

ROTHERHAM RESIDENT SATISFACTION SURVEY

Wave 12

August 2022

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ACKNOWLEDGEMENTS

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INTRODUCTION

During 2015 and 2016, the LGA undertook four polling surveys to find out what Rotherham residents thought about Rotherham Metropolitan Borough Council (RMBC) and the Borough in general. The survey formed part of the improvement activity within the authority which began in May 2015, with the first survey taking place in June 2015. The survey asked about satisfaction with the Council, perceptions of value for money, responsiveness, trust and confidence in the Council, and satisfaction with aspects of life in Rotherham.

Following the ending of the LGA's support related to resident satisfaction, the Council has continued the surveys to monitor satisfaction levels and the extent to which the views of residents have changed over time. The Council has also wanted to explore residents' perceptions of safety, optimism about the future of the borough and town centre, and views on community cohesion.

This report details the findings of the most recent residents' satisfaction survey (Wave 12). It makes comparisons with the previous eleven waves of the survey in Rotherham and with the LGA's most recent national survey of British residents. The latest national poll was made up of a representative random sample of 1,002 British adults (aged 18 or over) and was carried out by telephone by Populous Data Solutions in May 2022. The Rotherham survey sample was made up of 501 adults who were polled between 9th June and 4th July 2022.

Comparing Rotherham's results to the national picture provides useful context although many additional factors will influence resident views of councils at a local level. These include local demographics, social and economic factors, and media coverage prior to the survey.

The polling this year took place against a slightly different backdrop to the previous two surveys in that the threat of national lockdowns had abated, and Covid-19 restrictions had been lifted, however the economy is still emerging from the impact of the global pandemic together with war in Europe and a cost-of-living crisis.

In Waves 10 and 11 a new local question about satisfaction with the council's response to Coronavirus was included, however this question has now been discontinued and was not asked in Wave 12. The needs of residents who required immediate and urgent support during the initial two years of the pandemic drove the response from RMBC and the legacy of this – coupled with responding to the current economic climate - will continue to influence and drive service delivery for the foreseeable future. Therefore, whilst the results of the polling in Rotherham provide a good high-level indication of resident views of Rotherham and its council, it is important that they are seen as complementary to a wider approach to understanding and responding to communities at the local level.

In Wave 11 a new local question regarding how people intend to travel to work over the next 12 months was introduced and this question has been continued into Wave 12. This additional question reflects the adjustments that people have made to their commuting to work routines mostly because of the impact of Covid-19.

As noted in the Methodology section, the relatively small sample size in Rotherham means that small variations from one survey wave to another should not be interpreted as indicating a significant change in opinion. The results of this survey should be seen in the wider context provided by the patterns of the previous eleven surveys since 2015.

METHODOLOGY

Between 9th June and 4th July 2022, a statistically representative random sample of 501 Rotherham residents (aged 18 or over) was polled mainly by landline telephone using quotas set by age and gender. The data was further weighted to reflect the age, gender, and social grade profile of Rotherham. This ensures that the sample is as representative of adults in the borough as possible as there is often a bias in the profile of people who respond to any survey. The use of landline telephones has become increasingly problematic in surveying young adults aged 18-34 so additional people were polled by mobile phone to boost the number of younger respondents. Previous surveys took place in June 2015, December 2015, June 2016, December 2016, June 2017, February 2018, June 2018, December 2018, June 2019, June 2020, and June 2021.

The questions used in the Rotherham survey are outlined in Annex A. Most of the questions also feature in the LGA's regular national polling on resident satisfaction. These questions were developed and tested by the LGA and Ipsos MORI, then modified and agreed via consultation with wider local government. Core questions have been repeated across all twelve Rotherham surveys to enable comparisons to be made over time. Additional questions about perceptions of safety, community cohesion and optimism have also been asked since June 2017. A local question about satisfaction with Rotherham as a place to live has been asked in each survey apart from Wave 5. Two further additional questions have been included relating to the Covid-19 pandemic, one in Wave 10 and 11 (discontinued for Wave 12) regarding the council's response to the pandemic and one from Wave 11 (continued in Wave 12) regarding travel to work intentions.

Where tables and figures report the base, this description refers to the whole group of people who were asked the question. The number provided refers to the unweighted number of respondents who answered each question.

As mentioned, this report includes comparisons with the LGA's national results, where the questions asked are the same. Differences between the national survey and Rotherham's results are only highlighted within the report where they are statistically significant. The confidence interval of the Rotherham survey means that only a difference of five per cent or more between different survey results indicates a statistically significant change. Caution is needed when comparing the results of individual surveys and interpreting small variations between waves. Where results fluctuate it can be useful to consider the average of several waves combined to provide a larger sample size and reduce the effect of random variation. For example, the 95 per cent confidence interval for four waves combined would be 2.15 so a three per cent difference would be statistically significant.

Please note the following when reading this report:

- Throughout the report, percentages in figures and tables may add up to more than 100 due to rounding.
- The following conventions are used in tables: ‘*’ - less than 0.5 per cent; ‘0’ – no observations; ‘-’ – category not applicable/data not available.
- Where percentage increases or decreases are mentioned, this is in relation to percentage points rather than overall percentage increases or decreases (unless otherwise stated).

KEY FINDINGS

Rotherham MBC commissioned a twelfth survey (known as Wave 12) to capture what residents of Rotherham currently think about their local area, the wider borough, and the Council. The questions included six measures of resident satisfaction which also feature in the LGA’s regular national polling. Additional questions were also asked about residents’ feelings of safety, optimism about the future of the borough and town centre, their views on community cohesion and travel to work intentions.

