



Section 5

2021 Business Plan Consultation

**Cambridgeshire County
Council**

**Final Report
January 2022**

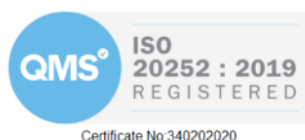


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Project details and acknowledgements

Item	Details
Title	Business Plan Consultation
Client	Cambridgeshire County Council
Project number	21172
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This project has been delivered to ISO 9001:2015 and 20252:2019 standards.



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Executive summary



2021 BUDGET CONSULTATION EXECUTIVE SUMMARY

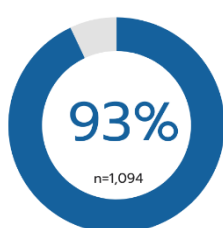
As part of the Business Planning process, the County Council wanted to consult with the public to gain insight into residents' views on areas of investment, ways to make additional savings or generate incomes, and on options of Council Tax. M-E-L Research was commissioned to undertake a public survey on the Council's behalf.

A doorstep survey was carried out with residents which was representative by district, age group and gender to the county as a whole. The fieldwork took place between November and December 2021 and 1,112 residents responded to the survey. The sections below presents the key findings of the research.

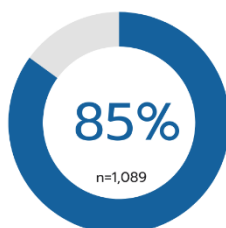


LEVEL OF AGREEMENT TO INVESTMENT PROPOSALS

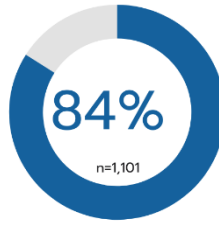
(% Strongly agree/agree)



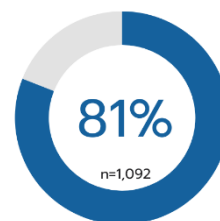
Projects and services which support people across Cambridgeshire to live their lives as independently as possible



Initiatives which join up more closely with local partners, reducing duplication of effort and resources



More measures to tackle inequalities across Cambridgeshire, particularly those that have been made worse by the pandemic



Investing in schemes which respond to the environmental crisis and work towards the County Council's target of achieving net zero carbon by 2030



LEVEL OF SUPPORT TO PROPOSALS OF SAVING

(% Strongly support/support)

Review of how we award and manage contracts



Advertising and sponsorship from local suitable businesses, displaying banners, signs or logos on some council assets and products



Generating further efficiencies and savings by working in new ways and making the most of digital innovations - e.g. more online self service



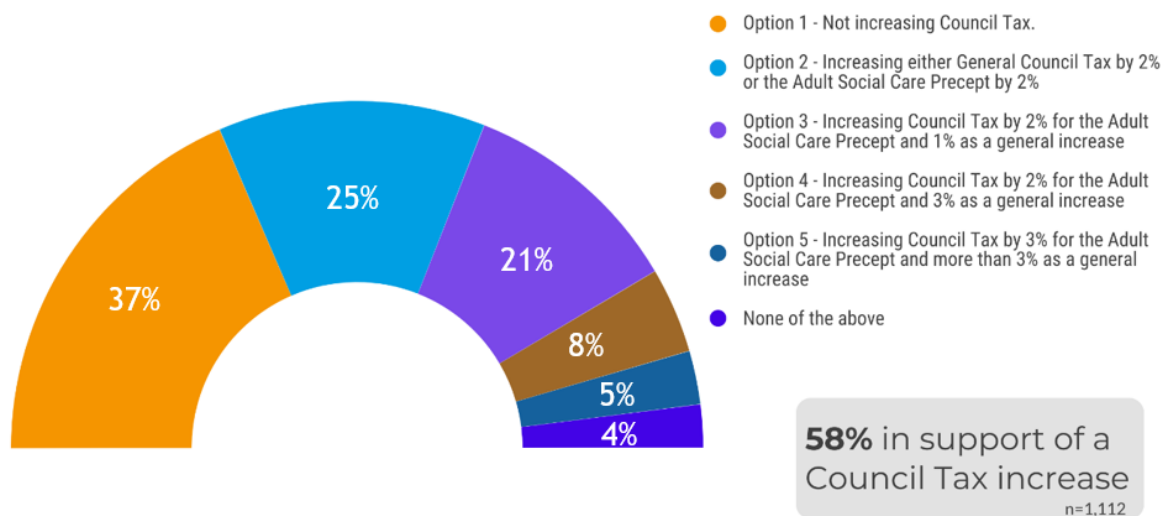
Increasing charges to deter and reduce non-sustainable methods of transport



Reduce and/or delay investment in Highway projects



COUNCIL TAX



KEY SUMMARY FOR THE COUNCIL TO FOCUS ON

Projects and services which support people across Cambridgeshire to live their lives as independently as possible



93%

Initiatives which join up more closely with local partners, reducing duplication of effort and resources



85%

Review of how we award and manage contracts



82%

Advertising and sponsorship from local suitable businesses, displaying banners, signs or logos on some council assets and products



73%

Background

Context

As part of the Business Planning process, the County Council wanted to consult with the public to gain insight into residents' views on areas of investment, ways to make additional savings or generate incomes, and on options of Council Tax. M·E·L Research was commissioned to undertake a public survey on the Council's behalf.

Methodology

A 10-minute, face-to-face (doorstep) survey was carried out by professionally trained interviewers using a Computer Aided Personal Interview (CAPI) approach with a broad cross-section of residents aged 18 or older, between November and December 2021.

A stratified random sampling approach was used: a sample of residents' starting addresses were drawn randomly from Royal Mail's Postcode Address File, stratified by Cambridgeshire's four Districts and Cambridge City. From each starting address, interviewers aimed to achieve a cluster of approximately 10 interviews from adjacent and nearby properties. Quota targets were set for age groups, gender and a required number of interviews by District/City. Interviews were conducted in both urban and rural areas, reflecting the split across the County. In total, 1,112 residents participated in the survey.

To aid the interviews, showcards were provided to residents with background information of the budget planning, context of the Council Tax proposals and response options for each of the consultation questions. The 'don't know (need more information)' option was considered non-valid response (see section 'Analysis and reporting' below for further details) and therefore not presented on the showcards. Interviewers were asked to only record this answer when residents provided it without being prompted. Further information or guidance was not offered if a resident asked for more information on the proposals.

Statistical reliability

The achieved confidence interval gives an indication of the precision of results. With 1,112 residents having completed the survey, this returns a confidence interval of $\pm 2.9\%$ for a 50% statistic at the 95% confidence level. This simply means that if 50% of residents indicated they agreed with a certain aspect, the true figure could in reality lie within the range of 47.1% to 52.9% and that these results would be achieved 95 times out of 100.

The table below shows the confidence intervals for differing response results (sample tolerance).

Percentage	Confidence interval
50%	± 2.9
30% or 70%	± 2.7
10% or 90%	± 1.8

Table 1: Sampling tolerances based on a 95% confidence level

Analysis and reporting

Cross-tabulations were generated for key variables including district, age group and gender to represent the broad demographic profile of the County.

Differences in views of sub-groups of the population were compared using z-tests and statistically significant results (at the 95% level) are indicated in the text. Statistical significance means that a result is unlikely due to chance (i.e. It is a real difference in the population).

In addition, analysis for agreement/level of support questions are reported for valid responses only, excluding residents who were unable to rate their level of agreement or support – option ‘don’t know (need more information)’ was therefore classified as non-valid response.

