

NK PLAN 2016-19

Consultation Results & Analysis

Executive Board 11th February 2016

Full Council 25th February 2016

Table of Contents

<u>Page</u>	<u>Content</u>
1	Title Page
2	Content Page (this page)
3	Purpose and Introduction
4	Listing of consultations undertaken
5	Summary Results
6 to 15	Resident Survey Results and Detailed Analysis
16 to 21	Stakeholder / Residents Workshops Results
22	Social Media Survey Results

Purpose & Introduction

Purpose of Report

- To set out the approach and results, at both summary and detailed level, of the NK Plan (the council's Corporate Plan) consultation process undertaken between October 2015 and January 2016.

Introduction

- The NK Plan was approved for the purpose of consultation by the Executive Board meeting of 20th October 2015. The Board approved a much wider ranging consultation approach than that used last year with the target of "1000 Conversations in 100 Days". The results from this informing the final consideration of the NK Plan by both the Executive Board and Full Council.
- The consultation process was broken down into three core elements:
 1. As in previous years workshops with a range of stakeholder groups, plus two public workshop sessions. The stakeholder sessions covered ten different groups involving 146 participants; whilst 44 residents attended and provided feedback at further sessions in Sleaford and North Hykeham.
 2. A survey, available in both paper and on-line format, aimed at residents within the district, to which almost 1,100 residents supplied responses.
 3. A social media approach, although this yielded only 14 responses
- Consultation with a range of stakeholder groups was carried out from early October to end November, and the two resident workshops were held in December. These sessions involved the context for the plan including an overview of the findings from the council's S.T.E.E.P.L.E.D process, details on the four priorities and the proposed refinement of the supporting ambitions and key areas within each of these. Additionally the financial context and overall timelines for the NK Plan were covered. The resident sessions differed slightly in that these also combined a budget setting exercise linked with the council's proposed priorities and ambitions.
- The same five questions were posed in each stakeholder group consultation as in the two previous years providing the opportunity for year on year comparison. These being:
 - Ranking of Strategic Drivers; Ranking of Priorities; Is the Council focused on the right things?; Does the Council have the capacity to deliver?; Is there clarity on benefits?
- The resident survey ran from mid November to the end of the first full week of January. Using the SWOT summary generated from S.T.E.E.P.L.E.D 22 key topics were identified and respondents were asked to select both the five most important to them, and the five that the respondent felt should be the focus for improvement. The survey included a summary of the proposed priorities and ambitions to allow the "Is the Council focused on the right things?" to be asked. Thereafter six more general questions were posed around perceptions of the council, plus a small number of demographic questions in order to build up a profile of those returning the survey in terms of gender, age, disability, postcode area to allow an assessment to be made as to how reflective the respondents were of the district demographics.

Consultation Schedule

STAKEHOLDER	Date(s)	Respondents (2014 figures)	Comments
All Partner / Internal Workshops	Oct to Dec 2015	146 (144)	
Access Group	17 th Nov	0 (2)	No quorum at Meeting, consultation not undertaken
Managers	18 th Nov	17 (22)	
Members	30 th Nov	24 (27)	
Our Communities P'ship Action Group	3 rd Nov	14 (11)	
Our Economy P'ship Action Group	21 st Oct	5 (11)	
Our Homes P'ship Action Group	Virtual	1 (11)	Virtual meeting, only single response received despite follow ups
SMT	Virtual	4 (6)	
Staff	7 sessions end Nov – early Dec	58 (23)	More sessions offered spread over two weeks, numbers participating more than doubled
Tenants Panel	9 th Nov	12 (13)	
Youth Council	14 th Oct	11 (17)	Enthusiastic and thoughtful participation
All Resident Survey / Workshops	Nov 2015 to Jan 2016	1151	
Residents – public meetings	Dec 2015	44 (0)	Last year figure of 0 as the public events consulted on the budget only
Residents – online survey	Nov 2015 – Jan 2016	1093 (0)	Use of Experian “Mosaic” software to target harder to reach groups within the paper survey
Residents – paper survey	Nov 2015 – Jan 2016		
Residents – social media	Nov 2015 – Jan 2016	14 (0)	Disappointing response; needs much more focus and drive in future consultations
TOTAL RESPONDENTS		1297 (144)	

Summary Results

- Given the twin track approach to consultation two sets of results were forthcoming which when taken together form a rich insight and a clear affirmation of the direction proposed by the NK Plan 2016-19.

Is the Council Focused on the Right Things?

- This question was posed in both of the main approaches, although the resident survey provided the option for a “not sure” response; whereas the workshops only provided a direct yes / no response option.
- The results from this question were:
 - **95%** of respondents within the stakeholder workshops replied **yes** to this question.
 - **79%** of residents attending the public workshop sessions replied **yes** to this question
 - **64%** of residents through the paper or online survey replied **yes** to this question
 - In terms of the balance of resident responses this was evenly split with 18% selecting “not sure” and 18% selecting “no”
 - The combined total was **67%** responding positively to the question, with 16.5% “not sure” and 16.5% responding negatively.

Resident Survey, Stakeholder / Resident Workshop, Social Media results

- The results and analysis from the resident survey are set out on pages 6 to 15, those from the stakeholder / resident workshops from pages 16 to 21, and from social media on page 22.

Improvements for future consultations

- Although the consultation has generated a strong response, in terms of processes and approaches for future consultations two key improvements have been identified:
 - Review and improve approaches to engage the younger 16-24, and 25-34 demographics; and female respondents within the more mature demographic groups to ensure that the overall response is more reflective of the district’s demographic profile
 - Ensure that far greater focus is applied to social media to avoid repetition of the disappointing response.

Resident Survey Respondent Profile

- The survey was provided in paper form to approximately 2000 residents and electronically to some 13,000 further residents.
- 1093 residents completed the survey. 986 declared their gender, and 994 their age band, with 969 declaring both – this final figure covering almost 89% of respondents. The profile of these residents is set out below and compared with that of the ONS mid year 2014 population profile estimate for North Kesteven residents aged 16+ (data published by ONS in June 2015 and is the most up to date available).

