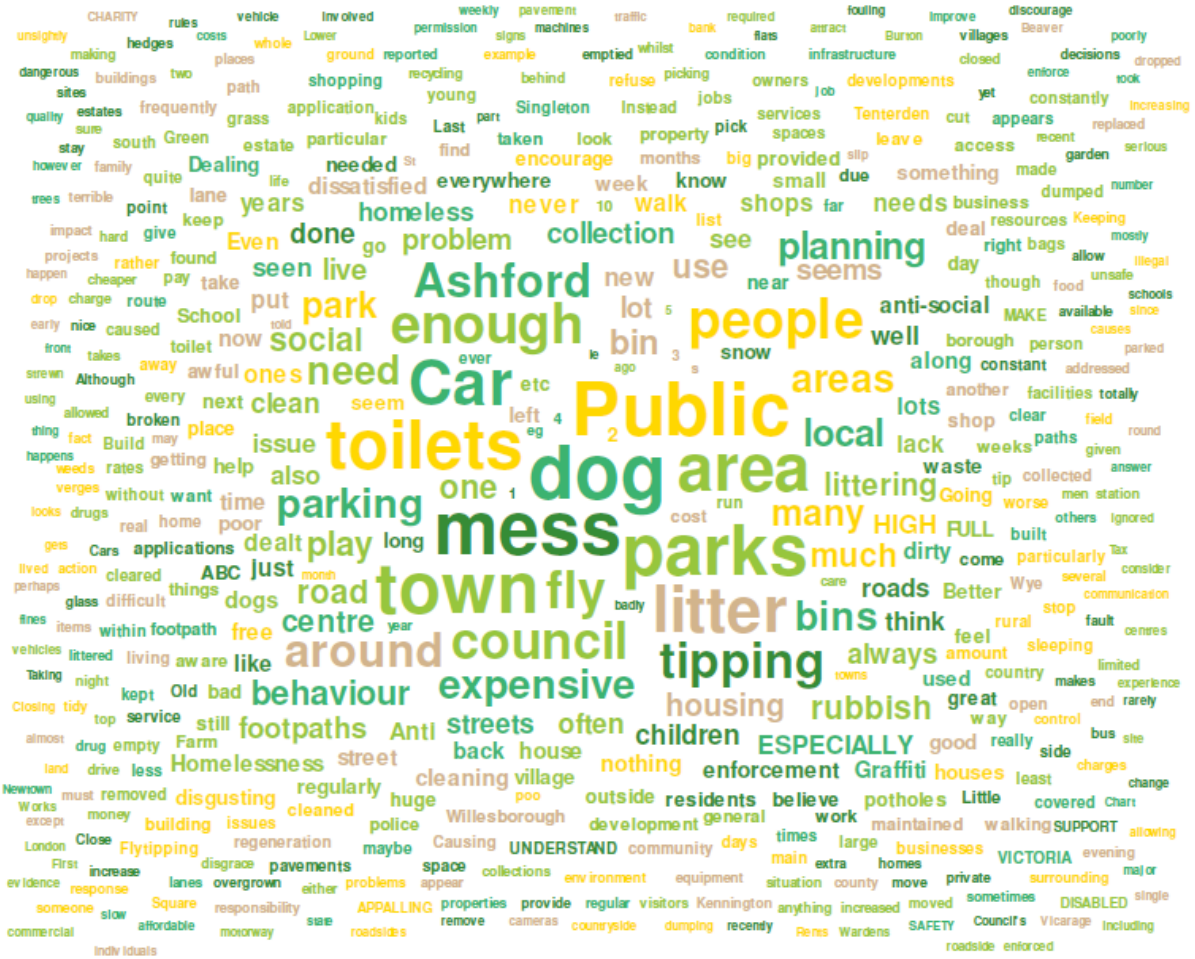
ASHFORD BOROUGH COUNCIL

Ashford Borough Council's Residents' Survey 2017/18



Contents

Introduction

About the survey Page 1
Summary of key findings Page 3

The council, Ashford and its reputation

Local area as a place to live Page 6
The way the council runs things Page 7
Value for money Page 8
Understanding customers' needs Page 9
Influencing council decisions Page 10
Pride in the local area Page 11
Improving the local area Page 12
Keeping residents informed Page 13
Communication with the council Page 14
Commercial Quarter Page 15
J10a of the M20 Page 16
Chilmington Green Page 17
Designer outlet centre expansion Page 18
Elwick Place Page 19
Ashford College campus Page 20
Jasmin Vardimon Page 21
Ashford International signalling Page 22
Park Mall shopping centre Page 23
County Square Page 24
Shopping in the town centre Page 25
Shopping at the farmers' market Page 26
Shopping at the general market Page 27
Eating out in the daytime Page 28
Eating out in the evening Page 29
Create Festival Page 30
Revelation St Mary's Page 31
One You Shop Page 32
Other activities in Ashford town centre Page 33
Satisfaction with Ashford town centre Page 34
Ashford town centre as a place to shop Page 35
Ashford town centre as a place to visit. Page 36
Ashford town centre as a place to go out Page 37

Council services

Parks and play areas Page 41
Parks in the borough Page 42
Play areas in the borough Page 43
Planning applications Page 43
Planning enforcement Page 45
Anti-social behaviour Page 46
Food safety enforcement Page 47
Housing Page 48
Applications for social housing Page 48
Homelessness Page 49
Regeneration projects Page 50
Encouraging new business and jobs Page 51

Public toilets Page 52
Bin collection Page 53
Keeping the streets and footpaths clean Page 55
Dog mess Page 56
Littering Page 57
Graffiti Page 58
Fly tipping Page 59
Car parks Page 61

What residents value

Most important things in making the borough a good place to live Page 63
Things that most need improving Page 64
Things that are important compared to things that need improving Page 66

Waste collection

Attitudes to recycling Page 68
Confidence in recycling Page 70
Food recycling Page 74
Garden waste Page 78
Recycling contamination Page 81
Additional recycling Page 83

Appendix 1: Survey questionnaire

Page 87

About the survey

Methodology

The survey took place between 16 March and 20 April 2018. It was sent by post to 10,000 randomly selected residents across the borough and received 2,165 replies, equating to a response rate of 21.65%.

Recipients could either reply online or return the paper version of the survey, a copy of which is attached as Appendix 1.

The reply rates from each method are shown below:
- Surveys sent: 10,000
- Online replies: 401 (4.01%)
- Paper replies: 1,764 (17.64%)
- Total replies: 2,165 (21.65%)

Responses have been weighted by gender, age, ethnicity and accommodation type to ensure the results represent the characteristics of the borough's overall population, as shown below.

Gender	51.5% Female	48.5% Male
Age	14.6% 18 to 25 17.9% 35 to 44 15.2% 55 to 64	13.7% 26 to 34 17.5% 45 to 54 21.0% 65+
Ethnicity	93.7% White	6.3% BME
Accommodation type	31.8% Owned outright 36.6% Buying on mortgage 9.8% Rented from council 4.6% Rented from Housing Association 14.3% Rented from private landlord 2.8% Other	
Children under 18 in household	38.0% Yes	62.0% No
Disability	11.6% Yes	88.4% No
Employment status	33.3% Employee in full time job 8.7% Employee in part time job 9.9% Self employed 1.2% Unemployed and available for work 38.6% Wholly retired from work 0.2% In full time education 2.6% Permanently sick/disabled 3.3% Looking after the home 2.1% Other	
Served in Armed Forces	15.9% Yes	84.1% No

Some questions are only available through routing, depending on the answer given to a previous question. Where a resident has answered a question in such a way as to render the following question unanswerable, any answer given to the following question has been disregarded. Where a resident has not answered the routing question but has given an answer to the following question, they are treated as having answered the routing question in such a way to allow them to answer the following question.

Types of question

A mixture of open and closed questions were included in the survey. Open questions are those where respondents were asked to provide information by writing their own comments. Closed questions are those where respondents were given a list of answers to choose from, and these questions follow a Likert rating scale. (For example, the question asking how satisfied residents are with their local area as a place to live

gave response options of "Very satisfied", "Fairly satisfied", "Neither satisfied nor dissatisfied", "Fairly dissatisfied", "Very dissatisfied" and "Don't know").

Analysis of results

Responses to questions have been analysed by a range of variables:

- Age, broken down into age groups as shown in the table above
- Area. The borough has been divided into three areas (Ashford town centre, the outskirts of the town and the rest of the borough) - Electoral ward
- Acorn category. Acorn is a segmentation tool which categorises the UK population into types based on significant social factors and population behaviour. There are six categories as shown below.

1	Affluent Achievers	Some of the most financially successful people in the UK
2	Rising Prosperity	Generally younger, well educated and prosperous people
3	Comfortable Communities	Stable families and empty nesters in suburban or semi-rural locations, also comfortably-off pensioners in retirement areas
4	Financially Stretched	Incomes tend to be well below average, unemployment and the proportion of people claiming other benefits are above average
5	Urban Adversity	The most deprived areas and communities across the UK
6	Not Private Households	People living in communal establishments such as military bases, hostels, refuges, hotels and other holiday accommodation

Cross-tabulating responses by these variables allows us to identify where views differ among different groups.

In some cases, responses to one question have been cross-tabulated by responses to another question to identify where there is correlation.

Responses to open questions have been analysed by reading all comments received and grouping them by theme.

Statistical significance

Based on the overall population of the borough and the number of survey responses received, the results of the survey are statistically valid to a margin of error of 2.06% at the 95% confidence interval. In other words, if everyone in the borough completed the survey, the answers given by 95% of them would be no less than 2.06% below the survey results and no more than 2.06% above the survey results.

Interpretation of survey data

To aid interpretation, results are presented as consistently as possible throughout this report. All results are expressed as percentages, rounded to the nearest percentage point. Please note this means percentages may not add up to 100% in all cases.

Summary of key findings

Key results from the council's 2018 residents' survey are as follows, grouped under the relevant sub-heading.

It should be noted the results of the survey are statistically valid to a 2.06% margin of error. In other words, if everyone in the borough completed the survey the answers could be up to 2.06% higher or lower than the survey results.

Local area as a place to live

83% of residents are satisfied with their local area as a place to live, compared to 9% who are dissatisfied to some extent.

The way the council runs things

Satisfaction with the way the council runs things is 73%, while 13% are fairly or very dissatisfied.

Value for money

46% of residents agree to some extent the council provides value for money. 22% disagree to some extent.

Understanding customers' needs

Agreement the council understands the needs of customers is 64% while 36% disagree to some extent.

Influencing council decisions

Agreement residents can influence council decisions is 18%, compared to 58% of respondents who disagree to some extent.

Pride in the local area

The percentage of residents agreeing they have pride in the local area is 65%, and 17% disagree to some extent.

Improving the local area

64% of residents believe the council is very or fairly committed to improving the local area. 36% feel the council is not very or not at all committed to improving the area.

Keeping residents informed

54% of residents feel the council keeps them very or fairly well informed, compared to 46% who feel not very, or not at all well informed.

Satisfaction with council services

The three services achieving the highest satisfaction are:
- Bin collection: 77% satisfied and 13% dissatisfied
- Parks in the borough: 71% satisfied and 13% dissatisfied
- Play areas in the borough: 62% satisfied and 18% dissatisfied

The three services with the lowest reported satisfaction are:
- Homelessness: 19% satisfied and 36% dissatisfied
- Public toilets: 29% satisfied and 49% dissatisfied
- Anti-social behaviour: 29% satisfied and 39% dissatisfied

Communication with the council

The top three methods by which residents currently find out about council services are: - The council's website
- Local newspapers

- Council posters and leaflets

The top three methods by which residents would prefer to be kept informed are: - The council's website
- Emails from the council
- Council posters and leaflets

Feeling informed about the council's key projects

With the exception of Ashford College campus, at least half of respondents felt not very well informed about or had never heard of the other key projects asked about in the survey. People feel least informed about Jasmin Vardimon; 75% of respondents had never heard of this project.

- Ashford College campus: 52% feel very or fairly informed while 48% feel not very well informed or had never heard of it
- Designer Outlet Centre expansion: 50% feel very or fairly informed while 50% feel not very well informed or had never heard of it
- Elwick Place: 49% feel very or fairly informed while 51% feel not very well informed or had never heard of it
- J10a of the M20: 40% feel very or fairly informed while 60% feel not very well informed or had never heard of it
- Chilmington Green: 34% feel very or fairly informed while 66% feel not very well informed or had never heard of it
- Commercial Quarter: 24% feel very or fairly informed while 76% feel not very well informed or had never heard of it
- Ashford International signalling: 15% feel very or fairly informed while 85% feel not very well informed or had never heard of it
- Jasmin Vardimon: 5% feel very or fairly informed while 95% feel not very well informed or had never heard of it

Most important things in making the borough a good place to live

The three things residents find most important in making a good place to live are:
- The level of crime
- Clean streets
- Affordable decent housing

Things that most need improving

Residents' top three things that need improving are:
- Activities for young people
- Affordable decent housing
- Shopping facilities

Activities in Ashford town centre

The most frequently visited facilities by residents are:
- Visiting County Square: 95% of respondents have used the shopping centre, 60% visit at least once a month or more
- Shopping in the town centre in general: 95% of respondents have done this, 59% do so at least once a month or more
- Visiting Park Mall: 93% of respondents have used the shopping centre, 55% visit at least once a month or more

The least frequently visited facilities are:
- One You Shop: 8% of respondents have used the shop and just 4% of residents visit at least once a month or more

- Attending performances at Revelation St Mary's: 16% of residents have done this and just 1% of residents visit at least once a month or more
- Create Festival: 26% of residents have attended and over half of these last did so more than a year ago

Satisfaction with Ashford town centre

Residents are most satisfied with the town centre as a place to shop and least satisfied as a place to go out.

- As a place to shop: 40% are very or fairly satisfied and 41% are dissatisfied to some extent
- As a place to visit: 25% are very or fairly satisfied and 50% are dissatisfied to some extent
- As a place to go out: 22% are very or fairly satisfied and 56% are dissatisfied to some extent

Attitudes to recycling

69% of residents recycle everything that can be recycled and a further 21% recycle a lot, but not everything that is recyclable. Just 3% say they do not recycle.

