

# Resident's Survey 2023

## District + Locality breakdown

# Breakdown on how residents accessed the survey

Facebook: Reached 22,991, shared 80, link clicks 252

X: Impressions 4930, Retweets 18, link clicks 58

Gov.delivery: Residents' version 645 clicks, Parish version 8 clicks

Paper copies: 47

Parishes/Councillors and community Facebook groups were sent information on how to share Council posts as well as having the resources to create their own posts.

Locality	Population % of District	Number of responses	Response %
Locality 1	14.7%	167	14.8%
Locality 2	9.7%	178	15.7%
Locality 3	28.8%	276	24.4%
Locality 4	20.5%	256	22.7%
Locality 5	26.2%	250	21.1%
		1127	

Total completed was 1144. 17 respondents selected 'other' option for which village they live in and did not provide an answer.

# What makes your village special?

## Positive comments

Note the dominance of the word community in the cloud, along with friendly, village, spirit and people, this reinforces the importance of local identity being clear in the results of the survey. Countryside, green and location underpins the importance of place.



# What makes your village special?

## Negative comments

There were some negative comments made. The word village appears prominently, as it is used in the context of many of the negative points made about changes – these including housing (growth) and (over) development.



# How Likely are you to recommend South Staffordshire as a place to live?

	Very likely	Likely	I would not recommend
District	46%	43%	11%
Locality 1	34%	50%	15%
Locality 2	47%	44%	8%
Locality 3	43%	42%	14%
Locality 4	50%	43%	5%
Locality 5	52%	38%	9%

# How Likely are you to recommend South Staffordshire as a place to live?

## Positive comments

The importance of place - and particularly as a place to live – features strongly, with superlatives such as good, great, beautiful standing out.

Community and village still feature, alongside countryside and green.





# How Likely are you to recommend South Staffordshire as a place to live?

## Negative comments

The term village appears within statements about issues people are concerned about. In particular roads and matters to do with the Council. Some of the featured issues – transport (roads and public transport) and crime are things which the Council needs partner co-operation on.





# Do you consider yourself to be mainly?

	A resident of Staffordshire	A resident of South Staffordshire	A resident of your village
<b>District</b>	<b>8%</b>	<b>32%</b>	<b>60%</b>
<b>Locality 1</b>	<b>23%</b>	<b>17%</b>	<b>58%</b>
<b>Locality 2</b>	<b>11%</b>	<b>26%</b>	<b>61%</b>
<b>Locality 3</b>	<b>7%</b>	<b>30%</b>	<b>62%</b>
<b>Locality 4</b>	<b>3%</b>	<b>45%</b>	<b>51%</b>
<b>Locality 5</b>	<b>4%</b>	<b>32%</b>	<b>66%</b>