Within the main body of the report, where percentages do not sum to 100 per cent, this is due to computer rounding or multiple-choice answers. Where figures do not appear in a chart or graph, these are 3% or less. The ‘n’ figure referred to in each chart is the total number of residents responding to the question and providing a valid answer.

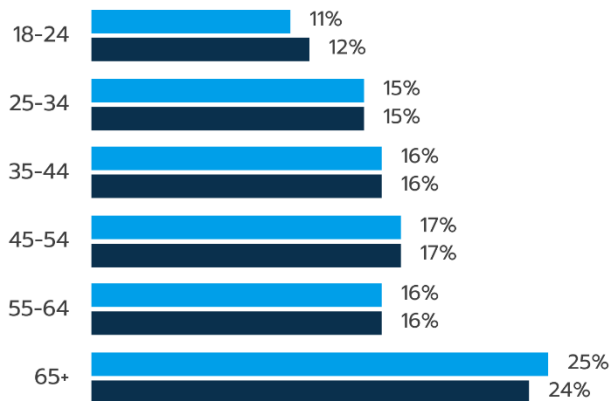
The data presented in this report is unweighted.

Whom we spoke to

The sample was broadly representative by gender, age group and District/City when compared to Cambridgeshire as a whole.

Age group

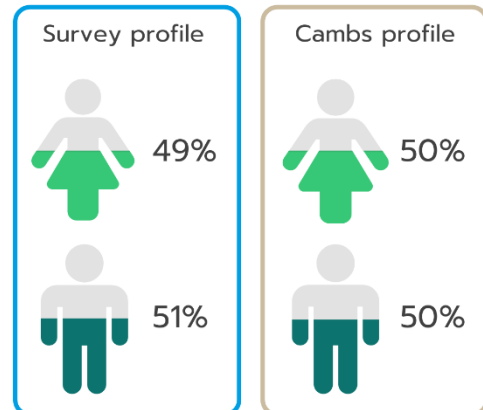
n=1,112



● Cambridgeshire profile ● Sample profile

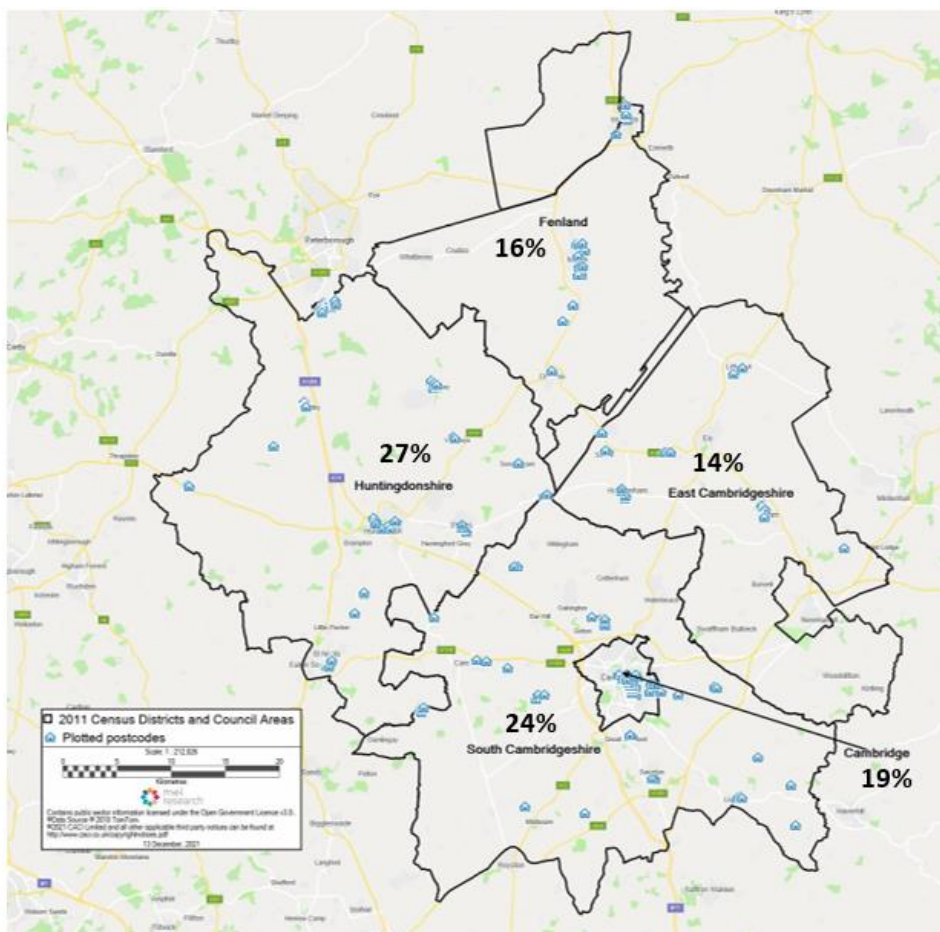
Gender

n=1,112



District

n=1,112



Results

Section 1: Investment

The County Council is considering investing more in some areas to deliver longer term benefits to people's lives and ultimately reduce costs. The proposed areas are:

- Projects and services which support people across Cambridgeshire to live their lives as independently as possible
- More measures to tackle inequalities across Cambridgeshire, particularly those that have been made worse by the pandemic
- Initiatives which join up more closely with local partners, reducing duplication of effort and resources
- Investing in schemes which respond to the environmental crisis and work towards the County Council's target of achieving net zero carbon by 2030

Residents were asked how strongly they agree or disagree to each of them.

1. Projects and services which support people across Cambridgeshire to live their lives as independently as possible

The majority (93%) of residents either 'strongly agreed' (43%) or 'agreed' (50%) to this proposal. Only 1% disagreed.

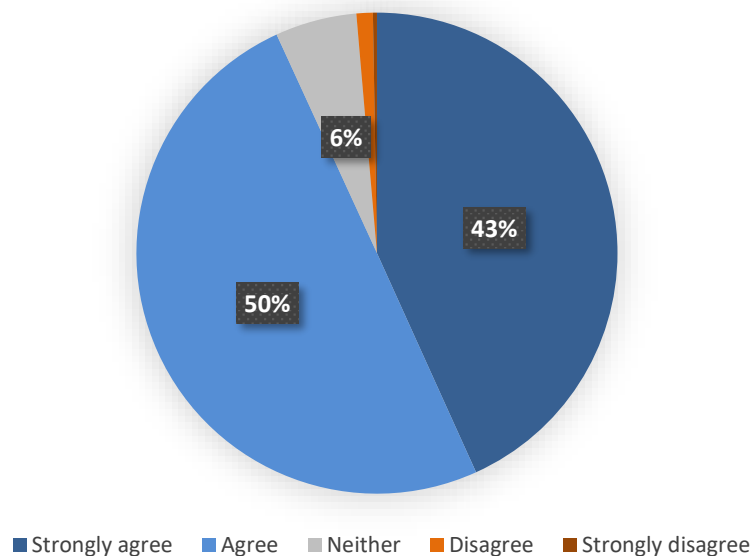


Figure 1: Level of agreement

Base: 1,094

Sub-group analysis:

- Residents living in South Cambridgeshire were more likely to support this proposal (95%) compared to those living in Huntingdonshire (90%).
- Those aged under 35 or over 65 were more likely to support this proposal (95-97%) compared to those aged between 35 and 54 (89%).

2. More measures to tackle inequalities across Cambridgeshire, particularly those that have been made worse by the pandemic

84% of residents either 'strongly agreed' (33%) or 'agreed' (50%) that the Council should invest more money in tackling inequalities across the county. 5% disagreed with it.

