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1 Introduction

1.1 Background and method

Arun District Council has commissioned BMG Research (BMG) to recruit and operate their residents’ panel known as Wavelength. This report summarises the findings from a survey among existing panel members which was undertaken between February and March 2014.

1.2 Methodology

In this survey a dual methodology was used. All panel members who had previously expressed an interest in receiving Wavelength surveys via e-mail were sent an e-mail link to an online survey site. Those who had not expressed such an interest continued to receive the survey via the post as they had done previously.

In the week commencing 3rd February 2014, a total of 1044 panel members were sent an initial e-mail survey invitation or a paper copy of the questionnaire (582 online and 462 by post). Overall, 515 questionnaires were completed and returned to BMG, representing a total response rate of 49%.

A sample of 515 is subject to a maximum standard error of ± 3.08% at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that if a census had been conducted and the whole population had responded, the actual figure would lie between 46.92% and 53.08% respectively.

The data collected has been subsequently weighted by area and by demographic factors such as age, gender and ethnicity in order to ensure that the data is broadly representative of Arun as a whole. The exact profile of the data can be reviewed in the accompanying data report and in the profile summary within the final section of this written report.

1.3 Data reporting

A separate data report is available, which presents the data as a whole and broken down by several cross-tabulations including:

- Area;
- Gender;
- Age;
- Disability;
- Children in household;
- Housing tenure; and,
- Length of time in district.
1.4 Report contents and analysis

Throughout the data report, area analysis has been used. Wards have been grouped together into the three areas shown in Table 1.

<table>
<thead>
<tr>
<th>WESTERN</th>
<th>EASTERN</th>
<th>DOWNLAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldwick East</td>
<td>Angmering</td>
<td>Arundel</td>
</tr>
<tr>
<td>Aldwick West</td>
<td>Beach</td>
<td>Barnham</td>
</tr>
<tr>
<td>Bersted</td>
<td>Brookfield</td>
<td>Findon</td>
</tr>
<tr>
<td>Felpham East</td>
<td>East Preston with</td>
<td>Walberton</td>
</tr>
<tr>
<td></td>
<td>Kingston</td>
<td></td>
</tr>
<tr>
<td>Felpham West</td>
<td>Ferring</td>
<td>Ypton</td>
</tr>
<tr>
<td>Hotham</td>
<td>Ham</td>
<td></td>
</tr>
<tr>
<td>Marine</td>
<td>River</td>
<td></td>
</tr>
<tr>
<td>Middleton-on-Sea</td>
<td>Rustington East</td>
<td></td>
</tr>
<tr>
<td>Orchard</td>
<td>Rustington West</td>
<td></td>
</tr>
<tr>
<td>Pagham and Rose Green</td>
<td>Wick with Toddington</td>
<td></td>
</tr>
<tr>
<td>Pevensey</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Throughout this report the word significant is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies ‘real differences’ (i.e. differences that would occur if we were able to interview all residents in Arun rather than just a sample).

Where tables and graphics do not match exactly to the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that differ in this way should not have a variance which is any larger than 1%.

Throughout the report, in tables and in graphs, the symbol * is used to denote any figure that is less than 0.5%.
2.1 Customer satisfaction with the Council and its services

Council Plan Indicator 2: Improve satisfaction with cleanliness of the district

An overview of satisfaction with the levels of cleanliness of the district shows that nearly seven in ten (69%) are satisfied with the cleanliness of the district overall. The proportion who express satisfaction has improved by 2% points since these questions were last asked a year ago (67% satisfied – March 2013).

Looking by location, satisfaction with the cleanliness of the district shows significant variation. Three in four (74%) respondents from Eastern Arun and Downland express satisfaction with the cleanliness of the district, while just more than three in five (65%) respondents from Western Arun express satisfaction.

A more detailed breakdown of satisfaction with the cleanliness of specific areas and facilities within the district shows highest levels of satisfaction with regard to the recreational spaces. Approaching three in four residents (72%) state that they are satisfied with the level of cleanliness of parks and open spaces and seven in ten residents (70%) state they are satisfied with the level of cleanliness of the beaches and promenades.

Lowest levels of satisfaction are seen with regard to public toilets (36%), although it must be noted that one in five (21%) respondents indicate that they do not know what the level of cleanliness of public toilets is like, the highest of all the places asked of.

Council Plan Indicator 5: Improve your satisfaction with the quality of front line services you receive

Three in four (75%) respondents express satisfaction with the services provided by Arun District Council. This proportion marks a 2%-point improvement on the proportion expressing satisfaction in March 2013 (73%). One in eight (12%) respondents express dissatisfaction with the services, while a further one in eight (12%) are neither satisfied nor dissatisfied.

Satisfaction with the services provided by the Council shows little variation by demographics, however those who are satisfied with the cleanliness of the district overall are significantly more likely to express satisfaction with the services provided by the Council, than those dissatisfied with the cleanliness of the district (93% cf. 27%). Similarly, satisfaction with Council services is also significantly higher among those who agree that the Council provides value for money (90% cf. 41% among those who disagree) and among those who agree that the Council keeps them informed (85% cf. 55% disagree).

These interactions highlight the complex nature of residents’ satisfaction with their local Council. Whilst causal relationships can only be inferred in this data, these results highlight the importance of the Council maintaining and enhancing perceptions of value for money and of keeping residents informed.
**Value for money**

Approaching three in five (56%) respondents agree that Arun District Council provides value for money however this proportion marks a 2% point decline on the proportion who agreed in 2013 (58%), this is despite no increase in Council Tax. One in six (16%) respondents disagree that Arun District Council provides value for money, while one in four (24%) neither agree nor disagree. These ambivalent respondents present an opportunity for Arun District Council, as they represent ‘low hanging fruit’ who could be converted upwards in the future.

Looking by location, respondents from Downland and Eastern Arun are significantly more likely to agree that the Council provides value for money compared with those from Western Arun (72% and 59% respectively cf. 49%).

