



Breckland District Council Resident Survey – Key Findings

Prepared by Lake Market Research

June 2022

This report complies to ISO 20252 and any other relevant codes of conduct.

Background and response profile

- Breckland District Council commissioned Lake Market Research to undertake a quantitative survey amongst a representative sample of residents about local area / council perceptions, contact preferences and council priorities.
- The questionnaire was designed by Breckland District Council and took up to 10 minutes for residents to complete.
- The survey was administered by telephone. Demographic quotas were set for gender, age and working status in line with population statistics to ensure a representative sample of residents were interviewed.
- Where possible, the report includes comparisons to:
 - The quarterly national resident survey undertaken amongst 1,000 British adults by the LGA, administered via telephone interviewing. These questions have been reported on an ‘all answering’ basis (removing don’t know proportions) consistent with the LGA analysis approach.
 - The Norfolk resident survey conducted in 2019 amongst 1,148 residents, administered via face to face interviewing.
- Where possible, results are presented as whole numbers for ease of interpretation. Due to rounding, there may be instances where the results are presented to 1 decimal place to sum to 100%.
- The data has been subject to statistical testing using the T-test. This testing has been carried out between subgroups. Significant differences are identified throughout the report using green or red shades.

Response profile	%
Male	49%
Female	51%
Aged 16 – 24	14%
Aged 25 – 34	13%
Aged 35 – 44	15%
Aged 45 – 54	16%
Aged 55 – 64	16%
Aged 65 – 74	14%
Aged 75 - 84	9%
Aged 85 & over	4%
Employed	56%
Self-employed	2%
Unemployed	1%
Homemaker	4%
Retired	29%
Student	5%
Unable to work due to sickness or disability	3%

Executive Summary (1)

Satisfaction with the local area is high at 91% (57% are very satisfied). Satisfaction is significantly higher than national levels (78%) and marginally higher than satisfaction levels reported amongst Norfolk residents in 2019 (88%).

Just under three quarters (73%) are satisfied with the way Breckland District Council runs things; higher than national levels (64%) but marginally lower than satisfaction levels reported amongst Norfolk residents in 2019 survey (75%).

Perceptions of trust in Breckland Council is high at 79%, and is higher than statistics observed nationally and amongst Norfolk residents. Approximately two thirds are positive towards Breckland Council acting on resident concerns (66%) and keeping residents informed (67%); both statistics are higher than those observed nationally.

Consistent with trends observed nationally (48% in the most recent wave), value for money perceptions are lower than other council metrics with 53% agreeing Breckland Council provides value for money. Agreement perceptions are lower than levels reported amongst Norfolk residents in 2019 (60%).

The majority indicate they feel safe in their local area after dark (80%) and during the day (97%). However, it is important to note that only 48% indicate they feel very safe after dark and perceptions of safety in both instances are lower amongst female residents.

Executive Summary (2)

Whilst all four council promises posed to residents are seen as important, residents consider 'supporting services for vulnerable people' and 'supporting the district's economy and local jobs' to be particularly important.

Agreement for all three climate change statements is higher, however the proportion strongly agreeing is particularly high for 'developing new planning standards so future homes have the best possible energy efficiency and the least impact on the environment'.

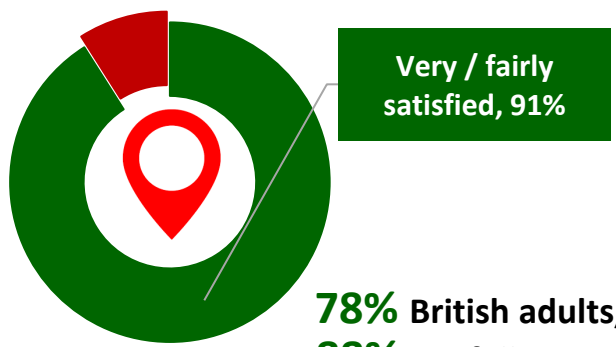
Agreement levels are particularly high for the budget priorities of 'continuing to change and improve the way it provides services to make them more efficient' and 'continuing to generate income by renting out properties it owns to help pay for the services it provides to residents'.

Telephone and contact in writing are most common preferences for council contact, followed by the council website. Few rate social media or video calls in the first or second choice preferences for contact. Whilst all age groups indicate telephone as a first choice, there are stark contrasts in preferences by age group.

Current preferences for keeping informed about council services are the Transforming Breckland magazine, speaking with friends / neighbours / relations and the council's website. When asked for preferred methods, a higher proportion indicated they would like to see information about council services or issues on the council's website, local newspapers, printed information / leaflets and the council's social media feeds.

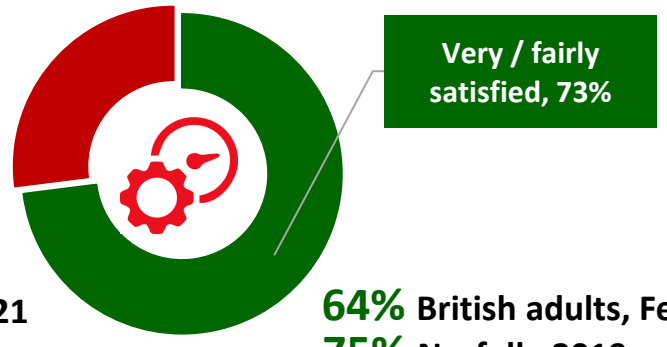
Summary performance scorecard versus other resident surveys

Satisfaction with local area as place to live



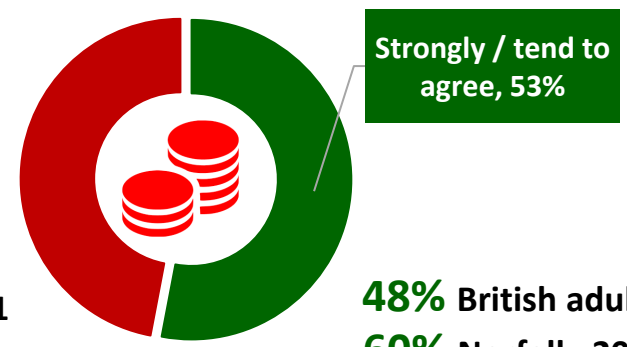
78% British adults, Feb 2021
88% Norfolk, 2019

Satisfaction with way Council runs things



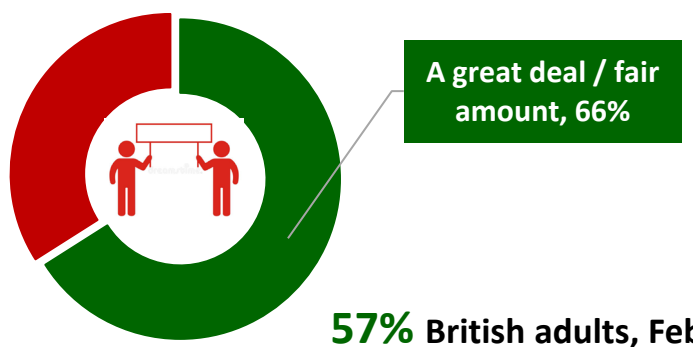
64% British adults, Feb 2021
75% Norfolk, 2019

Provides value for money



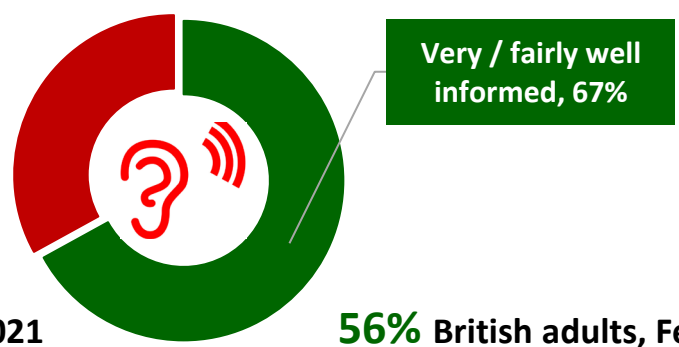
48% British adults, Feb 21
60% Norfolk, 2019

Acts on concerns of its local residents



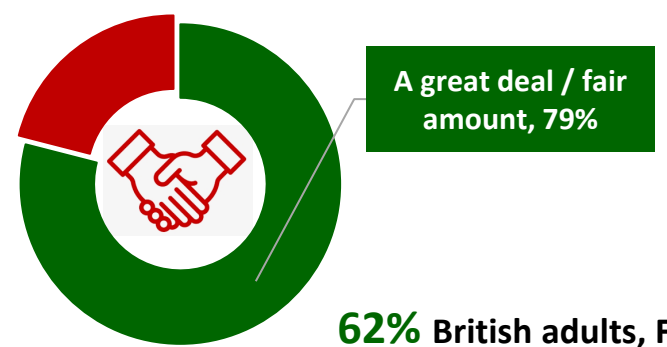
57% British adults, Feb 2021
N/A Norfolk, 2019

Keeps residents informed



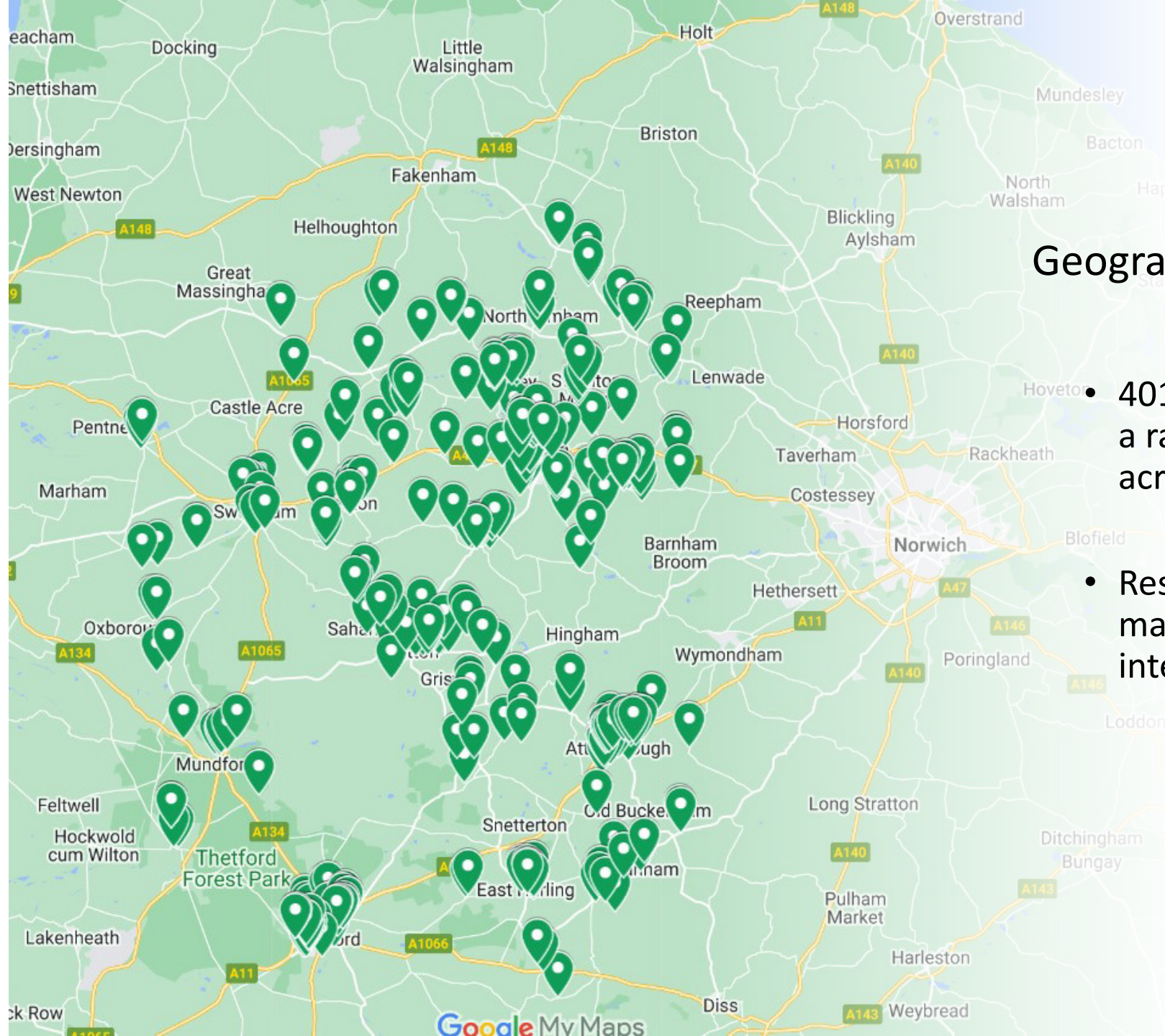
56% British adults, Feb 2021
52% Norfolk, 2019

Trust in Council



62% British adults, Feb 2021
68% Norfolk, 2019

Base: LG Inform National Quarterly polling February 2021, n=1,000; Base: Norfolk Resident Survey 2019, n=1,148

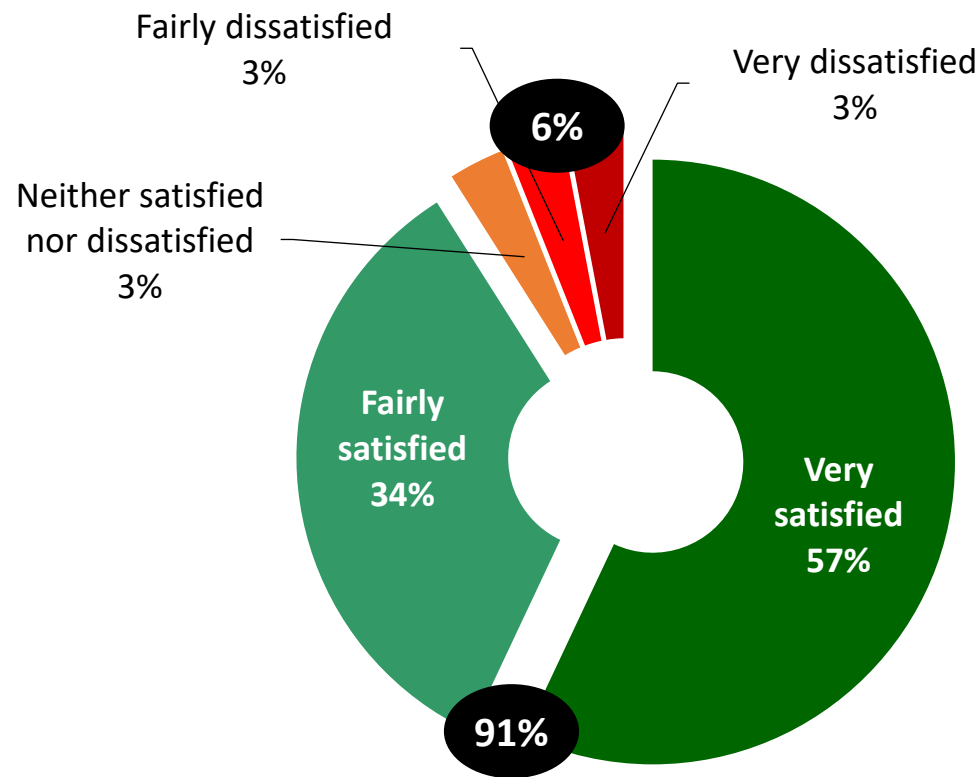


Geographic span of interviews

- 401 interviews completed with a random sample of residents across Breckland.
- Resident postcodes plotted on map to show where at least one interview took place.