Age Group	ALL		MALE		FEMALE	
	NK Population	Survey Response	NK Population	Survey Response	NK Population	Survey Response
ALL			48.6%	57.3%	51.4%	42.7%
16-24	11.1%	1.3%	52.5%	30.8%	47.5%	69.2%
25-34	13.0%	5.1%	50.4%	35.5%	49.6%	64.7%
35-44	14.8%	11.8%	47.8%	41.6%	52.2%	58.4%
45-54	18.7%	20.6%	48.9%	49.0%	51.1%	51.0%
55-64	15.0%	23.4%	48.4%	59.0%	51.6%	41.0%
65-74	15.3%	27.3%	48.3%	69.3%	51.7%	30.7%
75+	12.1%	10.5%	44.3%	76.8%	55.7%	23.2%

- As the table shows the younger demographic is significantly under-represented, the 35-54 groups along with those aged 75+ are broadly representative of the district profile. The 55-74 groups are over represented. The analysis in this report represents the raw data, as opposed to being population weighted. The initial population weighted analysis indicates limited variance in the overall results – for example the top 5 most important / need most improvement issues remain the same.
- Overall gender response is similarly imbalanced however the profile shows a decreasing level of female representation as age increases, and thus with the overall disproportionate representation in the 55-74 age groups the overall gender imbalance is explained.
- Although not included in the above table just under 25% of respondents confirmed they had a long standing illness, disability or infirmity. Whilst this is above the most recent available figure for NK from the 2011 census (19%); given the skew in the overall response demographic this figure is likely to be reasonably representative of the district.
- In terms of postcode area 948 responses, 87% of the total, provided this information. Of these 42% lived in NG34; 26% in LN4; 12% in LN5; and 18.5% in LN6; with the balance of 1.5% from postcode areas outside NK.

Resident Survey Results : Issues of most importance and needing most improvement

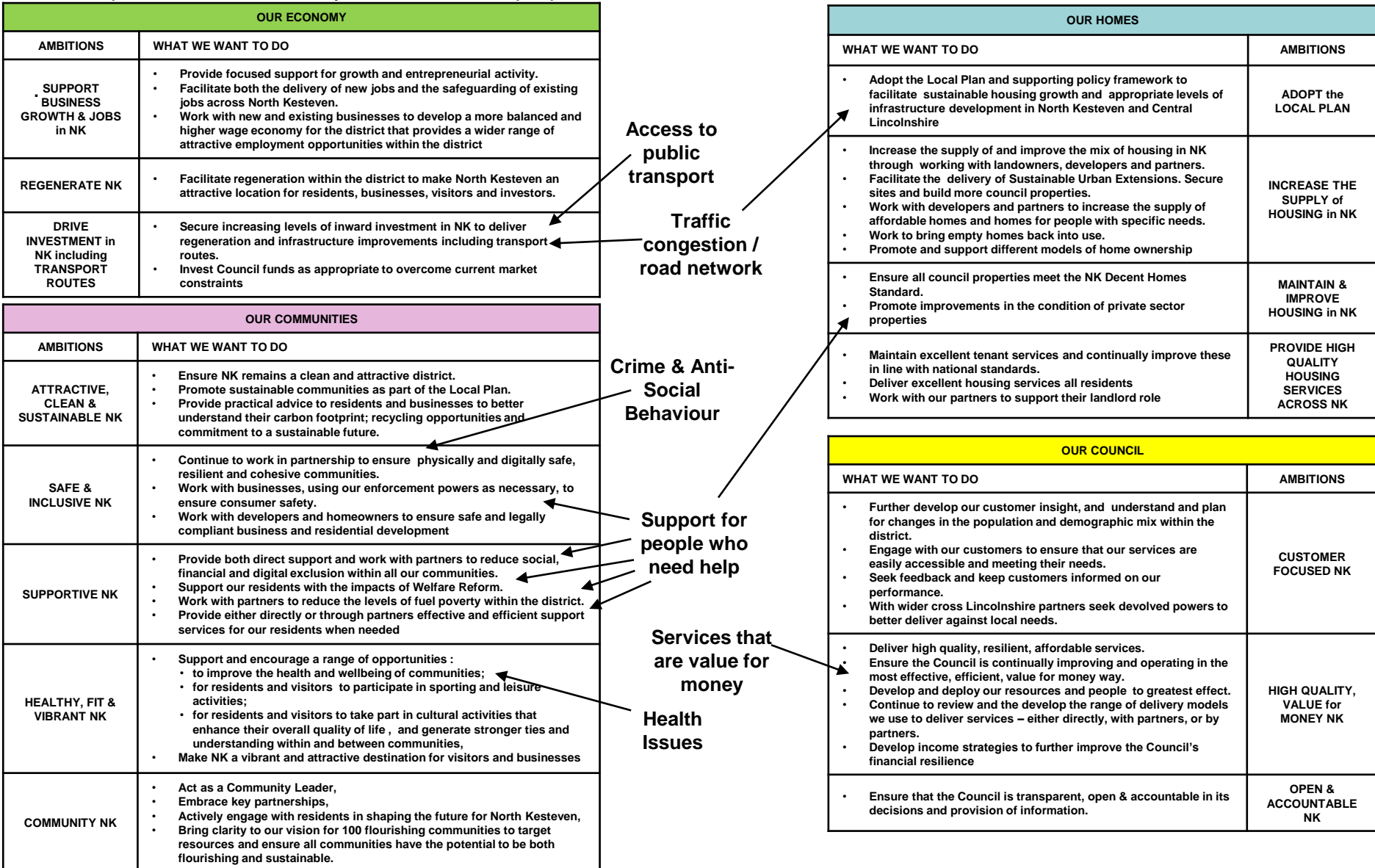
- The first two questions within the survey asked respondents to select from a list of 22 options – based on the STEEPLED SWOT analysis – the five areas that were most important to them and the five areas that they felt needed the most improvement. The most and least frequently selected options are shown in the table below.