**Acting on residents concerns**

More than two in five (44%) respondents agree that Arun District Council acts on their concerns; however the proportion of residents who don’t believe that the Council acts on their concerns is nearing two in five (39%). Approaching one in five residents (17%) don’t know if the Council acts on their concerns.

Looking at how agreement varies over time, the proportion of respondents who agree that Arun District Council acts on their concerns has improved by 3% points from 41% in March 2013 to 44% in March 2014.

**Keeping residents informed**

Analysis of the government 2008 Place Survey confirmed the long-held belief that well informed residents are more likely to be satisfied with their Council. The proportion of residents who feel informed about the Council’s services is approaching two in three (65%), while approaching one in three (31%) do not feel informed.

Looking over time, the proportion of respondents who feel informed in 2014 is 2% points below the proportion who were informed in 2013 (67%). More notably, the proportion of respondents who indicate that they do not feel informed has risen by 5% points from 26% in 2013.

### 2.2 Contacting the Council

**Keeping up to date with the Council**

Respondents were asked to indicate which sources they use in order to find out information about Arun District Council. The most common response provided is that respondents find out information using the Council magazine – The Arun Times (69%). Beneath this, approaching half (46%) of the respondents indicate that they use local newspapers, while 42% use the Council website and a further 35% find out information via word of mouth.

**Arun Times**

One in three (35%) respondents indicate that they would read Arun Times if it was regularly updated with news articles online. By contrast, 60% of respondents indicate that they wouldn’t use this resource.

**Accessing the internet**

As web based interactions are more cost effective for the Council, this wave of research asked respondents to indicate how they access the internet in order to gauge how common
place internet use is among residents and also provide an understanding of the types of devices used by residents. Respondents most commonly indicate that they access the internet via a desktop or laptop computer (79%). Beneath this, two in five respondents use a smartphone (39%) or tablet PC (37%), while just 13% do not have access to the internet.

When looking at how internet access varies by age, the most notable difference is that 31% of 65+ year olds do not have access to the internet, compared to just 6% of those aged between 18 and 64.

The activity that respondents most commonly indicate that they use the internet for is online shopping (68%), followed by online banking (61%). Beneath this, half (51%) of all respondents indicate that they use the internet for gas/electricity/water meter readings, while two in five (41%) use it for paying household bills and a further one in five (19%) use it for renewing library books.

**The Council website**

Following on from more general internet use, respondents were asked to indicate whether they have used the Arun District Council website in the last 12 months. Half (50%) of all respondents indicate that they have used the Council website in the last 12 months. This proportion rises to 59% among those aged between 18 and 64, and falls to 26% among those aged 65 and over.

Those respondents who indicate that they have used the Council website in the last 12 months were asked to indicate what they used it for. Half (49%) of those who have used the website indicate that it was to find out general information about the Council, followed by two in five (40%) who used it to look at planning applications and a further 38% who used it to find out about local events.

**Electronic forms**

Arun District Council has made a number of forms available on the Council website, allowing residents to carry out tasks such as pay Council tax, make a complaint or report a missing bin. As online interaction with residents is more cost effective for the Council, a number of questions were included in this wave of research to ascertain the levels of awareness and use of these online forms.

One in four (24%) respondents indicate that they are aware of the electronic forms available on the Council website. This consists of 9% who are aware and have used the forms, and 15% of respondents who are aware but have not used the forms.
2.3 Paying household bills

In order to help the Council understand how it might service residents better with regard to bill paying or wider contact methods, respondents were asked to indicate how they pay their general household bills. The most common method of paying household bills is via direct debit (90%), followed by online transfer (24%). One in eleven (9%) respondents pay their bills at a bank or building society, while 7% do so at a PayPoint outlet.

Council Tax

When asked how they currently pay their Council tax, the vast majority of respondents indicate that they do so via direct debit (82%). Beneath this, 5% pay at a PayPoint Outlet and 4% pay via the Arun website.

When asked to consider how they would be willing to pay their Council tax in the future, seven in ten (70%) indicate that they would be willing to pay via direct debit, while 5% would consider paying at a PayPoint outlet and a further 6% would consider paying via the Arun website.

Reporting an issue with recycling collection

When considering how they report an issue with a recycling collection, approaching three in five (56%) respondents indicate that they would do so over the phone.

When asked to consider how they might report an issue with recycling collections in the future, more than two in five would be willing to do so over the phone (44%) or by email (41%). Approaching two in five (37%) would also be willing to report these issues via the Arun website.

Reporting environmental health issues

The most common method by which respondents report environmental health problems is over the telephone (52%). Beneath this, one in ten (10%) report these type of issues by email, while 6% do so in person at a Council office and a further 5% do so via the Arun website. Around one in three (32%) respondents indicate that this is not applicable to them, suggesting that they don’t or have not historically reported an environmental health issue.

When considering how they would be willing to report environmental health issues in the future, over half (53%) of respondents indicate that they would be willing to do so over the phone, while approaching four in five (36%) would be happy to do so by email. A further one in three (33%) would be willing to report environmental health issues via the Arun website, while 8% would do it in person at the Council office.

Contacting the Council when things go wrong

As seen with regard to reporting an issue with the recycling service, or reporting an environmental health issue, when contacting the Council about something that has gone wrong or failed to be done, the most common way in which respondents make contact is over the telephone (53%).

When considering how they would be willing to make contact in the future, the method favoured by most respondents is telephone (54%), followed by email (42%). Just more than one in three (35%) respondents indicate that they would be willing to contact the Council via the Arun website, while 15% would be willing to make contact by visiting a Council office.
Applying for Council Tax Reduction

One in eleven (9%) respondents indicate that when applying for a Council Tax Reduction (CTRS), they do so over the telephone. Beneath this, 8% do this in person at a Council office, while 7% do so by post. The vast majority of respondents (72%) indicate that this is not applicable to them, suggesting that they would not apply or have reason to apply for a Council Tax Reduction.

