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Cambridgeshire County Council

2010 Budget Input Consultation Using SIMALTO Modelling

December 2009

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Background

- ❑ Cambridgeshire County Council desired resident input to their 2010 Budget Allocation decision making process
- ❑ In order that this should be as relevant and accurate possible, the SIMALTO Modelling approach was adopted
- ❑ This method asks respondents to make their priorities from a choice of defined alternative levels of each service
- ❑ In effect they are informing the council where services should expand/contract to better meet their needs
- ❑ Their choices are 'realistic' since the relative savings/extra costs of each different service level are shown to residents, and they only have fixed, constrained budgets to allocate across the competing service levels
- ❑ This recognises some changes save/cost more than others, and residents (councils) cannot spend the same money twice

Main Objectives

The Council wanted to know resident feelings about the allocation of council tax between various services in 2010 and beyond.

- ❑ It was likely that the council might have to make large savings on some of its services in order to keep to minimum increase in council tax. Which current service levels could be reduced and cause least 'distress' among residents?
- ❑ Which improvements, if any, on other services should take priority?
- ❑ Would residents be willing to pay more council tax, beyond an annual inflation increase, to minimise savings in service benefits?

Method

The council had prepared a matrix with 13 attributes showing different services on which the council might change its service level from 2009 to 2010 (See SIMALTO Grid in Appendix 2). Individual alternative levels of service are described, each with the relative cost of their change from other levels of the same attribute, e.g. placing 180 agency foster care children into county care (6 units, (12 - 6) on attribute 3 saves twice as much as reducing road maintenance by 2 miles per year (3 units, (3 - 0) on attribute 9).

Very approximately, 1 point on the grid represents £200,000 of council budget, and the current service 'costs' 84 units on the grid. Respondents were invited to carefully read the whole matrix, and then carry out the following tasks

Task 1

Cross out any options they thought were unacceptable, i.e. would cause them to complain or seriously consider doing so if this level of service was provided.

Task 2

Cross out any options they thought were unacceptable, i.e. would cause them to complain or seriously consider doing so if this level of service was provided.

Task 3

Allocate between 24 and 26 points on improving the overall service from this basic first option box position (first priorities)

Task 4

Allocate a further 15 points – second priority improvements

Task 5

Allocate a further 15 points – third priority improvements

Task 6

Allocate a final 15 points of improvements – fourth priorities

An illustration of a completed part grid is shown below.

	ATTRIBUTE	OPTIONS			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11	Toilets	Close 2 toilets in outlying villages (least frequented)	As now	Refurbish 1 toilet	Refurbish 3 toilets
		0	2	3	5
12	Homelessness	As now – some proactive work	+ more preventative work + dedicated interview room & facility for Homelessness visitors + increased grants		
		0	1		

After each of Tasks 3 to 6, respondents indicated how ‘pleased’ they would be if this improved level of service were to be provided (with no associated change in council tax being implied).

Task 7

Finally respondents were told that each of their improvement scenarios would result in different levels of council tax being applied. The different scenarios would impact a possible inflation rate ‘increase’ as follows:

+25 point priorities	£15 decrease	30p per week less
+40 point priorities	No change	
+55 point priorities	£15 increase	30p per week increase
+70 point priorities	£30 increase	60p per week increase

Respondents were asked which of their alternative improvement scenarios, with associated tax impacts, they would choose.

Sample

The County required 50 interviews in each of their 5 local authorities

- Fenland – target 40 interviews in the main villages and 10 in smaller villages
- Huntingdonshire – target 25 interviews in major towns and 25 in villages
- East Cambridgeshire - target 25 interviews in Ely and Littleport and 25 in villages
- South Cambridgeshire – target 25 interviews in “necklace” towns/villages and 25 in smaller villages
- Cambridge City – target 7 interviews in high income, 15 in middle income and 28 in low income households (locations defined by postcodes provided by Cambridgeshire County)

An age and gender quota was set for each District/City – interviews were equally spread across each of the following six categories.

Male	18 – 40	Female	18 – 40
Male	41 - 59	Female	41 - 59
Male	60+	Female	60+

Once an interview has been completed (in residents’ homes) the next attempt at interview was made, missing out the next three homes, to ensure a random representative sample was drawn. Interviews were face to face and generally lasted 40-50 minutes.

In the event **260** interviews were completed.

