

**TELFORD & WREKIN COUNCIL
CABINET - 20 FEBRUARY 2014
SERVICE AND FINANCIAL PLANNING 2014/15 - 2015/16 OVERVIEW AND
REVENUE BUDGET
APPENDIX 5 - DEVELOPING THE COUNCIL'S 2014/2015 BUDGET:
CONSULTATION FINDINGS**

Executive summary

Following notification of the Council's 2014/15 grant from government, the Council developed a proposed 2014/15 budget building on the medium-term service and financial strategy developed in 2012.

The 2014/15 budget continues the organisation's focus on attracting new jobs and investment and promoting growth in the borough, which provides jobs and increased prosperity for local people and generates income from additional council tax and business rates etc. that can be used to help us in our mission to protect, as far as we are able to, priority front-line services, particularly for our most vulnerable older people and children. We are working co-operatively with our residents and partners to deliver this agenda.

This year we asked for people's views on whether the Council should accept the council tax freeze grant or raise council tax by 1.9% in line with 2013/14 budget strategy. We also asked people whether they agreed or disagreed with the proposed three main investments; supporting young people to get a job, supporting businesses to create jobs in the borough and improving roads and the environment.

To understand the communities' views on these questions, a programme of consultation was undertaken from early January, closing 4 February. This included:

- A consultation pull out document 'jobs, growth and council tax freeze' summarising the main budget proposals and including a 'cut out' consultation questionnaire to be returned freepost distributed to homes in the borough;
- Signposting opportunities for people to get involved and give their views on the budget strategy including Facebook, Twitter, write in, ring in or text.
- An online budget survey on the budget page of the Council website – www.telford.gov.uk/budget
- A survey of the Community Panel;
- Meetings with a range of groups and organisations including the Parish Forum;
- Out and about sessions in public places and High Street's;
- An open public meeting;
- A Celebrating Co-operative & Partnership Working event in Telford Town Centre;
- Ongoing press releases;
- A meeting with the Employee Joint Information and Consultation Forum (JICF);
- Formal consultation with the Budget & Finance Scrutiny Committee.

In total 4,186 contacts were involved with this consultation programme. A comparison with previous year's budget consultation is set out overleaf>

Method	Number of contacts for Jan 2014	Number of contacts for Jan 2013	Number of contacts for Jan 2012
Forums, groups and organisations	299	266	381
Comments received via email, telephone and social media	109	100	62
Public budget event	46	66	<i>Approx 70 in attendance. Total not recorded in contacts but feature in figures below</i>
Co-operative and partnership working event	96	n/a	n/a
Responses to survey by the Community Panel	527	512	489
Responses to the survey online	876	570	865
Responses to the full survey by paper	n/a	n/a	264
Responses to the survey by paper format including the Your Voice tear out	776	22	<i>779 Council tax question only</i>
Total	2,729	1,536	2,840

Additional information

Method	2014/2015 budget	2013/2014 budget	2012/2013 budget
Total responses to the survey	2,179	1,104	2,397
New Options consultation	875	n/a	n/a
Supporting People consultation	582	n/a	n/a
Draft strategy and Shaping the Future consultation	n/a	n/a	4,602
Total recorded as budget consultation	4,186	1,536	7,442

Headline Findings

When asked about the next two years of council tax:

- **62.3% preferred the Council to freeze council tax until 2016**
 - 54.2% of Community Panel respondents
 - 61.8% of public respondents to the online budget consultation survey
 - 68.8% of public respondents to the paper tear out budget consultation survey
- **33.9% preferred the Council to increase council tax by 1.9% until 2016**
 - 41.4% of Community Panel respondents
 - 35.5% of public respondents to the online budget consultation survey
 - 26.5% of public respondents to the paper tear out budget consultation survey
- **3.8% didn't know:**
 - 4.4% of Community Panel respondents
 - 2.8% of public respondents to the online budget consultation survey
 - 4.7% of public respondents to the paper tear out budget consultation survey

The Council's plans to invest in supporting businesses to create jobs in the borough were supported by 86.0% of all respondents:

