



Ards and North Down Borough Council

Ards and North Down Borough Council: Residents' Survey (2023)

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Contents

1.	Introduction.....	8
1.1	Survey aim and objectives	8
1.2	Survey focus and content	8
1.3	Survey methodology.....	8
1.4	Notes on reporting	8
2.	Survey Findings.....	9
2.1	Awareness of Council services	9
2.2	Use of Council services	10
2.3	Satisfaction with Council services	11
2.3.1	Reasons for dissatisfaction with Council services	12
2.4	Recycling	16
2.4.1	Commitment to recycling	16
2.4.2	Confidence in putting waste materials in correct bins.....	17
2.4.3	Factors that would help residents to recycle more	18
2.5	Contact with the Council.....	19
2.5.1	Contact with Council in last 12 months	19
2.5.2	Most recent contact with Council	20
2.5.3	Experience of most recent contact with council.....	20
2.5.4	Reasons why residents rated their recent contact experience as poor.....	21
2.6	Visits to the Council's website	22
2.6.1	Reasons for visiting the website	23
2.6.2	Information being sought on specific services	24
2.6.3	Finding service related information via website	25
2.6.4	Satisfaction with the Council's website	25
2.6.5	Reasons for dissatisfaction with council's website	25
2.7	Support for making more Council services available online	26
2.8	Broadband, the internet and going online	27
2.8.1	Connected to broadband.....	27
2.8.2	Quality of Broadband	27
2.8.3	Use of the internet / online frequency	28
2.8.4	Use of social media platforms.....	29
2.9	Council communication and resident perception.....	30
2.9.1	Getting information on Council services and initiatives	30
2.9.2	Best way for the Council to communicate with residents	31
2.9.3	Support for a Council magazine being sent to all households in the borough	32
2.10	Council consultation exercises	33
2.10.1	Participation in a Council engagement / information exercise.....	33
2.10.2	Experience of participating in a Council engagement / information exercise.....	33
2.10.3	Reasons why some residents rated their engagement experience as poor	34
2.10.4	Reasons for not participating in Council engagement / information exercises	34
2.10.5	Future Council engagement with residents.....	35
2.10.6	Council keeping residents informed about services and benefits it provides	36
2.10.7	Satisfaction with level of engagement Councils offers local residents.....	37
2.10.8	Reasons for dissatisfaction with level of engagement the Council offers local residents	38
2.10.9	Perception of Ards and North Down Council.....	39
2.11	Value for money	40
2.12	Council priorities	41
2.13	Satisfaction with local area as places to live	42

2.13.1	Reasons why residents dissatisfied with their local area as a place to live	43
2.14	Overall resident satisfaction with the Council.....	45
2.14.1	Reasons why residents dissatisfied with Ards and North Down Borough Council.....	46
2.15	Suggestions for Council improvement	47
Appendices	48
Appendix 1 (Questionnaire)	49
Appendix 2 (Technical Appendix)	66

Executive Summary

This report presents the findings from a survey of Ards and North Down Borough Council residents. As well as providing a measure of resident satisfaction with the Council, the survey also focused on awareness and use of Council services and contact with the Council. Other areas covered in the survey included: recycling; use of the Council's website; support for making more Council services available online; engagement; value for money; and resident perceived priorities. The survey was undertaken in October and November 2023 and is based on a representative sample of 1004 residents covering all areas of the Borough. The survey was conducted by telephone and in accordance with the ISO20252:2019 Standard.

Overall Satisfaction

- 83% of residents were satisfied with the Council overall, 11% were neither satisfied nor dissatisfied, 5% were dissatisfied and 1% were undecided (*the overall satisfaction level is consistent with that recorded in the Council's 2021 survey, 82%. The comparative figure for all GB Councils in June 2023 was 60%*);
- Hollywood and Clondeboyne (97%) residents recorded the highest level of satisfaction with the Council, with Newtownards residents least likely to be satisfied (64%);
- The most common suggestions for Council improvement included: keeping areas clean and tidy, reducing litter, reducing fly tipping, street cleaning and keeping grassed areas weed free. Reducing or freezing domestic and business rates, was also commonly suggested;

Awareness and Use of Council Services

- Residents were more likely to be aware of the Council's waste collection service (98%) and less likely to be aware of its business support service (56%);
- The most commonly used Council services in the last 12 months included: waste management services (73%); car parks (67%); parks and open spaces (51%); household recycling centres (42%); and, leisure and community centres (38%);
- 97% of residents had used at least one Council service in the previous 12 months [*73% in 2021*];

Satisfaction with Council Services

- Residents using Council services reported relatively high levels of satisfaction, with the highest level of satisfaction recorded for registration of births, deaths and marriages and civil partnerships (99%), with a relatively lower level of satisfaction recorded for business support (73%)¹;

Recycling

- 58% rated their commitment to recycling as high, 32% as medium and 9% as low [*67% in 2021*];
- Those less committed to recycling included: men; residents aged under 35; those in lower social grades; residents with a disability; economically inactive residents; and residents living in Newtownards;
- 87% of residents said they are confident that they put different waste materials in the right bins, with 14% saying they are not confident [*84% in 2021*];

Contact with the Council

- 38% of residents had contacted or made an enquiry to the Council in the last 12 months, with phone contact]accounting for 67% of all recent contacts [*40% had contacted the Council in 2021*];

¹ Please note that satisfaction levels for some services such as business support are based on small sample sizes and as such caution should be exercised in extrapolating these findings to all service users

- 82% rated their most recent contact as either excellent or good, 12% fair and 6% poor *[72% in 2021]*;

Council Website

- 49% had visited the Council website in the last 12 months, with the most common reasons for doing so including: getting information on a Council service (50%) and to find out about opening times (33%) *[28% had visited the Council's website in 2021]*;
- Residents using the website to get information on a Council service were most likely to be seeking information on household recycling centres (31%);
- 99% were able to find the service-related information they were looking for *[97% in 2021]*, with 92% of visitors to the website satisfied with it *[88% in 2021]*;

Support for More Council Services being Available Online

- 82% are supportive of the Council making more of its services available online *[74% in 2021]*;

Broadband and Online Activity

- 94% said their household is connected to broadband, with 77% of those with a broadband connection rating their connection as either excellent or good *[72% in 2021]*;
- Bangor Central (98%) residents were more likely to rate the quality of broadband coverage where they live as excellent or good whereas residents in Bangor East and Donaghadee were least likely to do so (62%);
- 77% use the internet / go online on a daily basis with 73% using social media platforms such as Facebook (67%), Instagram (39%); and Twitter (38%) *[in 2021, 51% used the internet / went online on a daily basis]*;

Consultations, Communication, Perception and Engagement

- 85% said they find it easy to get information on Council services or initiatives *[71% in 2021]*;
- The Council's website was ranked 1st in terms of the best way for the Council to communicate with residents, followed by email (2nd) and a Council magazine posted to all households (3rd);
- 86% are supportive of a Council magazine being sent to all households in the Borough *(6% are unsupportive and 8% were undecided)*;
- 2% had taken part in a Council engagement / information exercise in the last 12 months with 11% doing so more than 12 months ago;
- 87% of those who had engaged in a Council engagement / information exercise rated their experience as excellent or good;
- Among those who had never participated in a Council engagement / information exercise, lack of interest (42%), and being unaware of Council consultations (35%), were the most common reasons for not doing so;
- 64% would like the Council to consult with them in the future using online methods, with 14% preferring a letter and 9% preferring a Council newsletter / Borough Magazine *(in 2021, 33% preferred online methods and 33% preferred a Council newsletter)*;
- 78% believe the Council keeps residents well informed about the services and benefits it provides *(the figure was 72% in 2021. The comparative figure for all GB Councils in June 2023 was 55%)*;
- 65% are satisfied with the level of engagement the Council offers local residents *(the figure was 68% in 2021)*;
- Thinking of the Council as a person, residents most commonly used the following terms to describe its personality: 'helpful'; 'friendly'; 'professional'; 'responsive'; and 'nice'.

Value for Money

- 68% believe that 'given the range of services provided to residents, Ards and North Down Borough Council provides good value for money' (the comparative figure in 2021 was 49%. The comparative figure for all GB Councils in June 2023 was 42%);

Council Priorities

- In rank order, residents identified the top 3 Council priorities as: attracting jobs and investment into the local economy (1st); ensuring annual rate increases are kept at or below inflation (2nd) and supporting residents and businesses' health and wellbeing (3rd);

Local Area as a Place to Live

- 93% said they are satisfied with their local area as a place to live [90% in 2021. The comparative figure for all GB Councils in June 2023 was 73%];
- All residents in Bangor East and Donaghadee, and Bangor West, were satisfied with their local area as a place to live, with Newtownards residents least likely to be satisfied (80%);

Key Conclusions

Resident Satisfaction

Overall, residents report a high level of satisfaction with Ards and North Down Borough Council with more than 8 out of 10 satisfied. This level of satisfaction is consistent with previous resident satisfaction surveys conducted by the Council in 2018 and 2021.

Awareness, Use and Satisfaction with Council Services

Awareness of specific Council services was found to be relatively high, with the most commonly used services including waste management, car parks, parks and open spaces, household recycling centres (HRCs) and leisure and community centres.

Although most residents using individual services reported to be satisfied with each service, services reporting proportionately higher levels of *dissatisfaction* included planning and / or building control and HRCs. In relation to planning and / or building control, dissatisfaction related to users finding the process difficult as well as speed of response by the Council. In relation to HRCs, dissatisfaction primarily related to having to book an appointment to use a HRC.

Recycling

Residents being fully committed to recycling is key to the Council delivering on its waste management strategy. Although the current survey found that most residents say their commitment to recycling is high (58%), this level of commitment has fallen significantly from the figure of 67% recorded in 2021, with those less likely to say their commitment is high representing particular resident groups such as younger residents, those in lower social grades, and those living in Newtownards.

Resident Contact with the Council

The current survey shows that approximately four out of ten residents had contacted the Council in the last 12 months, with this level of contact similar to that recorded in 2021. In terms of contact experience, and on a positive note for the Council, the contact experience of residents has improved with a significantly greater number of residents in the current survey reporting their contact experience as either excellent or good (up from 72% to 82% compared with 2021).

Council's Website

As in previous surveys, the importance of the Council's website to residents is borne out in the current survey, with visits to the website almost doubling compared with 2021 (*up from 28% to 49%*). In almost all cases, residents were able to find the service related information they were looking for, with the overwhelming majority of visitors to the site satisfied with it. Indeed residents say that the Council website is the best way for the Council to communicate with them.

Broadband Connectivity

Resident perception of the quality of broadband in their local area has remained unchanged since 2021, with most residents continuing to use the internet daily, most use social media platforms, and most use Facebook.

Communication with Residents

Effective communication by the Council is critical to ensuring that residents are informed about what is going on across the Borough. As with previous surveys, this current survey shows that the Council is performing well on this measure, with most residents of the view that it is easy to get information on Council services or initiatives (*up significantly from 71% in 2021 to 85% in the current survey*). Residents are also highly supportive of a Council magazine being sent to all households in the Borough. Although participation in Council engagement and information exercises is low, the overwhelming majority of those who have taken part in these consultations found it a positive experience. Among the vast majority of residents who have never taken part in a Council consultation exercise, lack of interest and being unaware of consultations are the most common reasons for not doing so. Looking to the future, residents believe that online methods are the best way for the Council to engage with them. Overall, most residents are satisfied with the level of engagement the Council offers residents, with this pattern of response consistent with the findings from previous surveys.

Value for Money

In relation to value for money, the current survey found that almost 7 out of 10 residents believe that given the range of services provided to residents, Ards and North Down Borough Council provides good value for money. Compared with 2021, this represents a significant improvement for the Council (*up from 49% in 2021 to 69% in the current survey*);

Council Priorities and Ards and North Down as a Place to Live

With regard to Council priorities, residents have prioritised attracting jobs and investment into the local economy, ensuring annual rate increases are kept at or below inflation and supporting residents and businesses' health and wellbeing. This marks a change in the top priority from 2021, when health and wellbeing was most important to residents. This is probably no surprise given that in 2021 survey was conducted during the pandemic.

Again, and as with previous surveys, residents have strongly endorsed Ards and North Down Borough as a place to live, with resident satisfaction with their local area very high, and significantly above the GB average.

Overall Conclusions

Overall the survey findings suggest a high level of satisfaction with the Council overall, with the Council scoring well on specific measures such as providing value for money, satisfaction with Council provided services and Council consultation and engagement activities. In terms of priorities for the Council, residents believe that the focus should be on prioritising attracting jobs and investment, ensuring annual rate increases are kept at or below inflation, and the health and wellbeing of residents and businesses.

1. Introduction

In September 2023, Ards and North Down Borough Council [the Council] commissioned Social Market Research (SMR) to undertake a residents' satisfaction survey. The survey is based on a representative sample of 1004 residents, and builds on previous surveys conducted by the Council in 2018 and 2021.

1.1 Survey aim and objectives

The overall aim of the project was to conduct a:

'...consultation exercise with a representative sample of residents to ascertain their satisfaction levels with Ards and North Down Borough Council'.

1.2 Survey focus and content

To meet the survey aim, and objectives, the survey focused on providing:

- an insight into how the Council is perceived by the community it serves
- resident satisfaction with their local area
- resident satisfaction with 'key' council services
- responsiveness of the council
- how informed residents feel
- resident perception of the value for money the Council provides.

A copy of the survey questionnaire is included as Appendix 1.

1.3 Survey methodology

The survey is based on a representative sample of 1004 residents aged 16+, with quotas applied for age, gender, social class and District Electoral Area. The research was conducted in line with ISO20252:2019 of which Social Market Research (SMR) is fully accredited.

The survey was conducted using Computer Assisted Telephone Interviewing or CATI (*a profile of the sample is included as Appendix 2*). Fieldwork on the survey was conducted between 27 October and 23 November 2023. All interviews were conducted by telephone with interviewers briefed before the commencement of fieldwork.

1.4 Notes on reporting

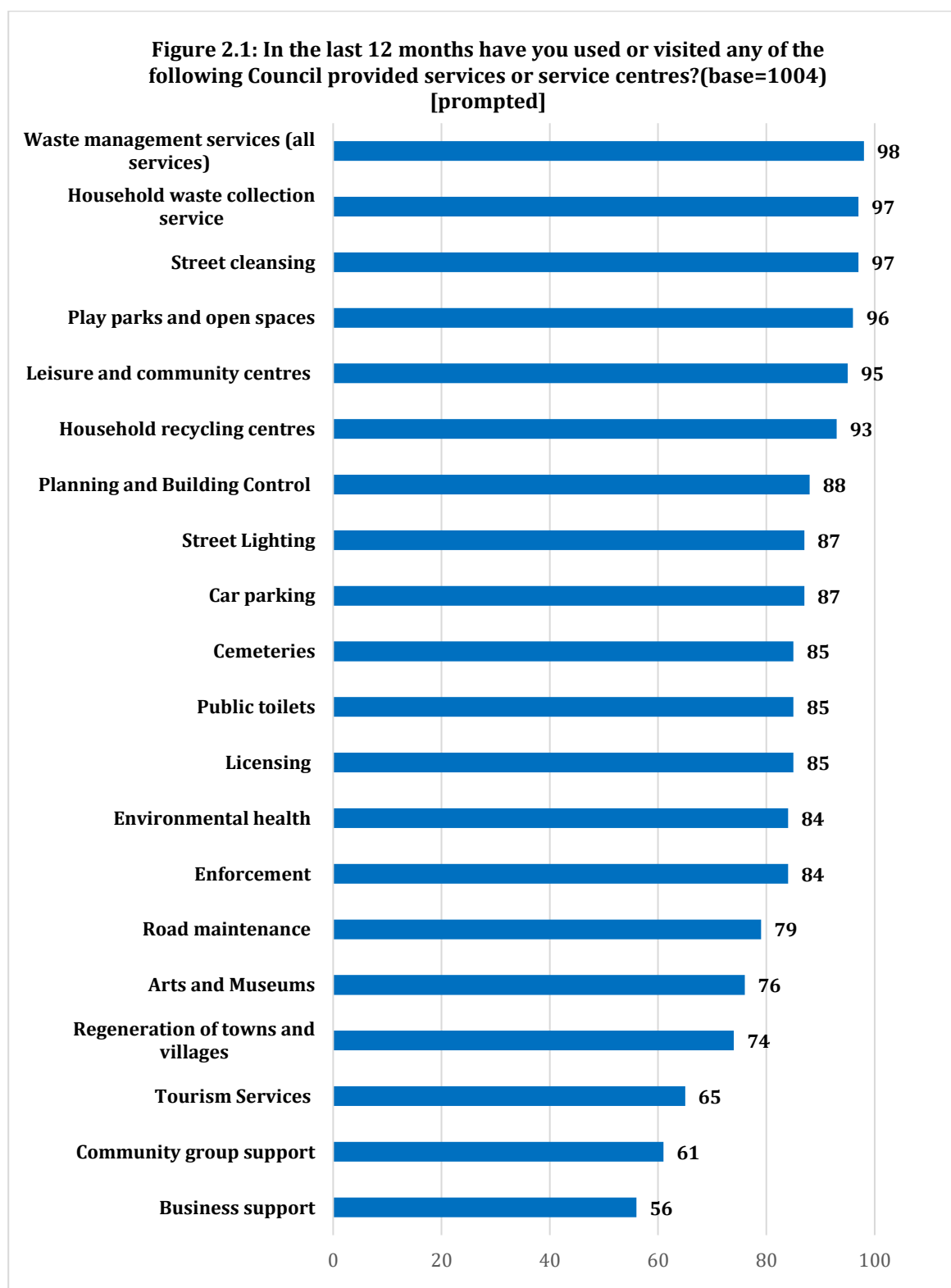
Please note that due to rounding, row and column totals in tables and figures may not sum to 100. Also, please note that any differences between respondent subgroups alluded to in the report commentary are statistically significant at the 95% confidence level. The use of [-] within tables denotes less than 1%.

2. Survey Findings

2.1 Awareness of Council services

Residents were asked about their awareness of different Council provided services or service centres.

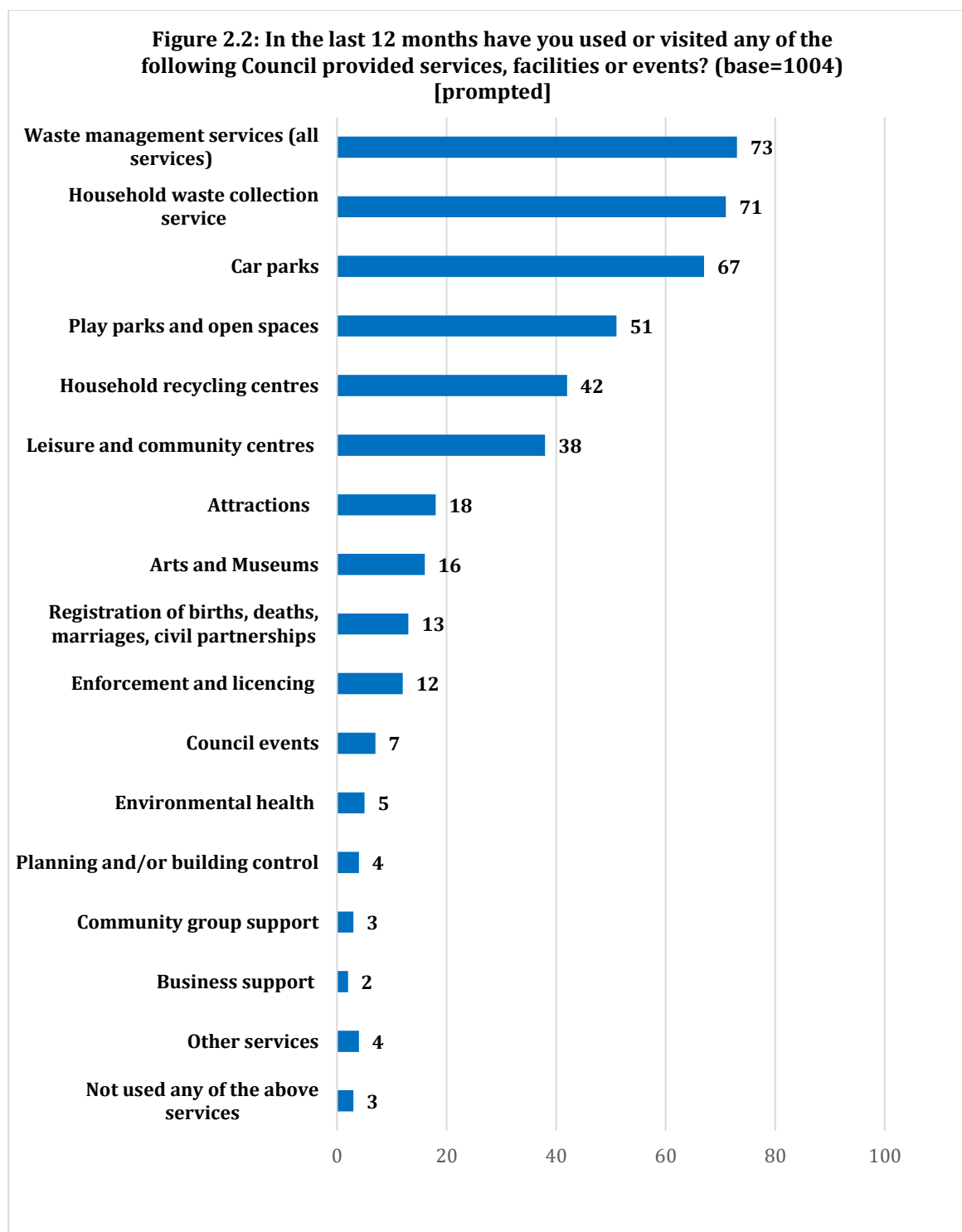
Figure 2.1 shows that residents were most likely to be aware of the Council's waste management service (98%) and least likely to be aware of its business support service (56%).



