

Maldon District Resident Survey 2021



Introduction

This report summarises the results of the 2021 District-wide survey of 190+ residents. This was the third annual survey since 2019, collecting feedback around the local area and council services. This was delivered as a live online survey, between November 1st to December 10th 2021.

Core Objectives

- To understand overall satisfaction levels with MDC and see how this has changed since last year's survey.
- To benchmark perceptions against a sample of the national data collected by the Local Government Association (LGA).
- To measure perceptions of the local safety, leisure, and indicate levels of community cohesion within the District.
- To capture and baseline the voices of the residents, and identify learning in areas where we can start to act
- To gather insight on areas that are prioritised in our Corporate plan

Key changes

- Overall, a decrease in participant levels in comparison to 2020 and 2019 (which could be covid related)
- Health & Wellbeing satisfaction overall was largely in line with 2020, however there was an increase seen specifically in social and physical health.
- Local area satisfaction overall decreased in comparison to 2020, however specific feedback was gained this year as to what work can be done to improve satisfaction rates.
- Incorporated into the local area improvement feedback, there were several positive responses covering work that has already been carried out/or general maintenance
- It was a fairly even split of perception for how difficult it is to contact MDC, however there was either a decrease or no change from 2020 when looking at satisfaction of MDC engagement with residents.
- There was minimal change in individual service satisfactions, and a slight decrease in Council wide service satisfaction.
- There was a small increase in positive perception that MDC provides value for money.
- There was a 19% increase in a positive perception in the way MDC has responded to COVID - 19

Areas of further targeted work

Participant Profile

- Although the responses reflect a percentage of the population of Maldon, further work could be done to engage minority groups, and understand meeting the needs of the entire District.
- Further analysis and improvements to be delivered to increase resident engagement to the annual survey for 2022.

Health & Wellbeing

- Mental Health, MDC wellbeing policies & Fuel poverty are the areas where there was either minimal growth in comparison to 2020, or resident concerns.

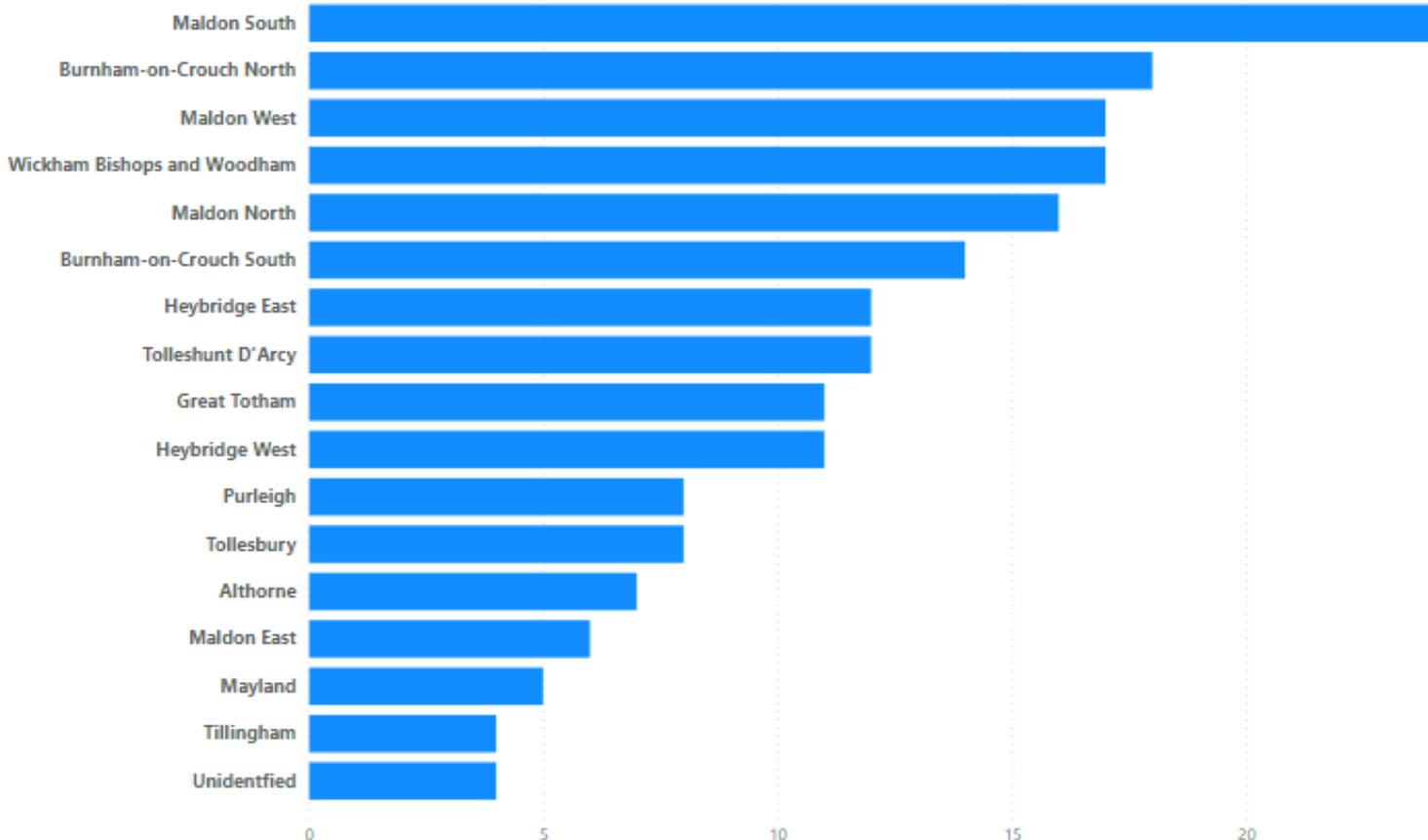
Local Area Perceptions

- Whilst some areas perceptions improved in satisfaction, MDC key areas & corporate performance KPIs saw a decline. Further improvement work to be done.
- There was a decrease in respondents feeling safe in the daytime and after dark in this years survey.

Activity, Services & Engagement

- Overall, satisfaction with MDC engagement decreased. There is still further work to do in terms of engaging, responding and informing residents.
- From the feedback, it is clear residents value hybrid options for engaging with the council.
- Ensure the residents climate change priorities are reviewed when delivering the climate change strategy.