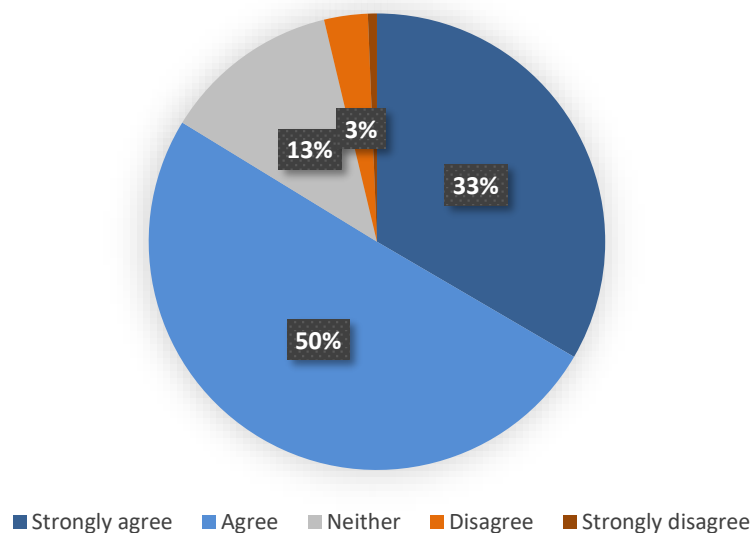


Figure 2: Level of agreement

Base: 1,101

Sub-group analysis:

- Residents living in Huntingdonshire were least likely to support this proposal (72%) than those living in the other districts (87-89%) and in Cambridge City (89%).
- The 18-24 age group were more likely to be in favour of this proposal (92%) compared to the older age groups (79%-84%).

3. Initiatives which join up more closely with local partners, reducing duplication of effort and resources

85% of residents either 'strongly agreed' (32%) or 'agreed' (53%) to this proposal. Only 1% disagreed.

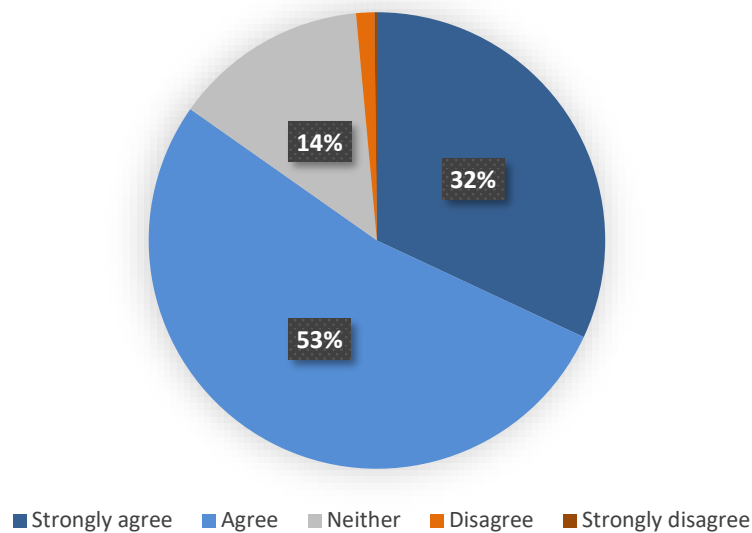


Figure 3: Level of agreement

Base: 1,089

Sub-group analysis:

- Residents living in South Cambridgeshire were more likely to support this proposal (89%) than those living in East Cambridgeshire (81%) and Huntingdonshire (82%).
- The 55-64 age group were more likely to be in favour of this proposal (88%) compared to the 35-44 age group (80%).

4. Investing in schemes which respond to the environmental crisis and work towards the County Council's target of achieving net zero carbon by 2030

81% of residents agreed to it with an even split between those 'strongly agreed' (41%) and 'agreed' (40%). 3% disagreed.

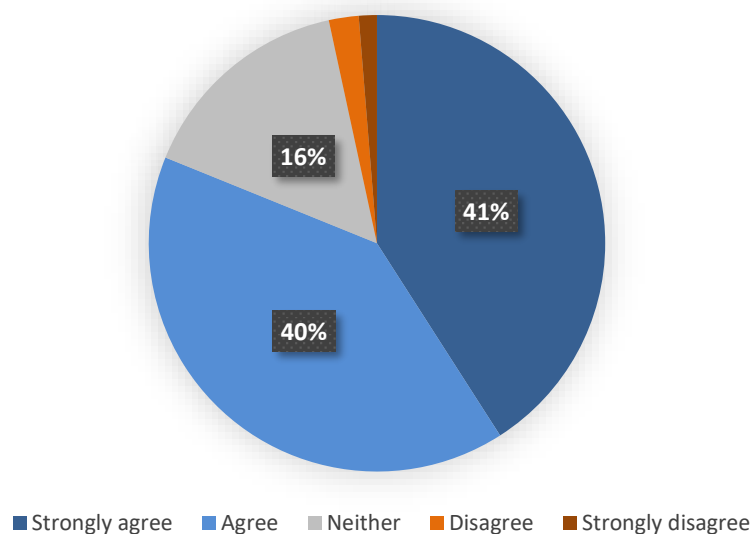


Figure 4: Level of agreement

Base: 1,092

Sub-group analysis:

- Residents living in Cambridge City were most likely to agree to this proposal (92%) than those living in the other districts (75-82%).

Overall residents were most in favour of the proposal to invest in projects / services which support independent living, followed by initiatives to join up resources and reduce duplications which would ultimately lead to improving efficiency (Figure 5).