2.2 Use of Council services

Figure 2.2 shows that in the last 12 months residents were more likely to have used the following Council services: waste management [all services] (73%); household waste collection service (71%); car parks (67%); and play parks and open spaces (51%).

Relative to other services, residents were less likely to say they used the following services in the last 12 months: environmental health (5%); planning / building control (4%); community group support (3%); and business support (2%). Four percent (4%) said they had used other² Council services in the last 12 months.



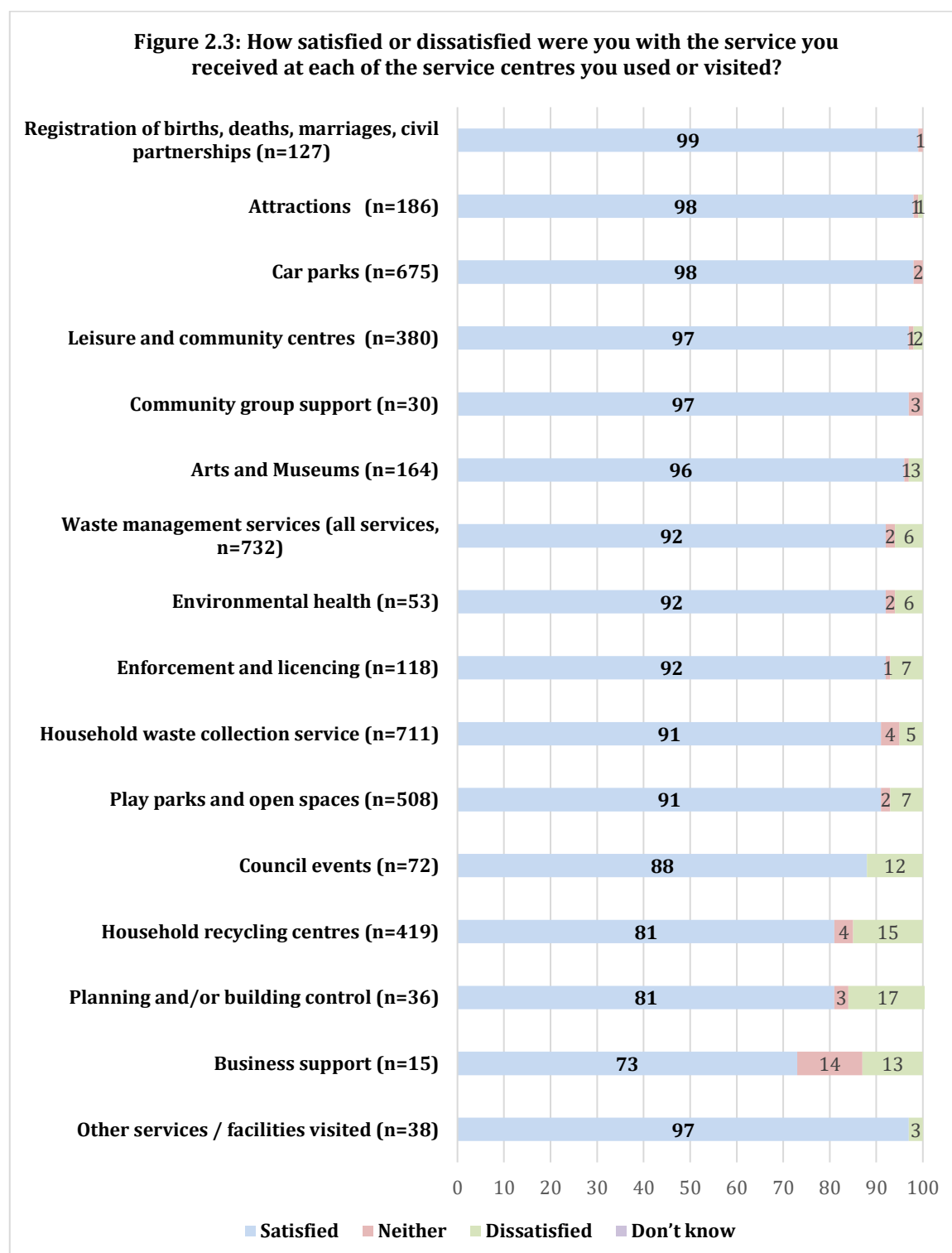
² Included: children's flower shows / competitions / shows (n=16); Christmas events (n=13); conference / education conference (n=3); farm watch (n=1); Halloween events (n=2); information on grants (n=1); and public toilets (n=1).

2.3 Satisfaction with Council services

Users of different Council services were asked to say if they were satisfied or dissatisfied with each service [please note that caution should be used in interpreting the satisfaction levels of individual services as figures for some services are based on relatively small sample sizes].

Across all service areas, residents reported relatively high satisfaction levels, with the highest level of satisfaction (99%) recorded by those using registration services (e.g. births, deaths etc.).

Relative to other services, the lowest level of satisfaction was recorded for business support (73%).



2.3.1 Reasons for dissatisfaction with Council services

Residents dissatisfied with Council services were invited to say why they are dissatisfied, with the reasons for dissatisfaction with each Council service listed below on a verbatim basis:

Arts and Museums

- Cafe was very expensive.
- Not enough things on.
- old fashioned and not really relevant anymore.
- Price of food/drinks was far too expensive.
- Prices in the cafe were ridiculous.

Business Support

- Didn't find it particularly useful. Quite basic.
- Very basic service.

Enforcement and Licencing

- Dog license is great. Noise complaint just doesn't go anywhere.
- Made a complaint but nothing was done.
- Made a noise complaint but nothing was ever done about it.
- process was slow.
- Slow to take action.
- Took a long time to escalate.
- Took far too long. Didn't make a decision.
- Took too long. Hard to speak with someone over the phone.
- Very slow process.

Environmental Health

- Has yet to come out and visit.
- Kept re-arranging.
- Waited a while to see action.

Leisure and Community Services

- Always very busy.
- Community Centre needs repair and could be cleaner.
- Could have more health equipment.
- Rundown and not well looked after.
- Staff are rude.
- The toilets are filthy and the spa never works.
- Toilets were in poor condition.
- Very busy.
- Would like later opening times at weekends.

Planning and Building Control

- Find the portal difficult to use.
- Getting permission is too difficult. Process is slow.
- Process is quite difficult. Online feature tries to help but can get in the way.
- They take too long.
- Too slow. Correspondence has been difficult.
- Very slow process.

Play parks and Open Spaces

- A lot of them need to be better maintained and there is a lot of dog fouling.
- Could be better looked after.
- Could look a lot nicer and more presentable.
- Dirty and broken.
- Dirty and glass.
- Dog fouling seems more prevalent.
- Equipment for kids not working and dogs fouling everywhere.
- Gardens need to be better maintained.
- Look untidy and not well attended to.
- Lots of dog fouling in play park which is not a good environment.
- Lots of graffiti and unkempt grass areas.
- Lots of litter.
- Lots of overgrown weeds and grass not been cut.
- Lots of the equipment substandard and old. Refurbishment required.
- Need more stuff for kids.
- Need more stuff for kids. Too much dog fouling.
- Needs better equipment.
- Needs to be better maintained.
- Not kept nearly as well as they used to. Lots of litter and overgrown grass.
- Not looked after. Lots of rubbish.
- Not well maintained.
- Open spaces tend to be overgrown. Footpaths overgrown with weeds and big hedges.
- Play parks are a bit dated.
- Poorly maintained.
- Rubbish everywhere. Untidy. Didn't feel very safe either.
- Should be more facilities within parks for young children.
- Should be more presentable.
- Broken swings.
- The equipment for children was broken.
- They need rubbish cleaned up and play items repaired.
- They need supervision the teenagers. They wreck it.
- They need upgraded.
- Vandalism in parks is bad.
- Went to a very beautiful place but spoiled by rubbish lying about.

Attractions

- Too expensive.

Council Events

- Christmas Lights Switch on. Bit underwhelming. Not enough activities for the kids.
- Expensive food/drink.
- Expensive.
- Needs to be more inclusive.
- Not good quality. Felt thrown together like there wasn't much budget for it.
- Not very inspiring. A bit cheap.
- Wasn't an awful lot to do.
- Wasn't very good and it was expensive.
- Wasn't very impressive.

Household Waste Collection Service

- Leave bins all over the place / block drives after collection. I complained to council about this.
- Asked for things to be picked up and they weren't.
- Bin uplift missed on a few occasions due to the council saying the bin lorry cannot pass parked cars.

- I have seen with my own eyes that on these days there were no obstructions so I feel the bin men just could not be bothered. I and neighbours complained and eventually got waste uplifted.
- Bins haven't actually been taken a few times.
- Bins not collected because materials that shouldn't be in certain bins but really don't understand.
- Come home and find the bins are sometimes knocked over.
- Less time between collections. Six children and have to take rubbish away ourselves in between uplifts.
- Didn't take bins but there was nothing wrong with them.
- Far too many bins. Streets are just packed. Don't have the infrastructure.
- Glass collection needs to be more regular.
- Had to wait 3 days for a response.
- Have checked the bins a few times and they haven't been emptied.
- Haven't been collected on a few occasions.
- Haven't taken the bins on a few occasions. Got a letter saying the wrong materials were in a certain bin. No explanation when I tried to say it wasn't true.
- I keep getting stickers on bins and I do use correct bins.
- I need it collected more.
- Knocked bins over and bumped bins into cars. In too much of a rush!
- Leave the bins knocked over. Not much care.
- Leaving the bins strewn around the street.
- Stuff in the right bins but keep getting informed that there's certain materials in the wrong bins.
- Recycling bins are far too small for residents to effectively recycle. We need bigger bins.
- Since removing public bottle banks we need more frequent uplift of glass recycling bins at home.
- Sometimes the bins aren't picked up.
- The mechanics of how the bin lorry picks up bin puts stress on the bin and it splits causing seepage and smells to come out of it. Most of our bins are split because of this. Is there a better way or can bins be made stronger?
- The two weekly collection cycle is just not great. Think at certain times of the year like Christmas / New Year and holiday times weekly uplifts should return. Bins are too small for fortnightly .
- They leave a mess sometimes when emptying the bins.
- Too afraid to put anything in the bins that isn't the right bin.
- Too complicated with all the bins.
- Too many bins. Narrow street is too crowded with people's bins out.
- Too many bins. When you want them to uplift something they ask too much of you.
- Very strict rules on what you need to do when they are picking up bulk items.
- We are a family of five and our blue bin is always overflowing. We do not fit the criteria for a bigger bin without paying which I find disappointing.

Household Recycling Centres (HRCs)

- Appointment system a farce. No need for it. Puts a barrier up to those who want to drop waste off.
- Have to make appointment to use.
- Make it available to everyone without booking.
- Want to just go to the tip and not have to fill in forms and book it no time for it.
- Appointment system a joke and there is no need for it now.
- Appointment system not good for older people who have no access to computers.
- A waste of time. Tip normally empty. System is red tape. Not necessary. Annoying residents.
- Bit restrictive with the new booking system.
- Can't just go when you want.
- Close to early.
- Do not agree with the booking system especially since we are getting on with life after covid restrictions.
- Do not agree with the booking system. Puts a lot of people off and will encourage fly tipping..
- Do not agree with the booking. Need to get back to pre-covid and stop this waste of time system
- Do not like having to book an appointment online, it is needless.
- Do not like or agree with booking system.
- Do not like the appointment system for getting into centre it puts me off going.
- Do not see the need for the appointment system here. It actually prohibits people from recycling.
- Appointments means we have to wait and at times hold on to waste. No need.
- Felt like we were on the clock.

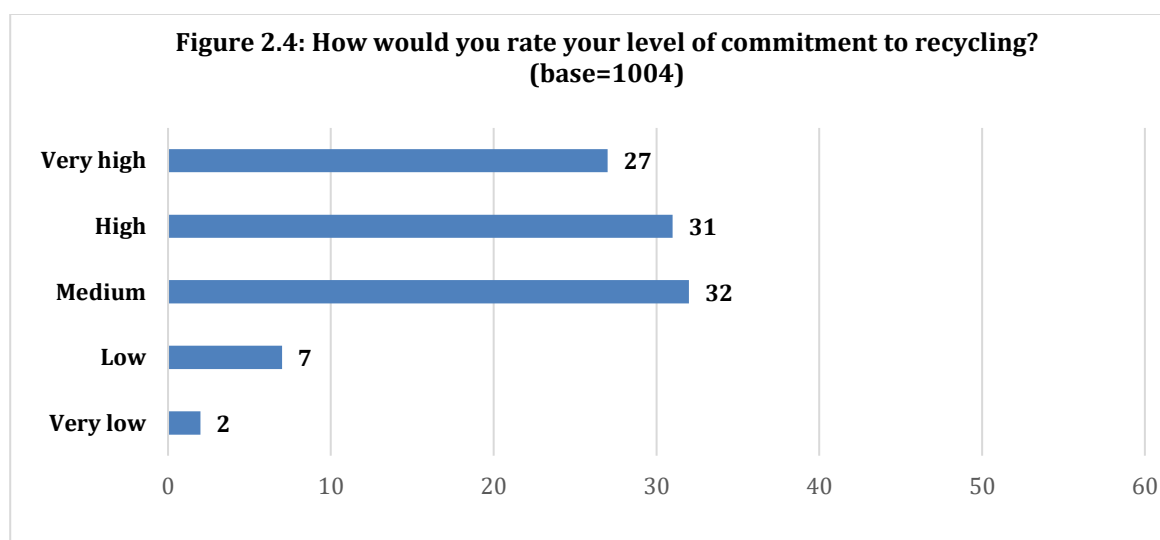
- Awkward using appointment system for recycling centre rather than just popping in when I need to.
- Getting appointment.
- Had to put things that we thought were recyclable into the landfill skip.
- Hard to get appointments.
- Have to book.
- Have to book appointment.
- Have to book takes ages to fill in forms.
- Have to make appointments it's nonsense.
- Having to book a time and if your late they turn you away.
- Having to book in advance is terrible waste of my time.
- Having to book now.
- Annoying. I have a garage full of things. Cannot be bothered to go online and book a time. I much preferred just being able to pop in when passing recycling centre.
- Having to make appointment is not practical as I may have a few runs to the tip. This actually stops me from going more often.
- I feel the appointment system doesn't work for me as I work full time then care for my elderly parents. I cannot always tell when I will be free to go as I tend to pop in when passing but due to this system I cannot do that anymore. Unfair system now.
- I did use these centres till they did appointment system. It's too much time and trouble now so I choose not to use them.
- I do not like having to make an appointment to use the recycling centre.
- I do not like the booking system. I cannot see the need for it now covid is over also I have a campervan for my car and I am turned away a lot.
- I don't think it's a good idea to book then you wait ages when you go.
- I hate having to book the tip.
- I have to make appointment. I have no time for this.
- I work early to late Monday to Friday and the tip only opens every second Saturday. It is not good enough and trying to make an appointment is frustrating.
- It is a nonsense to have to book to go to the dump. It just puts people off. Stop the appointment system as there is no need for it.
- It is a nuisance having to go online to book a slot to bring your rubbish in. I truly cannot see why we are not going back to the way it was before covid.
- It is not convenient now takes too long to book.
- It's not organised we wait too long.
- Need more available appointments.
- Need to book an appointment.
- Need to book it now and the experience feels like a rush.
- Need to book now and it is a pain.
- Need to book now and there is a time slot so it can be a bit of a squeeze.
- Need to book.
- Need to make a booking.
- Needing to book has added a layer of friction.
- Needs more opening hours.
- Not very close to us and all the public recycling bins have been taken away.
- Should be able to go when you want to.
- The appointment system is not good especially for those without computers such as older folk. There is no need for an appointment system anymore.
- The appointment system is not necessary now and it just causes me time which I do not have.
- The appointment system where you need to use your computer to apply is awful it needs to go back to simpler times as before.
- There always closing it to clean up.
- There is not a recycling centre in our town and we have to travel to the next town.
- They should have a drive in service.
- Too time consuming to go online to book a slot. Think during covid it was acceptable but now I do not and actually think it stops people from recycling and dumping rubbish in the correct way.
- Took something we believed was recyclable and it wasn't. Information is unclear.
- Very confusing. Very busy.
- You have to book now.

2.4 Recycling

The survey included questions on recycling including resident commitment to recycling and resident confidence in putting waste materials in the correct bins.

2.4.1 Commitment to recycling

Residents were asked to rate their commitment to recycling, with 58% rating their commitment as either 'very high' (27%) or 'high' (31%). Approximately one in three (32%) rated their commitment as 'medium', with 9% rating their commitment as either 'low' (7%) or 'very low' (2%).



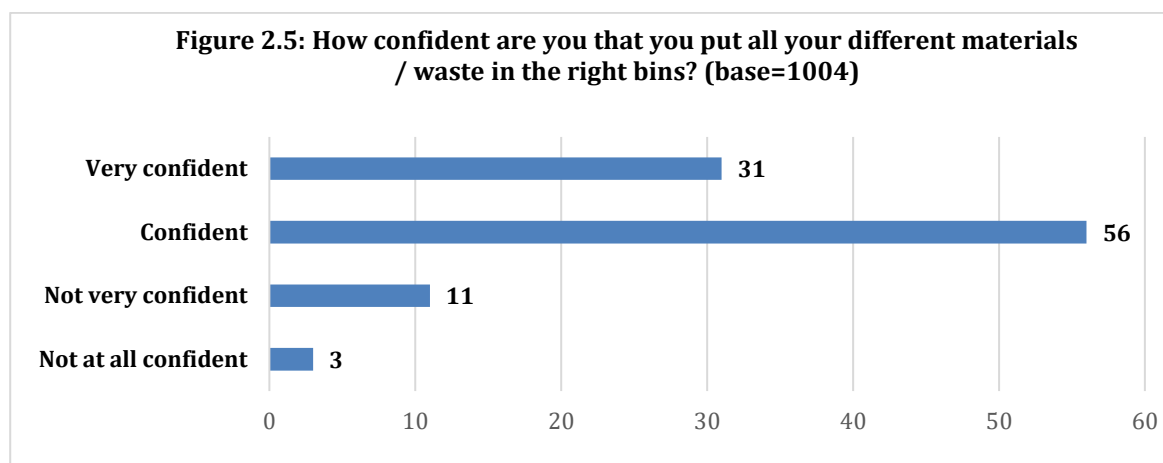
Those residents more likely to rate their level of commitment to recycling as either 'low' or 'very low' included:

- Men (12% vs. 7%);
- Those aged 16-34 (16-34, 18%; 35-59, 6%; 60+, 9%);
- Those with a disability (26% vs. 5%)
- Economically inactive residents (13% vs. 8%);
- C2DE residents (14% vs. 5%);
- Residents living in Newtownards, 21% [Holywood and Clondeboye, 0%].