Ward Response Rate

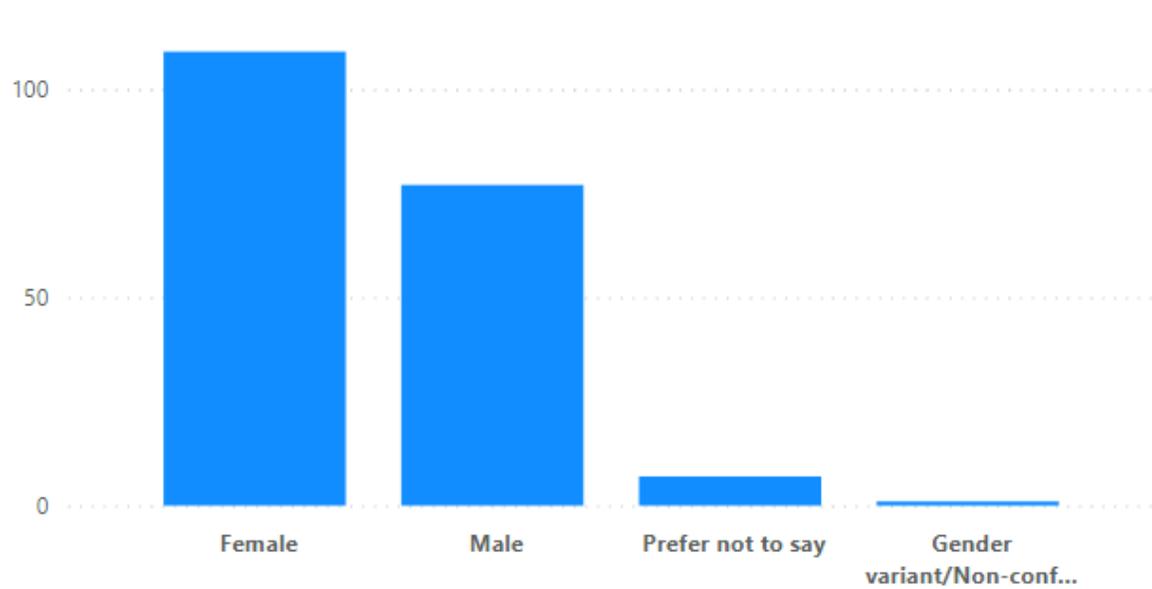


- More respondents came from Maldon South than any other ward within the District.
- There was only one ward within the District that was not represented. Although 2% of results are unable to be categorised due to incomplete information.
- Overall, there was a 30% reduction in participation in comparison to 2020

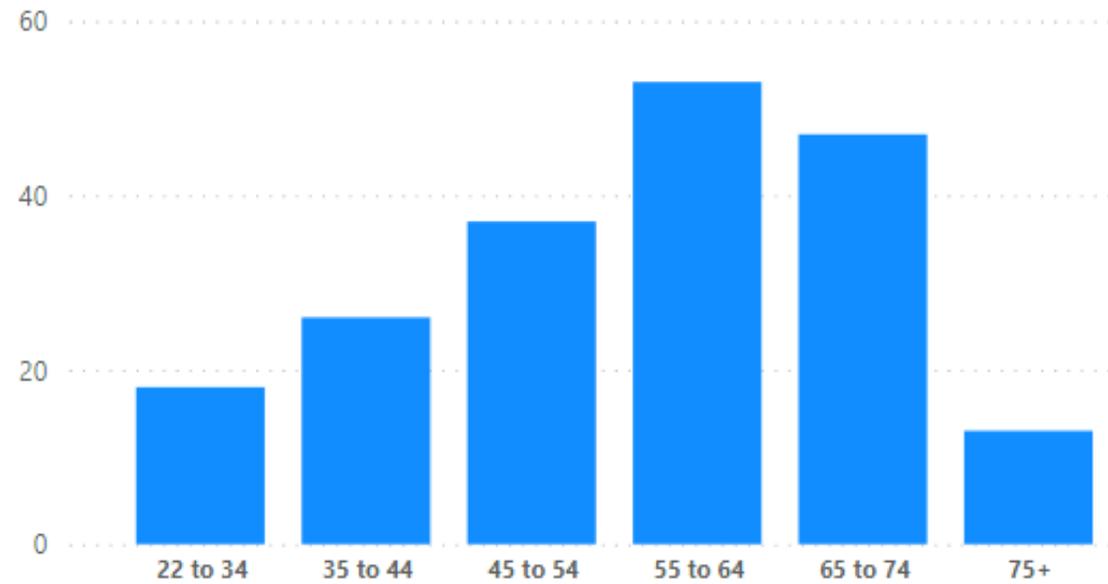
Participant Profile

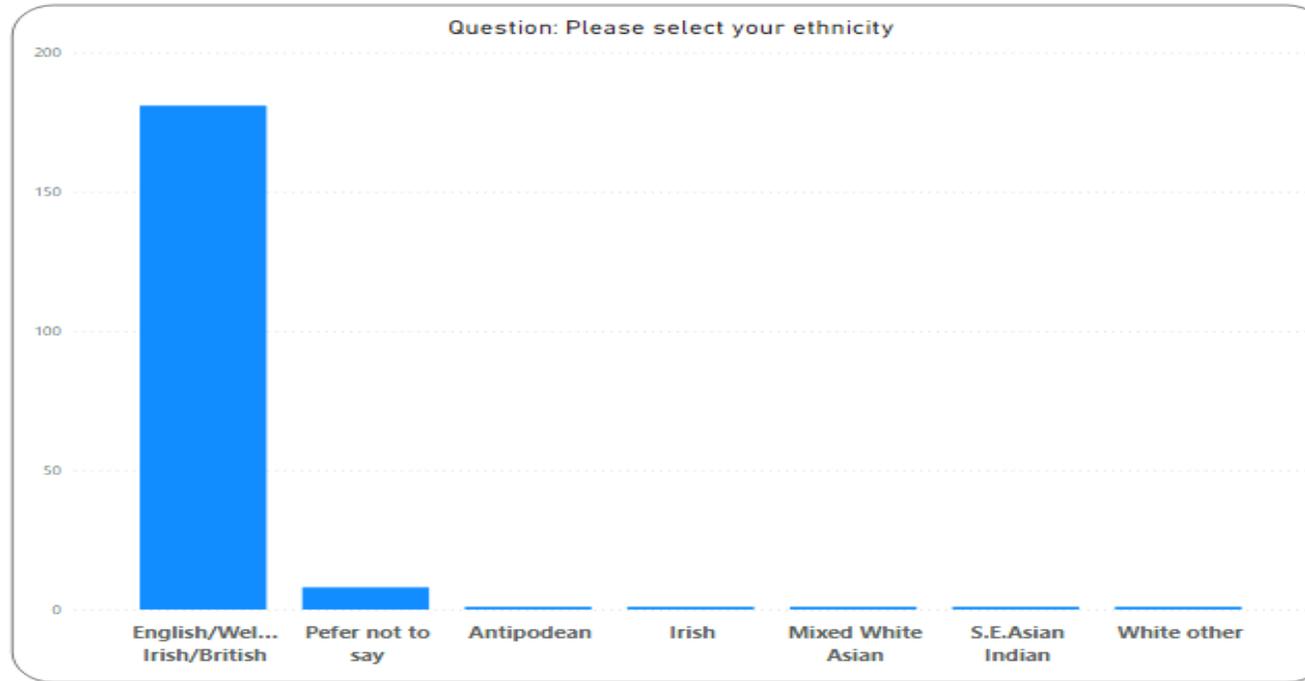
The age, gender & ethnicity of each participant was recorded for perception insight purposes, this enables us to trend subsequent data back to key profiles