When considering how they would be willing to apply for CTRS in the future, one in eight respondents indicate that they would be willing to apply over the telephone (12%) or via the Arun website (13%). A further one in nine (11%) would be willing to apply by email, while one in eleven (9%) would be happy to apply in person at a Council office.

2.4 Council webcasts

One of the final questions included in the questionnaire asked respondents whether they would be interested in webcasts of Council meetings being made available online. Approaching two in five (36%) respondents indicate that they would be interested in these webcasts, while three in five (60%) would not be interested and 4% did not provide a response.
Arun District Council has set new priorities for the period 2013 to 2017 called ‘Your Council 2013 - 2017’. The new Council Corporate Plan for April 2013 onwards, reflects these new priorities. In order to measure how well the Council is achieving against these new targets, a set of measurement indicators have been developed. In this latest round (March 2014) of the Wavelength Residents’ Panel Survey, residents were asked how well they felt the Council is performing against two indicators of customer satisfaction:

- Council Plan Indicator 2: Improve satisfaction with cleanliness of the district
- Council Plan Indicator 5: Improve your satisfaction with the quality of front line services you receive

This March 2014 survey is the second wave in which questions around these indicators were included. As such, the results from March 2014 can be compared back to the results from March 2013.

3.1 Corporate Plan Indicator 2: Improve satisfaction with cleanliness of the district

The first Corporate Plan Indicator included in this wave of research (March 2013), was satisfaction with the level of cleanliness within the district. An overview of satisfaction with the levels of cleanliness of the district shows that nearly seven in ten respondents (69%) are satisfied with the cleanliness of the district overall. The proportion who express satisfaction has improved by 2% points since these questions were last asked a year ago (67% satisfied – March 2013).

**Figure 1: How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district? - Cleanliness of the district overall (All responses)**

<table>
<thead>
<tr>
<th>Satisfied Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>11%</td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td>58%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>15%</td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td>11%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
</tr>
<tr>
<td>Not provided</td>
<td>1%</td>
</tr>
<tr>
<td>Summary: Satisfied</td>
<td>70%</td>
</tr>
<tr>
<td>Summary: Dissatisfied</td>
<td>13%</td>
</tr>
</tbody>
</table>

Unweighted base (515) *denotes<0.5%
Looking by location, satisfaction with the cleanliness of the district shows significant variation. Three in four (74%) respondents from Eastern Arun and Downland express satisfaction with the cleanliness of the district, while just more than three in five (65%) respondents from Western Arun express satisfaction.

A more detailed breakdown of satisfaction with the cleanliness of specific areas and facilities within the district can be found in the figures that follow.

Highest levels of resident satisfaction in terms of cleanliness are seen with regard to the recreational spaces. Approaching three in four residents (72%) state that they are satisfied with the level of cleanliness of parks and open spaces and seven in ten residents (70%) state they are satisfied with the level of cleanliness of the beaches and promenades.

Following on from this, just more than three in five respondents express satisfaction with town and village centre shopping areas (63%), car parks (63%) and out of town shopping areas (62%). A further three in five (59%) respondents express satisfaction with residential roads, while lowest levels of satisfaction are seen with regard to public toilets (36%), although it must be noted that one in five (21%) respondents indicate that they do not know what the level of cleanliness of public toilets is like, the highest of all the places asked of.

**Figure 2: How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district? - % satisfied or very satisfied (All responses)**

<table>
<thead>
<tr>
<th>Place</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Don't know</th>
<th>Not provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks and open spaces</td>
<td>72%</td>
<td>9%</td>
<td>13%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Beaches and promenades</td>
<td>70%</td>
<td>10%</td>
<td>15%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Town/village centre shopping areas</td>
<td>63%</td>
<td>15%</td>
<td>18%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Car parks</td>
<td>63%</td>
<td>18%</td>
<td>12%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Out of town shopping areas</td>
<td>62%</td>
<td>18%</td>
<td>11%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Residential roads</td>
<td>59%</td>
<td>12%</td>
<td>27%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Public toilets</td>
<td>36%</td>
<td>18%</td>
<td>23%</td>
<td>21%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Unweighted base (515)  *denotes<0.5%
Looking at satisfaction with the levels of cleanliness across the district over time, satisfaction across the majority of places has remained static, whilst gains have been made with the proportion of respondents expressing satisfaction with the cleanliness of car parks and residential roads. In the most recent wave of research, more than three in five respondents express satisfaction with the cleanliness of local car parks (63%), which marks a 5% point improvement since 2013. Similarly, approaching three in five (59%) respondents express satisfaction with the cleanliness of residential roads and this also marks a 5% point improvement on the results seen in 2013.

Table 2: How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district? - % satisfied or very satisfied – over time

<table>
<thead>
<tr>
<th>Place</th>
<th>2013 % satisfied</th>
<th>2014 % satisfied</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks and open spaces</td>
<td>75%</td>
<td>72%</td>
<td>-3</td>
</tr>
<tr>
<td>Beaches and promenades</td>
<td>69%</td>
<td>70%</td>
<td>+1</td>
</tr>
<tr>
<td>Town/village centre shopping areas</td>
<td>66%</td>
<td>63%</td>
<td>-3</td>
</tr>
<tr>
<td>Out of town shopping areas</td>
<td>62%</td>
<td>62%</td>
<td>=</td>
</tr>
<tr>
<td>Car parks</td>
<td>58%</td>
<td>63%</td>
<td>+5</td>
</tr>
<tr>
<td>Residential roads</td>
<td>54%</td>
<td>59%</td>
<td>+5</td>
</tr>
<tr>
<td>Public toilets</td>
<td>34%</td>
<td>36%</td>
<td>+2</td>
</tr>
</tbody>
</table>

Satisfaction with each area outlined above is significantly higher among respondents from Eastern Arun when compared with those from Western Arun, as is outlined below:

### 3.1.1 Parks and open spaces
Satisfaction with the cleanliness of local parks and open spaces is significantly higher among respondents from Eastern Arun, compared with those from Downland and Western Arun (79% cf. 67% and 68% respectively).