Issues most important to you.			Issues needing the most improvement in your local area		
Top 5			Top 5		
1	Traffic Congestion / Road Network	61%	1	Traffic Congestion / Road Network	63%
2	Crime & ASB	57%	2	Services that are value for money	35%
3	Services that are value for money	39%	3	Support Services for people who need help	34%
4	Health Issues	38%	4	Crime & ASB	34%
5	Support Services for people who need help	37%	5	Access to Public Transport	32%
Bottom 5			Bottom 5		
18	Easy access to Council services	10%	18	Easy access to Council Services	10%
19	Climate Change	9%	19	Going to watch cultural activities	7%
20	Going to watch cultural activities	8%	20	Climate Change	6%
21	Participation in sporting activities	5%	21	Participation in cultural activities	5%
22	Participation in cultural activities	3%	22	Participation in sporting activities	4%

- The next page demonstrates how the issues identified as most important and most in need of improvement are reflected in the NK Plan 2016-19
- Thereafter the level of agreement on these two questions when the age band and gender of respondents, along with postcode location and whether the respondent identified a longstanding illness, disability or infirmity is considered.
- As these will demonstrate there is a reasonable level of consensus in terms of the top and bottom 5 for both categories, although a greater degree of variation in terms of the percentiles for different demographic groups
- As examples the younger demographics (16-24 / 25-34) both highlight Access to Jobs and Affordable Housing as amongst the most important in contrast to the other age groups; respondents in LN6 were significantly more concerned about traffic congestion / road network than the rest of the district.

Resident Survey Results : Issues of most importance and needing most improvement : Where these are addressed in the proposed NK Plan 2016-19

- The diagram below demonstrates how the 6 issues identified as either or both most important and needing most improvement are already identified in the proposed Priorities and Ambitions within the NK Plan 2016-19



Resident Survey Results

Issues that are most important : response breakdown by Gender & Age

Top 5

Bottom 5

Issue	All Respondents	Gender		Age Band						
		Female	Male	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	Over 75
Traffic Congestion / Road Network	60.9%	55.6%	64.2%	53.8%	56.9%	57.3%	61.5%	65.2%	60.5%	56.7%
Crime and Anti-Social Behaviour	57.1%	53.0%	60.4%	30.8%	54.9%	51.3%	56.6%	61.8%	58.3%	57.7%
Services that are value for money	39.5%	36.3%	41.6%	38.5%	25.5%	40.2%	39.5%	43.8%	39.1%	36.5%
Health Issues	38.5%	39.0%	38.9%	7.7%	31.4%	33.3%	34.6%	38.2%	45.4%	48.1%
Support Services for people who need help	37.0%	39.0%	36.6%	38.5%	29.4%	25.6%	31.2%	40.8%	41.7%	50.0%
Increasing population / population growth	27.8%	21.6%	32.4%	23.1%	11.8%	22.2%	24.9%	29.6%	34.3%	28.8%
Access to Public Transport	27.0%	28.0%	26.0%	46.2%	19.6%	19.7%	24.9%	23.6%	31.0%	33.7%
Internet access / high speed broadband	26.7%	27.6%	25.3%	23.1%	43.1%	38.5%	38.0%	22.7%	17.0%	15.4%
Ageing Population	25.3%	20.4%	29.2%	15.4%	9.8%	11.1%	16.1%	24.0%	36.9%	40.4%
Availability of Affordable Housing	21.1%	22.8%	20.2%	46.2%	35.3%	21.4%	18.0%	21.0%	21.4%	16.3%
Environmental Sustainability	17.7%	17.8%	17.5%	0.0%	21.6%	13.7%	19.0%	22.7%	15.9%	13.5%
Mobile Phone Coverage / Signal	17.5%	16.4%	17.0%	23.1%	19.6%	29.1%	23.4%	12.0%	14.4%	5.8%
Access to Jobs within the District	17.0%	21.4%	13.1%	38.5%	37.3%	32.5%	27.8%	10.7%	5.9%	4.8%
Opportunities for leisure activities including countryside pursuits	11.8%	12.1%	11.2%	0.0%	13.7%	17.9%	14.1%	12.4%	8.5%	4.8%
Loneliness / Social Isolation	11.7%	15.2%	8.8%	30.8%	3.9%	13.7%	12.7%	8.2%	11.8%	13.5%
Struggling with the Cost of Living	11.1%	14.7%	8.8%	38.5%	23.5%	18.8%	13.7%	8.2%	7.0%	7.7%
Access to Council Housing	11.0%	10.7%	11.9%	7.7%	11.8%	11.1%	7.3%	9.9%	13.7%	12.5%
Easy to access Council services	10.2%	12.1%	8.7%	7.7%	9.8%	5.1%	10.2%	10.7%	9.6%	20.2%
Climate Change	8.5%	8.1%	8.3%	7.7%	15.7%	6.8%	7.8%	10.7%	7.4%	5.8%
Going to watch cultural activities (e.g. theatre, concerts)	8.0%	10.7%	6.0%	23.1%	9.8%	7.7%	6.8%	10.7%	5.5%	4.8%
Opportunities to participate in sporting activities	5.3%	6.7%	3.9%	0.0%	5.9%	15.4%	7.8%	3.9%	1.5%	2.9%
Participation in cultural activities (e.g. art groups, music classes)	3.3%	5.0%	1.9%	0.0%	7.8%	2.6%	1.5%	4.3%	2.6%	2.9%

Resident Survey Results

Top 5

Bottom 5

Issues that are most important : response breakdown by Declared Disability & Postcode Area

