

Mackman
Research.

2023

Tendring District Council

CORPORATE PLAN CONSULTATION

FINDINGS PRESENTATION

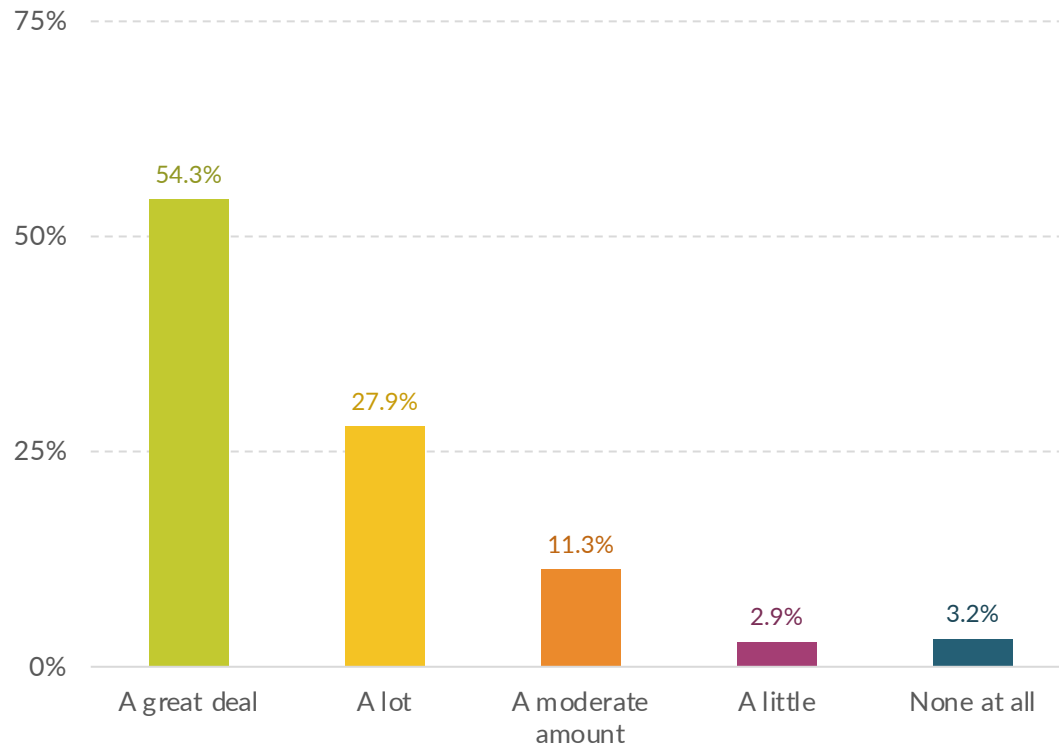
Key Findings

“It would be nice to feel safe to walk the streets.”

- 'Championing the Local Environment', 'Pride in our Area', and 'Financial Sustainability and Openness' resonate 'a great deal' with residents and partners.
- Respondents are **proud to live and work in Tendring** - visible signs of neglect affect levels of pride and impact upon the perception of value for money with regards to Council Tax.
- Respondents do not distinguish between TDC's responsibility and that of ECC or Central Government.
- Residents are most concerned with:
 - Road and pavement maintenance;
 - Public transport routes & reliability;
 - Public safety & Police coverage;
 - Access to healthcare;
 - Affordable housing;
 - Recycling range.
- Barriers to digital technology may hinder accessing TDC's services.
- Service reduction is not supported.
- Residents invite open dialogues to assist in the development of strategies.

FIG. 4 – ONLINE ONLY

Pride in our Area and Services to Residents



Pride in our area and services to residents – How relevant is the theme and description to you and your life at the moment?

