

West Devon & South Hams Councils

One Council Resident Survey 2017

Coding _v2

10th October 2017



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Marketing Means was instructed to code the responses to two of the open ended questions: Q3 and Q8 included in the One Council resident survey.

Code frames were set up for both questions by Marketing Means and these were applied to all online and paper returns received by the Councils, as well as the telephone survey conducted by Marketing Means.

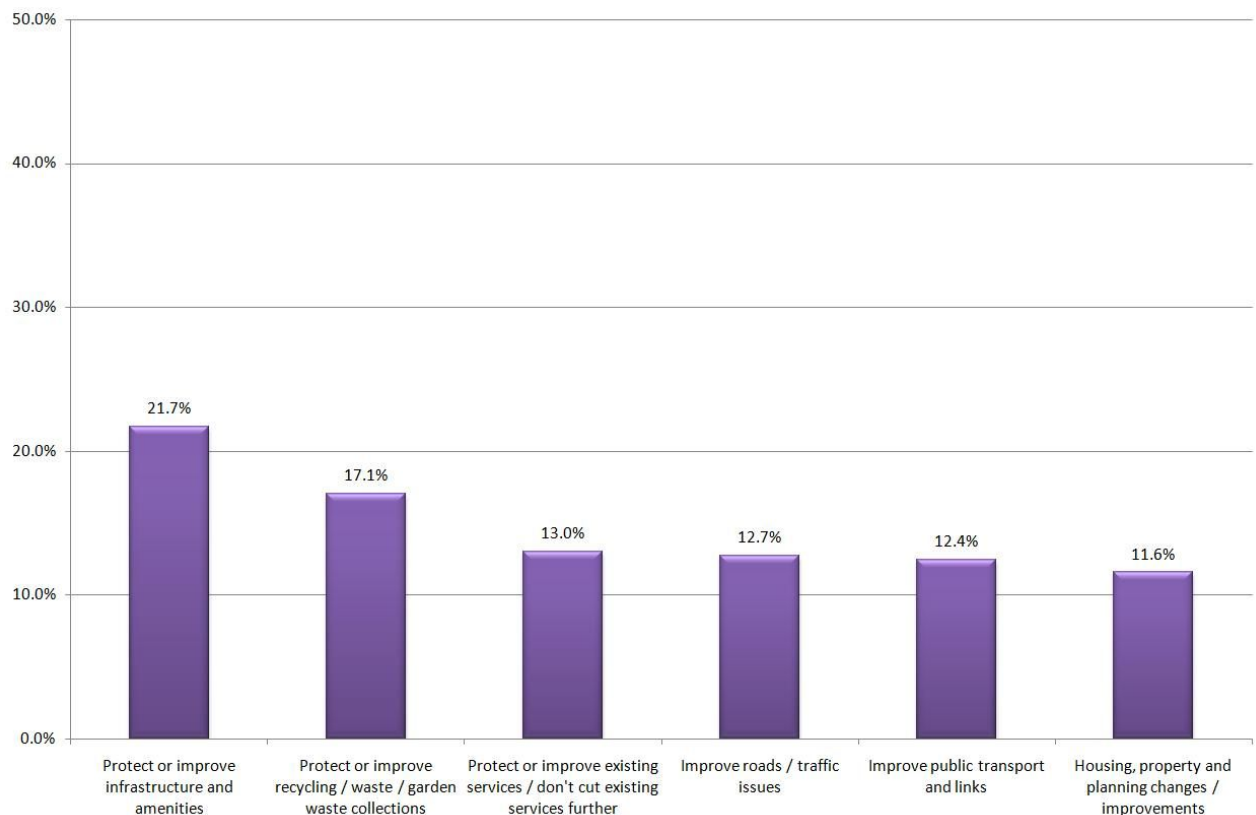
The analysis for the online/paper responses has been kept separate to the telephone survey, all data below is based on unweighted data.

SECTION A: Telephone Survey

Q3. If one new council is created what benefits would you like to see for your community?

