

MINUTES of the meeting of the **CUSTOMER EXPERIENCE TASK GROUP**
held at 12.00 pm on 2 March 2020 at Room 104, County Hall.

Elected Members:

- * Mr Will Forster
Mr Bob Gardner
- * Mr Nick Harrison
Mr Chris Townsend
- * Mr Richard Walsh

1 CONSIDERATION OF RESIDENTS' SURVEY [Item 1]

Witnesses:

Abigail Linyard-Tough, Research & Evaluation Officer
Hannah Pattinson, Strategic Lead – Resident Insight
Rich Stockley, Head of Research

Key points raised during the discussion:

1. The Strategic Lead introduced the slideshow presentation. It was agreed that this slideshow would be emailed to Members after the meeting.

Will Forster Warner arrived at 12:14pm.

2. The Head of Research explained that the residents' survey was answered by a demographically representative sample of residents, which gave more accurate results than self-selective residents' surveys, as were used by some other councils. It was conducted by an external company, Swift Research.
3. The Research and Evaluation Officer informed Members that the residents' survey was conducted through telephone interviews, which was deemed cost-effective and relatively anonymous, and in partnership with Surrey Police.
4. The residents' survey had been operating for 12 years in Surrey, meaning there was a large well of long-term data to draw on.
5. Each month, the survey was conducted with 550 residents. This data was then compiled quarterly.
6. Residents' surveys were conducted in varying ways by Local Authorities (LAs) across the country as well as by the Local Government Association (LGA). The LGA questions and guidance had been used in designing the Surrey County Council survey, and national data gathered by the LGA could be used as a comparator.
7. The Task Group felt it would be useful to see a breakdown between different districts and boroughs perhaps not frequently but on the basis of sharing an overview. In the same vein, data on comparison with other LAs would also be useful, as would a country-wide perspective based on the LGA survey for the country as a whole.

8. On discussion relating to the veracity of the survey and the reliability of the data it generated, the Task Group was interested in understanding how bias was taken into account in the survey. The Head of Research said that there was always bias, and the survey was designed taking this into account. Given that it was not possible to eliminate bias completely, the Head of Research said that in interpreting the results, a standard deviation method (95% accuracy with 2% either way) could be applied to show how probable it was that the survey was accurate.
9. A Member noted that some people would not want to answer a call from a number they did not recognise, which led to some inevitable self-selection depending on which residents would choose to answer the call. The Head of Research acknowledged that this could cause bias, and said that he would send Members more information on this.
10. A Member said that it would be useful to see the results of the residents' survey broken down by Districts and Boroughs. The Head of Research informed Members that it would broadly be possible to obtain figures on a District and Borough level and even on a division level, perhaps not on a monthly basis but on an annual basis instead. However, another Member was not convinced that divisional research would be of value.
11. A Member asked whether the interview included clarification for residents on the differences between what the County Council was responsible for and what District and Borough Councils were responsible for. The Research & Evaluation Officer remarked that she could distribute to Members the script that was used for the interview to help answer this question.
12. Substantive discussion on this point ensued, with an emphasis on the Task Group bearing in mind potential and actual residents' confusion about what the County Council was responsible for and what District and Borough councils were responsible for. Members present suggested that it would be worth following this up with Swift Research and the Head of Research added that he would have a look at the script. The Research and Evaluation Officer said that the residents' survey was specifically focussed on services the County Council provided and that as these were quite specific this did provide a degree of separation between County Council services and Districts and Boroughs.
13. Whilst it was more a communication and marketing challenge rather than an aspect of customer experience as such, it was emphasised by the Task Group that the County Council should and could do much more to communicate its responsibilities to residents.
14. The Strategic Lead detailed varying levels of satisfaction across different services, and noted that efforts should be made to understand significant discrepancies between satisfaction levels across different services. The Strategic Lead felt it would be of benefit to focus on a different specific theme per quarter to enable more targeted data to be collected, and the Members present were supportive of this.

15. The Strategic Lead presented a slide outlining the strategic objective of the journey they were undertaking with resident insight, indicating that the ultimate objective was to get a rich and rounded view of the customer, and that Members should also be part of this.
16. The Task Group was interested in understanding the nature, if any, of dialogue with frontline services like Children's services, Adult Social Care and Public Health. The ensuing discussion then emphasised that the County Council needed to know why Surrey residents felt as they did on any given issue. The question was asked as to whether Members would benefit from receiving more information from the team managed by the Head of Research and that they should let the team know about what they needed.
17. The Head of Research indicated that researching what residents knew about what the County Council did could be useful, and that Members should let him what would be useful.
18. The point of using the most effective methods to communicate with residents was again emphasised, as this was the only way in which residents would ultimately understand what the County Council did as opposed to Districts and Boroughs.
19. A Member indicated that it would be useful to know what sort of residents' surveys the Districts and Boroughs in Surrey did.
20. A Member said that the residents' survey indicators RS 01 and RS 02 ('satisfaction with the way the council runs things' and 'satisfaction that the council offers good value for money' respectively) were useful. Asking about the key questions the LGA recommended asking, the Head of Research said that the Council did use a lot of the questions that came from the LGA. He pointed out that while lots of questions asked whether or not residents were satisfied, they did not explain why residents were satisfied or not. It was necessary to understand the details of customers' journeys to obtain rich data.
21. A Member said that on top of the two RS indicators, another important question was how much residents felt they could influence decision-making.
22. A Member requested that information on figures and methods at LAs statistically comparable to Surrey, like Hertfordshire, be obtained as this could be useful for benchmarking. The Head of Research responded that while direct comparisons might not be possible, some information on statistical neighbours could be provided to Members.
23. In relation to what might be done with data collected by the survey, a Member suggested that knowing what had been or would be done about issues was as important as knowing about the issues themselves. This could be publicised. Also, knowing data on a division level would be helpful as the data would be more specific and relevant to a particular Councillor. The Head of Research indicated that this was helpful because it helped the insight team understand what Members needed to know.

24. Referencing the Moving Closer to Residents Task Group, a Member suggested that it would be useful to find out what residents thought before and after the transformation and compare. This could be factored into the work of both Task Groups.
25. A Member suggested that the residents' survey team work with individual departments to deep dive into services, perhaps related to the Strategic Lead's suggestion of a thematic focus on the residents' survey each quarter, so a survey focused on a service area – and potentially also benchmark this before and/or after a transformation.
26. In discussing understanding customer experiences in Districts and Boroughs, Officers agreed to send the Task Group survey data by District and Borough. One of the benefits of doing this could be that, if there was a notable difference between them, Local and Joint Committees could review their local data once a year.
27. A Member remarked that some other councils did detailed consultation with residents on the budget, while Surrey County Council did not. This could be useful in providing more qualitative data. The Head of Research informed Members about budget-setting workshops with residents held by Surrey County Council in 2018, which were helpful in allowing the council to understand how residents felt once they were better informed about the council's responsibilities and limitations. It was agreed that it would be useful for a report on this consultation to be shared with Members.
28. The Head of Research emphasised the importance of qualitative feedback – the residents' survey as it was currently did not give full, qualitative feedback. In response, a Member suggested that the survey team could offer information to Districts and Boroughs and consult with them. The Head of Research indicated that Surrey County Council used to pay for a tool to share info with Districts and Boroughs, but it was rarely used by Districts and Boroughs, so the Council saved money by withdrawing this tool. However, the Head of Research said that reviving this approach would be valuable, but that all Districts and Boroughs would need to be on board, not just one or two.

Actions/further information to be provided:

1. For the Strategic Lead to provide the slideshow used in this meeting;
2. For the Head of Research to provide information on the bias that telephone interviews may entail;
3. For the Head of Research to provide the results of the residents' survey broken down by Districts and Boroughs;
4. For the Research & Evaluation Officer to provide the script used for the telephone interviews;
5. For the Head of Research to provide some information on statistical neighbours to Surrey;
6. For the Head of Research to share the report on the budget consultations held in 2018.