Question: Please select what best describes your gender identity



Question: Please select your age category





Age

- The highest responding age group was 55-64-year-olds, with the least being 21 and under which had zero participants
 - Majority of the age group were consistent with previous years, with the biggest decrease seen in 45-54-year-olds (-51%)

Gender

- The highest gender category was female, which accounted for 56% of the respondents. This has been a consistent result since 2019
- There were 4% of the respondents that didn't identify as male, or female as opposed to 1% in 2020

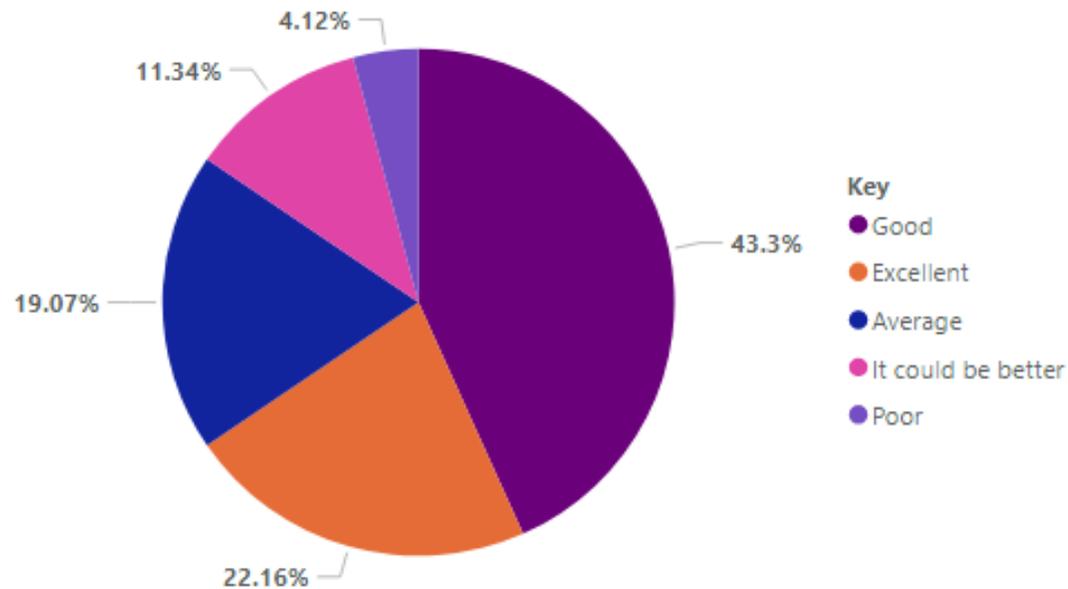
Ethnicity

- The highest ethnicity category was; English/Welsh/Scottish/Northern Irish/British, which accounted for 93% of the respondents. This is consistent with the 2020 results.

Health & Wellbeing

Exploring the District resident Health & Wellbeing and our resident's perceptions on how well MDC promotes the importance of it, is key to in informing our 'Community' strategic direction, and the activities/support that MDC can provide.

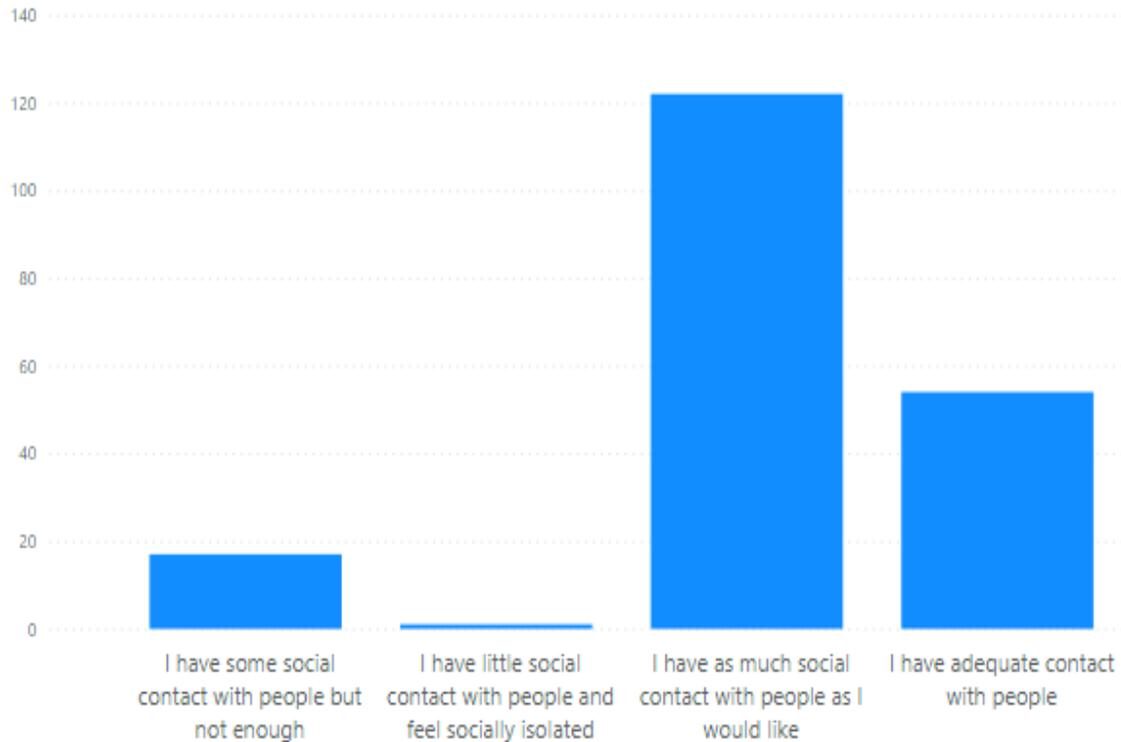
Question: Overall, how would you rate your mental health?



Mental Health

The largest category of overall mental health rating was 'Good' (43%) or 'Excellent' (22%), only 15% thought their mental health was poor or could be better. These are largely consistent with 2019 & 2020 results.

