Bath & North East Somerset Council

Improving People's Lives

Voicebox 32

Report prepared for Bath & North East Somerset Council

Direct Data Analysis Ltd
March 2024

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Introduction

1 Introduction

1.1 Background and objectives

Bath & North East Somerset Council have recently undertaken their Voicebox 32 survey, aimed at obtaining residents' views on a range of topics, to help shape the area and improve local services.

1.2 Approach

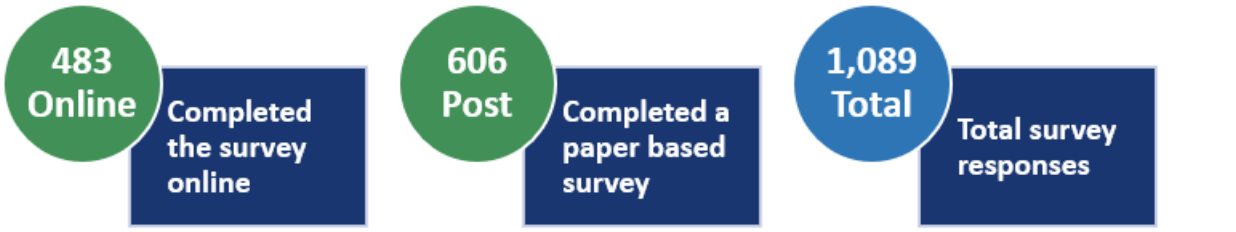
This research was undertaken by Direct Data Analysis, on behalf of Bath & North East Somerset Council and took place via a postal survey of residents across the local authority area.

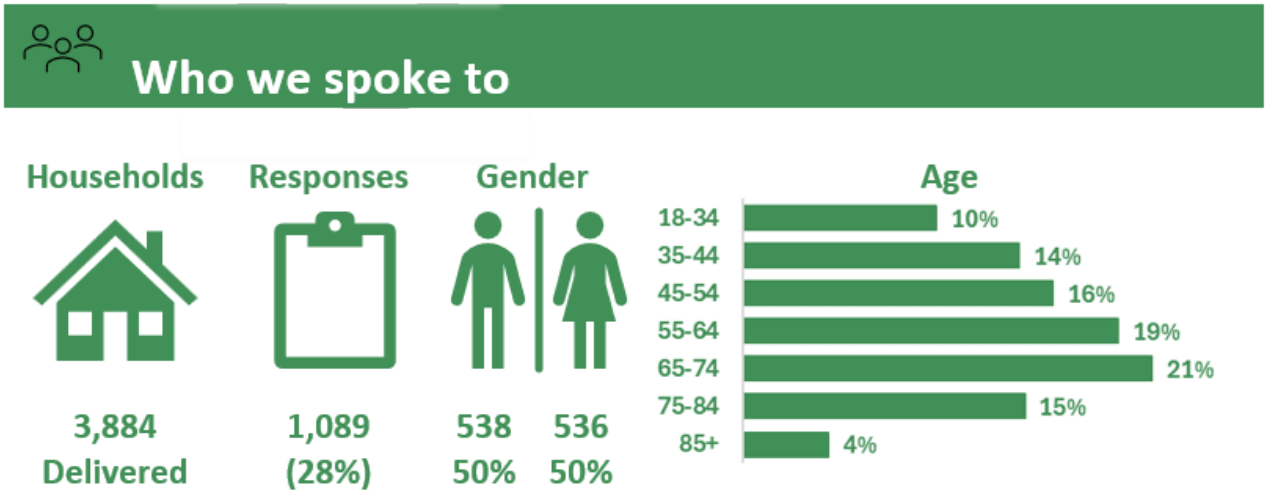
Direct Data Analysis were provided with a random sample of 3,961 addresses from a list provided by Bath & North East Somerset Council.

A survey invite letter was sent to each address in the sample on the 20th October 2023. The invite letter contained a web address and QR code, inviting respondents to complete the survey online or via their mobile phone.

A reminder letter was sent to all non-respondents on the 8th November 2023. Although no paper-based questionnaire was included with the initial invite letters, residents were informed that a reminder would be sent to all non-respondents three weeks following the initial letter, and this would include a paper-based questionnaire. Fieldwork closed on the 22nd December 2023.

By the end of the fieldwork period, 1,089 surveys had been completed. This represented a response rate of 28% (3961 less 77 returned undelivered by Royal Mail).





Prize draw

All completed questionnaires were entered into a prize draw to win one of five £75 vouchers to be spent either in the high street or online. The prize draw took place in January 2024 and the five winning households were sent their £75 vouchers by recorded delivery in February 2024.

1.3 Questionnaire design

The electronic version of the questionnaire allowed respondents to complete the survey in one of over 100 languages and allowed respondents who were blind or had sight issues to complete it using their screen reader software.

Each questionnaire contained a unique survey ID to identify non-respondents for the reminder survey and to allocate the survey response to a given postcode area for any further analysis.

Technical testing of the survey

As part of the design process, the questionnaire was tested as follows:

1. In-house, using a robust plan that fully tested the design and operability of the survey.
2. Piloting with five external members, who checked and reported on areas such as usability, complexity of wording, etc.
3. Software to check that the survey had an acceptable fatigue and accessibility score.

1.4 Data analysis

Where shown, percentages are rounded to the nearest whole per cent. As such, the sum of percentages to a given question may be greater or less than 100%.

Where a question allowed respondents to select more than one option, the sum of percentages for such a question may exceed 100%.

In this report, where applicable, we show 'n=', as the number of weighted responses to a question.

Reporting

In order to ensure the results provide a representative view of the local authority area as a whole, the data was 'weighted' by age and gender only - i.e. corrective factor applied to each case to make sure no group was over or under represented.

The data was weighted back to figures provided by Bath & North East Somerset Council from ONS 2022 Mid-Year Estimates. For the purposes of this report, any 'no replies' and 'prefer not to say' responses have been excluded from the 'base' (unless stated).

Although 1,089 respondents completed the survey, 17 did not provide details of age and gender, so were excluded from the weighted analysis results in this report.

This year's report compares the overall satisfaction scores against last year's results.

Weightings

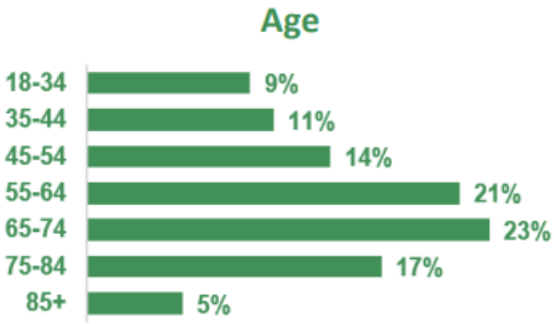
Only responses where a respondent provided a valid age and gender were included in the survey results.

In this year's survey, the age and gender questions were switched from the rear to the beginning of the survey. This resulted in considerably more responses being included in the final results compared to the 2022 survey. In the 2022 survey, 219 respondents were excluded from the final weighted results, compared to just 17 excluded from the 2023 final weighted results.

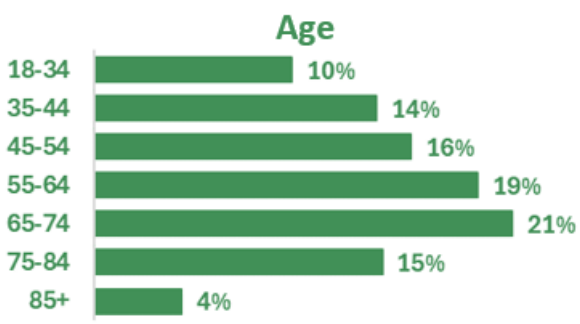
Comparing results from the 2022 survey against the 2023 survey

When comparing the results of the 2022 survey against the 2023 survey, it should be noted that the percentage of respondents under the age of 54 was greater in the 2023 survey.

2022 Survey



2023 Survey



Survey, data analysis and report production undertaken by Direct Data Analysis Ltd.

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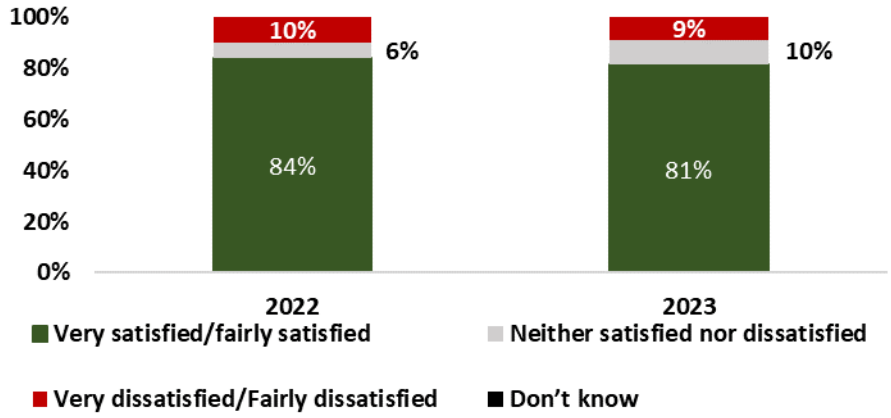
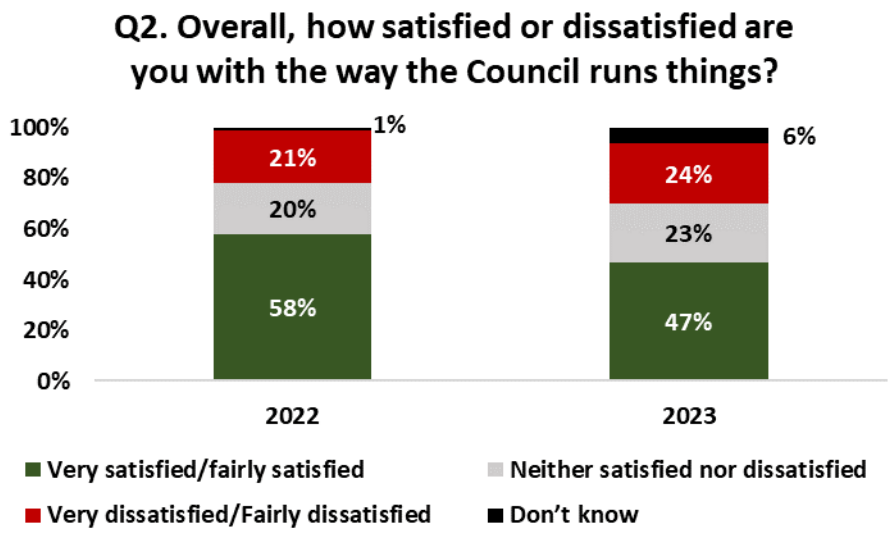
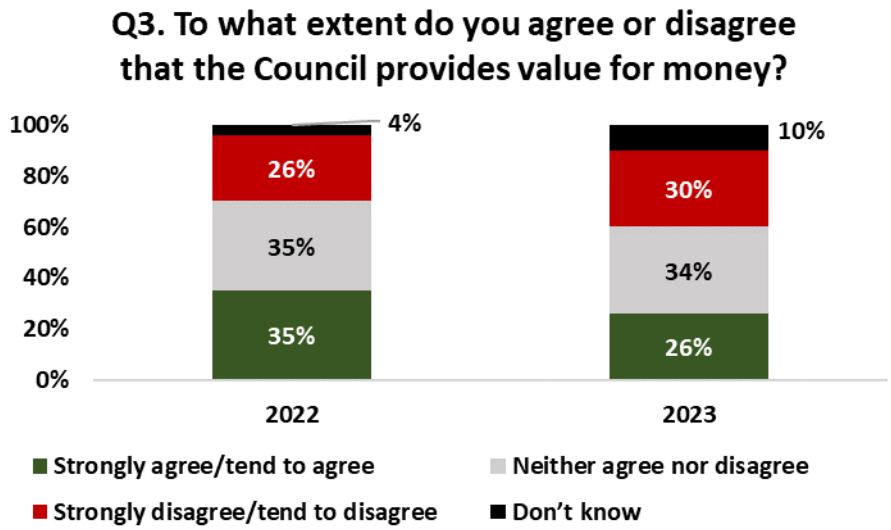
2
Survey findings

