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Contact: Andrea Carr
Committee Services
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5 March 2021

Dear Councillor

Your attendance is requested at a remote meeting of the **JOINT EXECUTIVE ADVISORY BOARD** to be held on **MONDAY 15 MARCH 2021 at 7:00 pm**. The meeting can be accessed remotely via Microsoft Teams in accordance with the provisions of The Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020.

If for any reason Councillors lose their wi-fi connectivity to the meeting and are unable to re-join using the link in the Outlook calendar invitation, please re-join using the telephone number 020 3855 4748. You will be prompted to input a conference ID: 679 309 470#

Yours faithfully

James Whiteman
Managing Director

MEMBERS OF THE EXECUTIVE ADVISORY BOARD

Councillor Paul Abbey	Councillor Ann McShee
Councillor Jon Askew	Councillor Bob McShee
Councillor Christopher Barrass	Councillor Masuk Miah
Councillor Dennis Booth	Councillor Ramsey Nagaty
Councillor Ruth Brothwell	Councillor George Potter
Councillor Graham Eyre	Councillor Jo Randall
Councillor Andrew Gomm	Councillor Maddy Redpath
Councillor Angela Goodwin	Councillor Will Salmon
Councillor Angela Gunning	Councillor Pauline Searle
Councillor Gordon Jackson	Councillor Fiona White
Councillor Diana Jones	Councillor Catherine Young
Councillor Steven Lee	

Authorised Substitute Members:

Councillor David Bilbé	Councillor Nigel Manning
Councillor Richard Billington	Councillor Ted Mayne
Councillor Chris Blow	Councillor Marsha Moseley
Councillor Colin Cross	Councillor Susan Parker
Councillor Gillian Harwood	Councillor Tony Rooth
Councillor Liz Hogger	Councillor Paul Spooner
Councillor Tom Hunt	Councillor James Walsh

QUORUM: 5



WEBCASTING NOTICE

This meeting will be recorded for live and/or subsequent broadcast on the Council's website in accordance with the Council's capacity in performing a task in the public interest and in line with the Openness of Local Government Bodies Regulations 2014. The whole of the meeting will be recorded, except where there are confidential or exempt items, and the footage will be on the website for six months.

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THE COUNCIL'S STRATEGIC FRAMEWORK

Vision – for the borough

For Guildford to be a town and rural borough that is the most desirable place to live, work and visit in South East England. A centre for education, healthcare, innovative cutting-edge businesses, high quality retail and wellbeing. A county town set in a vibrant rural environment, which balances the needs of urban and rural communities alike. Known for our outstanding urban planning and design, and with infrastructure that will properly cope with our needs.

Three fundamental themes and nine strategic priorities that support our vision:

- | | |
|---------------------|--|
| Place-making | Delivering the Guildford Borough Local Plan and providing the range of housing that people need, particularly affordable homes |
| | Making travel in Guildford and across the borough easier |
| | Regenerating and improving Guildford town centre and other urban areas |
| Community | Supporting older, more vulnerable and less advantaged people in our community |
| | Protecting our environment |
| | Enhancing sporting, cultural, community, and recreational facilities |
| Innovation | Encouraging sustainable and proportionate economic growth to help provide the prosperity and employment that people need |
| | Creating smart places infrastructure across Guildford |
| | Using innovation, technology and new ways of working to improve value for money and efficiency in Council services |

Values for our residents

- We will strive to be the best Council.
- We will deliver quality and value for money services.
- We will help the vulnerable members of our community.
- We will be open and accountable.
- We will deliver improvements and enable change across the borough.

The information contained in the items on this agenda has been allowed into the public arena in a spirit of openness and transparency to gain broad input at an early stage. Some of the ideas and proposals placed before this Executive Advisory Board may be at the very earliest stage of consideration by the democratic decision-making processes of the Council and should not be considered, or commented on, as if they already represent either Council policy or its firm intentions on the issue under discussion.

The Executive Advisory Boards do not have any substantive decision-making powers and, as the name suggests, their purpose is to advise the Executive. The subject matter of the items on this agenda, therefore, is for discussion only at this stage and any recommendations are subject to further consideration or approval by the Executive, and are not necessarily in final form.

AGENDA

ITEM NO.

1 ELECTION OF CHAIRMAN FOR THE MEETING

2 APOLOGIES FOR ABSENCE AND NOTIFICATION OF SUBSTITUTE MEMBERS

3 LOCAL CODE OF CONDUCT AND NOTIFICATION OF DISCLOSABLE PECUNIARY INTERESTS

In accordance with the local Code of Conduct, a councillor is required to disclose at the meeting any Disclosable Pecuniary Interest (DPI) that they may have in respect of any matter for consideration on this agenda. Any councillor with a DPI must not participate in any discussion or vote regarding that matter and they must withdraw from the meeting immediately before consideration of the matter.

If that DPI has not been registered, the councillor must notify the Monitoring Officer of the details of the DPI within 28 days of the date of the meeting.

Councillors are further invited to disclose any non-pecuniary interest which may be relevant to any matter on this agenda, in the interests of transparency, and to confirm that it will not affect their objectivity in relation to that matter.

4 MINUTES (Pages 5 - 14)

To confirm the minutes of the meetings of the Joint Executive Advisory Board held on 7 January and 15 February, 2021.

5 CORPORATE PLAN 2021-2025 (Pages 15 - 100)

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JOINT EXECUTIVE ADVISORY BOARD

7 January 2021

- * Councillor Paul Abbey
- * Councillor Jon Askew
- * Councillor Christopher Barrass
- * Councillor Dennis Booth
- * Councillor Ruth Brothwell
- Councillor Graham Eyre
- * Councillor Andrew Gomm
- * Councillor Angela Goodwin
- * Councillor Angela Gunning
- * Councillor Gordon Jackson
- * Councillor Diana Jones
- * Councillor Steven Lee
- * Councillor Ann McShee
- * Councillor Bob McShee
- * Councillor Masuk Miah
- * Councillor Ramsey Nagaty
- * Councillor George Potter
- * Councillor Jo Randall
- * Councillor Maddy Redpath
- * Councillor Will Salmon
- * Councillor Pauline Searle
- Councillor Fiona White
- * Councillor Catherine Young

* Present

Councillors Tim Anderson, Joss Bigmore, John Redpath, Caroline Reeves, Tony Rooth and Deborah Seabrook were also in attendance.

12 ELECTION OF CHAIRMAN

The Joint Executive Advisory Board (EAB)

RESOLVED

that Councillor Angela Gunning be elected as Chairman for this meeting.

13 APOLOGIES FOR ABSENCE AND NOTIFICATION OF SUBSTITUTE MEMBERS

Apologies for absence were received from Councillors Graham Eyre and Fiona White. There were no substitute councillors.

14 LOCAL CODE OF CONDUCT AND NOTIFICATION OF DISCLOSABLE PECUNIARY INTERESTS

Councillors Angela Goodwin and Gordon Jackson both declared non-pecuniary interests in agenda item number 5 as Directors of North Downs Housing Limited.

15 MINUTES

The minutes of the meeting of the Joint EAB held on 11 November 2020 were confirmed as a correct record, and would be signed by the Chairman at the earliest opportunity.

16 HOUSING REVENUE ACCOUNT DRAFT BUDGET 2021-22

The Joint EAB considered a report which provided a position statement on the proposed Housing Revenue Account (HRA) draft budget for 2021-22 and made recommendations to the Executive in respect of both the HRA revenue and capital programme budget. The estimates upon which the draft budget was based were predicated on the assumptions, ambitions and priorities contained in the current HRA Business Plan which was to be reviewed in the light of the implications stemming from Brexit and the Coronavirus pandemic.

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The Director of Finance advised that the 2021-22 HRA budget was a roll forward of the 2020-21 budget and there had not been any new growth bids or capital bids to date due to changing circumstances including the Council's transformation programme and therefore previously agreed projects would be pursued.

It was reported that on 31 March 2021, social rent policy requiring social housing providers in England to reduce social rents by 1% per annum for the four years from 1 April 2016, as prescribed in the Welfare Reform and Work Act 2016, would cease. From April 2021, the rents for 2021-22 would increase in line with the Consumer Price Index (0.8%) plus 1% and would continue to do so in future years.

Attention was drawn to the fact that the HRA did not budget to repay any of its debt, the responsibility for which had been assumed by the Council in 2011 as part of the self-financing HRA settlement therefore the servicing of debt against the HRA was in the form of an interest only mortgage allowing the generation of a significant surplus to invest in the housing stock and new build housing schemes.

Although bad debt provision had been increased in the current year as a result of potential risk associated with the Coronavirus pandemic, no rise in bad debt had occurred to date.

In terms of fees and charges, a 3.4% increase in garage rents was proposed from April 2021 continuing the trend the Council had been following in recent years to bring garage rents more closely in line with rents for storage units instead of parking spaces.

Appendix 5 to the report set out the capital programme which indicated proposals to invest in the housing stock and new build programme during 2021-22. It was anticipated that a surplus of £11 million (m) would be generated in the HRA which would, in line with normal policy, be transferred into a combination of reserve for future capital and the new build reserve. Annually surpluses in the HRA had built up over the past ten years to a current accrual of reserves of over £100m to finance the construction of new social and affordable housing.

The schedule of loans outlined loans against the HRA and the remaining repayment terms. The majority of the loans were on a fixed interest basis enabling interest charges to be determined with some certainty.

The HRA budget took account of Right to Buy property disposals, over which the Council had no control. Although typically 20-25 properties would be sold per annum under this legislation, the number in 2020-21 had reduced, presumably due to the Coronavirus pandemic with ten properties sold since April 2020 and a further eight sales being processed.

Councillors were invited to submit questions or comments in respect of points of detail arising from consideration of the report to the Director of Resources for a separate response.

The following points and views arose from related questions, comments and discussion:

- Becoming an equity sharer or leaseholder of a home offered alternatives to continuing a Council tenancy. Equity sharing was a matter of individual choice where a tenant preferred to occupy a shared ownership property as a means to progress towards climbing onto the home ownership ladder, possibly utilising the Council's equity share repurchase scheme. Leaseholder status occurred where a tenant purchased their Council-owned home, usually a leasehold flat in a block where the freehold was not available for purchase, under the Right to Buy scheme.

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- The general approach to housing repairs was to undertake a stock condition survey which informed a programme of planned maintenance as it was more cost effective to implement a regular programme of planned maintenance than perform reactive repairs and maintenance when the need arose. Reference was made to a particular flat development where some of the properties in the block were outside the Council's ownership and some repair issues had been experienced.
- The possible carry forward into 2021-22 of the underspend of approximately £2 million in the responsive and planned maintenance budget, which was partly due to COVID-19, would be considered at the end of the current financial year when the related accounts were closed. The decision whether to carry forward funds would take account of work prioritisation and the physical capacity to undertake any backlog of maintenance work from 2020-21 in the next financial year.

Following receipt of supplementary background information from the Lead Councillor for Housing and Development Control concerning the Right to Buy scheme, the low amount of bad debt throughout the pandemic in 2020, the high level of property maintenance enjoyed by tenants and the need to concentrate on providing social housing new build, possibly involving joint ventures, the Chairman summarised the points to be submitted by the Joint EAB to the Executive and Council as set out below:

- Having recognised the unmet need for social and affordable rented accommodation, the Board agreed that it would be beneficial for a team of relevant Guildford Borough councillors and officers to meet the Secretary of State for Housing, Communities and Local Government, local MPs, and councillor and officer representatives of the other councils in Surrey with a view to requesting the Government to promote the funding and delivery of social and affordable rented accommodation whilst reducing the current emphasis on the Right to Buy scheme. This initiative could include discussions with the two councillors who were members of the Board of North Downs Housing Ltd when the company had progressed its ambition to develop homes in addition to purchasing existing property to rent.
- The Housing Team should be thanked and congratulated for providing an excellent service to tenants and homeless people during the extremely challenging circumstances presented by the Coronavirus pandemic.

17 CAPITAL AND INVESTMENT STRATEGY 2021-22 TO 2025-26

The Board considered a draft report to the Corporate Governance and Standards Committee in respect of the Council's Capital and Investment Strategy 2021-22 to 2025-26 which included recommendations to both the Executive and full Council, subject to the latter approving the budget at its meeting on 10 February 2021. The report explained that the Strategy gave a high-level overview of how capital expenditure, capital financing and treasury management activity contributed to the provision of local public services together with an overview of how associated risk was managed and the implications for future sustainability. Details of any new capital programme bids together with the requirements of the Prudential Code and the investment strategy covering treasury management investments, commercial investments plus the requirements of the Treasury Management Code and the Ministry of Housing, Communities and Local Government Statutory Guidance were included in the report.

The related presentation by the Lead Specialist – Finance introduced and provided the context to the Capital and Investment Strategy and advised that although this report would normally be before the Board to invite it to review each new capital bid, no new capital bids

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had been received to date owing to the present financial constraints. However, a new bid in respect of the Guildford Economic Regeneration Programme was expected. A summary regarding the current capital programme focused on four schemes, namely, the Museum, public realm, Bike Share scheme and town centre gateway regeneration, which were recommended for deletion from the programme, where they had been included for some time, as the related business cases originally approved were no longer relevant and the schemes were now subject to the new governance process featuring new business cases outlining new remits. This was not an indication that the schemes would not proceed at some point in the future if considered appropriate. The Board's attention was drawn to a detailed summary of the capital programme in the report and supporting appendices, the internal / external borrowing line and the liability benchmark which showed the overall net borrowing amount required for capital purposes and was split between the General Fund (GF) and Housing Revenue Account (HRA).

The Lead Councillor for Resources provided supplementary information and explanations advising that the report constituted a high level overview of Council expenditure covering both financing and treasury management together with the checks and balances utilised to ensure scrutiny and apposite financial control.

The underlying borrowing to fund the capital programme was approximately £400 million (m) and all projects would be funded by GF capital receipts, grants, contributions, reserves and borrowing with scope to utilise HRA funds. The main areas of expenditure consisted of strategic property acquisitions (£24m), town centre transport schemes (£32m), Ash road bridge (£25m), North Downs Housing Limited and Guildford Borough Council Holdings Limited (£42m), Middleton Industrial Estate development (£14m) and Wisley Urban Village scheme (£265m).

In terms of treasury management, the budget for investment income in 2021-22 was £1.684m based on an average investment portfolio of £79.8m giving a typical return rate of 2.18%. The budget for debt interest paid was £5.656m, of which £5.06m related to the HRA, where the majority of Council reserves lay. Commercial assets had been valued at £153.4m in 2019/20 generating rent receipts of £8.4m providing a yield of 6.4%.

To enable the Council to approve the Capital and Investment Strategy for 2021-22 to 2024-25 and the funding required for the new capital investment proposals, the Joint EAB indicated its endorsement of the three following recommendations to the Executive set out in the report:

- (1) That the following schemes be removed from the capital programme because the remit of the schemes, if they were to proceed, would be different to the business case that was originally approved in the programme:
 - Museum £18.26m
 - Public realm £1.6m
 - Bike Share Scheme £530,000
 - Town centre gateway regeneration £3.473m
- (2) That should any of the schemes be moved forward in future, a new business case be presented to councillors.
- (3) That the affordability limit for schemes to be funded by borrowing be set as per paragraph 4.32 in Appendix 1 to the report.

The following points arose from related questions and discussion:

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- Notwithstanding the current economic downturn, partly due to COVID-19, the yield generated from the lease of the Council's commercial property acquisitions was favourable largely due to the portfolio's concentration on industrial units, which remained in demand, over office and retail elements. The Commercial Property Team was thanked for its good work in this area.
- It was difficult to anticipate the impact that Brexit might have on the Council's Capital Investment Strategy and the local economy. Although recent economic forecasts and anticipated fiscal growth rates regarding the United Kingdom were optimistic, the Council would need to monitor the situation carefully and respond accordingly to safeguard its financial position.
- Significant demand from local businesses for start up premises in the Borough from which small companies could develop and expand had been observed and it was hoped that the Commercial Property Team was aware of this market trend.
- The importance of engaging with, and supporting, local companies where possible was highlighted and acknowledged.

18 SAVINGS STRATEGY UPDATE PRESENTATION

The meeting received and discussed a presentation from the Director of Finance which gave an update in respect of the Savings Strategy. The presentation provided a reminder of the budget gap as at November 2020 based on core assumptions, explained changes since November to give the latest financial position regarding the budgetary gap, and included an update concerning the Savings Strategy for discussion in Part 2 of the meeting.

The Board was reminded that in November 2020 the Council was predicting a budget gap of £2.69 million(m) in 2021-22 climbing to approximately £ 4.4m by 2024-25. The Local Government Finance Settlement (LGFS) had been received subsequently and offered a more positive outlook with additional one-off grants relating to the New Homes Bonus (£192,000), Section 31 of the Local Government Act 2003 grant for Business Rates multiplier not increasing with inflation (£153,000), Section 31 grant for Local Council Tax Support (£100,000), grant for lower tier services (£237,000), additional COVID-19 funding (£623,000), and savings from reviewing the Capital and Investment Strategy (£700,000). As a result of the LGFS, the budget gap was currently in the region of £1m for 2021-22 rising to around £4.7m over the medium term period to 2024-25. However, Business Rates income and Collection Fund deficit figures remained to be determined and a related gap in collection rates could possibly result from the impact of COVID-19.

The Joint EAB

RESOLVED

That, under Section 100A(4) of the Local Government Act 1972, the public and press be excluded from the meeting for the consideration of the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Act; namely, information relating to the financial or business affairs of any particular person (including the authority holding that information).

Accordingly, the Board moved to a second (Part 2) meeting to consider the Savings Strategy element of the presentation which contained exempt information.

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JOINT EXECUTIVE ADVISORY BOARD

15 February 2021

- | | |
|--------------------------------|------------------------------|
| * Councillor Paul Abbey | * Councillor Ann McShee |
| * Councillor Jon Askew | * Councillor Bob McShee |
| Councillor Christopher Barrass | Councillor Masuk Miah |
| Councillor Dennis Booth | * Councillor Ramsey Nagaty |
| * Councillor Ruth Brothwell | * Councillor George Potter |
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| * Councillor Andrew Gomm | * Councillor Maddy Redpath |
| * Councillor Angela Goodwin | * Councillor Will Salmon |
| Councillor Angela Gunning | * Councillor Pauline Searle |
| * Councillor Gordon Jackson | * Councillor Fiona White |
| * Councillor Diana Jones | * Councillor Catherine Young |
| Councillor Steven Lee | |

* Present

Councillors Joss Bigmore, Chris Blow, Julia McShane, John Redpath, Caroline Reeves, John Rigg, Tony Rooth and Paul Spooner were also in attendance.

19 ELECTION OF CHAIRMAN FOR THE MEETING

In the absence of Councillor Angela Gunning, Councillor Angela Goodwin assumed the role of Chairman for the meeting without the need for election and Councillor Gordon Jackson acted as Vice-Chairman.

20 APOLOGIES FOR ABSENCE AND NOTIFICATION OF SUBSTITUTE MEMBERS

Apologies for absence were received from Councillors Angela Gunning and Steven Lee. There were no substitutions.

