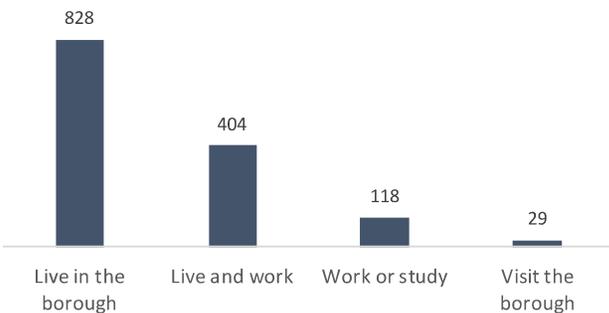


WHBC Community Survey Summary

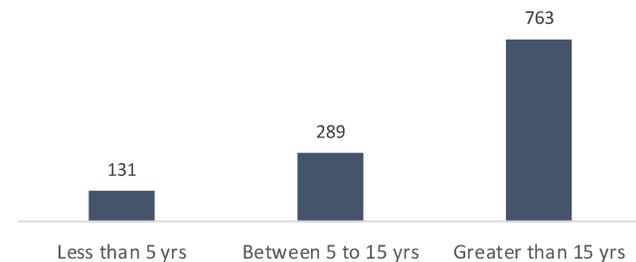
October 2023

Who responded to the survey - Status

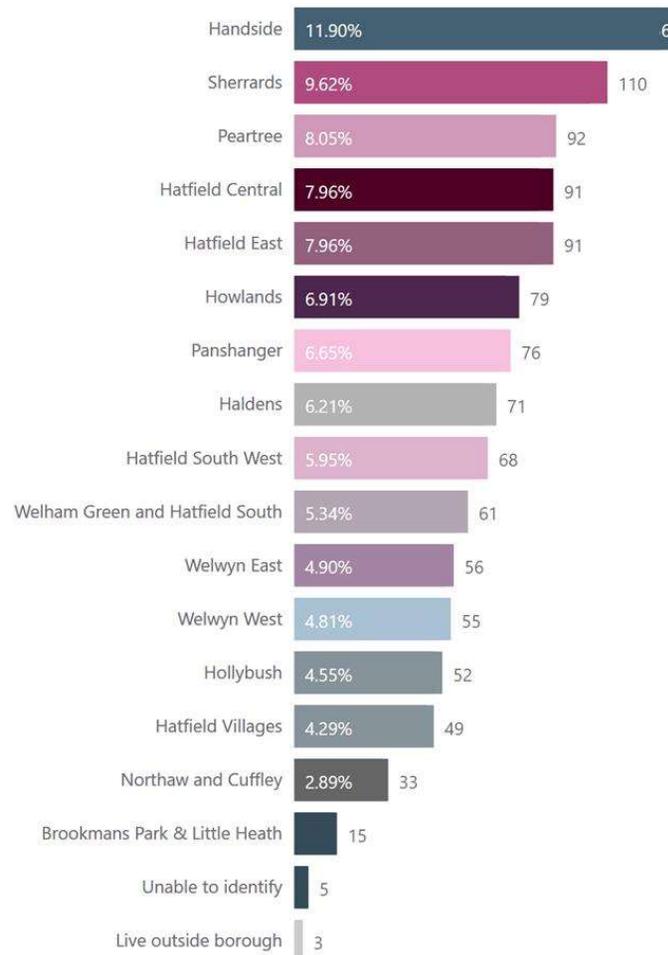
Survey respondents - What describes you best



Lived in borough - How long respondents have lived in the borough



What ward do you live in?