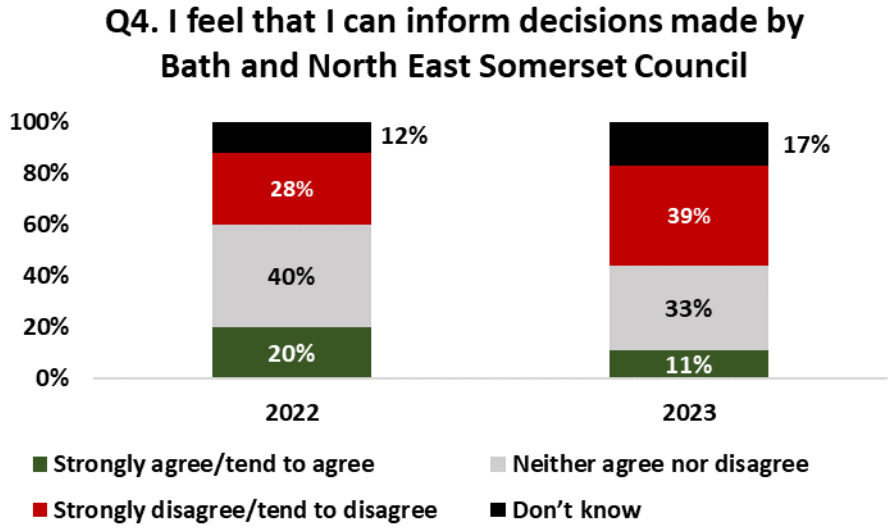
2.0 Survey findings

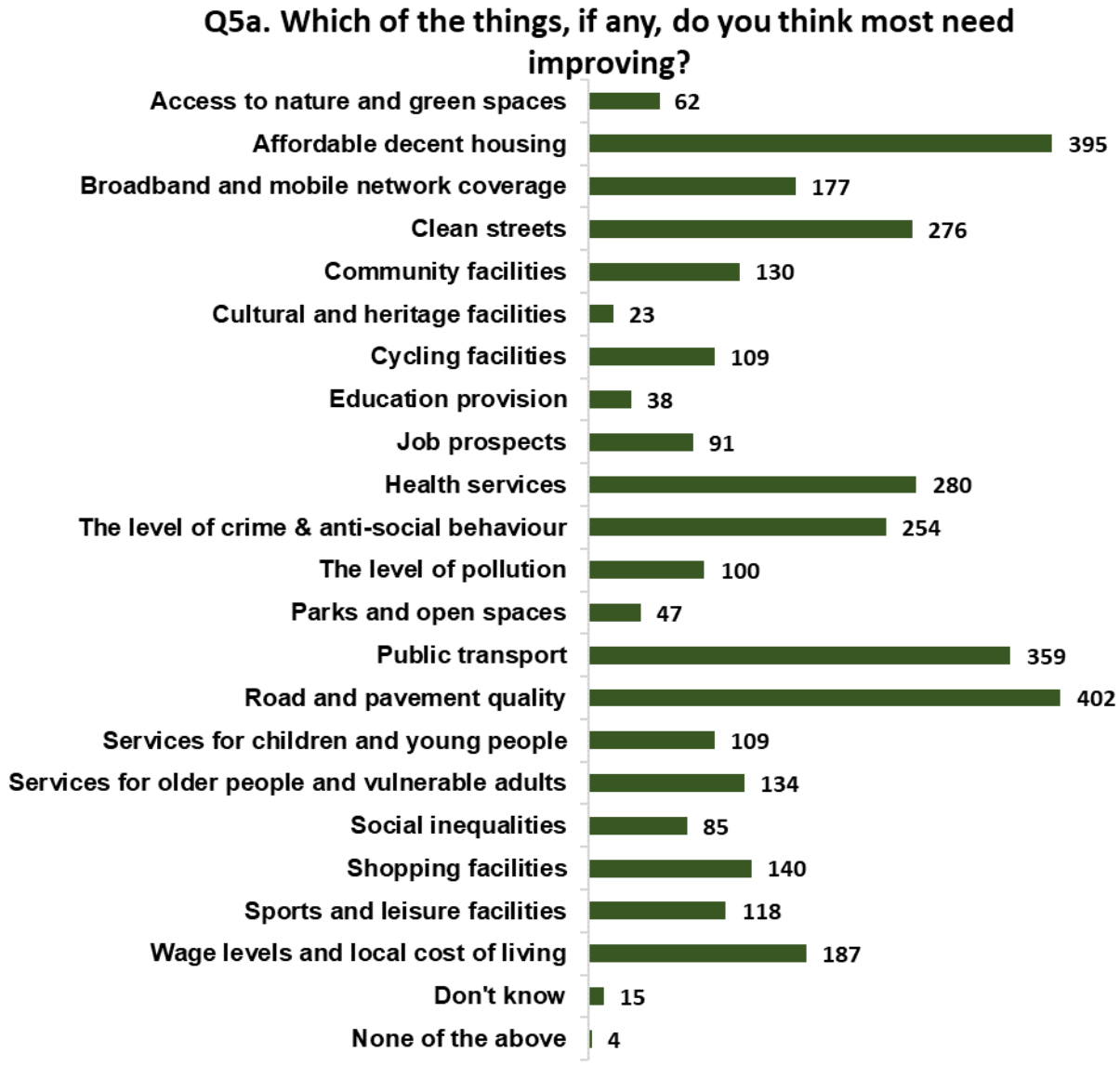
Your Local Area





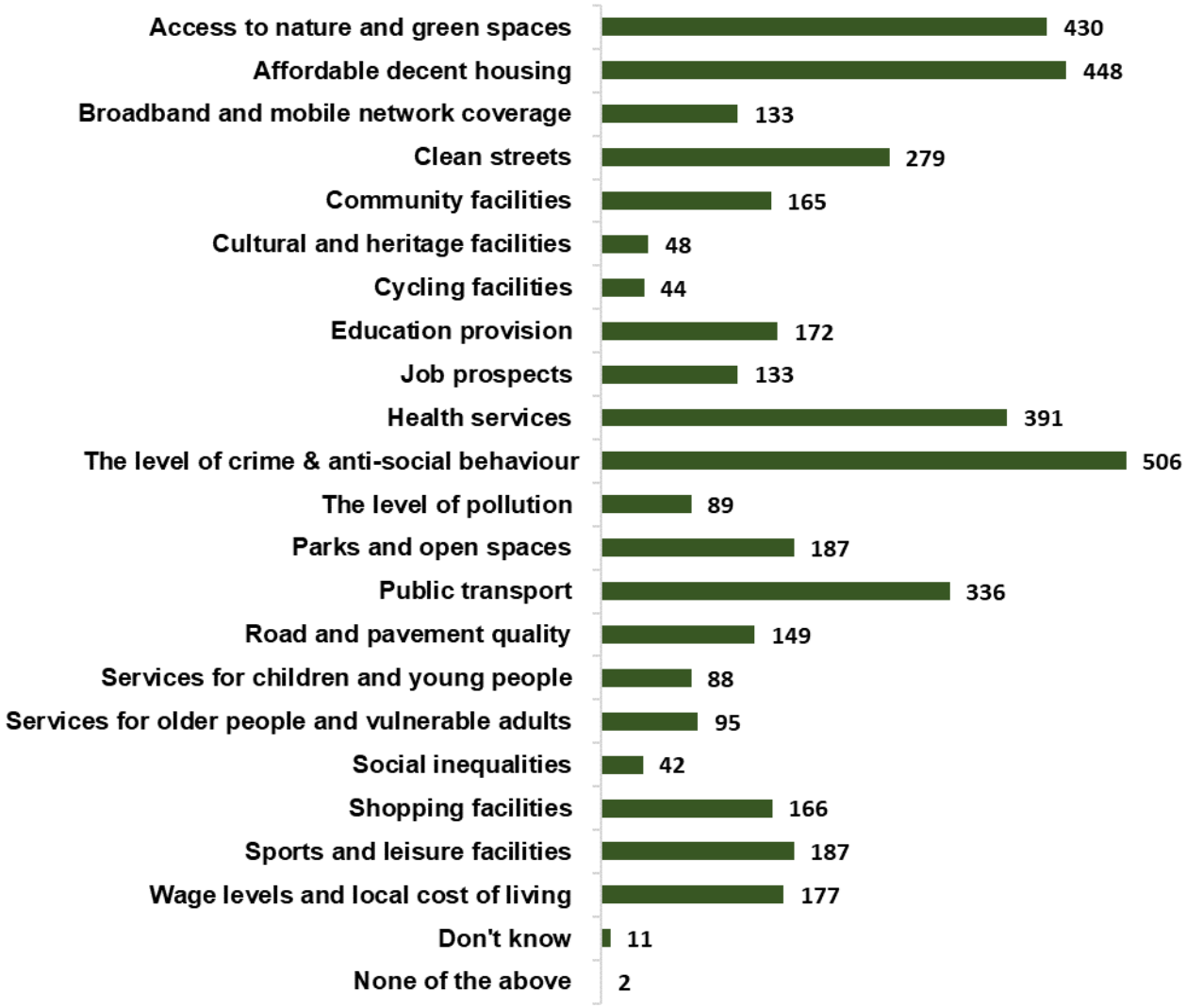

Q3. To what extent do you agree or disagree that the Council provides value for money?
100%
80%
60%
40%
20%
0%
4%
26%
35%
35%
10%
30%
34%
26%
2022
2023
Strongly agree/tend to agree
Neither agree nor disagree
Strongly disagree/tend to disagree
Don't know


Q4. I feel that I can inform decisions made by Bath and North East Somerset Council
100%
80%
60%
40%
20%
0%
12%
28%
40%
20%
17%
39%
33%
11%
2022
2023
Strongly agree/tend to agree
Neither agree nor disagree
Strongly disagree/tend to disagree
Don't know



Number of responses per option. Respondents could select up to five options.
Public transport and Road & pavement quality had the two highest number of responses in 2022.

5b. Which of the things below would you say are most important in making somewhere a good place to live?

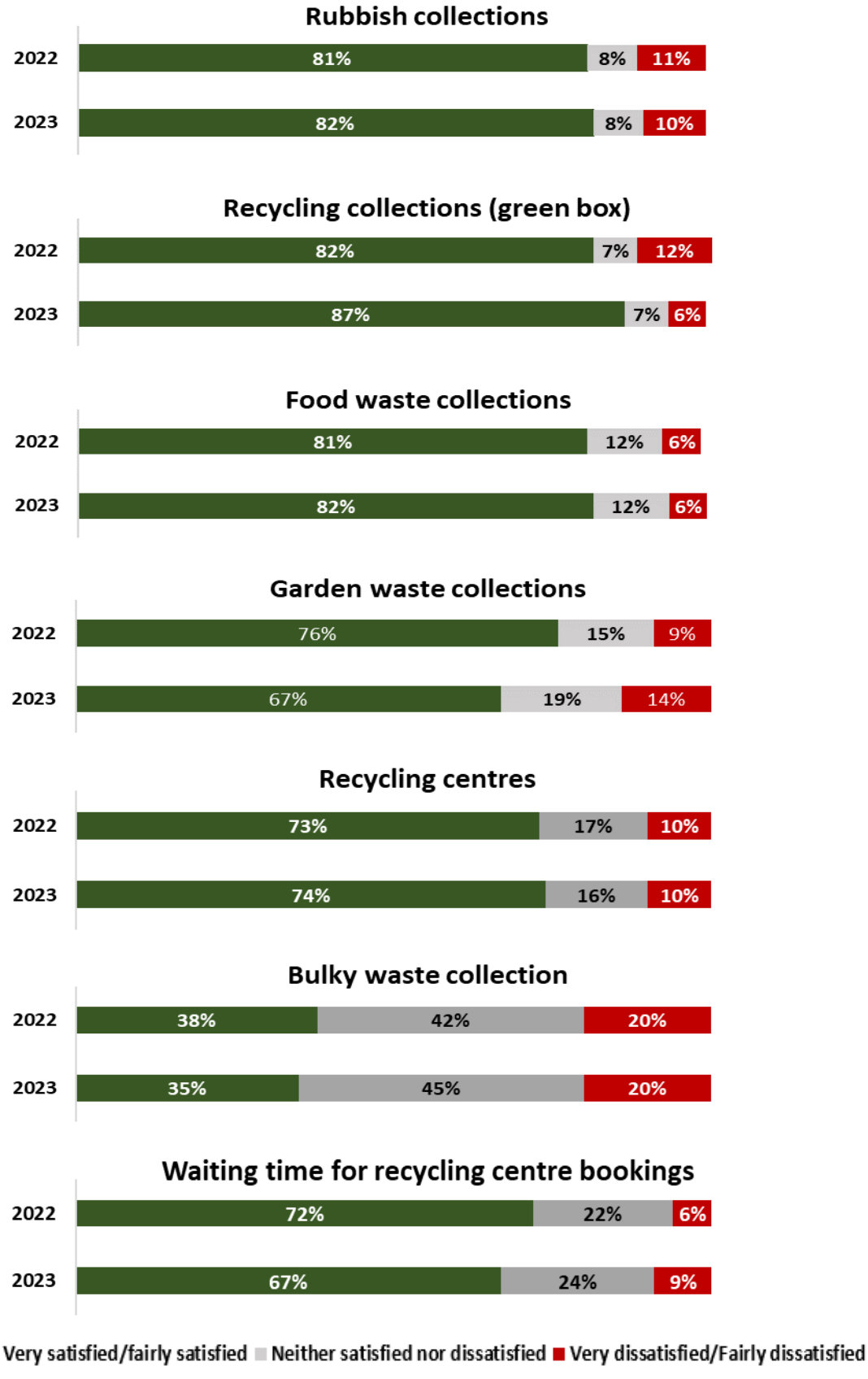


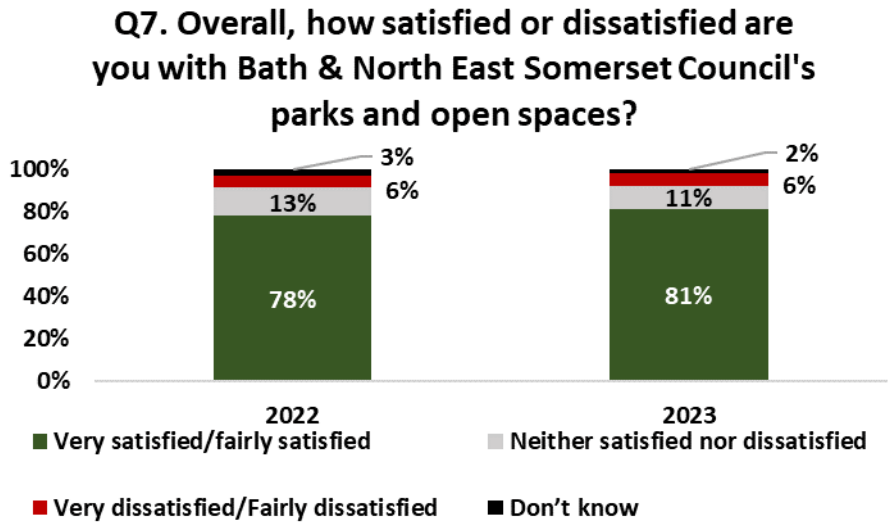
Number of responses per option. Respondents could select up to five options.
Access to nature and green spaces and the level of crime and anti-social behaviour had the two highest number of responses in 2022.