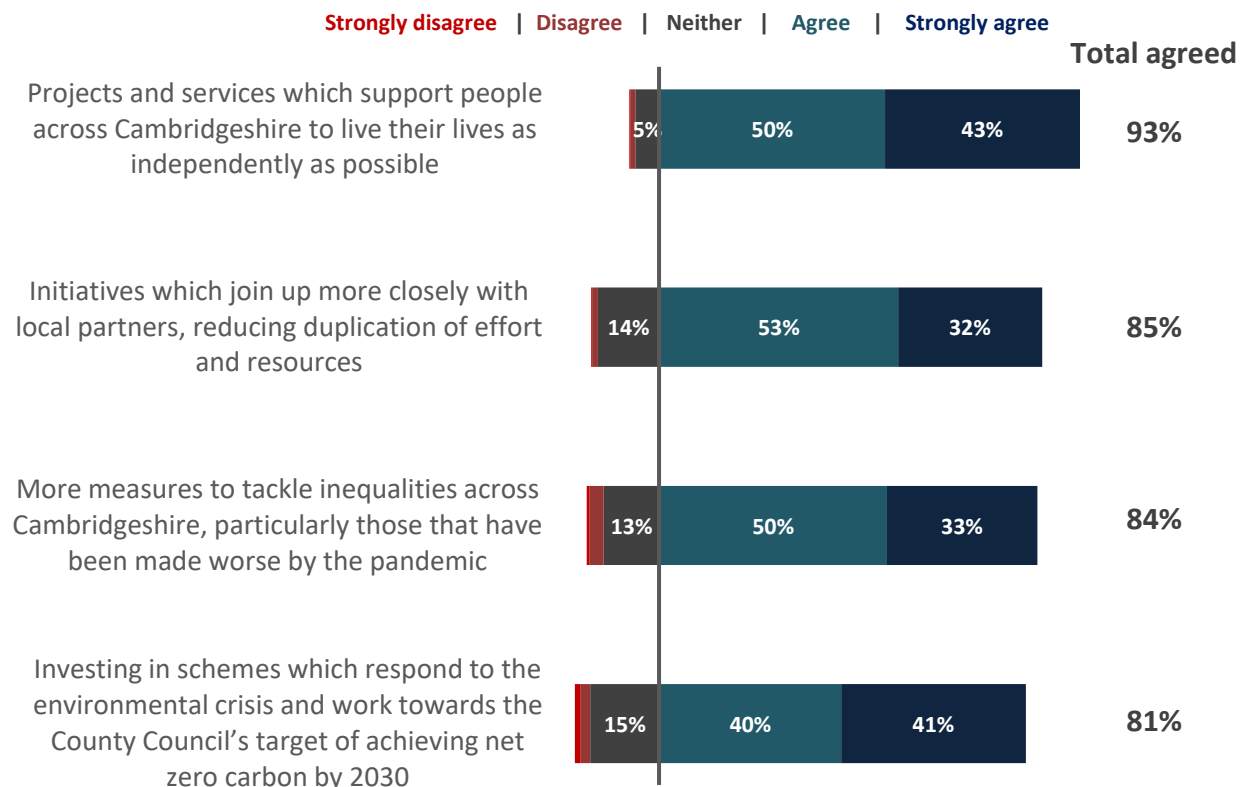


Figure 5: Summary of the level of agreement to each proposal

Section 2: Savings and income

The County Council have identified some key areas where they could look to make additional savings, look for more cost-effective options or generate additional income - which could then be used to support longer term improvements. Residents were asked, if those on the lowest incomes or in receipt of certain benefits, or less able, were protected - which of the following areas they would most support the Council to focus on:

- Generating further efficiencies and savings by working in new ways and making the most of digital innovations - e.g. more online self service
- Increasing charges to deter and reduce non-sustainable methods of transport
- Advertising and sponsorship from local suitable businesses, displaying banners, signs or logos on some council assets and products
- Review of how we award and manage contracts
- Reduce and/or delay investment in Highway projects

1. Generating further efficiencies and savings by working in new ways and making the most of digital innovations - e.g. more online self service

Over two thirds (70%) of residents either 'strongly supported' (21%) or 'supported' (48%) that the County Council should be working in new ways and making the most of digital innovations. 14% opposed to this approach.

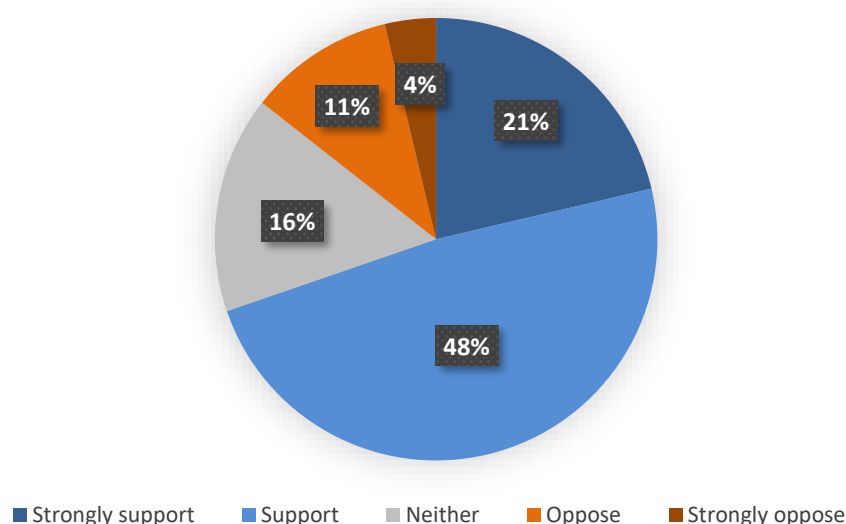


Figure 6: Level of support

Base: 1,097

Sub-group analysis:

- Residents living in South Cambridgeshire were least likely to support this approach (60%) than those living in the other districts (70-76%) and Cambridge City (75%).
- The 18-24 age group were more likely to support the approach (89%) than the age groups that are 35 or over (49-77%)

2. Increasing charges to deter and reduce non-sustainable methods of transport

Just over half (55%) of residents either 'strongly supported' (16%) or 'supported' (39%) this approach, and a quarter opposed to it.

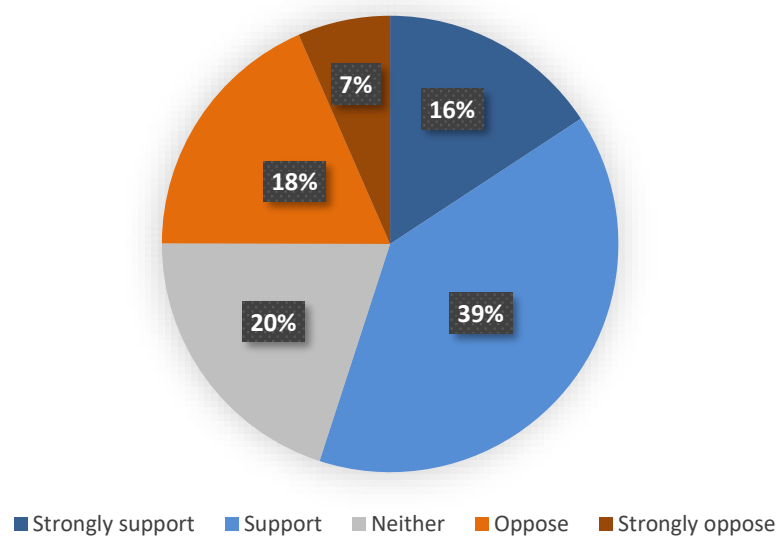


Figure 7: Level of support

Base: 1,098

Sub-group analysis:

- Residents living in Cambridge City, Fenland and Huntingdonshire were more likely to support this proposal (56-65%) than those living in East and South Cambridgeshire (37-46%).
- The 18-24 age group were more likely to be in favour of the suggestion (63%) than the 55+ age groups (50-52%)

3. Advertising and sponsorship from local suitable businesses, displaying banners, signs or logos on some council assets and products

Around three quarters (73%) of residents either 'strongly supported' (17%) or 'supported' (56%) the approach of advertising and sponsorship. 8% were opposed to it.

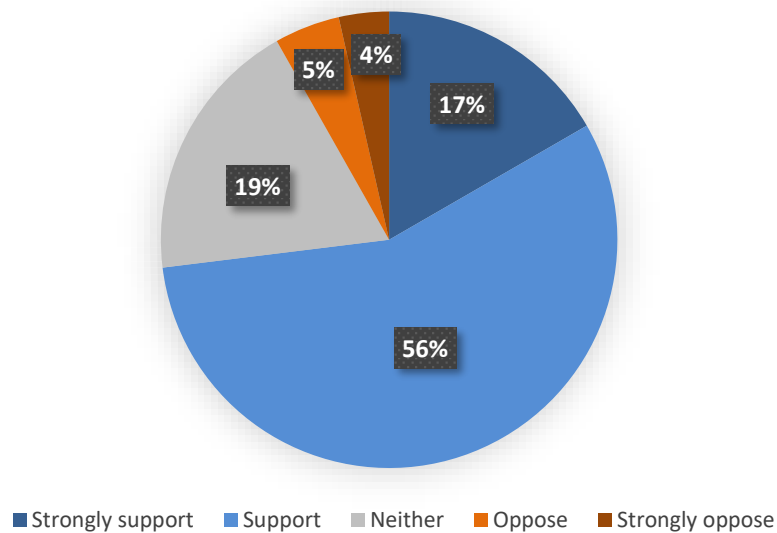


Figure 8: Level of support

Base: 1,098

Sub-group analysis:

- Residents living in Fenland and Huntingdonshire were more likely to support this approach (76-78%) compared to those living in Cambridge City (66%).
- Those aged 65 or over were more likely to oppose to the idea (12%) compared to those aged between 18 and 44 (5-6%)

4. Review of how we award and manage contracts

82% of residents either 'strongly supported' (36%) or 'supported' (46%) that the County Council should review how they award and manage contracts. Only 2% opposed to it.