2.4.2 Confidence in putting waste materials in correct bins

Residents were asked to say how confident they are about putting all their different materials / waste in the right bins.

Overall, 87% of residents said they are either 'very confident' (31%) or 'confident' (56%) that they put their waste in the correct bins, with 14% either 'not very confident' (11%) or 'not at all confident' (3%).



Those residents more likely to say they are either 'not very confident' or 'not at all confident' that they put different materials / waste in the right bins included:

- Men (17% vs. 11%);
- Those aged 16-34 (16-34, 21%; 35-59, 9%; 60+, 15%);
- Those with a disability (33% vs. 9%)
- Those with no dependents (15% vs. 10%)
- Economically inactive residents (22% vs. 10%);
- C2DE residents (20% vs. 8%);
- Residents living in Newtownards, 26% [Holywood and Clondeboy, 1%].

2.4.3 Factors that would help residents to recycle more

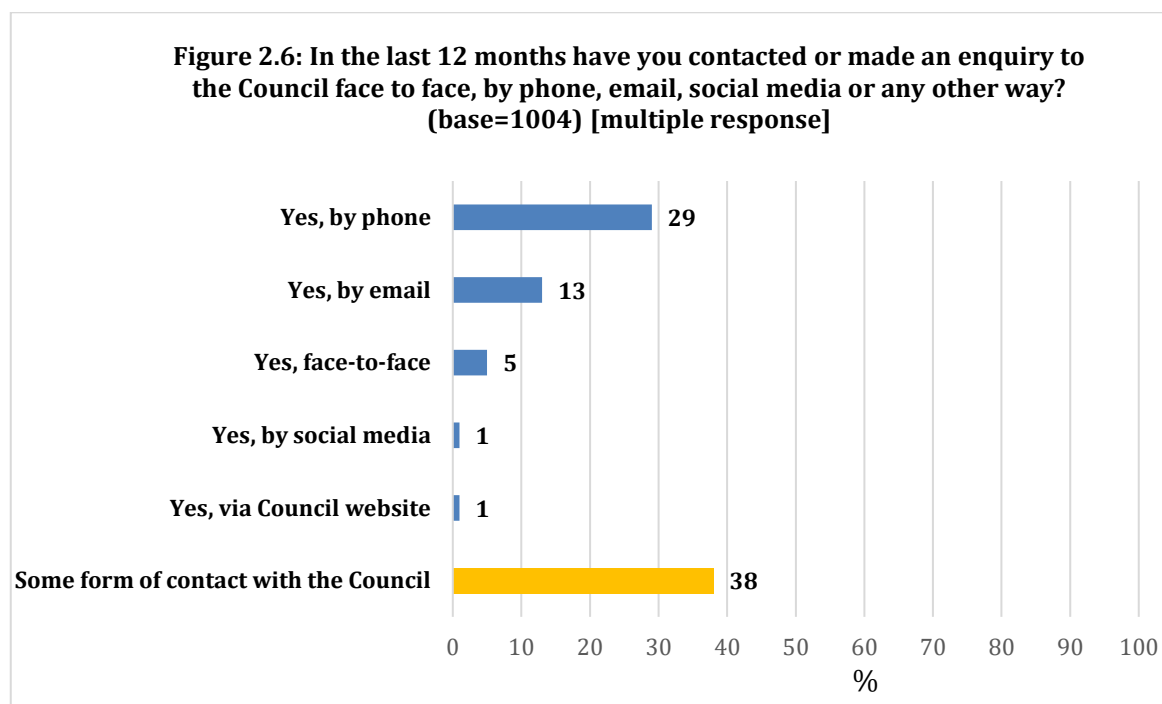
Residents were asked to say what single thing would help them recycle more, with the most common suggestions including: already do enough / best I can (12%); being able to go to the recycling centre at anytime rather than having to make an appointment (9%); having more confidence /clear guidance to know what and how to recycle/make it less complicated (7%); and more/better/bigger recycling bins at home and at work (7%).

	%	n
I already do enough/recycle enough/do the maximum/I do the best I can	12	120
Being able to go to the recycling centre when I want to/not needing an appointment	9	87
Having more confidence/clear guidance to know what / how to recycle/make it less complicated	7	71
More/better/bigger recycling bins at home and at work	7	70
Just too busy/haven't got time/too stressed at home and work to focus on recycling	4	36
Extended/longer opening times at the recycling centre - evening and weekend	4	36
If the centre was closer/easily accessible	3	26
More recycling collections - including glass and clothing	3	34
More accessible recycling stations/public recycling banks located locally/in centre of town	3	33
Cash incentive/deposit return scheme	2	18
I don't/can't recycle - my family or carer recycles for me	2	16
Already fully committed to recycling / already have tools and knowledge to do everything I can	2	24
Believing it would really make a difference/seeing what difference it actually makes	1	9
More uplifts/free uplifts for larger items	1	7
More bottle banks	1	7
I don't need any help	<1	3
I don't want to increase my recycling	<1	3
I just need to be more organised at home	<1	2
Having a car to drive to the centre	<1	5
More space to recycle - limited space to recycle at home/no room for bins	<1	1
I just need to try harder	<1	3
Sell less non-recyclable items	<1	2
If we had less bins	<1	5
Not having as many rules	<1	1
Other	1	12
Don't know	37	373

2.5 Contact with the Council

2.5.1 Contact with Council in last 12 months

In the last 12 months, 38% of residents said they had contacted or made an enquiry to the Council, with 29% contacting the Council by phone, 13% by email, 5% via face-to-face, 1% via social media and 1% via the Council's website.

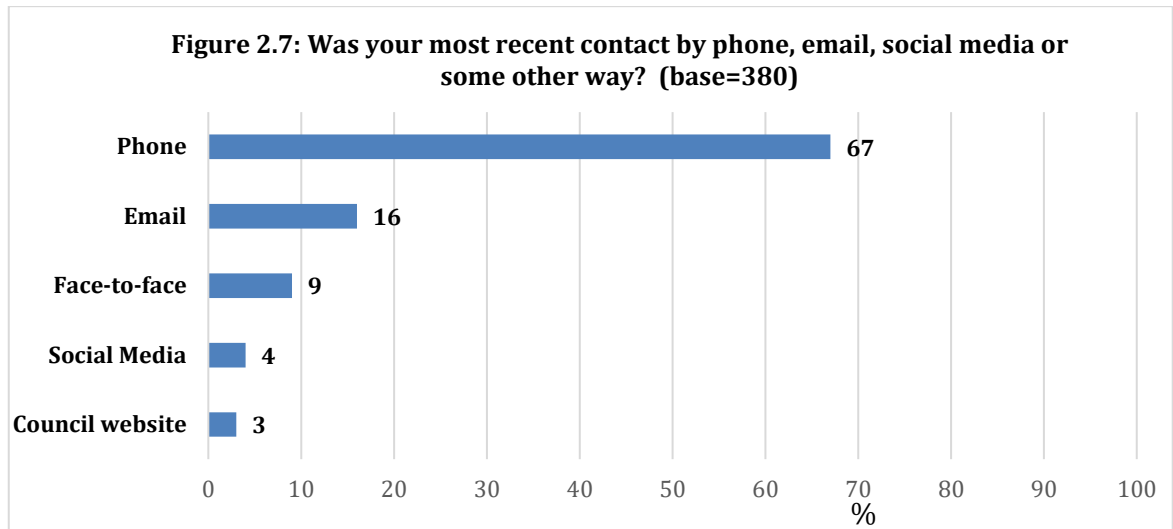


Residents more likely to have contacted the Council in the last 12 months included:

- Men (45% vs. 35%);
- Those aged 16-34 (16-34, 42%; 35-59, 45%; 60+, 25%);
- ABC1 (44%) residents (C2DE, 30%);
- Non-disabled residents (40% vs. 27%);
- Those with dependents (44% vs. 35%)
- Economically active residents (42% vs. 30%)
- Residents with a higher level of educational attainment (high, 46%; medium, 37%; low, 28%); and,
- Residents in Bangor Central (79%) [Holywood and Clondeboye, 7%].

2.5.2 Most recent contact with Council

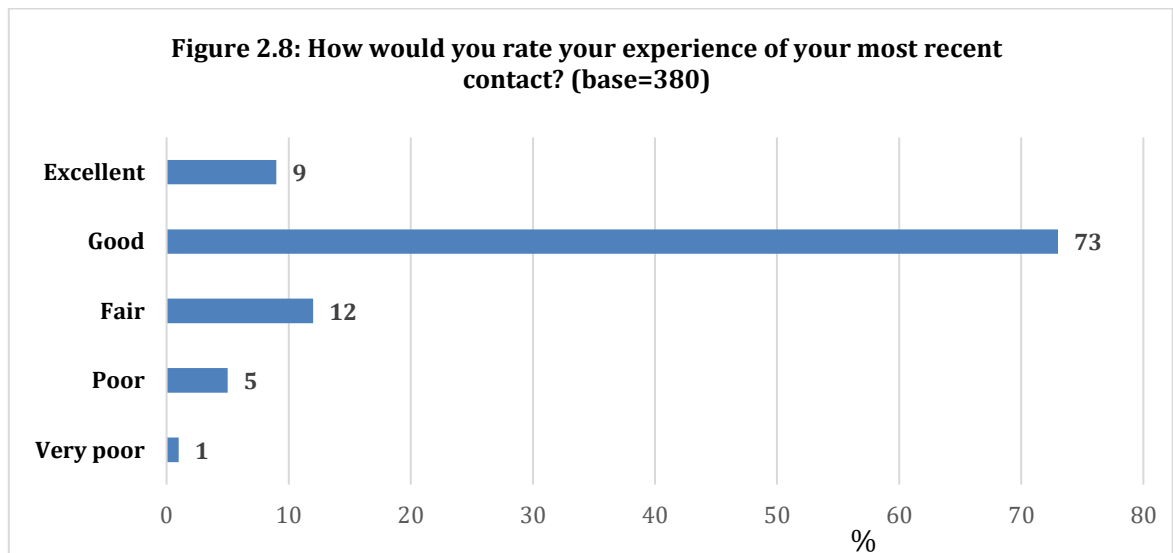
Among residents who had contacted the Council in the last 12 months, 67% said their most recent contact was by phone, 16% by email, 9% face-to-face, 4% via social media and 3% through the Council's website.



2.5.3 Experience of most recent contact with council

Residents who had contacted the Council in the last 12 months were asked about their experience of doing so.

Just over eight out of ten (82%) residents rated their experience of their most recent contact with the Council as either 'excellent' (9%) or 'good' (73%), 12% rated their experience as 'fair' and 6% as either 'poor' (5%) or 'very poor' (1%).



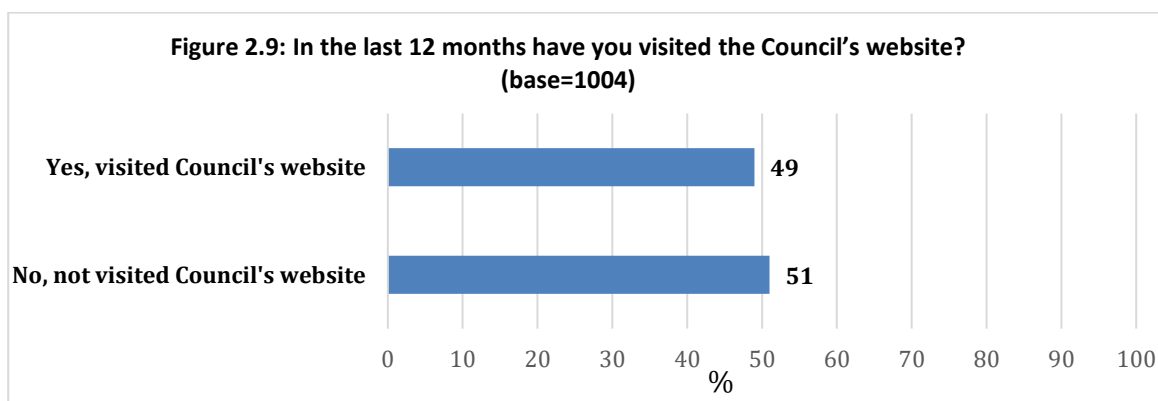
2.5.4 Reasons why residents rated their recent contact experience as poor

Residents who rating their contact experience as either poor or very poor were provided with an opportunity to explain their rating, with their responses listed below on a verbatim basis.

- A bit dismissive.
- Can't get a straight answer.
- Couldn't give me all the information I was looking for.
- Felt like you are going round in circles.
- Friendly and professional but the process to get action is very frustrating.
- Friendly enough but didn't really help solve the issue related to my noise complaint.
- Complained about a street light being broken 3 times and it has taken three months to fix. Council didn't appear too bothered.
- I feel we as residents are not listened to and when we call we never get anywhere or someone will call us back and it never happens.
- I phoned to say I saw a big excavator driving over a tarmac road ripping it up as it went. The guy who answered for the council said it's done now and nothing we can really do. Most dissatisfied with this response and he plainly did not care.
- I reported a problem with drains during heavy rain, nothing got done about it.
- I was asking questions about Cook Street regarding my boat and I called several people who all said they would look into my queries I had but never did. To date no one has come back to me and I just gave up.
- I was very disappointed with the response.
- I was very unhappy with no action taken.
- I wasn't happy with the outcome.
- Issue still hasn't been resolved.
- Long process. Took a while to get any action.
- Not very helpful.
- Nothing gets done and nothing changes.
- Took a long time for someone to come out and visit.
- Took ages to speak with someone.
- Was given conflicting information.

2.6 Visits to the Council's website

Almost half (49%) of residents said they had visited the Council's website in the last 12 months.

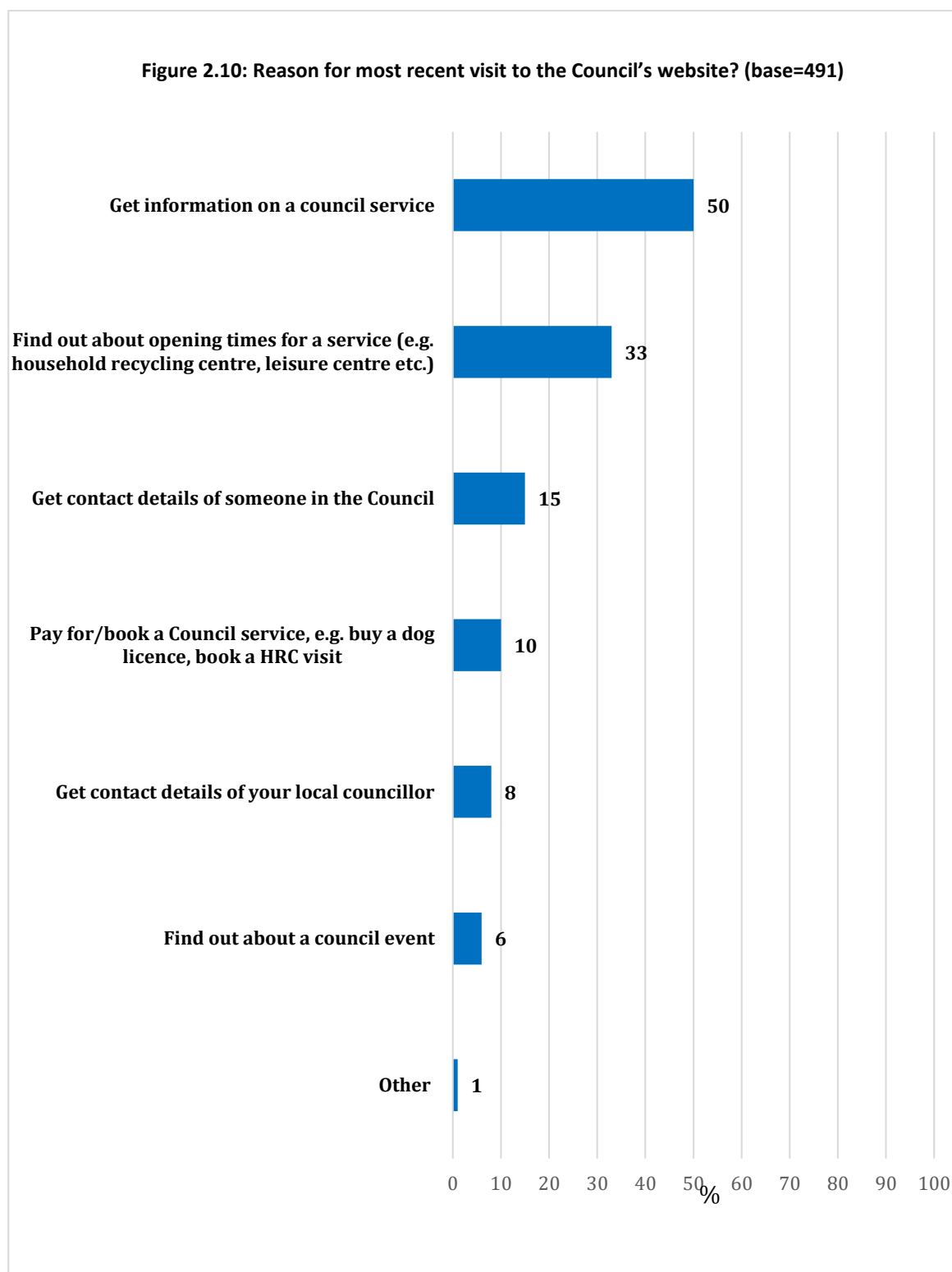


Residents more likely to have visited the Council website in the last 12 months included:

- Those aged under 60 (16-34, 57%; 35-59, 57%; 60+, 32%);
- ABC1 (62%) residents (C2DE, 34%);
- Non-disabled residents (60% vs. 25%);
- Those with dependents (61% vs. 43%)
- Economically active residents (57% vs. 33%)
- Residents with a higher level of educational attainment (high, 67%; medium, 46%; low, 29%); and,
- Residents in Bangor Central (83%) [Holywood and Clondeboye, 23%].

2.6.1 Reasons for visiting the website

The most common reasons why residents visited the Council's website included: getting information on Council services (50%); to get information on opening times (33%) and to get the contact details of someone in the Council (15%). Ten percent (10%) had visited the Council's website to pay for / book a Council service, 8% to get contact details for their local Councillor and 6% had visited the website to find out about a Council event. One percent visited the website for other reasons³.

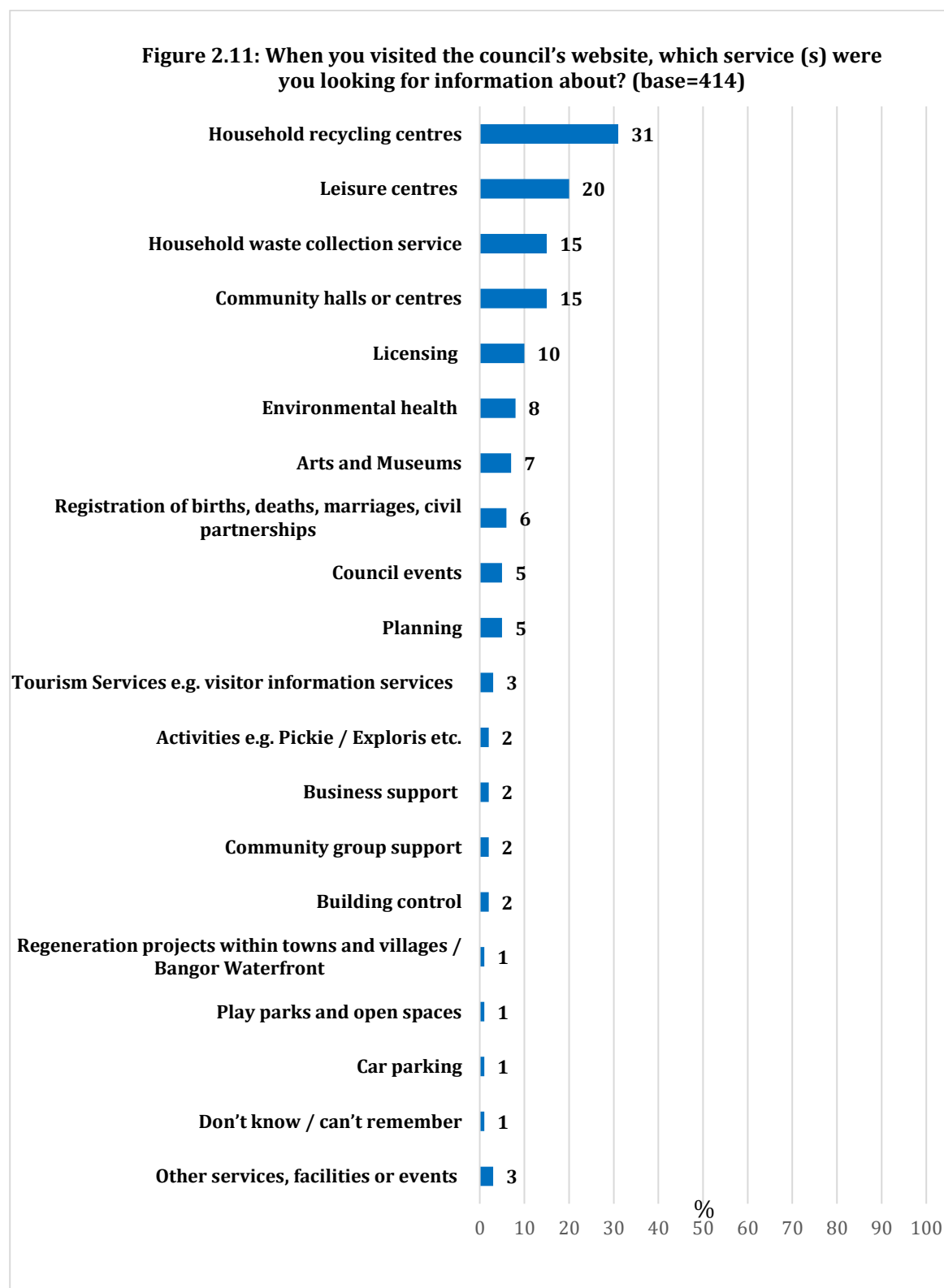


³ Included: to book a class at a leisure centre (n=2); check changes to waste collection service (n=1); find out about a tourist attraction (n=1); and to check for updates (n=3).