Surrey Residents Survey

Prepared by the Insight, Analytics
and Intelligence Team

March 2020



Introduction



Introducing the Resident Insight Team

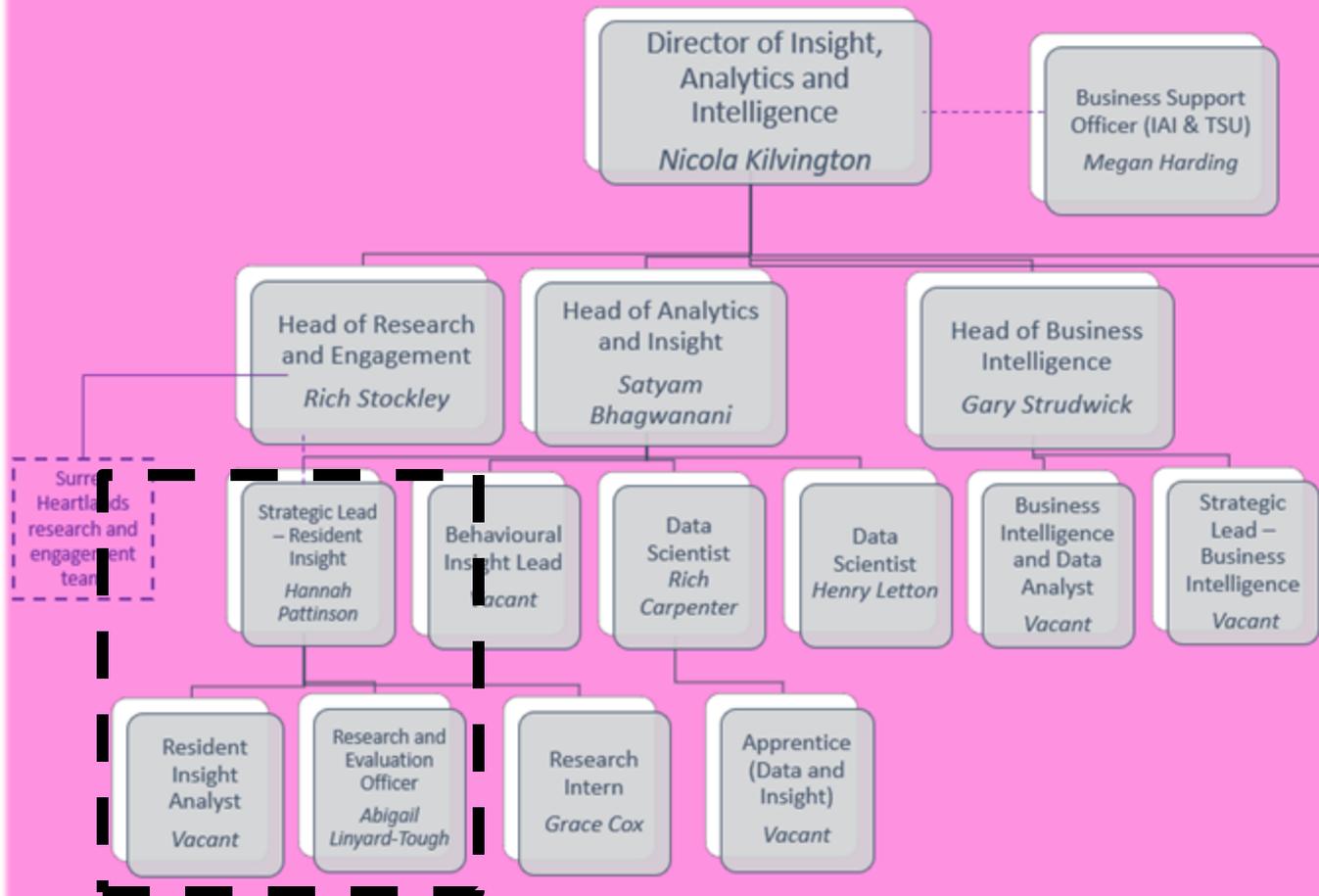
- Our Role Within Surrey County Council
- Team Objectives

The Surrey Residents Survey

- Methodology
- Findings
- Next Steps

Meet the Team

Insight, Analytics and Intelligence



Team Objectives

To enable stakeholders to develop a rounded knowledge of Surrey residents.

To embed best practice and ensure people are evidence led.

To ensure all resident voices are heard, not just those that shout the loudest.



Meaningful
ENGAGEMENT

- Evidence from
ENGAGEMENT is more
important than
evidence of
ENGAGEMENT

Methods through which insight is currently collected



Surveys and Consultations



Interviews and focus groups



Analysis of existing data sources



The Surrey Residents Survey



Chicago Daily Tribune

Home

DEWEY DEFEATS TRUMAN

G. O. P. Sweep Indicated in State; Boyle Leads in City

REPUBLICAN
TICKET AHEAD
IN VOTE

RECORD CITY
VOTE SEEN IN
LATE TALLIES

BULLETIN IN ELECTING

Early Count
Close to 11 P.
Boyle Leads

PHOTO BY
DICK
WILL

What are Resident Surveys?

The wider context...

Rationale

- Resident surveys provide representative views of residents' satisfaction within their council, its services and the local wider area.
- At a national level, The Local Government Association also conduct resident surveys to build a bigger picture of the country.
- Resident surveys are used in different ways but help to define priorities and track sentiment towards key areas of focus.

Format

- Resident surveys can take different forms;
 - Face to face interviews – Ealing council: https://www.ealing.gov.uk/info/201040/consultations/554/residents_survey
 - Online forms - Ashford Borough Council: <https://www.ashford.gov.uk/your-community/consultations/residents-survey-2020/>)

Surrey Residents Survey



Joint venture with Surrey
Police



Contracted out to Swift
Research



Surrey Residents Survey - Methodology

Approach

- Every month, 550 telephone interviews are conducted with Surrey residents.
- Residents who are representative of the adult population In surrey (age, gender etc.) are randomly selected from across all 11 district/boroughs.
- There is a contingent of core questions which provide a consistent opinion check however some questions change each quarter.

Timings

- Findings across surrey are reported on a quarterly basis.
- Aggregated data for each borough and district is published annually.

Comparing methods

Surrey County Council	West Sussex County Council	Cornwall County Council
Monthly	Yearly	Twice per year
550	Approx. 7,000	500
Representative	Self-selecting	Representative
Phone Interview	Online Survey and focus groups (youth)	Phone Interview

Ealing Borough Council	Ashford Borough Council
Every 2 years	Every 2 years
1253	2200
Representative	Self-selecting
At door interviews	Online Survey

Surrey Residents Survey – Topline Findings

Council Perceptions



- Around 38% of residents believe that Surrey Council offers them good value for money
- Just over half of residents are generally satisfied with the way the council runs things

Council Services



- 40% of residents are very unhappy with road maintenance in Surrey.
- 90% of residents are satisfied with the Fire and Rescue Service

Surrey Residents Survey – Topline Findings

Neighbourhood Quality of Life



- Around 70% of residents believe that there is a strong sense of community in their local area. This percentage is increasing.
- A third of residents feel that they can influence decision making in their local area.

Neighbourhood Issues

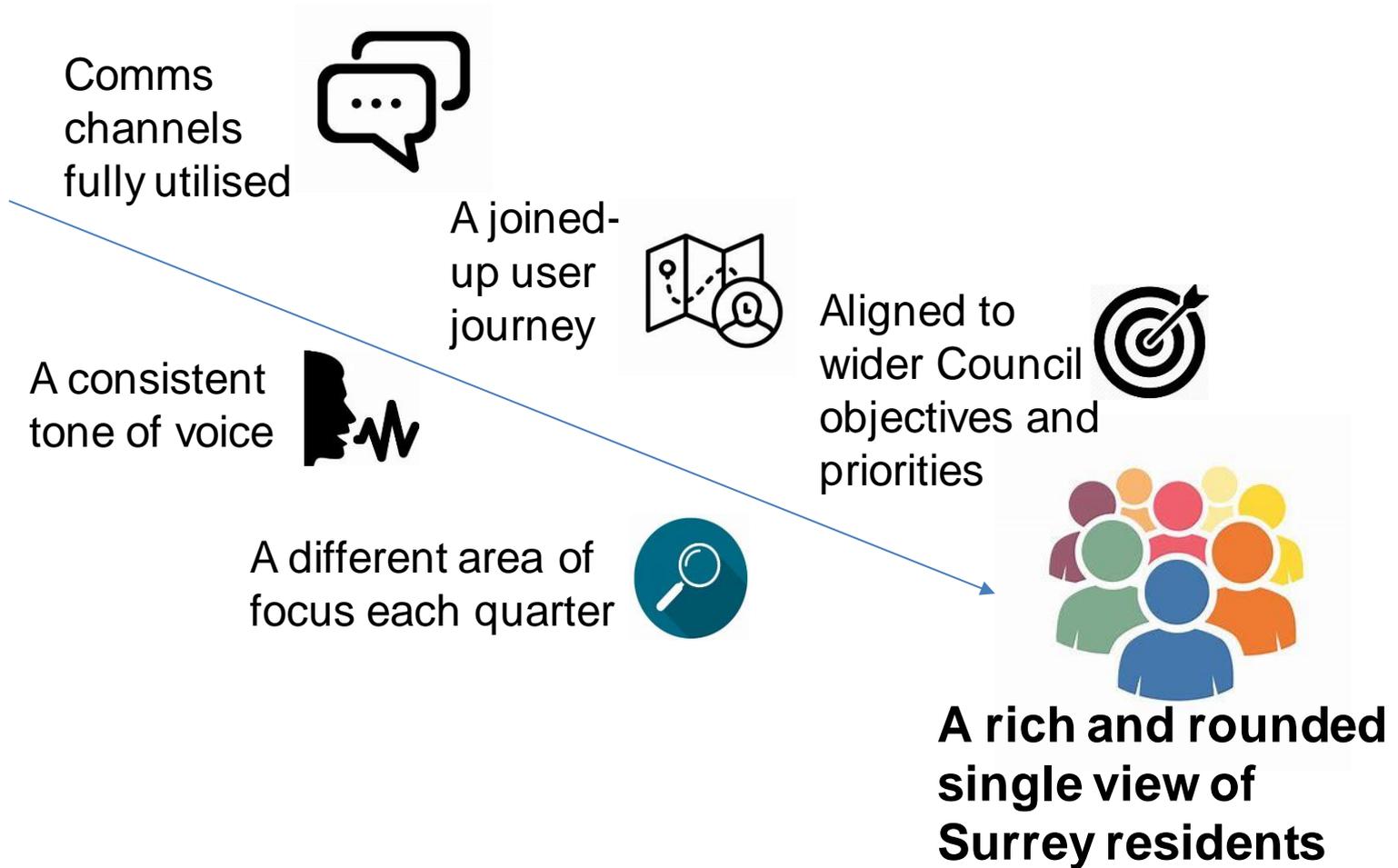


- Around 50% of residents believe that traffic congestion and speeding is a problem in their local area.
- Tandridge residents report higher levels of burglary and vandalism than in any other district.