- 91.1% of Community Panel respondents
- 80.4% of public respondents to the online budget consultation survey
- 89.1% of public respondents to the paper tear out budget consultation survey

The Council's plans to invest in supporting young people to get a job were supported by 85.9% of all respondents:

- 92.1% of Community Panel respondents
- 81.0% of public respondents to the online budget consultation survey
- 87.2% of public respondents to the paper tear out budget consultation survey

The Council's Pride in Community investment plans to improve roads and the environment were supported by 84.4% of all respondents:

- 91.9% of Community Panel respondents
- 78.4% of public respondents to the online budget consultation survey
- 86.1% of public respondents to the paper tear out budget consultation survey

Introduction

Following notification of the Council's 2014/15 grant from government, the Council developed a proposed 2014/15 budget building on the medium-term service and financial strategy developed in 2012.

The 2014/15 budget continues the organisation's focus on attracting new jobs and investment and promoting growth in the borough, which provides jobs and increased prosperity for local people and generates income from additional council tax and business rates etc. that can be used to help us in our mission to protect, as far as we are able to, priority front-line services, particularly for our most vulnerable older people and children. We are working co-operatively with our residents and partners to deliver this agenda.

As in previous years, communicating and engaging with the community on our future plans was a key part of the budget process. This year we asked for people's views on whether the Council should accept the council tax freeze grant or raise council tax by 1.9% in line with 2013/14 budget strategy. We also asked people whether they agreed or disagreed with the proposed three main investments; supporting young people to get a job, supporting businesses to create jobs in the borough and improving roads and the environment.

In total 4,186 contacts were involved with this consultation programme.

We began to communicate and engage with local people immediately after the publication of the draft budget strategy on 6 January 2014. Our communication and engagement plan included:

- A consultation pull out document 'jobs, growth and council tax freeze' summarising the main budget proposals and including a 'cut out' consultation questionnaire to be returned freepost distributed to homes in the borough;
- Signposting opportunities for people to get involved and give their views on the budget strategy including Facebook, Twitter, write in, ring in or text.
- An online budget survey on the budget page of the Council website – www.telford.gov.uk/budget
- A survey of the Community Panel;
- Meetings with a range of groups and organisations including the Parish Forum;
- Out and about sessions in public places and High Street's;
- An open public meeting;
- A Celebrating Co-operative & Partnership Working event in Telford Town Centre;
- Ongoing press releases;
- A meeting with the Employee Joint Information and Consultation Forum (JICF);
- Formal consultation with the Budget & Finance Scrutiny Committee.

An open public meeting was held on 29 January at The Place @ Oakengates Theatre at 6pm. The event was promoted in the press and Your Voice and a number of posters and flyers were distributed across the Borough. The open public meeting was a mix of a presentation outlining the budget plans and an opportunity for those in attendance to visit a number of information stands and speak with the Leader of

the Council, Cabinet Members, the Managing Director, Directors, Assistant Directors and Senior Officers. Total number in attendance = 46 local people.

The Cabinet Member for Resources and Enterprise, the Chief Finance Officer and relevant Assistant Directors, between them, attended a number of local groups and forums including:

- Telford and Wrekin Parish Forum = 22 in attendance
- Joint Information and Consultation Forum (JICF) = 7 in attendance
- Senior Citizens Forum = 201 in attendance
- Telford Business Board = 17 in attendance
- Taking Part Forum = 31 in attendance
- Parents Opening Doors – PODS = 8 in attendance
- Young People's Forum = 13 in attendance

Total number in attendance = 299

A number of other forums and groups were approached to receive a budget presentation. Where they were unable to host the Council they distributed the information to their member's and encouraged their member's to attend the public meeting.

The Community Participation Team went out and about in public places and High Streets. Consultation took place with residents in the following areas:

- Community Centres
- Hadley Learning Centre
- Carpenter Centre Overdale
- Park Lane Centre
- Telford Town Centre Bus Station
- The Place
- Dawley
- Donnington
- Madeley
- Newport
- Oakengates
- Wellington

With regard to our budget survey a total of 2,179 completed the questionnaire.

- 527 of people responded to the Community Panel survey.
- 876 of people responded to the online budget survey.
- 776 of people responded by using the tear out slip including sending back the 'cut out' questionnaire in Your Voice.

