



GUILDFORD
BOROUGH

Corporate Plan Consultation 2020

Key Findings Report

Prepared by

SMSR
RESEARCH

Wellington House, 108 Beverley Road, Kingston-Upon-Hull, HU3 1XA

Tel: (01482) 211200 Email: info@smsr.co.uk



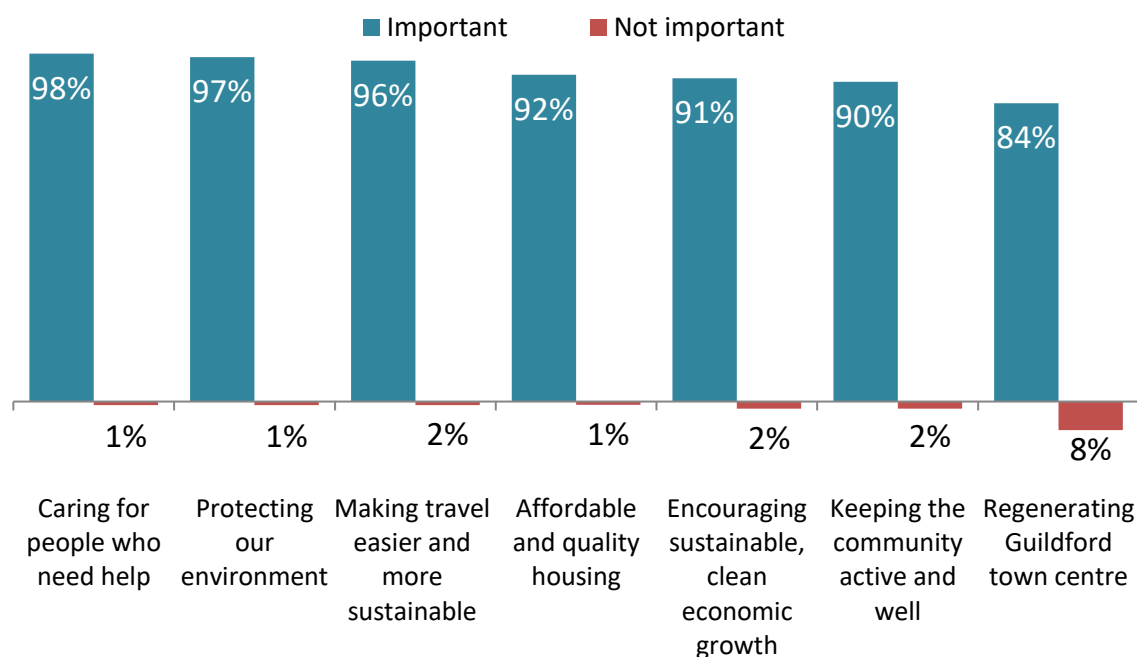
Contents

1.0	HEADLINE FINDINGS.....	3
1.1	Guildford (as a Place to Live)	3
1.2	Environmental outcomes.....	4
1.3	Other outcomes	5
1.4	Guildford Borough Council	6
2.0	INTRODUCTION	8
2.1	Background	8
2.2	Report Structure	8
3.0	METHODOLOGY AND SAMPLE	9
3.1	Sample	10
4.0	FINDINGS	13
4.1	Guildford (as a place to live)	13
4.2	Environmental Outcomes	21
4.3	Other outcomes	27
4.4	Guildford Borough Council	35
	Appendices.....	41

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%).

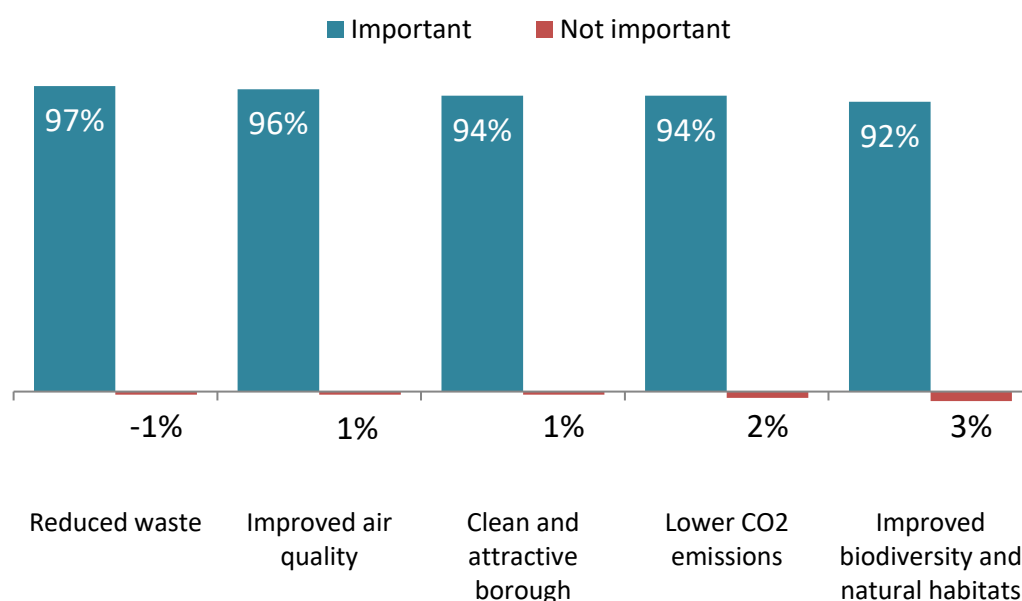
In terms of caring for people who need help and protecting the environment these were also considered very important far more frequently (71% and 80% respectively).

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.

