Cornwall Council

Cornwall Council Residents' Survey 2014

Final Report

11th September 2014
Executive Summary

Background and Method
This report represents the findings of a resident postal survey conducted by Marketing Means on behalf of Cornwall Council. The resident survey was sent to households across the county asking residents to assess local performance, satisfaction, and quality of life.

The survey was first sent out to 2,793 households on 26th May 2014 with one further full mailing being issued w/c 9th June to households who had not responded to date. The deadline for returns to be received was 27th June 2014.

A total of 1,212 valid surveys were returned, giving a high response rate of 44%.

A minimum of 50 surveys were completed in each of the 19 community network areas as requested, which met the requirement outlined by the Council to complete 25 in each.

All households in the sample received a postal survey with an opportunity to complete the survey online. 29 online surveys were completed (which are included in the response rate above).

The final respondent profile was ‘weighted’ by community network area, age and gender where possible in order to be reflective of Cornwall’s population as a whole. All charts and data in this report refer to the final ‘weighted’ data.

Local area and the Council - Core LGA benchmarking indicators
84% were satisfied with their local area as a place to live.

51% were satisfied with the way Cornwall Council runs things, 25% were dissatisfied.

31% agreed that Cornwall Council provides value for money, 34% disagreed.

Cornwall Council
Half of respondents (50%) agreed the Council is standing up for Cornwall.

Nearly half of respondents agreed the following statements applied to Cornwall Council:
- … is working to make the area cleaner (47%)
- … is making the local area a better place to live (42%)
- …. treats all types of people fairly (40%)

Just over a third of respondents (34%) agreed the Council ‘is trustworthy’, with only around a quarter agreeing the Council ‘acts on the concerns of local residents’ (26%) and ‘is efficient and well run’ (24%).
Quality of life

It can be suggested that those factors deemed most important and in most need of improvement were highlighted as: ‘Wage levels & cost of living’, ‘Affordable decent housing’, ‘Road and pavement repairs’, ‘Job prospects’ and ‘Public transport’.

Information

Around half (47%) felt the Council keeps them informed about the services and benefits it provides, 53% did not feel well informed.

Respondents felt well informed about ‘how to pay bills’ (91%) and ‘how to register to vote’ (89%), however felt far less well informed about other services such as: ‘how to complain’ (39%), ‘how to get involved in decision making’ (26%) and ‘what to do in the event of a large scale emergency’ (21%).

Respondents also felt less well informed about ‘how the Council spends its money’ (36%), ‘how the Council is performing’ (31%) and ‘what standard of service should be expected’ from the Council (36%).

Local media, printed information provided by the Council, word of mouth and the Council website/internet were highlighted as the most common ways of finding out about the Council’s decisions and services.

Contacting the Council

Over half of respondents (55%) were satisfied with the service they received the last time they made contact with the Council, 27% were dissatisfied.

Over half of those dissatisfied with the service highlighted poor communication as the reason including lack of acknowledgement or poor response times.

61% outlined their preferred method of contact with the Council is by telephone.

Internet usage

Three quarters (75%) of those who responded outlined they use the internet, however there was a distinct lack of awareness amongst internet users of the Council’s online services.

Helping out

Just over a fifth (22%) outlined they currently do voluntary or unpaid work.

14% of respondents outlined they would be willing to do some or more voluntary work in the future, with a further 40% saying maybe.
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**Appendix 1: Cornwall Residents’ Survey**

**Appendix 2: Cornwall Network Area – Tables – Separate Document**
Introduction

Background and objectives

Cornwall Council commissioned Marketing Means to undertake their first residents’ survey since becoming a unitary council in 2009. All previous residents’ surveys would have been undertaken by the then existing seven local authorities i.e. one county and six districts.

The survey was to be conducted in line with the Local Government Association (LGA) guidelines (Are you being served?) to enable the Council to benchmark itself against other authorities.

Cornwall is a mix of urban and rural areas divided into 19 community network areas and there was a requirement from the Council to achieve a minimum of 25 responses in each of these 19 areas.

Method

The residents’ survey was undertaken using a postal survey supported by an online survey.

Cornwall Council provided a postal address file of all households in Cornwall from their Council Tax database. Marketing Means stratified this file by the 19 community network areas and randomly selected a sample of 147 households from each. In total 2,793 households were included in the sample.

The reason for stratifying the sample in the first instance by community network area was to ensure the requirement of a minimum of 25 completed surveys from each area would be met.

Marketing Means sent out a paper questionnaire, along with a covering letter and a C5 freepost reply envelope to all households in the sample. 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.

Each survey carried a unique ID number for identification purposes, to ensure any subsequent reminder mailings were only sent to non-respondents.

All residents in the sample were also provided with the alternative option of completing the survey online if they wished, using their unique login details which were included in the covering letter along with a link to the online survey.