From the initial survey in 2015 (Wave 1) to June 2022 (Wave 12) the direction of travel locally across the survey questions is mixed with fluctuating responses showing some improvements and some decline in satisfaction levels. However, in the most recent survey (Wave 12) the gap between Rotherham’s results and the national average has narrowed on almost all measures where comparison is possible. This is mostly a result of declining satisfaction in local councils at a national level. This is most notable on the national measures for acting on resident’s concerns and feeling well informed which have fallen by nine and ten percentage points respectively between Waves 11 and 12. Between Waves 11 and 12 the national measure for trust in local councils has fallen by 8 percentage points and value for money by 7 percentage points.

Resident Satisfaction Measures

The results from Wave 12 point to four key features of resident satisfaction (see also Figure 1).

- **Satisfaction with local area as a place to live:** The great majority of Rotherham residents are satisfied with their local area as a place to live (76 per cent of respondents were ‘very’ or ‘fairly’ satisfied), lower than the national average (81 per cent)
- **Satisfaction with the way Rotherham MBC runs things:** 59 per cent reported feeling ‘very satisfied’ or ‘fairly satisfied’ with the way RMBC runs things – seven percentage points higher than the figure in June 2021 (52 per cent) and above the Rotherham average of 54 per cent across all twelve surveys. Satisfaction with the council in Rotherham remains below the national average of 63 per cent, but the gap has now narrowed to only four per cent.
- **Trust in Rotherham MBC:** 52 per cent said they trusted Rotherham Council ‘a great deal’ or ‘a fair amount’. While nationally the figure for trust in the council is higher than in Rotherham, it has fallen from 66 per cent in June 2021 (Wave 11) to 58 per cent in Wave 12. The average level of trust in RMBC has increased from 46.5 per cent in the first five Waves (1-5), to 51.4 per cent in the most recent five Waves 8-12.

- **Provision of value for money:** 39 per cent of Rotherham residents agree that RMBC provides value for money. This is similar to the average of 40% across all twelve surveys, but lower than the national average in Wave 12 of 45%.

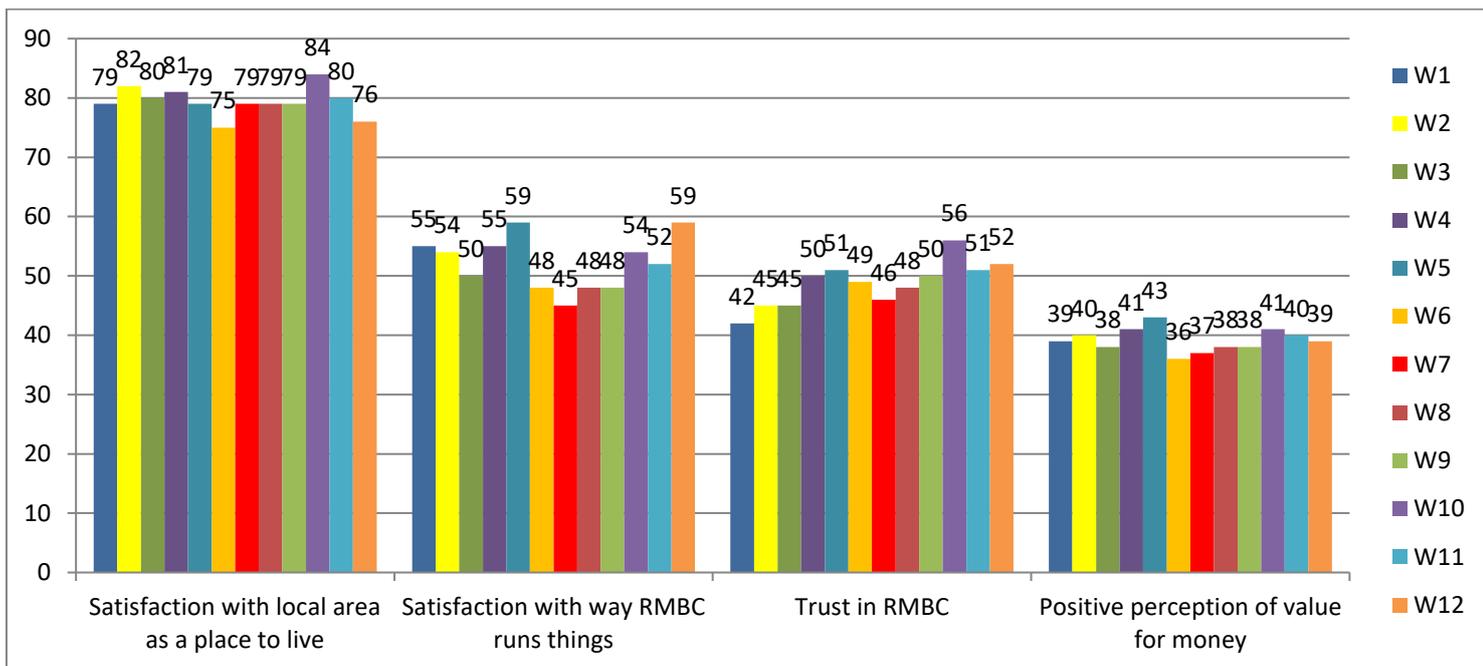
Satisfaction levels on how **well-informed** residents were by RMBC have fallen slightly between Wave 11 and Wave 12, but the average satisfaction levels over the most recent five Waves (8 to 12) remain above the average of the first five polls (52 per cent and 46.6 per cent, respectively). Positive responses on this measure have fluctuated by up to fifteen percentage points between the polls.

However, the proportion of respondents replying favourably has fallen by 10 percentage points from their highest rating in June 2020 (58 per cent in Wave 10) to June 2022 (48 per cent in Wave 12) and remains below the national average (57 per cent in May 2022).

Views on the **responsiveness** of RMBC in June 2022 at 42 per cent were below the survey average across all Waves of 48 per cent. The national average fell from 61 per cent in Wave 11 to 52 per cent in Wave 12.