Opportunities for people to get involved and give their views on the budget strategy via Facebook, Twitter, write in, ring in or text attracted a total of 109 comments.

The Celebrating Co-operative & Partnership Working event in Telford Town Centre helped to promote how the Council and its partners are working to support local residents, communities and businesses and are contributing to improving the quality of life in the Borough. It was an opportunity to talk with local residents about key initiatives. In total we engaged with 96 residents around budget issues, at the event.

The Local Strategic Partnership Executive, composed of senior leaders from health, fire, police, TCAT, Chamber of Commerce and Job Centre Plus, were briefed and consulted on the budget proposals.

Targeted consultation and engagement has taken place throughout the year, related to the proposals put forward in the 2013/14 budget report. For example, New Options – services for adults with learning disabilities delivered from September to December 2013. This consultation attracted 875 comments from service users, parents and carers and partner organisations. The consultation feedback will be used to help to finalise the new model of delivery of services. Engagement has also been ongoing during the autumn of 2013 to advise adult social care service users, carers and providers of the very difficult financial situation and its likely impact on services.

Specific proposals in the 2014/15 budget report will be subject to consultation and engagement, for example the youth offer and transport review.

The consultation period ran through to 4 February 2013 in order that careful consideration could be given to the views expressed by the Council's Cabinet when preparing their final report and recommendations to full Council.

Where available results have been broken down by demographics, with the following areas based on ward boundaries:

- Newport – Newport East, Newport North, Newport South, Newport West
- Rural – Church Aston & Lilleshall, Edgmond, Ercall Magna, Wrockwardine
- Wellington – Shawbirch, Dothill, Haygate, College, Park, Arleston, Ercall
- North Telford – Apley Castle, Hadley & Leegomery, Ketley & Oakengates, Wrockwardine Wood & Trench, Donnington, St. Georges, Muxton, Priorslee
- South Telford – Lawley & Overdale, Horesehay & Lightmoor, Dawley Magna, Malinslee, The Nedge, Brookside, Cuckoo Oak, Madeley, Woodside, Ironbridge

Where table data in this report does not sum to the total number of respondents for the various component surveys, this is either because demographic information was not available or because participants had chosen not to answer a particular question.

All "open comments" we have received whether through questionnaires or via text, email, facebook or twitter, have been published online at:

www.telford.gov.uk/info/10068/council_budgets/1785/residents_comments_on_the_councils_budget

Community Panel Budget Survey

Questions about the Council's budget were included in the January Community Panel survey sent to 882 (619 by mail and 263 by email) members and was completed by 527 Panel members across a range of demographics.

Demographic Profile of Community Panel respondents:

Age

	Panel	
	n	%
12 - 18	1	0.2
19 - 25	3	0.7
26 – 39	22	4.9
40 -64	201	44.7
65+	223	49.6
Total responses	450	100.0
Missing	77	-
Total	527	-

Gender

	Panel	
	n	%
Male	275	52.4
Female	250	47.6
Total responses	525	100.0
Missing	2	-
Total	527	-

Ward

	Panel	
	n	%
Apley Castle	14	2.7
Arleston	5	0.9
Brookside	21	4.0
Church Aston and Lilleshall	11	2.1
College	16	3.0
Cuckoo Oak	22	4.2
Dawley Magna	22	4.2
Donnington	13	2.5
Dothill	5	0.9
Edgmond	12	2.3
Ercall	11	2.1
Ercall Magna	15	2.8
Hadley and Leegomery	20	3.8
Haygate	8	1.5

	Panel	
	n	%
Horsehay and Lightmoor	13	2.5
Ironbridge Gorge	14	2.7
Ketley and Oakengates	38	7.2
Lawley and Overdale	10	1.9
Madeley	17	3.2
Malinslee	12	2.3
Muxton	21	4.0
Newport East	11	2.1
Newport North	12	2.3
Newport South	18	3.4
Newport West	8	1.5
Park	10	1.9
Priorslee	21	4.0
Shawbirch	13	2.5
St Georges	15	2.8
The Nedge	23	4.4
Woodside	12	2.3
Wrockwardine	33	6.3
Wrockwardine Wood and Trench	31	5.9
Total	527	100.0

Index of Multiple Deprivation: National Decile

	Panel	
	n	%
10 (among 10% most deprived communities nationally)	47	8.9
20	46	8.7
30	49	9.3
40	52	9.9
50	65	12.3
60	38	7.2
70	57	10.8
80	68	12.9
90	55	10.4
100 (least deprived nationally)	50	9.5
Total	527	100.0

Community Panel Survey Responses:

Q1 Which of the options for council tax do you prefer?