In order to meet the LGA guidelines for the survey the following three core questions were the first three questions on the questionnaire:

1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
2. Overall, how satisfied or dissatisfied are you with the way Cornwall Council runs things?
3. To what extent do you agree or disagree that Cornwall Council provides value for money?
The survey was initially sent to all the households in the sample on 26th May 2014. Those who had not responded were sent a full pack reminder during week commencing 9th June 2014. The closing date for returns was the 27th June 2014.

Marketing Means inputted all survey data electronically using SNAP 11 scanning software. 10% of all responses were verified using double data entry to check the accuracy of the data held.

The analysis contained in this report was conducted using the SPSS statistical software package.

**Cornwall Council Residents’ Survey**

**Confidence intervals**
Within the report confidence intervals have been stated for the proportions of the sample population.

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

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:

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

**Weighting data**
In order to provide a representative view of the population of Cornwall as a whole the data achieved was weighted with consideration for the following factors: community network area, age and gender (where appropriate) to reduce any bias of over or under represented groups.

As a result of the number of completes achieved at a community network area level, some age and gender categories needed to be combined to avoid very small base numbers.

All data in this report is based on weighted data.

**Rounding**
Figures for charts and tables have been rounded and may not total 100%.

**Note**
‘Don’t knows’, ‘not applicables’ and ‘no replies’ have been omitted from the data and charts in this report.
Acknowledgements

Marketing Means would like to thank Annie Moore at Cornwall Council for her help with this project.

Author and publication

Marketing Means wrote this report in July 2014.

Any press release or publication of the findings of this survey requires the approval of the author/Marketing Means. Approval would only be refused if it were felt that the intended use would present inaccurate or misrepresented information.
Response

Overall

Cornwall Council provided a postal address file, which Marketing Means stratified across the 19 community network areas before taking a sample using a random sample facility. The size of the sample (2,793) was chosen with the aim of generating a response of at least 25 surveys for each of the community network areas.

A total of 1,212 valid surveys were returned. 27 surveys were returned by the Post Office as undelivered. To calculate the response rate, the following formula was used:

\[
\text{Response rate} = \frac{\text{Number of questionnaires returned}}{\text{Number of people in the sample less undelivered}}
\]

The response rate is, therefore, \( \frac{1,212}{2,793-27} = 43.8\% \).

Community Network Areas

All 19 community network areas exceeded their minimum target of 25 completed surveys, the table below shows actual number of completed surveys received from each area.

<table>
<thead>
<tr>
<th>Area</th>
<th>Number achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bodmin</td>
<td>58</td>
</tr>
<tr>
<td>Bude</td>
<td>71</td>
</tr>
<tr>
<td>Callington</td>
<td>66</td>
</tr>
<tr>
<td>Cambome &amp; Redruth</td>
<td>60</td>
</tr>
<tr>
<td>Camelford</td>
<td>63</td>
</tr>
<tr>
<td>China Clay</td>
<td>55</td>
</tr>
<tr>
<td>Falmouth &amp; Penryn</td>
<td>73</td>
</tr>
<tr>
<td>Hayle &amp; St Ives</td>
<td>57</td>
</tr>
<tr>
<td>Helston &amp; the Lizard</td>
<td>76</td>
</tr>
<tr>
<td>Launceston</td>
<td>70</td>
</tr>
<tr>
<td>Liskeard &amp; Looe</td>
<td>64</td>
</tr>
<tr>
<td>Newquay</td>
<td>56</td>
</tr>
<tr>
<td>Penzance, Marazion &amp; St Just</td>
<td>60</td>
</tr>
<tr>
<td>Saltash &amp; Torpoint</td>
<td>81</td>
</tr>
<tr>
<td>St Agnes &amp; Perranporth</td>
<td>64</td>
</tr>
<tr>
<td>St Austell</td>
<td>54</td>
</tr>
<tr>
<td>St Blazey, Fowey &amp; Lostwithiel</td>
<td>53</td>
</tr>
<tr>
<td>Truro (including Roseland)</td>
<td>64</td>
</tr>
<tr>
<td>Wadebridge &amp; Padstow</td>
<td>67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1212</strong></td>
</tr>
</tbody>
</table>
Throughout this report reference has been made to community network area data, however, because of the relatively small base numbers achieved in each area caution needs to be given when interpreting the results. Although differences at this area level may not be significant, it will allow the Council to highlight possible issues in different areas and maybe concentrate resources on further work in these areas to follow them up. Confidence with data on a community network area level is likely to be +/- 11-12% at the 95% level.

**Respondent profiles**

The final respondent profile was weighted by community network area, age and gender (where appropriate) in order to be more reflective of Cornwall’s population as a whole. The respondent profiles below show the unweighted and weighted data achieved.

The data and charts in this report are based on weighted data.

