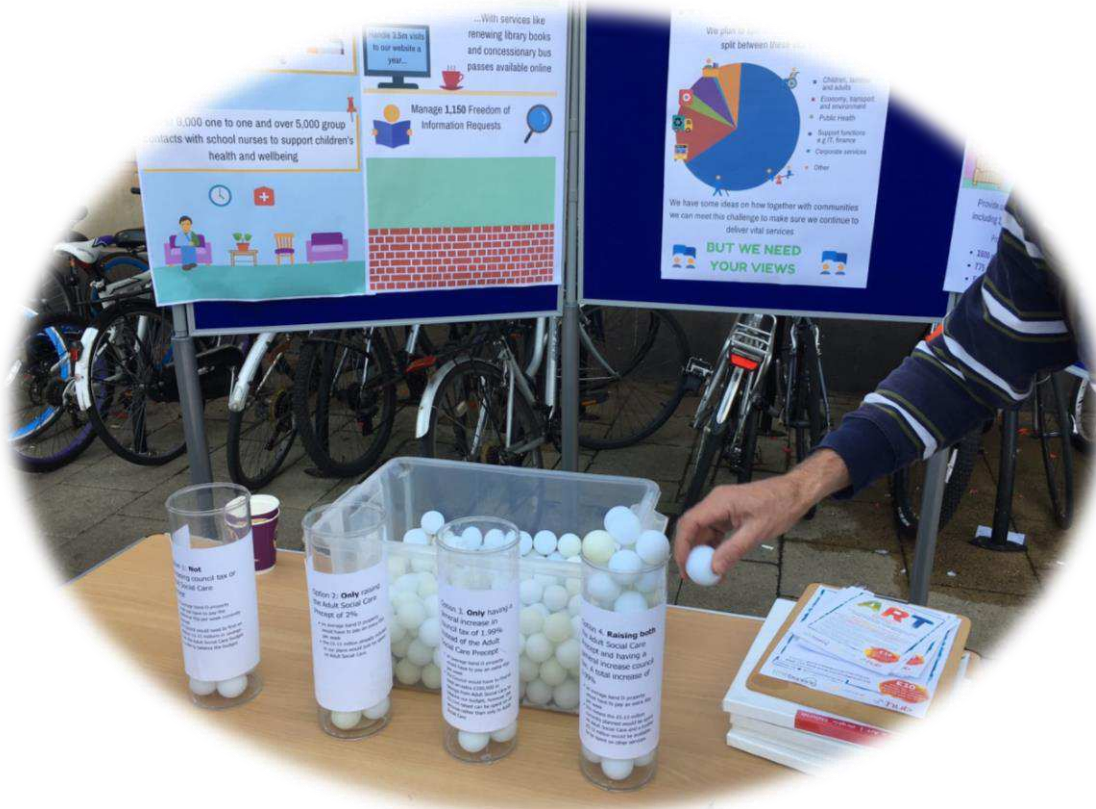


CAMBRIDGESHIRE COUNTY COUNCIL BUSINESS PLANNING CONSULTATION

RESULTS SUMMARY

(For Residents Household survey – see separate report)



OCT 2016

SUMMARY RESULTS

COMMUNITY CONSULTATION

Council Members and officers talked with well over 350 people (some interviewed as part of groups) at five separate events around the County. 342 people were able to indicate the level of Council Tax increase that they would be happy with. This choice was made after people were shown information about the County Council's budget challenge and the current costs of services. The interviewers asked people why they were making their particular choice and which services were particularly valued.

Figure 1: Total Responses from community events

Council Tax Options	Number of votes	% of votes
Option 1: Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	47	14%
Option 2: Only raising the Adult Social Care Precept of 2%.	69	20%
Option 3: Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	69	20%
Option 4: Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	157	46%
Total	342	-

Looking across all the responses (see individual sections) some clear themes emerge:

- A significant reason given for not increasing council tax was for issues of affordability. During the engagement sessions we spoke to people who didn't think that that could afford an increase because they were currently struggling with their household bills. We also met those that were against tax increases as a matter of principle. This group were generally sceptical about public services and linked together many disparate issues as reasons why public services 'couldn't be trusted'.
- Of particular importance was the balance between those opting for the Adult Social Care (ASC) precept (2%) or the general increase of 1.99%.
 - Those supporting the (ASC) precept did so because they had a clear understanding as to what the additional income was for and / or they could clearly identify with the demands arising from this service area through personal experience.

- Those supporting the 1.99% general increase particularly spoke about the needs for children's services.

- Those seeking the maximum increase (option 4) were likely to comment about the need to 'protect' services or they expressed the 'value' that they felt services delivered for the community together with the feeling that there should be continued support. There were those who felt that they could happily afford an increase, particularly in Cambridge.

ONLINE CONSULTATION

Figure 2: Total Responses from the On-line consultation

Council Tax Options	Number of Responses	% of votes
Option 1: Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	30	15%
Option 2: Only raising the Adult Social Care Precept of 2%.	32	16%
Option 3: Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	42	21%
Option 4: Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	97	48%
Total	201	100%

Looking across all the responses (see individual sections) the following themes emerge:

- There was a very high level of awareness of the County Council's financial situation amongst on-line responses. There was also a similarly high level of worry / concern about the situation.
- Only 15% of the on-line respondents voted for a 0% increase in Council Tax; 48% voted for a 3.99% increase
- The clear priorities for the on-line respondents were that "Children are helped to reach their full potential" and that "People at risk of harm and kept safe"
- The full results for the on-line survey are shown at the end of this document.

COMMUNITY EVENTS

METHODOLOGY

County Council attendance at local community events to discuss business planning was coordinated by the Community Engagement Team; five community events were selected. Selections were made as a matter of convenience, due to their timing (during September) and spread across each of Cambridgeshire's five districts. Events attended were:

- Friday 9th September – St Ives Market (Huntingdonshire)
- Saturday 10th September – Haddenham Steam Rally (East Cambridgeshire)
- Sunday 11th September – Whittlesey Festival (Fenland)
- Saturday 24th September – Cambridge Market (Cambridge)
- Sunday 25th September – Milton Country Park, Autumn Festival (South Cambridgeshire)

Members of staff from across the organisation volunteered to talk to members of public. In advance a briefing document and a set of consultation questions were prepared. Display boards were also used at each event so show the breadth of County Council services. In addition members of the public were shown a series of tubes in which to place their 'vote' for their preferred level of council tax increase. Each of the options were communicated in detail (see figure one) and people's opinions / reaction recorded. The level of public understanding differed with some being aware of the issues whilst others needed a detailed explanation in order to participate. Awareness of the Adult Social Care precept was generally low. Also the ability to explain the precise impact of the budget changes was limited due to where the County Council is within the current business plan cycle.

Figure 3: Options for council tax

<u>Option</u>	<u>Description</u>	<u>Example</u>
1	Not increasing council tax or Adult Social Care Precept. The council would need to find over £5 million in savings from the planned Adult Social Care budget.	An average band D property would not have to pay the 45p per week currently planned (£23.34 a year) The County Council would have to find an additional £5.13 million of savings from Adult Social Care in order to balance the budget.
2	Only raising the Adult Social Care Precept of 2%.	An average band D property would pay an extra 45p per week (£23.34 a year). Resulting in £5.13 million already included in our plans would just be spent on Adult Social Care.
3	Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	An average band D property would pay an extra 45p per week (£23.22 a year). The County Council would have to find at least an extra £200,000 in savings from Adult Social Care to balance our budget, however it means the £5.11m raised can be spent on all services rather than only ring fenced and currently planned to Adult Social Care.
4	Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	An average band D property would pay an extra 90p per week (£46.56 a year). This would mean that the £5.13 million currently planned would be spent on Adult Social Care and a further £5.11 million would be available to be spent on other services

The results were later summarised in a report and circulated to those that had attended the events to check understanding.

Figure 4: Total Responses from community events

Council Tax Options	Number of votes	% of votes
Option 1: Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	47	14%
Option 2: Only raising the Adult Social Care Precept of 2%.	69	20%
Option 3: Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	69	20%
Option 4: Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	157	46%
Total	342	-

Figure two above shows the summary of people's response to the core council tax question. It should be noted that the result is skewed towards the relatively large response from Cambridge Market and Milton Country Park where a significant proportion of people were in favour of a total increase of 3.99% and away from Haddenham Steam Rally where poor weather hampered responses.

Figure 5: Variation in response between community events

	St Ives	Whittlesey	Haddenham	Cambridge	Milton	Total
Option 1	26%	20%	18%	8%	10%	14%
Option 2	33%	33%	24%	13%	13%	20%
Option 3	13%	17%	41%	17%	24%	20%
Option 4	28%	30%	18%	61%	53%	46%
Total for an increase of 1.99% or above	74%	80%	82%	92%	90%	86%

Looking across all the responses (see individual sections) there are some clear themes that emerge.

- A significant reason given for not increasing council tax was for issues of affordability. During the engagement sessions we spoke to people who didn't think that that could afford an increase because they were currently struggling with their household bills. This was notable amongst those in older age ranges. The broad sentiment from this group was that they understood why council tax increases were necessary but
- We met those that were against tax increases as a matter of principle. This group were generally sceptical about public services and linked / interchanged between many disparate issues such as their perception that public services 'waste' money, devolution, MPs expenses, migration and local infrastructure projects (e.g. guided bus or Whittlesey crossing) as reasons why public services 'couldn't be trusted'.
- There were a small number of people who didn't want to pay an increase because they didn't use services; viewing council tax in the same bracket as utility bills. There was also a small group of individuals (only within Cambridge City / South Cambridgeshire) who made the case for no increase on the basis that 'Westminster' or central government should be footing the bill rather than local people.
- Of particular importance is the balance between those opting for the Adult Social Care (ASC) precept (2%) or the general increase of 1.99%.
 - Those supporting the (ASC) precept did so because they had a clear understanding as to what the additional income was for and / or they could clearly identify with the demands arising from this service area through personal experience.
 - Those supporting the 1.99% general increase particularly spoke about the needs for children's services.
- Those seeking the maximum increase (option 4) were likely to comment about the need to 'protect' services or they expressed the 'value' that they felt services delivered for the community together with the feeling that there should be continued support.
- There were those who felt that they could afford an increase, particularly in Cambridge, with '£50' across the whole year being a slight increase in their eyes. Another sub – group of those opting for the maximum increase was those who worked within the public sector e.g. police officer, pharmacist, NHS worker.

Figure 6: Responses from the St Ives Market event

Council Tax Options	Number of votes	% of votes
Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	10	26%
Only raising the Adult Social Care Precept of 2%.	13	33%
Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	5	13%
Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	11	28%

The following are the main findings / observations from the St Ives Market event:

- In total 74% of people that we spoke to indicated that they'd be content for a council tax increase of some sort.
- 46% opted to increase council tax by either 2% or 1.99% (options 2 or 3).
- People opting for no increase in council tax offered the following views:
 - liked the idea of an increase but struggled to pay council tax as they were a pensioner on a low income.
 - stop funding smoking cessation services as people could pay for this themselves.
 - need to repair roads and pot-holes
 - If services are being cut anyway it seems unfair to put up council tax.
 - Not a heavy user of council services as having to pay for everything myself, pay enough tax already.
 - Waste should be tackled first such as the 'Police and Crime Commissioner', 'Guided Busway', 'Devolution' and any regional government.
- People opting for only raising the Adult Social Care Precept gave the following comments:
 - Older people need support and libraries need to continue with reasonable opening hours.
 - I have elderly parents and elderly in-laws who need social care support.
 - Have a parent in the 'adult social care system' and I'm very worried about the future.

- You can only cut things so far, some essential services need to go up
- People opting for a general increase of 1.99% said the following:
 - Grandchildren use the local children's centre.
 - It is important that people understand how it is spent as money is being used to support others in society.
 - Don't think the government is going to give you any more money!
- People opting for an increase of 3.99% gave the following reasons:
 - Cycle ways in Cambridge are better looked after than in St Ives.
 - Keep services for disabled, more hedge-trimming for road safety, worried about effect on residents of further service cuts.
 - Can't see away around not increase Council Tax (owns a care business), library services should be protected.

HADDENHAM STEAM RALLY

It should be noted that the weather was particularly poor on the day which limited the number of people out and about at the steam rally and their willingness to stop and talk.

Figure 7: Responses from the Haddenham Steam Rally event

Council Tax Options	Number of votes	% of votes
Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	3	18%
Only raising the Adult Social Care Precept of 2%.	4	24%
Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	7	41%
Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	3	18%

The following are the main findings / observations from the Haddenham event:

- In total 82% of people that we spoke to indicated that they'd be content for a council tax increase of some sort.
- 65% opted to increase council tax by either 2% or 1.99% (options 2 or 3).
- People opting for no increase in council tax offered the following views:
 - would like to increase council tax but personal income was low (retired).
 - wants to see improvements in public transport; it is insufficient and too costly. Doesn't think the Council uses its money well.
 - The increases in parish precepts put some people off the thought of additional increases. Some parishes have seen higher increases than others.
- People opting for only raising the Adult Social Care Precept gave the following comments:
 - Happy if this is definitely ring-fenced. Libraries and adult care services are a priority.
 - Shocked at the figures (level of cuts); appreciate that the extra income is needed. Did not realise the extent to which services need money / are being cut.
 - Knows that we will all need adult social care at some point in our lives.

- Thinks that there should be more back office efficiencies.
- People opting for a general increase of 1.99% said the following:
 - Lives 'off the grid' and doesn't use any services. Don't have street lights where they live but appreciates that others need them.
 - Need funding to support preventative work with young people
- People opting for an increase of 3.99% gave the following reasons:
 - Understands as they are a pharmacist. Particularly values prevention services such as public health / social care. Cuts are affecting both health and social care.
 - Increases are fine as I'm in a position to afford these. Not the same for everyone.

WHITTLESEY FESTIVAL

Figure 8: Responses from the Whittlesey Festival event

Council Tax Options	Number of votes	% of votes
Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	14	20%
Only raising the Adult Social Care Precept of 2%.	23	33%
Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	12	17%
Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	21	30%



The following are the main findings / observations from the Whittlesey Festival event:

- In total 80% of people that we spoke to indicated that they'd be content for a council tax increase of some sort.
- 50% opted to increase council tax by either 2% or 1.99% (options 2 or 3).
- People opting for no increase in council tax offered the following views:
 - Didn't think we get enough for our money as it is!

- stop funding smoking cessation services as people could pay for this themselves.
- If we pay more we want to see more.
- More efficiency can be made.
- Interest from my savings is too low to afford an increase.
- We are all on benefits and we can't afford an increase.
- People opting for only raising the Adult Social Care Precept gave the following comments:
 - Council tax will go up and it's good to know where it is going.
 - More and more people are going to need care as they get older.
 - Happy with 2% if it is ring-fenced.
 - I'm retired and look after even older parents.
- People opting for a general increase of 1.99% said the following:
 - Opted for this as feels that children who are looked after should be the main priority
 - Concerned about the provision of school places for primary children in Whittlesey, this should be a priority.
- People opting for an increase of 3.99% gave the following reasons:
 - Previously worked in children's social care for 17 years. Yes put it up.
 - Put it up as the 'bills need to be paid'. Increases are due to migration.

