



Cambridgeshire
County Council

Business Plan 2019-24

Section 5

Consultation Results Summary





Business Plan Consultation

**Cambridgeshire County
Council**

**Draft report v1
January 2019**



Contents Page

Project details and acknowledgements	3
Executive summary	4
Background.....	7
Who we spoke to	10
Results.....	11
Conclusion and recommendations	34
Appendix A: Questionnaire	37
Appendix B: Data tables.....	43

Project details and acknowledgements

Title	Business Plan Consultation
Client	Cambridgeshire County Council
Project number	18114
Authors	Sophi Ducie Sam Jones
Research Manager	Sophi Ducie
Reviewed by	David Chong Ping

M•E•L Research

2nd Floor, 1 Ashted Lock, Birmingham Science Park Aston, Birmingham. B7 4AZ

Email: info@melresearch.co.uk

Web: www.melresearch.co.uk

Tel: 0121 604 4664



BUDGET CONSULTATION 2018 - Executive summary



Cambridgeshire
County Council

Like all councils, Cambridgeshire County Council faces the major challenge of shrinking budgets along with rising costs and increased demand on services. This means that the Council has to do a lot more with less money. To better understand residents' views on services and to inform the Council's transformation plans, Cambridgeshire County Council commissioned M·E·L Research to undertake a public survey on their behalf.

A doorstep survey was carried out with residents which was representative by district, age group and gender to the county as a whole. The fieldwork took place between 28th November - 19th December 2018 and 1,106 residents responded to the survey. The section presents the key findings of the research.

Level of support for proposals (% fully support / support)



Moving people with learning disabilities closer to home, which is usually better for the person and provides opportunities for savings



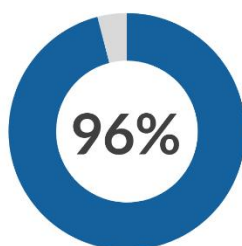
Increasing the number of Cambridgeshire foster carers to improve the lives of children in care



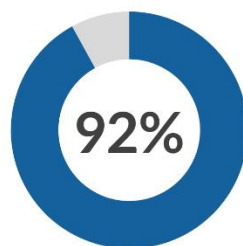
Supporting people with learning disabilities to move from fully residential care to independent supported living



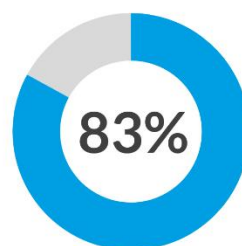
Focus on stable placements for children in care, so that they can build longer term relationships and the cost of change is reduced



Continue to invest to generate income which will support the delivery of public services (e.g. renewable energy schemes and commercial properties which return an income stream)



Be more commercial in areas where the Council can generate income (e.g. trading advertising, sponsorship) which can then be used to reinvest into supporting our public services



Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies

n=1,068 - 1,095

Legend: theme of support

Improving support to prevent people from needing more costly services later on.

Sharing more services or job roles with other councils.

Looking to become a more commercial Council; seeking new opportunities to earn money or putting some services on to a commercial footing.

Key areas of focus for the Council (top 4 options selected)

58%



Supporting volunteers by offering grants to increase opportunities for local activities

51%



Supporting communities to take actions that help the Council to save money and/or improve lives

41%



Encouraging communities to get involved in designing and delivering Council services together with CCC

41%



Encouraging individuals to increase their involvement supporting the local community

n=1,106

Additional actions to support the community (% very likely / somewhat likely)

71%

Take actions that help you to be healthier and more active

69%

Support others to be healthier and more active

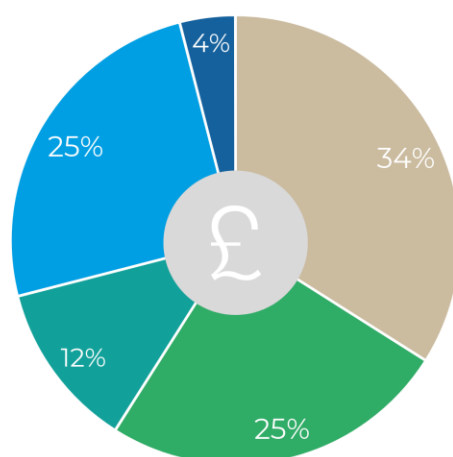
63%

Support local groups working on environmentally friendly schemes



n=1,084 - 1,091

Council Tax (% fully support / support)

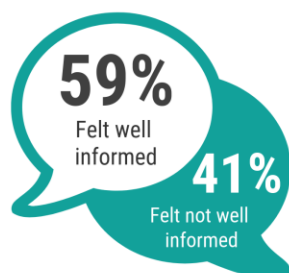


66% in support of a Council Tax increase

- Option 1 - Not increasing Council Tax.
- Option 2 - Only raising the Adult Social Care Precept of 2%.
- Option 3 - Only having a general increase in Council Tax of 2% & not raising the ASCP.
- Option 4 - Raising both the ASCP & having a general increase in Council Tax. A total increase of 4%.
- Option 5 - Increasing council tax by more than 4%.

n=1,080

Being kept informed and quality of life



n=1,071

Most important to the quality of life: (mean score out of 10)



mean score:

9.57

Feeling safe in the local area



mean score:

9.45

Having access to health services



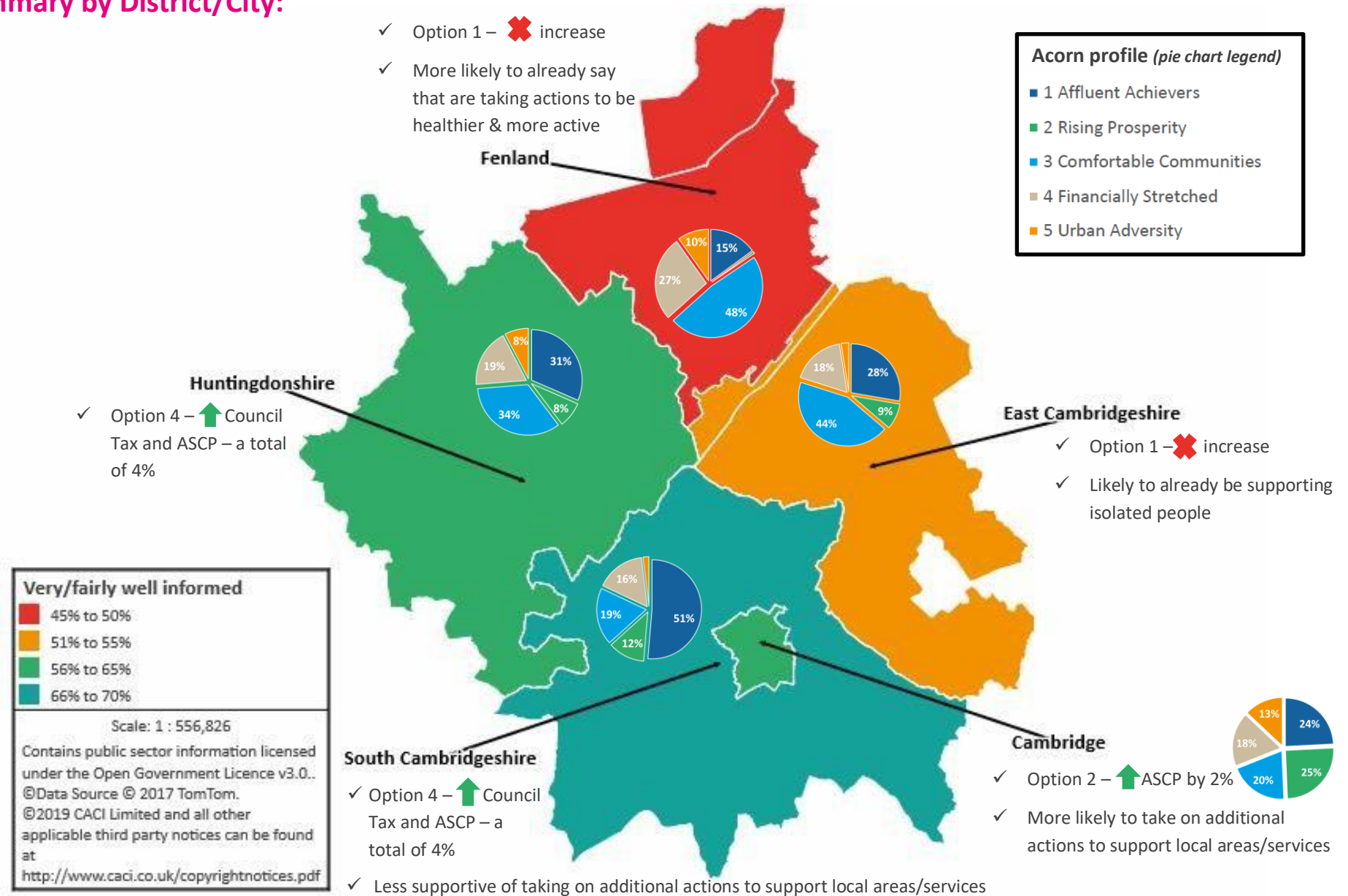
mean score:

9.25

The quality of the local environment

n=1,101 - 1,105

Summary by District/City:



Background

Context

Like all Councils across the country Cambridgeshire County Council are facing a major financial challenge. Their budget is reducing at a time when costs are rising sharply. A large increase in the demand for services, coupled with the pressures of inflation, means that they have to do a lot more with less money.

As part of the Council's Business Planning process it consults with the public to gain insight into residents' views on priorities, what the levels of council tax should be and their views on future budget proposals. To better understand residents' views on services and to inform the Council's plans, Cambridgeshire County Council commissioned M·E·L Research to undertake a public survey on their behalf. The main aims of this research were to:

- Explore the quality of life in the County and what the County should focus on to help residents to support their local community and the services the County delivers.
- Seek residents' views and the extent of support on savings and income generation approaches the County can take.
- Establish the level of support for increasing council tax.
- Understand how well-informed residents feel the County keeps them.

Methodology

A 10-minute, face-to-face (doorstep) survey was carried out by trained interviewers using a Computer Aided Personal Interview (CAPI) approach with a broad cross-section of residents during December 2018.

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 6 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, 1,106 residents participated in the survey.

Response rates and statistical significance

The achieved confidence interval gives an indication of the precision of results. With 1,106 residents having completed the survey, this returns a confidence interval of $\pm 2.94\%$ for a 50% statistic at the 95% confidence level. This simply means that if 50% of residents indicated they agreed with a certain aspect, the true figure could in reality lie within the range of 47.1% to 52.9% and that these results would be achieved 95 times out of 100.

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

Size of sample	Approximate sampling tolerances*		
	50%	30% or 70%	10% or 90%
	$\pm$	$\pm$	$\pm$
1,106 surveys	2.94	2.70	1.77

* 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.

For some questions, residents were asked to rate the importance of various aspects on a scale of 0 to 10, with 0 being 'not important' and 10 being 'very important'. Mean scores have been computed for these questions to allow comparability/ranking across the various aspects.

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

In addition, analysis for agreement/level of support questions are reported for valid responses only, excluding residents who were unable to rate their level of agreement – 'don't know' was therefore classified as non-valid response.