Figure 1 Key Findings (Waves 1-12)

Resident satisfaction measures: key findings (%)



Base (all respondents – figure includes only those who gave a positive reply): June 2015: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501

Figure 1 summarises the survey results for four indicators of resident satisfaction used in the Rotherham survey, combining the positive results achieved for each question (e.g. ‘a great deal’ and ‘a fair amount’).

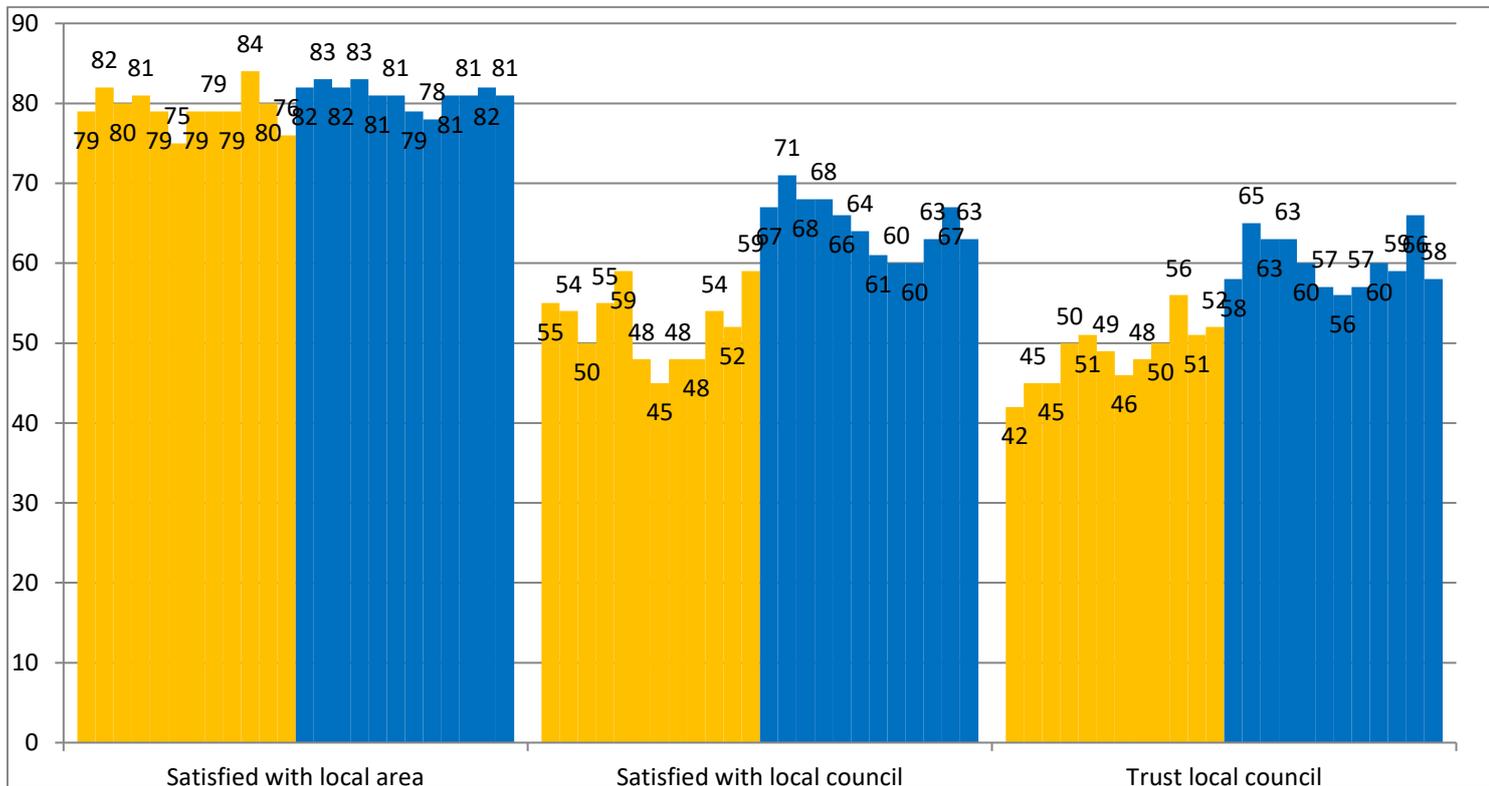
Figure 1 shows a consistently high level of satisfaction with residents’ local area as a place to live and people remain far more satisfied on this measure than any other. Satisfaction with the way the Council runs things is the joint highest recorded level of satisfaction across all surveys, matching

the 59 per cent satisfaction level recorded in Wave 5. Trust in the Council has increased since 2015-16. Positive perceptions of value for money are consistently the lowest of the four measures, averaging 40 per cent across all surveys.

Figure 2 summarises the results for three indicators of resident satisfaction used in the Rotherham survey, combining the positive results for each question (e.g. ‘a great deal’ and ‘a fair amount’). The results are presented alongside those from the LGA’s national polling survey (in blue), for the nearest comparable time period.

Figure 2 Results for Key Indicators (Rotherham and GB)

Resident satisfaction (%) Rotherham Waves 1-12 (orange) and GB (blue) 2015-22



Base (all respondents – figure includes only those who gave a positive reply): Rotherham June 2015: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501. GB: between 1,001 and 1009