CAMBRIDGE MARKET

Figure 9: Responses from the Cambridge Market event

Council Tax Options	Number of votes	% of votes
Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	9	8%
Only raising the Adult Social Care Precept of 2%.	14	13%
Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	19	17%
Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	67	61%



The following are the main findings / observations from the Cambridge Market event:

- In total 92% of people that we spoke to indicated that they'd be content for a council tax increase of some sort.
- 30% opted to increase council tax by either 2% or 1.99% (options 2 or 3) and 61% opted for a 3.99% increase
- People opting for no increase in council tax offered the following views:
 - Cuts should be stopped and government should pay. Maggie Thatcher is dead!
 - Cambridge is a very expensive place to live and 2% sounds high. Rates are too high already.
 - There is 'deadwood' left to cut. We can't afford child care at the moment so can't afford a tax increase.
 - No. Give the council more money centrally.
- People opting for only raising the Adult Social Care Precept gave the following comments:
 - Adult social care is hugely important.
 - I would opt for 4 if I knew the money would be well directed and spent.
- People opting for a general increase of 1.99% said the following:
 - If I ruled the world I would abolish Council Tax and replace with another tax system.
 - I think the money should go to all services.
 - Investment in younger people should be prioritised.
- People opting for an increase of 3.99% gave the following reasons:
 - Believe that this is important for a fair and 'social' society
 - It is not a huge amount.
 - An extra £50 per year is not a big amount to pay. Put the money towards the benefit of society.
 - My council doesn't consult like this so 'full-marks' for being here!
 - Would pay 5% health services for older people are so important.
 - Central government spends billions on less important things than social care.
 - Houses needed to be taxed according to their rateable value. This should be reviewed.

- Moved from 0% to 4%. Recognise that whilst I'm skint – people getting stuck in hospital unable to be discharged are a big problem.

MILTON COUNTRY PARK AUTUMN FESTIVAL

Figure 10: Responses from the Milton Country Park event

Council Tax Options	Number of votes	% of votes
Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	10	10%
Only raising the Adult Social Care Precept of 2%.	13	13%
Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	23	24%
Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	51	53%



The following are the main findings / observations from the Milton Country Park event:

- In total 90% of people that we spoke to indicated that they'd be content for a council tax increase of some sort.
- 37% opted to increase council tax by either 2% or 1.99% (options 2 or 3) and 53% opted for an increase of 3.99%
- People opting for no increase in council tax offered the following views:
 - Struggling to afford it at the moment.
 - Houses should be re-banded and high cost housing pay much more.
 - Get rid of the 'Cambridge Matters' glossy magazine.
 - Adult Social Care precept wouldn't benefit me yet.
 - I think we pay too much and don't get anything in Cambourne.
- People opting for only raising the Adult Social Care Precept gave the following comments:
 - I think Adult Social Care is the most important service.
 - Practically I haven't got the time to volunteer. 2% increase in tax is above my annual wage increase but I'm willing to pay it.
 - I know some people who live in social housing.
- People opting for a general increase of 1.99% said the following:
 - Need to raise money but having flexibility on how it is spent is also important.
 - I want to support children's centres and children's social care as well.
 - I've taught in Cambridgeshire's schools and they are the lowest funded of all the schools in the Country. Think increase should be for everyone not just Adult Social Care.
- People opting for an increase of 3.99% gave the following reasons:
 - I'm a police officer. The less Council Services then the more work for me.
 - Nobody likes raising taxes but if we want the services then we have to pay for them.
 - I'm lucky and can afford the increase. We should all help each other.
 - Doesn't seem like all that much. We can afford 90p extra a week.
 - Since the Thatcher years there has been a lack of social conscience, we all need to be more social minded.

- It is not right that government is taking so much away.

ON-LINE SURVEY

METHODOLOGY

Unlike last year where the on-line survey was the main element of our consultation this year the approach was very much to see this as an additional activity. The on-line survey was made available on the County Council's website. The survey was supported by a short animated video¹. The link to the survey and video were then promoted on the front page of the County Council's website, via mailing lists to organisations such as parish councils and via Facebook.

METHODOLOGY

A total of 201 people responded to the survey. The following are the main points of the survey results.

Figure 11: Total Responses from the On-line consultation

Council Tax Options	Number of Responses	% of votes
Option 1: Not increasing council tax. This would mean not raising the Adult Social Care Precept of 2%	30	15%
Option 2: Only raising the Adult Social Care Precept of 2%.	32	16%
Option 3: Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.	42	21%
Option 4: Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%	97	48%
Total	201	100%

Looking across all the responses (see individual sections) some clear themes emerge:

¹ <https://www.youtube.com/watch?v=LE7E0raHStQ>

- There was a very high level of awareness of the County Council's financial situation amongst on-line responses. There was also a similarly high level of worry / concern about the situation.
- Only 15% of the on-line respondents voted for a 0% increase in Council Tax; 48% voted for a 3.99% increase
- The clear priorities for the on-line respondents were that "Children are helped to reach their full potential" and that "People at risk of harm and kept safe"

The full results for the on-line survey are shown at the end of this document.

Cambridgeshire County Council: Business Plan Consultation

1. Introduction

2. Awareness

1. Before today, how aware were you of the level of financial challenges facing Cambridgeshire County Council? (i.e. the amount they need to save)							Response Percent	Response Total
1	Very aware						47.26%	95
2	Somewhat aware						39.80%	80
3	Not very aware						8.46%	17
4	Not at all aware						4.48%	9
5	Unsure / Don't know						0.00%	0
Analysis	Mean:	1.7	Std. Deviation:	0.8	Satisfaction Rate:	17.54	answered	201
	Variance:	0.65	Std. Error:	0.06			skipped	0









2. How do you feel about the continuing financial challenges faced by the County Council?							Response Percent	Response Total
1	Very worried						35.82%	72
2	Somewhat worried						49.75%	100
3	Not very worried						10.95%	22
4	Not at all worried						2.49%	5
5	Unsure / Don't know						1.00%	2
Analysis	Mean:	1.83	Std. Deviation:	0.79	Satisfaction Rate:	20.77	answered	201
	Variance:	0.63	Std. Error:	0.06			skipped	0












3. Services







3. On a scale of 0 to 10, with 10 being 'very important' and 0 being 'not at all important', how important do you think each of the following outcomes are that County Council services are working to achieve?													
	0	1	2	3	4	5	6	7	8	9	10	Don't know	Response Total
Older people live independently	1.5% (3)	0.5% (1)	0.5% (1)	1.0% (2)	2.5% (5)	9.5% (19)	4.5% (9)	10.4% (21)	25.4% (51)	17.9% (36)	25.9% (52)	0.5% (1)	201
People with disabilities live well independently	0.5% (1)	1.0% (2)	0.5% (1)	1.5% (3)	1.5% (3)	9.5% (19)	3.0% (6)	6.5% (13)	23.4% (47)	19.4% (39)	33.3% (67)	0.0% (0)	201
People live in strong, supportive communities	1.0% (2)	0.0% (0)	2.5% (5)	2.5% (5)	3.0% (6)	12.6% (25)	8.0% (16)	16.1% (32)	21.1% (42)	9.5% (19)	22.6% (45)	1.0% (2)	199
The road network is safety maintained	0.5% (1)	1.5% (3)	0.5% (1)	0.5% (1)	3.0% (6)	6.5% (13)	4.5% (9)	14.4% (29)	20.4% (41)	14.9% (30)	32.3% (65)	1.0% (2)	201
Children are helped to reach their full potential	0.5% (1)	0.0% (0)	1.5% (3)	0.0% (0)	2.5% (5)	2.0% (4)	4.5% (9)	9.0% (18)	14.4% (29)	10.9% (22)	52.7% (106)	2.0% (4)	201
People at risk of harm and kept safe	0.5% (1)	0.5% (1)	1.5% (3)	1.0% (2)	2.5% (5)	6.0% (12)	3.0% (6)	6.5% (13)	16.5% (33)	11.0% (22)	49.0% (98)	2.0% (4)	200
The Cambridgeshire economy prospers to the benefit of all residents	2.0% (4)	0.5% (1)	3.5% (7)	1.5% (3)	2.5% (5)	9.0% (18)	10.0% (20)	10.4% (21)	21.9% (44)	9.0% (18)	28.9% (58)	1.0% (2)	201
People lead a healthy lifestyle and stay healthy longer	2.0% (4)	1.5% (3)	3.0% (6)	2.0% (4)	2.0% (4)	10.9% (22)	11.4% (23)	13.9% (28)	19.9% (40)	10.4% (21)	21.9% (44)	1.0% (2)	201
												answered	201
												skipped	0

Matrix Charts













3.1. Older people live independently				Response Percent	Response Total
1	0			1.5%	3
2	1			0.5%	1
3	2			0.5%	1
4	3			1.0%	2









3.1. Older people live independently						Response Percent	Response Total
5	4					2.5%	5
6	5					9.5%	19
7	6					4.5%	9
8	7					10.4%	21
9	8					25.4%	51
10	9					17.9%	36
11	10					25.9%	52
12	Don't know					0.5%	1
Analysis		Mean:	8.9	Std. Deviation:	2.1	Satisfaction Rate:	71.82
		Variance:	4.41	Std. Error:	0.15		
						answered	201

3.2. People with disabilities live well independently						Response Percent	Response Total
1	0					0.5%	1
2	1					1.0%	2
3	2					0.5%	1
4	3					1.5%	3
5	4					1.5%	3
6	5					9.5%	19
7	6					3.0%	6
8	7					6.5%	13
9	8					23.4%	47
10	9					19.4%	39
11	10					33.3%	67
12	Don't know					0.0%	0
Analysis		Mean:	9.18	Std. Deviation:	2.03	Satisfaction Rate:	74.36
		Variance:	4.13	Std. Error:	0.14		
						answered	201













3.3. People live in strong, supportive communities						Response Percent	Response Total
1	0					1.0%	2
2	1					0.0%	0
3	2					2.5%	5
4	3					2.5%	5
5	4					3.0%	6
6	5					12.6%	25
7	6					8.0%	16













3.3. People live in strong, supportive communities							Response Percent	Response Total
8	7		<div><div></div></div>				16.1%	32
9	8		<div><div></div></div>				21.1%	42
10	9		<div><div></div></div>				9.5%	19
11	10		<div><div></div></div>				22.6%	45
12	Don't know		<div><div></div></div>				1.0%	2
Analysis	Mean:	8.4	Std. Deviation:	2.24	Satisfaction Rate:	67.29	answered	199
	Variance:	5	Std. Error:	0.16				

3.4. The road network is safety maintained							Response Percent	Response Total
1	0						0.5%	1
2	1						1.5%	3
3	2						0.5%	1
4	3						0.5%	1
5	4						3.0%	6
6	5						6.5%	13
7	6						4.5%	9
8	7						14.4%	29
9	8						20.4%	41
10	9						14.9%	30
11	10						32.3%	65
12	Don't know						1.0%	2
Analysis	Mean:	9.08	Std. Deviation:	2.06	Satisfaction Rate:	73.45	answered	201
	Variance:	4.26	Std. Error:	0.15				

3.5. Children are helped to reach their full potential						Response Percent	Response Total
1	0					0.5%	1
2	1					0.0%	0
3	2					1.5%	3
4	3					0.0%	0
5	4					2.5%	5
6	5					2.0%	4
7	6					4.5%	9
8	7					9.0%	18
9	8					14.4%	29
10	9					10.9%	22

3.5. Children are helped to reach their full potential							Response Percent	Response Total
11	10		<div><div></div></div>				52.7%	106
12	Don't know		<div><div></div></div>				2.0%	4
Analysis	Mean:	9.76	Std. Deviation:	1.88	Satisfaction Rate:	79.6	answered	201
	Variance:	3.53	Std. Error:	0.13				

3.6. People at risk of harm and kept safe							Response Percent	Response Total
1	0						0.5%	1
2	1						0.5%	1
3	2						1.5%	3
4	3						1.0%	2
5	4						2.5%	5
6	5						6.0%	12
7	6						3.0%	6
8	7						6.5%	13
9	8						16.5%	33
10	9						11.0%	22
11	10						49.0%	98
12	Don't know						2.0%	4
Analysis	Mean:	9.53	Std. Deviation:	2.11	Satisfaction Rate:	77.55	answered	200
	Variance:	4.45	Std. Error:	0.15				

3.7. The Cambridgeshire economy prospers to the benefit of all residents							Response Percent	Response Total	
1	0						2.0%	4	
2	1						0.5%	1	
3	2						3.5%	7	
4	3						1.5%	3	
5	4						2.5%	5	
6	5						9.0%	18	
7	6						10.0%	20	
8	7						10.4%	21	
9	8						21.9%	44	
10	9						9.0%	18	
11	10						28.9%	58	
12	Don't know						1.0%	2	
		Mean:	8.55	Std. Deviation:	2.45	Satisfaction Rate:	68.61	answered	201

3.7. The Cambridgeshire economy prospers to the benefit of all residents					Response Percent	Response Total
Analysis	Variance:	5.98	Std. Error:	0.17		

3.8. People lead a healthy lifestyle and stay healthy longer						Response Percent	Response Total
1	0					2.0%	4
2	1					1.5%	3
3	2					3.0%	6
4	3					2.0%	4
5	4					2.0%	4
6	5					10.9%	22
7	6					11.4%	23
8	7					13.9%	28
9	8					19.9%	40
10	9					10.4%	21
11	10					21.9%	44
12	Don't know					1.0%	2
Analysis	Mean:	8.25	Std. Deviation:	2.45	Satisfaction Rate:	65.94	
	Variance:	5.99	Std. Error:	0.17			
						answered	201

4. Council Tax

4. Do you or does someone in your household pay council tax? (If council tax is included in your rent, tick YES)						Response Percent	Response Total
1	Yes					99.50%	200
2	No					0.50%	1
3	Don't know					0.00%	0
Analysis	Mean:	1	Std. Deviation:	0.07	Satisfaction Rate:	0.25	
	Variance:	0	Std. Error:	0			
						answered	201
						skipped	0

5. Council Tax (cont)

5. Do you receive a reduction in Council Tax due to household circumstances?						Response Percent	Response Total
1	Yes					13.78%	27
2	No					85.20%	167

5. Do you receive a reduction in Council Tax due to household circumstances?							Response Percent	Response Total
3	Don't know						1.02%	2
Analysis	Mean:	1.87	Std. Deviation:	0.36	Satisfaction Rate:	43.62	answered	196
	Variance:	0.13	Std. Error:	0.03			skipped	5

6. Council Tax Increase

6. Which of the following four options for the County Council's part of Council tax do you support?			Response Total
Option 1: Not increasing council tax	100.0% (30)		30
Option 2: Only raising the Adult Social Care Precept of 2%	100.0% (32)		32
Option 3: Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept	100.0% (42)		42
Option 4: Raising both the Adult Social Care Precept and having a general increase in council tax. A total increase of 3.99%	100.0% (97)		97
	answered		201
	skipped		0

7. Council Tax Increase (cont)

7. Can you please tell us why you chose this option for Council tax?			
		Response Percent	Response Total
1	Open-Ended Question	100.00%	169
1	Funding is needed for all areas of the Council not just Adult Social Care, and understand more funds are required.		
2	You need the money, 2018 you will need to do this anyway plus we should have paid more years ago so services were not CUT		
3	I would rather we all paid a bit more than see services lost		
4	I think we should all pay more tax to make sure services run well in Cambridgeshire		
5	Would effect people paying council tax less that option 4 but would also raise money for adult social care		
6	Money should be for services generally and not ring fenced to one area.		
7	It is impossible to meet all the demands on the Council if there is a concentration only on providing additional funding for adult social care. We are heading for a disastrous situation where the grwing, ageing population is support more than younger people and children who need to be protected and able to fulfill their potential. The rapid and disproportionate population growth eg more children with special needs in new communities, more ex service men and women returning with major health and physical health issues needs to be supported - at the expense of people whone life style choices make them uber consumers of public service.		
8	If we want services they need to be paid for however appreciate that many households will find any increase difficult to bear.		
9	Because where am I suppose to find the increase when I have had not a increase in my wages for 7 years		
10	Council tax has risen *way* over inflation for many years. Yet the council is riddled with inefficiency - fix some of that and you'll have your 4%.		
11	To forestall cuts		
12	The additional cost to me of less than £50 is more than worth it to ensure vital services are not cut. Although increased council tax will negatively impact those on lower incomes I believe the impact of cutting services would be far greater.		
13	Adult social care will place greater and greater demand on the authority and therefore I feel investing now would be prudent. I have 3 relatives who have been service users and hope that increased funding would help residents access services more readily and efficiently to maintain independent living for longer.		
14	It's what the Council should have done last year. The council *must* recognise that carrying out is duties effectively is more of a priority than keeping council taxes low.		
15	I am only choosing this option if it stops the cuts including library closures and hours reductions.		
16	Pressure on adult services can only grow. One would hope that savings could be made in other areas ie non-statutory services to help ease pressure on frontline services.		
17	Because elderly need support after paying all there working life		
18	because without an increase our services will not be properly funded		
19	It allows the flexibility for the funds raised to be spent on both adult care and other areas		
20	There are other ways to save, IE public libraries, why not charge for use		
21	it seems the fairest		
22	You spend a significant amount on "debt management". If funds are properly managed this should not be necessary. Manage the money you have more effectively rather than taking even more from your residents.		
23	Social care is the largest problem area for the future		
24	We need to make sure we fund our services like social care and looking after our roads. Like gritting.		

