



2022 Business Plan Consultation

**Cambridgeshire County
Council**

**Final Report
January 2023**





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Project details and acknowledgements

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This project has been delivered to ISO 9001:2015 and 20252:2019 standards.



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Executive summary

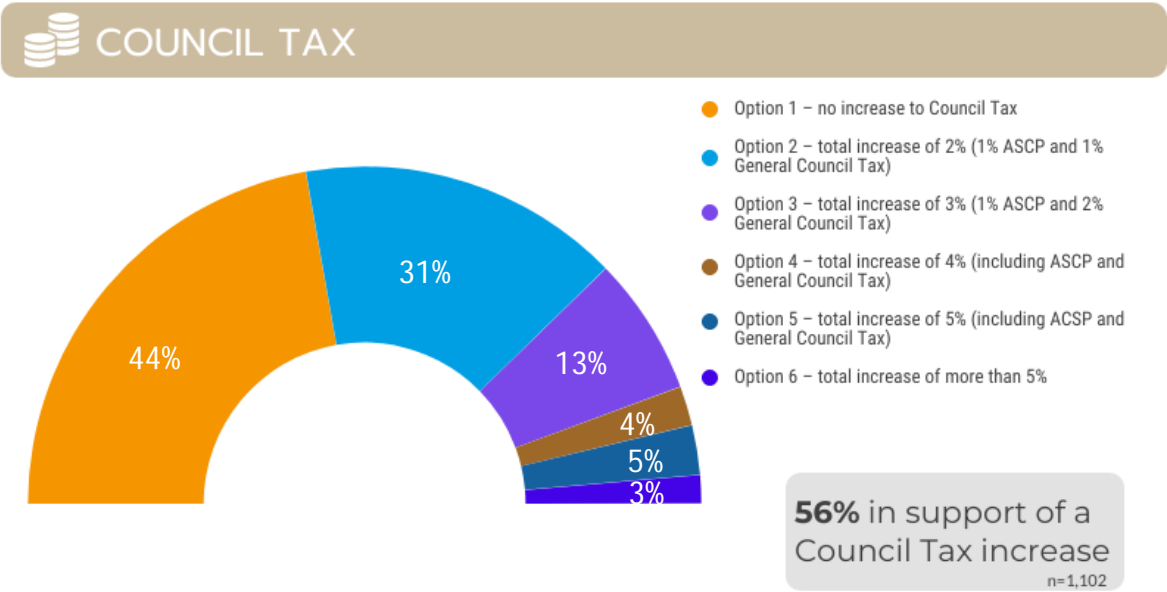
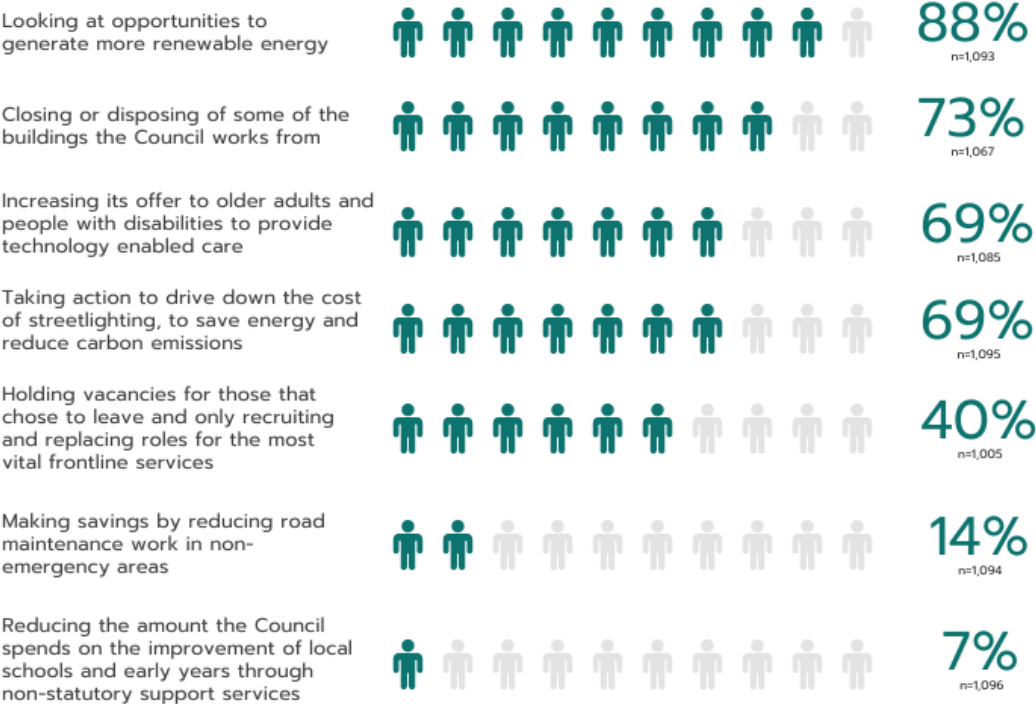


2022 BUDGET CONSULTATION
EXECUTIVE SUMMARY

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 in November 2022 and 1,102 residents responded to the survey. The sections below presents the key findings of the research.

LEVEL OF SUPPORT: SAVINGS AND INCREASING INCOME (% Strongly support/support)



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, in November 2022.

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, 1,102 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 not presented on the showcards but was available as a pre-coded answer if given as a spontaneous response (see section 'Analysis and reporting' below for further details). 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 1,102 residents having completed the survey, this returns a confidence interval of $\pm 2.95\%$ 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 47.05% to 52.95% 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).

Size of sample	Approximate sampling tolerances*		
	50%	30% or 70%	10% or 90%
	±	±	±
1,102 surveys	2.95	2.7	1.8

* 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, where relevant. Statistical significance means that a result is unlikely due to chance (i.e. It is a real difference in the views of 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 not included and 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 weighted by age and gender to the 2021 census data at the county level.

