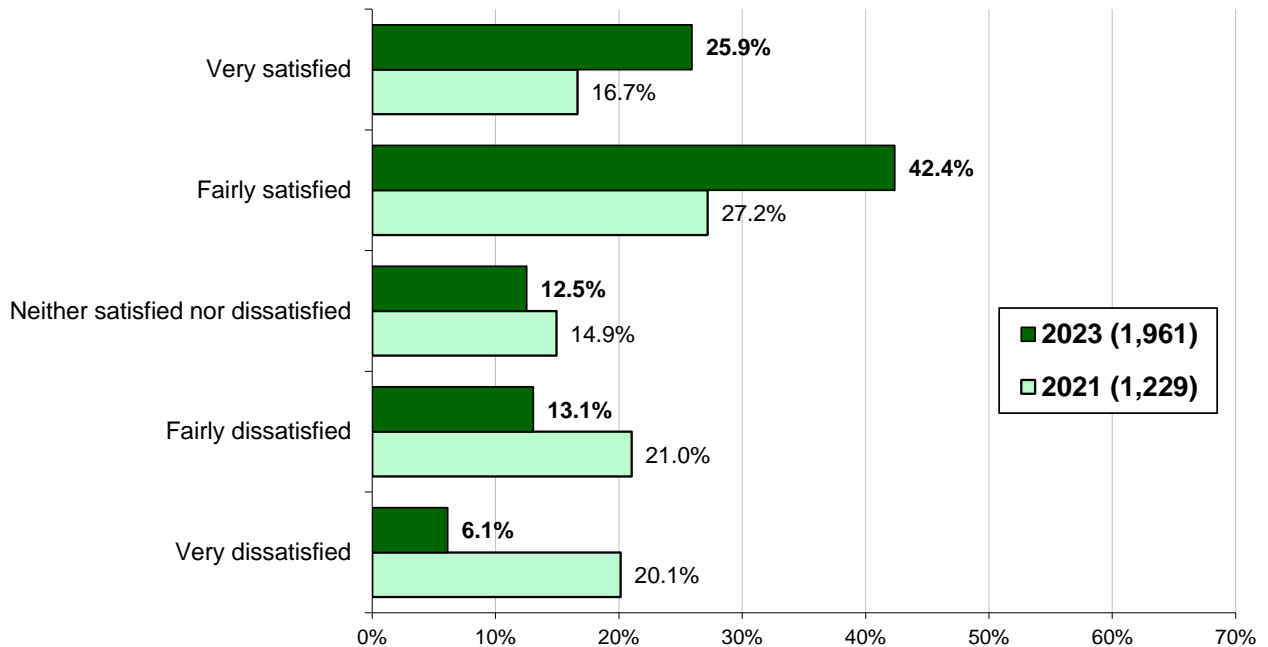
Source: Marketing Means 2023

Base: All who gave a valid response

More than two-thirds of residents who expressed a view (68%) were satisfied with the Council's waste & recycling collections. This was a large and significant increase from the corresponding 2021 results, when fewer than half were satisfied (44%). The proportion very satisfied had also increased significantly from 17% to 26%.

The proportion dissatisfied was 19%, significantly lower than the corresponding proportion of 41% in 2021.

Chart Q3.4: Waste & recycling collections [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?]



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

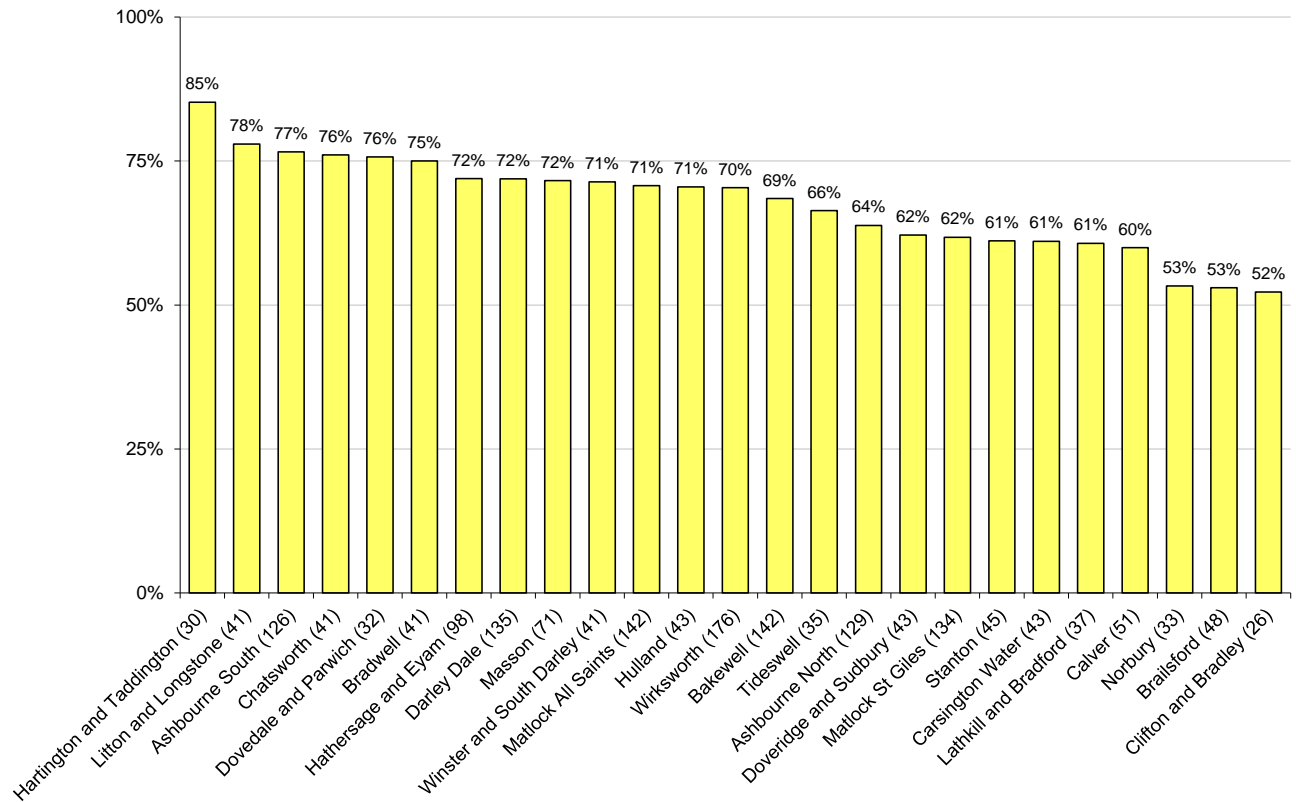
- The February 2023 LGA survey results (base size=1,001) included opinions of residents' councils' waste collection, the closest statement to that used in this survey. The LGA results showed 82% satisfied and only 10% dissatisfied with waste collection, so that while Derbyshire Dales residents are significantly more satisfied with this service than they were in 2021, they are still significantly less satisfied than is the case for residents nationally.

Differences

- Respondents aged 75+ were significantly more likely to be satisfied with waste & recycling collections than were any other age group (84% of those aged 75+ satisfied vs 60% to 73% across other age groups). Respondents aged 35-44 were the most likely to be dissatisfied (27%).
- Residents with a disability were significantly more likely than those without to be very satisfied with the waste and recycling service (33% v 26% respectively).

- The percentage of respondents satisfied with waste & recycling collections varied across wards (Chart 3.4_w below) ranging from as high as 85% in Harrington & Taddington down to only just over half in Norbury, Brailsford and Clifton & Bradley.

Chart Q3.4_w: Waste & recycling collections [How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council?] [WARD-LEVEL]



Source: Marketing Means 2023

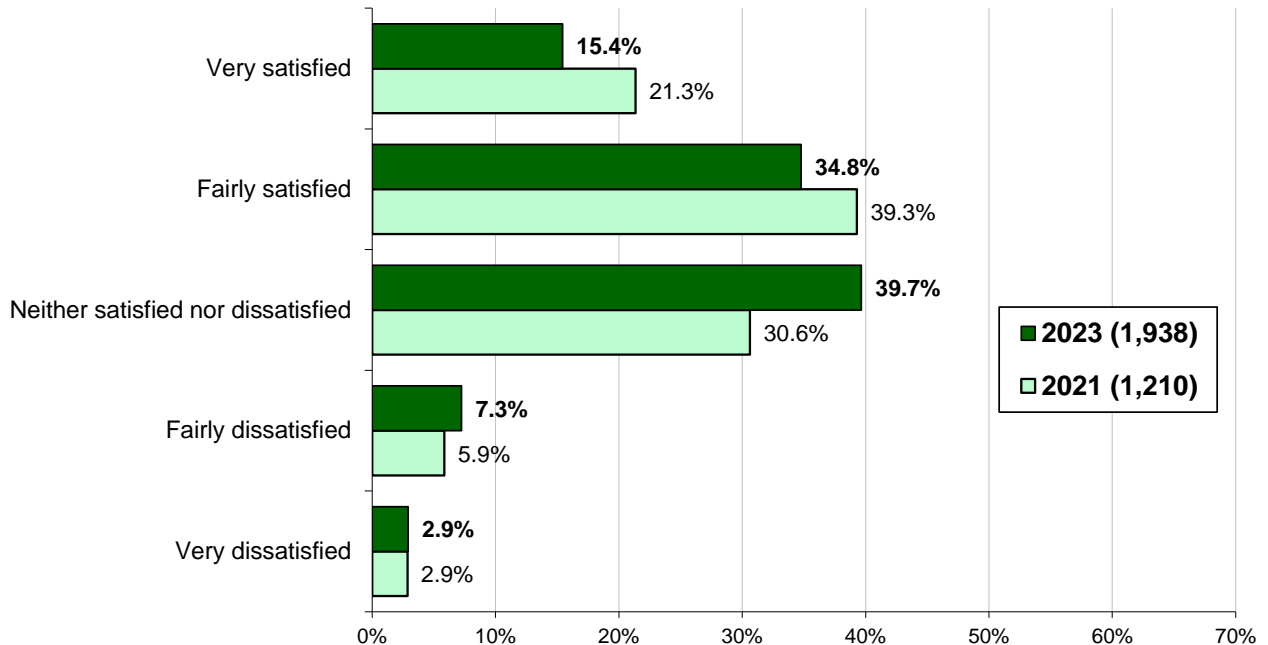
Base: All who gave a valid response

3.4 Satisfaction with Council communications

Almost exactly half of the respondents (50%) were satisfied with their ease of contacting the Council. This was, however, a significant decrease from the corresponding 2021 results, when 61% were satisfied. In 2023, the proportion neither satisfied nor not had risen from 31% to 40%.

The proportion dissatisfied was 10%, not significantly different to the 2021 results.

Chart Q4.1: Ease of contact with the Council [How satisfied or dissatisfied are you with the following?]



Source: Marketing Means 2023

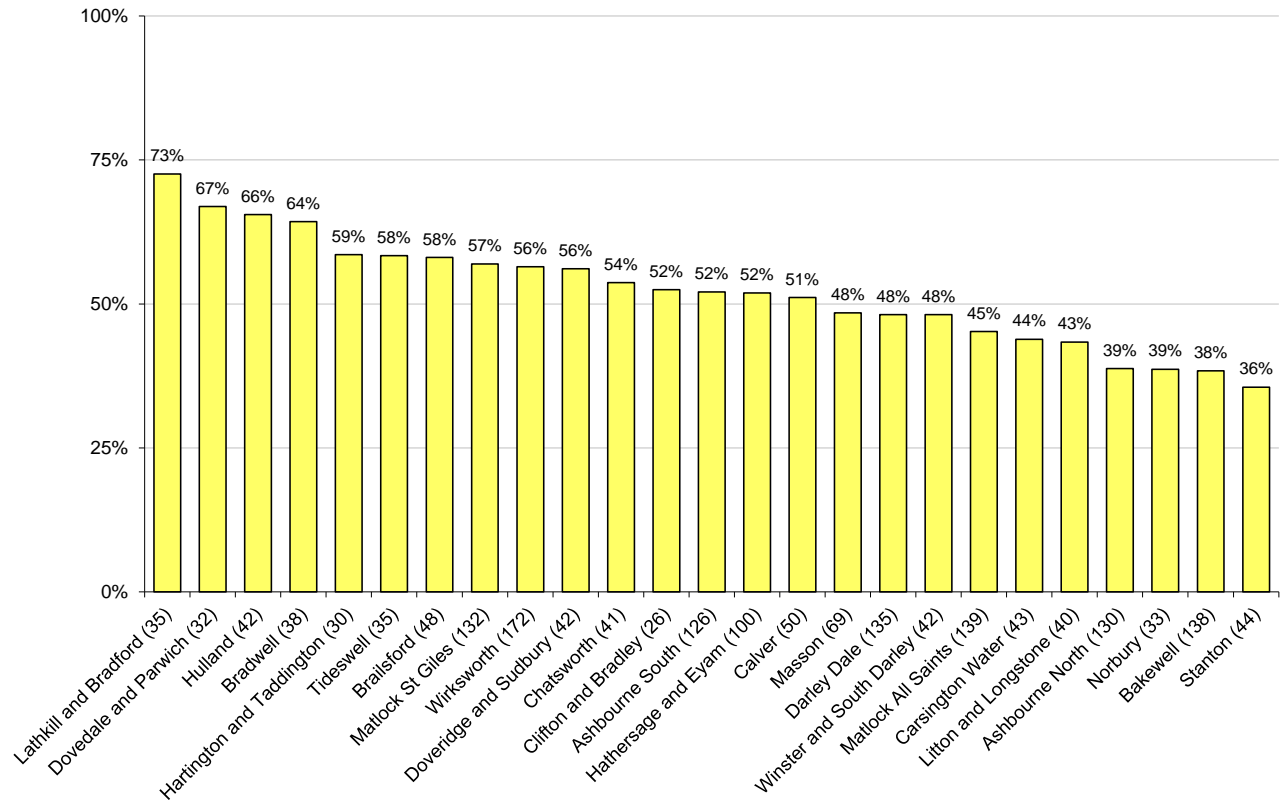
Base: All who gave a valid response

Differences

- Older residents were significantly more likely to be satisfied with ease of contact with the Council. While only 35% of 16-24s and 37% of 25-34s were satisfied, this rose to 59% among 65-74s and 66% of those aged 75+. Respondents aged 25-34 were the most likely group to be dissatisfied (17%).
- Residents with a disability were significantly more likely than those without to be very satisfied with their ease of contact with the Council (23% v 15% of others).

- The percentage of respondents satisfied with waste & recycling collections varied greatly across wards (Chart 4.1_w below) ranging from as high as 73% in Lathkill & Bradford down to only just over one third (36%) in Stanton.

Chart Q4.1_w: Ease of contact with the Council [How satisfied or dissatisfied are you with the following?] [WARD-LEVEL]



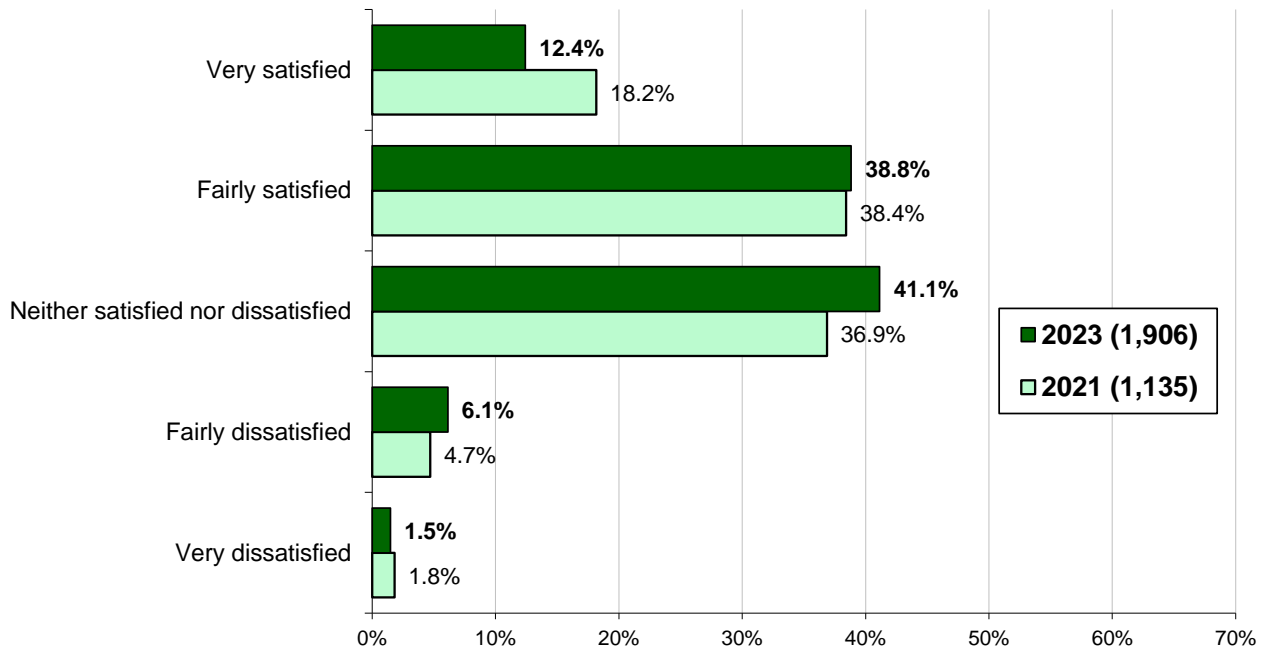
Source: Marketing Means 2023

Base: All who gave a valid response

Just over half of the respondents (51%) were satisfied with the quality of the Council website. This was a significant decrease from the corresponding 2021 results, when 57% were satisfied.

The proportion dissatisfied was 8%, not significantly different to the 2021 results.

Chart Q4.2: Quality of the Council website [How satisfied or dissatisfied are you with the following?]



Source: Marketing Means 2023

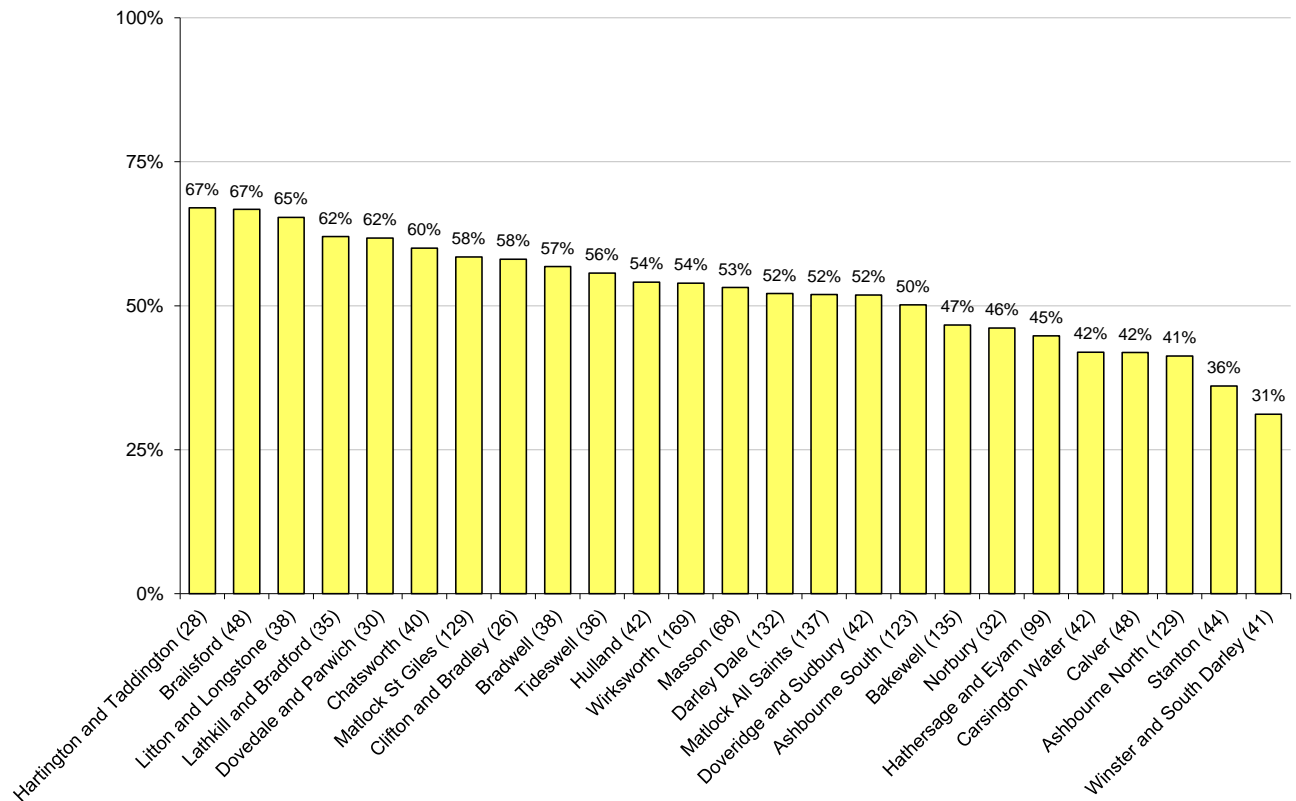
Base: All who gave a valid response

Differences

- Residents aged 35-44 were the most likely group to be satisfied with the website (61%) and significantly more likely than those aged 16-24 or 25-34 (41% of both groups) to feel this way.