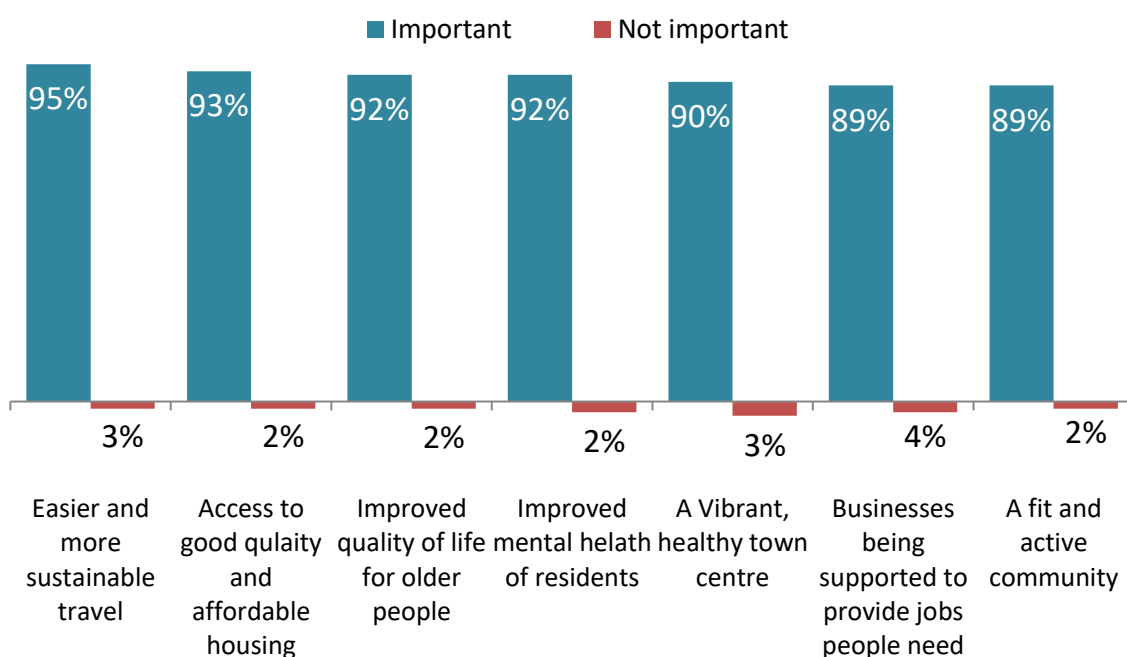
Improved air quality was considered very important the most frequently (69%).

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.

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.

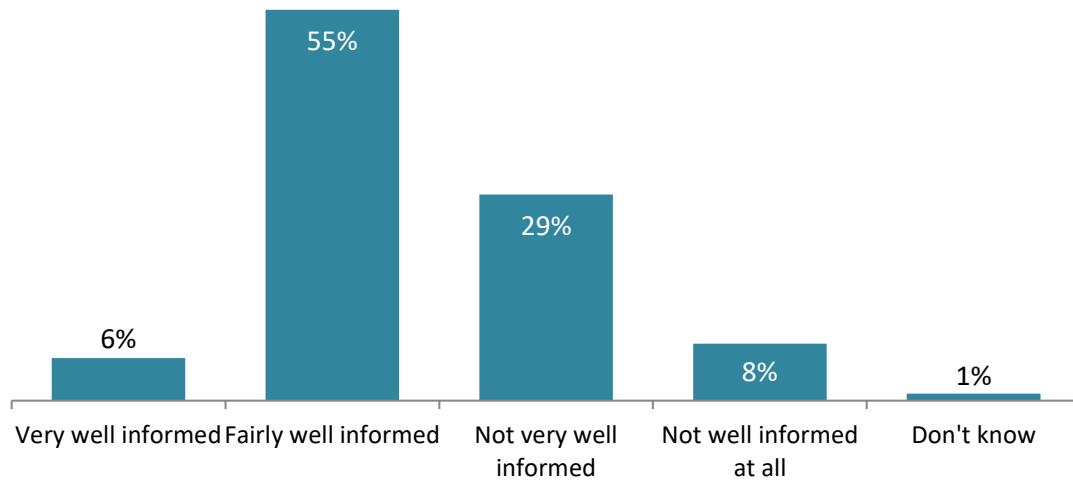
Statement	Net Agreement	Net Disagreement
The council provides value for money	51%	20%
I can trust the council	53%	18%

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%

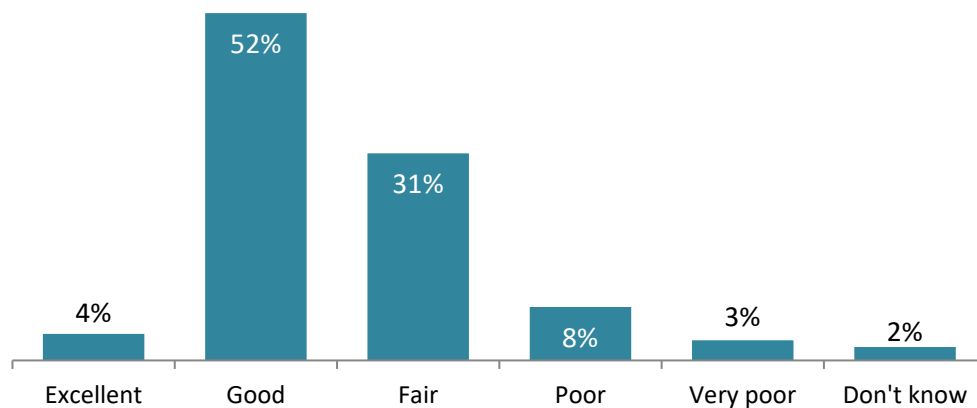
Over half of all respondents said they felt very well or fairly well informed and engaged on council issues.

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

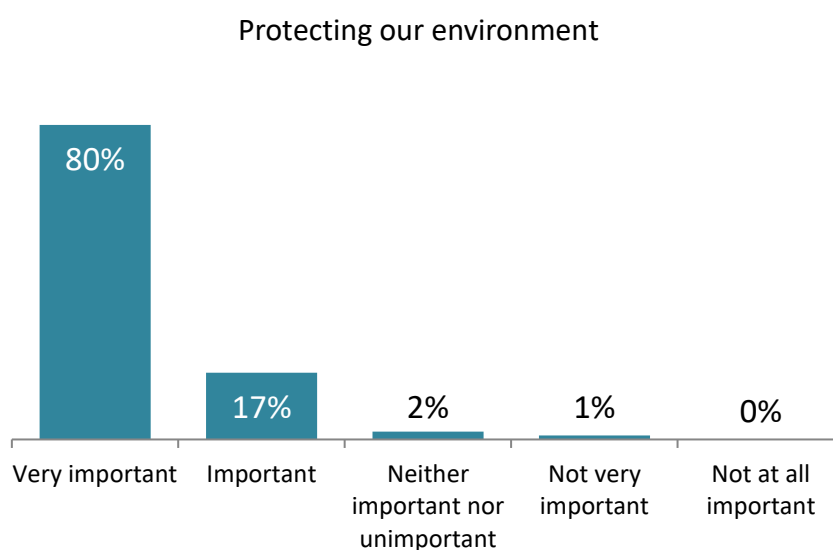
Which best describes you:	Number	Percentage of sample
Resident	1,088	98%
Business	13	1%
Parish Council Voluntary organisation or club/other	11	1%