When asked whether they are confident in what they are able to recycle, 82% said they are confident compared to 14% who are not.

Food recycling

77% of residents say they participate in food recycling weekly or daily. 18% say they do not take part in food recycling.

Garden waste

16% of residents do not have a garden. Among those who do, the most common methods for disposing of garden waste are by using the council's garden waste service (38% of respondents) or taking it to the Household Waste Recycling Centre (30%).

Recycling contamination

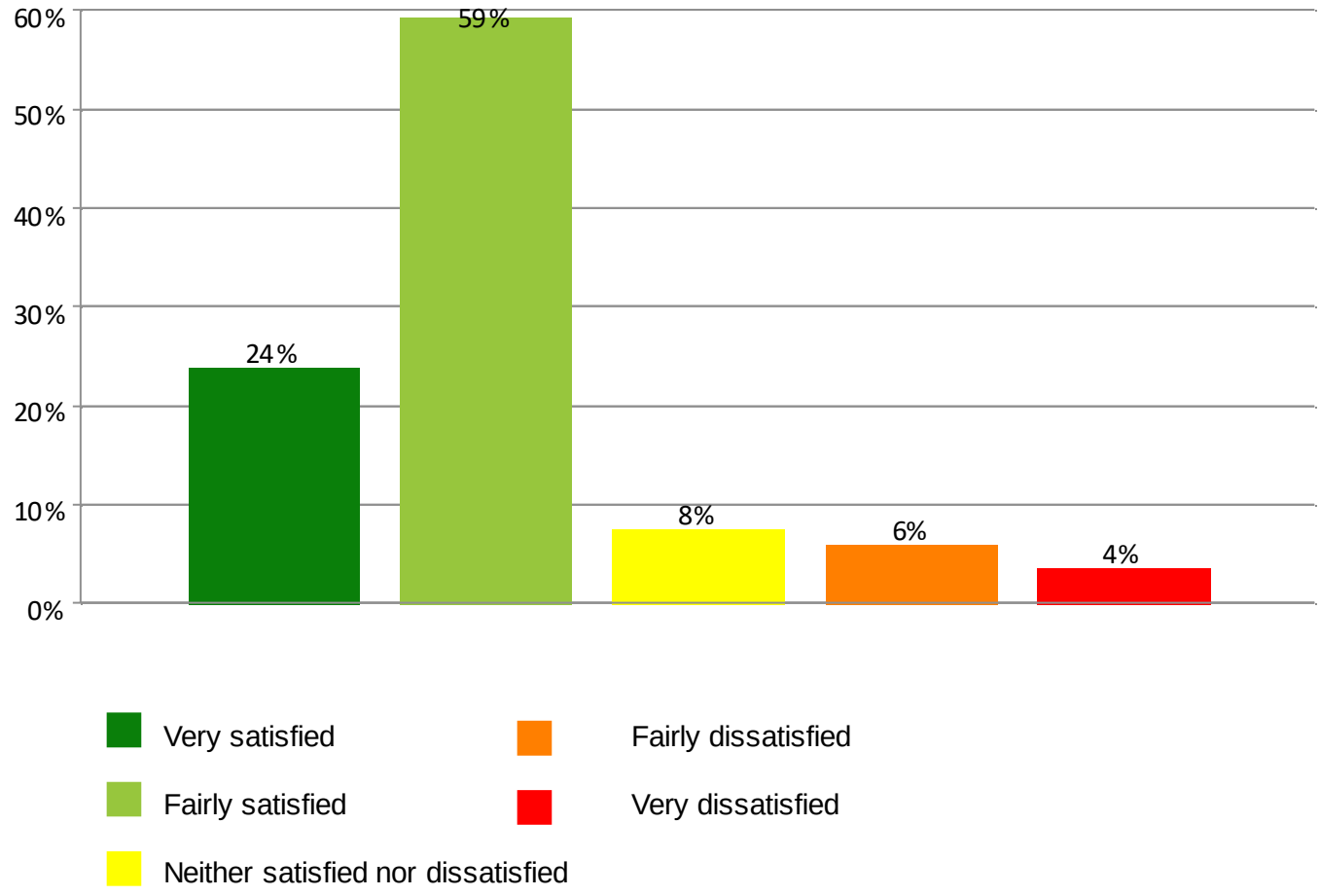
Residents were asked what items they would consider to be contamination if placed in the green recycling bin. The most common answers are:
- Nappies: 93% of respondents
- Food waste: 87% of respondents
- Garden waste: 80% of respondents

At the other end of the scale, the least common answers are:
- Paper / cardboard: 5% of respondents
- Plastic toys: 34% of respondents
- Textiles: 48% of respondents

Additional recycling

The survey also asked residents what they normally do if they have more recycling than will fit in their green bin. 40% of respondents said they take it to the Household Waste Recycling Centre and 29% would place it next to the bin in a clear sack. The least common response was to place it in the refuse bin; which 13% of respondents would do.

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



Base: 2,155 (all respondents excluding 3 don't know and 7 no reply)

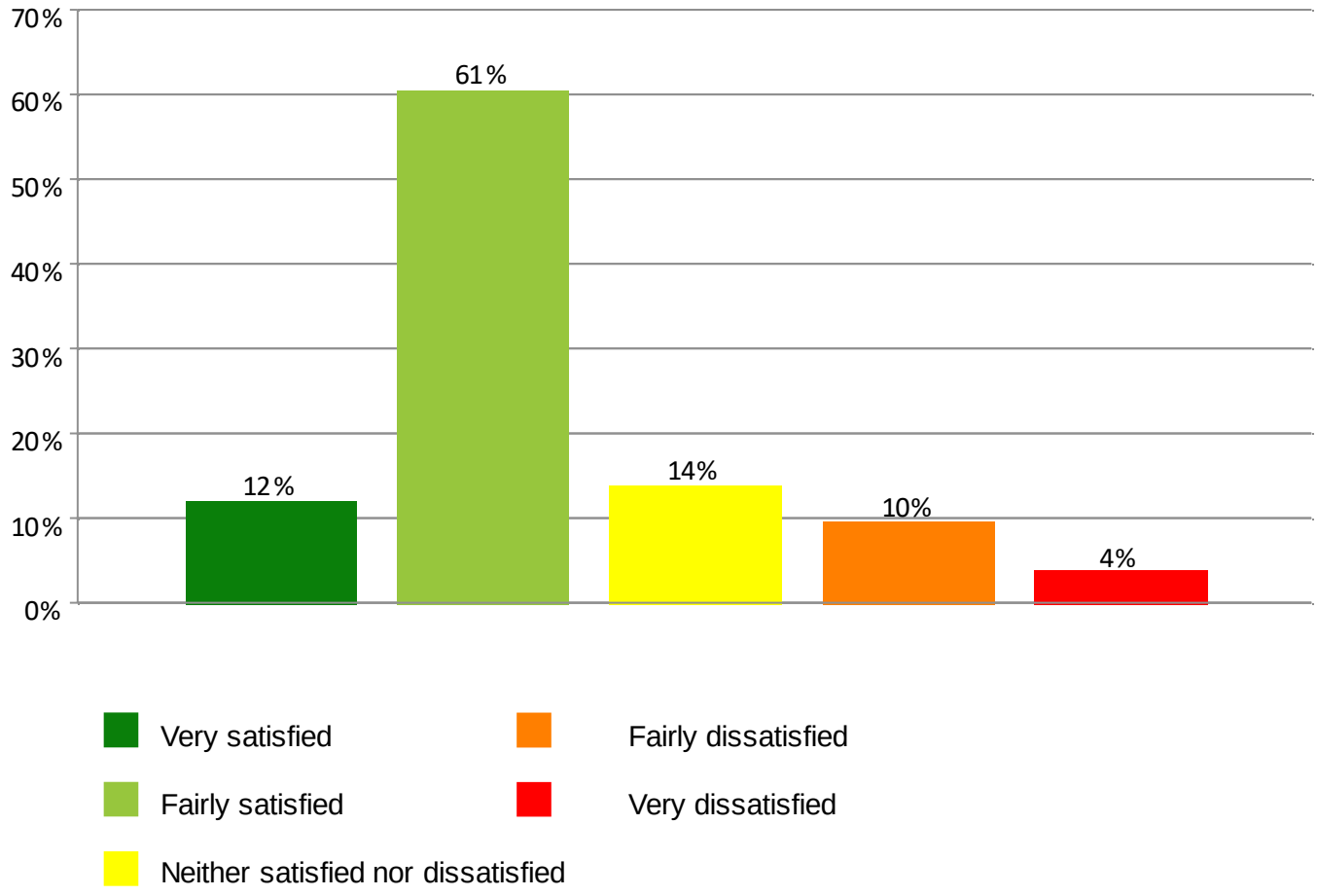
Overall, 83% of residents are very or fairly satisfied with their local area[1] as a place to live. Just 9% of residents are dissatisfied to some extent.

Residents in Wye are the most satisfied with their local area: 99% are satisfied to some extent. Kennington residents are the second most satisfied, at 98%. People in Tenterden South are also very happy with their area as 96% are very or fairly satisfied however in Tenterden North 45% of respondents are satisfied and 48% are dissatisfied to some extent.

Residents aged 65+ report they are the most satisfied with their local area as place to live, with 87% satisfied to some extent. Residents aged between 18 and 25 are the least satisfied with their local area as a place to live: 12% of respondents in this age group are very dissatisfied, compared to just 1% of people aged 26 to 34 and 35 to 44 and 2% of those aged between 45 and 54 or over 65. It should be noted that despite being the most dissatisfied group, 79% of 18 to 25 year olds were satisfied to some extent. Residents who are satisfied with their local area also agree they have pride in the area: 53% of people who are very satisfied with the area strongly agree they have pride in it.

[1] Residents were asked to think of their local area as the area covered by a 20 minute walk from their residence.

Overall, how satisfied or dissatisfied are you with the way Ashford Borough Council runs its services?



Base: 2,129 (all respondents excluding 31 don't know and 5 no reply)

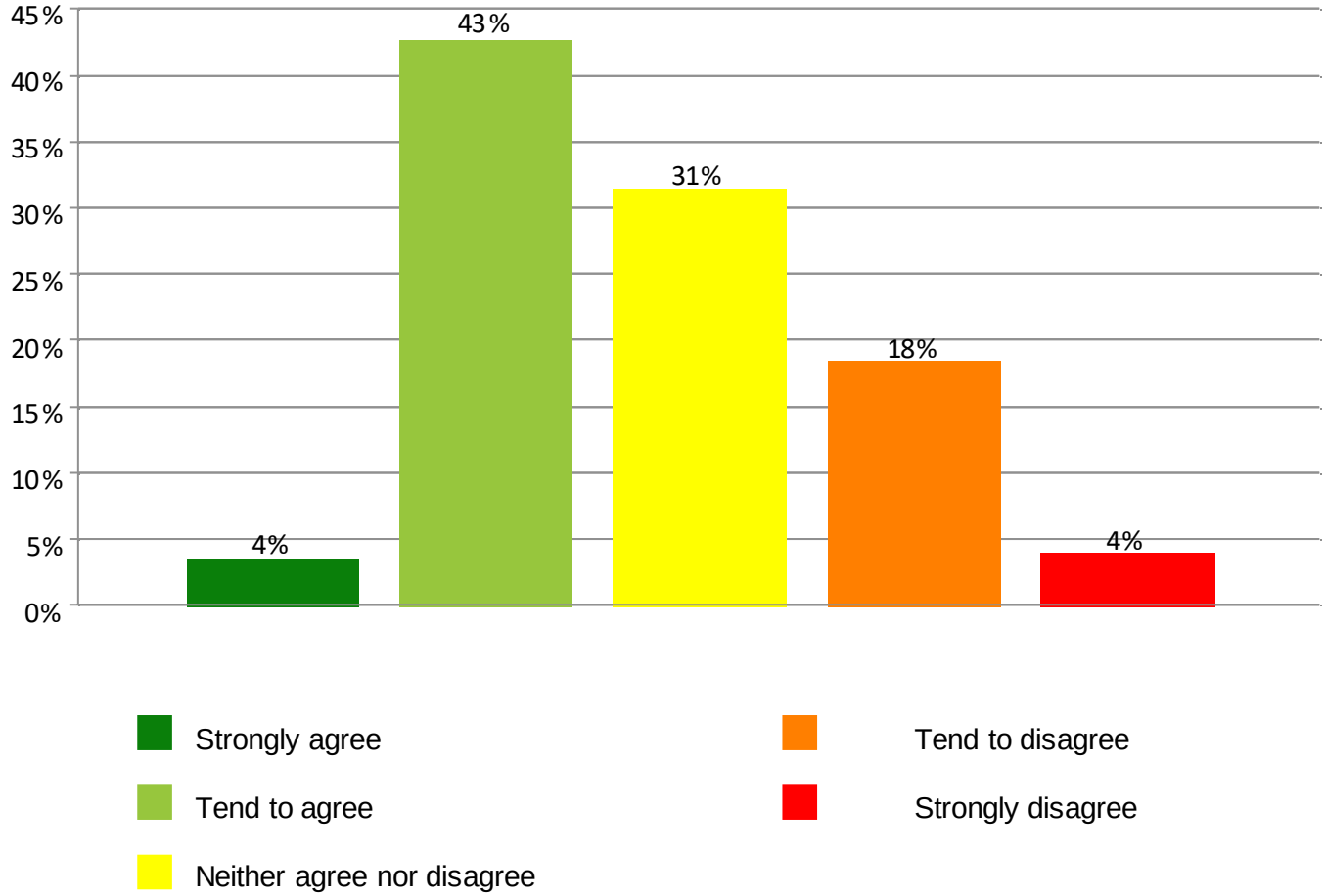
73% of residents are either very or fairly satisfied with the way the council runs things. Just 14% are dissatisfied to some extent while the same proportion are neither satisfied nor dissatisfied.

Residents aged between 18 and 25 are the most satisfied with the council: 81% of respondents in this age group are satisfied to some extent compared to the lowest reported satisfaction of 67% among those aged between 35 and 44.