Issue	All Respondents	Disability		Postcode Areas			
		No	Yes	LN4	LN5	LN6	NG34
Traffic Congestion / Road Network	60.9%	63.3%	55.1%	53.7%	64.0%	74.0%	61.9%
Crime and Anti-Social Behaviour	57.1%	56.2%	59.6%	59.5%	59.6%	65.3%	56.1%
Services that are value for money	39.5%	38.9%	40.1%	40.1%	40.4%	34.7%	39.6%
Health Issues	38.5%	35.6%	48.5%	40.5%	32.5%	38.7%	39.8%
Support Services for people who need help	37.0%	36.6%	40.8%	37.2%	40.4%	41.0%	35.5%
Increasing population / population growth	27.8%	28.2%	27.2%	30.2%	28.9%	26.6%	28.7%
Access to Public Transport	27.0%	26.4%	26.8%	29.3%	27.2%	21.4%	29.7%
Internet access / high speed broadband	26.7%	28.5%	21.3%	26.4%	28.9%	22.0%	26.9%
Ageing Population	25.3%	24.0%	27.6%	30.6%	19.3%	23.1%	25.9%
Availability of Affordable Housing	21.1%	20.3%	21.7%	19.8%	21.1%	18.5%	23.4%
Environmental Sustainability	17.7%	19.4%	13.6%	24.0%	15.8%	23.1%	12.2%
Mobile Phone Coverage / Signal	17.5%	18.4%	13.2%	17.4%	23.7%	16.8%	15.2%
Access to Jobs within the District	17.0%	19.3%	11.0%	12.4%	14.0%	13.9%	19.5%
Opportunities for leisure activities including countryside pursuits	11.8%	11.8%	11.4%	10.7%	9.6%	17.9%	9.9%
Loneliness / Social Isolation	11.7%	11.9%	8.8%	10.7%	10.5%	9.8%	12.4%
Struggling with the Cost of Living	11.1%	9.2%	15.8%	9.1%	9.6%	10.4%	13.5%
Access to Council Housing	11.0%	7.7%	18.8%	8.3%	15.8%	6.9%	14.5%
Easy to access Council services	10.2%	9.8%	12.1%	9.9%	9.6%	15.6%	8.6%
Climate Change	8.5%	8.9%	8.1%	12.0%	7.9%	8.7%	6.6%
Going to watch cultural activities (e.g. theatre, concerts)	8.0%	9.2%	4.8%	9.5%	8.8%	6.9%	5.8%
Opportunities to participate in sporting activities	5.3%	6.7%	1.8%	5.0%	5.3%	4.0%	4.6%
Participation in cultural activities (e.g. art groups, music classes)	3.3%	3.3%	2.6%	4.1%	2.6%	0.6%	3.6%

Resident Survey Results

Issues that most need improvement: response breakdown by Gender & Age

Top 5

Bottom 5

ISSUE	All Respondents	Gender		AGE BAND						
		Female	Male	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	Over 75
Traffic Congestion / Road Network	63.3%	59.1%	64.6%	61.5%	54.9%	59.8%	62.9%	66.1%	64.6%	54.8%
Services that are value for money	34.7%	30.6%	38.1%	15.4%	29.4%	35.9%	35.1%	36.9%	35.1%	33.7%
Support Services for people who need help	34.3%	35.6%	34.2%	15.4%	17.6%	24.8%	31.2%	37.3%	38.4%	44.2%
Crime and Anti-Social Behaviour	33.9%	29.9%	37.0%	30.8%	41.2%	29.1%	33.7%	32.2%	38.0%	30.8%
Access to Public Transport	32.4%	34.2%	30.1%	38.5%	23.5%	25.6%	33.2%	36.5%	31.7%	28.8%
Health Issues	32.2%	32.5%	32.9%	23.1%	23.5%	32.5%	26.8%	29.6%	41.3%	34.6%
Increasing population / population growth	29.2%	23.0%	32.7%	23.1%	13.7%	22.2%	29.3%	30.0%	31.7%	31.7%
Ageing Population	26.9%	22.6%	30.4%	30.8%	13.7%	14.5%	22.0%	26.6%	36.2%	39.4%
Internet access / high speed broadband	25.6%	25.7%	25.0%	15.4%	35.3%	36.8%	37.6%	22.7%	18.1%	11.5%
Availability of Affordable Housing	24.9%	24.7%	25.8%	38.5%	35.3%	23.1%	24.4%	25.8%	24.0%	22.1%
Mobile Phone Coverage / Signal	22.3%	21.4%	21.4%	30.8%	29.4%	29.9%	30.2%	18.0%	18.1%	8.7%
Access to Jobs within the District	16.9%	19.7%	14.7%	38.5%	27.5%	23.9%	27.3%	12.9%	8.5%	8.7%
Environmental Sustainability	15.8%	13.8%	17.2%	0.0%	19.6%	9.4%	14.6%	19.3%	17.3%	10.6%
Loneliness / Social Isolation	14.1%	17.1%	12.7%	23.1%	7.8%	17.1%	15.1%	12.9%	15.5%	10.6%
Access to Council Housing	12.6%	12.6%	12.9%	15.4%	11.8%	13.7%	7.8%	12.4%	16.2%	12.5%
Struggling with the Cost of Living	11.1%	12.1%	10.3%	46.2%	21.6%	19.7%	11.7%	9.4%	5.9%	5.8%
Opportunities for leisure activities including countryside pursuits	10.4%	12.1%	9.6%	7.7%	17.6%	17.1%	13.7%	11.6%	6.6%	1.9%
Easy to access Council services	10.3%	10.9%	9.7%	0.0%	13.7%	11.1%	8.3%	8.6%	11.4%	12.5%
Going to watch cultural activities (e.g. theatre, concerts)	7.5%	10.7%	5.0%	7.7%	9.8%	10.3%	6.8%	10.3%	4.1%	3.8%
Climate Change	5.7%	6.4%	5.3%	15.4%	9.8%	3.4%	6.3%	6.4%	5.5%	3.8%
Participation in cultural activities (e.g. art groups, music classes)	5.2%	6.9%	4.1%	15.4%	11.8%	6.8%	2.4%	6.0%	3.3%	3.8%
Opportunities to participate in sporting activities	4.1%	5.7%	2.5%	7.7%	3.9%	15.4%	4.4%	1.3%	1.5%	2.9%