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

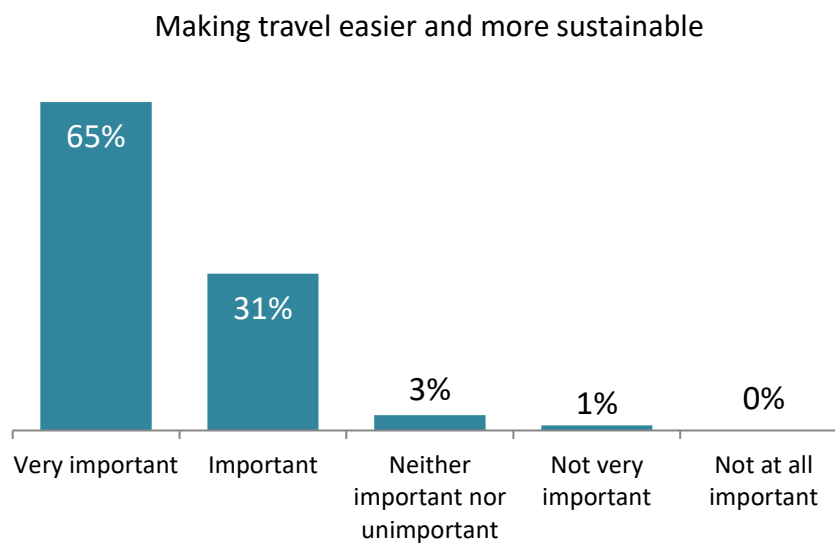


The majority (80%) stated that protecting the environment was very important with a further 17% that said it was important. Just 1% felt this was not important and 2% that said it was not at all important.

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



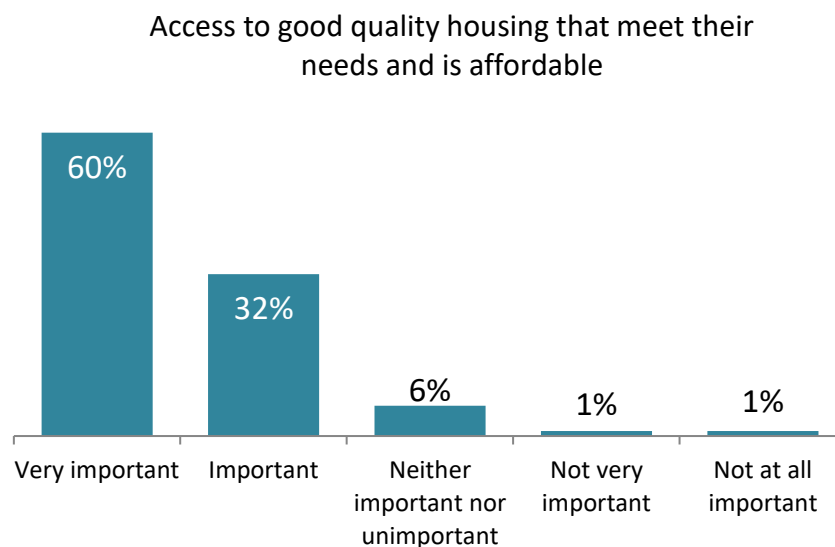
The vast majority of respondents (96%) felt that making travel in Guildford easier and more sustainable was important; with 65% that felt this was very important and 31% that felt it was important. Just 1% felt that this was not important.

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



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%).

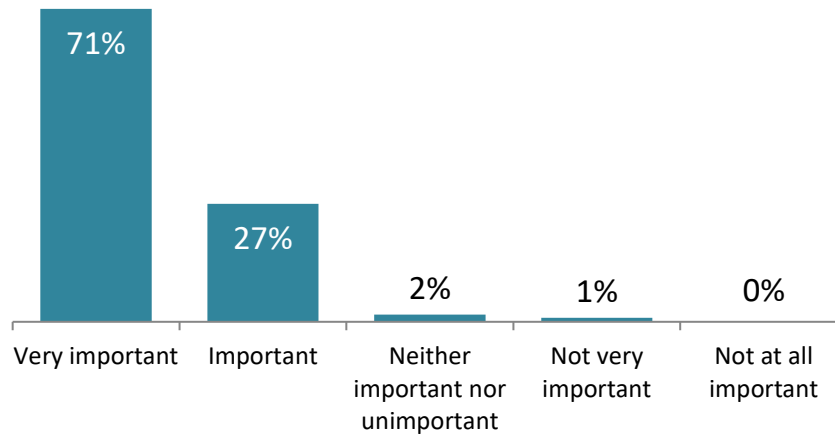
Over three-quarters (77%) of those aged 18-24 and 67% of those aged 25-34 felt that this was very important to them, whereas around 55% of those aged over 35 said this was very important.

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.

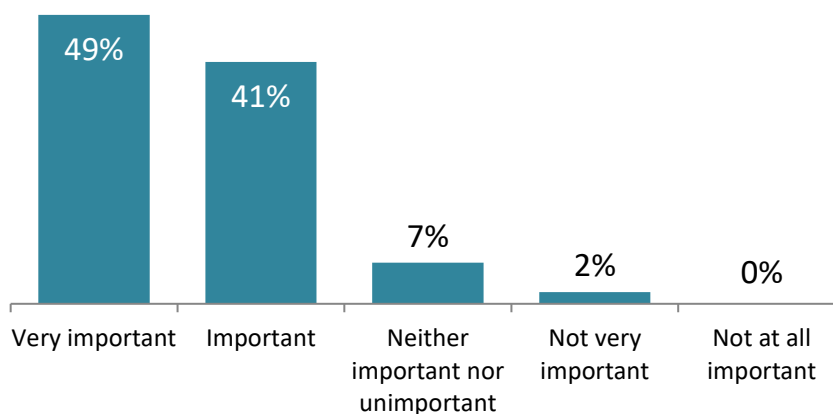
Female respondents (77%) more frequently said that caring for people who need help was very important compared to male respondents (64%).