Satisfaction with local area as a place to live

- Just over nine in ten (91%) are satisfied with their local area as a place to live; 57% are very satisfied and 6% are dissatisfied.
- Overall satisfaction is highest amongst residents aged 35-54.



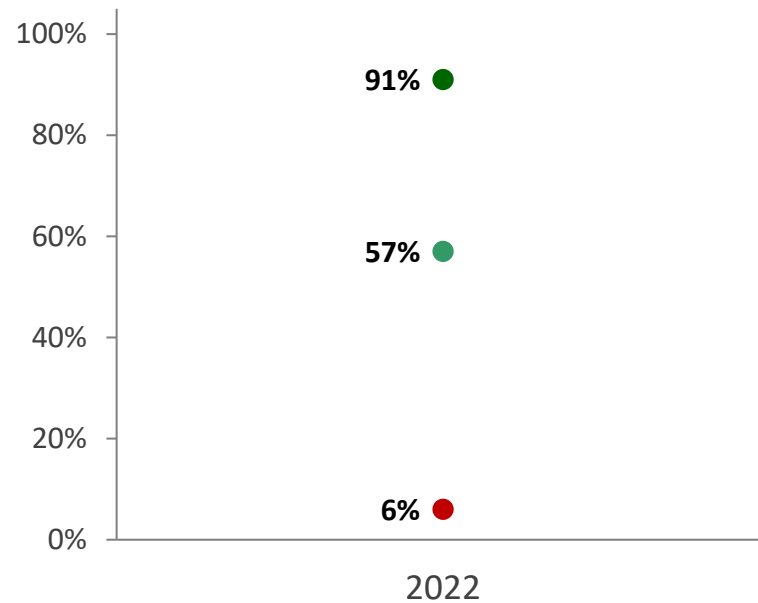
	Net % Satisfied
Male	89%
Female	93%
Aged 16-34	89%
Aged 35-54	96%
Aged 55-64	89%
Aged 65 & over	88%
Working	92%
Not working (excl retired)	88%
Retired	90%

Significantly higher % than other subgroups at 95% confidence level

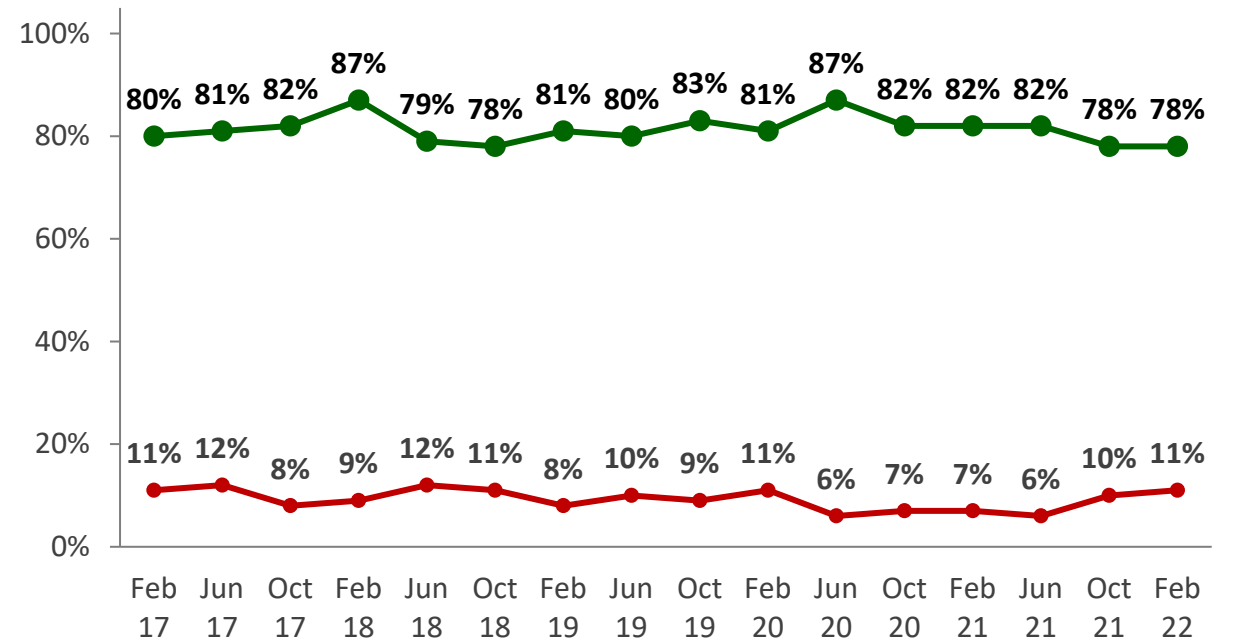
Satisfaction with local area as a place to live – time series data & benchmarks

- Overall satisfaction levels are significantly higher than national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over).
- The difference between the proportions dissatisfied with their local area is a place to live is less distinctive.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+

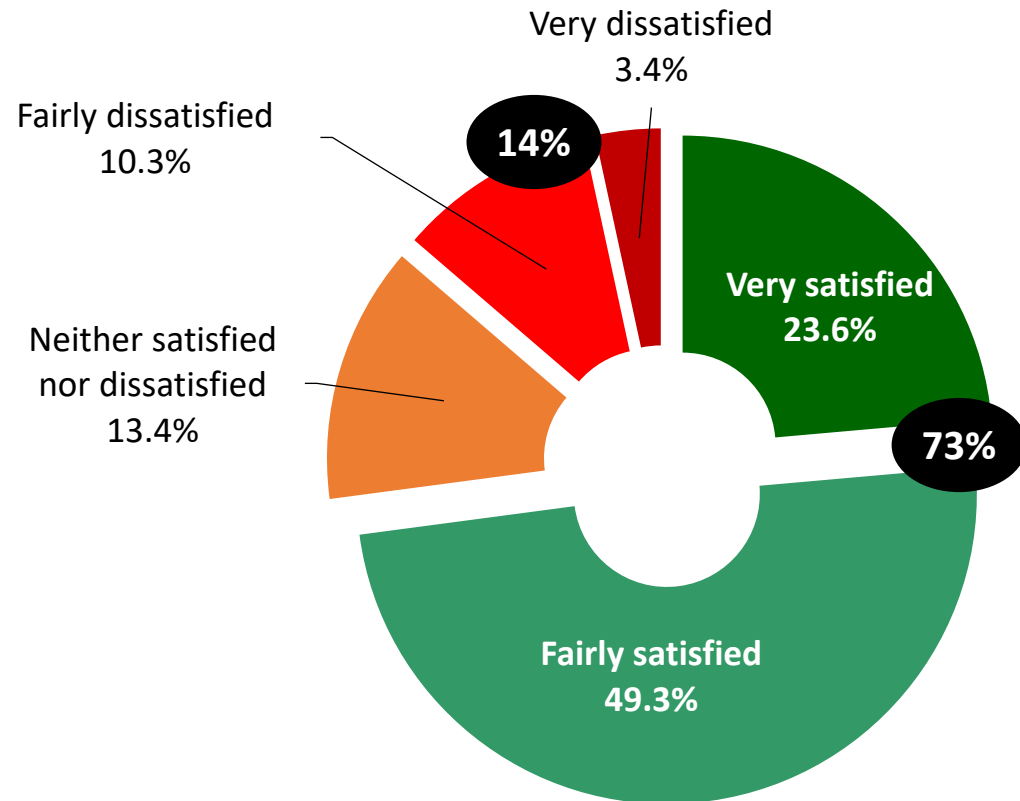


—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

Overall, how satisfied or dissatisfied are you with your local area as a place to live?
 Base: Breckland Resident Survey, n=401; Base: LG Inform National Quarterly polling, 1,000 per wave

Satisfaction with way Breckland District Council runs things

- Just under three quarters (73%) are satisfied with the way Breckland District Council runs things. 14% are dissatisfied.
- The proportion 'very satisfied' is lower than observed for area as a place to live.
- A significantly higher proportion of residents aged 16-54 are satisfied compared to residents aged 65 & over.



	Net % Satisfied
Male	76%
Female	70%
Aged 16-34	80%
Aged 35-54	77%
Aged 55-64	67%
Aged 65 & over	64%
Working	76%
Not working (excl retired)	70%
Retired	67%

Significantly **higher** % than other subgroups at 95% confidence level

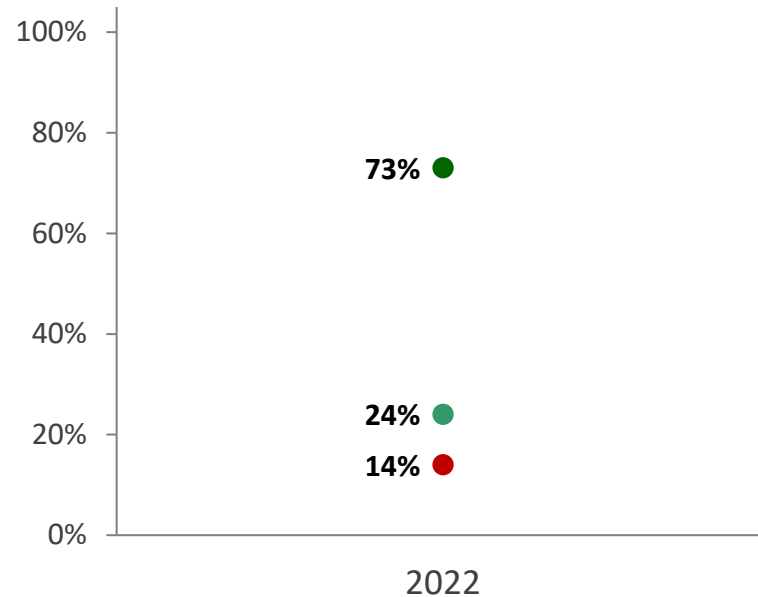
Significantly **lower** % than other subgroups at 95% confidence level

Overall, how satisfied or dissatisfied are you with the way Breckland District Council runs things?
 Excluding don't know Base: 388

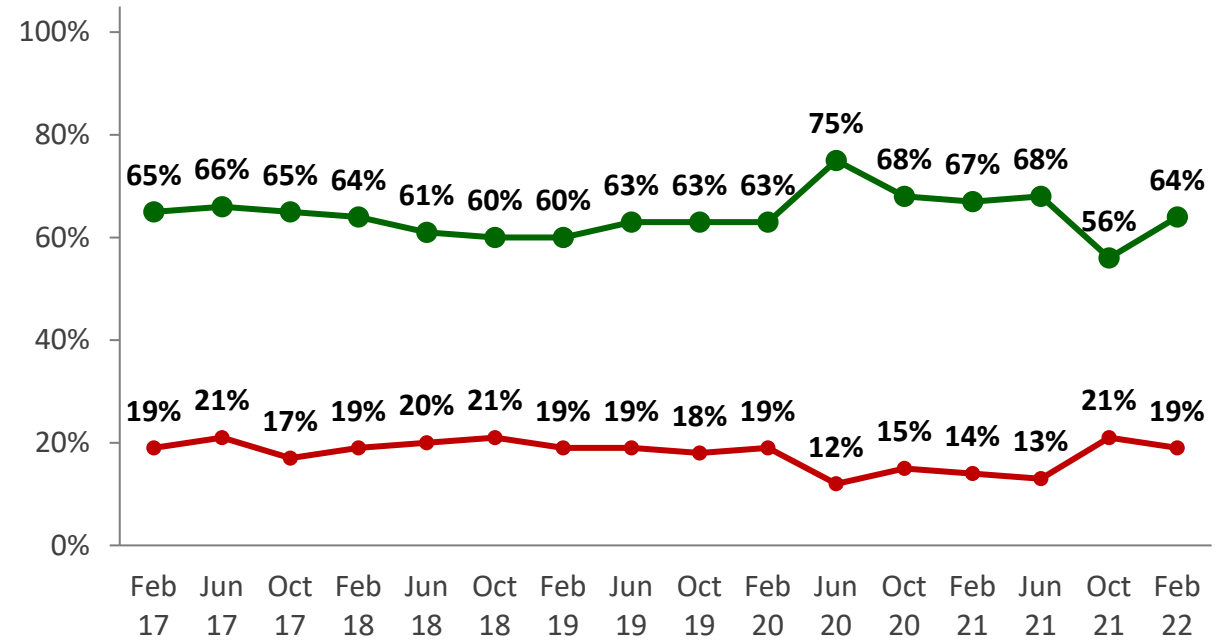
Satisfaction with way Breckland District Council runs things – time series data & benchmarks

- Overall satisfaction levels are higher than national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over).
- The difference between the proportions dissatisfied with the way the council runs things is less distinctive.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+



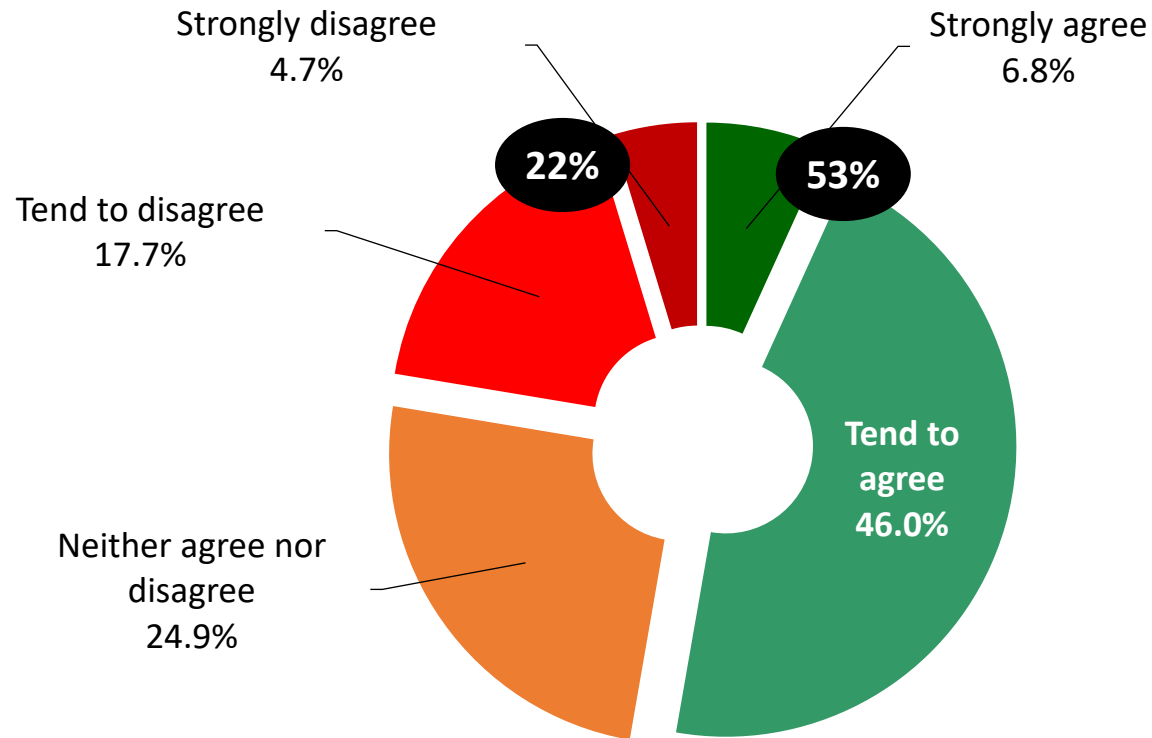
—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

Overall, how satisfied or dissatisfied are you with the way Breckland District Council runs things?