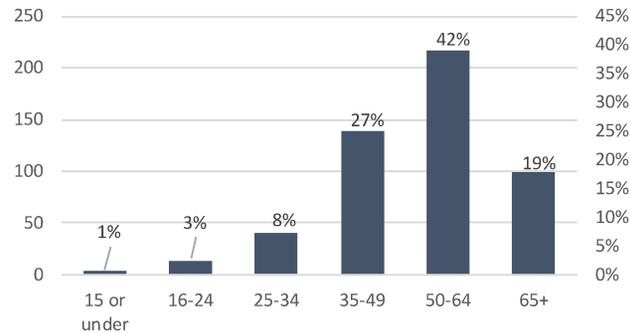
Key points

- This survey was open to all residents or those who work, study or visit the borough.
- A total of 1,379 surveys were completed.
- The results statistically represent a biased view with a confidence rating of 95%, and margin of error being +/-3%. This is the sector's standard for consultations and is considered representative.
- Responses were received from all wards across the borough.

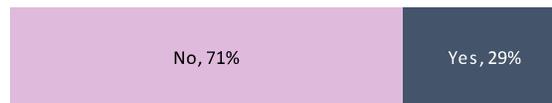
Total of 1,379 surveys completed

Who responded to the survey - Equality

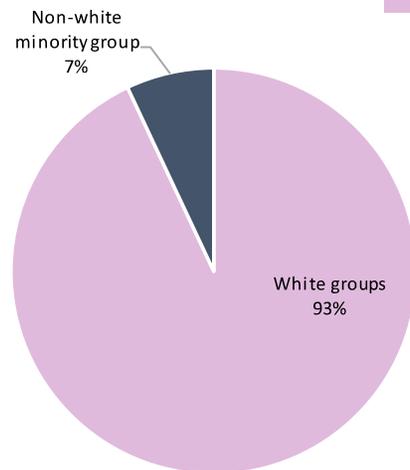
Survey respondents - By age profile



Survey respondents - Physical or mental health condition



Survey respondents
By ethnic groups



Key points - When compared to Census 2021 borough results

By age profile

- The survey was underrepresented for those 34 years or younger; 12% survey compared to 34% Census
- The survey was overrepresented for those between 50 to 64 years: 42% survey compared to 22% Census
- The survey reflected borough Census results for those between 35 to 49 years, and those 65 year or older

By health condition

- The survey overrepresented those who consider themselves to have a health condition; 29% survey compared to 17% Census

By ethnic group

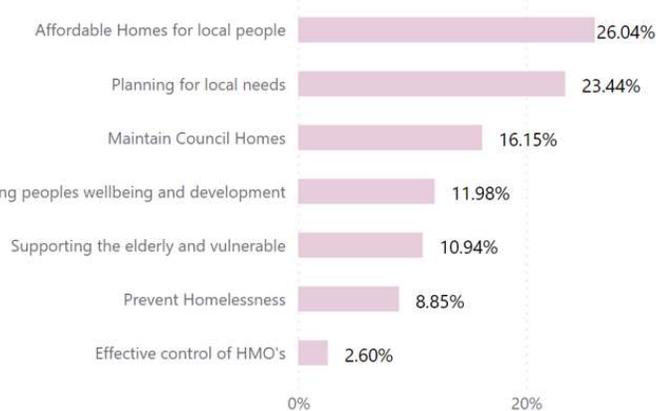
- The survey was underrepresented for those from a non-white minority group; only 7% survey compared to 20% Census