Resident Survey Results

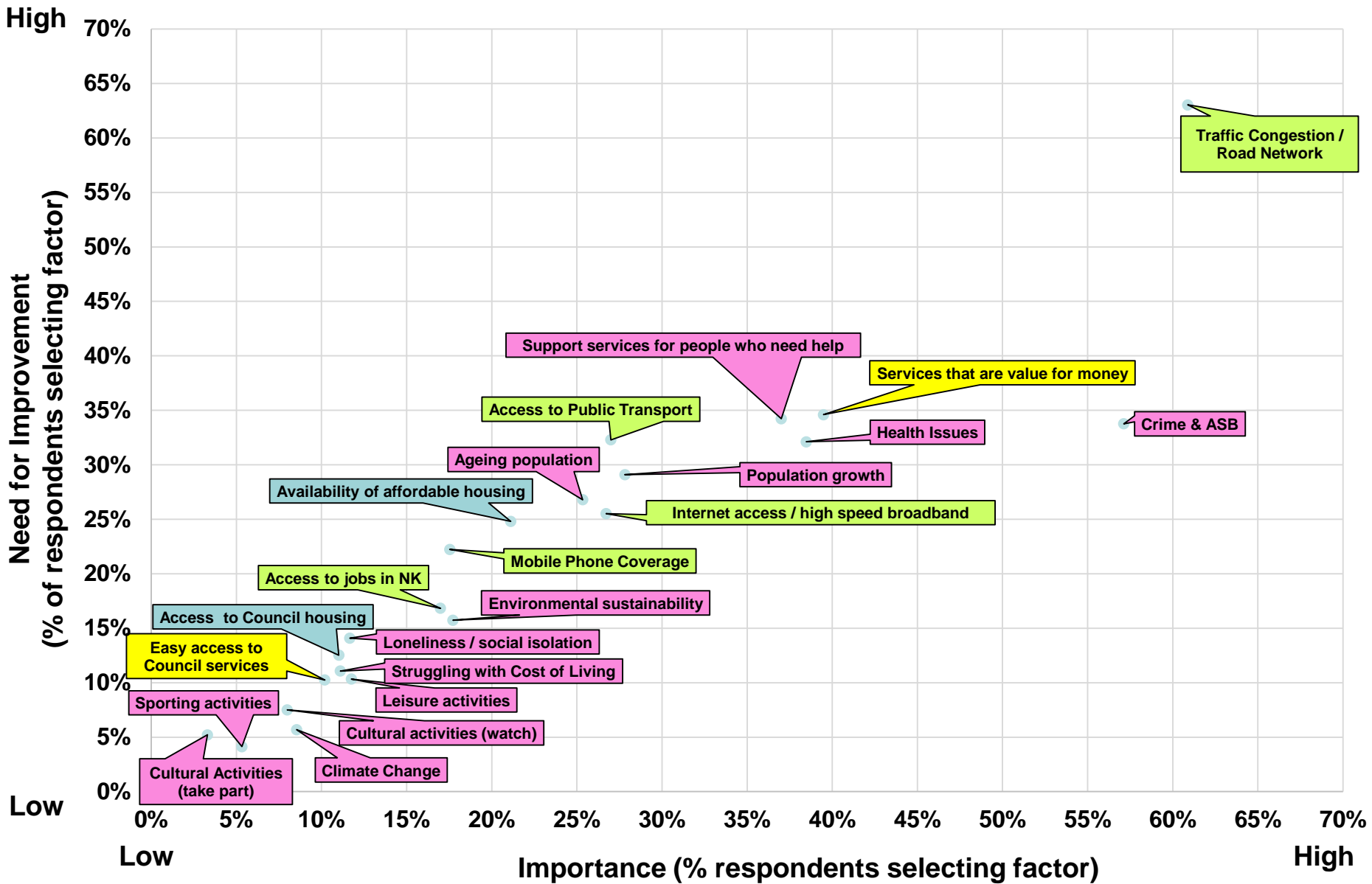
Top 5

Bottom 5

Issues that most need improvement: response breakdown by Disability and Postcode Area

Issue	All Respondents	Disability		Postcode Areas			
		No	Yes	LN4	LN5	LN6	NG34
Traffic Congestion / Road Network	60.9%	63.3%	55.1%	53.7%	64.0%	74.0%	61.9%
Crime and Anti-Social Behaviour	57.1%	56.2%	59.6%	59.5%	59.6%	65.3%	56.1%
Services that are value for money	39.5%	38.9%	40.1%	40.1%	40.4%	34.7%	39.6%
Health Issues	38.5%	35.6%	48.5%	40.5%	32.5%	38.7%	39.8%
Support Services for people who need help	37.0%	36.6%	40.8%	37.2%	40.4%	41.0%	35.5%
Increasing population / population growth	27.8%	28.2%	27.2%	30.2%	28.9%	26.6%	28.7%
Access to Public Transport	27.0%	26.4%	26.8%	29.3%	27.2%	21.4%	29.7%
Internet access / high speed broadband	26.7%	28.5%	21.3%	26.4%	28.9%	22.0%	26.9%
Ageing Population	25.3%	24.0%	27.6%	30.6%	19.3%	23.1%	25.9%
Availability of Affordable Housing	21.1%	20.3%	21.7%	19.8%	21.1%	18.5%	23.4%
Environmental Sustainability	17.7%	19.4%	13.6%	24.0%	15.8%	23.1%	12.2%
Mobile Phone Coverage / Signal	17.5%	18.4%	13.2%	17.4%	23.7%	16.8%	15.2%
Access to Jobs within the District	17.0%	19.3%	11.0%	12.4%	14.0%	13.9%	19.5%
Opportunities for leisure activities including countryside pursuits	11.8%	11.8%	11.4%	10.7%	9.6%	17.9%	9.9%
Loneliness / Social Isolation	11.7%	11.9%	8.8%	10.7%	10.5%	9.8%	12.4%
Struggling with the Cost of Living	11.1%	9.2%	15.8%	9.1%	9.6%	10.4%	13.5%
Access to Council Housing	11.0%	7.7%	18.8%	8.3%	15.8%	6.9%	14.5%
Easy to access Council services	10.2%	9.8%	12.1%	9.9%	9.6%	15.6%	8.6%
Climate Change	8.5%	8.9%	8.1%	12.0%	7.9%	8.7%	6.6%
Going to watch cultural activities (e.g. theatre, concerts)	8.0%	9.2%	4.8%	9.5%	8.8%	6.9%	5.8%
Opportunities to participate in sporting activities	5.3%	6.7%	1.8%	5.0%	5.3%	4.0%	4.6%
Participation in cultural activities (e.g. art groups, music classes)	3.3%	3.3%	2.6%	4.1%	2.6%	0.6%	3.6%

Resident Survey Results : Most Important : Needs Most Improvement Matrix



Priorities Key

Our Economy

Our Homes

Our Communities

Our Council

Resident Survey Results : Questions 4 to 9 Results

- The tables below set out the responses received to the remaining questions.