7. Can you please tell us why you chose this option for Council tax?

		Response Percent	Response Total
25	I think the council will struggle without an increase to its general budget as well as to the adult social care.		
26	We must fund services sufficiently to ensure that they continue to be available to our community		
27	Too much money is wasted		
28	I would expect that any adult care that affects my family would have to be funded by my family and we would not get support from the council. As a result I would prefer not to pay towards a service I would not be able to benefit from in the future.		
29	21 increases in the last 24 yrs, enough is enough, we don't want another mortgage to pay for!!!		
30	We need to provide for the elderly		
31	To maintain services as much as is possible		
32	To maintain some level of services residents have to understand that they have to be paid for.		
33	Money is not being spent wisely. I feel social care deserves more funding and I am happy to pay this, but the rest of what I pay to council tax is mispent.		
34	Older people chose brexit.... it is also the older generations that have past in this situation....		
35	Many people are struggling to make ends meet. An extra increase in Council Tax to meet specific adult social care needs could topple them over the edge if it is in addition to a general rise.		
36	Because we are basically an affluent society, we are fortunate to be living in a relatively safe environment and those who need help should be able to access it. As a Community Carer for a number of years I know how vital this service is ; particularly in this day and age when many families live many miles apart and elderly relations are frequently isolated.		
37	There has to be a way to increase income from non government funding as the cuts are seriously affecting the levels of service. Already the cuts have meant that lots of preventative work has stopped, the thresholds for help have risen and services are reduced. Simply stating you want communities to be resilient is naive and dangerous. Communities will not replace support, there will be a postcode lottery and you are not investing enough to make this happen. You need more money not more outsourcing like Peterborough.		
38	Fair option		
39	I suspect previous reductions in government funding mean that the council's budget situation is now very difficult to manage without additional funding from somewhere.		
40	Fairest option on offer		
41	So long as admin costs are slashed and managers' salaries are frozen for 10 years. This will help. Better still make 50% cuts in middle and senior management. This will free up money to care for the community at large.		
42	I am happy to contribute to ensure services continue to be delivered.		
43	We already pay too much tax		
44	Because the ageing and less healthy population needs it		
45	I do not want to see the services school as the local children's centre cut.		
46	BECAUSE ADULT SOCIAL CARE IS AN IMPORTANT ISSUE		
47	I think that it is better to preserve existing services and this rise would help that.		
48	Because the cuts in adult social care are appalling and immoral		
49	Don't want to restrict funding increase to just one area.		
50	Adult care is underfunded and I cannot see how other services can be maintained at a satisfactory level with constant cuts.		
51	Maintaining the roads is equally important to older people services		
52	There are more services in need apart from elderly and disabled. Feel I already contribute enough.		

7. Can you please tell us why you chose this option for Council tax?

		Response Percent	Response Total
53	The tax should rise to improve services. The council is delivering our shared services and had no right to cut them.		
54	Meet budget shortfall		
55	Aging population		
56	Council tax is already too high. Council should run their affairs with regard to the cost to the taxpayer and if councillors are not up to spending less of the taxpayers money, they should consider their position.		
57	In general I support higher taxes and higher services. I think it's a relatively small increase for each household and would be better than cutting services further.		
58	I don't think council tax should be increased by 3.99% at a time we are being squeezed in every direction already and there is a prospect of having to pay for our parking at work.		
59	Because I struggle to live now as my hours have been cut due to you cutting funding given to schools. Children need our support too and having one teacher and a TA only for mornings is not giving children the help they need.		
60	The government has given you this option, why wouldn't you use it? Also, maybe if you collected more of the council tax you wouldn't have such gaps in the budgets anyway		
61	Central government should not be cutting funding and expecting taxpayers to make up the difference is unfair.		
62	No brained - ought to have been done last year		
63	Because everybody should pay a little bit more for the benefit of everyone. Too many people want more but don't want to pay. This is a fairly low cost option that is fair to all		
64	Its important that adult social care is prioritised there is too much emphasis on the younger generation who can be looked after by parents and guardians		
65	I would rather not have an increase at all but realise it is important that our elderly and vulnerable people generally are looked after properly		
66	£45 a year increase is affordable		
67	I am having to give up my job to care for my disabled child because the Local Authority has failed to provide appropriate care. I can't afford to pay any more money.		
68	Because local authorities are responsible for their citizens and the elderly often neglected in preference to those living in social housing and/or in receipt of benefits		
69	Wages are not rising but cost of living is. Every year I am worse off.		
70	An increase should go to helping all parts of the councils funding, other issues as well as adult allowance are important too, a 4% to accommodate both would be too high for many people		
71	Adult social care is important. Dignity, safety and living in a reasonable level of comfort are important for well being. We must look after each other		
72	Vital services are needed. However if this money is used to fund things like 3 PAs for an executive at the CC then I would choose differently.		
73	We need to support each other, but money is limited. Wages are not increasing at the same rate as costs. We could pay a little more, but not this much more.		
74	In general the cost of living is either staying the same or rising for most families, this should be reflected proportionally in any rise in council tax		
75	Amount per household is tiny, benefits far outweigh extra cost.		
76	I think it is fair to have a raise however this should cover all areas		
77	We pay a huge amount already but don't really benefit from it we have no street lights, no roads swept, continuous pot holes, roads never gritted in winter. No mains sewage. No policing. Fly tipping along the roads frequently.		

7. Can you please tell us why you chose this option for Council tax?

		Response Percent	Response Total
78	We all need to pay a little extra to be fit the community.		
79	Because my wage has not increased for years and I have to pay a lot to get my children to school to do A levels as there are no sixth forms that do it local to me.		
80	Social services are sucking far too much funding from other areas of Council services. Their funding needs heavy cuts.		
81	Because I am 64 years old. Purely selfish reasons.		
82	Small difference in yearly cost...		
83	Council funding has been under pressure for too long and given the demands being placed on services, leaving rates frozen is only going to result in cutbacks and deterioration of services.		
84	Tax keeps increasing and services reduced.....		
85	<p>When government funding is decreasing, contributions from residents clearly need to increase. Care of the elderly is important and increasingly totally unaffordable for most.</p> <p>On the other hand, ensuring that children reach their full potential is not really the job of councils, but most importantly of the child's parents, and secondly of the education system - most of which is determined by the government.</p>		
86	If you didn't waste money on a non strategic approach to GCCP you might have enough money for adult social care. The two budgets are separate.		
87	A small increase for the greater good helping the vulnerable and disabled and our local economy		
88	While I am not happy for any increase I am also not wanting so many cuts but I truly hope that money is spent more wisely in the future For instance with so many bike lanes being built they should be payed for by. People who are benefiting from them. Allowing money to improve roads care homes children's services I count any bikes on the newly made bike path on the way to Cambridge five has been the highest number this doesn't make good use of my money x		
89	I am happy to contribute more if it helps those less well off in my community		
90	I would rather pay more and know that people needing services can access them		
91	<p>Because it is foolish to think that services can be provided without increasing council tax when central govt has cut funding. The council should stop fooling itself that it can continue capital road developments such as Kings Dyke and the Ely bypass adding additional prudential borrowing to satisfy the vanity of groups of Councillors. Instead it should concentrate on maintaining revenue funded services by better maintains roads. Cambridge City continues to drain resources from the rest of the county and failing to use the benefit of the City Deal for fundamental improvements to access for Cambridgeshire residents to the Cambridge economy. Instead, Cambridge City and South Cambs are using the City Deal to restrict access to Cambridge for local political kudos in attacking the general access of Cambridgeshire residents. Cycle ways must not be increased unless these are better balanced with improve vehicular access routes to the City centre.</p> <p>I support a 3.99% council tax rise because it is dishonest for the Govt to cut funding to County Council whilst expecting continuation of services. However, it is also dishonest of the County Council to claim to be more efficient when failing to maintain current infrastructure in favour of interest on capital borrowing. And, when the County Council leaves Parish Councils deciding either to accept cuts in local residents County provided services or increasing precepts. The financial crisis was caused by lack of responsibility in borrowing. Borrowing because you cannot afford to pay for something today but have no prospect of paying for it tomorrow puts self gratification ahead of financial sense.</p>		
92	It is important that services are properly funded		
93	<p>I chose this option because I am ok with taking on more responsibility for the services we receive. Plus, I want communities to thrive and be more resilient to cuts.</p> <p>In my opinion, the proposed raise in council tax, spread over a year is not that much.</p>		
94	I would like to see all the services provided by the council maintained if not improved. Increasing the CT in percentage terms will generally ensure that people will contribute depending on their wealth/ability to pay. If		

7. Can you please tell us why you chose this option for Council tax?

		Response Percent	Response Total
	the govt is restricting cash they should not restrict the ability of local authorities to raise capital instead of worrying about votes. As the govt has changed its fiscal policy surely we don't need to worry anymore!		
95	I pay enough Council Tax and my salary has not increased in line with inflation		
96	Raising council tax should benefit everyone, as their will be a cost to everyone. Though it's an immature view, I don't like the idea of my council tax getting higher to pay for Adult care, when for myself there are more pressing issues such as the state of our roads, the need for pedestrians, cycles and motorised road vehicles to each have their space on the roads, the emergency services being so stretched and my local area needing repair and tidy up work.		
97	The Council should look to find more efficiencies and concentrate on key core services.		
98	Because it makes more sense to support people before they need more expensive health care. Because I am a decent human being who understands the need to look after the most vulnerable people in the community.		
99	I'm happy to pay more and have better services in the City. That includes MY ability to freely drive in Cambridge. Blocking Cambridge to residents alienates both the city and the council from its citizens		
100	Savings should be found. Our council tax is already disproportionate to our burden on the system.		
101	We need these services and they have to be paid for.		
102	Because the services are vital and would have significant impact if cut		
103	We all need to pay more to make sure that the help that is needed can be given		
104	It is the fairest for all members of society whether that is those who will contribute in the future, those who currently contribute or those who have already contributed and now receive favourable pension benefits.		
105	Need to pay more if the government are not funding our services adequately.		
106	Best option. Adult social care is a must. The rest isn't		
107	People are already paying out more than they can afford in quite a few cases		
108	Because I think the council has now cut its services to the bone and there is no more room to manoeuvre.		
109	Too many things are getting cut that are affecting peoples lives and well being. The public need to see what the real costs are for services as many are oblivious to what is happening.		
110	Money is tight enough, but i want to do my share		
111	As low income families who do not receive any benefits at all will struggle to pay a larger increase, this is the area that needs investment more than the rest		
112	It's not that large an increase & we need to care for the more vulnerable people in our society.		
113	Unfair to have one or the other when both needed, cuts rarely beneficial in the long run.		
114	some households should pay more for the general good		
115	its fairer for all people in the county and will help to reduce the impact of government cuts		
116	So many sections need more help.		
117	Personal Finances		
118	We pay enough already and you need to look at back room staffing - too many and need to cut back		
119	With an ageing population this is the area most stretched financially		
120	Pay enough already and wages we are paid do not increase for most people		
121	It worries me greatly that the public seem to demand more all the time when clearly the council is struggling to cut back and save money where it can. Services are already suffering - I am most concerned about social care & education services - which is abysmally underfunded and desperately needs more money. I think our refuse services are brilliant, especially compared to some areas I have visited so that should not be touched. I think the public have to wake up to the fact that we must pay more in to save and maintain		

7. Can you please tell us why you chose this option for Council tax?

		Response Percent	Response Total
	essential services and I would be happy to do that. There would be an outcry no doubt but if all councils did the same, I think it would have to be accepted.		
122	Other services should be cut - adult care cannot.		
123	It's fairer to everyone		
124	It seems to me the only way to keep the majority of the services the county council is responsible for.		
125	I use many services that the council financially support including baby groups and I would be extremely disappointed if they were to shut due to funding.		
126	It is the right and only proper thing to do to help people in Cambridgeshire.		
127	The money has to come from somewhere.		
128	Like any business the council should look to cut as much COST as possible before looking to increase revenue by increasing prices (council tax). I don't feel this has been done sufficiently.		
129	Think we pay to much already		
130	Because we are an ageing population and services for the elderly CANNOT keep being cut. Also other areas need more money ploughed into them so, whether we like it or not, we as Council Tax Payers will have to fund them.		
131	I am prepared to pay more for most council services , particularly policing. What I don't like is paying for non productive services such as flower displays. I also feel house occupiers should be named and shamed if they don't cut there plants back that overgrow on to footpaths. And while I am at it, grass cutting and hedge cutting contractors should be forced to complete their works - cutting hedges back but not trimming back around road signs.		
132	More money for adults and children in the care of the social services, I work with adults with learning disabilities I am heart broken at what the last 5 years of cuts has already done. Cambridgeshire needs a bigger budget not to cut further.		
133	I do not feel council tax is calculated fairly. However, I do believe those of us who can should contribute to local services and to keeping each other safe. None of us want to pay more council tax, but if we need to do so to maintain appropriate adult social care and other services, I'd prefer an increase over axing services.		
134	The increase in Council Tax is greater than inflation, and greater than any increase in average earnings. It is unfair, and unconscionable, to keep increasing council tax for those who are deemed "fit & well", when there are other savings that should be realised first.		
135	Cuts cause hardship and put additional pressure on communities and families. I'd be happy to pay the extra money to maintain and even improve services.		
136	We can and should do more		
137	With people living longer it's important to help them live reasonably comfortably and keep them out of hospitals bed blocking.		
138	I think it's very important to maintain safety and security in all the services the council provides. These are reasonable increases to pay for increased demands.		
139	I'm worried about the cuts in social care so hope a little increase could go towards that.		
140	The more money you can raise (provided that you spend it efficiently and responsibly) the better it is for the provision of elderly care. The ageing population across the country but also specifically in this region will put increased pressure on local services, so they need to be equipped to handle that extra pressure.		
141	The council need to demonstrate its strategy and risk analysis on how it manages it's funding. I have not seen or been shown how it prioritises it's spending. Until it can effectively demonstrate this it should not be allowed additional revenue.		
142	Its a small amount		
143	If I'm being asked to pay more I would like it to benefit areas that are of relevance to me.		
144	You can decide the best way to share this increase amongst services.		