Area breakdown :-

Cambridge city	50
East	53
Fenland	53
Huntingdonshire	53
South	51

Other demographic breakdowns :-

Sex	Male	51%	Female	49%
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Age	18-40	33%	41-59	34%	60+	33%
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Ethnicity	White British	97%	Other	3%
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Service Level Recommendations

On balance, the research suggests the optimal consensus council tax rise, from residents perspective, should be around £20 above inflation per year for about £5m net service savings.

Possible Service Benefit Level Changes

1. Reductions Causing Least Displeasure

Special education needs – less individual in local schools

Agency foster care – All county provided

Residential, home care costs – 2.5% more (not 3%)

Libraries costs – Reduce

Climate change – 20% reduction

Residential, home care costs – 1% more

Agency foster care – No individual tailoring

Voluntary grants – Halve

2. Enhancements Causing Most Satisfaction

New school buildings – Pre-fab. or Brick built

Adults stay in own homes – 10% increased budget

Road, paths maintenance – Half mile more

Road improvements – 5% more

Voluntary grants – 50% increase

3. Services which should not be reduced

School support

Adults remain living in own homes

Road, paths maintenance

Road improvements

SIMALTO Grid Summary Information

A summary of the service option priorities given by seminar-respondents is shown below, illustrated by the Climate Change attribute.

Attribute 11. Reducing CO2 emissions			
	10% reduction 0	20% reduction 1	As now, 30% 2
Priority 70	32%	7%	61%
Priority 55	43%	8%	49%
Priority 40	57%	5%	38%
Priority 25	73%	4%	22%
Unacceptable	24%	4%	0%

The interpretation of this data is as follows.

Faced with the three service options, 24% of respondents thought the first option of 10% reduction target was ‘unacceptable’, i.e. they would complain. 4% of respondents thought a 20% reduction target was also ‘unacceptable’

When they were given 25 points to allocate 4% chose to spend 1 of them to get to a 20% reduction target and 22% chose to allocate 2 of these 25 points for the current situation

When they were given another 15 points (40 in total), 16% more respondents (38% - 22%) decided to achieve service option 3, either by investing an extra 1 point to improve from option 2, or by investing 2 points to improve from option 1. (Obviously the 22% already at option 3 did not have to ‘spend’ any more budget).

Satisfaction with Alternative Scenarios

After respondents had designed their own personal budget allocation for each of the bonus priority scenarios, they were asked how pleased they would be if the council delivered this specification. Chart 2 shows 95% of the respondents to be ‘unhappy’ with the basic service specification, equivalent to saving the council 17 million pounds on these attributes. This percentage reduces to 7% after respondents had received the services they prioritised after “spending” 55 points, approximately a £6million saving on these services.

Note: residents were more pleased with their OWN PERSONAL priority allocation of 70 points on these services than their perception of the current overall council service of an even greater overall cost. No information was given on possible tax impacts when asking for this reaction to the specification they designed.

The ‘Current’ row data below shows how respondents rated their perception of the current county performance on all services received, not just those 13 covered by the survey.

Chart 2

Scenario	Very Unhappy	Slightly Unhappy	Uncertain	Quite Pleased	Very Pleased	Extremely Pleased
Base	67%	28%	5%	0%	0%	0%
+25 Points	15%	32%	22%	28%	2%	0%
+40 Points	3%	13%	30%	48%	6%	0%
+55 Points	0%	7%	13%	62%	19%	0%
+70 Points	0%	1%	10%	52%	32%	4%
Current	5%	7%	25%	47%	14%	2%

Willingness to Pay For Alternative Scenarios

After all four stages of prioritisation had taken place, respondents were reminded of what they had chosen by reviewing the SIMALTO grid, and then told the possible impact on their council tax, that each scenario would cause, (Task 7). See Chart 3. 69% of the sample chose to spend above inflation, on their third and fourth bonus priority scenarios. Note that these scenarios were for their own individual budget allocations.

Chart 3: Scenarios Chosen When Informed of its Council Tax Impact

Scenario:	+25 Points	+40 Points	+55 Points	+70 Points
Budget Equivalent	-£12m	-£9m	-£6m	-£3m
Approx. Tax Impact, Ignoring inflation	£15 Decrease	No change	£15 Increase	£30 Increase
Under 40	6%	28%	33%	33%
40 – 59	7%	20%	34%	39%
60 +	6%	27%	31%	36%
Cambridge city	4%	39%	31%	27%
East	4%	13%	36%	47%
Fenland	11%	23%	40%	26%
Huntingdonshire	4%	23%	28%	45%
South	8%	27%	29%	35%
Total	6%	25%	33%	36%

There were minor differences between age groups and larger differences between areas in their preparedness to pay more tax to minimise cuts in services.