- The percentage of respondents satisfied with the Council website varied greatly across wards (Chart 4.2_w below) ranging from a maximum of 67% at both Hartington & Taddington and Brailsford but 36% in Stanton and to just below one third (31%) in Winster & South Darley.

**Chart Q4.2_w: Quality of the Council website [How satisfied or dissatisfied are you with the following?]
[WARD-LEVEL]**



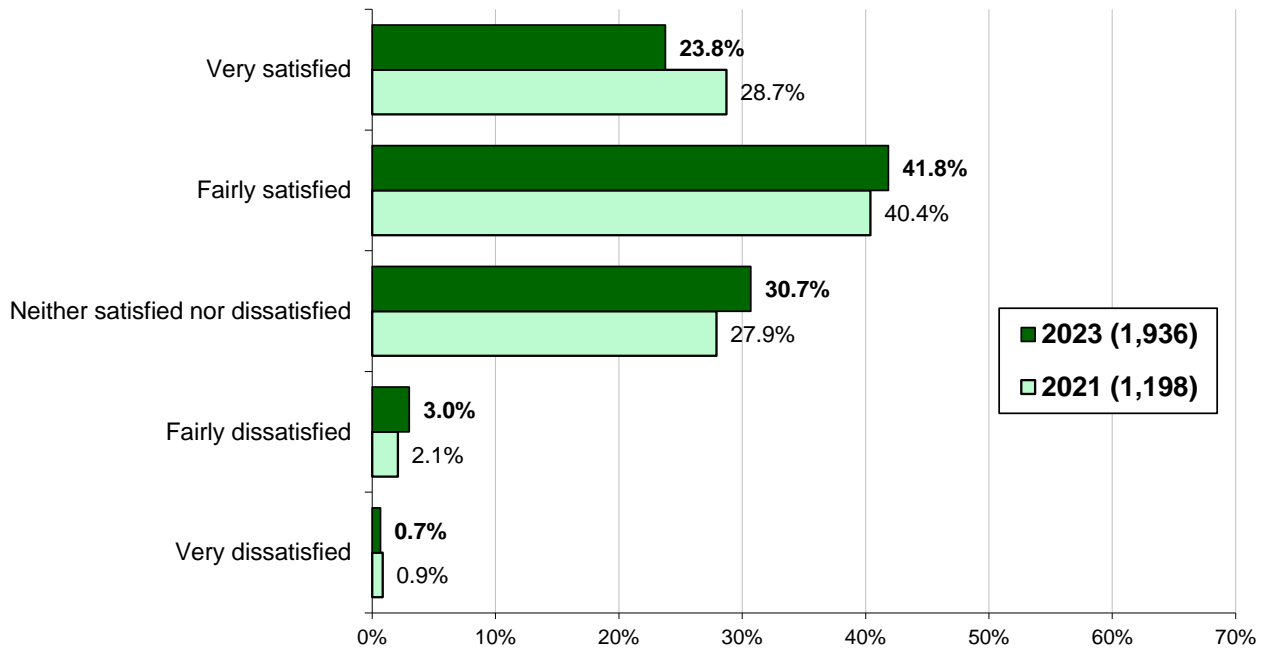
Source: Marketing Means 2023

Base: All who gave a valid response

Nearly two-thirds of the respondents (66%) were satisfied with the ease of payment methods. This was a slight but significant decrease from the corresponding 2021 results, when 69% were satisfied.

The proportion dissatisfied was 4%, not significantly different to the 2021 results.

Chart Q4.3: Ease of payment methods [How satisfied or dissatisfied are you with the following?]



Source: Marketing Means 2023

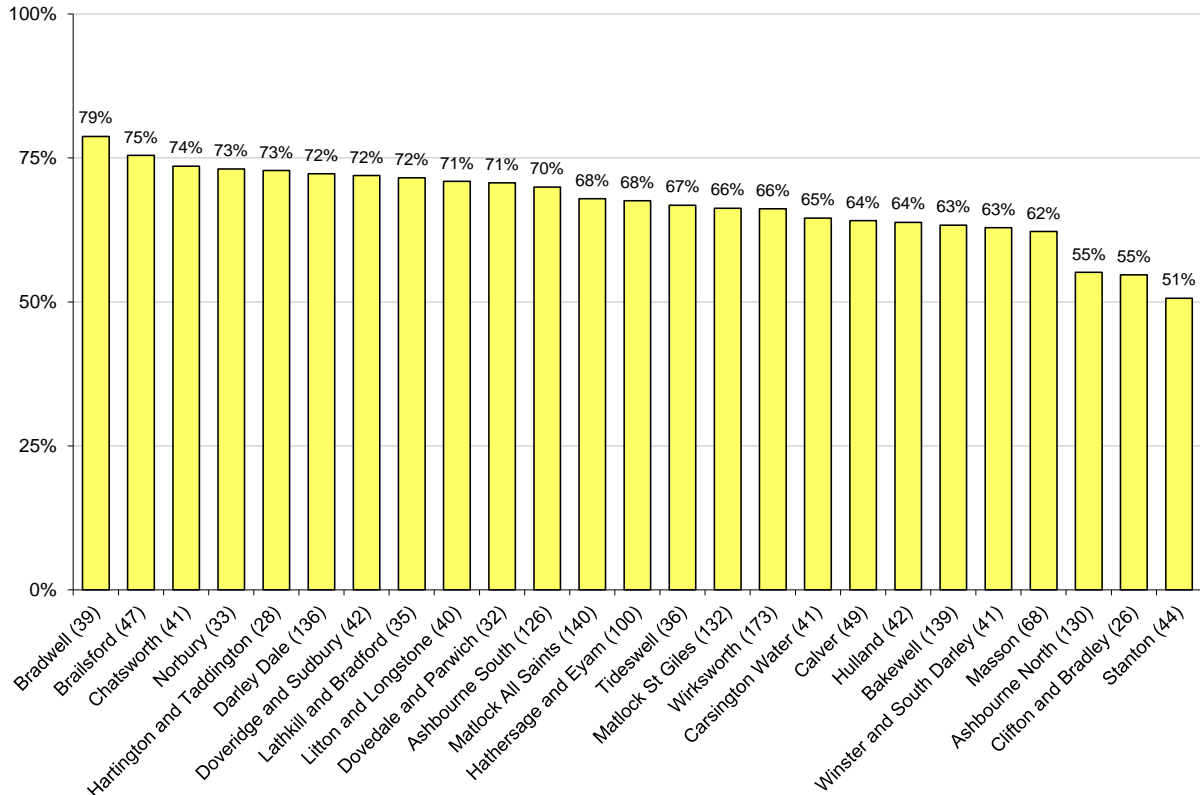
Base: All who gave a valid response

Differences

- Residents aged 16-24 were the least likely group to be satisfied with the ease of payment methods (48%, versus 63% to 73% in other age groups) but were also significantly more likely than any other age group to feel neither satisfied nor not (48%, vs no more than 33% of any other age group) suggesting a lack of experience of payment methods.
- Females were more likely than males to be very satisfied with the ease of payment methods (68% vs 64% respectively).
- People with a disability were slightly but significantly less likely than others to feel satisfied with the ease of payment methods (64% vs 67% respectively).

- The percentage of respondents satisfied with the ease of payment methods varied across wards (Chart 4.3_w below) ranging from a maximum of 79% at Bradwell to just over half (51%) at Stanton.

**Chart Q4.3_w: Ease of payment methods [How satisfied or dissatisfied are you with the following?]
[WARD-LEVEL]**



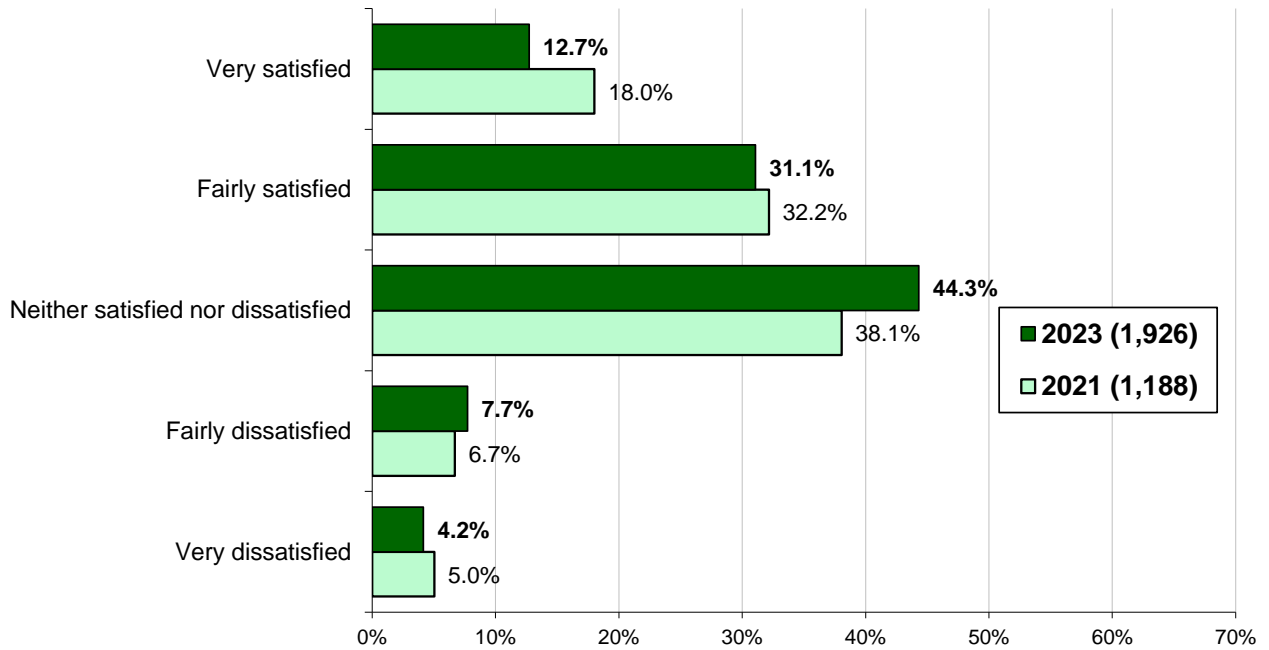
Source: Marketing Means 2023

Base: All who gave a valid response

Slightly less than half of respondents (44%) were satisfied with the Council’s responsiveness to their enquiries. This was a small but significant decrease from the corresponding 2021 results, when 50% were satisfied.

The proportion dissatisfied was 12%, very similar to the 2021 results.

Chart Q4.4: The Council’s responsiveness to your enquiries [How satisfied or dissatisfied are you with the following?]



Source: Marketing Means 2023

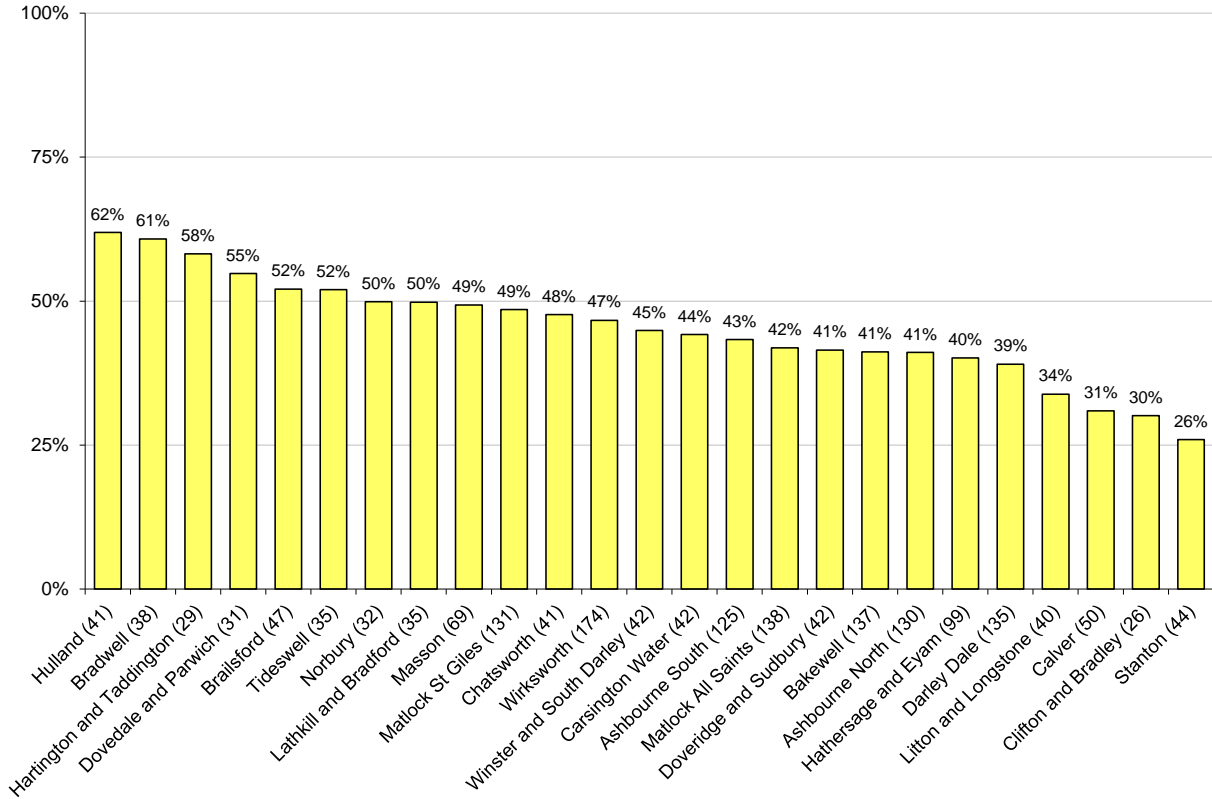
Base: All who gave a valid response

Differences

- The oldest respondents, aged 65-74 and 75+, were the most likely groups to be satisfied with the website (51% and 53% respectively were satisfied in those age groups, significantly higher than the proportions of only 37% to 42% in the younger age groups).
- Females were more likely than males to be satisfied with the Council’s responsiveness (47% satisfied, vs 42% of males).

- The percentage of respondents satisfied with the Council website varied across wards (Chart 4.4_w below) ranging from a maximum of 79% at Hulland to only 26% at Stanton.

Chart Q4.4_w: The Council’s responsiveness to your enquiries [How satisfied or dissatisfied are you with the following?] [WARD-LEVEL]



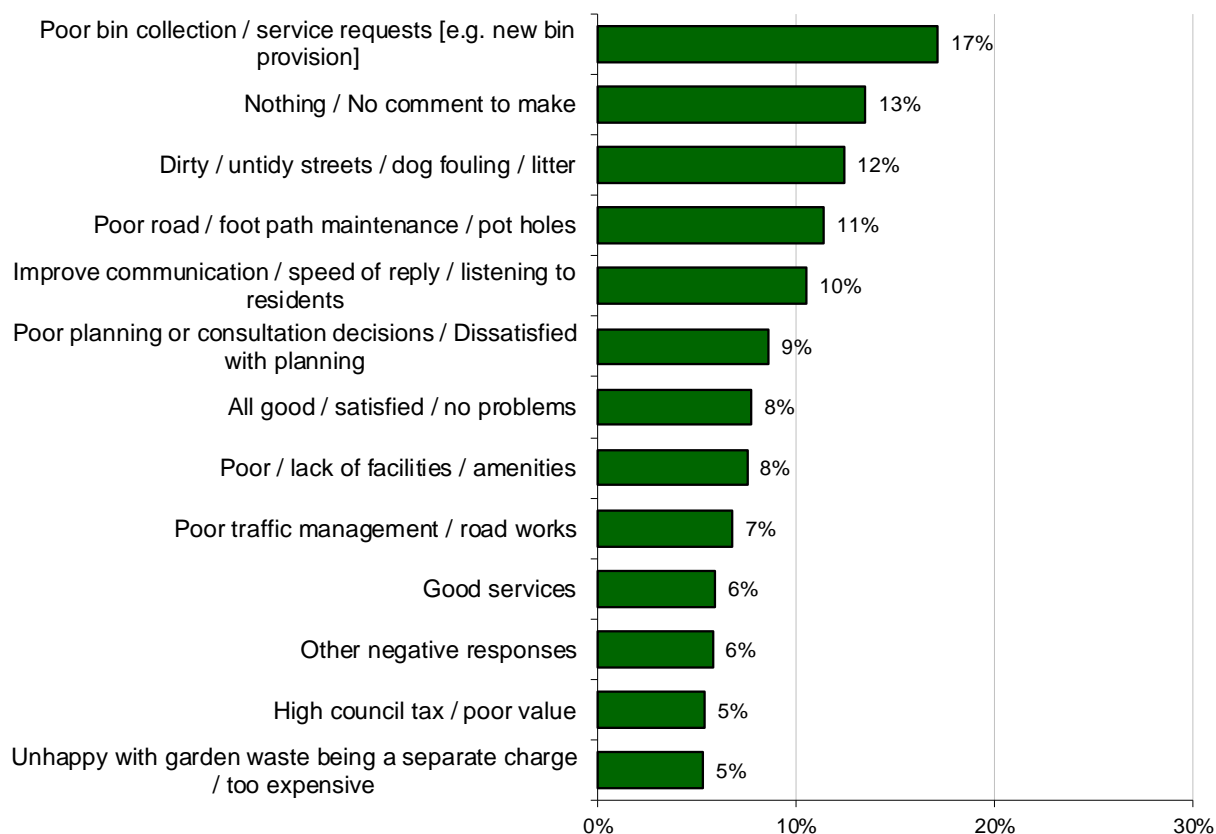
Source: Marketing Means 2023

Base: All who gave a valid response

3.5 Further comments on Council services, and suggestions for improvements

All respondents were asked whether they wished to make any comments in their own words about their satisfaction with the services provided by Derbyshire Dales District Council. **Just over half of the respondents (51%) made a comment of some type.** We have reviewed all comments and coded them to the most common themes. Chart Q6 below lists all comments made by at least 5% of those who answered.

Chart Q6: Are there any comments you wish to make about your satisfaction with the services provided by Derbyshire Dales District Council?



Source: Marketing Means 2023

Base: All who made a comment (1,013)

- It should be noted that 13% of those who gave a response simply noted that they had no particular point to make or nothing more to say (in addition to their other questionnaire responses).
- A further 8% made a general comment to the effect that they were happy with the service they received from the Council and had no specific problems or concerns to relate. Another 6% commented simply that services were good. This latter comment was especially likely among those aged 16-24 (15%).
- The most likely specific type of comment to be made were **complaints/ requests regarding the waste and recycling service**, such as requiring a new bin. These accounted for about one in six (17%) of all comments made.
 - Respondents aged 45-54 were significantly more likely than most other age groups to make a comment of this type, with 29% doing so.
- A smaller proportion (5%) commented specifically on **dissatisfaction with the garden waste charge**.

- Comments on **dirty/untidy streets, including issues such as dog fouling and litter**, were made by 12%.
- A similar proportion (11%) requested **improvements to the maintenance of roads and footpaths**, including repair of potholes.
 - This issue was significantly less likely to be raised by 16-24s and 25-34s (by only 2% and 4% respectively), and most likely among those aged 75+ (17%).
 - People with disabilities were also significantly more likely than others to request improvements to the maintenance of roads and footpaths (19% vs 10% of others).
- A further 7% commented on **poor traffic management or issues with roadworks**.
- Just over one in 10 (10%) commented on the need for **better/faster communication with residents** including taking note of residents' requests/concerns.
- Some 9% of those who answered commented on what they saw as **poor planning/consultation decisions** or dissatisfaction with the planning process.
 - This was most likely among males (11% vs 6% of females).
- Just under 8% highlighted a **lack of facilities/amenities and/or their poor quality**.
 - This issue was significantly more likely to be mentioned by those aged 35-44 (21%), twice as high as the proportion from any other age group.
- **Complaints over the high level of council tax and the poor value they felt it offered** were made by 5%.

