

Appendix 14 - Results of Budget Communication and Engagement 6 January to 5 February 2017

Budget Consultation Survey

There were a total of 801 responses to the survey.

The majority of responses (54%) were received from the open online survey on the Council website. 45% of responses came from members of the Community Panel with 2% of responses received from other sources including forums.

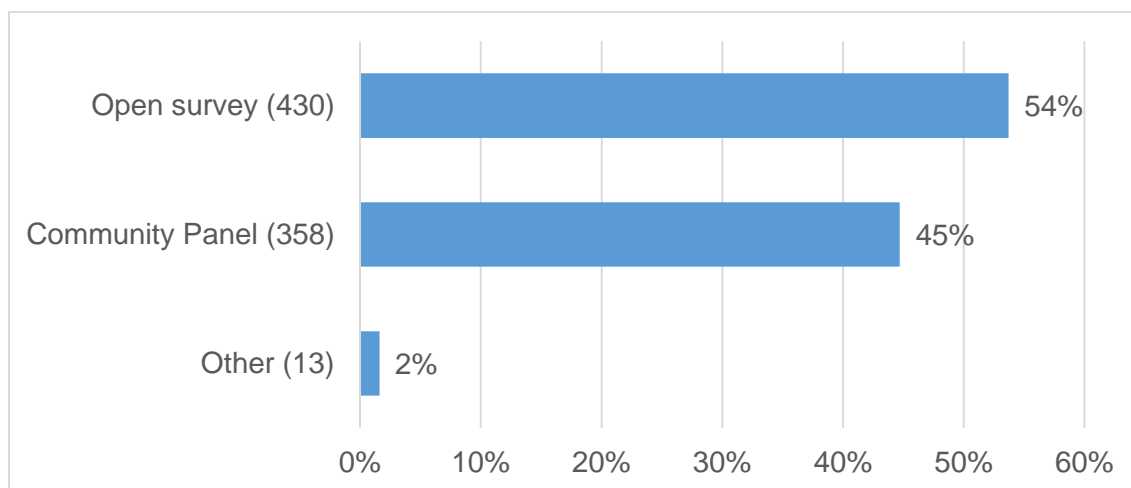


Figure 1: Budget Consultation Survey responses by source

Financial Strategy

A total of 316 survey respondents commented on the Council's budget plans.

38% of those comments were in support of the Council's plans, with 54% making general comments about the Council's priorities.

4% of respondents made comments indicating that they did not support the Council's plans, whilst in 3% of comments the position of the respondent regarding the budget plans was unclear.

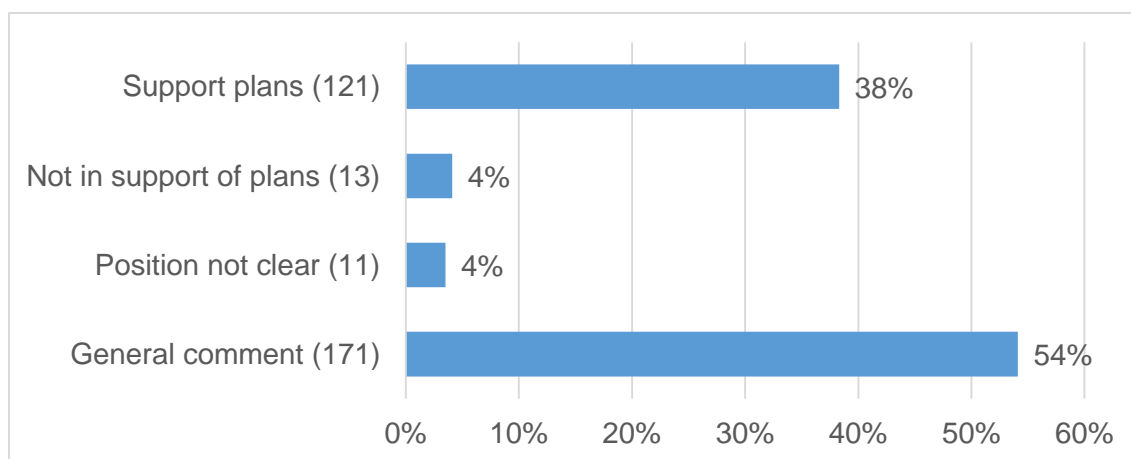


Figure 2: Position on budget plans

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Comments

There were a number of themes emerging from the free text comments.

Of the 197 comments containing specific details on the budget plans, 22% related to the increase in the amount of Council Tax.

One in five comments referenced the amount of road works and level of highways development in the borough.

11% of comments made reference to the cuts in Government funding with the same proportion indicating that they felt further efficiencies should still be made within the Council.

11% of comments highlighted a need to prioritise social care with 10% referring to the importance of protecting vulnerable children and adults.