	Panel	
	n	%
Freeze Council Tax until 2016	283	54.2
Increase Council Tax by 1.9% until 2016	216	41.4
Don't know	23	4.4
Total responses	522	100
Missing	5	-
Total	527	-

Q2 Please tell us any other comments you have on Council Tax?

Theme	Panel
	n
General - Non-specific comment	27
General - Concerns over the consultation process	3
Support for Council Tax freeze (comments re cost of living / value for money / high council tax))	10
Support for Council Tax freeze (general)	7
Support for Council Tax freeze (support for preservation of general services)	2
Support for Council Tax freeze (support for preservation of services specifically to vulnerable people)	1
Support for Council Tax Increase (general)	14
Support for Council Tax Increase (support for preservation of general services)	15
Support for Council Tax Increase (support for preservation of services specifically to vulnerable people)	7
Support for preservation of general services (unable to determine if supporting increase/freeze/cut)	19
General concerns over waste of public funds / poor allocation of funds / staff and councillor wages	14
Specific concerns over high council tax / value for money / cost of living (unable to determine if supporting increase/freeze/cut)	32
Support for Council Tax cut (general)	2
Support for preservation of services specifically to vulnerable people (unable to determine if supporting increase/freeze/cut)	4
Total	157

Examples of the comments we received to this question included:

“Council tax should be increased. It is only a very small monthly increase and would protect more services”

“We are all seeking ways to save money in this testing economic period and a price freeze on council tax would be much appreciated gesture if it can be achieved”

“As long as you believe this can be raised by other means rather than cutting services. Otherwise my answer would be to raise C tax”

“Already too high. I suspect there is a lot of waste that could be pruned without hitting vital services”

Q3 How strongly do you agree or disagree with supporting businesses to create jobs in the borough?

	Panel	
	n	%
Strongly agree	287	54.8
Agree	190	36.3
Total agree	477	91.1
Neither agree nor disagree	32	6.1
Disagree	8	1.5
Strongly disagree	4	0.8
Don't know	3	0.6
Total responses	524	100
Missing	3	-
Total	527	-

Q4 How strongly do you agree or disagree with supporting young people to get a job?

	Panel	
	n	%
Strongly agree	312	59.9
Agree	168	32.2
Total agree	480	92.1
Neither agree nor disagree	30	5.8
Disagree	7	1.3
Strongly disagree	3	0.6
Don't know	1	0.2
Total responses	521	100
Missing	6	-
Total	527	-

Q5 How strongly do you agree or disagree with improving roads and the environment? (Pride in Community initiative)

	Panel	
	n	%
Strongly agree	307	58.9
Agree	172	33
Total agree	479	91.9
Neither agree nor disagree	26	5
Disagree	13	2.5
Strongly disagree	1	0.2
Don't know	2	0.4
Total responses	521	100
Missing	6	-
Total	527	-

Q5a Please tell us any other comments you have on the Council's investments.

Theme	Panel
	n
General - non-specific comment	18
General comment about work ethic / benefit claimants	5
General - concerns over the consultation process	6
Broadly supportive of investment in business	20
Broadly supportive of investment in roads and environment	17
Broadly supportive of investment in young people	21
General comment supporting investment in public transport or footpaths	6
General comments about planning, use of land, building work	7
Support for jobs for all ages	5
Support for preservation of general services	9
Support for preservation of services specifically to vulnerable people	4
Support for services / investment in a specific part of the borough (e.g. borough towns, specific streets etc)	16
Broad opposition to investment in roads and environment	2
Broadly opposing investment in business	1
General concerns over waste of public funds / poor allocation of funds	16
Specific concerns over high council tax / value for money / cost of living	3
General concerns / criticism of traffic management, road alterations / traffic lights	9
Specific opposition to investment in town centre	2
Total	167