Icon glossary



▪ District



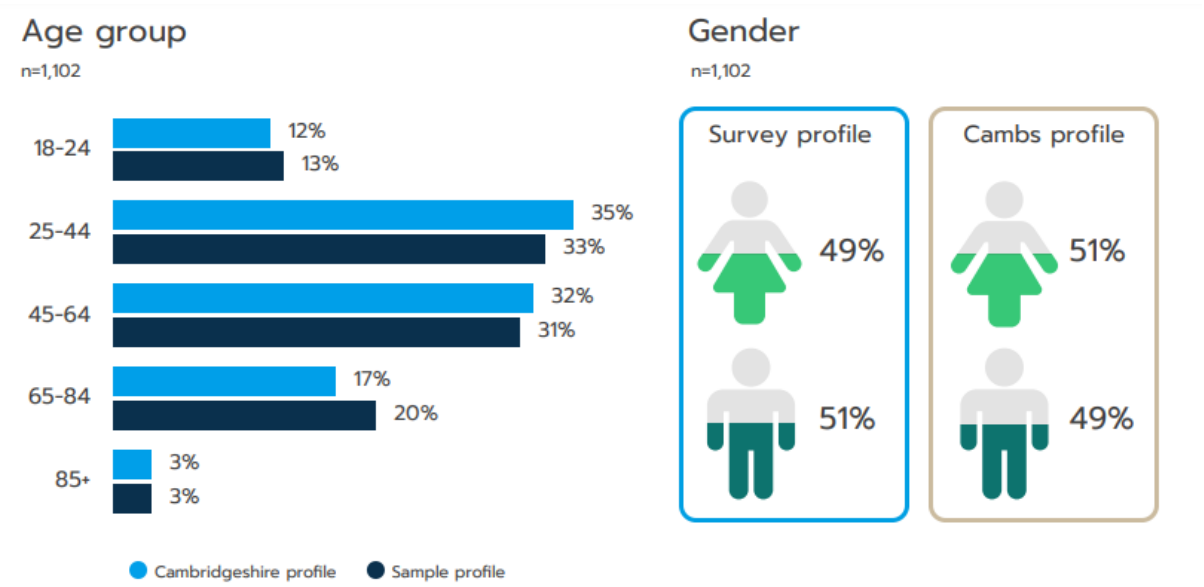
▪ Age group



▪ Gender

Whom we spoke to

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



Results

Section 1: Savings and increasing income

Due to changes in the national and international economic situation since the Council set its budget in February 2022, setting the budget this year is expected to be extremely challenging. The Council is considering ways it can balance its budget and proposed the following measures.

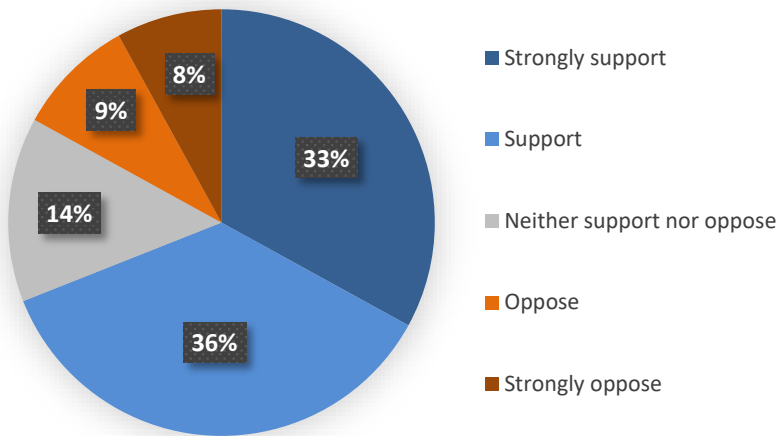
- Taking action to drive down the cost of streetlighting, to save energy and reduce carbon emissions e.g., investing in all LEDs, dimming lights, or turning them off entirely in between certain hours of the night?
- Making savings by reducing road maintenance work in non-emergency areas such as some surface repairs, pothole prevention, verge maintenance, grass cutting and gully emptying
- Closing or disposing of some of the buildings it works from – saving running costs and potentially delivering some income, but possibly increasing journeys for residents needing services or staff getting to work
- Holding vacancies for those that chose to leave and only recruiting and replacing roles for the most vital frontline services – e.g., social care, or highways emergency teams
- Reducing the amount the Council spends on the improvement of local schools and early years through non-statutory support services, this could include providing less or no transport to and from school where this is not a legal requirement
- Increasing its offer to older adults and people with disabilities to provide technology enabled care (such as alarms or pressure pads), which can increase independence and reduce, to some extent, longer-term hands-on support
- Looking at opportunities to generate more renewable energy i.e., wind or solar, to help tackle climate change and build greater energy security for its communities

Residents were asked how strongly they support or oppose each measure



1. Streetlighting

Figure 1: Two thirds of the Council’s total electricity bill is spent on streetlighting. How supportive would you be of taking action to drive down this cost to save energy and reduce carbon emissions e.g., investing in all LEDs, dimming lights, or turning them off entirely in between certain hours of the night? Base: 1,095

The majority (69%) of residents either ‘strongly support’ (33%) or ‘support’ (36%) this proposal. Only 17% oppose or strongly oppose it.