21 LOCAL CODE OF CONDUCT AND NOTIFICATION OF DISCLOSABLE PECUNIARY INTERESTS

There were no declarations of disclosable pecuniary or non-pecuniary interests.

22 COLLABORATION BY COUNCILS IN SURREY

The Joint Executive Advisory Board (JEAB) was invited to consider a report which informed councillors of discussions being held with other Surrey councils in respect of possible future local government structures in the County and opportunities for closer partnership working. To inform these discussions, KPMG had been commissioned collectively by the Surrey districts and boroughs to explore models for local government structures and prospects for greater collaboration between those councils, and its analysis of options and opportunities was appended to the report. Views were sought from councillors in this regard to assist with shaping the future direction of this work having, at this stage, a particular focus on closer partnership working with Waverley Borough Council (Waverley).

In terms of submitting related recommendations to the Executive, councillors were invited to express views and comments concerning preferred council structures in Surrey in the light of any future local government reorganisation, including the three unitary council model set out the KPMG report; priority areas for closer collaboration; the range of options for discussion

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with Waverley on greater partnership working; and the proposed engagement of the Local Government Association (LGA) to explore the potential savings for the various options for collaboration with Waverley.

The Board received an introduction and overview from the Leader and Deputy Leader of the Council which outlined the background to the current position, the preferred future three unitary council option and closer partnership working with Waverley. This was followed by a presentation given by the Managing Director and the Strategy and Communications Manager. The presentation outlined the background, unitary council options, collaboration opportunities, working with Waverley, Guildford - Waverley options, service by service option, single officer team option, and specific matters for the Board to consider.

The following points and views arose from ensuing questions, comments and discussion:

- a) Whilst the restructuring of Surrey from a two tier to a unitary system of local government was welcomed, it was felt that a structure of three unitary authorities for the County was the best model as a single or two unitary authorities would be too large in scale resulting in democratic deficit and loss of local decision-making. Although none of the various unitary options should be discarded at present, 3c was the preferred proposal whilst 3g was recognised as having some merit.
- b) A councillor was of the view that a group of local authorities was able to submit a restructuring proposal to the Government and therefore a unanimous decision across Surrey would not be required to support a unitary bid from borough / district councils.
- c) The financial status of neighbouring authorities in Surrey should be taken into account as part of any unitary authority proposal.
- d) Although public consultation would form a valuable part of unitary authority proposals and options, it was suggested that councillors should also play their role as elected community representatives in this regard and that public engagement should feature clear explanatory material.
- e) Collaboration with Waverley was welcomed as a means to deliver savings through economies of scale and reduced duplication and to support the future case for a multi-unitary option. Although there were similarities between this Council and Waverley, there would be risks associated with merging two local authorities, such as a divergence of priorities, aims and manifestos, which would require careful negotiation including contract clauses and dispute resolution. Whilst Option A, service by service business cases, offered a gradual approach to merging to minimise further disruption following the implementation of the Future Guildford transformation programme, it would be time consuming to progress and achieve savings. Although Option B, single officer team, would realise greater savings, it would require careful management to achieve an equal balance between the two authorities. The engagement of the Local Government Association (LGA) to support the work with Waverley and develop an options appraisal for further consideration by both councils was supported.
- f) Although past discussions with Waverley in respect of collaboration had not come to fruition, it was felt that there were currently strong financial and governance drivers to pursue such an initiative and indications that Waverley was committed to do so.
- g) A collaboration with Waverley would seek to ensure adherence to shared values that sought to deliver excellent services designed to meet residents' needs.
- h) Collaboration discussions with Woking Borough Council had not progressed as that authority was currently experiencing changes in both political and officer leadership resulting in perceived uncertainties regarding its future direction.
- i) Other councils which had collaborated could be approached to ascertain the success and financial savings achieved as a result.
- j) In the event of collaboration with another borough(s), it was suggested that consideration should be given to establishing a regional planning regime in respect of

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Areas of Outstanding Natural Beauty to provide a holistic approach. This could involve merging Local Plans.

- k) As some areas of collaboration would be more straightforward to achieve than others, the support of the LGA to assist with addressing the more complex aspects was welcomed. Cross collaboration in areas such as procurement and economic development would be beneficial whilst tackling climate change should remain as a county wide initiative. Compatibility of ICT systems utilised by collaborating councils was an important factor and an associated audit was being undertaken to inform this.

The Chairman summarised the discussion and identified the following recommendations of the Board for submission to the Executive:

- In the event of a local government reorganisation in Surrey, a model of three unitary authorities for the County be pursued.
- Collaboration with Waverley is welcomed and the assistance of the LGA be sought to explore the details, concerns and potential financial savings.
- The option of including Woking Borough Council in a collaborative partnership in the future be retained.

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Guildford Borough Council Corporate Plan 2021 - 2025

Listening – Acting – Delivering

OUR VISION

A green, thriving town and villages where people have the homes they need, access to quality employment, with strong and safe communities that come together to support those needing help.

OUR MISSION

An efficient, innovative and transparent Council that listens and responds quickly to the needs of our community.

OUR VALUES

We will put the interests of our community first

We will listen to the views of residents and be open and accountable in our decision-making

We will deliver excellent customer service

We will follow a robust and prudent financial strategy that delivers cost-effective, value for money services

We will put the environment at the heart of our actions and decisions to deliver on our commitment to the climate change emergency

We will support the most vulnerable members of our community as we believe that every person matters

We will support our local economy

We will work constructively with other councils, partners, businesses and communities to achieve the best outcomes for all

We will ensure that our councillors and staff uphold the highest standards of conduct

OUR PRIORITIES

Empowering communities and supporting people who need help

- Tackling all inequality in our communities
- Work with communities to support those in need
- Support the unemployed back into the workplace and facilitate opportunities for residents to enhance their skills
 - Prevent homelessness and rough-sleeping in the borough

Residents having access to the homes and jobs they need

- Revive Guildford town centre to unlock its full potential
 - Provide and facilitate affordable housing
- Create employment opportunities through regeneration
 - Facilitate high quality development of strategic sites
- Support our business community and attract new inward investment
- Maximise opportunities for digital infrastructure improvements and smart places technology

Protecting our environment

- Provide leadership in our own operations by reducing carbon emissions, energy consumption and waste
 - Encourage residents and businesses to act in more environmentally sustainable ways through their waste, travel and energy choices
- Work with partners to make travel more sustainable and reduce congestion

(The following sections to be completed once priorities agreed)

WHAT WE WILL DO

As examples under the theme “Residents having access to the homes and jobs they need”, activities might include:

- North Street Regeneration Scheme
- Ash Road Bridge
- North Downs Housing / Guildford Holdings
- Midleton Redevelopment
- Weyside Urban Village
- Guildford Economic Regeneration Programme

HOW WE WILL MEASURE OUR SUCCESS

Success will be measured through our performance management framework. Under the same theme, examples of key indicators may include:

- Number of affordable homes completed
- Total number of households on housing registers
- Total number of business rates payers
- Percentage of vacant town centre retail units
- Percentage of residents in receipt of out-of-work benefits

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GUILDFORD
BOROUGH

Corporate Plan Consultation 2020

Key Findings Report

Prepared by

SMSR
RESEARCH

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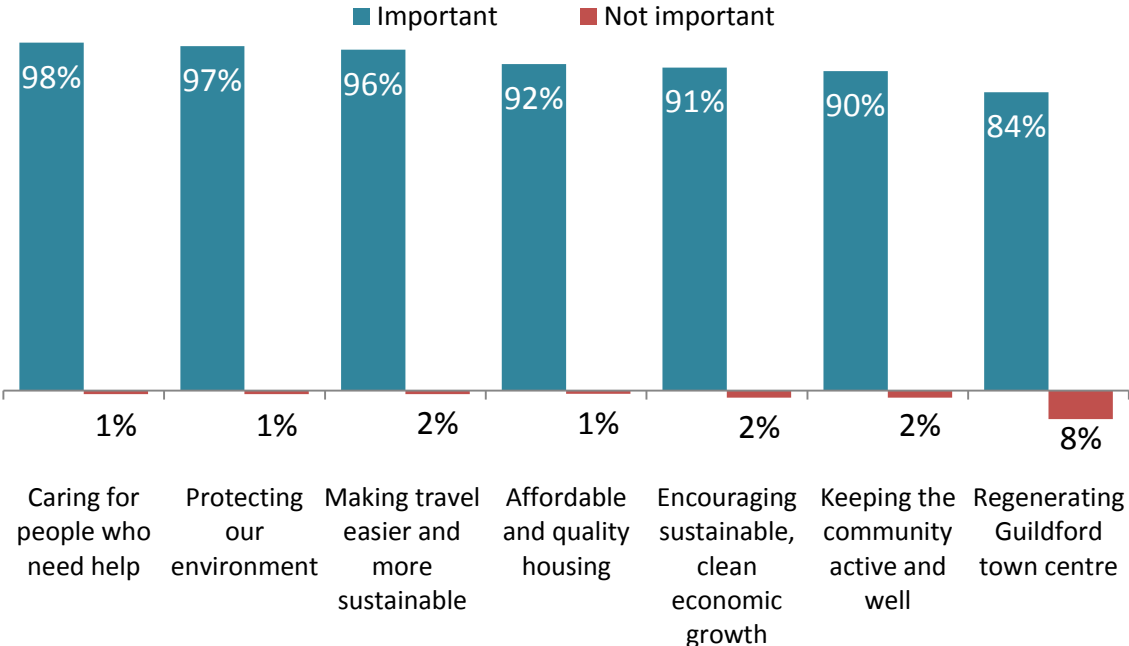
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1.0 Headline Findings

1.1 Guildford (as a Place to Live)

Respondents were asked to think about Guildford as a place to live and then rate how important or unimportant each of the following seven priorities are:



The chart shows that whilst the majority consider all aspects of living in Guildford as important, the priority with the highest levels of importance (98%) is caring for people who need help, closely followed by protecting the environment (97%) and making travel easier and more sustainable (96%).

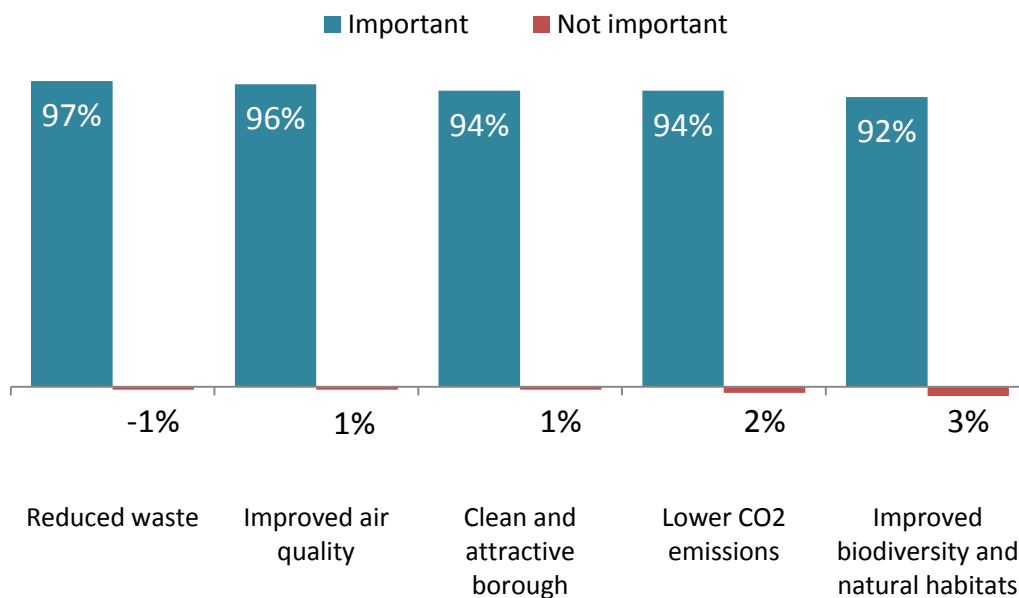
In terms of caring for people who need help and protecting the environment these were also considered very important far more frequently (71% and 80% respectively).

Respondents were also asked to consider their top three priorities from the same list and this reinforces the importance placed on caring for people who need help and protecting the environment as around two-thirds included these two priorities in their top three.

Priority	Number	%
Protecting our environment	752	68%
Caring for people who need our help	719	65%
Making travel easier and more sustainable	528	47%
Residents having access to a good quality home that meets their needs at a price they can afford	477	43%
Regenerating Guildford town centre	361	32%
Encouraging sustainable, clean, economic growth	301	27%
Keeping the community active and well	174	16%

1.2 Environmental outcomes

Respondents were asked to think about the environment and say how important do you think it is to achieve various outcomes in Guildford:



The chart shows that more than nine-tenths of all respondents said that each of the five environmental outcomes were important in their opinion.

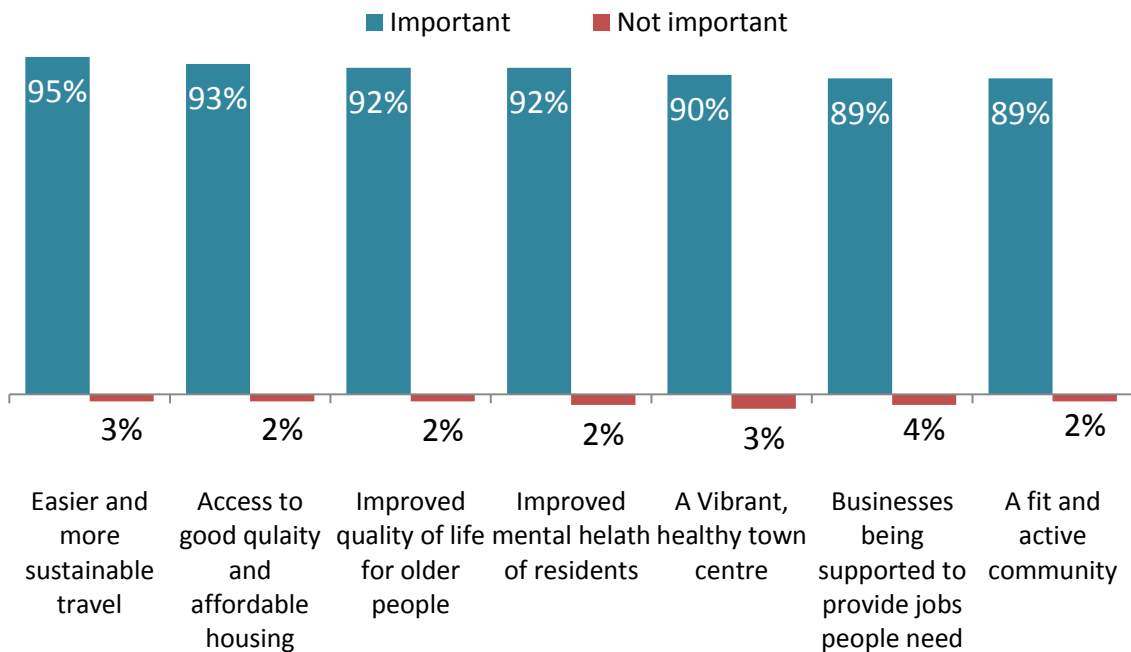
Improved air quality was considered very important the most frequently (69%).

Improved air quality was also the outcome included the most frequently when respondents were asked to choose three of the outcomes as their priorities. A clean and attractive borough and improved biodiversity and natural habitats were the two outcomes included the least frequently.

Priority	Number	%
Improved air quality	820	74%
Low carbon emissions	751	68%
Reduced waste	697	63%
Improved biodiversity and natural habitats	569	51%
Clean and attractive borough	457	41%

1.3 Other outcomes

In terms of the plan, respondents were also asked to think about other issues and were asked how important they felt it was to achieve the following outcomes in Guildford:



Again, the majority of respondents suggested that all outcomes were important with easier and more sustainable travel emerging with the highest levels of importance (95%). Access to good quality, affordable housing and a fit and active community were the only outcomes to have less than 90% of respondents that stated these as important outcomes.

More than half of all respondents said that easier and more sustainable travel and access to quality and affordable housing was very important (57%). Over half also considered improved mental health of residents (54%) and improved quality of life for older people (51%) as very important.

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When respondents were asked to state their three most important outcomes from the list there was very little between (6%) the improved mental health of residents, access to good, affordable housing, easier and sustainable travel and improved quality of life for older people.

Less than a quarter included a fit and active community as one of their top three outcomes.

Outcome	Number	%
Improved mental health of residents	596	54%
Residents having access to a good quality home that meets their needs at a price they can afford	579	52%
Easier and more sustainable travel	537	48%
Improved quality of life for older people	533	48%
Businesses being supported to provide the jobs people need	409	37%
A vibrant, healthy town centre	392	35%
A fit and active community	247	22%

1.4 Guildford Borough Council

A series of questions were asked about the council, its performance and satisfaction with service provision.

Levels of agreement that the council provided value for money and could be trusted were fairly high, however around a fifth disagreed with these two statements.

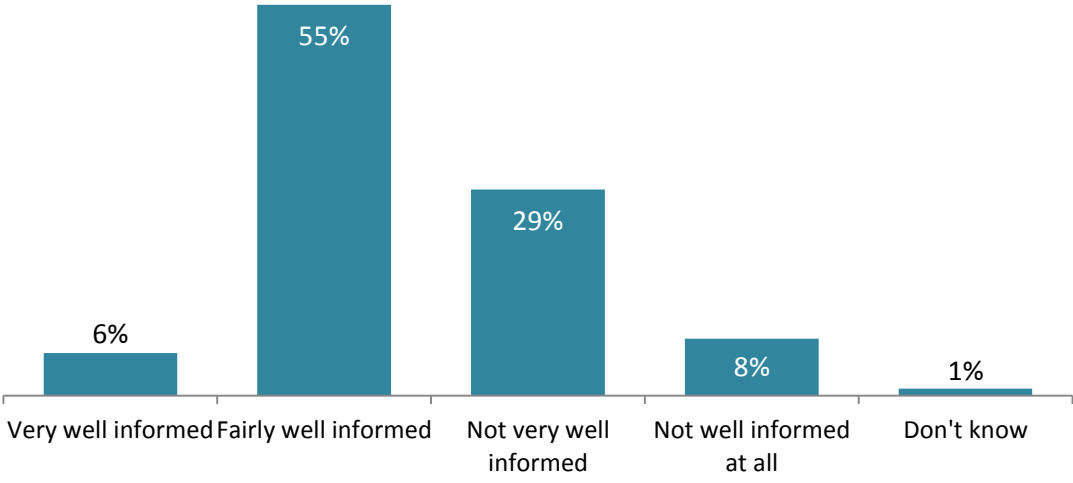
Statement	Net Agreement	Net Disagreement
The council provides value for money	51%	20%
I can trust the council	53%	18%

Satisfaction with individual services was high, especially in terms of waste recycling and access to parks and open spaces, satisfaction with the council's ability to listen and to understand resident's views was less positive, although a significant number answered neither or don't know.