People living in areas away from Ashford town centre tend to be more satisfied. 68% of respondents living in Ashford town are very or fairly satisfied, compared to 76% living on the outskirts of Ashford and 71% of those living elsewhere in the borough.

Residents' responses show a correlation between dissatisfaction and some environmental services: 49% of those who are dissatisfied to some extent with the way the council runs things are also very dissatisfied with street cleaning, and 41% are very dissatisfied with the way the council deals with littering.

To what extent do you agree or disagree that Ashford Borough Council provides value for money?



Base: 2,039 (all respondents excluding 116 don't know and 9 no reply)

47% of residents agree to some extent that the council provides value for money, compared to just 22% who disagree to some extent. Almost a third of people neither agree nor disagree.

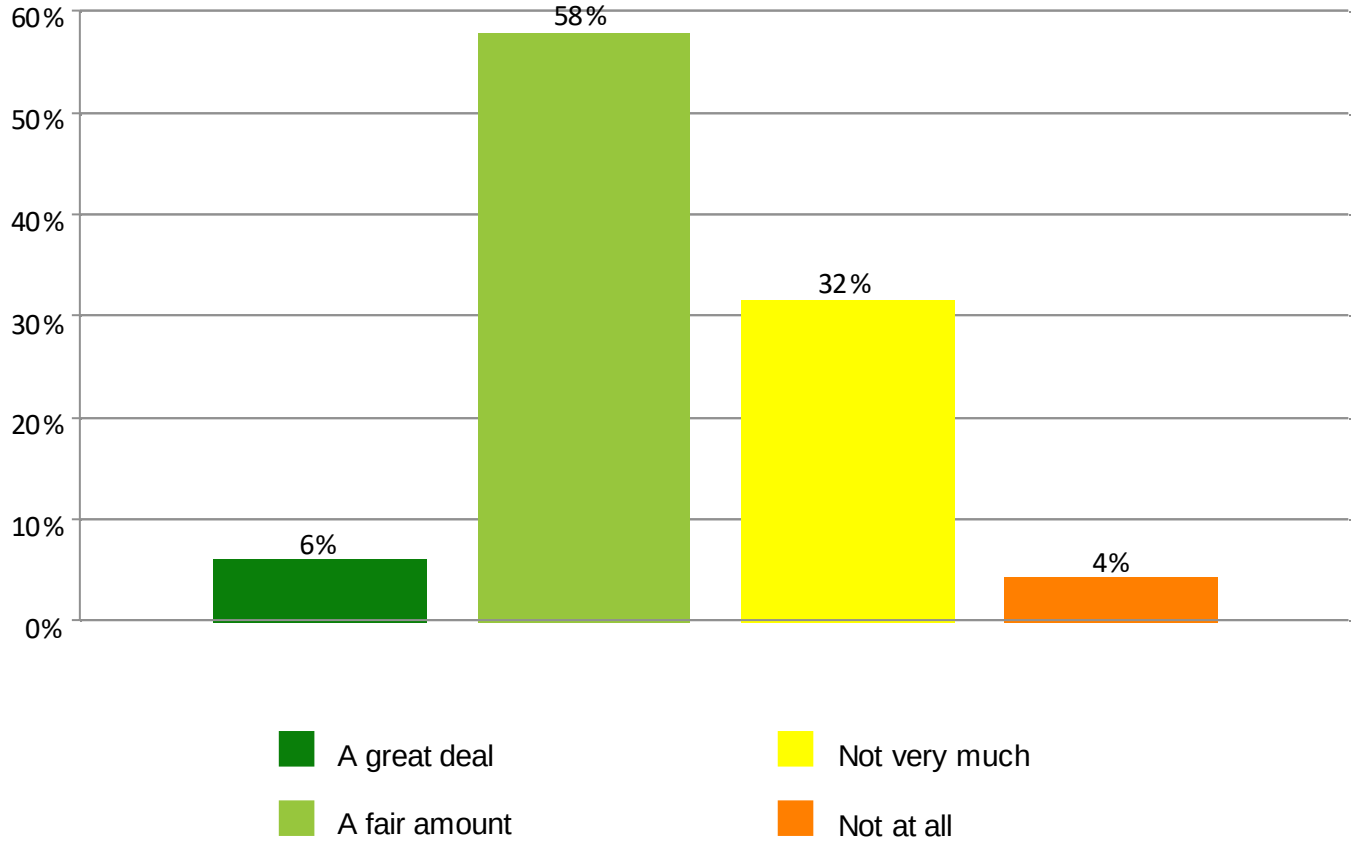
Residents aged 65 and over are the most satisfied as 57% agree to some extent.18 to 25 year olds are the least satisfied with the value for money they receive: 38% of those in this age group agree to some extent.

Satisfaction is higher among residents living in rural areas of Ashford and those living in Ashford Town, as 47% of these residents agree to some extent compared to 45% in the outskirts of the town. However, the highest dissatisfaction is found among residents in Ashford town where 24% disagree to some extent.

There appears to be a link between value for money and the way the council runs things. 54% of

residents who are very fairly satisfied with the way the council runs things also tend to agree they receive value for money compared to 34% who are very dissatisfied with the way the council runs things who strongly disagree the council provides value for money.

To what extent do you think Ashford Borough Council understands the needs of customers?

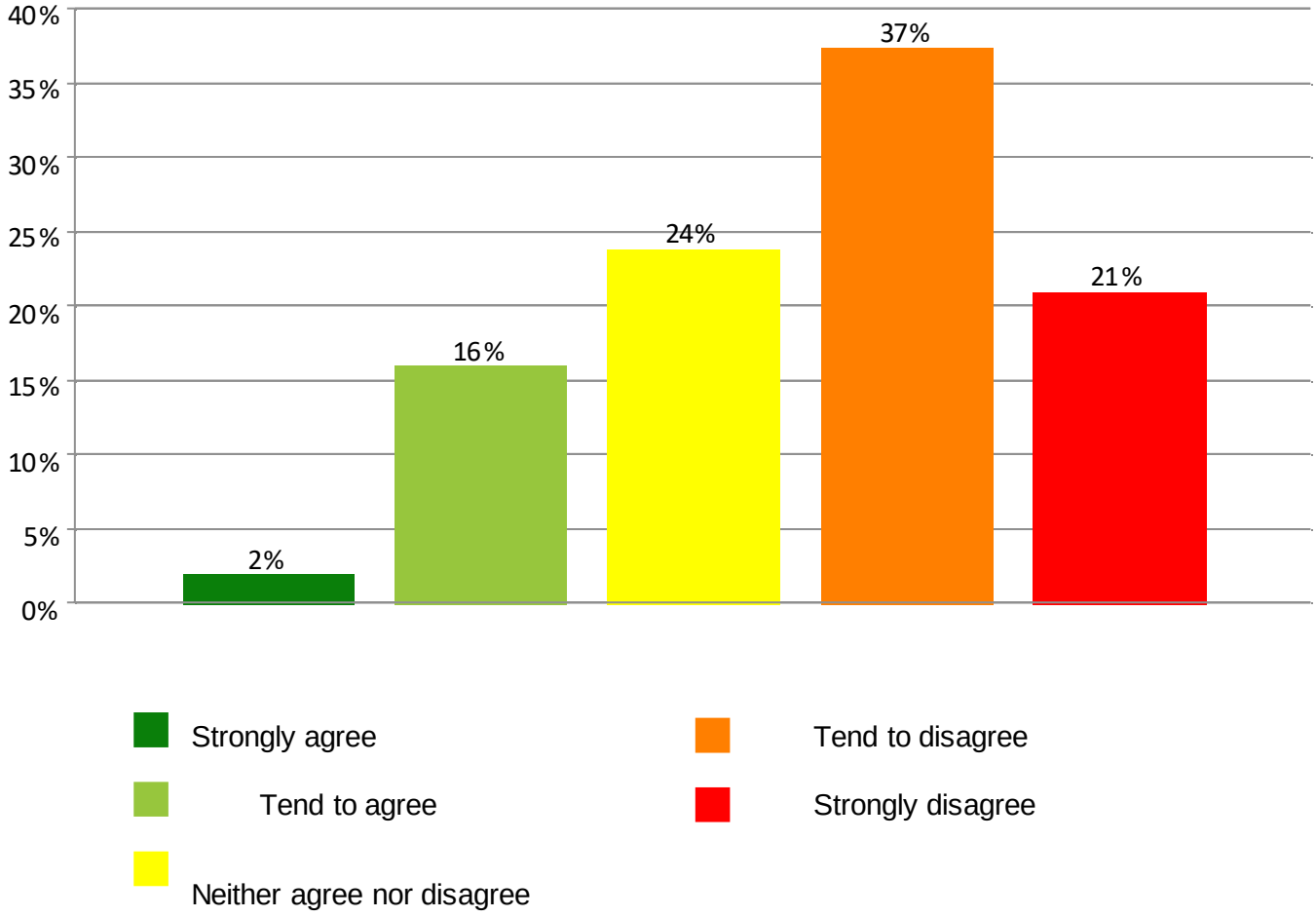


Base: 1,783 (all respondents excluding 373 don't know and 9 no reply)

64% of residents agree to some extent the council understands customer needs. Only 4% feel we do not understand customer needs at all.

Those who find out about council services via local newspapers also feel less informed as 54% of those who feel not very well informed and 48% of those who do not feel informed at all give this as their main source of information. Residents who find out about council services via the council's website are likely to feel less informed. 60% of those who feel we do not understand their needs very much give the council website as their main source of information, and 50% of respondents who say we do not understand customer needs at all give this as their preferred communication channel.

To what extent do you agree you can influence the decisions that Ashford Borough Council makes?



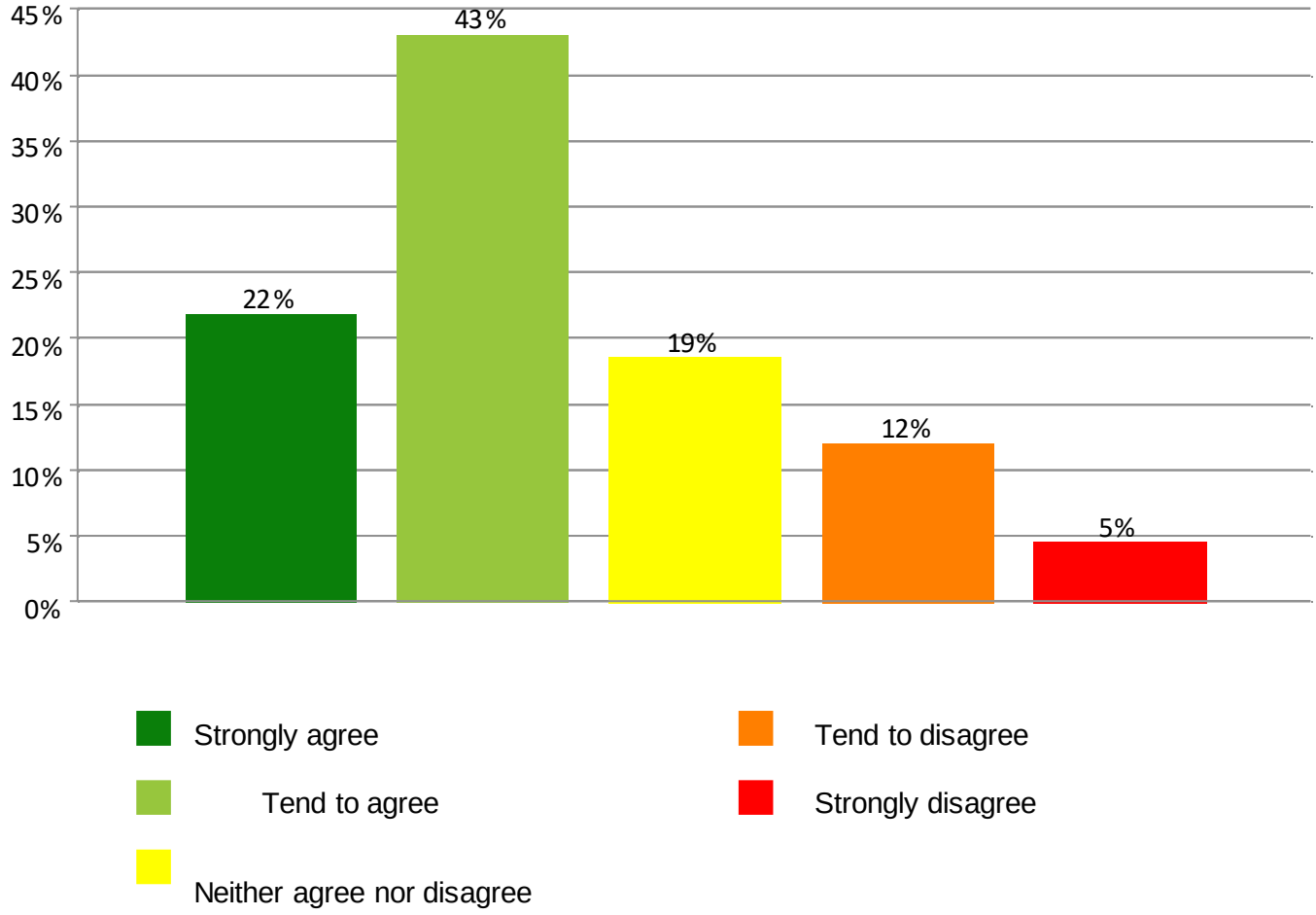
Base: 1,893 (all respondents excluding 242 don't know and 30 no reply)

18% of residents agree to some extent they can influence decisions. Almost a quarter of respondents neither agree nor disagree; this may suggest some residents are not aware how they can have their say on council decisions affecting them.

The highest levels of agreement are found among younger residents as 29% of 18 to 25 year olds agree to some extent they can influence decisions the council makes. People aged between 55 and 64 feel least able to influence decisions: 12% of residents in this age group agree to some extent while 65% disagree.

There are also differences of opinion in different parts of the borough: residents of Ashford town agree the most they can influence council decisions as 27% agree to some extent, compared to 18% of residents in the outskirts of Ashford and 14% of residents elsewhere in the borough.

