Brighton & Hove City Council

BUDGET CONSULTATION PAPERS

11 FEBRUARY 2011

ADDENDUM

Brighton & Hove Budget and council tax setting consultation for 2011-2012

Executive Summary and Findings

Nearly 900 people responded to the questionnaire from both a random postal sample (738) and from visiting the Brighton & Hove Consultation portal (144) which is more than sufficient to make the analysis valid in statistical terms (1). The 2010 postal survey response rate is 28%, the same as last year and slightly higher than in 2008 (26%).

Little change from responses in previous years has been observed in respondent priorities to budget and council tax setting. Views remain constant towards service areas, and what is considered important to themselves and for the city. There is still a polarisation of views around how the authority might best raise extra tax revenue, but there is also an across the board drop in how generous respondent attitudes are towards future funding with all services receiving a lower mean score than in previous years (2)

What are residents' priorities?

Respondents were asked to make the distinction between personal priority (their household) and what they considered to be a priority for the city in terms of provision of services. They were also asked what their views were on the funding of the same service areas. 2009 figures have been included (in brackets) showing the levels of respondent consensus that exist in most cases. (3)

- **The highest priorities for the city were:**
  - 73% (76%) Education
  - 67% (71%) Refuse Collection & Street Cleansing
  - 62% (68%) Waste disposal & Recycling
  - 60% (65%) Children's Social Care

- **The highest personal priorities were:**
  - 68% (70%) Refuse Collection & Street Cleansing
  - 63% (68%) Waste disposal & Recycling
  - 50% (51%) Education

- **Services that should receive increased funding:**
  - 37% (45%) Education
  - 31% (35%) Capital Investment in schools
  - 28% (39%) Children's Social Care

- **Services that should receive a cut in funding:**
  - 32% (24%) Capital Investment in Council Housing
  - 32% (25%) Planning & Economic Development
  - 29% (19%) Env. Health & Licensing: & 29% (18%) Leisure Centres and Sports Facilities

- **Where should additional revenue be raised from:**
  - 86% (86%) Collecting more fines for anti-social behaviour
  - 39% (41%) Workplace parking levy
  - 30% (34%) Congestion charges
  - 28% (21%) Charges for council culture and leisure facilities
  - 20% (19%) Increase in parking charges

What does this tell us?

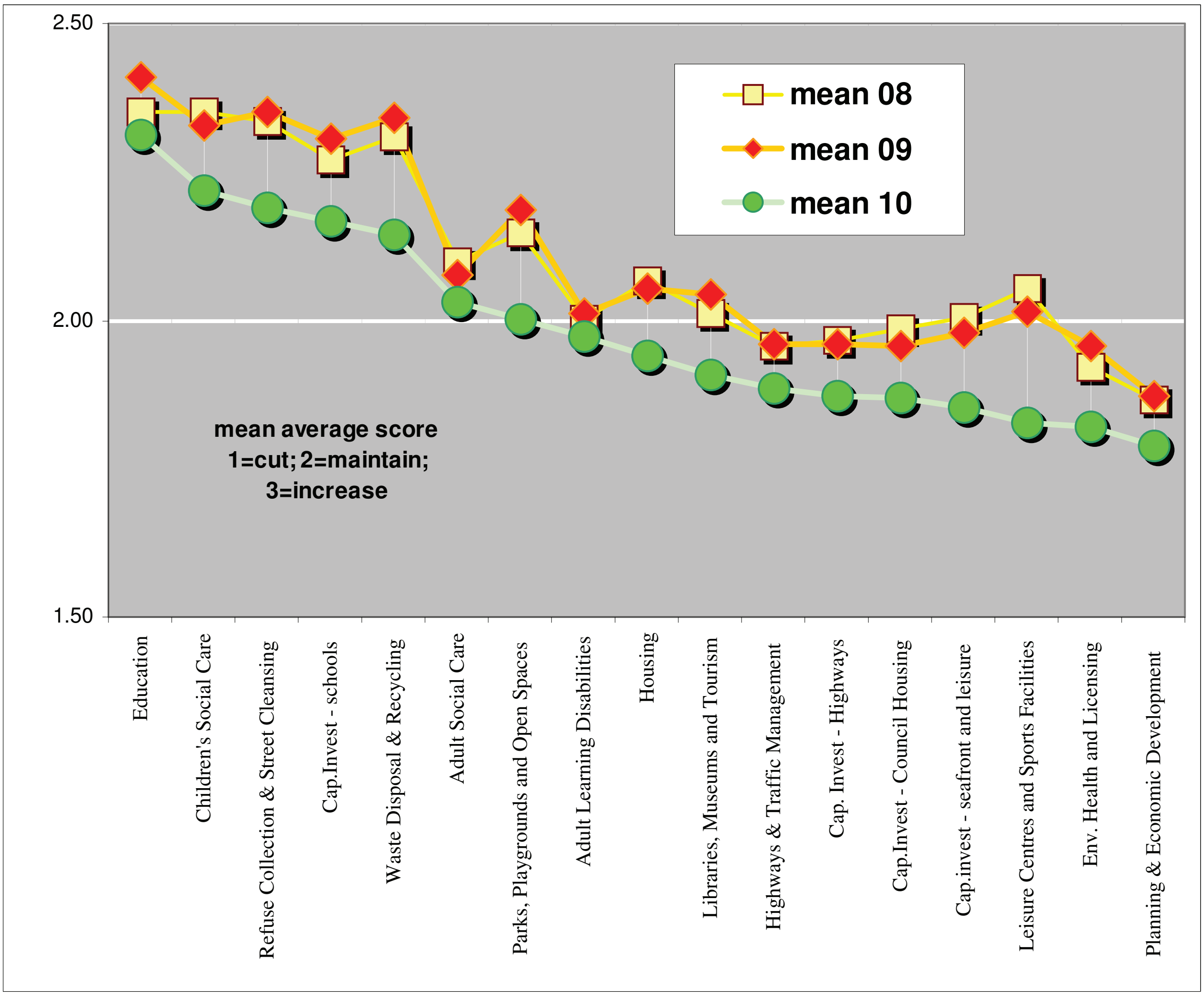
Citizen priorities for services provided by the council, both personally and for the city, still remain focussed on waste, recycling and refuse collection and education. Increasing funding for education and schools investment is supported by around a third, but levels of respondents prepared to make a cut in most services has risen significantly. Consensus remains that anti-social behaviour could be used as a way to raise revenue as does a polarisation of attitudes on the validity of congestion charging, increasing parking charges or a workplace parking levy.

For More Information Contact: Chris Wilson, Senior Research Officer, Performance & Analysis, BHCC x1075

Additional notes

(1). The results from the resident postal survey and the website generated returns have not been combined within this report to provide one data set because unlike previous years the large amount of web based responses have will allow for a control group (with a plus/minus 8%confidence level) to test and contrast the findings of the postal survey against and where significant differences are present these will be noted in the findings

(2). The graph below clearly shows lower average scores across the board for 2010 (green circles) compared with the previous two years set of responses which had remained virtually static.



(3). Of note in the priority findings are that both service areas of refuse collection (23%) and Waste disposal (22%) are no longer in the top three for increased funding for residents, although they are still considered the most important.
The inclusion of both Environmental Health & Licensing and Leisure Centres and Sports Facilities (both 29%) in the top three service areas that respondents believe could receive a cut

Budget & Council Tax Setting 2011-2012
Consultation

November 2010

Analysis & Performance Team
Policy, Performance & Analysis
Brighton & Hove City Council

Tel: 01273 291075
Consultation@brighton-hove.gov.uk

CONTENTS

Table of Figures and Charts

1. Introduction and Background

1.1 This report provides an analysis of the results of the City Council's 2010/11 budget and council tax consultation with residents that was undertaken by the Analysis & Performance Team on behalf of the Brighton & Hove City Council's Budget Review Group (BRG).

1.2 The findings from the consultation will be used to inform the spending priorities and setting the Council Tax for the 2011/12 financial year.

1.3 Previously the Department for Communities and Local Government (CLG) expected all authorities to ensure their budget and Council Tax levels for each financial year were known and appraised through consultation with local residents and local businesses.

1.4 While this expectation no longer remains the BRG has requested that the survey is again undertaken with local residents to maintain at least a basic level of understanding on current views and priorities that this form of consultation is able to provide.

1.5 Over the last couple of years Brighton & Hove City Council have undertaken a shortened, more targeted questionnaire to survey residents of Brighton & Hove to, in part, validate the previous larger consultations, and in so doing to boost the response rate and provide a more robust level of confidence in the findings and conclusions drawn

1.6 The previous consultation, a survey approach called SIMALTO, (an approach more akin to that found in participatory budgeting methods - answering theoretical questions about spending more or less on a range of services to help us understand what sort of budget would keep the most numbers of people happy and the fewest numbers of people dissatisfied) focused on those service areas that are most visible to the public and where we have some significant discretion about how much to spend

1.7 Previous to this departure similar use of a postal survey was undertaken to consult on the Budget and Council Tax from 2004-2007. This gives us a good range of historical data with which to compare current responses and attitudes

1.8 Further consultation in the form of a discussion forum will be undertaken with the Older People's council to provide an added viewpoint to be fed into the BRG deliberations

2. Methodology

2.1 A postal questionnaire (See Annex 3) was sent out to a random sample of just under 2700 households in the city. The questionnaire used was the same as last year and a "cut-down" version of that used in previous years (2004-2007). This enables comparison with results from previous years to be made.

2.2 Broadly, the questions served the following purposes
Question 1: To identify personal and city priorities for expenditure
Question 2: To establish citizen views on potential funding cuts and increases
Question 3: To identify views on ways of raising additional revenue.

2.3 A total of 739 completed postal questionnaires have been analysed, representing a response rate of 28%. The same percentage as last year and slightly higher than in 2008 where the response rate was 26% from postal responses. It also compares extremely favourably with the previous larger versions of the survey which attracted a response rate of 7%, December 2006, and 8% in the December 2005 Budget Consultation Survey.

2.4 The overall number of responses can be considered as statistically significant in reflecting accurately the views of all residents in the city. The demographic information gathered is also broadly consistent with that of the demographic profile of the city.

2.5 When considering the top level data return (i.e. all respondent answers) the confidence interval is plus/minus 3% at a confidence level of 95% certainty[1]. For drawing conclusions at a lower strata, such as analysis by age or type of household, this statistical confidence level becomes significantly larger (around plus/minus 8%) and any conclusions drawn must be considered indicative rather than statistically significant

2.6 The questionnaire was also available on the Brighton & Hove Consultation Portal – a city wide website dealing exclusively with consultations within and across the city.

2.7 There were a further 144 responses received on the website (although not all of these were from Brighton & Hove residents) and this mechanism was also available for use by those receiving a paper copy of the survey. Last year using the Brighton & Hove City Council website a total of 24 responses were received.

2.8 The results from the resident postal survey and the website generated returns have not been combined within this report to provide one data set because unlike previous years the large amount of web based responses will allow for a control group (with a plus/minus 8% confidence level) to test and contrast the findings of the postal survey against.

2.9 The results of survey undertaken by the Older People's council will also be used to check for contrasts and along with the web based version of the survey where significant differences are present these will be noted in a separate "exception" report

[1] The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 3 and 48% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 45% (48-3) and 51% (48+3) would have picked that answer. The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain;

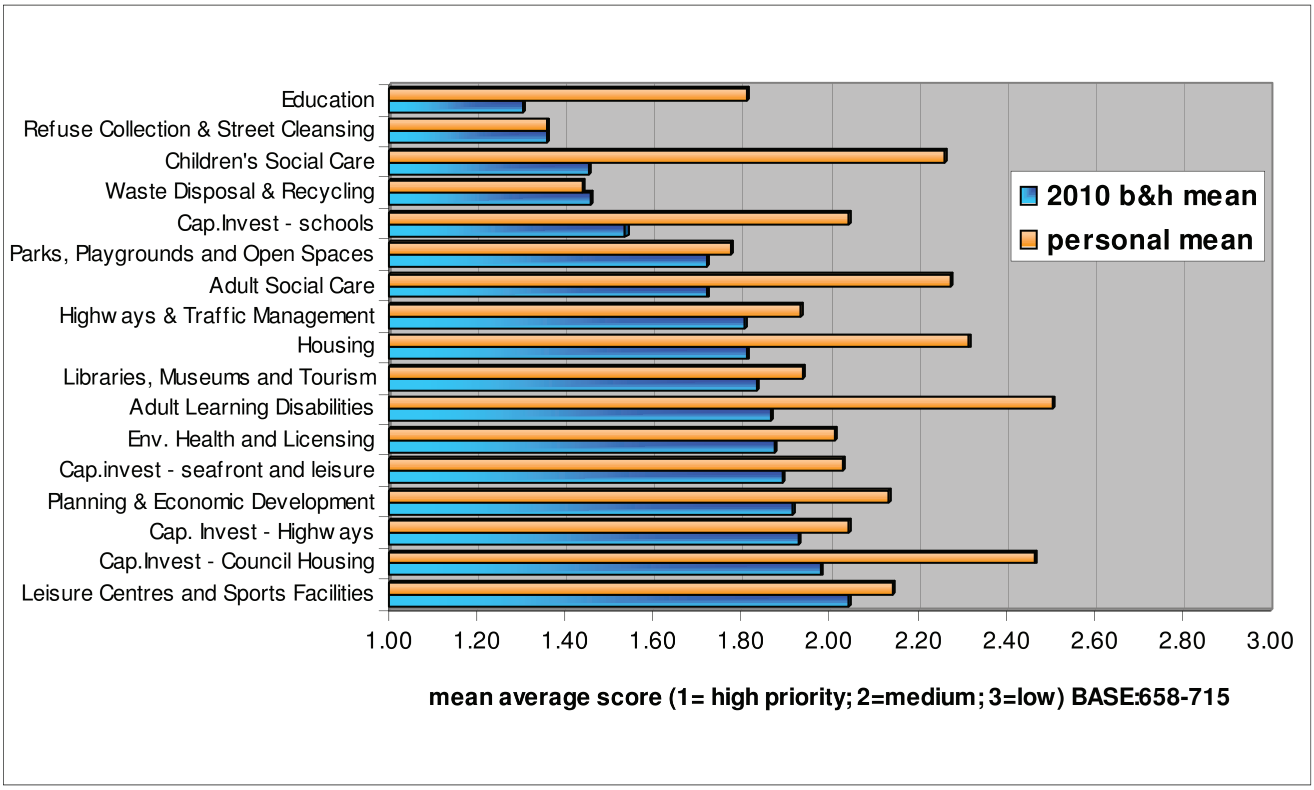
3. Priority Service Areas

3.1 Respondents were asked to identify the service areas that they considered to be a priority for themselves as a resident and also what they considered to be important for the city as a whole. In some service areas respondents made a clear distinction between the two perspectives. Overall results from respondents considered most service areas to be of a higher priority for Brighton & Hove as a whole than for themselves or their households, a consistent response with that of last years respondents.