**Age (Q17) Base: 1,207**

<table>
<thead>
<tr>
<th>Age category</th>
<th>Weighted</th>
<th>Unweighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24yrs</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>25-34yrs</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>35-44yrs</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>45-54yrs</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>55-64yrs</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>65-74yrs</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>75+yrs</td>
<td>16%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Gender (Q18) Base: 1,195**

<table>
<thead>
<tr>
<th></th>
<th>Weighted</th>
<th>Unweighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Female</td>
<td>58%</td>
<td>58%</td>
</tr>
</tbody>
</table>

*no overall change to gender when weighting applied

**Ethnic Origin (Q19) Base: 1,200**

<table>
<thead>
<tr>
<th></th>
<th>Weighted</th>
<th>Unweighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>White British</td>
<td>67%</td>
<td>69%</td>
</tr>
<tr>
<td>White Cornish</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Do you consider yourself to have a disability? (Q20) Base: 1,204**

<table>
<thead>
<tr>
<th></th>
<th>Weighted</th>
<th>Unweighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>No</td>
<td>82%</td>
<td>79%</td>
</tr>
</tbody>
</table>
Section 1.0 Your local area and the Council

1.1 Satisfaction with your local area as a place to live

‘Overall, how satisfied or dissatisfied are you with your local area as a place to live?’  
*Base: 1,201 – CORE QUESTION*

Overall satisfaction with the local area as a place to live is 84% with a confidence interval of +/-2.1% at the 95% level.

**Chart 1:**

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>35.7%</td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td>48.0%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>8.1%</td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td>5.1%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

**Differences**

- Those residents aged 18-34yrs showed lower levels of satisfaction with the local area as a place to live (74%) compared with those aged 35+yrs (85%).

- Those residents with a disability were less satisfied with their local area as a place to live (78% satisfied) compared with those who did not have a disability (85%).

- Greatest levels of satisfaction were recorded in the community network areas of:
  - Truro (including Roseland) - 95%
  - Bude - 91%
  - Launceston - 89%
  - Helston & the Lizard - 88%

- In contrast, lowest satisfaction levels were recorded amongst residents living in:
  - China Clay - 67%
  - Bodmin - 74%
  - St Blazey, Fowey & Lostwithiel - 76%.
Comparisons

With this being the first satisfaction survey being undertaken by Cornwall Council as a unitary council it is difficult to compare and trend data.

We can make some observations from other research which has taken place although these are not directly comparable, with the data achieved for this survey.

- The LGA have been undertaking a quarterly telephone poll on resident satisfaction with a national sample since September 2012, this has shown levels of satisfaction with ‘the local area’ between 82-85% (April 2014 – 82%).

- Cornwall Place Survey 2008 (pre-unitary i.e. 1 county and 6 districts), 83% were satisfied with their local area as a place to live.

1.2 Satisfaction with Cornwall Council

‘Overall, how satisfied or dissatisfied are you with the way Cornwall Council runs things?’ Base: 1,183 – CORE QUESTION

Overall satisfaction with the way the council runs things is 51% with a confidence interval of +/-2.9% at the 95% level, 25% were dissatisfied.

Chart 2:

Differences

- Those residents in the younger age group 18-34yrs showed the lowest satisfaction levels with the way the Council runs things (42%). In contrast 65% of those aged 75+yrs were satisfied.
Only 38% of those residents Non-White British/Non-White Cornish were satisfied with the way the Council runs things, this compares with 52% of White British/White Cornish residents.

Greatest levels of satisfaction were recorded in the community network areas of:
- Launceston - 69%
- Camborne & Redruth - 63%
- Bude - 62%
- Wadebridge & Padstow - 61%

In contrast, lowest satisfaction levels were recorded amongst residents living in:
- Penzance, Marzion & St Just – 24%
- China Clay – 38%
- Newquay – 39%
- St Blazey, Fowey & Lostwithiel – 39%

Greatest levels of dissatisfaction were expressed in the areas of St Blazey, Fowey & Lostwithiel (35%), Liskeard & Looe (34%) and Hayle & St Ives (34%).

Comparisons

Again we can make some observations from other research which has taken place although these are not directly comparable, with the data achieved for this survey.

The LGA have been undertaking a quarterly telephone poll on resident satisfaction with a national sample since September 2012, this has shown levels of satisfaction with 'the local council' between 69-72% (April 2014 – 70%).

Cornwall Place Survey 2008 (pre-unitary i.e. 1 county and 6 districts), 32% were satisfied with the way the County Council runs things and on average 43% were satisfied with the way the District Council runs things.
1.3 Value for money

‘To what extent do you agree or disagree that Cornwall Council provides value for money?’ *Base: 1,151 – CORE QUESTION*

Overall 31% agreed that Cornwall Council provides value for money with a confidence interval of +/-2.7% at the 95% level, 34% disagreed.