To what extent do you agree or disagree with the following statement: I have pride in the local area?



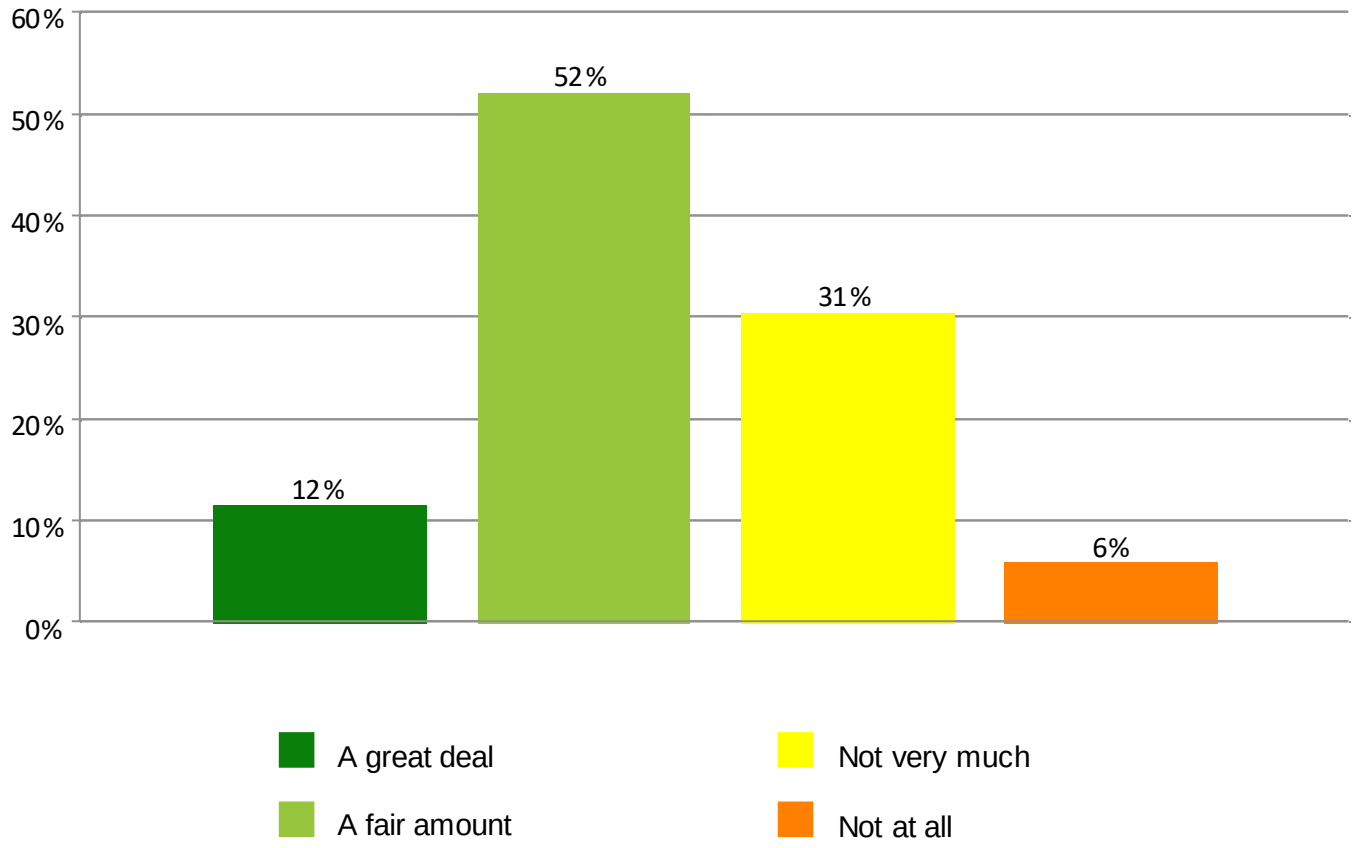
Base: 2,146 (all respondents excluding 11 don't know and 8 no reply)

65% of residents agree to some extent they have pride in the local area compared to 17% who disagree.

Residents in rural areas feel more pride in their area than those elsewhere: 78% of residents in rural areas agree to some extent they have pride in the area compared to 60% of residents on the outskirts of Ashford and 52% in Ashford town.

There appears to be a link between feeling proud of the area and the extent to which people feel the council is committed to improving the area. Of the 22% who report a strong sense of pride in the area, 73% agree to some extent the council is committed to improving the area. Conversely, 76% of those who disagree they have pride in the area also feel the council is not very, or not at all, committed to improving the area.

To what extent do you believe Ashford Borough Council is committed to improving the local area?

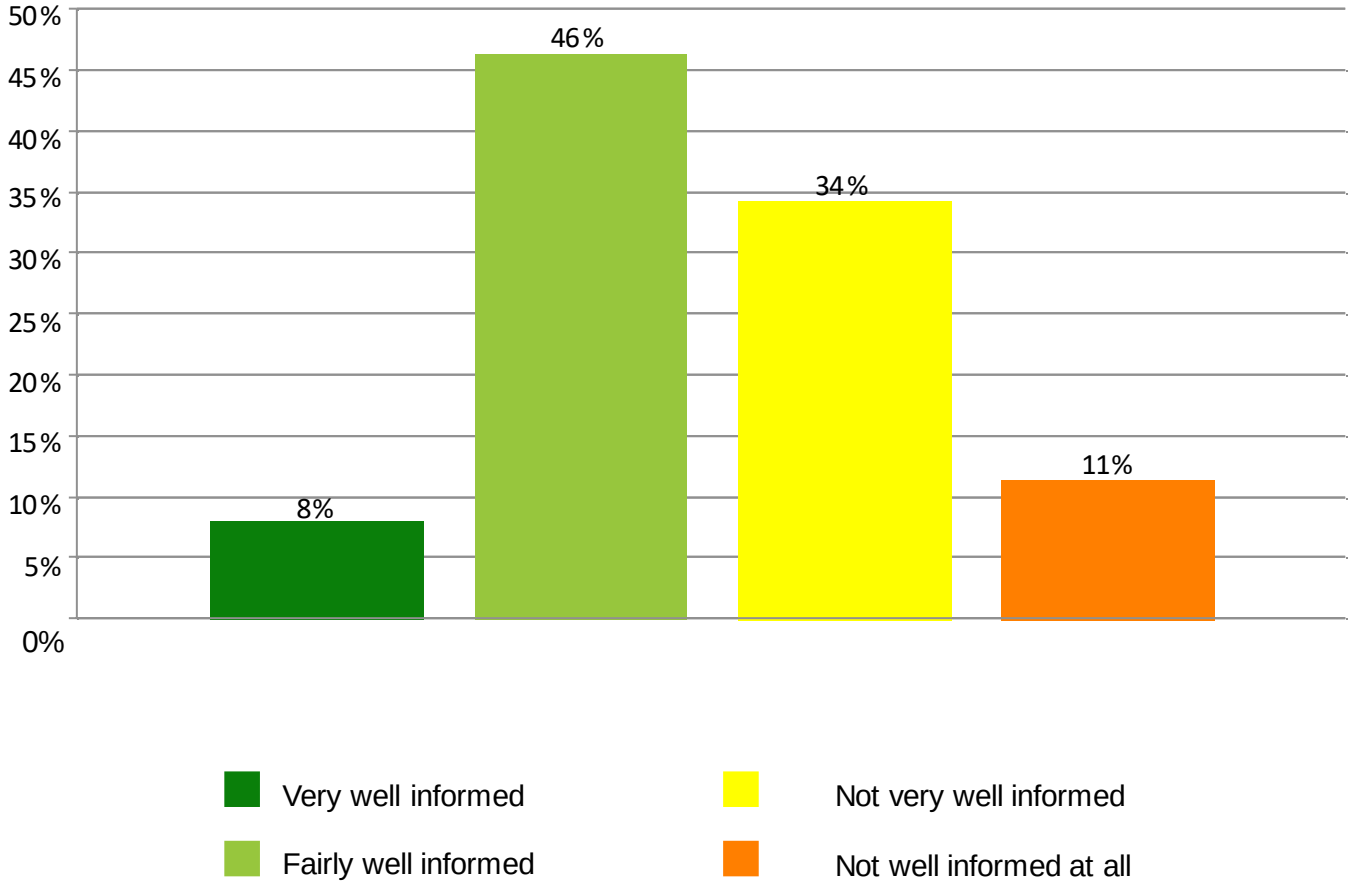


Base: 1,973 (all respondents excluding 186 don't know and 5 no reply)

More residents agree than disagree the council is committed to improving the local area: 64% agree to some extent while 31% feel the council isn't very committed and just 6% feel the council is not at all committed.

There is a degree of correlation between satisfaction with the area as a place to live and the extent to which residents believe the council is committed to improving it. Of the 24% of residents who are very satisfied with their local area, 77% agree to some extent the council is committed to improving the area, while 51% of people who are dissatisfied to some extent with the area also feel the council is not very, or not at all, committed to improving it.

Overall, how well informed do you think Ashford Borough Council keeps residents about the services and benefits it provides?



Base: 1,993 (all respondents excluding 166 don't know and 7 no reply)

54% of residents feel the council keeps them very or fairly well informed. 34% feel not very well informed and 11% do not feel informed at all.

Residents who feel very well informed tend to find out about council services and news via printed local newspapers (59% of people who feel very well informed), the council website (58%) and council posters and leaflets (51%). People who feel very well informed are also likely to use Facebook as a source of information as 35% of those who feel well informed use this.

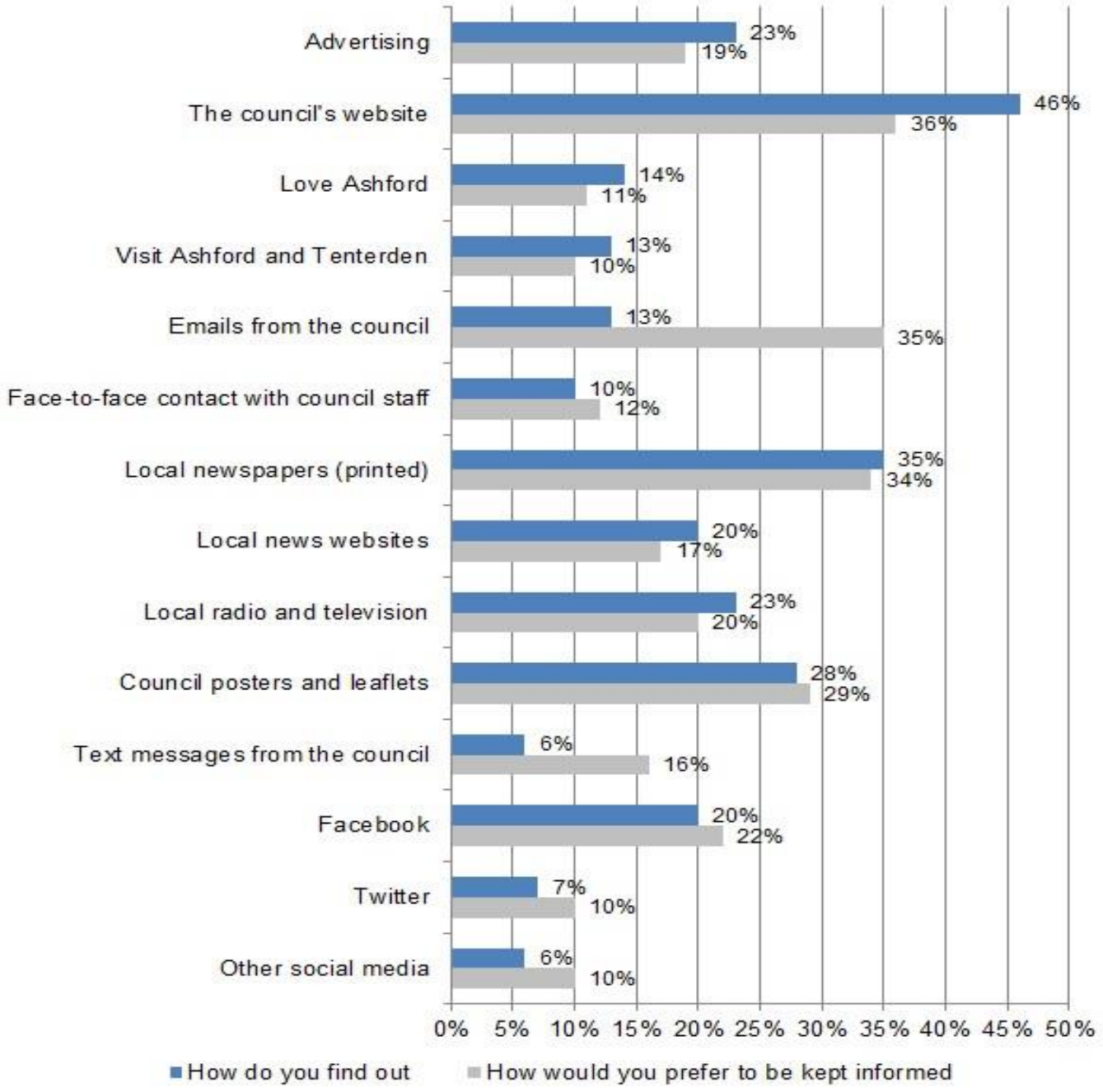
Communication with the council

The most common channel for residents currently receiving information from the council is the corporate website and this is also the most preferred channel for receiving information in future.

Just 13% of respondents indicated that they currently find out about council news and services via email, but this is the second most preferred method by which people would like to receive information in the future.