3.2 For the first time, although only slight, respondents gave waste and recycling and refuse collection a higher priority for themselves rather than the city

3.3 This distinction between personal priority and Brighton & Hove priority is best observed through a look at the mean scores of each service area (chart 1). In the chart a mean score has been derived for each answer. Using a mean score to look at the responses allows us to ascertain where the balance of opinion lies. The smaller the bar the closer it is to a score of one. If the bar were to be no bigger than one it would signify that every respondent had classed a service as being of the highest priority. Conversely the longer the bar is, and the closer to a score of 3 on the right of the chart, signifies the lower priority given to it by the overall answers of respondents.

Chart 1 – Service Area priorities from a personal and Brighton & Hove perspective



3.4 The services that respondents consider the most important to the city: education; refuse collection; waste and recycling; children's social care and schools capital investment receive overwhelming support. When it comes to personal priorities only waste collection and refuse and recycling are given such a similar high priority

3.5 For the first time a service area (leisure centres and sports facilities - 2.04) has fallen below a medium priority average (2.0) when considered as a priority for Brighton & Hove.

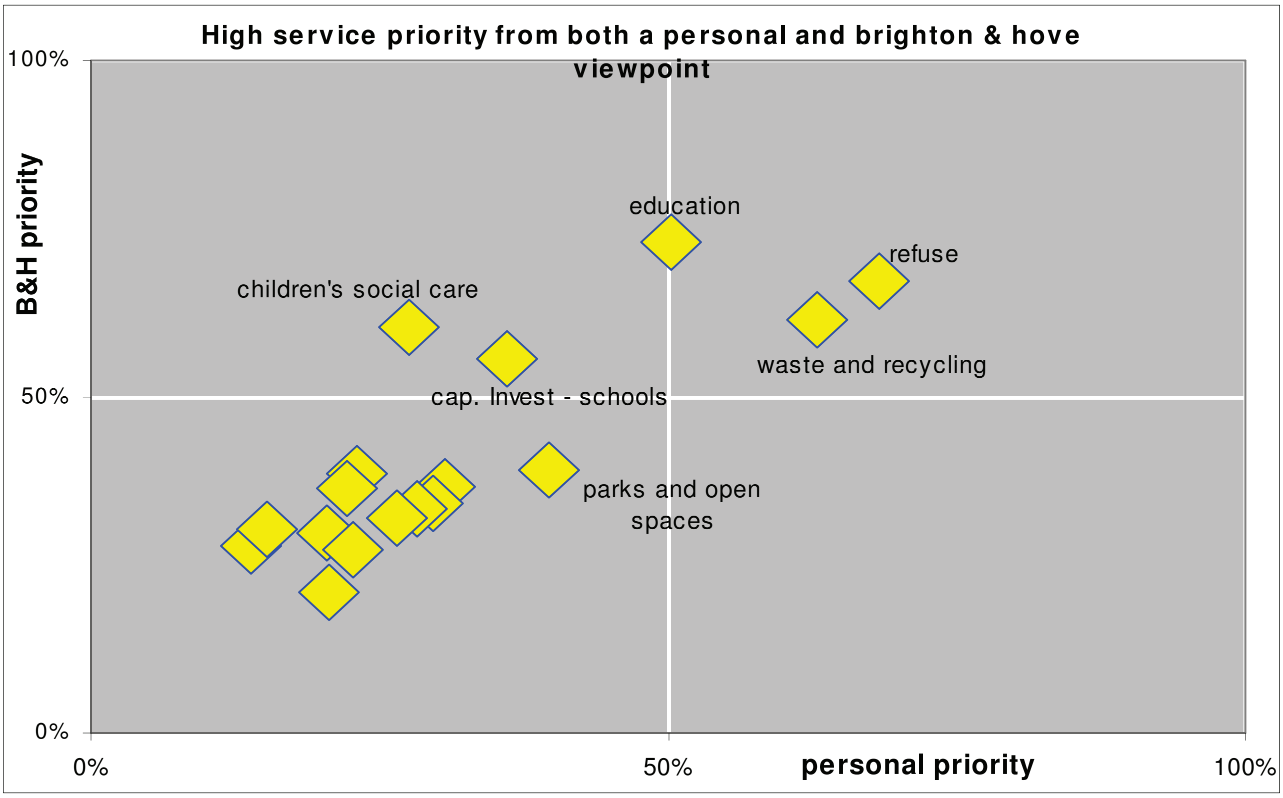
However when it comes to personal service area priorities ten of the 17 priorities (8 last year) come below the median point and one (environmental health and licensing) is at the mid point

3.6 The service areas that were the highest priority for Brighton & Hove as a whole were education (73%); refuse collection and street cleansing (67%); waste and recycling (62%); children's social care (60%) and capital investment in schools (56%). As with last years survey adult learning disabilities (28%) and capital investment in highways (27%) scored very low in respondent priorities for the city, but were surpassed this time by leisure and sports facilities 21%(29% in 2009)

3.7 The services that had the highest 'personal priority' were Refuse Collection 68%; waste and recycling, 63% and education 50% (Annex 1 table 1)

3.8 Chart 2 looks at where respondents have given high priority to a service area from both a personal and a city point of view.[2] Using a basic quadrant analysis of personal and Brighton & Hove priorities (chart 2) it can quite clearly be seen that there are several areas that are given more importance than others. Looking only at where respondents have considered a service area a high priority only refuse collection, waste and recycling and Education are in the high priority areas for both the city and the resident. Children's social care and capital investment in schools are high priorities for the city but not personally.

Chart 2 – Quadrant analysis of personal and Brighton & Hove priority service areas



3.9 One further areas that sits slightly outside of the more obvious points is parks and open spaces which does receive a substantial level of support from both a personal and city perspective, and as with last year, receiving a higher level of priority than all but the golden trio (education, refuse collection and waste and recycling) in personal priorities. Adult

[2] If a service appears in the top right quadrant this shows high priority for both the city and personally and if it appears in the bottom left hand corner this shows the service area is of low priority from both a personal and city viewpoint

learning disabilities as with the last two years receives the least support from a personal priority but leisure centres and sports facilities is deemed the least important priority for the city by this years respondents.

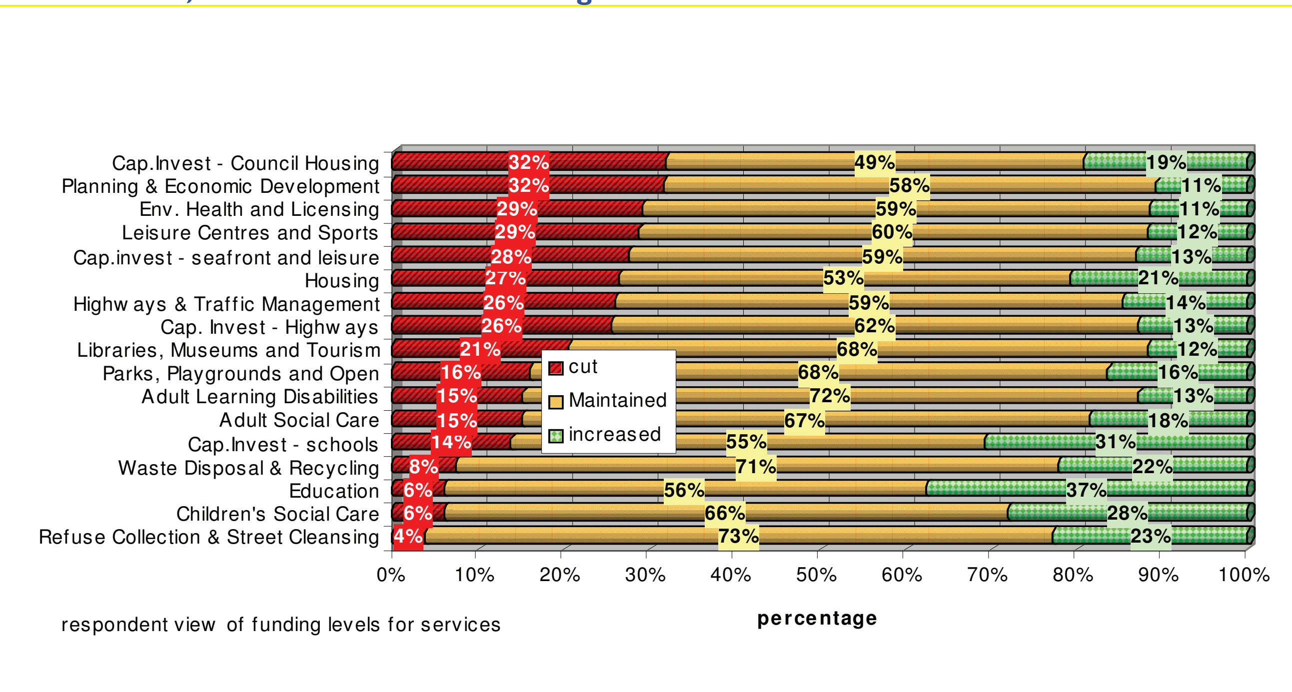
3.10 All these results show a remarkable level of consistency with those obtained from the previous two years survey with no movement of service priorities between the quadrants, in fact most remain virtually static as can be evidenced by mapping the results of this year and last year against each other (Annex 2)

4. Increased Funding priorities

4.1 Even in these more economically severe times there continued to be considerable support for increasing funding for some service areas. 71% (84% last year,77% in 2008) of respondents identified at least one service area that they felt should have an increase in funding. Of these, the most commonly identified areas were, education (37% - 45% last year) and capital investment in schools (31% - 38% last year). There is still support for increases in funding across all service areas, albeit sometimes only between 11% and 13% of respondents, but a considerable fall in support to increase funding to waste and recycling (22% -39% last year), refuse collection (23% - 37% last year) and children's social care (28% - 37% last year).

4.2 However as with last year these areas with the most support for an increase in funding are the same service areas that were also most likely to be identified as priorities for the city, and that should not have cuts in funding. A full breakdown of the responses is shown in Table 2 (Annex 1).

Chart 3 – Cut, maintain or increase funding for service areas?



4.3 Chart 3 [3] shows where respondents thought services should receive either an increase or a cut in funding, but what it mostly shows is that a majority of respondents (as with last

[3] Each bar in the chart represents all the respondent views and the three sections are broken into support for cuts on the left, maintaining current funding in the middle and increased funding on the right totalling 100%

year at least 50%, except capital investment in council housing – 49%) across all identified service areas are happy for funding to be maintained.