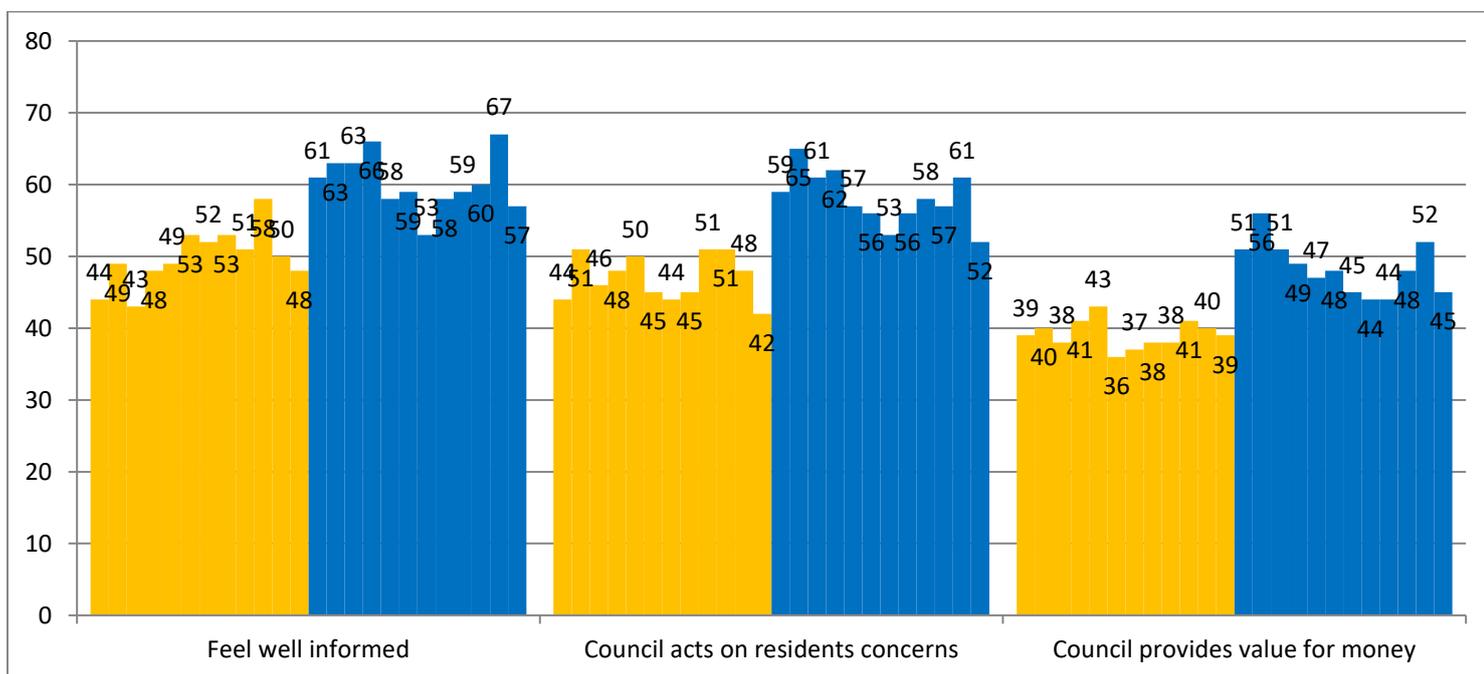
Figure 2 shows consistently high and stable satisfaction with residents’ local area as a place to live, with this measure generally seeing Rotherham levels similar to the national average. Satisfaction with councils nationally has fallen steadily since December 2015 but has risen in the more recent surveys, whilst the picture in Rotherham is less clear over time with a 6 per cent increase in satisfaction in Wave 10 followed by a 2 per cent decrease in Wave 11 and a 7 per cent increase in Wave 12 – equalling the highest satisfaction level in Rotherham since the survey began and narrowing the gap with the national level to only 4 percentage points.

Trust in Rotherham Council has tended to be higher since 2016 than previously. This initially contrasted with declining trust in councils nationally, however this recent improvement in

Rotherham stalled in Wave 11 and has levelled out at a similar percentage in Wave 12, whilst the national figure decreased by 8 percentage points from Wave 11 to 12.

Figure 3: Polling Results for Council Indicators (Rotherham and GB)

Resident satisfaction (%) Rotherham Waves 1-12 (orange) and GB (blue) 2015-22



Base (all respondents – figure includes only those who gave a positive reply): Rotherham: June 2015: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501. GB: between 1,001 and 1,009.

Figure 3 follows the format of Figure 2 in comparing the twelve local waves (in orange) to the national picture (in blue). The chart shows that people in Rotherham now feel less informed about council services than in the previous seven Waves. Nationally, this measure also fell with the number of respondents who said they feel well informed falling by 10 percentage points from Wave 11 to Wave 12, which exceeds the fall of 2 percentage points experienced in Rotherham. The patterns for councils acting on residents’ concerns have improved nationally in more recent surveys, however there was a fall of 9 percentage points between Waves 11 and 12. In Rotherham the patterns are mixed and less clear, although the most recent survey recorded the lowest satisfaction levels for the council acting on residents’ concerns since the survey began. Nationally, the proportion of people who think their council provides value for money has fallen between Waves 11 and 12 but the picture in Rotherham is more static, meaning that the gap between the national and local picture has narrowed.

Confidence in RMBC

In each survey wave, respondents were asked to state the extent to which they had confidence in RMBC. In Wave 12, 51 per cent said they had a ‘great’ or ‘moderate’ amount of confidence in the Council. This is higher than the average percentage across all the other surveys (47%) – with the lowest percentage in June 2015 (41 per cent) and the highest percentage in June 2020 (54 per cent). There is no national comparison for this question.

Feelings of Safety, Optimism and Cohesion

The following results were obtained in relation to three additional questions that were added to the polling survey from Wave 5 onwards:

Feelings of safety: Lower feelings of safety in the local area were reported by respondents in Rotherham than those reported nationally. Eighty-seven per cent felt 'very safe' or 'fairly safe' during the day and 56 per cent felt the same after dark (95 per cent and 76 per cent, nationally). There was a significant gender difference in feelings of safety after dark – 64 per cent of men but only 47 per cent of women said they felt 'very safe' or 'fairly safe'.