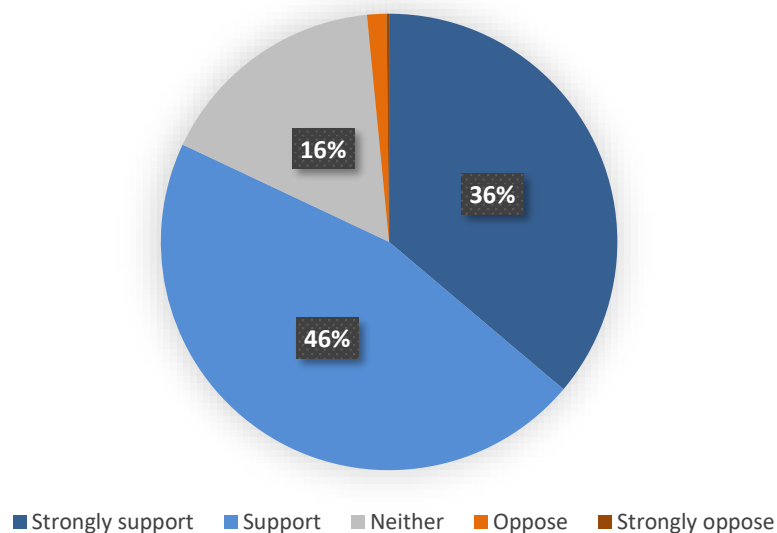


Figure 9: Level of support

Base: 1,095

Sub-group analysis:

- Residents living in Cambridge City (90%) and South Cambridgeshire (88%) were more likely to support this approach compared to those living in the other districts (76-78%).

5. Reduce and/or delay investment in Highway projects

40% of residents either 'strongly supported' (8%) or 'supported' (32%) it. A noticeable proportion (25%) were ambivalent and a third (34%) were against it.

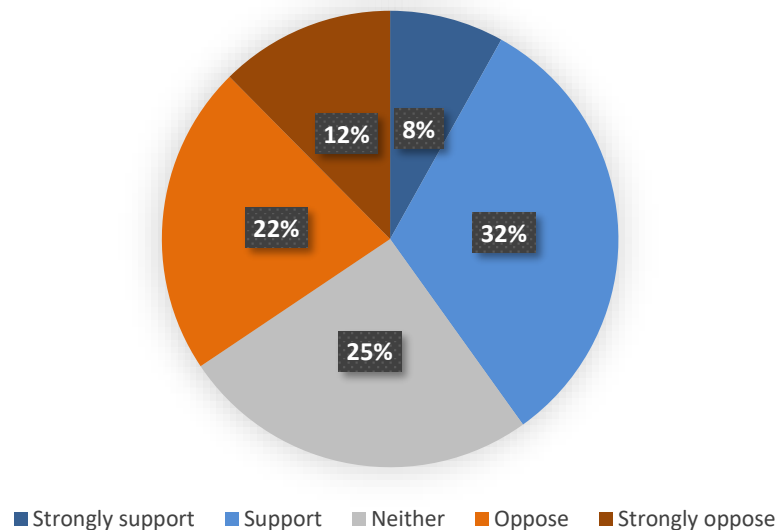


Figure 10: Level of support

Base: 1,087

Sub-group analysis:

- Residents living in South Cambridgeshire were least likely to be supporting this proposal (26%) compared to those living in the other districts (38-44%) and Cambridge City (51%).
- The younger age groups (18-44) were more likely to support the idea (46-49%) than the 55+ age groups (29-35%).

Overall residents were most supportive of the suggestion to review how the County Council award and manage contracts and least in favour of reducing and/or delaying investment in Highway projects (see Figure 11 overleaf).

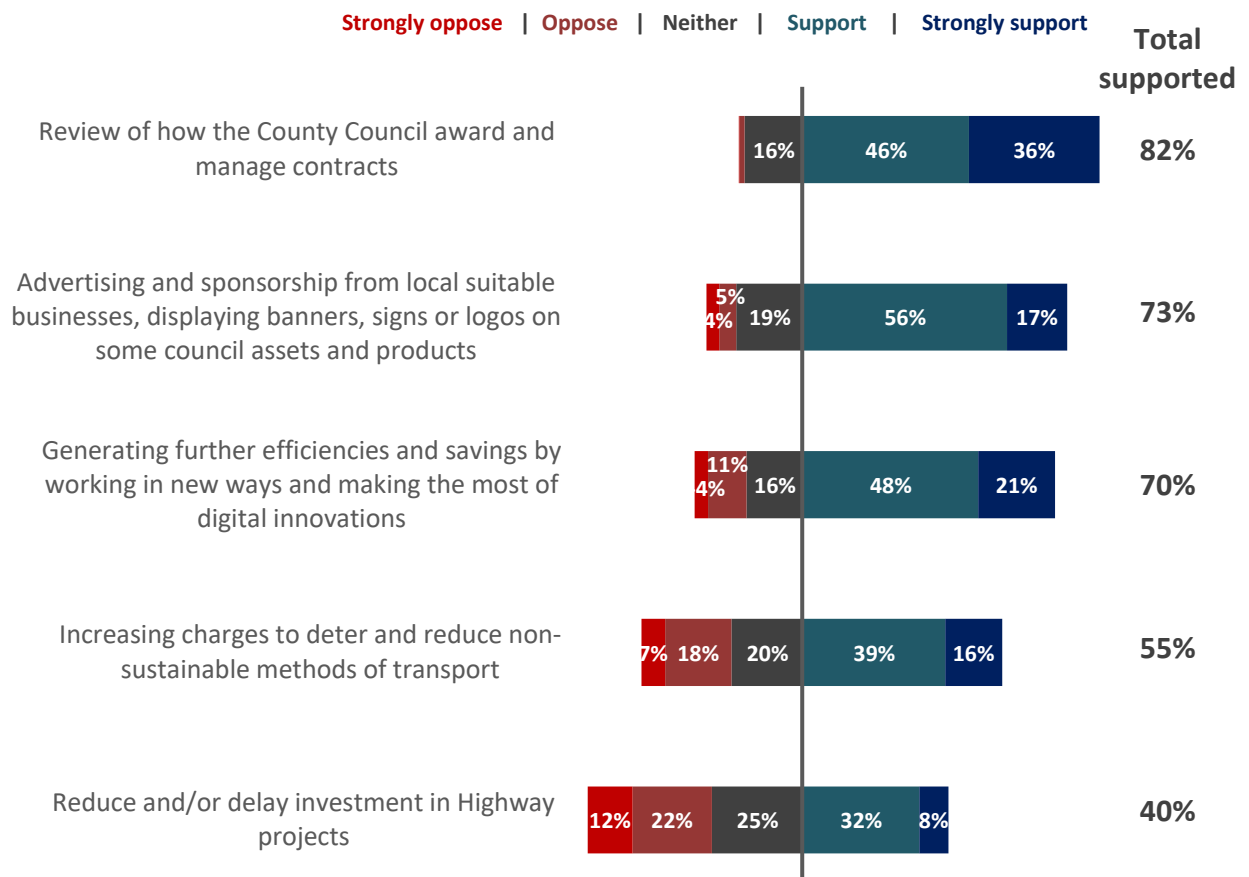


Figure 11: Summary of the level of support for each proposal

Section 3: Council Tax

This public survey also consulted residents' opinion on the level of Council Tax increase. The following options were presented to them:

- Option 1 - No increase in Council Tax (0% total increase)
- Option 2 - Increasing either General Council Tax by 2% or the Adult Social Care Precept by 2% but not both (2% total increase)
- Option 3 - Increasing Council Tax by 2% for the Adult Social Care Precept and 1% as a general increase (3% total increase)
- Option 4 - Increasing Council Tax by 2% for the Adult Social Care Precept and 3% as a general increase (5% total increase)
- Option 5 - Increasing Council Tax by 3% for the Adult Social Care Precept and more than 3% as a general increase (6% or more in total)

Overall, 58% indicated a willingness to increase council tax to some extent with Option 2 (Increasing either General Council Tax by 2% or the Adult Social Care Precept by 2% but not both) and Option 3 (Increasing Council Tax by 2% for the Adult Social Care Precept and 1% as a general increase) being the more favourable proposals. Comments made related to the option chosen can be found in **Appendix B**.

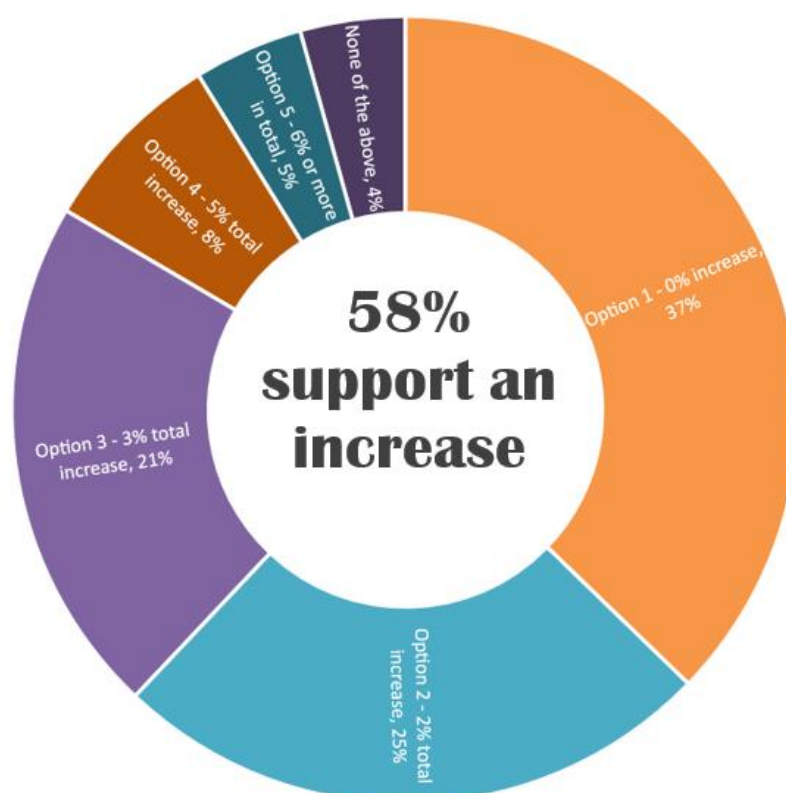


Figure 12: Level of support in a Council Tax increase

Base: 1,112

32% did not want the Council Tax to increase

When asked why those chose this option, around half (51%) said that they either cannot afford it or didn't want to pay more. A third (32%) suggested that the Council Tax is already too high / expensive.

Sub-group analysis:

- Residents living in Cambridge City (37%), Huntingdonshire (40%) and South Cambridgeshire (41%) were more likely to say that they did not want any increase in Council Tax, compared to those living in East Cambridgeshire (26%).
- The 18-24 age group were more likely to support this option (48%) than the 45+ age groups (28-36%).

25% supported an increase of 2% in total on the General Council Tax or the Adult Social Care Precept

When asked why residents chose this option, around five in ten (52%) said that it was a reasonable increase / best option with over a third (37%) suggesting that adult social care needs more funding and they are happy to support it.

Sub-group analysis:

- Residents living in East Cambridgeshire (33%) and Fenland (31%) were more likely to support this option than those living in the other districts (20-24%) and Cambridge City (20%).
- Those aged 25-34 or 65+ were also more likely to support this level of increase (both 29%) compared to those aged 55-64 (19%).

21% supported an increase of 2% for the Adult Social Care Precept and 1% as a general increase (3% in total)

When asked why residents chose this option, around six in ten (59%) said that it was a reasonable increase / best option and three in ten (29%) suggested that adult social care needs more funding and they are happy to support it.

Sub-group analysis:

- Residents living in East Cambridgeshire (32%) were more likely to be in favour of this option than those living in Huntingdonshire (16%) and South Cambridgeshire (21%).
- The age group 55-64 were more likely to support this level of increase (29%) compared to the 18-34 age groups (17%) and the 65+ age group (20%).

To provide further insight, results were analysed by Acorn¹ Classification. Acorn is a good proxy when wanting to understand the social economical variations in populations. The sample was broadly representative to the Acorn Category profile of Cambridgeshire as a whole, although Acorn 1 'Affluent Achievers' were underrepresented, and Acorn 4 'Financially Stretched' were overrepresented (Table 2).

Acorn category	Cambridgeshire County profile	Sample profile	Difference
1 - Affluent Achievers	32%	25%	-7%
2 - Rising Prosperity	11%	9%	-2%
3 - Comfortable Communities	32%	33%	+1%
4 - Financially Stretched	19%	26%	+7%
5 - Urban Adversity	7%	7%	-
6 - Not Private Households	0%	0%	-
Total	100%	100%	

Table 2: Acorn Category profile of sample and Cambridgeshire County Council

Figure 13 shows the level of support for each option by Acorn Category. Households classified as Acorn 2 'Rising Prosperity', Acorn 3 'Comfortable Communities', Acorns 4 'Financially Stretched' and 5 'Urban Adversity' were more likely to want to not increase Council Tax, compared to those classified as Acorn 1 'Affluent Achievers'.

Households classified as Acorn 1 'Affluent Achievers' were more likely to be in favour of option 5 than all the other Acorn categories.

¹ Acorn is a classification system that segments the UK population by analysing demographic data, social factors, population and consumer behaviour. Acorn is broken down into three tiers; 6 categories, 18 groups and 62 types. Acorn provides valuable insight into helping to target and understand the attributes of households and postcodes areas.