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



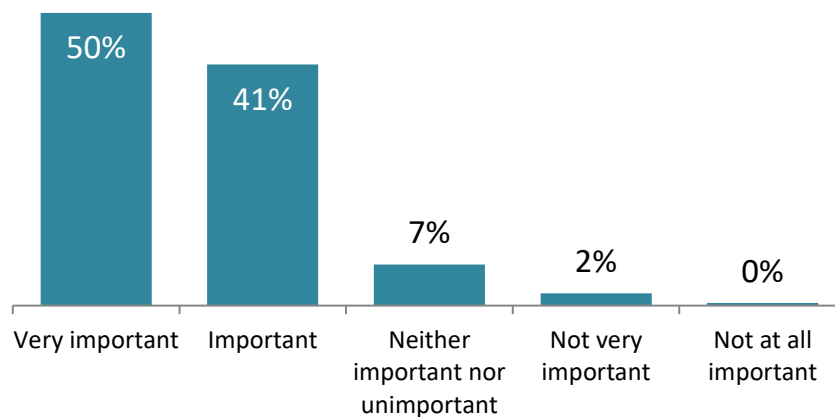
Just less than half of all respondents (49%) said it was very important that Guildford Borough was a place where keeping the community active and well was very important, 41% said this was important. Two per cent stated this was not very important to them and 7% said it was neither important nor unimportant.

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.

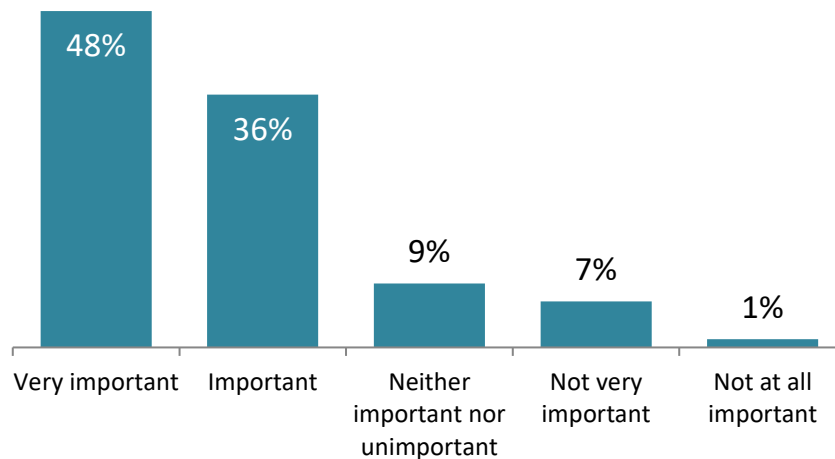
Females were 5% more likely than males to see this as a very important issue compared to male respondents (52% v 47%).

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

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.

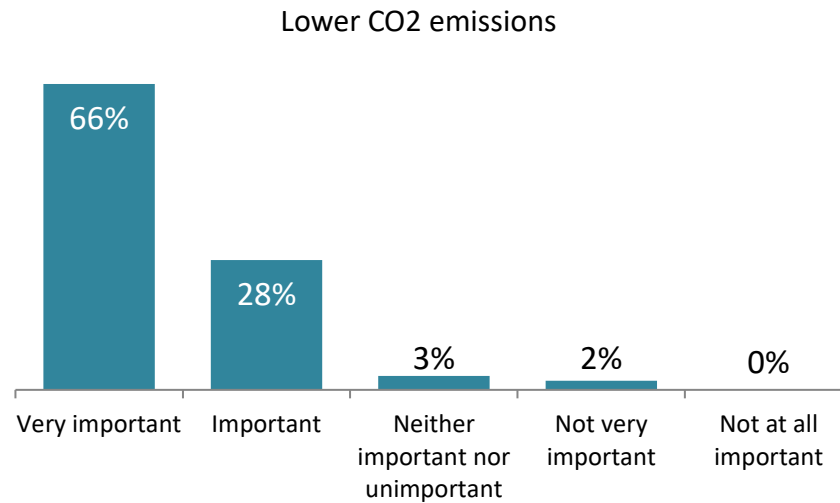
Priority	Number	%
Protecting our environment	752	68%
Caring for people who need our help	719	65%
Making travel easier and more sustainable	528	47%
Residents having access to a good quality home that meets their needs at a price they can afford	477	43%
Regenerating Guildford town centre	361	32%
Encouraging 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.

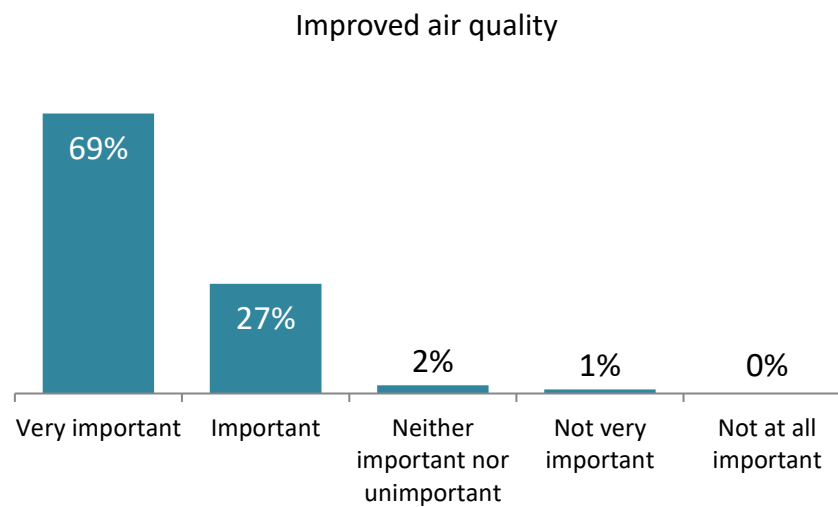
Female respondents placed greater importance on this outcome than male respondents, with 96% of females that felt lower CO2 emissions was important compared to 93% of males; females also said it was very important more frequently (+10%).

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



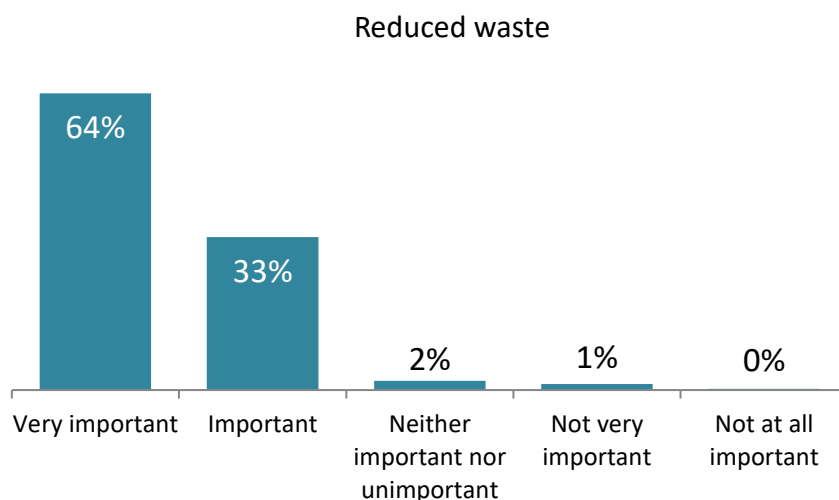
Overall, 96% of all respondents said that improved air quality was an important outcome with 69% that said this was very important and 27% that said it was important. Just 1% said it was not important and 2% said it was neither important nor unimportant.