19

589 responses

442 Comments

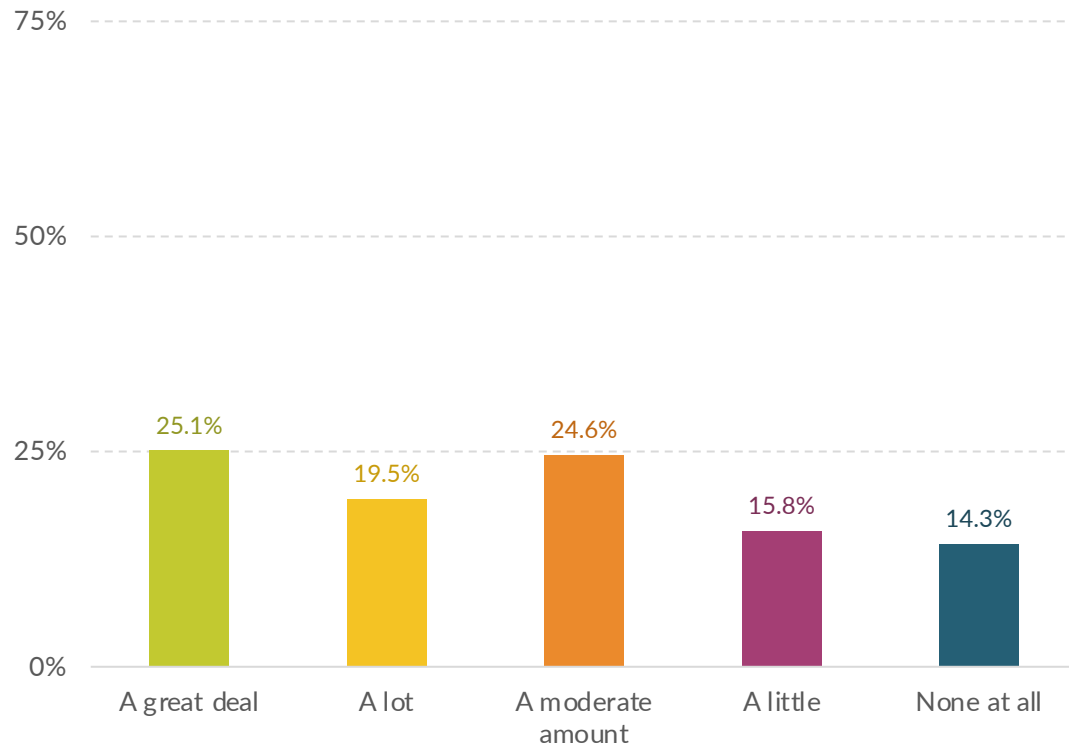
Pride is affected by the following most frequently mentioned issues:

- Clean spaces
- Litter build-up (particularly at peak season)
- Sustainable social housing for local people
- Road and footpath maintenance

* FIGURES SHOWN ARE REPRESENTATIVE OF THE TOTAL RESPONSES PER QUESTION

FIG. 18 - ONLINE RESIDENTS ONLY

Raising Aspirations and Creating Opportunities



Raising aspirations and creating opportunities – How relevant is the theme and description to you and your life at the moment?

38

585 responses

345 Comments:

Promote reasonably paid work & recruit locally (24.9%)

Support local workers by improving public transport

Create work opportunities for young people (21%)

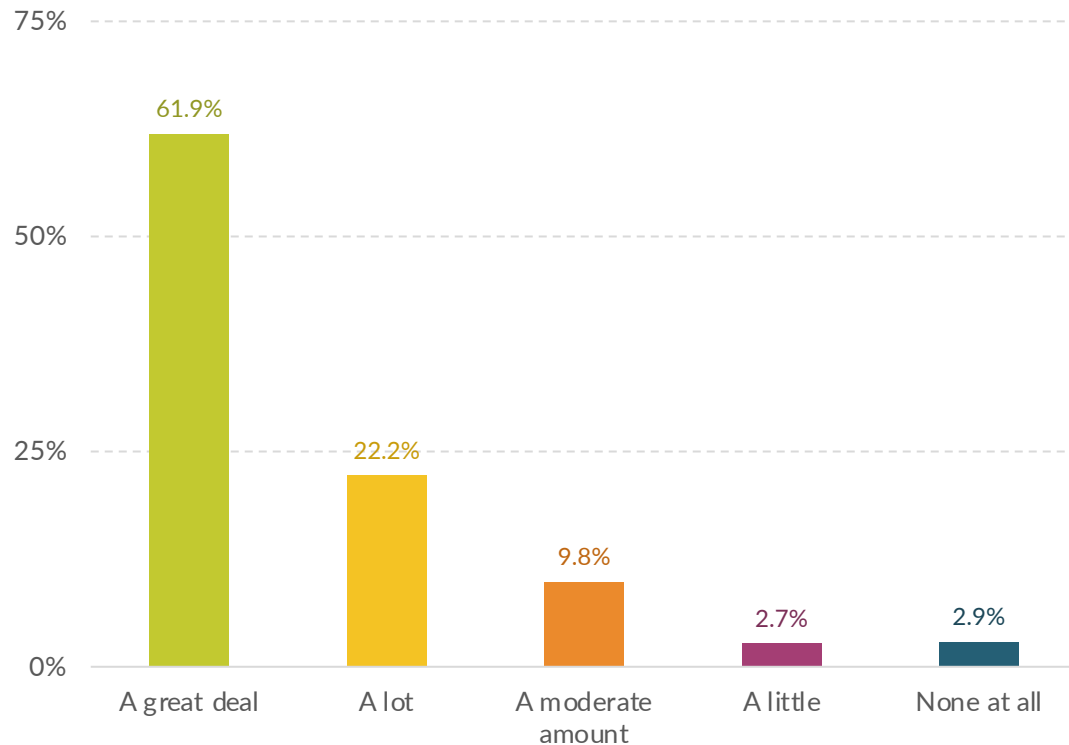
Improve transport connections to other areas to retain young residents (22%)