2.6.2 Information being sought on specific services

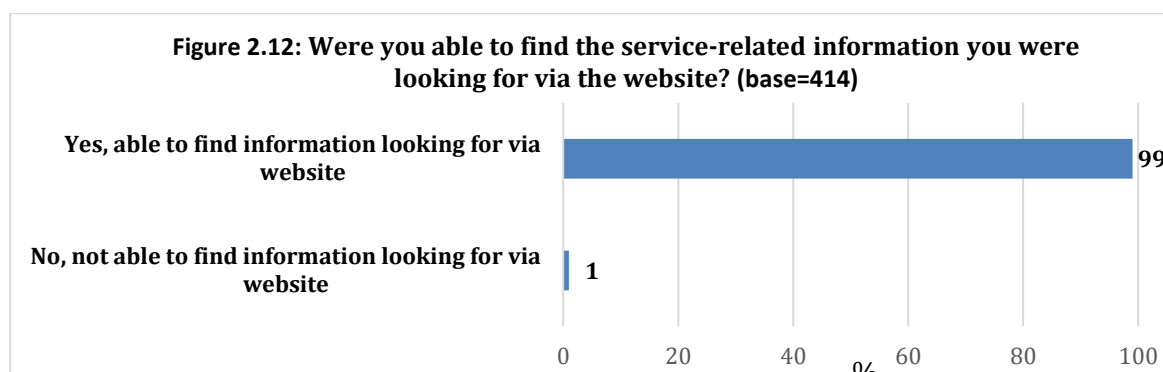
Those who had visited the Council's website to get information on specific services were asked which service(s) they were seeking information about.

Figure 2.11 shows that most commonly, residents were seeking information on household recycling centres (31%), leisure centres (20%), household waste collection (15%) and community halls or centres (15%).



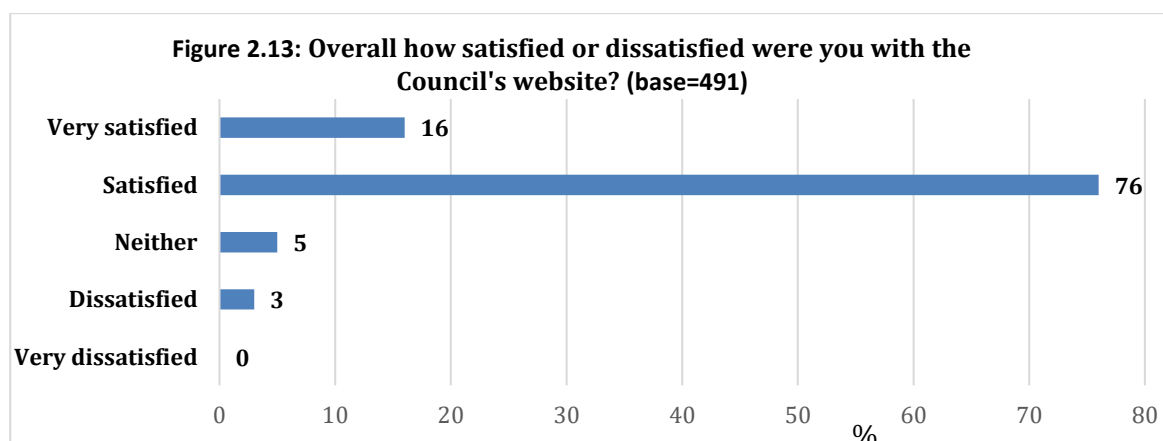
2.6.3 Finding service related information via website

In almost all cases (99%), residents said they were able to find the service-related information they were looking for via the Council's website.



2.6.4 Satisfaction with the Council's website

Overall, 92% of residents visiting the Council's website said they were either 'very satisfied' (16%) or 'satisfied' (76%) with the website, with 5% 'neither satisfied nor dissatisfied' and 3% 'dissatisfied'.



2.6.5 Reasons for dissatisfaction with council's website

The reasons why some residents were dissatisfied with the Council's website are included below on a verbatim basis.

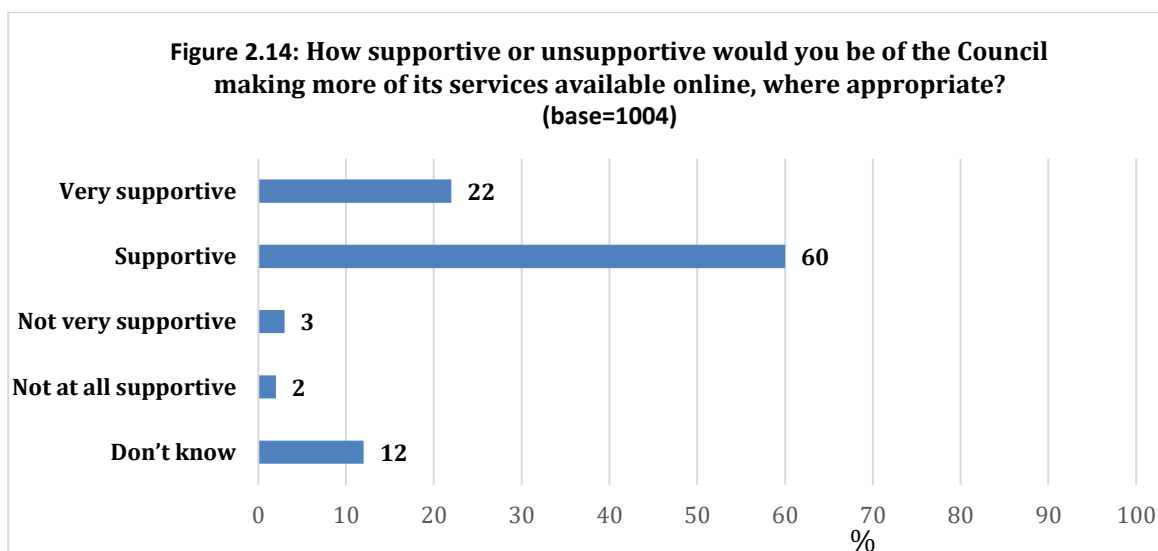
- Asks for too much information.
- Bit dated looking.
- Bit old fashioned looking. Layout a bit difficult. If anything just too much going on.
- Couldn't find what I was looking for.
- Eventually found what I was looking for. There was a lot of numbers and different information to take in.
- Found it hard to find where to go. Took a while. Confusing.
- Found it hard to navigate.
- Information on the website was different to what we were told at the centre.
- Not very modern looking. Can be quite hard to know what you are looking for. So much information.
- Really difficult to locate the right places to click into.
- Takes too long to fill in all the information.
- Takes too long to fill in forms.
- Think it needs to be more modern. Clunky.
- UI is a bit old. Bit static.
- Wasn't impressed with how I was dealt with.

2.7 Support for making more Council services available online

Residents were asked about their support for making more Council services available online.

Figure 2.14 show that just over eight out of ten (82%) residents said they are either 'very supportive' (22%) or 'supportive' (60%) of the Council making more of its services available online, with 5% unsupportive ('not very supportive', 3%: 'not at all supportive', 2%). Twelve percent (12%) were undecided.

The reasons why some residents were unsupportive included: don't use online (n=1); some services more appropriate to do face to face (n=1); trusting council with data (n=1); and people need to be accountable (n=1).



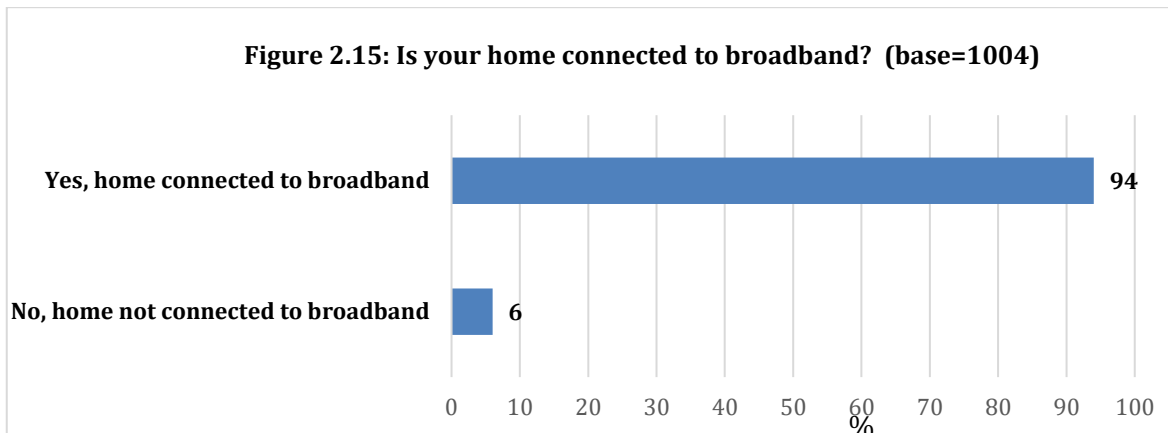
Those residents more likely to be supportive of the Council making more of its services available online, where appropriate, included:

- Younger residents (16-34, 94%; 35-59, 92%; 60+, 63%);
- ABC1 (88%) residents (C2DE, 77%);
- Non-disabled residents (95% vs. 54%);
- Those with dependents (90% vs. 79%)
- Economically active residents (92% vs. 64%);
- Residents with a higher level of educational attainment (high, 90%; medium, 89%; low, 72%); and,
- Residents in Holywood and Clondeboyne, 93% [Newtownards, 71%].

2.8 Broadband, the internet and going online

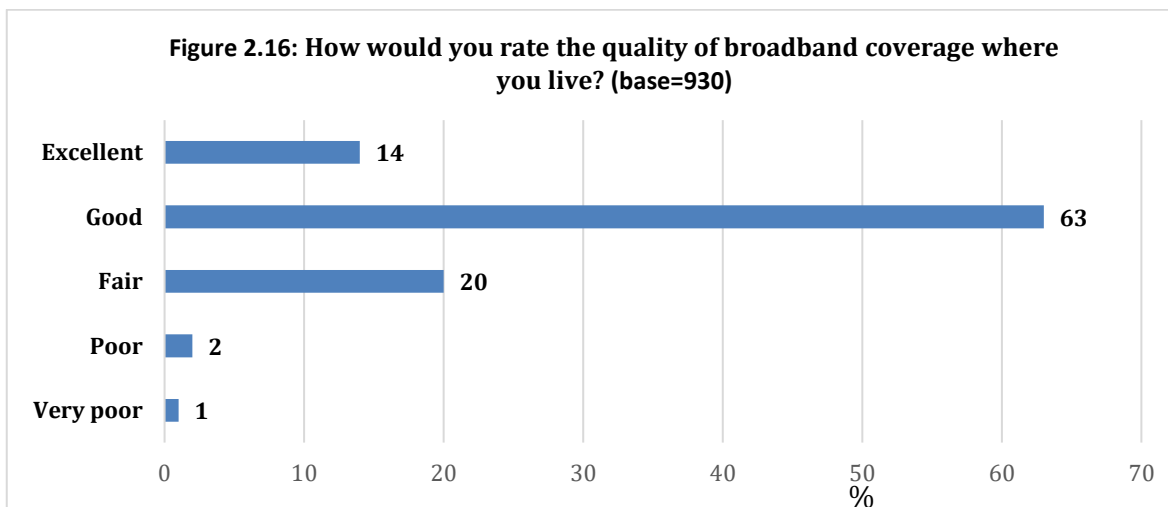
2.8.1 Connected to broadband

The overwhelming majority (94%) of residents said their home is connected to broadband.



2.8.2 Quality of Broadband

Approximately three out of four (77%) residents rated the quality of broadband in their local area as either 'excellent' (14%) or 'good' (63%), 20% rated it as 'fair', 2% as 'poor' and 1% as 'very poor' (note that those who answered 'don't know' to this question were excluded from the analysis).

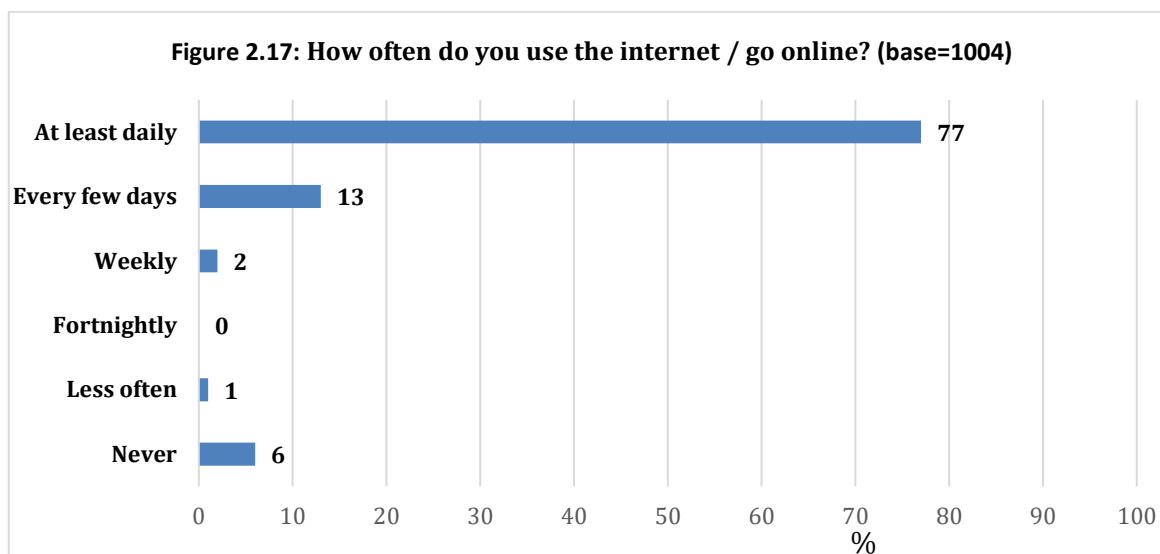


Resident Differences by DEA

Analysis by DEA found that residents in Bangor Central were more likely to rate the quality of broadband coverage where they live as excellent or good whereas residents in Bangor East and Donaghadee were least likely to do so (Ards Peninsula, 78%: Bangor Central, 98%: Bangor East and Donaghadee, 62%: Bangor West, 66%: Comber, 70%: Holywood and Clondeboye, 82%: Newtownards, 80%).

2.8.3 Use of the internet / online frequency

Among all residents, 77% said they use the internet or go online at least daily, with 13% doing so every few days, 2% weekly, 1% less often and 6% never [note that 90% of residents go online at least daily or every few days].

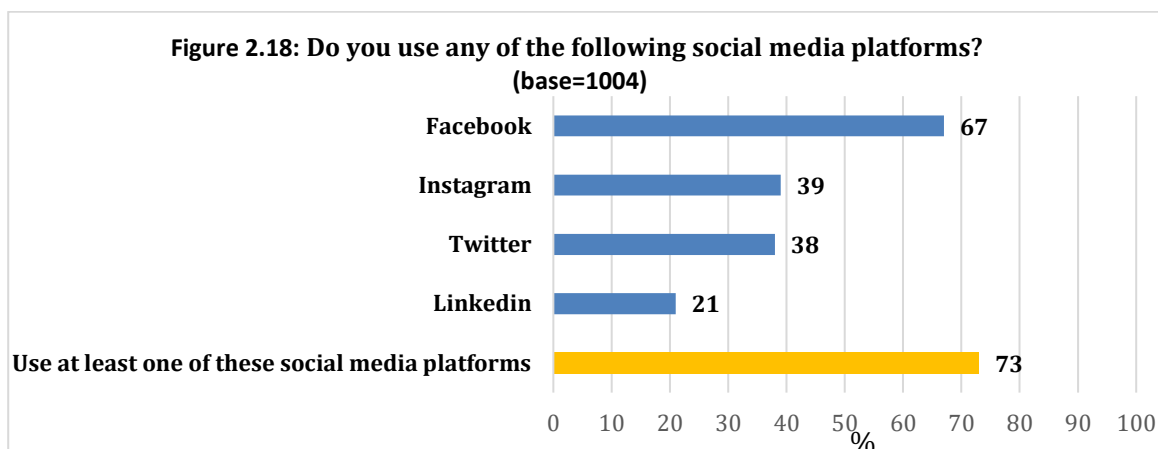


Residents more likely to use the internet / go online on a daily basis included:

- Women (80% vs. 74%)
- Younger residents (16-34, 97%; 35-59, 92%; 60+, 33%);
- ABC1 (84%) residents (C2DE, 70%);
- Non-disabled residents (84% vs. 40%);
- Those with dependents (90% vs. 71%)
- Economically active residents (89% vs. 49%);
- Residents with a higher level of educational attainment (high, 87%; medium, 80%; low, 65%); and,
- Residents in Bangor Central, 88% [Bangor East and Donaghadee, 62%].

2.8.4 Use of social media platforms

Figure 2.18 shows that 67% of residents said they use Facebook, 39% use Instagram, 38% use Twitter and 21% use LinkedIn. Almost three out of four (73%) residents said they use at least one of the social media platforms listed.



Residents more likely to use social media platforms included:

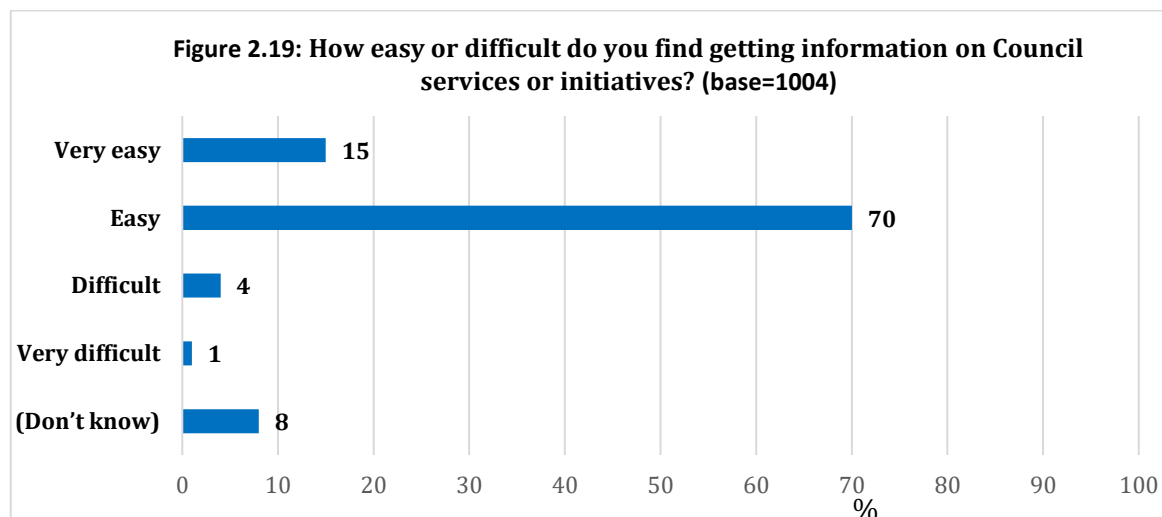
- Women (77% vs. 69%)
- Younger residents (16-34, 98%; 35-59, 88%; 60+, 36%);
- ABC1 (78%) residents (C2DE, 67%);
- Non-disabled residents (82% vs. 35%);
- Those with dependents (86% vs. 67%)
- Economically active residents (86% vs. 41%);
- Residents with a higher level of educational attainment (high, 82%; medium, 77%; low, 61%); and,
- Residents in Bangor Central, 85% [Holywood and Clondeboye, 62%].