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.

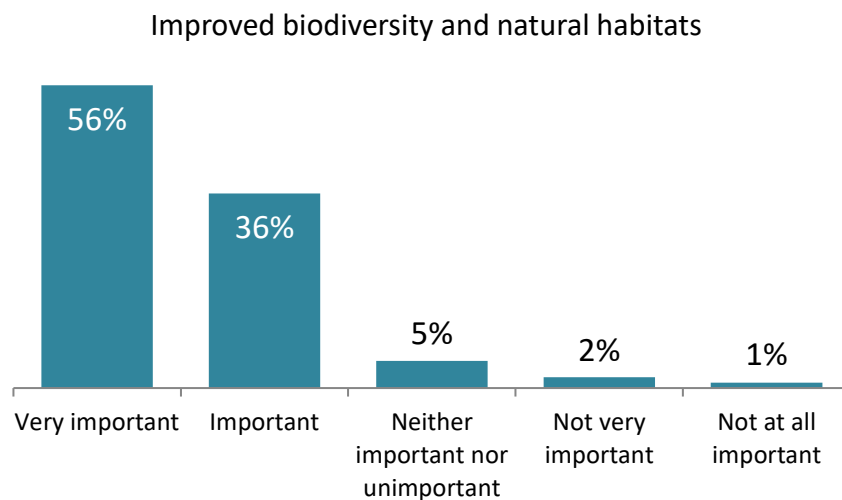
Females (98%) placed more importance on reducing waste as an outcome when compared to males (95%): 68% of females said this was very important compared to 59% of males.

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



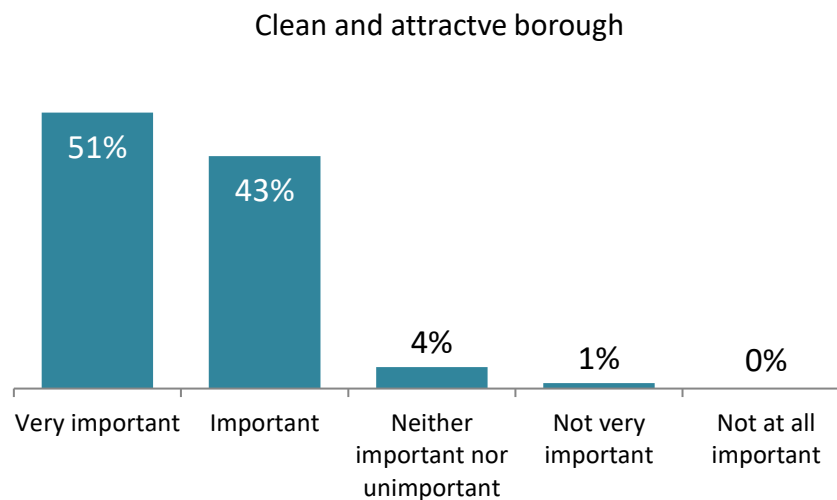
More than half of all respondents said that improved biodiversity and natural habitats was a very important outcome and a further 36% said it was important. Less than a tenth said it was neither important nor unimportant (5%), not very important (2%) or not at all important (1%).

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%

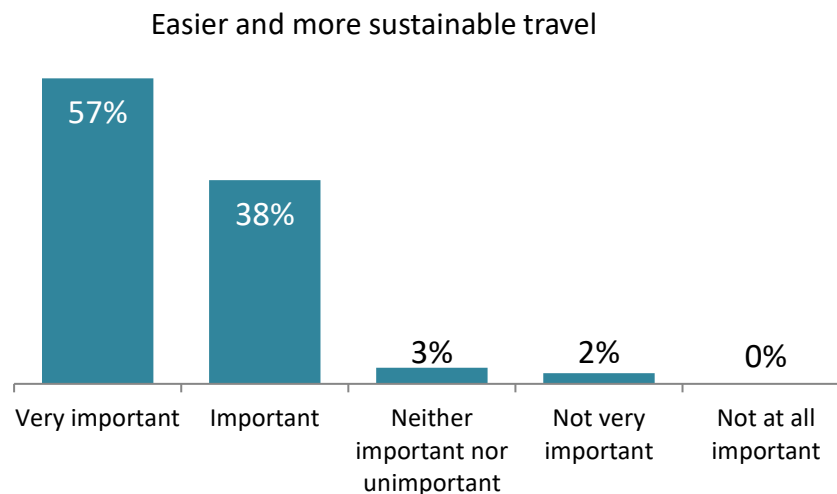
A higher number of those aged 16-24 (73%) and 25-34 (76%) included lower carbon emissions in their top three environmental outcomes; whereas reducing waste was more of a priority for the older age groups with 68% of those aged 45-54 and 65% of those aged 55 and over including this in their top three 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.

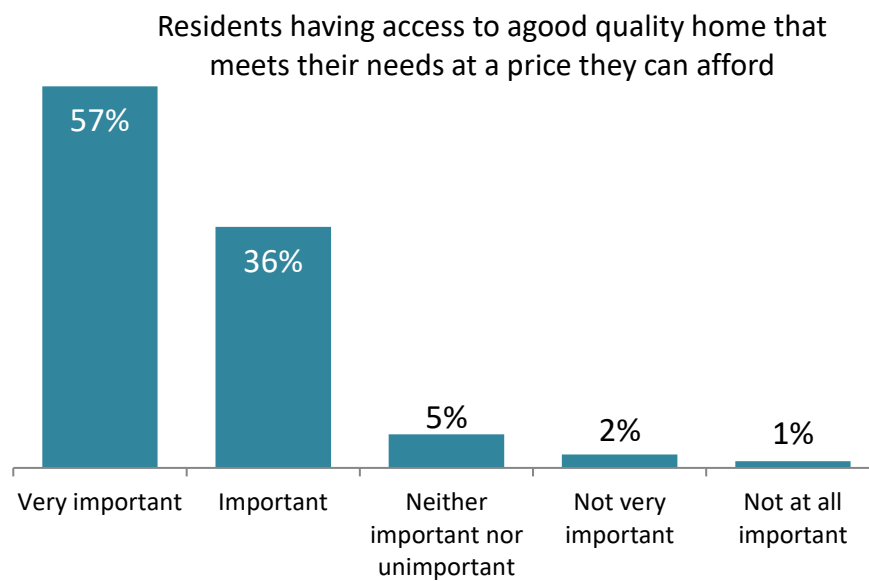
Females were 5% more likely to consider easier and more sustainable travel as an important outcome when compared to males (97% v 92%) with 60% of female respondents that said it was very important compared to 53% of male respondents.