Modelling SIMALTO Data

The SIMALTO data summarised above is useful in its own right, and gives some fairly clear messages about most popular (e.g. road maintenance) and least popular (subsidised bus routes) services improvements. However, it is not easy to assimilate this information for all the levels of the 13 services attributes. e.g. is an extra 1% payment to residential/home care providers more important than 6 more subsidised bus routes, which are only one third the cost ?

An influencer on this “importance” is the willingness to pay for an improvement, and what other items each respondent also wants improved. Fortunately, mathematical models can be built with this data to predict which changes to any given overall service specification would be preferred to other changes of similar cost.

These models can also predict the optimum “best value” specification at any given budget level, and how ‘pleased’ citizens would be with any given specification. These models use all the data from the SIMALTO grid. In essence the models assume that each individual resident would choose the budget allocation that offered him/her the best bargain, or best value. I.e. including as many of the options he/she valued highly, and excluding as many of the options he/she did not value highly, within any given fixed budget constraint. All the models work at the individual respondent level – there is no averaging of desires/priorities across respondents.

As part of the group samples interview, respondents were shown six alternative ‘part’ services on Card Y. A, B, C and D ‘cost’ similar amounts to each other and were approximately £8 per year cheaper in council tax than each of E and F. Respondents were asked to indicate their relative preferences between A to F. The result of this preference choice between the 6 budgets was as follows. Shown below this is the SIMALTO Model simulation of the preference between these same 6 budgets

Card Y Budget allocations	A	B	C	D	E	F
Questionnaire Preference %	14	11	9	11	27	29
Model Simulation Preference %	14	12	9	8	24	32

The relative preferences between the four ‘cheaper’ budgets and between the two more expensive ones are reproduced. The above similarity between the ‘true’ preferences from the questionnaire, and the simulated ones from the SIMALTO sheet data on this relatively small sample, gives confidence that the model will correctly pick winners from losers in any alternative budget comparisons the user may desire to make.

Optimum Best Value Total Budgets

SIMALTO Modelling can be used to predict the optimum ‘consensus’ budget allocation from the respondents’ point of view, for any given total budget cost ‘constraint’

Chart 4 .The grey shading indicates savings and yellow shows improvements in service level.

Total budget change SIMALTO Points	-£11m 30	-£9m 40	-£6mil 55	-£3mil 70	As now 84
Council tax change, ignoring inflation	£10 less	As now	£15 more	£30 more	£45 more
1 Youth work	Target areas	As now	As now	As now	As now
2 Children with special needs	Less specialised	Less specialised	Less specialised	Less specialised	Less specialised
3 Foster care	No tailoring	No tailoring	No tailoring	All county	All county
4 School performance	As now	As now	As now	As now	As now
5 Adults live in own homes	As now	As now	As now	10% more care	10% more care
6 Libraries	Reduce	Reduce	Reduce	Reduce	As now
7 Residential home payments	1% increase	1% increase	2.5% increase	As now 3%	2.5% increase
8 Subsidised bus routes	12 fewer	As now	As now	As now	As now
9 Road / path maintenance	As now	As now	As now	Half mile more	Half mile more
10 Road improvements	As now	As now	As now	As now	5% more
11 Climate change	10% reduction	20% reduction	20% reduction	As now, 30%	As now, 30%
12 Voluntary grants	Halve	Halve	As now	As now	50% more
13 School buildings	Mobile	Mobile	Pre-fab	Pre-fab	Brick

Optimum £6m saving allocations, 55 points, by area:

Area	City	East	Fenland	Hunts	South
1 Youth work	As now	Target	As now	As now	As now
2 Children with special needs	Less specialised	Less specialised	Less specialised	Less specialised	Less specialised
3 Foster care	No tailoring	County care	No tailoring	No tailoring	No tailoring
4 School performance	As now	As now	As now	As now	As now
5 Adults live in own homes	As now	As now	10% more	As now	As now
6 Libraries	Reduce	Reduce	Reduce	Reduce	Reduce
7 Residential home payments	2.5% increase	2.5% increase	2.5% increase	2.5% increase	2.5% increase
8 Subsidised bus routes	As now	As now	As now	As now	As now
9 Road / path maintenance	+half mile	As now	+half mile	As now	As now
10 Road improvements	5% increase	As now	As now	As now	As now
11 Climate change	As now, 30%	20% reduction	20% reduction	20% reduction	20% reduction
12 Voluntary grants	As now	As now	As now	As now	As now
13 School buildings	Mobile	Pre-fab	Mobile	Pre-fab	Pre-fab

Chart 5, Best Value Hierarchy Index

Chart 5 below shows the complete hierarchy of residents 'value preference' index for the right hand member of each pair of adjacent options on the SIMALTO grid, all other options being fixed. This recognises the improved option will cost extra, 1 cost point = £200k.