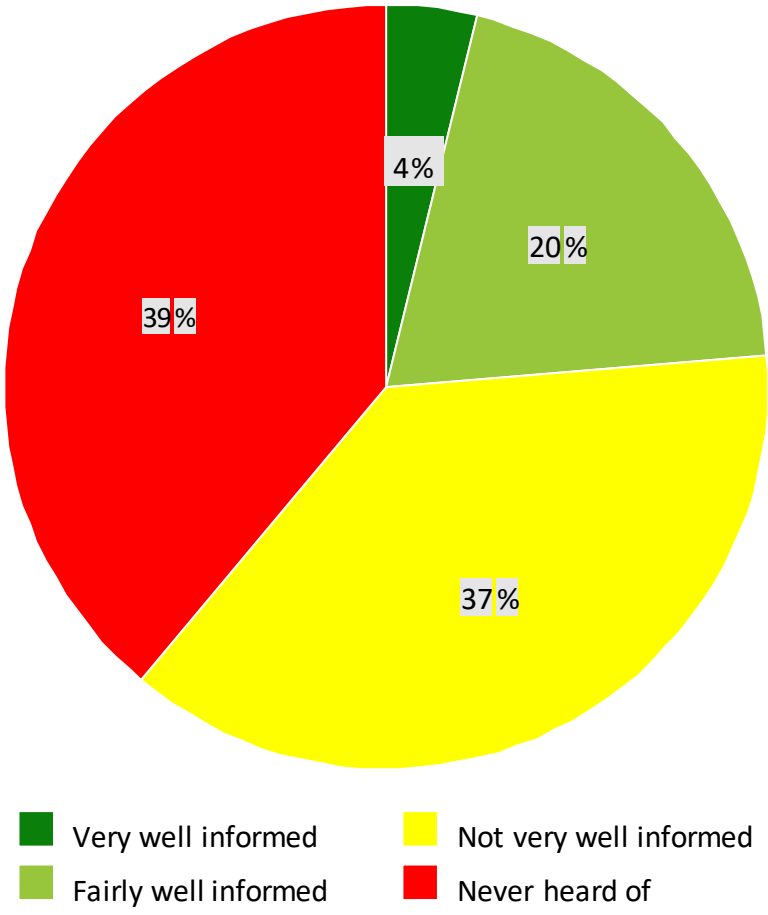
More residents would also like to find out about council information by text message and social media than currently receive information in this way. This would suggest that residents are becoming more interested in receiving communications which are tailored to their specific needs and interests.

NB: Residents were able to select multiple responses to this question, therefore the totals in the chart do not add up to 100%.



Base: 1,757 (all respondents excluding 408 no reply)

How well informed are you about the Commercial Quarter?



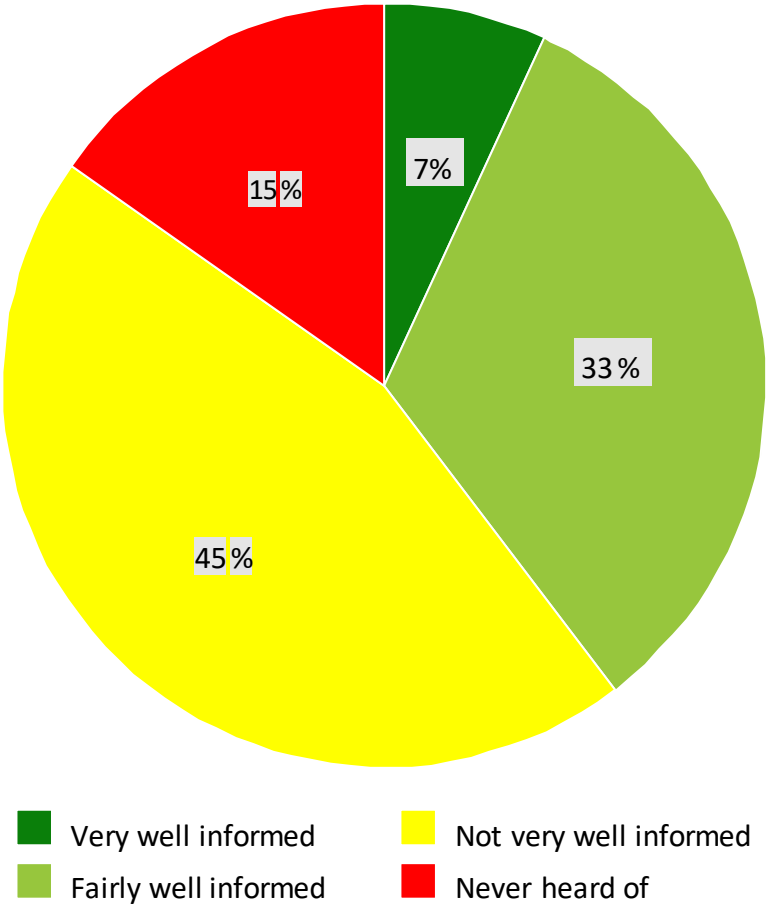
Base: 2,117 (all respondents excluding 48 no reply)

Across the borough as a whole, 24% of residents feel very or fairly well informed about the Commercial Quarter, a new business hub creating several hundred jobs and 150 new apartments.

As the Commercial Quarter is situated in the centre of Ashford, it is perhaps unsurprising that residents of Ashford town feel more informed than those elsewhere in the borough.

- Ashford town: 32% feel very or fairly well informed, 36% have never heard of it
- Outskirts of Ashford town: 24% feel very or fairly well informed, 35% have never heard of it
- Rest of the borough: 19% feel very or fairly well informed, 45% have never heard of it

How well informed are you about J10a of the M20?



Base: 2,125 (all respondents excluding 40 no reply)

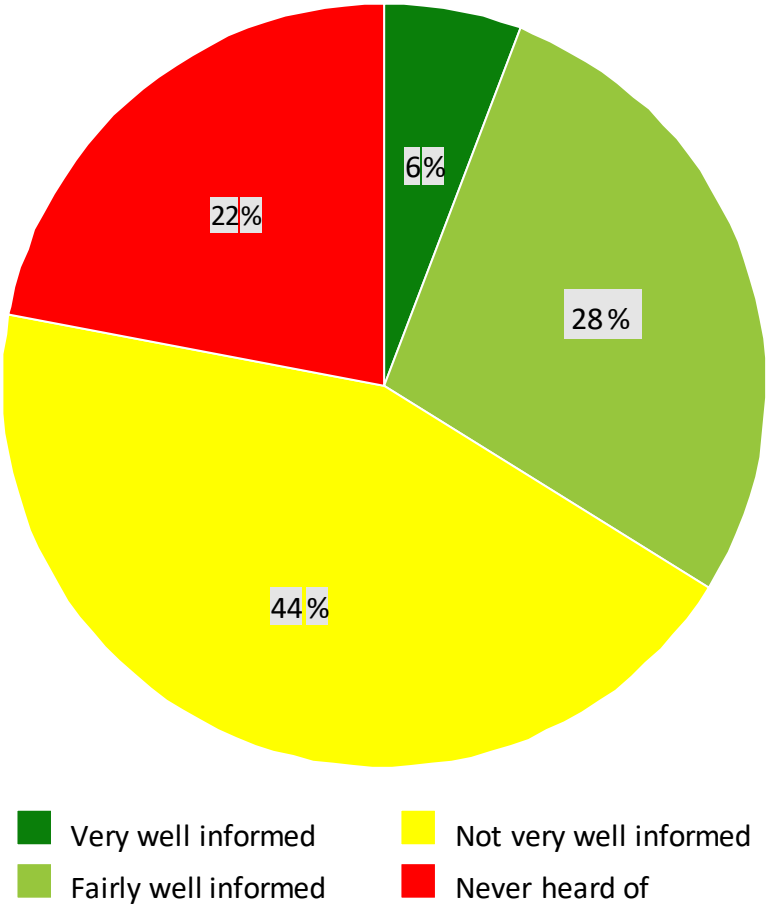
Across the borough as a whole, 40% of residents feel very or fairly well informed about the new motorway junction 10a of the M20, to be a catalyst for economic and commercial development in Ashford.

Residents in rural areas feel the least informed about this project while those on the outskirts of Ashford feel the most well informed:

- Ashford town: 41% feel very or fairly well informed, 13% have never heard of it
- Outskirts of Ashford town: 44% feel very or fairly well informed, 11% have never heard of it
- Rest of the borough: 34% feel very or fairly well informed, 22% have never heard of it

People aged 55 and over are generally the most well informed as 43% of residents aged 55 to 64 feel very or fairly well informed and 12% have never heard of it. 41% of residents aged 65 and over feel very or fairly well informed and 15% have never heard of it. Younger residents are the least aware of this development: 27% of 18 to 25 year olds feel very or fairly well informed about it but 28% have never heard of it.

How well informed are you about Chilmington Green?



Base: 2,111 (all respondents excluding 54 no reply)

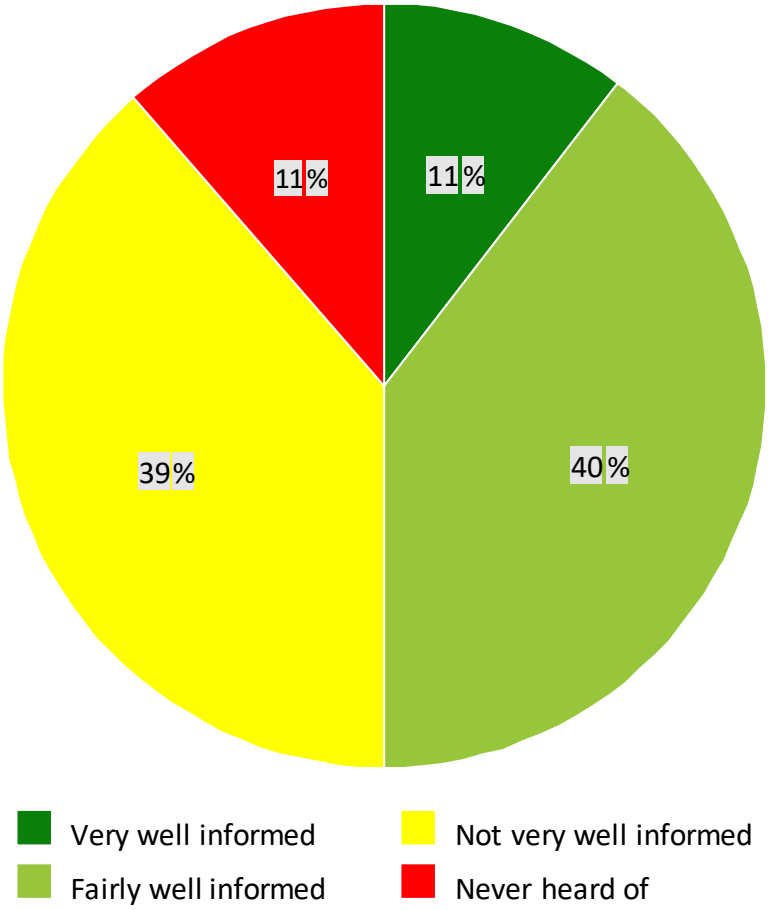
Across the borough as a whole, 34% of residents feel very or fairly well informed about Chilmington Green, a major residential development of nearly 6,000 homes, new school and dualling of the A28.

As with other key projects, residents in rural areas feel the least informed about Chilmington Green and those on the outskirts of Ashford feel the most well informed:

- Ashford town: 30% feel very or fairly well informed, 19% have never heard of it
- Outskirts of Ashford town: 36% feel very or fairly well informed, 18% have never heard of it
- Rest of the borough: 33% feel very or fairly well informed, 29% have never heard of it

Older residents feel better informed on this project; 45 to 54 year olds and 55 to 64 year olds are the most aware: just 15% of 45 to 54 year olds have never heard of Chilmington Green and 37% feel very or fairly well informed about it, while 40% of 55 to 64 year olds feel very or fairly well informed and just 15% have never heard of it. Younger residents feel less informed about Chilmington Green than older residents: 19% of 18 to 25 year olds feel very or fairly well informed about it while 41% have never heard of it.

How well informed are you about the designer outlet centre expansion?



Base: 2,125 (all respondents excluding 40 no reply)

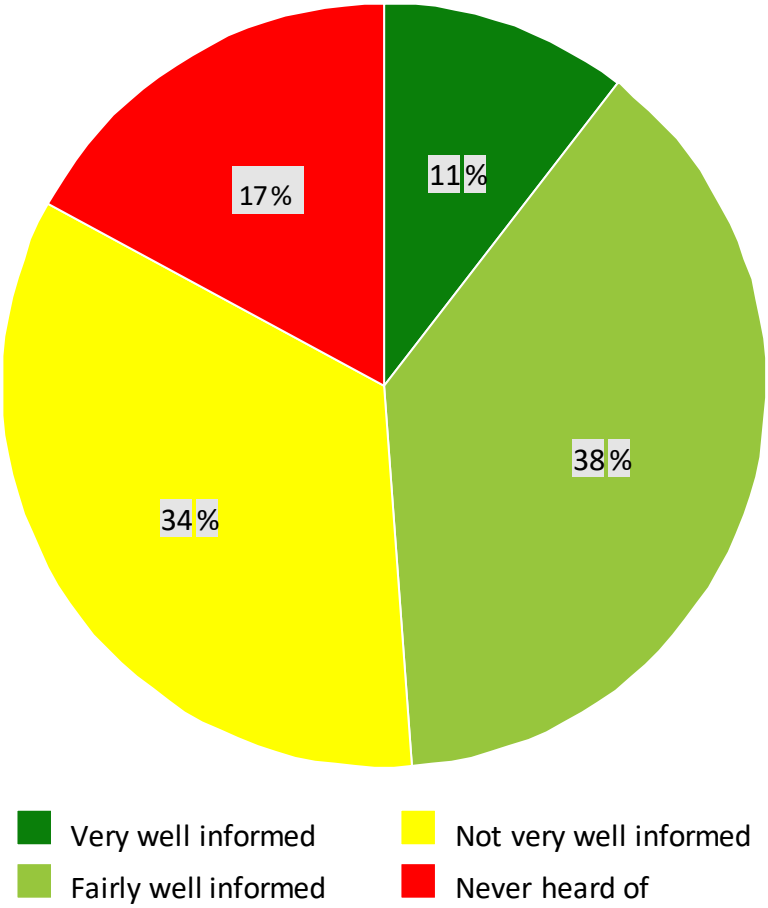
Across the borough as a whole, 50% of residents feel very or fairly well informed about the expansion of the designer outlet centre.