7. Can you please tell us why you chose this option for Council tax?

		Response Percent	Response Total
145	Help towards the cuts that will be put in place		
146	I can personally afford to pay more and believe that the money is needed for supporting those not in a position to otherwise help themselves. I understand that not everyone can afford such an increase, but am hopeful that those most unable to pay would be in receipt of some discount or benefit to enable them to pay.		
147	Social care is important. Fed up being ripped off by the council for other so called services. We cannot even have a street lighting now in the dead of night. This country is a disgrace.		
148	The cost per week to the average house is negligible, less than the cost of a daily paper		
149	I think I could afford the rise. However, I feel these services should be paid for by central government.		
150	Elderly need help. Don't waste money on encouraging healthy living. You encourage people to be lazy and unmotivated honk someone else has to sort out their unhealthy lives. It's not rocket science: eat less, move more.		
151	Too much spent on Adult care		
152	I am willing to pay more tax to get a better service.		
153	Council should raise the money it requires		
154	40 quid a year isnt much, but im not confident that it wont be wasted on red tape and overpaid senior management		
155	I think it's best new revenue can be spent in a variety of areas and not just care for adults		
156	I'm young, I'm happy to pay more local tax to help the council and local services, but I don't want the services for the young to be penalised		
157	Too much tax across everything, fuel, vat, income tax starting to reach a stage where my salary has been eroded to the point I'd be better off on benefits than working		
158	Adult social care desperately needs this money		
159	Because I don't know what 'other services' means in case of a higher tax increase.		
160	Because essential services are being cut and this is NOT acceptable		
161	It is imperative that we protect our services for the elderly and vulnerable. Cutting services is a false economy as increases pressure on other services such as the NHS		
162	As long as councils keep paying astronomical fees for social care, providers will keep increasing their charges.		
163	We desperately need our Council to provide adequate services and should accept that Council tax needs to rise in order to achieve this. The Government should not be putting restrictions on local Councils. Children's and adult services are very important and should not be restrictive.		
164	This survey is balatantly biased by the style of questions featuring words that emotionally lead the responder. If the council genuinely wants to canvas views it should be more competent in in its surveys. The only response which is unbiased is option1.		
165	People in need are depressed enough as it is. More money means more services		
166	take pressure of hospitals and doctors		
167	Because it gives you the flexibility to use the money in the way you see fit rather tahn just for one group of the population		
168	I think the council have opportunity to reduce costs in many areas without raising more taxes		
169	we need to care for our most vulnerable citizens, and our current rates are amongst the lowest in the country		
		answered	169
		skipped	32

8. Council Tax Increase (cont)

8. If there were no restrictions on the size of Council tax increase would you increase Council tax by more than 3.99%?								
						Response Percent	Response Total	
1	Yes			<div></div>		18.41%	37	
2	No			<div></div>		64.18%	129	
3	Don't know			<div></div>		17.41%	35	
Analysis	Mean:	1.99	Std. Deviation:	0.6	Satisfaction Rate:	49.5	answered	201
	Variance:	0.36	Std. Error:	0.04			skipped	0

9. Council Tax (cont)








9. In total, including 3.99%, by how much would you increase Council Tax? Please put a total percent (%) figure below. (As a guide, for each 1% an average band D property would pay approximately an extra 23p per week £11.67 a year)						Response Percent	Response Total
1	Open-Ended Question					100.00%	37
1	10%						
2	10						
3	20%						
4	2						
5	10%						
6	5						
7	10%						
8	5						
9	8						
10	5						
11	20%						
12	6%						
13	10%						
14	5						
15	10%						
16	8						
17	7						
18	5						
19	2%						
20	7						
21	20%						

9. In total, including 3.99%, by how much would you increase Council Tax? Please put a total percent (%) figure below. (As a guide, for each 1% an average band D property would pay approximately an extra 23p per week £11.67 a year)

		Response Percent	Response Total
22	5%		
23	8		
24	10		
25	5%		
26	6		
27	5%		
28	6%		
29	5%		
30	10		
31	7%		
32	10%		
33	5		
34	10%		
35	5%		
36	9%		
37	5%		
		answered	37
		skipped	164

10. Experience of County Council Services

10. Which of the following County Council services do you or someone in your household use regularly? Please tick all that apply.

			Response Percent	Response Total
1	Help with parenting provided by Children's Centres		8.08%	16
2	Extra help in school for children with additional needs		7.07%	14
3	Help for disabled children including children with learning disabilities		2.53%	5
4	Libraries		41.41%	82
5	Help with living a healthier lifestyle such as giving up smoking or losing weight		4.55%	9
6	Help with managing mental health issues		9.09%	18
7	Help for disabled adults including adults with learning disabilities		3.03%	6

10. Which of the following County Council services do you or someone in your household use regularly? Please tick all that apply.

							Response Percent	Response Total
8	Social care or help to live at home for older people			<div><div></div></div>			6.06%	12
9	Subsidised public transport or community transport schemes such as dial-a-ride			<div><div></div></div>			11.11%	22
10	None of the above			<div><div></div></div>			45.96%	91
11	Other (please specify):			<div><div></div></div>			2.02%	4
Analysis	Mean:	9.24	Std. Deviation:	4.89	Satisfaction Rate:	78.33	answered	198
	Variance:	23.92	Std. Error:	0.35			skipped	3
Other (please specify): (4)								
1	cfs service							
2	Roads							
3	bus pass							
4	I work in mental health							

11. Keeping in mind that as well as the above the County Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy. Is there any part of County Council services that you particularly value?

							Response Percent	Response Total
1	Don't know			<div></div>			16.58%	33
2	No			<div></div>			19.10%	38
3	Yes (please explain):			<div></div>			64.32%	128
Analysis	Mean:	2.48	Std. Deviation:	0.76	Satisfaction Rate:	73.87	answered	199
	Variance:	0.58	Std. Error:	0.05			skipped	2
Yes (please explain): (128)								
1	Highways, looking after the roads							
2	School transport							
3	Travelling safely and confidence in the county's economy are important to me.							
4	All of yhe above, it is vital to keep the road network in good order and develop it to facilitate business and population demands. As a cyclist any improvements to the cycle network is appreciated. The county would be a very messy place without waste disposal!							
5	Transport							
6	Household recycling seems to be among the best in the country							
7	Library support for the elderly and children							
8	Cycleways - enable cost free transport and a healthier lifestyle.							
9	Protecting and keeping vulnerable chuldren safe.							
10	Better road maintenance, street lighting, libraries.							

11. Keeping in mind that as well as the above the County Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy. Is there any part of County Council services that you particularly value?

		Response Percent	Response Total
11	Wisbech recycling centre		
12	Road maintenance and waste disposal are services we use.		
13	Street Lighting and Wast Collection Including Garden Wast		
14	Highways, Libraries, Recycling, cycle ways		
15	Repairing potholes		
16	Open spaces need to be kept accessible for all and grass needs cutting along with paths kept clear		
17	All services are valued.		
18	Disposal of waste		
19	Libraries		
20	Safety is my main concern, no potholes on the roads, safe clean pavements and safe health from regular bin collections and waste disposal.		
21	Highways		
22	support for vulnerable adults		
23	I particularly value the work of the county council staff who deliver the services, I do not value the unnecessary layers of managers, consultants and senior management.		
24	Libraries		
25	All those services that reduce all types of inequality. For example the problems associated with becoming a parent are not based on income so services need to be universal, likewise loneliness is not income dependent.		
26	Libraries - allow access for me and my children to a great wealth of books and learning		
27	Cycling facilities and the Guided Bus Route.		
28	highways and refuse, keeps the area safe and looking good		
29	Better roads, better healthcare.		
30	Highways,street lighting		
31	Maintenance of the road network. Maintenance of other Rights of Way. Waste recycling centres.		
32	children's centres as they offer excellent support to young families to aid child development where I live (march)		
33	Road maintenance, keeping it moving and safe.		
34	the guided busway		
35	The Voluntary sector. Help for those who wish to volunteer but have additional needs		
36	Maintenance of the transport infrastructure for economic development.		
37	Children's Centres in Kings Hedges and Chesterton are my lifeline		
38	Recycling centre; cycle lanes		
39	cycle ways. keep fit and meet goals easily		
40	Education and treating the elderly with dignity and tespect		
41	Road mending		

11. Keeping in mind that as well as the above the County Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy. Is there any part of County Council services that you particularly value?

		Response Percent	Response Total
42	Services for disabled children. We have a disabled son and I work at a special school. I see the effects of the cuts every day, for example a severely overstretched school nursing service.		
43	why spend money on cycle ways when they are under used? until people have to use them if they are there, there is no point!		
44	It's all valuable to someone - it's all part of a maintaining a decent, modern society		
45	Cycleways are a cheap and safe way of maintaining healthy lifestyle for my family		
46	Better cycleways		
47	Libraries. Important in helping children and adults learn		
48	The total lack of support the schools receive for children with additional educational needs is disgraceful and it should be substantially improved		
49	Services that support families		
50	Maintaining roads.		
51	Disabled children		
52	Libraries - help my children to be adventurous readers		
53	Waste disposal and road maintenance		
54	Libraries		
55	Learning centres		
56	Cycle routes.		
57	Waste recycling centre		
58	Children's services and education		
59	Waste disposal and road/cycleway maintenance are critical. Education is also critical, but seems to be out of council control - teachers need to be paid much more and be much more highly valued.		
60	Our cycle paths are in desperate need of maintenance (and building!) Fromm Haslingfield to Cambridge, no street lighting or cycle paths until out of village. If you want people to cycle (improving health and congestion) and to link to GCCP then this should be a priority.		
61	Most of the above services even though I don't use them at the moment but I feel they are important		
62	Waste disposal, roads,		
63	Adult Social Care services which my parents access.		
64	Roads but not cycle ways which add little value for the County transport movements as a whole and are only of benefit to a minority of residents.		
65	Items look listed in q11		
66	I'm interested in keeping the county clean whilst making sure that everything that is done is with regard to the environment and wildlife that is under huge pressure due to the overpopulation of this country and in fact the world.		
67	Roads & cycleways, waste management and emergency services.		
68	Well maintained roads		
69	ALL social care for children, adults, people with disabilities and older people.		

11. Keeping in mind that as well as the above the County Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy. Is there any part of County Council services that you particularly value?

		Response Percent	Response Total
70	Road network for cars and cycles including city centre road network		
71	Children's centres, breastfeeding support, support for schools		
72	cycle path and walking/cycling networks		
73	Road maintenance and public transport, health education and support		
74	Adult services and highways.		
75	Highways. Not cycleways. Waste management		
76	Refuse collection		
77	Cycle ways for a healthy lifestyle, and work with young people.		
78	Too many to list		
79	cycle ways. They encourage greener lifestyles		
80	Archives and culture - should be looked after locally		
81	Libraries		
82	street lights		
83	I would like to see road markings made clearer thus reducing costs to NHS and insurance companies too		
84	Refuse services because they are so efficient & recycling is so easy		
85	Library services		
86	Cycle routes		
87	Baby groups		
88	Libraries		
89	Waste disposal and ongoing road maintenance		
90	As a driver more money spent on safer roads would be a must.		
91	Waste collection as it is better than delivering waste to a central point		
92	I valued the street lights before they were replaced and then switched off.		
93	Roads as have a long commute and travel to see family often. Waste collections are vital to public health and the environment		
94	Libraries, swimming pools, and cycle paths and bicycle parking		
95	The transport services and infrastructure are things upon which the entire community depends for its economic wellbeing.		
96			
97	roads		
98	Local infrastructure, so: roads, general upkeep of the area, modernisation		
99	Refuse, environment and roads. A far better public transport system would be advantageous		
100	Waste management		
101	Roads and waste management. I cycle, so safer cycle paths are important to me. I also want to see safe playgrounds available for my child.		

11. Keeping in mind that as well as the above the County Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy. Is there any part of County Council services that you particularly value?

		Response Percent	Response Total
102	Safety individuals and roads		
103			
104	childrens centres		
105	Of value to me personally, maintenance of the roads is the most valued. However support for the elderly, disabled, and homeless is something that I care deeply about. I also value libraries highly.		
106			
107	Bin collections, road repairs, town redevelopment (better shops)		
108	It would be nice to have a street lighting in the dead of night. What exactly am I getting for £160 per month. Precious little. This country is a disgrace.		
109	Recycling		
110	cycle way / road management		
111	Social care		
112	All		
113	recycling, cycle-ways maintenance and development		
114	Caring for our elderly, disabled and vulnerable		
115	Please build a cycle path between Great Paxton and St. Neots! Please provide regular a bus service from Great Paxton!		
116	Physical infrastructure such as roads and cycle ways		
117	Disabled adult services		
118	Encouraging reducing waste and energy use		
119	Cycle ways		
120	Waste disposal.		
121	Waste disposal		
122	All childrens and adult care services		
123	Care, waste management, help with disability		
124	maintenance of roads and drains		
125	all are important		
126	Waste disposal is excellent		
127	Education, education, and education. Highways.		
128	trying to maintain good roads, including rapid repairs when necessary		

13. Which district do you live in?

			Response Percent	Response Total
1	Cambridge City		18.37%	36

13. Which district do you live in?

							Response Percent	Response Total
2	East Cambridgeshire			<div><div></div></div>			9.69%	19
3	Fenland			<div><div></div></div>			14.80%	29
4	Huntingdonshire			<div><div></div></div>			37.24%	73
5	South Cambridgeshire			<div><div></div></div>			19.90%	39
Analysis	Mean:	3.31	Std. Deviation:	1.38	Satisfaction Rate:	57.65	answered	196
	Variance:	1.91	Std. Error:	0.1			skipped	5




14. What is your gender?

							Response Percent	Response Total
1	Male			<div></div>			39.30%	79
2	Female			<div></div>			54.73%	110
3	Other			<div></div>			1.49%	3
4	Prefer not to say			<div></div>			4.48%	9
Analysis	Mean:	1.71	Std. Deviation:	0.71	Satisfaction Rate:	23.71	answered	201
	Variance:	0.5	Std. Error:	0.05			skipped	0









15. What age band do you fall in?

							Response Percent	Response Total
1	Under 18						0.00%	0
2	18-24		<div><div></div></div>				1.49%	3
3	25-34		<div><div></div></div>				14.43%	29
4	35-44		<div><div></div></div>				20.90%	42
5	45-54		<div><div></div></div>				28.86%	58
6	55-64		<div><div></div></div>				22.89%	46
7	65-74		<div><div></div></div>				10.45%	21
8	75 or over		<div><div></div></div>				1.00%	2
Analysis	Mean:	4.93	Std. Deviation:	1.28	Satisfaction Rate:	56.08	answered	201
	Variance:	1.65	Std. Error:	0.09			skipped	0

16. Do you have any long-standing illness, disability, or infirmity that limits your activities in any way?

						Response Percent	Response Total
1	Yes					12.44%	25
2	No					81.09%	163
3	Prefer not to say					6.47%	13
Analysis						answered	201
						skipped	0
	Mean:	1.94	Std. Deviation:	0.43	Satisfaction Rate:	47.01	
	Variance:	0.19	Std. Error:	0.03			

17. How would you describe your ethnic background?

						Response Percent	Response Total
1	British					85.57%	172
2	Irish					0.50%	1
3	Gypsy & Traveller					0.00%	0
4	Eastern European					0.00%	0
5	Other					3.48%	7
6	African					0.00%	0
7	Caribbean					0.00%	0
8	Other					0.00%	0
9	White and Black African					0.00%	0
10	White and Black Caribbean					0.00%	0
11	White and Asian					0.00%	0
12	Other					0.50%	1
13	Indian					0.50%	1
14	Pakistani					0.00%	0
15	Bangladeshi					0.00%	0
16	Chinese					0.00%	0
17	Other					0.50%	1
18	Any other Ethnic Group					1.00%	2
19	Prefer not to say					7.96%	16
Analysis						answered	201
						skipped	0
	Mean:	4.34	Std. Deviation:	6.46	Satisfaction Rate:	14.51	
	Variance:	41.77	Std. Error:	0.46			