Examples of comments received for this question include:

“I believe it is essential to create jobs in the borough particularly jobs for young people. There is also a need to maintain roads, and to improve the environment on all large housing estates like Brookside where renovation in the Centre is now underway”

“Majority of roads are find, don’t see how spending more money in this area will help”

“Many people are natural entrepreneurs. More should be done to encourage them - perhaps with the aid of Shropshire Chamber of Commerce”

Online Budget Survey

Members of the public and employees were able to respond to questions on the budget through an online survey

As well as an opportunity to make additional comments, all of these opportunities focused on the four questions around the council tax and three main investments.

876 online responses were received from across the Borough of people from a range of demographics.

Demographic Profile of Online Survey Respondents:

Age

	Online Survey	
	n	%
0-11	1	0.1
12-18	1	0.1
19-25	24	2.8
26-39	157	18.4
40-64	529	61.9
65+	142	16.6
Total responses	854	100.0
Missing	22	
Total	876	

Gender

	Online Survey	
	n	%
Male	452	53.4
Female	395	46.6
Total responses	847	100.0
Missing	29	-
Total	876	-

Ward

	Online survey	
	n	
Apley Castle	18	2.8
Arleston	6	0.9
Brookside	27	4.2
Church Aston and Lilleshall	11	1.7
College	10	1.6
Cuckoo Oak	17	2.7
Dawley Magna	19	3.0
Donnington	18	2.8
Dothill	13	2.0
Edgmond	25	3.9
Ercall	15	2.3
Ercall Magna	20	3.1
Hadley and Leegomery	43	6.7
Haygate	23	3.6
Horsehay and Lightmoor	22	3.4
Ironbridge Gorge	18	2.8
Ketley and Oakengates	30	4.7
Lawley and Overdale	30	4.7
Madeley	25	3.9
Malinslee	12	1.9
Muxton	30	4.7
Newport East	6	0.9
Newport North	11	1.7
Newport South	12	1.9
Newport West	6	0.9
Park	9	1.4
Priorslee	39	6.1
Shawbirch	24	3.8
St Georges	17	2.7
The Nedge	33	5.2
Woodside	4	0.6
Wrockwardine	29	4.5
Wrockwardine Wood and Trench	17	2.7
Total responses	639	100.0
Missing/incomplete	237	-
Total	876	-

Index of Multiple Deprivation Profile

	Online Budget Survey	
	n	%
10 (among 10% most deprived nationally)	39	6.1
20	43	6.7
30	86	13.5
40	42	6.6
50	53	8.3
60	59	9.2
70	73	11.4
80	114	17.8
90	52	8.1
100 (least deprived)	78	12.2
Total responses	639	100.0
Missing/incomplete	237	-
Total	876	-

Online Budget Survey Results:

Q1 Which of the options for council tax do you prefer?

	Online Budget Survey	
	n	%
Freeze Council Tax until 2016	536	61.8
Increase Council Tax by 1.9% until 2016	308	35.5
Don't know	24	2.8
Total responses	868	100
Missing	8	-
Total	876	-

Q2 Please let us know any comments you have about the Council Tax.

Theme	Online Budget Survey
	n
General - concerns over the consultation process	9
General - non-specific comment	39
Support for Council Tax freeze (general)	18
Support for council tax freeze (comments re cost of living / value for money / high council tax))	11
Support for Council Tax Increase (general)	21
Support for Council Tax Increase (support for preservation of services specifically to vulnerable people)	24
Support for Council Tax Increase (support for preservation of general services)	42
Support for preservation of general services (unable to determine if supporting increase/freeze/cut)	26
Support for preservation of services specifically to vulnerable people (unable to determine if supporting increase/freeze/cut)	10
Support for council tax cut (general)	4
General concerns over waste of public funds / poor allocation of funds / staff and councillor wages	48
Specific concerns over high council tax / value for money / cost of living (unable to determine if supporting increase/freeze/cut)	45
Concern over cuts to transport	1
Increase investment in the arts	3
Total	304

Examples of the comments received for this question include:

A small increase in council tax is preferable to further cuts in services, particularly those for the elderly or disabled.