Service attribute	Change	Index	Marginal extra cost
5 Adults in own home	30% less → 20% less care	87	3
9 Road, path maintenance	2 miles less → 1 mile less	83	1
5 Adults in own home	20% less care → 10% less care	83	3
9 Road, path maintenance	1 mile less → half mile less	81	1
10 Road improvements	15% less → 10% less	79	2
10 Road improvements	10% less → 5% less	78	2
9 Road, path maintenance	half mile less → as now	78	1
4 School performance	Reduce support → as now	76	2
13 School buildings	As now, fit into current → Mobile	72	1
5 Adults in own home	10% less care → as now	72	3
8 Subsidised bus routes	18 fewer → 12 fewer	70	1
10 Road improvements	5% less → as now	69	2
2 Children special needs	No tailoring → all local schools	69	6
8 Subsidised bus routes	12 fewer → 6 fewer	68	1
12 Voluntary grants	None → halve	61	2
12 Voluntary grants	Halve → as now	61	1
13 School buildings	Mobile → Pre-fabs	60	4
6 Libraries	Combine others → major reduction	60	0
1 Youth work	Targeted → as now	58	6
8 Subsidised bus routes	6 fewer → as now	58	2
7 Residential home payments	1% increase → 2.5% increase	56	10
11 Climate change	10% less → 20% less	55	1
9 Road, path maintenance	As now → half mile more	52	1
11 Climate change	20% less → As now, 30% less	48	1
5 Adults in own home	As now → 10% more care	45	3
13 School buildings	Pre-fabs → Brick built	43	3
10 Road improvements	As now → 5% more	43	2
3 Foster care	No tailoring → all county council	42	6
7 Residential home payments	2.5% increase → as now, 3%	39	4
2 Children special needs	all local schools → as now	39	5
6 Libraries	major reduction → as now	37	12
12 Voluntary grants	As now → 50% increase	30	1
8 Subsidised bus routes	As now → 6 more	24	1
3 Foster care	all county council → as now	18	6
7 Residential home payments	as now, 3% → 4% more	11	7

Clearly if council wishes to amend the optimal respondent consensus budget allocations shown previously, changes which appear near the top of this list are likely to be much more popular in combination with other options, than changes at the bottom of this list.

Chart 6: Satisfaction Predictions For Respondent Optimum Budgets

Respondents indicated how pleased they would be to receive each of their own personal allocation of budgets across the attributes. The SIMALTO Modelling can be used to predict, on the same scale, what resident satisfaction would be for any other allocation within the range of budget points spent. Chart 6 below shows this prediction for the consensus optimal allocations shown in Chart 4.

Budget change	Extremely Unhappy	Very Unhappy	Slightly Unhappy	Quite Pleased	Very Pleased	Extremely Pleased
-£11m	32	34	29	5	0	0
-£9m	18	36	21	13	7	9
-£6m	10	21	28	37	4	0
-£3m	2	13	29	45	11	0
As now	1	7	17	56	16	3

Potential dissatisfaction declines as these services improve.

Another forecast available from the SIMALTO Modelling simulation programs is to find the relative popularity between the alternative optimal allocations above. If all 5 were available for choice, Chart 7 shows the % choosing each option.

Chart 7: % Preference between Optimal Consensus Budgets

Approx. Budget Change	£11m Less	£9m Less	£6m Less	£3m Less	As now
Total	14	14	22	25	25
Under 40	19	16	19	20	25
40 – 59	11	14	26	27	23
60 +	14	11	21	28	26
Cambridge city	19	15	18	18	30
East	11	14	18	35	22
Fenland	15	13	28	25	19
Huntingdonshire	13	12	22	21	32
South	13	16	24	26	21

Consensus preference is around the ‘£5m savings’ level. (This is the level where about half respondents would prefer to pay below it, and half would prefer to pay above it, for the service levels postulated). There were minor area differences regarding preferences between this consensus cost/services priority.