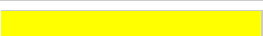

18. What is your working status?

							Response Percent	Response Total	
1	Employee: Part-time (30 or fewer hours per week)			<div></div>			14.50%	29	
2	Employee: Full-time (31 or more hours per week)			<div></div>			50.50%	101	
3	Self-employed: Part-time (30 or fewer hours per week)			<div></div>			5.00%	10	
4	Self-employed: Full-time (31 or more hours per week)			<div></div>			3.50%	7	
5	Unemployed and available for work			<div></div>			0.50%	1	
6	Retired			<div></div>			15.50%	31	
7	Student (including full-time students)			<div></div>			1.00%	2	
8	Looking after home or family			<div></div>			3.00%	6	
9	Long-term sick or disabled			<div></div>			3.00%	6	
10	Other (please specify):			<div></div>			3.50%	7	
Analysis		Mean:	3.33	Std. Deviation:	2.48	Satisfaction Rate:	25.89	answered	200
		Variance:	6.13	Std. Error:	0.18	skipped			
Other (please specify): (7)									




19. Including yourself how many people (adults and children) live in the household?




							Response Percent	Response Total
1	1			<div><div></div></div>			13.93%	28
2	2			<div><div></div></div>			38.81%	78
3	3			<div><div></div></div>			20.40%	41
4	4			<div><div></div></div>			19.90%	40
5	5			<div><div></div></div>			5.97%	12
6	6			<div><div></div></div>			1.00%	2
7	7						0.00%	0
8	8						0.00%	0
9	9						0.00%	0
10	10 or more						0.00%	0
Analysis	Mean:	2.68	Std. Deviation:	1.17	Satisfaction Rate:	18.68	answered	201
	Variance:	1.37	Std. Error:	0.08			skipped	0

12. About You (cont)

20. Are there any children, under 16 years old living in the household?							Response Percent	Response Total
1	Yes						43.35%	75
2	No						56.07%	97
3	Prefer not to say						0.58%	1
Analysis	Mean:	1.57	Std. Deviation:	0.51	Satisfaction Rate:	28.61	answered	173
	Variance:	0.26	Std. Error:	0.04			skipped	28

13. About You (cont)

21. Are you a carer? By carer we mean, do you look after, or give any help or support to family members, friends, neighbours or others because of either (1) they have long-term physical or mental ill-health or disability or (2) they have problems related to old age? [Additional notes: This is an unpaid carer, but they can be seeking carer benefits. They don't need to live in the same household.]									Response Percent	Response Total
1	Yes								17.91%	36
2	No								79.10%	159
3	Prefer not to say								2.99%	6
Analysis	Mean:	1.85	Std. Deviation:	0.43	Satisfaction Rate:	42.54			answered	201
	Variance:	0.19	Std. Error:	0.03					skipped	0

22. The County Council would like to offer you the opportunity to remain in touch by e-mail and from time to time and send you links so you can take part in further consultation surveys.Would you like to participate?										Response Percent	Response Total
1	Yes									40.00%	80
2	No									55.50%	111
3	Don't know									4.50%	9
Analysis	Mean:	1.64	Std. Deviation:	0.56	Satisfaction Rate:	32.25				answered	200
	Variance:	0.32	Std. Error:	0.04						skipped	1



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**Business Plan Consultation:
2016 Public Survey**

Cambridgeshire County Council

**Final Report
October 2016**



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Project details

Title	Business Plan Consultation: 2016 Public Survey
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Project number	16115
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Executive Summary

Cambridgeshire County Council commissioned M·E·L Research to undertake a public survey to better understand residents views on council priorities and a proposed increase to council tax. In total 1,327 residents participated in a face-to face interview during the month of September 2016.

Awareness and Priorities

- 44% were aware of the financial challenges facing the County Council
- 72% of respondents under 35 were unaware of the financial challenges
- 53% were worried about the financial challenges facing the Council
- Respondents over 35 were more likely (58%) to be worried than young people (18-34) (38%)
- All outcome priority areas for the council were rated highly, in order of importance (out of 10):
 - 8.84—Children reaching their full potential
 - 8.55—People with disabilities live well independently
 - 8.37—People at risk of harm are kept safe
 - 8.20—The road network is safely maintained
 - 8.06—Older people live independently
 - 7.86—The Cambridgeshire economy prospers to the benefit of all residents
 - 7.86—People live in strong, supportive communities
 - 7.75—People lead a healthy lifestyle and stay healthy longer

Valued Services

- 33% of respondents use libraries regularly, this was the most popular service used from those listed
- 47% did not use any of the services listed
- 56% 'particularly valued' a County Council service.
- 49% who valued a service, said they valued recycling and/or waste services (unprompted)
- 27% who valued a service, said they valued roads (unprompted)

Potential Changes to Council Tax

- Respondents chose from 4 options
 - 34% support no change in council tax (Option 1)
 - 25% support a 2% increase for the Adult Social Care Precept (ASCP) (Option 2)
 - 18% support a 1.99% general increase (Option 3)
 - 23% support a 3.99 increase (includes 2% ASCP and 1.99% general increase) (Option 4)
- Those who were aware of the financial challenges facing the Council were more likely (72%) to support an increase in council tax than those who were not aware (61%)
- Respondents who use council's services were more likely to support an increase in council tax (69%) than non-service users (62%)
- Working age respondents and those who live in more affluent areas (using ACORN profile, see **Appendix C** for details) tend to support Option 4 more than other groups

Introduction

Background

Cambridgeshire County Council, like all councils, faces the major challenge of shrinking budgets along with rising costs and increased demand on services. This means that the Council has to do a lot more with less money. To better understand residents' views on levels of council tax and to inform the Council's transformation plans, Cambridgeshire County Council commissioned M·E·L Research to undertake a public survey on their behalf. The main aim of this research was to understand residents' informed preference for their council tax; pro or against an increase. Residents were provided with context around and reasons for a potential increase and asked to choose between four options that best aligned with their preference.

Methods

Design and Sampling

A 10-minute, face to face (doorstep) survey was administered by trained interviewers via a computer-assisted personal interview (tablet computer) to a broad cross-section of residents during the month of September 2016. In total, 1,327 residents responded to the survey. A full respondent profile is available in **Appendix A**. A copy of the paper survey is located in **Appendix B**.

A sample of starting addresses was drawn randomly from the Postal Address File and was stratified by ward. From each starting postcode, interviewers aimed to achieve approximately 6 interviews. This varies slightly (between 3 and 8 interviews) to align with the population of the ward and most wards had more than one starting postcode. In addition to achieving the desired number of interviews by ward, quotas were set for age, gender, ethnicity, and working status. Interviewers were sent to urban and rural areas to reflect the same split as the county.

Analysis

The adult population (18+) of Cambridgeshire is nearly 500,000; a sample size of 1,327 yields a 95% confidence interval of 2.7 for a response of 50%. This means that when a result is 50%, we can be 95% confident that the true result lies between 47.3% and 52.7%. Data were analysed using SNAP Professional v11 and IBM SPSS V24. Frequencies and percentages were calculated for all of the main questions. Cross-tabulations were calculated by key variables including district, age, ethnicity, gender, working status and if there were children in the household to represent the demography of the county. Average scores were computed for survey items with a 0 to 10 scale (Question 4).

A powerful segmentation tool from CACI called ACORN has been utilised in the analysis and is referenced throughout this report. A detailed explanation of ACORN can be found in **Appendix C**.

Differences in proportions were compared using z-tests and statistically significant results (at the 5% level) are indicated in the text. Where average scores were computed, differences across subgroups were tested for significance using unpaired t-tests and F-tests (ANOVA), where appropriate. Statistical significance means that a result is unlikely due to chance (i.e. It is a real difference in the population).

Reporting

Owing to the rounding of numbers, percentages displayed visually on graphs in the report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used. For some questions, respondents could give more than one response (multi choice). For these questions, the percentage for each response is calculated as a percentage of the total number of respondents and therefore percentages do not add up to 100%.

The main body of this report presents the key findings including subgroup analysis of the key sections of the survey. The results do not appear in the order of the questionnaire.

Results

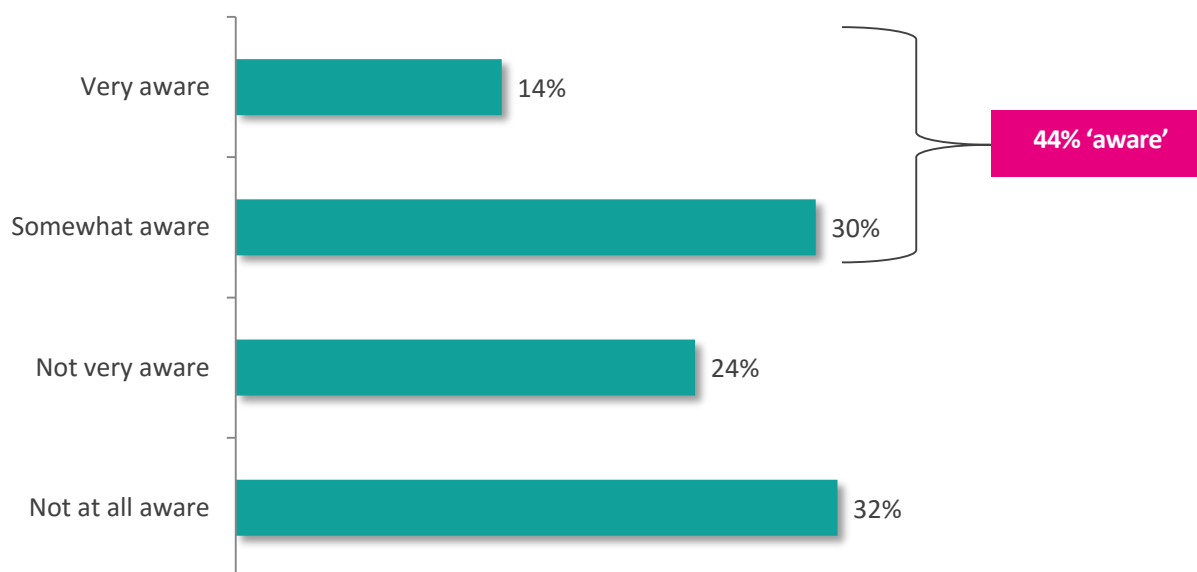
Awareness and Priorities

Cambridgeshire County Council sought to gather insight into the level of awareness about the financial challenges the County faces (i.e. the need to save £23 million in the next year and £86 million in the next 5 years). More than half (56%) of respondents said they were unaware of the financial challenges facing the Council (Figure 1).

Young people (35 and under) were the least aware (72% unaware) compared to those aged 35-44 (58% unaware) and people over 45 (46% unaware). Respondents from the Affluent Achievers ACORN group were the most aware (54%) compared to all the other groups (42%).

Figure 1: Awareness of financial challenges of the Council

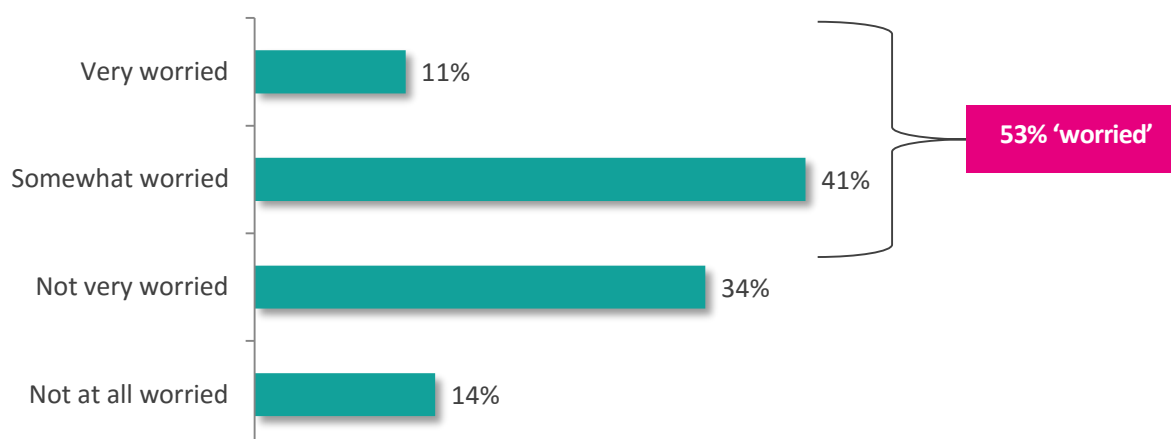
Percentage of respondents – base size 1312



The Council also wanted to understand how respondents felt about the financial challenges and just over half (53%) said that they were worried (Figure 2). Respondents over 35 were more likely to be worried (58%) than younger people (38%). Women were also more likely (56%) to be worried than men (49%). Worrying and awareness tended to overlap. Nearly seven in ten (68%) respondents who were aware of the challenges prior to the interview were also worried, compared to just four in ten (40%) who were unaware and also worried.

Figure 2: Feelings about continuing financial challenges of Council

Percentage of respondents – base size 1210



Valued Services

The Council aims to achieve specific outcomes that ensure the wellbeing and safety of their residents; these outcomes overlap with key service areas. Respondents were asked to indicate the importance of each from 0 to 10, where 10 is very important. Average scores were calculated for each outcome and are shown in order of importance (Figure 3). Generally, respondents rated each area as high in importance with scores ranging from 7.75 to 8.84. Helping children to reach their full potential was rated as the most important with an average score of 8.84 out of 10.

Figure 3: Average Score for importance

Percentage of respondents – base size 1294



A subgroup analysis was undertaken to better understand how different groups place importance on each of these key areas (**Appendix D**). Average scores were highest for 'Children are helped to reach their full potential' for all groups except older people, whose highest score was for 'Older people live independently'. 'People with disabilities live well independently' received the second highest average score across all subgroups.