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

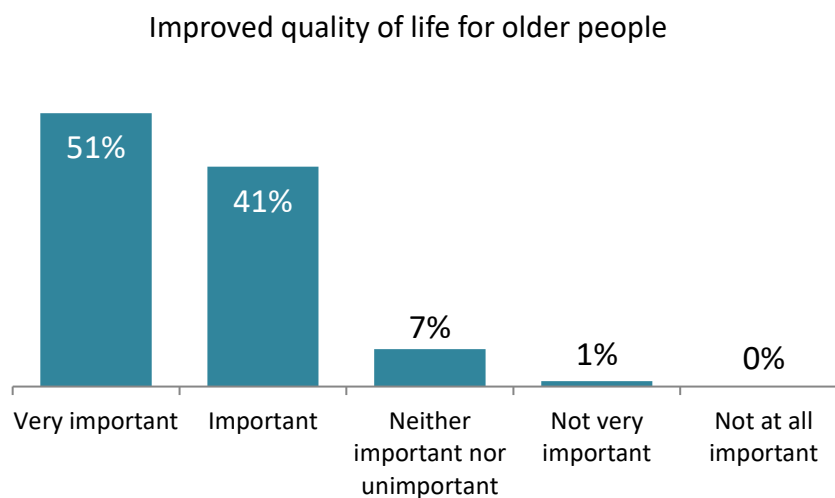


Whilst 36% said that access to good quality housing that meet their needs and is affordable was an important outcome, over half of all respondents (57%) said it was very important; 5% said it was neither important nor unimportant, 2% said it was not a very important outcome and 1% said it was not at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

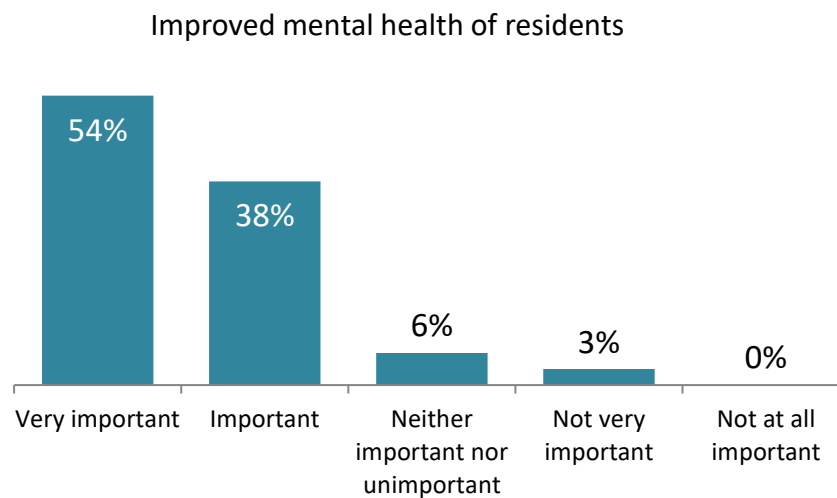
Females were 5% more likely than males to say this was an important outcome (94% v 89%), with 55% of females considering this very important compared to 46% of males.

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

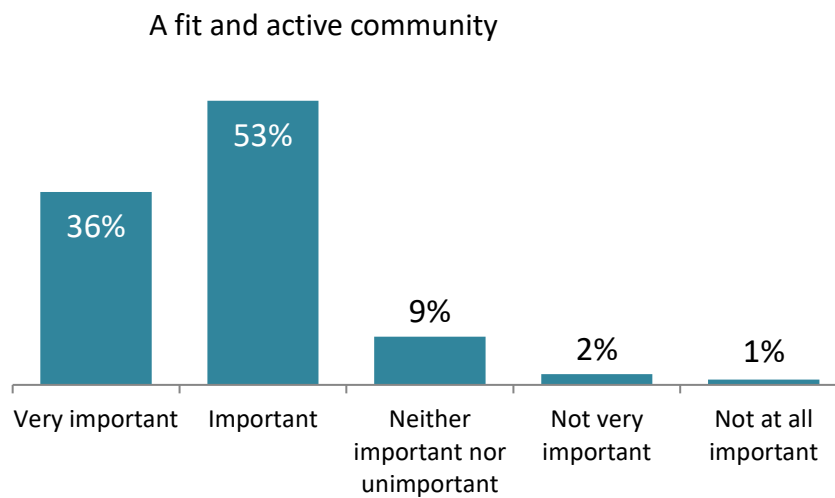


More than half of all respondents (54%) said that an outcome of improved mental health for residents was very important and over a third (38%) said it was important. Just less than a tenth of respondents said it was either not very important (3%) or neither important nor unimportant (6%).

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

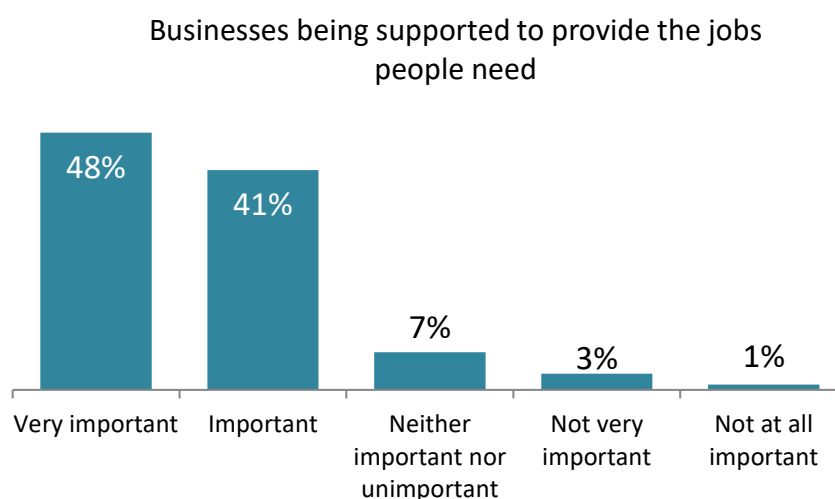


Just under half of all respondents said that a fit and active community would be an important outcome and just over a third (36%) said this was very important. Just 3% said it was not very or not at all important and 9% said it was neither important nor unimportant.