Preference between Alternative Budgets

The SIMALTO model can be used to predict preferences between alternative combinations of options. As an example, the consensus optimum budget of 84 points was compared with the current 2009 budget. The results were as follows:

	Current	Consensus
2 Special needs children	As now	Less individual
3 Foster care	As now	All county
5 Adults remain in own homes	As now	10% more hours
7 Home care payments	As now, +3%	2.5% increase
9 Road path maintenance	As now	Half mile more
10 Road improvements	As now	5% increase
12 Voluntary grants	As now	50% more
13 New school buildings	As now	Brick built
Preference	25%	75%
Satisfaction Prediction		
% Pleased	61%	75%

The consensus budget allocation was preferred by three quarters of residents compared to the current allocation, and would cause a 14% increase in pleased residents.

Appendices

Appendix 1

Summary Data

Appendix 1

Questionnaire

Appendix 1: Main Stage Questionnaire

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Cambridgeshire Council Budget Consultation December 2009

Interviewer _____ Date _____

Respondent Name: Mr/Mrs/Ms/Miss _____

Address _____

Postcode _____ Telephone Number _____

Quota Sheet Number	
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Introduction

Hello, my name is (_____) from Research for Today Limited, and we are an independent market research company.

We are conducting a survey to find out how Cambridgeshire residents would prefer the County Council to spend your money in its budget over the next year.

Any opinions you express and any information we collect will remain strictly confidential.

Introduction to SIMALTO

Cambridgeshire County Council wants your views on choices in its budget.

The County Council will have less money than in previous years because of the spending squeeze on public services.

Having less money means having to make savings. This inevitably means that some services will be reduced, or be provided differently, or will end.

So, the Council needs to have your views on which areas are your priorities for spending, and which are not, so that it can set a budget which reflects the views of residents.

S1 Before we begin collecting your views on different services, thinking of the overall service the County Council **currently** provides, how pleased are you with their service?

SHOW CARD X

Extremely pleased	6
Very pleased	5
Quite pleased	4
Uncertain	3
Slightly unhappy	2
Very unhappy	1

I am going to ask you some questions that will require the use of some special answer sheets. These sheets will help us collect your views and priorities.

HAND RESPONDENT SIMALTO SHEET AND INTRODUCE THE SHEET

Down the left hand side of the sheet is a list of services that are provided (**POINT TO THE LEFT HAND COLUMN**).

To the right are the different levels and options that *could* apply to each service.

First of all please take a couple of minutes or so to read through the sheet and make sure you understand all the options. The shaded box indicates the level of service the council currently provides. Any options to the left of the shaded box are a *reduced level* of service than is currently provided but would be a saving in council tax.

Any service options to the right of the shaded box are *an improved level of service* but would cost more than currently to provide. We are going to ask you to carry out a number of tasks on this grid.

HAND RESPONDENT RED PEN

S2 For the moment, please ignore the numbers in the right hand corner of the option boxes. First of all, using the red pen, please cross out any option on any row that would **strongly make you want to complain** if this **reduced level** of service was provided.

We do not want you to cross out those saving options you do not like, but only those that are totally unacceptable – so unacceptable that, if put into place by the Council, they would **actually cause you to write or telephone** to complain to the council or to your councilor.

Some rows will have no crosses. Some rows may have 2 or more crosses. It's up to you to say which options, if any, would cause you to contact and complain to the council.

IF NECESSARY KEEP REMINDING RESPONDENT THESE ARE TOTALLY UNACCEPTABLE OPTIONS, ON OR TO THE LEFT OF SHADED BOXES.

CONTINUE WITH RED PEN

S3 Now I would like you to place a tick against the 5 or 6 services that you think are most important, for both yourself and the local community. Please make your ticks in the column to the left of the service description.

S4. The black circles on this sheet show the worst level of service on each row - **a very basic level of service that a council might provide**. This level is generally poorer than the service currently being delivered by the council, which is shown in the shaded option boxes.

Please read again the service shown by the black circles. **If** the council provided this very basic level of service next year, how pleased would you be?

SHOW CARD X

Extremely pleased	6
Very Pleased.....	5
Quite Pleased.....	4
Uncertain	3
Slightly Unhappy.....	2
Very Unhappy	1

ANSWER TO S4 SHOULD BE POORER THAN S1 IF NOT ASK S4A

S4A I notice that you say you would be more pleased with the service shown by the “black circles” than the service you receive today – is that correct? The “black circles” service is worse than the service provided today.

Yes.....	2 → CONTINUE
No	1 → AMEND S4

CONTINUE WITH RED PEN

S5. The sheet has allocations of ‘points’ for each option of each service. These small figures in the bottom right hand corner of each box on the grid represent the relative cost of that option compared with other options on that row.

As service performance improves from the left to the right on each service, costs and so the points for each option increase.

Using the points in each box, please tell me how you would most like to move away from the very basic black-circled budget allocation, to make it fit with your priorities.

