

# Resident insight

- = understand our communities
- = improve services
- = direct resources at issues that matter the most

# Purpose and outcomes

Inform, monitor  
and evaluate  
corporate plan  
priorities

Inform service  
performance  
monitoring and  
targets

Provide  
organisational  
benchmarks

Provide evidence  
for decision-  
making

Insight in to  
different  
communities /  
demographics

Understand drivers  
/ influencers of  
reputation

Inform and target  
communications  
and engagement

Monitor and  
understand trends  
over time

# Measurement metrics - examples

- Leader's portfolio - Perception of initiatives such as Solent Freeport, economic investment, climate
- Planning, regeneration and infrastructure - Perception of meeting local needs
- Housing and homelessness - Perception of meeting local housing need, tackling homelessness
- People and places - do residents feel listened to, perception and behaviours regarding littering
- Finance, investment and corporate services - Perception council is modern and efficient
- Partnering and wellbeing - physical activity levels, mental wellbeing, perception of safety
- Environment and coastal services - Track waste, recycling, climate behaviours and attitudes
- Business, tourism and high streets - shopping behaviours, awareness of local apprenticeship and upskilling opportunities
- Reputation – Satisfaction with area as place to live, with council overall, trust, feeling informed

Demographics – Age, gender, work status, housing tenure, accessibility, ward, house composition, financial situation

# Example LGA questions



- Overall, how satisfied or dissatisfied are you with your local area as a place to live?
  - Very satisfied, fairly satisfied, neither satisfied nor dissatisfied, fairly dissatisfied, very dissatisfied
- Overall, how satisfied or dissatisfied are you with the way New Forest District Council runs things?
- To what extent do you agree or disagree that New Forest District Council provides value for money?
- To what extent do you think New Forest District Council acts on the concerns of local residents?
- Overall, how well informed do you think New Forest District Council keeps residents about the services and benefits it provides?
- How much do you trust New Forest District Council?

# Methodology: telephone survey

## What this entails

- 750 sample size
- Sample quotas set to ensure representation
- Questionnaire length 15-25 minutes
- Random Digit Dial method

## What it achieves / considerations

- Representative
- Reliable and robust results
- Allows for detailed demographic analysis (such as customer personas)

# Timescale considerations

Time of year

Fieldwork  
length

Questionnaire  
consultation

Reporting

# Next Steps

- Cabinet report
- Survey – September/October
- Outcomes of survey – December
- Update to Panel – January 2023

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