Feelings of optimism: Optimism among respondents about the future of Rotherham as a place to live was 51 per cent (either 'very optimistic' or 'fairly optimistic'). This was the lowest level of optimism recorded since the survey began and a fall of six percentage points between Waves 11 and 12. Only 27 per cent felt optimistic about the future of Rotherham town centre (either 'very optimistic' or 'fairly optimistic'), although this was better than more recent results (22 per cent in Wave 10 and 24 per cent in Wave 11). There is no national comparison for these questions.

Community cohesion perceptions: The results show a positive direction of travel on this measure with more people agreeing that Rotherham is a place where people from different backgrounds get on well together since the survey question was introduced (45 per cent agree, 29 per cent gave a neutral response/did not know and 26 per cent disagree in Wave 12). This was an increase from 39 per cent who agreed in Wave 11 and a fall from 30 per cent who disagreed. Younger people (aged 18-34) were more likely to agree that Rotherham is a place where people from different backgrounds get on well together than older people. There is no national comparison for this question.

ROTHERHAM'S SURVEY RESULTS

This section outlines the full set of results for the twelfth Rotherham survey which took place in June 2022 (Wave 12).

Satisfaction with Local Area as a Place to Live

Satisfaction with the local area within Rotherham as a place to live has remained high and fairly stable since the first satisfaction survey in June 2015 (see Table 1). Across the twelve waves, the average level of satisfaction has been 80 per cent and no previous survey result has varied from this by more than five per cent. The proportion of respondents who were either 'very satisfied' or 'fairly satisfied' across all ten previous polls was very similar to the national average over the same time period.

Seventy-six per cent of respondents in Wave 12 reported feeling 'very satisfied' or 'fairly satisfied' which is just below the average recorded level across all waves. Adults aged 45-54 were the *least* likely to report being 'satisfied' (68 per cent). People aged 55-64 years and aged 65+ are the *most* likely to be satisfied with their local area (87 and 83 per cent respectively).

It should be noted that the 'local area' refers to the local neighbourhood or village where residents live and not the whole of Rotherham. Residents' satisfaction with their local area far exceeds their satisfaction with Rotherham borough which was only 57 per cent in Wave 12 (see Table 2).

Table 1: Overall, how satisfied or dissatisfied are you with your local area (within a 15 to 20 minute walk from your home) as a place to live?													
Survey Date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12	GB
	%	%	%	%	%	%	%	%	%	%	%	%	%
Very or fairly satisfied	79	82	80	81	79	75	79	79	79	84	80	76	81
Very satisfied	35	31	35	35	35	29	33	32	30	38	30	33	30
Fairly satisfied	44	51	45	45	44	46	46	47	49	47	50	43	51
Neither satisfied nor dissatisfied	9	6	9	8	8	11	8	7	9	7	9	12	11
Fairly dissatisfied	7	6	6	7	8	9	7	10	7	6	5	6	4
Very dissatisfied	5	6	5	4	4	5	6	5	5	2	6	5	3
Don't know	-	-	*	*	*	*	*	*	*	-	-	2	1*

Base (all respondents): June 2015 Rotherham: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501; May 22 GB: 1,002

Satisfaction with Rotherham as a Place to Live

Respondents were asked, all things considered, how satisfied or dissatisfied they were with Rotherham borough as a place to live. Fifty-seven per cent of respondents said that, overall, they were satisfied. This was below the average across all of the previous surveys (61 per cent) although there has been considerable fluctuation between waves. The average of the five most recent surveys (60 per cent) is lower than in the first five waves (63 per cent).

The variation in satisfaction with the borough as a place to live differs from residents' more consistent satisfaction with their local area as a place to live (Table 1). Residents are significantly more satisfied with their own local area (average 80 per cent across all surveys) than the borough as a whole (average 61 per cent). This could reflect the lower levels of optimism about the future of Rotherham as a place to live and the much lower level of optimism about the town centre (Table 9).

Within Wave 12, respondents aged 65+ were most likely to feel satisfied with Rotherham as a place to live, with 65 per cent satisfied. Respondents aged 45-54 had the lowest level of satisfaction with Rotherham as a place to live, with only 41 per cent satisfied. Dissatisfaction with Rotherham as a place to live was highest amongst people aged 18-24.

This question was not asked in Wave 5 so there is no data for this in Table 2. There is no national comparison for this question.

Table 2: Overall, all things considered, how satisfied or dissatisfied are you with Rotherham Borough as a place to live?

Survey date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12
	%	%	%	%	%	%	%	%	%	%	%	%
Very or fairly satisfied	69	61	62	66	-	56	57	61	58	64	62	57
Very satisfied	19	18	18	19	-	13	17	14	15	16	14	18
Fairly satisfied	50	43	44	47	-	43	41	46	43	48	48	39
Neither satisfied nor dissatisfied	15	20	17	15	-	21	18	15	16	19	18	24
Fairly dissatisfied	9	11	13	12	-	15	14	14	15	9	11	12
Very dissatisfied	7	7	8	7	-	8	11	10	10	7	10	5
Don't know	-	-	*	*	-	*	*	*	1	*	*	3

Base (all respondents): June 2015 Rotherham: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; Feb 2018: 517; June 2018: 515; December 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501

Satisfaction with how Rotherham MBC runs things

Fifty-nine per cent of respondents in Wave 12 were 'very satisfied' or 'fairly satisfied' with the way RMBC runs things (see Table 3). This was a seven percentage point increase since Wave 11, and equal highest rating since the survey began. Respondents aged 65+ were most likely to report being satisfied with the way the Council runs things (67 per cent). Residents aged 18-24 were most likely to be dissatisfied (39 per cent).

Compared to the most recent national figure for satisfaction with the council, the gap between local and national figures has narrowed to only 4 percentage points (in Wave 11 the gap was 15 percentage points - Rotherham 52%/National 67%).

Table 3: Overall, how satisfied or dissatisfied are you with the way Rotherham Metropolitan Borough Council runs things?