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

Icon glossary



▪ District



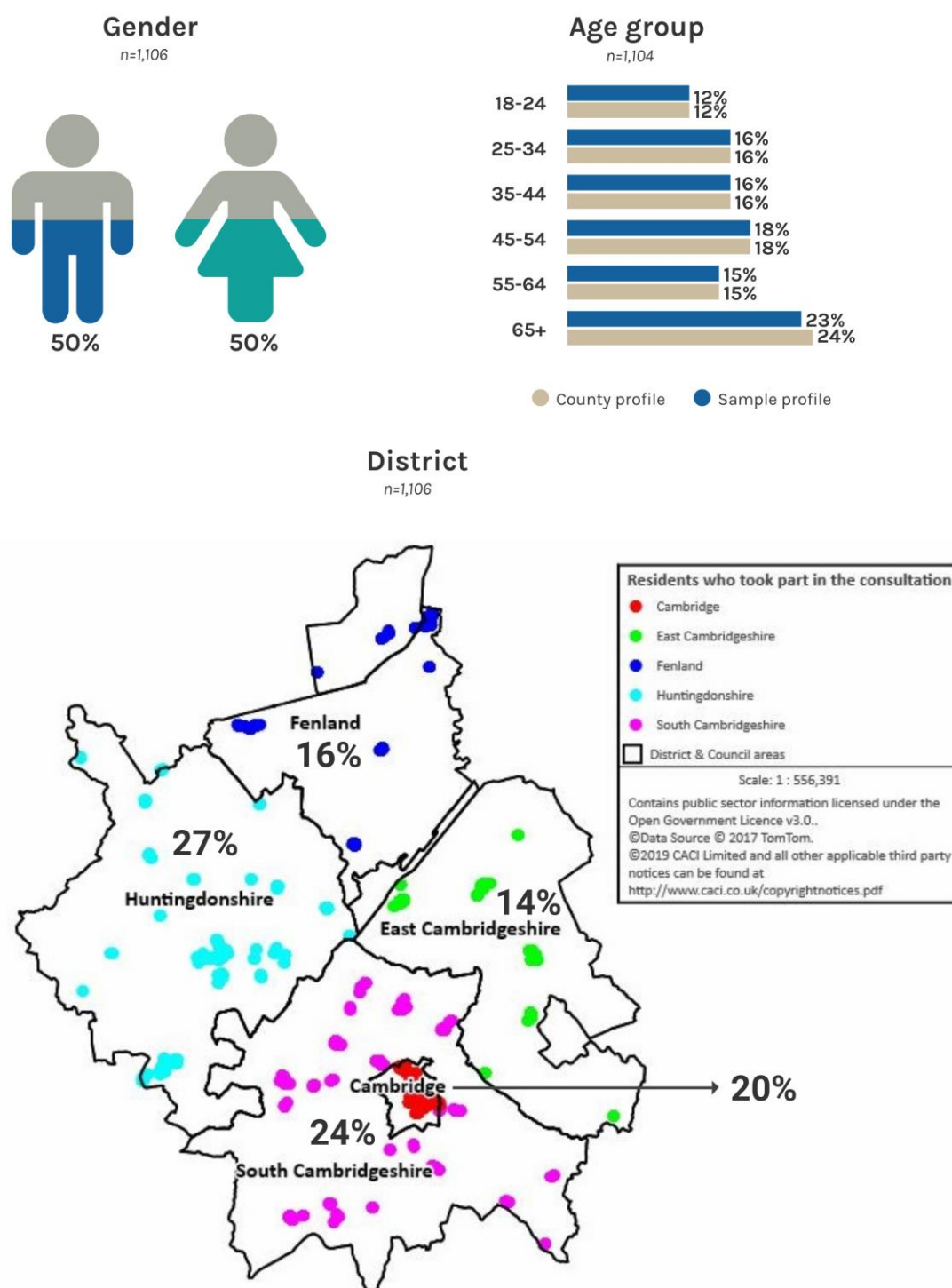
▪ Age group



▪ Gender

Who we spoke to

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



Results

Section 1: The local area

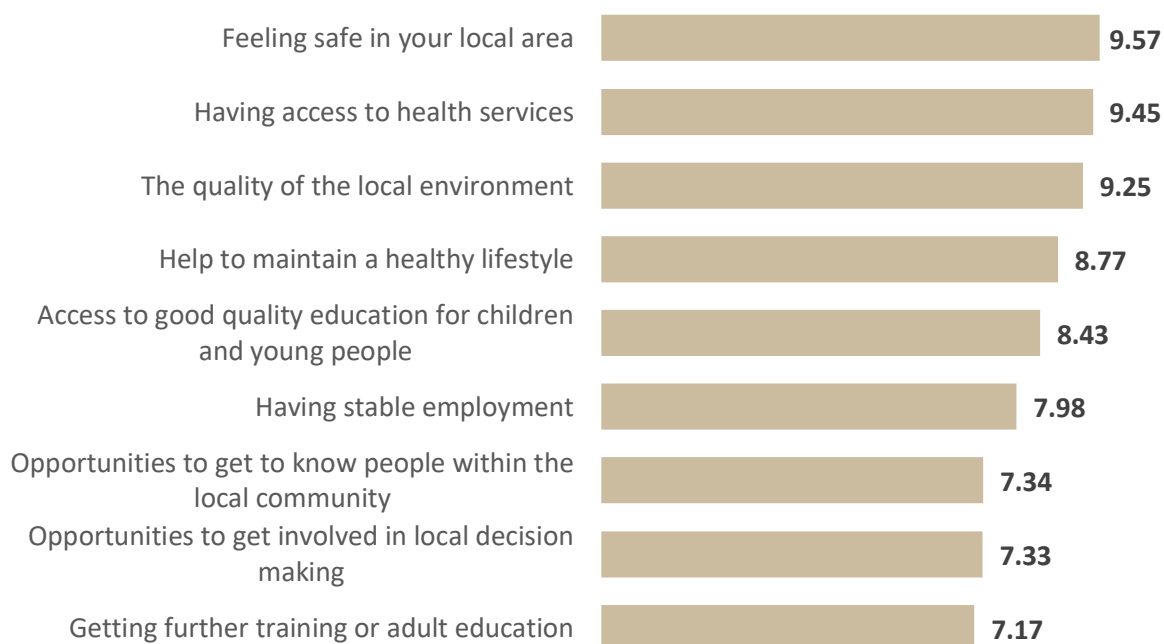
Quality of life in the County

To better understand what is important to residents and their families, residents were asked to rate the importance of various aspects on a scale of 0 to 10. With 0 being 'not important' and 10 being 'very important'. Mean scores were calculated for each statement, with a score closest to 10 being of greatest importance:

- Feeling safe in the local area, having access to health services and the quality of the local environment scored the highest, with all achieving a mean score over 9.0.
- By comparison, getting further training or adult education, opportunities to get involved in local decision making and opportunities to get to know people in the local community scored the lowest, with all achieving mean scores under 7.5.

Figure 1: How important are the following statements to the quality of life for you and your family?

Base: 1,101-1,105



There were no variations by sub-groups.

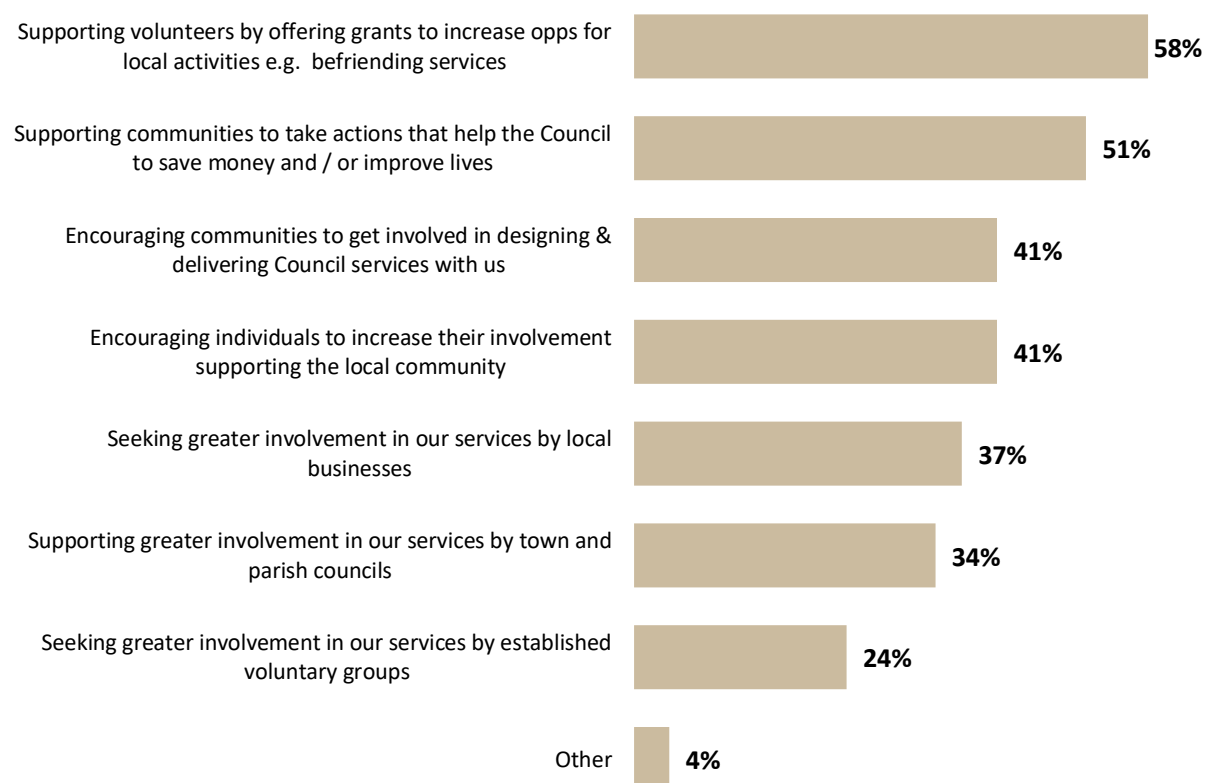
Supporting the community

Residents were then asked what the County Council should focus on to help support communities in improving their local area. Residents felt that the key areas that the County Council should focus on are:

- **58%** of residents felt the council should focus on **supporting volunteers by offering grants to increase opportunities for local activities** e.g. befriending services for older people or exercise clubs to improve health.
- **51%** of residents felt the council should focus on **supporting communities to take actions that help the Council to save money and / or improve lives.**
- **41%** of residents felt the council should focus on **encouraging communities to get involved in designing and delivering Council services together with us.**
- **41%** of residents felt the council should focus on **encouraging individuals to increase their involvement supporting the local community.**

Figure 2: What top 3 things should the council focus on to support communities to improve their local area?

Base: 1,106



When comparing these priorities by District/City, residents in all five areas felt the top two areas the County should focus on were:

- Supporting volunteers by offering grants to increase opportunities for local activities e.g. befriending services for older people or exercise clubs to improve health, and;
- Supporting communities to take actions that help the Council to save money and / or improve lives.

Residents in Cambridge City and Fenland thought the third focus areas should be 'Encouraging communities to get involved in designing and delivering Council services together with them', whilst residents in East Cambridgeshire, Huntingdonshire and South Cambridgeshire thought the third focus should be 'Encouraging individuals to increase their involvement supporting the local community'.

Table 1: Top 3 focus areas by District/City

	Cambridge City (n=222)	East Cambridgeshire (n=149)	Fenland (n=172)	Huntingdonshire (n=301)	South Cambridgeshire (n=260)	Overall position
Supporting volunteers by offering grants to increase opportunities for local activities	62%	56%	59%	59%	52%	1 st
Supporting communities to take actions that help the Council to save money and / or improve lives	50%	51%	52%	52%	49%	2 nd
Encouraging individuals to increase their involvement supporting the local community		47%		47%	40%	3 rd
Encouraging communities to get involved in designing & delivering Council services together with us	43%		48%			

Sub-group analysis shows that there are some significant differences by the top area of focus - *'Supporting volunteers by offering grants to increase opportunities for local activities'* – by District/City, age group and gender:

	Significantly more residents in Cambridge City (62%) thought the County should focus on this, compared to those in South Cambridgeshire (52%).
	Residents aged 18-24 (65%) were also more likely to think the County should focus on this, compared to those aged 25-34 (51%).
	Significantly more women (64%) felt that the County should focus this compared to men (51%).

Communities supporting their local area and services

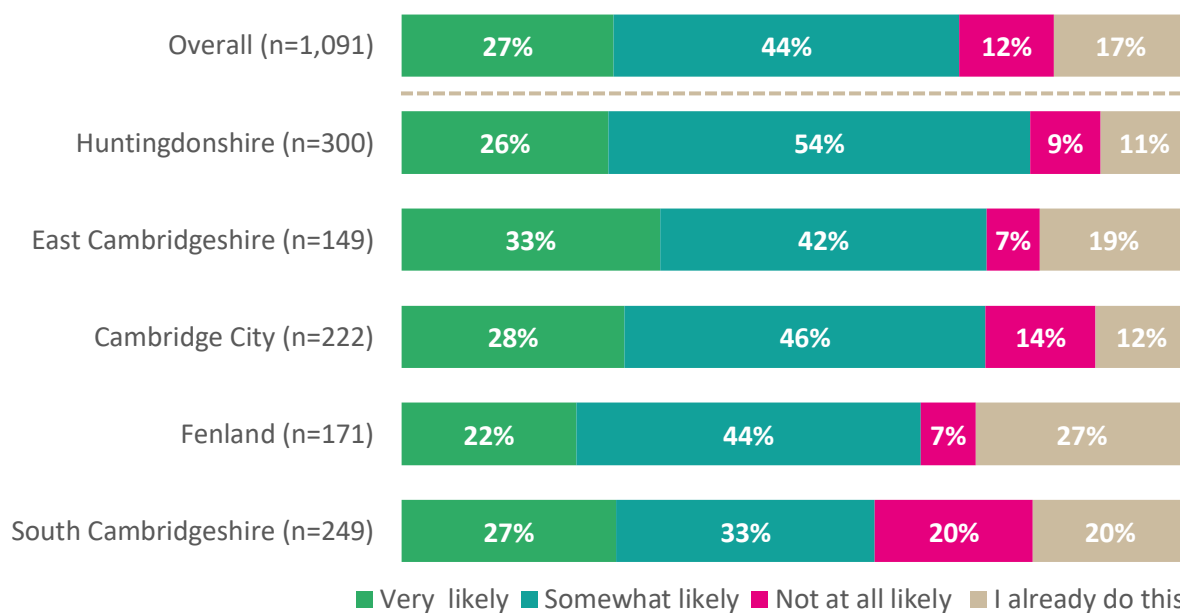
The County Council are aware that many people already volunteer to support their local communities. The County therefore wanted to understand the likelihood of residents taking on additional actions to support their local community and local services:

1. Being healthier and more active

- Overall **71%** claim they were either 'very' (27%) or 'somewhat' (44%) likely to take actions that **help themselves to be healthier and more active**. 17% said they already do this and 12% said it was not at all likely they would do this.

When comparing by District/City, residents in Huntingdonshire were more likely to claim to take on this additional action; 80% stating 'very' or 'somewhat' likely. Residents in Fenland were more likely to claim that they already do this action (27%), whilst residents in South Cambridgeshire were more likely to say that they are not at all likely to do this action (20%).

Figure 3: Likelihood of residents being healthier and more active overall and by District/City



Further sub-group analysis shows that there are some statistically significant differences with residents willing to be healthier and more active by District/City and age group:

	Residents in Huntingdonshire (80%), East Cambridgeshire (75%) and Cambridge City (74%) were significantly more likely to take on this action compared to South Cambridgeshire at 60%.
---	--



The older age groups (55+) were significantly less likely to say they would take on this action compared to the younger age groups. For example, 79% of 25-34 year olds were willing to take on this additional action, compared to 63% of residents aged 65+.

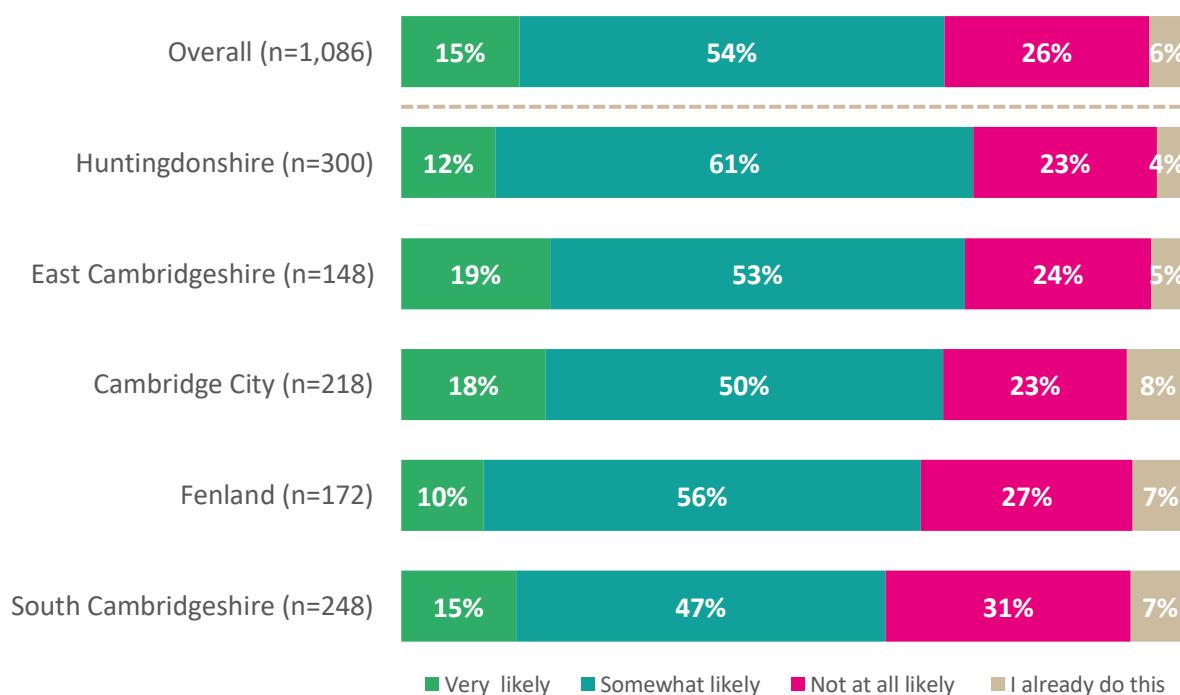
2. Supporting others to be healthier and more active

- Overall **68%** were either 'very' or 'somewhat' likely to take actions to **support others to be healthier and more active**. 6% said they already do this and 26% said it was not at all likely they would do this.