As with other key projects, residents in rural areas feel the least informed. Residents in Ashford town are most aware:

- Ashford town: 59% feel very or fairly well informed, 4% have never heard of it
- Outskirts of Ashford town: 55% feel very or fairly well informed, 7% have never heard of it
- Rest of the borough: 38% feel very or fairly well informed, 22% have never heard of it

Residents aged between 26 and 44 feel most aware: 57% of 35 to 44 year olds feel very or fairly well informed and 7% have never heard of it, while 54% of 26 to 34 year olds feel very or fairly well informed and 7% have never heard of it. Older residents feel least informed about the outlet centre expansion: 41% of residents aged 65 and over feel very or fairly well informed and 16% have never heard of it.

How well informed are you about Elwick Place?



Base: 2,129 (all respondents excluding 36 no reply)

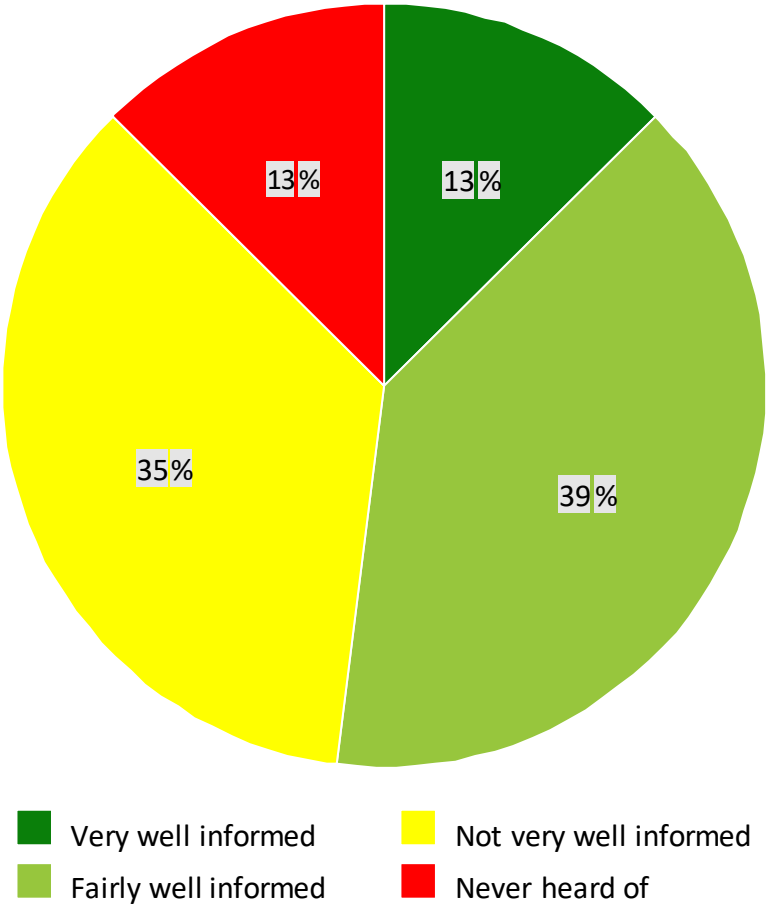
Across the borough as a whole, 49% of residents feel very or fairly well informed about Elwick Place, a new town centre cinema with places to eat and drink.

As is the case with other projects, residents in Ashford town centre feel the most informed about Elwick Place while residents in rural areas are the least aware:

- Ashford town: 62% feel very or fairly well informed, 8% have never heard of it
- Outskirts of Ashford town: 54% feel very or fairly well informed, 10% have never heard of it
- Rest of the borough: 36% feel very or fairly well informed, 31% have never heard of it

Younger residents feel most informed about this project: 54% of 18 to 25 year olds feel very or fairly well informed and 18% have never heard of Elwick Place, compared to 37% of residents aged 65 and over who feel very or fairly well informed and 25% who have never heard of it.

How well informed are you about Ashford College campus?



Base: 2,118 (all respondents excluding 47 no reply)

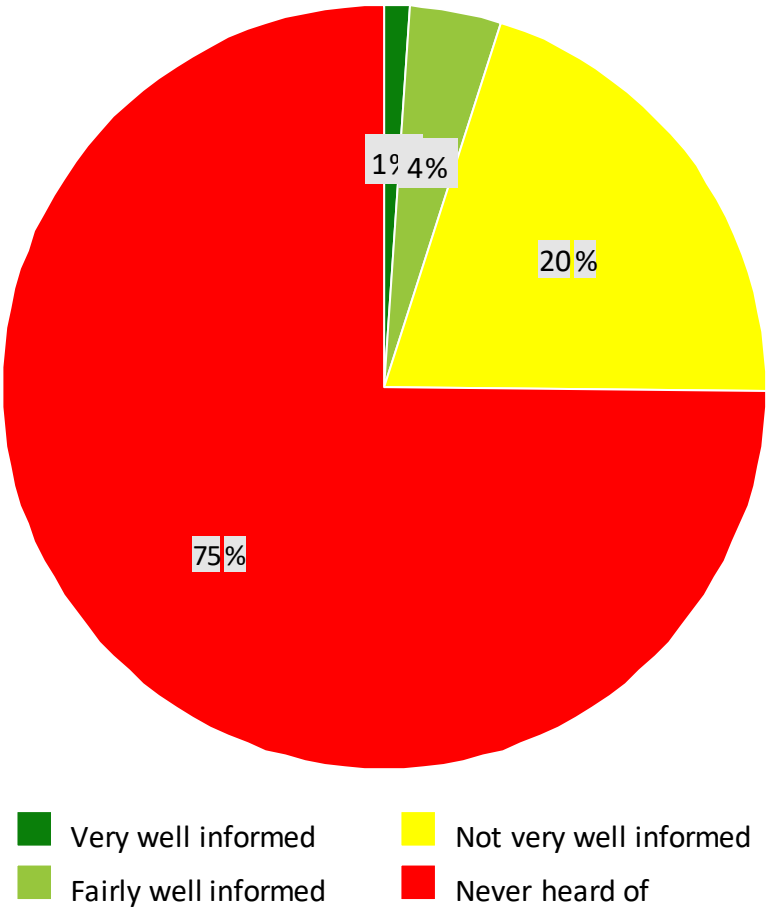
Across the borough as a whole, 52% of residents feel very or fairly well informed about Ashford college campus.

This is another project about which residents in rural areas feel significantly less informed than people elsewhere in the borough:

- Ashford town: 67% feel very or fairly well informed, 2% have never heard of it
- Outskirts of Ashford town: 58% feel very or fairly well informed, 5% have never heard of it
- Rest of the borough: 36% feel very or fairly well informed, 28% have never heard of it

Residents aged between 18 and 25 feel the most informed but this group also has the second highest percentage who have never heard of Ashford College campus: 60% of 18 to 25 year olds feel very or fairly well informed about it but 16% have never heard of it. As with other projects, residents aged 65 and over are the least aware as 41% feel very or fairly well informed and 20% have never heard of it.

How well informed are you about Jasmin Vardimon?



Base: 2,122 (all respondents excluding 43 no reply)

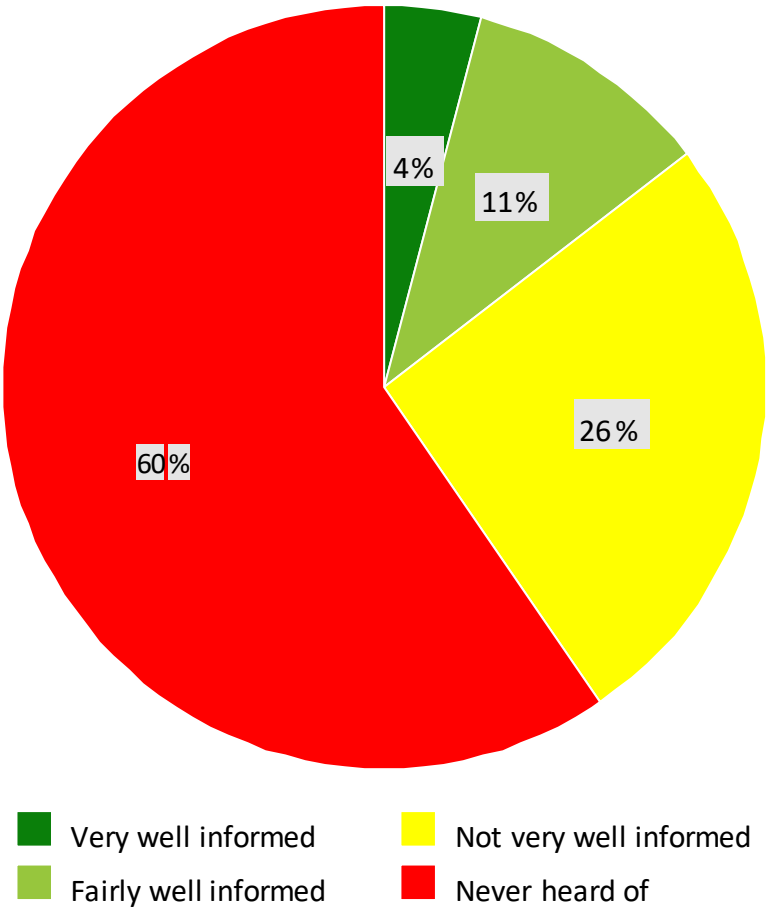
This is the project residents feel the least informed about. Across the borough as a whole, 5% of residents feel very or fairly well informed about the project to provide new space for the Jasmin Vardimon dance academy while three quarters of residents have never heard of it.

More than a third of residents in all parts of the borough have never heard of this project:

- Ashford town: 4% feel very or fairly well informed, 67% have never heard of it
- Outskirts of Ashford town: 5% feel very or fairly well informed, 77% have never heard of it
- Rest of the borough: 5% feel very or fairly well informed, 77% have never heard of it

Feeling very or fairly well informed is highest among 18 to 25 year olds and lowest among 35 to 44 year olds: 64% of 18 to 25 year olds and 81% of 35 to 44 year olds have never heard of this project.

How well informed are you about Ashford International signalling?



Base: 2,126 (all respondents excluding 39 no reply)

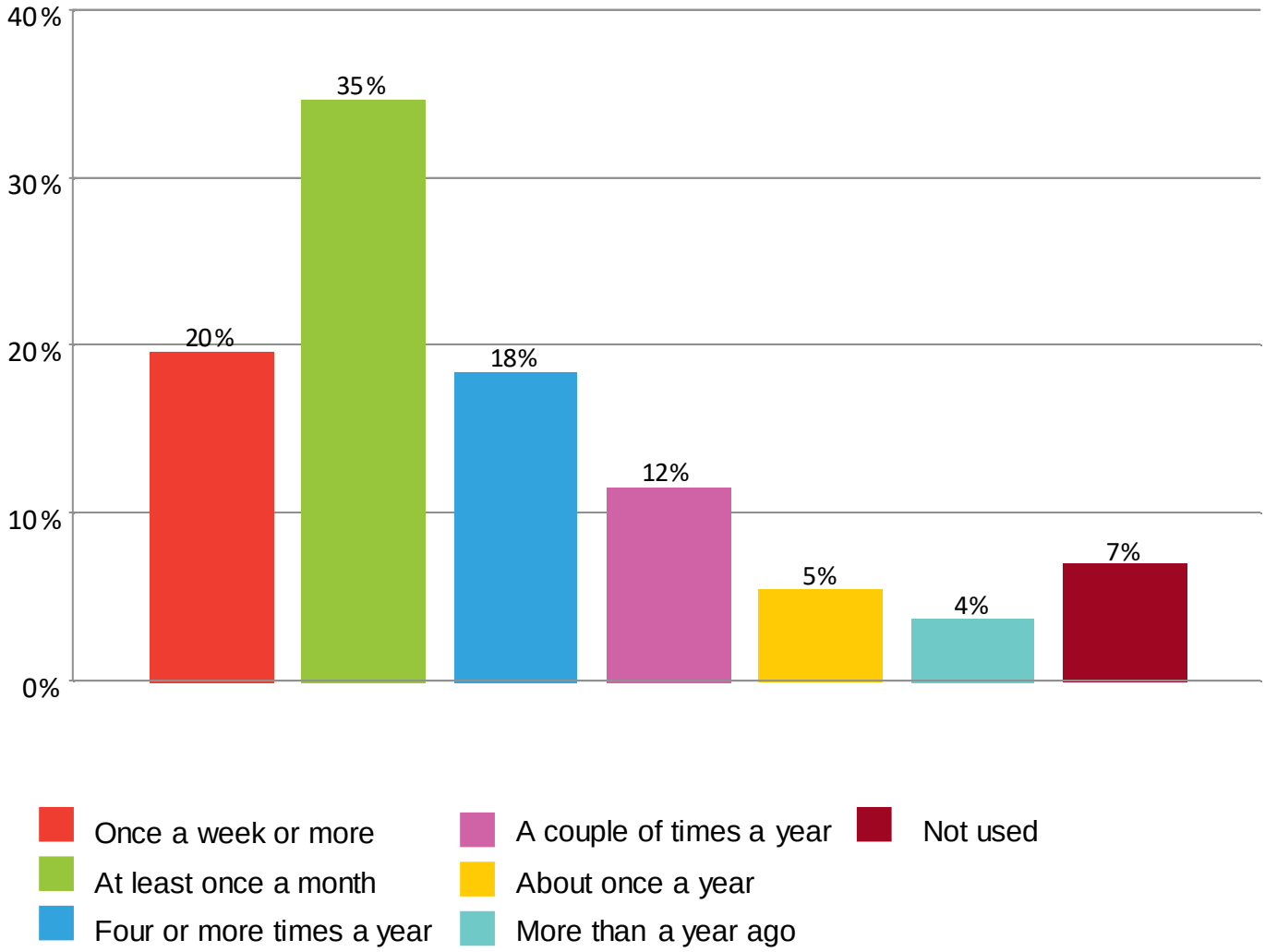
Across the borough as a whole, 15% of residents feel very or fairly well informed about the project to deliver new signalling so the next generation of Eurostar trains can continue to stop at Ashford International.