Base: Breckland Resident Survey, n=388; Base: LG Inform National Quarterly polling, 1,000 per wave

Agreement Breckland District Council provides value for money

- Just under half agree (53%) Breckland District Council provides value for money, whilst over one in five (22%) disagree.
- A considerable proportion (25%) neither agree nor disagree, suggesting uncertainty.
- There are no significant differences observed by demographic group.

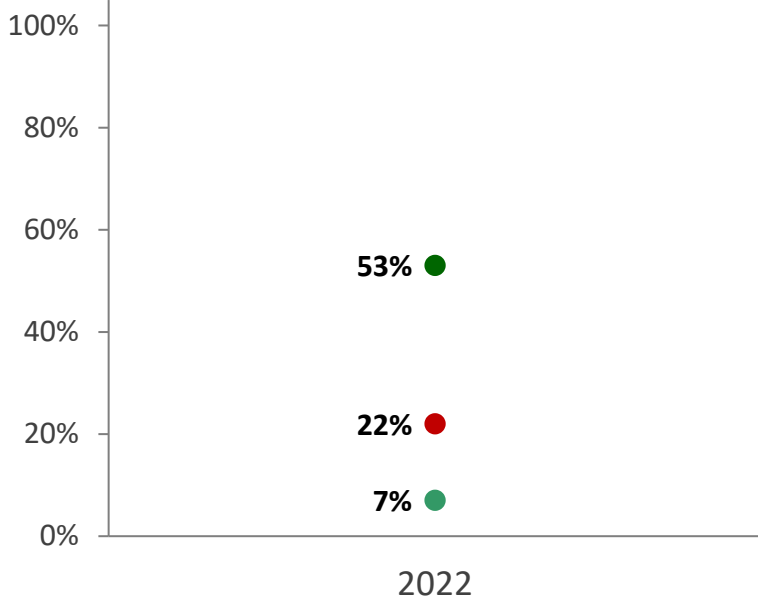


	Net % Agree
Male	55%
Female	50%
Aged 16-34	55%
Aged 35-54	55%
Aged 55-64	46%
Aged 65 & over	52%
Working	53%
Not working (excl retired)	52%
Retired	54%

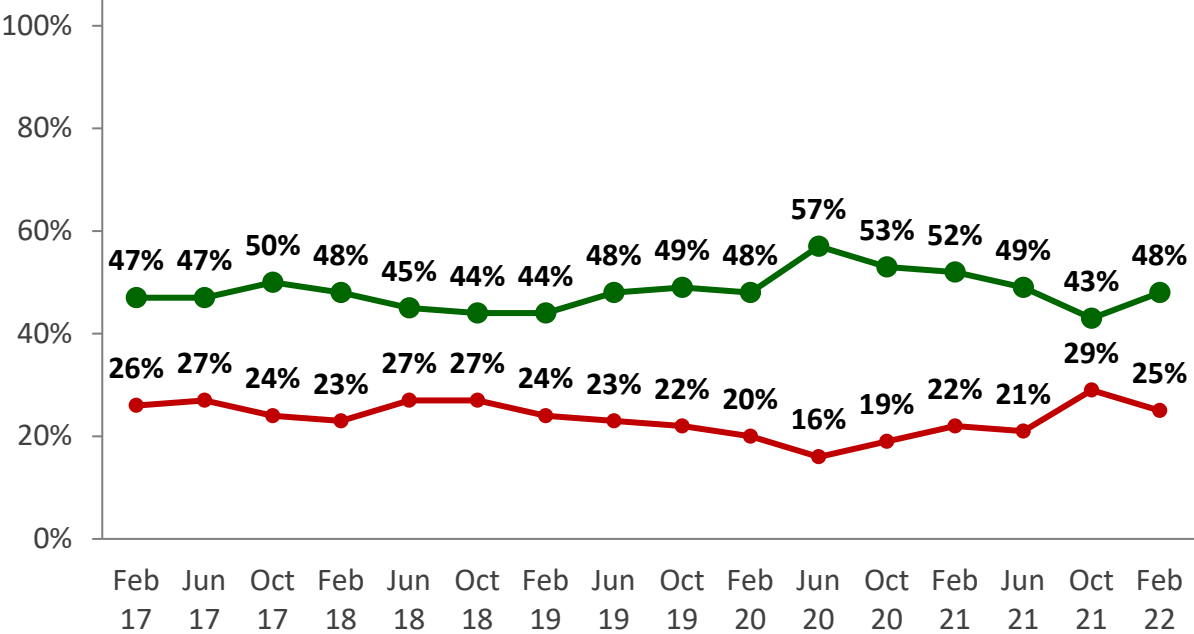
Value for money agreement – time series data & benchmarks

- Overall agreement levels are higher than national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over); although by less of a margin than observed for place to live and council running metrics.
- The difference between the proportions disagreeing is small.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+

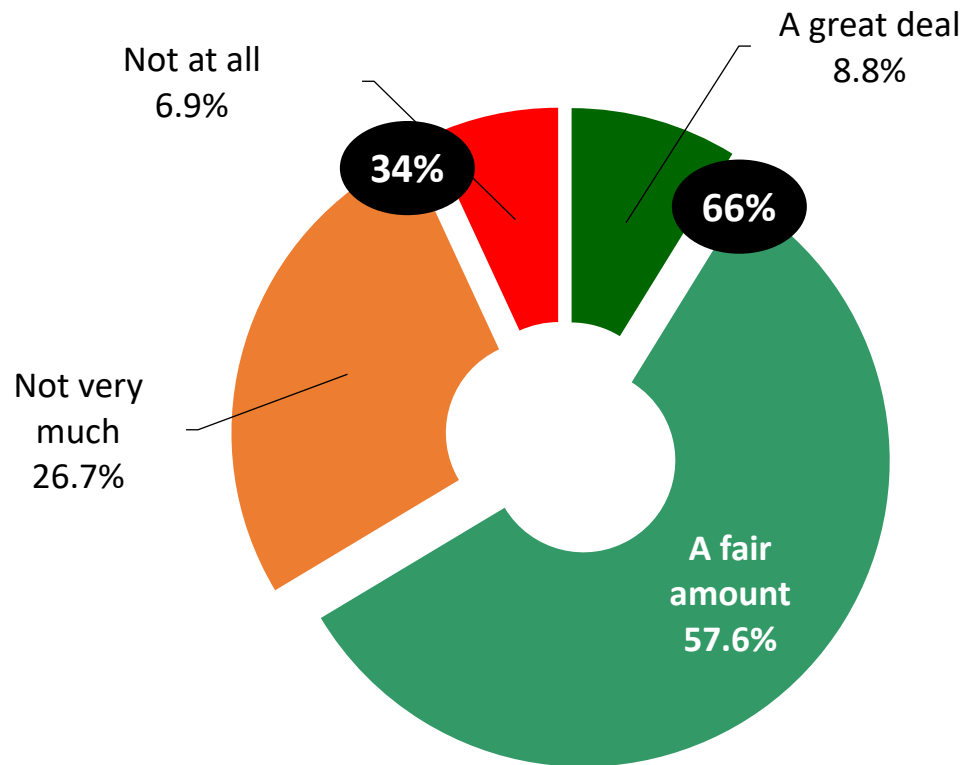


—●— Strongly / tend to agree %
 —●— Strongly agree %
 —●— Strongly / tend to disagree %

*To what extent do you agree or disagree that Breckland District Council provides value for money?
 Base: Breckland Resident Survey, n=375; Base: LG Inform National Quarterly polling, 1,000 per wave*

Extent Breckland District Council acts on local residents' concerns

- Two thirds (66%) believe Breckland District Council acts on the concerns of local residents.
- Over a third (34%) rate the action taken as not very much or not at all.
- A significantly higher proportion of residents aged 16-54 believe the council acts on concerns.



	Net % Great Deal / Fair Amount
Male	68%
Female	65%
Aged 16-34	77%
Aged 35-54	72%
Aged 55-64	59%
Aged 65 & over	54%
Working	61%
Not working (excl retired)	69%
Retired	57%

Significantly **higher** % than other subgroups at 95% confidence level

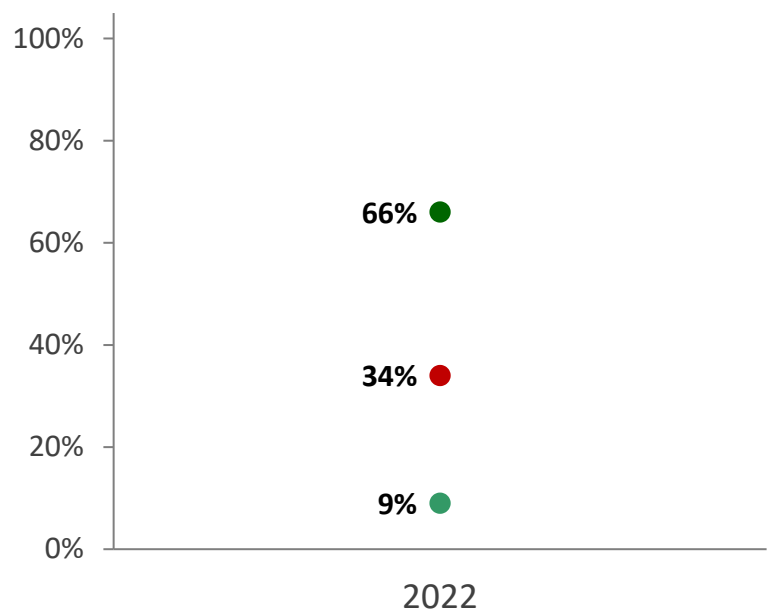
Significantly **lower** % than other subgroups at 95% confidence level

To what extent do you think Breckland District Council acts on the concerns of local residents?
 Excluding Don't Know Base: 322

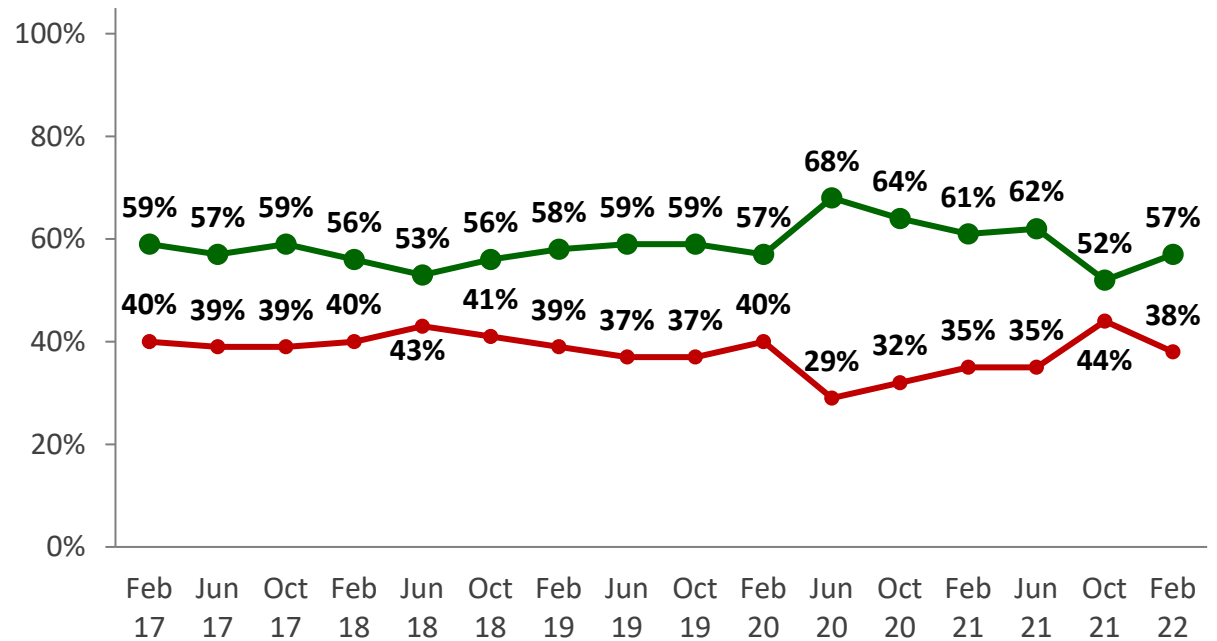
Acts on local residents' concerns – time series data & benchmarks

- The proportion selecting a great deal / fair amount is higher than national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over).
- The difference between the proportions selecting not very much / not at all is small.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+



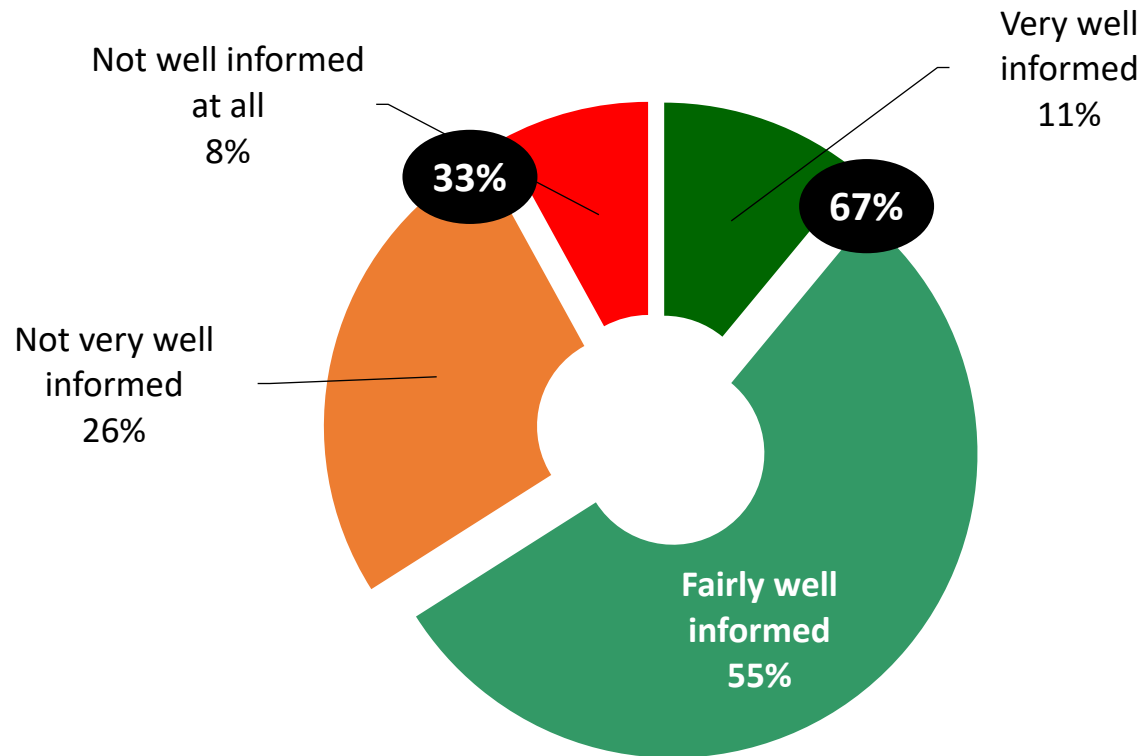
—●— Great deal / fair amount %
 —●— Great deal %
 —●— Not very much / not at all %

To what extent do you think Breckland District Council acts on the concerns of local residents?
 Base: Breckland Resident Survey, n=332; Base: LG Inform National Quarterly polling, 1,000 per wave

Please note LG Inform data contains 'don't know' responses, circa 3% of responses

Extent Breckland District Council keeps residents informed

- Just over two thirds (67%) believe Breckland District Council keeps residents informed about services and benefits provided.
- A third (33%) believe residents are not kept informed.
- A significantly lower proportion of residents aged 55-64 believe residents are kept informed.