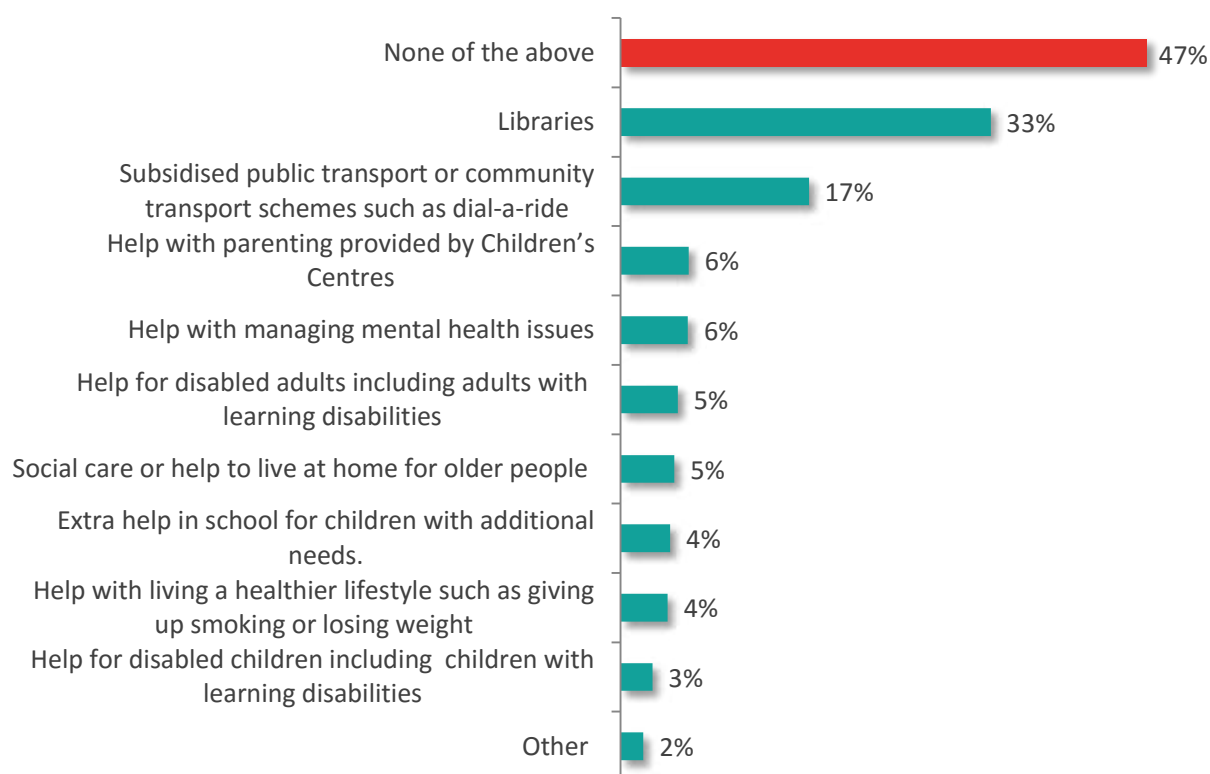
'People lead a healthy lifestyle and stay healthy longer' received the lowest average score (eighth place ranking) for all groups, except for older people (65+) and the Rising Prosperity ACORN group where average scores were ranked sixth.

Experience of County Council Services

Respondents were given a specific list of County Council services and asked which (if any) they use regularly. It should be noted that general County Council work carried out on behalf of the whole community such as road maintenance was not included in the list. The most popular services from the list were libraries (33%) followed by subsidised transport (17%) (Figure 4). Just under half (47%) of respondents said that they don't use any of the services regularly.

Figure 4: Council services used regularly (multiple response)

Percentage of respondents – base size 1327



Respondents were asked to keep in mind that in addition to services listed above, the Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy. They were then asked if there was any part of the County Council's Services that they particularly valued and more than half (56%) said yes (Figure 5). The most popular services that respondents valued, and by a large margin, were waste and recycling services (49%); roads were also valued by over one quarter (27%) of respondents (Figure 6). Over one in ten (13%) said that they valued 'all services'.

Figure 5: Valued services

Percentage of respondents – base size 1193

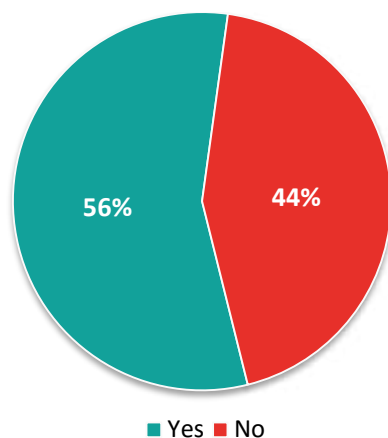
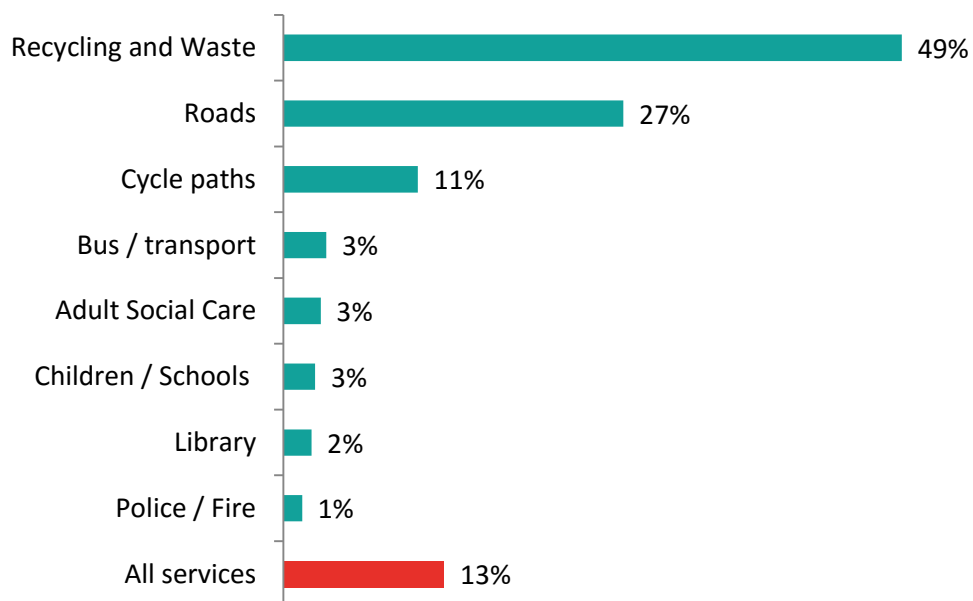


Figure 6: Part of the County Council that services that are particularly valued (open ended, multiple response)

Percentage of respondents – base size 669



Potential Changes to Council Tax

Respondents were told about four options for a change in council tax in Cambridgeshire, including an option for no change to the current council tax rates (Option 1). Respondents were also given a card so they could read the information for themselves (Table 1). This included an option (Option 2) for an increase that is already included in the Council's current business plan that would increase council tax by 2%, called the Adult Social Care Precept (ASCP). The ASCP is an amount the Council is allowed to increase council tax by specifically to pay for care for adults, particularly the elderly.

It was also explained to respondents that any increase applies only to the County Council's part of Council tax (i.e. other parts of council tax also go to pay for police, fire, parish and district council services).

Table 1: Council Tax Options with descriptions (taken from survey Showcard provided to resident)

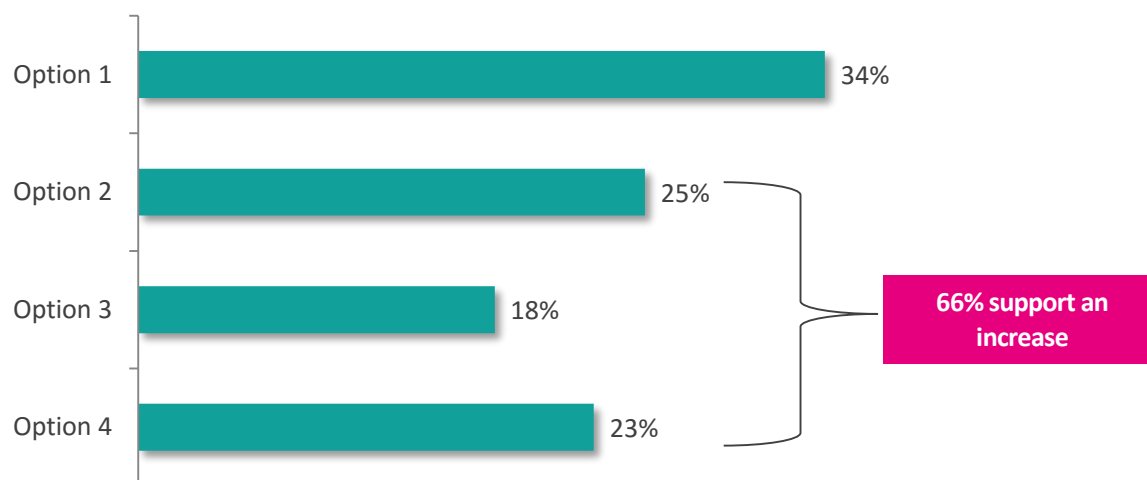
Option 1	<p>Not increasing council tax. This would mean <u>not</u> raising the Adult Social Care Precept of 2%.</p> <p>An average band D property would not have to pay the 45p per week currently planned (£23.34 a year) <u>but</u> the County Council would have to find an additional £5.13 million of savings from Adult Social Care in order to balance the budget.</p>
Option 2	<p><u>Only raising the Adult Social Care Precept of 2%.</u></p> <p>An average band D property would pay an extra 45p per week (£23.34 a year) and the resulting £5.13 million already included in our plans would <u>just</u> be spent on Adult Social Care.</p>
Option 3	<p><u>Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.</u></p> <p>An average band D property would pay an extra 45p per week (£23.22 a year). The County Council would have to find at least an extra £200,000 from Adult Social Care in savings to balance our budget, however it means the £5.11m raised can be spent <u>on all services</u> rather than only ring fenced and currently planned to Adult Social Care.</p>
Option 4	<p><u>Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%</u></p> <p>An average band D property would pay an extra 90p per week (£46.56 a year). This would mean that the £5.13 million currently planned would be spent on Adult Social Care <u>and</u> a further £5.11 million would be available to be spent on other services.</p>

The majority of respondents (66%) were in favour of an increase of some sort and Option 2 was supported by slightly more residents (25%) than Option 4 (23%) (Figure 7). Option 3, a general increase of 1.99% had the least support (18%).

The remainder of respondents (34%) were in support of no increase (Option 1) in Council Tax. Although most respondents (98%) provided a response, a small number (33 respondents) said that they would need more information to make a decision.

Figure 7: Preference of Council Tax increase

Percentage of respondents – base size 1294

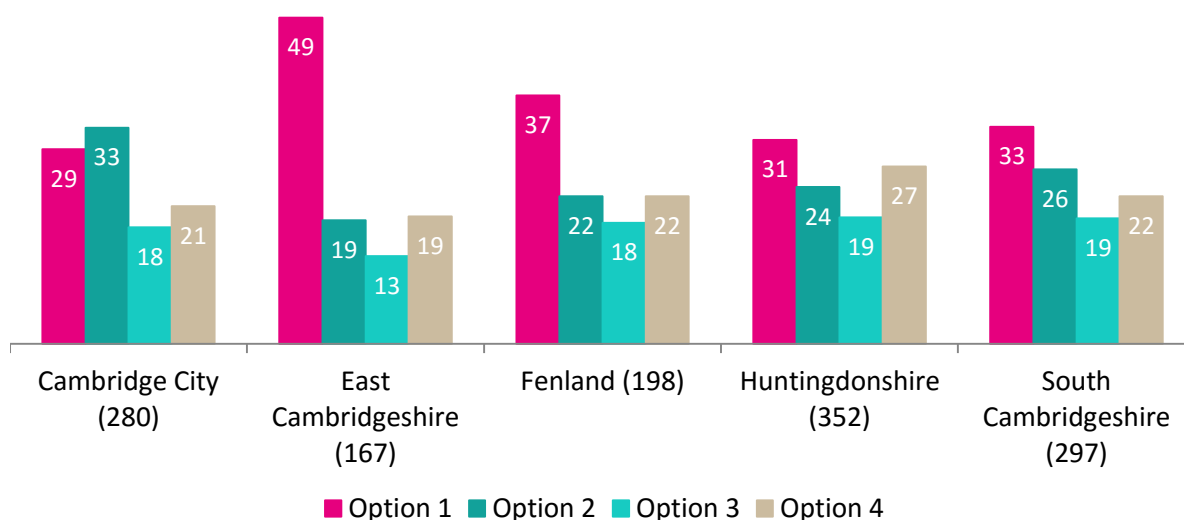


The majority of respondents across all districts were in support of an increase in council tax, with the exception of East Cambridgeshire where only half (51%) supported an increase to tax (Figure 8). East Cambridgeshire had the highest proportion of respondents (61%) in the Comfortable Communities ACORN group, which may have contributed to this result.

Option 1 was the most frequently selected option in all districts, except Cambridge City (29%), where slightly more respondents preferred Option 2 (33%). The profile for Cambridge City respondents was younger than in any other district which likely contributed to this result. Out of all districts, Huntingdonshire favoured Option 4 the most.

Figure 8: Option Preference of Council Tax increase by District (%)

Percentage of respondents – base size indicated in graph



A full subgroup analysis was undertaken to better understand the preferences of different groups. Group differences that were statistically significant are shown in Table 2.

Working aged people (35-64) were more likely (27%) to select Option 4 than younger or older people (both 19%). More residents in the Affluent Achiever ACORN group preferred Option 4 (30%) to Option 1 (27%), although this difference is not significant. Differences in the lower three ACORN groups were significant, with respondents preferring Option 1 over Options 2-4. The majority of non-white respondents (59%) prefer Option 1 and less than one in ten (7%) preferred Option 4.

Table 2: Option preference by demographics (group differences that are statistically significant)

Sub-group (N)	Supports No Increase (Option 1)	Supports Increase (Options 2-4)	Option 2	Option 3	Option 4
Age					
18-34 (375)	37%	64%	23%	22%	19%
35-64 (640)	32%	68%	25%	16%	27%
65+ (260)	37%	63%	29%	16%	19%
ACORN					
Affluent Achiever (304)	26%	74%	27%	17%	30%
Rising Prosperity (179)	34%	66%	28%	18%	20%
Comfortable Communities (440)	36%	64%	23%	18%	23%
Financially Stretched (210)	36%	64%	23%	20%	21%
Urban Adversity (139)	42%	58%	30%	14%	14%
Ethnicity					
White (1198)	32%	68%	26%	19%	24%
All other groups (85)	59%	41%	25%	9%	7%

Differences in gender, caring responsibilities, tax reduction status, working status, and whether or not children live in the home were not significant (Table 3). A higher proportion (73%) of respondents with caring responsibilities supported an increase in council tax than non-carers (65%) although this is not significant likely due to the small base size. Respondents who receive a reduction in their council tax were slightly more likely (38%) to support no increase than those who pay full price (32%), but the difference is not statistically significant.

Table 3: Option preference by demographics (group differences that are not statistically significant)

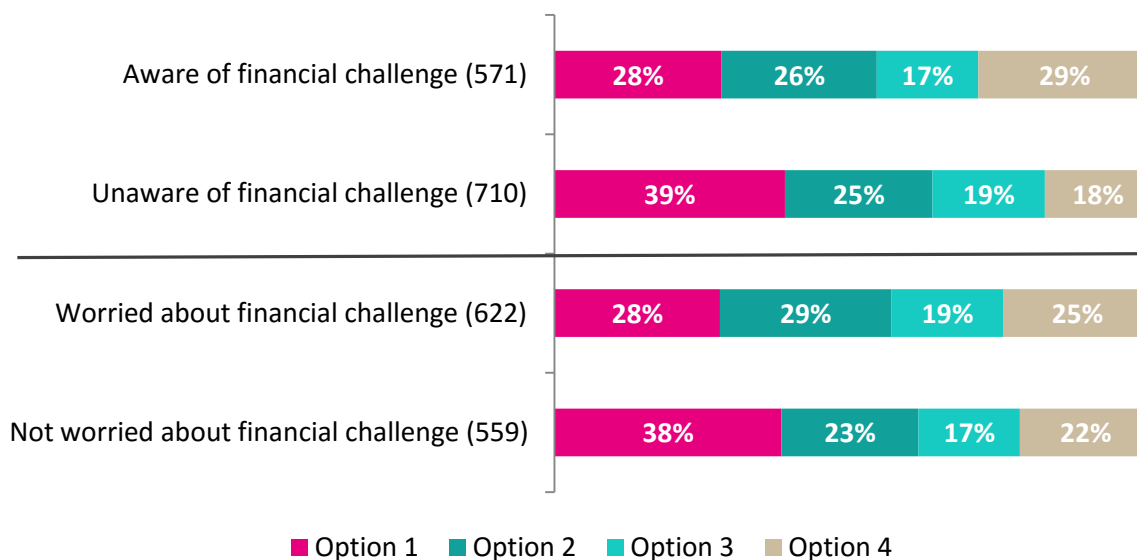
Sub-group (N)	Supports No Increase (Option 1)	Supports Increase (Options 2-4)	Option 2	Option 3	Option 4
Gender					
Female (647)	33%	67%	26%	19%	22%
Male (646)	35%	65%	25%	16%	23%
Working Status					
Working (777)	33%	67%	24%	19%	24%
Retired (303)	36%	64%	29%	14%	21%
Not working (214)	36%	64%	26%	18%	20%
Caring responsibilities					
Carer (123)	27%	73%	29%	19%	25%
Non-carer (1169)	35%	65%	25%	18%	22%
Children in household					
Children (448)	35%	65%	23%	21%	21%
No children (846)	34%	66%	27%	16%	24%
Tax Reduction Recipient					
Receive tax reduction (274)	38%	62%	26%	16%	19%
No tax reduction (882)	32%	68%	25%	19%	24%

Respondents who were aware of the financial challenges facing the County Council were more likely (72%) to support an increase in council tax compared to those who were unaware (61%) (Figure 9). Respondents who said they were aware, were split between Option 1 (28%) and Option 4 (29%); compared to 39% and 18%, respectively for those who were not aware of the financial challenges before they participated in the interview.