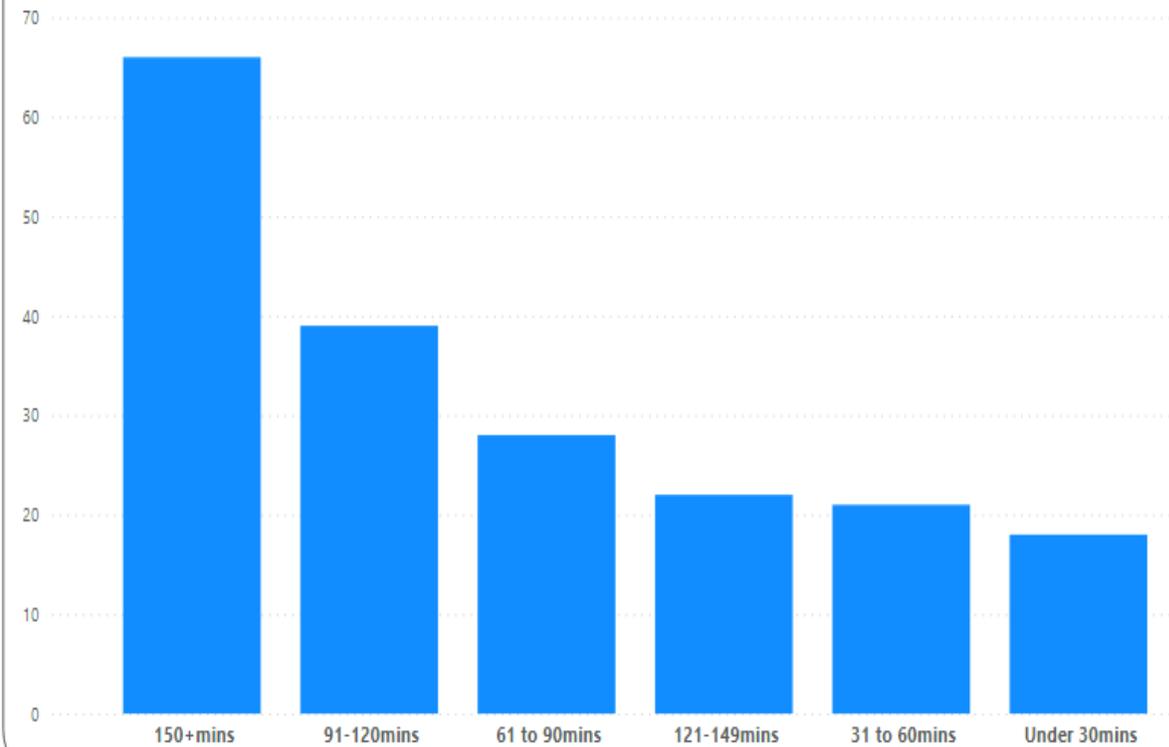
Question: To what extent do you feel socially included?



Social Health

91% of residents feel they are socially included. 9% feel they are not socially included or are socially isolated which is a positive increase of those feeling socially included than those reported 2019 & 2020

Question: On average, how much Physical Activity do you do per week?



Physical Health

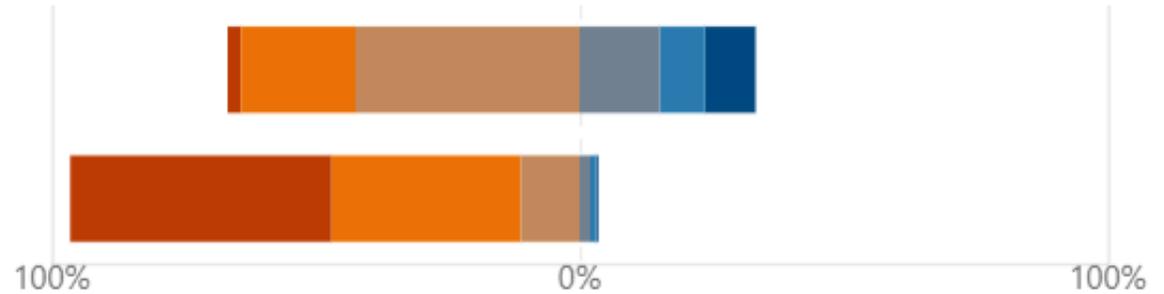
NHS England recommends 150mins of moderate activity each week. Maldon District has 37% achieving above the national recommendation which has increased from 28% in 2019. This was the largest response category.

Question: Please tell us to what extent you agree with the following statements

Strongly Agree Agree Neutral Disagree Strongly Disagree Unsure

Maldon District Council actively promotes and supports positive and healthy wellbeing

I am concerned around the affordability of rising fuel prices (Gas/ Electric)



Fuel Prices Concern

Overwhelmingly, 85% of residents agreed that they have concerns around the affordability of rising fuel prices, whereas only 3% disagreed. 11% were neutral and 1% were unsure.

This was a new question for 2021.

MDC Health & Wellbeing Policies

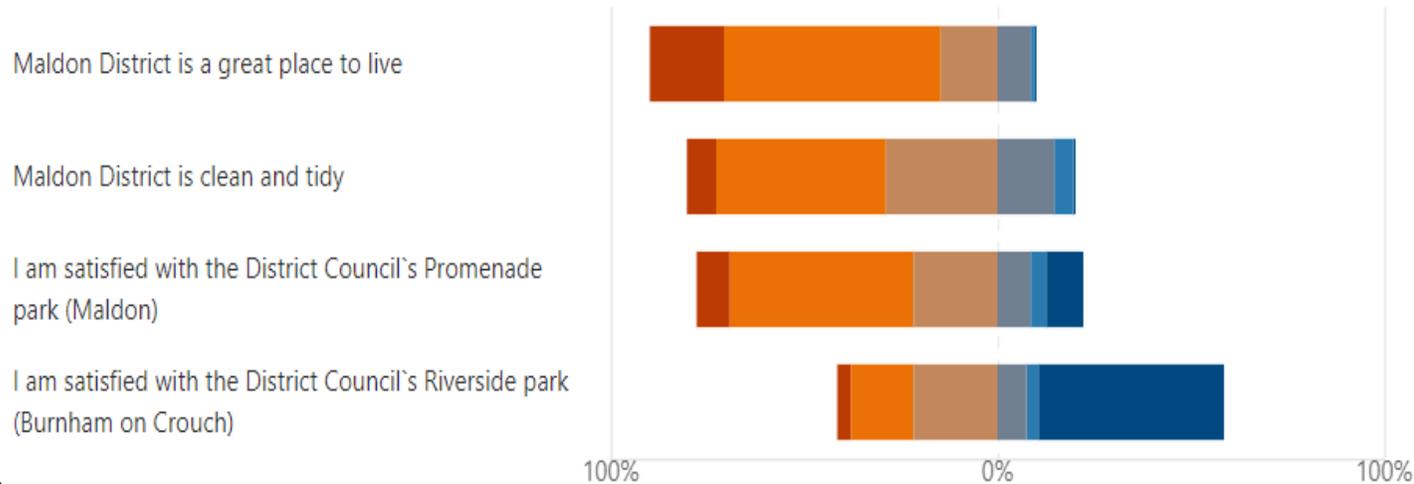
Overall, 24% of residents agreed that MDC promotes and supports a positive and healthy wellbeing, which is a 11% decrease on 2020 results. 52% where residents were either unsure (10%) or neutral (42%) which is very similar to 2019 & 2020