	Net % Informed
Male	67%
Female	66%
Aged 16-34	68%
Aged 35-54	71%
Aged 55-64	53%
Aged 65 & over	69%
Working	66%
Not working (excl retired)	64%
Retired	69%

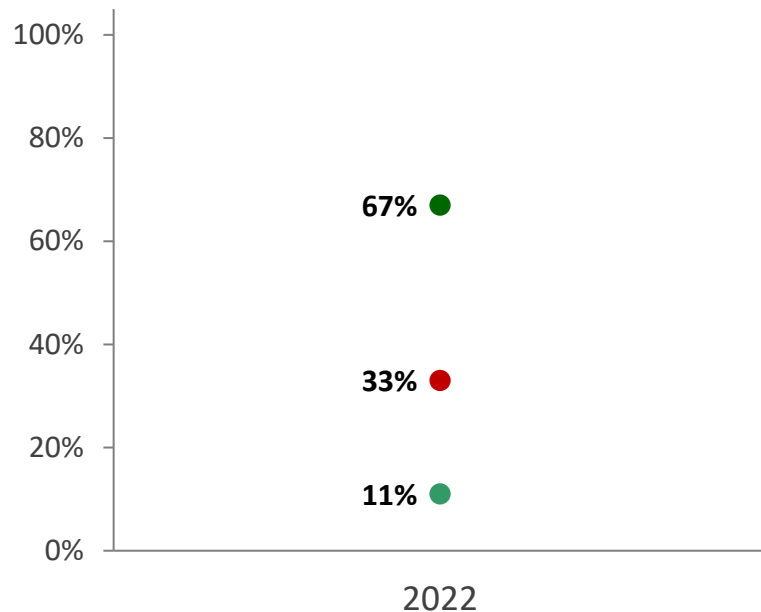
Significantly lower % than other subgroups at 95% confidence level

Overall, how well informed do you think Breckland District Council keeps residents about the services and benefits it provides? Base: 372

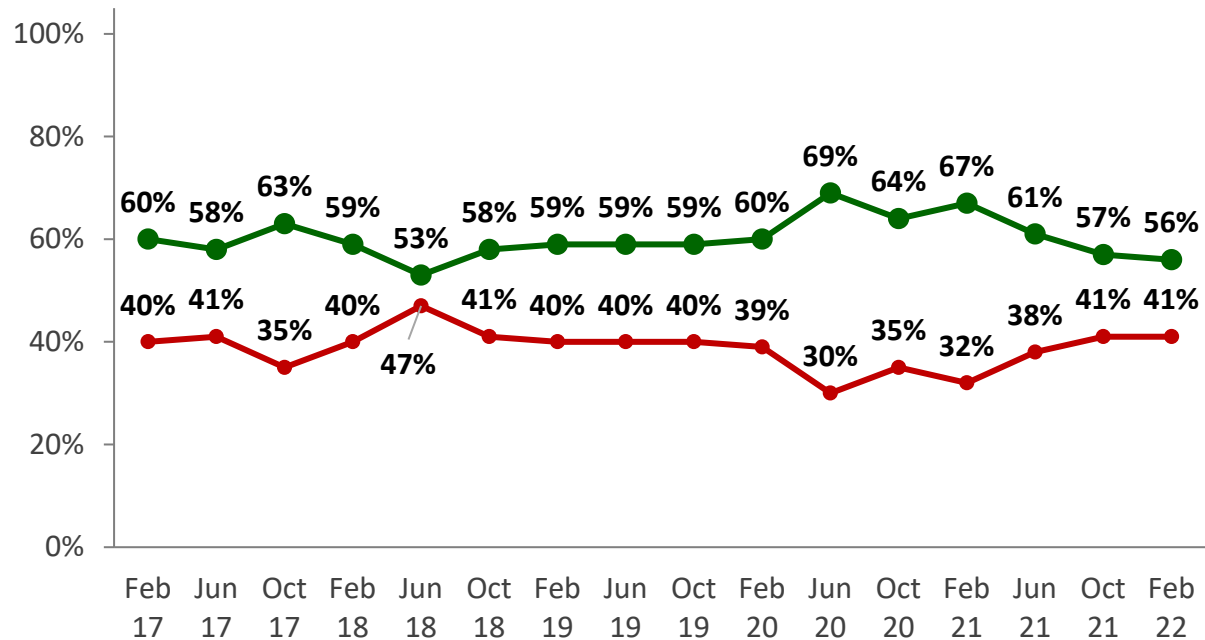
Keeping residents informed – time series data & benchmarks

- The proportion selecting a very / fairly well is higher than national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over).
- The difference between the proportions selecting not very much / not at all is broadly consistent.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+



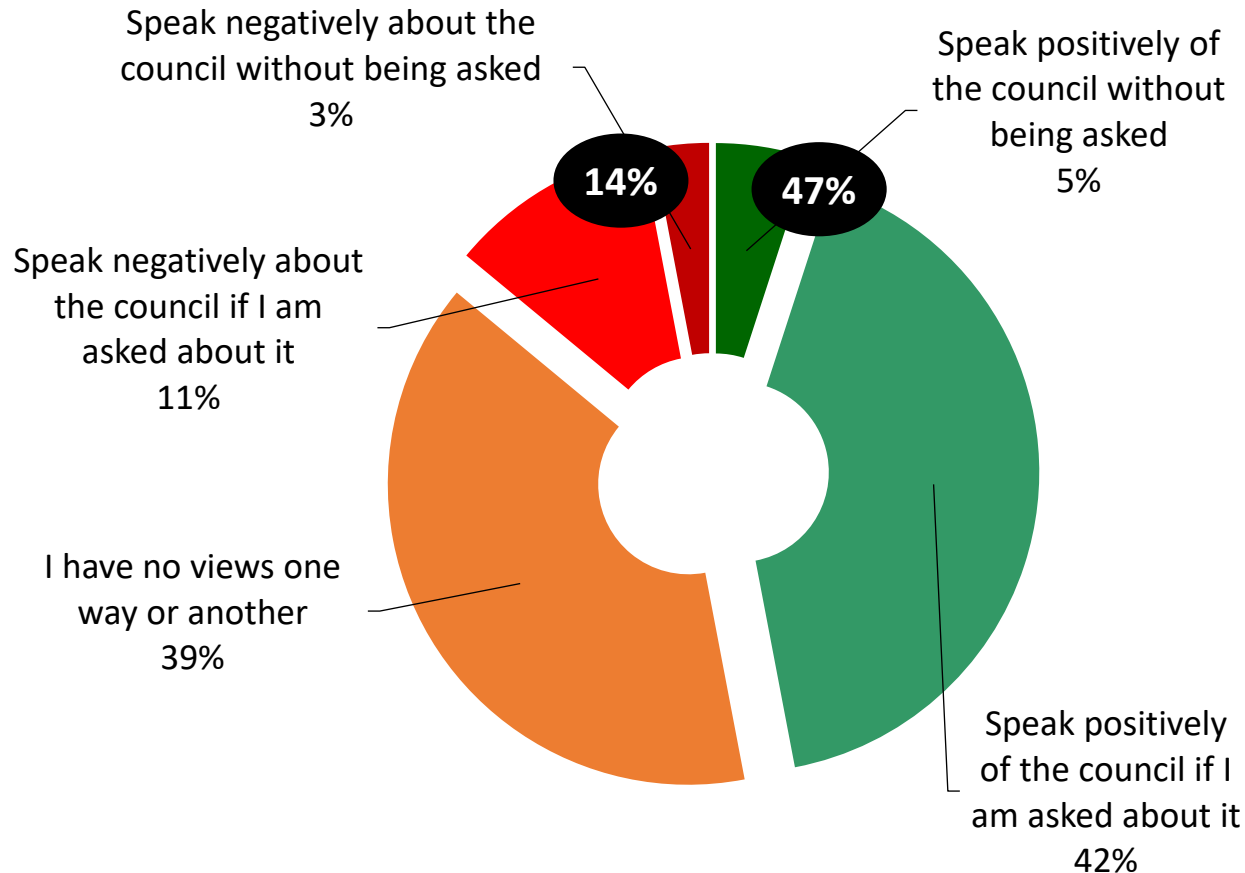
—●— Very / fairly well %
 —●— Very well %
 —●— Not very much / not at all %

Overall, how well informed do you think Breckland District Council keeps residents about the services and benefits it provides?

Base: Breckland Resident Survey, n=401; Base: LG Inform National Quarterly polling, 1,000 per wave

Breckland District Council advocacy

- Just under half (47%) indicated they would speak positively about the council, 39% have no views either way and 14% indicated they would speak negatively about the council.
- A significantly lower proportion of 55-64 year old residents indicated they would speak positively.



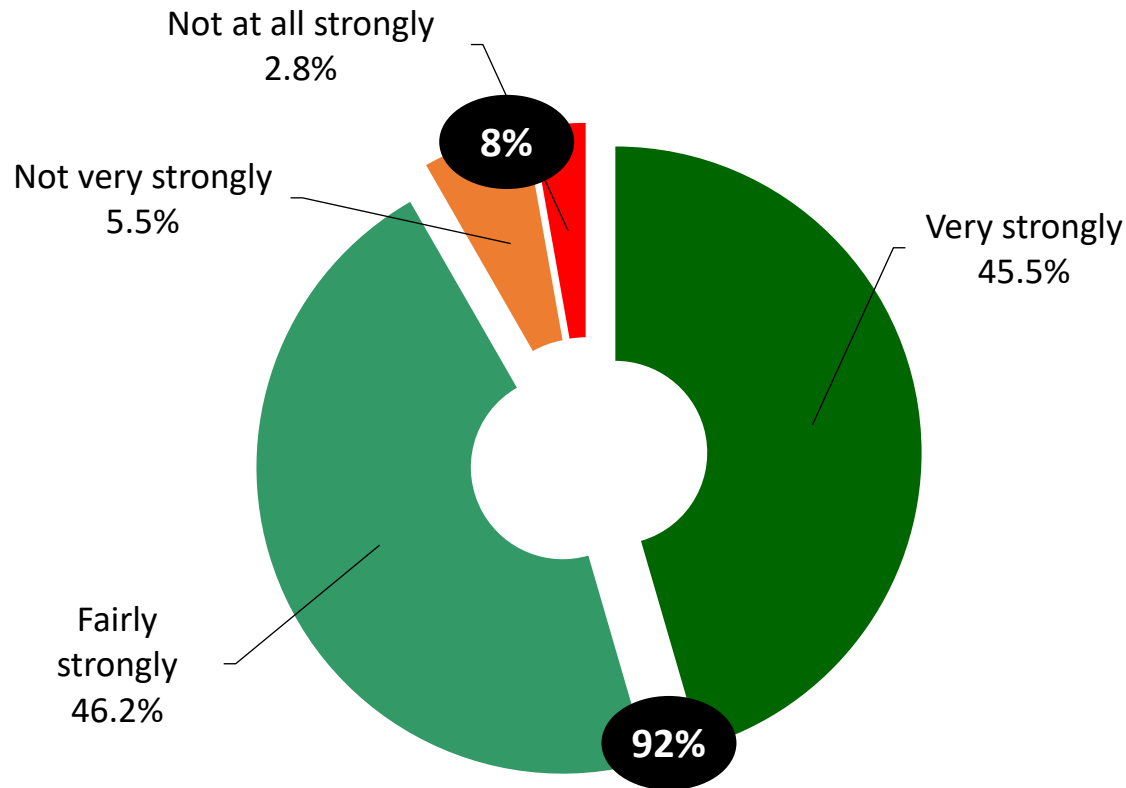
	Net % Speak positively
Male	51%
Female	44%
Aged 16-34	51%
Aged 35-54	54%
Aged 55-64	34%
Aged 65 & over	43%
Working	50%
Not working (excl retired)	34%
Retired	47%

Significantly lower % than other subgroups at 95% confidence level

On balance, which of the following statements comes closest to how you feel about Breckland Council? Don't know Base: 399

Sense of belonging to local area

- The majority (92%) feel they belong to their local area; 45% very strongly and 46% fairly strongly.
- 8% do not feel they belong to their local area.
- Whilst high, a comparatively lower proportion of residents who are not working feel they belong to their local area.

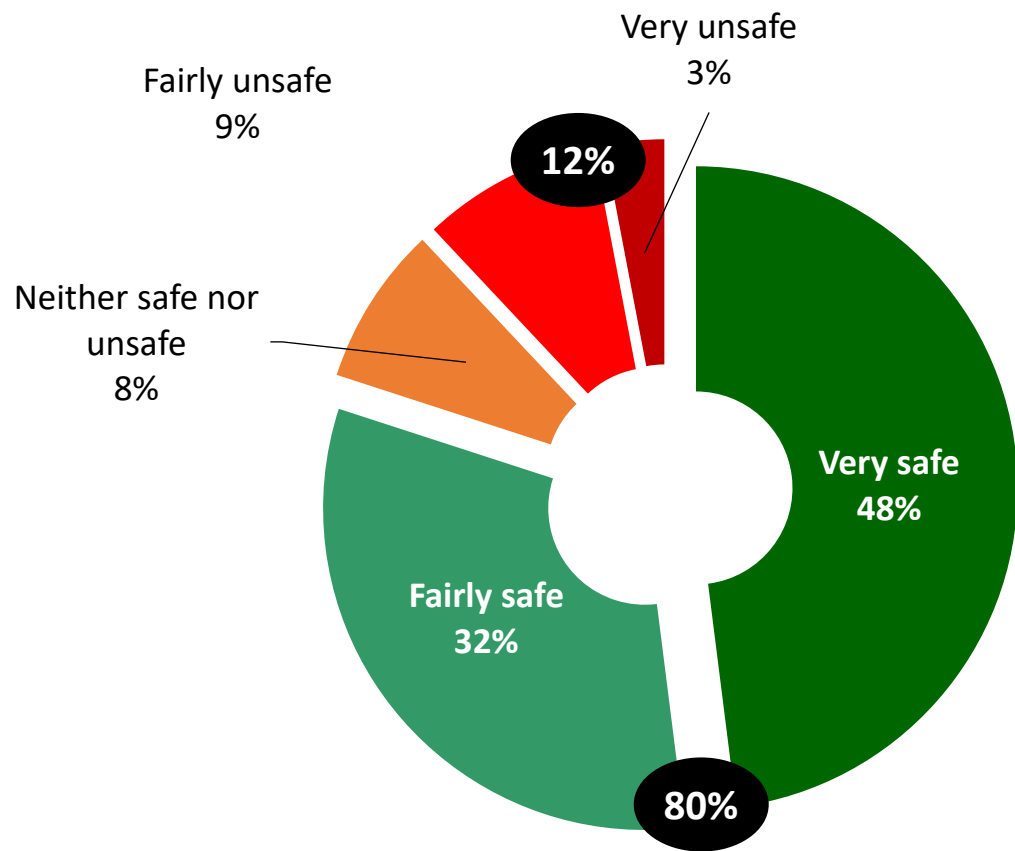


	Net % Strongly
Male	93%
Female	90%
Aged 16-34	89%
Aged 35-54	93%
Aged 55-64	89%
Aged 65 & over	94%
Working	92%
Not working (excl retired)	83%
Retired	95%

Significantly lower % than other subgroups at 95% confidence level

Perception of safety in local area after dark

- Eight in ten (80%) feel safe in their local area after dark. 12% do not feel safe.
- A lower proportion of female residents (74%) feel safe.
- A higher proportion of working residents (83%) feel safe.