Q4. North Kesteven District Council is a provider of public services locally. Overall, how would you rate the quality of the Council's services?				
Very Poor	Poor	Neither Good nor Poor	Good	Very Good
1.3%	4.9%	28.1%	51.3%	14.5%
Negative Response		Positive Response		
6.2%		65.8%		

Q5. To what extent do you agree or disagree that North Kesteven District Council provides value for money?				
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.3%	9.5%	40.1%	41.1%	8.0%
Negative Response		Positive Response		
10.8%		49.1%		

Q6. To what extent do you think the Council acts on the concerns of residents? (Tick one)				
Not at all	Not very much	Don't know	To some extent	A great deal
6.6%	24.8%	10.0%	49.4%	9.3%
Negative Response		Positive Response		
31.4%		58.7%		

Q7. Do you agree or disagree that you can influence decisions affecting your local area? (Tick one)				
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
8.5%	32.0%	36.2%	21.4%	1.8%
Negative Response		Positive Response		
40.5%		23.2%		

Q8. How satisfied or dissatisfied are you with the way North Estevan District Council runs things?				
Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied
3.2%	9.0%	34.9%	45.9%	6.9%
Negative Response		Positive Response		
12.2%		52.8%		

Q9. How easy is it to find public interest information and decision-making on the Council's website?				
Very Difficult	Difficult	Neither Easy nor Difficult	Easy	Very Easy
2.5%	14.5%	36.6%	38.0%	8.3%
Negative Response		Positive Response		
17.0%		46.3%		

The 10th and final question to the survey (Provided that the standard of service you receive remained unaltered, would you be happy if another Council collected your bin for you?) is not specific to the NK Plan consultation and therefore not included above. 72% expressed a positive view and 18% negative.




Resident Survey Results : Questions 3 to 9 Results Demographic & Area Variability

- The table below highlights the variability in results between different demographics (gender or age) and postcode areas.
- Only those where there is a variance from the overall negative and overall positive response to each question of more than +/- 5% are highlighted. A positive variance is shown in green, whilst a negative is shown in amber.

	Q3		Q4		Q5		Q6		Q7		Q8		Q9		
	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Do not use
Overall response	18.0%	64.0%	6.2%	65.8%	10.8%	49.1%	31.4%	58.7%	40.5%	23.2%	12.2%	52.8%	17.0%	46.3%	19.40%
Gender															
Female	16.9%	65.2%	6.2%	67.0%	8.6%	50.5%	29.4%	58.6%	37.1%	25.4%	9.3%	54.5%	17.5%	53.7%	19.50%
Male	19.5%	63.7%	6.7%	63.4%	11.8%	48.0%	33.5%	57.3%	43.4%	22.1%	14.6%	51.9%	15.4%	43.4%	18.20%
Age Group															
16-24	0.0%	69.2%	0.0%	76.9%	7.7%	46.2%	30.8%	61.5%	30.8%	15.4%	0.0%	61.5%	22.2%	77.8%	30.8%
25-34	21.6%	68.6%	6.0%	64.0%	12.0%	52.0%	25.5%	54.9%	41.2%	17.6%	10.0%	60.0%	14.3%	57.1%	17.6%
35-44	15.4%	69.2%	5.1%	59.8%	10.3%	42.2%	31.6%	51.3%	36.8%	29.1%	13.7%	49.6%	23.9%	47.8%	21.4%
45-54	20.5%	63.9%	12.2%	57.6%	13.7%	42.2%	34.8%	55.9%	41.9%	23.2%	15.2%	45.1%	21.8%	44.1%	16.7%
55-64	22.5%	61.5%	4.7%	67.2%	9.9%	49.1%	33.0%	57.1%	41.2%	22.3%	13.7%	53.2%	12.4%	45.3%	13.4%
65-74	16.4%	60.8%	4.5%	70.5%	8.1%	52.6%	32.1%	60.1%	43.0%	22.6%	9.6%	55.7%	13.3%	47.9%	21.3%
75+	9.9%	76.2%	5.8%	72.1%	6.9%	66.7%	19.8%	73.3%	29.7%	30.7%	7.9%	67.3%	12.5%	52.8%	27.3%
Postcode Area															
LN4	12.3%	70.8%	4.9%	74.2%	7.0%	58.8%	25.6%	63.6%	36.8%	27.7%	7.0%	56.6%	17.9%	46.8%	21.2%
LN5	17.7%	67.3%	7.1%	58.4%	11.3%	48.7%	29.8%	57.9%	37.4%	25.2%	12.2%	57.4%	15.6%	55.2%	15.8%
LN6	18.9%	59.4%	4.6%	75.4%	6.9%	48.9%	26.3%	63.7%	35.3%	24.3%	6.3%	64.4%	10.1%	49.6%	19.2%
NG34	22.4%	60.7%	7.6%	57.1%	14.5%	44.3%	38.9%	52.3%	45.5%	21.2%	17.9%	46.0%	20.3%	43.7%	19.6%

- Gender.** Whilst female responses tended to be more positive overall (for every question) in only one instance was there a significant variance, this being for Q9, ease of access for the Council's website. The female overall positive score was over 10% percentage points higher than that for male respondents.
- Age.** The 75+ demographic was more positive for every question, moreover the 75+ response rate was broadly reflective of the total 75+ population in the district. The 16-24 age group was also more positive for several questions, although given the very low percentage of 16-24s who responded to the survey, no firm conclusions should be drawn from this. The 45-54 age group was the least positive overall, most particularly in terms of question 4, the quality of the Council's services, and question 5, value for money.
- Postcode Area.** Residents from LN4 and LN6 were more positive than other parts of the district for a number of questions. However residents in NG34, Sleaford and surrounding area, were less so particularly for question 4, quality of services; question 6, acting on the concern of residents; and question 8 satisfaction with the overall way the council runs things.
- It should be noted that question 7 – influencing decisions - had an overall negative response (only the age 75+ provided a positive response). However this is an area already identified from the S.T.E.E.P.L.E.D evidence collection process as needing further focus and improvement will be addressed within the NK Plan 2016-19 actions.