When compared by District/City:

- Residents in Huntingdonshire were more likely to say were either 'very' or 'somewhat' likely to take on this action.
- Whilst residents in South Cambridgeshire were more likely to say that they were very unlikely to take on this action.

Figure 4: Likelihood of residents supporting other to be healthier and more active overall and by District/City



Sub-group analysis shows that there are some significant differences with residents supporting others to be healthier and more active by District/City and age group:

	Residents in East Cambridgeshire (72%) and Huntingdonshire (73%) were significantly more likely to take on this action compared to those in South Cambridgeshire (62%).
	The younger age group (18-34) and 55-64 age group were significantly more likely to take on this action compared to the older (65+) age group. For example, 73% of residents aged 25-34 would be willing to take on this additional action, compared to 61% of the 65+ age groups willing to do this.

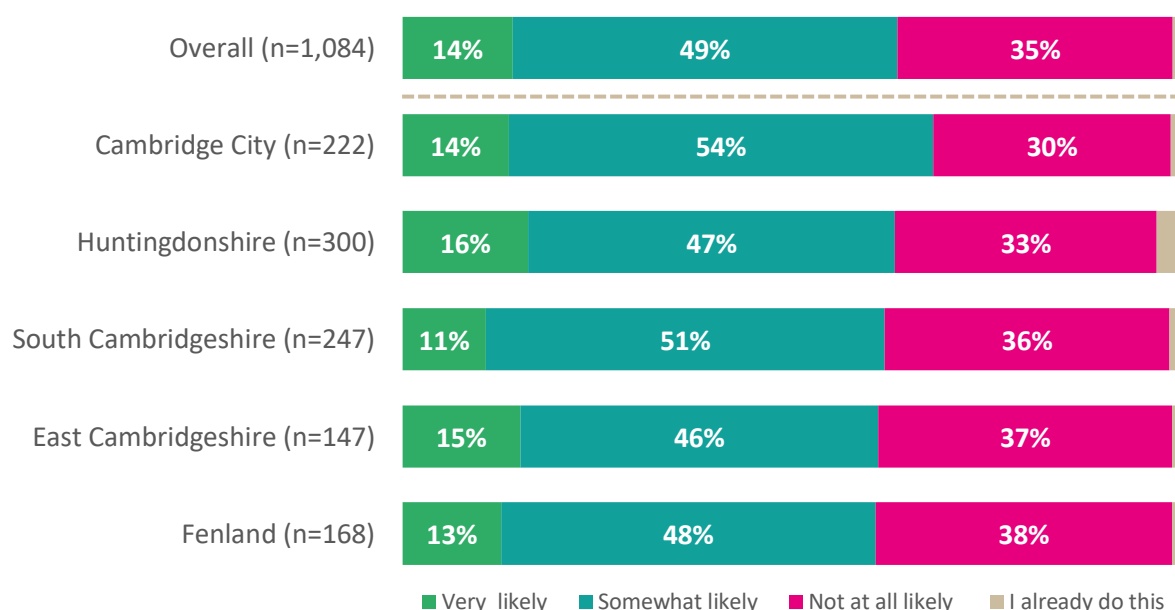
3. Supporting local groups working on environmental schemes

- Overall **63%** were either 'very' (14%) or 'somewhat' (49%) likely to **support local groups working on environmentally friendly schemes**. 3% said they already do this and 35% said it was not at all likely they would do this.

When compared by District/City:

- Results are consistent across the five local areas, although slightly more Cambridge City residents were more likely to take on this action compared to residents from Fenland.

Figure 5: Likelihood of residents supporting local groups working on environmental schemes overall and by District/City



Sub-group analysis shows that there are some significant differences by age group:



The older age group (65+) were significantly less likely to say they would take on this additional action compared to the other age groups. For example, 70% of residents aged 18-24 would be willing to take on this additional action, compared to 53% of those aged 65+.

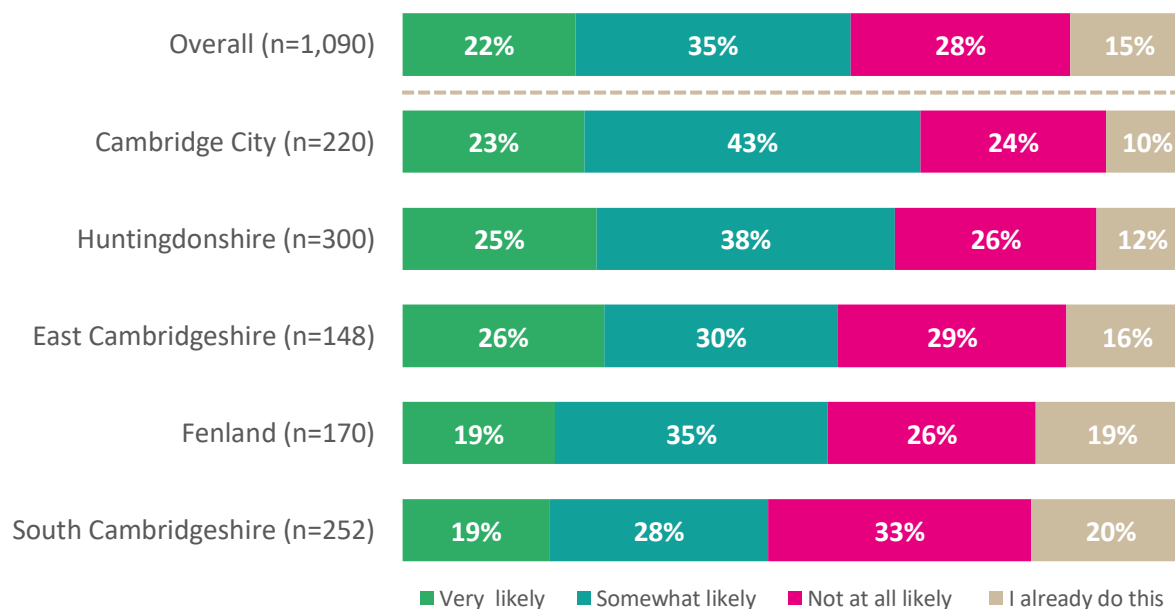
4. Interacting with services online

- Overall **57%** were either 'very' (22%) or 'somewhat' (35%) likely to **interact with local services online rather than face-to-face**. 15% said they already do this and 28% said it was not at all likely they would do this.

When compared by District/City:

- Residents in Cambridge City were more likely take on this additional action.
- Whilst residents in South Cambridgeshire were least likely to take on this additional action.

Figure X: Likelihood of residents interacting with services online overall and by District/City



Sub-group analysis shows that there are some significant differences by District/City and age group:

	Residents in Cambridge City were significantly more likely to take on this additional action compared to the other districts. For example, 66% of residents in Cambridge City are willing to take on this additional action, compared to 46% living in South Cambridgeshire.
	As age increases, the likelihood that residents will take on this additional action decreases. For example, 75% of residents aged 25-34 would be willing to do this, compared to just 31% of those aged 65+.

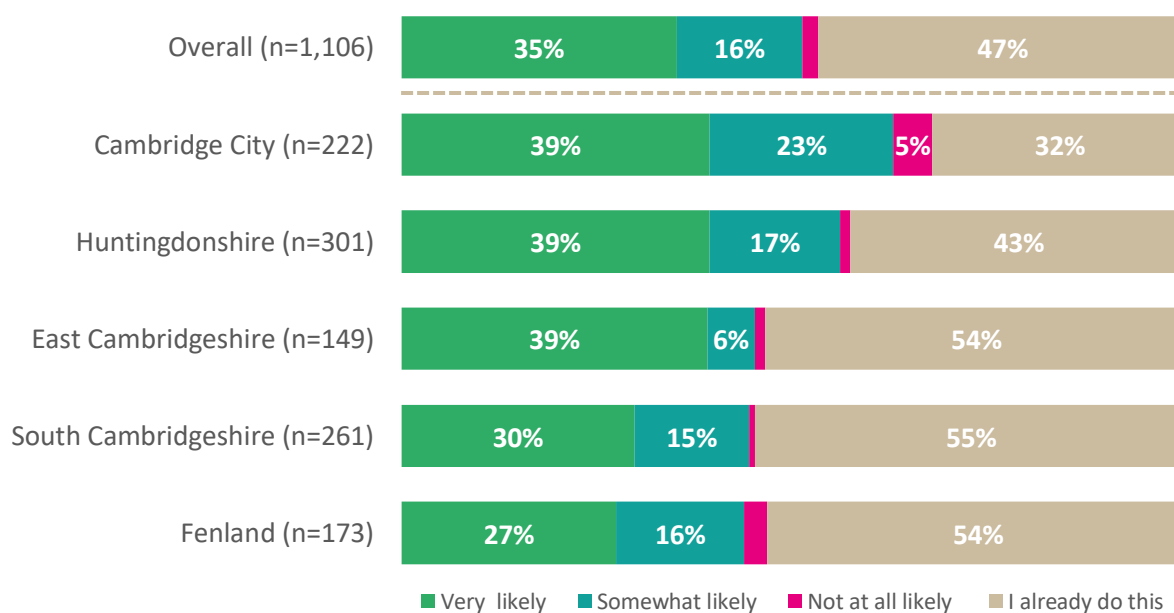
5. Increase recycling at home

- Overall **51%** were either 'very' (35%) or 'somewhat' (16%) likely to **recycle as much household waste as they can**. 47% felt they already to this and 2% said it was not at all likely they would do this.

When compared by District/City:

- Just over half of residents in East Cambridgeshire, South Cambridgeshire and Fenland felt that they were already recycling as much of their household waste as they can.
- Residents in Cambridge City were more likely to say they were 'very' or 'somewhat' likely to do this additional action.

Figure 6: Likelihood of residents recycling as much households' waste as they can overall and by District/City



Sub-group analysis shows that there are some significant differences by District/City and age group:

	Residents in Cambridge City (63%) and Huntingdonshire (56%) were significantly more likely to take on this additional action. Although, residents in the other districts (East Cambridgeshire (54%), Fenland (54%) and South Cambridgeshire (55%), were more likely to already recycle as much household waste as they can.
	As age decreases the likelihood that residents would recycle more household waste increases. For example, 65% of resident aged 18-24 were willing to take on this additional action, compared to those aged 65+ at 37%. Although, the older age groups were significantly more likely to have stated they already recycle as much as they can. For example, 60% of residents aged 65+ felt they already recycled as much as they can, compared to 27% of 18-24 year olds stating this.

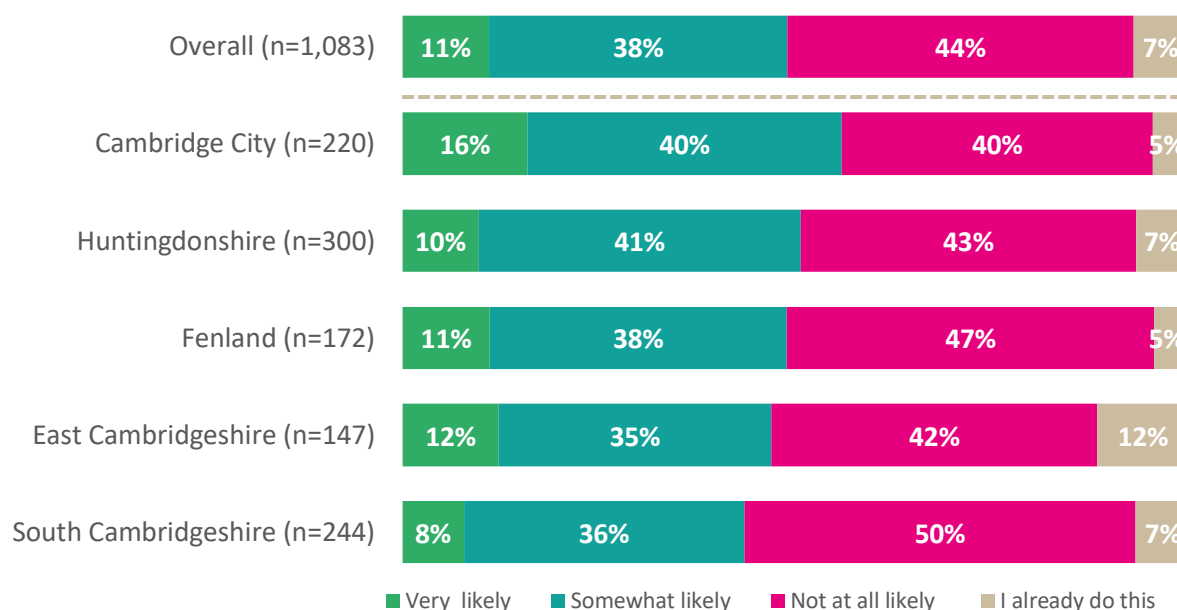
6. Volunteering to support vulnerable people

- Overall **49%** were either 'very' (11%) or 'somewhat' (38%) likely to **volunteer to support vulnerable or isolated people in their local area**. 7% said they already do this and 44% said it was not at all likely they would do this.

When compared by District/City:

- Residents in Cambridge City were more likely to take on this additional action whilst South Cambridgeshire residents were less likely.
- The highest proportion of residents claiming to already do this action, were from East Cambridgeshire.

Figure 7: Likelihood of residents volunteering to support vulnerable or isolated people overall and by District/City



Sub-group analysis shows that there are some significant differences by District/City, gender and age group:

	Residents in Cambridge City (56%) were significantly more likely to take on this action compared to those in South Cambridgeshire (43%).
	Women (53%) were significantly more likely to take on this action compared to men (45%).
	Residents aged 25-34 were significantly more likely to take on this action compared to the other age groups. For example, 63% of residents aged 25-34 would be willing to take on this additional action, compared to 44% of those aged 45-54.