Survey date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12	GB
	%	%	%	%	%	%	%	%	%	%	%	%	%
Very or fairly satisfied	55	54	50	55	59	48	45	48	48	54	52	59	63
Very satisfied	12	15	12	14	15	10	11	12	10	11	12	17	16
Fairly satisfied	42	39	38	41	43	38	33	36	38	43	40	42	47
Neither satisfied nor dissatisfied	14	16	17	13	15	14	14	14	18	18	16	14	18
Fairly dissatisfied	16	18	20	19	17	21	22	22	17	17	17	14	10
Very dissatisfied	14	12	13	11	9	16	19	16	17	11	14	11	8
Don't know	*	*	*	1	*	*	1	*	*	*	*	1	1

Base (all respondents): June 2015 Rotherham: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501; May 22 GB: 1,002

Provision of Value for Money by Rotherham MBC

Thirty-nine per cent of respondents would 'tend to agree' or 'strongly agree' that Rotherham MBC provides value for money (see Table 4). This is close to the average level of satisfaction for this question across all ten polls (opinion rarely varies enough to indicate a significant change). The result is still lower than the proportion observed nationally (45 per cent).

It is notable that, on average, 28 per cent of respondents expressed a neutral opinion and 30 per cent expressed a negative view. Older people (aged 55-64 years and 65+) were most likely to agree that the Council provides value for money whilst people aged 45-54 years were most likely to disagree.

Table 4: To what extent do you think that the Rotherham Metropolitan Borough Council provides value for money?

Survey date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12	GB
	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly or tend to agree	39	40	38	41	43	36	37	38	38	41	40	39	45
Strongly agree	8	10	7	7	9	7	8	8	7	8	7	10	9
Tend to agree	31	31	31	34	34	30	29	30	32	33	33	29	36
Neither agree nor disagree	28	33	29	30	30	27	28	28	29	31	29	28	28
Tend to disagree	19	17	19	19	19	21	22	20	18	18	18	17	15
Strongly disagree	13	8	13	9	7	14	13	13	14	10	12	13	9
Don't know	1	1	*	2	1	1	1	1	1	1	1	3	3

Responsiveness of Rotherham MBC

Council responsiveness is an important measure of local accountability as it relates to whether councils are perceived to be receptive to local issues and problems raised (see Table 5).

Residents were asked for their opinion about services provided by the Council to the community as a whole, as well as to their own household.

Forty-two per cent of respondents in Rotherham answered positively when asked about the extent to which RMBC acts on the concerns of residents (i.e. ‘a great deal’ or ‘a fair amount’). This is lower than the national result (52 per cent). Respondents aged 35-44 were most likely to think that the Council acts on the concerns of local residents whilst those aged 25-34 were least likely to have this view.

Table 5: To what extent do you think that the Rotherham Metropolitan Borough Council acts on the concerns of local residents?

Survey date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12	GB
	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal or fair amount	44	51	46	48	50	45	44	45	51	51	48	42	52
A great deal	5	7	6	6	8	5	6	6	5	8	3	6	8
A fair amount	39	44	40	42	42	41	38	39	46	43	45	36	45
Not very much	37	36	37	36	37	37	39	36	34	36	35	42	34
Not at all	12	9	13	11	9	13	13	14	12	10	13	9	7
Don't know	7	4	4	5	3	5	4	6	3	3	5	7	6

Base (all respondents): June 2015 Rotherham: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501; May 22 GB: 1,002

Keeping Residents Informed

Forty-eight per cent of Rotherham respondents in Wave 12 said that RMBC keeps residents ‘very well’ or ‘fairly well’ informed about the services and benefits it provides (see Table 6). This is below the most recent national result (57 per cent) and just below the average percentage across all Rotherham surveys (51 per cent). The proportion of respondents who considered that RMBC keeps residents very well informed had increased by 4 percentage points between Wave 11 and 12, matching the highest recorded levels of 12 per cent from Wave 10. Younger respondents (aged 18-34) were more likely than older people to think that the Council keeps residents well informed. It should be noted that this measure covers not only corporate communications but could also refer to face to face or any other types of council touchpoint that the customer experiences.

Table 6: Overall, how well informed do you think Rotherham Metropolitan Borough Council keeps residents about the services and benefits it provides?

Survey date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12	GB
	%	%	%	%	%	%	%	%	%	%	%	%	%
Very or fairly well informed	44	49	43	48	49	53	52	53	51	58	50	48	57
Very well informed	6	8	7	8	7	7	10	9	7	12	8	12	13
Fairly well informed	38	42	36	40	42	46	42	45	44	46	42	37	44
Not very well informed	37	35	38	34	39	34	31	31	34	29	34	38	28
Not well informed at all	15	14	18	17	11	13	16	15	14	12	14	10	12
Don't know	3	2	*	1	1	1	1	1	*	1	2	4	3

Base (all respondents): June 2015 Rotherham: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501; May 22 GB: 1,002

Trust in Rotherham MBC

Fifty-two per cent of respondents said they trusted Rotherham Council ‘a great deal’ or ‘a fair amount’ (see Table 7). Trust in councils nationally fell from 66 per cent in Wave 11 to 58 per cent in Wave 12.

The three most recent local survey results (since June 2020) averaging 53 per cent, show an improvement in trust compared to the first three polls (average 44 per cent). The level of trust in RMBC is lowest amongst people aged 25-34 and highest amongst those aged 35-44 years.

Table 7: How much do you trust Rotherham Metropolitan Borough Council?

Survey date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12	GB
	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal or fair amount	42	45	45	50	51	49	46	48	50	56	51	52	58
A great deal	6	7	5	9	9	8	8	7	4	7	5	7	9
A fair amount	35	38	40	42	43	41	38	42	46	48	46	45	49
Not very much	34	39	32	32	32	30	34	33	33	29	32	29	28
Not at all	22	15	22	15	15	20	18	17	16	14	15	14	11
Don't know	2	1	1	2	2	2	1	2	1	1	2	5	2

Base (all respondents): June 2015 Rotherham: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501; May 22 GB: 1,002

Residents’ trust in their council is an important aspect of reputation, which is likely to impact on issues such as democratic legitimacy and engagement. In terms of what the word ‘trust’ means to

residents, it is useful to look at the results of the cognitive testing carried out as part of the review to develop this question.