### 3.1.2 Beaches and promenades
Perceptions of cleanliness of beaches and promenades in Arun are significantly more positive among those from Eastern Arun, than among those from Western Arun (76% cf. 65%). Approaching seven in ten (68%) respondents from Downland express satisfaction with the cleanliness of local beaches and promenades.

### 3.1.3 Town/village centre shopping areas
Similar to the variations seen with regard to beaches and promenades, satisfaction with the cleanliness of town/village centre shopping areas is significantly higher among respondents from Eastern Arun (69%) compared with those from Western Arun (59%). Just three in five (60%) respondents from Downland express satisfaction with the cleanliness town/village centre shopping areas.
3.1.4 Out of town shopping areas

Reflective of the patterns already outlined, satisfaction with the cleanliness of out of town shopping areas is significantly higher among respondents from Eastern Arun, compared with those from Western areas (67% cf. 58%), while three in five (60%) respondents from Downland express satisfaction.

3.1.5 Car parks

Satisfaction with the cleanliness of car parks in Arun is significantly higher among respondents from Eastern Arun, compared with respondents from both Downland and Western Arun (72% cf. 57% and 57%).

3.1.6 Residential roads

More than three in five (64%) respondents from both Downland and Eastern Arun express satisfaction with the cleanliness of residential roads in the area. This proportion drops to 53% among those from Western Arun.

3.1.7 Public toilets

There is no significant variation in satisfaction with the cleanliness of public toilets by location.

A full break down of satisfaction with cleanliness for each location can be found in the table below. Clearly the high level of don’t know responses in relation to public toilets contributes towards the levels of satisfaction expressed for these facilities.

Table 3: How satisfied or dissatisfied are you with the level of cleanliness of the following places within the district? (All responses)

<table>
<thead>
<tr>
<th></th>
<th>Unweighted Bases</th>
<th>Very satisfied</th>
<th>Fairly satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Fairly dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks and open spaces</td>
<td>515</td>
<td>20%</td>
<td>53%</td>
<td>9%</td>
<td>10%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Town/village centre shopping areas</td>
<td>515</td>
<td>15%</td>
<td>48%</td>
<td>15%</td>
<td>8%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Out of town shopping areas</td>
<td>515</td>
<td>15%</td>
<td>47%</td>
<td>18%</td>
<td>8%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Public toilets</td>
<td>515</td>
<td>6%</td>
<td>30%</td>
<td>18%</td>
<td>13%</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>Car parks</td>
<td>515</td>
<td>15%</td>
<td>48%</td>
<td>18%</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Residential roads</td>
<td>515</td>
<td>11%</td>
<td>48%</td>
<td>12%</td>
<td>18%</td>
<td>9%</td>
<td>*%</td>
</tr>
<tr>
<td>Beaches and promenades</td>
<td>515</td>
<td>19%</td>
<td>51%</td>
<td>10%</td>
<td>9%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Cleanliness of the district overall</td>
<td>515</td>
<td>11%</td>
<td>58%</td>
<td>15%</td>
<td>11%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*denotes<0.5%
3.2 Corporate Plan Indicator 5: Improve satisfaction with the quality of front line services you receive

The second Corporate Plan Indicator included in this wave of research was ‘improve satisfaction with the quality of front line services you receive’. This was covered through two questions, one asking residents their levels of satisfaction with Council services generally, followed by satisfaction with three specific Council services. The results are detailed in this section.

Three in four (75%) respondents express satisfaction with the services provided by Arun District Council. This proportion marks a 2%-point improvement on the proportion expressing satisfaction in March 2013 (73%).

One in eight (12%) respondents express dissatisfaction with the services, while a further one in eight (12%) are neither satisfaction nor dissatisfied.

**Figure 3: Overall, how satisfied or dissatisfied are you with the services provided by Arun District Council? (All responses)**

![Bar chart showing satisfaction levels](chart.png)

Satisfaction with the services provided by the Council shows little variation by demographics, however those who are satisfied with the cleanliness of the district overall are significantly more likely to express satisfaction with the services provided by the Council, than those dissatisfied with the cleanliness of the district (93% cf. 27%). Similarly, satisfaction with Council services is also significantly higher among those who agree that the Council provides value for money (90% cf. 41% among those who disagree) and among those who agree that the Council keeps them informed (85% cf. 55% disagree).

These interactions highlight the complex nature of residents’ satisfaction with their local Council. Whilst causal relationships can only be inferred in this data, these results highlight the importance of the Council maintaining and enhancing perceptions of value for money and of keeping residents informed.
The breakdown of satisfaction with the three specific Council services can be found in the table below.

More than four in five (85%) respondents express satisfaction with the refuse collection service. Beneath this just over seven in ten respondents express satisfaction with kerbside recycling (72%) and local parks and open spaces (71%).

**Figure 4: Overall, how satisfied or dissatisfied are you with the services provided by Arun District Council? (All responses)**

The table below summarises the levels of satisfaction with these services over time. As is evident from the table below, satisfaction with refuse collection and kerbside recycling has remained static since 2013, while satisfaction with local parks and open spaces has improved by 6% points from 65% to 71%.

**Table 4: How satisfied or dissatisfied are you with each of the following services provided by the Council? - % satisfied or very satisfied – over time**

<table>
<thead>
<tr>
<th>Service</th>
<th>2013 % satisfied</th>
<th>2014 % satisfied</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refuse collection</td>
<td>85%</td>
<td>85%</td>
<td>=</td>
</tr>
<tr>
<td>Kerbside recycling</td>
<td>73%</td>
<td>72%</td>
<td>-1</td>
</tr>
<tr>
<td>Parks and open spaces</td>
<td>65%</td>
<td>71%</td>
<td>+6</td>
</tr>
</tbody>
</table>
3.2.1 Refuse collection

Looking in more detail, satisfaction with the refuse collection service is significantly higher among those aged 65 and over, compared with those falling into the younger cohort (91% cf. 82%). By location, respondents from Downland are significantly more likely to express satisfaction than those from Eastern and Western Arun (95% cf. 83% and 83% respectively).