Results were similar for those who were worried about the financial challenges (Figure 9). Respondents who were worried about the challenges were more likely (72%) to support an increase in council tax than those who were not worried (62%).

Figure 9: Option preference by awareness and worry of financial challenge

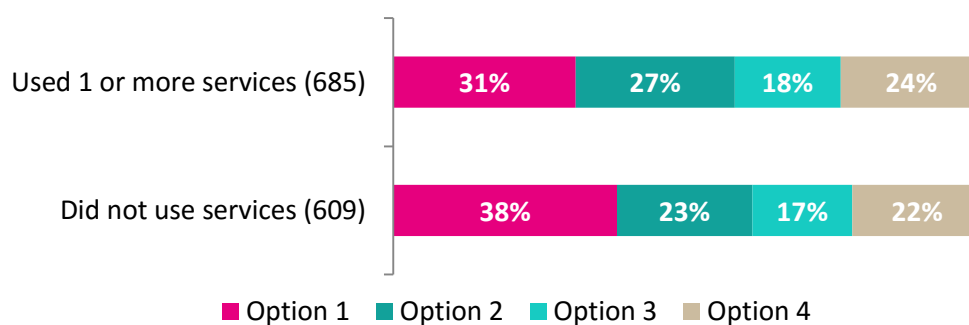
Percentage of respondents – base size indicated in graph



Respondents who regularly use council services were more likely (69%) to support an increase in tax than regular service users (62%).

Figure 10: Option preference by use of council services

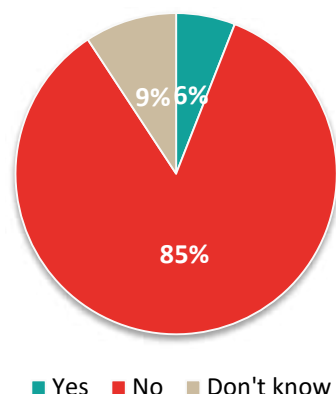
Percentage of respondents – base size indicated in graph



All respondents were asked if they would increase Council Tax by more than 3.99% if there were no restrictions on the size of the increase and approximately one in twenty (6%) said they would (Figure 11). We also examined this for those who selected Option 4 in the previous question and 24% said they would increase tax by more than 3.99%.

Figure 11: Increasing Council Tax by more than 3.99%

Percentage of respondents – base size 1327



Where a respondent was in favour of an increase of more than 3.99%, they were asked what percentage they would raise tax by and responses (71 in total) ranged from 4% to 10%, with 5% (46 responses) the most common response.

Reasons for choosing each option

After selecting their preferred option, residents were asked their reasons. There were a few common themes throughout and these are shown in Table 4. The majority of respondents (82%) who gave a reason for selecting Option 1, said that tax is too high already or they could not afford any increase. It is important to note that not everyone gave a reason and 40% of all those who selected Option 1 did not indicate their reason. For Options 2-4, respondents tended to comment on what was more important to them—either money spent on adult social care or money spent on all services. Illustrative quotes are shown in Table 5.

Table 4: Most popular reasons given for choosing each Option

Option 1	Tax is too high already / cannot afford increase (217 comments)	Council should find efficiencies instead (32 comments)	
Option 2	Adult social care is important / needs money (203 comments)	2% not too much / can afford the increase (25 comments)	
Option 3	Money used on all services (106 comments)	1.99% not too much / can afford the increase (25 comments)	Seems the most fair (21 comments)
Option 4	Money used on all services (167 comments)	3.99% not too much / can afford the increase (58 comments)	Adult social care is important (15 comments)

Table 5: Illustrative quotes for choosing each option

Option 1	<p>"The council tax is already expensive for families trying to balance their finances which are already a struggle for most. We find it difficult meeting all our bills every month."</p> <p>"I don't want to pay anything extra, already we are paying too much. They should spend more wisely and planning."</p>
Option 2	<p>"Because I know the social care for adults have cut down drastically and its extra pressure on hospital and GPs. I think they really need help."</p>
Option 3	<p>"Help for the adult social care is very important but providing for all services is better."</p>
Option 4	<p>"We could afford it. We need to increase levels of care and can only do this with more money"</p> <p>"The funds would go to help adult social care significantly but will also benefit other services too"</p>

Conclusions

This research engaged with over 1,300 residents in Cambridgeshire to seek their views on priorities for the County Council and informed preference for a potential change in council tax. Before directly asking what residents thought, we explained the Council's current situation so that everyone was making a decision with a general level of knowledge about the current financial challenges. We learned that less than half (44%) of residents were already aware of the financial challenges and more than half (53%) were worried about them. Many of the comments provided indicate that residents appreciate the need for the Council to look after residents and perhaps a potential reduction in services for either themselves or their families was worrisome.

Residents were also asked to rate the importance of eight key outcomes that the Council aims to achieve and helping 'children to reach their full potential' was rated the most important followed closely by helping 'people with disabilities live well independently'. All outcomes were rated highly in general, but the top two reflect that protecting vulnerable people, including children, as the highest priority. Children's social care, children's centres and schools were mentioned relatively fewer times in the comments section compared to adult social care, but this may reflect the attention on adult social care (e.g. adult social care precept) and the public's increased knowledge of the pressures on the Council and NHS because of an aging population.

Residents were asked directly what, if any, services that the Council provides that they particularly value and recycling and waste was listed by nearly half (49%) of those that said that they value services. This was an open text box, although examples were given and likely prompted residents to think of these areas first.

In addition to giving their views on County Council services, residents were provided with four options for a potential change to their council tax rate and asked to select their preferred option. Residents were provided with some context and implications to help make an informed decision. They were also provided with an example of what an increase would be for the 'average Band D' property (e.g. 2% would be 45p per week); they were not provided with the exact figures for their own property band or other property bands.

Two thirds (66%) of residents were in favour of an increase (Options 2-4), but the amount they were comfortable with and where they wanted it spent varied. Slightly more residents were in favour of raising tax by 2% for the adult social care precept (ASCP) (Option 2). A similar portion of residents (23%) were in support of a 3.99% increase that includes the ASCP and a 1.99% general increase. The comments reflect that many residents considered both their personal circumstances (e.g. what they can afford) and the importance of services for the community.

Residents in favour of Option 4 tended to be from more affluent areas, perhaps reflecting that a greater percentage increase would be more welcome and affordable for people who live in more expensive areas.

One third (34%) of residents were in support of no increase to their council tax (Option 1) and the majority of the comments given were financial in nature—either they were paying too much already or that they could not afford any increase. Residents who were in support of no increase tended to be from less affluent backgrounds; 42% of residents in the Urban Adversity ACORN group (who tend to be from the most deprived and poorest backgrounds) were in support of no increase.

Any increase to council tax should consider those in the most deprived areas to ensure the increase is affordable. As mentioned earlier, residents were given an example of a Band D property and it is possible that they considered the implication of a 45p or 90p weekly increase, instead of a smaller amount that would correspond to a lower band. This research does not directly assess the financial implications on residents. However, comments from a small portion of residents who selected Option 1 suggested an increase would be unaffordable.

Appendix A: Respondent Profile

Appendix B: Questionnaire

Appendix C: About CACI ACORN

Appendix D: Subgroup analysis for Priority Areas (Question 4)

Appendix A: Respondent Profile

Sub-group	No.	%
Age		
18-24	154	12
25-34	231	17
35-44	243	18
45-54	233	18
55-64	182	14
65-84	262	20
85+	21	2
Gender		
female	662	50
male	664	50
Ethnicity		
white British	1101	83
other white	127	10
all other groups	83	7
Working Status		
employed	799	60
retired	307	23
student	59	4
looking after home / family	73	6
long-term sick / disabled	40	3
something else	49	4

Sub-group	No.	%
Long-standing illness, disability, or infirmity that limits activity in any way		
yes	218	16
no	1106	83
Carer		
yes	123	9
no	1201	91
Number of people in household		
one	203	15
two	466	35
three	264	20
four or more	394	30
Children < 16 in household		
yes	462	35
no	864	65
ACORN		
Affluent Achiever	313	24
Rising Prosperity	183	14
Comfortable Communities	452	35
Financially Stretched	215	16
Urban Adversity	142	11

Appendix B: Questionnaire

Cambridgeshire Budget Consultation - 16115

Hello, my name is and I work for MEL Research an independent research company. I am conducting a survey on behalf of Cambridgeshire County Council.

The Council is seeking resident views to help them plan the budget next year, including setting the level of council tax as well as making savings.

The information you provide will be kept confidential and not be linked to your name or address. The survey should take about 10 minutes, are you happy to continue?

Section 1

Q1 First can I just check that you are 18 or over?

Yes ☐ 1 No (Thank you and close) ☐ 2

Q2 Just to give you a bit of background. The Council spends £549 million a year on services for residents and needs to find savings over £23 million in the next year and £86 million over the following 5 years. This is in addition to the £175 million already saved over the past 5 years.
[Optional SHOWCARD 0, for those interested in current breakdown of Council spending]

Before today, how aware were you of the level of financial challenges facing the County Council? (i.e. the amount they need to save) **SHOWCARD 1**

Very aware ☐ 1 Not at all aware ☐ 4
Somewhat aware ☐ 2 Unsure / Don't know ☐ 5
Not very aware ☐ 3

Q3 How do you feel about the continuing financial challenges faced by the County Council?
SHOWCARD 2

Very worried ☐ 1 Not at all worried ☐ 4
Somewhat worried ☐ 2 Unsure / Don't know ☐ 5
Not very worried ☐ 3

Q4 On a scale of 0 to 10, with 10 being 'very important' and 0 being 'not at all important', how important do you think each of the following outcomes are that County Council services are working to achieve? **SHOWCARD 3**

	0	1	2	3	4	5	6	7	8	9	10	Don't know
Older people live independently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People with disabilities live well independently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People live in strong, supportive communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The road network is safely maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children are helped to reach their full potential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People at risk of harm are kept safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Cambridgeshire economy prospers to the benefit of all residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People lead a healthy lifestyle and stay healthy longer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Council Tax:

Q5 Do you or does someone in your household pay council tax? (If council tax is included in your rent, tick YES)

Yes (Go to Q6) ☐ 1 Don't know (Go to Q7) ☐ 3
No (Go to Q7) ☐ 2

Q6 Do you receive a reduction in Council Tax due to household circumstances?

Yes ☐ 1 Don't know ☐ 3
No ☐ 2

Question 7

READ OUT: For the next question, the council wants your view on a proposed increase to council tax by 2% and there are four options to choose from. The 2% increase is called the Adult Social Care Precept, this is what the Council is allowed to increase tax by and it goes to pay for care for adults, mostly the elderly.

The increase applies to the Council's portion of your tax only (other parts of tax go to police, fire, parish and district councils).

READ OUT: Just so you know, a 2% increase means the average household (Band D council tax) will pay an extra 45p a week or £23.34 per year. To quickly summarise the 4 OPTIONS:

Option 1 is no increase in Council Tax. The Council would need to find over £5 million in savings from the planned Adult Social Care budget.

Option 2 is the 2% planned increase and would all go to Adult Social Care.

Option 3 is a general increase of 1.99% instead, and the money could be used across services (not exclusively for adult social care).

Option 4 is to raise both the Adult Social Care Precept and a general increase (option 2 and 3 above). A total increase of 3.99%.

Which of the following four options for the County Council's part of Council tax do you support? **SHOWCARD 4 (Allow resident to read showcard, assist them if needed)**

Option 1: Not increasing council tax.

This would mean not raising the Adult Social Care Precept of 2%.

An average band D property would not have to pay the 45p per week currently planned (£23.34 a year) but the County Council would have to find an additional £5.13 million of savings from Adult Social Care in order to balance the budget.

Option 2: Only raising the Adult Social Care Precept of 2%.

An average band D property would pay an extra 45p per week (£23.34 a year) and the resulting £5.13 million already included in our plans would just be spent on Adult Social Care.

Option 3: Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.

An average band D property would pay an extra 45p per week (£23.22 a year).

The County Council would have to find at least an extra £200,000 in savings from Adult Social Care to balance our budget, however it means the £5.11m raised can be spent on all services rather than only ring fenced and currently planned to Adult Social Care.

Option 4: Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%

An average band D property would pay an extra 90p per week (£46.56 a year).

This would mean that the £5.13 million currently planned would be spent on Adult Social Care and a further £5.11 million would be available to be spent on other services.

Q7 INTERVIEWER TO CONFIRM WITH RESPONDENT (SHOWCARD 4)

- | | | | |
|---------------|----------------------------|---------------------------------------|----------------------------|
| Option 1..... | <input type="checkbox"/> 1 | Option 4..... | <input type="checkbox"/> 4 |
| Option 2..... | <input type="checkbox"/> 2 | Don't know - DO NOT READ | <input type="checkbox"/> 5 |
| Option 3..... | <input type="checkbox"/> 3 | | |

Q8 Can you please tell us why you chose {Q7} for Council tax? (If don't know, tell us if you require more information to make a decision)

Q9 If there were no restrictions on the size of Council tax increase would you increase Council tax by more than 3.99%?

- | | | | |
|----------------------|----------------------------|-----------------------------|----------------------------|
| Yes (Go to Q10)..... | <input type="checkbox"/> 1 | Don't know (Go to Q11)..... | <input type="checkbox"/> 3 |
| No (Go to Q11)..... | <input type="checkbox"/> 2 | | |

Q10 In total, including 3.99%, by how much would you increase Council Tax? Please put a total percent (%) figure below.

(As a guide, for each 1% an average band D property would pay approximately an extra 23p per week £11.67 a year)

Experience of County Council Services:

Q11 Which of the following County Council services do you or someone in your household use regularly? **SHOWCARD 5 - TICK ALL THAT APPLY**

- Help with parenting provided by Children's Centres ☐ 01
 Extra help in school for children with additional needs ☐ 02
 Help for disabled children including children with learning disabilities ☐ 03
 Libraries ☐ 04
 Help with living a healthier lifestyle such as giving up smoking or losing weight ☐ 05
 Help with managing mental health issues ☐ 06
 Help for disabled adults including adults with learning disabilities ☐ 07
 Social care or help to live at home for older people ☐ 08
 Subsidised public transport or community transport schemes such as dial-a-ride ☐ 09
 Other (please specify) ☐ 10
 None of the above ☐ 11

Other

Q12 Keeping in mind that as well as the above the County Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy.

Is there any part of County Council services that you particularly value?