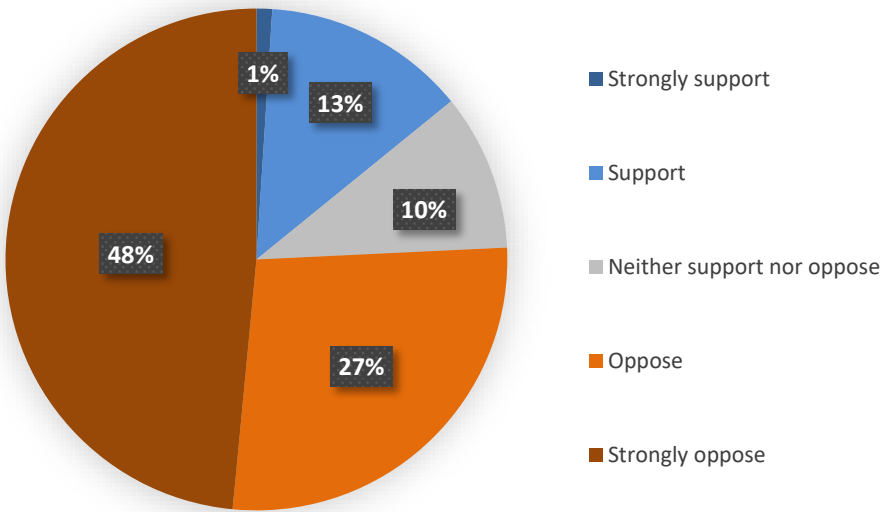
Sub-group analysis:

	Residents living in Huntingdonshire (83%) and South Cambridgeshire (75%) were more likely to support this proposal than those in East Cambridgeshire (61%), Fenland (62%) and Cambridge (64%).
	Male residents were more likely to support this measure (74%) than female residents (65%).



2. Road Maintenance

Figure 2: The Council spend £12m on the day-to-day upkeep of our roads, footways, and cycleways each year. How supportive are you of them making savings by reducing their road maintenance work in non-emergency areas such as some surface repairs, pothole prevention, verge maintenance, grass cutting and gully emptying?
Base: 1,094

Only 1% of residents ‘strongly support’ the Council’s proposal to make savings by reducing road maintenance work, and a further 13% ‘support’ it. Meanwhile, 48% ‘strongly oppose’ this measure, with a further 27% stating they ‘oppose’ it. In total 76% oppose the proposal to any degree.



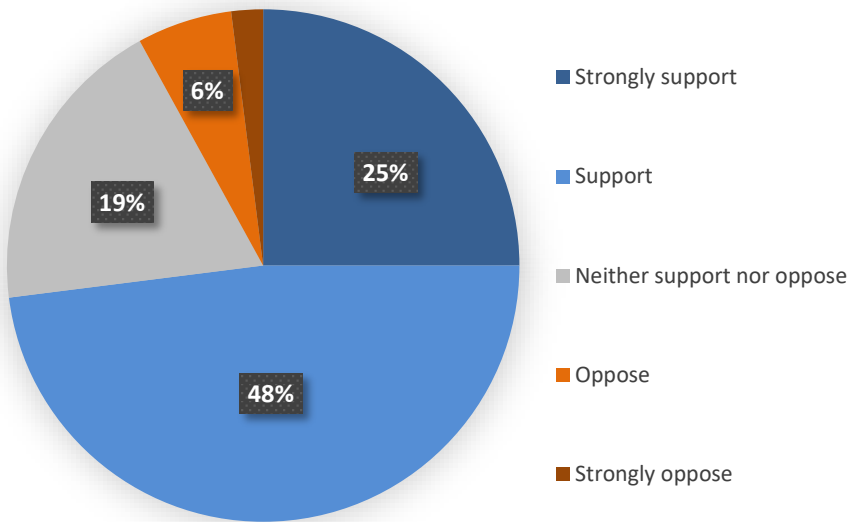
Sub-group analysis:

	Residents in South Cambridgeshire (83%) were more likely than the overall sample to oppose these measures.
	The 18-24 age group were least likely to oppose this measure (57%), while 65-84 year olds were most likely to oppose it (86%).



3. Council buildings

Figure 3: How supportive are you of the Council closing or disposing of some of the buildings it works from – saving running costs and potentially delivering some income, but possibly increasing journeys for residents needing services or staff getting to work? *Base: 1,067*

73% of residents either ‘strongly support’ (25%) or ‘support’ (48%) the proposal to close some Council buildings. Only 8% opposed this proposal to any degree.



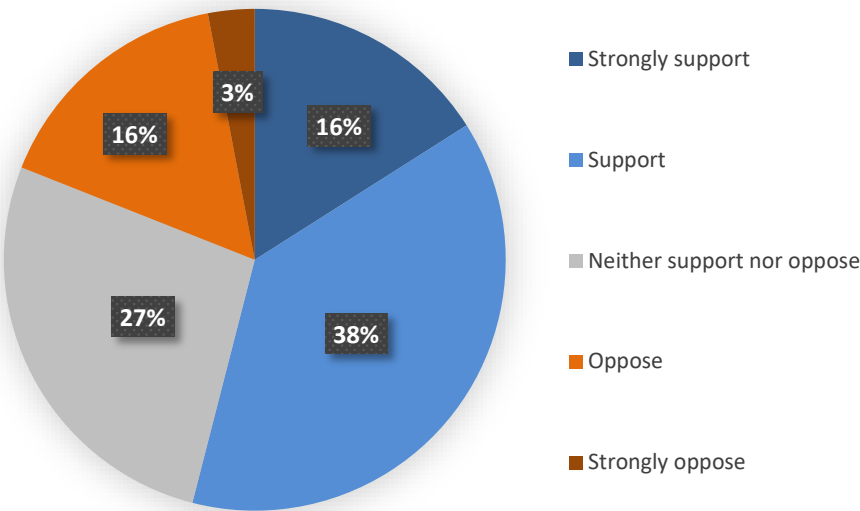
Sub-group analysis:

	Residents living in East Cambridgeshire (81%) and Huntingdonshire (81%) were more likely than other districts to support this measure. Support was lower in Cambridge (59%) and South Cambridgeshire (67%) than the overall sample.
	The 55-64 age group were more likely to be in favour of this proposal (81%) than 18-24 years olds (66%), 25-34 year olds (69%) and those aged 85+ (56%).