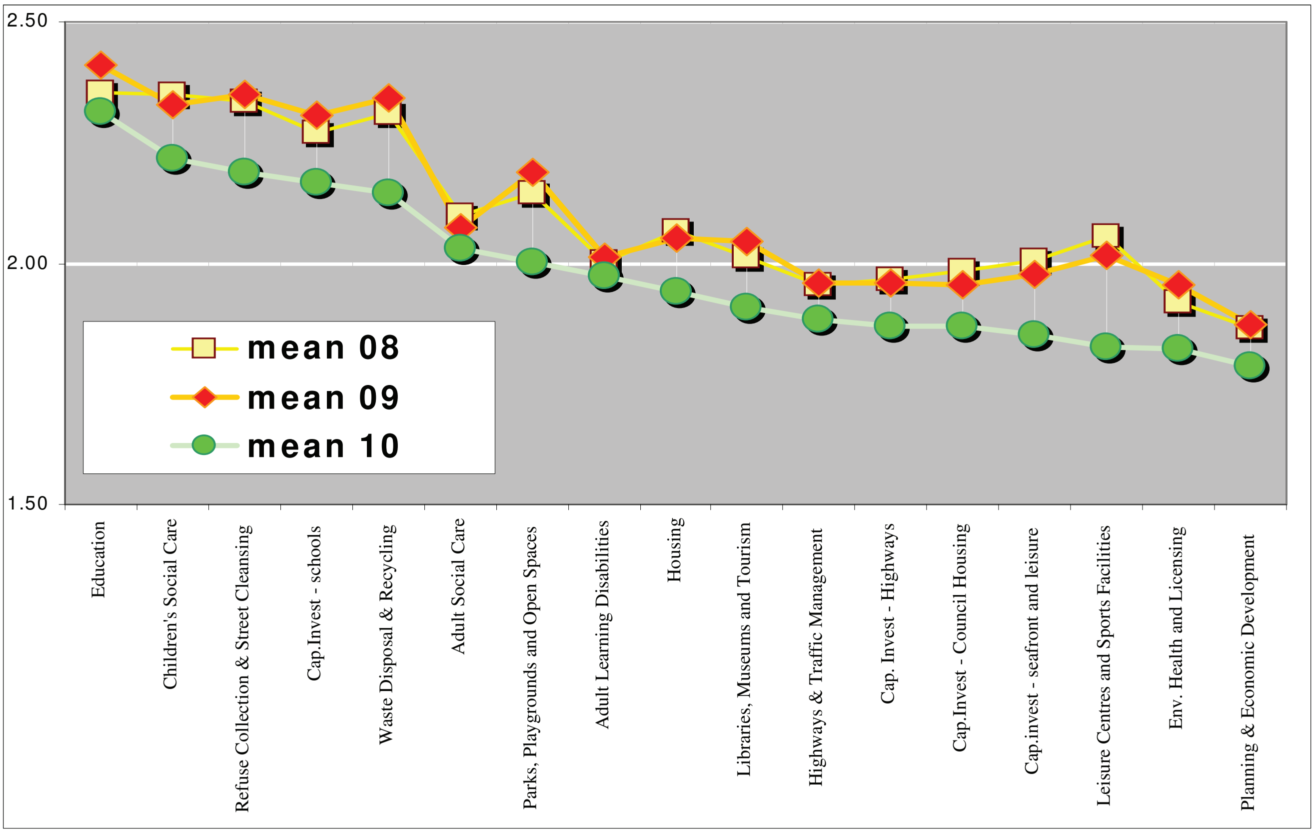
4.4 Some service areas were identified more frequently as suitable to have their funding cut (Chart 3). This year for the first time more than half (nine out of seventeen) the service areas listed had at least 20% of respondents advocating a cut. This has grown from six in 2009 and only four in 2008.

4.5 One in three people were happy to suggest cuts to both Capital investment in council housing (32% - 28%-2009;24%-2008) and Planning and Economic development (32% - 25% in 2009). Respondents are now much more ready to look at cuts to public services and Environmental Health and Licensing (29% - 19% in 2009) and Leisure Centres and Sports (29% - 18% in 2009) are both service areas that have eclipsed areas such as Capital investment in seafront and leisure (28%), housing (27%), capital investment in highways and Highways and traffic management (both 26%) in being offered up for cuts. All these service areas now have over one in four respondents suggesting their funding is cut.

4.6 Chart 4 perhaps more accurately shows the departure from a slightly more complicit view of how the council might best spend on services (2008 and 2009) to respondents who finding themselves in a harsher economic climate are more aware of the need to cut back and less prepared to fund (2010).

4.7 The closer the mean score is to one the more likely respondents are to agree to a cut in funding (Environmental Health and Licensing, Planning and economic development). The closer to 3 a mean score (Education, Children's social care) the more respondents would sanction an increase in funding. A mean score of 2 is the equilibrium score

Chart 4:– Mean scores over three years - Cut, maintain or increase funding for service areas?

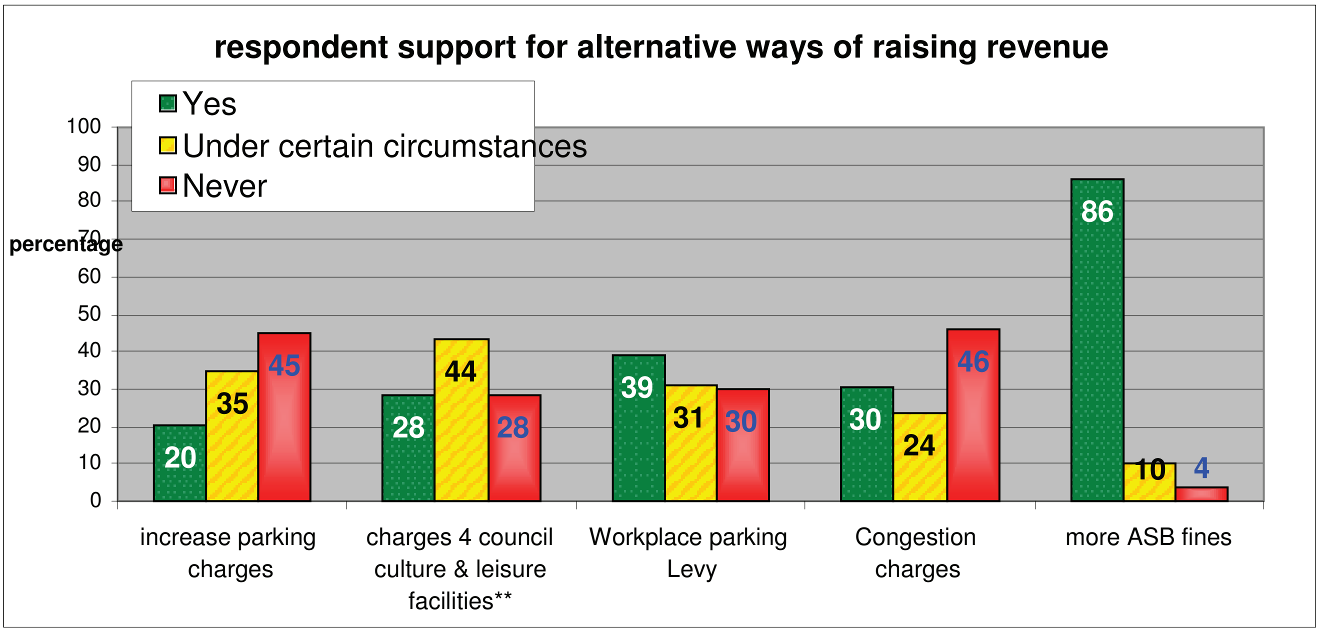


5 Revenue Generation

5.1 Respondents were asked how they thought that the City Council could or should raise additional revenue to cover increased service costs and if they had any suggestions for ways to either raise or save money. Respondents were provided with a range of options that had been provided by the Budget Review Group, all of which were directly comparable with questions from last year

5.2 The findings support and remain consistent with those from previous years. More than four out of five (86%) respondents reported that additional revenue could be raised through anti-social behaviour fines (Chart 5). This is a consistent response (over seven years) and shows that only one in 25 people (4%) would never support raising money from 'more fines for anti social behaviour'

Chart 5: Support for Raising Additional Revenue



Base: between 711 and 726 respondents

5.3 As in previous years, there was much less support for raising revenue through increasing parking charges or introducing congestion charges.

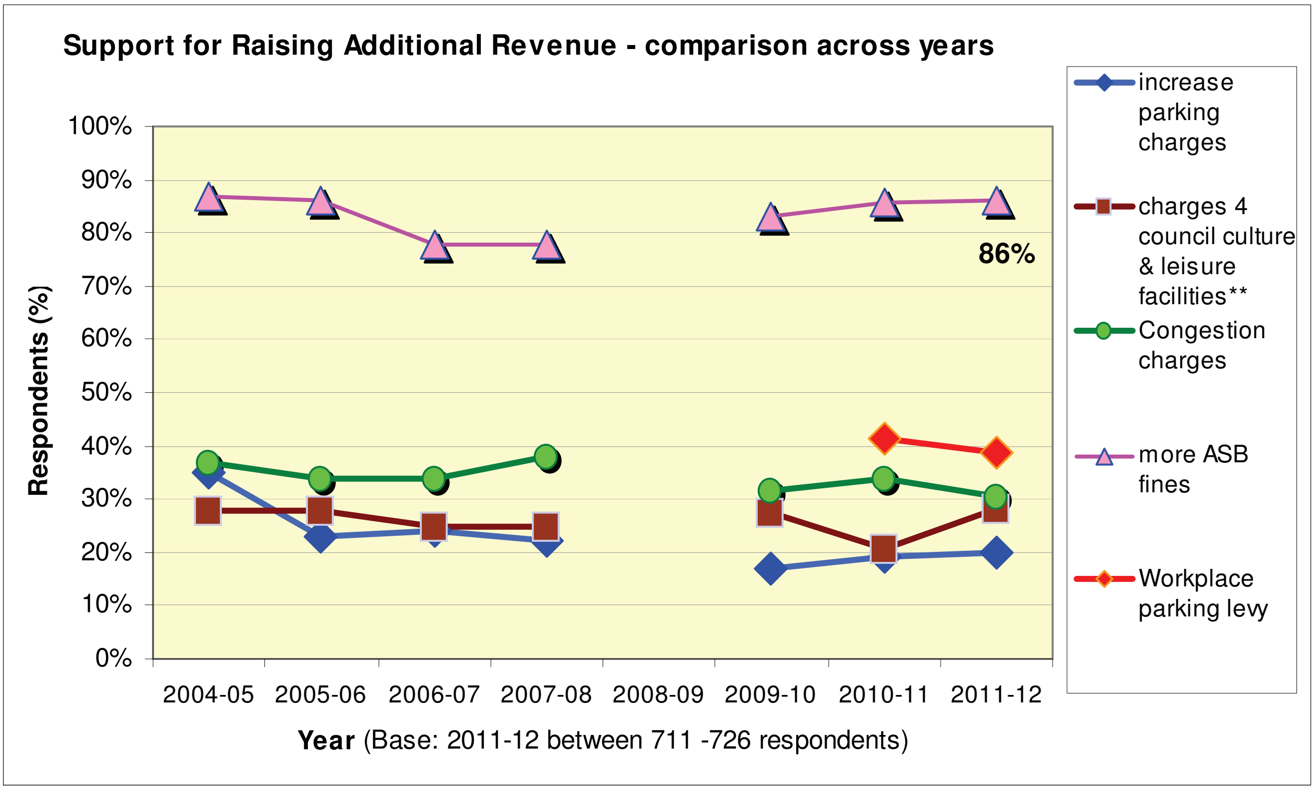
5.4 Under a half of those responding reported that they would not support increased parking charges (45%) or congestion charging (46% -40% in 2009) under any circumstances (Chart 5). This suggests that attitudes are still polarised and attitudes against these charges have remained higher, an increase from roughly a third of respondents in the three years (2005-2007) the survey was undertaken.

5.5 The option of a work-place parking levy again produced a higher level of support from respondents than all but the option of increased ASB fines. With 39% answering with a straight yes and a further 31% offering conditional support over two thirds of respondents felt this could be a good way of raising revenue. Again it should be noted respondents were answering in a personal capacity as residents of Brighton & Hove and a business response could prove very different were the question specifically asked to those who work in the city and the businesses they work for.

5.6 While it is accurate to say that increasing parking charges (55%) or introducing congestion charges (60%) would be supported by a majority under certain circumstances, it is also noticeable that opposition to both these potential options has hardened over the 7 years since the survey was first undertaken in 2003, from a low of 29% saying never to both options to the current levels of 45% saying never to increasing parking charges and 46% never to congestion charging (Table 4 Annex 1)

5.7 As can be seen from Chart 6 this change of attitude has come mainly from those who originally may have supported charges 'in some circumstances' rather than from those who have always unequivocally supported the option of raising additional revenue

Chart 6: Support for Raising Additional Revenue trend comparison



** - NB not a direct comparison with the first years of the survey

5.8 Those without cars are more in favour of congestion charging, a workplace parking levy and parking charge increases although their support for these measures is by no means unequivocal.

5.9 In general the more cars within a household the more completely against any kind of motoring charges. 58% of those with two or more cars would never endorse a congestion charge (25% for non-car owners), 33% of two car plus owners would be against a workplace parking levy (those with no car 22%) and 54% of those with two or more cars would never support raising money from an increase in parking charges (30% for those with no car)

6 Supporting the budget and raising Income

6.1 Respondents also provided a number of other options for both changes to council services to support the budget and suggestions on raising revenue, which included the following themes (a full list of themes is covered in the appendix) :

- Concentration on necessities, keep front-line services but find redundancies from management and executive positions;
- Don't waste money on expensive events and projects. Streamline initiatives, leave bigger schemes for better times;
- Improving the city to attract more tourists and visitors; lower rents for shops to keep them occupied
- Stop use of consultants – consult with, and use the, community to consult
- Cut subsidised transport for mayor/council. Cut banquets/lunches. Use video conferencing.
- Developing environmental initiatives to reduce waste especially plastics disposal;

6.2 Some respondents felt they did not have enough information to make any informed suggestions and responses in this area included;

- Don't ask me. Take advice from professionals.
- Fewer consultations twisted to suit councils preference.
- Difficult to understand.
- Would my say have any influence?
- Nothing left to cut.
- Government should specify instead of making local councils do their dirty work.

6.3 As with previous questions and responses from previous years respondent opinion polarised around more restriction or more freedoms to achieve better outcomes particularly on transport and travel infrastructure and costs; the costs and associated costs of tourism and the need for the council to balance its duties with efficiencies, expansion and use of external agencies

7: Summary and Conclusions

7.1 This is the seventh year in which the budget and council tax consultation has been undertaken in this format. The level of response to a random sample postal survey at 28% is roughly average, the same as last year and a vast improvement on preceding years which saw return rates of below 10%.