Local Area Perceptions

Exploring the Districts resident's perceptions of their area, their satisfaction, safety and where improvements can be made

Question: Please tell us to what extent you agree with the following statements

■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly Disagree
 ■ Unsure/ Don't know



- 75% of the District agreed that the Maldon District is 'A great place to live' which is 7% lower than 2020. Only 10% of people disagreed with this statement. This is in line with the results from the Local Government Association (LGA) results to the residential satisfaction poll
- 51% of the District agreed that the Maldon District is 'clean and tidy' which is a 14% decrease in 2020. 20% of people disagreed with the statement.
- 56% of the District agreed they are satisfied with Promenade park, 31% were unsure or neutral. This is also an increase of satisfied residents by 11% from 2019, but a decrease from 2020. Of those who agreed, this feeling was represented from all areas of the District.
- Of the residents that were aware of or that have visited Riverside park (Burnham-on-crouch), 20% are satisfied with the park and its facilities, 69% were unsure or neutral. Of those who strongly disagreed, resided in Burnham on Crouch.

Question: Thinking about your leisure time, what do you feel the District is missing or needs more of

22 respondents (15%) answered **Cinema** for this question.



District Leisure Improvements

- 79% of respondents gave feedback for this question, and the top suggestion was a cinema
- Although a slight percentage decrease seen in comparison to 2020, a cinema continued to be the most suggested.
- Many people also talked about outdoor space and facilities, but the suggestions varied from outdoor table tennis, swimming pools, cycling & walking routes
- A few people also suggested local friendship groups, networks & organised activities

Area Satisfaction Feedback

- 41% of respondents gave feedback for this question, and the top suggestions were all associated to the parks and how resident satisfaction levels can be improved
- 26% of respondents mentioned that the parks are the areas that need focus.
- Some other common comments were; Litter, dog fouling & increased focus on areas other than Maldon & Promenade park.

Question: Please supply some feedback as to how your satisfaction to the area can be improved.

21 respondents (26%) answered **park** for this question.



Question: How would you like to see other parks and open spaces within the District improved and used

32 respondents (28%) answered **park** for this question.



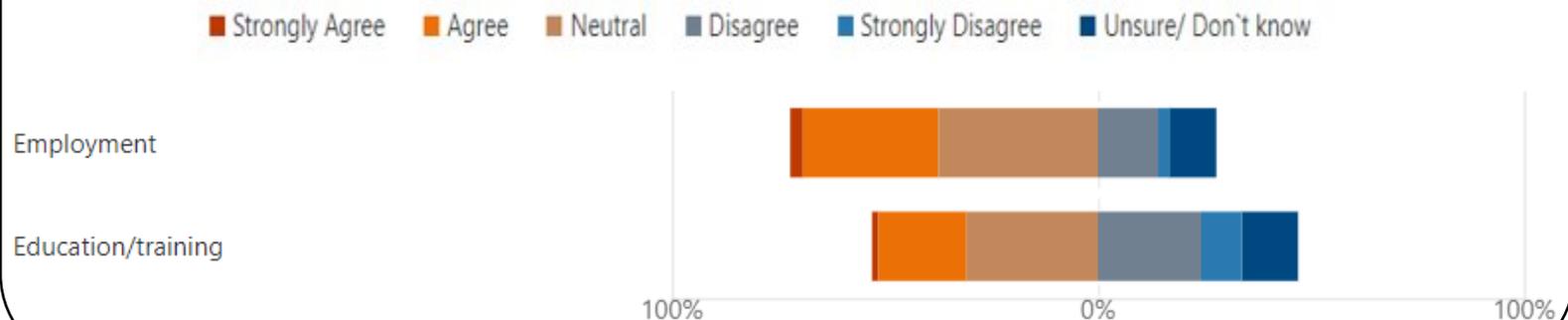
Open Spaces

- Only 32 respondents gave ideas for improvements.
- A significant focus of responses was for parks and provision around the district, and in areas very local to the respondents.
- Several people talked about parking and access to other parks.
- Some respondents talked about maintenance (regular grass cutting/litter/dog fouling).
- There were a cluster of responses suggesting better provision of equipment for athletic purposes/children under 5/general use(benches etc)
- There were also a number of responses, with positive feedback around how the parks are maintained and used.

Employment & Education Provision

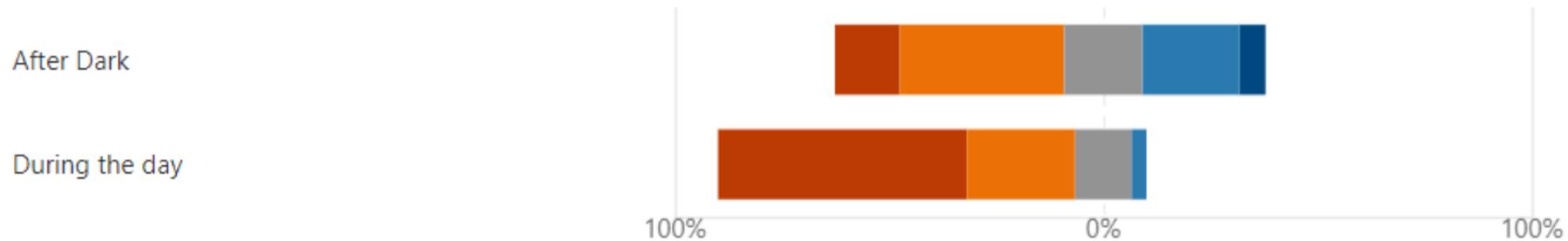
- 35% agreed that the District has good provision of employment, and 17% disagreed. Whereas 48% were unsure or neutral.
- 22% agreed that the education/training provisions are good within the District, whereas 34% disagree. 44% were neutral or unsure.

Question: Do you think there is good provision of the following within Maldon District



Question: How safe or unsafe do you feel when outside in your local area?