“Council tax represents good value for money - the council provides a wide range of high quality services as well as free car parking which is a lot better than other parts of the country”

“Council tax should be decreased by more efficiency savings and further reductions in staff and the number of councillors”

Q3 How strongly do you agree or disagree with supporting businesses to create jobs in the borough?

	Online Budget Survey	
	n	%
Strongly agree	331	38.4
Agree	362	42
Total agree	693	80.4
Neither agree nor disagree	93	10.8
Disagree	41	4.8
Strongly disagree	26	3
Don't know	9	1
Total responses	862	100
Missing	14	-
Total	876	-

Q4 Please let us know any comments you have about supporting businesses to create jobs in the borough.

Theme	Online Budget Survey
	n
General - non-specific comment	27
General - concerns over the consultation process	2
Broadly supportive of investing in business	60
Broadly supportive of investing in business to create jobs, including concern re unemployment	77
Broadly supportive of investing in business - but concerns over skill levels, minimum wage jobs	12
General support for other infrastructure improvements	5
Opposition to investing in business - Local government intervention not required or Local Government shouldn't be responsible	9
Opposition to investing in business - Central Government role	4
Businesses should take care of themselves without help from Council funds	15
Opposition to investing in business - reference to supporting other 'traditional' services or vulnerable people	9
General- concern over work ethic / benefit claimants	1
Link issue of youth unemployment to investment / support for local business	4
General support for lowering business rates / easing regulation / cut red tape	10
Broadly supportive of investing in business - specific support for SME	7
Support for specific areas of the borough e.g. rural, market towns	6

Theme	Online Budget Survey
	n
Support SMEs	1
Specific opposition to town centre	1
Increased spending on the arts	4
Total	258

Examples of the comments received for this question include:

“Providing council tax doesn't go up, national government should help with promoting business creation.”

“We all depend on a thriving and growing business sector, but the Council can play a vital role in securing this.”

“As long as the business employs residents from Telford”

“I think the best support is indirect through infrastructure development”

Q5 How strongly do you agree or disagree with supporting young people to get a job?

	Online Budget Survey	
	n	%
Strongly agree	360	42.1
Agree	333	38.9
Total agree	693	81.0
Neither agree nor disagree	105	12.3
Disagree	31	3.6
Strongly disagree	22	2.6
Don't know	4	0.5
Total responses	855	100
Missing	21	-
Total	876	-

Q6 Please let us know any comments you have about supporting young people to get a job.

Theme	Online Budget Survey
	n
Support for investment in supporting young people into jobs	85
General - Non specific comment	14
Support for investment - specifically in supporting business	14
Support for investment - specific reference to low wages / low skilled jobs	3

Theme	Online Budget Survey
	n
Support for investment - specific reference to education and improving skills	34
Support for investment - specific reference to 'work ethic' of young	13
Opposition to investment - specific reference to supporting older people	2
Opposition to investment - not the role of local government	14
General comment about 'work ethic', benefit claims (unable to determine whether supporting investment	70
Total	249

Examples of comments received to this question include:

“Future Focus etc are a great service. Supporting young people and helping them get into paid employment makes sense - they are less of a drain on the economy if they are able to contribute financially. Support people, not businesses.”

“As long as we can help young people get proper jobs with real prospects, no sponsor short term menial roles with no future or commitment.”

“We are in danger of having a generation which has never had work, which feels isolated and unvalued, and which, in due time, will lack the motivation, skills and experience to take over from those of us who are older and presently in charge.”

“They should be encouraged to take any job they are capable of doing, while they keep looking for an 'interesting' job. Parents should also be encouraging their children to look for employment!”