Provide support to small & independent businesses (14.8%)

* FIGURES SHOWN ARE REPRESENTATIVE OF THE TOTAL RESPONSES PER QUESTION

FIG. 23 - ONLINE ONLY

Championing our Local Environment



Championing our local environment – How relevant is the theme and description to you and your life at the moment?

44

587 responses

Comments:

11.7% Create more indoor and outdoor leisure and maintain existing sites.

11.2% Suggest maintenance of existing green spaces should be a priority for the entire district

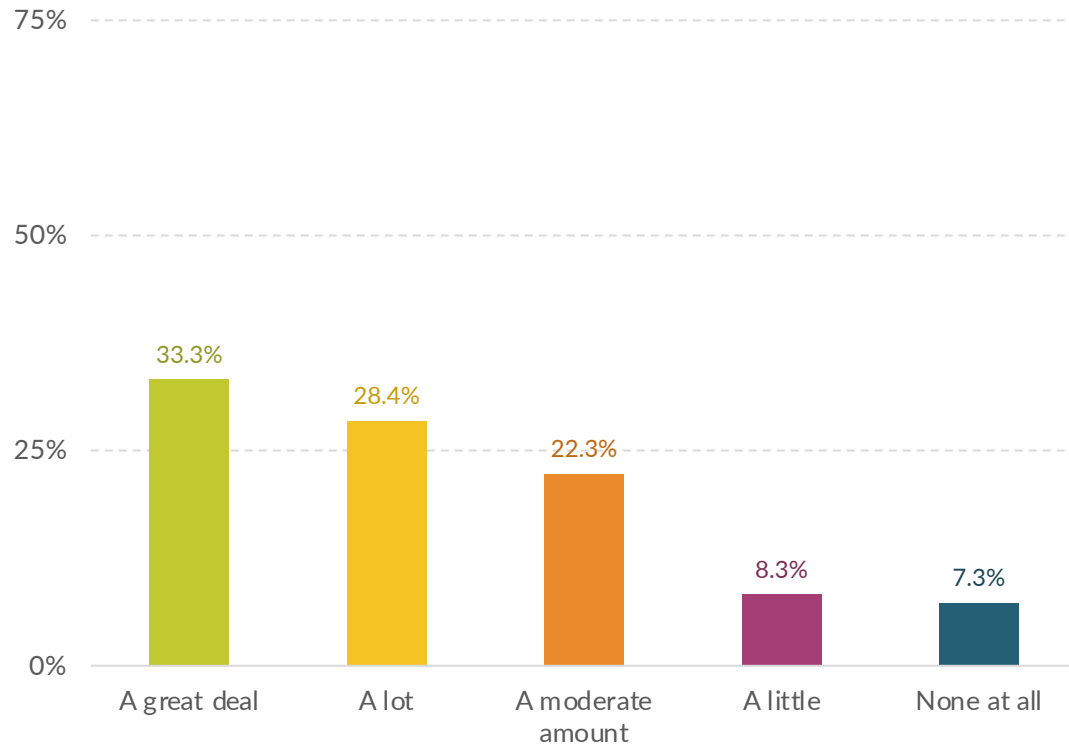
8.1% Improved access to the coast and further interconnection between towns.