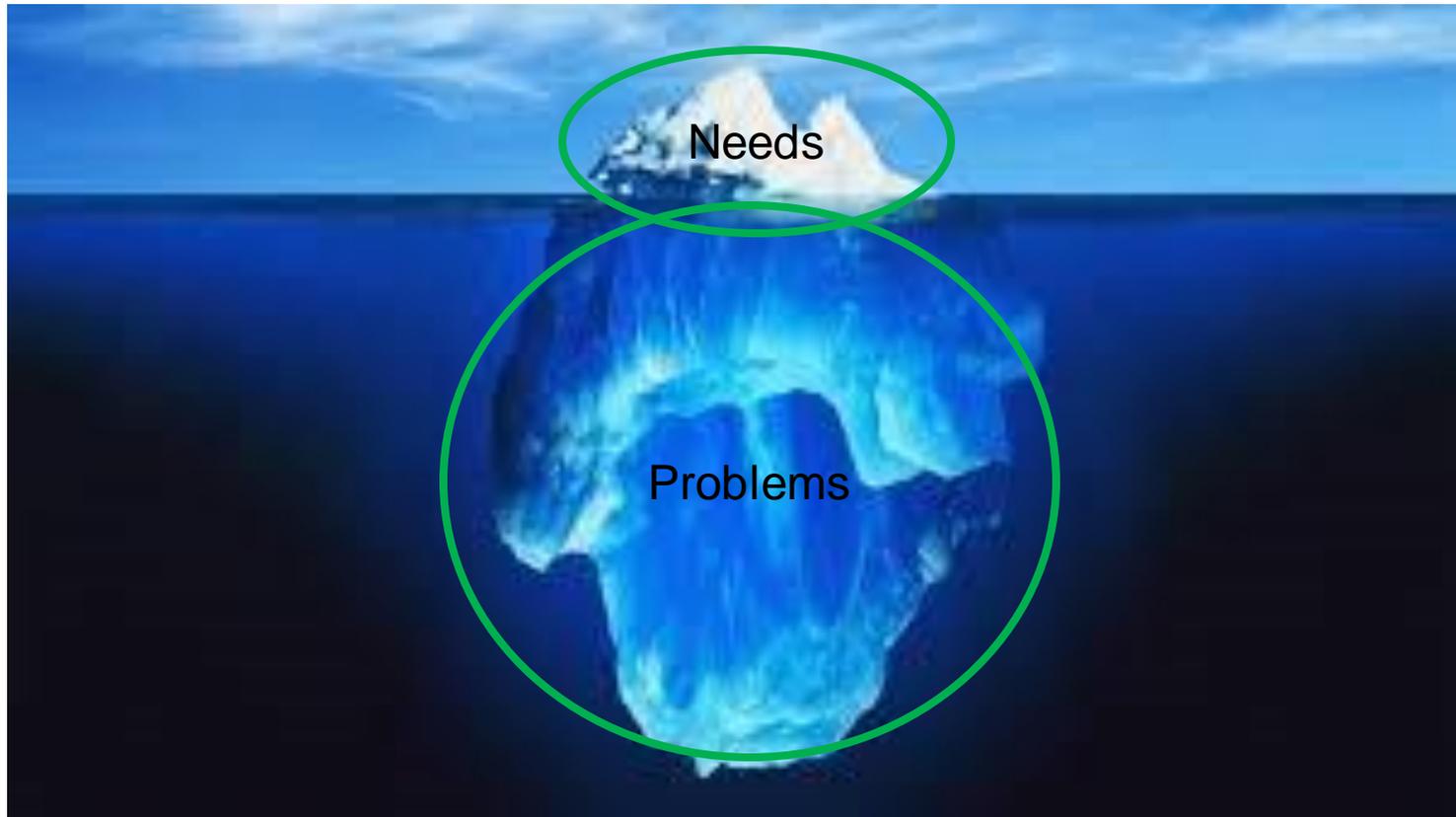
The vision for the future



The Surrey Residents Survey



The vision for a successful future



Questions

- What problems are you and the council facing that can be solved/addressed through this type of data?
- What do you want to see? -Own ideas or expecting us to provide solutions?

Surrey Residents Survey

Thank you

Hannah Pattinson & Abigail Linyard-Tough



**THE JOINT NEIGHBOURHOOD SURVEY
SURREY COUNTY COUNCIL AND SURREY POLICE
Quarter 3 2019/20**

INTRODUCTION and INITIAL SIFTING QUESTIONS as agreed with SWIFT.

Main survey questions start at 1a Community Cohesion

READ OUT: “Good morning / afternoon / evening, could I please speak to Mrs/Mr/Miss (NAMED CONTACT)?”

IF AGED 16 TO 34 YEARS OLD AND UNAVAILABLE TRY TO MAKE CALL BACK ARRANGEMENTS. READ OUT: “It is important that we speak to (NAME FROM DATABASE)”.

ONLY IF (NAME FROM DATABASE) DOES NOT LIVE AT THIS ADDRESS CAN WE SPEAK TO ANYONE ELSE IN THE HOUSEHOLD AGED 16 OR OVER WHO IS WILLING TO TAKE PART.

IF AGES 35+ YEARS OLD AND RESPONDENT NOT AVAILABLE, READ OUT: “Is there anyone else in your household aged 16 or over who would be willing to take part?”

IF NO ONE AVAILABLE MAKE CALL BACK ARRANGEMENTS.

READ OUT: “My name is (USE FULL NAME) and I work for Swift Research, an independent research company. We are carrying out an important survey for Surrey County Council and Surrey Police to help improve the services provided to all residents in the area.

Are you willing to answer some questions, the interview takes about 12-15 minutes, depending on your answers? Everything you say will be treated in confidence and all the information you provide will be totally anonymous.”

IF RECONTACT, READ OUT: “One of our interviewers spoke to you in (month of original contact) and you said we could call you back to take part in our survey.”

“If you would like to confirm that we have been commissioned to conduct this survey please call the Surrey Police main switchboard on 101 and quote the reference number [P16202199](tel:16202199)”

IF NECESSARY: “It doesn’t matter if you have not had any contact with Surrey County Council or Surrey Police, as we are interested in everyone’s opinions.”

IF RESPONDENT ASKS WHY THEY HAVE BEEN SELECTED: “We are conducting interviews with a random selection of people who live in Surrey to ensure that the views of all types of people are included.”

IF RESPONDENTS ASKS WHERE WE GOT THEIR NUMBER FROM: “We purchase databases from several database providers, one of which provided us with your details. They use a variety of sources including signing up to web sites, mail order companies, home movers information and the electoral register.”

IF RESPONDENT REQUESTS REMOVAL FROM THE DATABASE, CODE AS ‘REMOVE’ ON DATABASE AND ADD TO ‘NO CONTACT LIST’.

IF RESPONDENT WISHES TO CONFIRM SWIFT RESEARCH IS A RECOGNISED MARKET RESEARCH COMPANY:
“If you would like to check that Swift Research is a recognised market research organisation you can call the Market Research Society on Freephone 0500 396999.”

“If you have any questions about taking part in this survey, please contact, Senior Research Manager at Swift Research on Freephone

Check READ: Before we start I need to inform you that this call is being recorded for monitoring and training purposes. Are you happy to continue?

READ OUT: “Before we start the main survey we need to ask a few questions to ensure we get a representative sample of people who live in Surrey.”

F Can I just check that your postcode is?

INTERVIEWER READ OUT POSTCODE AND ENTER HERE (IF INCORRECT, ENTER CORRECT POSTCODE)

IF POSTCODE FOUND BY SYSTEM WILL UPDATE F1a AND CHECK QUOTAS. IF OUT OF QUOTA, THANK & CLOSE.

F1A DISTRICT District quota

Elmbridge	Reigate & Banstead	Tandridge
Epsom & Ewell	Runnymede	Waverley
Guildford	Spelthorne	Working
Mole Valley	Surrey Heath	

IF OVER QUOTA – THANK & CLOSE:

“I’m very sorry but we have been asked to interview a set number of people in each area and we have already reached that number for your area. We don’t need to ask you any more questions. However, we conduct interviews on a monthly basis, would it be possible for us to contact you again early next month?”