Service/Issue	Net Satisfaction	Net Dissatisfaction
Waste and recycling services	86%	7%
Access to parks and open spaces	87%	7%
Street cleansing services	70%	15%
The council listens and understands your views	41%	19%

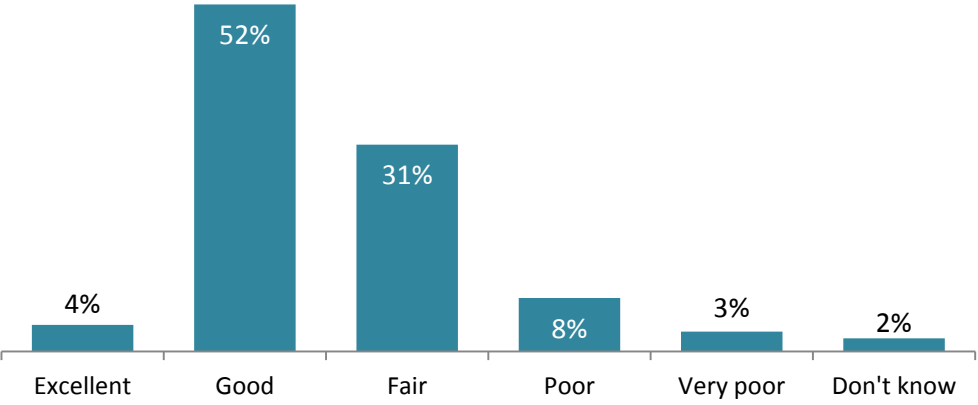
Over half of all respondents said they felt very well or fairly well informed and engaged on council issues.

Overall, how well informed do you feel that the council keeps you informed and engaged on what is happening in the borough?



More than half of all respondents think that the council are doing a good job and 4% feel the council is doing an excellent job.

How good a job do you think Guildford Borough Council is doing



2.0 Introduction

2.1 Background

Guildford Borough Council are revising and updating their Corporate Plan which they believe will provide a robust framework moving forward. The Council aims to balance the needs of town, villages and countryside to improve people's lives and prospects. Improving people's lives, wherever they live and work in the borough and developing the ways the Council work are central to delivering the Corporate Plan.

Guildford Borough Council commissioned SMSR Ltd, an independent research company, to undertake a consultation to find out the issues that are the most important to local residents and businesses. The aim of the research was to survey residents in order to produce a report that provides a resource of information that will help inform the Council's work in updating the Corporate Plan.

2.2 Report Structure

Included in the report is a set of top line findings which provides quick reference to all the questions asked throughout the survey. In addition, all questions have been analysed by respondent type and demographic group and any significant differences in opinion are commented on throughout the report.

It should be noted that when the results are discussed within the report, often percentages will be rounded up or down to the nearest one per cent. Therefore, occasionally figures may add up to 101% or 99%.

3.0 Methodology and Sample

A questionnaire was jointly designed by Guildford Borough Council Officers and SMSR Ltd, a copy of which can be found in the appendices. All versions of the questionnaire were piloted prior to the fieldwork to ensure it was easy for residents to complete and that the findings would meet the aims and objectives of the consultation.

To ensure the research was robust and reflected the profile of the local community, a representative sample of 750 residents was completed via telephone methodology which included members of the Guildford Borough Council Citizens' Panel.

An online version of the questionnaire was also made available to local residents, with the council promoting the link via its website and various social media platforms.

The results from both the surveys have been included in this report.

The online survey was available to complete from 10th February to 24th March and the telephone surveys were conducted from 17th February up until 24th March 2020.

3.1 Sample

In total the combined sample was 1,113 with 363 residents from across the Guildford Borough that took part in the consultation through means of the online survey and 750 that were interviewed over the telephone.

As an overall sample this gives a confidence level of 95% with an error margin of +/- 3% which is a robust overall evidence base that the council can use to help inform any decision making around the plan.

The demographic breakdown of responses was as follows:

Gender	Number	Percentage of sample
Male	471	42%
Female	615	55%
Other	3	-
Not stated	23	2%

Age	Number	Percentage of sample
16-24	150	14%
25-34	178	16%
35-44	199	18%
45-54	202	18%
55-64	158	14%
65+	196	18%
Not stated	28	3%

Ethnicity	Number	Percentage of sample
White	1,004	90%
BAME	62	6%
Not stated	47	4%

Postcode	Number	Percentage of sample
GU1	271	24
GU2	265	24
GU3	104	9
GU4	175	16
GU5	16	1
GU7	15	1
GU8	2	-
GU10	19	2
GU11	3	-
GU12	107	10
GU14	2	-
GU23	34	3
GU24	11	1
KT23	3	-
KT24	32	3
RH5	1	-
Not stated	53	5

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Which best describes you:	Number	Percentage of sample
Resident	1,088	98%
Business	13	1%
Parish Council Voluntary organisation or club/other	11	1%

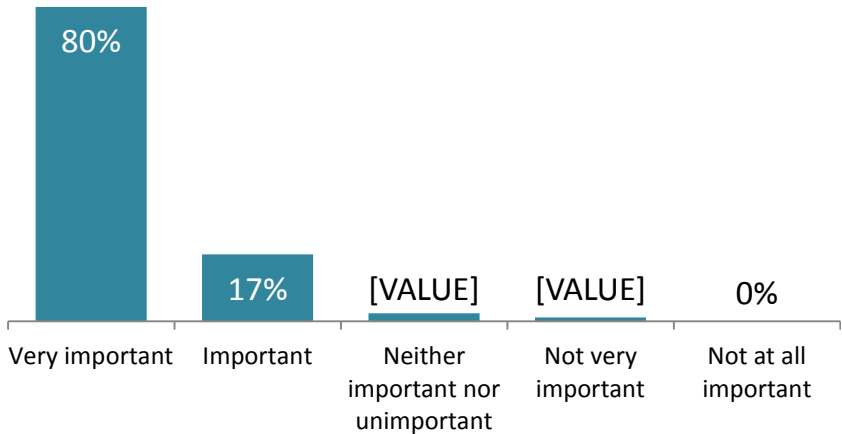
4.0 Findings

4.1 Guildford (as a place to live)

Respondents were asked how important they felt various different aspects were when thinking of Guildford as a place to live and to say how important they felt each one is.

Protecting our environment

Protecting our environment

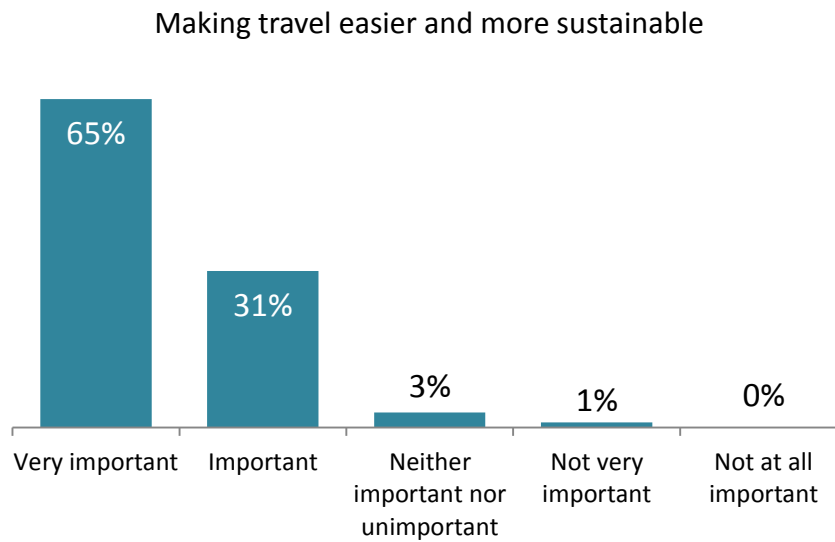


The majority (80%) stated that protecting the environment was very important with a further 17% that said it was important. Just 1% felt this was not important and 2% that said it was not at all important.

Those aged 16-24 placed the highest levels of importance on the environment with 86% that said this was very important; those aged 45-64 were less likely to rate this as very important with 78% of those aged 45-54 rated this factor as very important and 72% of those aged 55-64 rated it as very important.

There were no other significant variances across the other key demographics, highlighting a strong consensus across the whole sample.

Making travel easier and more sustainable



The vast majority of respondents (96%) felt that making travel in Guildford easier and more sustainable was important; with 65% that felt this was very important and 31% that felt it was important. Just 1% felt that this was not important.

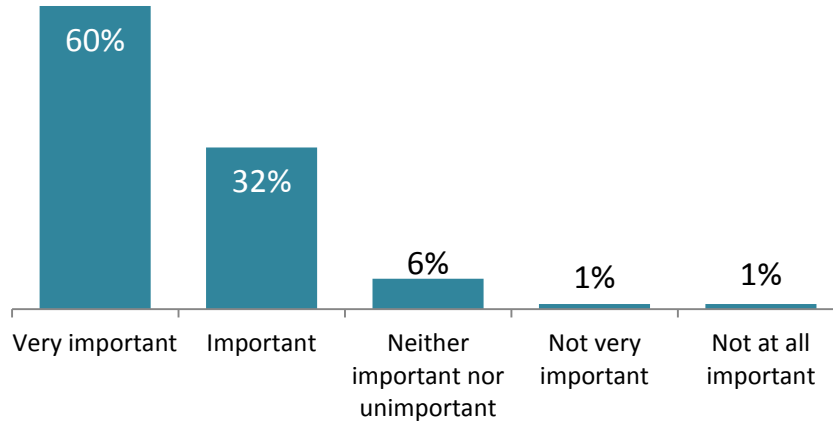
Females more frequently (+9%) said this was very important (69%) compared to male respondents (60%). those aged 16-24 (79%) also said this was very important more frequently when compared to all other age groups; with just 57% of those aged 65 and over citing this as very important.

Variance is also reflected in the occupational trends, with 55% of retirees that said this was very important compared to 81% of students. Almost two-thirds (65%) of those in full time employment said this was very important compared to 74% who are not working or class themselves as unemployed.

Respondents that live within the GU1 postcode (70%), GU2 postcode (69%) and GU4 postcode (68%) were more likely than respondents living in the other postcode areas to say that it was very important to make travel easier and more sustainable. GU12 residents were less likely to say it was very important (54%).

Affordable and quality housing

Access to good quality housing that meet their needs and is affordable



Three-fifths (60%) said that access to a good quality home that meets their needs at a price they can afford is very important and just less than a third (32%) said it was important. Just 2% said this was either not very or not at all important and 6% stating that it was neither important nor unimportant.

Males (57%) were less likely to have said this was very important when compared to females (63%).

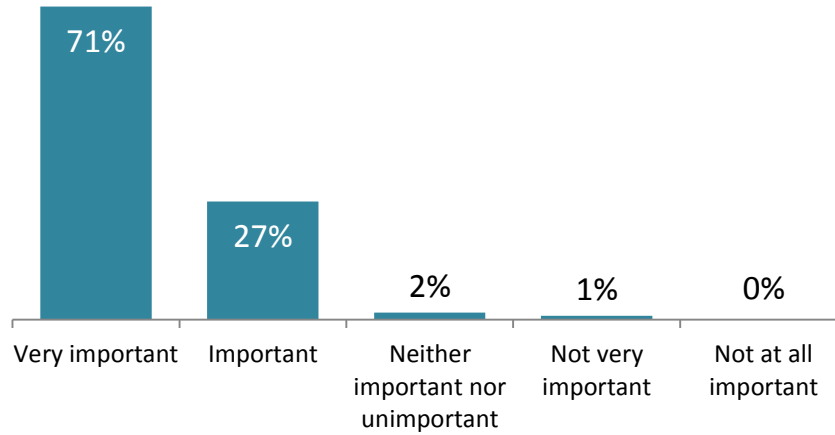
Over three-quarters (77%) of those aged 18-24 and 67% of those aged 25-34 felt that this was very important to them, whereas around 55% of those aged over 35 said this was very important.

GU1 residents less frequently answered very important to this question (54%).

Those in education or training (76%) and those not currently working (71%) placed higher levels of importance (very important) on access to affordable and quality housing compared to the self-employed (55%), those in full-time employment (62%) and those in part-time employment (63%).

Caring for people who need help

Caring for people who need our help



Almost three-quarters (71%) of respondents said that caring for people who need their help was very important and 27% indicated that this was important.

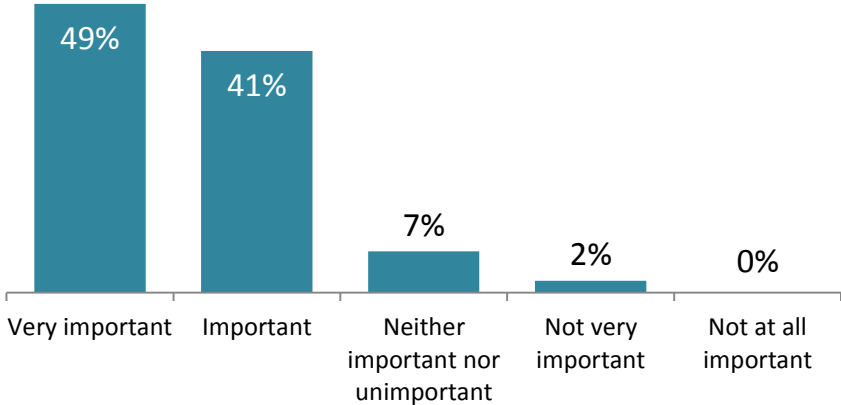
Female respondents (77%) more frequently said that caring for people who need help was very important compared to male respondents (64%).

There was little variance across the age groups generally with the exception of those aged 18-24 who were more likely to say very important (83%).

Those with a disability were more likely to say this was very important (81%) when compared to those without a disability (71%).

Keeping the community active and well

Keeping the community active and well



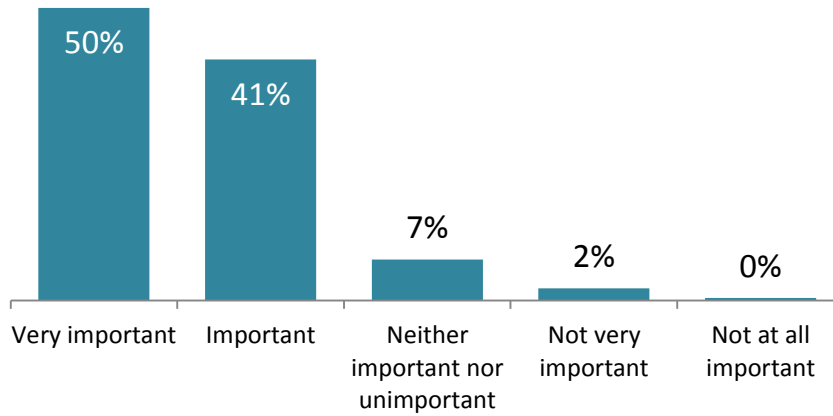
Just less than half of all respondents (49%) said it was very important that Guildford Borough was a place where keeping the community active and well was very important, 41% said this was important. Two per cent stated this was not very important to them and 7% said it was neither important nor unimportant.

Male respondents (41%) were significantly less likely to suggest this was very important compared to female respondents (55%) and this was also the case for older residents with 45% of those aged 55 and over that said this was very important compared to 58% of 16-24 year old's and 52% of 25-34 year old's.

In terms of postcode analysis, 41% of GU12 residents felt that keeping the community active and well was very important; which was lower than most other postcode areas.

Encouraging sustainable, clean economic growth

Encouraging sustainable, clean economic growth



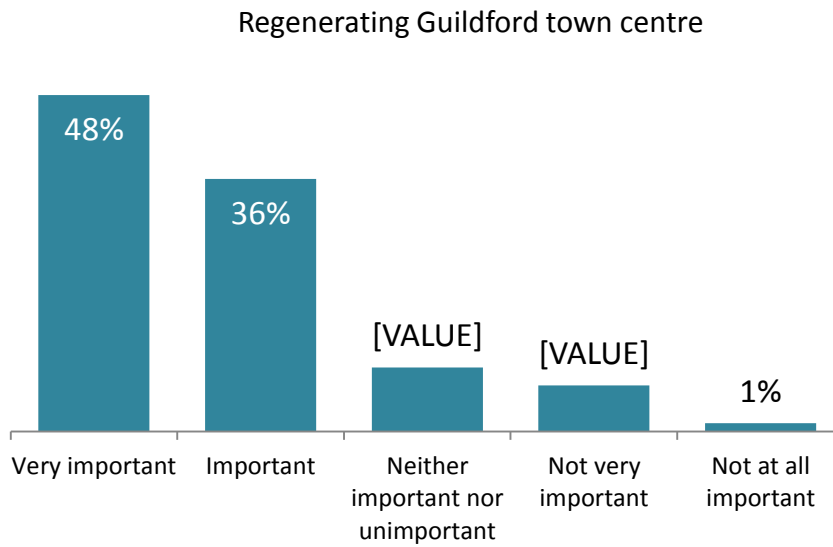
Over nine-tenths of respondents said it was either very important (50%) or important (41%) that Guildford Borough Council encouraged sustainable, clean economic growth.

Females were 5% more likely than males to see this as a very important issue compared to male respondents (52% v 47%).

Younger respondents were also more likely to say that encouraging sustainable, clean economic growth was very important with 56% aged 18-24 stating this was very important and 61% of 25-34 year olds that stated this was very important; this compares to 50% of those aged 35-54, 43% of those aged 54-65 and 39% of those aged over 65.

Disabled respondents were less likely to say this was very important (40%) compared to able bodied respondents (51%).

Regenerating Guildford town centre



Less than half of all respondents (48%) said that regenerating Guildford town centre was very important and just over a third (36%) said this was an important priority. Almost a tenth (8%) felt this was not an important priority and an additional 9% said it was neither important nor unimportant.

Overall, female respondents more frequently stated this was more important (85%) compared to male respondents (81%). Those aged over 65 indicated the lowest levels of importance with a net importance of 77% and a further 12% that said it was not important to them.

Disabled respondents also indicated lower levels of overall importance (78%), this compared to 85% that did not have a disability.

There was a degree of variance in terms of the respondent's location with 50% of those living in GU1 and GU2 that said regenerating the town centre was very important, compared with 43% in GU3, 54% in GU4 and 37% in GU12.

Most important priorities (Guildford as a place to live)

Respondents were asked to choose three out of the seven individual priorities that they felt were the most important and the table below shows that protecting the environment featured the most frequently (68%) in respondents top three priorities. This was closely followed by the priority 'caring for people who need our help' (65%).

Over two-fifths said that making travel easier and more sustainable (47%) and residents having access to a good quality home that meets their needs at a price they can afford (43%) is a top three priority.

Just less than a third said that regenerating the town (32%) and encouraging sustainable, clean, economic growth (27%) was a top three priority and just 16% said that keeping the community active and well was a top three priority.