7.2 Over 700 provided a substantial base from which to draw conclusions from the questions asked and have a high degree of confidence in the responses being generally applicable across the city. This response rate also allows for analysis at lower strata to take place but with a smaller degree of statistical confidence in the findings.

7.3 The large amount of web based responses have also allowed for a control group to test and contrast the findings of the postal survey against (separate report)

7.4 Keeping the revised timing of the survey (starting earlier than previously in October and November) is likely again to have, in part, supported a higher response rate than the previous surveys which did not start until December. December is a notoriously bad time to undertake such consultations.

7.5 The findings from this consultation suggest that attitudes to the budget and council tax setting, have changed little over the seven years the survey has been undertaken, particularly mirroring the results of the last two years consultations (Annex 2) – there appears to be a fairly high level of consistency in the responses that have been received over the study period – although this year has seen a slightly more negative attitude towards spending on services in line with the more austere situation across the country.

7.6 The one real change in attitude has been respondents ability to identify where they would sanction cuts to funding of a service which in previous years had seen a surge in respondents identifying more service areas they felt should receive an increase in funding. Respondents were still able to make the distinction between what they considered to be a priority for their households (personal priority) and what they considered to be a priority for the city.

7.7 The most important priorities for the city were still considered to be education; refuse collection; waste and recycling; schools capital investment and; children's social care all receiving over 56% support. Although these priorities remain prominent from a personal standpoint the level of support is generally much lower with only Refuse Collection; waste and recycling; and education gathering over 50% support.

7.8 As in previous surveys areas deemed as high priority by respondents were also those that were (generally) most likely to be deemed worthy of receiving additional funding, although refuse (14% drop) and recycling services (17% drop) have seen a significant falls in support

7.9 Previous interest in earlier surveys for ensuring funding for areas not related to children or cleanliness has now decreased quite noticeably and the services that are seen as less tangible and bureaucratic, such as capital investment in council housing and planning and economic development (32%) and newly noticed environmental health and licensing and Leisure Centres and Sports Facilities (both 29%) are the most likely for respondents to suggest a funding cut, as opposed to an increase, such as education (37%) and capital investment in schools (31%).

7.10 An overwhelming 86% of respondents (the same as last year) would unequivocally support raising revenue from imposing and collecting more fines for anti-social behaviour. The question suggesting a possible workplace parking levy maintained 2 in 5 giving a straight "yes" response but has settled at a slightly lower agreement rate overall at 70% (75% last year). There continues to be much less support for increasing parking charges and introducing congestion charging but the suggestion to increase other council admissions charges has risen from 21% to 28% who would support a raise without a need to qualify the circumstances. This is again broadly consistent with the findings in previous years.

Demographic differences

7.11 There is a more positive response to increased parking charges or congestion charging from those without cars

7.12 On the whole there is little difference in response to any of the questions posed based on age, gender, housing tenure and household composition or whether a respondent identified as having a long term limiting illness or disability. The sample size for those not identifying as white was too small to draw any useful or accurate conclusions

7.13 However minor differences within demographic analysis (where a plus/minus 8% confidence interval must be considered as standard) include

- Increase parking charges: homeowners are more reticent to endorse than other types of tenure; although 36% of none car owners endorse an increase in parking charges a further 30% would never sanction them (56% two or more cars)
- Admission charge increases: 48% of council tenants compared to an average of 28% said yes, whereas 44% of under 35's said never (average 27% never)
- Workplace parking levy: Those with no car are slightly more favourable towards it (46% - average 40%) as are council tenants (57%) and those in the age range 35-44 (50%)
- Congestion charge: 53% yes for those with no car, 15% for those with two or more and 41% who are in private rented accommodation (average 31% yes).58% never for those with two or more cars down to 25% for those with none.
- Anti-Social Behaviour fines: an average of 86% said yes but couples with child(ren) were more unequivocal (95%) and those in private rented accommodation (79%) and the under 35's (72%) were more circumspect

7.14 Less than half of all respondents felt able to comment on identifying a number of other areas where they felt the City Council could either reduce its cost or raise additional revenue. These included;

- Concentration on necessities, Stop use of consultants – consult with, and use the, community to consult
- Streamlining initiatives, leave bigger schemes for better times;
- Improving the city to attract more tourists and visitors; lower rents for shops to keep them occupied
- Developing environmental initiatives to reduce waste especially plastics disposal;

Annex 1: Tables of Figures

Table 1: Priority Service Areas (%) – Q1

%	For you and your household			For Brighton & Hove as a whole		
Service Area	**High**	**Medium**	**Low**	**High**	**Medium**	**Low**
Refuse Collection & Street Cleansing	**68.3%**	27.8%	3.9%	**67.1%**	29.8%	3.1%
Waste Disposal & Recycling	**62.9%**	30.1%	7.0%	**61.5%**	31.3%	7.2%
Education	**50.2%**	18.2%	31.6%	**73.1%**	23.5%	3.4%
Parks, Playgrounds and Open Spaces	39.7%	42.9%	17.4%	39.1%	49.7%	11.2%
Cap.Invest - schools	36.0%	23.6%	40.4%	**55.5%**	35.2%	9.3%
Highways & Traffic Management	30.7%	45.3%	24.1%	36.6%	46.3%	17.1%
Libraries, Museums and Tourism	29.7%	46.6%	23.7%	34.1%	48.3%	17.6%
Env. Health and Licensing	28.2%	42.4%	29.4%	33.4%	45.8%	20.8%
Children's Social Care	27.6%	18.6%	53.8%	**60.4%**	34.1%	5.6%
Cap.invest - seafront and leisure	26.6%	43.8%	29.6%	31.8%	47.0%	21.1%
Adult Social Care	23.1%	26.5%	50.4%	38.5%	50.8%	10.7%
Cap. Invest - Highways	22.7%	50.0%	27.3%	27.1%	52.8%	20.1%
Housing	22.2%	24.1%	53.8%	36.5%	46.0%	17.5%
Leisure Centres and Sports Facilities	20.6%	44.7%	34.7%	20.9%	53.7%	**25.4%**
Planning & Economic Development	20.4%	46.0%	33.6%	29.8%	48.6%	21.6%
Cap.Invest - Council Housing	15.2%	23.3%	61.6%	30.4%	41.4%	**28.3%**
Adult Learning Disabilities	13.8%	21.8%	64.4%	27.7%	58.0%	14.3%
Base	**Between 686 and 715**			**Between 658 and 673**		

Table 2 Which services should have their funding cut, maintained or increased? Q2

Service Area	Cut	Maintained	Increased	BASE
Refuse Collection & Street Cleansing	3.8%	73.5%	22.7%	**713**
Children's Social Care	6.1%	66.0%	27.9%	**691**
Education	6.1%	56.4%	**37.4%**	**700**
Waste Disposal & Recycling	7.5%	70.5%	21.9%	**702**
Capital Investment - schools	14.0%	55.4%	**30.6%**	**695**
Adult Social Care	15.1%	66.6%	18.3%	**694**
Adult Learning Disabilities	15.3%	72.1%	12.6%	**692**
Parks, Playgrounds and Open Spaces	16.1%	67.7%	16.2%	**697**
Libraries, Museums and Tourism	20.7%	67.8%	11.5%	**695**
Capital Investment - Highways	**25.7%**	61.5%	12.8%	**697**
Highways & Traffic Management	**26.1%**	59.4%	14.5%	**697**
Housing	**26.6%**	52.6%	20.7%	**699**
Capital Investment - seafront and leisure	**27.8%**	59.4%	12.9%	**699**
Leisure Centres and Sports Facilities	**29.0%**	59.5%	11.5%	**694**
Environmental Health and Licensing	**29.2%**	59.4%	11.4%	**684**
Planning & Economic Development	**31.7%**	57.7%	10.5%	**684**
Capital Investment - Council Housing	**32.0%**	49.0%	19.0%	**696**

Table 3 Support for raising revenue from other sources – question 3

	increase parking charges		charges for council culture & leisure facilities		Workplace parking Levy		Congestion charges		More ASB fines	
respondents	**711**	**%**	**712**	**%**	**714**	**%**	**713**	**%**	**726**	**%**
yes	143	**20.1**	201	**28.2**	278	**38.9**	216	**30.3**	625	**86.1**
Under certain circumstances	247	**34.7**	310	**43.5**	223	**31.2**	168	**23.6**	75	**10.3**
Never	321	**45.1**	201	**28.2**	213	**29.8**	329	**46.1**	26	**3.6**

Table 4: Support for Raising Revenue from Other Sources - comparison with previous years

		An increase in parking charges	More fines for ASB (e.g. litter, dog fouling, noise)	Council Cultural and leisure admission charges**	Congestion charges	Workplace levy
2011-12	**Yes**	20%	86%	28%	30%	39%
	Under certain circumstances	35%	10%	44%	24%	31%
	Never	45%	4%	28%	46%	30%
2010-11	Yes	19%	86%	21%	34%	41%
	Under certain circumstances	36%	12%	46%	25%	31%
	Never	44%	2%	33%	40%	28%
2009-10	Yes	17%	83%	27%	31%	Not measured
	Under certain circumstances	39%	14%	49%	23%	
	Never	44%	3%	24%	45%	
2007/08	Yes	22%	78%	25%	38%	Not measured
	Under certain circumstances	46%	20%	48%	28%	
	Never	33%	2%	28%	35%	
2006/07	Yes	24%	78%	25%	34%	Not measured
	Under certain circumstances	37%	20%	49%	31%	
	Never	39%	3%	26%	36%	
2005/06	Yes	23%	86%	28%	34%	Not measured
	Under certain circumstances	44%	12%	49%	29%	
	Never	33%	3%	23%	37%	
2004/5	Yes	35%	87%	28%	37%	Not measured
	Under certain circumstances	37%	10%	51%	33%	
	Never	29%	3%	21%	29%	

Base 2011/12: All who answered the individual questions (between 711 and 728)
**** This is not a direct comparison with previous years but an amalgamation of both leisure charges and cultural charges**

Table 5: Demographic information on household composition and number of cars

household composition

	Freq	Percent
One person	266	38.6
couple	225	32.7
couple with children	121	17.6
single parent with child(ren)	32	4.6
students	6	.9
other	39	5.7
Total	**689**	**100.0**
no answer	50	

number of cars / vans in your household

	Frequency	Percent
none	220	31.9
one	339	49.1
two	111	16.1
three or more	20	2.9
Total	**690**	**100.0**
No answer	49	

Table 6: Mean score responses to q3

	increase parking charges	culture & leisure facilities charges	Workplace parking Levy	Congestion charges	More ASB fines
1=yes 3=never	2.25	2.00	1.91	2.16	1.17

Table 7: Themed responses to raising income questions (q3b, q3c)

Other changes suggested (Q3b)	Qnty
Bring in more tourists/visitors. Make Brighton/seafront area more attractive/cleaner. More parks/facilities. Café at library/museum. More pay toilets. Picnic tables in parks. More beach huts. Lower rent for shops to keep them occupied	19
Don't ask me. Take advice from professionals. Fewer consultations twisted to suit councils preference. Difficult to understand. Would my say have any influence? Nothing left to cut. Government should specify instead of making local councils do their dirty work.	12
Funding balance:- Concentrate on necessities like housing/education/social care/police/hospitals/fire service. Keep front line operatives. Redundancies from management/executive levels. Small cuts from all services fairer than prioritising one service over others. Balance maintenance of necessary services with need to keep city good place to live/visit. Consider alternatives for social service eg social enterprise. Need to ring fence money so made best use of.	11
Car parking:- Increase parking for residents. Controlled hours as Wish Park zone. Residents only parking scheme for Hanover/Worcester Villas. Stop fining the public. Shorten waiting lists. Do not increase parking charges/unfair taxes - hard for residents/businesses and tourists/visitors will stop coming.	10
Road safety schemes:- Stop building traffic islands. Stop mucking about with roads.	8
Buses:- Need better/cheaper/more frequent bus services. Many buses run empty	7
Repairs:- Do repairs immediately or more damage/more expensive. Repair roads. Choose competent contractors. Ban mobiles from site. Repair old buildings rather than build new.	7
Rubbish collection/recycling:- Increase effectiveness of recycling. Increase big bins. Recycle more. Cellulose digestion of rubbish for city. Problem putting out bin. Move communal bin.	7
Vulnerable groups:- Don't cut funds. Need better travel facilities for disabled. More money for disabled. Maintain provision of education for those with learning disabilities. Provide home cooking service for elderly. Don't waste money on continual assessments of people with degenerative diseases.	7
Local people:- Get information from neighbourhood groups on local problems. Trust local people to run their own affairs. Get more responses to questionnaire. Look at workers co-op to run services like refuse/recycling. Talk to staff/workers when buying equipment. Residents should be able to say where and what money can be spent.	6
Should not have staff car parks. Should discourage staff bringing cars into city/use public transport	5
Council properties:- Penalise tenants who do not look after properties. Gardens not used by tenants to be let out as allotments. Increased support for local communities to grow their own food.	4
Youth employment:- Invest in apprenticeships. Youths need jobs.	4
Speed up planning permission applications to reduce empty sites.	4
Children/Schools:- Children should live at least 2 years in catchment area before applying. Should not sell any more school playing fields. Maintain leisure charges for children. Promote healthy lifestyle.	3
Council housing:- Single mothers could share. Free up accommodation for low paid workers who pay rent. Stop use of temporary accommodation for long-term residents. Don't let tenants milk system by buying cheap and selling high.	3
Council offices:- Could move from Grand Ave. Could sell to developer.	3
Charity/voluntary sectors and community:- Do not cut support as they fill gaps in council responsibilities	3
Don't penalise locals:- Don't increase Council Tax. Spend less on tourism and more on local needs.	3
Drive out drug use to cut adult social care costs. Don't supply garden services to disabled junkies.	2
Need zebra crossings. Make roads/traffic lights safer at South Road	2
Build more houses. Maybe temporary type like after war.	2
Support for other people, not just couples with children/those on benefits; More cycle lanes; Bars/pubs/clubs should close earlier as not safe late at night; Cut/rationalise street signing everywhere; Reduce university students - universities not for more than half population; Rail works should take place at night so service not interrupted at weekends. Not good for tourism.; Fine private landlords who do not keep properties up to certain health standards; Bus pass renewals by Freepost; More education on impact of having baby on society and economy; Clean drains more often; Catch and identify litter louts; Better City News. Less public relations and more public participation; Greater support for the arts outside of Brighton Festival; Better training - cascading training; Stop providing support for Travellers who set up camp illegally; Review sex shop licensing fees - unfair	1 each