Imagine that the council did not want their service to be at this very basic black circle level and allocated **approximately 25** points for this purpose. Please use red arrows to show how you would improve the basic circled package by a total of **between 23 and 27 points**. You may make as many or as few improvements as you like, by drawing a red arrow from the circled package to those levels you would like to achieve.

Please use these 25 points to show your top priority changes. **I will later be giving you extra points to spend**, but first we need to know your top priorities, for yourself and the local

community. Please note that if you do not improve beyond any unacceptable level you may have indicated, these levels will still be part of the overall service delivered.

INTERVIEWER: RESPONDENTS SHOULD TRY TO IMPROVE BEYOND CROSSED OUT LEVELS OF SERVICES, IF POSSIBLE. IF THEY HAVE NOT, and instead improved others, THEN SAY TO THEM

I notice you have not improved services you have crossed out. This means that those crossed out services are part of your package. Do you wish to change any of the improvements you have made so you can use points to improve these “unacceptable” levels of services?

KEEP A TALLY OF ALL IMPROVEMENTS MADE

= 25 ±2

S6. If the council provided this very basic black pre-circled level, except where improved by your red arrows, how pleased would you be? **SHOW CARD X**

Extremely pleased	6
Very pleased	5
Quite pleased	4
Uncertain	3
Slightly unhappy	2
Very unhappy	1

INTERVIEWER ANSWER MUST BE THE SAME OR BETTER THAN S4.

HAND RESPONDENT BLACK PEN

S7. Now I would like you to spend **another 15 points**, assuming you already have the first red arrow improvements you have made to basic levels of service. What other improvements would you most like? Please now use black arrows to show how you would prefer the council to allocate these **extra** 15 points. You can decide to change to new services or further improve the level of service of some choices you have made already. If you improve from a box marked ‘2 points’ to a box marked ‘5 points’, this will only cost you the difference of ‘3 points’ (5 minus 2 points).

INTERVIEWER: CHECK ALL BLACK ARROWS START FROM THE END OF A RED ARROW (IF THERE IS A RED ARROW ON THAT ROW) OR A BLACK PRE-CIRCLE. CHECK RESPONDENT HAS SPENT BETWEEN 14 AND 16 MORE POINTS. KEEP A TALLY OF ALL IMPROVEMENTS MADE AT S6

= 15 ± 1

CHECK TOTAL OF S5 + S7 = 40 +/- 1 POINTS

INTERVIEWER: RESPONDENTS SHOULD HAVE TRIED TO IMPROVE BEYOND ALL CROSSED OUT LEVELS OF SERVICES BY THIS STAGE. IF THEY HAVE NOT THEN SAY TO THEM: - I notice you have not improved services you have crossed out. This means that those crossed out services are part of your package. Do you wish to change any of the improvements you have made to use points to improve these “unacceptable” levels of services?

S8. If the council provided this level of service (the basic black pre-circles except where improved by both your red and black arrows), how pleased would you be?

SHOW CARD X

Extremely pleased	6
Very pleased	5
Quite pleased	4
Uncertain	3
Slightly unhappy	2
Very unhappy	1

INTERVIEWER: ANSWER MUST BE THE SAME OR BETTER THAN S6

HAND RESPONDENT GREEN PEN

S9. Imagine that the council could improve the basic services still further and allocated **another 15 points** for this purpose. Please use green arrows to show how you would prefer them to change your already improved package by a further 15 points. Just to remind you, you must start from the end of a black arrow if there is one on the row, or a red arrow, or a black pre-circled box, if you have not already improved that service. Assume you already have the improvements you have already selected, and that becomes the starting point for this next set of improvements.

Also please remember that the costs in these boxes are cumulative. So moving to the right from a box costing 2 points to a box costing 6 points contributes the difference of 4 points to your overall target of another 15 points.

KEEP TALLY OF COST OF IMPROVEMENTS MADE

<div style="border: 1px solid black; width: 435px; height: 35px;"></div>	= 15 ± 1
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S10. If the council provided this new level of service (the basic pre-circled level plus all your red, black and green arrowed improvements), how pleased would you be? **SHOW CARD X**

Extremely pleased	6
Very pleased	5
Quite pleased	4
Uncertain	3
Slightly unhappy	2
Very unhappy	1

INTERVIEWER: ANSWER MUST BE THE SAME OR BETTER THAN S8

HAND RESPONDENT BLUE PEN

S11. Imagine finally that the council could improve their services still further and allocated a **final 15 points** for this purpose. Please use blue arrows to show how you would prefer them to change your already improved allocation by a further 15 points. Just to remind you, you must start from the end of a green arrow if there is one on the row or a black or a red arrow - or a black pre-circled box, if you have not already improved that service. Assume you already have the all the improvements you have already selected and that is the starting point for these final improvements.