	Net % Safe
Male	86%
Female	74%
Aged 16-34	80%
Aged 35-54	84%
Aged 55-64	77%
Aged 65 & over	76%
Working	83%
Not working (excl retired)	75%
Retired	74%

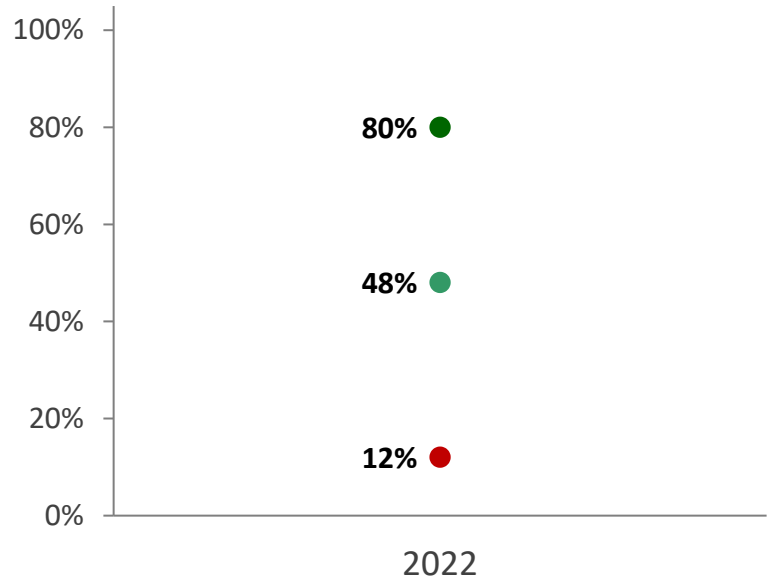
Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

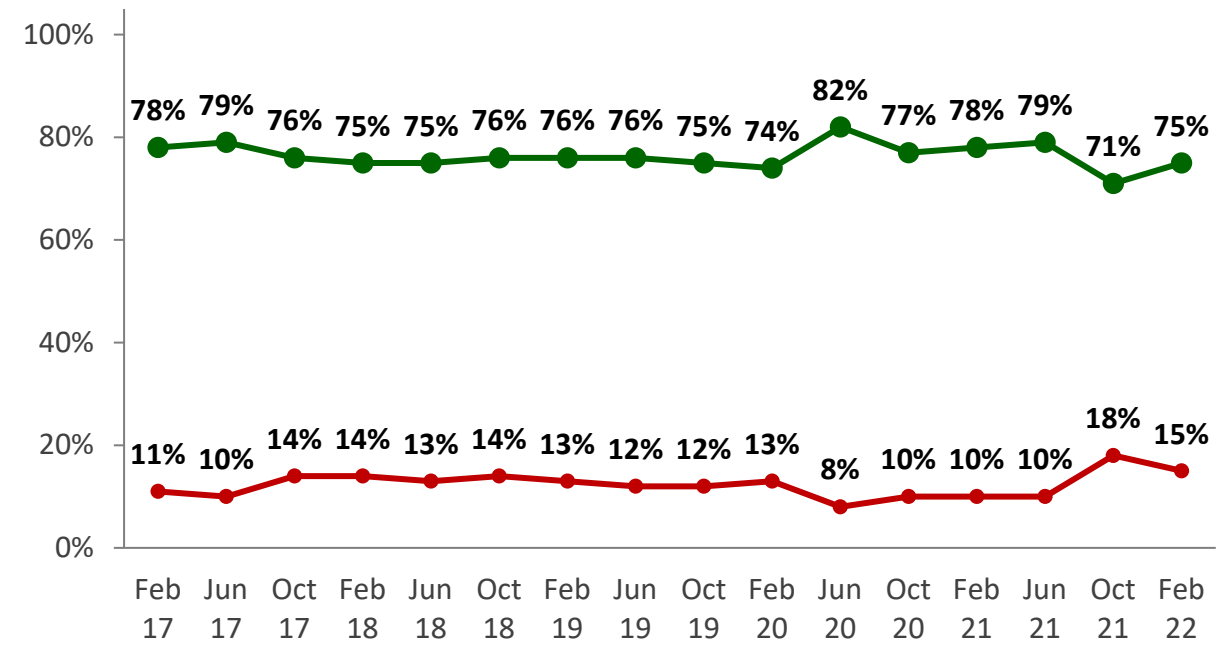
Perception of safety in local area after dark – time series data & benchmarks

- Overall safety perceptions are higher than national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over); although by less of a margin than observed for other metrics.
- The difference between the proportions feeling unsafe is small.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+

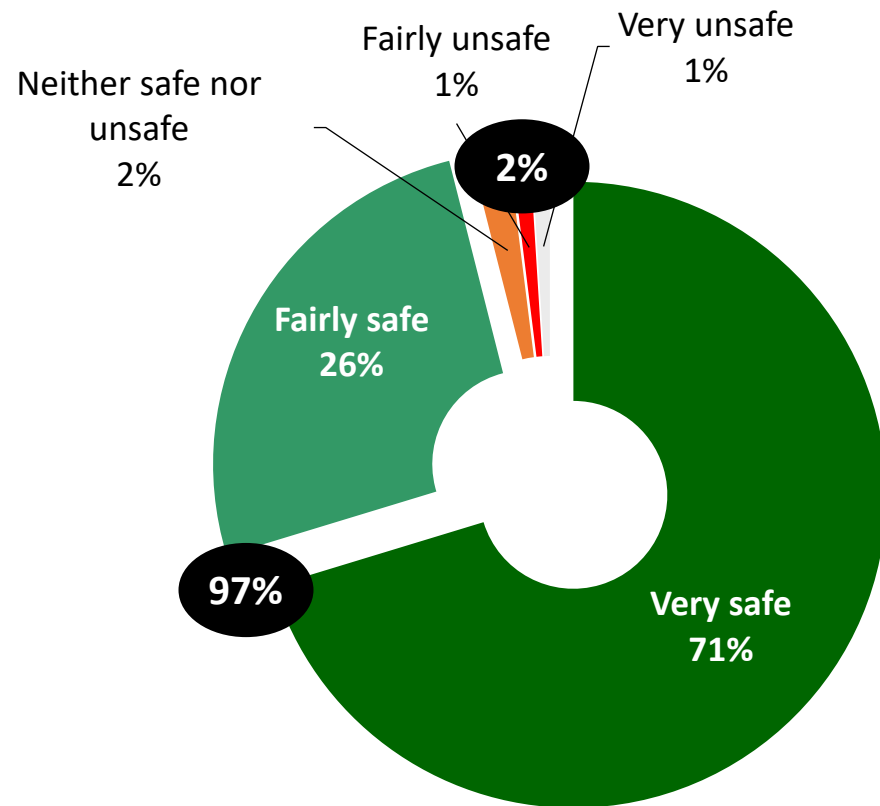


—●— Very / fairly safe %
 —●— Very safe %
 —●— Very / fairly unsafe %

How safe or unsafe do you feel when outside in your local area after dark?
 Base: Breckland Resident Survey, n=382; Base: LG Inform National Quarterly polling, 1,000 per wave

Perception of safety in local area during the day

- The vast majority (97%) feel safe in their local area during the day, 71% feel very safe.
- 2% do not feel safe in their local area during the day.
- A lower proportion of female residents feel very safe during the day.



	Net % Very Safe
Male	77%
Female	64%
Aged 16-34	65%
Aged 35-54	78%
Aged 55-64	68%
Aged 65 & over	69%
Working	75%
Not working (excl retired)	63%
Retired	65%

Significantly **higher** % than other subgroups at 95% confidence level

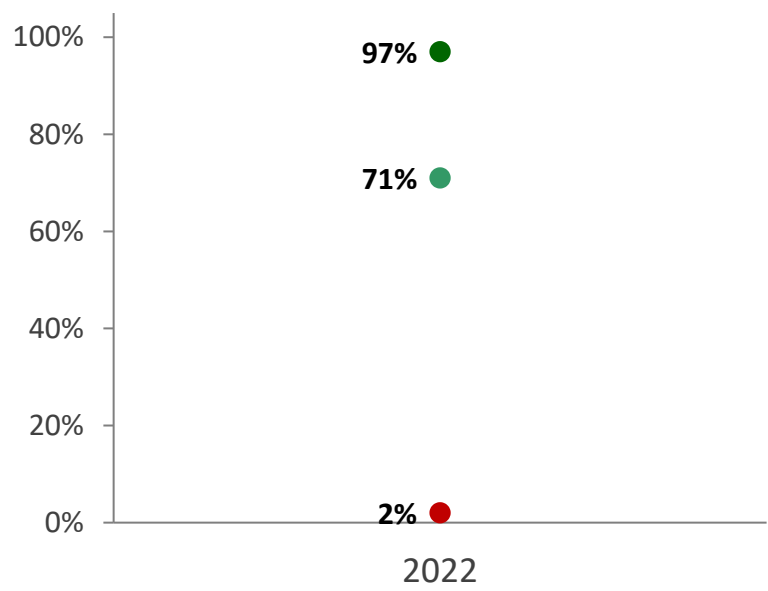
Significantly **lower** % than other subgroups at 95% confidence level

How safe or unsafe do you feel when outside in your local area during the day?
 Excluding Don't know Base: 400

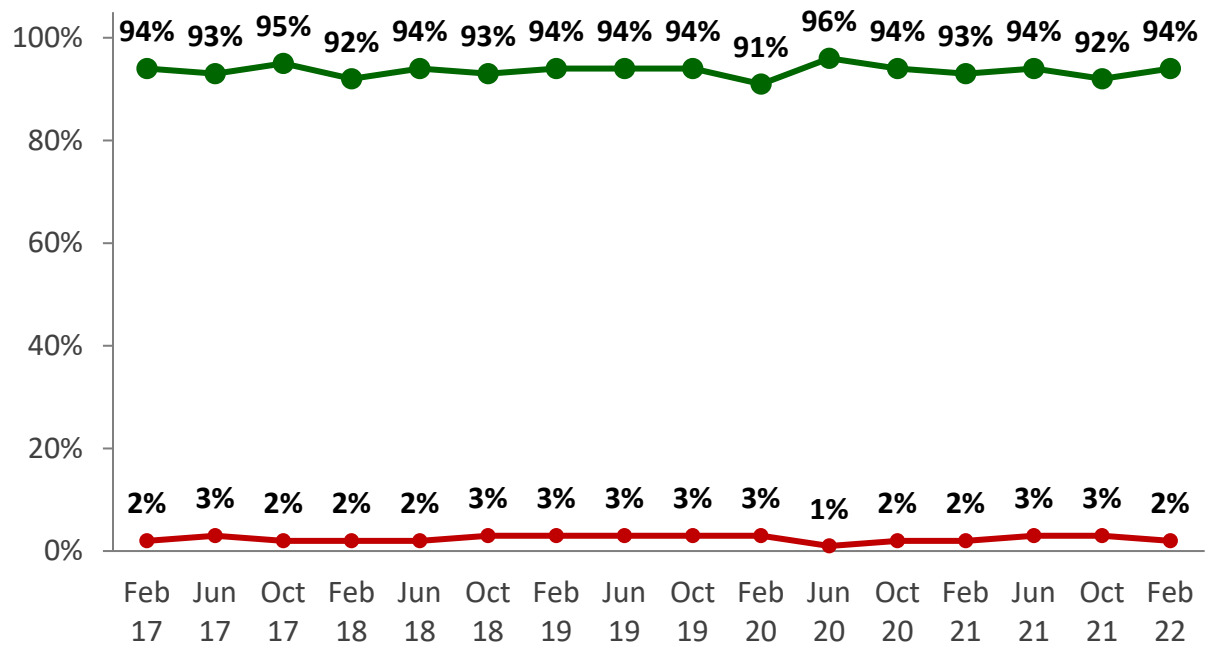
Perception of safety in local area during the day – time series data & benchmarks

- Overall safety perceptions are broadly consistent with national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over).
- The proportion feeling unsafe is consistent with national perceptions.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+

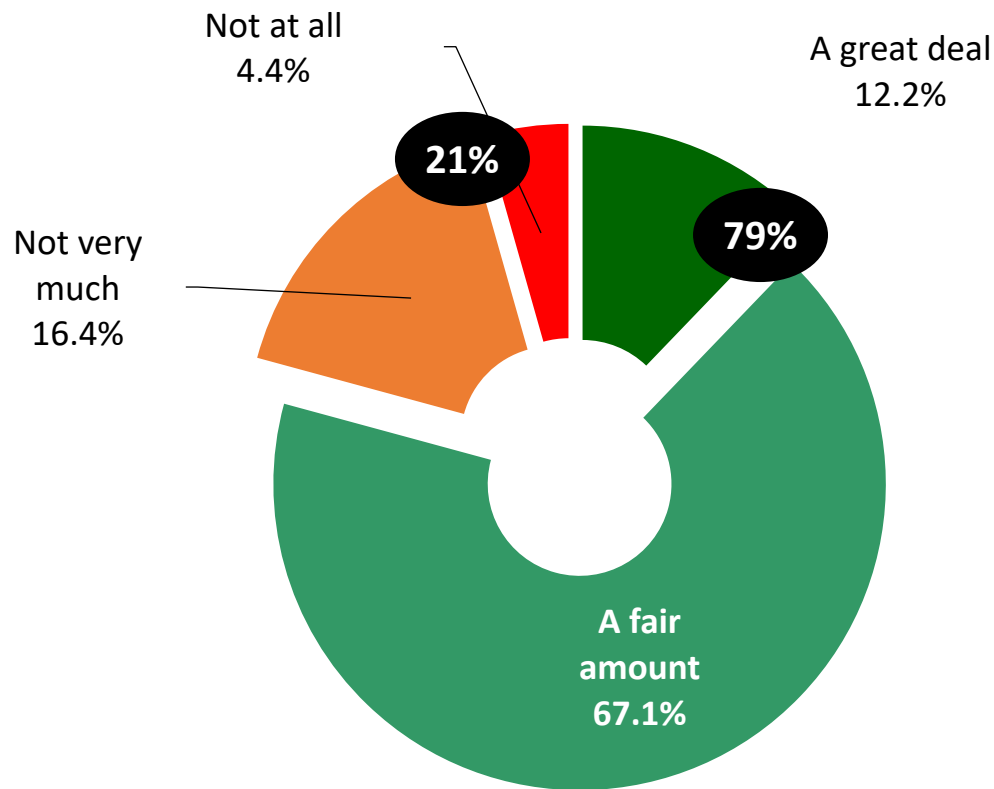


—●— Very / fairly safe %
 —●— Very safe %
 —●— Very / fairly unsafe %

How safe or unsafe do you feel when outside in your local area during the day?
 Base: Breckland Resident Survey, n=400; Base: LG Inform National Quarterly polling, 1,000 per wave

Extent residents trust Breckland District Council

- Over three quarters (79%) indicated they trust Breckland District Council a great deal (12%) or a fair amount (68%).
- Over one in five (21%) do not trust Breckland District Council very much or not at all.
- There are no significant differences observed by demographic group.

