



LTCCP Briefing for Councillors
February 2006

**Research findings:
Assessing Ratepayer Preferences**



Why social research ?

- *Not* the same as consultation
- Part of wider decision-making process
- 'Seeking community views' is a requirement of the Local Government Act 2002:



Local Government Act


S.78 Community views in relation to decisions

- (1) A local authority must, in the course of its decision-making process in relation to a matter, give consideration to the views and preferences of persons likely to be affected by, or to have an interest in, the matter.
- (2) That consideration must be given at—
 - (a) the stage at which the problems and objectives related to the matter are defined:
 - (b) the stage at which the options that may be reasonably practicable options of achieving an objective are identified:
 - (c) the stage at which reasonably practicable options are assessed and proposals developed:
 - (d) the stage at which proposals of the kind described in paragraph (c) are adopted.



Why social research ?

- Provides a *representative* view of preferences and attitudes
- Findings are reliably indicative of the wider population
- A way of hearing from the “silent majority”
- Balances out extreme views



Research findings

- Annual Survey of Residents: 2004
 - “Value for money” questions
 - “Spend more/spend less” questions
 - 13-year trends
- Assessing ratepayer preferences: 2005
 - New survey
 - Specifically undertaken to provide you with background information, context and community views as part of LTCCP process



A.S.R. 2004 - Summary

- Central tendency: general support for existing levels of service
- Some areas where increased expenditure supported
- Fewer areas with substantial support for lower expenditure
- Little change over long-term trend