STAKEHOLDER WORKSHOPS : OVERALL RESULTS SUMMARY

Consultation Question	2012	2013	2014	2015	DoT
Which strategic driver will have the most effect on the Council ?	Financials	Financials	Financials	Employment	
Which is the most important priority for the Council to focus on ?	Economy	Economy	Economy	Economy	
Is the Council focused on the right things ?	Yes 91%	Yes 85%	Yes 95%	Yes 95%	
Does the Council have the capacity to achieve its ambitions ?	Yes 59%	No 48%	Yes 76%	Yes 73%	
Is there clarity on benefits for residents / businesses ?	Yes 74%	Yes 57%	Yes 74%	Yes 88%	

RESULTS SUMMARY : Strategic Driver ranked most important by each group

STAKEHOLDER	2012	2013	2014	2015
ALL GROUPS	Financials	Financials	Financials	Employment
Access Group	no consultation	no consultation	Employment	no quorum at consultation meeting
Managers	Financials	New Homes	Financials	Employment
Members	Financials	Financials	Employment	Employment
Our Communities PAG	no consultation	Financials	Financials	Employment
Our Economy PAG	no consultation	Employment	Financials	Demographics
Our Homes PAG	no consultation	Financials	New Homes	New Homes
SMT	no consultation	Financials	Employment	Financials
Staff	no consultation	no consultation	Financials	Employment
Tenant Liaison Panel	Financials	Financials	Financials	New Homes
Youth Council	Financials	Employment	Financials	Employment

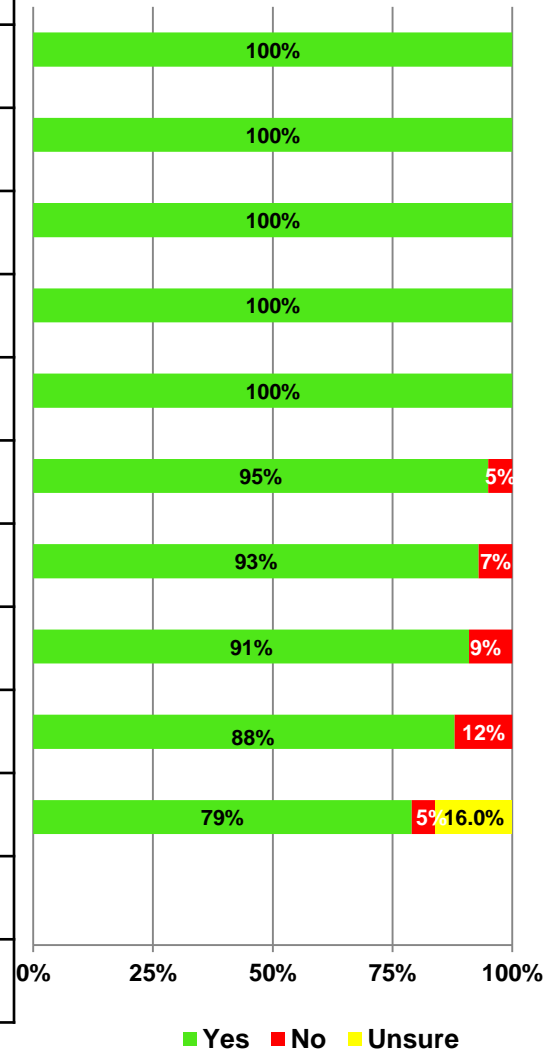
RESULTS SUMMARY : Priority ranked most important by each group

STAKEHOLDER	2012	2013	2014	2015
ALL GROUPS	Economy	Economy	Economy	Economy
Access Group	no consultation	no consultation	Communities	no quorum at consultation meeting
Managers	Communities	Economy	Communities	Economy
Members	Economy	Economy	Economy	Economy
Our Communities PAG	no consultation	Communities	Economy	Communities
Our Economy PAG	no consultation	Economy	Economy	Economy
Our Homes PAG	no consultation	Economy	Homes	Homes
SMT	no consultation	Economy	Economy	Economy
Staff	no consultation	no consultation	Economy	Economy
Tenants Panel	Communities	Economy	Economy	Homes
Youth Council	Economy	Economy	Economy	Communities

RESULTS SUMMARY : Is the Council Focused on the right things?

Stakeholders	2012		2013		2014		2015		DoT
	Response	%	Response	%	Response	%	Response	%	
Tenants Panel	Yes	94%	Yes	82%	Yes	100%	Yes	100%	→
Our Communities PAG			Yes	73%	Yes	92%	Yes	100%	↑
Our Economy PAG			Yes	100%	Yes	100%	Yes	100%	→
SMT			Yes	100%	Yes	100%	Yes	100%	→
Managers	Yes	93%	Yes	84%	Yes	91%	Yes	100%	↑
ALL STAKEHOLDERS	Yes	91%	Yes	85%	Yes	95%	Yes	95%	→
Colleagues					Yes	91%	Yes	93%	↑
Youth Council	Yes	82%	Yes	100%	Yes	100%	Yes	91%	↓
Members	Yes	92%	Yes	80%	Yes	93%	Yes	88%	↓
Residents' Events							Yes	79%	
Our Homes PAG			Yes	86%	Yes	100%			
Access Group					Yes	100%			

Focused on the right things ?

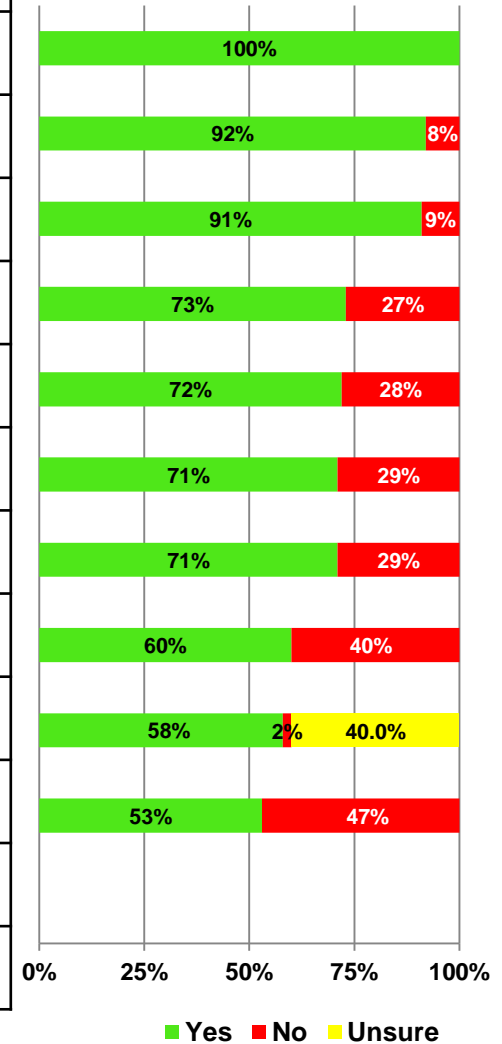


NB. "Unsure" option only available at the Residents' Workshops

RESULTS SUMMARY : Does the Council have the capacity to deliver?