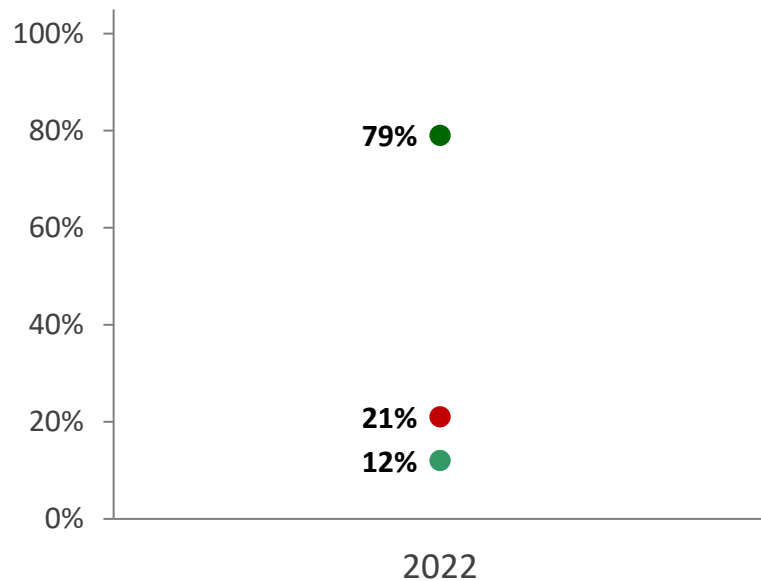


	Net % Great Deal / Fair Amount
Male	77%
Female	81%
Aged 16-34	83%
Aged 35-54	82%
Aged 55-64	71%
Aged 65 & over	77%
Working	78%
Not working (excl retired)	87%
Retired	79%

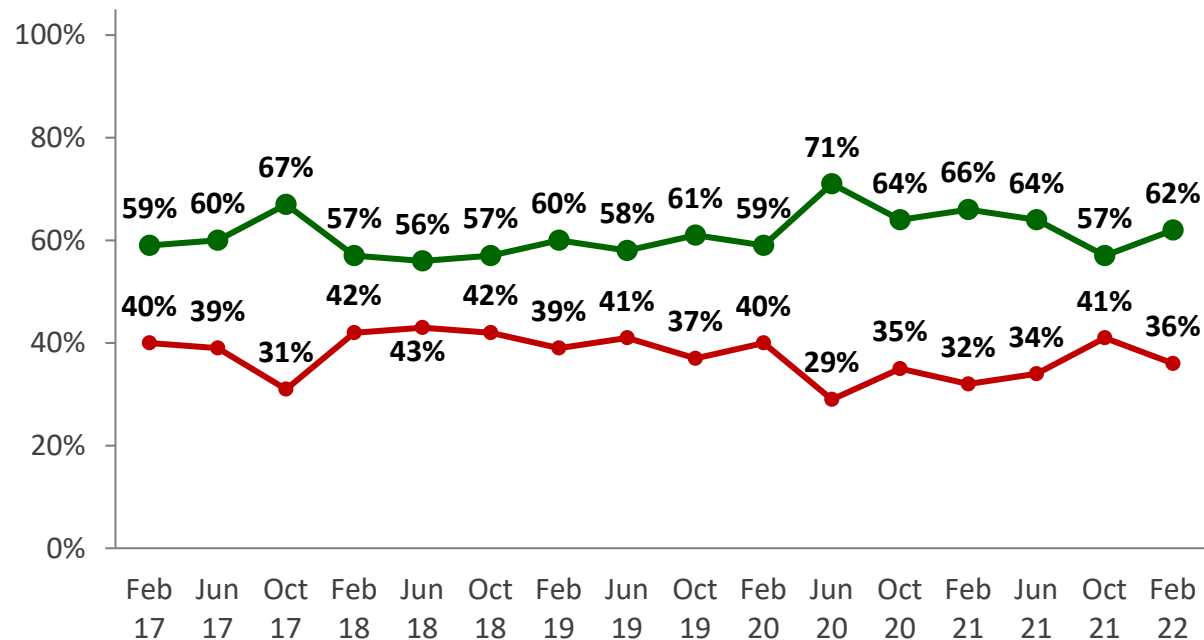
Trust council – time series data & benchmarks

- The proportion selecting a great deal / fair amount is significantly higher than national perceptions observed in the LG Inform national polling (a quarterly survey of 1,000 British adults aged 18 & over). Although it should be noted that national perceptions are somewhat variable for trust compared to other metrics.
- The difference between the proportions selecting not very much / not at all is also significant.

Breckland Resident Survey, adults 16+



LG Inform National Quarterly polling, British adults 18+



—●— Great deal / fair amount %
 —●— Great deal %
 —●— Not very much / not at all %

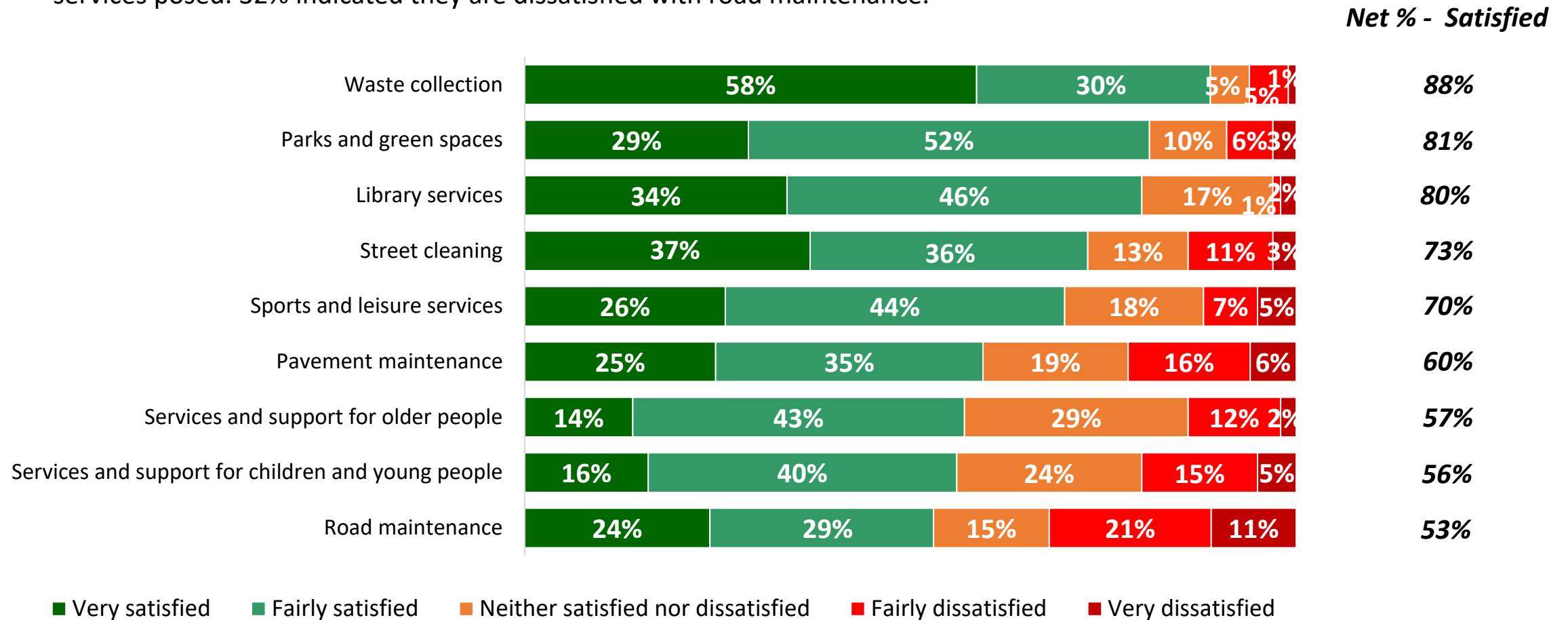
Please note LG Inform data contains 'don't know' responses, circa 3% of responses

How much do you trust Breckland District Council?

Base: Breckland Resident Survey, n=362; Base: LG Inform National Quarterly polling, 1,000 per wave

Satisfaction with Breckland District Council services

- Satisfaction is highest for waste collection, parks and green spaces and library services. At least seven in ten are satisfied with street cleaning and sports and leisure services.
- Satisfaction is lower for pavement maintenance, services and support for older people and services and support for children and young people; although it should be noted that a significant proportion selected neither for the support services posed. 32% indicated they are dissatisfied with road maintenance.



Proportion 'satisfied' with Breckland District Council services - by age

- Few significant differences observed when comparing overall satisfaction levels by age group.
- Satisfaction with libraries is highest amongst residents aged 35-54 and satisfaction with road maintenance is lowest amongst residents aged 35-54.

% very / fairly satisfied	Aged 18 - 34	Aged 35 - 54	Aged 55 - 64	Aged 65 & over
Waste collection	92%	85%	92%	88%
Parks and green spaces	85%	80%	73%	84%
Library services	84%	87%	76%	70%
Street cleaning	78%	73%	70%	71%
Sports and leisure services	71%	73%	66%	63%
Pavement maintenance	64%	59%	57%	57%
Services and support for older people	58%	57%	56%	57%
Services and support for children and young people	59%	55%	44%	61%
Road maintenance	58%	45%	50%	59%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Proportion 'very satisfied' with Breckland District Council services - by age

- When focusing on the proportion 'very satisfied' only, a significantly higher proportion of residents aged 55 & over are satisfied with waste collection.
- A significantly lower proportion of residents aged 55-64 are satisfied with services and support for older people.

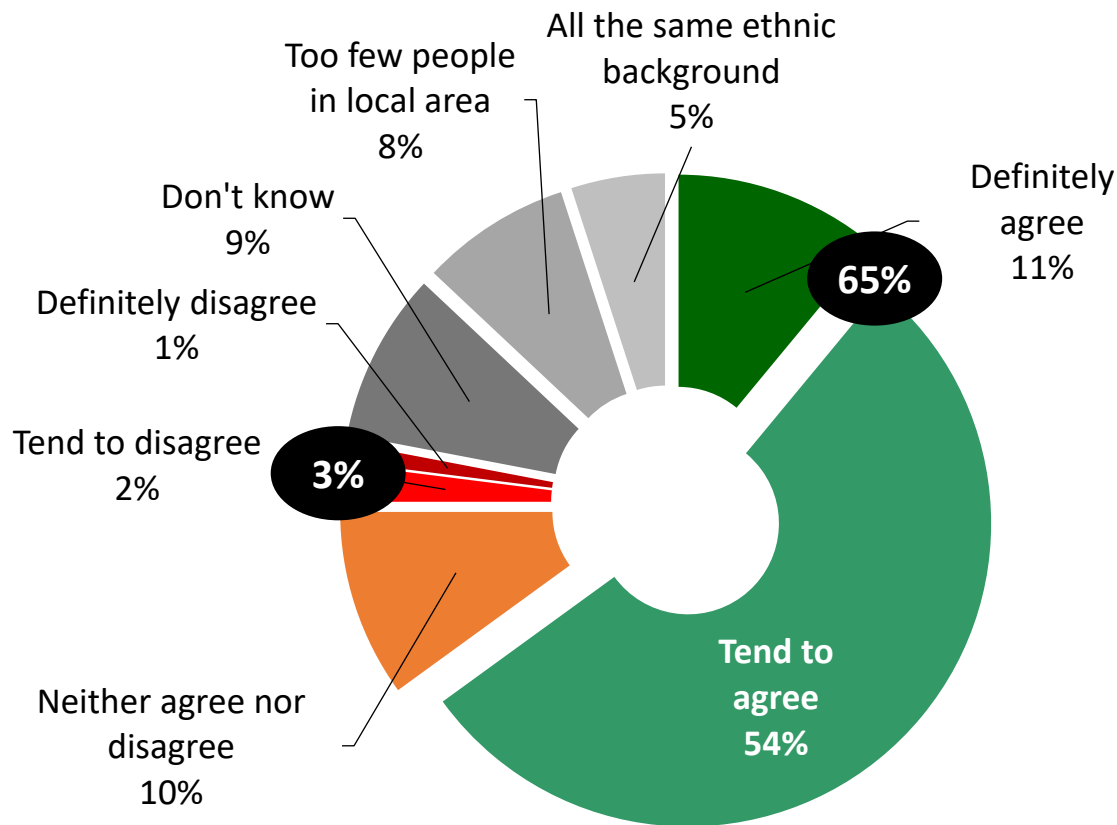
% very satisfied	Aged 16 - 34	Aged 35 - 54	Aged 55 - 64	Aged 65 & over
Waste collection	44%	59%	62%	71%
Parks and green spaces	23%	37%	27%	28%
Library services	31%	39%	26%	37%
Street cleaning	35%	39%	37%	36%
Sports and leisure services	22%	27%	29%	28%
Pavement maintenance	24%	26%	23%	25%
Services and support for older people	18%	11%	2%	21%
Services and support for children and young people	18%	13%	8%	23%
Road maintenance	25%	25%	22%	22%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Different ethnic backgrounds getting on well together

- Just under two thirds (65%) agree their local area is a place where people from different backgrounds get on well together. 3% disagree.
- Whilst satisfaction is lowest amongst residents aged 55-64, it should be noted that a higher proportion of this age group indicated they were unsure.



	Net % Agree	% don't know
Male	58%	10%
Female	71%	8%
Aged 16-34	74%	6%
Aged 35-54	70%	5%
Aged 55-64	48%	21%
Aged 65 & over	60%	8%
Working	66%	9%
Not working (excl retired)	76%	3%
Retired	56%	11%

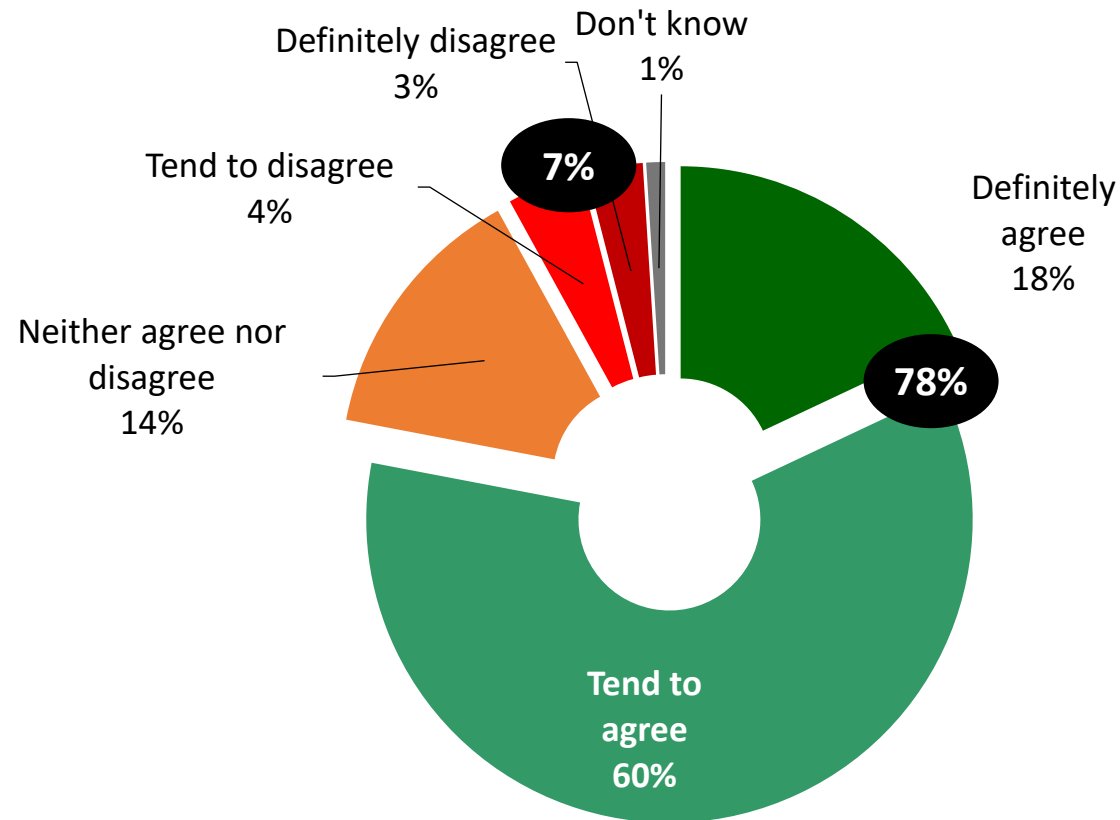
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? Excluding Don't know Base: 401