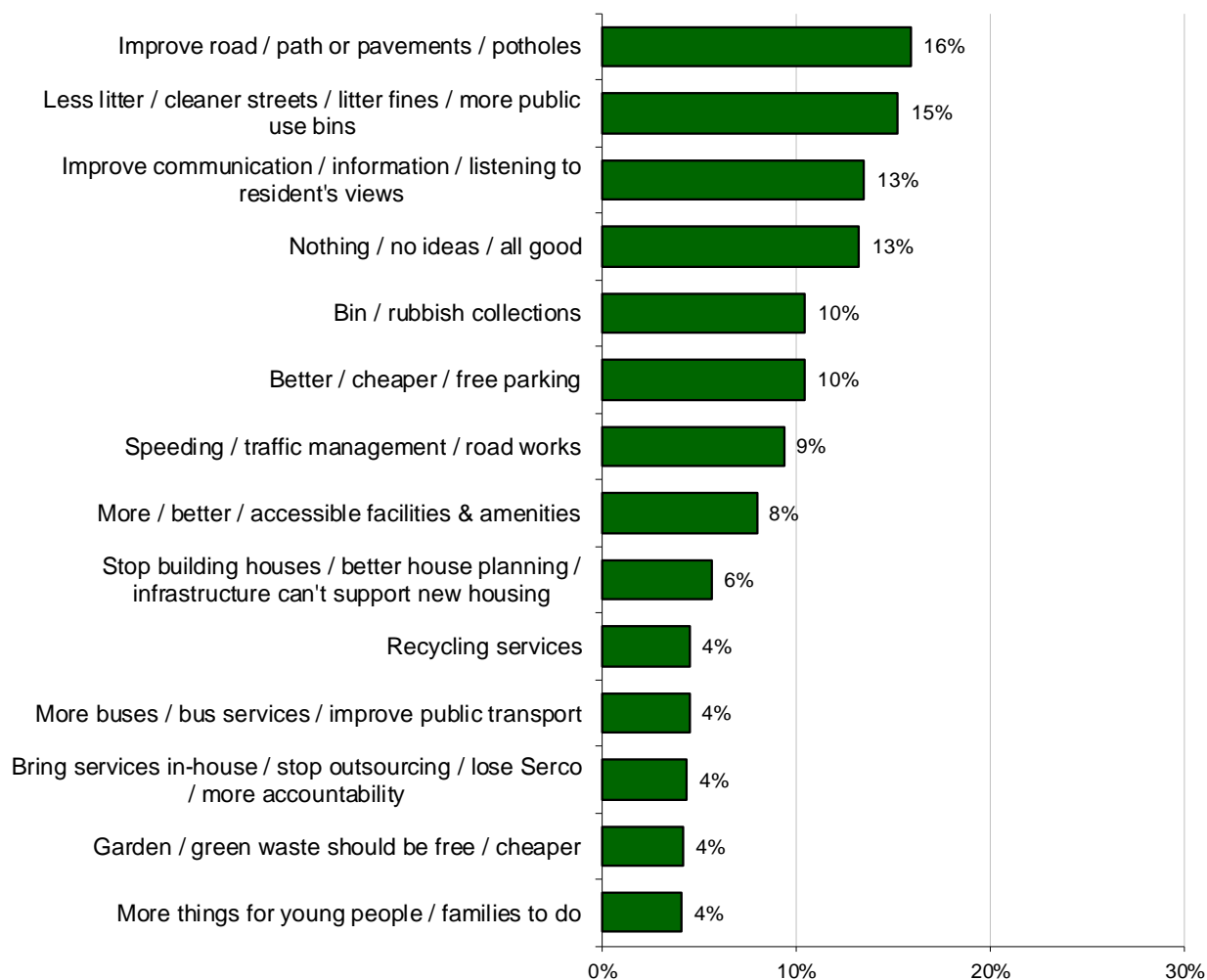
Table Q6_1 below summarises the different proportion giving each of the most frequent comments when broken down by their overall satisfaction with how the Council runs things. This shows that almost all of the most frequent specific issues raised were more likely to be made by those dissatisfied with how the Council runs things, especially so for comments relating to high Council Tax.

Table Q6_1: Comments made about satisfaction with the services provided by Derbyshire Dales District Council - split by satisfaction with how Council runs things

Comment	% among those satisfied with how Council runs things (n=554)	% among those <u>not</u> satisfied with how Council runs things (n=221)
Poor bin collection / service requests [e.g. new bin provision]	13%	23%
Dirty / untidy streets / dog fouling / litter	10%	19%
Poor road / foot path maintenance / potholes	8%	18%
Improve communication / speed of reply / listening to residents	8%	15%
Poor planning or consultation decisions / unsatisfied with planning	5%	19%
Poor / lack of facilities / amenities	5%	9%
Poor traffic management / road works	5%	12%
High council tax / poor value	1%	14%
Unhappy with garden waste being a separate charge / too expensive	5%	5%

In a similar vein, all respondents were also asked for any suggestions they had on how the Council could improve its services for them. Just over half of the respondents (50%) again made a comment of some type, answering in their own words. We have reviewed all comments and coded them to the most common themes. Chart Q7 below lists all comments made by at least 4% of those who answered.

Chart Q7: Do you have any suggestions as to how we could improve our services for you?



Source: Marketing Means 2023

Base: All who made a comment (996)

- Some of the suggestions carried over similar topics to those given at Q6. Marginally the most likely theme to be requested was **improvements to roads, paths and pavements and mending potholes** (by 16%). Another road-related theme often mentioned (by 10%) was for issues such as **speeding, traffic management and roadworks to be better dealt with**.
 - Those aged 25-34 were significantly less likely to suggest improvements to roads, paths and pavements and mending potholes than were those aged 75+ (9% vs 21% respectively).
 - Comments on dealing with **speeding, traffic management and roadworks** were significantly more likely to be made by those aged 35-44 (15%) or 75+ (12%) than by those aged 25-34 (4%).
- A popular theme, given by 15%, was for **litter to be reduced** through providing more bins and fining those who litter.
 - This was significantly less likely to be mentioned by those aged 16-24 (6%).

- Several comments related to waste and recycling services. One in 10 (10%) requested **improvements to rubbish collections**, 4% requested **better recycling services**, and 4% suggested that **garden waste should be cheaper or made free of charge**.
 - Both better recycling services and cheaper garden waste collections were most likely to be mentioned by those aged 35-44 or 45-54.
- Nearly one in eight of those who answered (13%) requested **improved communications and/or for the Council to listen to residents' views**.
 - Respondents aged 16-24 rarely suggested this (2%) but it was significantly more likely among those aged 45-54 (22%), 55-64 (16%) and 65-74 (15%).
- One in 10 respondents requested **parking improvements**, whether more parking options, or cheaper/free parking.
 - This was especially likely among those aged 35-44 (18%).
- Just under one in 10 (9%) respondents requested **improvement to traffic management, including tackling speeding and reducing the impact of roadworks**.
- Just under 8% highlighted a **lack of facilities/amenities and/or their poor quality**.
 - This was especially likely among those aged 35-44 (14%), 45-54 (11%) and 55-64 (11%).
- Slightly fewer (6%) requested **fewer new houses to be built**, some noting that local infrastructure was not sufficient for new housing developments.
- A smaller proportion (4%) suggested that the Council **bring more services in house and stop outsourcing**.
 - This was significantly more likely to be suggested by those aged 35-44 (15% doing so).
- Requests **for more things for young people and families to do** were also mentioned by 4% overall.
 - This was significantly more likely among the youngest age groups, by 13% of those aged 16-24 and 11% of those aged 25-34.

Again, we can look at how the suggestions break down by respondents' overall satisfaction with how the Council runs things. Table Q7_1 below shows once again that most of the most frequent specific issues raised were more likely to be made by those dissatisfied with how the Council runs things, especially so for comments relating to house building/planning developments and bringing more services back in-house.

Table Q7_1: Suggestions for how the Council could improve its services for respondents - split by satisfaction with how Council runs things

Comment	% among those satisfied with how Council runs things (n=526)	% among those <u>not</u> satisfied with how Council runs things (n=234)
Improve road / path or pavements / potholes	15%	16%
Less litter / cleaner streets / litter fines / more public use bins	14%	17%
Improve communication / information / listening to resident's views	12%	16%
Bin / rubbish collections	8%	15%
Better / cheaper / free parking	11%	13%
Better traffic management / dealing with road works	8%	13%
More / better / accessible facilities & amenities	7%	8%
Stop building houses / better house planning / infrastructure can't support new housing ³	4%	12%
Recycling services	5%	5%
More buses / bus services / improve public transport	6%	2%
Bring services in-house / stop outsourcing / lose Serco / more accountability	2%	13%
Garden / green waste should be free / cheaper	5%	4%
More things for young people / families to do	4%	3%

³ Some of the comments made in relation to this theme were "Fewer planning applications should be granted for houses in Matlock as the infrastructure can't support them", "Please help prevent the relentless urbanisation of our rural villages.", "Any planning application for housing should include public services to serve the increased population of the area.", "Surely you should be ensuring that there are sufficient funds to provide more schools and medical centres per capita prior to approving additional houses.", "A quick response (from the council) to concerns about builders' lack of consideration for locals and the environment would prevent harm being done and discourage future negative actions."

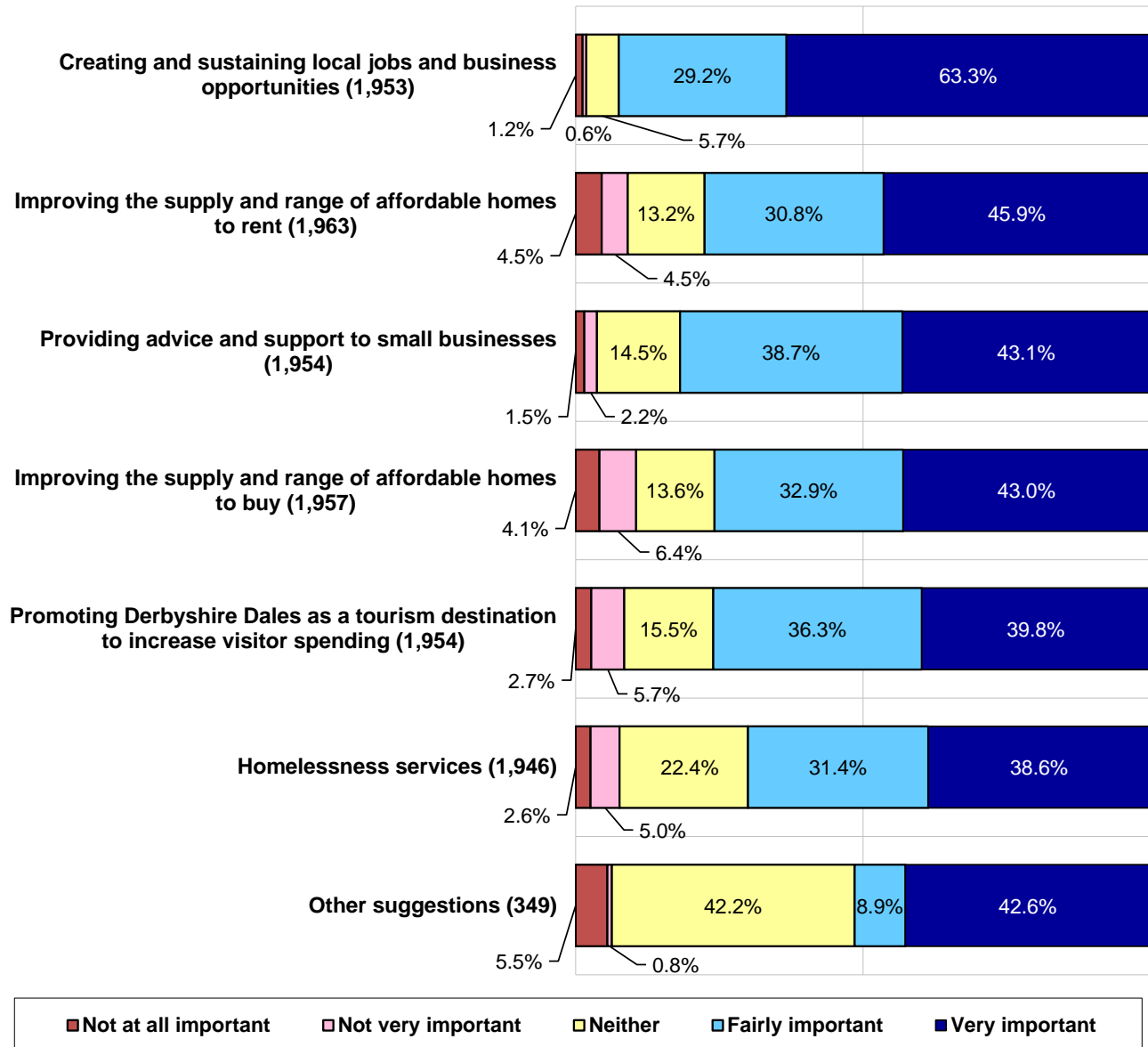
Section 4: Opinions of Council Services

In this section, we present the results of questions intended to better understand residents’ opinions of Council services. These are divided into sections relating to how well those services support three different objectives: (i) providing permanent jobs and homes for local people, (ii) keeping the District a clean, safe, and healthy environment, and (iii) providing community services and facilities in the Derbyshire Dales.

4.1 Opinions of services to support the provision of permanent jobs and homes for local people

We look first at how important respondents felt that each of six services were in supporting the provision of permanent jobs and homes for local people, as summarised in Chart Q8a below.

Chart Q8a How important are the following services in supporting the provision of permanent jobs and homes for local people?



Source: Marketing Means 2023

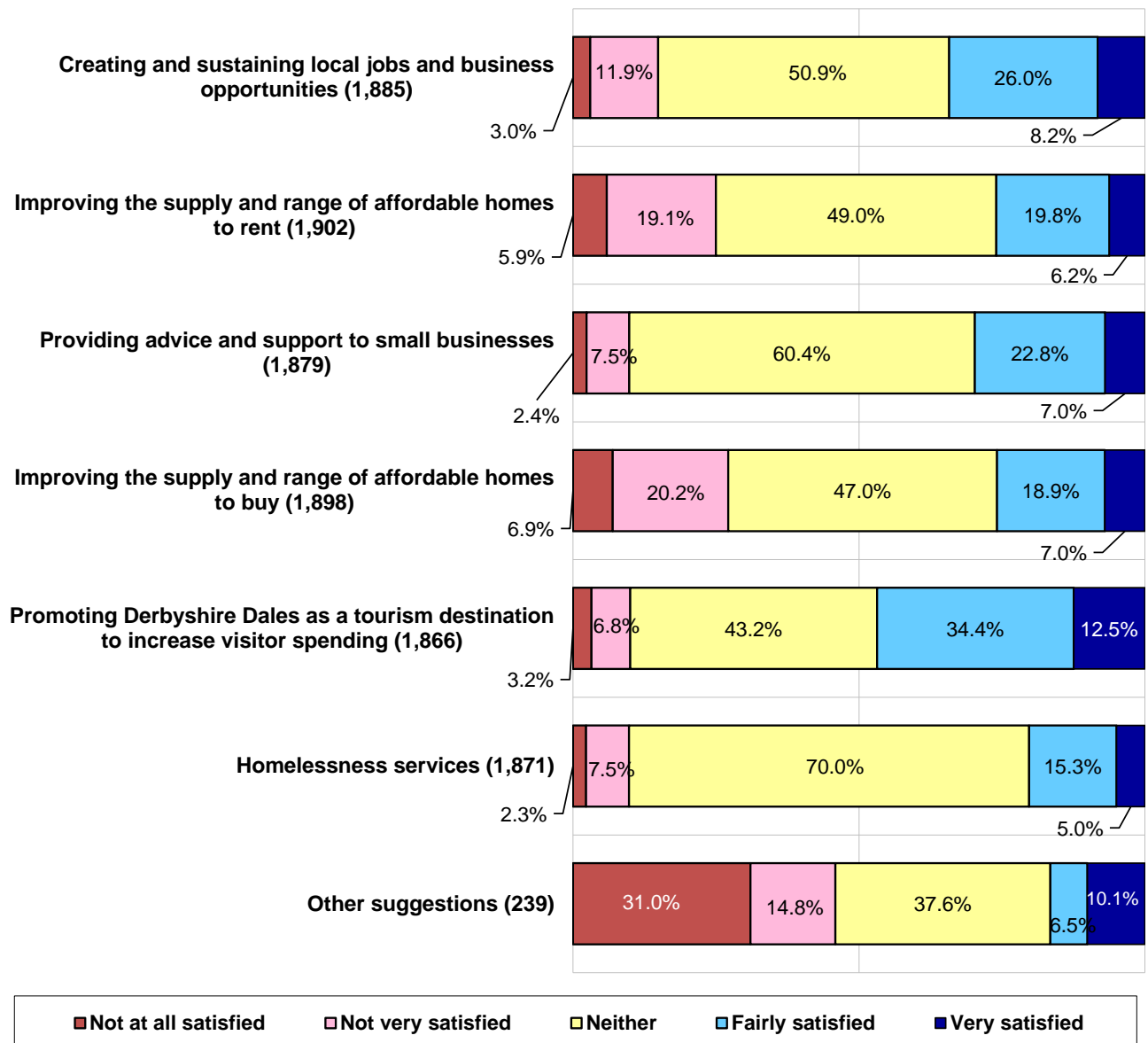
Base: All who gave a valid response

- For each of the six specific services listed, at least 70% of those who expressed an opinion felt that the services would be important in providing permanent jobs and home for local people.
- The highest ratings for importance were given to **creating and sustaining local jobs and business opportunities**, which 93% rated important, and nearly two-thirds of respondents (63%) went so far as to rate very important.
 - Females were more likely than males to rate this aspect as very important (67% vs 60% respectively).
- **Providing advice and support to small businesses** was rated as important by 82% overall, and very important by 43%.
 - Females were again more likely than males to rate this aspect as very important (47% vs 39% respectively), and well as to rate it as important overall (84% vs 80% of males).
 - Residents with a disability were significantly more likely to rate providing advice and support to small businesses as important (87% vs 83% of others).
- Both **improving the supply and range of affordable homes to rent** and **improving the supply and range of affordable homes to buy**, were rated as important by just over three-quarters of the sample (77% for home to rent and 76% for homes to buy). Slightly more rated affordable homes to rent as very important (46%) than did so for affordable homes to buy (43%).
 - For affordable homes to rent, while 80% or more of respondents aged 16-24, 65-74 and 75+ rated this as important, the proportions were significantly lower among 25-34s (71%), 35-44s (68%) and 45-54s (73%). For affordable homes to buy, only those aged 16-24 were significantly more likely than other to view this as important (87% doing so, vs 71% to 79% in the other age groups).
 - Females were significantly more likely than males to rate affordable homes to rent and to buy as important (79% vs 74% respectively, the same results for both tenures).
 - Residents with a disability were significantly more likely to rate affordable homes to rent as important (84% vs 76% of others). There was no such significant difference for homes to buy.
- **Promoting Derbyshire Dales as a tourism destination to increase visitor spending** was also rated as important by just over three-quarters of the sample (76%) and with only slightly fewer than for the aspects discussed above rating this as very important (40%). Only 8% felt that this was unimportant in providing permanent jobs and homes for local people.
 - Promoting tourism was significantly more likely to be seen as important among those aged 45-54 (82%) than among those aged 16-24 (70%), 25-34 (72%), or 55-64 (75%). Those aged 45-54 were significantly less likely than any other age group to rate this aspect as unimportant (3% doing so, versus between 7% and 11% in other age groups).
- **Homelessness services** attracted slightly lower ratings for importance than did the other services in regard to providing permanent homes and jobs for local people, but were nevertheless viewed as important by 70% overall, and given the highest rating of very important by 39%. Only 8% felt that these services would not be important in this regard.
 - Females were significantly more likely than males to rate homelessness services as important (77% vs 64% respectively).
 - Residents with a disability were also significantly more likely to rate affordable homes to rent as important (78% vs 69% of others).

- Just over one in six respondents (17%) suggested **other services** in regard to providing permanent jobs and home for local people but opinions of their importance were much more divided between very important (43%) and neither important nor not (42%).

All respondents were also asked how satisfied they felt with the same list of Council services in supporting the provision of permanent jobs and homes for local people, as summarised in Chart Q8b below.

Chart Q8b And how satisfied or dissatisfied are you with these services in supporting the provision of permanent jobs and homes for local people?



Source: Marketing Means 2023

Base: All who gave a valid response

- For each of the six specific services listed, close to half or more of the respondents gave a neutral rating of neither satisfied nor dissatisfied, which may suggest a lack of knowledge of how well each service is performing towards the goal of providing permanent jobs and homes for local people.