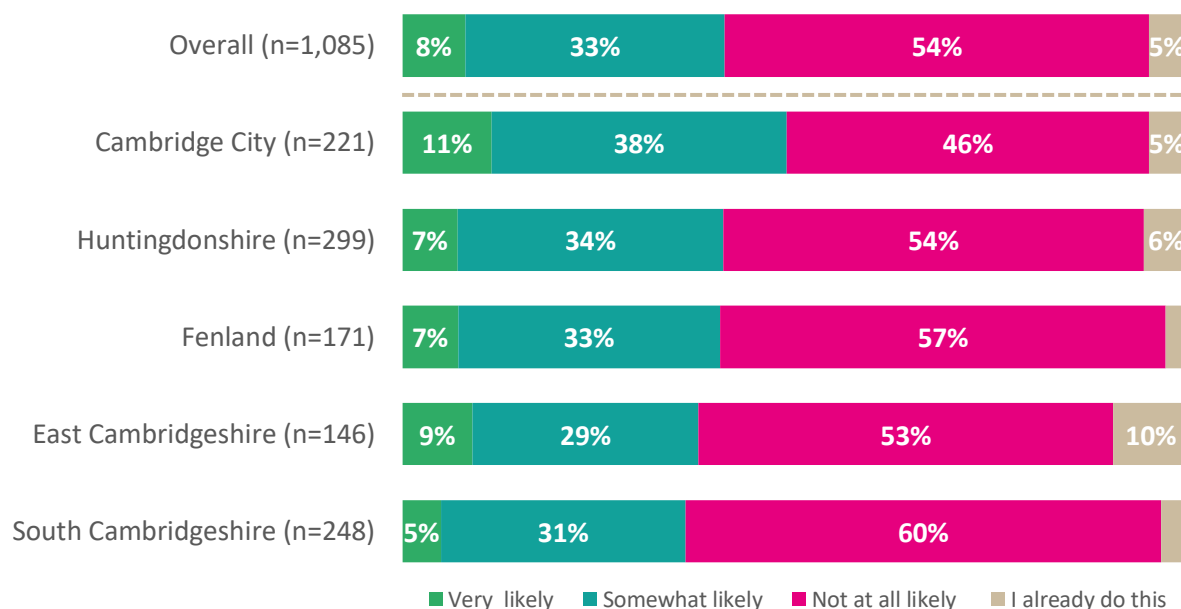
7. Volunteering for local community bodies

- Overall **41%** were either 'very' (8%) or 'somewhat' (33%) likely to **volunteer at a local community centre, library or other local facility**. 5% said they already do this and 54% said it was not at all likely they would do this.

When compared by District/City:

- Residents in Cambridge City were more likely to take on this additional action, whilst those in South Cambridgeshire were less likely.

Figure 8: Likelihood of residents volunteering for local community bodies e.g. library overall and by District/City



Sub-group analysis shows that there are some significant differences by District/City and gender:

	Residents in Cambridge City (49%) were significantly more likely to take on this action compared to those in East Cambridgeshire (38%) and South Cambridgeshire (36%).
	Women (45%) were significantly more likely to take on this action compared to men (37%).

Section 2: Budget planning

For the County Council to respond to increasing demand within its limited resources they are considering several business plan proposals for 2018. These approaches focus on the following:

- Increasing the number of Cambridgeshire foster carers to improve the lives of children in care;
- Focus on stable placements for children in care, so that they can build longer term relationships and the cost of change is reduced;
- Supporting people with learning disabilities to move from fully residential care to independent supported living;
- Moving people with learning disabilities closer to home, which is usually better for the person and provides opportunities for savings;
- Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies;
- Be more commercial in areas where the Council can generate income (e.g. trading advertising, sponsorship) which can then be used to reinvest into supporting our public services;
- Continue to invest to generate income which will support the delivery of public service.

Residents were provided with a showcard which listed the above approaches the council is considering and were asked how strongly they supported each of them.

1. Moving people with learning disabilities closer to home

The majority (98%) of residents either 'fully supported' (61%) or 'supported' (37%) the proposal that the County could move people with learning disabilities closer to home. Only 2% objected to this proposal.

Figure 9: Level of support

Base: 1,095

Moving people with learning disabilities closer to home, which is usually better for the person and provides opportunities for savings



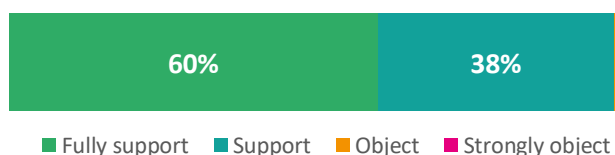
2. Increasing foster carers in Cambridgeshire

The majority (98%) of residents either 'fully supported' (60%) or 'supported' (38%) the proposal that the County could increase the number of foster cares in Cambridgeshire. Only 3% objected to this proposal.

Figure 10: Level of support

Base: 1,075

Increasing the number of Cambridgeshire foster carers to improve the lives of children in care



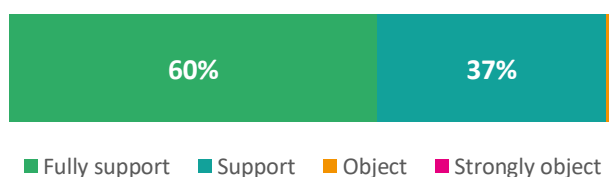
3. Supporting people with learning disabilities to live in independent supported housing

The majority (97%) of residents either 'fully supported' (60%) or 'supported' (37%) the proposal that the County could support people with learning disabilities to move from fully residential care to independent supported living. Only 3% objected to this proposal.

Figure 11: Level of support

Base: 1,079

Supporting people with learning disabilities to move from fully residential care to independent supported living



4. Build stable placements for children in care

The majority (98%) of residents either 'fully supported' (59%) or 'supported' (39%) the proposal that the County could focus on providing stable placements to children in care so that they can build better relationships. Only 2% objected to this proposal.

Figure 12: Level of support

Base: 1,079

Focus on stable placements for children in care, so that they can build longer term relationships and the cost of change is reduced



5. Invest in income generation to support public service delivery

The majority (96%) of residents either 'fully supported' (51%) or 'supported' (45%) the proposal that the County could invest to generate income which will support the delivery of services. Only 4% objected to this proposal.

Figure 13: Level of support

Base: 1,094

Continue to invest to generate income which will support the delivery of public service



Sub-group analysis shows that there are some significant differences by age group:

	The younger age group (<54) were more likely to support this approach compared to those aged 65 or older. For example, 92% of residents aged 65+ supported this approach compared to 99% of those aged 35-44.
--	---

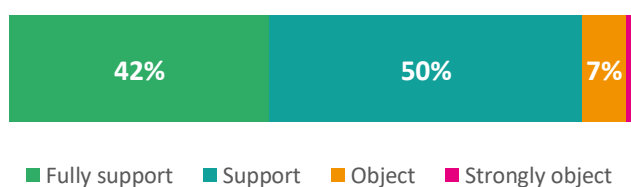
6. Be more commercial to generate income to reinvest in service delivery

Just over nine in ten (92%) residents either 'fully supported' (42%) or 'supported' (50%) the proposal that the County could be more commercial in areas where they can generate income so that they can reinvest this back into public service delivery. Only 8% objected to this proposal.

Figure 14: Level of support

Base: 1,076

Be more commercial in areas where the Council can generate income (e.g. trading advertising, sponsorship) which can then be used to reinvest into supporting our public services



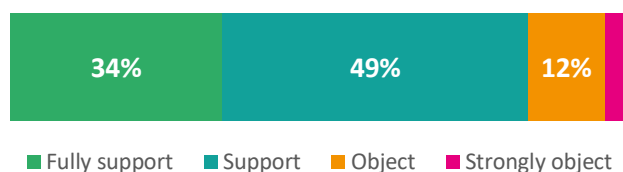
7. Merging and sharing services

Just over eight in ten (83%) residents either 'fully supported' (34%) or 'supported' (49%) the proposal that the County should continue to explore ways of merging and sharing services with partners. Just under a fifth (17%) objected to this proposal.

Figure 15: Level of support

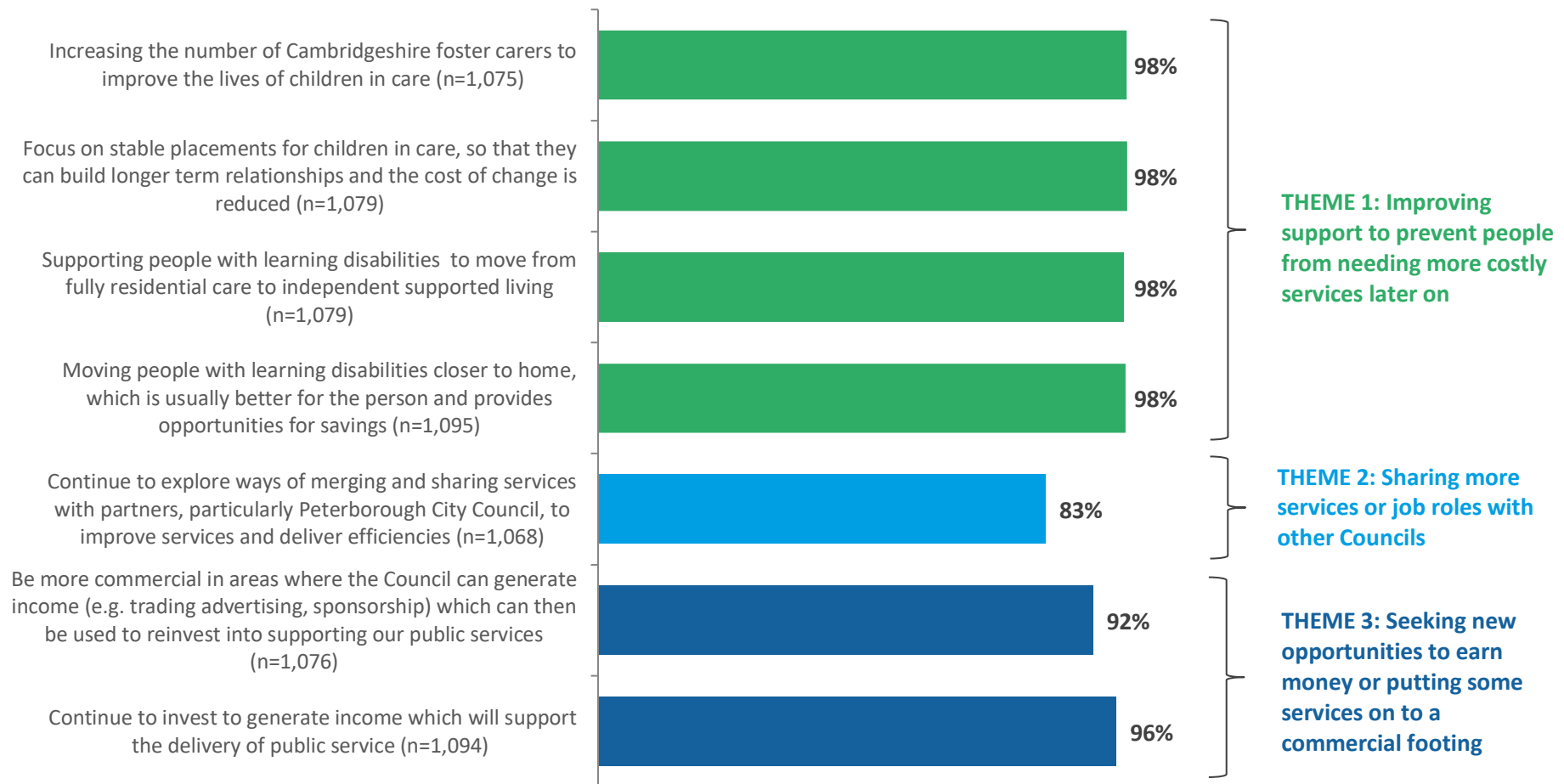
Base: 1,068

Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies



Sub-group analysis shows that there are some significant differences by District/City:

	Residents in South Cambridgeshire (77%) were less likely to have said they support this approach, compared to those in Cambridge City (85%), East Cambridgeshire (86%) and Huntingdonshire (86%).
--	--

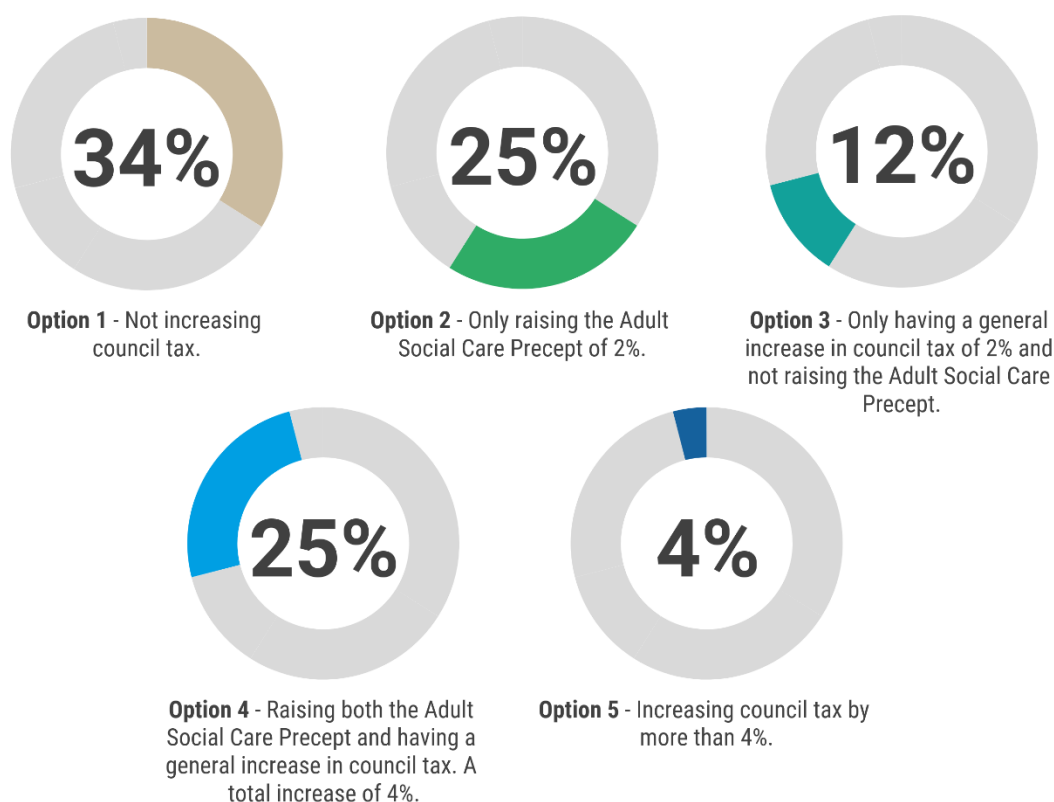
Figure 16: Summary of the level of support for each approach and grouped by theme (% stating support or fully support)

Section 3: Council Tax

The County Council's business plan includes a proposal that will increase general council tax by 2% and increase Adult Social Care precept by 2%. Residents were provided with five options and were asked to select the one they most supported.

Figure 17: Level of support

Base: 1,080



Overall, some two-thirds (66%) indicated a willingness to increase council tax to some extent.