# Which of the following do you think best describes South Staffordshire as a place?

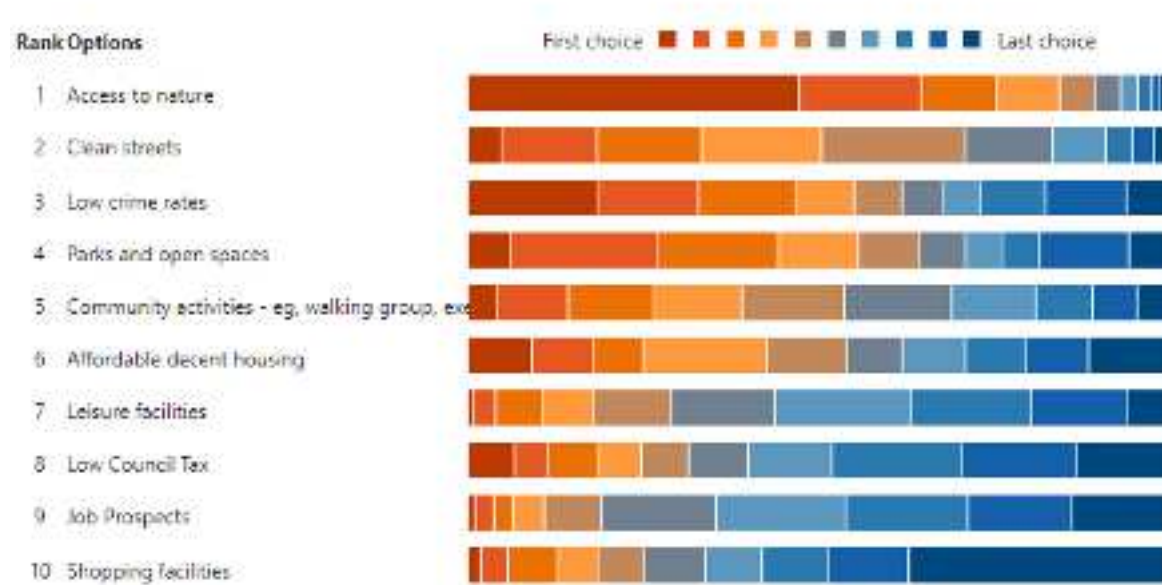
	A place of vibrant villages	A place to be proud of	A place unspoilt by progress	Other
District	32%	24%	12%	32%
Locality 1	28%	18%	8%	44%
Locality 2	38%	21%	11%	30%
Locality 3	28%	26%	10%	36%
Locality 4	33%	28%	9%	30%
Locality 5	34%	21%	17%	28%

## Which of the below would you say are most important in making South Staffordshire a good place to live?

	Most important in making South Staffordshire a good place to live	% of responses first choice
District	Access to Nature	47%
Locality 1	Access to Nature	40%
Locality 2	Access to Nature	49%
Locality 3	Access to Nature	39%
Locality 4	Access to Nature	44%
Locality 5	Access to Nature	61%

# Which of the below would you say are most important in making South Staffordshire a good place to live?

This question, residents were asked to rank the options from 1-10. Below is the breakdown of where each option ranked.