6.9% Litter; 5% Vandalism.

* FIGURES SHOWN ARE REPRESENTATIVE OF THE TOTAL RESPONSES PER QUESTION

FIG. 30 - ONLINE ONLY

Working with Partners to Improve Quality of Life



Working with partners to improve quality of life – How relevant is the theme and description to you and your life at the moment?

52

589 responses

Comments:

A loss of community spirit in the district, resulting in social isolation, poor mental health and youth violence.

Residents in all postcodes are calling for safer and more inclusive communities, having watched more young people leave the area for better employment opportunities and more affordable housing.

The third sector, particularly in CO15 and CO16, requires more access to government support, which needs to be transparent and accessible.

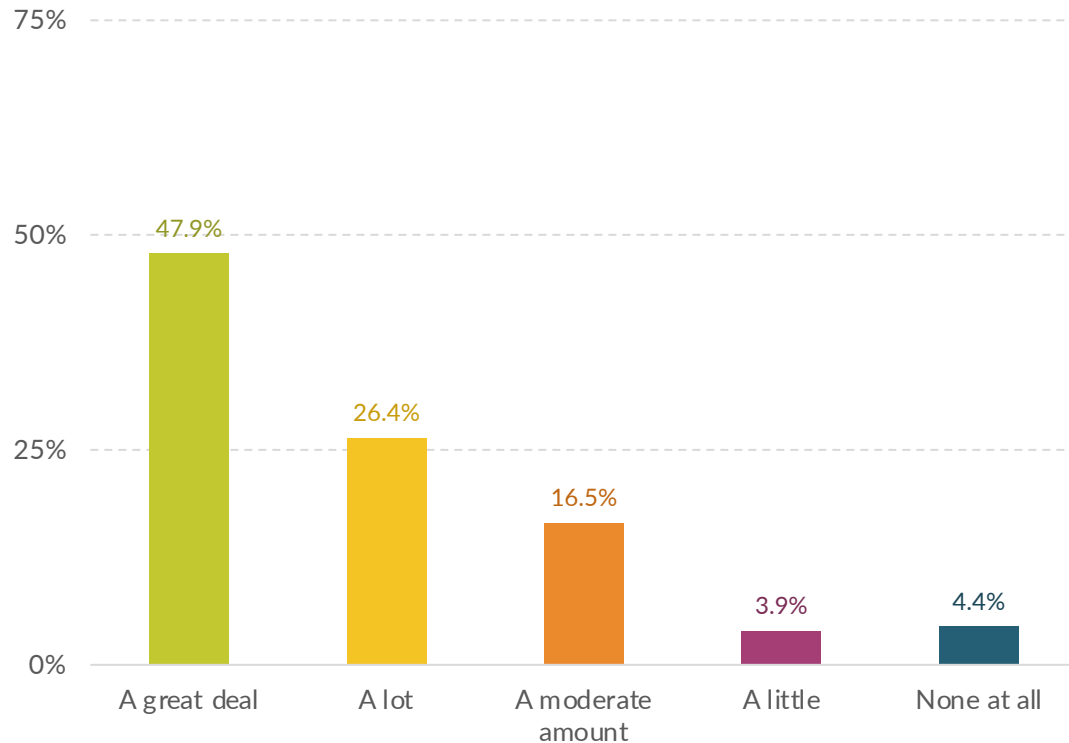
Residents note that some existing support schemes are not always suited to the locality, hence residents should be consulted when developing such plans.

Much praise was given by the respondents for the commitment given by volunteers to their local community.

* FIGURES SHOWN ARE REPRESENTATIVE OF THE TOTAL RESPONSES PER QUESTION

FIG. 36 - ONLINE ONLY

Financial Sustainability and Openness



Financial sustainability and openness – How relevant is the theme and description to you and your life at the moment?

59

582 responses

Comments:

Managing Funds (18.3%) and Transparency (17.7%): Residents want to know that budgets are being well-managed, and that funds are being spent fairly and effectively. Decisions should be well-informed with views from residents of all demographics considered.

Cuts (13.9%): Projects aimed at young people and those with additional needs should be given most priority, and services which ease the burden off residents and tourists should not be cut, e.g. closing public restrooms, litter picking and bin collections.