Chart 3:

Q3: Cornwall Council provides value for money

<table>
<thead>
<tr>
<th></th>
<th>0.0%</th>
<th>20.0%</th>
<th>40.0%</th>
<th>60.0%</th>
<th>80.0%</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>3.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tend to agree</td>
<td></td>
<td>28.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>34.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tend to disagree</td>
<td></td>
<td></td>
<td>25.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td>8.1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Differences

- Residents aged 75+ were most likely to agree that the Council provides value for money (48%) compared with only 26% of 18-44yrs.

- Those residents with a disability were more likely to agree the Council provides value for money (36%) compared with those who don’t have a disability (30%).

- Lowest levels of agreement were recorded in the community network areas of:
  - Penzance, Marizion & St Just - 15%
  - Newquay - 20%
  - St Blazey, Fowey & Lostwithiel - 23%.

- Around half of residents in Penzance, Marizion & St Just (56%) and Hayle & St Ives (50%) disagreed that Cornwall Council provides value for money.

- In contrast, greatest levels of agreement were recorded in the areas of:
  - Bude – 42%
  - St Austell - 41%
  - Launceston – 40%
Comparisons

Again we can make some observations from other research which has taken place although these are not directly comparable, with the data achieved for this survey.

- The LGA have been undertaking a quarterly telephone poll on resident satisfaction with a national sample since September 2012. In April 2014 percentage of residents agreeing their local council provided value for money was 48%.

- Cornwall Place Survey 2008 (pre-unitary i.e. 1 county and 6 districts), 24% agreed that the County Council provided value for money and on average 32% agreed the District Council provided value for money.

1.4 Cornwall Council

‘To what extent do you think the following statements apply to Cornwall Council?’

Chart 4:

Q4: What extent do the following statements apply to Cornwall Council

<table>
<thead>
<tr>
<th>Statement</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is making the local area a better place to live</td>
<td>5%</td>
<td>36.1%</td>
<td>31.9%</td>
<td>20.8%</td>
<td>3.5%</td>
<td></td>
</tr>
<tr>
<td>Is working to make the area cleaner</td>
<td>9.4%</td>
<td>40.2%</td>
<td>24.8%</td>
<td>21.2%</td>
<td>7.3%</td>
<td></td>
</tr>
<tr>
<td>Is efficient and well run</td>
<td>20.9%</td>
<td>39.4%</td>
<td>26.0%</td>
<td>10.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is trustworthy</td>
<td>29.1%</td>
<td>40.2%</td>
<td>17.1%</td>
<td>8.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acts on the concerns of local residents</td>
<td>22.3%</td>
<td>37.6%</td>
<td>25.4%</td>
<td>11.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Treats all types of people fairly</td>
<td>65%</td>
<td>33.1%</td>
<td>37.9%</td>
<td>14.7%</td>
<td>7.4%</td>
<td></td>
</tr>
<tr>
<td>Is standing up for Cornwall</td>
<td>9.3%</td>
<td>40.5%</td>
<td>33.4%</td>
<td>11.6%</td>
<td>3.5%</td>
<td></td>
</tr>
</tbody>
</table>

‘Is making the local area a better place to live’

- 42% of residents agreed the Council is making the local area a better place to live, with just over a quarter (26%) disagreeing.

- Those residents aged 75+ yrs were most likely to agree with this statement (56%).
• Over half (51%) of those with a disability agreed with this statement, compared with 40% of those without.

• Only 27% of residents living in the areas of Callington and Liskeard & Looe agreed with this statement.

• 43% of residents living in the area of St Blazey, Fowey & Lostwithiel disagreed with this statement.

‘Is working to make the area cleaner’

• 47% of residents agreed the Council is working to make the area cleaner, 29% disagreed.

• Again those residents aged 75+ yrs were most likely to agree with this statement (56%).

• Significant contrast across network areas with 72% of residents in Bude agreeing with this statement compared with only 27% of residents in St Blazey, Fowey & Lostwithiel, 32% in Callington and 36% in Penzance, Marazion & St Just.

‘Is efficient and well run’

• Less than a quarter (24%) agreed the Council is efficient and well run, over a third (36%) disagreed.

• Again those residents aged 75+ yrs were most likely to agree with this statement (37%), this compares with only 19% of residents aged 55-74yrs.

• Again contrasts across network areas with about half of residents living in Hayle & St Ives (53%), Camelford (48%), Liskeard & Looe (46%) and St Agnes & Perranporth (45%) disagreeing with this statement. In comparison only 19% of residents in Bude disagreed.

‘Is trustworthy’

• Just over a third (34%) agreed the Council is trustworthy with just over a quarter (26%) disagreeing.

• Again those residents aged 75+ yrs were most likely to agree with this statement (49%).

• Over half of residents in Bodmin agreed with this statement.

• 42% of residents living in Liskeard & Looe, 39% in Hayle & St Ives and 37% in Penzance, Marazion & St Just disagreed with this statement.