- **25%** supported only raising the Adult Social Care precept of 2%

When asked why residents chose this option, around two fifths said that it was because Adult Social Care needs it or that it is important. A further fifth said that it the most reasonable or fair option.

"Don't mind paying for social care needs of elderly as we are living longer."

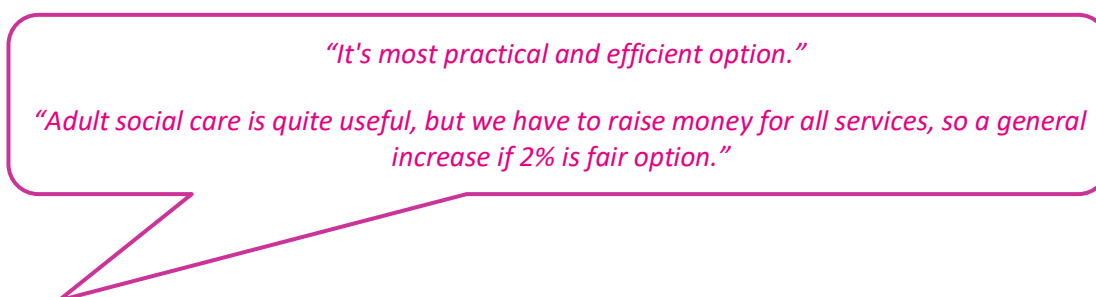
"It's is a fair increase for social care. We should care for people in our community."

Sub-group analysis shows that there are some significant differences by District/City:

	Residents from Cambridge City (31%) were more likely to say that they support only raising the Adult Social Care precept, compared those living in South Cambridgeshire (21%) who were least likely to support this option. When looking at the makeup of South Cambridgeshire, this district is the most affluent with 51% classified as Acorn 1 'Affluent Achievers'.
---	--

- **12%** supported only having an increase in council tax of 2% and not raising the Adult Social Care precept.

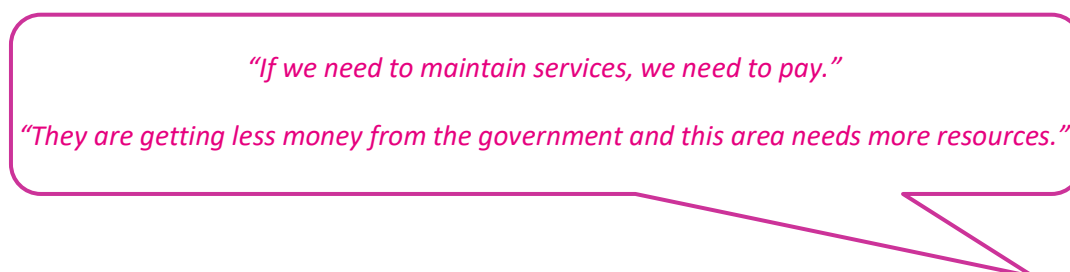
When asked why residents chose this option, around a third said that it the most reasonable or fair option.



There were no significant variations by sub-groups for this option.

- **25%** supported raising both the Adult Social Care precept and having a general increase in council tax – a total increase of 4%.

When asked why residents chose this option, just under half said that it was because the council needs it, that they didn't want to see services cut or that they understood that they had to pay to maintain services.



Sub-group analysis shows that there are some significant differences by age group:

	The older age groups (45+) were more likely to have selected increasing both Council Tax and the Adult Social Care precept, compared to younger age groups (25-34). For example, just 17% of residents aged 25-34 preferred this option, compared to 32% of those aged 55-64.
---	--

- **4%** supported an increase in council tax by more than 4%.

When asked why residents chose this option, the majority said it was because the council needs it, that they didn't want to see services cut or that they understood that they had to pay to maintain services.

"Local services are great but under-funded, so we all have to take responsibility and contribute more."

"You cannot expect good services if you are not paying for them."

There were no significant variations by sub-groups for this option.

- However, **34%** of residents did not support any increase in council tax

When asked why residents chose this option, around two thirds said they already pay too much and one fifth said they couldn't afford it.

"I don't want to pay anymore as its very expensive to live in Cambridgeshire already."

"Council Tax is high as it is. Cost of living is going up and wages are not going up at this rate. People don't have disposable income."

Sub-group analysis shows that there are some significant differences by District/City and age group:

	The younger age groups (<44) were more likely to select not increasing Council Tax at all, compared to the 55-64 age group. For example, 37% of residents aged 25-34 preferred this option, compared to 25% of residents aged 55-64.
	Residents from Fenland (41%) were more likely to select not increasing Council Tax at all, compared to those in Cambridge City (29%) and Huntingdonshire (32%). Looking at makeup of Fenland; it has a higher proportion of households classified as Acorn 3 'Comfortable Communities' an Acorn 4 'Financially Stretched', compared to areas such as Cambridge City and Huntingdonshire. Thus, meaning that they are less likely to have disposable income compared to the more affluent areas.

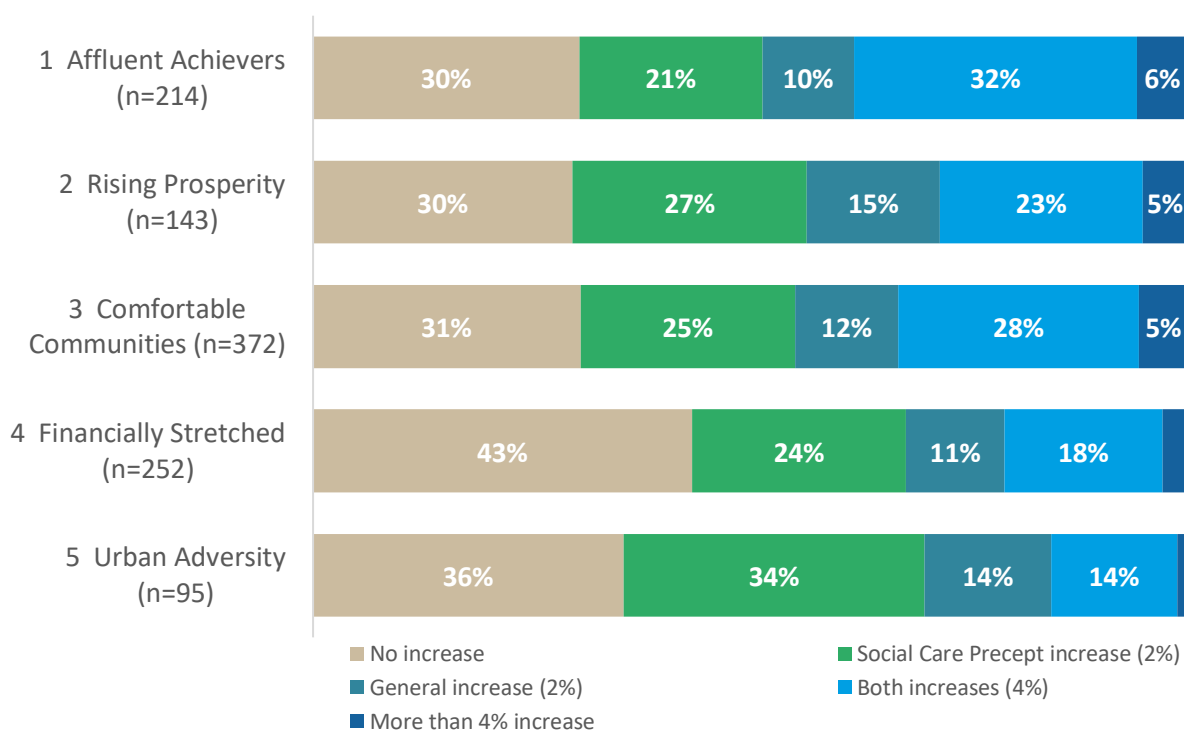
To provide further insight, results were analysed by Acorn¹ Classification. Acorn is a good proxy when wanting to understand the social economical variations in populations. The sample was fairly representative to the Acorn Category profile of Cambridgeshire as a whole, although Acorn 1 'Affluent Achievers'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

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

	Cambridgeshire County profile	Sample profile	Difference
1 Affluent Achievers	32%	20%	-12%
2 Rising Prosperity	11%	13%	2%
3 Comfortable Communities	31%	34%	3%
4 Financially Stretched	19%	23%	4%
5 Urban Adversity	7%	9%	2%
6 Not Private Households	0%	1%	1%
Total	100%	100%	

Figure 18: Level of support by Acorn Category Figure 18 shows the level of support for each option by Acorn Category. Acorn 4 'Financially Stretched' were more likely to want to not increase in Council Tax, whilst households classified at Acorn 1 'Affluent Achievers' were more likely to have selected option 4 'Raising both the Adult Social Care Precept and having a general increase in council tax. A total increase of 4%'.

Figure 18: Level of support by Acorn Category



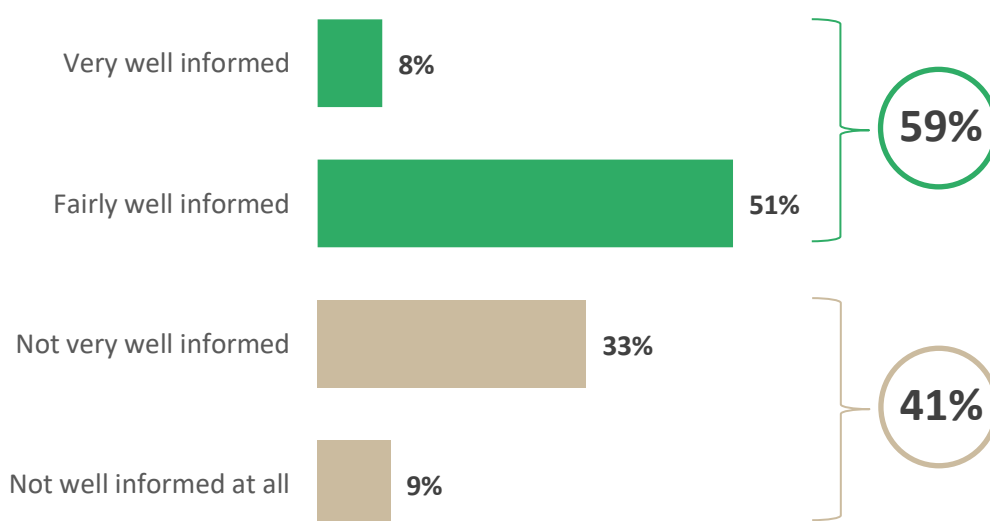
¹ Acorn is a classification system that segments the UK population by analysing demographic data, social factors, population and consumer behaviour. Acorn is broken down into three tiers; 6 categories, 18 groups and 62 types. Acorn provides valuable insight into helping to target and understand the attributes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

Section 4: Keeping residents informed

Residents were asked how well informed they think the County Council keeps them about the services and benefits it provides.

- **51%** said they were 'fairly well informed', only 8% felt that were 'very well informed'.
- **33%** said they were 'not very well informed' and 9% said 'not well informed at all'.

Figure 19: How well-informed residents think the County Council keeps them
Base: 1,071



Sub-group analysis shows that there are some significant differences by District/City and age group:

	When comparing how well-informed residents felt by District/City, significantly more residents in Cambridge City (62%) and South Cambridgeshire (69%) felt very/fairly informed compared to residents in Fenland (26%).
	There were also significant variations by age group. As age increases so does the proportion of residents who felt very/fairly informed. For example, 66% of residents aged 55-64 felt informed compared to 48% of 18-24 year olds.

Figure 20: How well-informed residents think the County Council keeps them by District/City

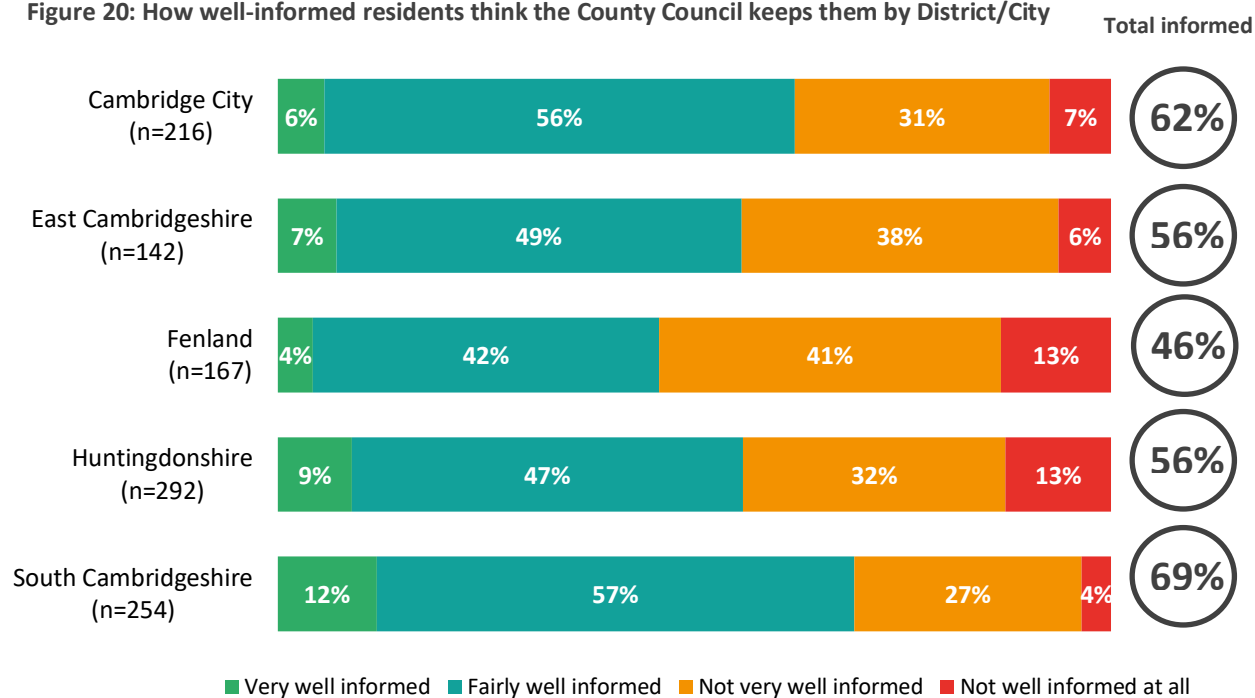
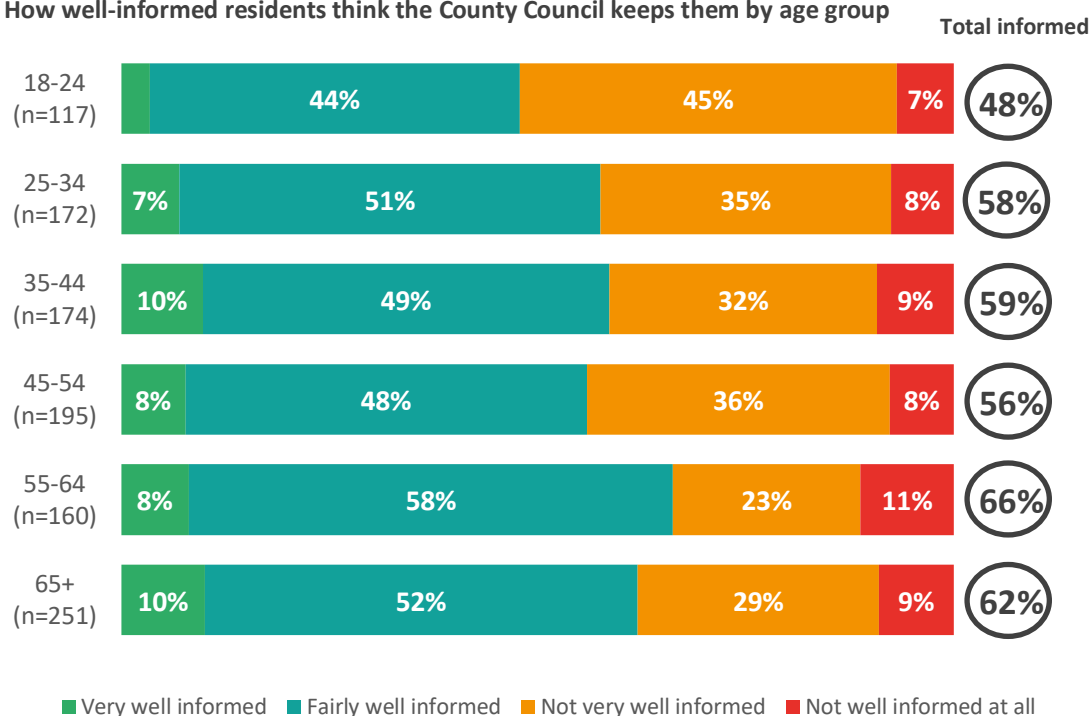