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%).

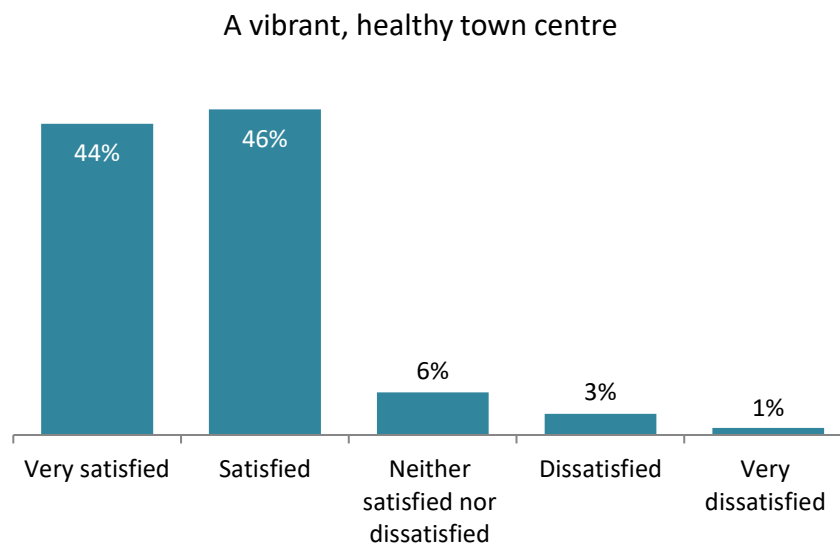
BAME respondents said this was important more frequently than White British respondents (+4%) with two-thirds of BAME respondent that said it was very important compared to 48% White British respondents.

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 residents 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%).

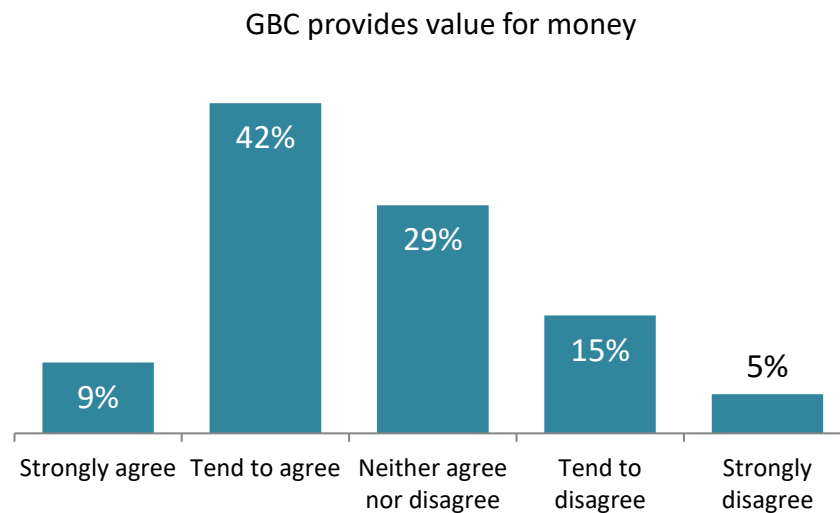
Those aged 55 and over (48%) less frequently included improved mental health as a top three priority outcome and were more likely to mention easier and more sustainable travel as a priority (65% of those aged over 65).

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.

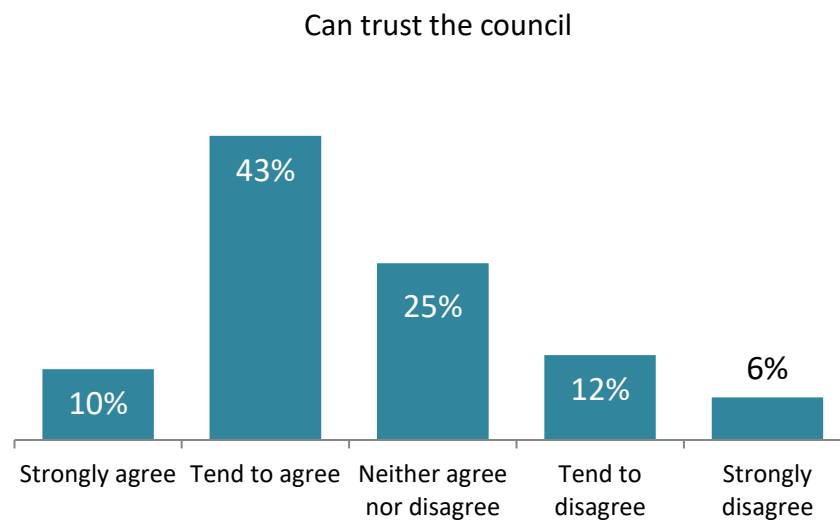
Male respondents (58%) agreed more frequently than female respondents (52%) the council provided value for money.

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



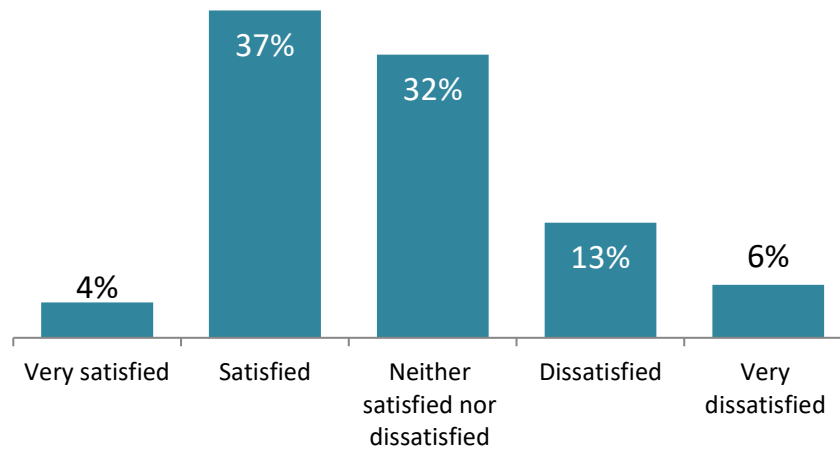
A tenth of all respondents strongly agreed that they can trust the council and a further 43% tended to agree with this statement. A quarter neither agreed nor disagreed that they could trust the council, in addition 12% disagreed and 6% strongly disagreed that they could trust Guildford Borough Council.