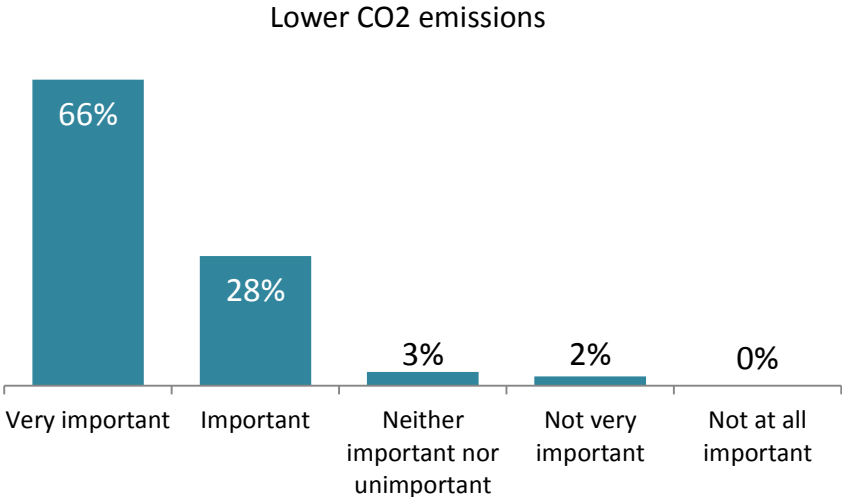
Priority	Number	%
Protecting our environment	752	68%
Caring for people who need our help	719	65%
Making travel easier and more sustainable	528	47%
Residents having access to a good quality home that meets their needs at a price they can afford	477	43%
Regenerating Guildford town centre	361	32%
Encouraging sustainable, clean, economic growth	301	27%
Keeping the community active and well	174	16%

Seventy per cent of female respondents said that caring for people who need help should be a top three priority compared to 58% of male respondents; whereas 6% more male respondents said that encouraging sustainable, clean, economic growth should be a top three priority.

Over half of those aged 16-24 (58%) said that residents having access to a good quality home that meets their needs at a price they can afford was a top three priority; this is 15% higher than the overall average for this priority.

4.2 Environmental Outcomes

Lower CO2 Emissions



Over nine-tenths (94%) felt that lower CO2 emissions was an important outcome with two-thirds that felt it was a very important outcome. Just 2% said this was not very important and none felt it was not at all important.

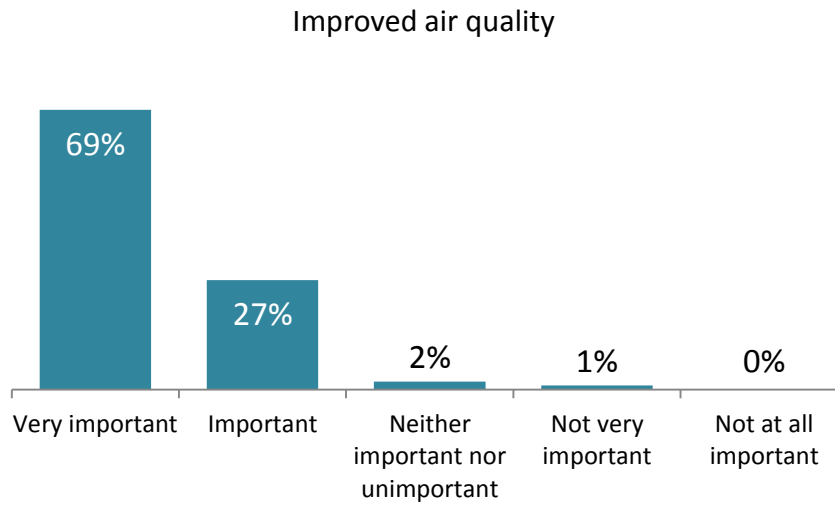
Female respondents placed greater importance on this outcome than male respondents, with 96% of females that felt lower CO2 emissions was important compared to 93% of males; females also said it was very important more frequently (+10%).

Those aged 16 to 24 (96%) and 25 to 44 (98%) placed the highest level of importance on the need to support the local economy; whereas those aged 55 and over (92%) placed the lowest level of importance on this. Those aged 16-24 (77%) and 25-34 (76%) were also much more likely to say this was a very important outcome.

Those with a disability (85%) less frequently said lower CO2 emissions was important compared to those without a disability (95%).

More than three-quarters of respondents in full-time or part-time education or training said lowering CO2 emissions was very important, compared to 59% of retirees.

Improved air quality



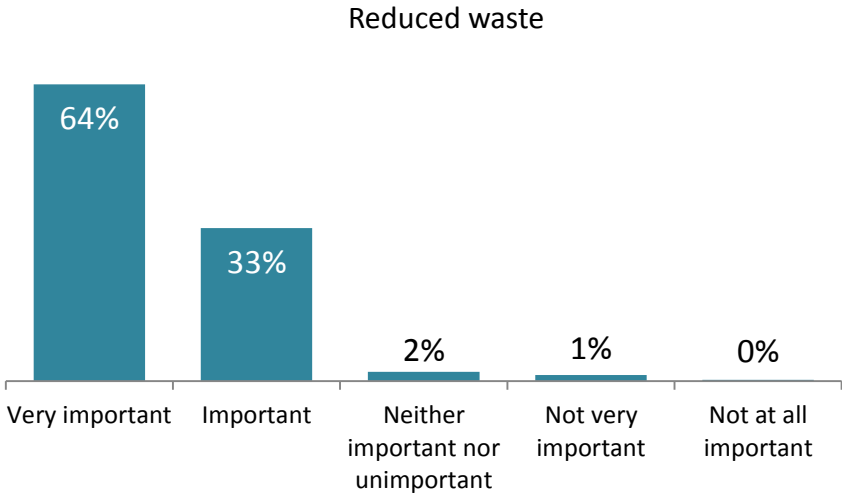
Overall, 96% of all respondents said that improved air quality was an important outcome with 69% that said this was very important and 27% that said it was important. Just 1% said it was not important and 2% said it was neither important nor unimportant.

Female respondents (72%) were more likely to say that improved air quality was very important compared to male respondents (65%).

Over 70% of those aged 16-24 (71%), 25-34 (78%) and 35-44 (71%) said this was a very important outcome in their opinion; whereas those aged 45 and over less frequently said it was very important (66% 45-54, 63% 55-64, 67% 65+).

Just less than two-thirds living in the GU1 postcode area said this was a very important outcome; significantly lower than those living in GU2 (74%), GU3 (74%) and GU4 (72%) postcode areas.

Reduced waste



The vast majority of respondents (97%) felt that reducing waste overall was important; more than three-fifths (64%) felt this was very important with a further 33% that said it was important. Just 1% said it was not very important and no respondents said it was not at all important.

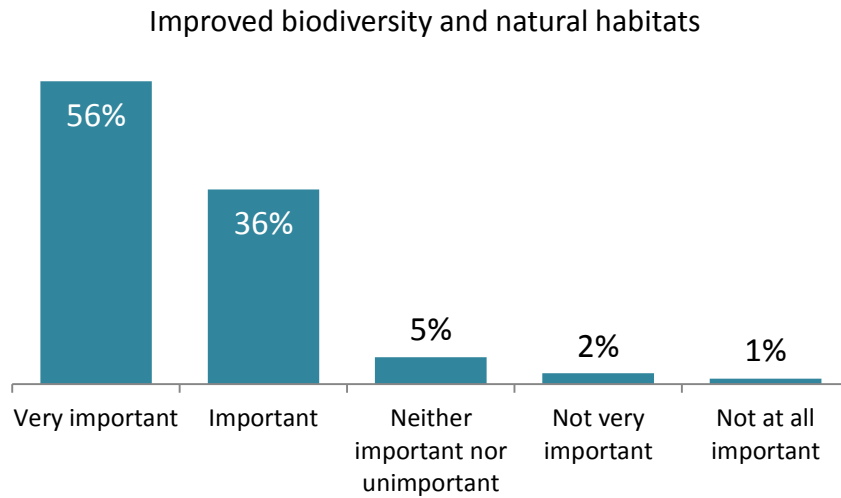
Females (98%) placed more importance on reducing waste as an outcome when compared to males (95%): 68% of females said this was very important compared to 59% of males.

Respondents aged 55 to 64 (57%) and 65 and over (58%) less frequently said that this was a very important outcome when compared to other age groups. Those aged 16-24 (69%) and 25-34 (72%) more frequently stated this was a very important outcome.

Nine tenths of disabled respondents felt that this was a very important outcome compare to 98% of able bodies respondents.

Respondents living in GU1 (62%) and GU12 (60%) postcode areas, as well as retired respondents (57%) less frequently said they felt this was a very important outcome.

Improved biodiversity and natural habitats



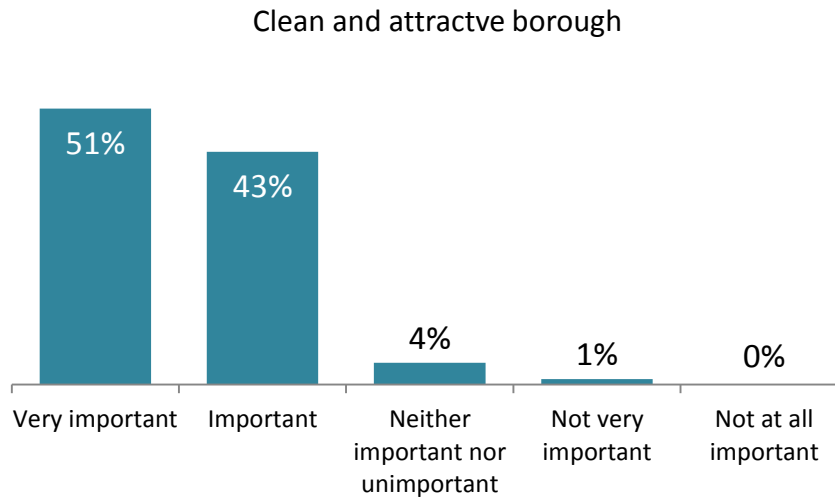
More than half of all respondents said that improved biodiversity and natural habitats was a very important outcome and a further 36% said it was important. Less than a tenth said it was neither important nor unimportant (5%), not very important (2%) or not at all important (1%).

Overall, female respondents placed more importance on this outcome (95%) when compared with male respondents (88%), females also considered this as very important (60%) more frequently than male respondents (50%).

Younger respondents also considered this outcome more important with 95% of those aged 16-24 and 96% of those aged 25-34 stating it was important; whereas 89% of those aged 55 and over felt this was an important outcome.

Less than 90% of respondents living in a GU12 postcode area (89%) and retired respondents (87%) said this was an important outcome, whereas 98% of those living in a GU3 postcode area said improving biodiversity and natural habitats was important.

Clean and attractive borough



Over nine-tenths (94%) felt that overall, a clean and attractive borough was an important environmental outcome, with 51% that said it was very important and slightly less that felt it was important (43%). Only 1% said it was not important to have a clean and attractive borough.

Males (93%) tended to indicate lower levels of importance than females (96%). Younger respondents tended to place higher levels of importance on this as 57% of those aged 16 to 24 said it was very important and 53% of those aged 35 to 44 said it was very important; whereas less than half of those aged 55-64 (43%) and over 65 (48%) said this was very important.

More than half of all respondents in some form of employment (53%) said a clean and attractive borough was very important; whereas less than half of all retired respondents (46%) said this was very important.

Those living in the GU3 area (64%) were much more likely to suggest this was a very important outcome compared to those living in other postcode areas.

Most important environmental outcomes

When respondents were asked to prioritise their top three environmental outcomes in no particular order, improved air quality was the outcome most frequently mentioned (74%). More than two-thirds (68%) included low carbon emissions in their top three outcomes and just less than this (63%) said reduced waste was one of their top three priority outcomes.

Just over half (51%) felt that improved biodiversity and natural habitats is a top three priority outcome and 41% included a clean and attractive borough.

Priority	Number	%
Improved air quality	820	74%
Low carbon emissions	751	68%
Reduced waste	697	63%
Improved biodiversity and natural habitats	569	51%
Clean and attractive borough	457	41%

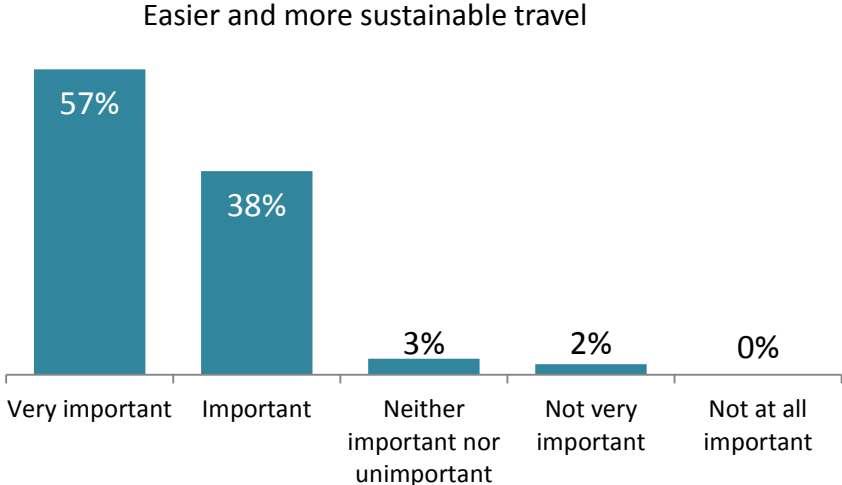
A higher number of those aged 16-24 (73%) and 25-34 (76%) included lower carbon emissions in their top three environmental outcomes; whereas reducing waste was more of a priority for the older age groups with 68% of those aged 45-54 and 65% of those aged 55 and over including this in their top three priorities. Over half of those aged 35-44 (59%) said that improving biodiversity and natural habitats was a top three priority outcome; 8% higher than the overall average. Half of all respondents aged 65 and over said that a clean and attractive borough should be a top three priority outcome.

Lower carbon emissions were more of a priority for those living in GU2 and GU3 postcode areas (75%), as was improved air quality for GU2 residents (77%). Reduced waste was more likely to be mentioned as a top three priority outcome for those living in GU1 (73%), GU2 (77%) and GU4 (75%) postcode areas.

BAME residents were more likely to include improving air quality as a top three environmental outcome (85%) when compared with White British residents (73%).

4.3 Other outcomes

Easier and more sustainable travel



Over half of all respondents (57%) said that easier and more sustainable travel is a very important outcome to achieve for the borough, with an additional 38% that said it was important. Just 2% of respondents said was not important and 3% said it was neither important nor unimportant.

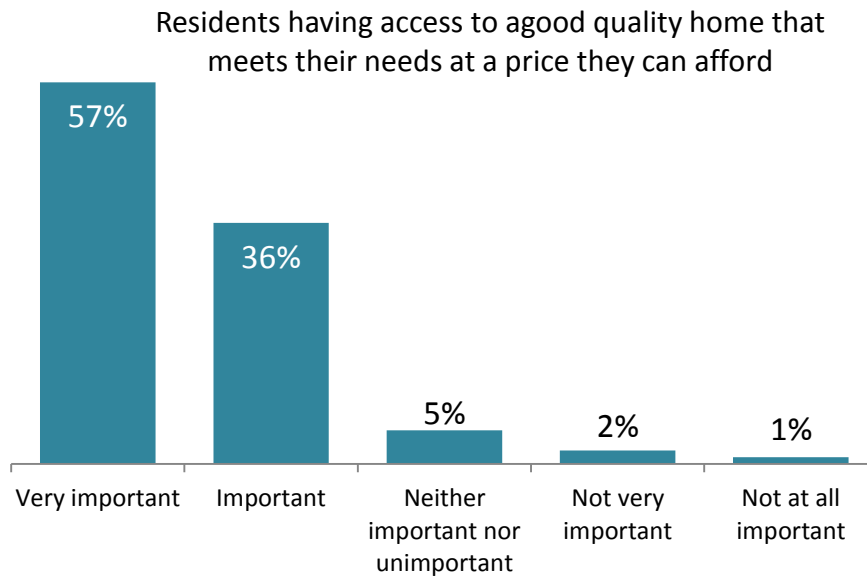
Females were 5% more likely to consider easier and more sustainable travel as an important outcome when compared to males (97% v 92%) with 60% of female respondents that said it was very important compared to 53% of male respondents.

Younger respondents were also more likely to suggest this was a very important outcome with 70% of 16-24 years olds answering very important and 62% of 25-34 year olds that answered very important compared to 51% of those aged over 65.

The vast majority of able-bodied respondents agreed that this was important to some extent, this was 9% more than disabled respondents (87%).

More than two-thirds of respondents (69%) in full-time or part-time education or training said that easier and more sustainable travel is a very important outcome. Those living in GU2 and GU3 postcode area also indicated higher levels of importance (60% and 65% respectively).

Access to good quality and affordable housing

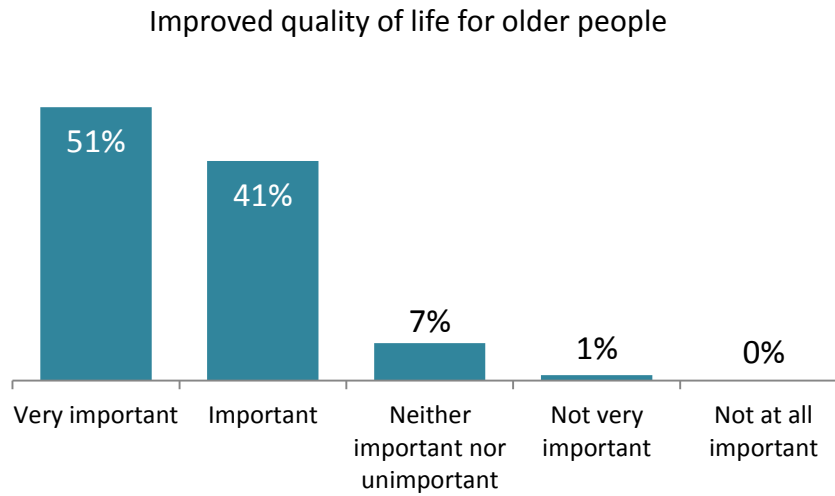


Whilst 36% said that access to good quality housing that meet their needs and is affordable was an important outcome, over half of all respondents (57%) said it was very important; 5% said it was neither important nor unimportant, 2% said it was not a very important outcome and 1% said it was not at all important.

Younger respondents were more likely to say this was an important outcome, with 99% of 16-24 year olds rating this as important as did 96% of those aged 25-34. Those in full-time or part-time education or training also felt this was more important (98%).

In total 94% of respondents living in GU1, 2 and 3 postcode areas said this was an important outcome, with 64% of those living in a GU3 postcode area stating this was very important.

Improved quality of life for older people



In total, 92% of all respondents said an improved quality of life for older people is an important outcome with 51% that said it was very important and 41% that said it was important. Just 1% said this was not an important outcome.

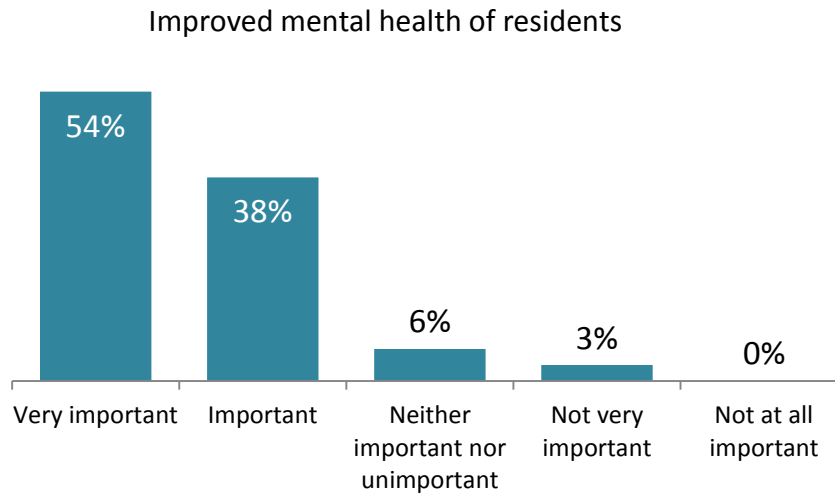
Females were 5% more likely than males to say this was an important outcome (94% v 89%), with 55% of females considering this very important compared to 46% of males.