Figure 21: How well-informed residents think the County Council keeps them by age group



Conclusion and recommendations

Quality of life and supporting the community

The most important aspects to residents and their families is **feeling safe** in their local area, having **access to health services** and the **quality of the local environment**. Therefore the council will need to consider how it can maintain the services that underpin these aspects, particularly against the budgetary pressures across all services. Perhaps a way of doing this, that has been endorsed by residents in the survey, is by supporting volunteers by offering grants to increase opportunities for local activities and supporting communities to take actions that help the Council to save money and improve lives – both these aspects had majority support from residents.

Level of support for approaches to save money or increase income

Residents in Cambridgeshire are **more supportive of preventable** approaches the County Council could take when trying to save money. Looking across the Districts and City, the majority were in support of these preventable approaches, with little variation between the five areas. Residents were also supportive of the County Council **becoming more commercial** to help generate income; younger residents (typically those under 44) were more in favour of this approach than older residents in the County.

Residents were **slightly less supportive** of the County Council **sharing more services with other councils**. Residents in South Cambridgeshire were least supportive of this approach compared to areas such as Cambridge City, East Cambridgeshire and Huntingdonshire.

Social action

Residents in the county claimed to be willing to take additional actions to help support local service by **being healthier and more active**, by **supporting others to be healthier and more active** and **helping local groups working on environmentally friendly schemes**. When comparing the likelihood of residents taking on additional actions, women and those in younger age groups were far more likely to do this. By comparison, residents in South Cambridgeshire were generally less likely to take on additional actions.

Being kept informed

Some six out of ten residents felt that Cambridgeshire County Council keeps residents about the services and benefits it provides. Residents in Cambridge City and South Cambridgeshire were more likely to feel informed, whilst those in Fenland were less likely. By age band, those less well informed are those in the 18 to 24 bracket.

Council Tax

When asked to choose one option for potential increases to council tax, both raising the **Adult Social Care precept** and raising both the **Adult Social Care precept and having a general increase in Council Tax** received 25% support. Overall **66%** of residents were in support of some form of Council Tax increase - the majority would therefore accept at least a 2% increase.

When comparing this by sub-groups, the younger age groups and areas with higher levels of deprivation were less supportive of increasing Council Tax. For example, residents in Fenland were more likely to have said they don't support any increase in Council Tax. This area has a higher proportion of households classified as 'Financially Stretched' compared to the other areas.

Older residents and more affluent areas were more supportive of an increase in both the Adult Social Care precept and a general increase in Council Tax compared to the younger age groups.

Recommendation 1

Previous research has shown that the communication between authorities and their residents is not only important, but highly valued. There is a clear divide between those who feel informed and those that don't in Cambridgeshire. We recommend that the County Council looks at way to better engage with the younger generation and specially improves how it communicates with residents in Fenland.

Recommendation 2

Target specific groups to improve the level of social action across the County. For example, target initiatives that focus on being healthier and more active at younger audiences. Improve communications on recycling to younger households as they were more likely to have felt they could do more.

Recommendation 3

Follow up research, such as focus groups, may help unpick the reasons for differences in support for council activities. This could include the lower levels of support for the County Council sharing more services with other councils with residents in South Cambridgeshire, for example. Further research could also help identify the barriers to social action in South Cambridgeshire, so that any subsequent communication campaigns can use relevant and tailored messaging.



Appendices

Appendix A: Questionnaire

Appendix B: Data tables

Appendix A: Questionnaire

Page left intentionally blank

18114 Cambridgeshire Budget Consultation

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 next year, as well as understanding how the council can support a good quality of life for our communities.

This survey is being carried out by M.E.L Research, an independent research company. Information you provide to us will only be used for research purposes and you will not be personally identifiable in any analysis or reports. M.E.L Research work to the code of conduct of the Market Research Society. We will hold all information securely and strictly in line with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

Q1 **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

Q2 **The information you provide will be passed back to Cambridgeshire County Council, this will include your postcode and your responses to this survey. Are you happy for this information to be passed back?**

☐ Yes

☐ No

Section 1: Your Local Area

Q3 **On a scale of 0 to 10, where 0 is 'not important' and 10 is 'very important', how important are the following to the quality of life for you and your family? Starting with...**

	0 - Not i mpo rtant	1	2	3	4	5	6	7	8	9	10 - Very impo rtant	Prefe r not to say [DR]
Having stable employment	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Having access to health services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Help to maintain a healthy lifestyle	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Access to good quality education for children and young people	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Getting further training or adult education	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Opportunities to get to know people within the local community	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Opportunities to get involved in local decision making	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Feeling safe in your local area	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The quality of the local environment	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Q4

The County Council want to support local communities to improve their local area. [SHOWCARD A] Please select the top 3 things that the council should focus on. [INTERVIEWER TO SELECT TOP 3 OPTIONS]

- Encouraging communities to get involved in designing and delivering Council services together with us.. ☐ 1
- Supporting communities to take actions that help the Council to save money and / or improve lives ☐ 2
- Seeking greater involvement in our services by established voluntary groups..... ☐ 3
- Supporting greater involvement in our services by town and parish councils..... ☐ 4
- Seeking greater involvement in our services by local businesses..... ☐ 5
- Supporting volunteers by offering grants to increase opportunities for local activities e.g. befriending services for older people or exercise clubs to improve health ☐ 6
- Encouraging individuals to increase their involvement supporting the local community ☐ 7
- Other, please specify ☐ 8

Q5

The County Council are aware that many people already volunteer to support their communities. How likely would you be to take any of these additional actions in order to support your local community and local services? Starting with...

	Very likely	Somewhat likely	Not at all likely	I already do this [DO NOT READ]	Don't know [DO NOT READ]
Recycle as much household waste as you can	☐	☐	☐	☐	☐
Interact with local services online rather than face-to-face	☐	☐	☐	☐	☐
Take actions that help you to be healthier and more active	☐	☐	☐	☐	☐
Support others to be healthier and more active	☐	☐	☐	☐	☐
Volunteer to support vulnerable or isolated people in your local area?	☐	☐	☐	☐	☐
Volunteer at a local community centre, library or other local facility	☐	☐	☐	☐	☐
Support local groups working on environmentally friendly schemes	☐	☐	☐	☐	☐

Section 2: Budget Planning

In order to respond to increasing demand within the Council's limited resources we are considering the following business plan proposals for 2019. We want to understand how far you support the following proposals.

The next set of questions focuses on the most significant changes being considered by the County Council.

Q6 How strongly do you support the following approaches to either save money or increase income? So on a scale of 1 to 4, where 1 is 'fully support' and 4 is 'strongly object' how strongly do you support...?
[SHOWCARD B]

	1 - Fully support	2 - Support	3 - Object	4- Strongly object	Don't know [DO NOT READ OUT]
1 - Increasing the number of Cambridgeshire foster carers to improve the lives of children in care	☐	☐	☐	☐	☐
2 - Focus on stable placements for children in care, so that they can build longer term relationships and the cost of change is reduced	☐	☐	☐	☐	☐
3 - Supporting people with learning disabilities to move from fully residential care to independent supported living	☐	☐	☐	☐	☐
4 - Moving people with learning disabilities closer to home, which is usually better for the person and provides opportunities for savings	☐	☐	☐	☐	☐
5 - Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies	☐	☐	☐	☐	☐
6 - Be more commercial in areas where the Council can generate income (e.g. trading advertising, sponsorship) which can then be used to reinvest into supporting our public services	☐	☐	☐	☐	☐
7 - Continue to invest to generate income which will support the delivery of public services (e.g. renewable energy schemes and commercial properties which return an income stream)	☐	☐	☐	☐	☐

Section 3: Council Tax

Cambridgeshire County Council's business plan includes a proposal that will increase general council tax by 2% in 2019/20 and increase the Adult Social Care precept by 2%. **INTERVIEWER TO HAND OVER SHOWCARD [SHOWCARD C]**

The Adult Social Care Precept (ASCP) is an amount the Council is allowed to increase council tax by specifically to pay for care for adults, particularly the elderly.

Which of the following 5 options for the County Council's part of Council tax do you support? (Other parts of your council tax also go to pay for police, fire, parish and district council services) [Allow resident to read showcard, assist them if needed]

Q7 **INTERVIEWER TO CONFIRM WITH RESPONDENT**

- ☐ Option 1 - Not increasing council tax
- ☐ Option 2 - Only raising the Adult Social Care Precept of 2%.
- ☐ Option 3 - Only having a general increase in council tax of 2% and not raising the Adult Social Care Precept.
- ☐ Option 4 - Raising both the Adult Social Care Precept and having a general increase in council tax. A total increase of 4%
- ☐ Option 5 - Increasing Council tax by more than 4%.
- ☐ Don't know - **DO NOT READ**

Q8 **Can you please tell us why you chose {Q7} for Council tax?**
[If DON'T KNOW, do you require more information to make a decision?]

- ☐ I don't know, I need more information to make a decision

Section 4: Keeping you informed

Q10 Finally, how well informed do you think Cambridgeshire County Council keeps residents about the services and benefits it provides?

- ☐ Very well informed
- ☐ Fairly well informed
- ☐ Not very well informed
- ☐ Not well informed at all
- ☐ Don't know - **DO NOT READ**

Section 4: About you

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.

Q11 Can I please take your postcode? This will not be passed back to the Council, unless you have consented to do so. [INTERVIEWER TO WRITE REFUSED WHERE APPLICABLE]

Q12 And can I confirm that you live in - READ OUT

- | | | |
|--|--|---|
| ☐ Cambridge City | ☐ Fenland | ☐ South Cambridgeshire |
| ☐ East Cambridgeshire | ☐ Huntingdonshire | ☐ Prefer not to say |

Q13 How would you describe your gender?

- ☐ Female ☐ Male ☐ Other ☐ Prefer not to say

Q14 What age band do you fall in? [SHOWCARD D]

- | | | |
|------------------------------------|------------------------------------|--|
| ☐ 1 - 18-24 | ☐ 4 - 45-54 | ☐ 7 - 85+ |
| ☐ 2 - 25-34 | ☐ 5 - 55-64 | ☐ Prefer not to say |
| ☐ 3 - 35-44 | ☐ 6 - 65-84 | |

Q15 Also, as part of our quality checking process, some of the people who answered the survey will be selected at random to check that they really were interviewed. Could I please take either your email address - you will be sent a quick online form or telephone number - where someone will call you if necessary? This will not be passed to anyone else.

- ☐ Yes ☐ No

Yes - email [hand over to resident to complete]

Yes - telephone number?

Can I take your name as well please?

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 [Interviewer to signpost to web address: melresearch.co.uk/page/privacypolicy].

Q16 Interviewer name:

- | | | | |
|-----------------------------------|------------------------------------|----------------------------------|--------------------------------|
| ☐ Reena | ☐ Mubasher | ☐ Taimoor | ☐ Waqar |
| ☐ Davinder | ☐ Mudassuar | ☐ Zia | |

Appendix B: Data tables

Table B1: On a scale of 0 to 10, where 0 is 'not important' and 10 is 'very important', how important are the following to the quality of life for you and your family?

	Having stable employment		Having access to health services		Help to maintain a healthy lifestyle		Access to good quality education for children and young people		Getting further training or adult education		Opportunities to get to know people within the local community		Opportunities to get involved in local decision making		Feeling safe in your local area		The quality of the local environment	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
0 - Not important	55	5%	2	0%	10	1%	34	3%	44	4%	12	1%	11	1%	0	0%	0	0%
1	28	3%	1	0%	2	0%	11	1%	15	1%	8	1%	10	1%	0	0%	0	0%
2	17	2%	6	1%	6	1%	16	1%	33	3%	14	1%	31	3%	0	0%	0	0%
3	29	3%	2	0%	5	0%	17	2%	38	3%	27	2%	33	3%	0	0%	2	0%
4	27	2%	5	0%	8	1%	18	2%	49	4%	41	4%	48	4%	2	0%	2	0%
5	43	4%	14	1%	27	2%	48	4%	104	9%	106	10%	107	10%	1	0%	3	0%
6	45	4%	10	1%	39	4%	32	3%	90	8%	128	12%	99	9%	9	1%	20	2%
7	53	5%	31	3%	94	9%	66	6%	129	12%	176	16%	163	15%	30	3%	45	4%
8	125	11%	78	7%	184	17%	115	10%	165	15%	251	23%	219	20%	90	8%	157	14%
9	116	11%	142	13%	191	17%	140	13%	114	10%	131	12%	141	13%	156	14%	262	24%
10 - Very important	564	51%	813	74%	539	49%	605	55%	320	29%	209	19%	242	22%	814	74%	611	55%
Base	1102		1104		1105		1102		1101		1103		1104		1102		1102	

Table B2: The County Council want to support local communities to improve their local area.