People pulling together to improve local area

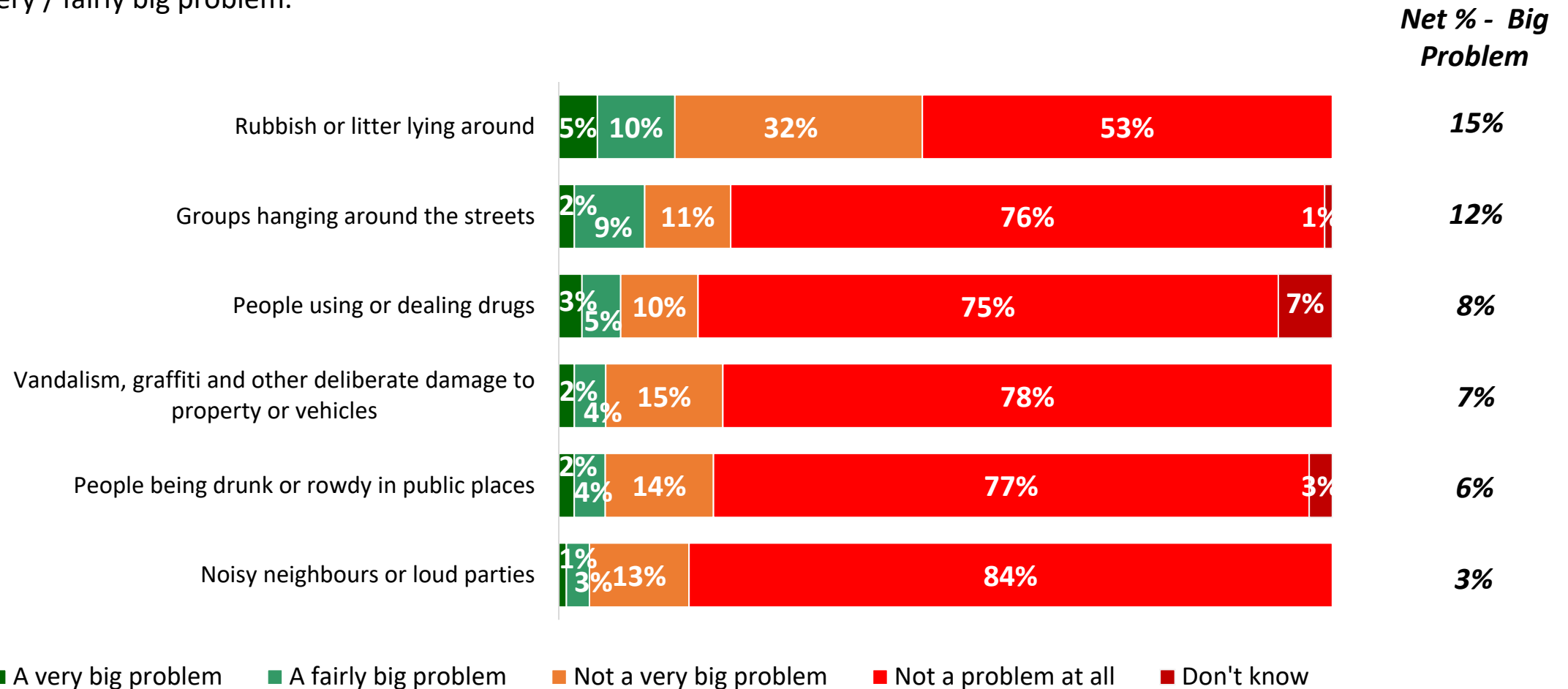
- Over three quarters (78%) agree people in their local area pull together to improve their local area.
- Under one in ten (7%) disagree.
- There are no significant differences observed by demographic group.



	Net % Agree
Male	76%
Female	80%
Aged 16-34	77%
Aged 35-54	83%
Aged 55-64	71%
Aged 65 & over	77%
Working	78%
Not working (excl retired)	78%
Retired	78%

Prevalence of anti-social behaviour issues

- The proportion indicating any of the anti-social behaviour concerns are low.
- Over one in ten indicated rubbish or litter lying around and groups hanging around the streets are a very / fairly big problem.



Prevalence of anti-social behaviour issues – ‘a big problem’ by age

- A higher proportion of residents aged 16-34 consider rubbish or litter lying around, groups hanging around the street and vandalism, graffiti and other deliberative damage to property or vehicles a problem.

% very / fairly big problem	Aged 16 - 34	Aged 35 - 54	Aged 55 - 64	Aged 65 & over
Rubbish or litter lying around	24%	13%	11%	12%
Groups hanging around the streets	20%	13%	9%	3%
People using or dealing drugs	12%	8%	9%	4%
Vandalism, graffiti and other deliberative damage to property or vehicles	13%	7%	5%	2%
People being drunk or rowdy in public places	9%	5%	7%	4%
Noisy neighbours or loud parties	5%	3%	5%	2%

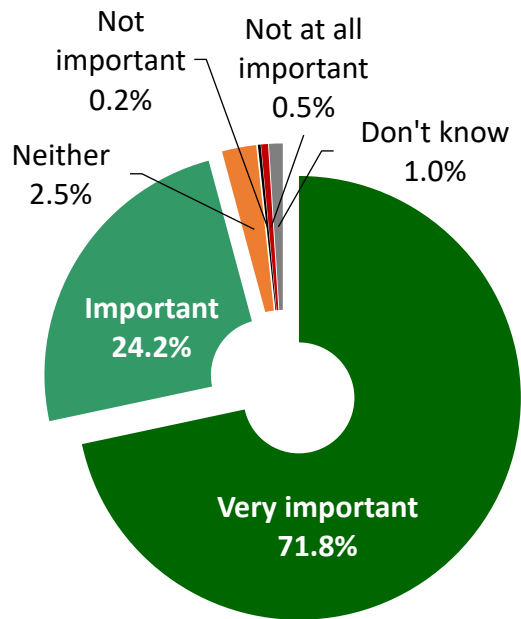
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

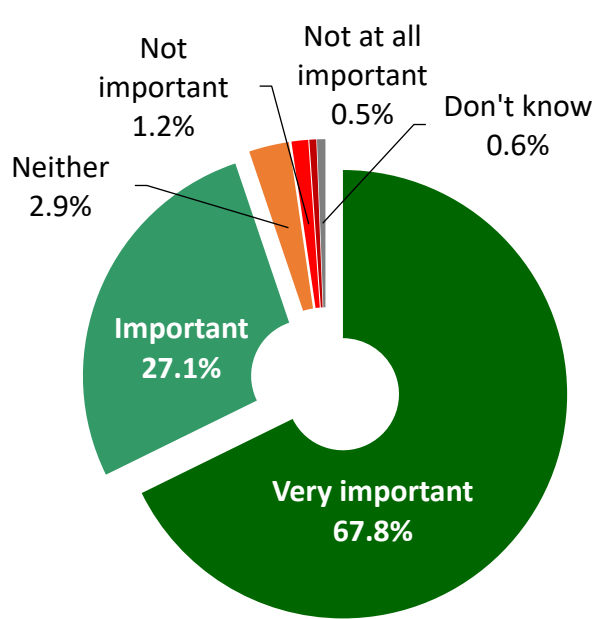
Importance of Corporate Plan promises

- The proportion rating the council’s promises of ‘supporting services for vulnerable people’ and ‘supporting the district’s economy and local jobs’ as important.
- Whilst overall importance remains high for ‘protecting the environment and helping tackle climate change’ and ‘reviewing ways of working to become more efficient, embrace digital and new ways to meet needs’, relative importance is lower than the first two promises.

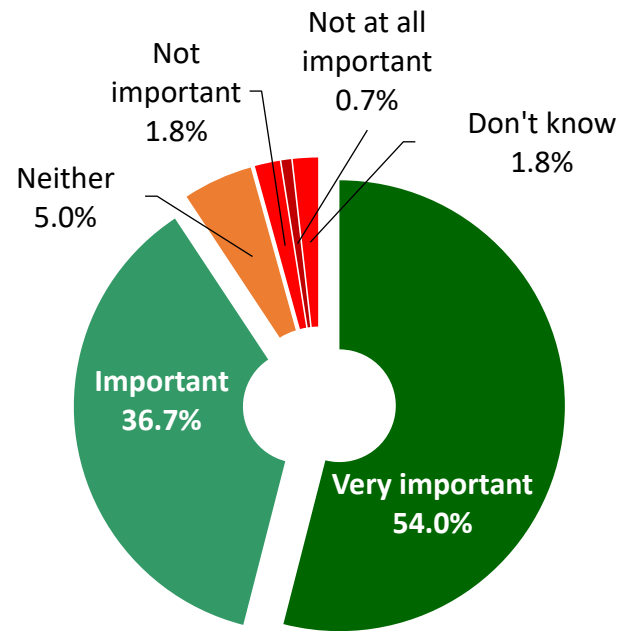
The Council should support services for vulnerable people



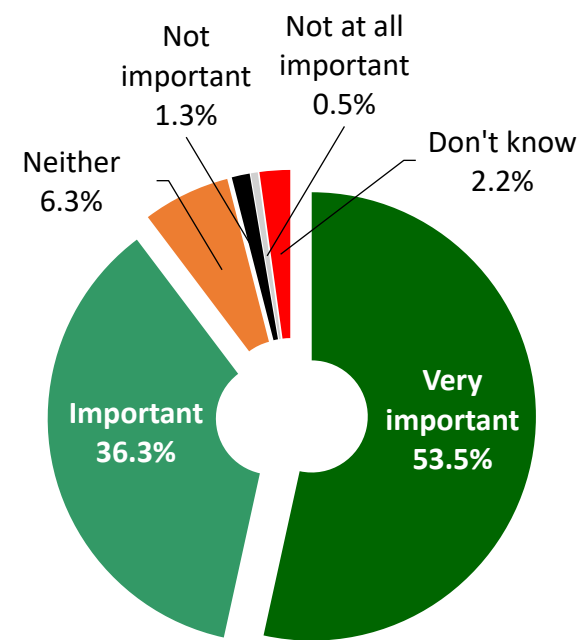
The Council should support the district’s economy and local jobs



The Council should protect the environment and help tackle climate change



The Council should review its ways of working to become more efficient, embrace digital options and find new ways to meet people’s needs



Importance of Corporate Plan promises – ‘very important’ by age

- ‘Supporting the district’s economy and local jobs’ is particularly important to residents aged 35-54.
- A lower proportion of residents aged 65 & over consider ‘protecting the environment and help tackle climate change’ and ‘reviewing its ways of working to become more efficient, embracing digital and finding new ways to meet needs’ important.

% very important	Aged 16 - 34	Aged 35 - 54	Aged 55 - 64	Aged 65 & over
The Council should support services for vulnerable people	71%	71%	75%	72%
The Council should support the district’s economy and local jobs	70%	76%	72%	54%
The Council should protect the environment and help tackle climate change	58%	59%	59%	40%
The Council should review its ways of working to become more efficient, embrace digital options and find new ways to meet people’s needs	60%	61%	55%	38%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

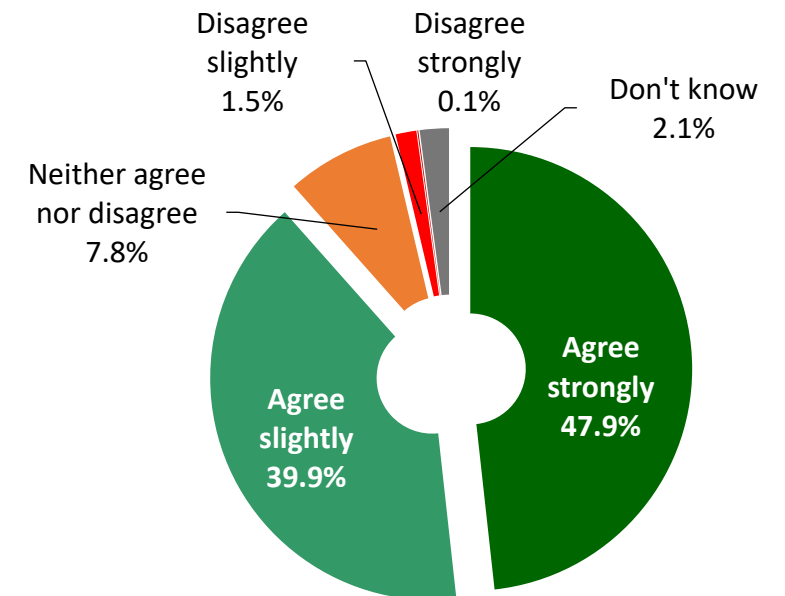
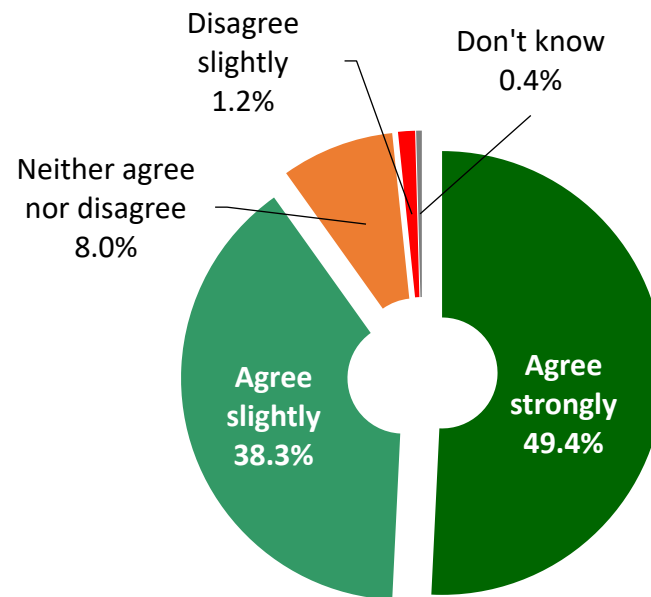
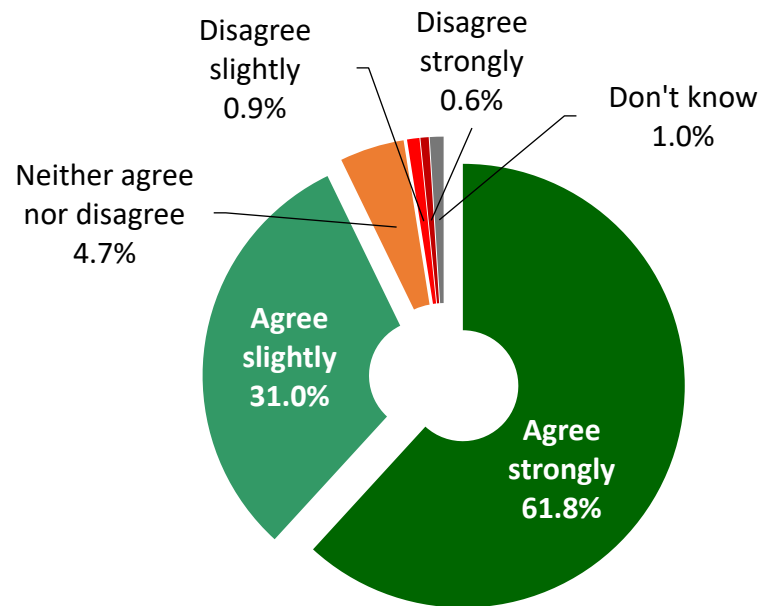
Agreement with climate change strategy statements

- Agreement is highest with the council ‘developing new planning standards so future homes have the best possible energy efficiency and the least impact on the environment’.
- Just under half strongly agree the council ‘should raise awareness of the impact climate change and the ways residents and businesses can reduce their emissions’ and ‘support local communities to develop their own projects to reduce emissions.’