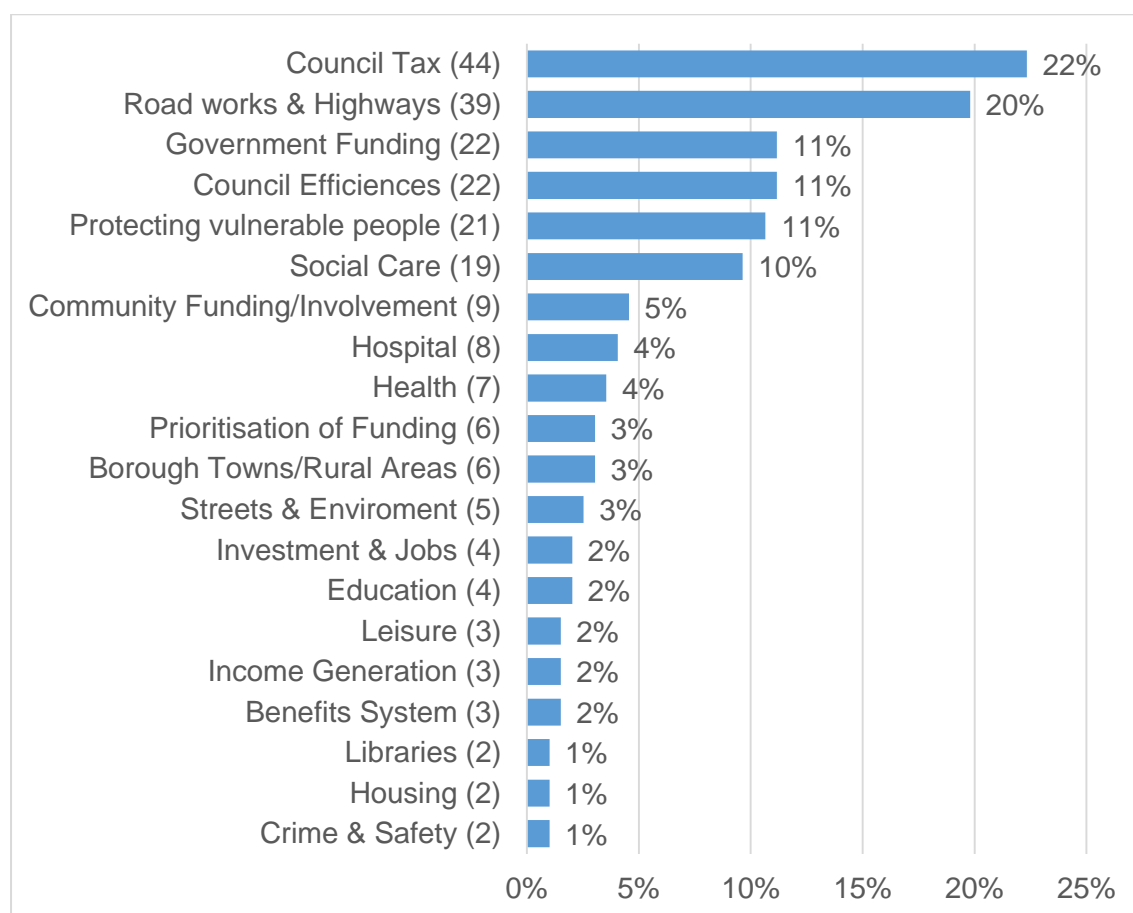


Figure 3: Comments on budget plans by theme

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Council Tax Options

775 respondents expressed a preference for either Option A or Option B on the question of the Council Tax increase.

The majority of respondents (58%) indicated that they were in favour of Option B - applying a total planned increase of 3.2% per year until 2019/20.

42% indicated a preference for Option A - a 4.2% increase for the next two years followed by a 1.2% increase in 2019/20.

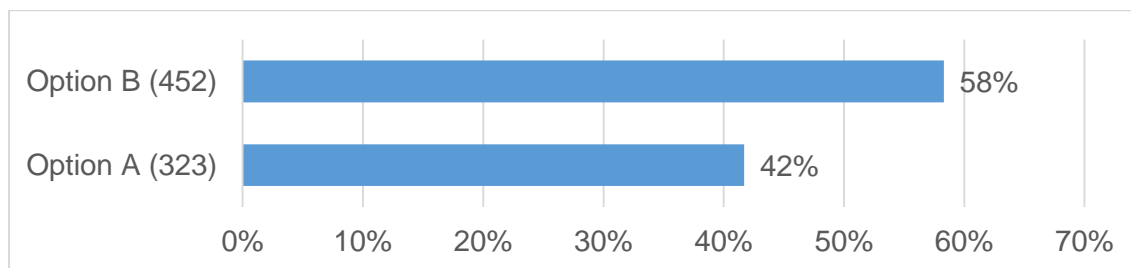


Figure 4: Council Tax Options

Digital Engagement and Social Media

Website and Email

During the first phase of consultation between 6 January and 5 February there were 2972 views of the Budget web pages and 427 views of the Budget related Newsroom content.

A total of 43,220 Budget related News For You emails were sent of which 13,137 (30%) were opened.

There were 492 views of the YouTube budget video.

Facebook and Twitter

Budget related posts on Facebook reached 9,722 people with 395 engagements (actions taken on the posts) and 1,585 views of the Facebook video.

There were 5,353 impressions (appearances in timelines or search results) of Budget related tweets and 79 engagements (interactions with tweets).