Environmental Services

6. Thinking about waste and recycling services, how satisfied or dissatisfied are you with the following:

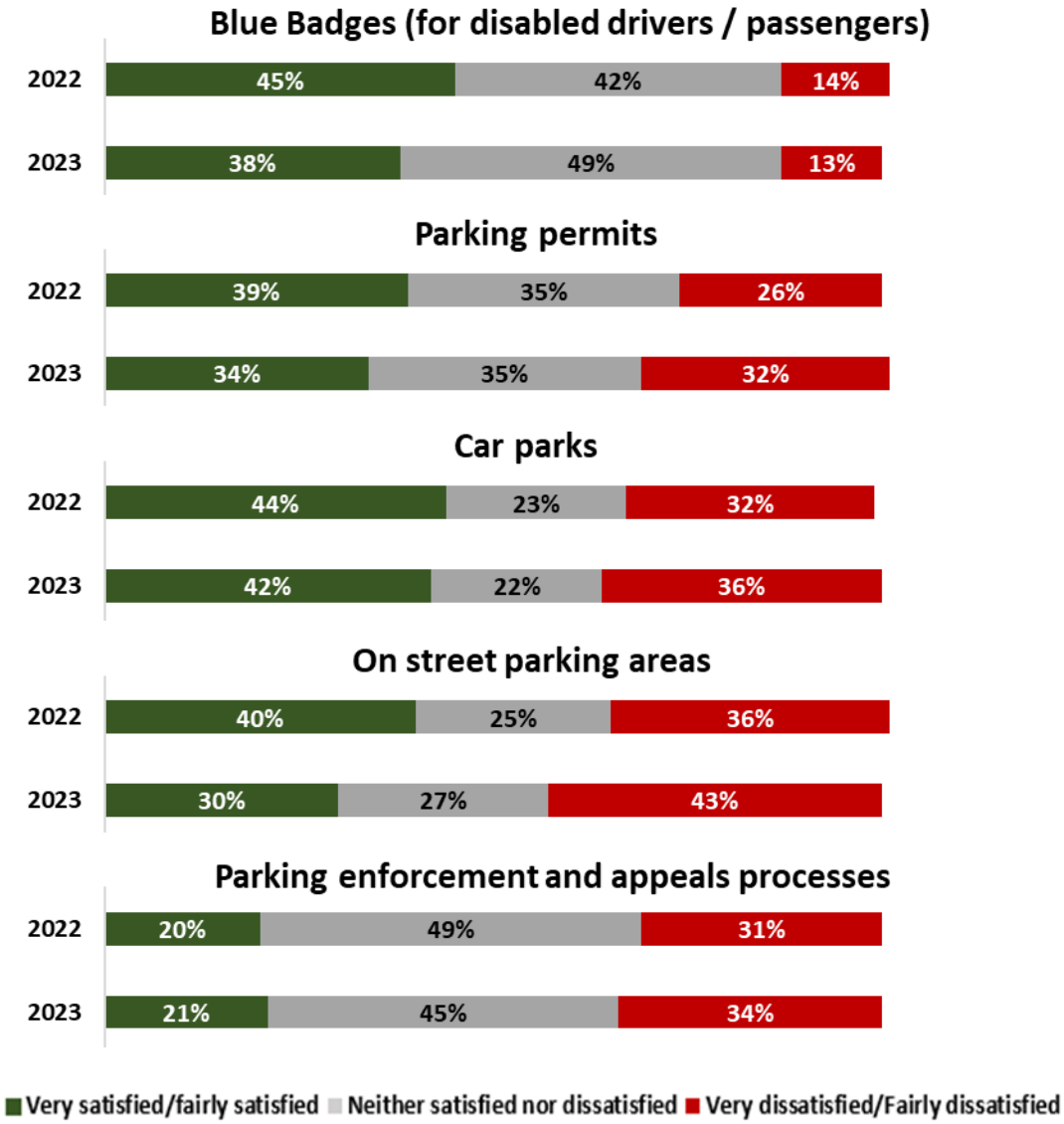
Results exclude any 'not applicable' responses.





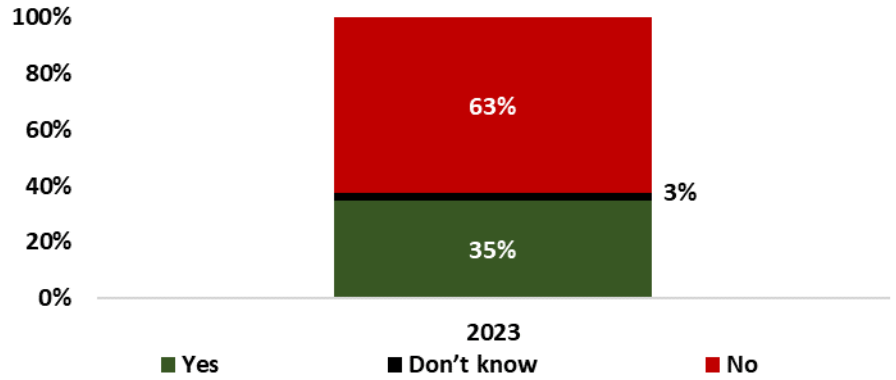
Q8. Overall, how satisfied or dissatisfied are you with the provision of the following services in your local area?

Results exclude any 'not applicable' responses.



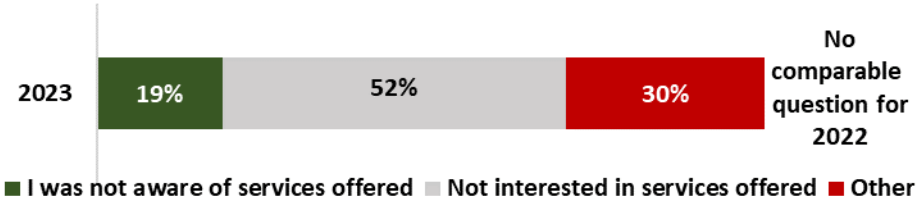
Library and Discovery Cards

Q9. Are you currently a library member?

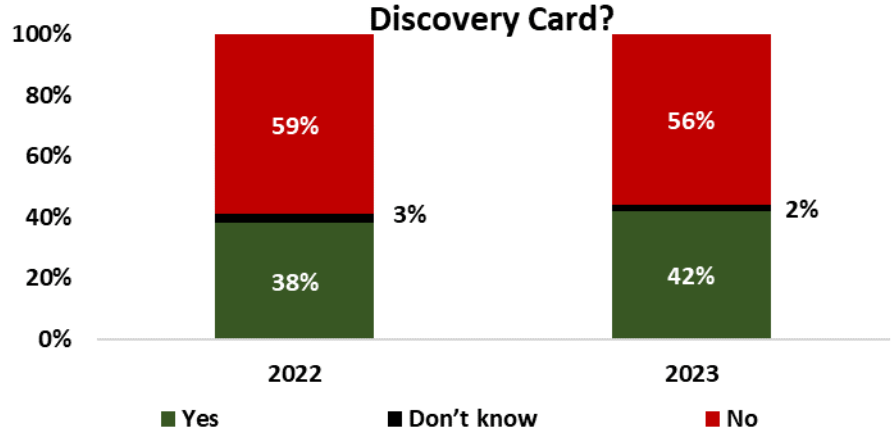


No comparable question for 2022

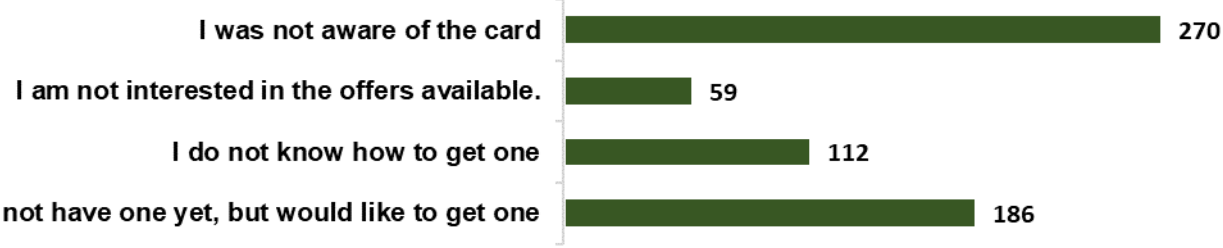
Q9b. Why you are not a library member?



Q10. Do you currently have a Residents' Discovery Card?



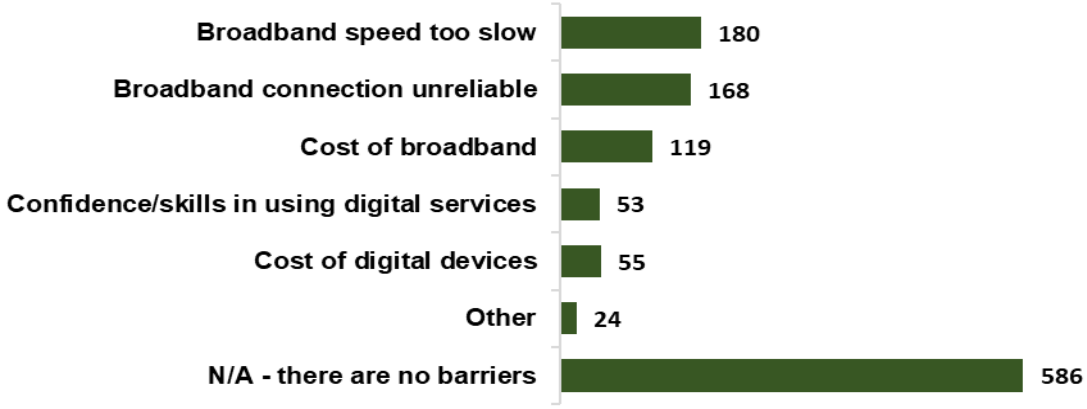
10b. If no, please tell us why you do not have a Residents' Discovery Card



Number of responses per option. Respondents could select more than one option. Options are slightly different to last year.

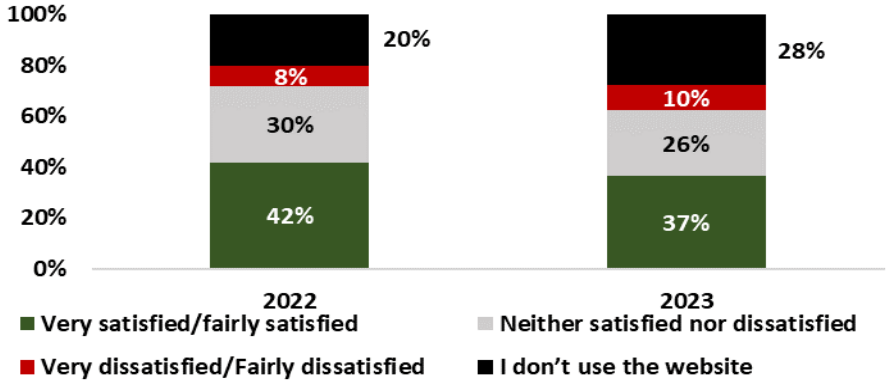
Customer Services and Digital

Q11. Do any of the following act as barriers to you accessing the internet?

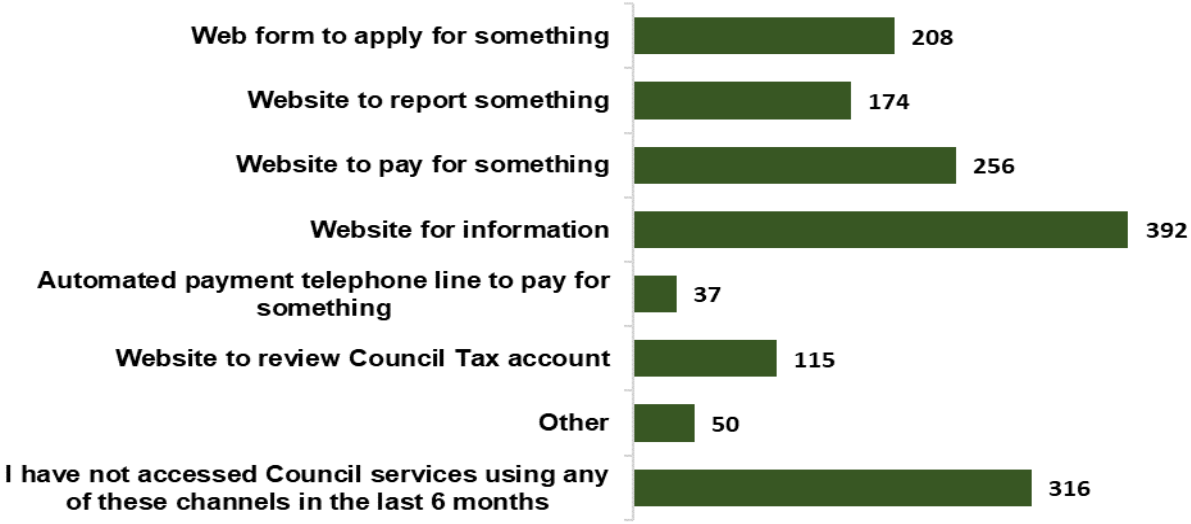


Number of responses per option. Respondents could select more than one option. N/A – there are no barriers was the most selected option as per 2022.