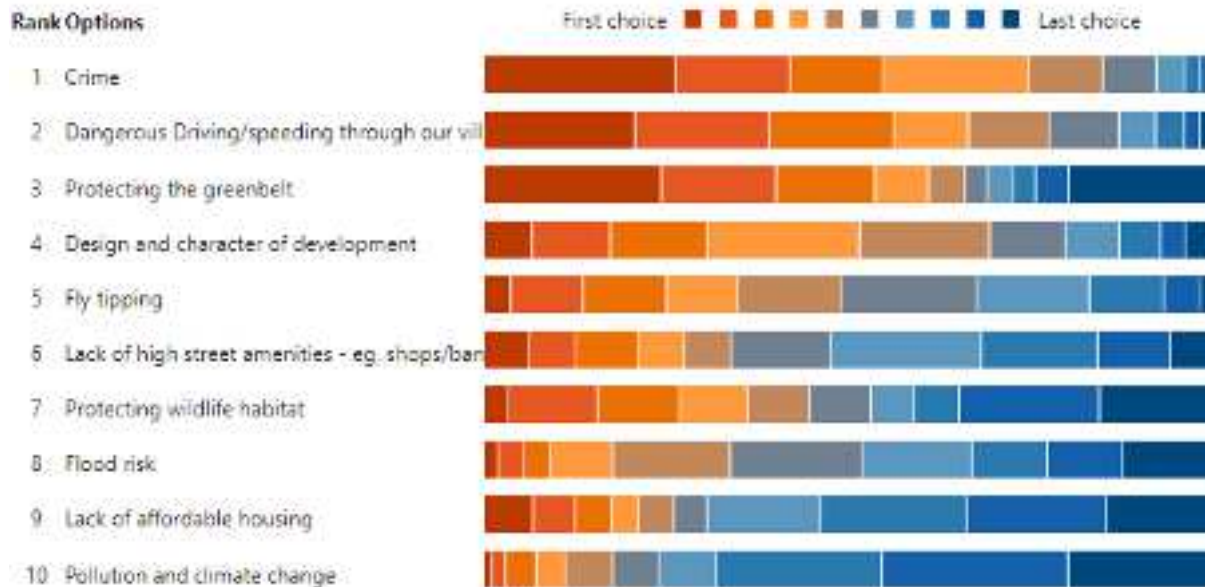


# Do any of the following cause you concern in your village?

	Biggest concern in resident's village	% of residents first choice
District	Crime	26%
Locality 1	Crime	28%
Locality 2	Crime	30%
Locality 3	Crime	30%
Locality 4	Protecting greenbelt	29%
Locality 5	Protecting green belt	27%

**Do any of the following cause you concern in your village?**

This question, residents were asked to rank the options from 1-10. Below is the breakdown of where each option ranked.



# How safe do you feel during the day in the area you live in?

	Very safe	Somewhat Safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe
<b>District</b>	<b>49%</b>	<b>37%</b>	<b>11%</b>	<b>3%</b>	<b>1%</b>
<b>Locality 1</b>	<b>43%</b>	<b>34%</b>	<b>13%</b>	<b>6%</b>	<b>1%</b>
<b>Locality 2</b>	<b>49%</b>	<b>36%</b>	<b>10%</b>	<b>2%</b>	<b>1%</b>
<b>Locality 3</b>	<b>39%</b>	<b>45%</b>	<b>11%</b>	<b>3%</b>	<b>0%</b>
<b>Locality 4</b>	<b>60%</b>	<b>30%</b>	<b>7%</b>	<b>2%</b>	<b>1%</b>
<b>Locality 5</b>	<b>50%</b>	<b>36%</b>	<b>10%</b>	<b>3%</b>	<b>0%</b>

All figures have been rounded, 0% indicates that less than 1% of responses selected that option.

# How safe do you feel at night in the area you live in?

	Very safe	Somewhat Safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe
<b>District</b>	<b>23%</b>	<b>44%</b>	<b>16%</b>	<b>14%</b>	<b>3%</b>
<b>Locality 1</b>	<b>17%</b>	<b>44%</b>	<b>14%</b>	<b>18%</b>	<b>5%</b>
<b>Locality 2</b>	<b>27%</b>	<b>41%</b>	<b>16%</b>	<b>13%</b>	<b>1%</b>
<b>Locality 3</b>	<b>17%</b>	<b>43%</b>	<b>18%</b>	<b>15%</b>	<b>5%</b>
<b>Locality 4</b>	<b>28%</b>	<b>44%</b>	<b>16%</b>	<b>8%</b>	<b>2%</b>
<b>Locality 5</b>	<b>23%</b>	<b>48%</b>	<b>12%</b>	<b>14%</b>	<b>1%</b>





# Do you agree or disagree that people work together to improve their local area?

	Agree	Disagree	Don't know
District	68%	15%	17%
Locality 1	58%	23%	17%
Locality 2	73%	10%	16%
Locality 3	70%	14%	15%
Locality 4	60%	17%	21%
Locality 5	76%	10%	12%

# Have you ever volunteered in your local community?

	Yes	no	I haven't but would like to
<b>District</b>	<b>51%</b>	<b>36%</b>	<b>13%</b>
<b>Locality 1</b>	<b>52%</b>	<b>35%</b>	<b>11%</b>
<b>Locality 2</b>	<b>55%</b>	<b>33%</b>	<b>11%</b>
<b>Locality 3</b>	<b>40%</b>	<b>42%</b>	<b>17%</b>
<b>Locality 4</b>	<b>47%</b>	<b>38%</b>	<b>14%</b>
<b>Locality 5</b>	<b>60%</b>	<b>29%</b>	<b>10%</b>

# Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

## Climate change options

	Biggest climate change challenge for South Staffordshire in the next 4 years	% of first choice
District	Protection of green space and Biodiversity	70%
Locality 1	Protection of green space and Biodiversity	74%
Locality 2	Protection of green space and Biodiversity	65%
Locality 3	Protection of green space and Biodiversity	70%
Locality 4	Protection of green space and Biodiversity	65%
Locality 5	Protection of green space and Biodiversity	72%

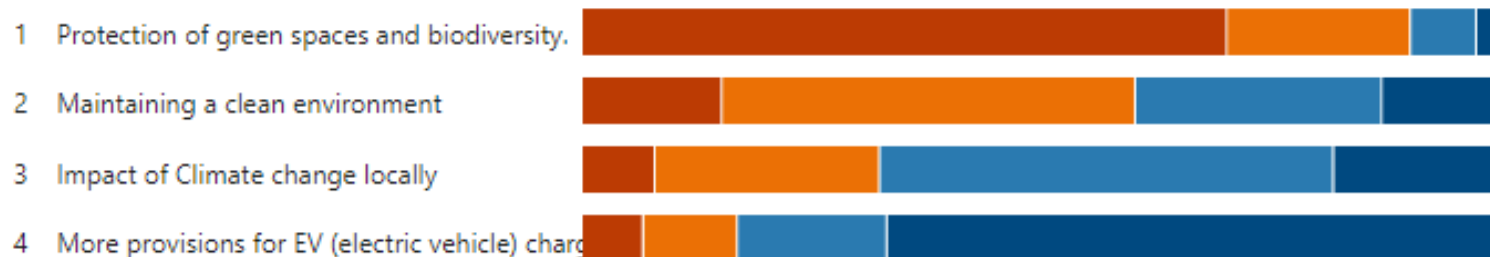
Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

## Climate Change

This question, residents were asked to rank the options from 1-4. Below is the breakdown of where each option ranked.

### Rank Options

First choice ■ ■ ■ ■ Last choice



# Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

## Prosperous communities options

	Biggest challenge for prosperous communities in South Staffordshire for the next 4 years	% of first choice
District	Cost of living	61%
Locality 1	Cost of living	61%
Locality 2	Cost of living	57%
Locality 3	Cost of living	62%
Locality 4	Cost of living	57%
Locality 5	Cost of living	63%

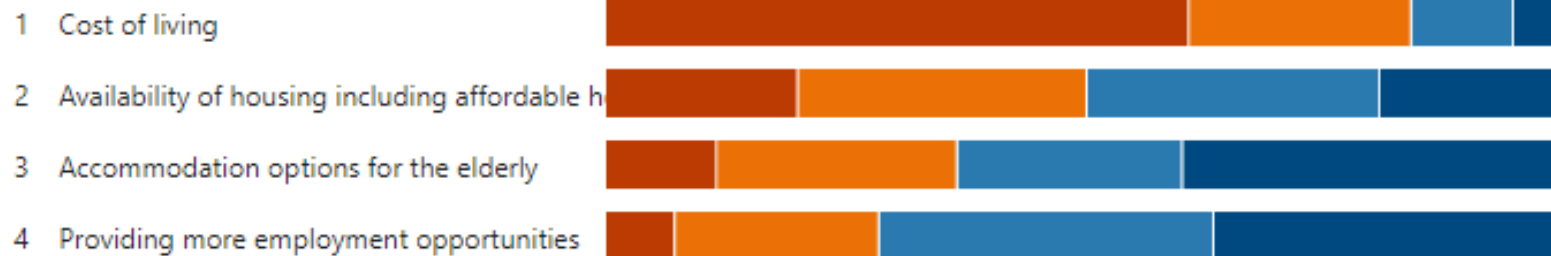
Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

## Prosperous Communities

This question, residents were asked to rank the options from 1-4. Below is the breakdown of where each option ranked.