3.2.2 Kerbside recycling

Satisfaction with the kerbside recycling services shows no significant variation by age, however looking by location, as seen for the refuse collection service, satisfaction with kerbside recycling is significantly higher among those from Downland, compared with those from Eastern and Western Arun (83% cf. 70% and 71% respectively).

3.2.3 Parks and open spaces

Satisfaction with local parks and open spaces shows no significant variation by age or by location, however dissatisfaction is significantly higher among respondents from Western Arun compared with those from Downland (13% cf. 4%). One in twelve (8%) respondents from Eastern Arun express dissatisfaction.
3.3 Value for money

In order to gain a greater depth of understanding of residents’ perceptions of Council services, respondents were asked to consider whether the Council provides value for money. Arun’s share of Council Tax for a Band D property is £161.37 per year (£3.10 per week) – 11% of the total bill.

Approaching three in five (56%) respondents agree that Arun District Council provides value for money. However, this proportion marks a 2% point decline on the proportion who agreed in 2013 (58%), this is despite no increase in Council Tax.

One in six (16%) respondents disagree that Arun District Council provides value for money, while one in four (24%) neither agree nor disagree. These ambivalent respondents present an opportunity for Arun District Council, as they represent ‘low hanging fruit’ who could be converted upwards in the future.

Figure 5: To what extent do you agree or disagree that Arun District Council provides value for money? (All responses)

The proportion of respondents who agree that Arun District Council provides value for money is significantly higher among those aged 65 and over, compared to those who fall into the younger cohort (63% cf. 55%). Looking by location, respondents from Downland and Eastern Arun are significantly more likely to agree that the Council provides value for money compared with those from Western Arun (72% and 59% respectively cf. 49%).

Similarly, the proportion who agree that the Council provides value for money is significantly higher among those who live outside of Bognor Regis (60% cf. 41% those who live in Bognor Regis) and among those who do not have children (60% cf. 46% those with children).
3.4 Acting on residents concerns

More than two in five (44%) respondents agree that Arun District Council acts on their concerns; however the proportion of residents who don’t believe that the Council acts on their concerns is nearing two in five (39%). Approaching one in five residents (17%) don’t know if the Council acts on their concerns.

Looking at how agreement varies over time, the proportion of respondents who agree that Arun District Council acts on their concerns has improved by 3% points from 41% in March 2013 to 44% in March 2014.

Figure 6: To what extent do you think Arun District Council acts on your concerns? (All responses)

Perceptions of how the Council acts on the concerns of local people show significant variation by demographic groupings. Respondents aged 65 and over are significantly more likely to believe that the Council acts on their concerns a great deal or fair amount, than those aged between 18 and 64 (51% cf. 41%). In addition, those respondents who indicate that they have a disability are also significantly more likely to agree that the Council acts on their concerns than those without a disability (51% cf. 41%). Agreement is also significantly higher among those who do not have children in the household (48% cf. 28%).

By location, respondents from Downland are significantly more likely to believe that the Council acts on their concerns than those from Eastern and Western Arun (56% cf. 43% and 39% respectively).
3.5 Keeping residents informed

Analysis of the government 2008 Place Survey confirmed the long-held belief that well informed residents are more likely to be satisfied with their Council. The proportion of residents who feel informed about the Council’s services is approaching two in three (65%), while approaching one in three (31%) do not feel informed.

Looking over time, the proportion of respondents who feel informed in 2014 is 2% points below the proportion who were informed in 2013 (67%). More notably, the proportion of respondents who indicate that they do not feel informed has risen by 5% points from 26% in 2013.

Figure 7: Overall, how well do you think Arun District Council keeps you informed about the services it provides? (All responses)

The proportion of respondents who indicate that they feel informed about Council services is significantly higher among female respondents than among male respondents (71% cf. 59%). There is no significant variation by age, however looking by location, respondents from Downland and Eastern Arun are significantly more likely to indicate that they feel informed than those from Western Arun (70% and 70% cf. 60%).

* Denotes <0.5% Unweighted base (515)
4 Contacting the Council

Arun District Council is committed to reducing costs where practical. One way for the Council to save money and keep the Council Tax bill down, is to do things in a different, more cost-effective way. An example of this is by encouraging more people to use the Council website (www.arun.gov.uk) when they need information or a service from the Council, rather than telephoning or calling in at the offices. Every face to face contact with a Council costs £8.23, and every telephone call handled costs £3.21, compared with contact via the website which costs just 39p.

In the latest Wavelength survey, a section was included around Council contact, which sought to understand residents’ current use of and future preference for different communication channels.

4.1 Keeping up to date with the Council

Initially, respondents were asked to indicate which sources they use in order to find out information about Arun District Council. The most common response provided is that respondents find out information using the Council magazine – The Arun Times (69%). Beneath this, approaching half (46%) of the respondents indicate that they use local newspapers, while 42% use the Council website and a further 35% find out information via word of mouth.