Chart 1 – Q3 - Most popular responses - Telephone survey – Base 692*

*Note: no comment/no replies not included



Most popular responses provided in the telephone survey with regards to benefits they would like to see to their community were:

1. Protect or improve infrastructure and amenities (e.g. schools, hospitals, libraries, health services)
2. Protect or improve recycling/waste/garden waste collections
3. Protect or improve existing services/don't cut existing services further
4. Improve roads/traffic issues
5. Improve public transport and links
6. Housing, property and planning changes/improvements

A full list is shown in the table below:

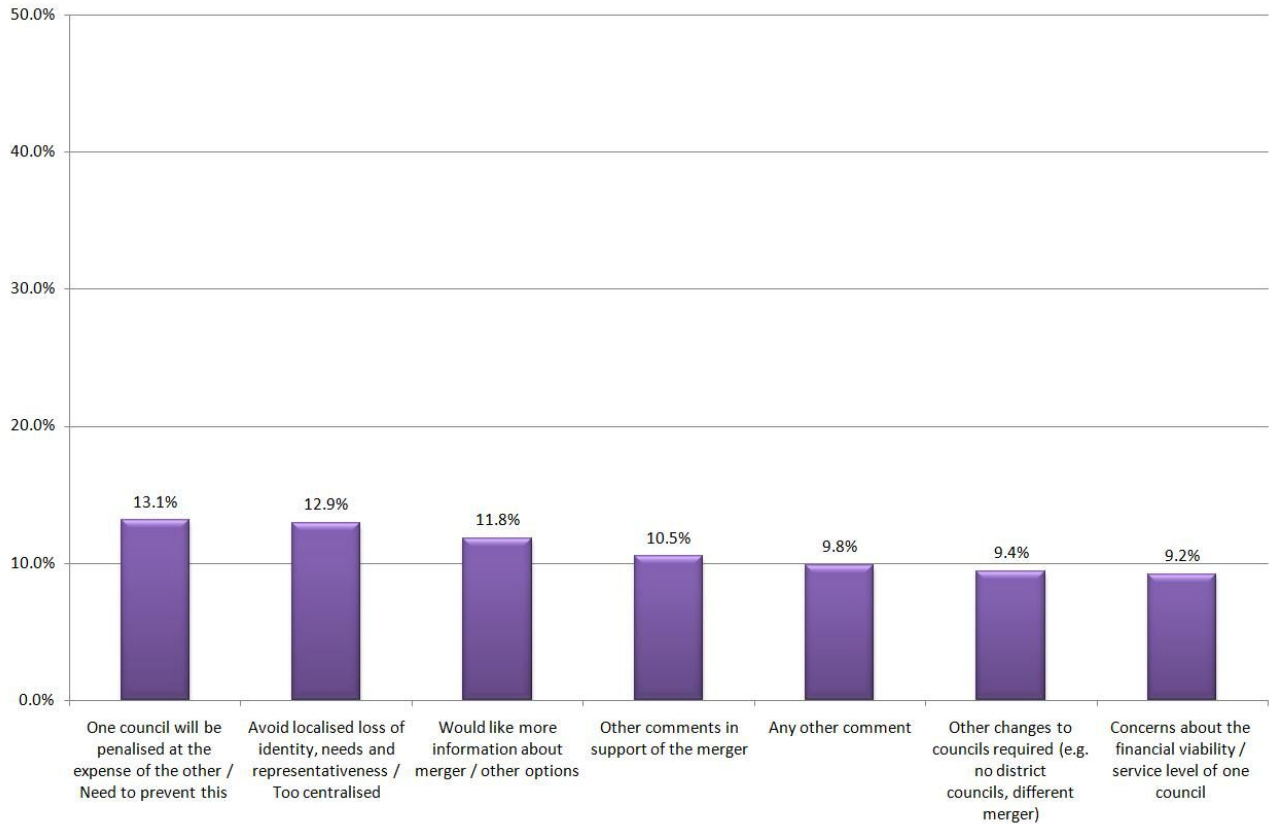
Table 1 – Full code list for Q3 - Telephone survey – Base 692