IF YES: LOG THE MONTH TO CALL BACK IN THE CONTACT DATABASE.

IF NO: TICK “REFUSED” IN THE CONTACT DATABASE

RESTART THE SURVEY.

QE INTERVIEW RECORD GENDER

Male
Female

IF OUT OF QUOTA, THANK & CLOSE:

“I’m very sorry but we have been asked to interview a set number of males and females as we are trying to get a representative sample of Surrey residents and we have already reached that number. We don’t need to ask you any more questions. However, we conduct interviews on a monthly basis, would it be possible for us to contact you again early next month?”

IF YES: LOG THE MONTH TO CALL BACK IN THE CONTACT DATABASE.

IF NO: TICK “REFUSED” IN THE CONTACT DATABASE

RESTART THE SURVEY.

R1. Have you taken part in any telephone research with regard to Neighbourhood Policing or Council services within the past 6 months?

Yes	THANK AND CLOSE, READ THE SCRIPT BELOW
No	Go to A

THANK & CLOSE:

I'm very sorry, but we're trying to get the views as of many people as possible and as you have already helped us we don't need to ask you any more questions. Thank you for your time. If you have any questions about market research generally then please call the Market Research Society Freephone on **0500 39 6999**.

QA. Can I check, have you lived in your neighbourhood for more than 1 year? (IF NECESSARY: By your neighbourhood I mean within 15 minutes' walk from where you live).

Yes	1	Go to B
No	2	Go to A1

A1 IF NO: Can I just check how many months you have lived in your neighbourhood?

One month	1
Two months	2
Three months	3
Four months	4
Five months	5
Six months	6
Seven months	7
Eight months	8
Nine months	9
Ten months	10
Eleven months	11

THANK & CLOSE:

I'm sorry to have bothered you but this survey contains questions about how the area has changed over time, so we are unable to interview you. However, we conduct interviews on a monthly basis, would it be possible for us to contact you again in the future?

IF YES: LOG THE MONTH TO CALL BACK IN THE CONTACT DATABASE.

IF NO: TICK "REFUSED" IN THE CONTACT DATABASE

RESTART THE SURVEY.

QB Are you, or any of your immediate family, Surrey police or county council employees, or elected members or councillors?

Yes	THANK AND CLOSE, READ THE SCRIPT BELOW
No	Go to C

THANK & CLOSE: "I'm sorry to have bothered you but we are unable to speak to Surrey police employees, county council employees, elected members, councillors or members of their immediate family, because you may not have an unbiased view of the issues this survey covers. Thank you for your time. If you have any questions about market research generally then please call the Market Research Society free phone on **0500 39 6999**"

RESTART THE SURVEY

QC What is your ethnic group? Are you Asian, Black, Chinese, of a mixed background, White, or of another ethnic group?

And is that: (read from list below as appropriate)

Asian or Asian British	Indian	7
	Pakistani	8
	Bangladeshi	9
	Any other Asian background	10
Black or Black British	Caribbean	4
	African	5
	Any other Black background	6
Chinese	Chinese	15
Mixed	White and Black Caribbean	11
	White and Black African	12
	White and Asian	13
	Any other mixed background	14
White	British	1
	Irish	2
	Any other White Background	3
Other ethnic group	Other	16
Do not wish to say (do not read out)		17

IF OUT OF QUOTA, THANK & CLOSE:

I'm very sorry but we are trying to get the views of a representative sample of Surrey residents and we have spoken to enough people that have a similar profile to you. We don't need to ask you any more questions. However, we conduct interviews on a monthly basis, would it be possible for us to contact you again early next month?

IF YES: LOG THE MONTH TO CALL BACK IN THE CONTACT DATABASE.

IF NO: TICK "REFUSED" IN THE CONTACT DATABASE

RESTART THE SURVEY.

QD And can I just check what age you were on your last birthday?

IF REFUSED, ASK FOR AGE BAND

INTERVIEWER CODE THE AGE BAND

16-17 years	1	Check quotas. Go to E if qualify.
18-19 years	2	Check quotas. Go to E if qualify.
20-24 years	3	Check quotas. Go to E if qualify.
25-34 years	4	Check quotas. Go to E if qualify.
35-44 years	5	Check quotas. Go to E if qualify.
45-54 years	6	Check quotas. Go to E if qualify.
55-64 years	7	Check quotas. Go to E if qualify.
65-74 years	8	Check quotas. Go to E if qualify.
75+ years	9	Check quotas. Go to E if qualify.
Refused	10	

IF OUT OF QUOTA, THANK & CLOSE:

I'm very sorry but we have been asked to interview a set number of people in each age group as we are trying to get a representative sample of Surrey residents and we have already reached that number for your age group. We don't need to ask you any more questions. However, we conduct interviews on a monthly basis, would it be possible for us to contact you again early next month?

IF YES: LOG THE MONTH TO CALL BACK IN THE CONTACT DATABASE.

IF NO: TICK "REFUSED" IN THE CONTACT DATABASE

RESTART THE SURVEY.

Community Cohesion (Do Not Read Out)

READ OUT: "I am going to ask you a few questions about your neighbourhood. By your neighbourhood, I mean within 15 minutes' walk from here."

Q. To what extent do you agree or disagree with each of the following statements about your neighbourhood?

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/no opinion (DNRO)
1A	There is a strong sense of community in your local area						
1B	You can influence decisions affecting the local area						
1C	It is a place where people from different backgrounds get on well together						

Q1D. Overall, how satisfied or dissatisfied are you with your neighbourhood as a place to live?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know (Do not read out)

Only ask for Quarter 1 only

Q1E. What level of interaction do you have with your neighbours?

None	To Q1F
Limited (DNRO: May know someone's name/say hello occasionally)	To Q1F
Some (DNRO: May let them know when away/keep an eye on property/fairly regular chats)	To Q2a
A lot (DNRO: Involvement in community activities/become friends/meet up regularly)	To Q2a

Q1F. What prevents you from getting to know your neighbours more?

.....

.....

Perceptions of neighbourhood issues (Do Not Read Out)

Q. Neighbourhoods vary, and we want to understand if you feel any of the following are issues in YOUR neighbourhood. Please say whether you feel each issue is:

- Not an issue at all
- A minor issue
- A fairly big issue
- A very big issue

		Not an issue at all	Minor issue	Fairly big issue	Very big issue	Don't know (DNRO)
Q2a	Burglary					
Q2b	Vehicle crime (theft of/theft from/damage to)					
Q2c	Drug dealers					
Q2d	Physical attacks					
Q2e	Vandalism / Damage					
Q2f	Cyber-crime					
Q2g	Domestic Abuse					
Q2h	Child Abuse					
Q2i	Hate Crime					
Q2j NEW	Knife Crime					

Q2k. The police currently have to have reasonable suspicion to stop and search someone. How much do you agree or disagree that the police should be able to stop and search as a matter of course without reasonable suspicion?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know (DNRO)
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****Q2h: Prompt: This could be sexual exploitation, physical or mental abuse.

****Q2i Prompt: This could be racial, faith, homophobic, transgender or disability.

Q. And what about the following vehicle issues:

		Not an issue at all	Minor issue	Fairly big issue	Very big issue	Don't know (DNRO)
Q3a	Speeding motorists					
Q3b	Anti-social driving (PROMPT IF NECESSARY: inconsiderate / dangerous driving)					
Q3c	Anti-social / irresponsible cycling					
Q3d	Traffic congestion					
Q3e	Anti-social or inconsiderate parking					

Q. And finally what about:

		Not an issue at all	Minor issue	Fairly big issue	Very big issue	Don't know (DNRO)
Q4a	Graffiti					
Q4b	Litter					
Q4c	Problem or noisy neighbours					
Q4d	Drunk or rowdy behaviour in public Places					

Q4e	People not treating other people with respect and dignity					
Q4f	Parents not taking responsibility for the behaviour of their children					

NEW WORDING: When considering the next crimes, please think about how big an issue these crimes are for the police to deal with?

		Not an issue at all	Minor issue	Fairly big issue	Very big issue	Don't know (DNRO)
Q4i_1	Domestic Abuse					
Q4i_2	Child Abuse					
Q4i_3	Hate Crime					

Only ask for Quarter 1 and Quarter 3.

Q4g. What do you do, if anything, to help prevent or lower the risk of crime in your local area or home?