Priorities for the next three years – Local community

Order of importance overall average score



Comments summary about priorities for next three years



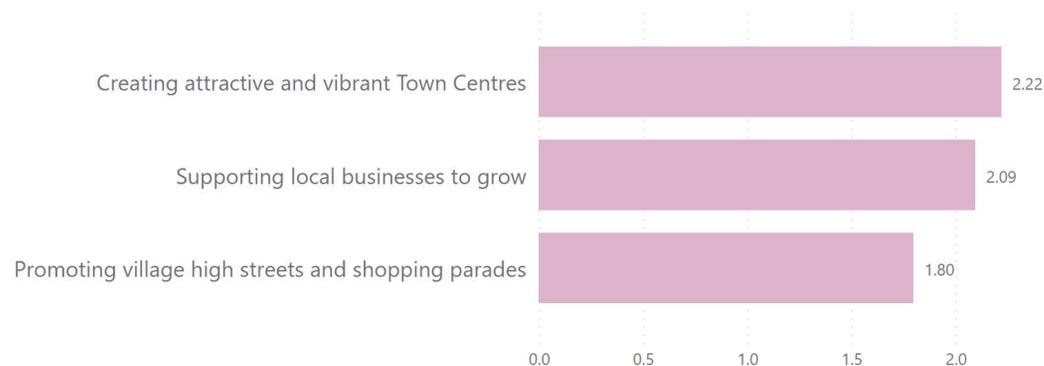
Key points

- 'Providing support for older and vulnerable people' was a top priority for those aged 35 years plus.
- 'Tackling homelessness' was a top priority for those aged between 25 to 34 years.
- 'Ensuring high-quality affordable homes' was a top priority for those under 25 years.
- Those respondents with a health condition top priority was 'Providing council homes to meet local needs'
- Those respondents from a non-white ethnic group top priority was jointly 'Tackling homelessness' and 'Providing support for older and vulnerable people'



Priorities for the next three years – Local economy

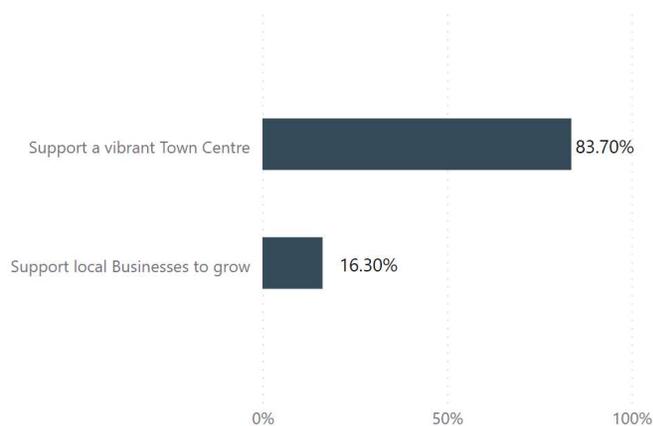
Order of importance overall average score



Key points

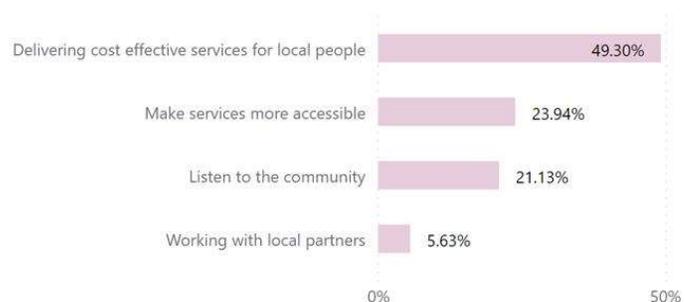
- Supporting Town Centres overall was the main priority message from respondents in the survey, supported by comments regarding local businesses in the Town Centres
- When analysed by non-white ethnic group respondents, the results varied with 83.3% of 'supporting local businesses to grow', compared to 16.3% for overall results.

Comments summary about priorities for next three years



Priorities for the next three years – Local council

Summary of comments about priorities about next three years - Top three



Key points

Analysis by equality groups, shows that;

- Those respondents aged 65 years or more, and those respondents from a non-white ethnic group both prioritise 'Listen to the community'
- The majority of respondents priority, including those with health issues, is for the council to deliver cost effective services for local people



Priorities for the next three years - Local environment, leisure and safety

Order of importance overall average score



Key points

- Majority of wards focused on keeping the borough safe, clean and having access to open green spaces.
- Comments do not proportionally represent ranking of priorities, as protecting public health is 3rd on the list, however only 2.01% commented on this
- No major variances between results by equality groups, results are similar.

Comments summary about priorities for next three years