‘Acts on the concerns of local residents’

• Just over a quarter (26%) of residents agreed the Council acts on the concerns of local residents, over a third (37%) disagreed.
• Again those residents 75+ yrs were most likely to agree with this statement (40%).

• Over a third of residents living in Bodmin (42%) and Saltash & Torpoint (36%) agreed with this statement.

• Over 50% of residents living in St Blazey, Fowey & Lostwithiel (53%), Liskeard & Looe (53%) and Penzance, Marazion & St Just (51%) disagreed with this statement.

'Treats all types of people fairly’

• 40% of residents agreed the Council treats all types of people fairly, 22% disagreed.

• Again those residents aged 75+ yrs were most likely to agree with this statement (56%), this compares with only 31% of residents aged 55-74yrs.

• Around a half of residents living in Bodmin (53%), Bude (51%) and Launceston (49%) agreed with this statement.

• 44% of residents living in Penzance, Marazion & St Just disagreed with this statement.

'Is standing up for Cornwall’

• Half of residents (50%) agreed the Council is standing up for Cornwall, only 17% disagreed.

• Again those residents aged 75+ yrs were most likely to agree with this statement (64%).

• Less than 40% of residents living in Penzance, Marizion & St Just (38%), China Clay (37%) and St Blazey, Fowey & Lostwithiel (31%) agreed with this statement.
1.5 Quality of life

‘Thinking generally, which of the things below would you say are the MOST IMPORTANT in making somewhere a good place to live?’ Base 1,001

Chart 5A:

The most important factors in making somewhere a good place to live were highlighted as:

1. Health services – 53%
2. Affordable decent housing – 40%
3. The level of crime – 36%
4. Care for the elderly – 35%
5. Wage levels and the cost of living – 31%
6. Education provision – 30%

Differences

- As expected the most important factors changed across age groups:
  - 18-44yrs - wage levels and cost of living (44%), health services (41%) and education provision (40%)
  - 45+ yrs - health services (60%), care for the elderly (45%) and affordable decent housing (42%).
- The level of crime was deemed a more important factor amongst males (43%) compared with females (32%).

- Contrast between the importance of certain factors highlighted by Non-White British/Non White Cornish residents compared with White British/White Cornish residents, most noticeably:
  - Public transport: 43% compared with 25%
  - A sense of community: 30% compared with 15%
  - Community activities: 21% compared with 7%

‘And thinking about the local area, which of the things below, if any, do you think MOST NEED IMPROVING?’ Base 1,006

Chart 5B:

The factors deemed in most need of improving were highlighted as:

1. Road and pavement repairs – 53%
2. Wage levels and the cost of living – 44%
3. Affordable decent housing – 37%
4. Job prospects – 36%
5. Public transport – 36%
Differences

- Unsurprisingly the biggest differences with regards to factors which need improving across age groups were:
  - Care for the elderly – 18-44yrs (17%) compared with 45+yrs (35%)
  - Wage levels and the cost of living – 18-44yrs (55%) compared with 45+yrs (37%).

'Most important v Most need improving

Chart 5C:

- When looking at the importance of a factor compared with whether it needs improving it could be suggested that the key issues are:
  - Wage levels and the cost of living
  - Affordable decent housing
  - Road and pavement repairs
  - Job prospects
  - Public transport
Section 2.0: Information

2.1 Informed overall

‘Overall, how well informed do you think Cornwall Council keeps residents about the services and benefits it provides?’ Base 1,139

Chart 6:

### Q6: How well informed

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very well informed</td>
<td>4.1%</td>
</tr>
<tr>
<td>Fairly well informed</td>
<td>43.4%</td>
</tr>
<tr>
<td>Not very well informed</td>
<td>36.9%</td>
</tr>
<tr>
<td>Not well informed at all</td>
<td>15.7%</td>
</tr>
</tbody>
</table>

- 47% of residents felt Cornwall Council keeps them very or fairly well informed about the services and benefits it provides. 53% outlined they were not very well informed or not informed at all.

**Differences**

- The older age group 45+yrs felt better informed (54%) compared with 18-44yrs (37%).
- Those who felt most well informed were in the areas of:
  - Bude - 65%
  - Camelford - 60%
- Those who felt less well informed were in the areas of:
  - Newquay - 34%,
  - St Agnes & Perranporth - 36%
  - Camborne & Redruth - 39%.
2.2 Informed services
‘How well informed do you feel about each of the following?’

Chart 7:

‘How to pay bills’
- 91% of residents felt very or fairly well informed about how to pay bills to the council

‘How to register to vote’
- 89% of residents felt very or fairly well informed about how to register to vote

Differences
- Only three quarters (75%) of residents aged 18-34yrs felt very or fairly well informed about how to register to vote.
- Only 59% of Non-White British/Non White Cornish residents felt very or fairly well informed about how to register to vote

‘How you get involved in decision making’
- Just over a quarter (26%) of residents felt very or fairly well informed on how you get involved in decision making.