A higher number of younger respondents indicated a level of importance for improving the quality of life for older people with 96% of those aged 16-24 rating this outcome as important and 94% of those aged 25-34 rating this as important. Just over nine-tenths of those aged 65 and over said this was an important outcome.

Those with a disability (96%) were 4% more likely to rate this outcome as important compare to able bodied respondents (92%).

Those living in GU2 (94%) and GU3 (96%) post code areas indicated the highest levels of importance.

Improved mental health of residents

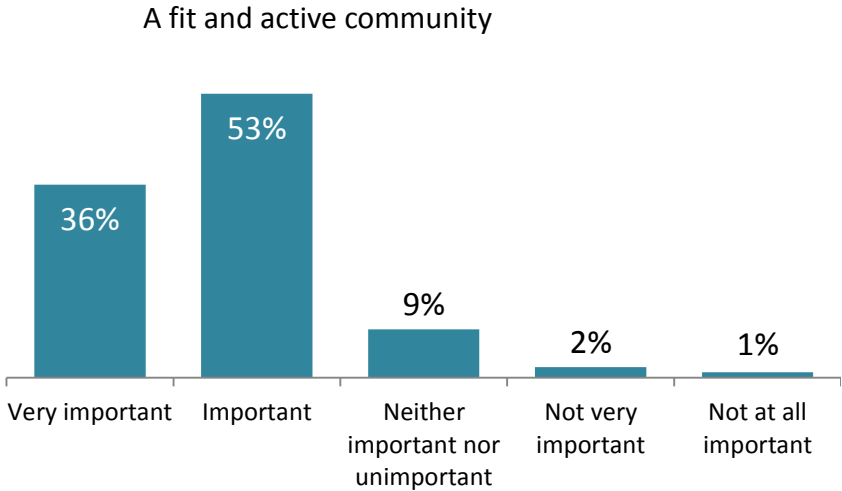


More than half of all respondents (54%) said that an outcome of improved mental health for residents was very important and over a third (38%) said it was important. Just less than a tenth of respondents said it was either not very important (3%) or neither important nor unimportant (6%).

Females (96%) were significantly more likely to state this was an important outcome when compared to males (86%), with 61% stating it is very important compared to 46% of male respondents.

Those aged 45-64 (88%) were the least likely to rate this outcome as important compared to the other age groups.

A fit and active community

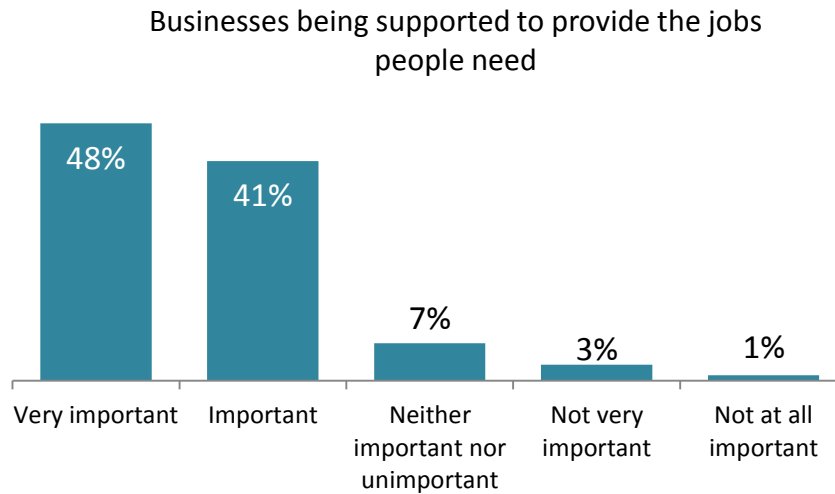


Just under half of all respondents said that a fit and active community would be an important outcome and just over a third (36%) said this was very important. Just 3% said it was not very or not at all important and 9% said it was neither important nor unimportant.

Over nine-tenths of females (93%) agreed that this was an important outcome, compared to 84% of male respondents, with 40% of females that said it was very important compared to 32% of male respondents.

Those aged 16-24 (91%) and 25-34 (94%) were more likely to suggest that this outcome was important, when compared to other age groups.

Businesses being supported to provide the jobs people need



Just less than half of all respondents (48%) said that support for businesses to provide jobs was a very important outcome and a further 41% said this was important. Just 4% said it was not a very important outcome (3%) or not important at all (1%).

Again, females tended to be more positive with 93% stating a level of importance compared to 85% of male respondents.

Those aged 35-44 (87%), 55-64 (87%) and 65 and over (85%) said that this outcome was slightly less important when compared to other age groups. Those aged 25-34 gave the highest levels of importance (96%).

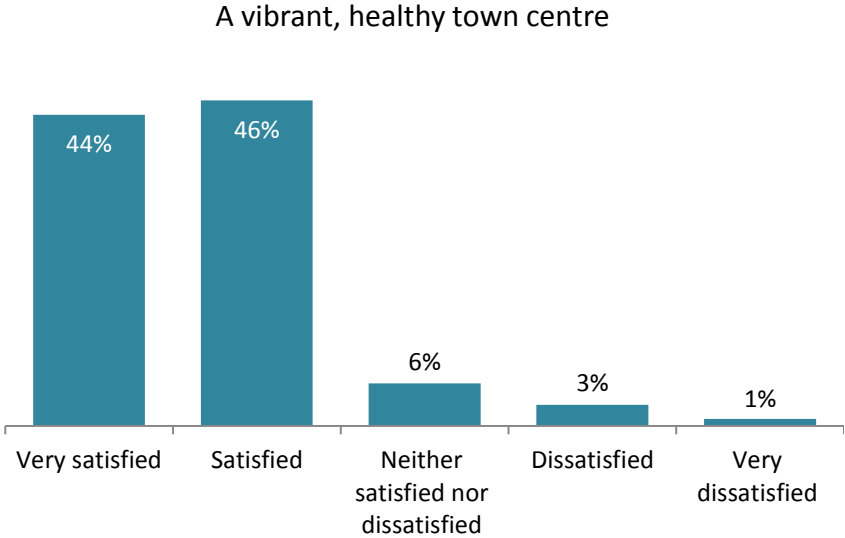
BAME respondents said this was important more frequently than White British respondents (+4%) with two-thirds of BAME respondent that said it was very important compared to 48% White British respondents.

Disabled respondents were less likely to consider this outcome important (84%) compared to able bodied respondents (91%).

Self employed (80%) and retirees (86%) less frequently rated this outcome as important.

The vast majority (95%) of those living in a GU3 postcode area considering this outcome important, this was 8% more than those living in a GU1 postcode area (87%).

A vibrant, healthy town centre



Nine-tenths of all respondents considered a vibrant and healthy town centre to be an important outcome overall, with 44% that said it was very important. The other tenth said it was either not at all important (1%), not very important (3%) or neither important nor unimportant (6%).

Those aged 55 and over placed less importance on this outcome (86%) when compared to other age groups and younger respondents were the most likely to say this was a very important outcome, with 55% of those aged 16-24 that said it was very important.

Most important outcomes

Whilst more than half of all respondents (54%) said that the improved mental health of respondents was a top three priority outcome, just 2% less than this included quality and affordable housing as a top three priority outcome (52%). Just less than half of all respondents (48%) said that easier and more sustainable travel and improved quality of life for older people should be a top three priority outcome.

Less than a quarter (22%) said that a fit and active community should be a top three priority outcome whilst around a third included a vibrant, healthy town centre (35%) or a support for businesses to provide job opportunities (37%).

Outcome	Number	%
Improved mental health of residents	596	54%
Residents having access to a good quality home that meets their needs at a price they can afford	579	52%
Easier and more sustainable travel	537	48%
Improved quality of life for older people	533	48%
Businesses being supported to provide the jobs people need	409	37%
A vibrant, healthy town centre	392	35%
A fit and active community	247	22%

Female respondents included the outcome of improved mental health for residents more frequently than male respondents (+16%); whereas male respondents were more likely to include a vibrant, healthy town centre as a top three priority outcome (+10%).

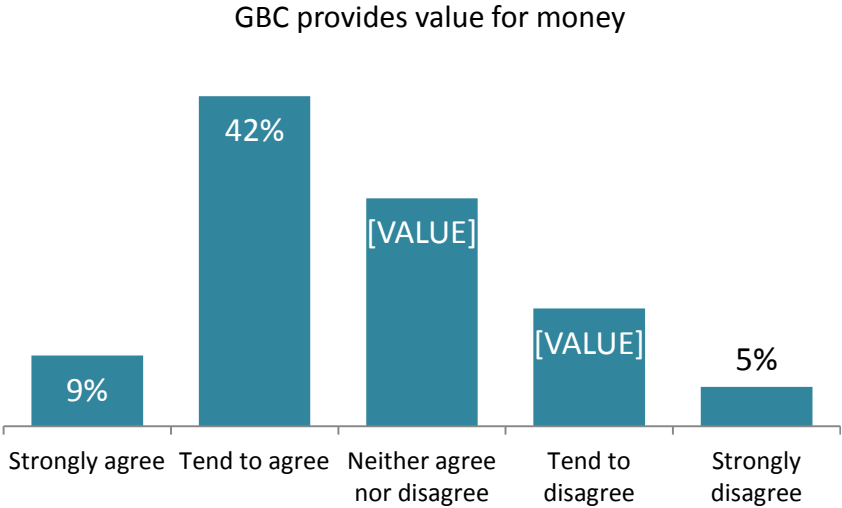
Those aged 55 and over (48%) less frequently included improved mental health as a top three priority outcome and were more likely to mention easier and more sustainable travel as a priority (65% of those aged over 65).

Younger people more frequently included improved mental health (59% 16-24 year old's and 57% 25-34 year old's) and support for businesses (46% 16-34 year old's) compared to other age groups.

More than two-thirds of disabled respondents (69%) cited an improved quality of life for older people as a priority outcome compared to 47% of able-bodied respondents, whereas the latter included a vibrant, healthy town centre as a priority outcome (37%) more frequently compared to just 19% of disabled respondents.

4.4 Guildford Borough Council

Value for Money



Just over half of all respondents (51%) said that they agreed to some extent that the council provides value for money, with 9% of these in strong agreement. Over a quarter (29%) said they neither agreed nor disagreed and a fifth disagreed with this statement.

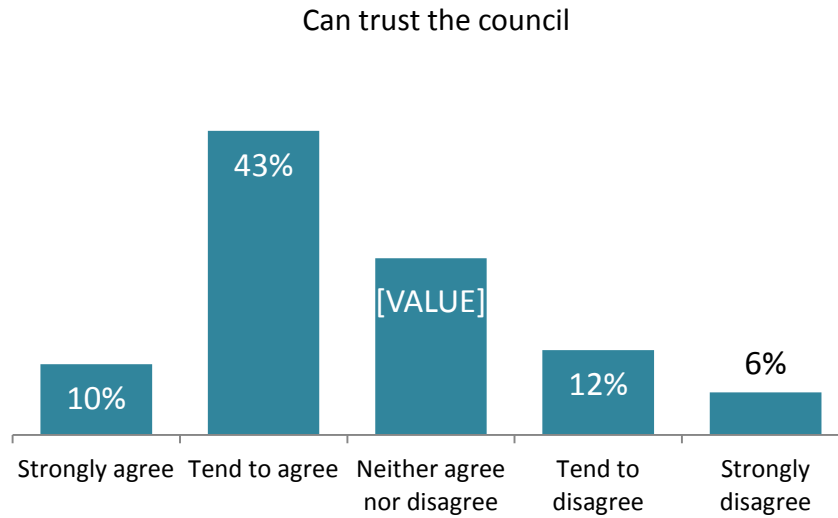
Male respondents (58%) agreed more frequently than female respondents (52%) the council provided value for money.

Age also varied significantly with younger respondents showing higher levels of agreement, which gradually decreased across each age group; for example, 70% of those aged 16-24 said they agreed with the statement compared to 46% of those aged over 55.

Those in full time employment or education/training also indicated higher levels of agreement (60% and 64% respectively).

Less than half of GU1 resident's (49%) agreed that the council provided value for money, this was less than other key postcode areas and below the overall average.

Trust in the Council



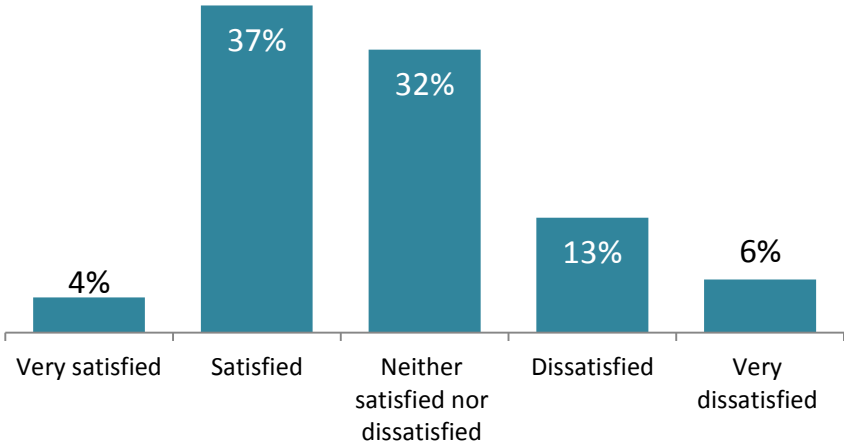
A tenth of all respondents strongly agreed that they can trust the council and a further 43% tended to agree with this statement. A quarter neither agreed nor disagreed that they could trust the council, in addition 12% disagreed and 6% strongly disagreed that they could trust Guildford Borough Council.

More male respondents (58%) than female respondents (52%) agreed they could trust the council and again younger respondents indicated higher levels of agreement when compared to older respondents, with 46% of those aged 45 and over in agreement compared to 70% of those aged 16-24 and 66% of those 25-34.

A quarter of disabled residents disagreed with this statement compared to 16% of able-bodied respondents.

Listens and understands your views

The council listens to and understands your views



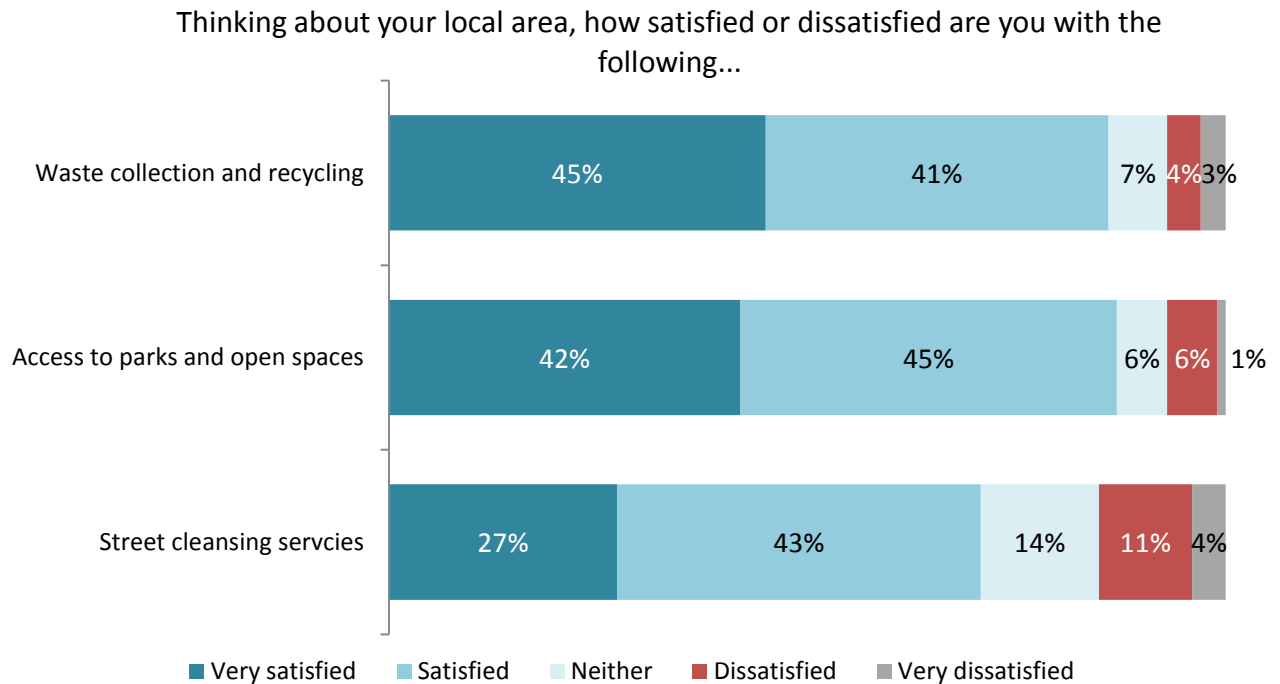
Just over two-fifths said that they were satisfied to some extent that the council listens and understand their views; however, 32% said they were neither satisfied nor dissatisfied, 13% were dissatisfied and 6% very dissatisfied with this aspect of the council.

Half of those aged 25-34 indicated a level of satisfaction as did 59% of those aged 16-24; this compared to just 34% of those aged 45 and above.

Council services

The following chart shows that the vast majority of respondents are satisfied with both waste collection and recycling services (86%) and with the access to parks and open spaces (87%).

Satisfaction with street cleansing services was less with a total of 70% that indicated a level of satisfaction. More than a tenth (15%) said they are dissatisfied with the street cleansing services provided by the council.



More than nine-tenths (91%) of males were satisfied with parks and open spaces compared to 86% of female respondents. Those aged 16-24 (96%) and 25-34 (93%) indicated higher levels of satisfaction about access to parks and open spaces compared to the other age groups, with 82% of those aged over 65 that said they were satisfied with the access.

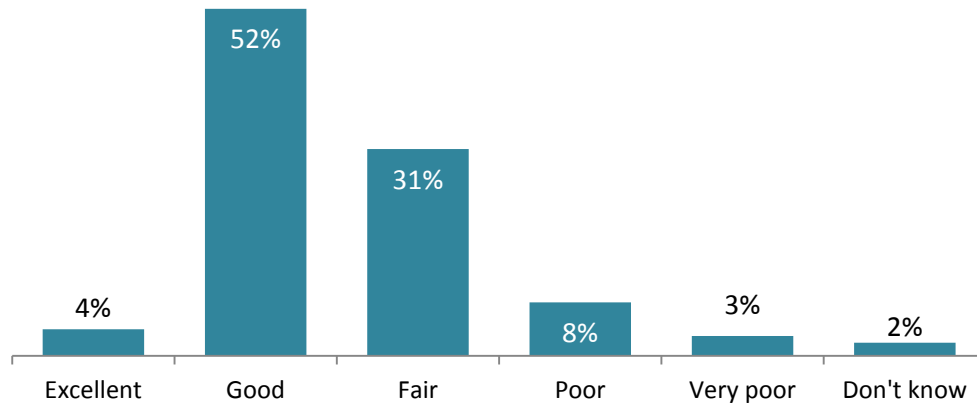
Those with a disability (16%) were significantly more dissatisfied with access to parks and open spaces compared to able bodied respondents (6%).