4. Council Vacancies

Figure 3: The Council employs approximately 4,300 people across a wide range of services and in all parts of the county. How supportive would you be of us holding vacancies for those that chose to leave and only recruiting and replacing roles for the most vital frontline services – e.g., social care, or highways emergency teams? Base: 1,005

Just over half (54%) of residents support this proposal to any degree, however only 16% ‘strongly support’ it. 27% neither support nor oppose the measure, and 19% oppose it.



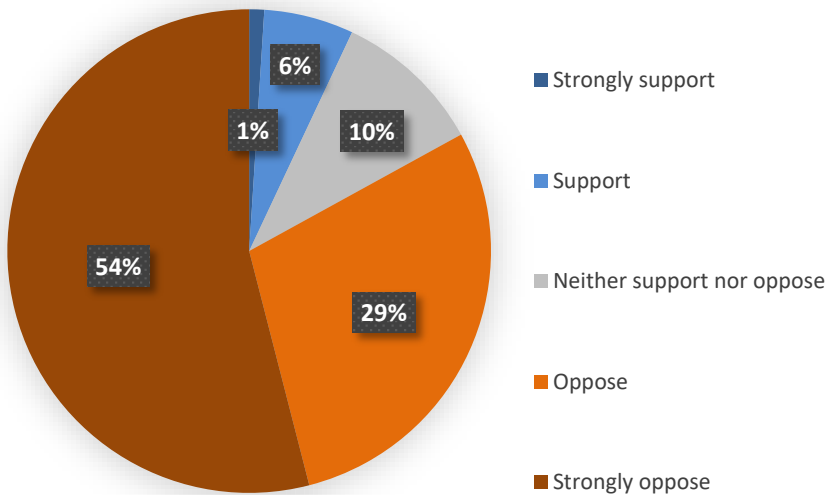
Sub-group analysis:

	Support for this proposal was similar across all districts, however residents in South Cambridgeshire were more likely than the overall sample to oppose (26%) it.
	By age, those aged 45-54 were less likely to support this measure (46%) than those age 18-24 (59%) or 65-84 (60%).



5. Education

Figure 5: How supportive are you of reducing the amount the Council spends on the improvement of local schools and early years through non-statutory support services, this could include providing less or no transport to and from school where this is not a legal requirement? *Base: 1,096*

Only 7% of residents either ‘strongly support’ (1%) or ‘support’ (6%) this proposal. 54% ‘strongly oppose’ it, and a further 29% ‘oppose’ it – in total 83% oppose the measure.



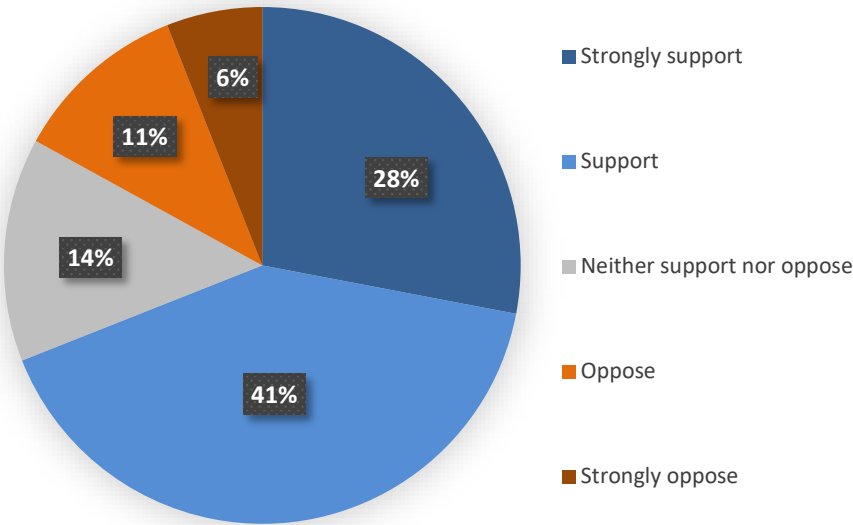
Sub-group analysis:

	Support for this measure was lowest in Fenland (3%)
	Female residents are more likely to oppose this measure (87%) than male residents (79%), although opposition is still high in both groups.

6. Adult social care

Figure 4: How supportive are you of reducing the amount the Council spends on the improvement of local schools and early years through non-statutory support services, this could include providing less or no transport to and from school where this is not a legal requirement? Base: 1,085

Over two thirds (69%) of residents either ‘strongly supported’ (28%) or ‘supported’ (41%) that the County Council should be increasing its offer to older adults and people with disabilities to provide technology enabled care. 17% opposed this approach.



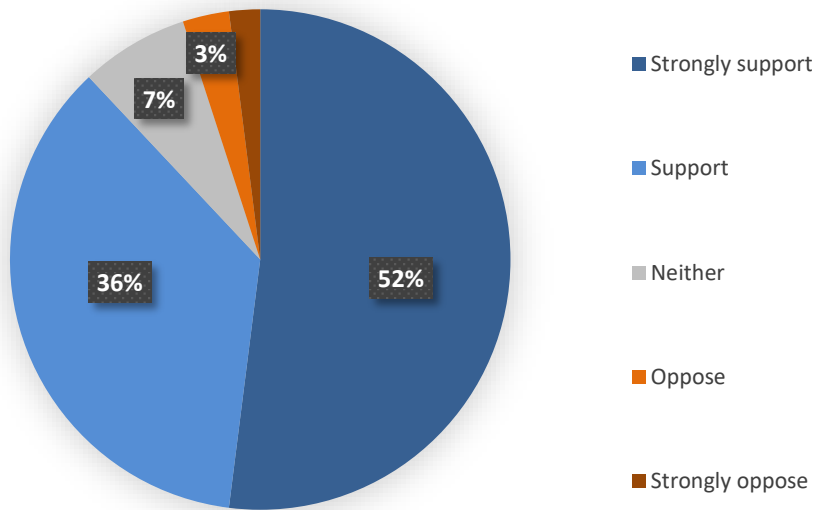
Sub-group analysis:

Residents living in Fenland were more likely to support this approach (84%) than the overall sample, while proportionally fewer of those in South Cambridgeshire support it (62%).