Other changes suggested (Q3c)	Qty
Council should reduce costs:- Take best value tenders. Out-source some work. Reduce advertising costs. Review contracts with suppliers. Tighter control of spending on buildings. Stop use of consultants - consult community. Stop re-branding. Cut down on administration. Cancel council workers bus. Turn off lights/computers when not in use. Cut red tape/bureaucracy. Merge departments.	86
Council staff:- Cut number. Streamline services. Fewer managers/councillors. Cut expensive temporary staff. Stop restructuring. Reduce number of sick days.	57
Council wages:- Cut executive/councillors'/top earners' salaries. Cut pensions/golden handshakes/parachutes. Have pay freeze.	54
Council expenses:- Cut/cap expenses for council staff/councillors. Cut travel/jaunts. Cut subsidised transport for mayor/council. Cut banquets/lunches. Use video conferencing.	39
Businesses:- Increase rates/tax for bigger businesses. Hotels/restaurants/cafes/bars/nightclubs/supermarkets/licensed premises to pay/take responsibility for litter collection/policing/use of pavement for signs/tables/damage to pavements by delivery lorries. Charge higher rates for buy-to-let properties.	32
Don't waste money:- On expensive projects/events/360 tower/minority interest events/sculptures/twinning with foreign cities/carnivals/Pride/cycle lanes/fencing at Wild Park	28
Reduce cars in city centre. Increase use of public transport/buses. Re-introduce park and ride scheme. City centre car free. Higher charges for cars in city. Lower bus fares. More bike racks	27
Council Tax:- Increase/re-evaluate council tax. Means test so richer pay more not just size of property. Tougher measures on those who don't pay. Introduce local tax. Students to pay council tax.	26
Reduce benefits:- Council tax, housing, child support	24
Volunteers:- Encourage more. Offer training and charge a fee. Use volunteers to clean streets. Invest in community development.	24
Parking:- Increase parking/permit charges. Charge for HGVs in city. Congestion charges. Pollution tax on automobiles. Take over/get more of NCPs profits.	23
Driving/parking fines/charges:- Heavier fines for parking/driving offences. Higher price for parking permits to residents. Higher price for more than one car. More speed cameras with fines. Not give money from fines to central government.	22
Empty properties:- Use to council properties to full extent/restore/let/sell. Requisition empty private properties. Fine landlords. Increase charges. Don't just give grant to landlords after they leave property empty for 6 months.	21
Higher profile:- More events to raise income - markets/antiques fairs/ballroom dancing/local lottery/flower shows/fish stalls. Municipal store/bar/restaurant where profits re-invested in city. Sell advertising.	19
Encourage more visitors/tourists with:- Lower parking charges/cleaner city/better access/ better traffic flow/boating facilities/better leisure facilities. Advertise	19
Free bus passes:- cancel/reduce number/means test recipients of free bus passes. Change system for reimbursing bus companies. Change to small charge.	18
Anti-social behaviour:- Heavier fines for law breaking/noise/anti-social behaviour/ squatters/demonstrators.	17
Get people off benefits:- Out to work. Use unemployed to clean up city/paint railings etc	16
Rubbish/recycling collection:- Cut down collections outside city centre. Reduce daily collection on most roads. Less money on Big Brother recycling schemes.	14
Benefit fraud:- More effective fraud team/larger fines. Only give benefits to those in real need.	14
Traffic wardens/parking attendants:- Employ fewer. Use them better eg for other "policing" work, change role to civic wardens. Make them work later. Don't send them to places after 6.00 pm where not necessary.	13
Dogs:- Fine for dog fouling. Charge for dog (or cat) licence	13
Council buildings:- Rationalise use of council buildings. Rent out unused office space. Sell off some council buildings/town halls/Preston Manor/Booth Museum.	13

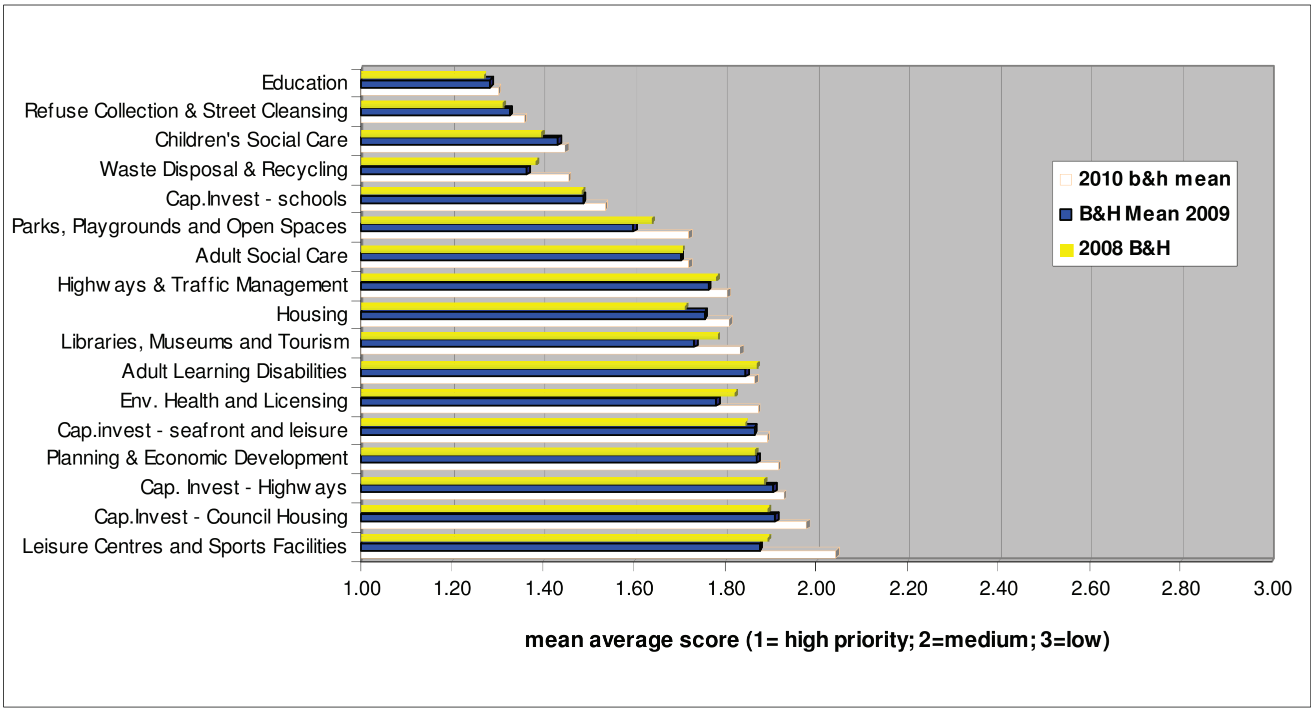
Charge visitors:- Admission charge introduction/increase to council facilities/leisure services/museums/the beach. Increase library charges. Attract private investors. Advertise wedding venues eg beach. Introduce gift aid entrance fees. Close libraries.	12
Cyclists:- Heavier fines for cyclists on pavements/outside designated areas. Sell bikes left for more than 2 weeks. Licences for cyclists. Reduce number of cyclists. Charge cyclists for road use.	11
Partnerships to save money:- Join with other councils/bulk buy. Join with voluntary sector/NHS. Partnerships to manage housing/libraries/education.	11
Street lights:-Turn more off. Turn off earlier/in residential areas. Invest in more economical street lights	10
Littering:- Fines for littering/fly-tipping/obstruction of pavements	10
Surcharge for tourists/visitors. Visa system. Admission charge. Two-tier system with residents paying less.	9
Council housing rents/charges:- Increase/collect rents on time. Charge for painting of front doors.	9
Tax on heavy polluting households/businesses/households not recycling/landlords/ multiple occupancy/student accommodation	9
Use more community service for:- street cleaning/graffiti/menial tasks council pays for now. Give them apprenticeships.	9
Gardens/plants:- Spend less on annuals/use perennials. Cut the grass less often. Obtain sponsors for gardens and roundabouts.	8
Road-works:- Stop/speed up road-works. Organise better to dig up roads only once. Charge companies who overrun when digging up roads.	8
Why the rush? Use reserves/borrow/external funding/EU	7
Better rubbish collection/recycling:- Simplify. Make more money from recycled waste. Change recycling from doorstep collections to collection points in each street. Use coffee grounds from cafes etc to make solid fuel or compost.	7
Council newspaper:- Stop/reduce frequency of City News/Homing In/Children First. E-mail instead. Send printed version only to services for vulnerable groups.	7
Higher tax for wealthy. Stop tax evasion.	7
Tax on developers/scaffolding. Collect outstanding planning fees. Fines for breaches of planning laws. Increase charges for planning and building regulations applications.	5
Charge to organisers of large events for cleaning up/policing e.g. London to Brighton Car/bike runs/conferences/planned demonstrations	5
Council housing:- Means test. Move to private sector if earning enough/above average. Encourage/give incentive to move to smaller property if only 1 or 2 people resident.	4
Schools:- Spend less. Use private investment. Share resources e.g. mini-vans. Charge for use of school facilities/transport out of hours.	4
Charges to Travellers for any damage caused	4
Council's housing/resources:- Use for local people not immigrants. Reduce number of immigrants. Don't give handouts to everyone who turns up in the city.	4
Attract new companies/investment to Brighton with tax breaks	3
Estate Agents:- Charge for "To let" or "For sale" signs	3
Cut licensing hours to reduce policing costs	3
Cut need for translators - should speak English	2

Annex 2: Comparison of responses: 2010 with 2009 and 2008

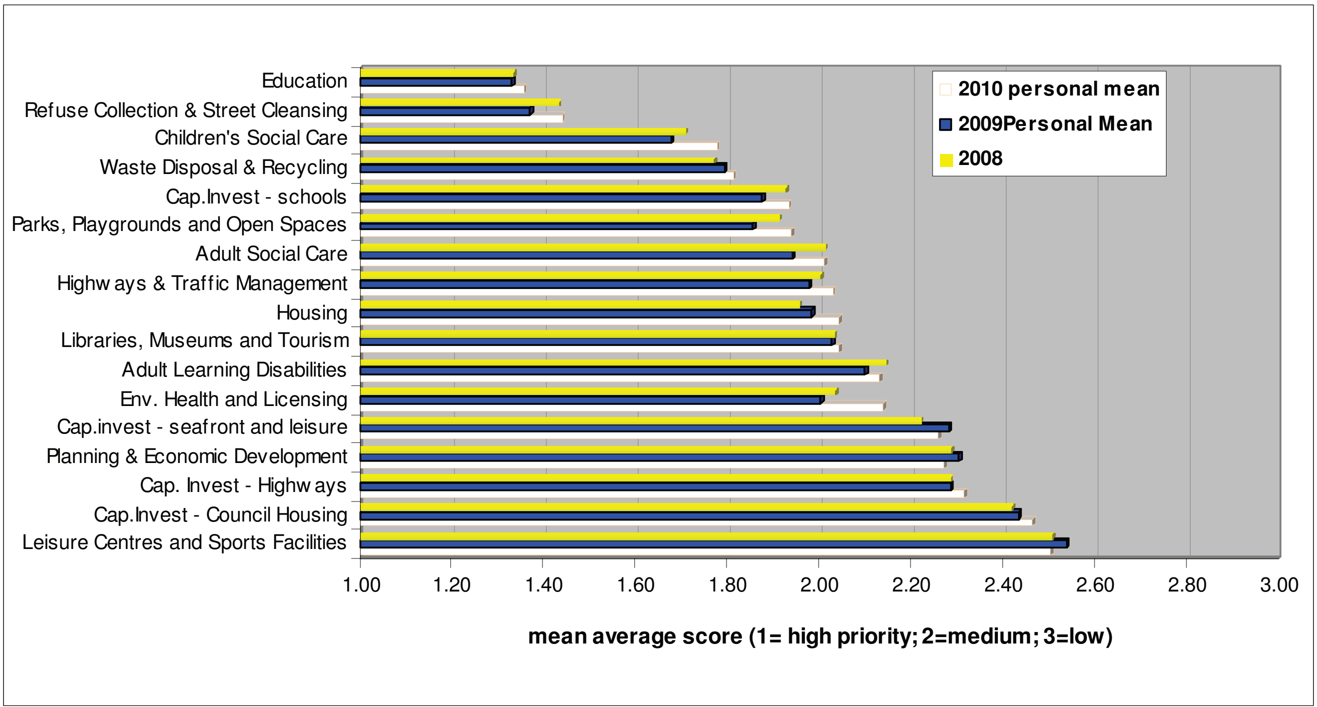
Q1 what are the priorities from a personal and a city perspective.