Differences
- Only 17% of residents aged 18-44yrs felt very or fairly well informed about how you get involved in decision making, compared to 33% aged 45+yrs.
‘How to complain to the Council’
• 39% of residents felt very or fairly well informed about how to complain to the Council.

Differences
• Under a third (31%) of residents aged 18-44yrs felt very or fairly well informed about how to complain to the Council, compared with 43% aged 45+ yrs.

‘How the council spends its money’
• Just over a third (36%) felt very or fairly well informed about what the council spends its money on.

Differences
• Those in the 18-44yrs felt far less informed (22%) compared with those 45+yrs (44%).
• 26% of Non-White British/Non White Cornish residents felt very or fairly well informed about how the council spends its money compared with 36% of White British/White Cornish residents.

‘What standard of service you should expect from the Council’
• Just over a third (36%) felt very or fairly well informed about what standard of service you should expect from the Council.

Differences
• Those residents aged 18-44yrs felt far less informed (24%) compared with those aged 45+yrs (43%).
• Those with a disability felt more informed (44%) compared with those without (34%)

‘What to do in the event of a large scale emergency’
• Around a fifth (21%) felt very or fairly well informed about what to do in the event of a large scale emergency.

‘How well the council is performing’
• Less than a third (31%) felt very or fairly well informed about how well the council is performing.

Differences
• Those in the 18-44yrs felt far less informed about how the council is performing (24%) compared with those 45+yrs (35%).
2.3 Information on Council decisions and services

‘How do you currently find out about Cornwall Council's decisions and the services it provides?’ Base 1,206

Chart 8:

Q8: Finding out about the Council’s decisions/services

- Most common ways of finding out about the Council's decisions and the services it provides were highlighted as: local media (54%); printed information provided by Council (48%); word of mouth (42%) and Council website/internet (32%).

Differences

- Those aged under 55yrs are more reliant on the council website/internet (44%) compared with those 55+ yrs (21%).

- Those aged 55+yrs are more reliant on printed information from the council (54%) and local media (65%) compared with those under 55yrs, (41% and 42% respectively).

- Over half (56%) of Non-White British/ Non-White Cornish residents find out about the Council's decisions and services on the Council website/internet.

- Only 15% of residents with a disability outlined they use the Council website/internet as a source of information about council decisions and services compared with 36% of those residents without a disability.
Section 3.0: Contacting the Council

3.1 Last time you made contact

‘Overall, how satisfied or dissatisfied were you with the service you received the last time you made contact with the Council?’ *Base: 972*

Overall 55% of residents outlined they were satisfied with the service they received the last time they made contact with the council. Just over a quarter (27%) were dissatisfied with the service they received.

Chart 9:

**Q9: Service received - last contact with the Council**

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>15.0%</td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td>39.8%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>18.5%</td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td>12.3%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

Differences

- Those aged 75+ yrs were most satisfied with 70% outlining they were satisfied the last time they contacted the council.

- Those network areas showing greatest satisfaction levels were:
  - Bude - 70%
  - Launceston - 66%

- Those network areas showing lowest satisfaction levels were:
  - St Blazey, Fowey & Lostwithiel - 38%
  - Newquay - 39%

- Area of greatest dissatisfaction was recorded in St Blazey, Fowey & Lostwithiel (43%).
3.2 Dissatisfaction with last contact

‘If you were dissatisfied when you last contacted the Council, how could things be improved?’ *Base: 241 - CODED*

<table>
<thead>
<tr>
<th>Code Label</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quicker response times / acknowledgement / better communication (e.g. never had a response)</td>
<td>50.9%</td>
</tr>
<tr>
<td>Unhappy with response / justification / outcome / information (e.g. issue not resolved as hoped)</td>
<td>30.9%</td>
</tr>
<tr>
<td>Better signposting / difficulty finding correct person or a person (e.g. all online).</td>
<td>18.0%</td>
</tr>
<tr>
<td>Issues with staff (understaffed, unhelpful, made errors)</td>
<td>15.1%</td>
</tr>
<tr>
<td>Other</td>
<td>5.8%</td>
</tr>
<tr>
<td>Unhappy with costs.</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Just over half (51%) of residents outlined the Council needs to improve its speed of response or actually even responding at all.

- ‘*Unhelpful and long waiting period of being on hold*’.
- ‘*Would be good if they actually got back to you when you leave a message*’.
- ‘*The telephone system is complicated and hard to use; too complicated before you even get to speak to someone. It needs to be made easier*’.
- ‘*Every thing/problem/service with the Council seems to be online. I would like to speak to a person*’.
- ‘*Response to phone calls needs to be much quicker and efficient*’.
- ‘*It is difficult to actually talk to someone on the phone and even more difficult to visit an office and talk*’.
- ‘*I wrote a letter which was never replied to*’.
- ‘*I spent 40 minutes on hold on 3 separate occasions, clearly more staff are required*’.
- ‘*Lack of co-ordination between departments*’.