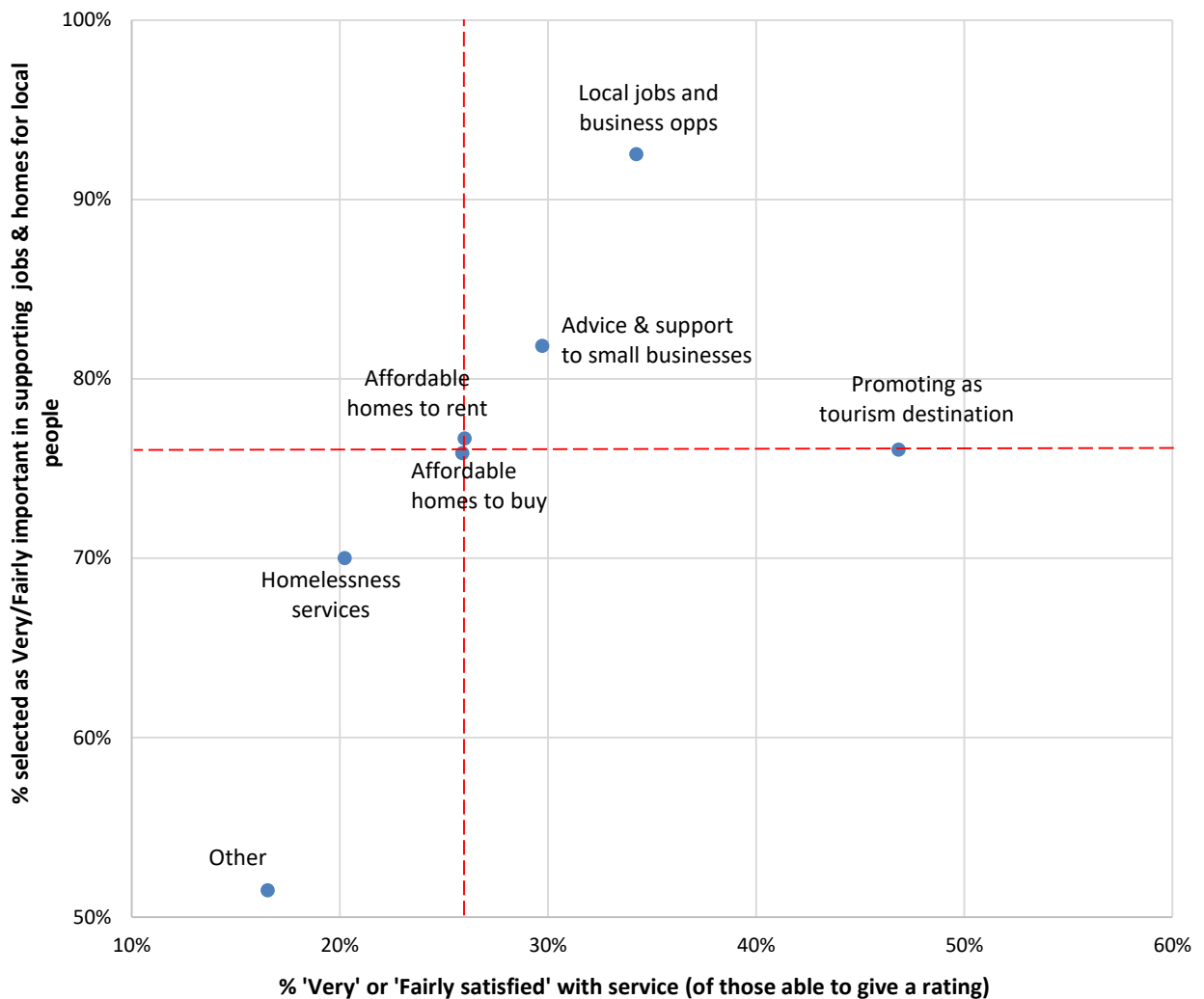
- The service that drew the highest satisfaction rating was **promoting Derbyshire Dales as a tourism destination to increase visitor spending**, with nearly half (47%) satisfied with this service in providing jobs and homes locally. Only 10% were not satisfied.
 - Satisfaction with this service was highest amongst the youngest age groups, with 58% of 16-24s and 51% of 25-34s satisfied.
- Just over a third of respondents (34%) were satisfied with how the Council's efforts in **creating and sustaining local jobs and business opportunities** was helping to provide job and homes locally, while 15% were not satisfied.
 - Satisfaction with this service was highest amongst the youngest age group, with 62% of 16-24s satisfied, compared with no more than 42% of any other age group.
- Both **improving the supply and range of affordable homes to rent** and **improving the supply and range of affordable homes to buy**, drew similar results for satisfaction, with 26% satisfied and 25% dissatisfied with the Council's service in improving the supply and range of affordable home to rent, and 26% satisfied and 27% dissatisfied with the Council's service in improving the supply and range of affordable homes to buy. For both tenures, just under half were neither satisfied nor dissatisfied, but this meant that almost as many were dissatisfied as were satisfied with the service for providing homes to rent, and slightly more were dissatisfied in the case of homes to buy.
 - Satisfaction with these services was highest amongst the youngest age group, with 38% of 16-24s satisfied with the service both for homes to rent and homes to buy, but in each case, satisfaction was lowest among 35-44s at 19% and 18% respectively.
 - For the Council's service regarding affordable homes to rent, people with a disability were significantly more likely than others to be satisfied (33% vs 25% respectively).
- **Providing advice and support to small businesses** was rated as important by 30% overall, and only 10% were dissatisfied.
 - Satisfaction with these services was again highest in the youngest age group, with 47% of 16-24s satisfied with the business advice and support service, while only 26% of 35-44s, 24% of 45-54s and 25% of 55-64s were satisfied.
 - Respondents from non-white ethnic backgrounds (albeit only among 25 who answered this questions) were significantly more likely than other to be very satisfied with this service (31% vs 6% respectively).
- **Homelessness services** drew the highest proportions of neither satisfied nor dissatisfied responses of any of the services listed, with 70% answering in that way, while 20% overall were satisfied and 10% dissatisfied.
 - Satisfaction with these services was again highest in the youngest age group, with 36% of 16-24s satisfied, though this was largely due to a much higher proportion of the middle age groups being neither satisfied nor dissatisfied (50% among 16-24s but rising to 78% among 45-54s).
 - People with a disability were significantly more likely than others to be dissatisfied with the Council's homelessness services (13% vs 9% respectively).
- Those who suggested **other services** were the most likely to have been dissatisfied, with 46% dissatisfied and 17% satisfied with the Council's performance on the service suggested in regard to providing permanent jobs and home for local people.

We can also plot the results for Importance and Satisfaction against one another to assess how different services may present themselves as priorities for the Council to review in terms of providing permanent jobs and homes for local people.

Chart Q8ab below therefore shows Importance on the vertical scale and Satisfaction on the horizontal scale. In each case the results give the proportions who rated each service as Very or Fairly important or their opinion of the service as Very or Fairly satisfied.

The red lines show the median values for Importance and Satisfaction to give a reference point for the range of answers across the six specific services and one ‘Other’ that were listed.

Chart Q8ab. Importance vs Satisfaction of services in supporting the provision of permanent jobs and homes for local people



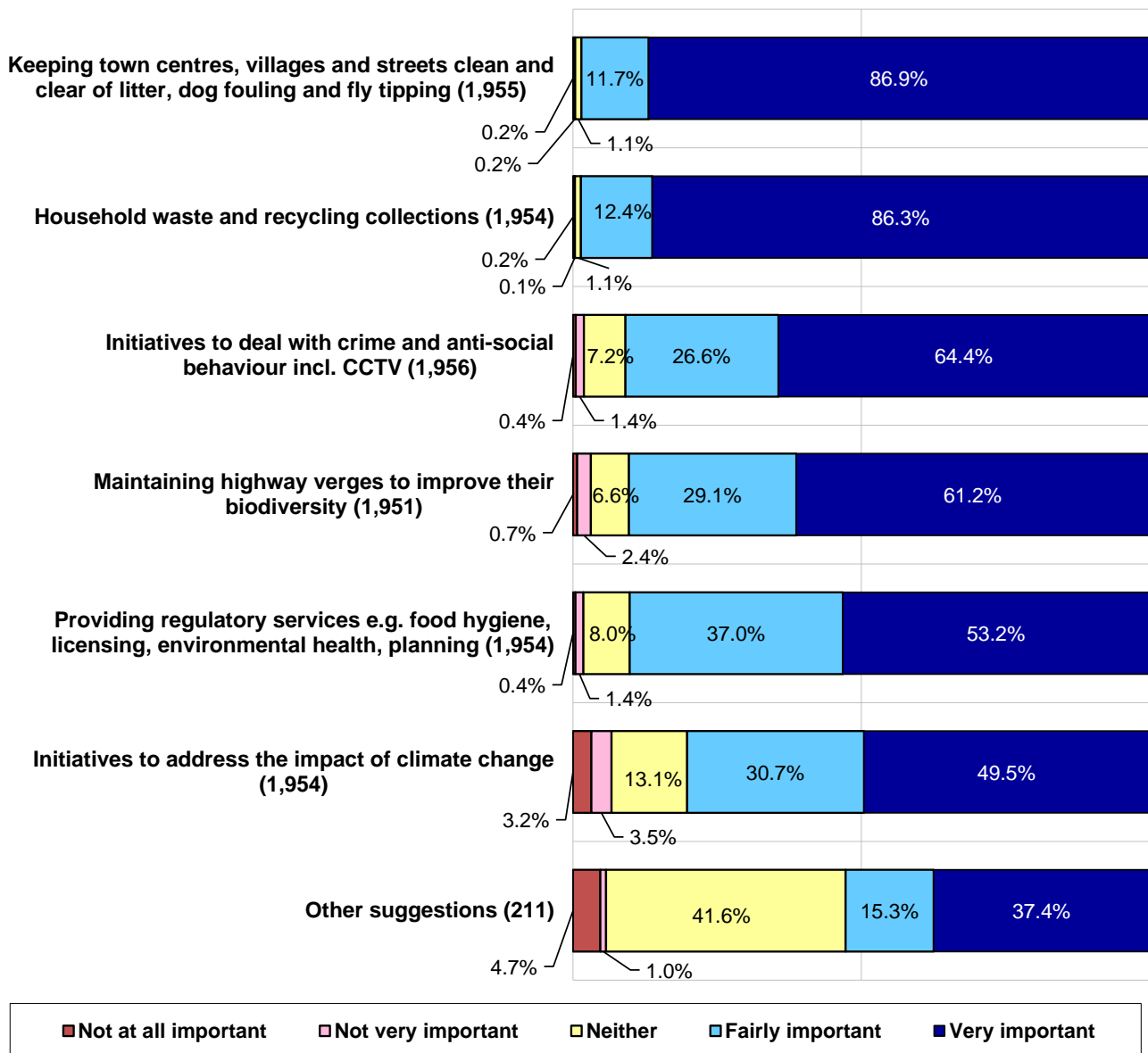
- Given the scales used, the priority services for the Council should be those of highest importance to residents but lowest current satisfaction, i.e. in the top left hand quadrant of the chart.
- The only two services that fall close to that quadrant, though only at the edges, are **Improving the supply and range of affordable homes to rent** and **Improving the supply and range of affordable homes to buy**. Both are very close to the lower right of the quadrant, where importance is lower and satisfaction higher, so there may be no urgent need to address these. Without knowing the direction of travel, however, it could be the case that both of those housing services as well as several others shown

in the chart could be declining in satisfaction and quite possibly increasing in importance during a cost of living crisis, resulting in their moving fully into the quadrant of concern for the Council.

4.2 Opinions of services to support keeping the District a clean, safe, and healthy environment

Respondents were asked to consider the next set of Council services in terms of how they support keeping the District a clean, safe, and healthy environment.

Chart Q9a How important are the following services to support keeping the District a clean, safe, and healthy environment?



Source: Marketing Means 2023

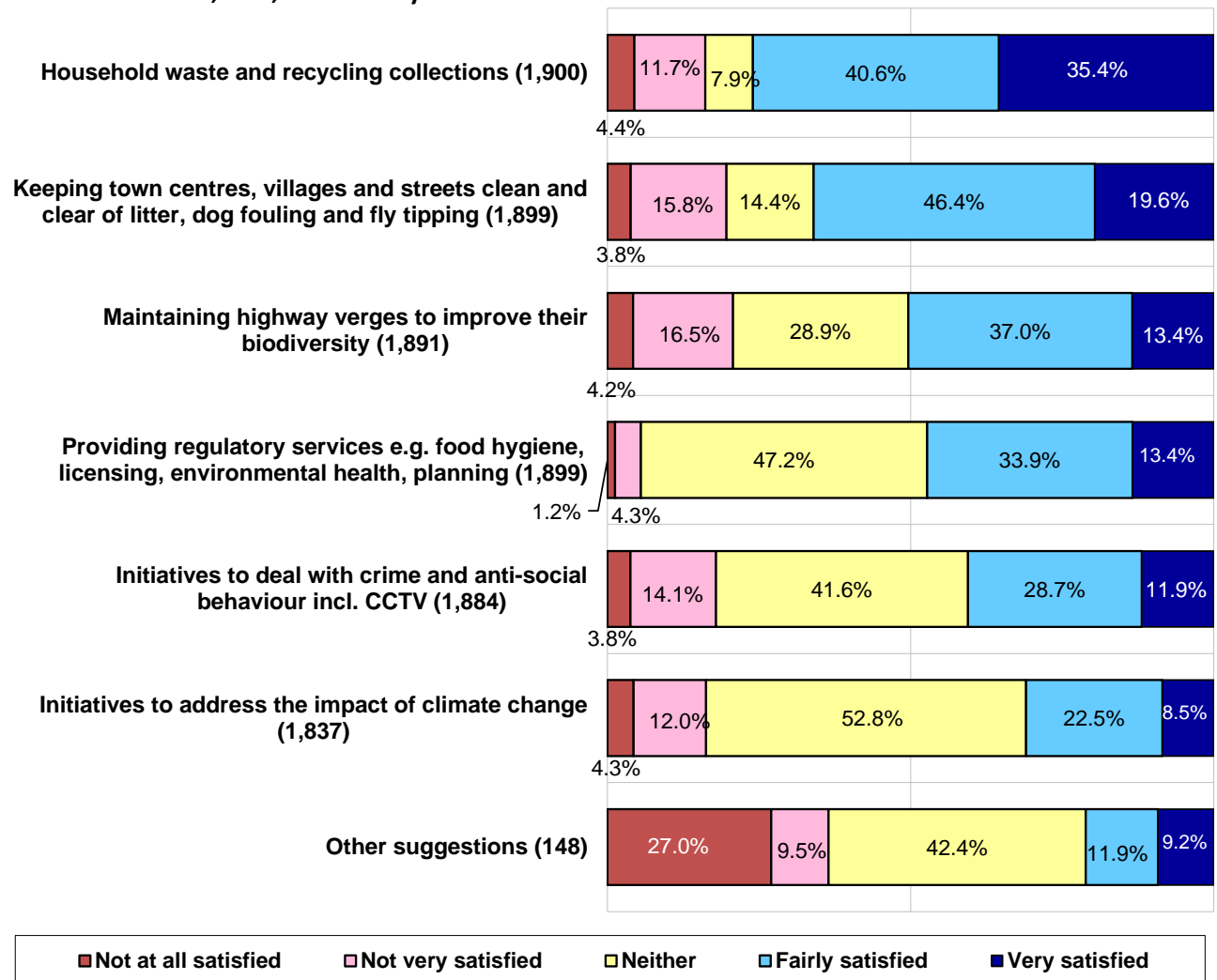
Base: All who gave a valid response

- All of the six of the specific services listed were considered Very important in keeping the District a clean, safe, and healthy environment by at least half of the sample, and as 'important' (i.e. Very or Fairly important) by 81% or more.
- Two services were clearly considered most important of all. The first, **keeping town centres, villages, and streets clean and clear of litter, dog fouling and fly tipping**, was viewed as important by 99% and very important by 87%.
 - The youngest age groups were least likely to consider this service as very important, with only 78% of both 16-24s and 25-34s doing so, compared with 92% of those aged 65-74 and 93% of those aged 75+.
 - Females were significantly more likely than males to consider this very important (89% vs 85% respectively).
- The other service considered to be so important by so many respondents was household waste & recycling collections. This was viewed by 99% of respondents as important in keeping the District a clean, safe, and healthy environment, and as very important by 86%.
 - The youngest age groups were least likely to consider this service as very important in this regard, with only 66% of 16-24s and 73% of 25-34s doing so, compared with 93% of those aged 65-74 and 95% of those aged 75+.
 - Females were significantly more likely than males to consider this very important (88% vs 84% respectively).
- **Initiatives to deal with crime and anti-social behaviour** were rated as important by 91%, and as very important by 64%.
 - Differences between age groups were minor, but this service was rated as important by 87% or 88% of 16-24s, 25-34s and 35-44s each rated this service as important, significantly less than the 94% of 65-74s and 95% of those aged 75+ who did the same.
 - Females were significantly more likely than males to consider this as important (94% vs 88% respectively).
 - People with a disability were also significantly more likely than others to consider this as important (94% vs 90% respectively).
- **Maintaining highway verges to improve their biodiversity** was rated as important by 90%, and as very important by 54%.
 - Those aged 16-24 were the least likely to rate this service as very important (49%) while those aged 75+ were significantly more likely (68%).
 - Females were significantly more likely than males to consider this service as important (93% vs 88% respectively), with an even greater disparity in the proportions rating it as very important (68% vs 54%).
 - People with a disability were also significantly more likely than others to consider this as very important (68% vs 60% respectively).
- **Providing regulatory services** was rated as important by 90%, and as very important by 53%.
 - Those aged 35-44 were significantly less likely than others to rate this service as important (only 82% doing so compared with 90+% of most other age groups).
 - Females were significantly more likely than males to consider this service as important (93% vs 87% respectively).

- People with a disability were also significantly more likely than others to consider this as very important (63% vs 51% respectively), as well as important overall (95% vs 90%).
- **Initiatives to address the impact of climate change** were rated as important by 80%, somewhat lower than the other specific services listed, and as very important by 50%.
 - Females were significantly more likely than males to consider this service as important (87% vs 74% respectively), as well as very important (57% vs 42%).
 - People with a disability were also significantly more likely than others to consider this as very important (63% vs 51% respectively), as well as important overall (95% vs 90%).
- **Other services suggested by respondents** were rated as important by only 53%, with a much higher proportion than for the other statements rating them as neither important nor not (42%).

All respondents were also asked how satisfied they felt with the same list of Council services in supporting the provision of permanent jobs and homes for local people, as summarised in Chart Q9b below.

Chart Q9b And how satisfied or dissatisfied are you with these services in supporting keeping the District a clean, safe, and healthy environment?



Source: Marketing Means 2023

Base: All who gave a valid response

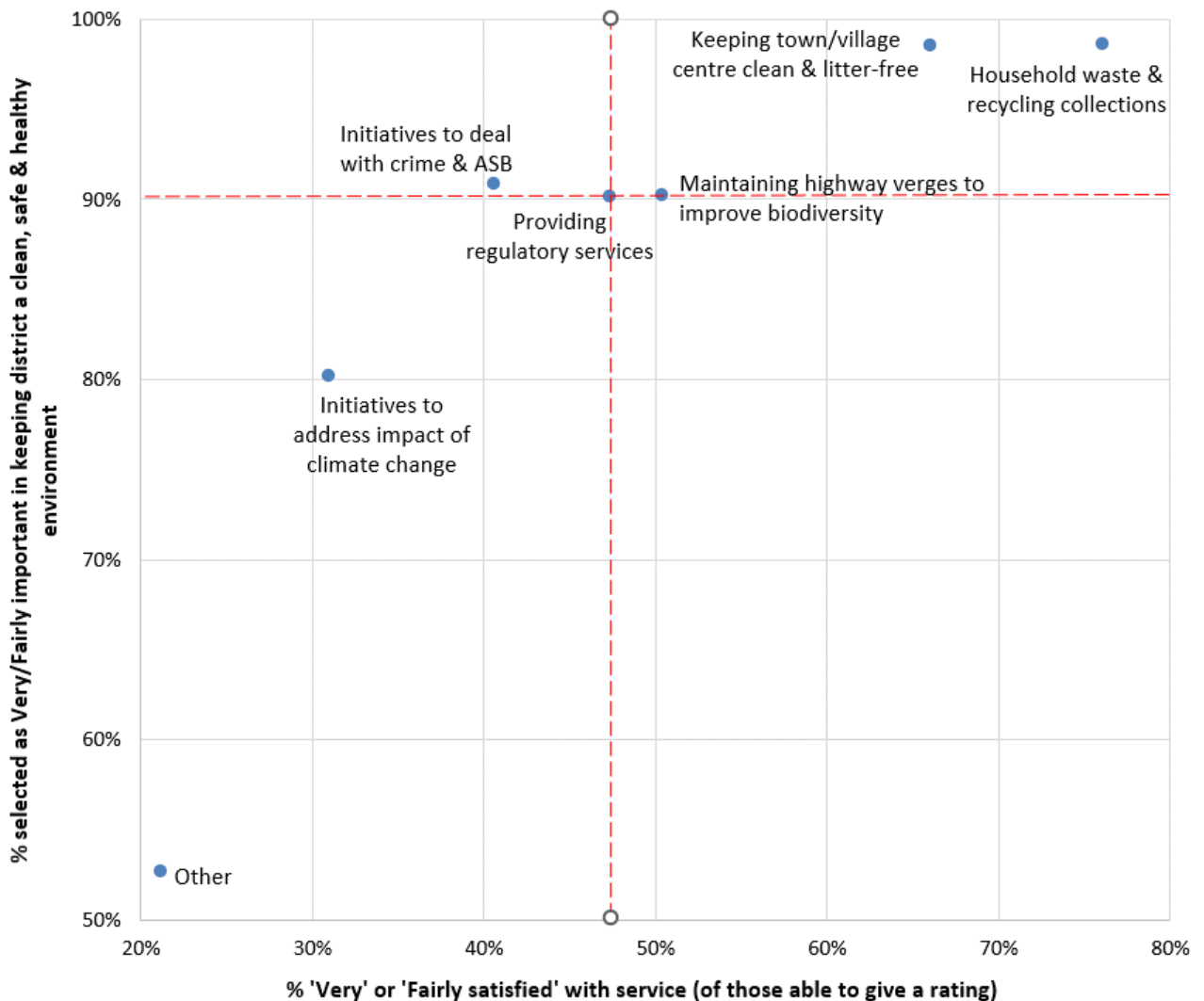
- For only three of the services listed was a majority of respondents satisfied that the service supported keeping the District a clean, safe, and healthy environment. Highest ratings were for **household waste and recycling collections**, for which 76% were satisfied, and 35% very satisfied.
 - The oldest age group was significantly more likely than others to be satisfied, with 92% of those aged 75+ satisfied but no more than 82% of any other age group, and lowest at 64% of 25-34s.
 - Females were significantly more likely than males to consider this very important (39% vs 32% respectively) as well as important overall (79% vs 74% respectively).
 - People with a disability were also significantly more likely than others to be very satisfied important (42% vs 34% respectively).
- **Keeping town centres, villages, and streets clean and clear of litter, dog fouling and fly tipping** also drew satisfied ratings from most respondents, 66% overall with 20% very satisfied.
 - The youngest and oldest age groups were the most likely to be satisfied with this service (80% of 16-24s and 73% of those aged 75+, but as low as 61% among 45-54s).
 - Females were significantly more likely than males to be very satisfied (22% vs 18% respectively).
- Just over half were satisfied with the Council's service for **maintaining highway verges to improve their biodiversity**, with 50% satisfied and 13% very satisfied.
 - Those aged 75+ were significantly more likely to be satisfied with this service (62% satisfied vs only 43% of 45-54s and 45% of 55-64s).
 - Females were significantly more likely than males to be satisfied (55% vs 26% respectively).
 - People with a disability were also significantly more likely than others to be satisfied (68% vs 49% respectively).
- Just less than half were satisfied with **providing regulatory services**, with 47% satisfied and 13% very satisfied.
 - The youngest and oldest age groups were the most likely to be satisfied with this service (69% of 16-24s and 59% of those aged 75+, but as low as 40% among 45-54s).
 - People with a disability were significantly more likely than others to be satisfied with this service (58% vs 46% respectively).
- **Initiatives to deal with crime and anti-social behaviour** drew satisfied ratings from 41%, with 12% very satisfied.
 - The youngest and oldest age groups were the most likely to be satisfied with this service (56% of 16-24s and 54% of those aged 75+, but as low as 31% among 45-54s).
 - Females were significantly more likely than males to be satisfied (46% vs 34% respectively).
 - People with a disability were also significantly more likely than others to be satisfied with this service (49% vs 40% respectively).
- **Initiatives to address the impact of climate change** drew the lowest satisfaction ratings of the six specific services named, with 31% satisfied overall and 8% very satisfied.
 - The youngest and oldest age groups were the most likely to be satisfied with these initiatives (48% of 16-24s and 46% of those aged 75+, but as low as 20% among 45-54s).
 - Females were significantly more likely than males to be satisfied with this service (35% vs 27% respectively).