Figure 8: Which, if any, of the sources listed do you use to obtain information about Arun District Council? (All responses)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Council magazine (Arun Times)</td>
<td>69%</td>
</tr>
<tr>
<td>Local newspapers (i.e. paid for)</td>
<td>46%</td>
</tr>
<tr>
<td>The Council website (<a href="http://www.arun.gov.uk">www.arun.gov.uk</a>)</td>
<td>42%</td>
</tr>
<tr>
<td>Friends, neighbours or relations</td>
<td>35%</td>
</tr>
<tr>
<td>Free newspapers / magazines</td>
<td>29%</td>
</tr>
<tr>
<td>Local radio</td>
<td>18%</td>
</tr>
<tr>
<td>Parish Council</td>
<td>1%</td>
</tr>
<tr>
<td>Social media</td>
<td>*%</td>
</tr>
<tr>
<td>None of the above</td>
<td>*%</td>
</tr>
<tr>
<td>Not provided</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

Looking at how channel use varies by age, those aged 65 and over are significantly more likely to use the Council magazine (76% cf. 67%), local newspapers (56% cf. 41%) and free newspapers or magazines (37% cf. 27%) than those aged between 18 and 64. By contrast, those in the younger cohort (18-64), are significantly more likely to find out information about the Council via the Council website than those aged 65 and over (50% cf. 19%).
4.2 Arun Times

As already outlined in this report, 69% of respondents find out information about Arun District Council using the Council magazine – Arun Times. As a Council led publication, this wave of research included a question to assess resident appetite for an online version of the magazine.

One in three (35%) respondents indicate that they would read Arun Times if it was regularly updated with news articles online. By contrast, 60% of respondents indicate that they wouldn’t use this facility.

Figure 9: If Arun Times, the Council’s printed magazine, was regularly updated with new articles online, how likely would you be to read it online? (All responses)

Interestingly there is no significant difference by age in the proportion of respondents who indicate that they would read the Arun Times online, however those respondents who indicate that they have a disability are significantly less likely to indicate that they would use this service than those without a disability (24% cf. 37%).

Looking by location, those from Eastern Arun are significantly more likely to indicate that they would read Arun Times online, than those from Western Arun (40% cf. 31%). One in three (32%) respondents from Downland indicate that they would read the publication online.
4.3 Accessing the internet

As web based interactions are more cost effective for the Council, this wave of research asked respondents to indicate how they access the internet in order to gauge how common place internet use is among residents and also provide an understanding of the types of devices used by residents.

As can be seen in the figure below, respondents most commonly indicate that they access the internet via a desktop or laptop computer (79%). Beneath this, two in five respondents use a smartphone (39%) or tablet PC (37%), while just 13% do not have access to the internet.

When looking at how internet access varies by age, the most notable difference is that 31% of 65+ year olds do not have access to the internet, compared to just 6% of those aged between 18 and 64. This then filters through into the methods of accessing the internet; for example a significantly higher proportion of respondents aged between 18 and 64 indicate that they use a desktop or laptop computer (86% cf. 57%), smartphone (51% cf. 7%) and tablet PC (44% cf. 18%) to access the internet compared with those aged 65 and over.

Figure 10: How do you access the internet? (All responses)
4.4 Internet use

Following on from access to the internet, respondents were asked to indicate what they use the internet for. The activity that respondents most commonly indicate that they use the internet for is online shopping (68%), followed by online banking (61%). Beneath this, half (51%) of all respondents indicate that they use the internet for gas/electricity/water meter readings, while two in five (41%) use it for paying household bills and a further one in five (19%) use it for renewing library books.

Just 8% of respondents do not carry out any of the activities listed online, while a further 8% do not use the internet.

As seen previously with internet access, there is significant variation in the activities carried out online by age. Those aged between 18 and 64 are significantly more likely to carry out all of the activities listed online than those aged 65 and over. By contrast, those aged 65+ are significantly more likely to indicate that they do not use the internet, than those aged between 18 and 64 (20% cf. 3%).

Figure 11: If you access the internet, which of the following activities do you use it for? (All responses)

Looking at how use of the internet varies by location, those from Eastern Arun are significantly more likely to use the internet for online banking than those from Downland and Western Arun (69% cf. 56% and 55%). Respondents from Downland and Eastern Arun are significantly more likely to use the internet for renewing library books than those from Western Arun (both 24% cf. 12%).
4.5 Using the Council website

Following on from more general internet use, respondents were asked to indicate whether they have used the Arun District Council website in the last 12 months. Half (50%) of all respondents indicate that they have used the Council website in the last 12 months. This proportion rises to 59% among those aged between 18 and 64, and falls to 26% among those aged 65 and over.

More than two in five (44%) indicate that they have not used the website, while 4% cannot recall and a further 2% did not provide an answer.

Looking at the use of the Council website in more detail, female respondents are more likely to have used it than male respondents (56% cf. 44%). Similarly, those with children in the household are also significantly more likely to have used the Council website in the last 12 months, than those without (63% cf. 48%).

Those respondents who indicate that they have used the Council website in the last 12 months were asked to indicate what they used it for. Half (49%) of those who have used the website indicate that it was to find out general information about the Council, followed by two in five (40%) who used it to look at planning applications and a further 38% who used it to find out about local events.

One in three (33%) respondents used the Council website to look up a telephone number to contact the Council and a further one in four (24%) used it to find out the latest Council news.

**Figure 12: If yes, what have you used it for? (Where respondents have used Arun District Council’s website in the last 12 months)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To find out general information about the Council</td>
<td>49%</td>
</tr>
<tr>
<td>To look at planning applications</td>
<td>40%</td>
</tr>
<tr>
<td>To find out about local events</td>
<td>38%</td>
</tr>
<tr>
<td>To look up a telephone number to call us</td>
<td>33%</td>
</tr>
<tr>
<td>To find out the latest Council news</td>
<td>24%</td>
</tr>
<tr>
<td>To make a payment - e.g. Council Tax</td>
<td>11%</td>
</tr>
<tr>
<td>To update your details - e.g. a change of address</td>
<td>5%</td>
</tr>
<tr>
<td>To make a Freedom of Information request</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>Can't recall</td>
<td>*%</td>
</tr>
<tr>
<td>Not provided</td>
<td>*%</td>
</tr>
</tbody>
</table>

* Denotes <0.5% Unweighted base (256)
Respondents who have used the Council website in the last 12 months were also asked to indicate how easy they found it to locate the information that they were looking for on the website. Encouragingly a majority of 68% of respondents indicate that it was easy to find the information they were looking for. One in nine (11%) indicate that it was difficult, while one in five (20%) neither found it easy nor difficult.