Just under a third (31%) of residents outlined the nature of their dissatisfaction was due to the response or outcome to the query or the information provided.

- ‘*The Council should take more notice of local opinion, especially in planning matters*’.
- ‘*You could make people comply with their planning requirements and not let them get away ignoring it even though you receive phone calls and letters to remind you. Reference the approach road to Bugle Station!*’
• ‘Listen to what the local people say about their community and act on it’.
• ‘By the Council doing what they say they are going to do’.

3.3 Method of contact

‘If you need to contact the Council, how do you prefer to do this?’ Base: 1,088

Chart 10:

Q11: Preferred method of contact

61% outlined their preferred method of contact with the council is by telephone.

Differences

• No real difference across age groups with telephone being the most preferred method, with approx 60% of all age groups stated this was their preferred method.

• Over a fifth (22%) of Non-White British / Non-White Cornish residents outlined their preferred method of contact was via the Council website/internet.
Section 4.0: Internet usage and online services

4.1 Internet usage

‘Do you use the internet?’ Base: 1,208

Chart 11:

Three quarters (75%) of those who responded outlined that they use the internet.
4.2 Online services

‘Please indicate if you have used or are aware of any of the following online council services?’ (only asked of those who use the internet).

Chart 12:

Over a third outlined they had used the following online services: ‘find your waste collection/recycling day’ (39%) and ‘online payments’ (34%).

There appears to be a significant lack of awareness of the council’s online services listed amongst internet users.
Section 5.0: Helping Out

5.1 Voluntary, unpaid work
‘Do you currently do any voluntary, unpaid work in your community? (not including any support you give family members’) Base: 1,199

Chart 13:

<table>
<thead>
<tr>
<th>Q14a. Voluntary, unpaid work?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

Just over a fifth (22%) of residents outlined they currently do voluntary or unpaid work in their community.
‘Would you be willing to do voluntary work or willing to do more voluntary work in the future?’ Base: 1,194

Chart 14:

Q14b. Willing to do voluntary work/more voluntary work

- Yes: 13.6%
- No: 46.6%
- Maybe: 39.8%

14% of residents outlined they would be willing to do some or more voluntary work in the future, with a further 40% saying maybe.
Section 6.0: Any other comments

‘If you have any other comments about things mentioned in this survey, please write them here’ Base: 355 - CODED

<table>
<thead>
<tr>
<th>Problem</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road / Transport / Parking problems</td>
<td>23.9%</td>
</tr>
<tr>
<td>Local service problems (e.g. bin collections)</td>
<td>22.5%</td>
</tr>
<tr>
<td>Problems with Cornwall Council (inc councillors staff) / making wrong decisions (e.g. funding in wrong places)</td>
<td>22.1%</td>
</tr>
<tr>
<td>Local area problems (litter, neighbours)</td>
<td>21.8%</td>
</tr>
<tr>
<td>Better communication with residents / response times / listening to residents</td>
<td>21.7%</td>
</tr>
<tr>
<td>Housing / Planning permission problems (excluding wind farms)</td>
<td>19.7%</td>
</tr>
<tr>
<td>Lack of local amenities / facilities (excluding public toilets) e.g. schools, shops</td>
<td>10.5%</td>
</tr>
<tr>
<td>Other</td>
<td>8.5%</td>
</tr>
<tr>
<td>Council tax / billing / living too expensive</td>
<td>8.0%</td>
</tr>
<tr>
<td>Survey issues / comments</td>
<td>7.2%</td>
</tr>
<tr>
<td>Satisfied / Happy with service provided / Positive experiences</td>
<td>6.0%</td>
</tr>
<tr>
<td>Website / Getting online problems</td>
<td>3.8%</td>
</tr>
<tr>
<td>Public toilet closures</td>
<td>3.0%</td>
</tr>
<tr>
<td>Wind farm issues</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

‘Road/Transport/Parking problems’

- ‘One of the biggest problems in this area is pot holes. Our minor roads are littered with them, and even those that have been ‘repaired’ have soon returned, because the ‘repairs’ were inadequate’.

- ‘The state of the roads around the village is appalling, you cannot often use the pavements for walking due to cars and vans parked on them and dog’s mess’.

- ‘Every survey I complain about parking, it is getting even harder to park and no one really seems to care. The potholes in the road are terrible and to top it all we have now got tractors going through the estate until gone 1am, the noise is really bad’.

- ‘Biggest concern at this time is the increase in traffic through this small village. Large vehicles completely unsuitable for roads. Also the lack of policing regarding speeds, motorcyclists doing wheelies through village for example with very loud exhausts’.
‘Local service problems (e.g. bin collections)’

- ‘…Libraries are the heart of the community; we should be trying to save them not cut their hours and lose friendly, helpful staff.’