High service priority areas

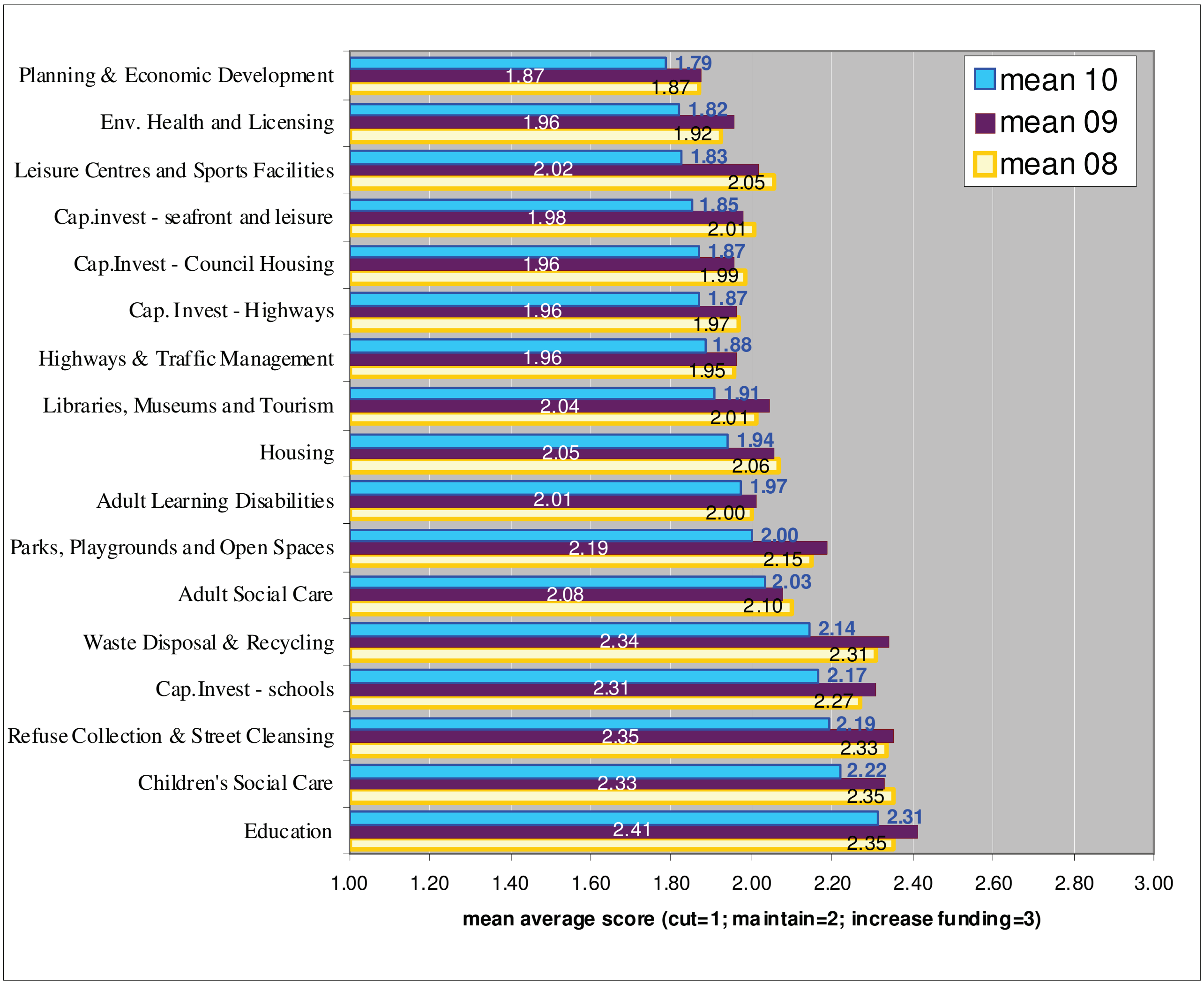
Mean score of priority areas – from a city perspective



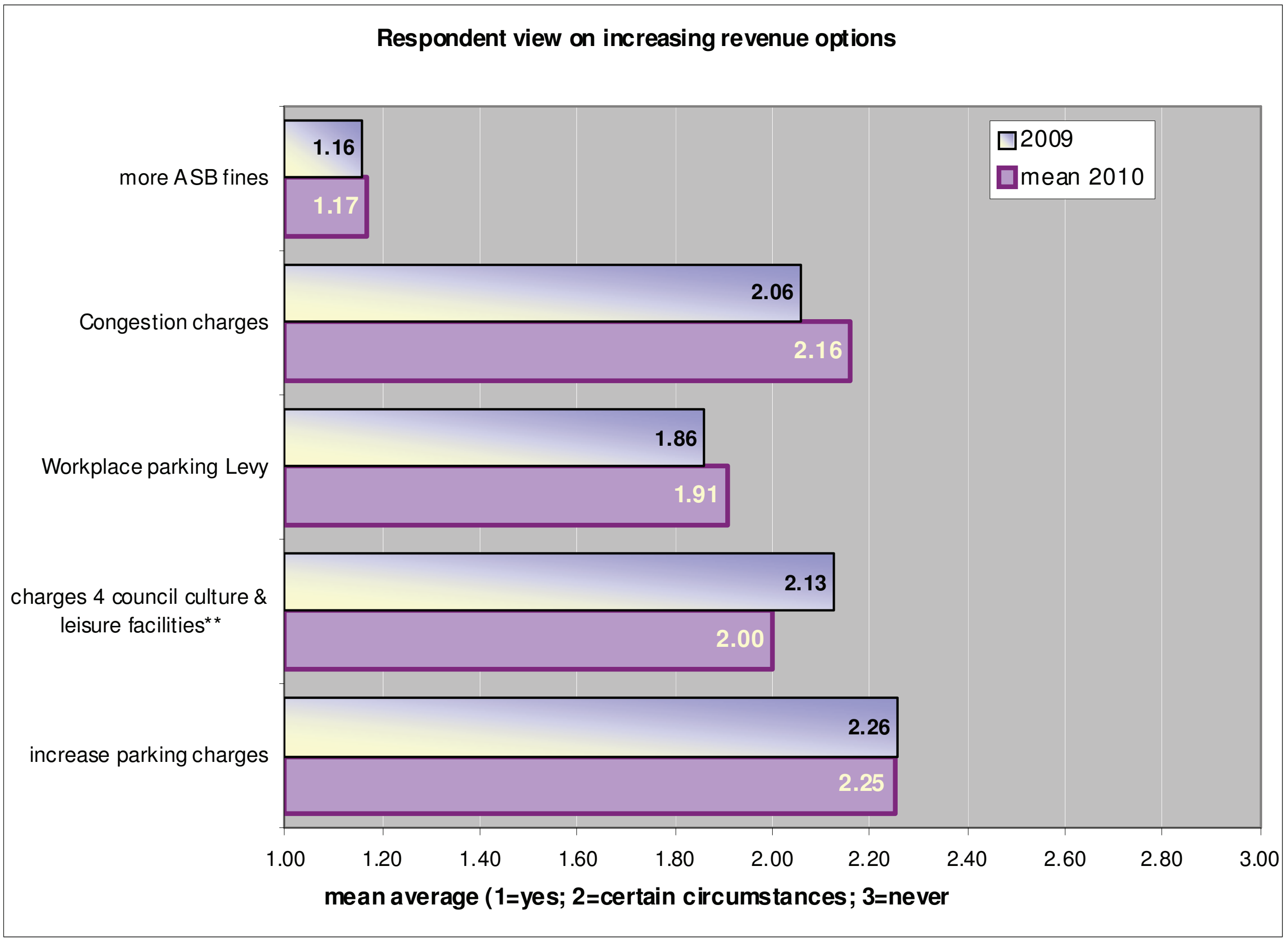
Mean score of priority areas – from a personal perspective



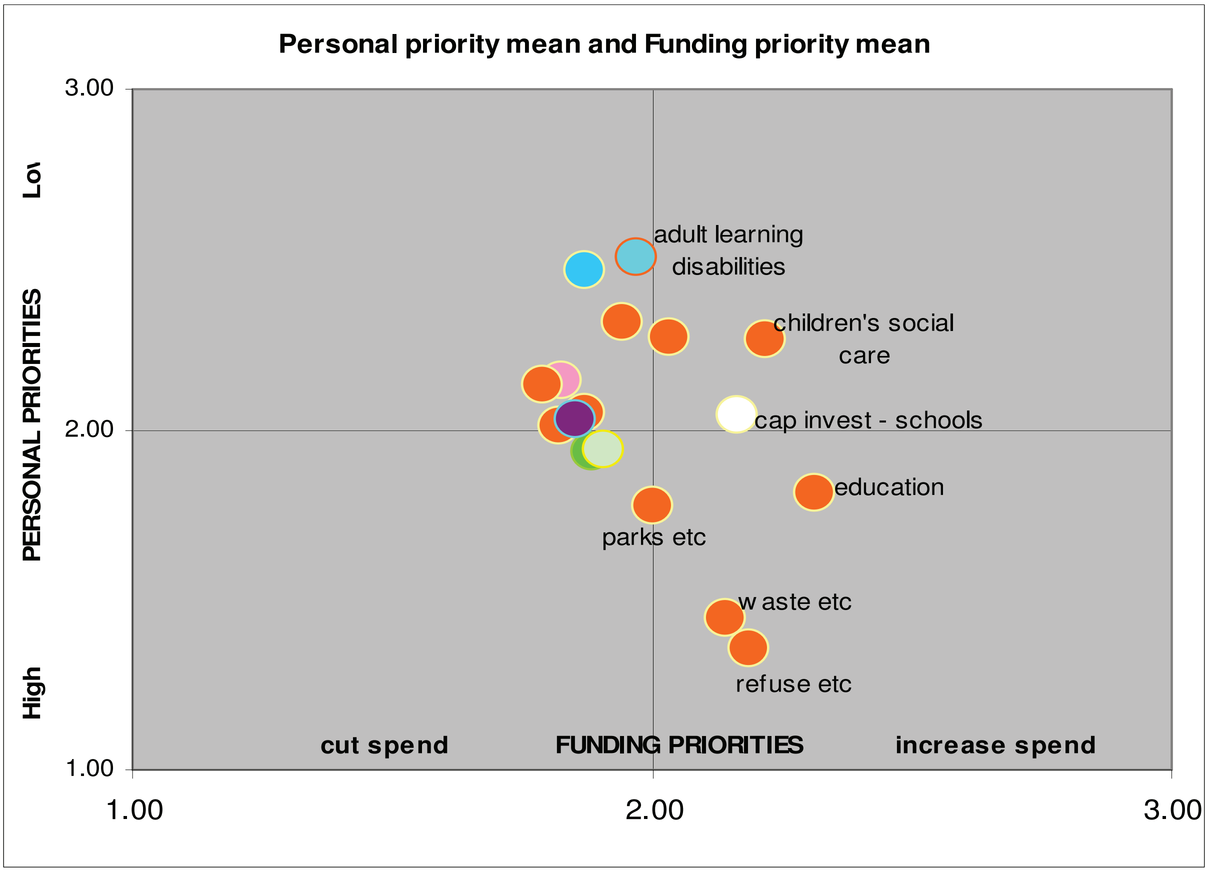
Question 2 – cut, maintain or increase funding to service areas