Q7 How strongly do you agree or disagree with improving roads and the environment? (Pride in Community initiative)

	Online Budget Survey	
	n	%
Strongly agree	291	34
Agree	380	44.4
Total agree	671	78.4
Neither agree nor disagree	100	11.7
Disagree	43	5
Strongly disagree	35	4.1
Don't know	7	0.8
Total responses	856	100
Missing	20	-
Total	876	-

Q8 Please let us know any comments you have about improving roads and the environment. (Pride in Community initiative)

Theme	Online Budget Survey
Broadly supportive of improvements to roads and the environment	66
Support for investing in roads, specific comments about potholes and road quality	98
Support for environment but not in agreement of support for roads	32
Support for investment in footpaths and cycleways only	8
Specific comment saying road improvements should be paid for by road tax	4
Opposition to proposal - should not be a priority when services being cut	16
Opposition to proposal – reference instead to investment in public transport	8
Opposition to proposal – reference to environmental impact of growth / house building / use of roads	4
general concern over consultation process	4
Opposition to proposal – reference instead to supporting vulnerable people	8
Specific opposition to the box road	3
Opposition to proposal - general	5
General comment regarding people needing to take pride in their area	3
Wider concerns / criticism of traffic management, including traffic lights, roundabouts, signs, road painting and road	33

Theme	Online Budget Survey
works	
Concern road safety around schools	2
Non specific comment	10
Total	304

Examples of comments received to this question include:

“Pride in our local environment has a knock on effect. If a place looks tatty, it is more likely to be shown disrespect by less than well meaning members of the local populace. It does not help attract or maintain local businesses, and a 'stitch in time saves nine' is usually applicable.”

“The roads have suffered long term decline, yet it is important this is in the neighbourhoods not just main roads, drains are blocked, gritting boxes aren't refilled. Works on roads are all being planned poorly, last year, every route into wellington was being improved at the same time, affecting school and work runs penalising those who actually put money into the economy”

“Should be improving the public service transport in the borough, also you should be doing alot more for cycles, car's don't own the road but the government let's them think that. More cycle networks, not the road made bigger to take more traffic, how does that help the environment?”

Paper Questionnaire

776 responses were received through the tear out slip in Your Voice and a paper copy of this questionnaire circulated at engagement events.

Respondents to these questionnaires were from a range of demographic backgrounds:

Demographic Profile of Paper Questionnaire Respondents

Age

	Paper Questionnaire	
	n	%
12-18	28	3.8
19-25	46	6.2
26-39	90	12.2
40-64	287	38.9
65+	286	38.8
Total responses	737	100.0
Missing	39	-
Total	776	-

Gender

	Paper Questionnaire	
	n	%
Male	276	44.8
Female	340	55.2
Total responses	616	100.0
Missing	160	-
Total	776	-

Ward

	Paper Questionnaire	
	n	%
Apley Castle	9	2.3
Arleston	10	2.5
Brookside	15	3.8
Church Aston and Lilleshall	8	2.0
College	13	3.3
Cuckoo Oak	11	2.8
Dawley Magna	19	4.8
Donnington	10	2.5
Dothill	9	2.3
Edgmond	8	2.0
Ercall	11	2.8
Ercall Magna	6	1.5
Hadley and Leegomery	29	7.4
Haygate	11	2.8
Horsehay and Lightmoor	8	2.0
Ironbridge Gorge	1	0.3
Ketley and Oakengates	25	6.4
Lawley and Overdale	18	4.6
Madeley	8	2.0
Malinslee	10	2.5
Muxton	13	3.3
Newport East	7	1.8
Newport North	7	1.8
Newport South	4	1.0
Newport West	9	2.3
Park	8	2.0
Priorslee	20	5.1
Shawbirch	5	1.3
St Georges	12	3.1
The Nedge	22	5.6

	Paper Questionnaire	
	n	%
Woodside	23	5.9
Wrockwardine	10	2.5
Wrockwardine Wood and Trench	14	3.6
Total responses	393	100.0
Missing/incomplete	383	-
Total	776	-

Index of Multiple Deprivation Profile

	Paper Questionnaire	
	n	%
10 (among 10% most deprived nationally)	43	10.9
20	47	12.0
30	69	17.6
40	38	9.7
50	24	6.1
60	28	7.1
70	38	9.7
80	76	19.3
90	10	2.5
100 (least deprived nationally)	20	5.1
Total responses	393	100.0
Missing/incomplete	383	-
Total	776	-

Paper Questionnaire Survey Results

Which of the options for council tax do you prefer?