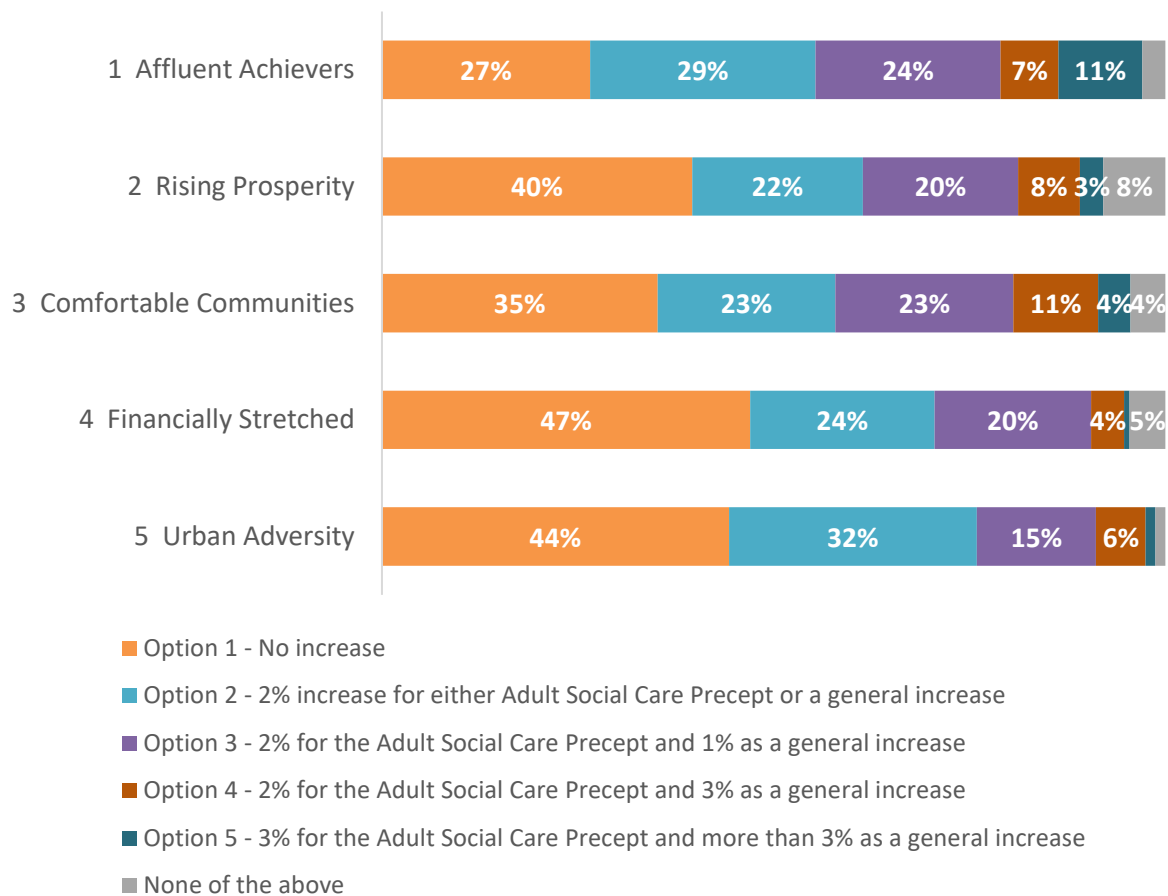


Figure 13: Level of support by Acorn Category

Conclusions

Investment

Generally speaking, residents were in agreement of the four proposals presented to them in the public survey with over 80% of respondents stating so. The proposal to invest in **projects / services which support people across Cambridgeshire to live their lives as independently as possible** has gained the most support (93%). This is followed by investment in **initiatives which join up more closely with local partners, reducing duplication of effort and resources** (85%).

for supporting an increase were that 'it was a reasonable increase / best option' and that 'adult social care needs more funding and they are happy to support it'.

A noticeable proportion preferred **no increase in Council Tax** (37%). The top reasons for opposing a Council Tax increase were: 'can't afford it / don't want to pay more' and 'Council Tax is already too high'.

Savings and income

The levels of support for the County Council's proposals to save money / generate income vary to a larger degree, from 82% supporting **the County Council to review how they award and manage contracts** to less than half (40%) approving the idea of **reducing and / or delaying investment in Highway projects**.

Council Tax

Overall, 58% of residents were supportive of some form of Council Tax increase. When asked to choose one option for potential increases to council tax, **raising either General Council Tax or the Adult Social Care Precept by 2%** was the most popular option (25%), closely followed by **increasing Council Tax by 2% for the Adult Social Care Precept and 1% as a general increase** (21%). The main reasons

Appendix A: Questionnaire

Appendix B: Comments around Council Tax increase

Appendix A: Questionnaire

PR21172 - CAMBRIDGESHIRE CC 2022-23 BUSINESS PLAN CONSULTATION SURVEY QUESTIONS

Good morning/afternoon, my name is _____ and I work for M·E·L Research. I am doing a survey on behalf of Cambridgeshire County Council. The Council is seeking resident views to help them plan the budget and spending priority for next year.

The survey will take around 10 minutes to complete. [book appointment if not convenient now].

Just to confirm, your responses will be treated in the strictest confidence and you won't be identified in any information we pass on to Cambridgeshire County Council unless you give your permission.

M·E·L Research abides by the Market Research Society Code of Conduct at all times.

IF NECESSARY. This survey will be conducted following the Code of Conduct of the Market Research Society. You can change your mind on taking part at any point during the survey. The information you provide in this survey will be used for research purposes only and your own responses will not be shared with Cambridgeshire County Council.

IF NECESSARY: Our privacy notice which explains how we store and process data can be found on our website at <https://melresearch.co.uk/page/privacypolicy>

I need to record that you are happy to participate. This is for quality control purposes and won't be shared with anyone outside of M·E·L Research.

Can I confirm that you are happy to participate in the survey?

- ☐ Yes
☐ No

COVID-19 SCREENER QUESTIONS

Before we continue, can I just check if you or any members of your household:

a) are experiencing any flu-like and/or Covid-19 symptoms?

b) have been diagnosed with Covid-19?

c) are self-isolating?

d) have travelled to or from a red list country in the last ten days? (The countries include Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, South African, Zambia and Zimbabwe.)

IF NOT TO ALL OF THE ABOVE: CONTINUE THE INTERVIEW

IF YES TO ANY OF THE ABOVE, READ OUT: Thank you for your time but unfortunately on this occasion I am unable to continue with the interview due to Government guidance around Covid-19.

First can I check that you are 18 years or over?

- ☐ Yes
- ☐ No - Interviewer to ask: is anyone else in the house over 18, or END SURVEY

And can I confirm that you live in...?

READ OUT

- ☐ Cambridge City
- ☐ East Cambridgeshire
- ☐ Fenland
- ☐ Huntingdonshire
- ☐ South Cambridgeshire

Before we go through the consultation questions, could you spend a couple of minutes reading the background and context of the consultation?

INTERVIEWER PRESENT SHOWCARD 1

Preparing the 2022/23 budget

Cambridgeshire County Council is committed to ensuring that communities across Cambridgeshire emerge from the pandemic with resilience and confidence for the opportunities and challenges that face us. The County Council's joint administration has set out a list of priority outcomes that it wants to achieve which include measures to fight climate change, improve health and education, and to move to more sustainable ways of living and travelling

In preparing the budget for 2022-23, the County Council has estimated the likely ongoing impact that Covid 19 will have on planned savings, on its income and the need to support people whose challenges have increased.

Next year the County Council has estimated it will need to spend an additional £13m meeting the costs of care for vulnerable adults and children, the result of a growing and aging population and as we emerge from the pandemic. This is on top of over £12m of projected increase in prices for services, such as care and home to school transport and to reflect living wage increases in salaries. The County Council may also face rising costs of meeting environmental conditions for disposal of waste.

Overall, the County Council expect to need to find additional income and savings in the region of £26m to balance next year's budget.

The County Council receives some grant funding provided by the Government, but that has been reducing year on year and is not enough to cover the costs of a growing demand for services. The County Council continue to make their case to government for a fairer share of funding to increase in line with costs. They must, however, continue to prepare now in the event that the national settlement does not cover ongoing rising pressures. This includes ways to increase our income or through initiatives which may include raising Council Tax.

If the Government doesn't fully fund the additional costs, and the County Council cannot raise additional income, the County Council will have to change where it makes investments and

potentially reduce the current levels of some services. Your responses to the questions below will help them think about this.