Q3_CODE	#	%
Protect or improve infrastructure and amenities	150	21.7%
Protect or improve recycling / waste / garden waste collections	118	17.1%
Protect or improve existing services / don't cut existing services further	90	13.0%
Improve roads / traffic issues	88	12.7%
Improve public transport and links	86	12.4%
Housing, property and planning changes / improvements	80	11.6%
Environmental improvements: litter / maintenance / landscaping of local area	69	10.0%
Mention of emergency services	59	8.5%
Support services and provision for elderly / vulnerable / young people e.g. social services	53	7.7%
None / No benefits	46	6.6%
Council Tax: Reduce council tax or one off charges / don't put council tax up now or lessen future raises	45	6.5%
(Positive) Merger to provide economies of scale / savings / more expertise / less bureaucracy	42	6.1%
Council contact: Engage and be more accessible and accountable to residents / more consultation	37	5.3%
Any other comment	34	4.9%
No changes necessary / happy as things are	33	4.8%
Avoid localised loss of identity, needs and representativeness / Too centralised	31	4.5%
Other comments against the merger	23	3.3%
Improve parking / cheaper parking provision	19	2.7%
Need to improve council savings / reduce council spending other ways (e.g. pay cuts)	16	2.3%
One council will be penalised at the expense of the other / Need to prevent this	16	2.3%
Concerns about the financial viability / service level of one council	12	1.7%
Better support for businesses / employment / protect jobs	11	1.6%
Funding / grants: better allocation of funding for communities and charities	6	0.9%
Avoid changes creating increased pressure / costs on residents	4	0.6%
Concerns about the survey / consultation (e.g. only 350 characters)	4	0.6%
Other changes to councils required (e.g. no district councils, different merger)	2	0.3%
Merger won't save money / needs to save more money	2	0.3%
Other comments in support of the merger	2	0.3%

Q8. Do you have any comments, concerns or alternative ideas to create one new council?

Chart 2 – Q8 - Most popular responses - Telephone survey – Base 457*

*Note: no comment/no replies not included



Most popular responses provided in the telephone survey with regards any comments, concerns or alternative ideas to create one new council were:

1. One council will be penalised at the expense of the other / Need to prevent this
2. Avoid localised loss of identity, needs and representativeness / Too centralised
3. Would like more information about merger/other options
4. Comments in support of merger (which did not fall in to any of the other categories)

A full list is shown in the table below:

Table 2 – Full code list for Q8 - Telephone survey – Base 457

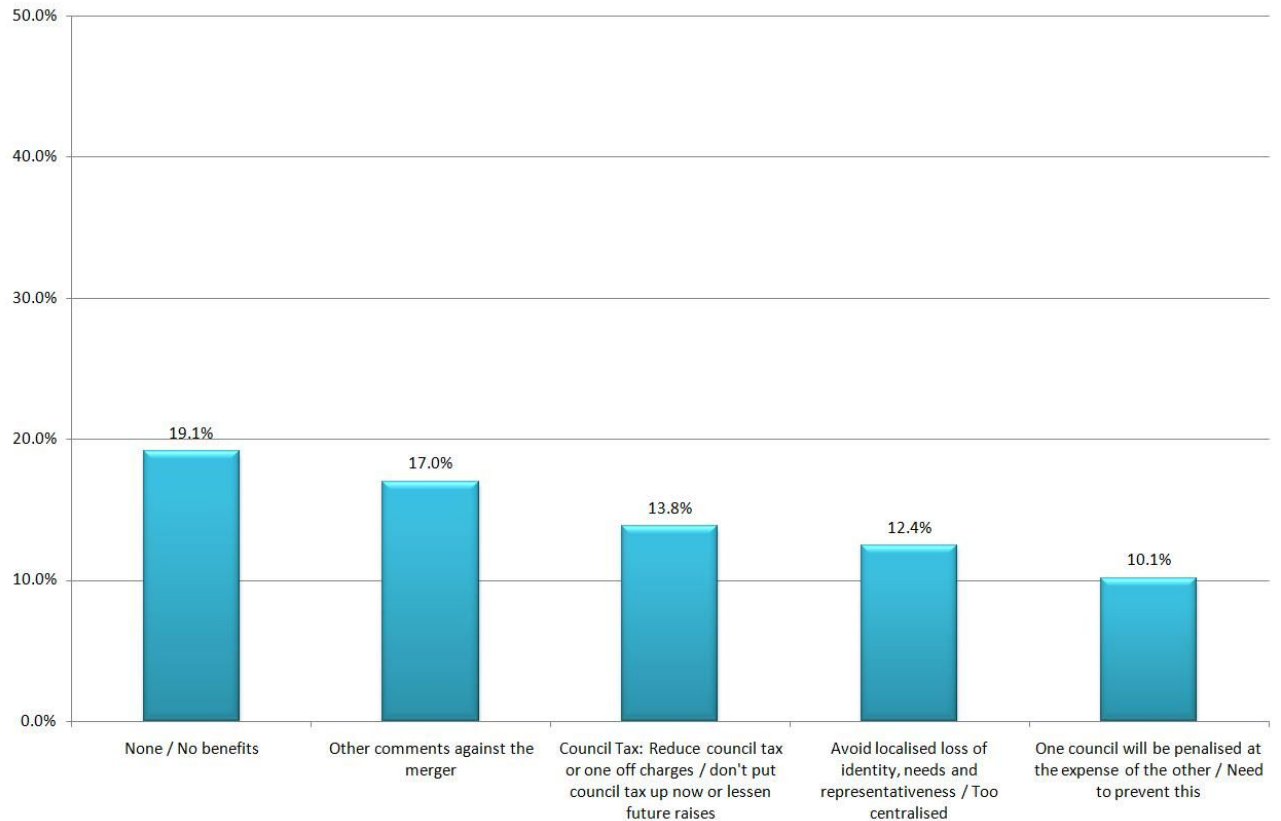
Q8_Code	#	%
One council will be penalised at the expense of the other / Need to prevent this	60	13.1%
Avoid localised loss of identity, needs and representativeness / Too centralised	59	12.9%
Would like more information about merger / other options	54	11.8%
Other comments in support of the merger	48	10.5%
Any other comment	45	9.8%
Other changes to councils required (e.g. no district councils, different merger)	43	9.4%
Concerns about the financial viability / service level of one council	42	9.2%
No changes necessary / happy as things are	33	7.2%
Other comments against the merger	33	7.2%
Merger won't save money / needs to save more money	30	6.6%
Need to improve council savings / reduce council spending other ways (e.g. pay cuts)	26	5.7%
Council contact: Engage and be more accessible and accountable to residents / more consultation	20	4.4%
Protect or improve existing services / don't cut existing services further	19	4.2%
Housing, property and planning changes / improvements	14	3.1%
Believe the merger is a done deal	13	2.8%
Support services and provision for elderly / vulnerable / young people e.g. social services	11	2.4%
Reduce council tax or one off charges / don't put council tax up	11	2.4%
Protect or improve infrastructure and amenities (e.g. schools, hospitals, libraries, health services)	9	2.0%
Avoid changes creating increased pressure on low-income households	9	2.0%
Improve roads / traffic issues	7	1.5%
Lobby central government more / represent local interests	7	1.5%
Environmental improvements: litter / maintenance / landscaping of local area	6	1.3%
Protect or improve recycling / waste / garden waste collections	5	1.1%
Concerns about the survey / consultation (e.g. only 350 characters)	5	1.1%
Improve parking / cheaper parking provision	3	0.7%
(Positive) Merger to provide economies of scale / savings / more expertise / diversity.	3	0.7%
Mention of emergency services	2	0.4%
Funding / grants: better allocation of funding	2	0.4%
Don't know	1	0.2%

SECTION B: Online and Paper responses

Q3. If one new council is created what benefits would you like to see for your community?