Acted on advice / information received from police (i.e. on mailing list from police / police gave me info / advice regarding crime prevention / home security)
Be careful / cautious
Communicate with people / share info with family / friends / neighbours / look out for each other / help each other
Don't Know
Ensure nothing is left on view/put valuables out of sight
Ensure the alarm/burglary alarm is turned on/had an alarm fitted
Ensure windows/doors are locked/closed/property is locked
Extra locks / double locks / better locks / locks
Have a fence / a strong / high fence
Have a gate / gates / secure / high gates
Have cameras fitted/ a security camera/ CCTV
Have security lights/outside lights
Haven't needed to / it's a nice area / no problems
I have a dog / dogs
I have marked my property / made my possessions identifiable as mine (i.e. marked items with UV pen)
I keep to myself / don't draw attention to myself
I try to act responsibly / set an example to others / my children / I'm a law abiding citizen
I would report anything suspicious / report any issues
I'm home all the time / don't go out much
If I witnessed someone doing something wrong / suspicious I would approach them
Make access to my property difficult / limited
Make it look like someone is home (leave lights on / leave radio on / don't leave bins out)
Neighbourhood watch/neighbourhood security group
Nothing
Other
Put my car on the drive / in the garage
Remain vigilant/ observant / keep an eye out
Replace old windows / doors (i.e. had double glazing fitted / more secure windows/doors)
Secure my home/property / take sensible precautions / general personal safety
We have a social media group (i.e. have a Facebook group to share info)

Q. Do you feel the levels of the following have increased, decreased or stayed the same in your local area?

		Increased	Stayed the same	Decreased	Don't know (DNRO)
5A	Levels of anti-social behaviour (PROMPT IF NECESSARY: Anti-social behaviour is any aggressive, intimidating or destructive activity that damages or destroys another person's quality of life)	1	2	3	4
5B	Levels of crime	1	2	3	4

Q6b. Do you ever walk alone in your neighbourhood after dark? **NEW**

Yes – all the time	1
Yes - occasionally	2
No	3
Don't know (DNRO)	4

Q6. How safe do you feel walking alone in your neighbourhood after DARK? (If you never go out alone, try to consider how you would feel). Would you say you feel...

		If quarters 1, 2 or 3	If quarter 4 (Jan-March)
Very safe	1	Go to Q7	Go to Q7
Fairly safe	2	“ “	Go to Q7
Fairly unsafe	3	“ “	Go to Q6a
Or very unsafe	4	“ “	Go to Q6a
Don't know (DNRO)	5	“ “	Go to Q7

Policing in Your Neighbourhood (Do Not Read Out)

Q7a-c On average during the last 12 months, how often:

	Daily	2-3 times a week	Weekly	Fortnightly	Monthly	Less often	Never	Don't know (DNRO)
Have you seen a uniformed officer in a car, on a cycle or on foot?	1	2	3	4	5	6	7	8
Have you heard from Surrey Police on the radio, TV or in a newspaper?	1	2	3	4	5	6	7	8
Have you seen or read anything from Surrey police online or through social media?	1	2	3	4	5	6	7	8

Q8 To what extent do you agree or disagree that the police in your neighbourhood are seen in the places, and at the times, they are needed?

Strongly Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know (DNRO)
1	2	3	4	5	6

Q. Do you think that the police in your neighbourhood ...

		Yes, very much	Yes, to some extent	No, not at all	Don't know (DNRO)
9A	...understand the issues that matter to people in the area where you live?				
9B	...are tackling the issues that matter to people in the area where you live?				

Making Contact with the police (Do Not Read Out)

ASK Q10 for Quarters 1 & 3 ONLY each year (April-June) and (October-December).

Q10. An emergency is when a crime is happening or someone is at risk of injury or violence. How would you contact the police, if you needed to contact them for something that WASN'T an emergency?

Do NOT read out options, interview code from list when respondent says. If respondent gives category with more than one option e.g. telephone, please prompt for specific option if known

I don't know	
TELEPHONE: Non-emergency number (101 or 01483571212)	
TELEPHONE: 999 emergency	
TELEPHONE: Don't know what number	
FACE TO FACE: A police counter or station, (can be collocated with other agency)	
FACE TO FACE: Direct to an officer on patrol	
Text phone or text message	
SURREY POLICE WEBSITE: Online crime reporting facility via the Surrey Police website	
SURREY POLICE WEBSITE: Using the Contact Us email form on the Surrey Police website	
SURREY POLICE WEBSITE: Email my local team via the local neighbourhood pages on the Surrey Police website	
SURREY POLICE WEBSITE: No specifics	
SEND A TWEET / DM to @SurreyPolice	
SEND A TWEET / DM to a borough police Twitter account e.g. @ElmbridgeBeat	
Contact an individual officer through TWITTER	
FACEBOOK: Private message/add post to Surrey Police's Facebook page	
FACEBOOK: Private message/add post to one of the borough police Facebook pages e.g. Elmbridge Beat	
Via other social media sites	
Third party reporting facility such as the True Vision website for hate crime	
Through Crimestoppers	
Letter	

Other, please specify	
-----------------------	--

How well informed (Do Not Read Out) including Campaigns and Initiatives

The following questions ask you how much you know about different aspects of policing.

Q. How well informed do you feel about... Please note: Moved from Qtr 3, 2015/16 onwards – previously placed after Q13. Do not ask for QTR. 3 19/20

		Very well informed	Fairly well informed	Not very well informed	Not at all informed	Don't know (DNRO)
14A	... the policing in your neighbourhood					
14B	... the policing in Surrey generally					

Q. Do the following apply to you?

		Yes	No	Don't know (DNRO)
13A	You are you aware there is a policing team or officer for your neighbourhood?			
13B	You know how to contact members of your neighbourhood team if you needed to?			

QUARTER 1 each year

Surrey Police are interested in finding out about neighbourliness in your area. When answering the following questions please think about your 'immediate neighbourhood' which is made up of the people that live on your street or within close proximity to you.

Q16g_1. To what extent do you agree or disagree that if there was a crisis, you could go to a neighbour or someone in your neighbourhood for help?

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know (DNRO)
1	2	3	4	5	6

		Yes	No	Don't know (DNRO)
Q16g_2	Do you hold a spare key for any of your neighbours' homes?	1	2	3
Q16g_3	Do any of your neighbours hold a spare key for your home?			

Q16g_4. Thinking about the people that live in your neighbourhood, would you say that you trust...

All of the people in your neighbourhood	1
---	---

Most of the people in your neighbourhood	2
Some of the people in your neighbourhood	3
A few of the people in your neighbourhood	4
None of the people in your neighbourhood	5
Don't know (DNRO)	6

Q16g_5. To what extent do you agree or disagree that your neighbourhood is a place where neighbours look out for each other?

Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know (DNRO)
1	2	3	4	5	6

Ad-hoc campaign and initiative question sets. Question sets may be changed each quarter.

(Space for approximately three/four question each)

Q16 = campaigns

Q17 = initiatives

	Q16	question set	Question numbers
e.g.	Q16	_A	1

= Q16_A1

Market Research Company – please leave space for quarterly changes to question sets.

The Surrey Against Domestic Abuse Partnership, of which Surrey Police is a key partner, recently ran a campaign to raise awareness about domestic abuse in LGBT+ relationships.

Q16k_1. Have you ever seen any campaigns about domestic abuse in LGBT+ relationships?

Yes	1	Go to Q16g_3
No	2	Go to Q18a
Don't Know	3	Go to Q18a

Q16 k_2. If yes, where did you see or hear about the campaign? (Multiple response – click all that apply)

Social media (Facebook/Twitter)	
Surrey Police website	
Through school/college/university	
Posters	
Radio	
Outdoor advertising e.g. bus backs	
Other (please specify)....	

Q16k_3. What messages did you take from the campaign? (Only those that said YES to Q16g_1)

Confidence in Neighbourhood Policing (DNR)

Q. Thinking again about your neighbourhood, how confident are you that the police in your neighbourhood would...

READ OUT AND CODE ONE ONLY PER ROW

		Very confident	Fairly confident	Not very confident	Not at all confident	Don't Know (DNRO)
18A	Respond quickly to 999 calls					
18B	Catch criminals					
18C	Treat everyone fairly, regardless of who they are					
18D	Treat you with respect if you had contact with them for any reason					
18E	Be friendly and approachable					
18F_1	Use appropriate force when making arrests					

Quarters 2 & 4 ONLY to NOT VERY CONFIDENT & NOT AT ALL CONFIDENT at Q18F_1

Q18F_2: Please explain why you say that?

Q19. When taking everything into account, how confident are you in your neighbourhood police?

READ OUT AND CODE ONE ONLY

Very confident	Fairly confident	Not very confident	Not at all confident	Don't Know (DNRO)
1	2	3	4	5

Market Research Company – build in space for probably future changes (Q20 & 20a)

Surrey County Council Local Service Provision

Now I'd like to ask you some questions specifically about Surrey County Council.

Q24 (LIST A _ to be asked of only half the monthly sample)

I am now going to read out a number of different types of services that are provided or supported by Surrey County Council. Thinking about your local area how satisfied or dissatisfied are you with the quality of.....

RANDOMISE STATEMENTS

		Very satisfied	Fairly satisfied	Neither Satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know (DNRO)
A	Nursery schools						
B	Primary schools						
C	Secondary schools						
D	Adult education (e.g. 'evening classes')						

E	Places for young people to meet						
F	Council services for elderly people						
G	The fire and rescue service						
H	Libraries						
I	Council services for people with disabilities or mental health problems						
J	Support for families and children at risk						
K	Household waste sites						

Q24 (LIST B _ to be asked of only half the monthly sample)

I am now going to read out a number of different types of services that are provided or supported by Surrey County Council. Thinking about your local area how satisfied or dissatisfied are you with the quality of.....