7. Renewable energy

Figure 5: How supportive are you of the Council looking at opportunities to generate more renewable energy i.e., wind or solar, to help tackle climate change and build greater energy security for its communities?
Base: 1,093

Nine in ten (88%) residents support the Council looking at opportunities to develop more renewable energy, with 52% stating they ‘strongly support’ and 36% that they ‘support’ this proposal.

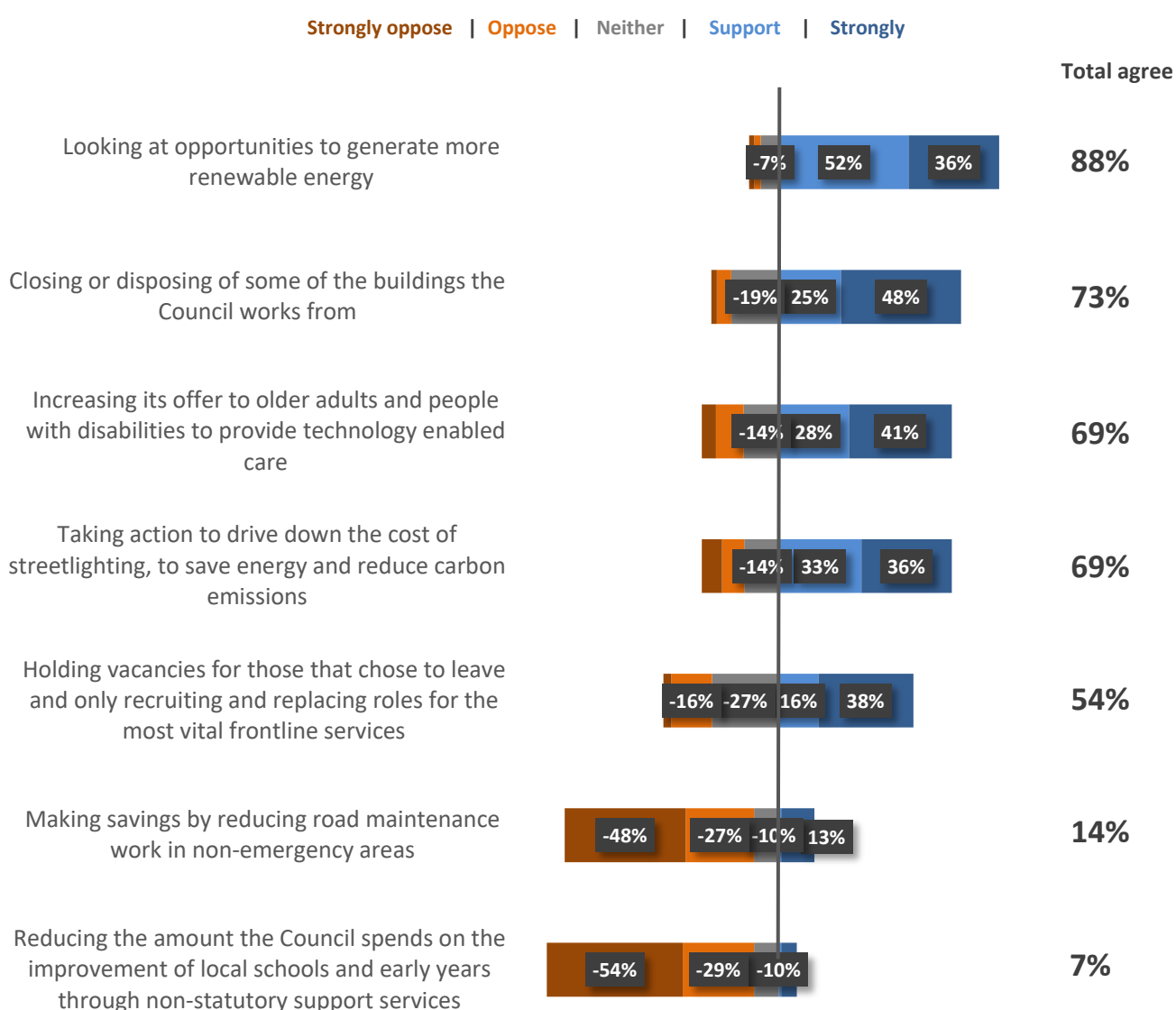


Sub-group analysis:

	Residents in Cambridge city (84%) are less likely to support this proposal than those in Fenland (92%) or Huntingdonshire (91%).
	Those age 65-84 (83%) and 85+ (66%) are less likely than the overall sample to support this proposal.

Overall residents are most in favour of the proposal to look at opportunities to generate more renewable energy (88%). Looking at cost cutting measures, support is highest for closing or disposing of some of the Council Buildings (73%). Increasing offer to adults and people with disabilities (69%) and taking action to drive down the cost of streetlighting (69%) also achieve higher levels of support than other measures. However, there are high levels of opposition to making savings by reducing the amount the Council spends on local schools (83%) and to making savings by reducing road maintenance work (76%).