The Council should develop new planning standards so future homes have the best possible energy efficiency and the least impact on the environment

The Council should support local communities to develop their own projects to reduce emissions

The Council should raise awareness of the impact climate change and the ways residents and businesses can reduce their emissions



Agreement with climate change strategy statements – ‘agree’ by age

- There are no significant differences in agreement with climate strategy statements by age group.

% agree strongly / slightly	Aged 16 - 34	Aged 35 - 54	Aged 55 - 64	Aged 65 & over
The Council should develop new planning standards so future homes have the best possible energy efficiency and the least impact on the environment	94%	94%	94%	89%
The Council should support local communities to develop their own projects to reduce emissions	91%	89%	89%	82%
The Council should raise awareness of the impact climate change and the ways residents and businesses can reduce their emissions	92%	88%	88%	83%

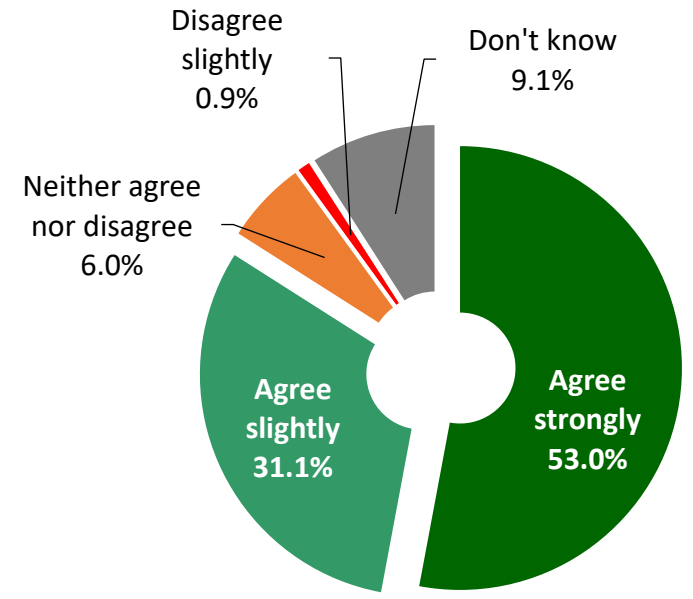
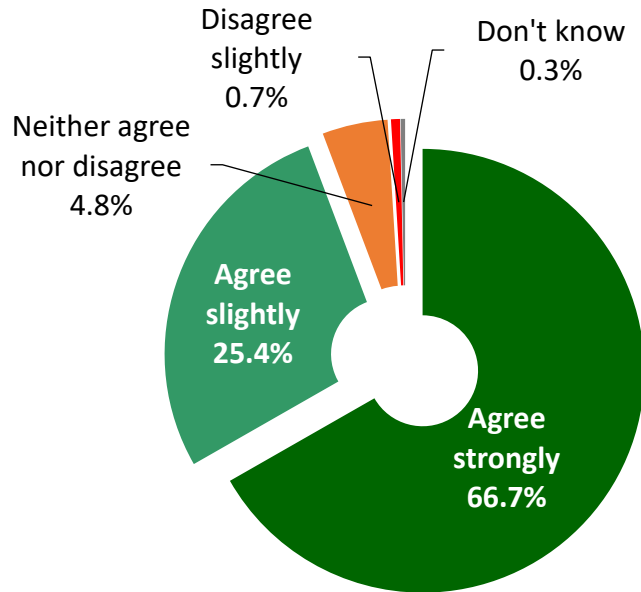
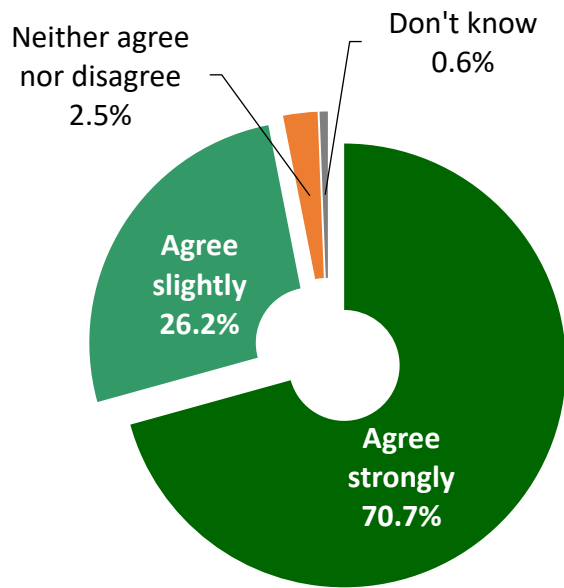
Agreement with budget priorities

- Agreement is highest with the council ‘continuing to change and improve the way it provides services to make them more efficient’ and ‘continuing to change and improve the way it provides services to make them more efficient’.
- Just over half strongly agree the council ‘should always look to make savings from the back office and bureaucracy so it can continue to invest in services used by the public’.

The Council should continue to change and improve the way it provides services to make them more efficient

The Council should continue to generate income by renting out properties it owns to help pay for the services it provides to residents

The Council should always look to make savings from the back office and bureaucracy so it can continue to invest in services used by the public



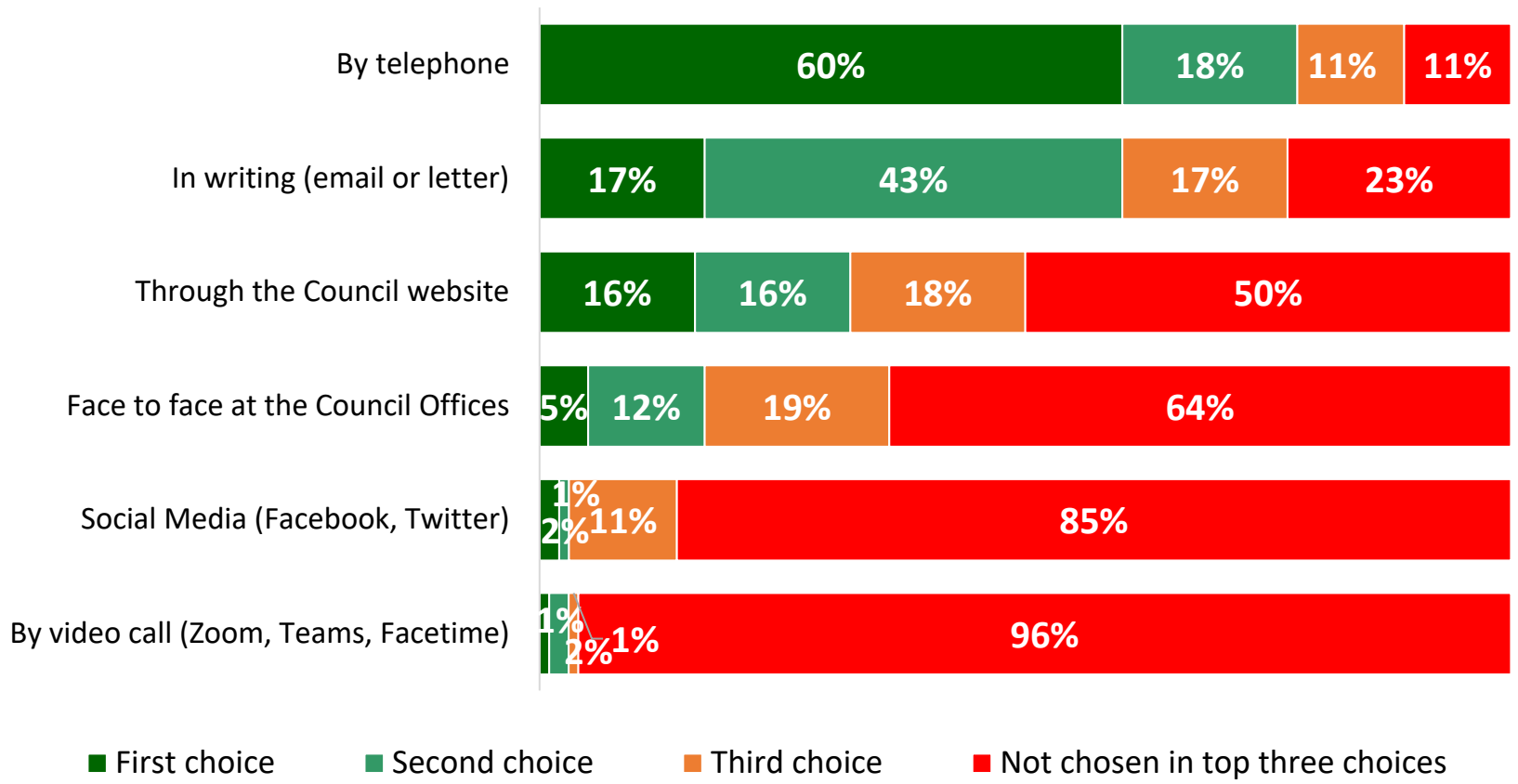
Agreement with budget priorities – ‘agree strongly’ by age

- A higher proportion of residents aged 16-34 agree the council should ‘continue to generate income by renting out properties it owns’ and ‘always look to make savings from the back office and bureaucracy so it can continue to invest’.
- A lower proportion of residents aged 55 & over agree the council should ‘always look to make savings from the back office and bureaucracy so it can continue to invest’.

% agree strongly	Aged 16 - 34	Aged 35 - 54	Aged 55 - 64	Aged 65 & over
The Council should continue to change and improve the way it provides services to make them more efficient	97%	97%	97%	96%
The Council should continue to generate income by renting out properties it owns to help pay for the services it provides to residents	94%	90%	82%	80%
The Council should always look to make savings from the back office and bureaucracy so it can continue to invest in services used by the public	89%	90%	76%	77%

Preferences for contacting Breckland Council

- Telephone and contact in writing are most common preferences amongst residents, followed by the council website. Few rate social media or video calls in the first or second choice of contact.
- Whilst all age groups indicate telephone as a first choice, there are stark contrasts in preferences by age group.



60% of 35-54 year old, 67% of 55-64 year old and 68% of 65+ year olds residents rated telephone website as their first choice

28% of residents aged 65 & over rated face to face contact as their first or second choice

40% of 16-34 year old and 39% of 35-54 year olds residents rated the website as their first or second choice

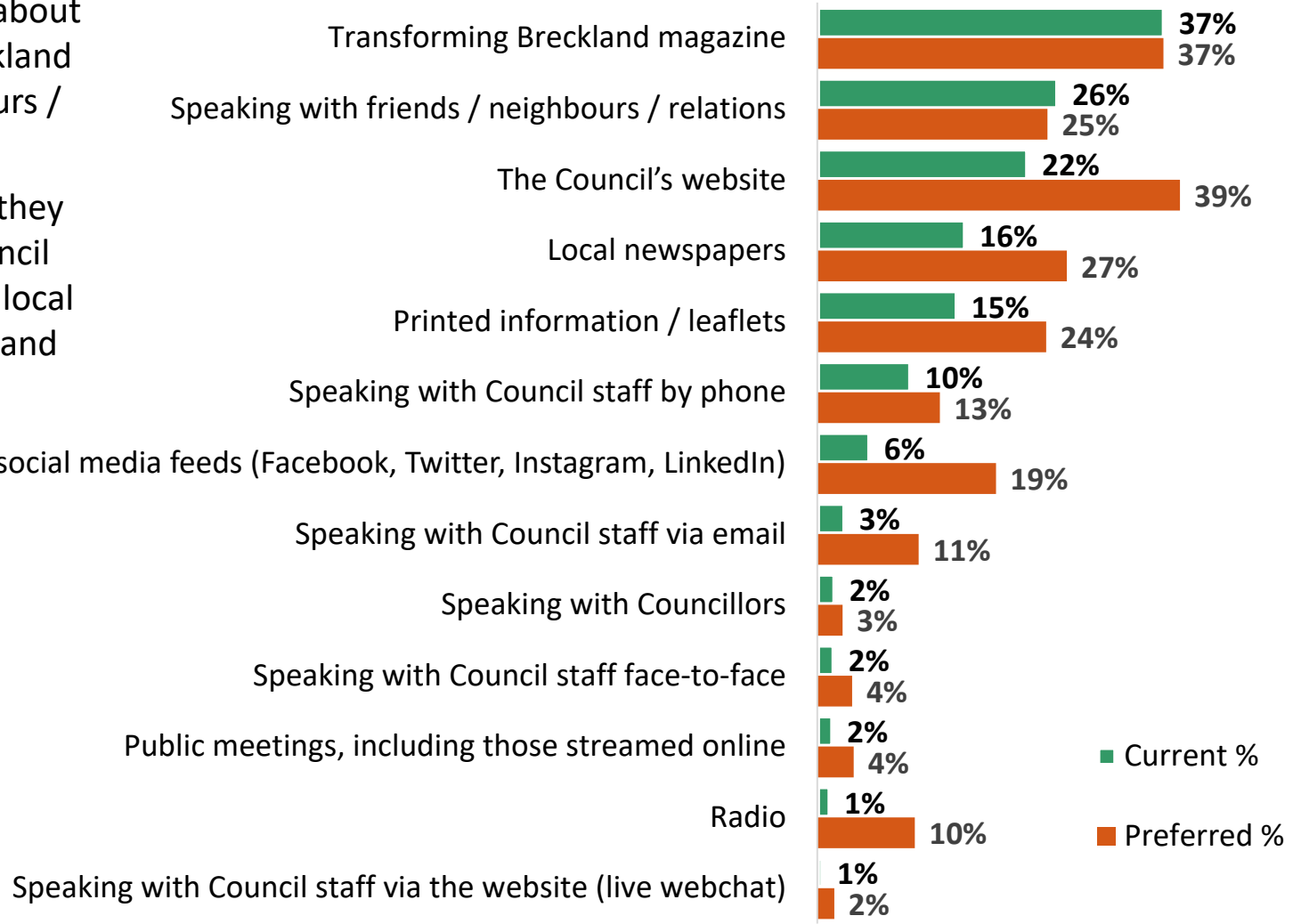
Means of keeping informed about council services or issues

- Current preferences for keeping informed about council services are the Transforming Breckland magazine, speaking with friends / neighbours / relations and the council’s website.
- A higher proportion of residents indicated they would prefer to see information about council services or issues on the council’s website, local newspapers, printed information / leaflets and the council’s social media feeds.

54% of 16-34 year olds and 45% of 35-54 year olds would prefer to see information on the council’s website

34% of 16-34 year olds and 24% of 35-54 year olds would prefer to see information on the council’s social media feeds

38% of 65+ year olds would prefer to see information in local newspapers



In the last six months, which of these, if any, have informed you about council services or issues? / From which of the following do you prefer to hear / see information about council services or issues? Base: 401