Also please remember that the costs in these boxes are cumulative. So moving to the right from a box costing 2 points to a box costing 6 points contributes the difference of 4 points to your overall target of 15 points.

KEEP TALLY OF COST OF IMPROVEMENTS MADE

--

= 15 ± 1

S12. If the council provided these services (the basic pre-circled level plus all your red, black, green and blue arrowed improvements), how pleased would you be?

SHOW CARD X

Extremely pleased	6
Very pleased	5
Quite pleased	4
Uncertain	3
Slightly unhappy	2
Very unhappy	1

INTERVIEWER: ANSWER MUST BE THE SAME OR BETTER THAN S10

S13. SHOW RESPONDENT COMPLETED SIMALTO SHEET READ OUT

The Council Tax which the Council sets is affected by several things. First, although the Government calculates how much it thinks councils need to spend to meet the needs of their communities and gives them a grant to cover part of this spending, it doesn't give the Council all the money it needs.

So, the Council has to increase Council Tax to make up the difference, to meet the legal obligations it has to provide services, to meet the increasing costs of caring for growing numbers of older people, and so on.

To do this for 2010, for instance, the Council would have to raise council tax by more than inflation, to enable it to at least maintain current standards of the services shown.

Please take another look at your completed sheet. The different allocations you indicated might result in the following alternatives to the current level of council tax being charged, for next year. Which of these four scenarios is most appealing to you?

SHOW RESPONDENT COMPLETED SIMALTO SHEET AND SHOW CARD Z

The basic black circled allocation PLUS the first round of improvements (red arrows) at approx. £15 a year decrease (60 pence / week less) in council tax for typical Band D home	1
The allocation after 2 rounds of improvements (black circles PLUS red and black arrows) at NO CHANGE (30 pence / week less) in council tax for typical Band D home	2
The allocation after 3 rounds of improvements (red, black and green arrows) at approx. £15 a year decrease in council tax	3
The allocation after all 4 rounds of improvements (red, black, green and blue arrows) at approx. £30 a year increase (30 pence / week more) in council tax for typical Band D home	4

HAND RESPONDENT SHEET Y

S14 Please read through the 6 alternative packages. Assume they all have the same existing services as are in place today in the council, apart from those detailed here. Also assume that each of packages A to D would cost the same to provide and that service combinations E and F would cost an extra 16 pence per week, or approximately £8 a year, more in council tax to deliver than the other 4 services combinations A to D. Looking at all the combinations A to F, which one has the balance of services and cost you most prefer? Please give that package 10 points. Now select the package with the balance of services you least like. Give that package 1 point. Please show how much you like each other of the combinations by awarding them a score between 1 and 10. 10 is the highest score you can give and 1 is the lowest.

INTERVIEWER: IF RESPONDENT GIVES THE SAME SCORE TO EACH REMAINING PACKAGE TRY TO ENCOURAGE SOME VARIATION BY ASKING IF HE/SHE REALLY THINKS THEY ARE ALL THE SAME. BUT DO NOT FORCE DIFFERENT SCORES AFTER THIS PROMPT IF RESPONDENT REFUSES TO CHANGE.

S15. Could you tell me if this household pays full council tax, a reduced rate (for single occupancy etc) or is exempt from paying council tax?

Full 1
 Reduced..... 2
 Exempt (Pays no council tax) 3
 Don't know..... 4

DEMOGRAPHICS

Gender

Male 1
Female..... 2

Age: Respondent

18 – 40 1
41 – 60 2
61+ 3

WRITE IN ACTUAL AGE _____

Number Adults Over 18 in Household (including respondent)

WRITE IN NUMBER

TOTAL ADULTS _____

Age and Number of Children in Household

WRITE IN NUMBERS

0 – 4 _____

5 – 11 _____

12 – 17 _____

TOTAL CHILDREN _____

Working Status (Main Income Earner)

Full Time 1
Part Time 2
Not Working 3
Student 4
Retired 5

Housing Tenure of Main Income Earner

Own Home..... 1
Rent Privately 2
Rent from Council 3
Rent from Housing Association..... 4
Other (Specify) 5

Ethnic Origin of Household

WHITE OR WHITE BRITISH

British (incl. English, Welsh, Scottish)..... 1
Greek Cypriot 2
Turkish Cypriot 3
Irish 4
Other White (please specify)
..... 5