Figure 8: Summary of the level of agreement to each proposal



Section 2: Council Tax

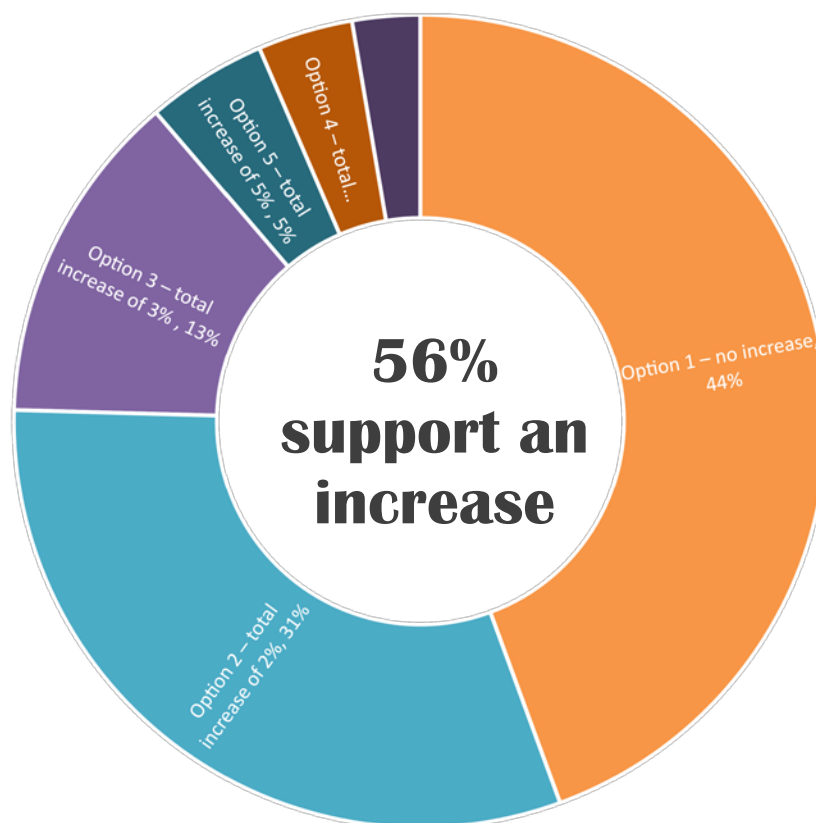
This public survey also consulted residents' opinion on the level of Council Tax increase. The following options were presented to them:

- Option 1 - No increase in Council Tax
- Option 2 – Total increase of 2% (1% ASCP and 1% General Council Tax)
- Option 3 - Total increase of 3% (1% ASCP and 2% General Council Tax)
- Option 4 - Total increase of 4% (including ASCP and General Council Tax)
- Option 5 - Total increase of 5% (including ACSP and General Council Tax)
- Option 6 – Total increase of more than 5%

Over half (56%) indicated a willingness to increase council tax to some extent. Option 2 (Increasing the ASCP by 1% and General Council Tax by 1%, for a 2% total increase) and Option 3 (Increasing the ASCP by 1% and General Council Tax by 2%, for a 3% total increase) being the more favourable proposals, with 31% in favour of this approach. Comments made related to the option chosen can be found in **Appendix B**.

Figure 9: Level of support in a Council Tax increase



Base: 1,112



44% did not want the Council Tax to increase

When asked why those chose this option, four in ten stated that council tax is already too high, and 36% indicated that they couldn’t afford an increase / will be too expensive / cost of living concerns.


Sub-group analysis:

	Residents living in Fenland (58%) and East Cambridgeshire (56%) are most likely to state that they did not want Council Tax to increase, while those in Huntingdonshire (31%) and South Cambridgeshire (31%) were least likely to state this.
	Female residents (48%) are more likely than male residents (41%) to express this view.

31% supported an increase of 1% for the Adult Social Care Precept and 1% as a general increase (2% in total)

Just over a quarter (26%) of residents who selected this option stated that they did so because it was a small / affordable increase. A similar proportion (25%) stated that it was a fair / reasonable increase / in line with inflation. 20% acknowledged that the council needs more funds / that there is a need to share the burden of the cost of living crisis.


Sub-group analysis:

	Residents living in Huntingdonshire (36%) were more likely to express support for this level of increase than those in East Cambridgeshire (26%)
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13% supported an increase of 1% for the Adult Social Care Precept and 2% as a general increase (3% in total)

When asked why residents chose this option, 31% reported that they believe it to be a reasonable increase / fair / in line with inflation. A further three in ten (30%) stated that the council needs more funds / there is a need to share the burden of the cost of living crisis. 21% stated that such an increase would only be a small / reasonable increase.

Sub-group analysis:

	<p>Residents in South Cambridgeshire (22%) and Huntingdonshire (18%) were most likely to be in favour of this increase, with those in Fenland least likely (6%) to support it.</p>
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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 2 'Rising Prosperity' and Acorn 4 'Financially stretched' were slightly underrepresent (Table 1).

Table 1: Acorn Category profile of sample and Cambridgeshire County Council

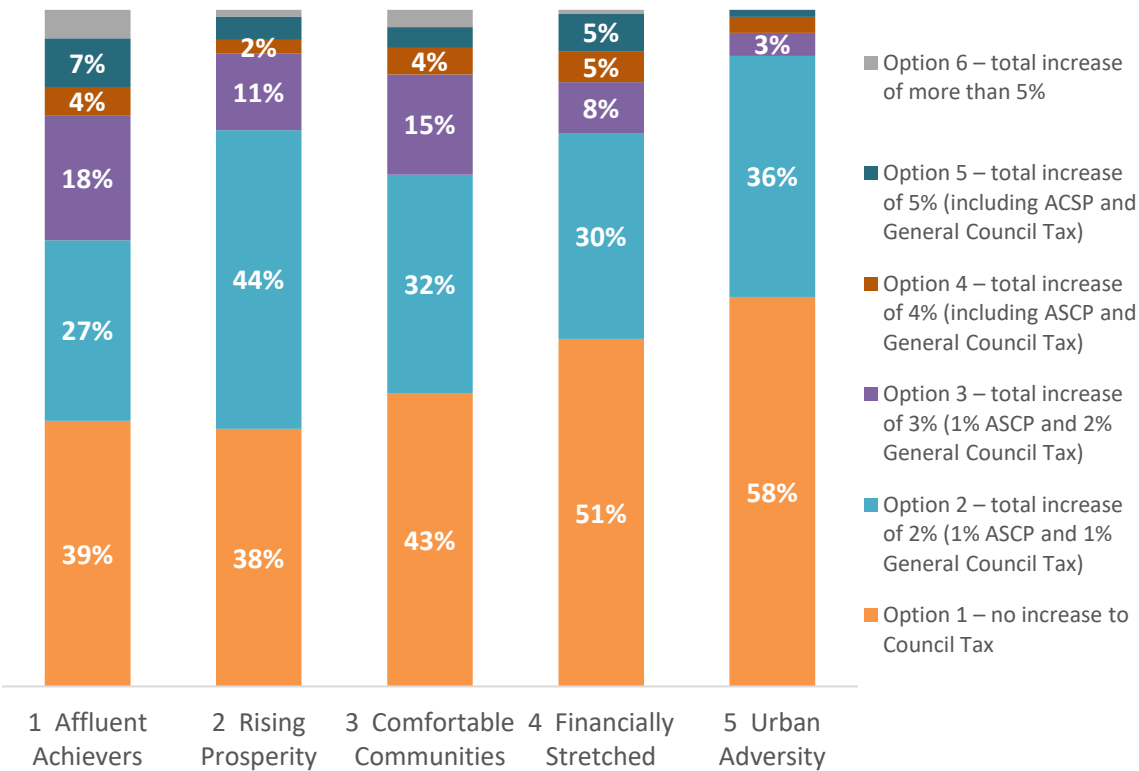
	Cambridgeshire County profile	Sample profile	+/-
1 - Affluent Achievers	32%	33%	+1%
2 - Rising Prosperity	11%	8%	-3%
3 - Comfortable Communities	33%	33%	-
4 - Financially Stretched	17%	14%	-3%
5 - Urban Adversity	6%	7%	-
6 - Not Private Households	0%	2%	+2%
Total	100%	100%	