The testing indicated that respondents based their answers on criteria including: transparency and openness, upholding promises, responding to residents, reliability, and recollection of 'scandal'. Recollection of the past failings of RMBC in relation to child sexual exploitation is likely to be one factor which makes trust in Rotherham MBC lower than the national average for councils.

Confidence in Rotherham MBC

As Table 8 shows, 51 per cent of respondents in Wave 12 stated that they have confidence in Rotherham MBC (either 'to a great extent' or 'to a moderate extent'). This is an increase of 4 percentage points from Wave 11 and is above the average percentage of 47 per cent across all surveys. Respondents aged 35-44 have the highest confidence in the council (73 per cent). There is no national comparison for this question.

The results for trust (Table 7) and confidence (Table 8) in the Council show a very close alignment which demonstrates a strong association between the two in the public mind. People who trust the Council are likely to have confidence in the organisation.

Table 8: To what extent would you say that you have confidence in Rotherham Metropolitan Borough Council?												
Survey date	Jun 15	Dec 15	Jun 16	Dec 16	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22
Wave	1	2	3	4	5	6	7	8	9	10	11	12
	%											
To a great or moderate extent	41	45	44	49	50	46	45	45	48	54	47	51
To a great extent	6	7	4	7	7	6	8	7	6	8	6	7
To a moderate extent	35	38	39	42	43	41	38	38	42	46	41	43
To a small extent	33	37	32	31	35	33	35	35	34	30	34	29
Not at all	25	18	23	19	14	20	20	20	18	16	19	17
Don't know	1	*	1	1	1	*	*	*	1	1	1	2

Base (all respondents): June 2015 Rotherham: 531; Dec 2015: 528; June 2016: 520; Dec 2016: 520; June 2017: 520; Feb 2018: 517; June 2018: 515; Dec 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501

Feelings of Safety

The last eight Rotherham surveys asked two questions about feelings of personal safety, which also feature in the LGA's national survey. Eighty-seven per cent of respondents in Rotherham said they felt 'very safe' or 'fairly safe' during the day when outside in their local area (lower than the figures observed nationally at 95 per cent). Fifty-six per cent reported the same feelings of safety after dark, significantly lower than the figures observed nationally (76 per cent). This is lower than the average for the previous seven surveys (59 per cent).

Table 9: How safe or unsafe do you feel when outside in your local area during the day? How safe do you feel when outside in your local area after dark?																		
Survey date	During the day									After dark								
	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	May 22
Wave	5	6	7	8	9	10	11	12	GB	5	6	7	8	9	10	11	12	GB
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very safe or fairly safe	83	88	83	85	87	90	90	87	95	59	58	61	54	59	63	56	56	76
Very safe	34	42	45	39	40	50	43	45	63	17	15	17	14	15	19	15	18	34
Fairly safe	49	46	39	46	47	40	47	42	33	43	43	44	41	44	44	41	37	42
Neither safe nor unsafe	7	6	9	5	6	6	6	3	2	10	15	13	13	15	17	16	15	10
Fairly unsafe	5	4	6	6	5	3	4	4	2	18	17	17	20	16	13	19	13	8
Very unsafe	4	2	1	3	2	2	1	3	1	10	8	7	11	9	6	8	10	4
Don't know	*	*	1	*	-	-	*	3	1	2	3	1	1	1	*	1	6	2

Base (all respondents): Rotherham June 2017: 520; February 2018: 517; June 2018: 515; December 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501; May 22 GB: 1,002

There was a significant difference between men and women's feelings of safety in the Rotherham survey, with 64 per cent of men reporting feeling 'very safe' or 'fairly safe' compared to only 47 per cent of women. People aged 25-34 are most likely to feel safe after dark and those aged 45-54 least likely to feel safe. People with low skilled manual occupational backgrounds are least likely to feel safe.

Feelings of Optimism

The last eight Rotherham surveys have asked two questions about people's feelings of optimism about Rotherham as a place to live and Rotherham town centre. Fifty-one per cent of respondents reported feeling 'very optimistic' or 'fairly optimistic' about the future of Rotherham as a place to live (see Table 10), the lowest recorded level across all surveys. Young people aged 18-24 were the most likely to be optimistic about the future of Rotherham as a place to live (70 per cent) and men were more optimistic than women overall.

Table 10: How optimistic do you feel about the future of Rotherham as a place to live? And, more specifically, how optimistic do you feel about the future of Rotherham town centre?

	Rotherham as a place to live								Rotherham town centre							
Survey date	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22
Wave	5	6	7	8	9	10	11	12	5	6	7	8	9	10	11	12
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very optimistic or fairly optimistic	53	52	54	53	52	58	57	51	26	18	21	19	22	22	24	27
Very optimistic	7	10	10	11	8	10	8	11	5	4	3	2	3	4	5	5
Fairly optimistic	45	42	44	42	45	48	49	40	21	14	17	16	19	18	19	22
Not very optimistic	34	30	29	28	32	29	31	27	38	34	36	32	35	36	30	29
Not optimistic at all	13	17	16	18	15	13	10	17	33	43	41	47	41	40	41	36
Don't know	*	1	1	1	1	*	1	5	3	4	2	3	2	2	5	7

Base (all respondents): Rotherham June 2017: 520; February 2018: 517; June 2018: 515; December 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501

Far fewer respondents felt as positive about the future of Rotherham town centre (27 per cent felt 'very optimistic' or 'fairly optimistic') as they did about the future of the wider borough. This is above the average of 22 per cent across all eight surveys, and the highest result since the question was first asked in June 2017. Thirty-six per cent of respondents were not optimistic at all about the town centre. Young people aged 18-24 years were the most optimistic about the future of Rotherham town centre, whereas older people (aged 55 and over) were most likely to not be optimistic. Low skilled workers were more optimistic than professional and managerial workers. There is no comparable national data for these questions.