- People with a disability were also significantly more likely than others to be satisfied with this service (43% vs 29% respectively).
- **Other services suggested by respondents** drew lower levels of satisfaction than the other named services (21% satisfied, and 9% very satisfied), and these were outnumbered by those not satisfied (36%).

We can also plot the results for Importance and Satisfaction against one another to assess how the different services may present themselves as priorities for the Council to review in terms of supporting keeping the District a clean, safe, and healthy environment.

In Chart Q9ab below, we have again plotted Importance on the vertical scale (all who rated each service as Very or Fairly important) and Satisfaction on the horizontal scale (all who were Very or Fairly satisfied). We use the red lines to show the median values for Importance and Satisfaction.

Chart Q9ab Importance vs Satisfaction of services supporting keeping the District a clean, safe, and healthy environment



- Once again, the priority services for the Council should be those of highest importance to residents but lowest current satisfaction, i.e. in the top left hand quadrant of the chart. The only service that falls fully into that quadrant is **Initiatives to deal with crime and anti-social behaviour**, while **Providing**

regulatory services is at the lower right corner of the quadrant on the basis of a somewhat higher satisfaction rating than for initiatives to deal with crime and ASB.

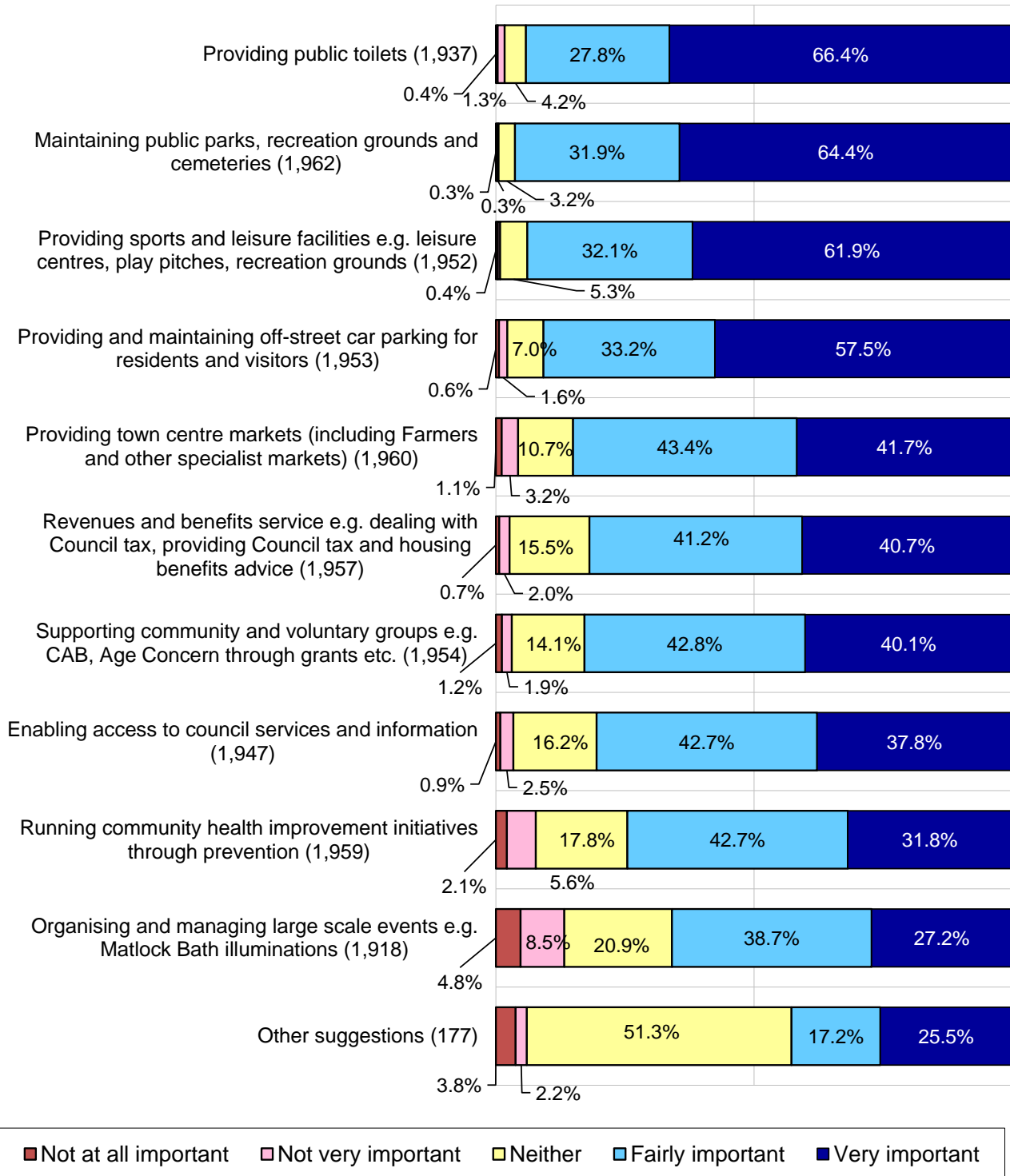
- It should also be noted that although Initiatives to address the impact of climate change have too low a level of importance to be in the top quadrant, the proportion of >80% rating the service as important coupled with a relatively lower level of satisfaction is still substantial to enough to merit attention along with the other two services noted above.

4.3 Opinions of community services and facilities in the Derbyshire Dales

Respondents were asked to consider the next set of 10 Council services in terms of being community services and facilities in the Derbyshire Dales. The results for their perceived importance to respondents are summarised in Chart Q10a on the next page.

- All 10 specific aspects named were considered important as community services/facilities by a clear majority of respondents, of two-thirds or more.
- The most important of all was **providing public toilets**, which 94% rated important, and two-thirds (66%) rated very important.
 - The proportion rating public toilets as important increased steadily with age, from 86% of 16-24s to 98% of those aged 75+.
 - Females were more likely than males to rate this aspect as very important (72% vs 60% respectively).
 - Residents with a disability were significantly more likely to rate public toilets as very important (78% vs 64% of others).
- **Maintaining public parks, recreation grounds and cemeteries** was rated as important by 96% overall, and very important by 64%.
 - Those aged 16-24 were significantly less likely to rate this as important (90% overall, compared with 96% in other age groups).
 - Females were more likely than males to rate this as very important (78% vs 58%).
- **Providing sports and leisure facilities** was rated as important by 94% and by 62% as very important.
 - Females were significantly more likely than males to rate sports & leisure facilities as very important (69% vs 55% respectively).
- **Providing and maintaining off-street car parking** was rated as important by 91% overall, and very important by 57%.
 - Those aged 75+ were significantly less likely than any other age group to rate this as very important (69% of those aged 75+ vs no more than 59% of any other age group).
 - Females were more likely than males to rate this as very important (65% vs 50% respectively).
 - Residents with a disability were significantly more likely to rate this service as very important (68% vs 56% of others).

Chart Q10.a How important are the following community services and facilities in the Derbyshire Dales?



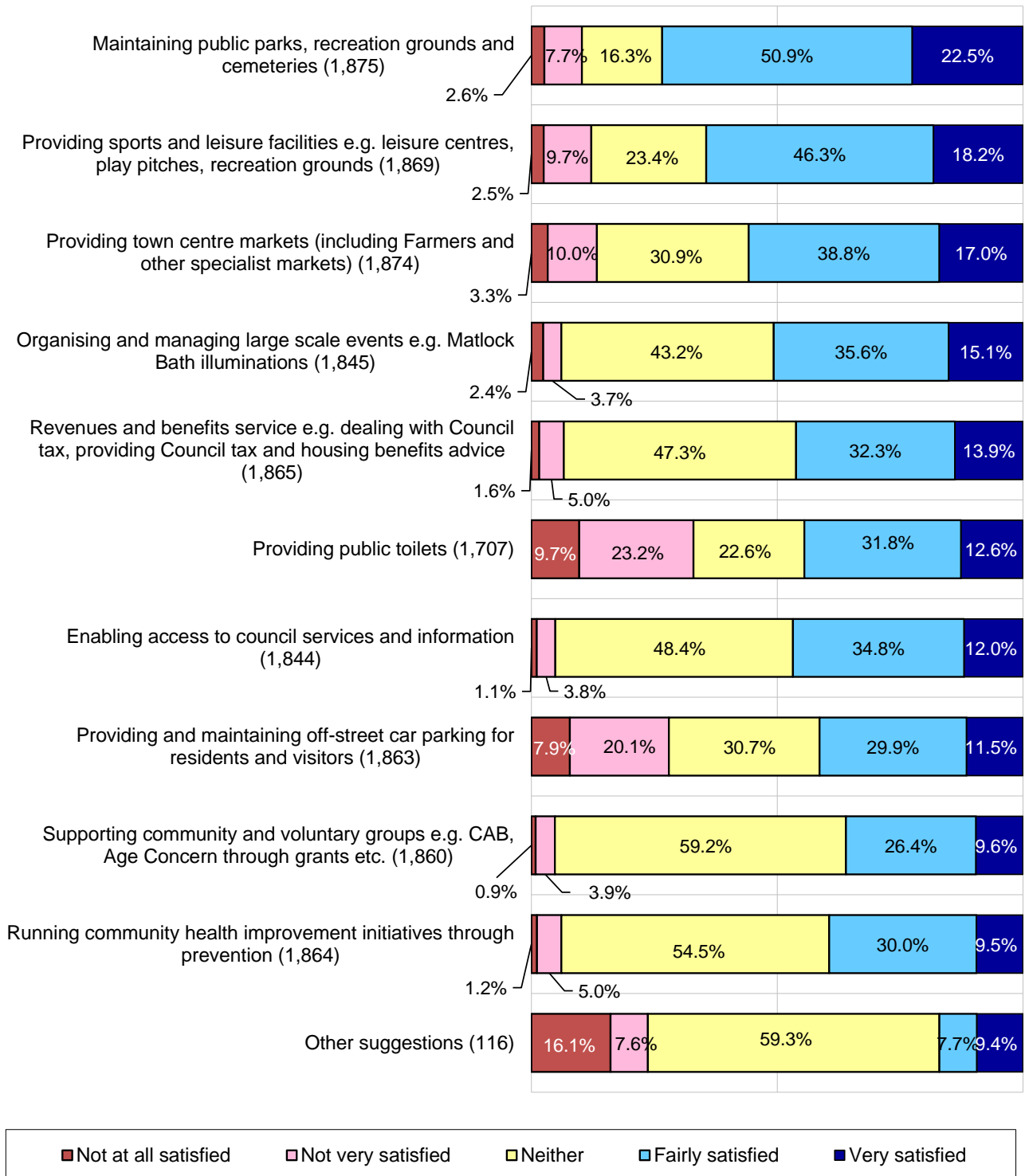
Source: Marketing Means

- Providing town centres markets** was rated as important by 85% overall, and very important by 42%.
 - Females were more likely than males to rate this as very important (48% vs 34% respectively).
 - Residents with a disability were significantly more likely to rate this service as important (89% vs 84% of others).

- The **revenues and benefits service** was rated as important by 82% overall, and very important by 41%.
 - Those aged 75+ were significantly more likely than most other age groups to rate this as important (89% of those aged 75+ vs no more than 59% of any other age group).
 - Females were more likely than males to rate this as very important (49% vs 33% respectively).
 - Residents with a disability were significantly more likely to rate this service as important (92% vs 81% of others).
- **Supporting community and voluntary groups** was considered important by 80% and as very important by 38%.
 - Those aged 75+ were significantly more likely than most other age groups to rate this as very important (54% of those aged 75+ vs no more than 41% of any other age group).
 - Females were significantly more likely than males to rate this support service as important (88% vs 79% respectively).
 - Residents with a disability were also significantly more likely to rate this support service as important (90% vs 82% of others).
- **Enabling access to council services and information** was considered important by 80% and as very important by 38%.
 - Females were significantly more likely than males to rate this service as important (81% vs 69% respectively).
 - Residents with a disability were also significantly more likely to rate this service as important (82% vs 74% of others).
- **Running community health improvement initiatives** was considered important by 75% and as very important by 32%.
 - Females were significantly more likely than males to rate this service as important (81% vs 69% respectively).
 - Residents with a disability were also significantly more likely to rate this service as important (82% vs 74% of others).
- **Organising and managing large scale events** was considered important by 66% and as very important by 27%, the lowest for any of the 10 specific services set out in the questionnaire.
 - The youngest age groups 16-24 and 25-34 were significantly more likely than older age groups to rate this as very important (39% of 16-24s and 44% of 25-34s vs no more than 28% of any older age group).
 - Females were significantly more likely than males to rate this service as important (72% vs 60% respectively).
 - Residents with a disability were also significantly more likely to rate this service as important (72% vs 65% of others).
- Other suggested services drew lower proportions rating them as important (43%, with 26% rating their suggestion as very important) and rather more rating it as neither important nor not (51%).

All respondents were also asked how satisfied they felt with the same list of 10 community services and facilities in the Derbyshire Dales, as summarised in Chart Q10b below.

Q10b. And how satisfied or dissatisfied are you with these community services and facilities in the Derbyshire Dales?



Source: Marketing Means

- Only four of the 10 specific services were rated as satisfied by the majority of respondents. Highest satisfaction ratings were for **Maintaining public parks, recreation grounds and cemeteries** with 73% satisfied overall and 23% very satisfied.
 - Females were more likely than males to be satisfied with this service (25% vs 20%).
 - Residents with a disability were significantly more likely than others to be satisfied with public toilets as (78% vs 64% of others).
- **Providing sports and leisure facilities** drew a satisfied rating from 64%, with 18% very satisfied.
 - The highest proportions satisfied were from 16-24s (81%) and those aged 75+ (74% satisfied) while no more than 64% of any other age group were satisfied.
 - Females were significantly more likely than males to be satisfied with the sports & leisure facilities (63% vs 49% respectively).
- Just over half (56%) were satisfied with the Council's **provision of town centre markets**, with 17% very satisfied.
 - Satisfaction was significantly higher among both the youngest and oldest age groups, with 71% of 16-24s satisfied and 69% of those aged 75+. For no other age groups did the proportion satisfied exceed 54%.
 - Females were significantly more likely than males to be satisfied with the markets (48% vs 34% respectively).
 - Residents with a disability were significantly more likely to be very satisfied (27% vs 16% of others).
- Just over half (51%) were satisfied with the Council's **organising and managing large scale events**, while 15% were very satisfied.
 - The youngest age group, 16-24s, were significantly more likely than older age groups to be satisfied (71% of 16-24s vs no more than 54% of any older age group).
 - Females were significantly more likely than males to be very satisfied (18% vs 12% respectively).
- Just under half (46%) were satisfied with the **revenues and benefits service** while 14% were very satisfied.
 - Satisfaction was significantly higher among both the youngest and oldest age groups, with 57% of 16-24s satisfied and 60% of those aged 75+. For no other age groups did the proportion satisfied exceed 49%.
 - Females were more likely than males feel very satisfied with this service (17% vs 11% respectively).
 - Residents with a disability were significantly more likely to feel satisfied with this service (56% vs 45% of others).
- The proportion satisfied with the Council's **providing public toilets**, was 44%, with 13% rating themselves as very satisfied.
 - Satisfaction with public toilets was significantly higher among both the youngest and oldest age groups, with 71% of 16-24s satisfied and 56% of those aged 75+. For no other age groups did the proportion satisfied exceed 43%.

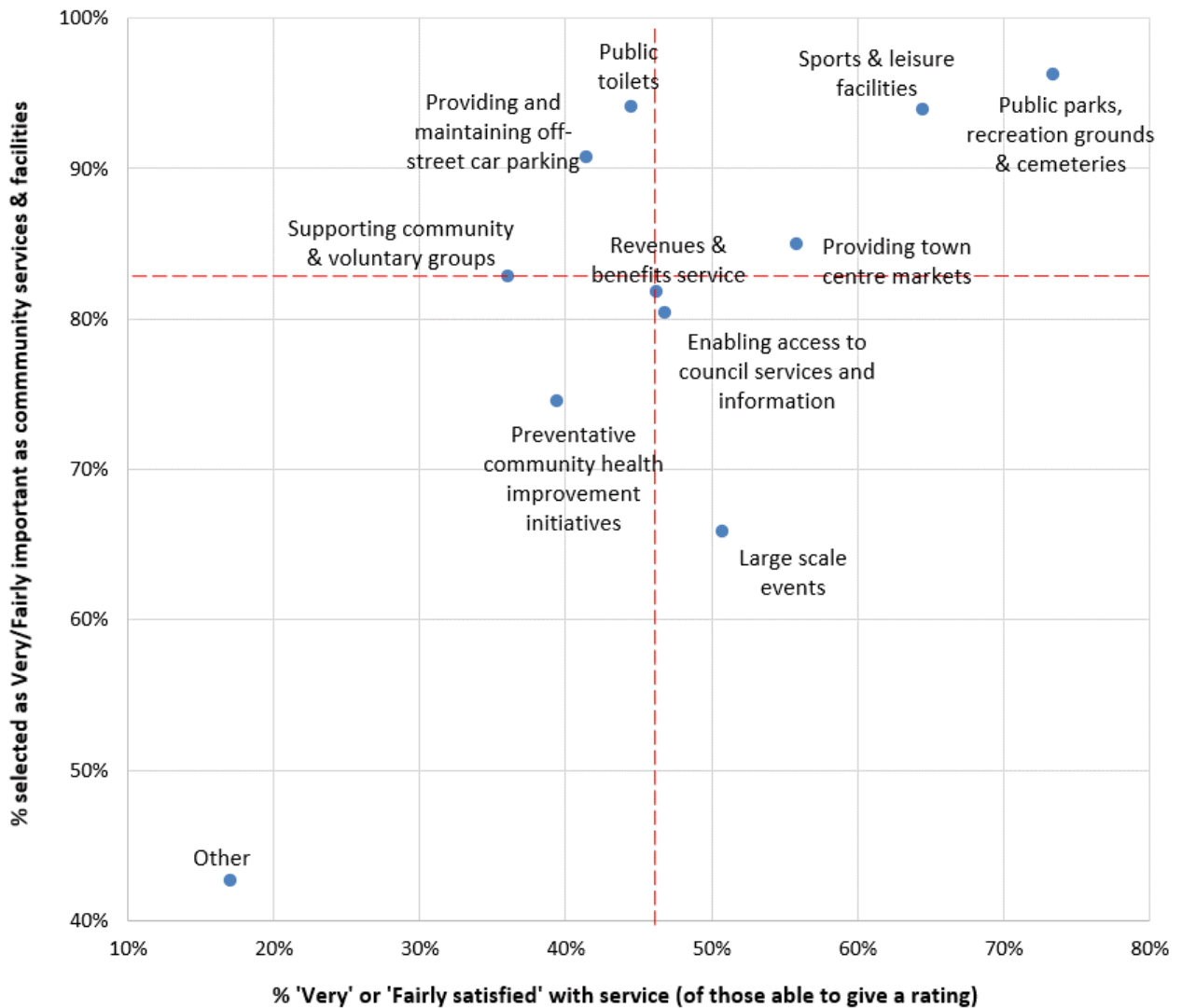
- Females were more likely than males to feel satisfied with this service (49% vs 41% respectively).
- Residents with a disability were significantly more likely to feel very satisfied with public toilets (21% vs 11% of others).
- Just under half (47%) were satisfied with the Council's **enabling access to council services and information** while 12% were very satisfied.
 - The oldest age group was significantly more likely than others to be satisfied with this service, with 64% of those aged 75+ satisfied but no more than 53% of any other age group.
 - Females were significantly more likely than males to feel satisfied with this service (51% vs 43% respectively).
 - Residents with a disability were also significantly more likely to feel satisfied with this service (60% vs 45% of others).
- **Providing and maintaining off-street car parking** drew a satisfied rating from 41%, with 11% very satisfied with the Council's service.
 - Satisfaction with off-street parking was significantly higher among both the youngest and oldest age groups, with 20% of 16-24s and 22% of those aged 75+ very satisfied, but no more than 11% of any other age group.
 - Females were significantly more likely than males to feel satisfied with this service (45% vs 38% respectively).
 - Residents with a disability were also significantly more likely than others to feel very satisfied with this service (18% vs 11% respectively).
- Just over one-third (36%) were satisfied with the Council's work on **supporting community and voluntary groups** and 10% were very satisfied.
 - Satisfaction with this service was significantly higher among both the youngest and oldest age groups, with 45% of 16-24s and 51% of those aged 75+ satisfied, but no more than 40% of any other age group.
 - Females were significantly more likely than males to feel satisfied with this service (40% vs 32% respectively).
 - Residents with a disability were also significantly more likely than others to feel satisfied with this service (45% vs 35% respectively).
- For **running community health improvement initiatives**, 39% were satisfied with the Council's work, and 9% very satisfied.
 - Satisfaction with this service was significantly higher among both the youngest and oldest age groups, with 52% of both 16-24s and those aged 75+ satisfied, but no more than 41% of any other age group.
 - Females were significantly more likely than males to feel satisfied with this service (44% vs 36% respectively).
 - Residents with a disability were also significantly more likely to feel satisfied with this service (51% vs 38% of others).
- **Other suggested services** drew a lower proportion of satisfied respondents, only 17% overall, outnumbered by the 24% who were not satisfied. Far more, 59%, were neither satisfied nor not.