RANDOMISE STATEMENTS

		Very satisfied	Fairly satisfied	Neither Satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't Know (DNRO)
L	Road maintenance						
M	Pavement maintenance						
N	Traffic congestion management						
O	Measures to control speeding traffic						
P	Vehicle parking						
Q	Local bus services						
R	Community transport (e.g. dial-a-ride and taxis)						
S	Trading standards (e.g. 'protecting the interest of consumers and businesses in Surrey and ensuring fair and safe trading')						
T	Maintaining the Surrey countryside for recreation						
U	Planning for new housing & other developments (e.g. roads, transport, shops, GP surgeries and community facilities)						
V	Cultural activities (e.g. sport, arts & museums)						

Q25 How well informed do you think Surrey Council keeps residents about the services and benefits it provides?

Keeps you very well informed	
Keeps you fairly well informed	
Gives you only a limited amount of information	
Doesn't tell you much about what it does	
Don't know (DNRO)	

Q26 To what extent do you agree or disagree that Surrey County Council gives residents good value for money?

Strongly agree	
Tend to agree	
Neither agree nor disagree	

Tend to disagree	
Strongly disagree	
Don't know / No opinion (DNRO)	

Q27 Taking everything into account, how satisfied or dissatisfied are you with the way Surrey County Council runs things?

Very Satisfied	
Fairly Satisfied	
Neither satisfied nor dissatisfied	
Fairly dissatisfied	
Very dissatisfied	
Don't know / Can't remember (DNRO)	

Q31 How well informed do you feel about how to get involved in volunteering in your neighbourhood? By volunteering we mean unpaid work to help your community or the people who live in it? This might be work with voluntary organisations or networks, sports clubs, faith groups, environmental work or regularly helping your neighbours.

Very well informed	
Fairly well informed	
Not very well informed	
Not well informed at all	
Don't know (DNRO)	

Q31a. Do you do unpaid work to help your community or the people who live in it? This might be work with voluntary organisations or networks, sports clubs, faith groups, environmental work or regularly helping your neighbours."

Yes	1	Go to 32a
No	2	Go to 31b

Q31b. If not, what are the reasons you choose not to volunteer or get involved in your community? DON'T READ OUT – CAN CODE MORE THAN ONE

Lack of time/Too busy
Personality (Shy etc.)
Not interested/Don't want to
Location – nowhere nearby to volunteer
Fear of being turned away
Never thought about it
Uncertainty/Don't know what to expect
Not aware of any local opportunities
Age (too old/young)
Not good enough/don't feel good enough role model
Not paid
Don't Know
Other, please specify

Questions about SCC and the Police (DNRO)

Q. It is the responsibility of the police and your local council working in partnership to deal with anti-social behaviour and crime in your local area. Please say how much you agree or disagree with the following statement.

READ OUT FIRST FROM LIST - INCLUDING DON'T KNOW

REPEAT FOR SECOND AND THIRD READING OUT: "And how much do you agree or disagree that..."

INCLUDING DON'T KNOW

		Strongly Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know READ OUT
32a	The police and the local council in partnership are dealing with the anti-social behaviour and crime issues that matter in this area						
32b	The POLICE are dealing with the anti-social behaviour and crime issues that matter in this area						
NEW QUESTION 32d	If answers Tend to Disagree or Strongly Disagree only – Why do you say that?						
32c	The LOCAL COUNCIL are dealing with these issues						

OLD Q33 and 34 REMOVED – OPCC instruction Sept 2015

Council Ad-hoc questions

1. Q42a_Have you heard of the website *Healthy Surrey* (<https://www.healthysurrey.org.uk/>), formerly known as Health and Wellbeing Surrey?

Yes	1	
No	2	

2. Q42b_If yes, have you used the website to find local health and non-health services and information?

Yes	1	
No	2	
Not sure		

ASK for QUARTER 2

Q40_1. 'Safe and Well Summer' is a campaign offering advice to Surrey residents on how they can stay safe and healthy this summer. Some of the campaigns key messages are around keeping hydrated, preventing skin cancer, water safety, food safety and hay fever. Can you remember seeing or hearing about this campaign this summer?

Yes	1	Go to Q40_2
No	2	Go to J
Refused	3	Go to J

Q40_2. If 'Yes', where did you see or hear about it?

Coding Frame

TV and / or radio	
Surrey Matters (this is an electronic newsletter)	
Leaflet through the door	
Health professions (GP or other Doctor, Nurse, Carer or Pharmacist)	
Social Media	
Somewhere else	

New Question for Qtr 3. 19/20

Q43. How prepared do you feel to be able to cope with an emergency situation, for example a power outage or a flood?

Not at all prepared, I wouldn't know what to do	
Somewhat prepared, I have some ideas about what to do but don't feel confident	
Prepared, I would know what to do and feel confident about it	

Q43a. Do you have any other comments?

Demographics

Remaining questions - same as 2014/15 script

Finally, just a few more questions about you. These questions are designed to ensure that Surrey Police and County Council meet the needs of all sections of the community. If there are any questions which you do not wish to answer, please tell me.

J Do you or anyone else in your household have any long-standing illness, or disability? Long-standing means anything that has troubled you over a period of time, or that is likely to affect you over a period of time?

CODE ALL THAT APPLY

Yes – self	1
Yes – other household member	2
No	3

Do not wish to say	4
--------------------	---

K. Do you consider you belong to any of the following groups: Lesbian, Gay, Bisexual?

Yes	1
No	2
Do not wish to say	3

L. Which, if any, of the following best describes your religion or belief?

Do not wish to say	1
No religion or belief	2
Buddhist	3
Christian	4
Hindu	5
Muslim	6
Sikh	7
Other	8

M. Would you be happy for us to contact you in the future for any other research project?

Yes - collect email address	1
No	2

THANK & CLOSE

Thank you very much for taking the time to answer my questions.
 Just to remind you, my name is and I have been calling from Swift Research.

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m.e.l
research

**Future of services: Results
from resident survey**

Surrey County Council

**Final report
January 2019**

Project details.....	2
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Project details

Project title	Resident engagement on the future of Surrey County Council services
Client	Surrey County Council
Project number	18047
Author	Adam Knight-Markiegi
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Introduction

Background

Surrey County Council is responsible for delivering a wide range of complex and varied services for almost 1.2 million residents across the county. Yet, like councils up and down the country, the County Council is under unprecedented financial pressure following seven years of cuts to its government funding. Alongside this, the population is ageing, therefore with higher care needs, and costs for vulnerable children continue to grow.

To aid its decision-making process, the County Council was looking to explore in more detail residents' informed opinions on a range of issues, to better understand their priorities. This was to be used for designing services, prioritising and allocating resources and setting budgets in future years.

M·E·L Research were commissioned to help the Council with a resident engagement programme. The research requirements were to engage with residents about potential service changes; to hear their voices and listen to their suggestions on their priorities for these services.

Methodology

The research consisted of two initial deliberative workshops, held in Leatherhead and Woking in late September 2018, with almost 100 residents from across the county, discussing possible service redesigns and carrying out a participatory budgeting trade-off exercise. In addition, three 'chattabout' discussions were held with parents at a children's centre in western Surrey; with Muslim men after Friday prayers in central Surrey; and Hindus at a religious festival in north Surrey. These particularly added depth from their respective standpoints.

The findings were used from this qualitative phase to help design a face-to-face, doorstep survey, conducted with a representative sample of 1,100 residents across Surrey. The sample was randomly selected from across the 11 districts of the county with quotas set by gender and age to ensure a broadly representative sample. Appendix A shows the full respondent profile. Fieldwork took place between 13 December 2018 and 6 January 2019.

With an achieved sample of 1,100 responses, the survey has a margin of error of $\pm 2.95\%$ (for a 50% statistic at the 95% confidence level).

Key messages

Here are the key messages flowing from the results of this large survey of Surrey residents, looking at redesigning services and resident priorities in the face of big budget shortfalls for Surrey County Council.

- Awareness of budgeting pressures facing councils, including Surrey County Council, is high. When pushed, most **residents want to preserve services for vulnerable groups**, for both children and adults.
- Taking part in this resident engagement programme has shown them that **it is hard to radically redesign services**. While some people protested against any cuts, many residents understood the real pressures the County Council faces.
- Residents often opted for **service changes** that can be seen as **positive actions**, such as encouraging people to have greater control over their lives or providing incentives to attract foster carers or people into Family Resilience roles. There is also relatively strong **support** – particularly among younger residents – for taking a **more active role in local community life**. Yet more information is needed to support this and better communication about the difference it makes. Transparency will help here.
- **Technology** can surely be a **vehicle to change services**. As you might expect, younger residents were most receptive to digital communication, yet they also want to see better use of technology in providing library and cultural services and when working with vulnerable adults. In contrast, older residents want to retain contact by telephone and are least swayed by digital communication. This calls for a targeted approach, first moving services used mainly by younger residents to online and digital channels, followed by services used mostly by older people and vulnerable residents. This message came out loud and clear from the workshops too.
- **Raising more revenue** is another way to fill budget shortfalls. While most residents opposed an extra rise in council tax, a strong number do support it. Now may well be the time to run a local council tax referendum. However, residents will expect any extra income to be retained by Surrey County Council, posing a challenge to you in light of rules governing the distribution of council tax.
- However, any changes to services will result in **winners and losers**. The evidence we have presented offers clues about who will win and lose and therefore how best to change services in future to cause minimum impact.