Yes ☐ 1 No ☐ 2 Don't know ☐ 3

If yes, please explain

READ OUT: In the next section we will ask a few questions about you. This is to help make sure we talk to a range of residents.

Q13 Can I please take your postcode? This will not be passed back to the Council.

INTERVIEWER TO WRITE REFUSED WHERE APPLICABLE

Q14 And can I confirm that you live in - **READ OUT**

- Cambridge City ☐ 1 Huntingdonshire ☐ 4
 East Cambridgeshire ☐ 2 South Cambridgeshire ☐ 5
 Fenland ☐ 3

Q15 How would you describe your gender?

Female ☐ 1 Male ☐ 2 Other ☐ 3

Q16 What age band do you fall in? **SHOWCARD 6**

- 18-24 ☐ 1 55-64 ☐ 5
 25-34 ☐ 2 65-84 ☐ 6
 35-44 ☐ 3 85+ ☐ 7
 45-54 ☐ 4 Prefer not to say ☐ 8

Q17 Do you have any long-standing illness, disability, or infirmity that limits your activities in any way?

Yes ☐ 1 Prefer not to say ☐ 3
 No ☐ 2

Q18 How would you describe your ethnic group? **SHOWCARD 7**

English / Welsh / Scottish / Northern Irish / British <input type="checkbox"/> 01	Bangladeshi <input type="checkbox"/> 11
Irish <input type="checkbox"/> 02	Chinese <input type="checkbox"/> 12
Gypsy or Irish Traveller <input type="checkbox"/> 03	Any other Asian background <input type="checkbox"/> 13
Any other White background <input type="checkbox"/> 04	African <input type="checkbox"/> 14
White and Black Caribbean <input type="checkbox"/> 05	Caribbean <input type="checkbox"/> 15
White and Black African <input type="checkbox"/> 06	Any other Black / African / Caribbean background <input type="checkbox"/> 16
White and Asian <input type="checkbox"/> 07	Arab <input type="checkbox"/> 17
Any other Mixed / multiple ethnic background <input type="checkbox"/> 08	Any other ethnic group <input type="checkbox"/> 18
Indian <input type="checkbox"/> 09	Prefer not to say <input type="checkbox"/> 19
Pakistani <input type="checkbox"/> 10	

(If Q18= 4, 8, 13, 16, or 18) Other, please explain

Q19 What is your working status? **SHOWCARD 8**

Employee: Part-time (30 or fewer hours per week) <input type="checkbox"/> 01
Employee: Full-time (31 or more hours per week) <input type="checkbox"/> 02
Self-employed: Part-time (30 or fewer hours per week) <input type="checkbox"/> 03
Self-employed: Full-time (31 or more hours per week) <input type="checkbox"/> 04
Unemployed and available for work <input type="checkbox"/> 05
Retired <input type="checkbox"/> 06
Student (including full-time students) <input type="checkbox"/> 07
Looking after home or family <input type="checkbox"/> 08
Long-term sick or disabled <input type="checkbox"/> 09
Other <input type="checkbox"/> 10

Other, please explain

Q20 Including yourself how many people (adults and children) live in the household?

1-One <input type="checkbox"/> 01	6-Six <input type="checkbox"/> 06
2-Two <input type="checkbox"/> 02	7-Seven <input type="checkbox"/> 07
3-Three <input type="checkbox"/> 03	8-Eight <input type="checkbox"/> 08
4-Four <input type="checkbox"/> 04	9-Nine <input type="checkbox"/> 09
5-Five <input type="checkbox"/> 05	10 or more <input type="checkbox"/> 10

Q21 (If Q20 = two or more) Are there any children, under 16 years old living in the household?

Yes ☐ 1 No ☐ 2 Prefer not to say ☐ 3

Q22 Are you a carer? By carer we mean, do you look after, or give any help or support to family members, friends, neighbours or others because of either (1) they have long-term physical or mental ill-health or disability or (2) they have problems related to old age?

[Additional notes: This is an unpaid carer, but they can be seeking carer benefits. They don't need to live in the same household.]

Yes.....☐¹ No.....☐² Prefer not to say.....☐³

Q23 The County Council would like to offer you the opportunity to remain in touch by e-mail and from time to time and send you links so you can take part in further consultation surveys.

Would you like to participate?

Yes.....☐¹ No.....☐² Don't know.....☐³

Q24 Just to let you know that for quality control purposes, someone from my office may call you to verify my work. Are you happy for them to do so?

These details are kept confidential and are not linked to your responses and will not be passed on to any third party.

Yes.....☐¹ No.....☐²

(IF Q23 or Q24 = YES) Thank you for agreeing to provide this information. Could I please take your name, email address, and phone number? This information will not be linked to your responses.

Q25

Respondent Name	<input type="text"/>
Email Address	<input type="text"/>
Telephone Number	<input type="text"/>
Full Address (Interviewer to write where they are)	<input type="text"/>

Thank you for your time.

Q26 Interviewer name

Q27 Starting Postcode

Appendix C: About CACI ACORN

A Classification of Residential Neighbourhoods (Acorn) is a powerful segmentation tool from CACI.

What is Acorn?

Acorn is a powerful consumer classification that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, it provides precise information and an understanding of different types of people. Acorn provides valuable consumer insight helping you target, acquire and develop profitable customer relationships and improve service delivery.

Acorn segments postcodes and neighbourhoods into 6 Categories, 18 Groups and 62 types, three of which are not private households (see the reference table overleaf). By analysing significant social factors and population behaviour, it provides precise information and in-depth understanding of the different types of people.

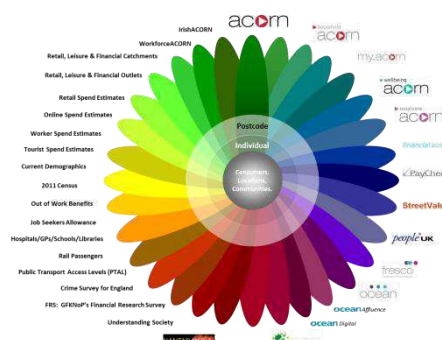
What data goes into Acorn?

Acorn takes advantage of the new data environment created by the Public Data Group, Open Data and similar initiatives. CACI have followed the lead of the ONS Beyond 2011 project to investigate how to replace the census with alternative sources of information.

The advantage of this approach is the use of public registers and large private sector permissioned databases to build up comprehensive data for households and families across the country. Data such as house type, housing tenure, family structure and age, have been the core of all geodemographic segmentations. Having this information for nearly every household provides a base for Acorn and Household Acorn.

Many of the inputs are government registers or data sets available as Open Data, through freedom of information, or purchased under licence. CACI has also made extensive use of data from the private sector, for example housing adverts placed on a number of online property portals.

Where useful information is not readily available CACI have compiled the data themselves.



Acorn Category	Acorn Group	Acorn Type
1 Affluent Achievers	1.A Lavish Lifestyles	1.A.1 Exclusive enclaves
		1.A.2 Metropolitan money
		1.A.3 Large house luxury
	1.B Executive Wealth	1.B.4 Asset rich families
		1.B.5 Wealthy countryside commuters
		1.B.6 Financially comfortable families
		1.B.7 Affluent professionals
		1.B.8 Prosperous suburban families
		1.B.9 Well-off edge of towners
	1.C Mature Money	1.C.10 Better-off villagers
		1.C.11 Settled suburbia, older people
		1.C.12 Retired and empty nesters
		1.C.13 Upmarket downsizers
2 Rising Prosperity	2.D City Sophisticates	2.D.14 Townhouse cosmopolitans
		2.D.15 Younger professionals in smaller flats
		2.D.16 Metropolitan professionals
		2.D.17 Socialising young renters
	2.E Career Climbers	2.E.18 Career driven young families
3 Comfortable Communities	3.F Countryside Communities	2.E.19 First time buyers in small, modern homes
		2.E.20 Mixed metropolitan areas
		3.F.21 Farms and cottages
	3.G Successful Suburbs	3.F.22 Larger families in rural areas
		3.F.23 Owner occupiers in small towns and villages
		3.G.24 Comfortably-off families in modern housing
	3.H Steady Neighbourhoods	3.G.25 Larger family homes, multi-ethnic areas
		3.G.26 Semi-professional families, owner occupied neighbourhoods
		3.H.27 Suburban semis, conventional attitudes
	3.I Comfortable Seniors	3.H.28 Owner occupied terraces, average income
		3.H.29 Established suburbs, older families
4 Financially Stretched	3.J Starting Out	3.I.30 Older people, neat and tidy neighbourhoods
		3.I.31 Elderly singles in purpose-built accommodation
	4.K Student Life	3.J.32 Educated families in terraces, young children
		3.J.33 Smaller houses and starter homes
		4.K.34 Student flats and halls of residence
	4.L Modest Means	4.K.35 Term-time terraces
		4.K.36 Educated young people in flats and tenements
		4.L.37 Low cost flats in suburban areas
		4.L.38 Semi-skilled workers in traditional neighbourhoods
	4.M Striving Families	4.L.39 Fading owner occupied terraces
		4.L.40 High occupancy terraces, many Asian families
		4.M.41 Labouring semi-rural estates
		4.M.42 Struggling young families in post-war terraces
5 Urban Adversity	4.N Poorer Pensioners	4.M.43 Families in right-to-buy estates
		4.M.44 Post-war estates, limited means
		4.N.45 Pensioners in social housing, semis and terraces
	5.O Young Hardship	4.N.46 Elderly people in social rented flats
		4.N.47 Low income older people in smaller semis
		4.N.48 Pensioners and singles in social rented flats
	5.P Struggling Estates	5.O.49 Young families in low cost private flats
		5.O.50 Struggling younger people in mixed tenure
		5.O.51 Young people in small, low cost terraces
		5.P.52 Poorer families, many children, terraced housing
	5.Q Difficult Circumstances	5.P.53 Low income terraces
		5.P.54 Multi-ethnic, purpose-built estates
		5.P.55 Deprived and ethnically diverse in flats
		5.P.56 Low income large families in social rented semis
		5.Q.57 Social rented flats, families and single parents
		5.Q.58 Singles and young families, some receiving benefits
		5.Q.59 Deprived areas and high-rise flats

Appendix D: Subgroup analysis for priority areas

Results for 'Older People Live Independently'

Subgroup (N)	Average Score	Rank of Importance
Age		
18-34 (379)	7.38	7
35-64 (648)	7.98	5
65+ (281)	9.14	1
ACORN		
Affluent Achiever (308)	8.17	5
Rising Prosperity (180)	7.50	5
Comfortable Communities (449)	8.15	5
Financially Stretched (210)	8.37	4
Urban Adversity (140)	7.92	5
Gender		
Female (654)	8.26	5
Male (654)	7.85	5
Caring responsibilities		
Carer (123)	8.75	3
Non-carer (1183)	7.99	5
Children in household		
Children (454)	7.72	7
No children (854)	8.23	4

Results for 'People with disabilities live well independently'

Subgroup (N)	Average Score	Rank of Importance
Age		
18-34 (381)	8.23	2
35-64 (649)	8.56	2
65+ (282)	8.98	2
ACORN		
Affluent Achiever (312)	8.60	2
Rising Prosperity (179)	8.13	2
Comfortable Communities (450)	8.55	2
Financially Stretched (211)	8.87	2
Urban Adversity (140)	8.54	2
Gender		
Female (657)	8.72	2
Male (655)	8.38	2
Caring responsibilities		
Carer (123)	8.88	2
Non-carer (1187)	8.52	2
Children in household		
Children (455)	8.39	2
No children (857)	8.64	2

Results for 'People live in strong supportive communities'

Subgroup (N)	Average Score	Rank of Importance
Age		
18-34 (381)	7.68	5
35-64 (650)	7.91	7
65+ (281)	7.98	8
ACORN		
Affluent Achiever (312)	7.90	7
Rising Prosperity (179)	7.40	8
Comfortable Communities (448)	7.90	6
Financially Stretched (213)	8.14	6
Urban Adversity (139)	7.79	6
Gender		
Female (658)	8.05	6
Male (654)	7.66	7
Caring responsibilities		
Carer (123)	8.24	6
Non-carer (1187)	7.82	7
Children in household		
Children (456)	7.89	5
No children (856)	7.84	7

Results for 'The road network is safely maintained'

Subgroup (N)	Average Score	Rank of Importance
Age		
18-34 (381)	7.89	4
35-64 (653)	8.26	4
65+ (281)	8.48	5
ACORN		
Affluent Achiever (313)	8.33	4
Rising Prosperity (179)	7.79	4
Comfortable Communities (451)	8.23	4
Financially Stretched (214)	8.36	5
Urban Adversity (138)	8.07	4
Gender		
Female (657)	8.31	4
Male (658)	8.09	4
Caring responsibilities		
Carer (123)	8.64	4
Non-carer (1190)	8.15	4
Children in household		
Children (457)	8.19	4
No children (858)	8.19	5

Results for 'Children are helped to reach their full potential'

Subgroup (N)	Average Score	Rank of Importance
18-34 (381)	8.71	1
35-64 (649)	8.89	1
65+ (277)	8.91	3
ACORN		
Affluent Achiever (310)	8.86	1
Rising Prosperity (178)	8.55	1
Comfortable Communities (449)	8.81	1
Financially Stretched (212)	9.08	1
Urban Adversity (139)	8.88	1
Gender		
Female (654)	8.99	1
Male (653)	8.70	1
Caring responsibilities		
Carer (123)	9.02	1
Non-carer (1182)	8.83	1
Children in household		
Children (456)	9.06	1
No children (851)	8.72	1

Results for 'People at risk of harm are kept safe'

Subgroup (N)	Average Score	Rank of Importance
Age		
18-34 (382)	8.13	3
35-64 (650)	8.36	3
65+ (281)	8.74	4
ACORN		
Affluent Achiever (311)	8.43	3
Rising Prosperity (179)	7.84	3
Comfortable Communities (449)	8.43	3
Financially Stretched (212)	8.80	3
Urban Adversity (141)	8.21	3
Gender		
Female (656)	8.59	3
Male (657)	8.16	3
Caring responsibilities		
Carer (123)	8.59	5
Non-carer (1188)	8.36	3
Children in household		
Children (456)	8.29	3
No children (857)	8.42	3

Results for 'The Cambridgeshire economy prospers to the benefit of all residents'

Subgroup (N)	Average Score	Rank of Importance
Age		
18-34 (378)	7.45	6
35-64 (649)	7.94	6
65+ (280)	8.25	7
ACORN		
Affluent Achiever (310)	7.99	6
Rising Prosperity (179)	7.46	7
Comfortable Communities (448)	7.86	7
Financially Stretched (212)	8.12	7
Urban Adversity (137)	7.75	7
Gender		
Female (655)	7.99	7
Male (652)	7.74	6
Caring responsibilities		
Carer (123)	8.12	7
Non-carer (1184)	7.84	6
Children in household		
Children (454)	7.78	6
No children (853)	7.91	6

Results for 'People lead a healthy lifestyle and stay healthy longer'

Subgroup (N)	Average Score	Rank of Importance
Age		
18-34 (382)	7.37	8
35-64 (650)	7.74	8
65+ (282)	8.28	6
ACORN		
Affluent Achiever (310)	7.72	8
Rising Prosperity (179)	7.50	6
Comfortable Communities (449)	7.76	8
Financially Stretched (214)	8.07	8
Urban Adversity (141)	7.64	8
Gender		
Female (656)	7.97	8
Male (658)	7.53	8
Caring responsibilities		
Carer (123)	8.03	8
Non-carer (1189)	7.72	8
Children in household		
Children (457)	7.70	8
No children (857)	7.79	8



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