- ‘Our police station is closing. Our library / one stop shop is closed for another day…’

- ‘Improvements need to be made with refuse and the system that is used to collect/store it. Bin bags don't work and the streets are littered. It looks terrible and attracts vermin.’

- ‘We need more recycling provisions in collection, and better recycling storage bins (something that can be kept outside). I would be happy with weekly recycling and 2 weekly black-bag collection.’

‘Problems with Cornwall Council (inc councillors staff)/making wrong decisions (e.g. funding in wrong places)’

- ‘I've only recently moved to this area so I'm not yet aware of many of the levels of service which this questionnaire relates to. Of all the organisations I've dealt with when I first arrived, the Council were the least helpful of all to the point that I considered complaining. However, a visit to my local one stop shop rectified the matter, they were much more helpful.’

- ‘Spending too much money on keeping the airport going. Spending too much money on plush new offices. Sending people out on Saturday and Sunday for repairs when it could be done in normal working hours.’

- ‘There seems to have been a huge backlog of work that is finally being addressed more strategically. Endless refinements of staffing has been frustrating. I hope the most recent changes in structure are the last. Lots of money has been wasted since 'One Cornwall' was introduced.’

- ‘I suggest you reduce Cornwall Councillors from 123 to a reasonable 60/70 and save money.’

- ‘Cornwall Council are too highly paid, especially when everyone else in this county are on such low wages.’

‘Local area problems (litter, neighbours)’

- ‘Fly tipping and litter is a particular problem and enforcement should be pursued with fines to those caught littering or dumping’.

- ‘More required to keep streets clean after bins are emptied as now we have no vehicle coming to clean streets as we used to have each bin day’

- ‘…the level of dog fouling is totally unacceptable and I would describe as a health hazard and a pollution problem on the streets…’
- ‘The level of roadside and pathway maintenance (weeding, litter removal and vandalism control) seems to be woefully inadequate’.

‘Better communication with residents / response times / listening to residents’

- ‘If you want advice for planning etc, you are referred to the internet. I prefer to talk to a person.’
- ‘I feel that there should be more consultation with the public before the Council embarks on major projects…’
- ‘The automated telephone system is hard to negotiate and not very user friendly; this needs to be updated and simplified.’
- ‘Not enough attention is paid to the concerns of the local people and I often feel planning pay no attention to comments by Parish Council’.

‘Housing / Planning permission problems (excluding wind farms)’

- ‘Would be helpful to set aside affordable housing for local residents to offset the 'London money' effect.’
- ‘My biggest concern with the council is that they seem prepared to let property developers build on every inch of green space available - regardless of objections from residents.’
- ‘There is a general feeling locally that, especially in the area of planning, the County Council does not listen to local concerns, resulting in some dubious planning decisions.’
- ‘We feel that planning is not well run. Areas of outstanding natural beauty are over developed. We are losing the small Cornish hamlets to over development. Visitors are also remarking on the change which is not good for tourism; our main money spinner.’

‘Lack of local amenities / facilities (excluding public toilets) e.g. schools, shops’

- ‘There is nothing for teenagers to do in the evenings.’
- ‘There is always more housing being required but additional schools and doctor's surgeries seem to be ignored.’
- ‘Council appear to be doing little to support increasing population and limited improvement to road.’
- ‘We need an improved shopping centre and not just rubbish shops for holiday makers.’
‘Council tax / billing / living too expensive’
- ‘Council Tax rates are very high and I think the reductions should be greater for single people.’
- ‘I feel very strongly about the lack of affordable housing to buy and the extremely high cost of renting accommodation. Wages need to be increased. There’s no incentive for anybody to work!’
- ‘It would be nice if there was a lot more transparency with regards to expenses and the spending of our Council Tax.’

‘Satisfied / Happy with service provided / Positive experiences’
- ‘On the plus side I am pleased that the street sweeping teams have been retained. They do an excellent job.’
- ‘Cornwall is a beautiful place to live. It is clean and safe where I live and I’m happy with services provided via Cornwall Council… all dealings I have had have been very positive. They were always helpful and polite and respectful. They did a very good job in my opinion.’
- ‘Very good contact and updates from current MP.’

‘Website / Getting online problems’
- ‘Website should be vastly improved.’
- ‘The Council assume everyone has a computer. Most of the older generation do not. Bus timetables, advice on floods etc. are not accessible to a lot of people.’
- ‘The website may be convenient for employee’s use but is far from user friendly and must put off more people than it encourages.’

‘Public toilet closures’
- ‘You have not included toilets closing. Open toilets are so important for locals and visitors.’
- ‘Reconsider moving around budgets so the public toilets can be reopened for local use and most important for the holiday industry which is our biggest earner.’

‘Wind farm issues’
- ‘Wind turbines; an eyesore on the landscape and increasing in numbers overnight.’