	Count	%
Supporting volunteers by offering grants to increase opportunities for local activities e.g. befriending services for older people or exercise clubs to improve health	638	58%
Supporting communities to take actions that help the Council to save money and / or improve lives	562	51%
Encouraging communities to get involved in designing and delivering Council services together with us	456	41%
Encouraging individuals to increase their involvement supporting the local community	456	41%
Seeking greater involvement in our services by local businesses	409	37%
Supporting greater involvement in our services by town and parish councils	374	34%
Seeking greater involvement in our services by established voluntary groups	263	24%
Other	41	4%
Base	1106	

Table B3: How likely would you be to take any of these additional actions in order to support your local community and local services?

Recycle as much household waste as you can

	Count	%
Very likely	387	35%
Somewhat likely	178	16%
Not at all likely	24	2%
I already do this	517	47%
Base	1106	

Interact with local services online rather than face-to-face

	Count	%
Very likely	243	22%
Somewhat likely	381	35%
Not at all likely	301	28%
I already do this	165	15%
Base	1090	

Take actions that help you to be healthier and more active

	Count	%
Very likely	297	27%
Somewhat likely	482	44%
Not at all likely	130	12%
I already do this	182	17%
Base	1091	

Support others to be healthier and more active

	Count	%
Very likely	158	15%
Somewhat likely	583	54%
Not at all likely	279	26%
I already do this	66	6%
Base	1086	

Volunteer to support vulnerable or isolated people in your local area?

	Count	%
Very likely	120	11%
Somewhat likely	414	38%
Not at all likely	477	44%
I already do this	72	7%
Base	1083	

Volunteer at a local community centre, library or other local facility

	Count	%
Very likely	83	8%
Somewhat likely	361	33%
Not at all likely	586	54%
I already do this	55	5%
Base	1085	

Support local groups working on environmentally friendly schemes

	Count	%
Very likely	147	14%
Somewhat likely	533	49%
Not at all likely	374	35%
I already do this	30	3%
Base	1084	

Table 4: How strongly do you support the following approaches to either save money or increase income?**1 - Increasing the number of Cambridgeshire foster carers to improve the lives of children in care**

	Count	%
1 - Fully support	642	60%
2 - Support	411	38%
3 - Object	18	2%
4- Strongly object	4	0%
Base	1075	

2 - Focus on stable placements for children in care, so that they can build longer term relationships and the cost of change is reduced

	Count	%
1 - Fully support	636	59%
2 - Support	423	39%
3 - Object	15	1%
4- Strongly object	5	0%
Base	1079	

3 - Supporting people with learning disabilities to move from fully residential care to independent supported living

	Count	%
1 - Fully support	650	60%
2 - Support	402	37%
3 - Object	19	2%
4- Strongly object	8	1%
Base	1079	

4 - Moving people with learning disabilities closer to home, which is usually better for the person and provides opportunities for savings

	Count	%
1 - Fully support	668	61%
2 - Support	403	37%
3 - Object	18	2%
4- Strongly object	6	1%
Base	1095	

5 - Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies

	Count	%
1 - Fully support	364	34%
2 - Support	522	49%
3 - Object	131	12%
4- Strongly object	51	5%
Base	1068	

6 - Be more commercial in areas where the Council can generate income (e.g. trading advertising, sponsorship) which can then be used to reinvest into supporting our public services

	Count	%
1 - Fully support	448	42%
2 - Support	539	50%
3 - Object	75	7%
4- Strongly object	14	1%
Base	1076	

7 - Continue to invest to generate income which will support the delivery of public services (e.g. renewable energy schemes and commercial properties which return an income stream)

	Count	%
1 - Fully support	555	51%
2 - Support	496	45%
3 - Object	31	3%
4- Strongly object	12	1%
Base	1094	

Table 5: Which of the following 5 options for the County Council's part of Council tax do you support?

	Count	%
Option 1 - Not increasing council tax	364	34%
Option 2 - Only raising the Adult Social Care Precept of 2%.	270	25%
Option 3 - Only having a general increase in council tax of 2% and not raising the Adult Social Care Precept.	130	12%
Option 4 - Raising both the Adult Social Care Precept and having a general increase in council tax. A total increase of 4%	268	25%
Option 5 - Increasing Council tax by more than 4%.	48	4%
Base	1080	

Table B6: How well informed do you think Cambridgeshire County Council keeps residents about the services and benefits it provides?

	Count	%
Very well informed	85	8%
Fairly well informed	544	51%
Not very well informed	349	33%
Not well informed at all	93	9%
Base	1071	

Table B7: District

	Count	%
Cambridge City	222	20%
East Cambridgeshire	149	13%
Fenland	173	16%
Huntingdonshire	301	27%
South Cambridgeshire	261	24%
Base	1106	

Table B8: Gender

	Count	%
Male	548	50%
Female	558	50%
Base	1106	

Table B9: Age group

	Count	%
18-24	132	12%
25-34	177	16%
35-44	180	16%
45-54	200	18%
55-64	161	15%
85+	254	23%
Base	1104	



2019 Business Planning Survey: Parish Councillor / Parish Councillor Response

Summary

There were over 200 responses (although not everyone answered all the questions)

Quality of life

- Having access to health services (76%) and 'feeling safe in your local area' (69%) were rated the highest in terms of importance for quality of life.
 - Additional comments were that the importance of factors varied depending on the demography of the parish. Parish councillors were keen to point out when they were answering on behalf of older members of their community or younger members.
 - Rural parishes highlighted the transport issues were of high importance for them.

Supporting Communities

- We asked parish councils what the best options would be for the County Council to support them and local communities:
 - 'Encouraging communities to get involved in designing and delivering Council services together' was the most popular option (57%) selected this.
 - Three options had similar levels of support with approximately 50% of people selecting them. These were '
 - Supporting communities to take actions that help the Council to save money and / or improve lives'
 - 'Supporting greater involvement in our services by town and parish councils'
 - 'Supporting volunteers by offering grants to increase opportunities for local activities'
 - Comments on this question mainly focused on the gap between the County Council focusing of statutory functions and what communities need and how parish councils and the County Council can work together to address this.

Budget Planning

- The extent to which the County Council's budget proposals were 'fully supported' ranged from 51% to 29%. Least supported was 'Supporting people with learning disabilities to move from fully residential care to independent supported living', with comments being made about needing more detail on how the proposals would impact on individuals.
- 'Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies' was only 'fully supported' by 31%. Particular concern was raised by rural parishes / councils from rural areas, concerned about different nature of Peterborough (and the city's needs) compared to their area.
- The majority of parish councils / parish councillors supported '*Raising both the Adult Social Care Precept and having a general increase council tax*'. 54%.
 - A significant number of the comments to this question focused on the need for the County Council to have a stable, sustainable budget over the longer term and the need for a national solution to address the funding of social care for older people.

Headline Results

1. Quality of Life for local communities.

1. On a scale of 0 to 10, where 0 is 'not important' and 10 is 'very important', how important are the following to the quality of life for your local community?													
	0 Not important	1	2	3	4	5	6	7	8	9	10 Very Important	Prefer not to say	Response Total
Having stable employment	0.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.5% (1)	2.7% (5)	4.3% (8)	9.6% (18)	16.0% (30)	11.2% (21)	54.8% (103)	0.5% (1)	188
Having access to health services	0.0% (0)	0.0% (0)	0.0% (0)	0.5% (1)	0.0% (0)	0.0% (0)	0.5% (1)	2.7% (5)	10.1% (19)	9.6% (18)	75.5% (142)	1.1% (2)	188
Help to maintain a healthy lifestyle	0.0% (0)	0.0% (0)	0.0% (0)	2.1% (4)	1.6% (3)	8.5% (16)	6.4% (12)	16.0% (30)	21.3% (40)	16.0% (30)	27.1% (51)	1.1% (2)	188
Access to good quality education for children and young people	0.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.1% (2)	0.5% (1)	1.1% (2)	4.8% (9)	11.7% (22)	16.0% (30)	63.8% (120)	0.5% (1)	188
Getting further training or adult education	0.5% (1)	0.0% (0)	0.5% (1)	1.1% (2)	2.6% (5)	7.4% (14)	10.6% (20)	17.5% (33)	26.5% (50)	15.3% (29)	17.5% (33)	0.5% (1)	189
Opportunities to get to know people within the local community	0.5% (1)	0.5% (1)	1.1% (2)	1.1% (2)	2.1% (4)	10.1% (19)	9.0% (17)	16.5% (31)	21.3% (40)	19.1% (36)	18.1% (34)	0.5% (1)	188
Opportunities to get involved in local decision making	1.1% (2)	0.0% (0)	0.5% (1)	1.1% (2)	1.6% (3)	5.9% (11)	7.4% (14)	13.3% (25)	20.2% (38)	17.6% (33)	30.3% (57)	1.1% (2)	188
Feeling safe in your local area	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.5% (1)	1.1% (2)	3.2% (6)	9.7% (18)	12.4% (23)	68.8% (128)	4.3% (8)	186
The quality of the local environment	0.5% (1)	0.0% (0)	0.0% (0)	0.5% (1)	0.5% (1)	2.7% (5)	2.7% (5)	7.0% (13)	16.6% (31)	18.7% (35)	47.1% (88)	3.7% (7)	187
												answered	189
												skipped	22

Matrix Charts

1.1. Having stable employment					Response Percent	Response Total
1	0 Not important				0.5%	1
2	1				0.0%	0
3	2				0.0%	0
4	3				0.0%	0
5	4				0.5%	1
6	5				2.7%	5
7	6				4.3%	8
8	7				9.6%	18
9	8				16.0%	30
10	9				11.2%	21
11	10 Very Important				54.8%	103
12	Prefer not to say				0.5%	1
Analysis					answered	188
	Mean:	9.9	Std. Deviation:	1.57		
	Variance:	2.47	Std. Error:	0.11		
	Satisfaction Rate:	80.9				

1.2. Having access to health services					Response Percent	Response Total
1	0 Not important				0.0%	0
2	1				0.0%	0
3	2				0.0%	0
4	3				0.5%	1
5	4				0.0%	0
6	5				0.0%	0
7	6				0.5%	1
8	7				2.7%	5
9	8				10.1%	19
10	9				9.6%	18
11	10 Very Important				75.5%	142
12	Prefer not to say				1.1%	2
Analysis					answered	188
	Mean:	10.57	Std. Deviation:	0.96		
	Variance:	0.91	Std. Error:	0.07		
	Satisfaction Rate:	87.04				

1.3. Help to maintain a healthy lifestyle					Response Percent	Response Total
1	0 Not important				0.0%	0
2	1				0.0%	0

1.3. Help to maintain a healthy lifestyle						Response Percent	Response Total
3	2					0.0%	0
4	3					2.1%	4
5	4					1.6%	3
6	5					8.5%	16
7	6					6.4%	12
8	7					16.0%	30
9	8					21.3%	40
10	9					16.0%	30
11	10 Very Important					27.1%	51
12	Prefer not to say					1.1%	2
Analysis						answered	188
	Mean:	9.02	Std. Deviation:	1.82	Satisfaction Rate:	72.92	
	Variance:	3.31	Std. Error:	0.13			

1.4. Access to good quality education for children and young people						Response Percent	Response Total
1	0 Not important					0.5%	1
2	1					0.0%	0
3	2					0.0%	0
4	3					0.0%	0
5	4					1.1%	2
6	5					0.5%	1
7	6					1.1%	2
8	7					4.8%	9
9	8					11.7%	22
10	9					16.0%	30
11	10 Very Important					63.8%	120
12	Prefer not to say					0.5%	1
Analysis						answered	188
	Mean:	10.28	Std. Deviation:	1.33	Satisfaction Rate:	84.38	
	Variance:	1.77	Std. Error:	0.1			

1.5. Getting further training or adult education						Response Percent	Response Total
1	0 Not important					0.5%	1
2	1					0.0%	0
3	2					0.5%	1
4	3					1.1%	2
5	4					2.6%	5
6	5					7.4%	14

1.5. Getting further training or adult education						Response Percent	Response Total
7	6					10.6%	20
8	7					17.5%	33
9	8					26.5%	50
10	9					15.3%	29
11	10 Very Important					17.5%	33
12	Prefer not to say					0.5%	1
Analysis		Mean:	8.68	Std. Deviation:	1.81	Satisfaction Rate:	69.79
		Variance:	3.28	Std. Error:	0.13		
						answered	189

1.6. Opportunities to get to know people within the local community						Response Percent	Response Total
1	0 Not important					0.5%	1
2	1					0.5%	1
3	2					1.1%	2
4	3					1.1%	2
5	4					2.1%	4
6	5					10.1%	19
7	6					9.0%	17
8	7					16.5%	31
9	8					21.3%	40
10	9					19.1%	36
11	10 Very Important					18.1%	34
12	Prefer not to say					0.5%	1
Analysis		Mean:	8.64	Std. Deviation:	1.96	Satisfaction Rate:	69.44
		Variance:	3.86	Std. Error:	0.14		
						answered	188

1.7. Opportunities to get involved in local decision making						Response Percent	Response Total
1	0 Not important					1.1%	2
2	1					0.0%	0
3	2					0.5%	1
4	3					1.1%	2
5	4					1.6%	3
6	5					5.9%	11
7	6					7.4%	14
8	7					13.3%	25
9	8					20.2%	38

1.7. Opportunities to get involved in local decision making						Response Percent	Response Total
10	9					17.6%	33
11	10 Very Important					30.3%	57
12	Prefer not to say					1.1%	2
Analysis	Mean:	9.12	Std. Deviation:	1.95	Satisfaction Rate:	73.84	answered
	Variance:	3.82	Std. Error:	0.14			
							188

1.8. Feeling safe in your local area						Response Percent	Response Total
1	0 Not important					0.0%	0
2	1					0.0%	0
3	2					0.0%	0
4	3					0.0%	0
5	4					0.0%	0
6	5					0.5%	1
7	6					1.1%	2
8	7					3.2%	6
9	8					9.7%	18
10	9					12.4%	23
11	10 Very Important					68.8%	128
12	Prefer not to say					4.3%	8
Analysis	Mean:	10.56	Std. Deviation:	0.98	Satisfaction Rate:	86.9	answered
	Variance:	0.96	Std. Error:	0.07			
							186

1.9. The quality of the local environment						Response Percent	Response Total
1	0 Not important					0.5%	1
2	1					0.0%	0
3	2					0.0%	0
4	3					0.5%	1
5	4					0.5%	1
6	5					2.7%	5
7	6					2.7%	5
8	7					7.0%	13
9	8					16.6%	31
10	9					18.7%	35
11	10 Very Important					47.1%	88
12	Prefer not to say					3.7%	7
Analysis	Mean:	9.95	Std. Deviation:	1.58	Satisfaction Rate:	81.33	answered
							187

1.9. The quality of the local environment				Response Percent	Response Total
Variance:	2.49	Std. Error:	0.12		

2. Supporting Communities

2. The County Council want to support local communities to improve their local area. Please select the top 3 things that the council should focus on. Please tick three options only.								Response Percent	Response Total
1	Encouraging communities to get involved in designing and delivering Council services together with us						56.76%	105	
2	Supporting communities to take actions that help the Council to save money and / or improve lives						49.19%	91	
3	Seeking greater involvement in our services by established voluntary groups						17.84%	33	
4	Supporting greater involvement in our services by town and parish councils						50.27%	93	
5	Seeking greater involvement in our services by local businesses						24.32%	45	
6	Supporting volunteers by offering grants to increase opportunities for local activities e.g. befriending services for older people or exercise clubs to improve health						50.81%	94	
7	Encouraging individuals to increase their involvement supporting the local community						38.38%	71	
8	Other (Please state)						5.41%	10	
Analysis	Mean:	11.48	Std. Deviation:	13.47	Satisfaction Rate:	122.16	answered	185	
	Variance:	181.37	Std. Error:	0.99			skipped	26	
Other (24)									

3. The County Council are aware that many people already volunteer to support their communities. How likely are people to take any of these additional actions in order to support their local community and local services?					
	Very likely	Somewhat likely	Not at all likely	Don't know	Response Total
Recycle as much household waste as possible	51.1% (94)	40.2% (74)	4.3% (8)	4.3% (8)	184
Interact with local services online rather than face-to-face	20.2% (38)	55.3% (104)	16.5% (31)	8.0% (15)	188
Take actions that help themselves to be healthier and more active	16.5% (31)	70.2% (132)	6.9% (13)	6.4% (12)	188
Support others to be healthier and more	5.9%	56.7%	26.7%	10.7%	187

3. The County Council are aware that many people already volunteer to support their communities. How likely are people to take any of these additional actions in order to support their local community and local services?