Very safe Somewhat safe Neither safe nor unsafe Somewhat unsafe Very unsafe

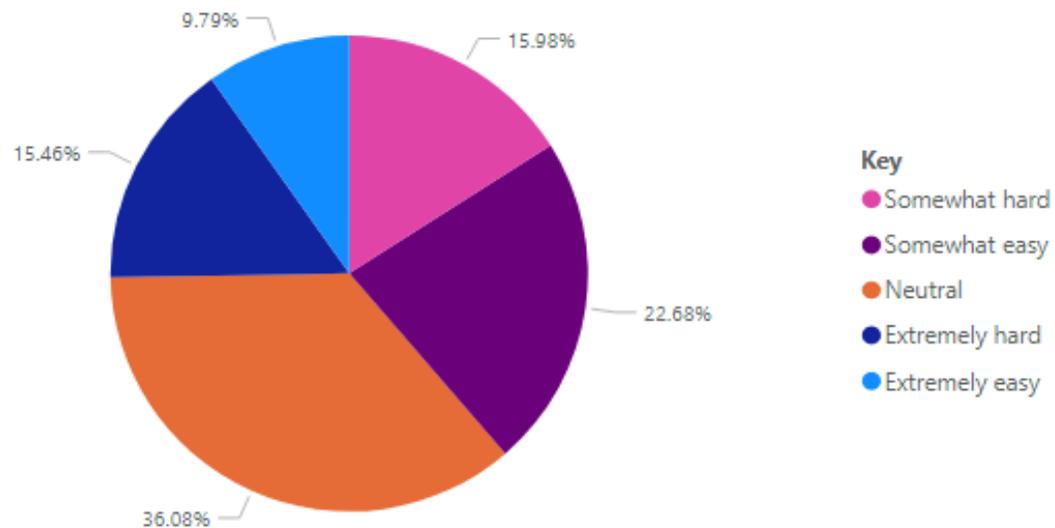


District Safety

- During the day, a 84 % majority of respondents agreed to feeling safe, this is a decrease on both 2019(-4%) and 2020(-6%), this is also 8% less than the Local Government Association (LGA) results to the residential satisfaction poll.
- 53% agreed they had a sense of feeling safe after dark, this is also a decrease on both 2019 (-5%) and 2020 (-14%) and still 18% less than the Local Government Association (LGA) results to the residential satisfaction poll
- Both are the lowest figures we have received to date for the sense of feeling safe, both during the day and after dark in the District.

Activity, Services & Engagement

Question: How easy do you find it to contact Maldon District Council



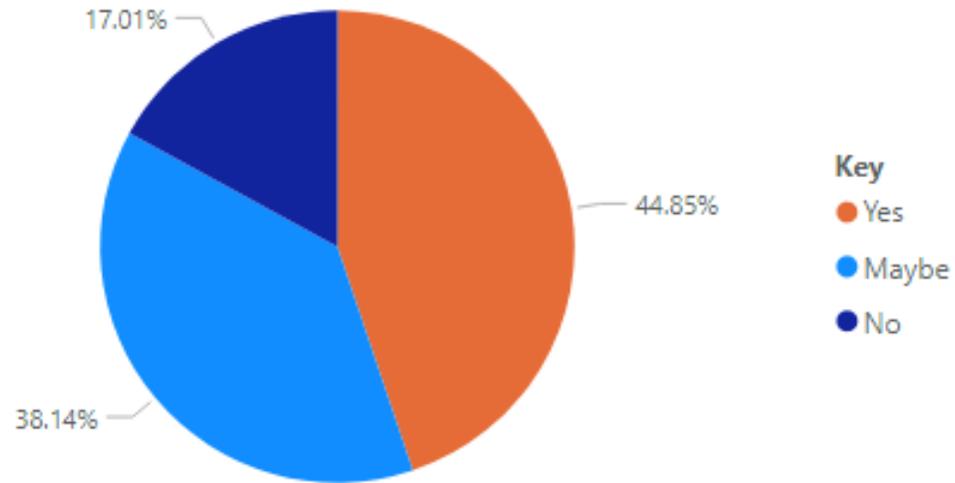
Contacting MDC

- This was a new question to understand how the pandemic has impacted the ability for residents to contact MDC. Overall, 32% of residents found it easy to contact MDC. 31% of the respondents did not agree and 36% felt neutral about it.
- There is a quite an even split for this question, which could also be due to split of preferred contact methods

Feedback

- Of those residents who gave feedback, there were two themes of feedback:
 - Response times
 - Officer ownership

Question: Would you value in person access to Maldon District Council in the future?



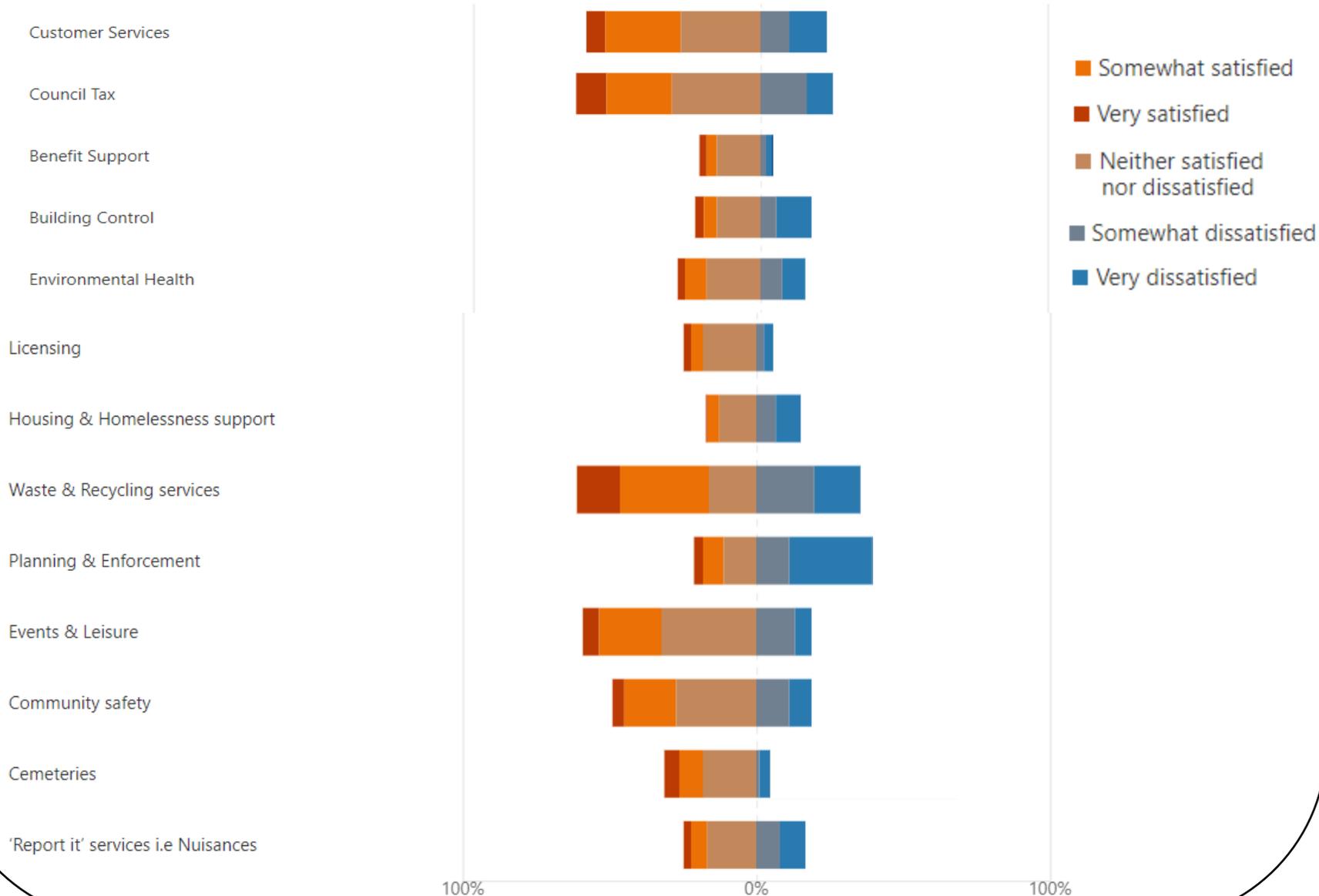
In Person Services

- As the offices have not been open to the public due to COVID-19, to inform our future ways of working as we start to exit the pandemic, we asked how valuable in person access is for our residents.
- Overall, 45% of residents value in person access to MDC offices. 17% of the respondents did not and 38% felt neutral about it.
- We also asked for feedback to support the responses, which has been themed below.