No significant variation is evident in the data by demographics.

**Figure 13: Generally how easy do you find it to find the information you are looking for on the Council’s website? (Where respondents have used Arun District Council’s website in the last 12 months)**

![Bar chart showing the ease of finding information on the Council’s website.](chart)

* Denotes <0.5% Unweighted base (256)

When asked to consider what improvements would make them use the Council website more, approaching half (47%) of those who have used the website in the last 12 months indicate that nothing would make them use it more. Approaching one in five (17%) indicate that if the website were simpler they would use it more, while 2% indicate that if it was kept up to date they would use it more.

**Figure 14: Are there improvements to Arun’s website that could encourage you to use it more? (Where respondents have used Arun District Council’s website in the last 12 months)**

![Bar chart showing the potential improvements to the Council’s website.](chart)

* Denotes <0.5% Unweighted base (256)
4.6 Paying household bills

In order to help the Council understand how it might service residents better with regard to bill paying or wider contact methods, respondents were asked to indicate how they pay their general household bills. The most common method of paying household bills is via direct debit (90%), followed by online transfer (24%). One in eleven (9%) respondents pay their bills at a bank or building society, while 7% do so at a PayPoint outlet.

Looking by age, those aged between 18 and 64 are significantly more likely to indicate that they pay their household bills via online transfer than those aged 65 and over (28% cf. 13%). Those with children living at home are also significantly more likely to pay their household bills through direct debit (98% cf. 88%) or via online transfer (34% cf. 21%) than those without children.
Following on from general household bills, respondents were asked to indicate how they currently pay their Council tax and what they would be willing to do in the future. Following on from this, respondents were asked how they currently contact the Council regarding specific issues and how they would be willing to do so in the future. These questions have been included with a view to helping the Council understand how it might provide some of its core services in the future.

### 4.6.1 Council Tax

When asked how they currently pay their Council tax, the vast majority of respondents indicate that they do so via direct debit (82%). Beneath this, 5% pay at a PayPoint Outlet and 4% pay via the Arun website.

When asked to consider how they would be willing to pay their Council tax in the future, seven in ten (70%) indicate that they would be willing to pay via direct debit, while 5% would consider paying at a PayPoint outlet and a further 6% would consider paying via the Arun website.

The disparity between those who currently pay their Council Tax via direct debit and those who would be willing to do so in the future may be due to a higher proportion of respondents not providing an answer (15%) to the second part of the question.

**Figure 16: How do you currently pay Council Tax? How would you be willing to pay it in future? (All responses)**

<table>
<thead>
<tr>
<th>Current</th>
<th>Willing to use in the future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Debit</td>
<td>82%</td>
</tr>
<tr>
<td>In person at one of the 70 PayPoint outlets in the District</td>
<td>5%</td>
</tr>
<tr>
<td>Via the Arun website (debit/credit card)</td>
<td>4%</td>
</tr>
<tr>
<td>Over the telephone (debit/credit card)</td>
<td>3%</td>
</tr>
<tr>
<td>By post</td>
<td>1%</td>
</tr>
<tr>
<td>Not provided</td>
<td>2%</td>
</tr>
<tr>
<td>Not applicable</td>
<td>5%</td>
</tr>
</tbody>
</table>

* Denotes <0.5% Unweighted base (515)

Looking at the ways in which respondents would be willing to pay their Council tax in the future by age, those aged between 18 and 64 are significantly more likely to indicate that
they would be willing to pay their Council tax by direct debit (75% cf. 63%) or via the Arun website (7% cf. 1%) than those aged 65 and over.

**4.6.2 Reporting an issue with recycling collection**

When asked to indicate how they currently report an issue with a recycling collection, approaching three in five (56%) respondents indicate that they would do so over the phone. Beneath this, one in ten (10%) would report an issue by email, while 7% would do so via the Arun website and a further 6% would report an issue with recycling collection in person at the Council office.

When asked to consider how they might report an issue with recycling collections in the future, more than two in five would be willing to do so over the phone (44%) or by email (41%). Approaching two in five (37%) would also be willing to report these issues via the Arun website.

**Figure 17: How do you currently report a missed bin / issue with recycling collection? How would you be willing to report it in future? (All responses)**

Similar to the patterns seen with regard to paying Council tax, the way in which people are willing to report issues with their recycling service shows significant variation by age. Respondents aged between 18 and 64 are significantly more likely to indicate that they
would be willing to report an issue by email (49% cf. 21%) or via the Arun website (48% cf. 10%) than those aged 65 and over.

4.6.3 Reporting environmental health issues

The most common method by which respondents report environmental health problems is over the telephone (52%). Beneath this, one in ten (10%) report these type of issues by email, while 6% do so in person at a Council office and a further 5% do so via the Arun website. Around one in three (32%) respondents indicate that this is not applicable to them, suggesting that they don’t or have not historically reported an environmental health issue.

When considering how they would be willing to report environmental health issues in the future, over half (53%) of respondents indicate that they would be willing to do so over the phone, while approaching four in five (36%) would be happy to do so by email. A further one in three (33%) would be willing to report environmental health issues via the Arun website, while 8% would do it in person at the Council office.

Figure 18: How do you currently report an environmental health problem e.g. a pest control issue? How would you be willing to report it in future? (All responses)

As seen previously, the proportion of respondents who would be willing to report an environmental health issue by email or via the Arun website, is significantly higher among
those aged 18 – 64 (44% and 41% respectively) than those aged 65 and over (18% and 11% respectively).

4.6.4 Contacting the Council when things go wrong

As seen with regard to reporting an issue with the recycling service, or reporting an environmental health issue, when contacting the Council about something that has gone wrong or failed to be done, the most common way in which respondents make contact is over the telephone (53%). Beneath this, one in five (19%) contact the Council by email, while 12% do so in person at a Council office and 10% make contact by post. Just 8% of respondents would contact the Council via the Arun website.