Stakeholders	2012		2013		2014		2015		DoT
	Response	%	Response	%	Response	%	Response	%	
SMT			Yes	67%	Yes	83%	Yes	100%	↑
Tenants Panel	Yes	88%	Yes	73%	Yes	100%	Yes	92%	↓
Youth Council	Yes	82%	Yes	67%	Yes	71%	Yes	91%	↑
ALL STAKEHOLDERS	Yes	59%	No	48%	Yes	76%	Yes	73%	↓
Colleagues					Yes	70%	Yes	72%	↑
Members	Yes	62%	Yes	56%	Yes	93%	Yes	71%	↓
Our Communities PAG			No	40%	Yes	92%	Yes	71%	↓
Our Economy PAG			No	33%	Yes	73%	Yes	60%	↓
Residents' Events							Yes	58%	
Managers	No	13%	No	26%	No	45%	Yes	53%	↑
Our Homes PAG			Yes	57%	Yes	86%			
Access Group					Yes	100%			

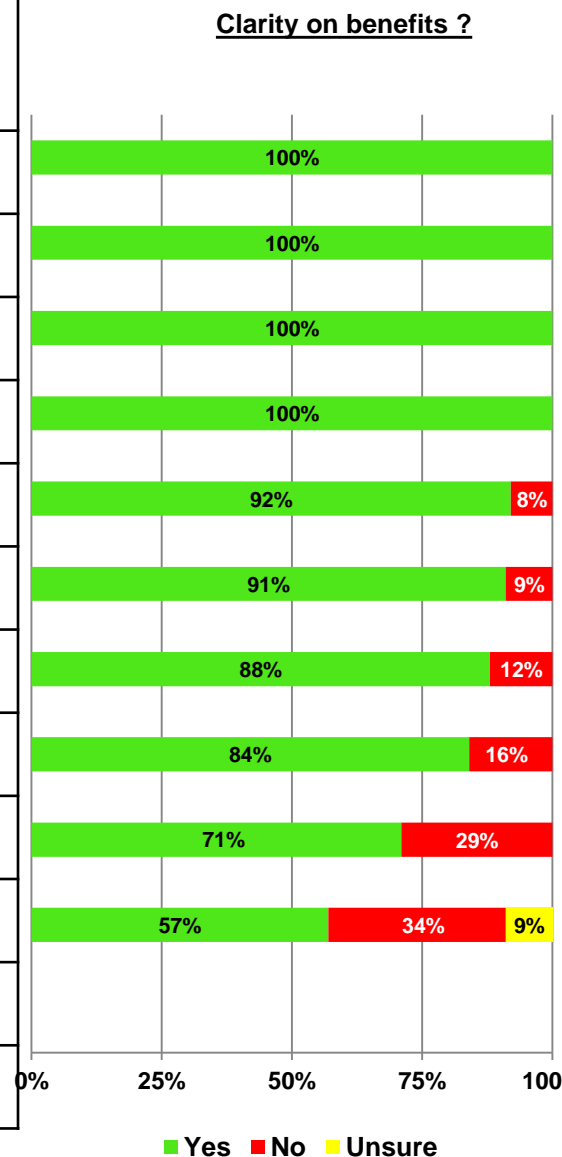
Capacity to deliver?



NB. "Unsure" option only available at the Residents' Workshops

RESULTS SUMMARY : Is there clarity on benefits?

Stakeholders	2012		2013		2014		2015		DoT
	Response	%	Response	%	Response	%	Response	%	
SMT					Yes	100%	Yes	100%	→
Our Economy PAG			Yes	83%	Yes	91%	Yes	100%	↑
Our Communities PAG			No	40%	Yes	57%	Yes	100%	↑
Managers	Yes	87%	No	47%	No	23%	Yes	100%	↑
Tenants Panel	Yes	88%	Yes	56%	Yes	77%	Yes	92%	↑
Youth Council	Yes	64%	Yes	51%	Yes	76%	Yes	91%	↑
ALL STAKEHOLDERS	Yes	74%	Yes	57%	Yes	74%	Yes	88%	↑
Colleagues					Yes	70%	Yes	84%	↑
Members	Yes	58%	Yes	52%	Yes	85%	Yes	71%	↓
Residents' Events							Yes	57%	
Our Homes PAG			Yes	57%	Yes	86%			
Access Group					Yes	100%			



NB. "Unsure" option only available at the Residents' Workshops

Social Media Survey Results

- The report has already identified that significant improvement is needed in terms of focus and effort for future social media surveys.
- The response to the survey was only 14 people severely limiting the opportunity for any meaningful analysis. Similarly no demographic data for these respondents is available.
- However for completeness the results from this small group of respondents are summarised below

Q1. Issues most important		
1	Traffic / Road Congestion	35.7%
2=	Crime & Anti-Social Behaviour	28.6%
2=	Access to Public Transport	28.6%
2=	Struggling with Cost of Living	28.6%
2=	Support Services for people who need help	28.6%

Q2. Issues most needing improvement		
1	Crime & Anti-Social Behaviour	35.7%
2=	Traffic / Road Congestion	28.6%
2=	Access to Public Transport	28.6%
2=	Availability of Affordable Housing	28.6%
2=	Population Growth	28.6%

Questions 3-10		Negative	Don't know	Positive
3	Is the Council focused on the right things	14.3%	35.7%	50.0%
4	Quality of the council's services	21.4%	14.3%	64.3%
5	Value for Money	14.3%	35.7%	50.0%
6	Acts on concerns of residents	21.4%	14.3%	64.3%
7	Ability to influence decisions	28.6%	35.7%	35.7%
8	Satisfied with the way NKDC runs things	21.4%	21.4%	57.1%
9	Easy of finding information on website	35.7%	7.1%	57.1%
10	Happy if another council collected your bin	7.1%	28.6%	64.3%