2.9 Council communication and resident perception

2.9.1 Getting information on Council services and initiatives

Residents were asked how easy or difficult it is to get information on Council services or initiatives.

Most (85%) residents said they find it either 'very easy' (15%) or 'easy' (70%) to get information on Council services and initiatives, with 5% finding it either 'difficult' (4%) or 'very difficult' (1%). Eight percent answered, 'don't know'.



Those more likely to find it either very easy or easy to get Information on Council Services and Initiatives included:

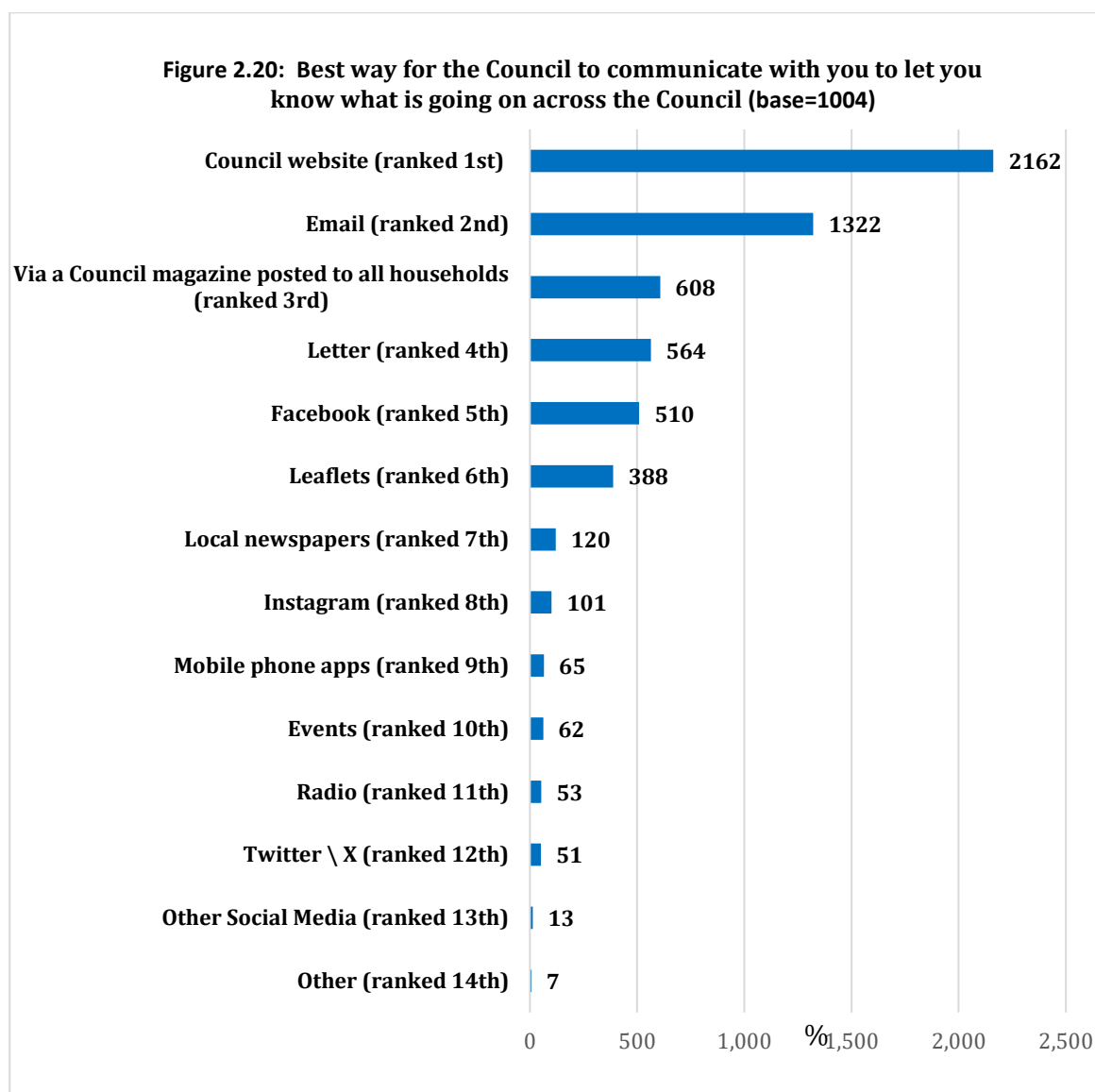
- Those aged under 60 (16-34, 90%; 35-59, 90%; 60+, 78%);
- ABC1 (91%) residents (C2DE, 80%);
- Non-disabled residents (95% vs. 71%);
- Those with dependents (93% vs. 83%)
- Economically active residents (92% vs. 75%);
- Residents with a higher level of educational attainment (high, 93%; medium, 89%; low, 77%); and,
- Residents in Bangor Central, 95% [Ards Peninsula and Newtownards, both 75%].

2.9.2 Best way for the Council to communicate with residents

Looking to the future, residents were asked to say what is the best way for the Council to communicate with them to let them know what is going on across the Council.

Residents were asked to list their top 3 preferences in rank order with a weighted score then calculated based on the following approach: rank 1 was scored 3 points; rank 2 was scored 2 points and rank 3 was scored 1 point.

Figure 2.20 shows that residents ranked the Council's website (weighted score=2162) as the most important way for the Council to communicate with them to let them know what is going on across the Council, followed by email (weighted score=1322) and via a Council magazine posted to all household (weighted score=608).

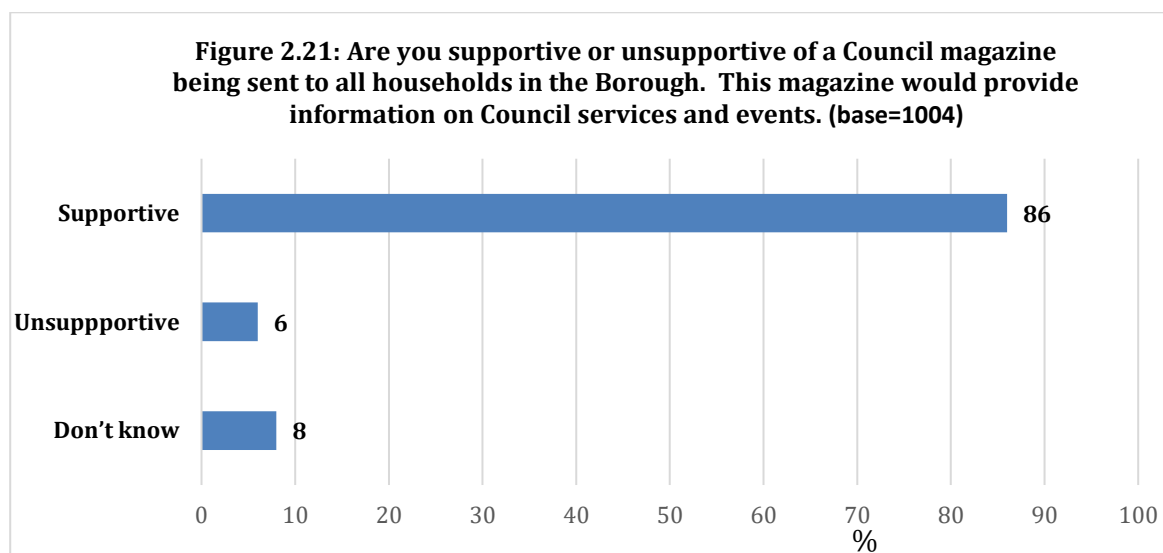


Resident Differences

There were a number of differences between resident groups. For example, a greater proportion of older respondents preferred a letter from the Council (16-34, 1%; 35-59, 2%; 60+, 21%) whereas proportionately more younger respondents preferred email (16-34, 32%; 35-59, 20%; 60+, 13%). Similarly, those with a disability were also more likely to prefer a letter (27% vs. 4%), whereas non-disabled residents were more likely to prefer the Council website (63% vs. 29%).

2.9.3 Support for a Council magazine being sent to all households in the borough

Residents were asked if they are supportive or unsupportive of a Council magazine being sent to all households in the Borough. This magazine would provide information on Council services and events. Figure 2.21 shows that more than 8 out of 10 residents are supportive (86%), with 6% unsupportive and 8% undecided.



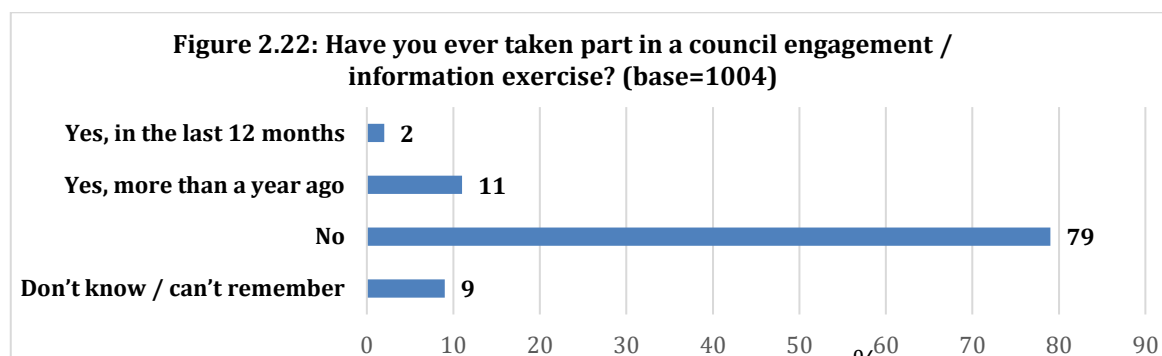
Those residents more likely to be supportive of a Council magazine being sent to all households included:

- Those aged under 60 (16-34, 94%; 35-59, 92%; 60+, 62%);
- ABC1 (88%) residents (C2DE, 77%);
- Non-disabled residents (95% vs. 54%);
- Those with dependents (90% vs. 79%)
- Economically active residents (92% vs. 64%);
- Residents with a higher level of educational attainment (high, 90%; medium, 89%; low, 72%); and,
- Residents in Holywood and Clondeboy, 93% [Newtownards, 71%].

2.10 Council consultation exercises

2.10.1 Participation in a Council engagement / information exercise

Two percent (2%) of residents said they had participated in a Council engagement / information exercise in the last year, with 11% having done so more than a year ago. Most (79%) residents said they had never participated in a Council engagement / information exercise.



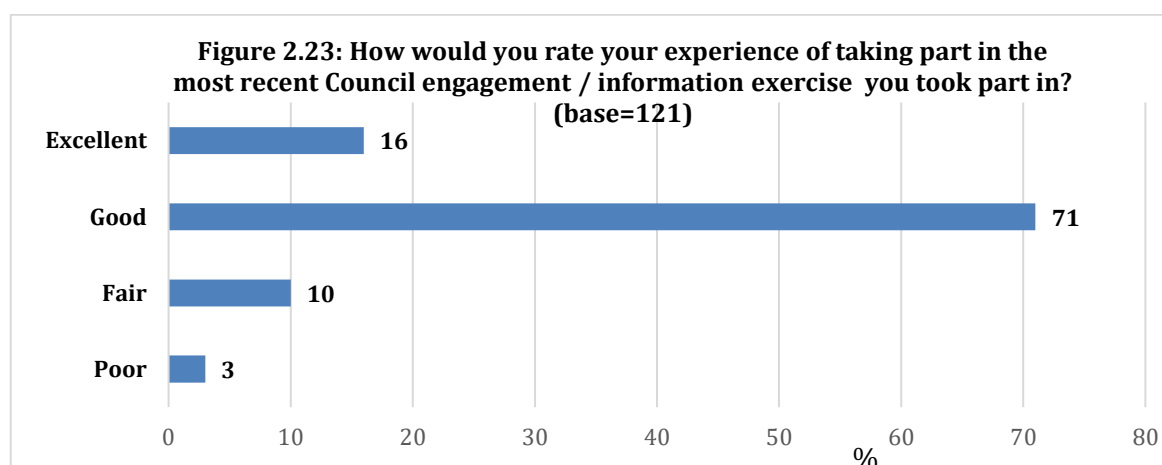
Those who had participated in a Council engagement / information exercise, cited the following consultations: Town Centre Masterplan (25%); Bangor Waterfront (22%); Good Relations (11%); Greenways Routes (9%); and 'other' consultations (9%)⁴. Almost one in four (24%) of those who had participated in a Council engagement / information exercise, couldn't recall the nature of the consultation / engagement exercise.

Those residents more likely to have participated in Council engagement / information exercise included:

- Men (15% vs. 10%)
- Those aged 35+ (16-34, 6%; 35-59, 13%; 60+, 14%);
- Residents with a higher level of educational attainment (high, 16%; medium, 12%; low, 7%); and,
- Residents in Newtownards, 19% [Holywood and Clondeboye, 1%].

2.10.2 Experience of participating in a Council engagement / information exercise

Those who had participated in a Council engagement / information exercise were asked to rate their experience of doing so, with 87% rating their experience as either 'excellent' (16%) or 'good' (71%), 10% as 'fair' and 3% as 'poor'.



⁴ Included: community association (n=1); a councillor visiting a community centre (n=1); councillor surgery (n=3); health and safety (n=1); meetings and conferences (n=1); social care (n=1); education (n=1); vulnerable people (n=1); and via work (n=1).

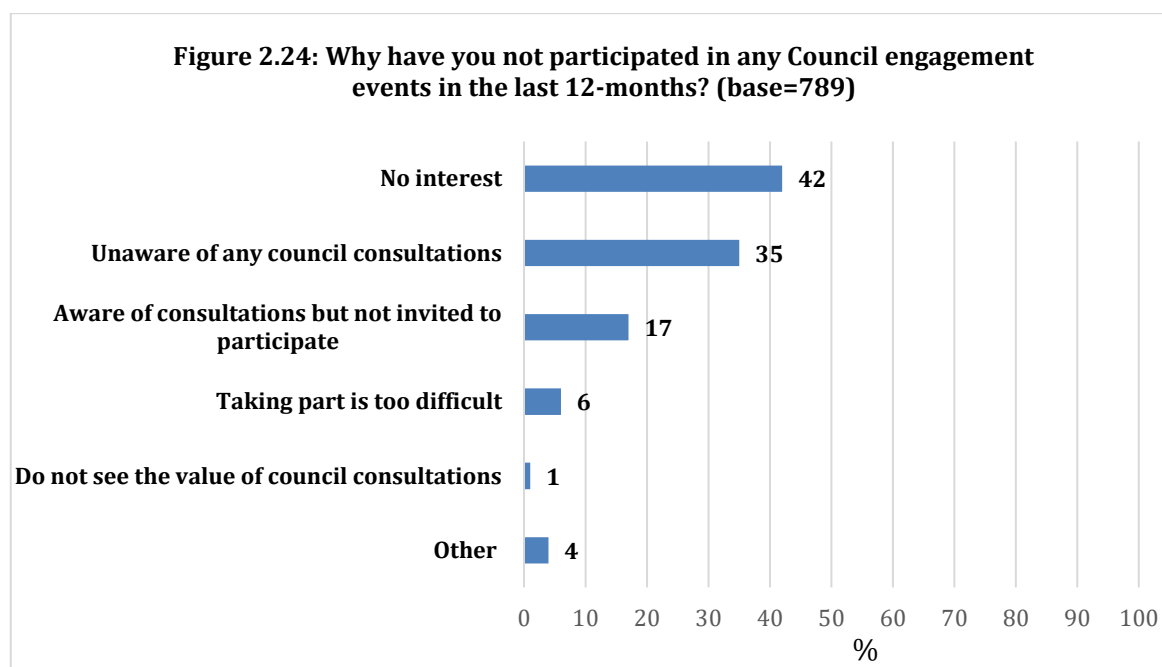
2.10.3 Reasons why some residents rated their engagement experience as poor

Those who rated their experience of engaging in Council engagement / information exercises as poor made the following comments:

- They were never really acted on. Disappointing nothing really came of it.
- Knew at the time it wouldn't actually happen.
- Nothing was acted upon. Felt a bit pointless. Like a show more than anything really serious.
- Well nothing really came of it and you could sense that at the time.

2.10.4 Reasons for not participating in Council engagement / information exercises

Those who had not participated in a Council engagement / information exercise were asked why they had not, with the most common reasons being: no interest (42%); being unaware of Council consultations (35%); being aware of consultations but not being invited (17%); taking part is too difficult (6%); and not seeing the value in Council consultations (1%). Four percent cited other reasons⁵.

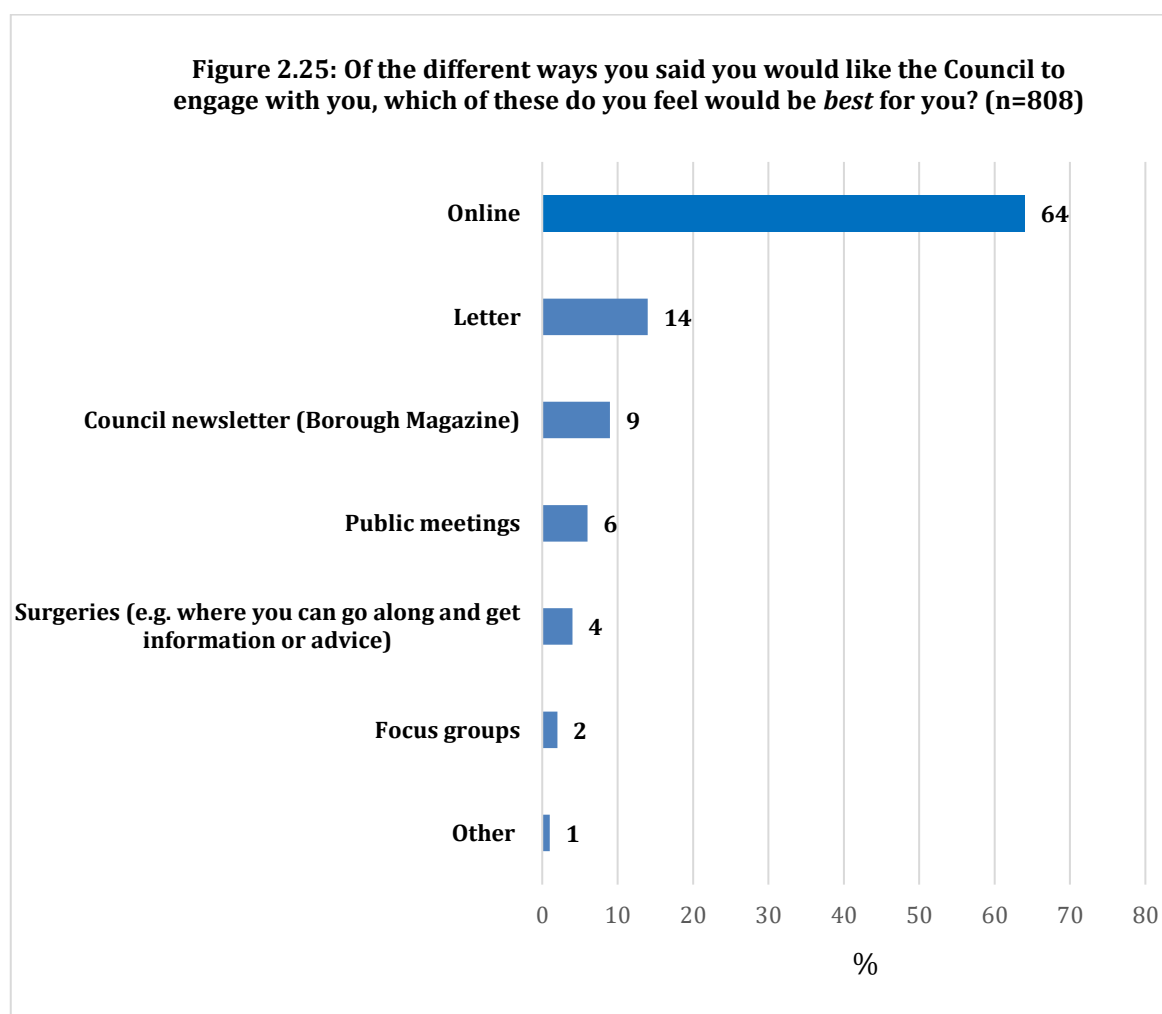


⁵ Included: being too busy / don't have the time (n=21); being anxious and not very confident (n=1); do not take time with work and family (n=1); and ill health (n=1).