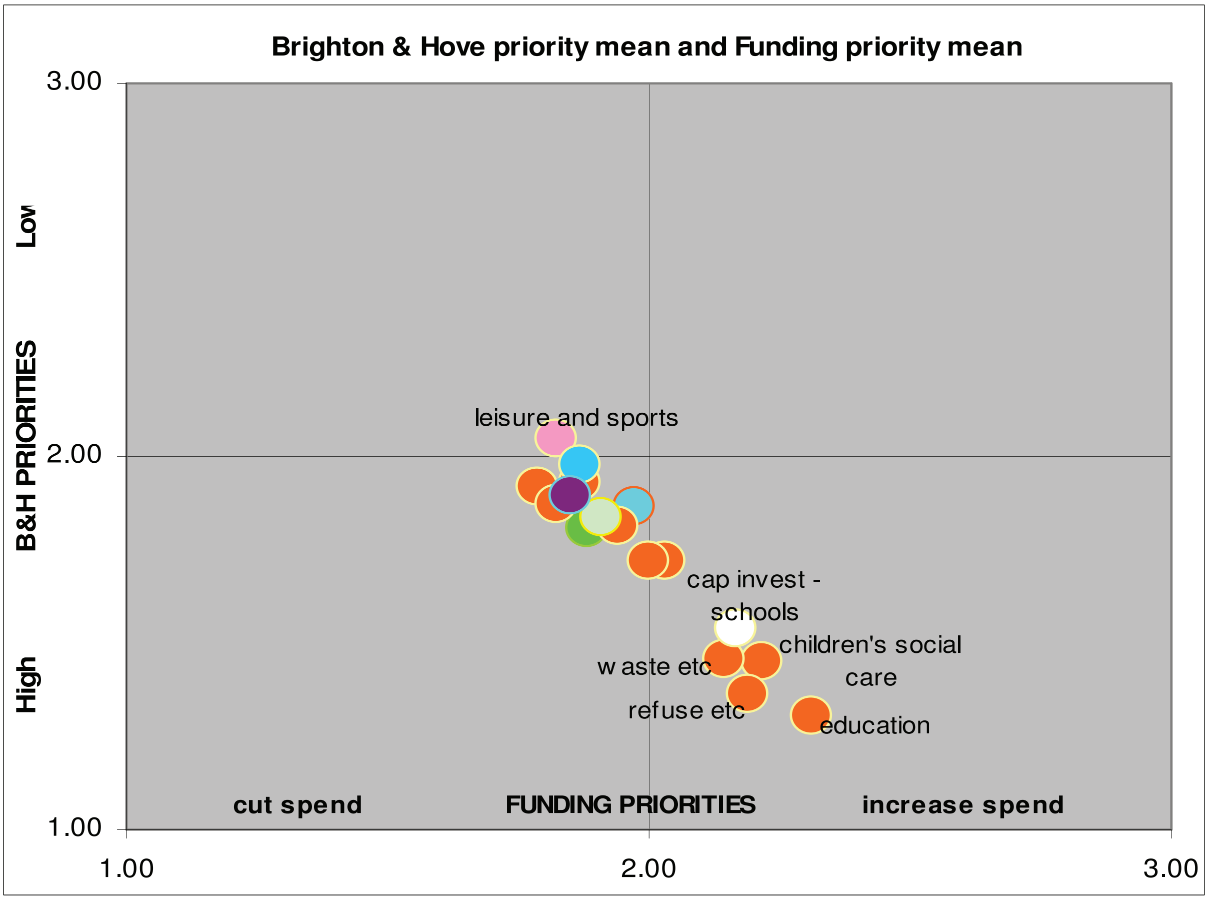
Question 3 – find additional revenue from…



Quadrant analysis Q1 (personal priorities) against Q2 (spending apportionment)



Further quadrant analysis
Q1 Brighton & Hove priorities against Q2 (spending apportionment)



Annex 4 - Mail shot sample compared with on-line respondents

Paper sample -Total sent 2690; Total paper returns – 738. 28% return - same figures as 2009
Parallel "tracking" survey on Web – 144 returns, up from less than 30 in 2009. Confidence level of +/- 8%

Demographics. Although extensive demographic data was not obtained in this tracking it is notable that the majority of respondents from the online survey class themselves as under 45 (53%), but the majority of paper based respondents are 45 or over (61%). This disparity in the age ranges may well be a causal factor in the differences between the responses, but also shows us a basic divide created through the use of only one methodology to gather opinion. Within the other demographic data there is also a noticeable disparity between those claiming they have an illness or disability (31% mail-out / 17% on-line) and single household responses (39% mail-out / 22% on-line) and couples with children (18% mail-out / 33% on-line).

Question 1a What services are priorities – for you and your family

Top priorities for paper based respondents were**:**

Refuse Collection & Street Cleansing (1.36); Waste disposal & Recycling (1.44); Parks, Playgrounds and Open Spaces (1.78); Education (1.81)

But for on-line respondents they were

Education (1.52); Refuse Collection & Street Cleansing (1.59); Capital Investment in schools (1.64); Waste disposal & Recycling (1.70); Parks, Playgrounds and Open Spaces (1.76); Children's social care (1.77) and Adult social care (1.83)

And in general there were few services that scored comparably across this question, the majority being well outside of a 0.2 tolerance. It could be suggested that the people who self selected to undertake the survey on–line had a more vested interest in the results of the survey than those who were randomly selected and chose to respond or are able to show more empathy towards services dealing more exclusively with specific sections of the community adult and childrens social care and the maintenance and investment in education – at least when compared with the paper based sample.

Question 1 B – What services are a priority for the city as a whole?

When looking at city priorities there is less of a gap between the two sample groups set of priorities. Education and children's social care again score highly for both but more generalist services across the city; parks and gardens, refuse collection, waste disposal, environmental health, capital investment in the seafront and highways and traffic management all feature much less as a priority to the on-line respondent, while the more personal adult social care (1.47on-line; 1.72 paper) and adult learning services (1.71 / 1.87) are held in much higher regard than by those responding from the paper based sample.

Question 2 – What services should receive increased / cut in funding?

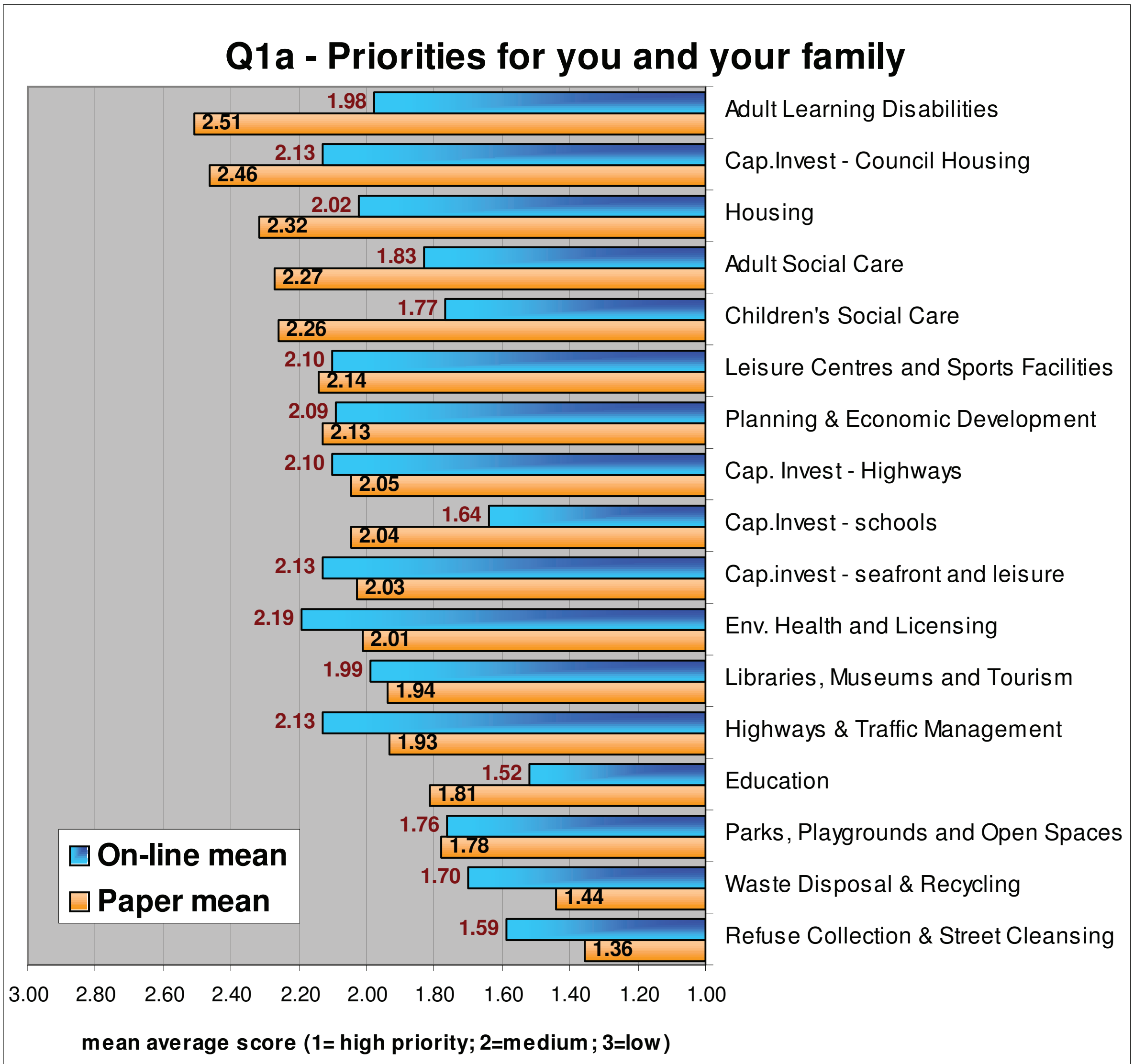
While the general trend on what should be cut and what should have it's funding increased remains the same across both samples there are a couple of interesting differences. On-line respondents exhibit an inclination to cut services more savagely than the paper based sample with Highways & Traffic Management (1.57 on-line / 1.88 paper), Environmental Health and Licensing (1.55 / 1.82) and Capital Investment in Highways (1.65 to 1.87) coming under the heaviest attack. On-line respondents (41% households with children) put Children's Social Care and Education top for areas which should have funding increased, however surprisingly Adult Social Care is also rated 3rd most important (2.20) but not by paper respondents (2.03) of whom 33% have an illness / disability and 45% are over 55 years old.

Question 3 - Where should additional revenue be raised from?

In general the responses to this question were closer in agreement although on-line respondents (1.60) were prepared to be substantially more unequivocal in believing a workplace levy to be a good way to raise funds than paper based respondents (1.91), and less hard-line about never raising parking charges. There was a very slight softening of attitude towards giving out more anti-social behaviour fines (1.25) compared with 1.17 for paper respondents.

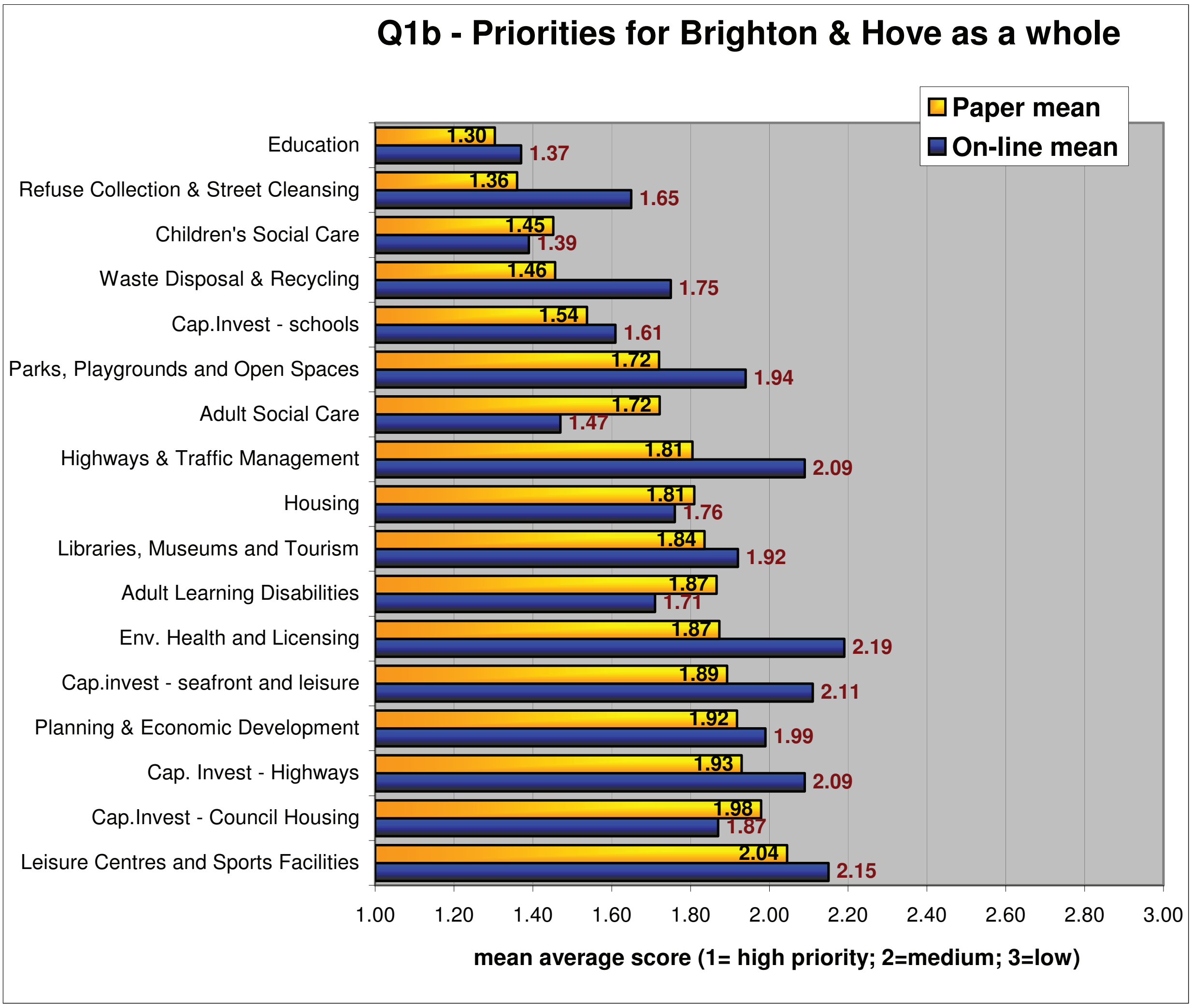
Question 1 - Prioritise the following services for you and your family. The closer the mean score is to 1 the higher the priority the service holds for the respondent. The closer the mean score is to 3 the lower the service rates as a priority.