As with many of the council's other key projects, residents in Ashford town are the most aware of this project but in all parts of the borough there is a high proportion of residents who have never heard it:

- Ashford town: 23% feel very or fairly well informed, 49% have never heard of it
- Outskirts of Ashford town: 15% feel very or fairly well informed, 60% have never heard of it
- Rest of the borough: 10% feel very or fairly well informed, 65% have never heard of it

26 to 34 year olds are the most aware of this project: 21% of this age group feel very or fairly well informed. Awareness is lowest among 45 to 54 year olds, 11% of whom feel well informed to some extent. However, more than 50% of people in all age groups have never heard of the project, the highest being 68% of 35 to 44 year olds who have never heard of it.

How often do you visit Park Mall shopping centre?



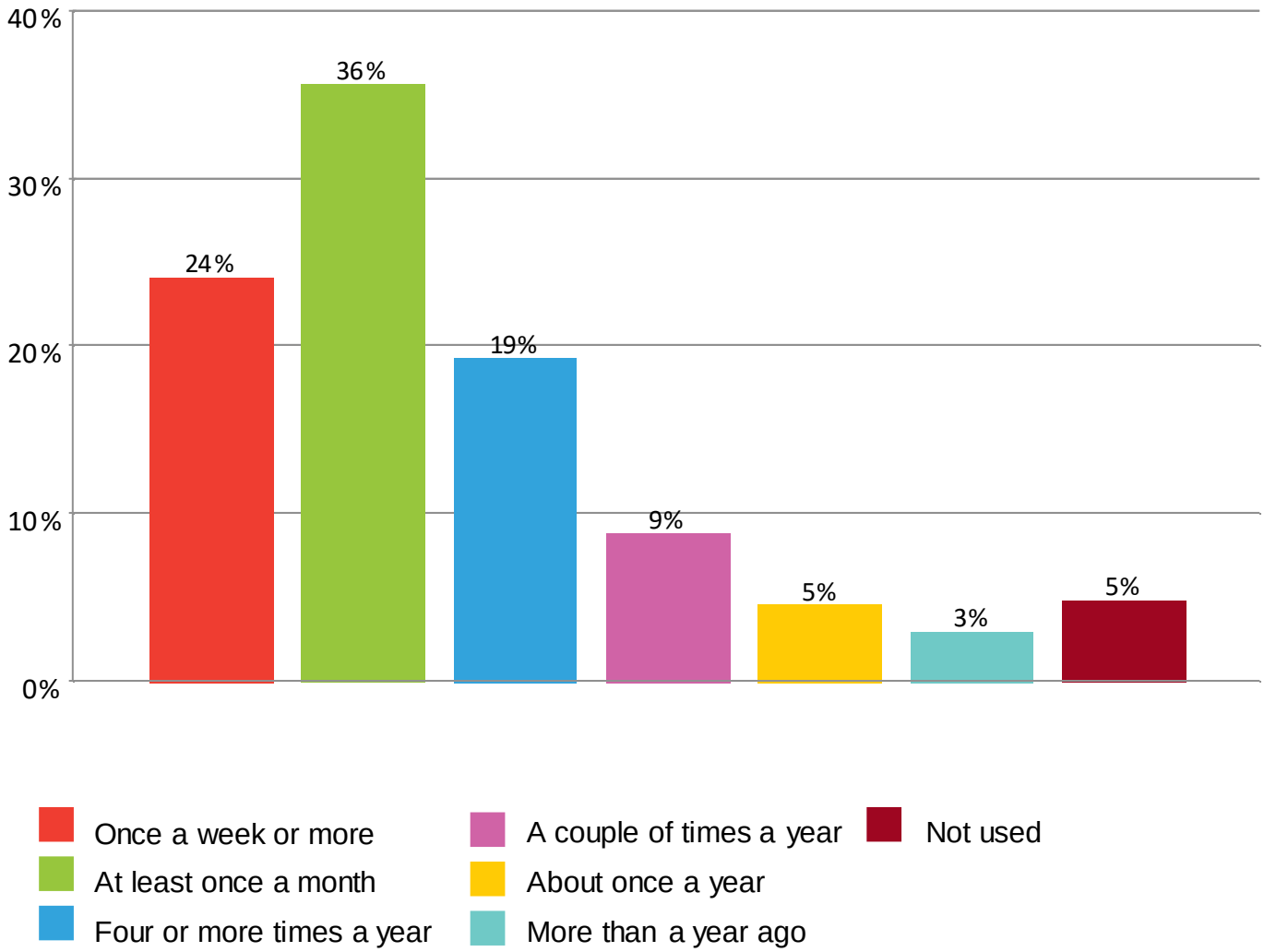
Base: 2,132 (all respondents excluding 33 no reply)

Over half of residents visit Park Mall at least once a month or more often. Less than 10% visit once a year or less, and just 7% have not used the shopping centre.

As would be expected, residents in Ashford town show the highest levels of usage: a third of people in Ashford visit Park Mall once a week or more, compared to just 8% of residents in rural areas visiting this often. Just 1% of Ashford residents have not visited Park Mall compared to 16% of people in rural areas.

Older residents are the least frequent visitors to visit Park Mall. 61% of 18 to 25 year olds visit at least once a month or more and just 4% have not visited, compared to 48% of residents aged 55 to 64 and 53% of those aged 65 and over visiting once a month or more. 12% of residents aged 65 and over have not used the shopping centre.

How often do you visit County Square?



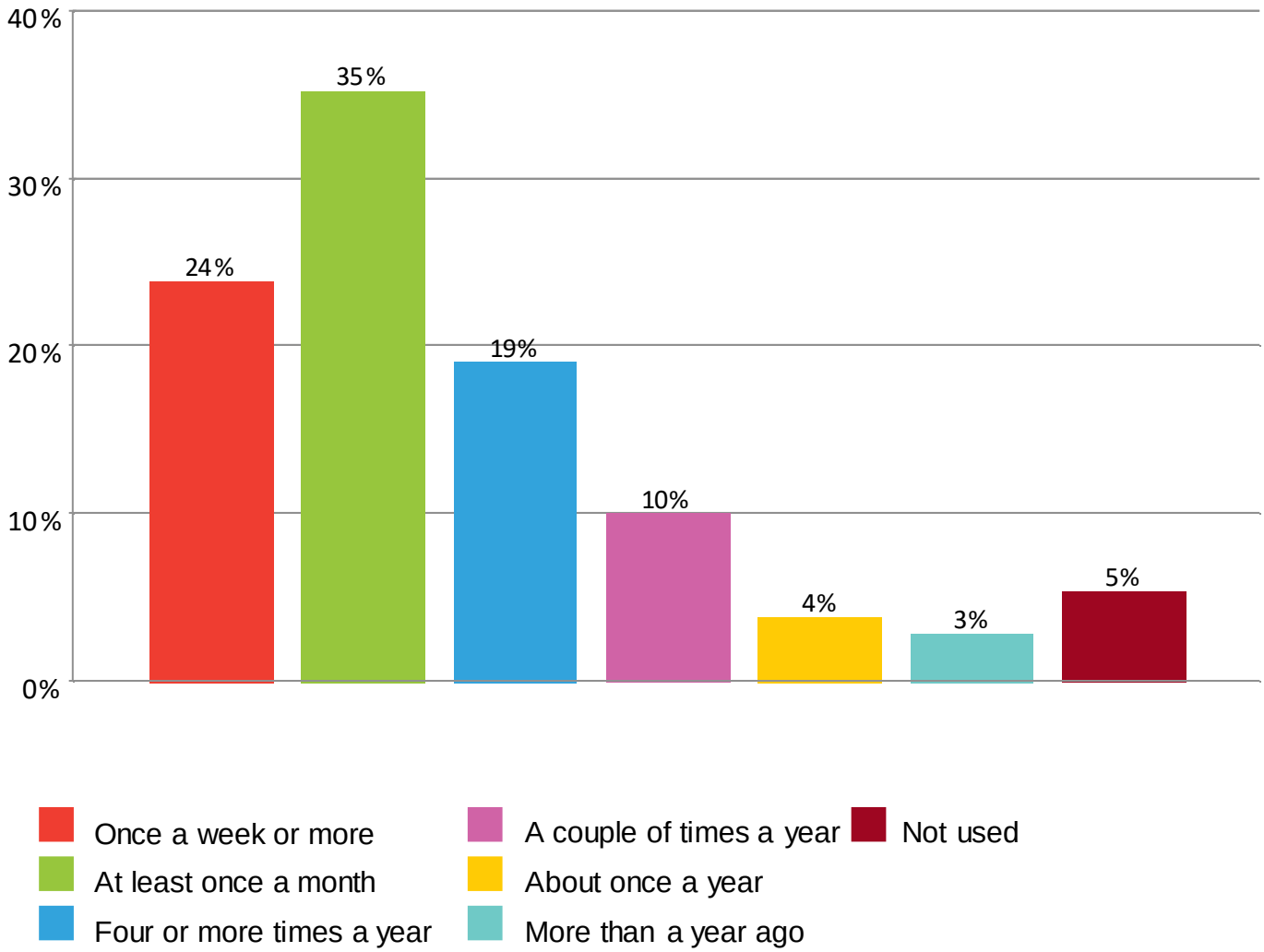
Base: 2,128 (all respondents excluding 37 no reply)

Almost a quarter of residents across the borough visit County Square once a week or more and over a third use it less than once a week but at least once a month. Just 8% visit once a year or less often and 5% have not used it.

As with usage of Park Mall shopping centre, residents of Ashford town visit County Square the most frequently: 41% of people living in the town visit County Square once a week or more, compared to 29% of residents on the outskirts of town and just 9% of those living elsewhere in the borough. Residents in rural areas show the highest levels of non-usage: 12% of people in rural areas have not used County Square compared to just 1% of those living in or on the outskirts of Ashford town.

Although all respondents aged between 18 and 25 have visited County Square, they tend to do so less frequently than older residents. 22% of 18 to 25 year olds visit once a week or more, compared to 32% of those aged 65 and over.

How often do you shop in the town centre in general?



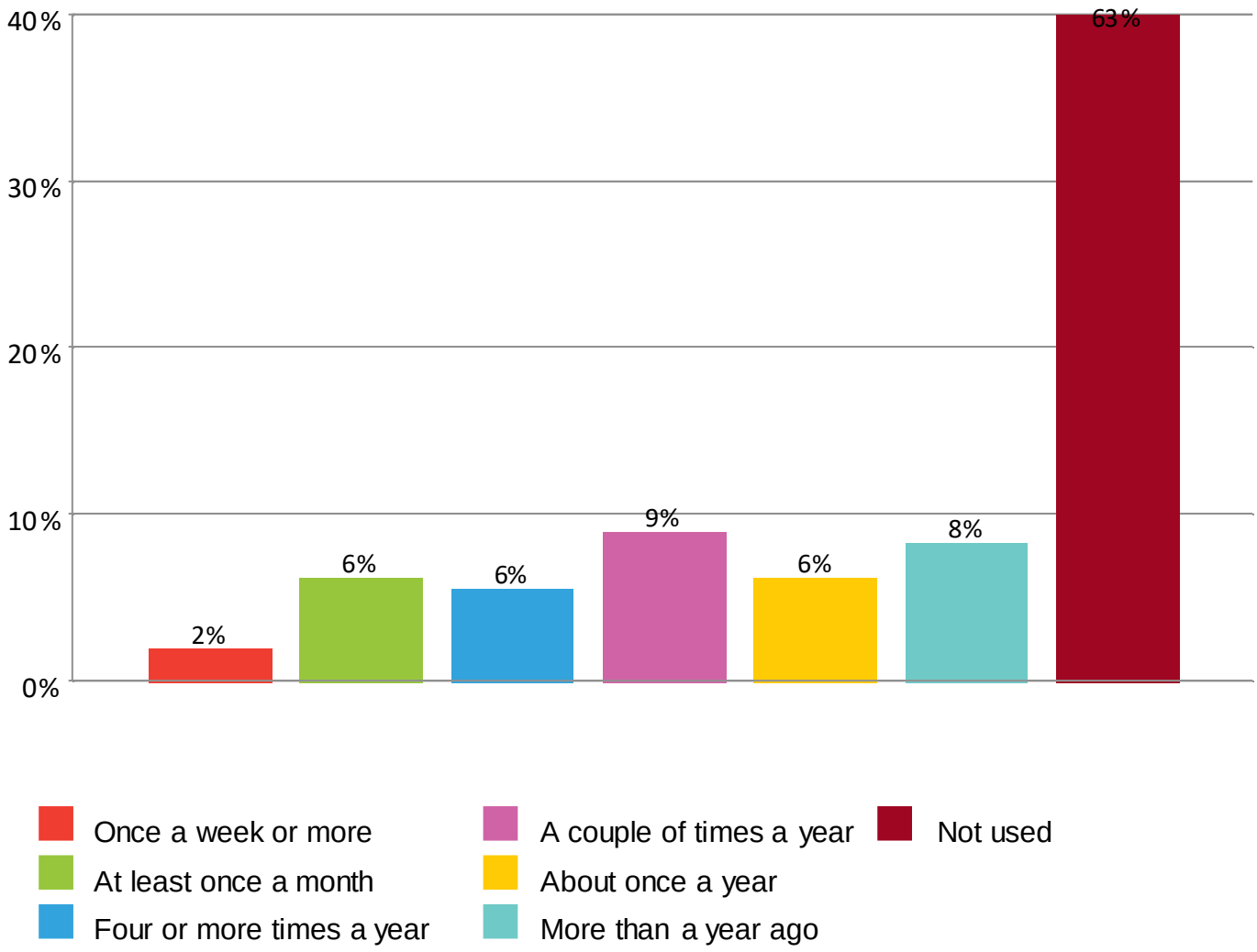
Base: 2,106 (all respondents excluding 59 no reply)

59% of residents across the borough shop in Ashford town centre at least once a month or more often. Just 5% never do this and 7% do so once a year or less.