	Paper Questionnaire	
	n	%
Freeze Council Tax until 2016	499	68.8
Increase Council Tax by 1.9% until 2016	192	26.5
Don't know	34	4.7
Total responses	725	100
Missing	51	-
Total	776	-

How strongly do you agree or disagree with supporting businesses to create jobs in the borough?

	Paper Questionnaire	
	n	%
Strongly agree	406	55.2
Agree	249	33.9
Total agree	655	89.1
Neither agree nor disagree	32	4.4
Disagree	27	3.7
Strongly disagree	14	1.9
Don't know	7	1.0
Total responses	735	100
Missing	41	-
Total	776	-

How strongly do you agree or disagree with supporting young people to get a job?

	Paper Questionnaire	
	n	%
Strongly agree	433	59.2
Agree	205	28.0
Total agree	638	87.2
Neither agree nor disagree	59	8.1
Disagree	19	2.6
Strongly disagree	12	1.6
Don't know	4	0.5
Total responses	732	100
Missing	44	-
Total	776	-

How strongly do you agree or disagree with improving roads and the environment? (Pride in Community initiative)

	Paper Questionnaire	
	n	%
Strongly agree	376	51.7
Agree	250	34.4
Total agree	626	86.1
Neither agree nor disagree	58	8.0
Disagree	25	3.4
Strongly disagree	12	1.7
Don't know	6	0.8
Total responses	727	100
Missing	49	-
Total	776	-

Additional Engagement

Members of the public were encouraged to comment on the budget proposals via a number of methods, including post, email, telephone, text. Comments we received in this way have been published on the Council's website www.telford.gov.uk/budget. Comments were also received via social media. In total we received 153 additional comments.

- 76 Twitter
- 12 Facebook
- 65 comments through personal conversations, post, email, telephone and text

The themes of these comments were:

Theme	Paper Questionnaire
	n
General - non-specific comment	37
Broadly supportive of investment in business	2
Broadly supportive of investment in roads and environment	8
Broadly supportive of investment in young people	1
Support Council Tax freeze	2
Support Council Tax increase	2
Support for preservation of services specifically to vulnerable people	6
Support for preservation/investment of services specifically to vulnerable people (children & adults)	7
Support increase in Council Tax for services to vulnerable people	1
Support Pride in Community, but Council shouldn't pay	1
Support review of integrated transport	1

Theme	Paper Questionnaire
	n
Support review of social care to improve efficiencies/manage spend	1
Supportive of investment in roads and environment across the whole of the Borough	3
Qualified comment on investment in young people	1
Qualified support for Council Tax increase	1
Comment on Conservative alternative budget	8
Concern over integrated transport re view impact	1
General - concerns over the consultation process	19
General – positive about consultation process	1
General concerns over waste of public funds / poor allocation of funds / staff and councillor wages	31
Broad opposition to investment in roads and environment	1
Greater enforcement against litter/fly tipping/parking	2
Increase charges for Council Services	4
Increase spend on arts	1
Link issue of youth unemployment to investment/support for local businesses	1
Need better support to voluntary and community sector	1
Oppose further front-line staff cuts/impact on staff	2
Oppose investment programmes whilst cutting support for vulnerable adults.	1
Specific concerns over high council tax / business rates/ value for money / cost of living	3
Specific concerns over high council tax / value for money / cost of living	2
Specific opposition to investment in town centre / house building	1
Total	153

Examples of the comments received include:

"Council tax freeze, personally would rather pay extra £1.61pm than lose services for vulnerable people.

"More needs to be done to improve the environment. Fines must be imposed on litter louts as the paths and roads are still being litters by thoughtless people. Fines for lazy dog owners - too much unsightly dog mess as well."

"My priority is more funding for older people. Things that could be done and prioritised better for older people. Want well paid proper jobs not schemes. People who can afford to should pay more tax."

Report prepared by Jon Power, Delivery & Planning Manager and Andy Challenor, Community Engagement and Equalities Manager.