In Chart Q10ab below, we have plotted the results for Importance and Satisfaction against one another to assess how different community services and facilities in the Derbyshire Dales may present themselves as priorities for the Council to review.

Once again, we show Importance on the vertical scale and Satisfaction on the horizontal scale. In each case the results give the proportions who rated each service as Very or Fairly important or their opinion of the service as Very or Fairly satisfied.

The red lines show the median values for Importance and Satisfaction to give a reference point for the range of answers across the 10 specific services and one other that were listed.

Chart Q10ab Importance vs Satisfaction of these community services and facilities in the Derbyshire Dales?



- The priority services for the Council should be those of highest importance to residents but lowest current satisfaction, i.e. in the top left hand quadrant of the chart. The three services that fall into that quadrant are **Providing and maintaining off-street car parking for residents and visitors, Public toilets,** and (only fractionally in regard to importance) **Supporting community and voluntary groups.**

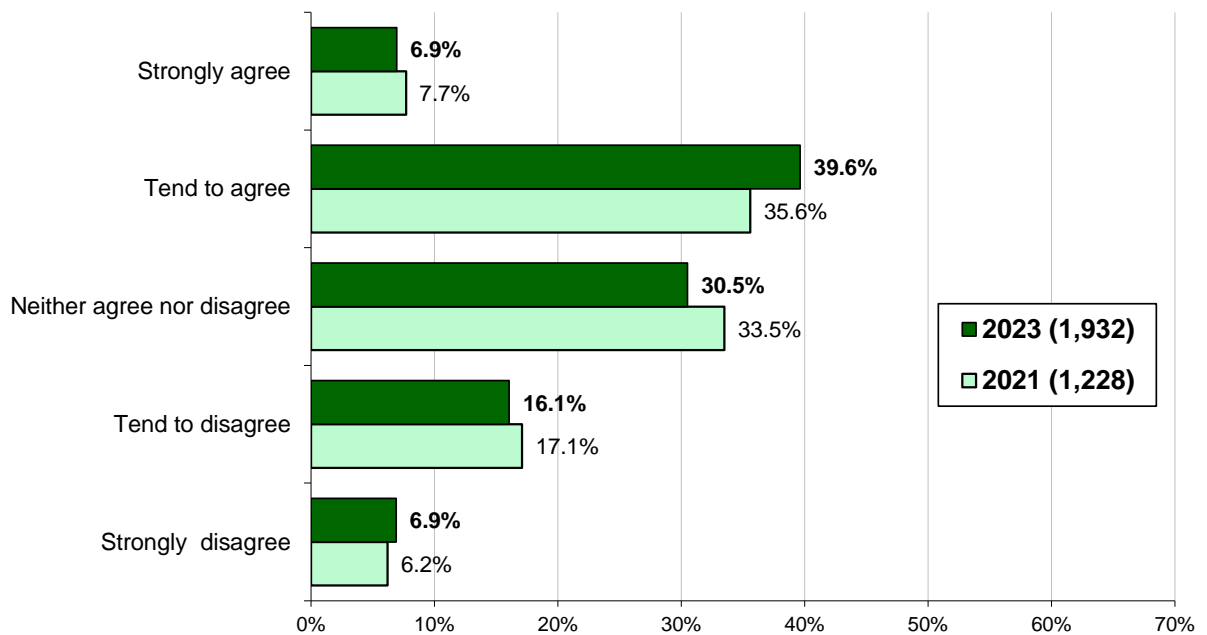
Section 5: Budgets

In this section we present residents' views on some of the budgeting choices that the Council has to make, as well as assessing their perceptions of the value for money that the Council's services represent.

5.1 Value for money provided by Derbyshire Dales District Council

- Overall, 47% agreed that Derbyshire Dales District Council provides value for money with a confidence interval of +/-2.2% at the 95% level. Just under a quarter, 23%, disagreed with this.
- The proportion agreeing that the Council offers value for money is slightly higher than the 43% recorded in 2021 but not significantly so, while the proportion disagreeing is very similar to the 2021 results.

Chart Q11. To what extent do you agree or disagree that Derbyshire Dales District Council provides value for money?



Source: Marketing Means 2023

Base: All who gave a valid response

Comparison with recent LGA survey results

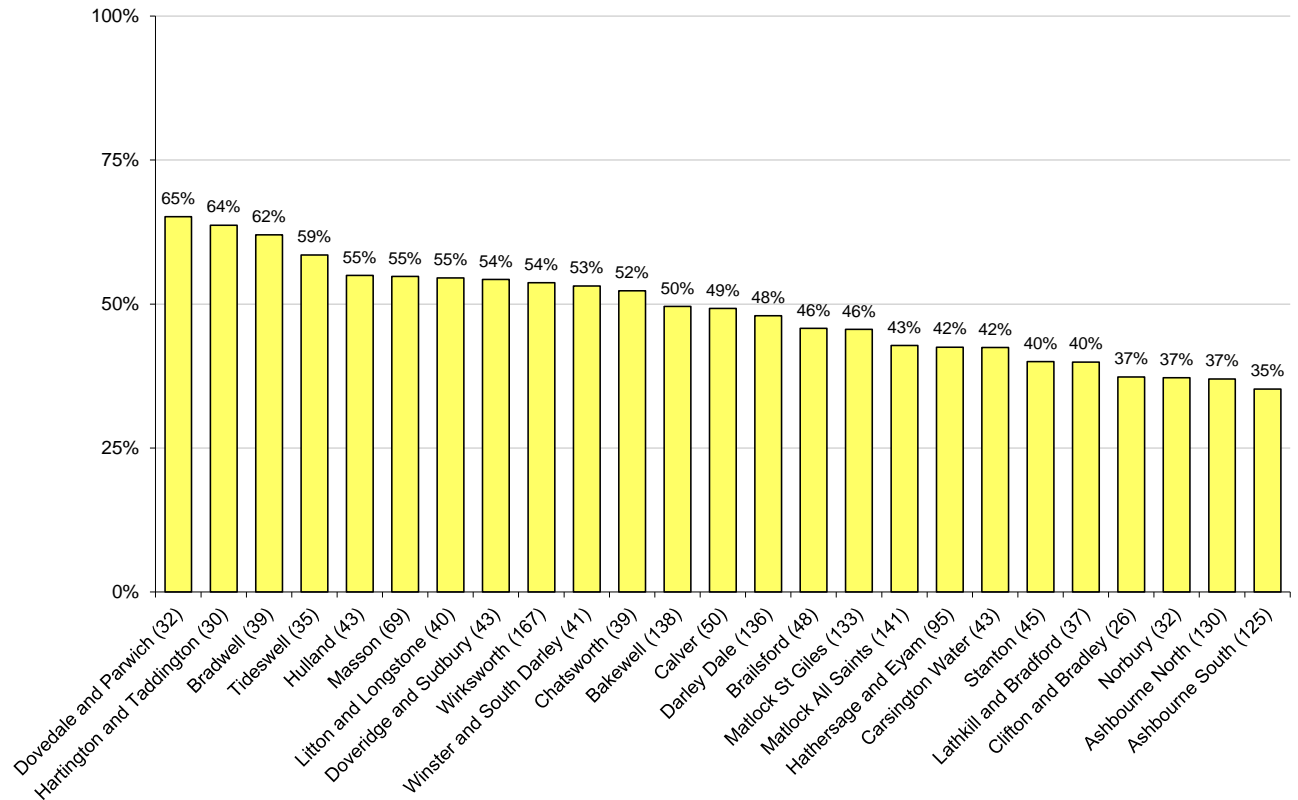
The February 2023 LGA survey results (base size=1,001) showed 47% feeling that their local council offered value for money, while 24% disagreeing. Both are very similar to Derbyshire Dales residents' views in this survey [46% and 23% respectively].

Differences

- Respondents aged 65-74 and 75+ were significantly more likely than others to agree that the Council offers value for money (56% and 61% in the respective age groups agreeing). The level of agreement was lowest of all at 25% of the 25-34 age group. The latter group were also significantly more likely than others to disagree that the Council offers value for money, 39% stating that was the case.

- Males were slightly but significantly more likely than females to disagree that the Council offers value for money (24% vs 21% respectively).
- The percentage of respondents **agreeing** that the Council provides value for money varied across wards (as shown in Chart Q11_w below) ranging from 65% in Dovedale & Parwich to 37% and 35% in Ashbourne North and South respectively.

Chart Q11. To what extent do you agree or disagree that Derbyshire Dales District Council provides value for money? (WARD-LEVEL)



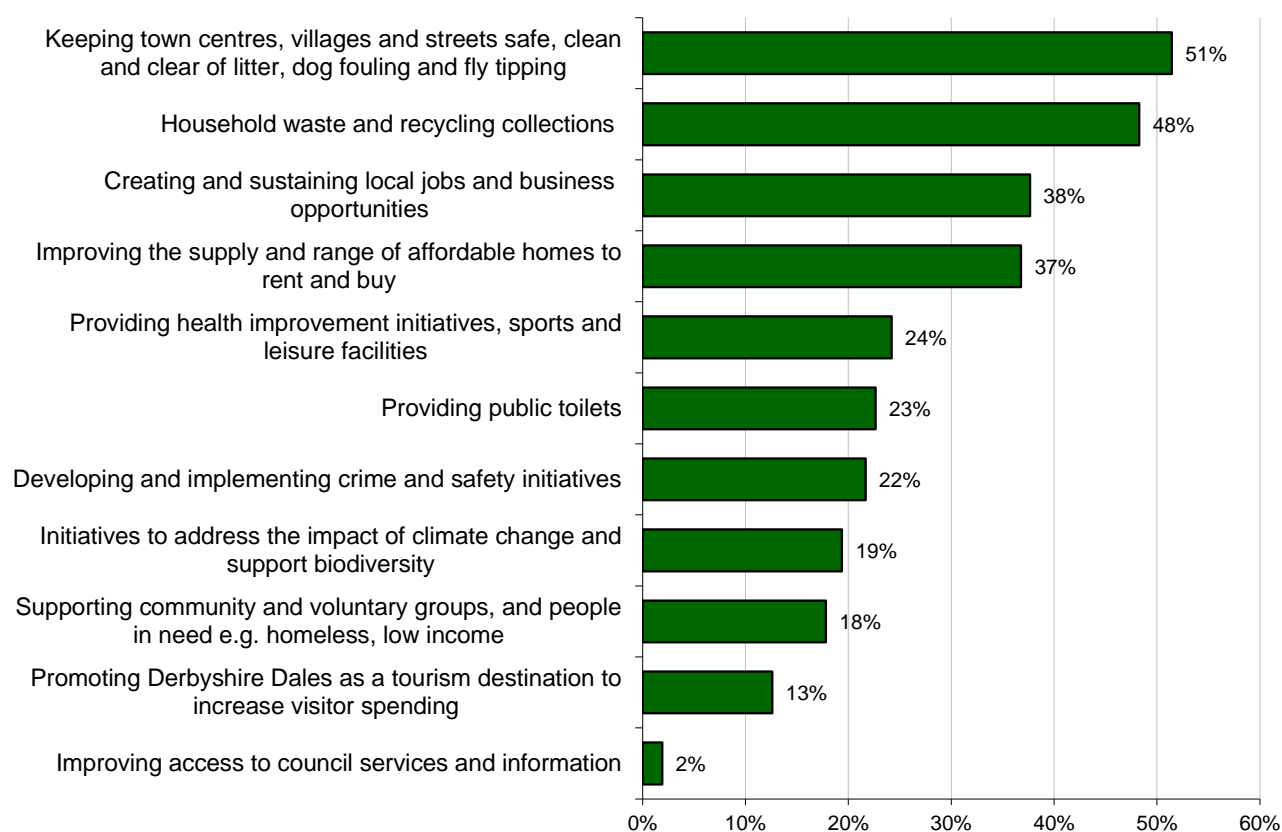
Source: Marketing Means 2023

Base: All who gave a valid response

5.2 Most and least important services on which to prioritise spending

Having been told that the Derbyshire Dales District Council element of the Council Tax costs the average household around 60p per day, all respondents were given a list of 11 service areas and asked to select up to three that they would choose as the most important on which to prioritise spending that 60p per day, i.e. to choose three key priorities for the Council to address. Chart Q12a below summarises the responses.

Chart Q12a. If you had control over the Council's budget, which three of these services would you choose as the most important to prioritise spending your 60p per day on?



Source: Marketing Means 2023

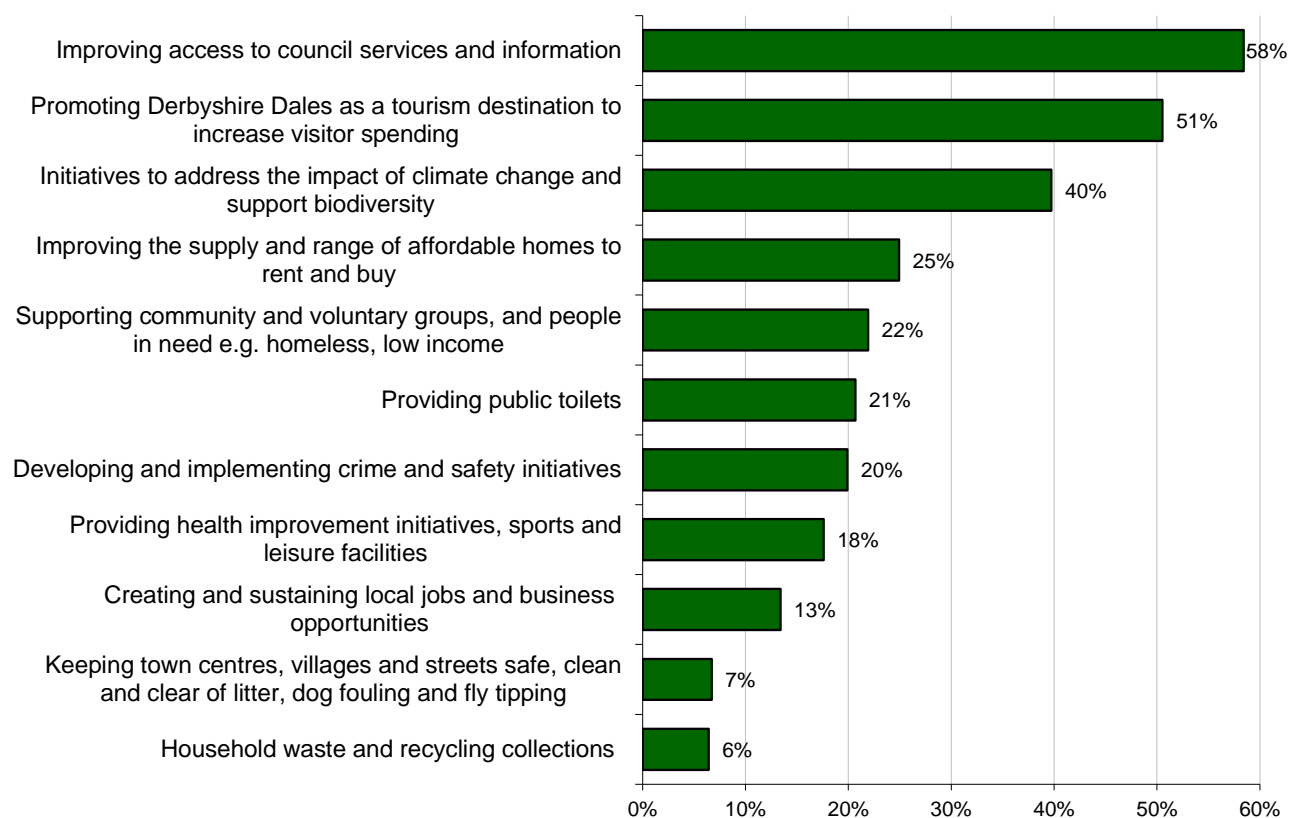
Base: All who gave a valid response (1,962)

- Only one of the items listed was chosen by the majority of respondents, namely **keeping town centres, villages, and streets safe, clean, and clear of litter, dog fouling and fly tipping**. Just over half (51%) selected this.
 - This was selected by a majority in all age groups other than 16-24s, where it was selected by 38%.
 - It was significantly more likely to be selected by males than females (54% vs 49% respectively).
- The only other option selected by nearly half of all respondents (48%) was **household waste and recycling collections**.
 - This was significantly less likely to be selected by the youngest age groups, by only 22% of 16-24s and 33% of 25-34s (33%).

- **Creating and sustaining local jobs and business opportunities** was selected by well over one third of respondents (38%).
 - This was significantly more likely to be selected by those aged 25-34 (by 47%).
- **Improving the supply and range of affordable homes to rent and buy** was also selected by well over one third of respondents (37%).
 - This was by far the most popular choice of the 16-24 age group, 75% of whom selected it, and by 48% of 25-34s. It was less popular among 35-44s (26%) and 45-54s (28%).
 - This was also the #1 choice of those in non-white ethnic groups (60%, vs 37% of those in white ethnic groups).
- **Providing health improvement initiatives, sports and leisure facilities** was selected by nearly one in four respondents.
 - This was especially popular among 35-44s (chosen by 39%), but less so among those aged 75+ (14%).
 - This also significantly less popular among people with a disability (selected by only 16%, vs 26% of others).
- **Providing public toilets** was selected by 23% overall.
 - This was significantly more likely to be selected among those aged 75+ (by 37%, compared with <20% of those aged under 35).
 - This was also more likely to be selected by people with a disability (by 36%, compared with 21% of others).
- **Developing and implementing crime and safety initiatives** was chosen by just over one in five respondents (22%).
 - This was significantly more likely among those aged 45-54 (by 27%) and aged 75+ (by 26%).
- **Initiatives to address the impact of climate change and support biodiversity** were selected by just under one in five respondents (19%).
 - This was significantly more popular among those aged 35-44 (by 31%).
- **Supporting community and voluntary groups, and people in need e.g. homeless, low income** was selected by 18% overall.
 - This was significantly more likely to be selected by females rather than males (21% vs 15% respectively).
- **Promoting Derbyshire Dales as a tourism destination to increase visitor spending** was selected as a priority by only one in eight respondents (13%).
 - This was significantly more likely to be selected by people without any disability (by 13% vs 8% of those with a disability).
- **Improving access to council services and information** was by far the least likely to be selected as a priority spending area, chosen by only 2%.

To capture the other side of residents' views, all were also asked which of that same list they would consider least important to prioritise spending that 60p per day on, selecting up to three in total. These choices are summarised in Chart Q12b below and are largely the converse of the results as Chart Q12a.