Chart 3 – Q3 - Most popular responses – Online/Paper survey – Base 2,035*

*Note: no comment/no replies not included



Most popular responses provided in the online/paper survey with regards to benefits they would like to see to their community were:

1. Merger will provide none/no benefits
2. Other comments against the merger
3. Council Tax: Reduce council tax or one off charges/ don't put council tax up now or lessen future raises
4. Avoid localised loss of identity, needs and representativeness / Too centralised
5. One council will be penalised at the expense of the other / Need to prevent this

A full list is shown in the table below:

Table 3 – Full code list for Q3 - Online/Paper Survey – Base 2,035

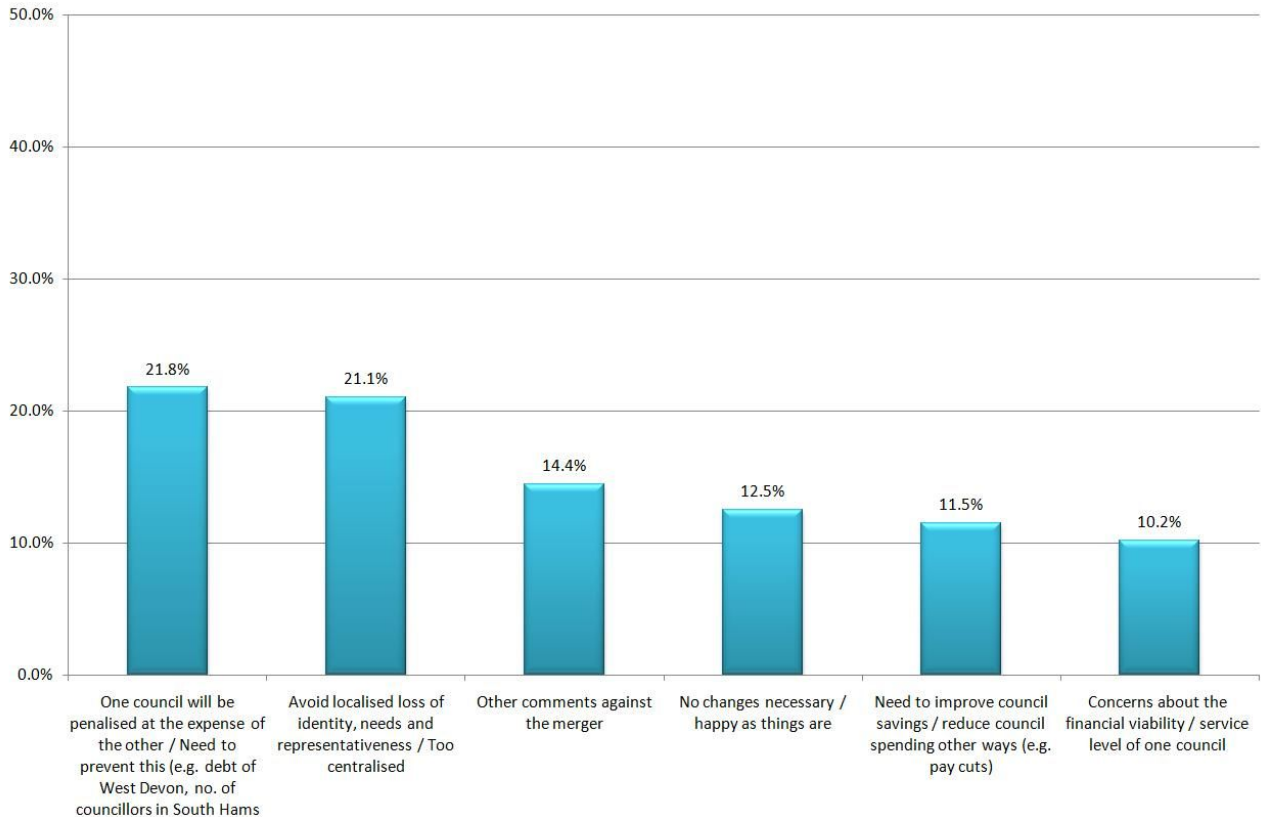
Q3_Code	#	%
None / No benefits	389	19.1%
Other comments against the merger	345	17.0%
Council Tax: Reduce council tax or one off charges / don't put council tax up now or lessen future raises	281	13.8%
Avoid localised loss of identity, needs and representativeness / Too centralised	253	12.4%
One council will be penalised at the expense of the other / Need to prevent this	206	10.1%
Protect or improve recycling / waste / garden waste collections	202	9.9%
Housing, property and planning changes / improvements	177	8.7%
(Positive) Merger to provide economies of scale / savings / more expertise / less bureaucracy	177	8.7%
Other	153	7.5%
Improve roads / traffic issues	151	7.4%
Protect or improve existing services / don't cut existing services further	151	7.4%
Environmental improvements: litter / maintenance / landscaping of local area	124	6.1%
Concerns about the survey / consultation (e.g. only 350 characters)	122	6.0%
Merger won't save money / needs to save more money	103	5.1%
Council contact: Engage and be more accessible and accountable to residents / more consultation	98	4.8%
Protect or improve infrastructure and amenities (e.g. schools, hospitals, libraries, health services)	87	4.3%
Need to improve council savings / reduce council spending other ways (e.g. pay cuts)	83	4.1%
Concerns about the financial viability / service level of one council	80	3.9%
No changes necessary / happy as things are	63	3.1%
Improve public transport and links	58	2.9%
Other changes to councils required (e.g. no district councils, different merger)	50	2.5%
Support services and provision for elderly / vulnerable / young people e.g. social services	38	1.9%
Mention of emergency services	37	1.8%
Improve parking / cheaper parking provision	36	1.8%
Other comments in support of the merger	35	1.7%