### Rank Options

First choice ■ ■ ■ ■ Last choice



# Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

## Working better together options

	Biggest Working better together challenge for South Staffordshire in the next 4 years	% of first choice
District	Tackling Crime	44%
Locality 1	Tackling crime	43%
Locality 2	Tackling crime	44%
Locality 3	Tackling crime	53%
Locality 4	Caring for Elderly	34%
Locality 5	Tackling crime	45%



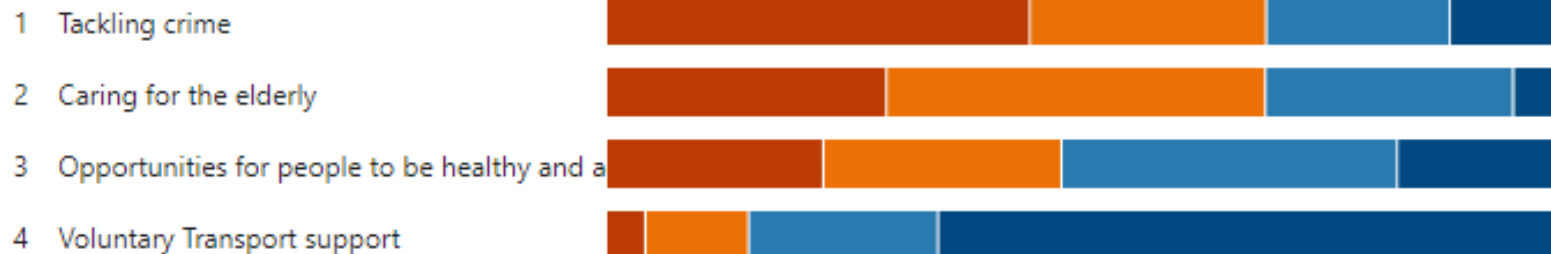
Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

## Working Better Together

This question, residents were asked to rank the options from 1-4. Below is the breakdown of where each option ranked.

### Rank Options

First choice ■ ■ ■ ■ Last choice



# What is your gender?

	Female	Male	Transgender	Non-binary	Prefer not to say	Other
<b>District</b>	<b>61%</b>	<b>34%</b>	<b>0%</b>	<b>0%</b>	<b>3%</b>	<b>0%</b>
<b>Locality 1</b>	<b>62%</b>	<b>34%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>
<b>Locality 2</b>	<b>61%</b>	<b>34%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>
<b>Locality 3</b>	<b>67%</b>	<b>27%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>0%</b>
<b>Locality 4</b>	<b>62%</b>	<b>33%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>0%</b>
<b>Locality 5</b>	<b>54%</b>	<b>44%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>

All figures have been rounded, 0% indicates that less than 1% of responses selected that option.

# What age group do you belong to?

	18-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say
District	1%	6%	14%	17%	22%	23%	9%	3%
Locality 1	1%	4%	15%	19%	20%	28%	8%	1%
Locality 2	1%	11%	15%	18%	21%	20%	8%	6%
Locality 3	2%	7%	15%	16%	23%	22%	6%	5%
Locality 4	2%	6%	14%	19%	21%	20%	11%	3%
Locality 5	1%	2%	15%	14%	21%	29%	14%	15

# What is your ethnic group?

	Asian, Asian British or Asian Welsh	Black, Black British, Black Welsh, Caribbean or African	Mixed or Multiple ethnic groups	White	Other Ethnic Group
<b>District</b>	1%	0%	1%	96%	1%
<b>Locality 1</b>	0%	0%	1%	96%	1%
<b>Locality 2</b>	2%	0%	0%	94%	1%
<b>Locality 3</b>	1%	0%	1%	96%	1%
<b>Locality 4</b>	2%	0%	1%	93%	1%
<b>Locality 5</b>	1%	1%	0%	96%	1%

All figures have been rounded, 0% indicates that less than 1% of responses selected that option.

**Do you wish to make any additional comments**

Beyond the general words that dominate this cloud - village, council, people - specific concerns are reflected in the presence of words like housing (development), schools (location and transport to), roads (traffic and pot holes). While the comments here are mainly negative, positives also featured – community and people.