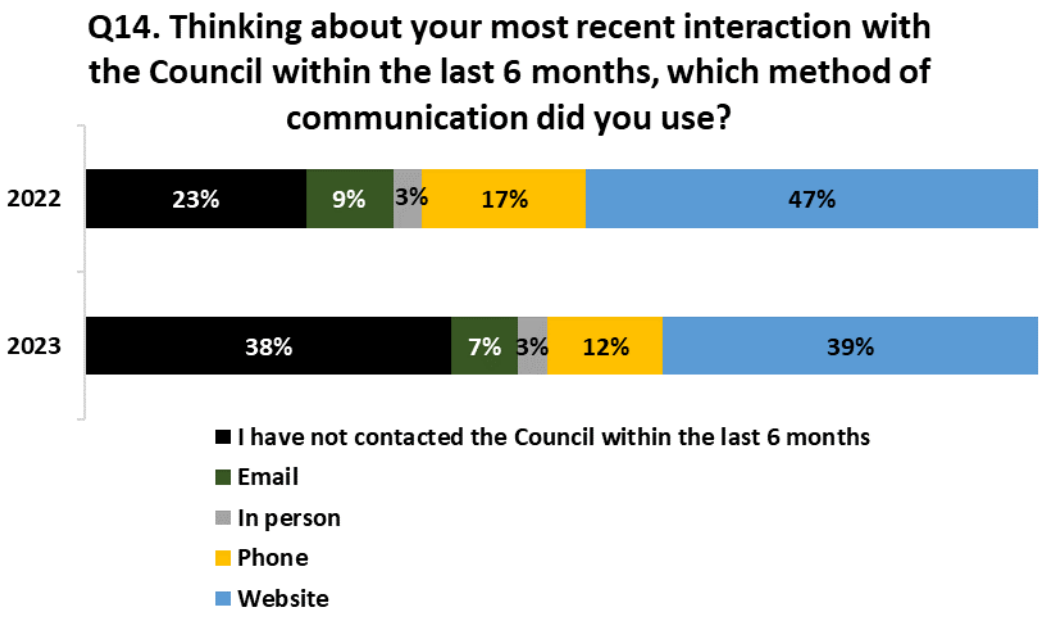
Q12. How satisfied or dissatisfied are you with the Council's current website?

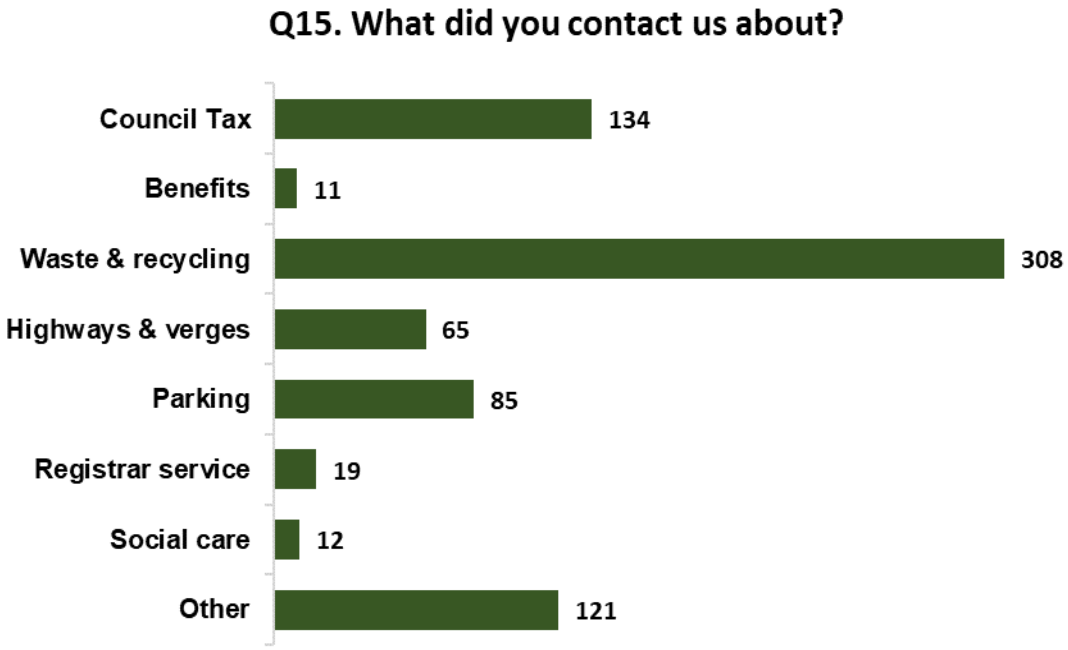


Q13. In the last 6 months, have you accessed any Council services using the following channels?



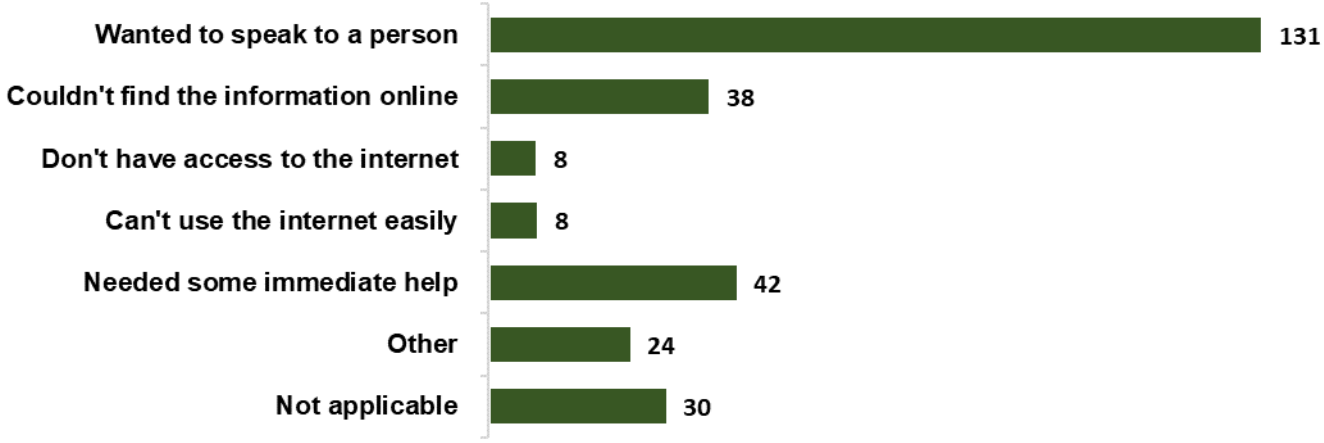
Number of responses per option. Respondents could select more than one option. Website for information was the most selected option as per 2022.





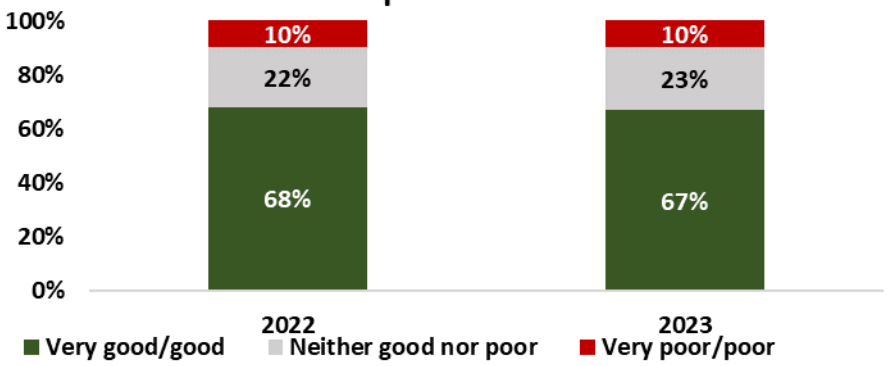
Number of responses per option. Respondents could select more than one option. Waste & recycling was the most selected option as per 2022.

Q16. Thinking about the reason for contacting us above, if you contacted us via phone, email or in person, why did you contact us this way?



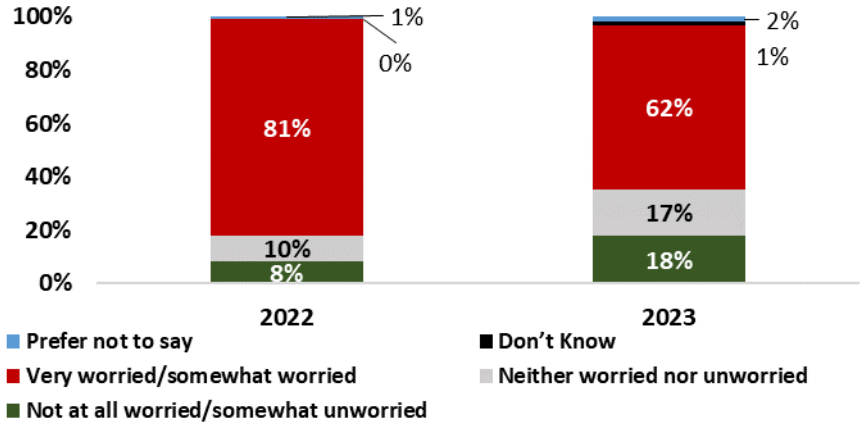
Number of responses per option. Respondents could select more than one option. Wanted to speak to a person was the most selected option as per 2022.

Q17. Based on your most recent interaction with the Council, how would you rate your experience?

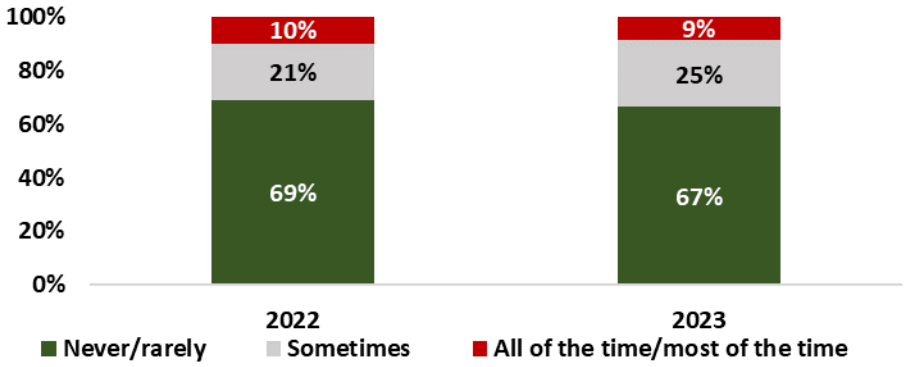


Cost of Living

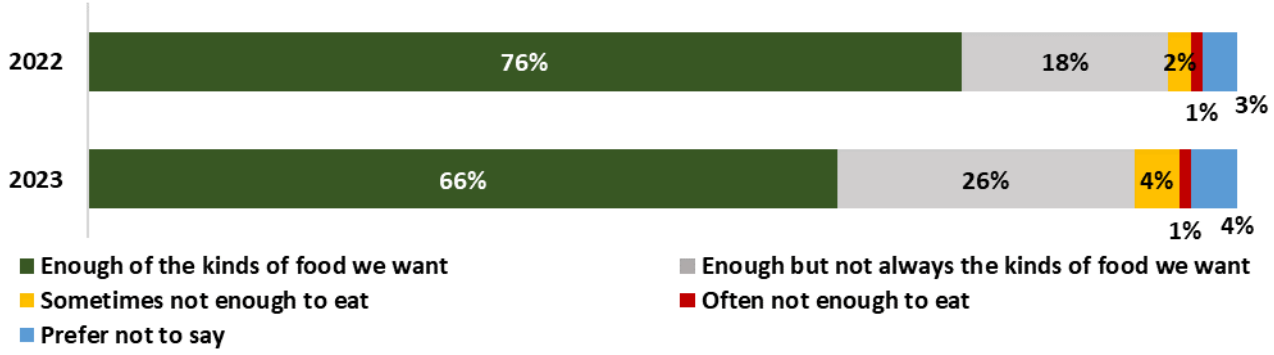
Q18. In the past two weeks, how worried or unworried have you been about rising costs of living?



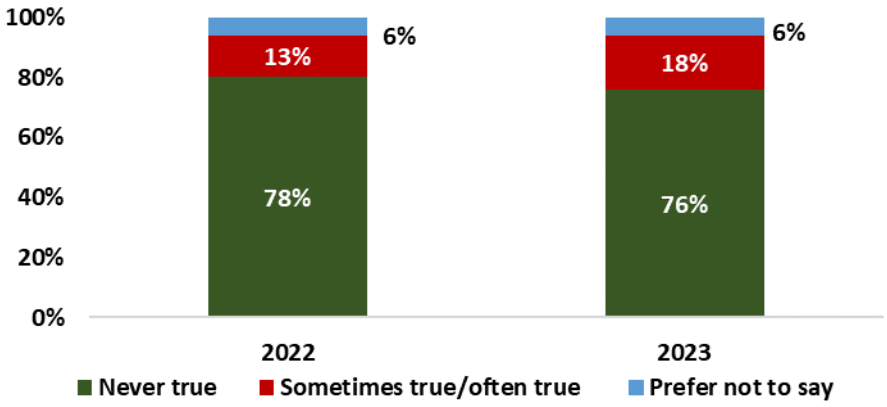
Q19. Thinking about your finances over the last year, how often, if at all, have you struggled to pay at least one of your household bills?



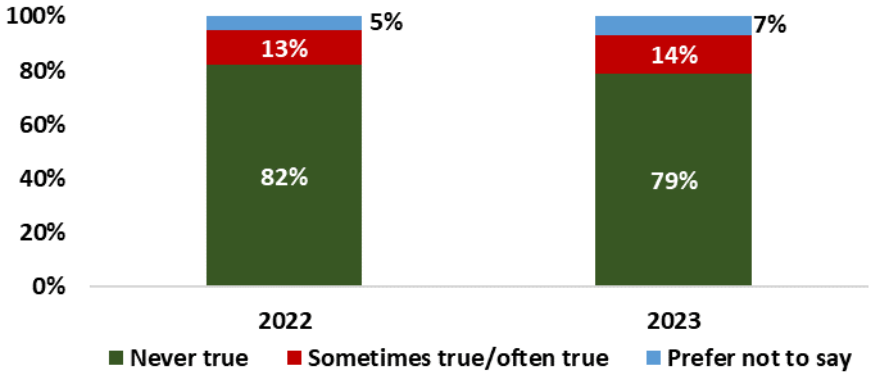
20. Which of these statements best describes the food eaten in your household in the last 12 months?