Those aged 55-64 (18%) and 65 and over (25%) indicated higher levels of dissatisfaction with the street cleansing services compared to other age groups. Disabled respondents (22%) also indicated higher levels of dissatisfaction with the street cleansing services compared to able bodied respondents (13%). Those living in GU4 postcode areas gave the highest levels of satisfaction with the street cleansing services (76%); whereas GU1 residents gave the highest level of dissatisfaction (17%).

Disabled respondents were also more dissatisfied with the council's waste and recycling services (13%) compared to able bodied respondents (5%).

Council Performance

How good a job do you think Guildford Borough Council is doing



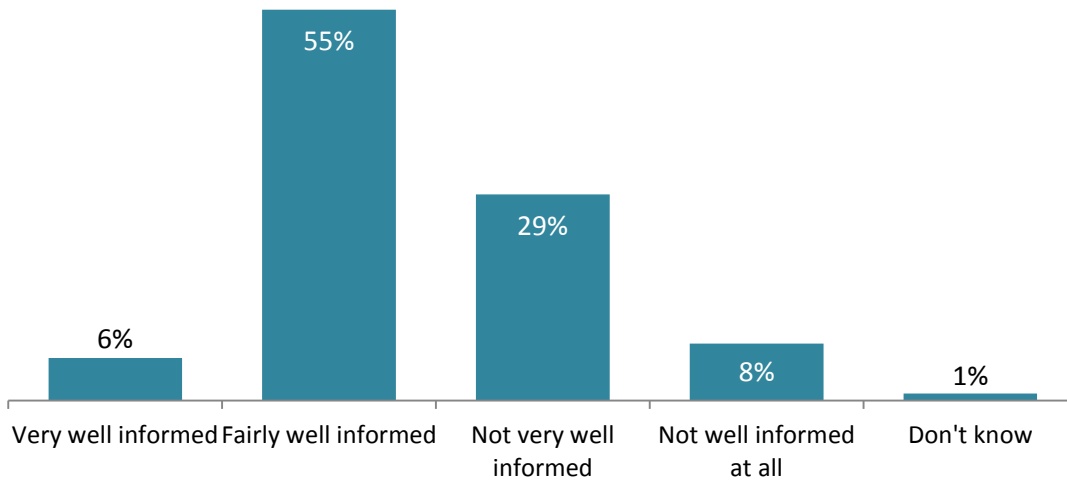
Just over half of all respondents (52%) said that the council is doing a good job, with a further 4% that said they are doing an excellent job. Just under a third (31%) said they are doing a fair job, with 8% that rated them as poor and 3% that rated them as very poor.

Those aged 45-54 (15%) and 55-64 (14%) more frequently rated the council as poor or very poor when compared to other age groups as did those with a disability (19%).

Self-employed respondents (16%) and the unemployed/not working (15%) also gave higher levels of a poor/very poor rating.

Feeling Informed

Overall, how well informed do you feel that the council keeps you informed and engaged on what is happening in the borough?



Over half of all respondents (55%) said they felt fairly well informed about what has been happening in the borough and 6% said they felt very well informed. Less than a third said they felt not very well informed and 8% said they felt not well informed at all.

Those aged 16-24 said they felt less informed when compared to other age groups, with 45% that said they were either not very well informed or not well informed at all.

GU3 respondents all indicated higher levels of not feeling informed (44%).

Appendices (Questionnaire)

Guildford Borough Council

Corporate Plan Survey 2020

Good afternoon / evening. My name's (use full name) I'm calling on behalf of Guildford Borough Council from SMSR Ltd who have been commissioned to conduct an important survey to find out what you think is important to the borough's future. Your views will help shape The Council's new Corporate Plan.

The Corporate Plan will set out priorities for the future and provide a robust framework to enable The Council to address challenges ahead. As part of that work, we want to find out the issues that matter most to local residents and businesses.

In compliance with GDPR you are able to withdraw your consent at any point during or after the interview and we can provide contact details for SMSR at any point if you so wish. The data is being collected in accordance with the MRS Code of Conduct and will only be used by Guildford Borough Council. Data collected will not be used for marketing purposes and the interview will take around 10 minutes.

REC Interviews are recorded for monitoring and training purposes. Do you give your consent for this interview to be recorded?

Yes

No

REASSURE FURTHER IF NECESSARY: This interview will be conducted within the Code of Conduct of the Market Research Society. This guarantees your anonymity. You will not be approached to buy anything as a result of taking part in this research. It is only your opinion we want to understand.

If respondent wishes to check validity of research, offer the following contact details: SMSR Ltd - Freephone 0800 1380845 and speak to Amy Collier (Office Manager) or call the Market Research Society freephone on 0800 975 9596.

Agenda item number: 5
Appendix 1

Q1 Thinking of Guildford borough as a place to live, how important do you think each of the following priorities are:

	Very important	Important	Neither important nor unimportant	Not very important	Not at all important
Protecting our environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making travel easier and more sustainable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residents having access to a good quality home that meets their needs at a price they can afford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caring for people who need our help	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping the community active and well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging sustainable, clean economic growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regenerating Guildford town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2 Which do you think are the three most important priorities?

- Protecting our environment
- Making travel easier and more sustainable
- Residents having access to a good quality home that meets their needs at a price they can afford
- Caring for people who need our help
- Keeping the community active and well
- Encouraging sustainable, clean economic growth
- Regenerating Guildford town centre

Q3 Thinking about the environment, how important do you think it is to achieve the following outcomes in Guildford borough:

	Very important	Important	Neither important nor unimportant	Not very important	Not at all important
Lower carbon emissions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved air quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved biodiversity and natural habitats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean and attractive borough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 Which do you think are the three most important environmental outcomes?

- Lower carbon emissions
- Improved air quality
- Reduced waste
- Improved biodiversity and natural habitats
- Clean and attractive borough

Q5 Thinking about other issues, how important do you think it is to achieve the following outcomes in Guildford borough:

	Very important	Important	Neither important nor unimportant	Not very important	Not at all important
Easier and more sustainable travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residents having access to a good quality home that meets their needs at a price they can afford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved quality of life for older people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved mental health of residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A fit and active community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Businesses being supported to provide the jobs people need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A vibrant, healthy town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Which do you think are the three most important of these outcomes?

- Easier and more sustainable travel
- Residents having access to a good quality home that meets their needs at a price they can afford
- Improved quality of life for older people
- Improved mental health of residents
- A fit and active community
- Businesses being supported to provide the jobs people need
- A vibrant, healthy town centre

Q7 To what extent do you agree or disagree that Guildford Borough Council provides value for money?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree

Agenda item number: 5
Appendix 1

Q8 How good a job do you think Guildford Borough Council is doing?

- Excellent
- Good
- Fair
- Poor
- Very poor
- Don't know

Q9 How satisfied or dissatisfied are you that the Council listens to and understands your views?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Q10 Overall, how well do you feel that the Council keeps you informed and engaged on what's happening in the borough?

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don't know

Q11 To what extent do you agree or disagree that you can trust the Council?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Q12 Thinking about your local area, how satisfied or dissatisfied are you with:

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know
Parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street cleansing services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waste collection and recycling services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 Noting that some responsibilities, such as the condition of roads and pavements, are the responsibility of Surrey County Council, please highlight any other priorities or issues that you think Guildford Borough Council should consider when developing its new Corporate Plan.

About you

Finally, a couple of questions about yourself, so that we can understand the views of a whole range of people:

Q14 From the following list, please tell us which best describes you:

- Resident
- Business
- Parish Council
- Statutory Organisation
- Voluntary Organisation or Club
- Statutory Body
- Other

Please specify the name of the organisation

Please specify other

Q15 Are you...?

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

Please specify other

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Appendix 1

Q16 To which of the following age groups do you belong?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to say

Q17 To which of these groups do you belong?

- White - British
- White - Irish
- White - Other
- White - Gypsy or Traveller
- Mixed - White and Black Caribbean
- Mixed - White and Black African
- Mixed - White and Asian
- Mixed - Other Mixed
- Asian or Asian British - Indian
- Asian or Asian British - Pakistani
- Asian or Asian British - Bangladeshi
- Asian or Asian British - Chinese
- Asian or Asian British - Other Asian
- Black or Black British - Caribbean
- Black or Black British - African
- Black or Black British - Other Black
- Any other ethnic group
- Prefer not to say

Q18 The Equality Act 2010 defines a disability as, 'A physical or mental impairment that has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities'.

In this definition, long term is taken to mean more than 12 months and would cover long term illness such as cancer and HIV or mental health problems.

Are your day to day activities limited because of any long-term disability?

- Yes
- No
- Prefer not to say

Q19 Which of these activities best describes what you are doing at present?

- Employee in full-time job (30 hours or more a week)
- Employee in part-time job (under 30 hours a week)
- Self-employed
- In full-time or part time education or training
- Not working or unemployed (including if on long term sickness or disability or looking after home or family)
- Retired
- Doing something else
- Prefer not to say

Q20 Please could I take your postcode?

Thank you for completing this survey.

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Guildford Borough Council

Budget Survey 2021

Report (V02)
January 2021



Prepared by



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Headline Findings

As local authorities and people respond and adapt to the current Coronavirus pandemic, residents across Guildford are most concerned about its impact on the wider economy. More than 9 in every 10 residents responding to a telephone consultation, representative of the Borough, stated they are worried to some degree about this impact together with 8 in every 10 respondents who responded to an online consultation, open to all residents across Guildford.

Residents revealed they are also worried about the impact of the pandemic on the health and wellbeing of family and friends with more than two-thirds of telephone respondents (71%) and 65% of online respondents showing concern for this aspect. Residents also harbour anxieties about the effect on the local community; a concern shared by more than three-fifths (63%) of telephone respondents and three-quarters (79%) of online respondents.

Residents across both cohorts tended to be less worried, overall, about the personal impact of the pandemic with less than a fifth (17%) of telephone respondents and a third (36%) of online respondents stating they were worried about their own mental health and wellbeing.

When taking into account all residents who responded to the consultation, 4% said that either themselves or their family had accessed support provided by Guildford Borough Council during the pandemic (3% telephone respondents and 5% online respondents). Residents who accessed support tended to be older or identified as having a disability; the main form of support accessed tended to be food parcels and deliveries, advice and financial support.

When asked to consider council services in terms of importance, priority and spending, residents across both consultations were almost unanimous in rating services to the elderly and vulnerable highest for each aspect. On average, telephone respondents attributed a score of 8.90 out of 10 to this service in terms of importance whereas online respondents agreed on an average of 8.33, placing environmental services as slightly more important (8.90). Both cohorts rated services to the elderly and vulnerable their highest priority on average when scoring on a scale of ten (telephone 9.10, online 8.68) and also felt funding for this service area should be most protected when scoring on a scale of ten (telephone 9.24, online 8.68).

Other services that scored highly in terms of the three aspects of importance, priority and spending were public health and safety, economic services and environmental services, the latter being more prevalent amongst online respondents.

Arts and heritage and tourism services were consistently attributed the lowest scores on average by respondents who participated in the survey, the two provisions making up the lowest ranked services for each aspect of importance, priority and spending within both strands of the consultation. Transport and parking and public facilities were also perceived as less important services by residents across both consultations.

Introduction

Background

Guildford Borough Council are committed to providing high quality and good value services to meet the needs of the local community.

Guildford Borough Council have been working for some years to make sure they deliver these services in the most cost-effective way. This has already resulted in efficiency savings of £9million and £6.8 million of additional income since 2013-14 and further efforts will continue to reduce the cost of services. However, reductions in central government funding and the coronavirus pandemic have had a major impact on the Council's finances and will continue to do so.

Guildford Borough Council are currently working on the basis that another £3 million needs to be saved next year, rising to £4.2 million by 2023-24. As part of that process, the Council would like to understand residents' views on where they think savings should be made and what the Council's priorities for spending should be. Guildford Borough Council wants to find out which services are important to residents and which are not so important.

The Council would also like to understand how the coronavirus pandemic has impacted on residents, so that they can continue to support those in need and plan for the recovery of the local community and economy.

In addition to an online consultation, hosted on the council's website, SMSR Ltd, an independent research company was commissioned to undertake a telephone survey with residents to help the Council understand their views.

Report structure

This report includes headline findings for each question combined with insight on differences between the two strands of the consultation – telephone and online. It should be noted that when the results are discussed within the report, often percentages will be rounded up or down to the nearest one per cent. Therefore, occasionally figures may add up to 101% or 99%. Due to multiple responses being allowed for the question, some results may exceed the sum of 100%.

Trends identified in the reporting are statistically significant at a 95% confidence level. This means that there is only 5% probability that the difference has occurred by chance (a commonly accepted level of probability), rather than being a 'real' difference. Unless otherwise stated, statistically significant trends have been reported on.

Sample / Methodology

It was important that the methodological approach to the consultation was robust and wide-reaching and therefore it was decided that a combination of methodologies would be utilised to ensure representation and inclusivity.

An interviewer led, CATI telephone questionnaire was designed by SMSR in conjunction with staff from Guildford Borough Council. The survey script was mirrored and adapted for an online consultation open to all residents in the Borough via an online link located on the council’s website. A copy of the survey can be found in the appendices.

A total of 1,100 residents participated by telephone; a further 381 residents completed the questionnaire online. The breakdown for each sample is as follows:

Telephone Methodology – Breakdown

To ensure the research was robust and reflected the profile of the local community, a representative sample of 1100 residents was completed via telephone methodology which included members of the Guildford Borough Council Citizens’ Panel. This representative sample provides a confidence level of 95% with a confidence interval of +/- 3%. An explanation of confidence intervals can be found in the appendices.

Telephone interviews were conducted using random quota sampling to maximise representation across the borough. Sample data was drawn from several, GDPR compliant sources, including the Council’s Citizens’ Panel, to extend the scope of potential participants as much as possible. Target quotas for age, gender and ethnicity were set using the most recent ONS figures available and the sample included representation from each of the wards within the borough. Telephone interviewing took place between November 2020 and January 2021. The full breakdown of the sample is set out below:

Gender	Number	Percentage
Male	535	49%
Female	565	51%
Transgender	0	0%
Other	0	0%

Age	Number	Percentage
16-24	164	15%
25-34	191	17%
35-44	187	17%
45-54	195	18%
55-64	156	14%
65+	207	19%

Ethnicity	Number	Percentage
White	1053	96%
BAME	45	4%
Prefer not to say	2	0%

Disability	Number	Percentage
Yes	108	10%
No	990	90%
Prefer not to say	2	0%

Online Methodology – Breakdown

An online version of the questionnaire was also made available to local residents, with the council promoting the link via its website and various social media platforms. A total of 381 residents participated in the online consultation, this sample provides an overall confidence level of 95% with a confidence interval of +/- 5%. However, the consultation was open to all residents and is less robust statistically and representative of the Borough than the telephone consultation. The results of the online consultation have been presented separately in the report. The online survey link was open from November 2020 to January 2021. The full breakdown of the sample is set out below:

Gender	Number	Percentage
Male	190	50%
Female	172	45%
Transgender	2	1%
Other	1	0%
Prefer not to say	16	4%

Age	Number	Percentage
16-24	7	2%
25-34	28	7%
35-44	78	20%
45-54	66	17%
55-64	79	21%
65+	105	28%
Prefer not to say	18	5%

Ethnicity	Number	Percentage
White	334	88%
BAME	6	2%
Prefer not to say	41	11%

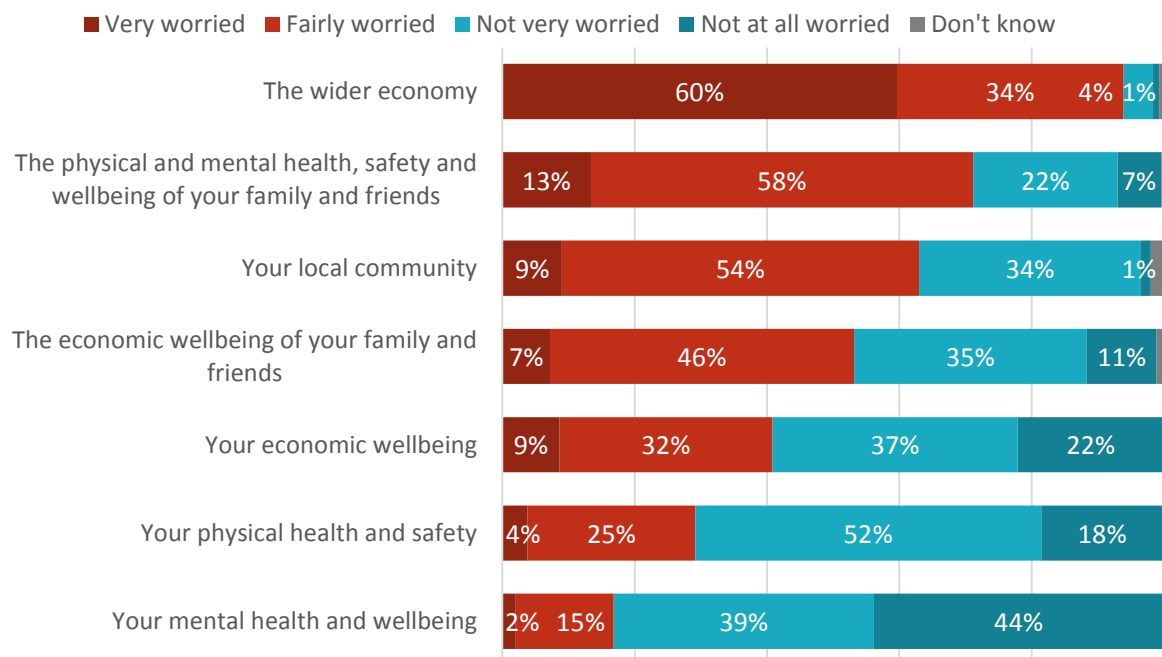
Disability	Number	Percentage
Yes	54	14%
No	303	80%
Prefer not to say	24	6%

Main Findings

Concerns and support

Respondents were initially asked to state how worried they feel personally about the coronavirus pandemic and its ongoing impact upon a number of important issues.

As we recover from the coronavirus pandemic, how worried, if at all, do you feel personally about its ongoing impact upon the following issues? (Telephone n=1100)



Those interviewed as part of the representative telephone survey felt most worried about the wider economy with 9 in every 10 stating they were worried to some degree and three-fifths (60%) revealing they were very worried. More than two-thirds (71%) admitted they were worried about the health, safety and wellbeing of family and friends and more than three-fifths (63%) had concerns about their local community.

Despite concerns about family and friends, less than a fifth (17%) said they were worried about their own mental health and wellbeing. A slightly higher percentage (29%) felt worried about their own physical health and safety and two-fifths (41%) had fears about their economic wellbeing. In general, residents tended to show more concern for the wider community and family and friends as opposed to personally.