Key findings

The residents survey explored many themes including awareness of budgetary pressures, service priorities for the Council and service re-design, as well as 'resident agreements' and views on changes to customer services. The appetite for raising revenue through a rise in council tax was also explored. Here are the key findings:

- The overwhelming majority of respondents (81%) were aware of budgetary pressures faced by councils across the country, though fewer were aware of budgetary pressures faced by Surrey County Council (73%). That means that around one in four (26%) were unaware of these pressures for the County Council.
- Like the workshops we ran earlier in this exercise, residents mostly prioritised services for vulnerable groups, with adult social care ranking highest (74%), followed by services for vulnerable children (67%) and special educational needs and disability (SEND) support (64%).
- Residents were also asked to choose from a list of service changes. Many residents found this hard to do, as the workshop participants had found previously. Sometimes, people chose options with higher points – which equate to higher spend. This may suggest a preference to limit the number of services that are affected, though it may also reflect the challenge of redesigning services, with residents more likely to choose options that get as close to the required total as simply as possible.
- However, four of the top five options can be seen as positive actions, encouraging people to have greater control over their lives or increasing incentives to attract foster carers and Family Resilience professionals. Libraries and cultural services sharing the building with other services gained the highest support (59%), which probably reflects a desire to retain these services, albeit in shared premises. Residents generally preferred to retain services than to cut them, with some residents challenging the notion that services must be cut. In contrast, four of the five least preferred options relate to families and children, showing much less support for these changes.
- Some residents also gave other comments about service changes. The highest number called for a cut in salaries, jobs or expenses in the County Council, though a desire to focus on funding care for vulnerable people and attention on local issues also came out strongly.

- Recognising the need to deliver public services in different ways, the survey asked residents about their views on how organisations in the public, voluntary, community and faith sectors can help and serve people. Residents were most supportive of the council providing services to those most in need, even if this means reduced spending elsewhere, with nine in ten (90%) agreeing. Yet, about six in ten (61%) residents agreed that they would like to participate more in civic life if they can see how their efforts would make a difference to the wider community and over half (53%) also agreed that they would be willing to get more involved in their community but do not know how.
- In order to achieve this, residents wanted more awareness or better access to information on how to help; they wanted a desire to feel part of the community; and for a push on volunteering, particularly focusing on support for vulnerable groups. Here is a desire to get more involved in the local community but more information or support needed to do so.
- The survey also asked residents about possible changes to the way the County Council runs its customer services. Large majorities were happy just to receive email (78%), happy to do everything online (73%) and happy to do web chat (61%). Most always wanted a telephone option (72%). This suggests that many people are willing to use digital means to communicate, though still value a telephone service, most likely with concern for older people and when dealing with more complex issues. This mirrors messages from the workshops we ran.
- As well as changing how services are delivered, raising more revenue is another way to fill budget shortfalls. Although most respondents (56%) were not prepared to see council tax rise above 2.99% (the rise allowed without a local council tax referendum), a large share of residents said they were prepared to stomach this. Over four in ten (44%) were willing to see it rise by a further 1%, while close to a quarter (23%) were prepared to see it rise by a further 2%.
- In general, we can see that many residents were most supportive (or protective) of services that they use or benefit from most. For example, younger people and those with children supported family-related services, while older residents were more in favour of adult social care. This is understandable, though it means there may always be winners and losers with any change to services, leading to both support and opposition for service re-designs.

- There were various differences in responses by sub-groups:
 - Younger residents were happier to embrace technology, whether used to support residents or to communicate with the Council.
 - While more middle aged and older respondents were aware of budgetary pressures affecting councils, younger residents agreed most that they would participate more in civic life if they could see how their efforts would make a difference to the wider community.
 - Middle aged respondents were also more supportive than others of raising council tax, given the financial pressures the County Council is under.
 - Respondents with children were supportive of participating more in community life, including direct support for vulnerable adults.
 - While white respondents were most supportive of emphasising recovery and rehabilitation through care plans, Asian respondents were most supportive of using assistive technology and being more involved in community activities. With concentrations of Asian residents in Surrey, this cultural identity is understandable; it also came out of the chattabout discussions we held with religious groups as part of this project.
 - Respondents with a disability were more supportive of bus routes that receive financial support and would otherwise be unviable. Yet they were least happy for customer services to move to a digital-only offer and did not support extra delays to receive a response from the County Council. Due consideration must therefore be given to Surrey residents with disability with any changes to customer services.
 - Respondents in urban areas agreed most that it is important for the council to provide services to those most in need, even if this means reduced spending elsewhere. While those in rural areas were more supportive of a (1% or 2% extra) rise in council tax.

Appendix A – Respondent profile

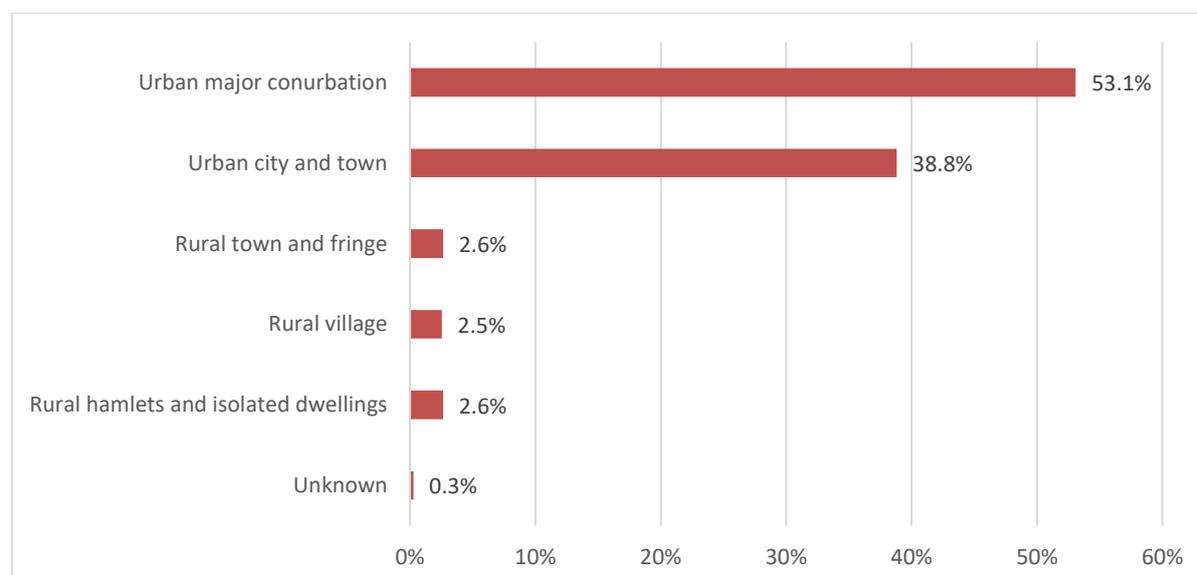
Respondents by district

There was an even split by Surrey district.

District	Achieved sample
Elmbridge	98
Epsom and Ewell	103
Guildford	101
Mole Valley	99
Reigate and Banstead	100
Runnymede	100
Spelthorne	100
Surrey Heath	103
Tandridge	100
Waverley	95
Woking	101
Total	1,100

Urban or rural

The overwhelming majority (92%) of respondents lived in an urban area, with small pockets spread across more sparse rural areas.

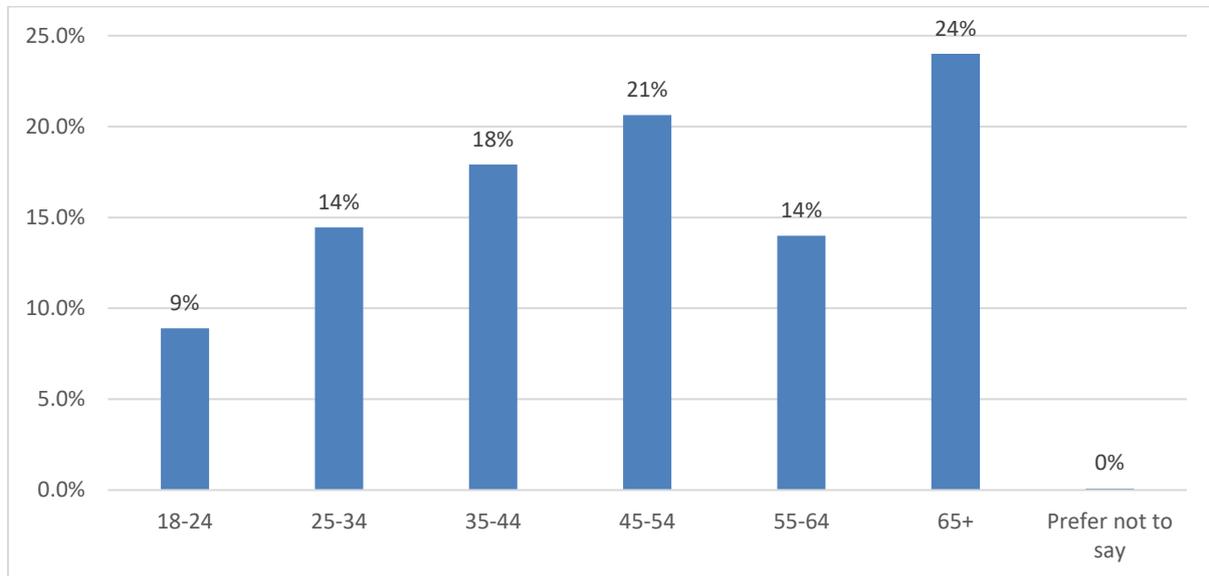


Gender

We achieved a good split by gender, with 50.3% male and 49.7% female. This is close to the population across Surrey.