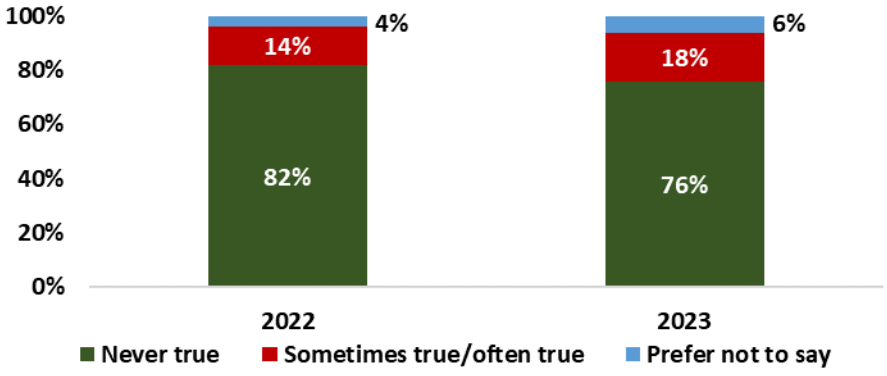
Q21a. I have worried whether food would run out before I could afford to buy more



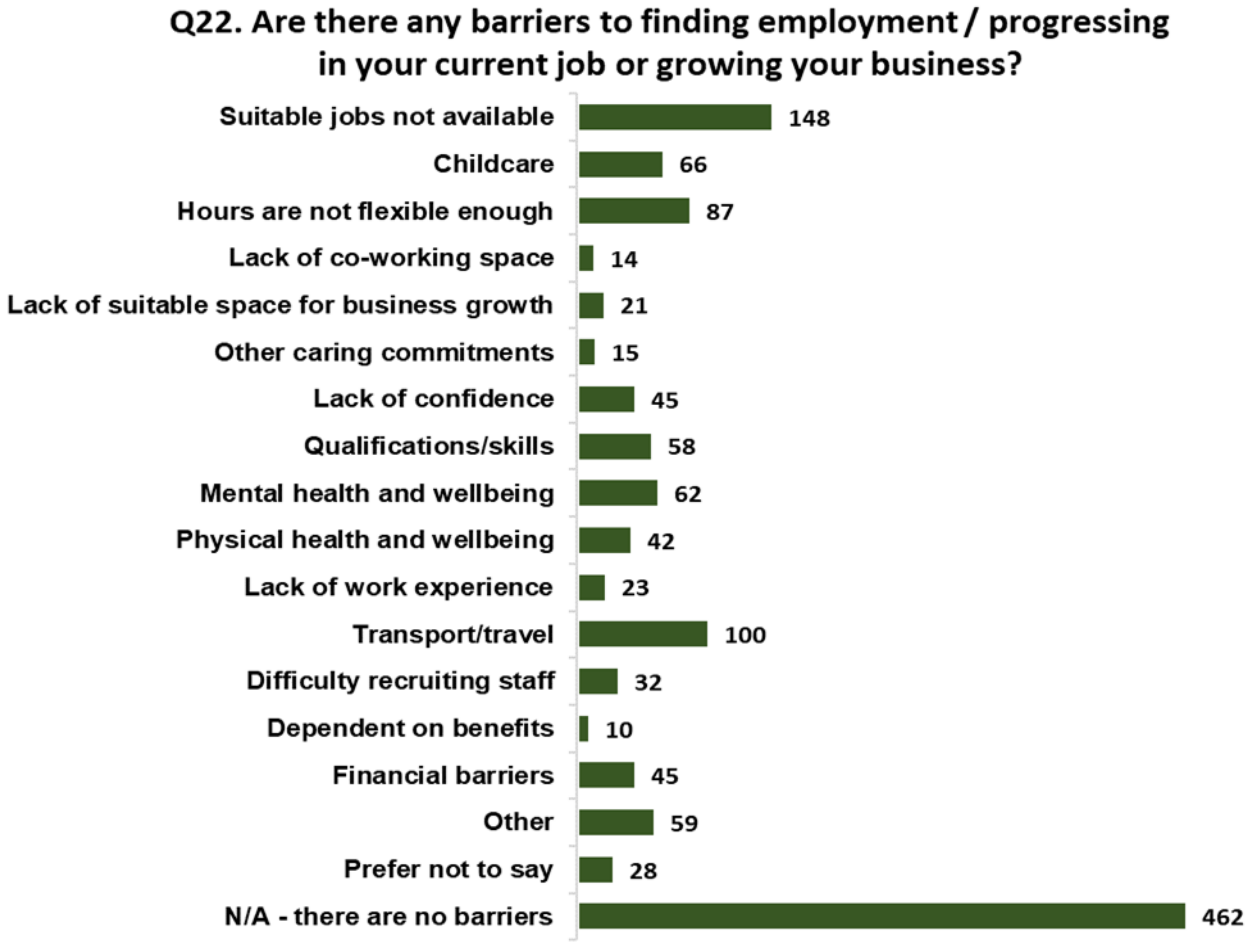
Q21b. The food I have bought just didn't last and I didn't have money to get more



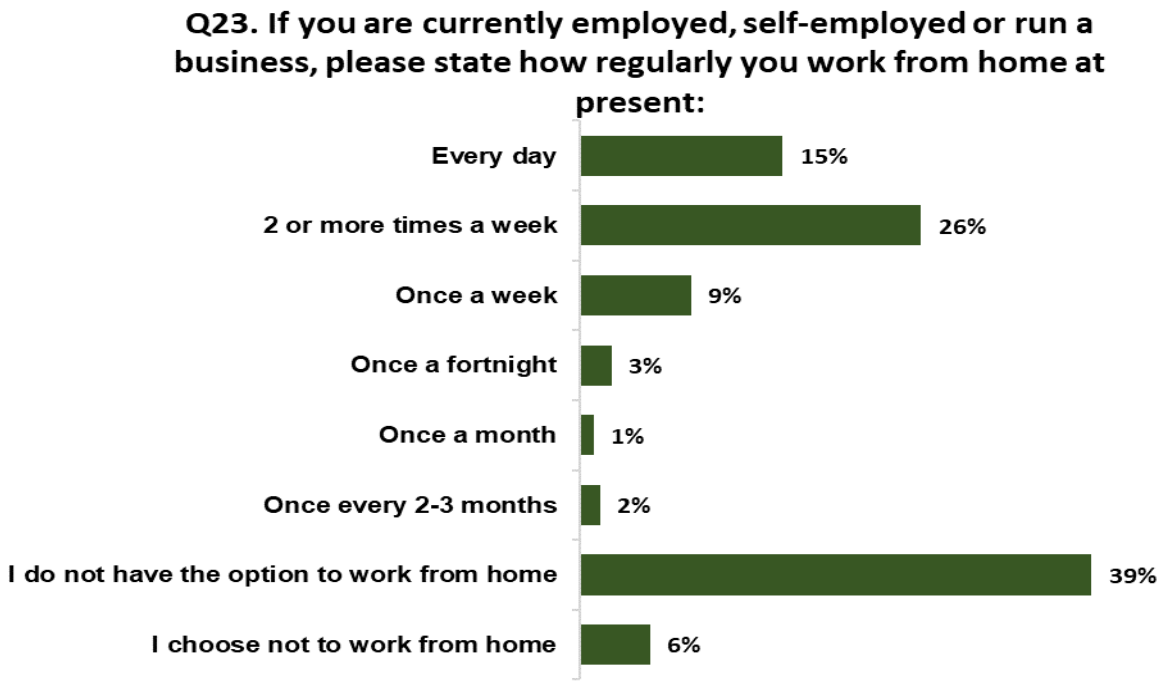
Q21c. I couldn't afford to eat balanced meals



Economic Development



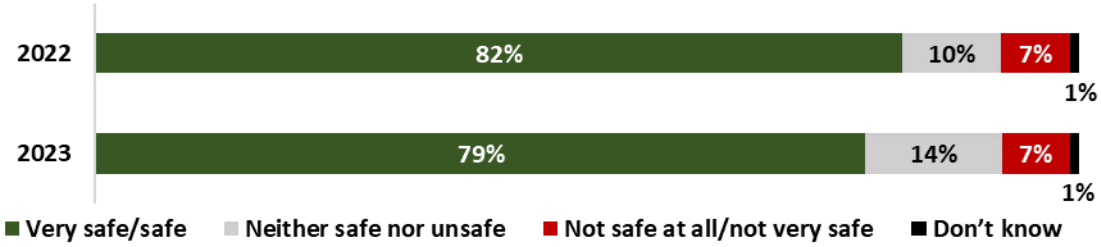
Number of responses per option. Respondents could select more than one option.
N/A – there are no barriers was the most selected option as per 2022.



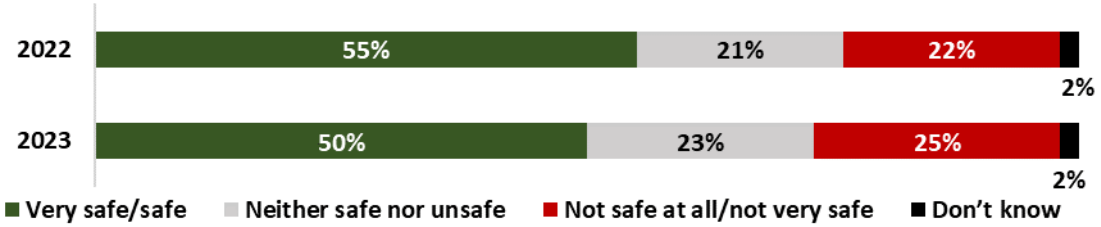
The percentage of respondents who had no option to work from home increased from 25% in 2022 to 39% in 2023.

Community Safety

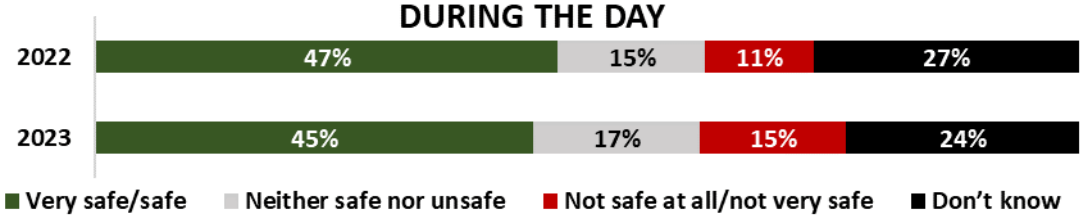
Q24. How safe do you feel from violence outside the home in Bath & North East Somerset? DURING THE DAY



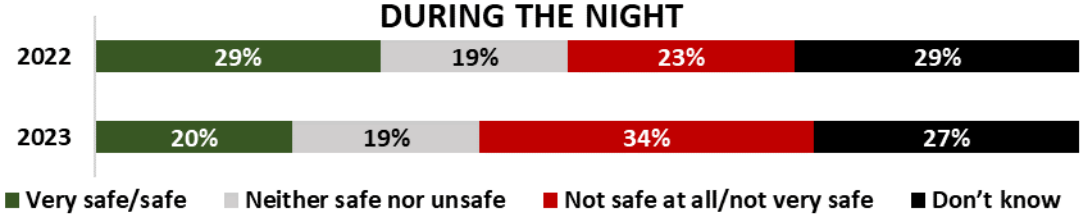
Q24. How safe do you feel from violence outside the home in Bath & North East Somerset? DURING THE NIGHT



Q25. How safe do you feel children are from violence outside the home in Bath & North East Somerset? DURING THE DAY

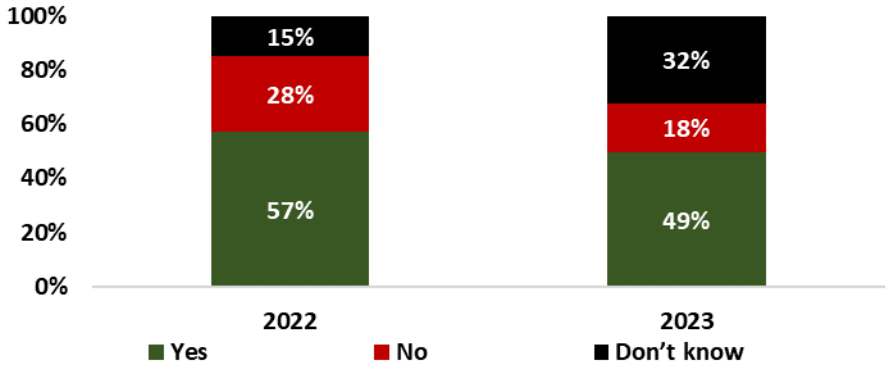


Q25. How safe do you feel children are from violence outside the home in Bath & North East Somerset? DURING THE NIGHT

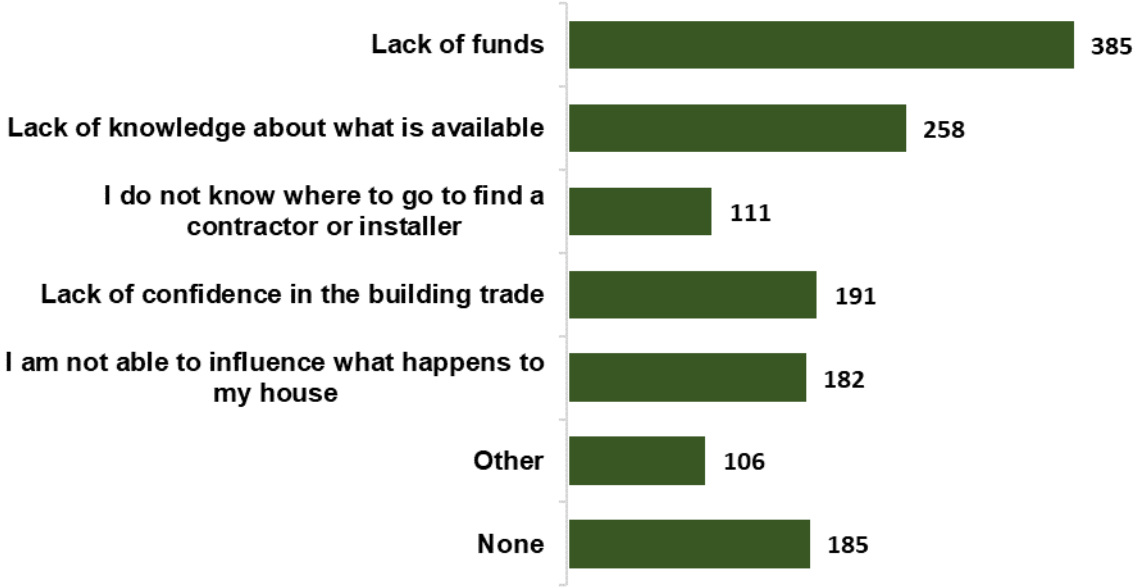


Climate and Planning

Q26. Would you like to carry out energy efficient improvements to your home?