Q1 For you and your family	On-line mean	Paper mean	difference
Adult Learning Disabilities	1.98	2.51	0.53
Children's Social Care	1.77	2.26	0.49
Adult Social Care	1.83	2.27	0.44
Cap.Invest - schools	1.64	2.04	0.40
Cap.Invest - Council Housing	2.13	2.46	0.33
Housing	2.02	2.32	0.30
Education	1.52	1.81	0.29
Planning & Economic Development	2.09	2.13	0.04
Leisure Centres and Sports Facilities	2.10	2.14	0.04
Parks, Playgrounds and Open Spaces	1.76	1.78	0.02
Libraries, Museums and Tourism	1.99	1.94	-0.05
Cap. Invest - Highways	2.10	2.05	-0.05
Cap.invest - seafront and leisure	2.13	2.03	-0.10
Env. Health and Licensing	2.19	2.01	-0.18
Highways & Traffic Management	2.13	1.93	-0.20
Refuse Collection & Street Cleansing	1.59	1.36	-0.23
Waste Disposal & Recycling	1.70	1.44	-0.26



Question 1B. Prioritise the following services for Brighton & Hove as a whole. The closer the mean score is to 1 the higher the priority the service holds for the respondent. The closer the mean score is to 3 the lower the service rates as a priority.

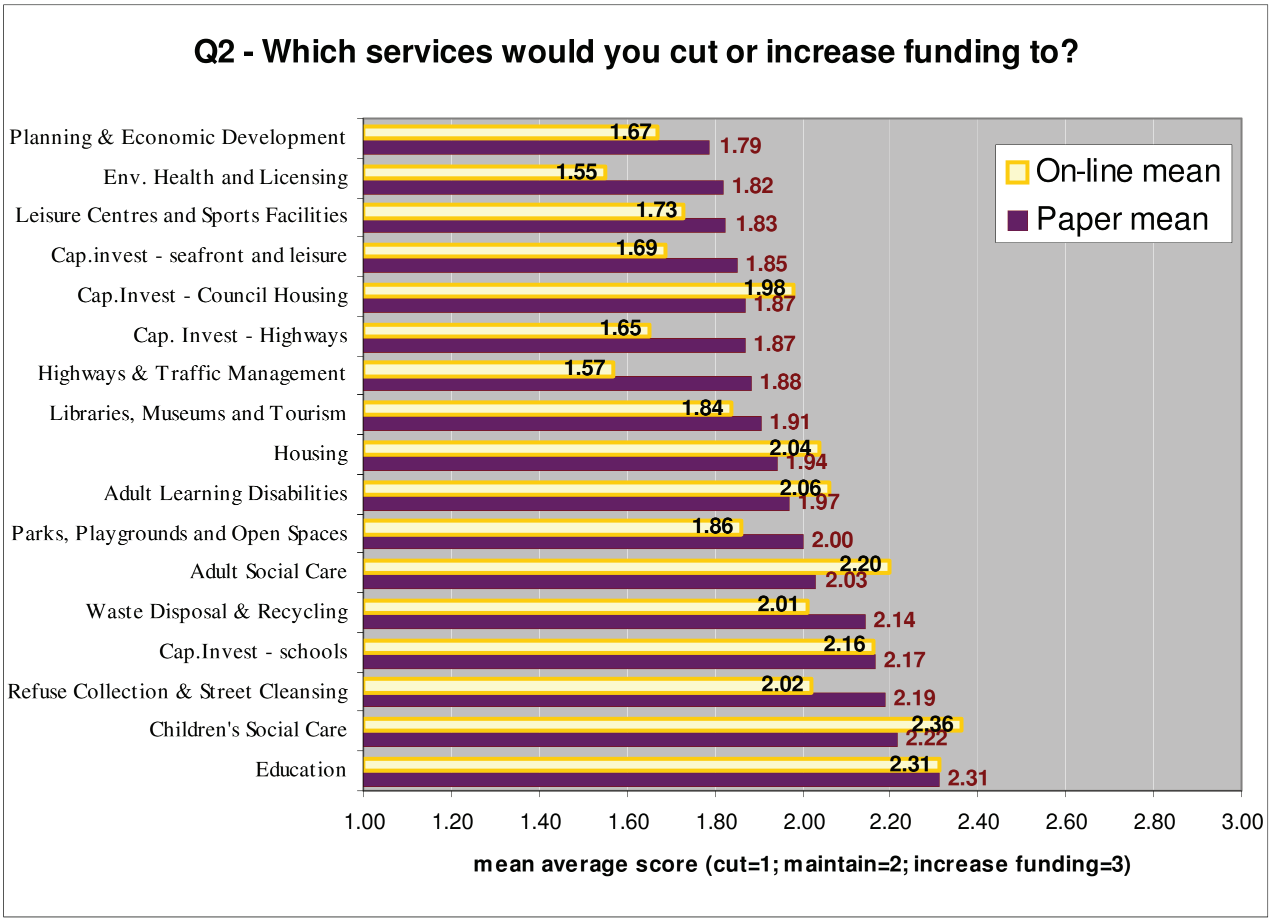
Q1 For you and your family	On-line mean	Paper mean	difference
Adult Social Care	1.47	1.72	0.25
Adult Learning Disabilities	1.71	1.87	0.16
Cap.Invest - Council Housing	1.87	1.98	0.11
Children's Social Care	1.39	1.45	0.06
Housing	1.76	1.81	0.05
Education	1.37	1.30	-0.07
Planning & Economic Development	1.99	1.92	-0.07
Cap.Invest - schools	1.61	1.54	-0.07
Libraries, Museums and Tourism	1.92	1.84	-0.08
Leisure Centres and Sports Facilities	2.15	2.04	-0.11
Cap. Invest - Highways	2.09	1.93	-0.16
Cap.invest - seafront and leisure	2.11	1.89	-0.22
Parks, Playgrounds and Open Spaces	1.94	1.72	-0.22
Highways & Traffic Management	2.09	1.81	-0.28
Refuse Collection & Street Cleansing	1.65	1.36	-0.29
Waste Disposal & Recycling	1.75	1.46	-0.29
Env. Health and Licensing	2.19	1.87	-0.32



Question 2

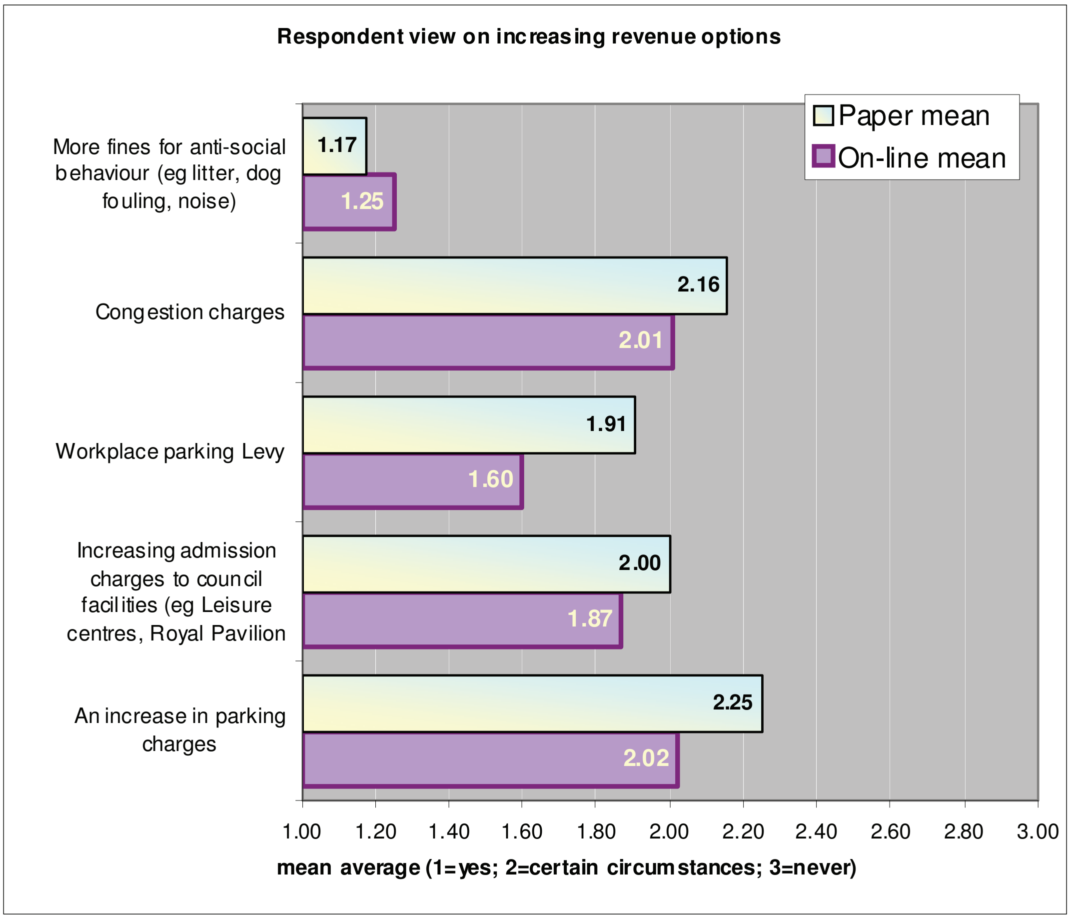
Looking at the same services again which would you cut, maintain or increase the funding to? The closer the score is to 1 the more overriding the view is to cut the service. The closer the score is to 3 the higher the response to increase funding

Q2	On-line mean	Paper mean	difference
Highways & Traffic Management	1.57	1.88	**0.31**
Env. Health and Licensing	1.55	1.82	**0.27**
Cap. Invest - Highways	1.65	1.87	**0.22**
Refuse Collection & Street Cleansing	2.02	2.19	**0.17**
Cap.invest - seafront and leisure	1.69	1.85	**0.16**
Parks, Playgrounds and Open Spaces	1.86	2.00	**0.14**
Waste Disposal & Recycling	2.01	2.14	**0.13**
Planning & Economic Development	1.67	1.79	**0.12**
Leisure Centres and Sports Facilities	1.73	1.83	**0.10**
Libraries, Museums and Tourism	1.84	1.91	**0.07**
Cap.Invest - schools	2.16	2.17	**0.01**
Education	2.31	2.31	**0.00**
Adult Learning Disabilities	2.06	1.97	**-0.09**
Housing	2.04	1.94	**-0.10**
Cap.Invest - Council Housing	1.98	1.87	**-0.11**
Children's Social Care	2.36	2.22	**-0.14**
Adult Social Care	2.20	2.03	**-0.17**



Question 3: Which of the following options would you consider in raising extra revenue?

Q3 Would support raising money from these sources	On-line mean	Paper mean	difference
An increase in parking charges	2.02	2.25	**0.23**
Increasing admission charges to council facilities (eg Leisure centres, Royal Pavilion	1.87	2.00	**0.13**
Workplace parking Levy	1.60	1.91	**0.31**
Congestion charges	2.01	2.16	**0.15**
More fines for anti-social behaviour (eg litter, dog fouling, noise)	1.25	1.17	**-0.08**



Comparative demographic data from sample sets

Age Group	Mail out %	On-line %
18-24	2%	1%
25-34	11%	17%
35-44	16%	35%
45-54	16%	25%
55-64	17%	13%
65-74	12%	5%
75+	16%	2%
Not given	10%	1%

Each subscript letter denotes a subset of Which sample categories whose column proportions do not differ significantly from each other at the .05 level.

		Which sample		Total
		mailout	web	
illness	Yes	202_a	24_b	226
		30.6%	17.0%	28.2%
	No	458_a	117_b	575
		69.4%	83.0%	71.8%
Total		660	141	801
		100.0%	100.0%	100.0%

household		Which sample		Total
		mailout	web	
	one person	266_a	31_b	297
		38.6%	22.0%	35.8%
	couple	225_a	42_a	267
		32.7%	29.8%	32.2%
	couple w children	121_a	47_b	168
		17.6%	33.3%	20.2%
	single parent w child	32_a	11_a	43
		4.6%	7.8%	5.2%
	students	6_a	0_a	6
		.9%	.0%	.7%
	other	39_a	10_a	49
		5.7%	7.1%	5.9%
Total		689	141	830
		100.0%	100.0%	100.0%

ethnic group		Which sample		Total
		mailout	web	
	White	647a	131a	778
		94.2%	92.9%	94.0%
	BME	40a	10a	50
		5.8%	7.1%	6.0%
Total		687	141	828
		100.0%	100.0%	100.0%

your home		Which sample		Total
		mailout	web	
	own home	475a	108a	583
		68.9%	76.1%	70.2%
	rent from council	49a	2b	51
		7.1%	1.4%	6.1%
	rent from HA	27a	3a	30
		3.9%	2.1%	3.6%
	rent private	125a	28a	153
		18.1%	19.7%	18.4%
	other	12a	0a	12
		1.7%	.0%	1.4%
	6	1a	1a	2
		.1%	.7%	.2%
Total		689	142	831
		100.0%	100.0%	100.0%

cars/vans		Which sample		Total
		mailout	web	
	none	220a	41a	261
		31.9%	29.1%	31.4%
	one	339a	74a	413
		49.1%	52.5%	49.7%
	two	111a	19a	130
		16.1%	13.5%	15.6%
	three or more	20a	7a	27
		2.9%	5.0%	3.2%
Total		690	141	831
		100.0%	100.0%	100.0%