In Person Services feedback

- Over 75% of comments indicated a hybrid solution would work best, to ensure there is direct contact for complex issues, and for those who are unable to access online facilities.
 - Of the 75% of residents that gave feedback, they had selected all 3 categories (yes/no/maybe)
 - 13% of residents were happy with the online facilities, did not see the need for `in person` services.

Question: Overall, how satisfied or dissatisfied are you with the way the following Council services are provided



Service Satisfaction

- Overall, the services that residents are most satisfied with are:
 - waste and recycling (45%)
 - council tax (33%)
 - customer services (33%).
 - events & leisure (27%)
 - community safety (23%)
- All 5 of these areas, also had the highest satisfaction in comparison to 2020, however Customer services & Council Tax were the only areas that saw satisfaction growth.
- The service that residents are most dissatisfied with is:
 - planning and enforcement (39%).
- This was the same category for the highest dissatisfaction in 2020.

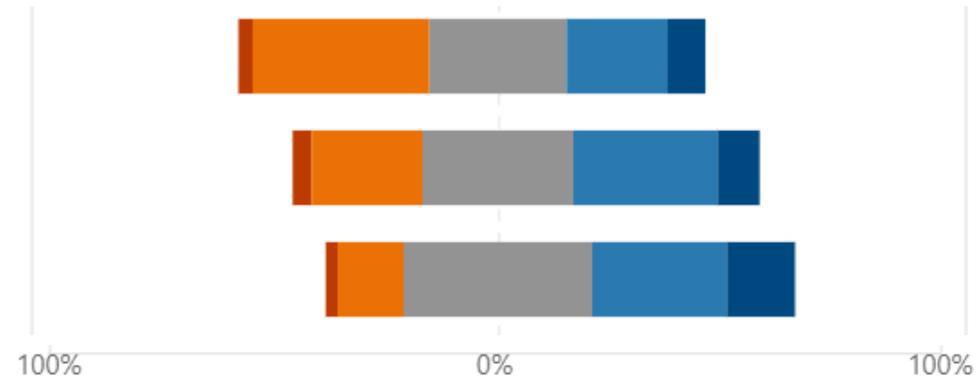
Question: Please tell us to what extent you agree with the following statements

■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree

I am satisfied with the Maldon District Council services I receive

I feel well informed about the activity Maldon District Council undertakes

Maldon District Council engages and responds to the needs of its residents



Service Satisfaction

- Overall, 41% of residents are happy with the services offered by MDC. 30% of the respondents did not agree with the statement and 29% felt neutral about it.
- In comparison to previous years, this is a 7% decrease compared to 2020, but an 11% increase to 2019 figures.

Well informed

- Overall, 28% of residents feel well informed about the activity MDC undertakes. 40% of respondents did not agree and 32% felt neutral about it.
- In comparison to previous years, this is equal compared to 2020, with some movement to the number of negative perception to neutral.
- This is also 28% less satisfaction agreement than the Local Government Association (LGA) results to the residential satisfaction poll

Engagement

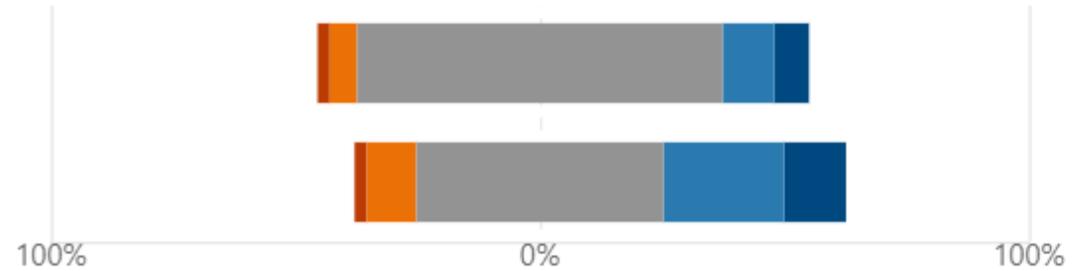
- Overall, 17% of residents feel engaged by and responded to by MDC. 40% of the respondents did not agree with the statement and 43% felt neutral about it.
- In comparison to previous years, this is a 3% decrease compared to 2020, but a 7% increase from 2019.