2.10.5 Future Council engagement with residents

The survey found that approximately eight out of ten (81%) residents said they would like the Council to engage with them, with 19% saying they don't want the Council to engage with them.

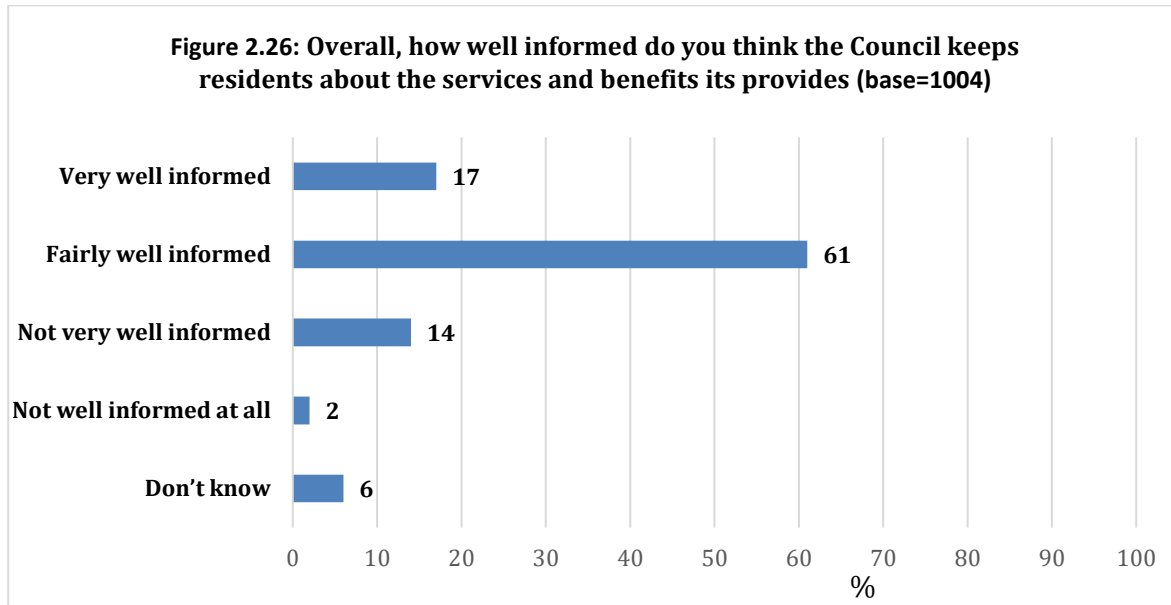
Among those who would like the Council to engage with them (n=808), 64% said they would like the Council to engage with them online, 14% via a letter from the Council and 9% would like the Council to engage with them via the Council newsletter (Borough Magazine). Other preferences for Council engagement included: public meetings (6%); surgeries (4%); and focus groups (2%). One percent cited other ways they would like the Council to engage with them⁶.



⁶ Included: online public meetings (n=1).

2.10.6 Council keeping residents informed about services and benefits it provides

Almost eight out of ten (78%) residents said the Council keeps residents either 'very' (17%) or 'fairly well informed' (61%) about the services and benefits it provides, with 16% saying that residents are either 'not very well informed' (14%) or 'not well informed at all' (2%) about the services and benefits it provides. Six percent answered, don't know.

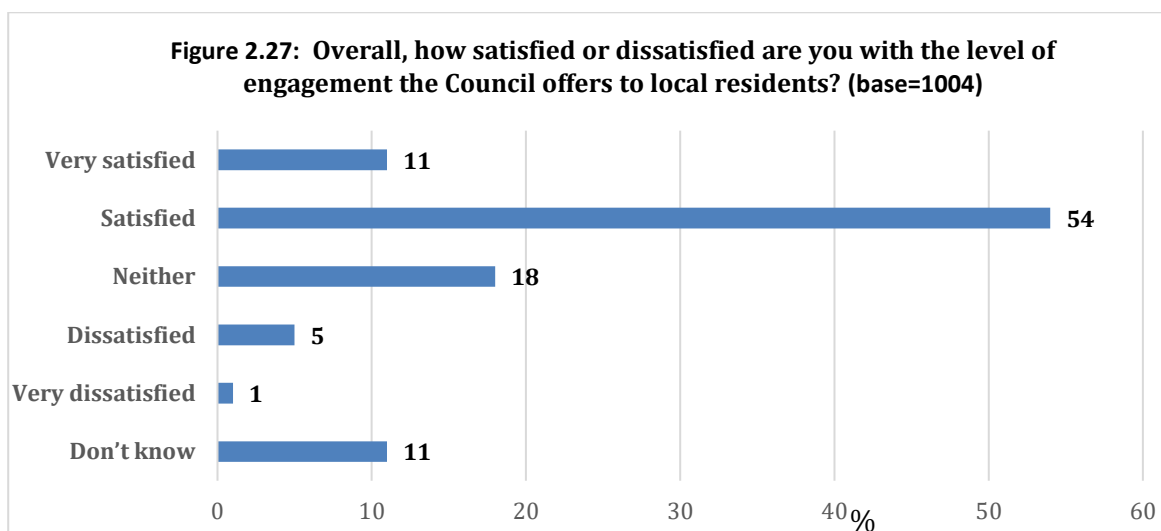


Those residents more likely to believe that the Council keeps them either 'very well informed' or 'fairly well informed' included:

- ABC1 residents compared with C2DE residents (86% vs. 69%);
- Better educated residents (high, 78%; medium, 76%; low, 62%);
- Non-disabled residents (84% vs. 63%);
- Economically active residents (80% vs. 72%);
- Residents in Holywood and Clondeboye, 99% [Bangor East and Donaghadee, 65%]

2.10.7 Satisfaction with level of engagement Councils offers local residents

Approximately two out of three (65%) residents say they are either 'very satisfied' (11%) or 'satisfied' (54%) with the level of engagement the Council offers local residents. Eighteen percent are 'neither satisfied nor dissatisfied', with 6% either 'dissatisfied' (5%) or 'very dissatisfied' (1%). Eleven percent of residents answered, 'don't know'.



Those residents more likely to be satisfied with the level of engagement offered by the Council included:

- Younger residents (16-34, 71%; 35-59, 64%; 60+, 64%);
- ABC1 (73%) residents (C2DE, 56%);
- Non-disabled residents (77% vs. 54%);
- Economically active residents (69% vs. 62%);
- Residents with a higher level of educational attainment (high, 79%; medium, 77%; low, 44%); and,
- Residents in Holywood and Clondeboyne, 98% [Ards Peninsula, 33%].

2.10.8 Reasons for dissatisfaction with level of engagement the Council offers local residents

The reasons for dissatisfaction with the level of engagement the Council offers residents included:

- Barely know about anything that is going on.
- Can't recall the last time we were asked for our views.
- Can't remember ever engaging with the council or being asked my views.
- Could make more use of social media (polls etc.) to gauge what people want.
- Do not believe that residents have any say in decision making.
- Don't feel there are many opportunities to have a say.
- Don't feel views are listened to enough.
- Don't know enough about what is going on in the area. When I do, usually bad news in the papers.
- Don't think it is true of any council. Decisions made in the best interests of governments and big industries.
- Don't think they ask for your views enough.
- Don't think they do engage enough especially with younger people.
- Don't think we get much of a say when it is big projects.
- Don't think what people are concerned about is reflected in what the council end up doing.
- Engagement is quite low.
- Feels disconnected. You hear about things after a decision has already been made.
- Feels like asking views is an empty gesture. The decisions will be made regardless.
- Hard to have a say when you have no time. Those with nothing to do often get a heavier say and it isn't fair.
- Have to really go out your way to have a say.
- On paper they are seen to give residents a voice but they have closed minds so to me there is little point.
- If you want to find out about something you can. More can be done to let people have a say in new ways.
- Lots of decisions get made that residents have no say over i.e. the leisure centres being privatised.
- Magazine should be more regular.
- Need to engage more at a local level.
- Need to make it easier to have a say.
- Need to use online more.
- Never hear from them.
- Never heard them ask for my views.
- Never really been made aware of any opportunity to give our views on anything.
- Residents views make little difference when money is involved.
- Should be much easier now to ask people for their views due to social media and the internet at large.
- Should be much easier to engage now due to the internet but there is limited engagement still.
- Some leisure centres are being privatised and there was no dialogue about it.
- Tend to find out about a decision being made when it is too late i.e. the leisure centres being sold off.
- Information/engagement irregular. More consistent. Every quarter should be a magazine/ something.
- There could be more ways for residents to have a voice.
- They do not ask residents or businesses.
- They don't contact me.
- They don't send anything out and not everyone has the internet.
- They need to involve us more.
- They never ask.
- They never ask what we want they just do it.
- They never get back to you.
- Think a lot gets decided and there is no consultation with residents at all.
- Council provides good services but as for having a say/making decisions, currently not the case at all.
- Think the magazine should be more regularly distributed.
- Be more proactive especially as people are online. Never been easier to engage, especially younger people.
- Think they could use social media and other ways to get people's opinions.
- Think you have to go find it out on your own rather than being informed.
- This is one area that they can improve. Too difficult to get involved if you do not have time and are busy working and looking after kids. All the people not working or with no kids have too much of a say.
- Too difficult to be involved in decision making. Have to dedicate a lot of time.
- Unless it is something very contentious people aren't made aware of a lot of things.
- We live in a council area which is not kept well at all. Street lights are out, weeds are overgrowing, roads are full of pot holes. We as residents have tried to approach councillors and the council but unfortunately it falls on deaf ears and we are getting nowhere.
- We never get information from them.
- We never get to hear of anything the council are doing.
- Would say that we as a household aren't very aware of what the council is doing so that indicates there isn't enough being done to get people involved.
- You can only really have a say if you have enough time or like being involved in everything and participating in meetings.

2.10.9 Perception of Ards and North Down Council

Residents were asked if Ards and North Down Borough Council were a person, what single word or phrase they would use to describe its personality.

Figure 2.28 presents residents' responses in the form of a 'word map' and shows that the most dominant themes to emerge include: 'helpful'; 'friendly'; 'professional'; 'responsive'; and 'nice'.

Figure 2.28: If Ards and North Down Borough Council were a person, what single word or phrase would you use to describe its personality? (base=1004)

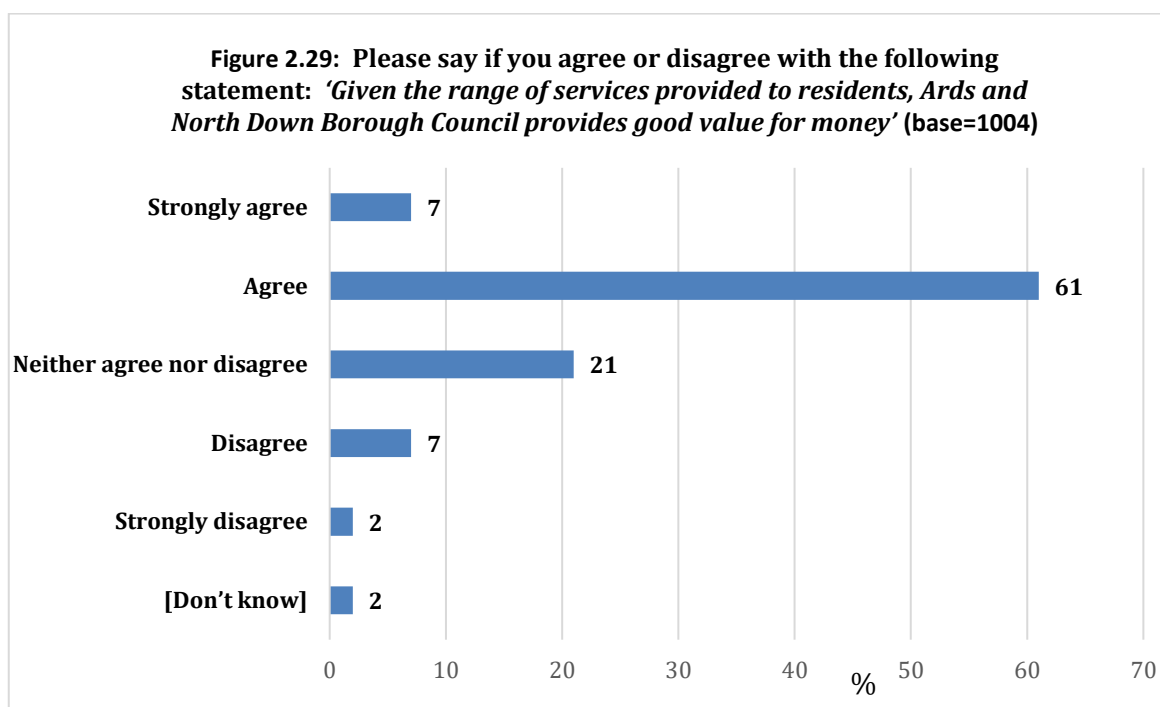


2.11 Value for money

All residents were asked if they agree or disagreed with the following statement:

'Given the range of services provided to residents, Ards and North Down Borough Council provides good value for money'.

In response, almost half (68%) of residents said they either 'strongly agree' (7%) or 'agree' (61%) that the Council provides good value for money, with 21% saying they 'neither agree nor disagree' and 9% either 'disagreeing' (7%) or 'strongly disagreeing' (2%). Two percent answered, 'don't know'.



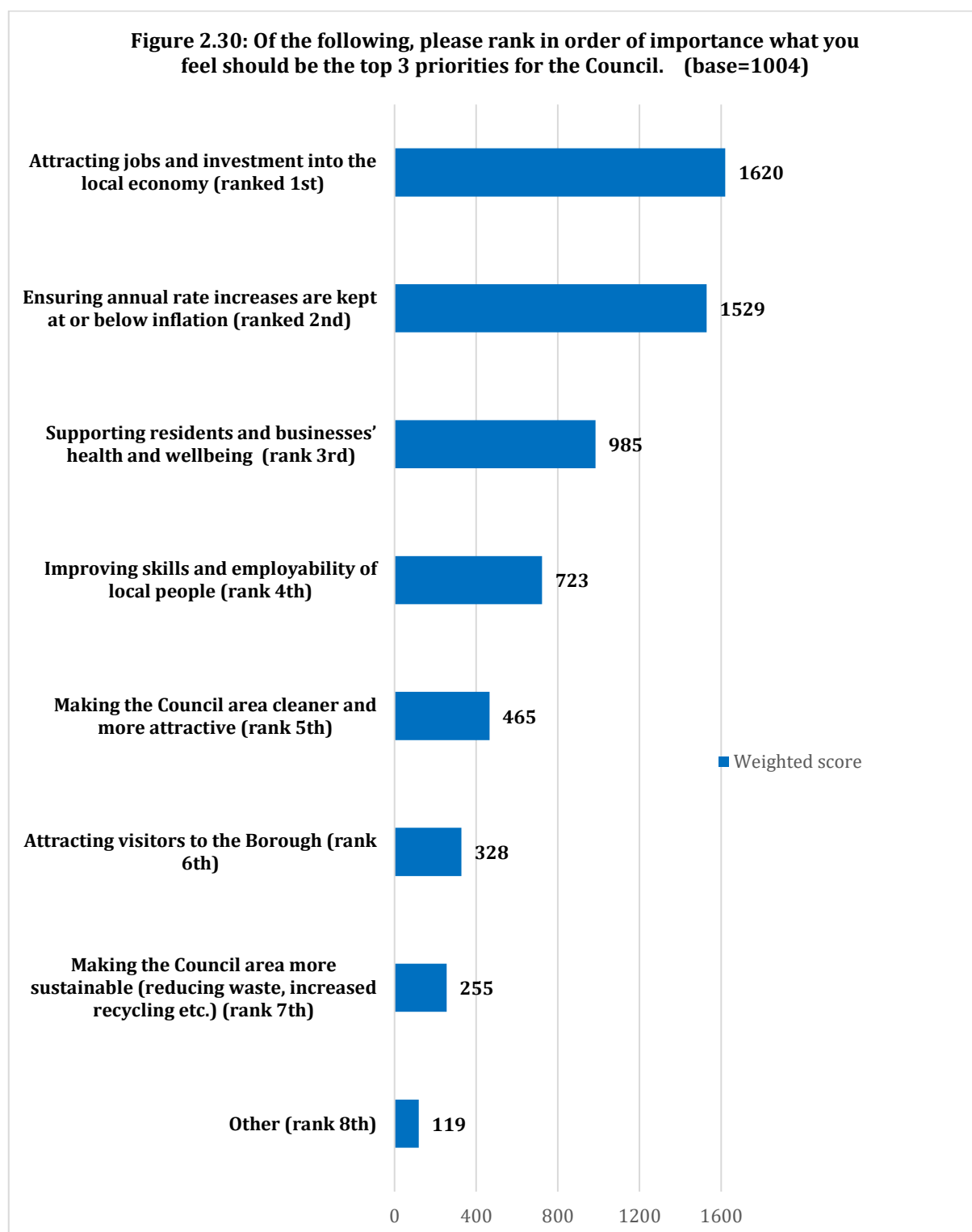
Residents more likely to believe that the Council provides 'Value for Money' included:

- ABC1 (80%) residents (C2DE, 56%);
- Non-disabled residents (73% vs. 60%);
- Residents with a higher level of educational attainment (high, 81%: medium, 76%: low, 51%); and,
- Residents in Holywood and Clondeboye, 91% [Newtownards, 56%].

2.12 Council priorities

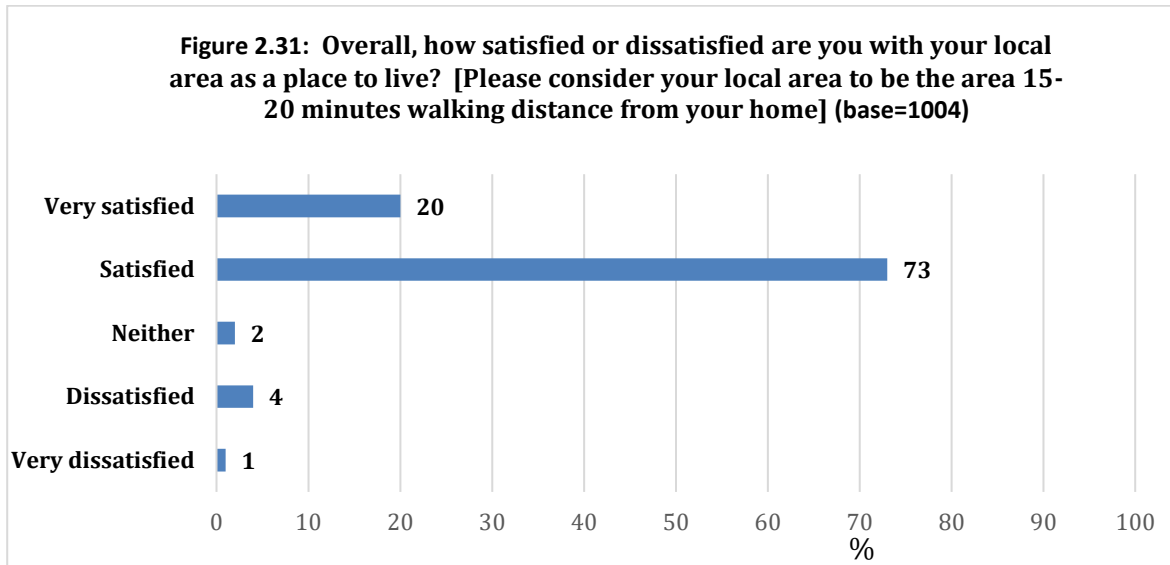
The survey provided an opportunity for the Council to measure resident perception of Council priorities, with residents asked to list in rank order of importance what they believe should be the top 3 priorities for the Council.