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



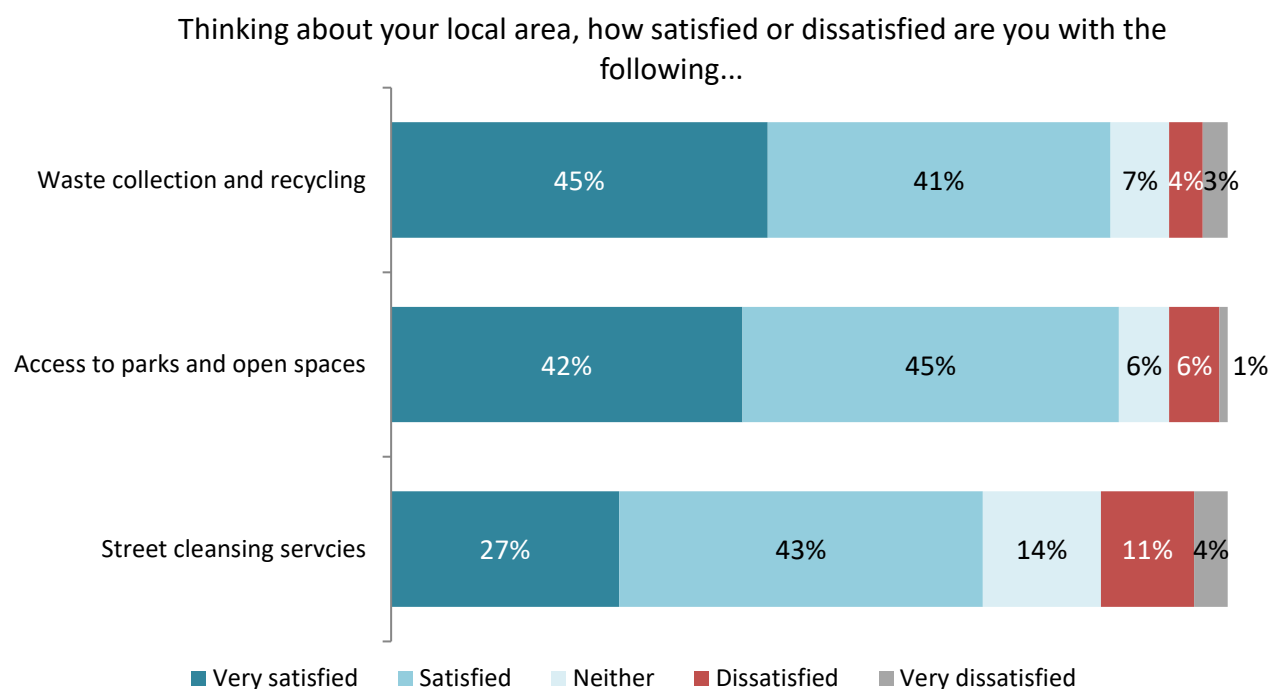
Just over two-fifths said that they were satisfied to some extent that the council listens and understand their views; however, 32% said they were neither satisfied nor dissatisfied, 13% were dissatisfied and 6% very dissatisfied with this aspect of the council.

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.

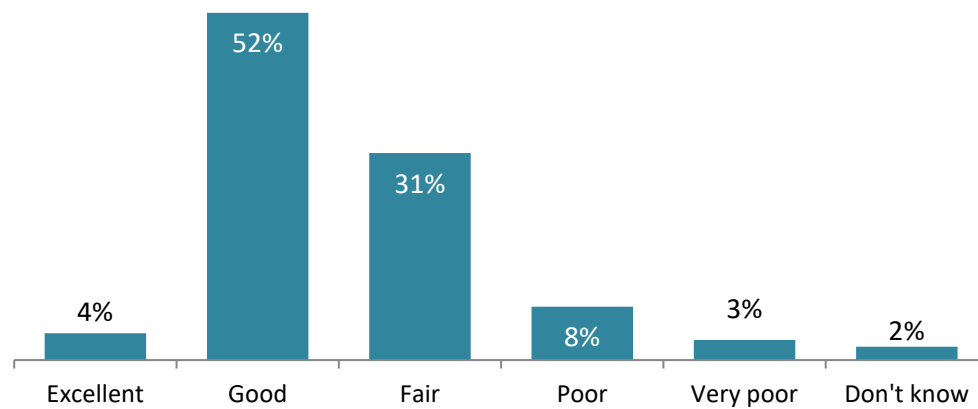
Those with a disability (16%) were significantly more dissatisfied with access to parks and open spaces compared to able bodied respondents (6%).

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



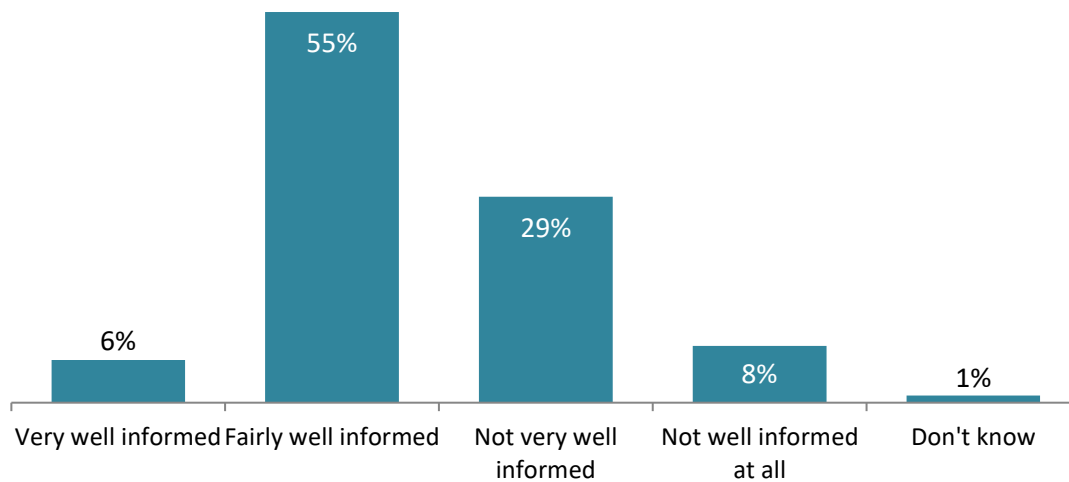
Just over half of all respondents (52%) said that the council is doing a good job, with a further 4% that said they are doing an excellent job. Just under a third (31%) said they are doing a fair job, with 8% that rated them as poor and 3% that rated them as very poor.

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.

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

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

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.