Similar findings were extracted from the sample of residents who responded online:

As we recover from the coronavirus pandemic, how worried, if at all, do you feel personally about its ongoing impact upon the following issues? (Online n=381)



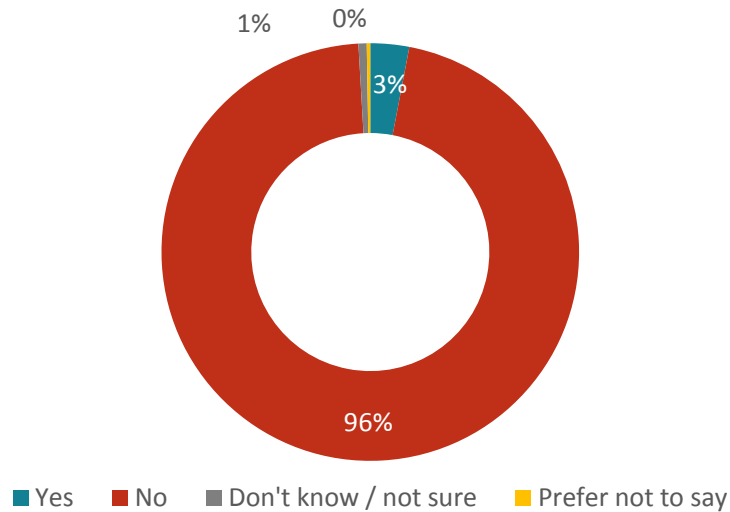
The vast majority of those who responded to the online consultation said they were worried about the impact of Coronavirus on the wider economy with more than 8 in every 10 sharing these concerns. More emphasis on concerns about the impact on the local community was recorded amongst this cohort with more than three quarters (79%) stating they were worried about this aspect.

Moreover, personal concerns were again outweighed by fears for the wider impact of the pandemic and family and friends amongst online respondents. However, slightly higher levels of concern were recorded for mental health and wellbeing (36%), economic wellbeing (42%) and physical health and safety (45%) amongst this group.

Agenda item number: 5
Appendix 2

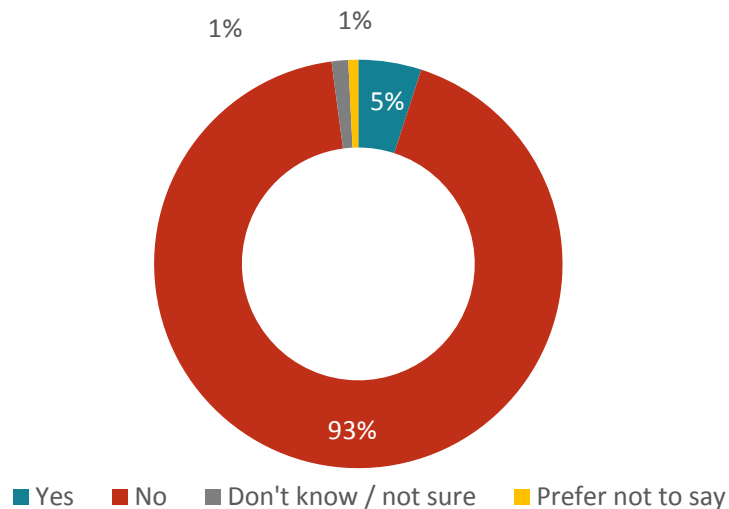
Respondents were asked if they had accessed any support provided by Guildford Borough Council during the pandemic:

Have you or your family accessed any support provided by the Council during the pandemic? (Telephone n=1100)



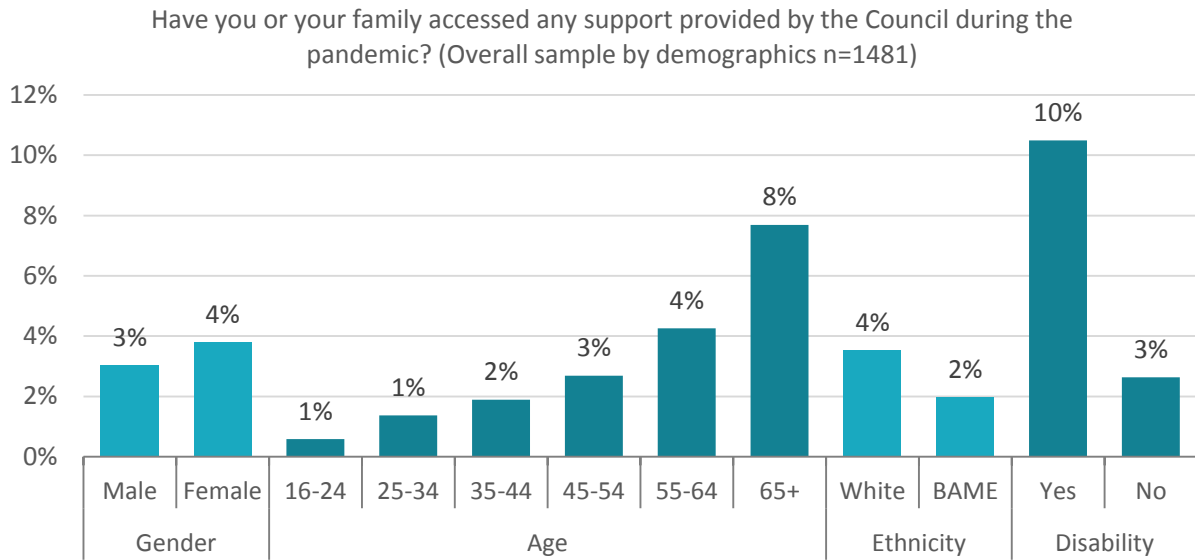
Just 3% of those who participated in the representative telephone survey confirmed they or their family had accessed support provided by the Council during the pandemic; the vast majority stating they had not accessed help.

Have you or your family accessed any support provided by the Council during the pandemic? (Online n=381)



A slightly higher percentage of online participants said they had sought support from Guildford Borough Council during the pandemic, however, access was still low at just 5%.

The two samples were compiled to view any relationships between specific demographics and accessing support:



Although the overall sample of those accessing support was relatively low, it was found that older residents were more inclined to have accessed support from the Council during the pandemic (65+, 8%) together with respondents who identified as having a disability (10%).

Prevalent sources of support from the Council included food parcels and deliveries, advice, financial support, and prescription deliveries.

Council Services

Respondents were then asked look at a series of council services and to use a scale to rate each service in terms of importance, priority, and spending, starting with importance:

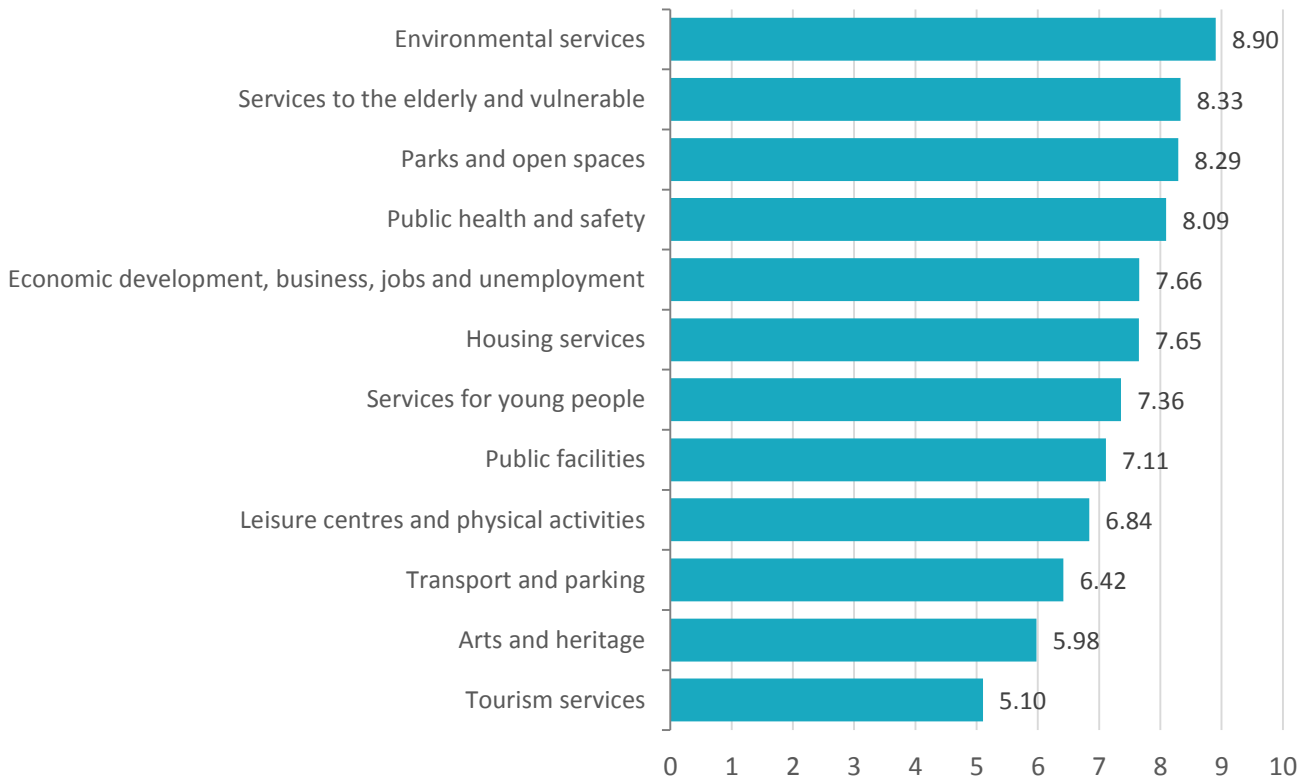
Please tell us how much you value the following services, using a scale of 1-10 with 1 being not important at all and 10 being extremely important. Mean Scores (Telephone n=1100)



On average, respondents who participated in the representative telephone consultation valued services to the elderly and vulnerable (8.81), public health and safety (8.55) and economic development (8.47) as most important. Furthermore, environmental and housing services also scored higher than 8 (8.33 and 8.27 respectively). The levels of value placed on the top three services are, perhaps, foreseeable in light of the current pandemic and do seem to mirror concerns expressed earlier in the questionnaire around the economy and wellbeing.

The least value was placed upon arts and heritage (5.99) and tourism services (6.05), which perhaps could be considered less pertinent provisions amidst the current circumstances, together with public facilities (6.72) and transport and parking (6.81).

Please tell us how much you value the following services, using a scale of 1-10 with 1 being not important at all and 10 being extremely important. Mean Scores (Online n=381)



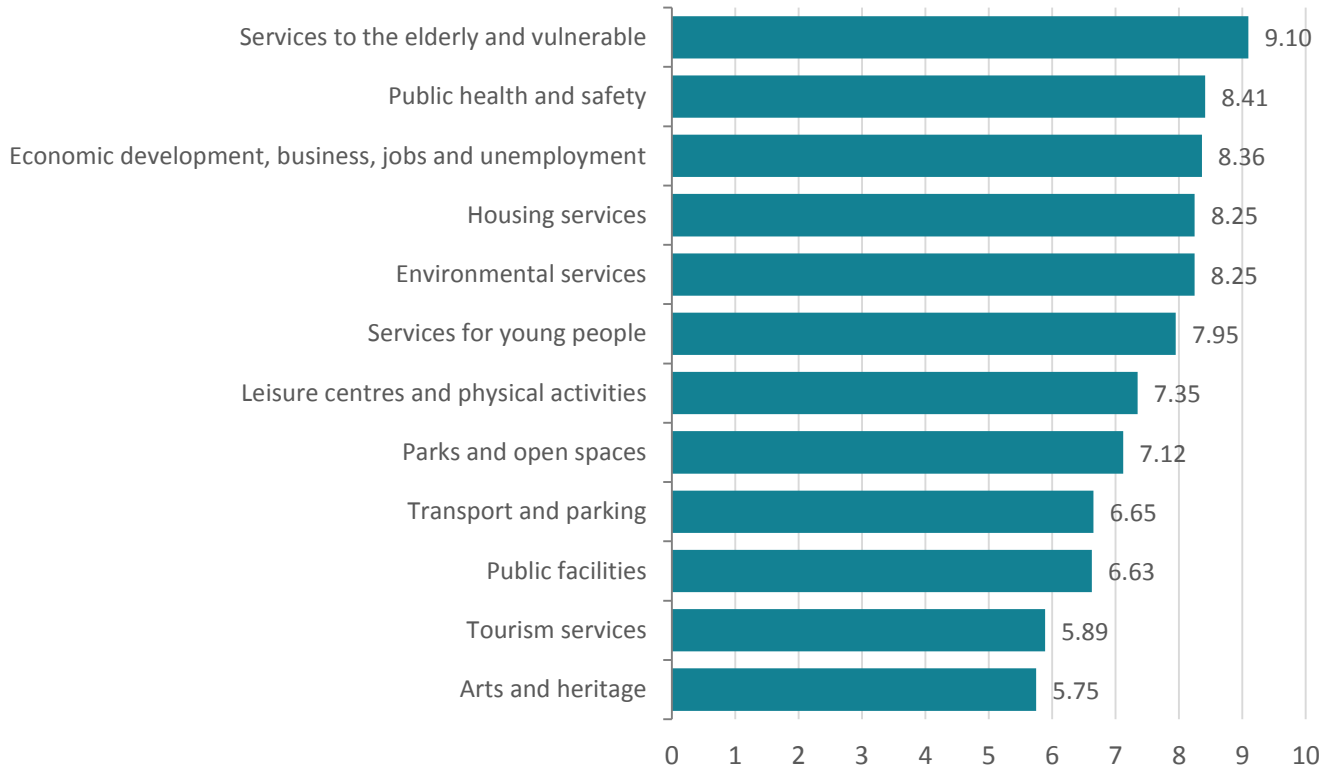
When observing results from the online consultation, services to the elderly and vulnerable (8.33) and public health (8.09) also scored highly, however, most importance was placed on environmental services (8.90). The provision of parks and open spaces also scored highly (8.29) at the expense of economic services (7.66).

Tourism services (5.10) together with arts and heritage services (5.98) were seen to be the least important by online respondents as also seen in the representative sample.

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Respondents were then asked to prioritise the same list of services, using a similar scale of 1 to 10 with 10 being a high priority:

Which Council services do you think it is most important to prioritise? Please rate each service using a scale of 1-10 with 1 being not a priority at all and 10 being a high priority.
Mean Scores (Telephone=1100)

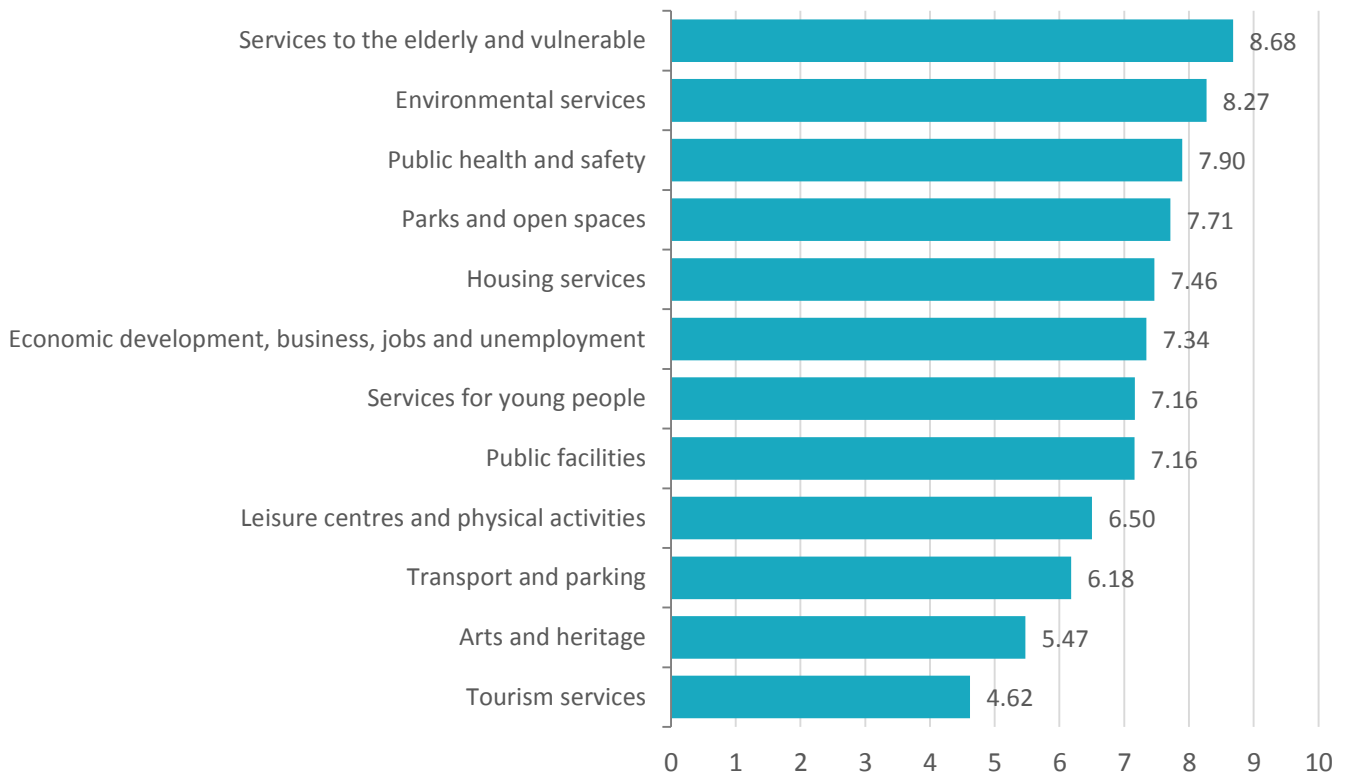


Services for the elderly and vulnerable were again deemed paramount, being the highest rated priority amongst the representative sample (9.10). Public health (8.41), economic services (8.36), housing services (8.25) and environmental services (8.25) were all perceived to be high priority services amongst residents.

Arts and heritage (5.75) and tourism services (5.89) were again rated lowest for this aspect (priority) compared with the previous question with public facilities (6.63) and transport and parking (6.65) also thought to be lower priorities.

The ranking of services in terms of priority was seen to be almost identical to the order in which residents responding to the telephone surveys valued each service.

Which Council services do you think it is most important to prioritise? Please rate each service using a scale of 1-10 with 1 being not a priority at all and 10 being a high priority.
Mean Scores (Online n=381)



Services to the elderly and vulnerable were also deemed to be the top priority from the list by online respondents (8.68), reinforcing this provision as the highest priority amongst residents across the Borough. Environmental services (8.27) were also seen as a top priority amongst online respondents, reflecting the value placed on this issue amongst this cohort.