Investment

The County Council is considering investing more in some areas to deliver longer term benefits to people's lives and ultimately reduce costs, please indicate how you feel about investments in the following areas:

Q1. Projects and services which support people across Cambridgeshire to live their lives as independently as possible

SHOWCARD 2

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know (need more information)

Q2. More measures to tackle inequalities across Cambridgeshire, particularly those that have been made worse by the pandemic

SHOWCARD 2

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know (need more information)

Q3. Initiatives which join up more closely with local partners, reducing duplication of effort and resources

SHOWCARD 2

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know (need more information)

Q4. Investing in schemes which respond to the environmental crisis and work towards the County Council's target of achieving net zero carbon by 2030

SHOWCARD 2

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know (need more information)

Savings and Income

The County Council have identified some key areas where we could look to make additional savings, look for more cost-effective options or generate additional income - which could then be used to support longer term improvements. If those on the lowest incomes or in receipt of certain benefits, or less able were protected - which areas would you most support the council to focus on:

Q5. Generating further efficiencies and savings by working in new ways and making the most of digital innovations - e.g. more online self service

SHOWCARD 3

- ☐ Strongly support
- ☐ Support
- ☐ Neither support nor oppose
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know (need more information)

Q6. Increasing charges to deter and reduce non-sustainable methods of transport

SHOWCARD 3

- ☐ Strongly support
- ☐ Support
- ☐ Neither support nor oppose
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know (need more information)

Q7. Advertising and sponsorship from local suitable businesses, displaying banners, signs or logos on some council assets and products

SHOWCARD 3

- ☐ Strongly support
- ☐ Support
- ☐ Neither support nor oppose
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know (need more information)

Q8. Review of how we award and manage contracts

SHOWCARD 3

- ☐ Strongly support
- ☐ Support
- ☐ Neither support nor oppose
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know (need more information)

Q9. Reduce and/or delay investment in Highway projects

SHOWCARD 3

- ☐ Strongly support
- ☐ Support
- ☐ Neither support nor oppose
- ☐ Oppose
- ☐ Strongly oppose
- ☐ Don't know (need more information)

Council Tax

Cambridgeshire County Council would like to get residents' views on options for Council Tax.

INTERVIEWER ASK RESPONDENT TO READ SHOWCARD 4

What is the Adult Social Care Precept (ASCP)?

- The option to increase the County's share of council tax. The income generated from this charge is ring-fenced, meaning it can only be used for adult social care services.

Below presents 5 options. Please tell us which of the 5 options you support for the County Council's part of Council tax (other parts of Council Tax also go to pay for police, fire, parish and district council services).

Option 1 - No Increase to Council Tax (0% total increase)

This would include not raising the General Council Tax or the Adult Social Care Precept. Council Tax would remain the same and the County Council would have to find an additional £26million of savings to balance the budget, which could lead to a reduction in services.

Option 2 - Increasing either General Council Tax by 2% or the Adult Social Care Precept by 2% but not both (2% total increase)

An average band D property would pay a 54p per week increase (£27.99 a year) and the County Council would have to find an additional £19.5m in savings per year to balance the budget, which may result in a reduction in services.

Option 3 Increasing the Adult Social Care Precept by 2% and the General Council Tax by 1% (3% total increase)

An average band D property would pay 81p per week increase (£41.94 a year) and the County Council would have to find an additional £16.5m in savings per year to balance the budget, which may result in a reduction in services.

Option 4 - Increasing Council Tax by 2% for the Adult Social Care Precept and 3% as a general increase (5% total increase)

An average band D property would pay a £1.34 per week increase (£69.93 a year) and the County Council will have to find an additional £9.6m of savings to balance the budget.

Option 5 - Increasing Council Tax by 3% for the Adult Social Care Precept and more than 3% as a general increase (6% or more in total)

An average band D property would pay a £1.61 per week increase (£83.97 a year) and the County Council will have to find an additional £6.3m of savings to balance the budget.

Every 1% increase in Council tax adds an additional 27p per week, £13.95 a year to Council Tax bills.

Q10. Which option would you support?

SHOWCARD 4

- ☐ Option 1 - No increase in Council tax (0% total increase)
- ☐ Option 2 - Increasing either General Council Tax by 2% or the Adult Social Care Precept by 2% but not both (2% total increase)
- ☐ Option 3 - Increasing Council Tax by 2% for the Adult Social Care Precept and 1% as a general increase (3% total increase)
- ☐ Option 4 - Increasing Council Tax by 2% for the Adult Social Care Precept and 3% as a general increase (5% total increase)
- ☐ Option 5 - Increasing Council Tax by 3% for the Adult Social Care Precept and more than 3% as a general increase (6% or more in total)
- ☐ None of the above

Q11. Can you please tell us why you chose the option?

To make sure we are hearing from a wide range of people we would like to ask some questions about you. These questions are optional but answering them will help us better understand what you tell us.

Q12. Can I please take your postcode? This will not be passed back to the Council.

Interviewer to write "Refused" where applicable

Q13. How would you describe your gender?

SHOWCARD 5

- ☐ Male
☐ Female

Q14. What age band do you fall in?

SHOWCARD 6

- ☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55-64
☐ 65-84
☐ 85+

Finally, the County Council may want to gain further feedback from residents about their views about priorities in Cambridgeshire.

If you are interested, please provide your name and your preferred contact details. This information WILL BE passed back to the county.

- ☐ Yes, please - I confirm I am happy for my name and preferred contact details to be passed to the County Council.
☐ No, thank you.

Respondent details:

Name:

Tel number:

Email address:

Finally, as part of our quality checking process, some of the people who answered the survey will be selected at random to answer a few quick questions about how I conducted the survey today. Could I please take telephone number so that someone can call you if necessary? This will not be passed to anyone else.

- ☐ Yes
☐ No

Please can I have your telephone number? *(If not captured already)*

Can I take your name as well please? *(If not captured already)*

This is all the questions. Thank you for your time.

If you would like more information about who we are and how we use the information you've provided including your privacy rights and right to withdraw your consent at any time please visit our privacy policy melresearch.co.uk/page/privacypolicy

Interviewer to enter starting postcode

Appendix B: Coded comments about Council Tax options

Respondents	Option 1 - No increase in Council tax (0% total increase)	Option 2 - Increasing either General Council Tax by 2% or the Adult Social Care Precept by 2% but not both (2% total increase)	Option 3 - Increasing Council Tax by 2% for the Adult Social Care Precept and 1% as a general increase (3% total increase)	Option 4 - Increasing Council Tax by 2% for the Adult Social Care Precept and 3% as a general increase (5% total increase)	Option 5 - Increasing Council Tax by 3% for the Adult Social Care Precept and more than 3% as a general increase (6% or more in total)	None of the above
Sample base	412	276	238	86	50	48
Can't afford it / don't want to pay more	51%	8%	4%	2%	4%	13%
Council tax is already too high	32%	2%	1%	1%	4%	2%
A fair / reasonable increase / best option	3%	52%	59%	47%	26%	10%
Happy to support adult social care / needs more funding	1%	37%	29%	38%	58%	0%
Poor value for money / not getting good or enough services	11%	1%	0%	0%	0%	4%
Don't pay council tax	2%	0%	0%	1%	2%	15%
Don't use council services / facilities	1%	0%	0%	0%	0%	0%
Happy if it covers all essential services (Roads, Police, Education)	1%	1%	7%	8%	6%	2%
Don't want any services cut	0%	0%	2%	5%	4%	4%
The council should find other ways to raise money / improve efficiency	4%	0%	1%	0%	2%	4%
Don't know / Can't comment	2%	0%	1%	0%	0%	54%



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