ASIAN OR ASIAN BRITISH

Bangladeshi..... 6
Chinese 7
Indian 8
Pakistani 9
Other Asian (please specify)
..... 10

BLACK OR BLACK BRITISH

African 11
Caribbean 12
Other Black (please specify)
..... 13

MIXED BACKGROUND

Asian and White..... 14
Black African and White 15
Black Caribbean and white 16
Other Mixed (please specify)
..... 17

OTHER ETHNIC GROUP

Other Ethnic Group (please specify)
..... 18

SOCIO-ECONOMIC (Main Income Earner)

AB 1
C1 2
C2..... 3
DE 4

OCCUPATION (WRITE IN)

Thank you for your help. It is very much appreciated.

INTERVIEW DECLARATION

Duration of interview _____ **minutes**

I hereby declare that I have asked all the questions correctly.

Date

Name of Interviewer

Signature

Appendix 2

SIMALTO Grid

	Attribute	Options				
1	Youth work and careers advice	Target the service <u>only</u> to areas where there are issues such as anti-social behaviour 0			As now. Provide service to all young people, 7,200 young people currently benefit. 6	
2	Sending children with special educational needs to schools which are not in Cambridgeshire	Make maximum use of local schools for all children receiving support, without tailoring to the child's individual needs 0	Provide support in local schools to children with less specialist individual needs 6			As now. 70 children are currently supported in private and independent specialist schools 11
3	Foster Care through agencies.	Make maximum use of County Council foster care, without tailoring to the individual needs of the child 0	Change to County Council provided foster care for children with lesser needs 6			As now 306 children are currently in foster care – 180 in agency foster care and 126 in County Council foster care 12
4	Help for schools to improve their performance	Reduce support for struggling schools (eg reducing help given to teachers through advisors) and for a range of issues for all schools including help with the curriculum, teacher recruitment, retention and training 0			As now 2	
5	Helping adults to remain living in their own homes	Reduce hours of care offered by 30% 0	Reduce hours of care by 20% 3	Reduce hours of care by 10% 6	As now. 1.1 million hours of care per year currently provided 9	10% more hours of care 12
6	Libraries	Combine the management of libraries with neighbouring councils. Close a small number of libraries (and reduce mobile library services) 0	OR Major reduction in libraries and cultural services, closing a number of libraries (and significantly reduce mobile library services) 0			As now, 36 libraries, 7 mobile libraries and 10 community access points 12
7	Paying more to residential and home care providers to cover their costs.	Only 1% increase in prices paid – may adversely affect number of places and quality of service 0	2.5% increase, in line with inflation 10		As planned. 3% increase in prices paid 14	4% increase in prices paid 21
8	Subsidised bus routes (does not include school buses)	18 fewer subsidised bus routes 0	12 fewer subsidised bus routes 1	6 fewer subsidised bus routes 2	As now – 75 bus routes supported 4	6 more bus routes subsidised 5

9	Road, cycle-way and footpath <u>maintenance</u> e.g. resurfacing, repairing potholes	Reduce by the equivalent of 2 miles of road 0	Reduce by the equivalent of 1 mile of road 1	Reduce by the equivalent of a half mile of road 2	As now – repairs spread over the entire network would cover the total surface area of 6 miles of road 3		Increase by the equivalent of half a mile of road 4
10	Road improvements – e.g. safety schemes, new cycle-ways, bus lanes, plus new facilities such as improvements at junctions, signage, white lines	Reduce by 15% 0	Reduce by 10% 2	Reduce by 5% 4	As now – spend £8m each year on improving travelling conditions for road users and pedestrians through safety schemes, new cycle-ways, bus lanes etc. 6		Increase by 5% 8
11	Tackling climate change by reducing CO2 emissions.	Reduce CO2 emissions by 10% over the next 5 years 0		Reduce CO2 emissions by 20% over the next 5 years 1		As planned. Reduce CO2 emissions by 30% over the next 5 years 2	
12	Grants to the voluntary sector	End grants to the voluntary sector 0		Reduce general grant by half 2		As now 3	Increase grant support 50% 4
13	New school buildings for primary schools in Cambridge, Huntingdonshire and East Cambridgeshire	Increase class sizes above national guidelines, and fit the extra pupils into existing school buildings 0	Provide mobile cabin accommodation to allow school intake to increase by 2,800 pupils 1		Provide pre-fabricated buildings to allow school intake to increase by 2,800 pupils 5		Brick built extensions to allow school intake to increase by 2,800 pupils 8