	Very likely	Somewhat likely	Not at all likely	Don't know	Response Total
active	(11)	(106)	(50)	(20)	
Volunteer to support vulnerable or isolated people in their local area	14.4% (27)	55.9% (105)	24.5% (46)	5.3% (10)	188
Volunteer at a local community centre, library or other local facility	9.1% (17)	54.3% (101)	26.9% (50)	9.7% (18)	186
Support local groups working on environmentally friendly schemes	11.7% (22)	59.6% (112)	22.3% (42)	6.4% (12)	188

Matrix Charts

3.1. Recycle as much household waste as possible						Response Percent	Response Total
1	Very likely					51.1%	94
2	Somewhat likely					40.2%	74
3	Not at all likely					4.3%	8
4	Don't know					4.3%	8
Analysis	Mean:	1.62	Std. Deviation:	0.76	Satisfaction Rate:	20.65	answered
	Variance:	0.58	Std. Error:	0.06			
							184

3.2. Interact with local services online rather than face-to-face						Response Percent	Response Total
1	Very likely					20.2%	38
2	Somewhat likely					55.3%	104
3	Not at all likely					16.5%	31
4	Don't know					8.0%	15
Analysis	Mean:	2.12	Std. Deviation:	0.82	Satisfaction Rate:	37.41	answered
	Variance:	0.67	Std. Error:	0.06			
							188

3.3. Take actions that help themselves to be healthier and more active						Response Percent	Response Total
1	Very likely					16.5%	31
2	Somewhat likely					70.2%	132
3	Not at all likely					6.9%	13
4	Don't know					6.4%	12

3.3. Take actions that help themselves to be healthier and more active						Response Percent	Response Total
Analysis	Mean:	2.03	Std. Deviation:	0.7	Satisfaction Rate:	34.4	answered 188
	Variance:	0.49	Std. Error:	0.05			

3.4. Support others to be healthier and more active						Response Percent	Response Total
1	Very likely					5.9%	11
2	Somewhat likely					56.7%	106
3	Not at all likely					26.7%	50
4	Don't know					10.7%	20
Analysis	Mean:	2.42	Std. Deviation:	0.76	Satisfaction Rate:	47.42	answered 187
	Variance:	0.58	Std. Error:	0.06			

3.5. Volunteer to support vulnerable or isolated people in their local area						Response Percent	Response Total
1	Very likely					14.4%	27
2	Somewhat likely					55.9%	105
3	Not at all likely					24.5%	46
4	Don't know					5.3%	10
Analysis	Mean:	2.21	Std. Deviation:	0.75	Satisfaction Rate:	40.25	answered 188
	Variance:	0.56	Std. Error:	0.05			

3.6. Volunteer at a local community centre, library or other local facility						Response Percent	Response Total
1	Very likely					9.1%	17
2	Somewhat likely					54.3%	101
3	Not at all likely					26.9%	50
4	Don't know					9.7%	18
Analysis	Mean:	2.37	Std. Deviation:	0.78	Satisfaction Rate:	45.7	answered 186
	Variance:	0.61	Std. Error:	0.06			

3.7. Support local groups working on environmentally friendly schemes						Response Percent	Response Total
1	Very likely					11.7%	22
2	Somewhat likely					59.6%	112
3	Not at all likely					22.3%	42
4	Don't know					6.4%	12
Analysis	Mean:	2.23	Std. Deviation:	0.74	Satisfaction Rate:	41.13	answered 188
	Variance:	0.54	Std. Error:	0.05			

3. Budget Planning

4. How strongly do you support the following approaches to either save money or increase income? So on a scale of 1 to 4, where 1 is 'fully support' and 4 is 'strongly object' how strongly do you support...?						
	1 - Fully support	2 - Support	3 - Object	4- Strongly object	Don't know	Response Total
1 - Increasing the number of Cambridgeshire foster carers to improve the lives of children in care	44.1% (82)	44.1% (82)	0.5% (1)	1.1% (2)	10.2% (19)	186
2 - Focus on stable placements for children in care, so that they can build longer term relationships and the cost of change is reduced	50.5% (94)	43.5% (81)	0.5% (1)	0.0% (0)	5.4% (10)	186
3 - Supporting people with learning disabilities to move from fully residential care to independent supported living	29.0% (54)	53.8% (100)	7.0% (13)	1.6% (3)	8.6% (16)	186
4 - Moving people with learning disabilities closer to home, which is usually better for the person and provides opportunities for savings	43.0% (80)	49.5% (92)	1.6% (3)	0.0% (0)	5.9% (11)	186
5 - Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies	31.7% (59)	44.1% (82)	8.6% (16)	7.0% (13)	8.6% (16)	186
6 - Be more commercial in areas where the Council can generate income (e.g. trading advertising, sponsorship) which can then be used to reinvest into supporting our public services	47.6% (88)	40.5% (75)	4.3% (8)	2.7% (5)	4.9% (9)	185
7 - Continue to invest to generate income which will support the delivery of public services (e.g. renewable energy schemes and commercial properties which return an income stream)	51.1% (95)	37.1% (69)	4.8% (9)	2.2% (4)	4.8% (9)	186
					answered	187
					skipped	24
Any Comments: (28)						

Matrix Charts

4.1. 1 - Increasing the number of Cambridgeshire foster carers to improve the lives of children in care	Response Percent	Response Total
---	------------------	----------------

4.1. 1 - Increasing the number of Cambridgeshire foster carers to improve the lives of children in care						Response Percent	Response Total
1	1 - Fully support					44.1%	82
2	2 - Support					44.1%	82
3	3 - Object					0.5%	1
4	4- Strongly object					1.1%	2
5	Don't know					10.2%	19
Analysis		Mean:	1.89	Std. Deviation:	1.18	Satisfaction Rate:	22.31
		Variance:	1.4	Std. Error:	0.09		
						answered	186

4.2. 2 - Focus on stable placements for children in care, so that they can build longer term relationships and the cost of change is reduced						Response Percent	Response Total
1	1 - Fully support					50.5%	94
2	2 - Support					43.5%	81
3	3 - Object					0.5%	1
4	4- Strongly object					0.0%	0
5	Don't know					5.4%	10
Analysis		Mean:	1.66	Std. Deviation:	0.94	Satisfaction Rate:	16.53
		Variance:	0.88	Std. Error:	0.07		
						answered	186

4.3. 3 - Supporting people with learning disabilities to move from fully residential care to independent supported living						Response Percent	Response Total
1	1 - Fully support					29.0%	54
2	2 - Support					53.8%	100
3	3 - Object					7.0%	13
4	4- Strongly object					1.6%	3
5	Don't know					8.6%	16
Analysis		Mean:	2.07	Std. Deviation:	1.09	Satisfaction Rate:	26.75
		Variance:	1.19	Std. Error:	0.08		
						answered	186

4.4. 4 - Moving people with learning disabilities closer to home, which is usually better for the person and provides opportunities for savings						Response Percent	Response Total
1	1 - Fully support					43.0%	80
2	2 - Support					49.5%	92
3	3 - Object					1.6%	3
4	4- Strongly object					0.0%	0
5	Don't know					5.9%	11
Analysis		Mean:	1.76	Std. Deviation:	0.96	Satisfaction Rate:	19.09
		Variance:	0.92	Std. Error:	0.07		
						answered	186

4.5. 5 - Continue to explore ways of merging and sharing services with partners, particularly Peterborough City Council, to improve services and deliver efficiencies							Response Percent	Response Total
1	1 - Fully support						31.7%	59
2	2 - Support						44.1%	82
3	3 - Object						8.6%	16
4	4- Strongly object						7.0%	13
5	Don't know						8.6%	16
Analysis	Mean:	2.17	Std. Deviation:	1.2	Satisfaction Rate:		answered	186
	Variance:	1.43	Std. Error:	0.09				

4.6. 6 - Be more commercial in areas where the Council can generate income (e.g. trading advertising, sponsorship) which can then be used to reinvest into supporting our public services							Response Percent	Response Total
1	1 - Fully support						47.6%	88
2	2 - Support						40.5%	75
3	3 - Object						4.3%	8
4	4- Strongly object						2.7%	5
5	Don't know						4.9%	9
Analysis	Mean:	1.77	Std. Deviation:	1.01	Satisfaction Rate:		answered	185
	Variance:	1.01	Std. Error:	0.07				

4.7. 7 - Continue to invest to generate income which will support the delivery of public services (e.g. renewable energy schemes and commercial properties which return an income stream)							Response Percent	Response Total
1	1 - Fully support						51.1%	95
2	2 - Support						37.1%	69
3	3 - Object						4.8%	9
4	4- Strongly object						2.2%	4
5	Don't know						4.8%	9
Analysis	Mean:	1.73	Std. Deviation:	1	Satisfaction Rate:		answered	186
	Variance:	1.01	Std. Error:	0.07				

4. Council Tax

5. Cambridgeshire County Council's business plan currently includes a proposal that will increase general council tax by 2% in 2019/20 and increase the Adult Social Care Precept by 2% (The Adult Social Care Precept (ASCP) is an amount the council is allowed to increase council tax by specifically to pay for care for adults, particularly the elderly) Which of the following 5 options for the County Council's part of Council tax do you support? (Other parts of your council tax also go to pay for police, fire, parish and district council services)

						Response Percent	Response Total
1	Not increasing council tax. This would include not raising the Adult Social Care Precept by 2%. Council tax would remain the same and the County Council would have to find an additional £11 million of savings, which could lead to reductions in services.					9.68%	18
2	Only raising the Adult Social Care Precept of 2%. An average band D property would pay a 48p per week increase (£24.93 a year) and the County Council would have to find an additional £5.5 million of savings, which could lead to reductions in services.					12.37%	23
3	Only having a general increase in council tax of 2% and not raising the Adult Social Care Precept. An average band D property would pay a 48p per week increase (£24.93 a year) and the County Council would have to find an additional £5.5 million of savings, which could lead to reductions in services, mainly from adult social care.					8.06%	15
4	Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 4% An average band D property would pay the 96p per week increase (£49.86 a year) and the County Council would not have to make any additional savings to those already planned.					53.76%	100
5	Increasing Council tax by more than 4%. As a guide Council Tax would need to increase by 17% in order to avoid making any changes to services next year. An increase of over 4% would also trigger a referendum of Council Tax payers at an approximate cost of £750k. Every 1% increase in council tax would add an additional 24p per week, £12.47 a year to Council Tax Bills.					16.13%	30
Analysis						answered	186
	Mean:	3.54	Std. Deviation:	1.18	Satisfaction Rate:	63.58	
	Variance:	1.4	Std. Error:	0.09			skipped
Can you please tell us why you chose this option? (93)							25

6. How well informed do you think Cambridgeshire County Council keeps residents about the services and benefits it provides?

			Response Percent	Response Total
1	Very well informed		4.86%	9

6. How well informed do you think Cambridgeshire County Council keeps residents about the services and benefits it provides?

							Response Percent	Response Total
2	Fairly well informed						40.00%	74
3	Not very well informed						36.76%	68
4	Not well informed at all						13.51%	25
5	Don't know						4.86%	9
Analysis	Mean:	2.74	Std. Deviation:	0.92	Satisfaction Rate:	43.38	answered	185
	Variance:	0.85	Std. Error:	0.07			skipped	26

skipped	32
---------	----

8. Which district area is your town / parish council in?

							Response Percent	Response Total
1	Cambridge City						0.00%	0
2	East Cambridgeshire						7.45%	14
3	Fenland						10.64%	20
4	Huntingdonshire						39.89%	75
5	South Cambridgeshire						42.02%	79
6	Outside Cambridgeshire						0.00%	0
Analysis	Mean:	4.16	Std. Deviation:	0.89	Satisfaction Rate:	63.3	answered	188
	Variance:	0.8	Std. Error:	0.07			skipped	23

This Plan provides a summary of the County Council's longterm vision, our priorities for 2019-20, and our planned activity across the organisation for the next five years.

If you would like further information about any of our services, please visit our website at <http://www.cambridgeshire.gov.uk/>

If you have any queries, please contact the LGSS Finance Office:

- by phone: 01223 715333
- by post: Cambridgeshire County Council
 Box OCT1114
 Shire Hall
 Castle Hill
 Cambridge
 CB3 0AP
- by email: LGSS.finance@cambridgeshire.gov.uk

Cambridgeshire County Council is committed to achieving equality and celebrating diversity. Diversity contributes to vibrant and creative communities and a productive workplace. The County Council is committed to promoting fairness and equality of opportunity, and celebrating diversity for all people, particularly with respect to:

- Accessing the Council's services
- Employment opportunities within the Council or its contractors who supply goods and services to the Council
- Those who work or seek to work in a voluntary capacity supported by the Council
- The way in which the Council develops policies that impact upon individuals and communities

If you would like help reading this document because of visual or language difficulties, please contact us using the details above.