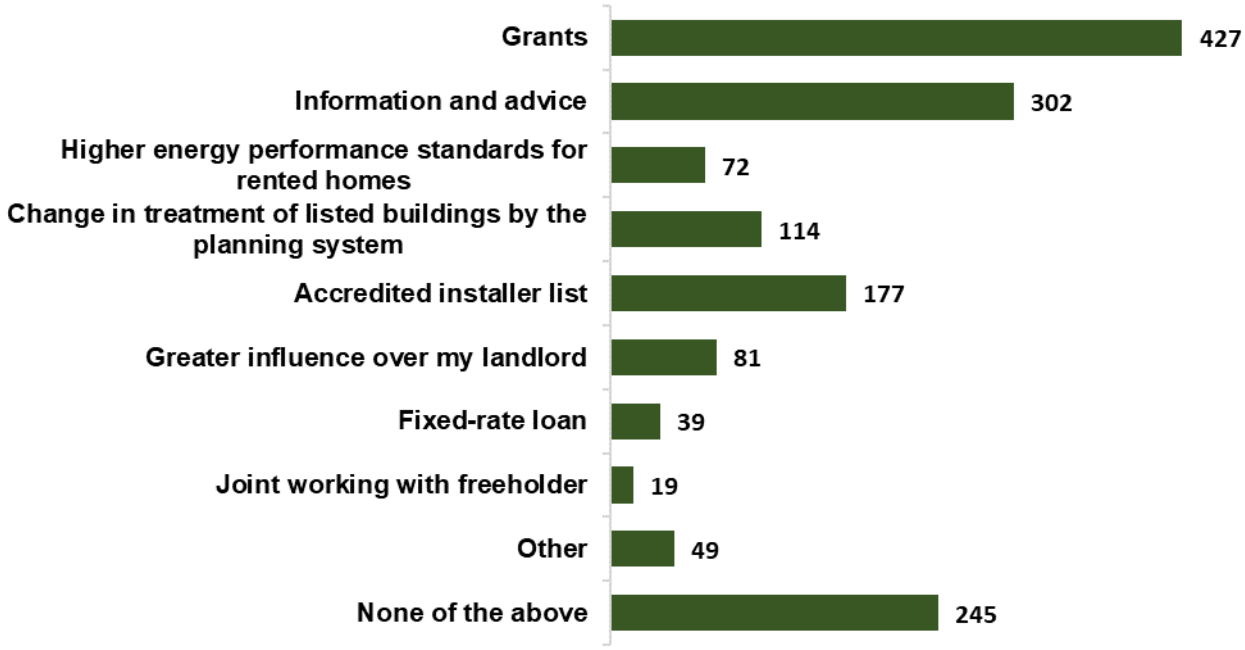


Q27. Which of the following do you think are barriers to making your house more energy efficient?



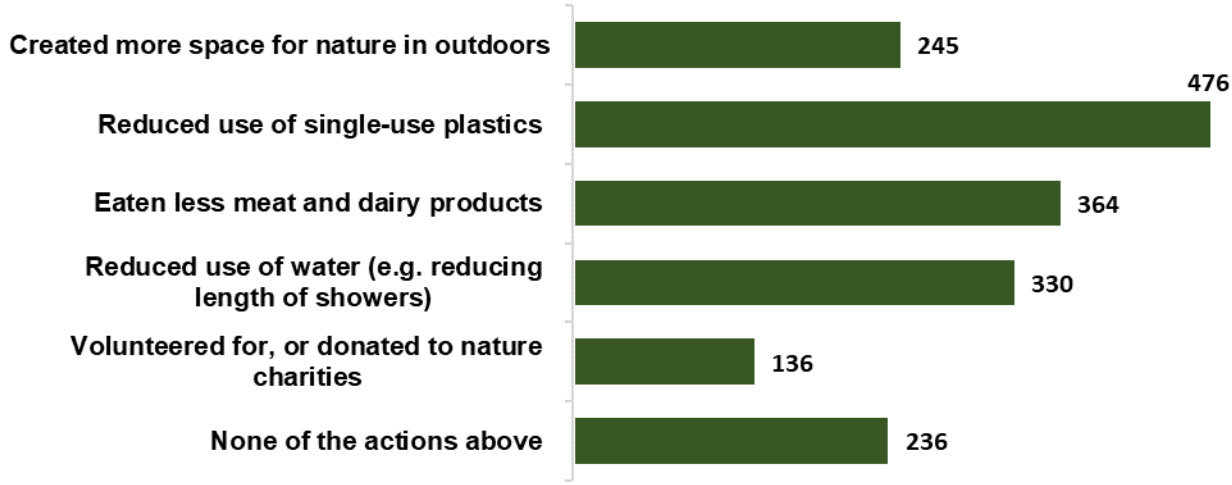
Number of responses per option. Respondents could select more than one option. Lack of funds was the most selected option as per 2022.

Q28. Which of the following do you think would enable you to make your house more energy efficient?



Number of responses per option. Respondents could select more than one option. Grants was the most selected option as per 2022.

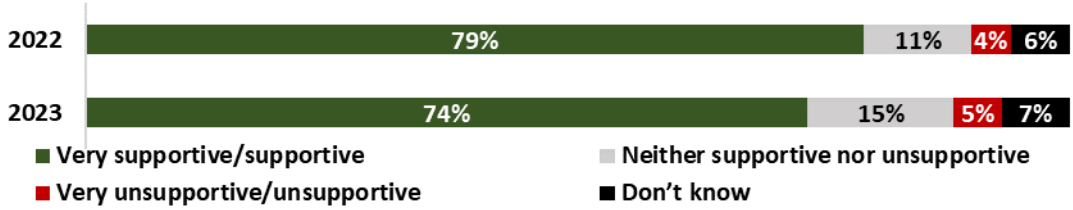
Q29. Which (if any), of the following actions have you taken within the last 12 months?



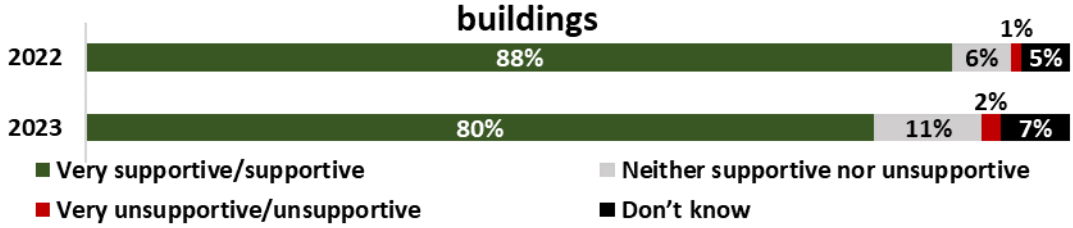
Number of responses per option. Respondents could select more than one option. No comparable question in 2022

Q30. To what extent do you support the following renewable sources of energy generation?

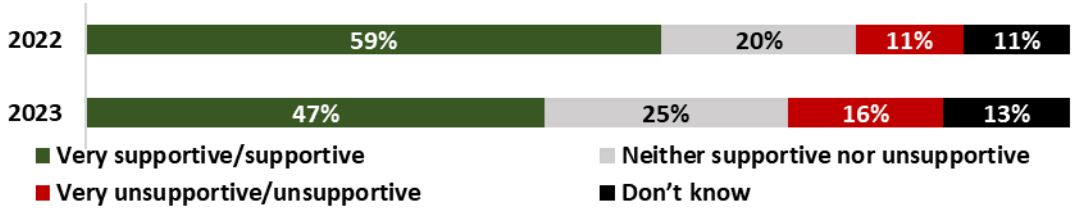
Installing solar panels on homes



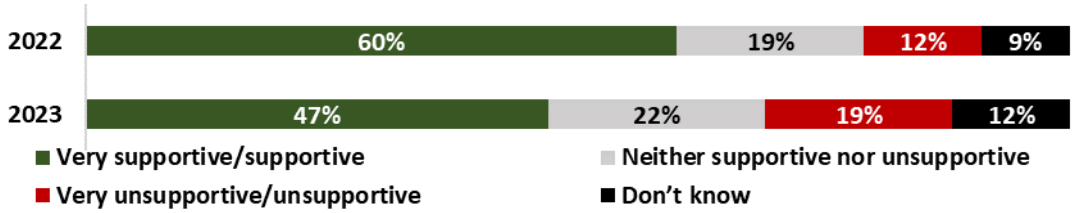
Installing more solar on community and commercial buildings



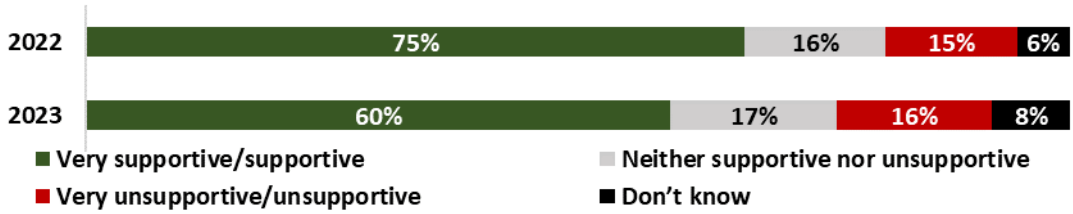
Ground mounted solar near to housing (1 mile)

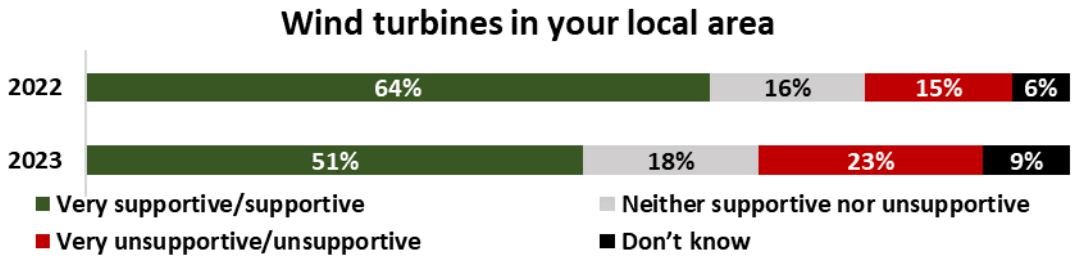


Ground mounted solar in the countryside

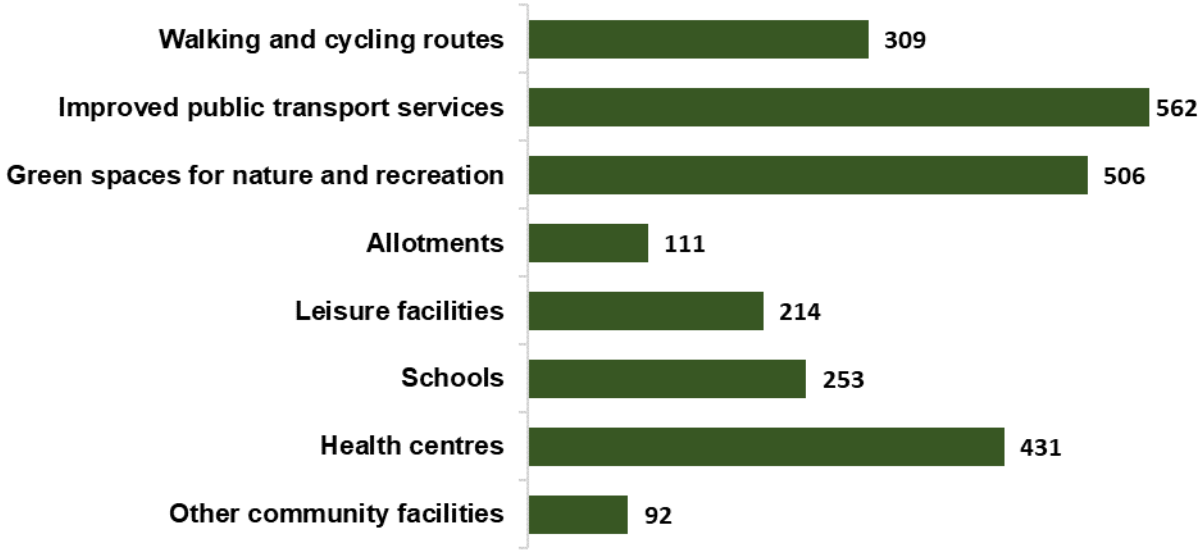


Wind turbines in the countryside



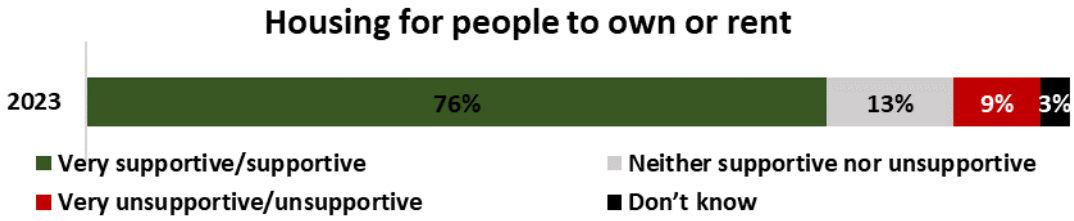


Q31. In planning for new housing development, which of the following types of infrastructure do you think are most important to deliver in your local area?