Chart Q12b. And which three of these services would you choose as the least important to spend your 60p per day on?



Source: Marketing Means 2023

Base: All who gave a valid response (1,866)

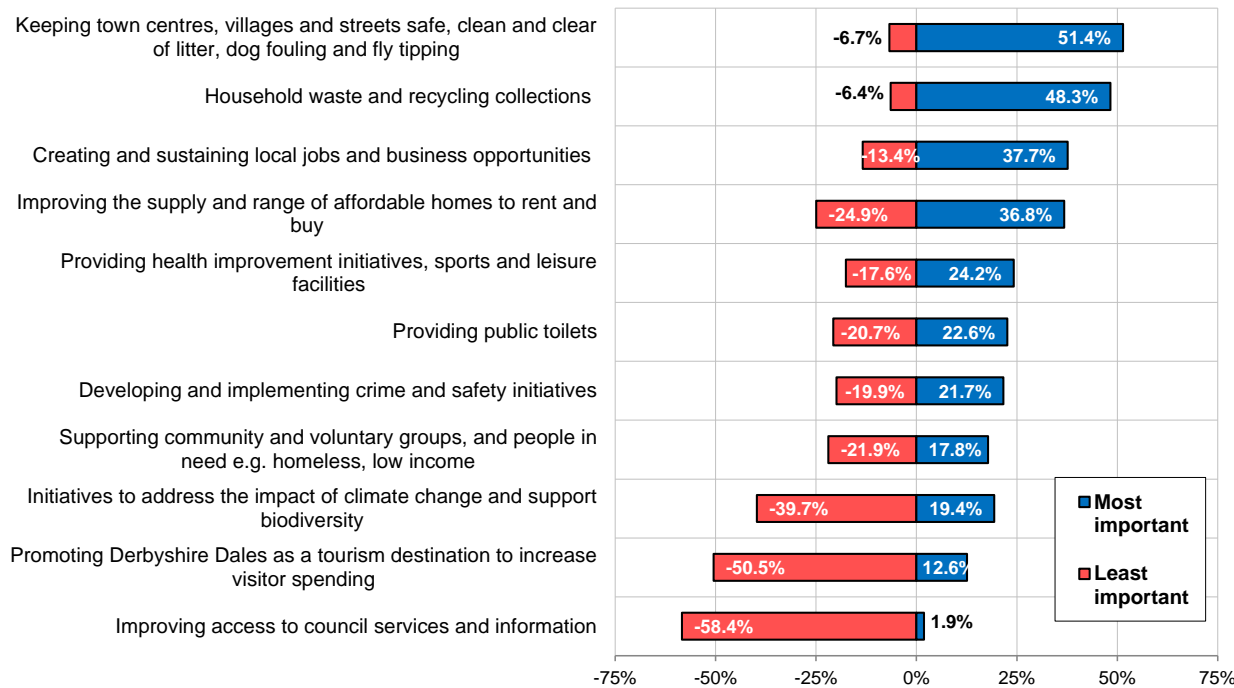
- **Improving access to council services and information** was by far the most likely to be selected as one of the least important spending areas, chosen by nearly three-fifths of all respondents (58%).
 - This was especially likely to be chosen by those aged 35-44 (73%) and 45-54 (69%).
 - It was also significantly more likely among people with no disability (60%, vs 52% of others) and by people in White ethnic groups (59% vs 27% of others)
- **Promoting Derbyshire Dales as a tourism destination to increase visitor spending** was the only other service to be selected as least important by at least half of respondents (by 51%).
 - This was significantly more likely to be chosen by females rather than males (54% vs 47% respectively).
- **Initiatives to address the impact of climate change and support biodiversity** were selected as least important by 40%.
 - This was significantly less likely to be chosen as least important by 16-24s (only 18% of whom did so).

- One in four (25%) selected **improving the supply and range of affordable homes to rent and buy** as one of the least important priorities.
 - This was significantly less likely to be selected as least important by 16-24s (15%) but significantly more likely among 35-44s (37%).
 - People with a disability were also significantly less likely to select this as a least important service (19% vs 26% of others).
- **Supporting community and voluntary groups, and people in need** was selected as least important by 22%.
 - This was significantly less likely to be selected as least important by 16-24s (11%).
 - This was significantly more likely to be chosen as a least important service by males rather than females (25% vs 19% respectively).
- **Providing public toilets** was selected by 21% as one of their least important services to spend money on.
 - This was significantly more likely to be selected as least important by 16-24s (32%) and 25-34s (32%), but by only 15% of those aged 75+.
- **Developing and implementing crime and safety initiatives** was selected as a least importance choice by one in five (20%).
 - This was significantly less likely to be selected as least important by the 25-34 age group (10%).
- **Providing health improvement initiatives, sports and leisure facilities** was selected as a least importance choice by 18%.
 - This was significantly more likely to be selected as a least important choice by people with a disability (24% vs 17% of others).
- **Creating and sustaining local jobs and business opportunities** was selected as a least important choice by 13%.
- **Keeping town centres, villages, and streets safe, clean, and clear of litter, dog fouling and fly tipping** was selected as a least importance choice by just 7%.
 - This was significantly more likely to be selected as a least important choice by the youngest age group, by 21% of 16-24s.
- A similar proportion (6%) selected **household waste and recycling collections** as a least important choice.
 - Again, this was significantly more likely to be selected as a least important choice by the youngest age group, by 17% of 16-24s, as well as by 14% of 25-34s.

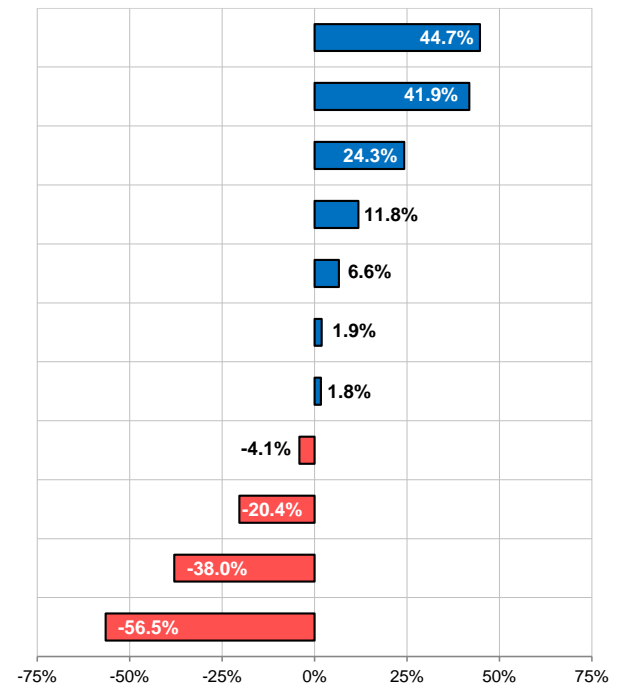
To illustrate the balance of selection for each service area, Chart Q12ab (i) below shows the proportion selecting each service among their most important choices – shown in blue as a positive value. For each service, however, the red portion of the bar to the left of the central axis shows as a negative percentage the proportion who selected each in their least important priorities for spending. Another way of presenting the balance of choices made by respondents is shown in Chart Q12ab.(ii) below. This version subtracts the percentage choosing each as one of their least important spending priorities from the proportion choosing each as one of their most important spending priorities. Positive net scores are shown in blue and negatives net score in red.

Chart Q12ab. And which three of these services would you choose as the most/least important to spend your 60p per day on?

(i) % rating as Most and least important



(ii) Net % of all rating as ‘important’ minus all rating as ‘not important’



Source: Marketing Means 2023

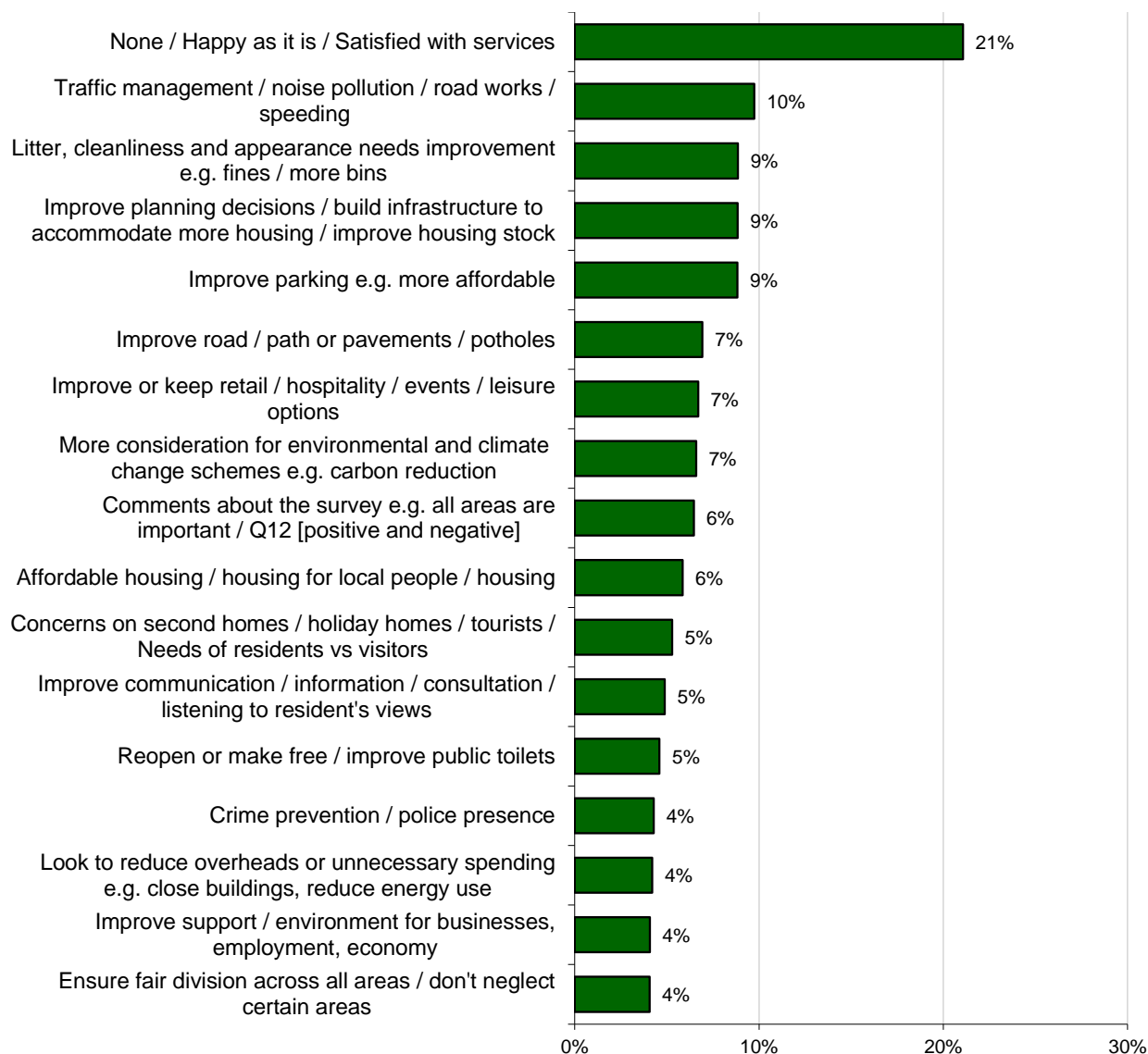
Base: All who gave a valid response

- Those options shown towards the top and bottom of Chart 12ab (i) and (ii) each have a very definite balance of opinions relating to their position. For example, **keeping town centres, villages and streets safe and clean** and **household waste and recycling collections** are the most popular spending priorities, while **promoting the area as a tourist destination** and **improving access to Council services** are not spending priorities.
- The charts also illustrate, however, that several service areas have a much more even balance of opinion and could cause more contention if pushed as spending priorities at the expense of other services. This particularly includes **providing public toilets, developing & implementing crime & safety initiatives**, and **supporting community and voluntary groups**.
- The results shown in chart (ii) on the previous page draw out the balances of the opinions shown in chart (i), with **keeping town centres, village and streets safe and clean** and **household waste and recycling collections** being clearly the most popular priorities in terms of their net popularity and **promoting the area as a tourist destination** and **improving access to Council services** being the least popular.
- Several other service areas have clearly a much more even balance of opinion with only a small net score in either direction, particularly **providing public toilets, developing & implementing crime & safety initiatives**, and **supporting community and voluntary groups**.

5.3 Further comments from residents on the Council's future spending priorities

All respondents were invited to make any other comments about the services provided or to help the Council decide its future spending priorities. These were captured as open-ended comments, which we have coded to a set of the most frequent themes that emerged. Nearly one in three respondents (32%) provided a comment of some kind, and in Chart Q13 below we present all of the themes that applied for at least 4% of the answers given.

Chart Q13. Are there any other comments you wish to make about the services provided or to help the District Council decide its future spending priorities?



Source: Marketing Means 2023

Base: All who made a comment (629)

- Just over one in five of those who gave a comment (21%) simply stated that they had nothing to add or were happy with the services as currently provided. A further 6% essentially repeated the views they had given at Q12a/b regarding the service areas selected or commenting that the Council still needs to provide all services.
- Among the specific themes, one in ten who provided a comment (10%) requested improvements to traffic management to reduce pollution, minimise speeding and/or to minimise roadworks/congestion.

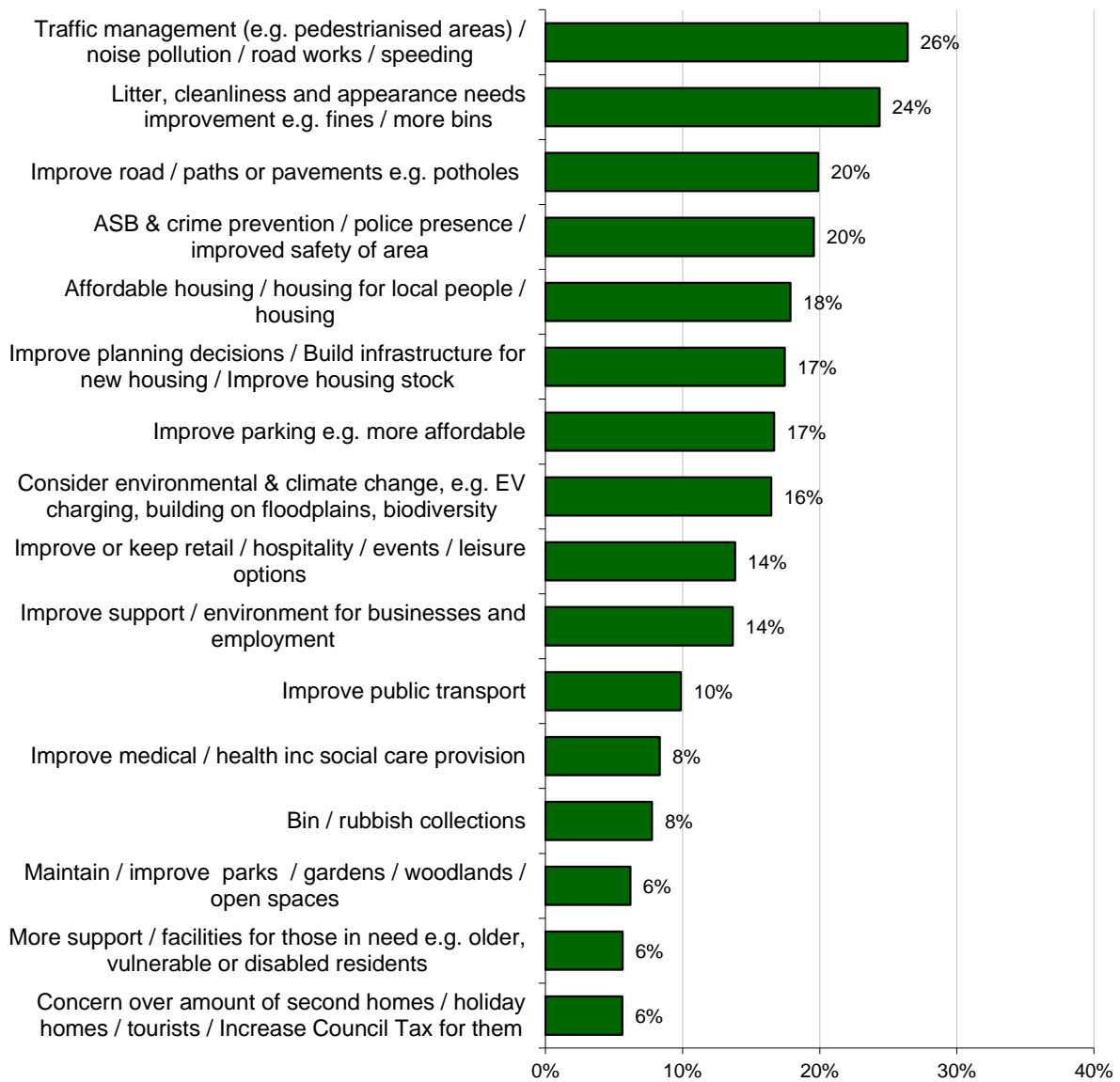
- A further 9% requested improvements to parking, e.g. more or cheaper parking.
 - Females were more likely than males to request this (13% vs 4% respectively).
- Slightly fewer (7%) requested improvements to roads/paths/pavements, including dealing with potholes.
- One of the more frequent comments made (by 9%) was to see more efforts to reduce or deal with litter, i.e. to improve the appearance and cleanliness of the area. Suggestions included more fines for littering, more bins, and community litter picks.
- Several themes related to housing and residential developments in the area. These included:
 - Improvements to planning decisions and the planning process, and ensuring that infrastructure is sufficient to accommodate any new housing (given by 9%)
 - Provision of more affordable housing and housing for local people (by 6%)
 - Concerns over the amount of second homes / holiday homes / homes for tourists / requests to increase Council Tax on those properties (given by 5%)
- A cluster of comments, given by 7%, requested that the Council does its best to keep the area lively and economically active through improving/protecting the retail offer in the towns, and encouraging hospitality / events / leisure options to thrive. A further 4% requested that the Council does its best to support and improve the local business economy.
- While improving access to Council services and information was not seen as a high priority at the previous questions, 5% commented here that the Council should still improve communication and consultation channels and listen to residents' views.
- Public toilets were only a medium priority according to the views recorded at Q12a/b, and only a small proportion here (5%) requested reopening or cutting charges on public toilets.
- Given the focus of this section on Council budgeting, a small proportion of responses, 4%, suggested that the Council should look for ways to save money by reducing overheads and any unnecessary spending.

Section 6: Have Your Say

6.1 Most important issues/ concerns locally

Having gone through the previous questions, at the end of the questionnaire respondents were invited to provide their thoughts on the three most important issues/concerns for them locally, whether or not they are within the Council’s service responsibility. These were captured as open-ended comments, which we have coded to a set of the most frequent themes that emerged. More than two-thirds of respondents (69%) provided a comment of some kind, and in Chart Q14 below we present all of the themes that applied for at least 6% of the answers given.

Chart Q14. What are the three most important things/issues/concerns to you locally? [These may be outside of the Council’s responsibility]?