Community Cohesion Perceptions

The last eight Rotherham surveys have asked for views on whether people from different backgrounds get on well together. This is a question commonly used to measure community cohesion and the survey has consistently generated mixed responses. In Wave 12 more respondents agreed that people from different backgrounds get on well together than in any other previous survey (45 per cent), with 24 per cent giving a neutral response and 26 per cent disagreeing. Interpretation of the question could relate to views about residents' local area and/or perceptions about Rotherham as a whole, but views about community relations since the question was first asked in June 2017 have generally become more positive.

Young people (aged 18-24) were the most likely to agree that people from different backgrounds get on well together (58 per cent), and people aged 35-44 were the most likely to disagree with the statement. Social grade C1 (supervisory, clerical & junior managerial, administrative, professional occupations) were most likely to agree that people from different backgrounds get on well together.

Table 11: To what extent do you agree or disagree that Rotherham is a place where people from different backgrounds get on well together?								
Survey date	Jun 17	Feb 18	Jun 18	Dec 18	Jun 19	Jun 20	Jun 21	Jun 22
Wave	5	6	7	8	9	10	11	12
	%							
Strongly agree or tend to agree	34	32	32	29	32	42	39	45
Strongly agree	5	7	7	7	6	11	8	15
Tend to agree	28	25	24	21	26	31	31	30
Neither agree nor disagree	27	29	30	27	28	27	30	24
Tend to disagree	23	18	20	23	20	17	16	17
Strongly disagree	15	18	17	19	19	12	14	9
Don't know	2	3	1	3	1	2	2	5

Base (all respondents): June 2017: 520; February 2018: 517; June 2018: 515; December 2018: 515; June 2019: 515; June 2020: 504; June 2021: 503; June 2022: 501

The following explanation was added after this question: "By getting on well together, we mean living alongside each other with respect."

Travel to work intentions

In Wave 11 a new local survey question was included which asked respondents how they plan to travel to work over the next 12 months and this question has been continued into Wave 12. Sixty-one per cent of respondents said that they plan to use private transport to travel to work, with 7 per cent of respondents planning to use public transport. Of the 27 per cent of total respondents who stated they plan to work from home, this was made up of 15 percent of respondents who intended to work from home all of the time, 8 per cent most of the time and 3 per cent some of the time.

There is no national comparison for this question.

Table 12: How do you plan to travel to work over the next 12 months?		
	June 2021 Wave 11 %	June 2022 Wave 12 %
Working from home	17	27
Using private transport	68	61
Using public transport	8	7
Other	7	6

Base: June 2021 Rotherham: 325; June 2022: 501

ANNEX A: POLLING QUESTIONS

1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Please consider your local area to be the area within 15-20 minutes walking distance from your home.

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

Your local area receives services from Rotherham Metropolitan Borough Council. Rotherham Metropolitan Borough Council is responsible for a range of services such as refuse collection, street cleaning, planning, education, social care services and road maintenance.

2. Overall, how satisfied or dissatisfied are you with the way Rotherham Metropolitan Borough Council runs things?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

In considering the next question, please think about the range of services Rotherham Metropolitan Borough Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Rotherham Metropolitan Borough Council provides to the community. We would like your general opinion.

3. To what extent do you agree or disagree that Rotherham Metropolitan Borough Council provides value for money?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

4. To what extent do you think Rotherham Metropolitan Borough Council acts on the concerns of local residents?

- A great deal
- A fair amount
- Not very much
- Not at all

Don't know

5. Overall, how well informed do you think Rotherham Metropolitan Borough Council keeps residents?

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don't know

6. How much do you trust Rotherham Metropolitan Borough Council?

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know

7. To what extent would you say that you have confidence in Rotherham Metropolitan Borough Council?

- To a great extent
- To a moderate extent
- To a small extent
- Not at all
- Don't know

8. How safe or unsafe do you feel when outside in your local area during the day? *Please consider your local area to be the area within 15 – 20 minutes walking distance from your home*

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe
- Don't know

8a. How safe or unsafe do you feel when outside in your local area after dark? *Please consider your local area to be the area within 15 – 20 minutes walking distance from your home*

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe
- Don't know

9. How optimistic do you feel about the future of Rotherham as a place to live?

Very optimistic
Fairly optimistic
Not very optimistic
Not optimistic at all
Don't know

10. And, more specifically, how optimistic do you feel about the future of Rotherham town centre?

Very optimistic
Fairly optimistic
Not very optimistic
Not optimistic at all
Don't know

11. To what extent do you agree or disagree that Rotherham is a place where people from different backgrounds get on well together? *By getting on well together, we mean living alongside each other with respect.*

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

12. Overall, all things considered, how satisfied or dissatisfied are you with Rotherham Borough as a place to live?

Very satisfied
Fairly satisfied
Neither satisfied nor dissatisfied
Fairly dissatisfied
Very dissatisfied
Don't know

**13. How well do you think the council has responded to the Coronavirus crisis?
(Discontinued in Wave 12)**

Very well
Quite well
Not very well
Not at all well
Don't know

14. How do you plan to travel to work over the next twelve months?

Using private transport when going to office/place of work
Working from home all of the time
Working from home most of the time

- Working from home most of the time and using private transport when going to office/place of work
- Working from home most of the time and using public transport when going to office/place of work

Working from home some of the time

- Working from home some of the time and using private transport when going to office/place of work
- Working from home some of the time and using public transport when going to office/place of work

Using public transport when going to office/place of work

Other

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