Believe the merger is a done deal	33	1.6%
Better support for businesses / employment / protect jobs	29	1.4%
Funding / grants: better allocation of funding for communities and charities	28	1.4%
Avoid changes creating increased pressure / costs on residents	21	1.0%
Lobby central government more / represent local interests	14	0.7%

Q8. Do you have any comments, concerns or alternative ideas to create one new council?

Chart 4 – Q8 - Most popular responses – Online/Paper survey – Base 2,218*

*Note: no comment/no replies not included



Most popular responses provided in the online/paper survey with regards comments, concerns or alternative ideas to create one new council:

1. One council will be penalised at the expense of the other / Need to prevent this
2. Avoid localised loss of identity, needs and representativeness / Too centralised
3. Other comments against the merger
4. No changes necessary/ happy as things are
5. Need to improve council savings/reduce council spending in other ways
6. Concerns about the financial viability/ service level of one council

A full list is shown in the table below:

Table 4 – Full code list for Q8 - Online/Paper Survey – Base 2,218

Q8_Code	#	%
One council will be penalised at the expense of the other / Need to prevent this (e.g. debt of West Devon, no. of councillors in South Hams)	483	21.8%
Avoid localised loss of identity, needs and representativeness / Too centralised	467	21.1%
Other comments against the merger	320	14.4%
No changes necessary / happy as things are	277	12.5%
Need to improve council savings / reduce council spending other ways (e.g. pay cuts)	255	11.5%
Concerns about the financial viability / service level of one council	226	10.2%
Merger won't save money / needs to save more money	199	9.0%
Reduce council tax or one off charges / don't put council tax up	198	8.9%
Other changes to councils required (e.g. no district councils, different merger)	195	8.8%
Concerns about the survey / consultation (e.g. only 350 characters)	174	7.8%
Any other comment	164	7.4%
Council contact: Engage and be more accessible and accountable to residents / more consultation	158	7.1%
Would like more information about merger / other options	111	5.0%
Believe the merger is a done deal	87	3.9%
Avoid changes creating increased pressure on low-income households	66	3.0%
(Positive) Merger to provide economies of scale / savings / more expertise / diversity.	60	2.7%
Protect or improve existing services / don't cut existing services further	51	2.3%
Housing, property and planning changes / improvements	48	2.2%
Lobby central government more / represent local interests	43	1.9%
Other comments in support of the merger	41	1.8%
Better support for businesses / employment	29	1.3%
Protect or improve recycling / waste / garden waste collections	23	1.0%
Protect or improve infrastructure and amenities (e.g. schools, hospitals, libraries, health services)	12	0.5%
Environmental improvements: litter / maintenance / landscaping of local area	10	0.5%
Improve roads / traffic issues	8	0.4%
Funding / grants: better allocation of funding	5	0.2%
Mention of emergency services	4	0.2%
Improve parking / cheaper parking provision	2	0.1%
Support services and provision for elderly / vulnerable / young people e.g. social services	1	0.0%
Don't know	1	0.0%