Listening to the Public (12.2%): Priorities and timelines should be shared with all residents in full consultation and detail (with specificity and openness).

* FIGURES SHOWN ARE REPRESENTATIVE OF THE TOTAL RESPONSES PER QUESTION

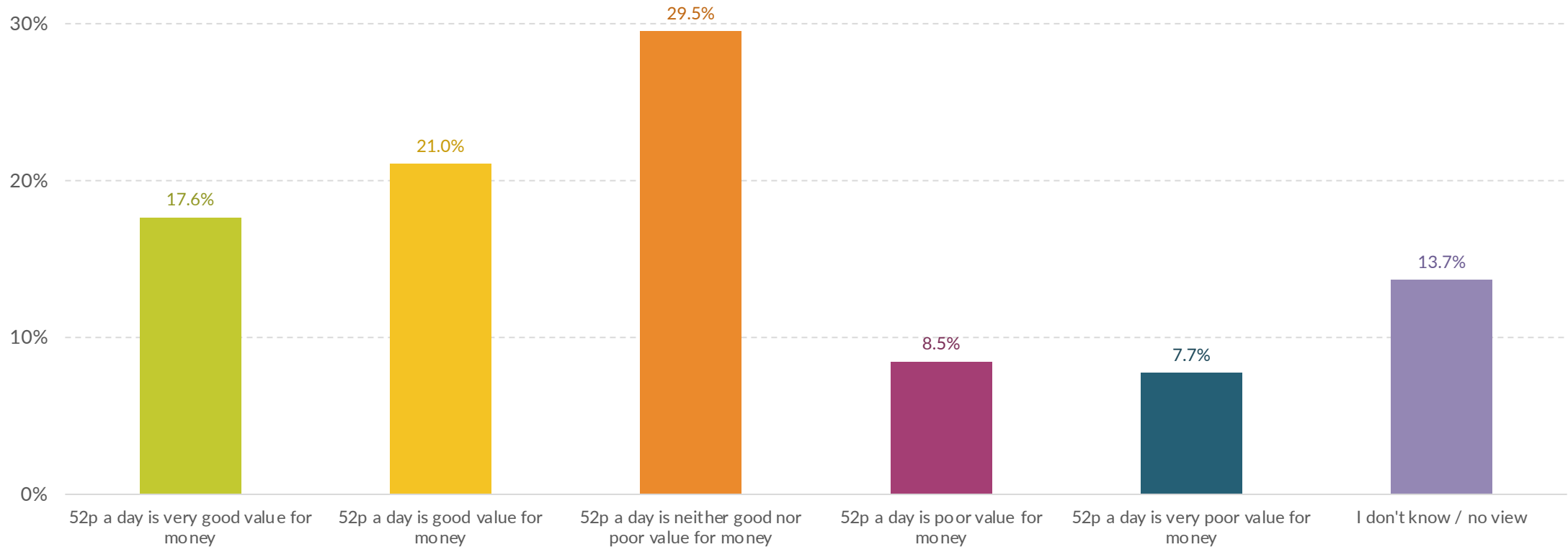
FIG. 37 - ONLINE ONLY

Financial Sustainability and Openness

How do you rate this 52p per day per household (on average) to deliver all of the services the District Council provides each day?

60

545 responses



* FIGURES SHOWN ARE REPRESENTATIVE OF THE TOTAL RESPONSES PER QUESTION

Overall Priorities

Online Q (396 responses): Do you think there is anything missing from the five themes?

- For the environment (19.4%) "**Get basics right**", such as regular maintenance of grass verges. Review recycling schemes Provide more electrical charging points for cars.
- Repairs roads & pavements (18.7%).
- Open forums and create regular consultations.
- Specifics for young people (14.1%) improve employment prospects, and provision for SEN children; Connect schools with local businesses.
- Provide more affordable housing (8.0%) to retain the younger generation; better housing provision for homelessness.

F2F Q (127 responses): What should TDC's priorities be for the district in the new corporate plan?

- Roads & Pavements (28%)
- Police (16%)
- Waste (9%)
- Shops (9%)
- Public Transport (7%)
- Public Toilets (7%)
- Healthcare (6%)

* FIGURES SHOWN ARE REPRESENTATIVE OF THE TOTAL RESPONSES PER QUESTION

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