Question: Please tell us to what extent you agree with the following statements

■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree

Maldon District Council offers sufficient financial hardship support

Maldon District Council provides value for money



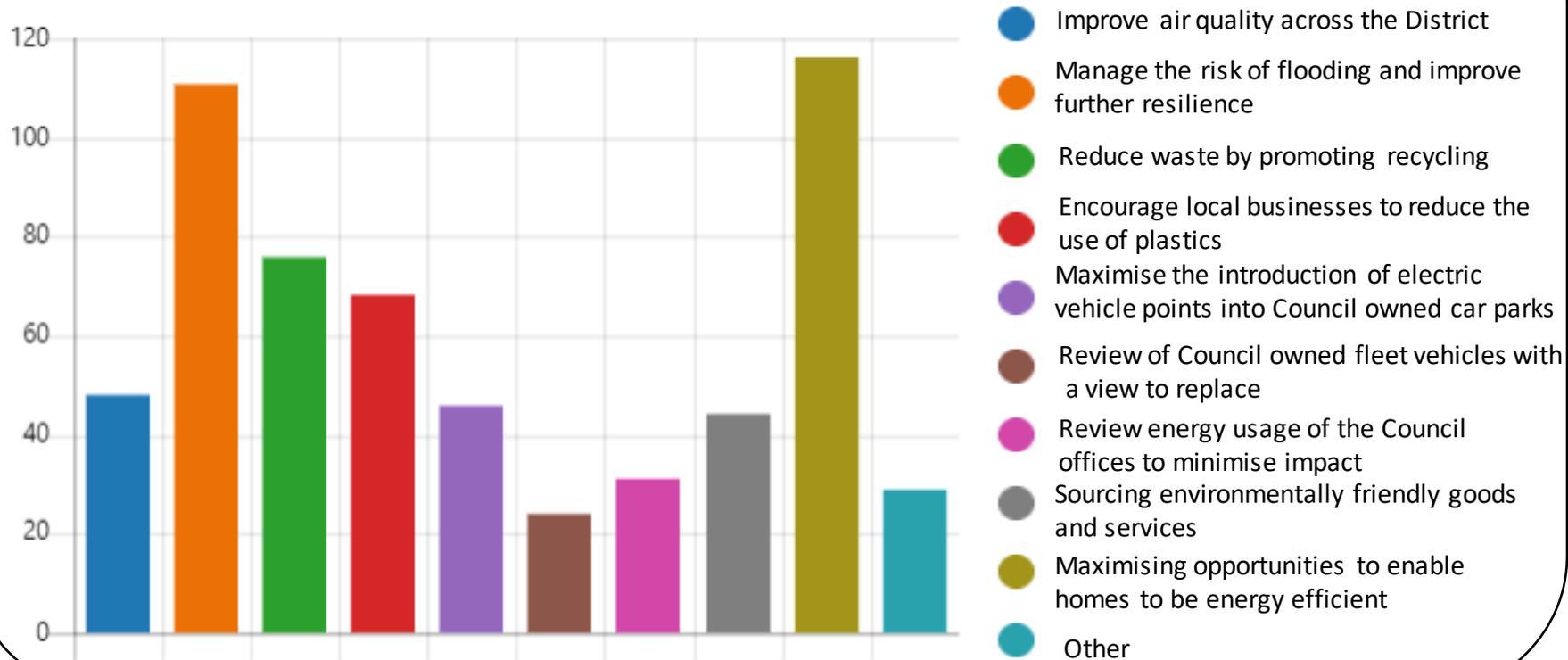
Financial Support

- Most residents (75%) felt neutrally about the statement with 8% agreeing and 18% disagreeing. It could be the case that most of those surveyed had not suffered financial hardship and had therefore not had to seek help from MDC.
- In comparison to previous years, there was a decrease in the residents that felt neutrally, with both positive(+3%) and negative(+5%) categories seeing a near equal increase, which suggests demand of hardship support has increased.

Value for Money

- Overall, 51% felt neutrally to the statement `MDC provides value for money` 37% of the respondents did not agree with the statement and 12% agreed.
- In comparison to previous years, there was a positive increase(+7%) and negative decrease (-5%)
- This is also 36% less satisfaction agreement than the Local Government Association (LGA) results to the residential satisfaction poll

Question: Please select up to three of the following that you think are priorities when protecting the environment and tackling climate change for Maldon District Council

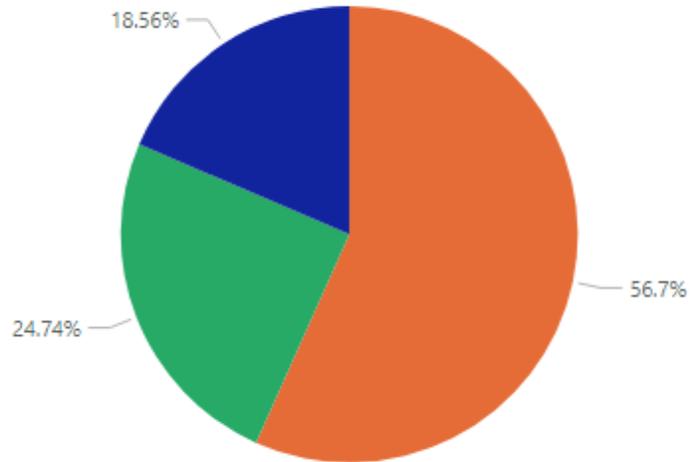


Climate Change Priorities

- It is very clear that `Maximising opportunities to enable homes to be energy efficient` is what the residents feel should be the priority for MDC, closely followed by `Managing the risk of flooding and improving further resilience`. `Reducing waste by promoting recycling` was the third priority. These were also the top 3 responses when this question was last asked in 2019.
- This year, there was also an opportunity to submit priorities that were not specifically listed, these constitute the `Other` category. The top themed suggestion was to conserve the Districts green spaces to support carbon reduction, however there were also references that further developed the existing priorities; EV charging across the District & alternate opportunities for being energy efficient

Question: Has the recent Covid-19 health crisis encouraged you to use more online facilities in the future?

Key ● Already used online facilities where available ● Yes ● No

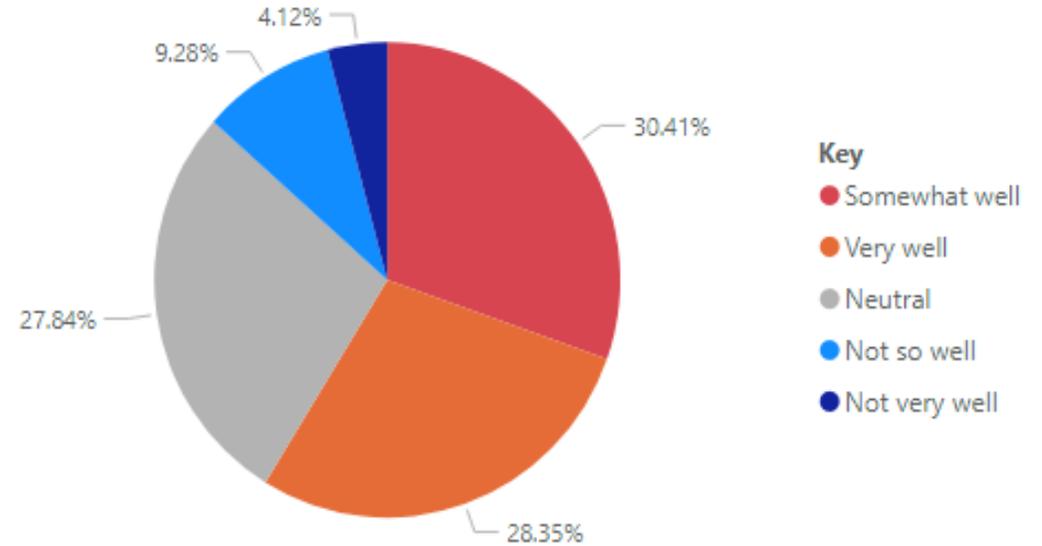


Online Facilities

A significant percentage of residents were already using online facilities, however of those who were not already online, over half have been encouraged to use online facilities where available due to the Covid –19 health crisis. This demonstrates how contact habits have changed.

This year's representation, has hardly changed from the 2020 Residents survey.

Question: How do you feel Maldon District Council has responded to Covid-19?



MDC's COVID-19 Response

Of the respondents, 63% felt that MDC had responded positively to Covid-19 whereas 13% felt that the response had not been handled well.

This was a 19% increase from 2020, when only 44% feeling MDC has responded positively, This shift came from both Negative and Neutral categories previously.