Figure 10 shows the level of support for each option by Acorn Category. Households classified as Acorn 4 'Financially Stretched' (51%) and Acorn 5 'Urban Adversity' (58%) were more likely to want to not increase Council Tax, compared to those classified as Acorn 1 'Affluent Achievers' (39%), Acorn 2 'Rising Prosperity' (38%) and Acorn 3 'Comfortable Communities' (43%) (see chart overleaf)

Households classified as Acorn 1 'Affluent Achievers' were more likely to be in favour of option 5 (7%) and option 6 (4%) 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 10: Level of support by Acorn Category



Conclusions

Savings and increasing income

When asked about areas where the Council could make savings, there was high opposition to the proposals to reduce the amount the council spends on the improvement of local schools and early years through non-statutory support services (83%) and to make savings by reducing road maintenance work in non-emergency areas (76%). However other measures were better received, with a higher proportion supporting than opposing the proposals to hold vacancies for Council employees who choose to leave (54% support vs. 19% oppose) and to take action to drive down the cost of streetlighting (69% support vs. 17% oppose). The most supported proposal when considering areas to cut costs was to close or dispose of some of the Council's buildings - 73% supported this proposal while only 8% opposed it.

The proposal which received the highest support however was the proposal to build greater energy security through looking at opportunities to generate more renewable energy - this was supported by 88% of residents and opposed by 5%.

Council Tax

Overall, 56% of residents were supportive of some form of Council Tax increase. Among those who stated they would support no increase to Council Tax, the most common reason for providing this answer is that Council Tax is already high enough (40%), followed by concerns about being able to afford an increase (36%). Among those who supported an increase, a total increase of 2%, comprising a 1% increase to ASCP and a 1% General Council Tax increase, was the most supported increase – 31% indicated they would support an increase at this level. The most common reasons for supporting a rise at this level were that it's only a small / affordable increase (26%) and that it is a reasonable increase / fair / in line with inflation. 13% would support a rise of 3%, with 31% of these stating this would be a reasonable increase / fair / in line with inflation, and 30% that the Council needs more funds / there is a need to share the burden of the cost of living crisis.



Appendices

Appendix A: Questionnaire

Appendix B: Comments around Council Tax increase

Appendix A: Questionnaire

PR22173 - CAMBRIDGESHIRE CC BUDGET SURVEY 2022

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

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?

SHOWCARD 1:

Since the Council set its budget in February 2022, the national and international economic situation has significantly changed, and this has had a negative impact on Council finances in the same way it has affected most residents. The issues that we're having to deal with include:

- Rises in inflation to levels not seen for forty years, increasing the costs of our workforce and the supplies and services we buy.
- a crisis in the supply of energy and goods.
- The impact of COVID-19 on people's lives or incomes, causing major increases in the numbers needing extra help for the first time.

We have to deal with all of these challenges within a set level of funding. Most of our income, including our share of council tax or business rates, is fixed by the government. By law, we are not allowed to spend more money than we have and must set a balanced budget in February 2023.

The current financial gap between what we assumed we will need to do next year, and what it will cost us has almost doubled since the start of this financial year, from £17m to more than £28m. Despite inflation and other pressures affecting us we are unlikely to receive any additional government funding.

Delivering a balanced budget in the current economic context will not be easy. It is a challenge which isn't only facing your household budget, but also councils up and down the country. Like you, the Council needs to use a range of approaches to balance the books, which could include reductions in some services.

We need to produce a budget which is sustainable so that we can deliver on our ambition to create a greener, fairer and more caring Cambridgeshire.

We also want to continue to make changes to the way we work – improving the environment, bringing services closer to people, and helping residents and communities to recover from the effects of COVID-19. But we can only consider investments if we can first balance our budget.

We would like your views on which areas you would find the most acceptable for our Councillors to consider in balancing our budget.

Savings and increasing our income

This year, setting the Council's budget will be extremely challenging. Here are some of the things the Council could do to balance its budget. We would like to know how supportive you are about the following options:

Rate on a scale of 'Strongly support' to 'Strongly oppose'

Streetlighting

Q1. Two thirds of the Council's total electricity bill is spent on streetlighting. How supportive would you be of taking action to drive down this cost to save energy and reduce carbon emissions e.g., investing in all LEDs, dimming lights, or turning them off entirely in between certain hours of the night?