Figure 2.30 shows that residents ranked attracting jobs and investment into the local economy the most important priority for the Council (weighted score=1620). Ranked 2nd in importance is ensuring annual rate increases are kept at or below inflation (weighted score=1529), with supporting residents and businesses' health and wellbeing ranked 3rd most important (weighted score=985).

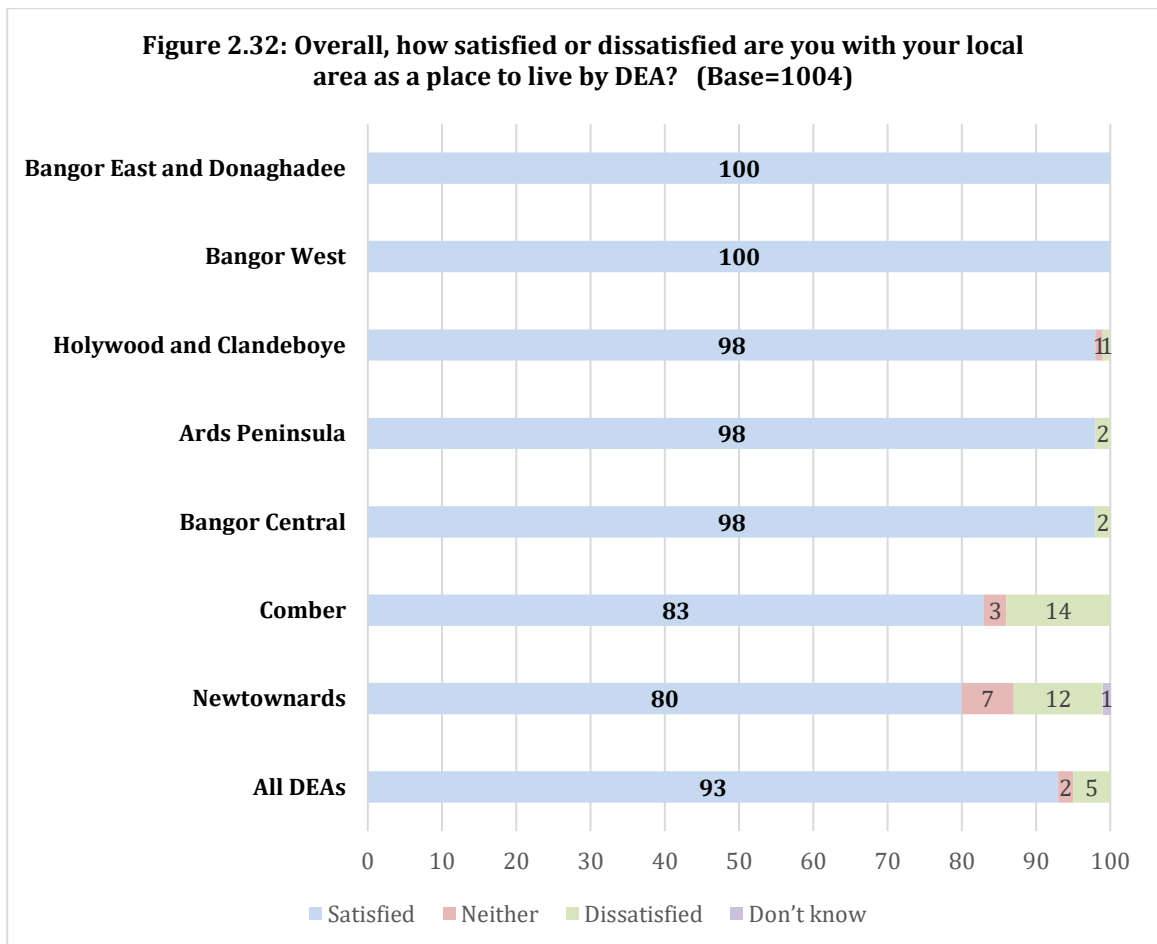


2.13 Satisfaction with local area as places to live

More than nine out of ten (93%) residents said they are either 'very satisfied' (20%) or 'satisfied' (73%) with their local area as a place to live. Two percent are 'neither satisfied nor dissatisfied', and five percent are either 'dissatisfied' (4%) or 'very dissatisfied' (1%).



Analysis by area shows that all residents in Bangor East and Donaghadee and Bangor West were satisfied with their local area as a place to live, with residents in Newtownards (80%), least likely to be satisfied.



2.13.1 Reasons why residents dissatisfied with their local area as a place to live

The reasons why some residents said they are dissatisfied or very dissatisfied with their local area as a place to live included:

Ards Peninsula

- Not much to do in the area for younger people.
- Not very clean. Dog fouling in the pitches and parks. Needs more restaurants, bars etc.
- The area is untidy and needs attention to make it easier on the eye.

Bangor Central

- Nothing being done about litter or dog fouling.
- Since the pandemic lots of businesses have shut. Lots of parks run down and less things to do.
- There's so many things needing done.

Bangor East and Donaghadee

- None of the residents dissatisfied.

Bangor West

- None of the residents dissatisfied.

Comber

- Not much to do. Also just think the houses look really old and the area just doesn't look very nice.
- Don't know your neighbours anymore. No community spirit.
- Grass isn't being cut. Lots of rubbish laying around. People just leaving stuff on the street to get it picked up.
- It is a dump. Litter everywhere. Grass is never cut. Roads are so bad. Just looks depressing.
- Lots of derelict looking buildings. Place hasn't changed for 10+ years.
- Needs an upgrade. Lots of buildings in poor condition.
- Needs more cycling infrastructure, better gardening, more local services, better transport.
- Not a very exciting place. Very quiet. Not many good cafes or bars.
- Not as vibrant as it once was.
- Not much in the area. Bit disconnected from everything.
- Not very exciting in terms of bars, restaurants etc.
- Poor transport links - forces you to need a car.
- Too many cars. Need more legitimate cycle routes and cycling infrastructure
- Very noisy area now. Dog fouling gotten worse now everyone has a dog. Not very peaceful anymore.
- Would be good to have a gym nearby.
- Would like to move away. Neighbours aren't the best.
- Would say lots of improvements to the roads are needed and improvement in quality of shops.

Hollywood and Clondeboyne

- Need more shops

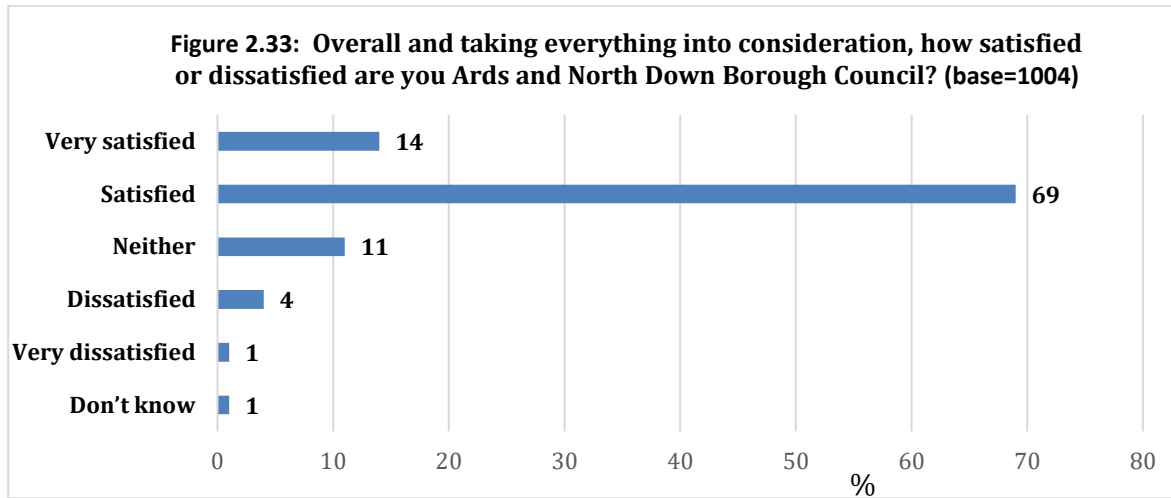
Newtownards

- A lot of the spirit has gone. The sense of community isn't the same.
- Boring. Not a lot to do.
- Buildings look a bit rundown. Shops aren't great. Lots of empty shops.
- Dangerous driving. Dog fouling has went up a lot as well.
- Dangerous driving. Vandalism. Lots of noise.
- Don't like all the flags and the division.
- Don't think it has recovered from covid. No buzz. Lots of shops empty..

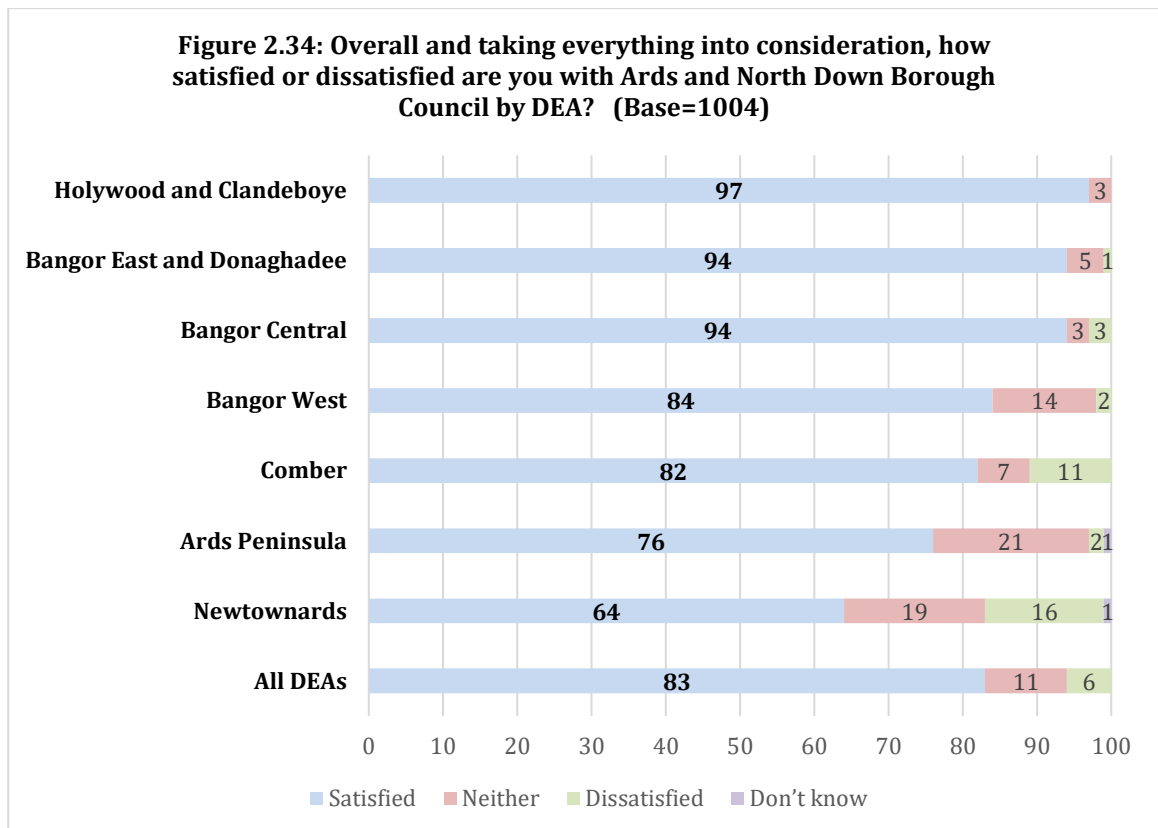
- Housing not nice to look at. Also too many cars in the street. Some people have 2-3 cars per household.
- It looks old and tired. Roads are in bad condition. Not enough is being done to make use of the countryside.
- Lots of disturbances. Noisy. Doesn't feel safe at night.
- Lots of flags on street poles. Can get very rowdy at times. Noisy and feels unsafe at night.
- Lots of vandalism and very noisy.
- No real sense of community.
- No real sense of community. Looks very dull and tired.
- Not a lot of good pubs or good restaurants. Not enough green spaces.
- Not enough parks and green spaces.
- Not enough things for kids to do.
- Roads in poor condition. Dangerous driving is out of control.
- Shop fronts need to be filled. New business needs supported.
- Some streets are a bit dark. Streets are untidy too, lots of litter.
- Still feeling the effects of the pandemic. Need more shops. More local business.
- Too many cars. Quite noisy. Roads are in bad condition. Graffiti on shop fronts.
- Want to have more gyms and more cycling routes.
- Would like to see more being done about vandalism, dog fouling and kids getting up to no good.

2.14 Overall resident satisfaction with the Council

Overall, and taking everything into consideration, 83% of residents said they are either 'very satisfied' (14%) or 'satisfied' (69%) with the Council. Eleven percent were 'neither satisfied nor dissatisfied', with 5% either 'dissatisfied' (4%) or 'very dissatisfied' (1%). One percent answered, 'don't know'.



Analysis by area shows that 97% of residents in Holywood and Clondeboye were satisfied overall with the Council, with residents in Newtownards (64%) least likely to be satisfied.



Those residents more likely to be satisfied with Ards and North Down Borough Council included:

- ABC1 residents (89%) compared with C2DE residents (76%);
- Those with relatively higher levels of educational attainment (high, 90%; medium, 88%; low, 73%);
- Non-disabled residents (88% vs. 77%);

2.14.1 Reasons why residents dissatisfied with Ards and North Down Borough Council

The reasons why some residents are dissatisfied with Ards and North Down Borough Council include:

- A bit quiet and uninvolved.
- Apart from taking the bins and cleaning the streets they don't appear to be doing much else.
- Area where we are is nice but go into the town and there is a lot of litter. Lots of shop fronts not being used.
- Lots of tired looking old buildings that need investment.
- Believe they could offer more of what residents actually want.
- Can remember the plans for the regeneration almost 10+ years ago and it never happened.
- Town centre is in need of investment and being renovated and re-organised.
- Could be more engaging. Use social media more.
- Difficult to communicate with. Don't get a straight answer. Poor experience with waste collection and recycling.
- Difficult to communicate with. Food/drink is expensive at all council events/facilities.
- Don't do enough in the community. Should be more visible.
- Don't feel the council were very helpful.
- Don't spend the money wisely.
- Don't think the money is being spent wisely. Should be spent on infrastructure and looking ahead into the future.
- Don't think they really do a lot.
- Every time I have had an issue/problem it's difficult to communicate with them and get any action to resolve it.
- Haven't done enough to protect key services from being privatised.
- Housing in our area is very poor. It is not clean or tidy either.
- I don't think the council did enough about my complaint.
- I want a house and can't get one.
- I wanted the council to do more.
- Lot of people struggling with cost of living and not enough help has been provided.
- Need to do more to make sure services remain in public hands.
- Never ask for our opinions. Very quiet. Don't provide enough meaningful services.
- No idea what it is they actually do and how they spend our money.
- No real sense of community as there was before and think the council is partly to blame.
- Not enough being done to help people with rates.
- Not happy with proposed privatisation of council leisure centres etc.
- Not providing enough - especially for kids.
- Not very active. Distant, uninvolved apart from the basic things like cleaning streets and running leisure centres.
- Not very present in the community. Have been less and less since covid.
- Nothing gets done.
- Offer very little other than street cleaning and collecting bins.
- When complaining about noise, litter and dog fouling it wasn't a good experience and felt like a waste of time.
- Should be doing more of the things people want like gardening maintenance and trying to freeze rates.
- Should be making residents more aware of the services.
- Some services at risk of being privatised. The Town Masterplan hasn't been achieved. Not good.
- Struggle to do the basics now like keep the town clean and the parks looking well maintained.
- Contact experience not great. Don't have resources to cope with basics e.g. pest control, keeping the area tidy.
- The situation with the leisure centres being at risk of privatisation.
- Expensive for rates.
- There not that bothered about helping you when you need it.
- Too quiet. They do not interact with people enough and the town has just stayed the same for years and years.
- They are very ignorant to deal with.
- They do not offer enough support or engagement to residents.
- They have a duty to do more and to engage the entire Borough and deliver our vision.
- They have been selling off some services to private companies.
- They keep increasing rates.
- they keep reducing services and jobs.
- They need to do much more about litter on the streets.
- They're not doing anything to help the people or the town.
- Think it is a bit bloated. They need to restructure a lot of the current council and change the outlook.
- Think they can do more to be visible and active in the community. More direct face to face representation.
- Stagnated since pandemic. Plans in place haven't come through e.g. Greenway and regeneration. Still waiting.
- Too much focus on recycling and on things that don't matter much to ordinary people.
- Unhelpful and difficult to communicate with.
- Very slow to react to enquiries or complaints.
- We as residents feel they do not care about our opinion. They will do it their way.
- When I've used the online services it is good; but the town needs to be better looked after.

2.15 Suggestions for Council improvement

All respondents were invited to suggest one area they would like to see the Council improving on, with the most common suggestions including: keeping areas clean / reduce litter / reduce fly-tipping etc. (8%); freeze both domestic and business rates (7%); more jobs / attract employment (6%); and improve maintenance of roads and pathways (6%).

Table 2.2: If there was one single thing or area you would like to see the Council improving on, what would this be? Base=1004)		
	%	n
Keep area clean and tidy/reduce litter/fly tipping/clear way grass/ weeds / street cleaning	8	85
Cheaper/freeze rates - both domestic and business rates	7	72
More jobs/attract employment to the area (incl. jobs for young people and disabled)	6	59
Improve roads and pathways maintenance	6	57
Attract more tourism/visitors to the area	4	43
Transparent / more public consultation/keep community informed of plans/developments and delays	4	38
Doing more for young people - provision of activities, services and facilities	4	43
Access to more affordable/better quality housing	3	32
Be more environmentally aware/carbon neutral and sustainable	3	31
Focus on local regeneration/help fill empty shops	3	32
More/larger bins both domestic and public	3	26
Just keep doing what they are doing/nothing more really	3	30
Attract new businesses to area	2	19
Support local businesses more	2	24
Stop appointment system at the recycling centres and increase opening times	2	24
Improve street lighting	2	16
Clamp down on dog fouling/ increased number of dog wardens/provision of more dog waste bins	2	24
Do more to help the community/increase level of public services and access to social care	2	21
Provide financial support to most vulnerable in the community / those struggling to pay bills / energy	2	23
More activities/services/facilities for young children	2	24
Better public transport and bus services	1	12
More free parking	1	6
Better/improved/more green spaces/parks	1	11
Better/safer play parks	1	9
Improved social media presence/online consultation/quicker online processes	1	11
Bigger/more recycling bins	1	8
More CCTV locally	1	9
Reduce vandalism/anti-social behaviour/loitering	1	8
Develop cycling routes/green routes	1	8
Responding to queries and complaints quicker	1	9
Getting things done a bit quicker/when they say they will	1	8
Provide more support and services for older people/pensioners	1	10
More waste/bin/recycling collections	1	10
More recycling stations - bottle banks/clothing banks	1	11
More funding for education	1	7
More leisure centres/sports centres/facilities and classes	1	8
Increased Police presence needed	1	7
More funding for people with special needs/people with disabilities	<1	3
Allow vans and camper vans into recycling centres	<1	2
Encourage green investment to area	<1	4
To be more accessible/easier to contact	<1	2
Provision of more childcare resources	<1	1
Better recycling guidance (currently just put a sticker on the bin with no explanation)	<1	3
Improved access to health service resources	<1	2
More community events	<1	4
Provision of more benches and public seating	<1	3
More public toilets	<1	3
Stop putting up council rents	<1	3
Protect services from being privatised	<1	4
Spend budgets wisely	<1	4
Other	4	39
Don't know	5	52

Appendices

Appendix 1 (Questionnaire)



Ards and North Down Borough Council

Resident Survey (2023)

Questionnaire Draft

V6 - FINAL

1 November 2023



Introduction

Good morning/afternoon/evening, my name is [NAME] from Social Market Research an independent research agency. We are undertaking a residents' survey on behalf of Ards and North Down Borough Council. The aim of the survey is to help the Council understand the views and experiences of local people so that it can plan and deliver better services. The survey asks about living in Ards and North Down, your local area and wellbeing and satisfaction with Council services..