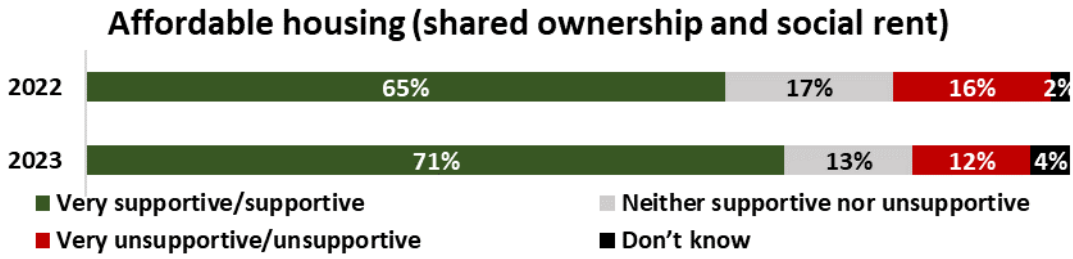


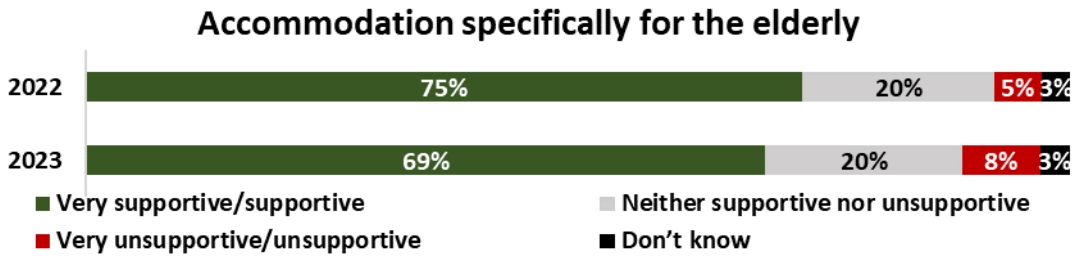
Respondents could select the top three only.
Improved public transport services was the most selected option as per 2022.

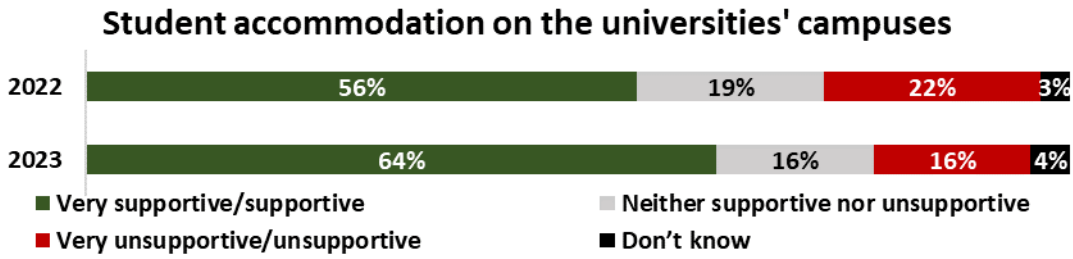
Q32. To what extent do you support providing the following types of new homes in your local area?

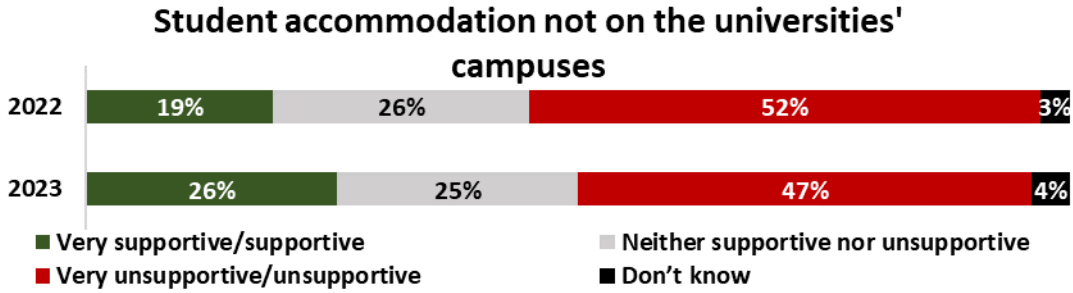


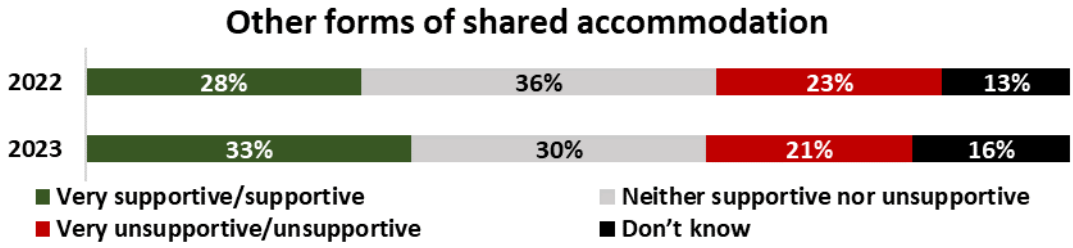
No comparable question in 2022.

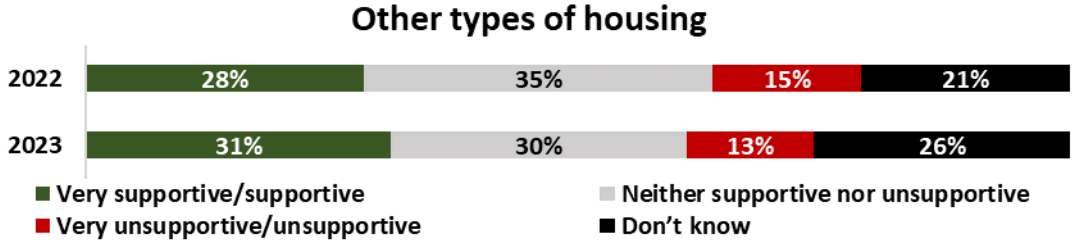

Affordable housing (shared ownership and social rent)
2022
65%
17%
16%
2%
2023
71%
13%
12%
4%
Very supportive/supportive
Neither supportive nor unsupportive
Very unsupportive/unsupportive
Don't know


Accommodation specifically for the elderly
2022
75%
20%
5%
3%
2023
69%
20%
8%
3%
Very supportive/supportive
Neither supportive nor unsupportive
Very unsupportive/unsupportive
Don't know


Student accommodation on the universities' campuses
2022
56%
19%
22%
3%
2023
64%
16%
16%
4%
Very supportive/supportive
Neither supportive nor unsupportive
Very unsupportive/unsupportive
Don't know

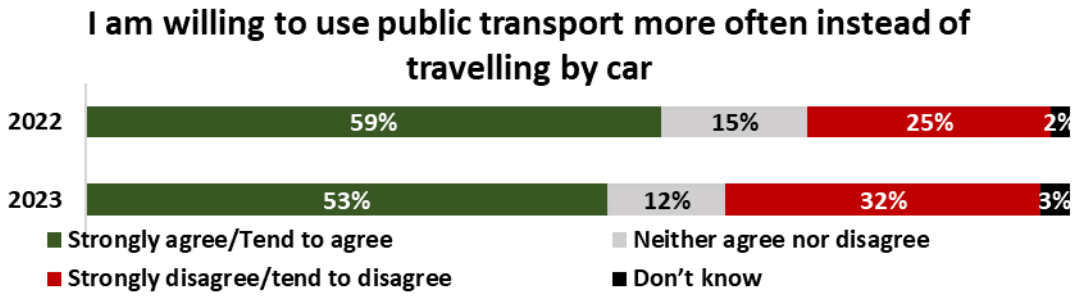

Student accommodation not on the universities' campuses
2022
19%
26%
52%
3%
2023
26%
25%
47%
4%
Very supportive/supportive
Neither supportive nor unsupportive
Very unsupportive/unsupportive
Don't know

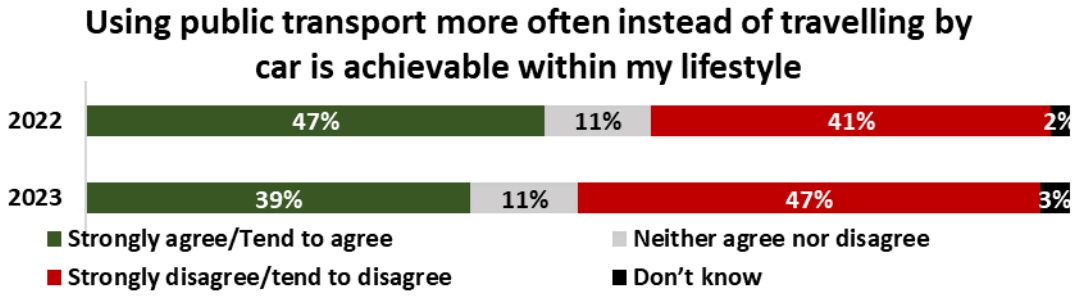

Other forms of shared accommodation
2022
28%
36%
23%
13%
2023
33%
30%
21%
16%
Very supportive/supportive
Neither supportive nor unsupportive
Very unsupportive/unsupportive
Don't know

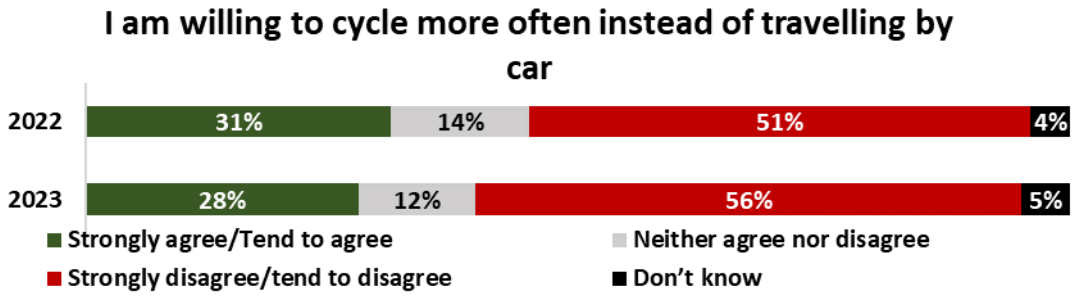

Other types of housing
2022
28%
35%
15%
21%
2023
31%
30%
13%
26%
Very supportive/supportive
Neither supportive nor unsupportive
Very unsupportive/unsupportive
Don't know

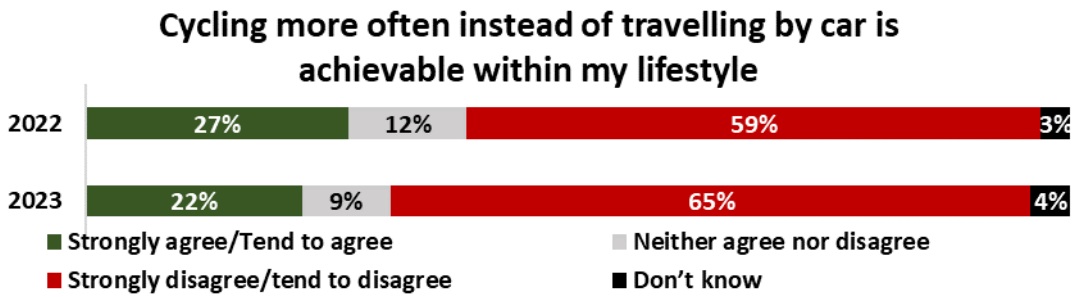
Transport

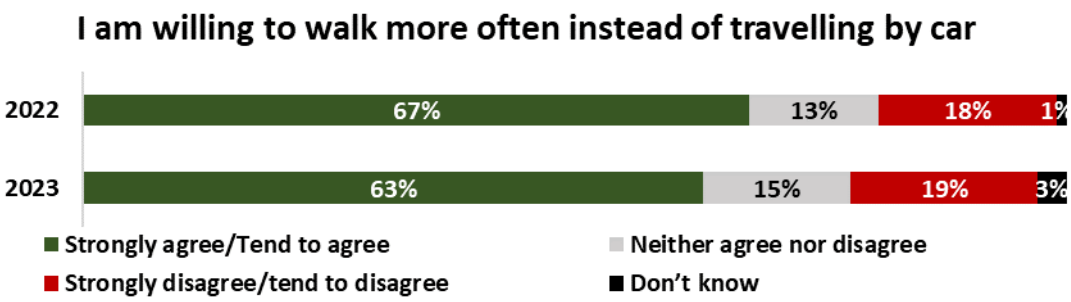
Q33. Please say the extent to which you agree or disagree with the following statements about actions that could be taken to help reduce the impact of climate change.