SHOWCARD 2

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

Road maintenance

Q2. The Council spend £12m on the day-to-day upkeep of our roads, footways, and cycleways each year. How supportive are you of them making savings by reducing their road maintenance work in non-emergency areas such as some surface repairs, pothole prevention, verge maintenance, grass cutting and gully emptying?

SHOWCARD 2

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

Council buildings

Q3. How supportive are you of the Council closing or disposing of some of the buildings it works from – saving running costs and potentially delivering some income, but possibly increasing journeys for residents needing services or staff getting to work?

SHOWCARD 2

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

Council vacancies

Q4. The Council employs approximately 4,300 people across a wide range of services and in all parts of the county.

How supportive would you be of us holding vacancies for those that chose to leave and only recruiting and replacing roles for the most vital frontline services – e.g., social care, or highways emergency teams?

SHOWCARD 2

- ☐ Strongly support
- ☐ Support

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

Education

Q5. How supportive are you of reducing the amount the Council spends on the improvement of local schools and early years through non-statutory support services, this could include providing less or no transport to and from school where this is not a legal requirement?

SHOWCARD 2

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

Adult social care

Q6. How supportive are you of the Council increasing its offer to older adults and people with disabilities to provide technology enabled care (such as alarms or pressure pads), which can increase independence and reduce, to some extent, longer-term hands-on support?

SHOWCARD 2

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

Renewable energy

Q7. How supportive are you of the Council looking at opportunities to generate more renewable energy i.e., wind or solar, to help tackle climate change and build greater energy security for its communities?

SHOWCARD 2

- ☐ 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.

Currently we have a government cap which means we can put up Council Tax by to 2% with a further 1% for the Adult Social Care Precept (ASCP).

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

The Council's current budget position has been made worse by around £19m because of inflation, and this would increase if we don't use the government assumption of a 2% increase in Council Tax.

For each 1% increase in either the Adult Social Care Precept or General Council Tax an average band D property would pay an additional 28p per week (£14.67 a year).

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

Option 1 – no increase to Council Tax

Option 2 – total increase of 2% (1% ASCP and 1% General Council Tax)

Option 3 – total increase of 3% (1% ASCP and 2% General Council Tax)

Option 4 – total increase of 4% (including ASCP and General Council Tax)

Option 5 – total increase of 5% (including ASCP and General Council Tax)

Option 6 – total increase of more than 5%

Q8. Which option would you support?

SHOWCARD 3

- ☐ Option 1 – no increase to Council Tax
- ☐ Option 2 – total increase of 2% (1% ASCP and 1% General Council Tax)
- ☐ Option 3 – total increase of 3% (1% ASCP and 2% General Council Tax)
- ☐ Option 4 – total increase of 4% (including ASCP and General Council Tax)
- ☐ Option 5 – total increase of 5% (including ACSP and General Council Tax)
- ☐ Option 6 – total increase of more than 5%

Q9

Q9. Can you please tell us why you chose [option selected at Q8]?

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.

Gender

Q10. How would you describe your gender?

SHOWCARD 4

- ☐ Male
- ☐ Female

Age

Q11. What age band do you fall in?

SHOWCARD 5

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

Finally, the County Council may wish to contact you again to invite you to take part in further research to capture your views on local services. If you would be willing to take part in further research (this may be for example, to participate in a focus group or another survey) then please provide me with your name and your

preferred contact details.

Yes, please - I would like to take part in further research

☐ No, thank you.

Respondent details:

Name: _____
Email: _____
Telephone: _____
Postcode: _____

Would you be happy to have the answers to this survey linked to your contact information so that the Council may invite you to further research that matches your views?

READ OUT: This contact information will be shared with the council who may invite you to participate in further research, which will be purely voluntary and you can withdraw your consent at any time.

☐ Yes

☐ No

Finally, as part of M·E·L's quality control process, my employer will wish to contact some of the people I have interviewed. This is to confirm that I have undertaken the interview in an appropriate manner and according to the Market Research Code of Practice.

Could you please provide me with your name, a contact telephone number or email address?

☐ Yes - Telephone

☐ Yes - Email

☐ No

Name _____

Telephone _____

Email _____

Can I confirm that the first line of your address and your postcode are.....?

First line of address _____
Postcode _____

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 at www.melresearch.co.uk/privacypolicy

[NOTE: If respondent does not have internet access they can contact M·E·L Research on FREEPHONE 0800 073 0348 to request a paper copy]

Appendix B: Coded comments about Council Tax options

Respondents	Q8. Which option would you support?					
	Option 1 – no increase to Council Tax	Option 2 – total increase of 2% (1% ASCP and 1% General Council Tax)	Option 3 – total increase of 3% (1% ASCP and 2% General Council Tax)	Option 4 – total increase of 4% (including ASCP and General Council Tax)	Option 5 – total increase of 5% (including ACSP and General Council Tax)	Option 6 – total increase of more than 5%
Sample base	458	347	161	47	58	31
Q9. Coded comments						
Council tax is already high enough / too high	40%	4%	1%	0%	0%	0%
Can't afford / will be too expensive / cost of living concerns	36%	6%	7%	0%	0%	4%
A reasonable increase / fair / in line with inflation	1%	25%	31%	18%	30%	20%
Council needs more funds / need to share the burden of the cost of living	0%	20%	30%	41%	32%	42%
It's only a small / affordable increase	0%	26%	21%	8%	7%	2%
Poor value for money / not getting good or enough services	17%	3%	1%	5%	0%	0%
Need to cover / improve services	1%	8%	15%	34%	28%	45%
The council should find other ways to raise money / improve efficiency	9%	6%	7%	4%	2%	2%
People can't afford more / this is all they can afford	2%	12%	9%	11%	2%	0%
I can afford it	1%	5%	5%	3%	10%	8%
Happy to support adult social care / needs more funding	0%	4%	4%	16%	11%	5%
Don't know / Can't comment	5%	2%	1%	3%	2%	3%