The survey is anonymous and confidential and you or your household cannot be identified in any way. Please note you will be asked for your personal details at the end of the survey but these details will not be linked to the answers you have given during the survey or given to Ards and North Down Borough Council. They are purely used by us for validation purposes (i.e. to make sure the survey was conducted correctly when we carry out our quality control checks).

By participating, we accept that you are opting in to freely submit information and personal data on a consensual basis. Your responses will be confidential and your rights are protected under GDPR. You don't have to answer any question you don't want to, and you can end the interview at any time. Please be as honest as possible in your response. Remember that there are no right or wrong answers. If you have questions about this survey, I will provide you with a telephone number for you to call to get more information.

X1. This call may be recorded for training and quality purposes are you happy with this? **(Single Code)**

Yes	1
No	2

X2. Are you happy to consent to take part in the survey? **(Single Code)**

Yes, continue	1
Yes, but not at this time and arrange a call back	2
No – terminate interview (thank and close)	3
Other (please specify)	4

X3. INTERVIEWER: Enter your interviewer ID number

X4. INTERVIEWER: Insert Sample Number

Section A: Council Services

I want to start by asking you about your awareness and use of services provided by Ards and North Down Borough Council. Please remember there are no right, or wrong, answers and the Council simply wants to better understand how much residents know about different services.

- A1. First, please say which of the following services do you believe are provided by Ards and North Down Council? **INTERVIEWER READ OUT: Code all mentioned**

Arts and Museums	1
Car parking	2
Community group support	3
Business support	4
Enforcement (e.g. in relation to dog fouling, noise control etc.)	5
Environmental health (food hygiene – scores on doors, water quality control, house safety visits etc.)	6
Leisure and community centres	7
Licensing (e.g. dogs, gaming, entertainment etc.)	8
Planning and Building Control	9
Play parks and open spaces	10
Public toilets	11
Cemeteries	12
Road maintenance	13
Regeneration of towns and villages	14
Street cleansing	15
Street Lighting	16
Tourism Services e.g. visitor information services	17
Household waste collection service	18
Household recycling centres	19

- A2. In the last 12 months have you used or visited any of the following Council provided services, facilities or events? **INTERVIEWER READ OUT: Code all mentioned**

Arts and Museums	1
Car parks	2
Community group support	3
Business support	4
Enforcement and licencing (e.g. in relation to dogs, noise, entertainment etc.)	5
Environmental health (food hygiene - scores on doors, water quality control, house safety visits etc.)	6
Leisure and community centres	7
Planning and/or building control	8
Play parks and open spaces	9
Registration of births, deaths, marriages, civil partnerships	10
Attractions e.g. Pickie / Exploris/ Visitor Information Centres	11
Council events	12
Household waste collection service	13
Household recycling centres	14
Not used any of the above services	15

- A3. Have you used, visited or attended any additional council services, facilities or events in the last 12 months? (i.e. council services, facilities, events etc. not on the previous list)

Yes	1
No	2

ASK IF A3 EQ 1

A4. Which other service (s), facilities or events have you used or visited in the last 12 months?

--

ASK FOR EACH SERVICE USED, VISITED OR ATTENDED AT A2 AND A4

A5. How satisfied or dissatisfied were you with the service you received at each of the services, facilities or events you used, visited or attended? **Single code**

Very satisfied	1
Satisfied	2
Neither satisfied nor dissatisfied	3
Dissatisfied	4
Very dissatisfied	5
<i>Don't know</i>	6

Arts and Museums	1
Car parks	2
Community group support	3
Business support	4
Enforcement and licencing (e.g. in relation to dogs, noise, entertainment etc.)	5
Environmental health (food hygiene - scores on doors, water quality control, house safety visits etc.)	6
Leisure and community centres	7
Planning and/or building control	8
Play parks and open spaces	9
Registration of births, deaths, marriages, civil partnerships	10
Attractions e.g. Pickie / Exploris/ Visitor Information Centres	11
Council events	12
Household waste collection service	13
Household recycling centres	14
Other services / facilities visited	15

ASK FOR EACH SERVICE FLAGGED 4 (DISSATISFIED) OR 5 (VERY DISSATISFIED) AT A5

A6. Why were you dissatisfied or very dissatisfied with this service? (Answer as appropriate)

	Reason for dissatisfaction
Arts and Museums	
Car parks	
Community group support	
Business support	
Enforcement and licencing (e.g. in relation to dogs, noise, entertainment etc.)	
Environmental health (food hygiene - scores on doors, water quality control, house safety visits etc.)	
Leisure and community centres	
Planning and/or building control	
Play parks and open spaces	
Registration of births, deaths, marriages, civil partnerships	
Attractions e.g. Pickie / Exploris/ Visitor Information Centres	
Council events	
Household waste collection service	
Household recycling centres	

The next few questions are about recycling.

A7. How would you rate your level of commitment to recycling? (Select one only)

Single code

Very high	1
High	2
Medium	3
Low	4
Very low	5

A8. How confident are you that you put all your different materials / waste in the right place to ensure they are recycled where possible? **Single code**

Very confident	1
Confident	2
Not very confident	3
Not at all confident	4

A9. What **single thing** do you think would help you recycle more?

--

Section B: Contact with the Council

I now want to ask you about your experience of contacting the Council and general communication with the Council.

- B1. In the last 12 months have you contacted or made an enquiry to the Council face-to-face, by phone, email, social media or any other way? **Select all that apply**

Yes, face-to-face	1
Yes, by phone	2
Yes, by email	3
Yes, by social media	4
Yes, (other – please specify)	5
No	6

IF MORE THAN ONE FORM OF CONTACT AT B1 ASK B2 ELSE GO TO B3

- B2. Was your most recent contact by face-to-face, phone, email, social media or some other way?
Single code only

Face-to-face	1
Phone	2
Email	3
Social Media	4
Other (please specify)	5

ASK IF B1 LT 6

- B3. How would you rate your experience of your most recent contact?
Single code only

Excellent	1
Good	2
Fair	3
Poor	4
Very poor	5

ASK IF B3 EQ 4 OR 5

- B4. Why do you say that?

I now want to ask you about broadband, the internet and going online.

- B5. Is your home connected to broadband? **(Select one only)**

Yes	1
No	2

B6. How would you rate the quality of broadband coverage where you live?

Single code only

Excellent	1
Good	2
Fair	3
Poor	4
Very poor	5
[Don't know]	6

B7. How often do you use the internet / go online?

Single code only

At least daily	1
Every few days	2
Weekly	3
Fortnightly	4
Less often	5
Never	6

B8. Do you use any of the following social media platforms?

Code all that apply

Facebook	1
Twitter \ X	2
Instagram	3
LinkedIn	4
Don't use any of these social media platforms	5

B9. In the last 12 months have you visited the Council's website? **Single code only**

Yes	1
No	2

ASK IF B9 EQ 1

B10. Why did you visit the Council's website? **Code all that apply**

Get information on a council service	1
Find out about opening times for a service (e.g. household recycling centre, leisure centre etc.)	2
Find out about a council event	3
Pay for/book a Council service, e.g. buy a dog licence, book a HRC visit	4
Get contact details of someone in the Council	5
Get contact details of your local councillor	6
Other (please specify)	7

ASK IF B10 EQ 1, 2, 3 OR 4

B11. When you visited the council's website, which service (s) were you looking for information about?

Code all that apply

Arts and Museums	1
Building control	2
Car parking	3
Community halls or centres	4
Community group support	5
Business support	6
Environmental health (food hygiene - scores on doors, water quality control, house safety visits etc.)	7
Leisure centres	8
Licensing (e.g. dogs, gaming, entertainment etc.)	9
Planning	10
Play parks and open spaces	11
Regeneration projects within towns and villages / Bangor Waterfront	12
Registration of births, deaths, marriages, civil partnerships	13
Tourism Services e.g. visitor information services	14
Activities e.g. Pickie / Exploris etc.	15
Council events	16
Household waste collection service	17
Household recycling centres	18
Other services, facilities or events (please specify)	19
Don't know / can't remember	20

ASK IF B11 LT 19B12. Were you able to find the information you were looking for? **Single code only**

Yes	1
No	2

ASK IF B9 EQ 1

B13. Overall how satisfied or dissatisfied were you with the Council's website?

Single code only

Very satisfied	1
Satisfied	2
Neither	3
Dissatisfied	4
Very dissatisfied	5
Don't know	6

ASK B13 EQ 4 OR 5

B14. Why are you dissatisfied?

- B15. The Council is continually reviewing how it provides services to residents. How supportive or unsupportive would you be of the Council making more of its services available online (e.g. registration of births, deaths, marriages, getting dog licences etc.)?

Single code only

Very supportive	1
Supportive	2
Not very supportive	3
Not at all supportive	4
Don't know	5

ASK IF B15 EQ 3 OR 4

- B16. Why do you say that?

- B17. How likely is it that you personally would engage in online transactions to avail of council services?

Single code only

Very likely	1
Likely	2
Not very likely	3
Not at all likely	4
Don't know	5

Section C: Communication and Perception

I now want to ask you about getting information on Council services and communication with the Council generally.

- C1. How easy or difficult do you find getting information on Council services or initiatives?

Single code only

Very easy	Easy	Difficult	Very difficult	(Don't know)
1	2	3	4	5

- C2. Looking to the future, what are **the best ways** for the Council to communicate with you to let you know what is going on across the Council? **INTERVIEWER READ OUT AND CODE TOP 3 IN RANK ORDER OF IMPORTANCE**

	Rank 1	Rank 2	Rank 3
Council website	1	1	1
Email	2	2	2
Events	3	3	3
Facebook	4	4	4
Instagram	5	5	5
Leaflets	6	6	6
Letter	7	7	7
Local newspapers	8	8	8
Mobile phone apps	9	9	9
Radio	10	10	10
Twitter \ X	11	11	11
Via a Council magazine posted to all households	12	12	12
Other Social Media (please specify)	13	13	13
Other (please specify)	14	14	14

- C2a. Are you supportive or unsupportive of a Council magazine being sent to all households in the Borough. This magazine would provide information on Council services and events.

Supportive	1
Unsupportive	2
Don't know	3

- C3. From time to time the Council undertakes engagements with residents regarding the provision of particular services. Have you ever taken part in a council engagement/information exercise ?

Select all that apply

Yes, in the last 12 months	1
Yes, more than a year ago	2
No	3
Don't know / can't remember	4

ASK IF C3 EQ 1 OR 2

- C4. Thinking about the **most recent engagement exercise** you took part in, what was this about? **DO NOT PROMPT RESPONDENT – Single code only**

Bangor Waterfront	1
Good relations	2
Greenways Routes	3
Town Centre Masterplans	4
Other (please specify)	5
Don't know / can't remember	6

ASK IF C5 EQ 1 or 2

- C5. How would you rate your experience of taking part in the most recent Council engagement / information exercise you took part in? **Single code only**

Excellent	1
Good	2
Fair	3
Poor	4
Very poor	5

ASK IF C5 EQ 4 OR 5

- C6. Why do you say that?

--

ASK IF C3 EQ 3

- C7. Why have you not participated in any Council engagement events in the last 12-months?

Code all that apply

Unaware of any council consultations	1
No interest	2
Aware of consultations but not invited to participate	3
Do not see the value of council consultations	4
Taking part is too difficult	5
Other (please specify)	6

- C8. If the Council is running an engagement event in the future, how would you like the Council to engage with you? **READ OUT:**
Code all that apply

Public meetings	1
Online	2
Council newsletter (Borough Magazine)	3
Letter	4
Focus groups	5
Surgeries (e.g. where you can go along and get information or advice)	6
Other (please specify)	7
Do not want the Council to engage with me	8

ONLY DISPLAY IF MORE THAN ONE ITEM SELECTED AT C8 (DON'T ASK IF C8 EQ 8)

- C9. Of the different ways you said you would like the Council to engage with you, which of these do you feel would be **best** for you? **(Select one only)**

Public meetings	1
Online	2
Council newsletter (Borough Magazine)	3
Letter	4
Focus groups	5
Surgeries (e.g. where you can go along and get information or advice)	6
Other (please specify)	7

- C10. Overall, how well informed do you think the Council keeps residents about the services and benefits its provides? **Single code only**

Very well informed	Fairly well informed	Not very well informed	Not well informed at all	(Don't know)
1	2	3	4	5

- C11. Overall, how satisfied or dissatisfied are you with the level of engagement the Council offers to local residents? **READ ALOUD TO ALL RESPONDENTS: By engagement we mean giving local people information about the council, asking them for their views and giving them a direct say in decision-making. Single code only**

Very satisfied	1
Satisfied	2
Neither	3
Dissatisfied	4
Very dissatisfied	5
Don't know	6

ASK IF C11 EQ 4 OR 5

- C12. Why are you dissatisfied?

- C13. If Ards and North Down Borough Council were a person, what single word or phrase would you use to describe its personality?

C14. Please say if you agree or disagree with the following statement:

'Given the range of services provided to residents, Ards and North Down Borough Council provides good value for money' **Single code only**

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
<i>[Don't know]</i>	6

Section D: Council Priorities and the Council as a Place to Live

Thank you for your patience. We are more than half way through the survey and I now want to ask you about Council priorities. I also want to ask you about your local area as a place to live.

D1. Of the following, please rank in order of importance what you feel should be the top 3 priorities for the Council.

INTERVIEWER READ OUT AND RECORD TOP 3 IN RANK ORDER

	Rank		
	1	2	3
Attracting jobs and investment into local economy			
Ensuring annual rate increases are kept at or below inflation			
Supporting residents and businesses' health and wellbeing			
Improving skills and employability of local people			
Making the Council area cleaner and more attractive			
Making the Council area more sustainable (reducing waste, increased recycling etc.)			
Attracting visitors to the Borough			
Other (please specify)			

D2. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

[Please consider your local area to be the area 15-20 minutes walking distance from your home] **Single code only**

Very satisfied	1
Satisfied	2
Neither	3
Dissatisfied	4
Very dissatisfied	5
<i>Don't know</i>	6

ASK IF D2 EQ 4 OR 5

D3. Why are you dissatisfied?

- D4. Overall and taking everything into consideration, how satisfied or dissatisfied are you with Ards and North Down Borough Council? **Single code only**

Very satisfied	1
Satisfied	2
Neither	3
Dissatisfied	4
Very dissatisfied	5
Don't know	6

ASK IF D4 EQ 4 OR 5

- D5. Please say why you are dissatisfied?

- D6. If there was **one single thing** or area you would like to see the Council improving on, what would this be?

Section E: Demographic and Monitoring Questions

Finally, in this final part of the survey I will ask you some questions about yourself.

- E1. Are you...? **(Select one only)**

Male,	1
Female	2
Identity as other (please specify)	3
Prefer not to say	4

- E2. What age are you? **INTERVIEWER RECORD AGE:**

- E3. What is your marital status? **Single code only**

Single (never married and never registered as a same-sex civil partnership)	1
Married or in a registered same-sex civil partnership	2
Living together, as if you are married or in a registered same-sex civil partnership	3
Separated (but still legally married or in a registered same-sex civil partnership)	4
Divorced or formerly in same-sex civil partnership which is now legally dissolved	5
Widowed or surviving partner from a same-sex civil partnership	6
Prefer not to say	7

- E4. Now, can I ask you a few questions about your health?

Yes	1
No	2

ASK E4 EQ 1

- E5. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Include problems related to old age. **READ OUT - Single code only**

Yes, limited a lot	1
Yes, limited a little	2
No	3
Prefer not to say	4

ASK E5 EQ 1 OR 2

- E6. Please say how this disability affects you. **DO NOT PROMPT – Code all mentioned**

Physical Disability	1
Hearing Impairment	2
Sight Impairment	3
Mental Health condition	4
Learning Disability	5
Long Standing illness	6
Other (please specify)	7
Prefer not to say	8

- E7. Please indicate your community background. **Single code only**

I am a member of the Protestant community	1
I am a member of the Roman Catholic community	2
I am not a member of either the Protestant or the Roman Catholic communities	3
Prefer not to say	4

- E8. Please state your religious denomination. **Single code only**

No religion	1
Christian	2
Buddhist	3
Hindu	4
Jewish	5
Muslim	6
Sikh	7
Other religion (please specify) [pop up box]	8
Prefer not to say	9

- E9. How would you describe your national identity? **Single code only**

British	1
Irish	2
Northern Irish	3
English	4
Scottish	5
Welsh	6
Other (please specify) [pop up box]	7

E10. What is your ethnic group? **Single code only**

White	1
Chinese	2
Irish Traveller	3
Indian	4
Pakistani	5
Bangladeshi	6
Black Caribbean	7
Black African	8
Black Other	9
Mixed ethnic group (please specify) [pop up box]	10

E11. Do you have dependants or caring responsibilities for family members or other persons? **(Select one only)**

Yes	1
No	2

ASK E11 EQ 1

E12. Please indicate which of the following caring responsibilities you have.
(Code all that apply)

A child or children	1
A person with a disability	2
An elderly person	3
Other (please specify) [pop up box]	4

E13. Are you currently.? **Single code only**

Employed full-time	1
Employed part-time	2
Unemployed	3
Self-employed	4
Full-time homemaker	5
Retired	6
Still studying	7
Disabled or too ill to work	8
Prefer not to say	9

E14. What is the occupation of the chief income earner in your household?

INTERVIEWER RECORD OCCUPATION

--

E15. **INTERVIEWER RECORD SEG OF CHIEF INCOME EARNER: (Select one only)**

A	B	C1	C2	D	E
1	2	3	4	5	6

E16. What is the highest level of education qualifications you have obtained?

Single code only

Degree or higher degree	1
Higher education qualification below degree level	2
A-levels (or equivalent)	3
ONC/BTEC	4
O-level or GCSE equivalent (Grade A-C)	6
O-level or GCSE (Grade D-G)	7
No formal qualifications	8
Other (please specify) [pop up box]	9
Prefer not to say	10

E17. Are you happy to answer a question about your sexual orientation? This information is anonymous, and you cannot be identified in any way.

Yes	1
No	2

ASK E17 EQ 1

E18. Is your sexual orientation towards someone of...? **CODE ONE ONLY**

The same sex	1
Different sex	2
Both sexes	3
Not sure	4
Other (WRITE IN)	5
Refused	6

CLOSE AND THANK RESPONDENT

Appendix 2 (Technical Appendix)

Survey Sampling

Given the importance of the survey, and the contribution of the survey results to providing the Council with a robust evidence base, it was essential that the sampling methodology produced survey results representative of all residents aged 16+ across the Borough.

To this end, the survey was conducted using quota sampling with tightly controlled quotas applied for resident: age; sex; social class; and, DEA within the Borough (Table A1.1). Table A1.1 presents the sample profile compared with known population parameters and shows that sample estimates are broadly in line with census estimates. The 95% Confidence Intervals are also presented.

Table A1.1 Sample Profile Compared with Ards and North Down Population (aged 16+) [N=1004]				
		Population (%)	Sample (%)	95% Confidence Interval (+/-)
Sex	Male	48	48	44.9-51.1
	Female	52	52	48.9-55.1
Age	16-34	24	19	16.6-21.4
	35 to 59	40	49	45.9-52.1
	60+	36	32	29.1-34.9
Social Class ⁷	ABC1	55	54	50.9-57.1
	C2DE	45	46	42.9-49.1
District Electoral Area	Comber	12	13	10.9-15.1
	Bangor East and Donaghadee	18	13	10.9-15.1
	Newtownards	15	19	16.6-21.4
	Bangor West	12	13	10.9-15.1
	Bangor Central	15	15	12.8-17.2
	Holywood and Clondeboyne	13	13	10.9-15.1
	Ards Peninsula	15	14	11.9-16.1
Source: Northern Ireland Census of Population				

Survey Data Collection

The survey was conducted using Computer Assisted Telephone Interviewing (CATI). Fieldwork on the survey was conducted between 27 October and 23 November 2023. A pilot survey was completed prior to the main survey, with the survey questionnaire revised accordingly. All interviews were conducted by telephone with interviewers briefed before the commencement of fieldwork. All survey procedures were in accordance with the ISO20252:2019 Standard.

⁷ Social class definition based on the National Readership Survey (NRS) and used widely in market research to classify occupations (A: upper middle class; B: middle class; C1: lower middle class; C2: skilled working class; D: working class; E: non-working)