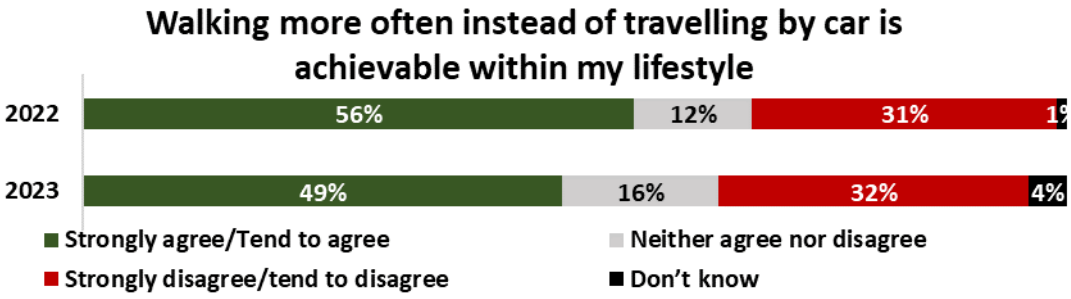






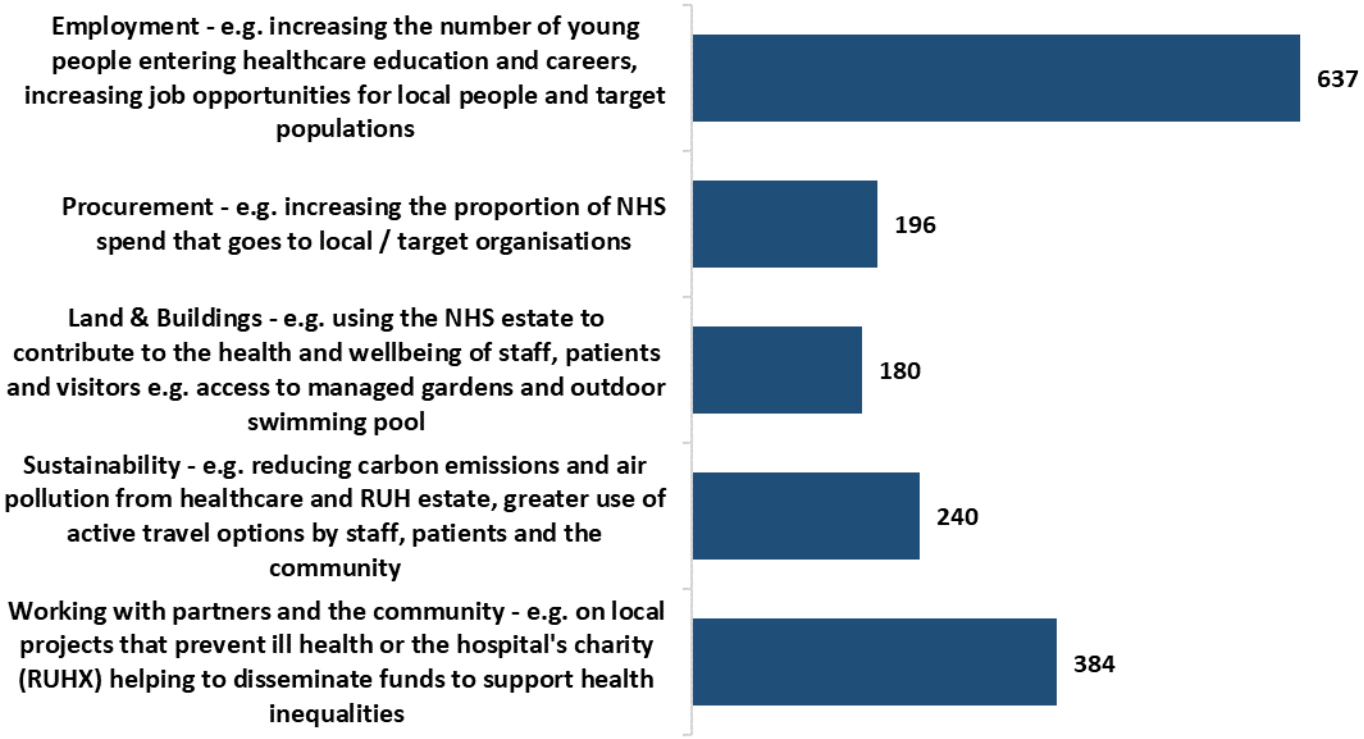



I am willing to walk more often instead of travelling by car
2022
67%
13%
18%
1%
2023
63%
15%
19%
3%
Strongly agree/Tend to agree
Neither agree nor disagree
Strongly disagree/tend to disagree
Don't know


Walking more often instead of travelling by car is achievable within my lifestyle
2022
56%
12%
31%
1%
2023
49%
16%
32%
4%
Strongly agree/Tend to agree
Neither agree nor disagree
Strongly disagree/tend to disagree
Don't know

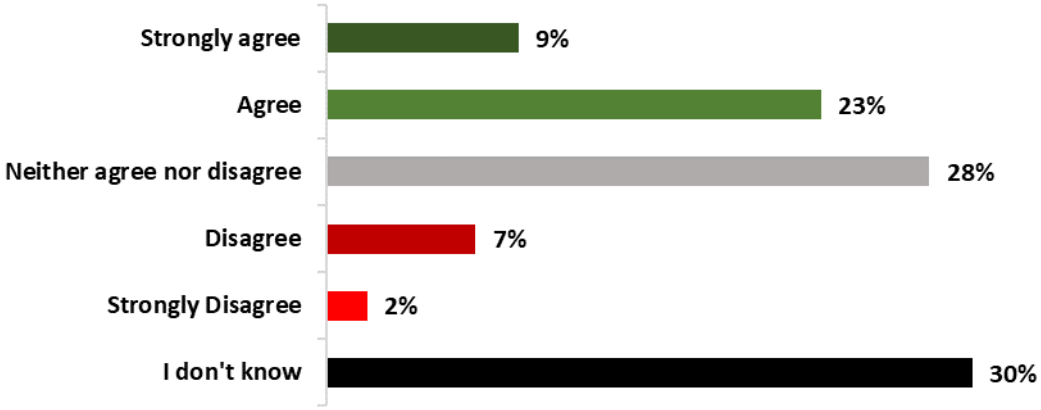
The Royal United Hospital in Bath (RUH)

Q34. The RUH is developing plans to do more to contribute to and support the wider community with the assets they have, beyond providing healthcare.



Respondents could select up to two options from the list that they considered to be the most important. No comparable question in 2022.

The RUH contributes to the local community beyond the provision of healthcare.



3
Data tables

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

2023 Response	Percent
Very satisfied	26.2
Fairly satisfied	55
Neither satisfied nor dissatisfied	9.5
Fairly dissatisfied	6
Very dissatisfied	3.2
Don't know	0.2
Number of responses	**1052**

Q2. Overall, how satisfied or dissatisfied are you with the way the Council runs things?

2023 Response	Percent
Very satisfied	5.2
Fairly satisfied	41.9
Neither satisfied nor dissatisfied	23.2
Fairly dissatisfied	15.8
Very dissatisfied	7.8
Don't know	6.1
Number of responses	**1040**

Q3. To what extent do you agree or disagree that the Council provides value for money?

2023 Response	Percent
Strongly agree	3.1
Tend to agree	22.6
Neither agree nor disagree	34
Tend to disagree	22
Strongly disagree	8.2
Don't know	10.2
Number of responses	**1042**

Q4. I feel that I can inform decisions made by Bath and North East Somerset Council

2023 Response	Percent
Strongly agree	1.5
Tend to agree	9.3
Neither agree nor disagree	32.7
Tend to disagree	25.6
Strongly disagree	13.6
Don't know	17.2
Number of responses	**1030**

Q5a. and Q5b – data provided in the report

Q6. Thinking about waste and recycling services, how satisfied or dissatisfied are you with the following:

	Percent					
2023 Response	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	N/A
Rubbish collections (n=942)	33.6	47	7.7	6.7	3.1	1.9
Recycling collections (n=928)	37.1	44.6	6.3	6.5	2.7	2.8
Food waste collections (n=832)	35.2	37.5	10.7	3.6	1.6	11.5
Garden waste collections (n=589)	19.5	23.3	12.1	5.5	3.3	36.3
Recycling centres (n=763)	26	35.7	13.2	5.6	2.4	17
Bulky waste collection (n=410)	5.2	10.6	20.6	5.7	3.2	54.7
Waiting time for recycling centre bookings (n=572)	21.9	20.2	15.4	3.2	2.3	37

Q7. Overall, how satisfied or dissatisfied are you with Bath & North East Somerset Council's parks and open spaces?

2023 Response	Percent
Very satisfied	31.2
Fairly satisfied	49.5
Neither satisfied nor dissatisfied	11.1
Fairly dissatisfied	4.1
Very dissatisfied	1.8
Don't know	2.3
Number of responses	**1042**

Q8. Overall, how satisfied or dissatisfied are you with the provision of the following services in your local area?

	Percent					
2023 Response	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	N/A
Blue Badges (n=269)	4.2	6.6	14.2	1.8	1.9	71.2
Parking permits (n=408)	4.3	10.6	15.2	6.2	7.7	56
Car parks (n=726)	5.7	27.4	17	16.6	11.2	22
On street parking areas (n=753)	4.7	19.8	21.4	19	15.8	19.4
Parking enforcement and appeals process (n=517)	1.9	9.9	24.9	8.9	10.3	44

Q9. Are you currently a library member?

2023 Response	Percent
Yes	34%
Don't know	3%
No	63%
Number of respondents	968

Q10. Do you currently have a Residents' Discovery Card?

2023 Response	Percent
Yes	42%
Don't know	2%
No	56%
Number of respondents	**963**

Q10b – data provided in the report

Q11 – data provided in the report

Q12. How satisfied or dissatisfied are you with the Council's current website?

2023 Response	Percent
Very satisfied	6
Fairly satisfied	31
Neither satisfied nor dissatisfied	26
Fairly dissatisfied	8
Very dissatisfied	1
I don't use the website	28
Number of responses	**979**

Q13 – data provided in the report

Q14. Thinking about your most recent interaction with the Council within the last 6 months, which method of communication did you use?

2023 Response	Percent
Email	7
I have not contacted the Council within the last 6 months	38
In person	3
Phone	12
Website	39
Number of responses	**983**

Q15 & Q16 – data provided in the report

Q17. Based on your most recent interaction with the Council, how would you rate your experience?

2023 Response	Percent
Very good	20
Good	46
Neither good nor poor	23
Poor	7
Very poor	4
Number of responses	**599**

Q18. In the past two weeks, how worried or unworried have you been about rising costs of living?

2023 Response	Percent
Not at all worried	9
Somewhat unworried	9
Neither worried nor unworried	17
Somewhat worried	45
Very worried	17
Don't know	1
Prefer not to say	2
Number of responses	**948**

Q19. Thinking about your finances over the last year, how often, if at all, have you struggled to pay at least one of your household bills?

2023 Response	Percent
Never	43
All of the time	4
Most of the time	5
Sometimes	25
Rarely	24
Number of responses	**938**

20. Which of these statements best describes the food eaten in your household in the last 12 months?

2023 Response	Percent
Enough but not always the kinds of food we want	26
Enough of the kinds of food we want	66
Often not enough to eat	1
Prefer not to say	4
Sometimes not enough to eat	4
Number of responses	**932**

Q21. To what extent have the following statements been true in your household in the last 12 months?

2023 Response	Percent			
	Never true	Sometimes true	Often true	Prefer not to say
I have worried whether food would run out before I could afford to buy more (n=932)	76	15	3	6
The food I have bought just didn't last and I didn't have money to get more (n=919)	79	2	12	7
I couldn't afford to eat balanced meals (n=916)	76	4	14	6

Q22 – data provided in the report

Q23. If you are currently employed, self-employed or run a business, please state how regularly you work from home at present

2023 Response	Percent
2 or more times a week	16
Every day	10
I choose not to work from home	4
I do not have the option to work from home	25
Not applicable	37
Once a fortnight	2
Once a month	1
Once a week	6
Once every 2-3 months	1
Number of responses	**918**

Q24. How safe do you feel from violence outside the home in Bath & North East Somerset?

During the day

2023 Response	Percent
Very safe	27
Safe	52
Neither safe nor unsafe	14
Not very safe	5
Not safe at all	2
Don't know	1
Number of responses	**970**

During the night

2023 Response	Percent
Very safe	11
Safe	39
Neither safe nor unsafe	23
Not very safe	19
Not safe at all	6
Don't know	2
Number of responses	**959**

Q25. How safe do you feel children are from violence outside the home in Bath & North East Somerset?

During the day

2023 Response	Percent
Very safe	11
Safe	34
Neither safe nor unsafe	17
Not very safe	11
Not safe at all	4
Don't know	24
Number of responses	**931**

During the night

2023 Response	Percent
Very safe	4
Safe	16
Neither safe nor unsafe	19
Not very safe	25
Not safe at all	10
Don't know	27
Number of responses	**927**

Q26. Would you like to carry out energy efficient improvements to your home?

2023 Response	2023
Yes	49
Don’t know	32
No	18
Number of respondents	**913**

Q27, Q28 & Q29 – data provided in the report

Q30. To what extent do you support the following renewable sources of energy generation?

2023 Response	Percent					
	Very Supportive	Supportive	Neither supportive nor unsupportive	Unsupportive	Very unsupportive	Don't know
Installing solar panels on homes (n=920)	42	31	15	4	1	7
Installing more solar on community and commercial buildings (n=912)	52	28	11	2	1	7
Ground mounted solar in the countryside (n=906)	24	23	25	12	4	13
Wind turbines in the countryside (n=917)	29	31	17	9	6	8
Wind turbines in the local area (n=905)	24	27	18	13	10	9

Q31 – data provided in the report

Q32. To what extent do you support providing the following types of new homes in your local area?

2023 Response	Percent					
	Very Supportive	Supportive	Neither supportive nor unsupportive	Unsupportive	Very unsupportive	Don't know
Housing for people to own or rent (n=927)	35	41	13	5	4	3
Affordable housing (shared ownership and social rent) (n=922)	33	38	13	6	6	4
Accommodation specifically for the elderly (n=929)	27	42	20	5	3	3
Student accommodation on the universities' campuses (n=909)	25	39	16	8	9	4
Student accommodation not on the universities' campuses (n=908)	7	19	25	23	24	4
Other forms of shared accommodation (n=902)	8	24	30	12	9	16
Other types of housing (=888)	9	23	30	7	6	26

Q33 – Transport

2023 Response	Percent					
	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
I am willing to use public transport more often instead of travelling by car (n=808)	27	26	12	17	16	3
Using public transport more often instead of travelling by car is achievable within my lifestyle (n=813)	18	21	11	22	25	3
I am willing to cycle more often instead of travelling by car (n=794)	13	14	12	19	37	5
Cycling more often instead of travelling by car is achievable within my lifestyle (n=789)	11	11	9	21	45	4
I am willing to walk more often instead of travelling by car (n=801)	31	33	15	8	11	3
Walking more often instead of travelling by car is achievable within my lifestyle (n=789)	23	26	16	14	17	4

Q34 – data provided in the report

Q35. Currently, to what extent do you agree or disagree with the following statement: The RUH contributes to the local community beyond the provision of healthcare

2023 Response	Percent
Strongly agree	9
Agree	23
Neither agree nor disagree	28
Disagree	7
Strongly Disagree	3
I don't know	30
Number of respondents	**936**