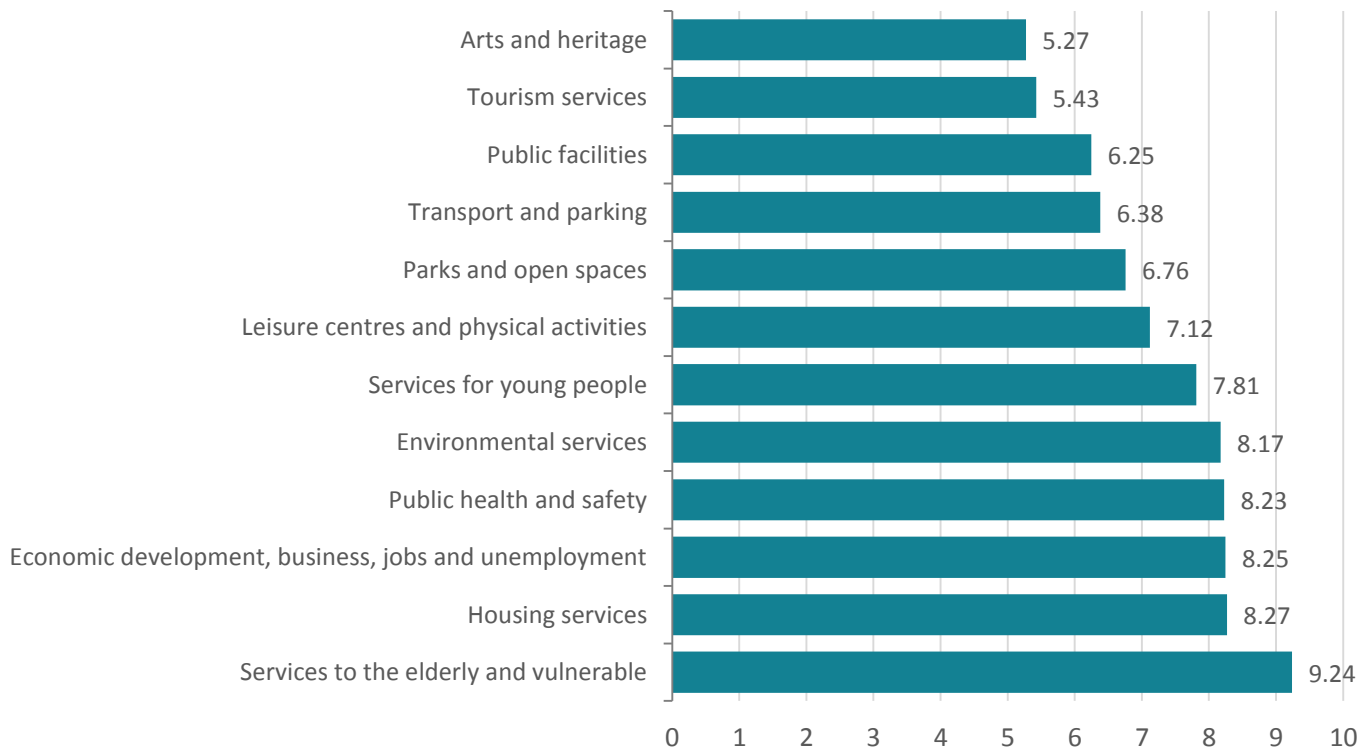
In line with previous trends, less emphasis was placed on tourism services (4.62), arts and heritage (5.47), transport and parking (6.18) and leisure centres and physical activity (6.50).

As found in the representative sample, the amount of value placed on each service amongst online respondents was reflected in the ranking of services as a priority. Online respondents tended to place more priority on services related to natural resources (environmental and open spaces) than residents responding via the telephone survey.

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Lastly, residents were again asked to use a scale of 1 to 10 and rate to what extent, which services Guildford Borough Council should consider stopping or reducing spending on:

What services should the council consider stopping or reducing spending on? Please rate each service using a scale of 1-10 with 1 being stopping spending completely and 10 continuing to fully fund the service. Mean Scores (Telephone n=1100)

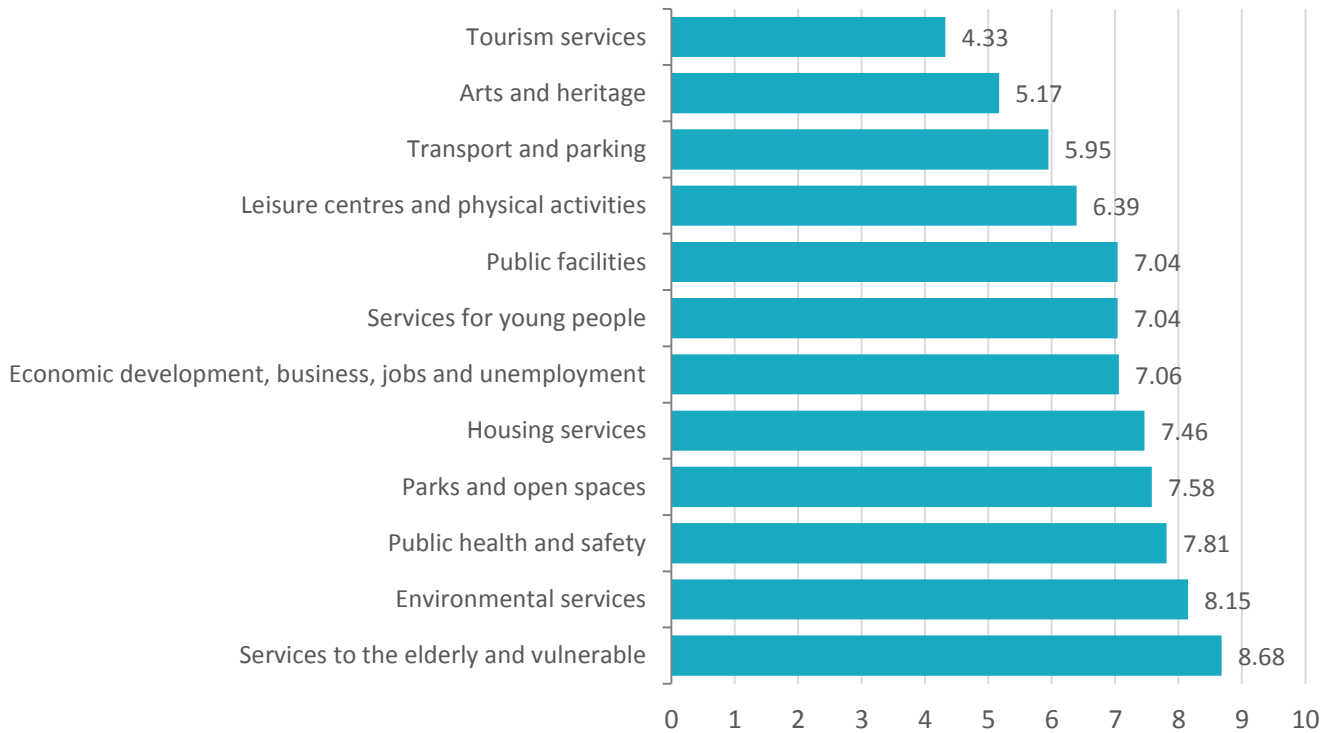


In keeping with lower levels of importance and prioritisation placed on arts and heritage and tourism services, residents responding to the representative consultation felt that spending could be retracted the most for these services. Where 10 represented fully funding a service, arts and heritage scored, on average, the lowest figure of 5.27, followed by tourist services (5.43). Public facilities (6.25) and transport and parking (6.38) also rated lower amongst this cluster of respondents.

Together with being ranked most important and the highest priority amongst telephone respondents, services to the elderly and vulnerable was rated highest in terms of funding, scoring 9.24 on average. Other services that residents felt deserved more funding protection were housing services (8.27), economic services (8.25), public health and safety (8.23) and environmental services (8.17).

The services that residents felt Guildford Borough Council could reduce spending on were largely reflective of earlier ratings attributed to services in terms of importance and priority.

What services should the council consider stopping or reducing spending on? Please rate each service using a scale of 1-10 with 1 being stopping spending completely and 10 continuing to fully fund the service. Mean Scores (Online n=381)



Furthermore, online respondents further supported a reduction in spending on tourism services (4.33) and arts and heritage (5.17) together with transport and parking (5.95) and leisure centres and physical activities (6.39).

Services to the elderly and vulnerable were judged to be worthy or near full funding (8.68) with environmental services (8.15), public health and safety (7.81) and parks and open spaces (7.58) all receiving higher ratings.

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When considering the overall sample of respondents, a clear steer emerges. Services to the elderly and vulnerable are considered vital by residents across the Borough for all aspects (importance, priority, spending) whereas arts and heritage and tourism services are perceived as least critical.

The table below sets out the combined results of the telephone and online consultation into rankings, based on the mean score provided for each service for each aspect. The services are ordered by the overall ranking – based on the total score in rank for each aspect. The lowest score being the highest ranked service, overall.

Service	Importance	Priority	Spending	OVR
Services to the elderly and vulnerable	1	1	1	1
Environmental services	2	3	2	2
Public health and safety	3	2	3	3
Economic development, business, jobs, and unemployment	4	4	5	4
Housing services	5	5	4	5
Services for young people	6	6	6	6
Parks and open spaces	7	7	7	7
Leisure centres and physical activities	8	8	8	8
Public facilities	9	9	9	9
Transport and parking	10	10	10	10
Arts and heritage	11	11	11	11
Tourism services	12	12	12	12

Appendices

Questionnaire

Guildford Borough Council

Budget Survey 2020

Introduction

Good afternoon / evening. My name's (use full name) I'm calling on behalf of Guildford Borough Council from SMSR Ltd who have been commissioned to conduct an important survey about local service priorities in your area.

Guildford Borough Council are committed to providing high quality and good value services to meet the needs of the local community.

Guildford Borough Council have been working for some years to make sure that we deliver these services in the most cost-effective way. This has already resulted in efficiency savings of £9million and £6.8 million of additional income since 2013-14 and further efforts will continue to reduce the cost of our services. However, reductions in central government funding and the coronavirus pandemic have had a major impact on the Council's finances and will continue to do so.

Guildford Borough Council are currently working on the basis that we need to save another £3 million next year, rising to £4.2 million by 2023-24. As part of that process, The Council would like your views on where you think savings should be made and what our priorities for spending should be. They want to find out which services are important to you and which are not so important.

The Council would also like to understand how the coronavirus pandemic has impacted on you, so that we can continue to support those in need and plan for the recovery of the local community and economy.

In compliance with GDPR you are able to withdraw your consent at any point during or after the interview and we can provide contact details for both Guildford Borough Council and SMSR at any point if you so wish. The data is being collected in accordance with the MRS Code of Conduct and will only be used by Guildford Borough Council. Data collected will not be used for marketing purposes and the interview will take around ... minutes.

If respondent wishes to check validity of research, offer the following contact details: SMSR Ltd - Freephone 0800 1380845 and speak to Lee Atkinson (Project manager) or call the Market Research Society freephone on 0800 975 9596.

If you wish to speak to confirm the validity of this research with Guildford Borough Council - please contact during office hours.

Rec Interviews are recorded for monitoring and training purposes. Do you give your consent for this interview to be recorded?

Yes

No.....

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Q1 As we recover from the coronavirus pandemic, how worried, if at all, do you feel personally about its ongoing impact upon the following issues?

	Very worried	Fairly worried	Not very worried	Not at all worried	Don't know
Your physical health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your mental health and wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The physical and mental health, safety and wellbeing of your family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your economic wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The economic wellbeing of your family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The wider economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2a Have you or your family accessed any support provided by the Council during the pandemic? This could include a community helpline, welfare calls, food parcels, meals on wheels, information or guidance.

- Yes
- No.....
- Don't know / not sure
- Prefer not to say

Q2b If yes, please state which services you or your family have accessed:

We're now going to ask for your views on a series of Council services, such as support for the elderly, waste and recycling, parks, public health, arts, heritage, physical activity and housing.

Q3 Please tell us how much you value the following services, using a scale of 1-10 with 1 being not important at all and 10 being extremely important.

	1	2	3	4	5	6	7	8	9	10
<u>Services to the elderly and vulnerable</u> (Prompt: community transport, meals on wheels and day centres)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Environmental services</u> (Prompt: waste collection, recycling, street cleansing and dealing with litter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Public facilities</u> (Prompt: public conveniences, street furniture, bus shelters, bins and signs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Parks and open spaces</u> (Prompt: parks, countryside, open spaces and sports pitches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Public health and safety</u> (Prompt: protecting public health, food standards, pollution and environmental control, pest control and animal welfare)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Economic development, business, jobs and unemployment</u> (Prompt: support for the local economy, business, jobs, unemployment and the town centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Tourism services</u> (Prompt: support for tourism, including the tourist information centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Arts and heritage</u> (Prompt: Guildford Museum, Guildford House Gallery and support for arts organisations such as the Yvonne Arnaud Theatre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Housing services</u> (Prompt: housing advice, homelessness and emergency housing accommodation and managing council housing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Leisure centres and physical activities</u> (Prompt: Guildford Spectrum, Ash Manor Sports Centre and Guildford Lido)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Services for young people</u> (Prompt: play areas, events and activities for young people, youth and community centres)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Transport and parking</u> (Prompt: park and ride services, car parks and parking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Agenda item number: 5
Appendix 2

Q4 Which Council services do you think it is most important to prioritise? Please rate each service using a scale of 1-10 with 1 being not a priority at all and 10 being a high priority.

	1	2	3	4	5	6	7	8	9	10
Services to the elderly and vulnerable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development, business, jobs and unemployment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure centres and physical activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services for young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport and parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5 What services should the council consider stopping or reducing spending on? Please rate each service using a scale of 1-10 with 1 being stopping spending completely and 10 continuing to fully fund the service.

	1	2	3	4	5	6	7	8	9	10
Services to the elderly and vulnerable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development, business, jobs and unemployment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure centres and physical activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services for young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport and parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About you

Finally, a couple of questions about yourself, so that we can understand the views of a whole range of people...

- Q6 What is your gender?
 - Male
 - Female
 - Transgender
 - Other
 - Prefer not to say

- Q7 To which of the following age groups do you belong?
 - 16-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65+
 - Prefer not to say

- Q8 Which of these activities best describes what you are doing at present?
 - Employee in full-time job (30 hours or more a week)
 - Employee in part-time job (under 30 hours a week)
 - Self-employed
 - In full-time or part time education/training
 - Not currently working/unemployed (including if on long-term sickness or disability or looking after the home or family)
 - Retired.....
 - Doing something else.....
 - Prefer not to say

- Q9 Do you have any long-standing illness, disability or infirmity (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)?
 - Yes
 - No.....
 - Prefer not to say

Q10 What is your ethnic group? Are you Asian, Black, or of a mixed background, White, or of another ethnic group?

- Asian or Asian British – Indian
- Asian or Asian British – Pakistani.....
- Asian or Asian British – Bangladesh
- Asian or Asian British - Any other Asian background
- Black or Black British - Caribbean.....
- Black or Black British – African
- Black or Black British – Any other Black background
- Asian or Asian British – Chinese
- Mixed –White and Black Caribbean
- Mixed – White and Black African.....
- Mixed – White and Asian.....
- Mixed – Any other mixed background.....
- White – English / Welsh / Scottish / Northern Irish.....
- White – Irish
- White – Any other white background
- White – Gypsy or Traveller.....
- Other
- Prefer not to say

Q11 What is your postcode

Thank you for completing this survey

Quota Targets – Telephone Consultation

As part of the telephone consultation, quota targets were set, based on the latest Office of National Statistics data for the population of Guildford. Data for those aged 16 and under was removed before calculating the targets. Targets were set for Gender, Age and Ethnicity to ensure results were based on a sample, representative of the Borough.

The targets are set out below:

Gender	Number	Percentage
Male	544	49%
Female	556	51%

Age	Number	Percentage
16-24	180	17%
25-34	180	16%
35-44	191	17%
45-54	184	17%
55-64	152	14%
65+	210	19%

Ethnicity	Number	Percentage
White	1000	91%
BAME	100	9%

Respondents were selected by means of *stratified random sampling* alternatively known as *random quota sampling*. This method of sampling that involves the division of a population into smaller sub-groups known as strata. In stratified random sampling, or stratification, the strata are formed based on the population's shared attributes. Sample data was drawn from several, GDPR compliant sources, including the Council's Citizens' Panel, and randomised in a telephone dialler system to ensure each potential respondent in the data had an equal chance of being selected for interviewing.

Confidence level and interval overview

The confidence interval (also called margin of error) is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 4 and 47% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 43% ($47-4$) and 51% ($47+4$) would have picked that answer.

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between 43% and 51%. The wider the confidence interval you are willing to accept, the more certain you can be that the whole population answers would be within that range.

For example, if you asked a sample of 1000 people in a city which brand of cola they preferred, and 60% said Brand A, you can be very certain that between 40 and 80% of all the people in the city actually do prefer that brand, but you cannot be so sure that between 59 and 61% of the people in the city prefer the brand.

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SMSR
RESEARCH

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Guildford Borough Council

Corporate Plan 2021-2025

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Joint Executive Advisory Board
Monday 15 March 2021

Agenda item number 5
Appendix 3

Background

- Councillor Workshop on corporate priorities (November 2019)
- Approval of draft priorities by the Executive (January 2020)
- Public consultation (including sample survey) (February/March 2020)

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Covid

- New corporate plan put on hold for 12 - 18 months
- Public consultation on future spending priorities (December/January 2021)
- Executive Liaison Group approve draft priorities (3 March 2021)
- Consultation with Joint EAB on draft priorities (15 March 2021)

Draft Priorities (January 2020)

Climate Change and Environment

- Working with residents and businesses towards becoming a carbon neutral borough
- Protecting our environment
- Making travel easier and more sustainable

Housing and Community

- Providing the housing that people need
- Caring for people who need our help
- Keeping the community active and well

Economy and Regeneration

- Encouraging sustainable, clean economic growth
- Supporting businesses to provide the jobs people need
- Regenerating Guildford town centre

Improved Council

- Using new ways of working to improve value for money and customer service
- Improving transparency, consultation and community engagement

Consultation (February/March 2020)

Corporate Priorities (February/March 2020)

- Protecting our environment (air quality, carbon emissions, reduced waste)
- Caring for people who need our help
- Making travel easier and more sustainable
- Residents having access to the homes they need

Spending Priorities (December/January 2021)

- Services to the elderly and vulnerable
- Environmental services
- Public health and safety
- Business, jobs and unemployment
- Housing services

New Draft Priorities

Empowering communities and supporting people who need help

- Tackling all inequality in our communities
- Work with communities to support those in need
- Support the unemployed back into the workplace and facilitate opportunities for residents to enhance their skills
- Prevent homelessness and rough-sleeping in the borough

Residents having access to the homes and jobs they need

- Revive Guildford town centre to unlock its full potential
- Provide and facilitate affordable housing
- Create employment opportunities through regeneration
- Facilitate high quality development of strategic sites
- Support our business community and attract new inward investment
- Maximise opportunities for digital infrastructure improvements and smart places technology

Protecting our environment

- Provide leadership in our own operations by reducing carbon emissions, energy consumption and waste
- Encourage residents and businesses to act in more environmentally sustainable ways through their waste, travel and energy choices
- Work with partners to make travel more sustainable and reduce congestion

Next Steps

- Comments of Joint EAB to be considered by Executive Liaison Group
- New Corporate Plan to be drafted
- Executive to recommend new Corporate Plan to the Council
- Adoption of Corporate Plan by the Council
- Draft themed strategies to be submitted to EABs for consideration:
 - Community
 - Regeneration and Economy
 - Environment

(What we will do to deliver against priorities and how we will measure our success.)

- Themed strategies to be approved by the Executive