Source: Marketing Means 2023

Base: All who made a comment (1,355)

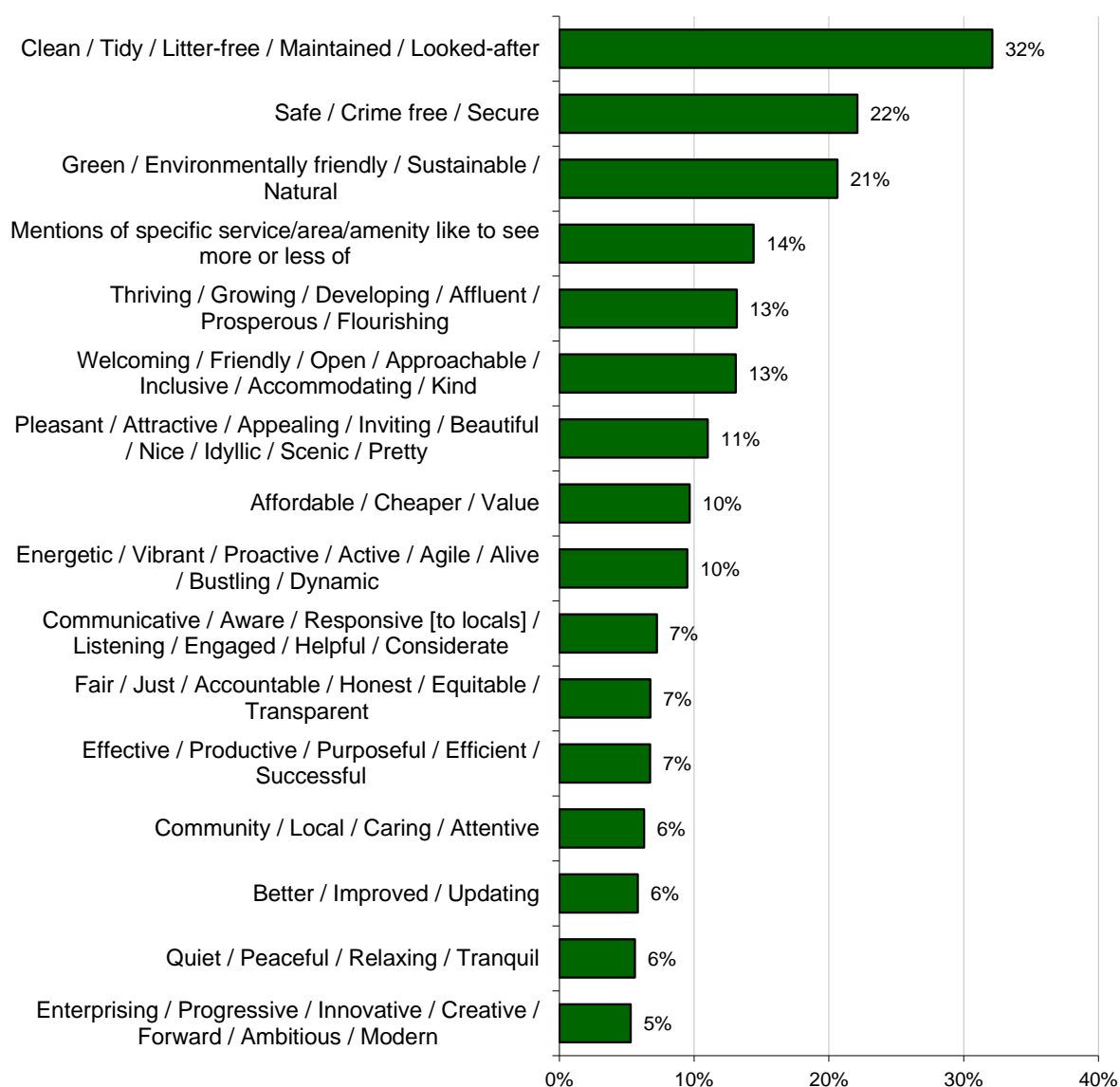
- The key areas to emerge from these comments were led by various references to **traffic management, reducing noise pollution and congestion from traffic, deterring speeding traffic and limiting roadworks**. Just over a quarter of respondents (26%) made these types of comments relating to traffic and road travel in the area.
- Other comments relating to roads and traffic included **improving the roads and pavements in the District and dealing with potholes** (given by one in five who made a comment, 20%), **improvements to parking options and ideally reduced parking charges** (given by 17%).
 - Comments on parking and parking charges were significantly more likely to be made by females than males (20% vs 13% respectively).
- Comments relating to **dealing with litter and improving the cleanliness and appearance of the District** were made by 24%. These include aspects such as more enforcement of littering fines, more bins, and community litter picking initiatives.
- Nearly one in five respondents (20%) commented on the need to **deal with anti-social behaviour and increase police presence to improve safety**.
- Several types of comments made related to providing housing for people in the area. Nearly 18% requested **more affordable housing and/or more housing for local people**, while 17% commented on the need to **improve planning decisions and processes and improve housing provision while protecting the National Park**.
- Almost as many (16%) commented on the need to **consider the environment and climate change factors**, e.g. through increasing EV charging points, avoiding building on flood plains, and protecting biodiversity. A further 6% highlighted the need to **maintain or improve the area's gardens, parks, woodlands and/or open spaces**.
- Two economy-related themes were each covered in 14% of respondents' comments, namely for the Council to **keep supporting and encouraging retail, hospitality, and leisure sectors in the District**, and also to **improve or boost support for local businesses and employment opportunities**.
- There were also some requests/suggestions for **improvements to health and social care provision locally** (made by 8%) and these were made by respondents of all ages (other than 16-24) rather than focussed on older people only.

6.2 Words selected to describe Derbyshire Dales in 4 years

To attempt to focus on future aspirations for the District, all respondents were asked to state which three words they would use to describe what they want the Derbyshire Dales to be like in four years' time. Some respondents used rather more than three words, and some gave phrases rather than discrete words, but we have attempted to summarise these alongside the responses from those who did use three single words only in drawing up a code frame and coding all responses.

Almost three quarters of respondents (71%) provided an answer, and the results are summarised in Chart Q15 below, which shows all the word-groupings that accounted for at least 5% of respondents' comments.

Chart Q15, What three words would you use to describe what you would want the Derbyshire Dales to be like in 4 years?



Source: Marketing Means 2023

Base: All who made a comment (1,405)

- The most frequent type of word used, given by nearly one third (32%) related to the appearance of being **clean/tidy/litter-free/looked after**. Another similar type of description given by 11% was **pleasant/attractive/ appealing/inviting**.
- Some people focused on the theme of safety, with more than one in five (22%) giving a word relating to the area feeling **safe/ crime-free/ secure**.
- Almost as many respondents (21%) referred to the area feeling **'green'/ Environmentally friendly/Sustainable/Natural**.
- Some answered in a slightly different vein, with a mention of a particular service or amenity that they wanted to highlight. This applied for 14% of respondents but we have not split out these mentions further as they do not use adjectives in the way that was the intention of the question. The listing of these comments will still be useful to review, nevertheless.
- **Thriving / Growing / Developing / Affluent / Prosperous / Flourishing** was a type of word given by 13%, describing the hoped-for economic 'feel' of the area.

- This was significantly more likely to be suggested among those aged 35-44 and 45-54 (19% and 23% respectively).
- A similar type of description but more of a mindset that could achieve an economically prosperous area, given by 10%, was **Energetic / Vibrant / Proactive / Active / Agile / Alive / Bustling / Dynamic**. A slightly different but relevant theme was given by 7%, namely **Effective / Productive / Purposeful / Efficient / Successful**.
- Some commented on the type of friendly human interaction they would like to see in the District, with 13% using words such as **Welcoming / Friendly / Open / Approachable / Inclusive / Accommodating / Kind**.
- Some words and comments reflected the current cost of living crisis, with 10% suggesting words such as **affordable/cheaper/value**.
- A slightly less common comment (given by 7%) may have related to the qualities that respondents would like to see in the Council and other customer-facing organisations, namely **Communicative / Aware / Responsive [to locals] / Listening / Engaged / Helpful / Considerate**. Another
- Other themes that respondents may have hoped would apply to local organisations as much as to local people were **Fair / Just / Accountable / Honest / Equitable / Transparent** (given by 7%) and **Community / Local / Caring / Attentive** (given by 6%).

6.3 Possible future engagement

The questionnaire closed with some questions that could be used to help generate contacts for future research and consultation engagement.

- Nearly two-thirds of respondents (63%) would be willing to take part in future research that the District Council may run to follow up some of the results of this survey.
 - The age groups most likely to agree were 35-44s (73%) and 45-54s (77%), but 16-24s were the least likely age group to agree, with only 36% doing so.
- Just under half (48%) would be willing for their responses to this survey to be passed back to the District Council together with their contact details.
 - Again, the age groups most likely to agree were 35-44s (59%) and 45-54s (53%), but 16-24s were the least likely age group to agree, with only 31% doing so.
 - Males were more likely than females to agree (52% vs 46%).
- Just under a quarter (24%) stated that they would be willing to join the Derbyshire Dales Citizen's Online Panel.
 - Again, the age groups most likely to agree were 35-44s (36%) and 45-54s (37%), but 16-24s were the least likely age group to agree, with only 3% doing so.
 - Males were more likely than females to be willing to join (28% vs 22%).

Appendix 1: Letter of invitation and postal copy of questionnaire



The Resident(s)
<<Address>>

16th February 2023

Ref: 3559 / 646 / 646

Dear Resident

The District Council is developing a new Corporate Plan for April 2024 to March 2028. As part of that process, we have commissioned Marketing Means, an independent research agency, to undertake a survey of residents' satisfaction and views on services provided by the council, which will provide evidence to support the development of Council priorities.

Your address has been selected at random, and we would very much appreciate your help. We are keen to reduce paper waste and to reduce costs, so we would be very grateful if you could complete the questionnaire online at this web address: bit.ly/DDALES23 or by simply using a phone camera to scan the QR code at the top left of this letter. When you reach the survey web page, please enter your unique login code <<>> to access the questionnaire. Any resident in the household aged 16 or over can take part.

If you need to complete the questionnaire on paper, please contact Marketing Means on freephone 0800 849 4019 or by email to info@marketingmeans.co.uk. They will send you a questionnaire and a pre-paid envelope (no stamp required).

- We respect your trust and privacy. We will securely store any personal data/information and will never sell it or share it with any third parties.
- Information collected in this survey will be processed by Marketing Means and will only be viewed at an anonymous level by members or employees of the Council whose roles include customer satisfaction & performance monitoring. We will not receive any data that would allow you to be identified unless you have given your consent for this in the questionnaire. You have the right to view, edit, or have your data removed.
- Data/Information gathered from the surveys will be used to monitor and plan services.
- By taking part in this survey, you agree that we will process your data in line with our Data Protection Policy and procedures [<https://www.derbyshiredales.gov.uk/privacy>]

If you have any questions or concerns about this survey please contact Marketing Means on freephone 0800 849 4019 who will be happy to help you. We would be very grateful if you could spare the time to take part in this survey. Your participation is greatly appreciated.

Yours sincerely,

Mike Hase, Policy Manager,
Derbyshire Dales District Council

Derbyshire Dales Resident Survey

Your reference number: 3559 /

Residents' Survey

Thank you for taking the time to complete this important residents' survey for Derbyshire Dales District Council. It asks you about how satisfied you are with your area as a place to live and the services you receive from the Council.

We will use the results to help Councillors develop the new Corporate Plan which will run from April 2024 to March 2028. The results will help us improve our services and understand how we can better communicate with our customers and residents. It should take no longer than 10-15 minutes of your time. The survey can be completed by any member of the household aged 16 or over.

Section 1: Your Local Area

When answering Q1, please consider your 'local area' to be the area within 15 to 20 minutes walking distance from your home.

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

Please tick one box only

Very
satisfied

Fairly
satisfied

Neither satisfied
nor dissatisfied

Fairly
dissatisfied

Very
dissatisfied

Section 2: Your Council

This survey asks about Derbyshire Dales District Council which is responsible for services such as refuse collection, street cleaning, planning (excluding Peak District National Park area), housing, leisure facilities, environmental health, parks and gardens.

2. Overall, how satisfied or dissatisfied are you with the way Derbyshire Dales District Council runs things? *Please tick one box only*

Very
satisfied

Fairly
satisfied

Neither satisfied
nor dissatisfied

Fairly
dissatisfied

Very
dissatisfied

3. How satisfied or dissatisfied are you with each of the following services provided by Derbyshire Dales District Council? *Please tick one box only for each service*

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Sport & leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks, recreation grounds and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping areas including highways free from litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waste & recycling collections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How satisfied or dissatisfied are you with the following? *Please tick one box only for each item*

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Ease of contact with the Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Council website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of payment methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council's responsiveness to your enquiries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Overall, how well informed do you think Derbyshire Dales District Council keeps residents about the services and benefits it provides? *Please tick one box only*

Very well informed	Fairly well informed	Not very well informed	Not well informed at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Are there any comments you wish to make about your satisfaction with the services provided by Derbyshire Dales District Council? *Please make your comments in the box below*

7. Do you have any suggestions as to how we could improve our services for you?
Please make your comments in the box below

Section 3: Opinions of Council Services

We would like to know how important different services are to you. Please tick one box only for each item.

8a How important are the following services in supporting the provision of permanent jobs and homes for local people? Please tick one box only for each item

	Very important	Fairly important	Neither important nor not	Not very important	Not at all important
Improving the supply and range of affordable homes to rent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the supply and range of affordable homes to buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homelessness services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating and sustaining local jobs and business opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing advice and support to small businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting Derbyshire Dales as a tourism destination to increase visitor spending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify in the box below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8b And how satisfied or dissatisfied are you with these services in supporting the provision of permanent jobs and homes for local people? *Please tick one box only for each item*

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Not very satisfied	Not at all satisfied
Improving the supply and range of affordable homes to <u>rent</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the supply and range of affordable homes to <u>buy</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homelessness services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating and sustaining local jobs and business opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing advice and support to small businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting Derbyshire Dales as a tourism destination to increase visitor spending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>as specified at Q8a</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9a How important are the following services to support keeping the District a clean, safe and healthy environment? *Please tick one box only for each item*

	Very important	Fairly important	Neither important nor not important	Not very important	Not at all important
Household waste and recycling collections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping town centres, villages and streets clean and clear of litter, dog fouling and fly tipping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining highway verges to improve their biodiversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiatives to deal with crime and anti-social behaviour incl. CCTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing regulatory services e.g. food hygiene, licensing, environmental health, plannings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiatives to address the impact of climate change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (<i>please specify in the box below</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9b And how satisfied or dissatisfied are you with these services in supporting keeping the District a clean, safe and healthy environment? *Please tick one box only for each item*

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Not very satisfied	Not at all satisfied
Household waste and recycling collections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping town centres, villages and streets clean and clear of litter, dog fouling and fly tipping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining highway verges to improve their biodiversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiatives to deal with crime and anti-social behaviour incl. CCTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing regulatory services e.g. food hygiene, licensing, environmental health, plannings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiatives to address the impact of climate change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other <i>(as specified at Q9a)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10a How important are the following community services and facilities in the Derbyshire Dales?*Please tick one box only for each item*

	Very important	Fairly important	Neither important nor not	Not very important	Not at all important
Providing public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organising and managing large scale events e.g. Matlock Bath illuminations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Running community health improvement initiatives through prevention e.g. help to stop smoking, healthy eating, walking for health etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining public parks, recreation grounds and cemeteries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing sports and leisure facilities e.g. leisure centres, play pitches, recreation grounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revenues and benefits service e.g. dealing with Council tax, providing Council tax and housing benefits advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing town centre markets (including Farmers and other specialist markets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing and maintaining off-street car parking for residents and visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting community and voluntary groups e.g. CAB, Age Concern through grants etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enabling access to council services and information e.g. Town Hall customer services, website, Dales Matters publication, payment facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other <i>(please specify in the box below)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10b And how satisfied or dissatisfied are you with these community services and facilities in the Derbyshire Dales?

Please tick one box only for each item

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Not very satisfied	Not at all satisfied
Providing public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organising and managing large scale events e.g. Matlock Bath illuminations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Running community health improvement initiatives through prevention e.g. help to stop smoking, healthy eating, walking for health etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining public parks, recreation grounds and cemeteries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing sports and leisure facilities e.g. leisure centres, play pitches, recreation grounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revenues and benefits service e.g. dealing with Council tax, providing Council tax and housing benefits advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing town centre markets (including Farmers and other specialist markets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing and maintaining off-street car parking for residents and visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting community and voluntary groups e.g. CAB, Age Concern through grants etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enabling access to council services and information e.g. Town Hall customer services, website, Dales Matters publication, payment facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (as specified at Q10a)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4: Budgets

We would like your general opinion. The Derbyshire Dales District Council element of the Council Tax costs the average household around 60p per day.

11. To what extent do you agree or disagree that Derbyshire Dales District Council provides value for money? Please tick one box only

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12a If you had control over the Council's budget, which three of these services would you choose as the most important to prioritise spending your 60p per day on? *Please tick up to three boxes only*

- Improving the supply and range of affordable homes to rent and buy
- Creating and sustaining local jobs and business opportunities
- Promoting Derbyshire Dales as a tourism destination to increase visitor spending.....
- Household waste and recycling collections
- Initiatives to address the impact of climate change and support biodiversity
- Keeping town centres, villages and streets safe, clean and clear of litter, dog fouling and fly tipping.....
- Providing public toilets
- Providing health improvement initiatives, sports and leisure facilities e.g. leisure centres, parks
- Improving access to council services and information e.g. Town Hall customer services, website, Dales Matters publication, payment facilities
- Supporting community and voluntary groups, and people in need e.g. homeless, low income
- Developing and implementing crime and safety initiatives

12b And which three of these services would you choose as the least important to spend your 60p per day on? *Please tick up to three boxes only*

- Improving the supply and range of affordable homes to rent and buy
- Creating and sustaining local jobs and business opportunities
- Promoting Derbyshire Dales as a tourism destination to increase visitor spending.....
- Household waste and recycling collections
- Initiatives to address the impact of climate change and support biodiversity
- Keeping town centres, villages and streets safe, clean and clear of litter, dog fouling and fly tipping.....
- Providing public toilets
- Providing health improvement initiatives, sports and leisure facilities e.g. leisure centres, parks
- Improving access to council services and information e.g. Town Hall customer services, website, Dales Matters publication, payment facilities
- Supporting community and voluntary groups, and people in need e.g. homeless, low income
- Developing and implementing crime and safety initiatives

13. Are there any other comments you wish to make about the services provided or to help the District Council decide its future spending priorities? *[these may be outside of the Council's responsibility]*
Please write your comments in the box below

Section 5: Have your say

14. What are the three most important things/issues/concerns to you locally? *[These may be outside of the Council's responsibility]. Please write your comments in the box below*

15. What three words would you use to describe what you would want the Derbyshire Dales to be like in 4 years? *Please write your comments in the box below*

Section 6: About you

You do not have to answer these questions, however the information that you do provide in this section will ensure that the survey is representative of people across the authority area and help us to identify if there are different views between different groups of people.

16. What is your age? Please tick one box only

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> 16-17yrs | <input type="checkbox"/> 55-64yrs |
| <input type="checkbox"/> 18-24yrs | <input type="checkbox"/> 65-74yrs |
| <input type="checkbox"/> 25-34yrs | <input type="checkbox"/> 75+yrs |
| <input type="checkbox"/> 35-44yrs | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 45-54yrs | |

17. Please select the option(s) that most reflects your gender? Please tick all that apply

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Female | <input type="checkbox"/> Intersex |
| <input type="checkbox"/> Male | <input type="checkbox"/> Gender non-conforming |
| <input type="checkbox"/> Non-binary | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Transgender | |

If not listed above, please use this space to describe your gender how you wish:

The definition of disability in the Equality Act 2010 is: "A physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day to day activities".

18. Do you consider yourself to be disabled? Please tick one box only

- Yes, daily activities limited a lot
- Yes, daily activities limited a little
- No
- Prefer not to say

19. How would you describe your ethnic background? Please tick one box only

- | | |
|---|---|
| <input type="checkbox"/> White English/Welsh/Scottish/Northern Irish/British | <input type="checkbox"/> Asian or Asian British: Pakistani |
| <input type="checkbox"/> White Irish | <input type="checkbox"/> Asian or Asian British: Bangladeshi |
| <input type="checkbox"/> White Gypsy or Irish Traveller | <input type="checkbox"/> Asian or Asian British: Chinese |
| <input type="checkbox"/> Any other White background | <input type="checkbox"/> Any other Asian background |
| <input type="checkbox"/> Mixed / multiple ethnic groups - White & Black Caribbean | <input type="checkbox"/> Black or Black British: African |
| <input type="checkbox"/> Mixed / multiple ethnic groups - White & Black African | <input type="checkbox"/> Black or Black British: Caribbean |
| <input type="checkbox"/> Mixed / multiple ethnic groups - White & Asian | <input type="checkbox"/> Any other Black / African / Caribbean / Black British background |
| <input type="checkbox"/> Any other mixed / multiple ethnic background | <input type="checkbox"/> Arab |
| <input type="checkbox"/> Asian or Asian British: Indian | <input type="checkbox"/> Any other ethnic group |
| | <input type="checkbox"/> Prefer not to say |

20. Please could you tell us your home postcode, or at least the first part and the first number of the second part (for example "DE1 2")

Please see the next page for details on how to join the Council's Online Citizen's panel ...

21. Would you be willing to take part in future research that the District Council may run to follow up some of the results of this survey? *Please tick one box only*

Yes

No

22. Would you be willing for your responses to this survey to be passed back to the District Council together with your contact details? *Please tick one box only*

Yes

No, prefer my views to remain anonymous

Derbyshire Dales Citizen's Online Panel

Would you like to get your voice heard?

The Derbyshire Dales Online Panel is just one of the ways in which we listen to residents and the people who work here. Over 800 people have already joined our Online Panel and we'd love to have more.

Surveys are short and you can select the areas of interest that you wish to receive surveys on. You will receive a maximum of six online questionnaires each year.

We would like your views to help us (a) monitor how satisfied residents are with Derbyshire Dales District Council, (b) plan and improve our policies and services and (c) find out what issues are most important to you.

23. Would you like to join the Derbyshire Dales Citizen's Online Panel? *Please tick one box only*

Yes

Go to Q24 to add details

No, already joined

Go to Q24 to update details, particularly e-mail address

No

Close survey

24. Please provide the following details: Any information provided will be held securely by Derbyshire Dales District Council and will be used for research purposes only. Any information provided below will be sent back separately to your responses to the other questions in this survey.

Name:

Email Address:

Telephone:

If any other members of your household would like to sign up then please visit the Council's website:
<https://www.derbyshiredales.gov.uk/your-council/have-your-say/consultations/citizens-panel>

**THANK YOU FOR TAKING PART IN THIS SURVEY.
PLEASE RETURN YOUR COMPLETED FORM IN THE FREEPOST ENVELOPE PROVIDED
BY 30th March 2023.**