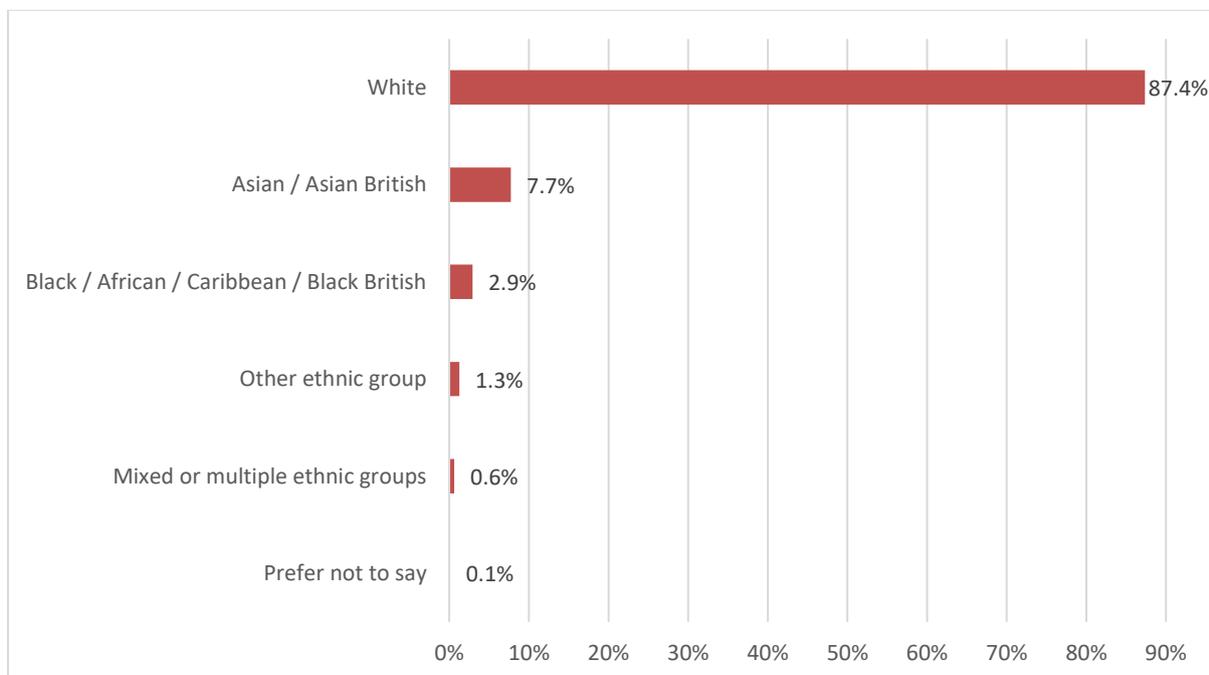
Respondent age group

The age profile of respondents broadly follows the age bands of the whole population of Surrey. This means the results are representative by age group.



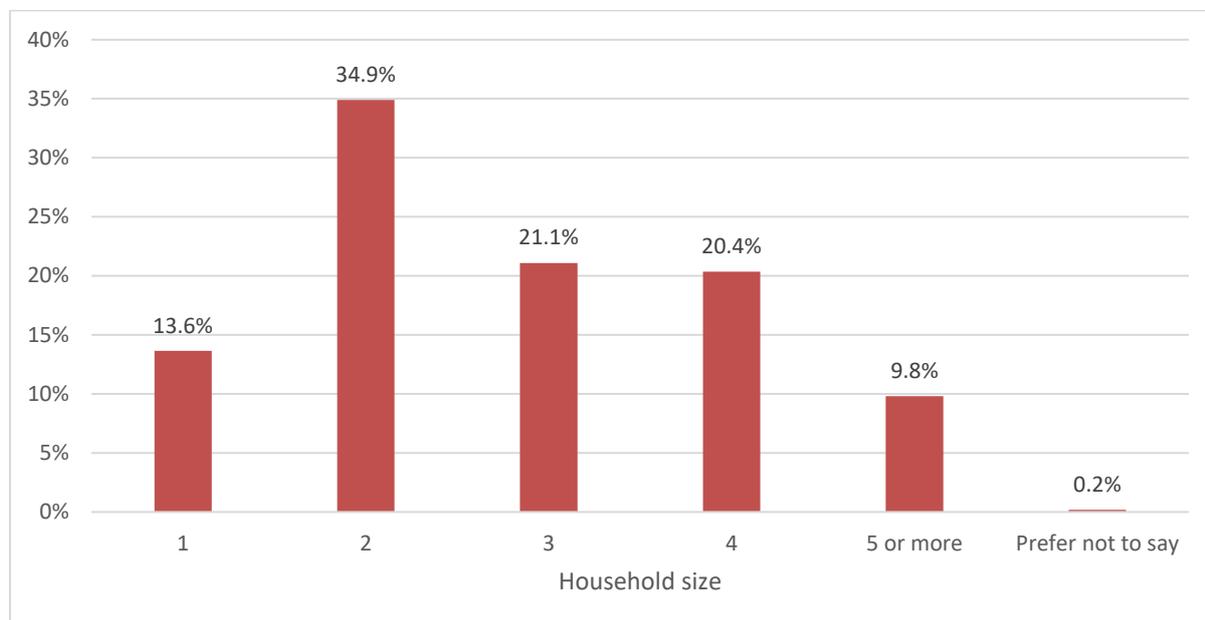
Respondent ethnicity

The largest share of respondents was white, similar to the whole Surrey population.



Respondent household size

We heard from residents living in a mix of household sizes, so a variety of families across Surrey.



Children

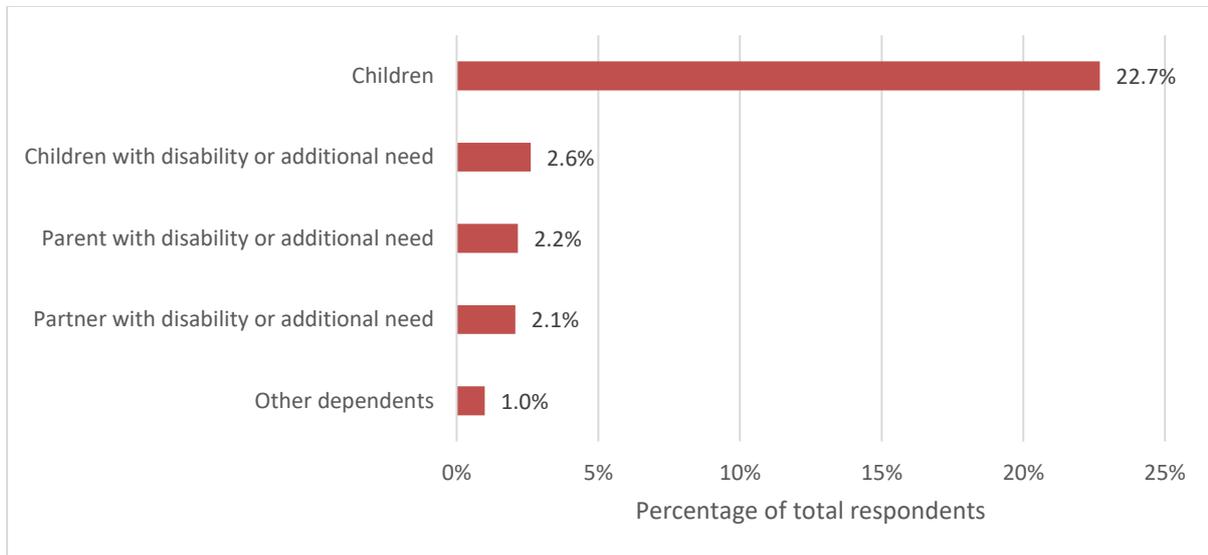
Just over a third (35%) of respondents had children aged 17 or younger in the home.

Disabilities

A relatively small number of respondents stated they had a disability, just 7.5%, or about one in 13 respondents.

Caring responsibilities

Three in ten respondents (30%) had caring responsibilities, as shown below.



Pregnant

Just 2.1% of respondents – about one in 50 – were pregnant, on maternity leave or had returned from maternity leave within the past year.



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