When considering how they would be willing to make contact in the future, the method favoured by most respondents is telephone (54%), followed by email (42%). Just more than one in three (35%) respondents indicate that they would be willing to contact the Council via the Arun website, while 15% would be willing to make contact by visiting a Council office.

Figure 19: How do you currently contact the Council about something you feel we have done wrong or failed to do? How would you be willing to contact us in future? (All responses)

Again, the proportion of respondents who would be willing to contact the Council regarding anything that has gone wrong by email or via the Council website is significantly higher.
among those aged between 18 and 64 (51% and 44% respectively), compared with those aged 65 and over (19% and 11% respectively).

### 4.6.5 Applying for Council Tax Reduction

One in eleven (9%) respondents indicate that when applying for a Council Tax Reduction (CTRS), they do so over the telephone. Beneath this, 8% do this in person at a Council office, while 7% do so by post. The vast majority of respondents (72%) indicate that this is not applicable to them, suggesting that they would not apply or have reason to apply for a Council Tax Reduction.

When considering how they would be willing to apply for CTRS in the future, one in eight respondents indicate that they would be willing to apply over the telephone (12%) or via the Arun website (13%). A further one in nine (11%) would be willing to apply by email, while one in eleven (9%) would be happy to apply in person at a Council office.

**Figure 20: How do you currently apply for Council Tax Reduction (CTRS) / Housing benefit? How would you be willing to apply in future? (All responses)**

![Bar chart showing current and future application methods for Council Tax Reduction](chart.png)

* Denotes <0.5% Unweighted base (515)

Again, the proportion of respondents who would be willing to apply for CTRS by email or via the Arun website is significantly higher among those aged between 18 and 64 (14% and 16%) compared with those aged 65 and over (4% and 4%).
4.6.6 Making urgent contact with a Councillor or a member of staff

When considering how they would make urgent contact with a Councillor or member of staff, the vast majority of respondents indicate that they would like to be able to make contact via telephone (83%), followed by email (61%). Beneath this, one in eight (13%) respondents would like to be able to make contact via text message, while 7% would like to do so via Facebook.

Figure 21: Which of the following would you like to use if you needed to make an urgent contact with a Councillor or member of staff which of the following ways would you like to be able to contact us? (All respondents)

Looking at how preferences vary by age, those aged 65 and over are significantly more likely to express a preference for making contact by telephone than those aged between 18 and 64 (89% cf. 81%). By contrast, those aged between 18 and 64 are significantly more likely to express a preference for making contact by email (70% cf. 36%), via text message (15% cf. 6%), through Facebook (8% cf. 2%) and via instant messaging (8% cf. *%).
4.7 Electronic Council forms

Arun District Council has made a number of forms available on the Council website, allowing residents to carry out tasks such as pay Council tax, make a complaint or report a missing bin. As online interaction with residents is more cost effective for the Council, a number of questions were included in this wave of research to ascertain the levels of awareness and use of these online forms.

One in four (24%) respondents indicate that they are aware of the electronic forms available on the Council website. This consists of 9% who are aware and have used the forms, and 15% of respondents who are aware but have not used the forms.

Two in three (66%) respondents are not aware of the forms available on the Council website, while one in eleven (9%) are unsure.

Figure 22: Arun District Council has a number of electronic forms available on the Council website that allows you to carry out tasks such as pay your Council tax, make a complaint, report a missed bin collection and many more. Before today were you aware of these electronic forms? (All responses)

Respondents aged between 18 and 64 are significantly more likely to be aware and have used the online Council forms, than those aged 65 and over (11% cf. 3%). No further significant variations are evident in the data.

Those respondents who are aware of the electronic forms available on the Council website were asked to indicate whether they found the forms easy or hard to use. As can be seen overleaf, one in three (33%) respondents indicate that they found the forms easy to use, while one in nine (11%) found them difficult to use. Approaching three in five (56%) indicate that they haven't used these forms.
As might be expected, the proportion of respondents who state that the online Council forms are easy to use is significantly higher among those aged between 18 and 64, compared with those aged 65 and over (37% cf. 18%).

Figure 23: We have a number of electronic forms on our website designed to allow customers to tell us about something without the need to call or visit us in person. Generally speaking, how easy do you find it to use these forms? (Where respondent is aware of electronic forms on the Council Website)

Those who are aware of the availability of online Council forms were also asked to indicate whether there are any improvements that could be done to make the forms easier to use. The most common response provided is that there is nothing that could be done to make the forms easier to use (44%), while 36% of this cohort did not provide a response. One in fourteen (7%) respondents indicate that the forms could be simplified, while 5% state that they would prefer to speak to a person.

Figure 24: Are there improvements that could be made to the electronic form(s) to make them easier to use? (Where respondent is aware of electronic forms on the Council Website)

The final question asked regarding the electronic Council forms, asked respondents to indicate whether there are any services not currently catered for that they would like an electronic form for. The most common response provided was that there is nothing in addition to what is currently available, that respondents would like an electronic form for
(58%). A further 36% did not provide a response to this question, while 6% provided suggestions that include, “Complaints about councillors” and “Checking the electoral register ... there didn't seem to be anywhere where you could do this electronically. If you could submit a request to check if you were registered, this would be useful”.

4.8 Council webcasts

One of the final questions included in the questionnaire asked respondents whether they would be interested in webcasts of Council meetings being made available online. Approaching two in five (36%) respondents indicate that they would be interested in these webcasts, while three in five (60%) would not be interested and 4% did not provide a response.

The proportion of respondents who express an interest in the webcasts is significantly higher among those aged between 18 and 64, compared with those aged 65 and over (39% cf. 31%).

Figure 25: Would you be interested in webcasts of Council meetings being made available online? (All respondents)
### 5 Sample definition

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Appendix: Statement of Terms

Compliance with International Standards


Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects’ participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.
With more than 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.