As with the two main shopping centres, people living in and on the outskirts of Ashford shop in the town centre far more frequently than those living elsewhere in the borough. 41% of residents in Ashford town and 29% of those on the outskirts of the town shop in the centre once a week or more, compared to 9% of residents elsewhere in the borough.

Younger residents tend to shop in the town centre the most often: 63% of 18 to 25 year olds and 26 to 34 year olds do so at least once a month or more often and nobody aged 18 to 25 does not use the town centre for shopping, compared to 12% of respondents aged 65 and over who never do so.

How often do you shop at the farmers' market?



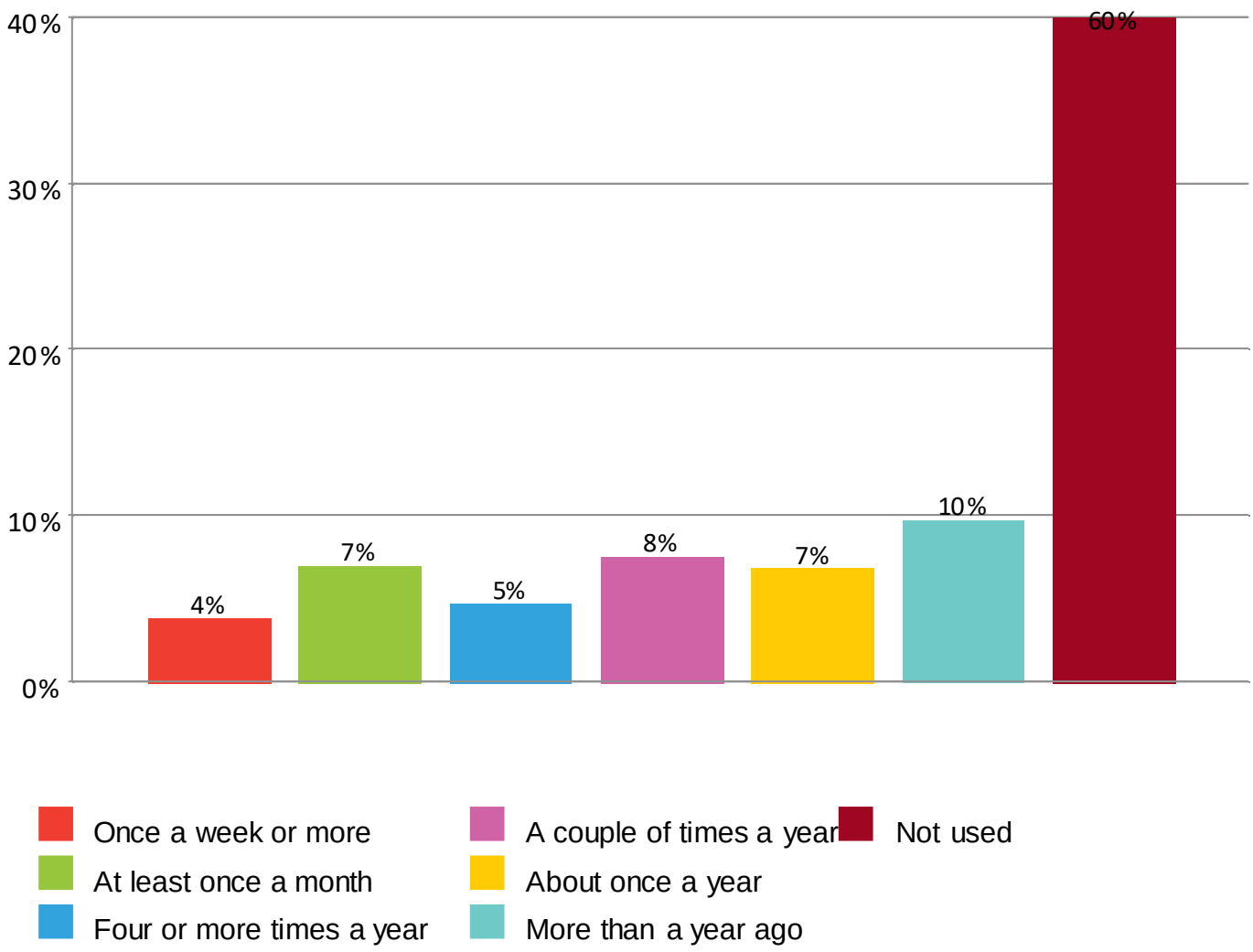
Base: 2,086 (all respondents excluding 79 no reply)

Almost two thirds of residents never shop at the farmers' market, while just 8% do so once a month or more often.

This is another activity which is most common among residents in and on the outskirts of Ashford town: 11% of residents in the town shop at the farmers' market at least once a month or more often, compared to 9% of residents living on the outskirts of the town and 6% of those elsewhere in the borough.

Younger residents shop at the farmers' market the most frequently: 21% of 18 to 25 year olds do so at least once a month or more often. At the other end of the scale, just 4% of 55 to 64 year olds do so and 72% of residents aged 65 and over have not used the market.

How often do you shop at the general market?



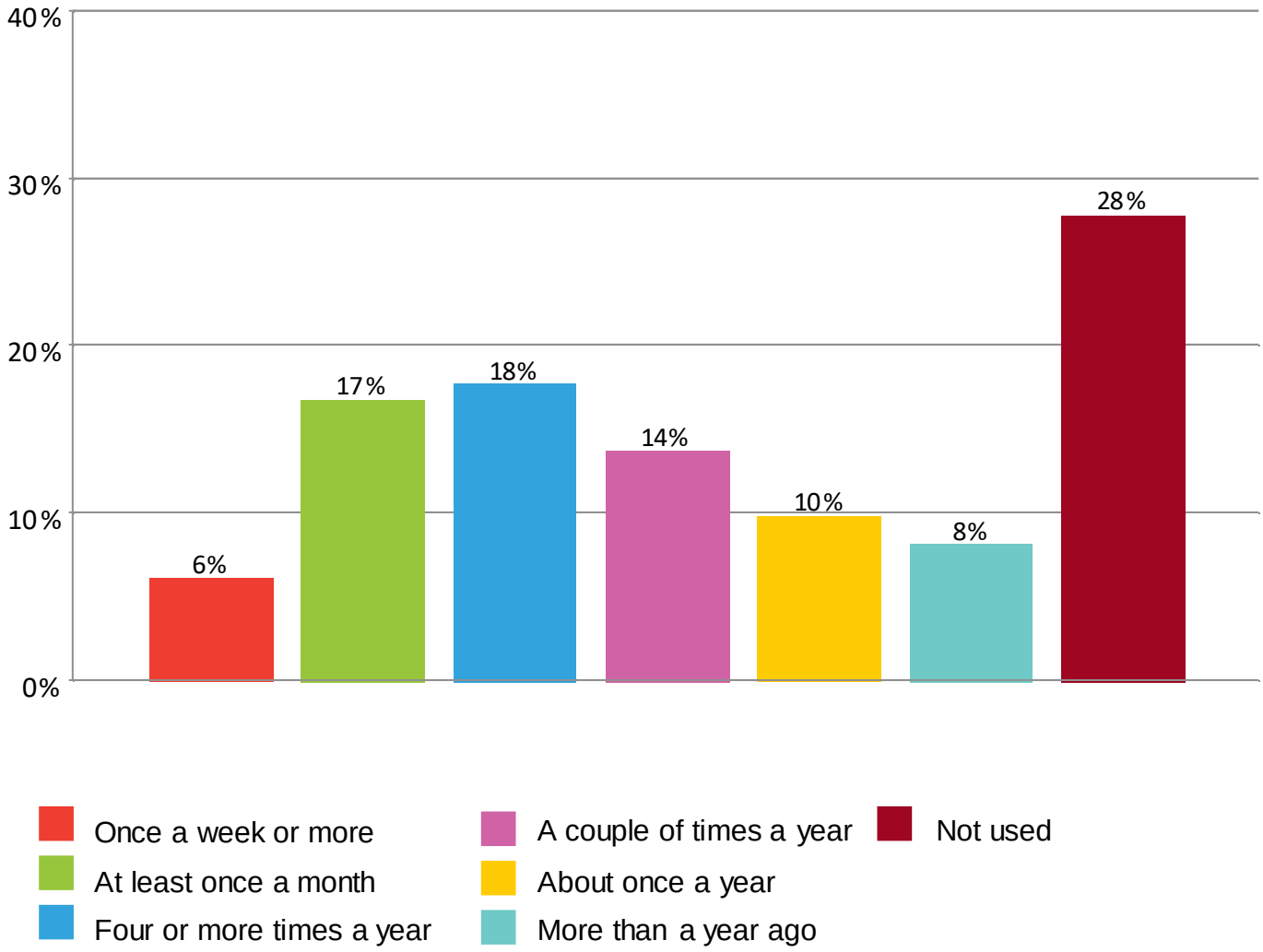
Base: 2,056 (all respondents excluding 109 no reply)

The general market attracts visitors more frequently than the farmers market. 11% shop there at least once a month or more often compared to 60% of residents across the borough do not use it.

Residents of Ashford town use the general market the most frequently: 17% of residents in the town shop there at least once a month or more often compared to 12% of people living on the outskirts of the town and 6% of those elsewhere in the borough.

Younger residents shop at the general market the most frequently: a quarter of 18 to 25 year olds do so at least once a month or more often. At the other end of the scale, just 8% of 35 to 44 year olds and 55 to 64 year olds do so, while two thirds of residents aged 65 and over have not used the market.

How often do you eat out in the town centre in the daytime?



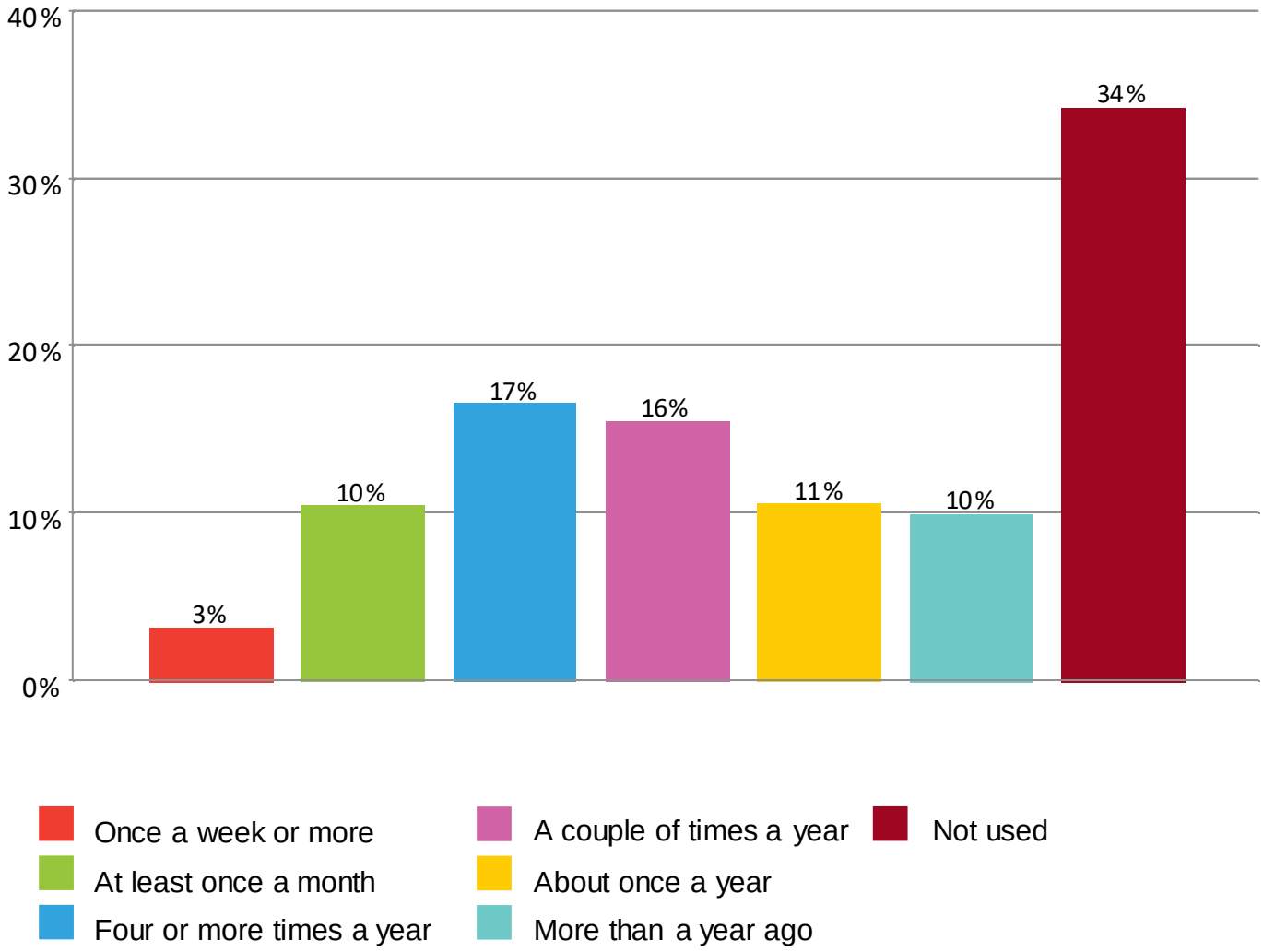
Base: 2,123 (all respondents excluding 42 no reply)

Almost a quarter of residents across the borough eat out in Ashford town centre during the daytime at least once a month or more frequently. Just 8% last did this more than a year ago.

As would be expected, residents who live in Ashford eat out in the town more regularly. 11% of people living in the town eat out there during the day once a week or more compared to 8% of residents on the outskirts of town and 2% of people elsewhere in the borough. Not eating out in town during the day is more common among residents in rural areas: 13% of respondents in Ashford town and 21% on the outskirts of town have not done this compared to 44% of those living elsewhere in the borough.

Eating out in town during the day is much more common among younger residents. 35% of residents aged 18 to 25 do so at least once a month or more often and just 4% do not do this, compared to 17% of 55 to 64 year olds who do so once a month or more.

How often do you eat out/socialise in the town centre in the evening?



Base: 2,096 (all respondents excluding 69 no reply)

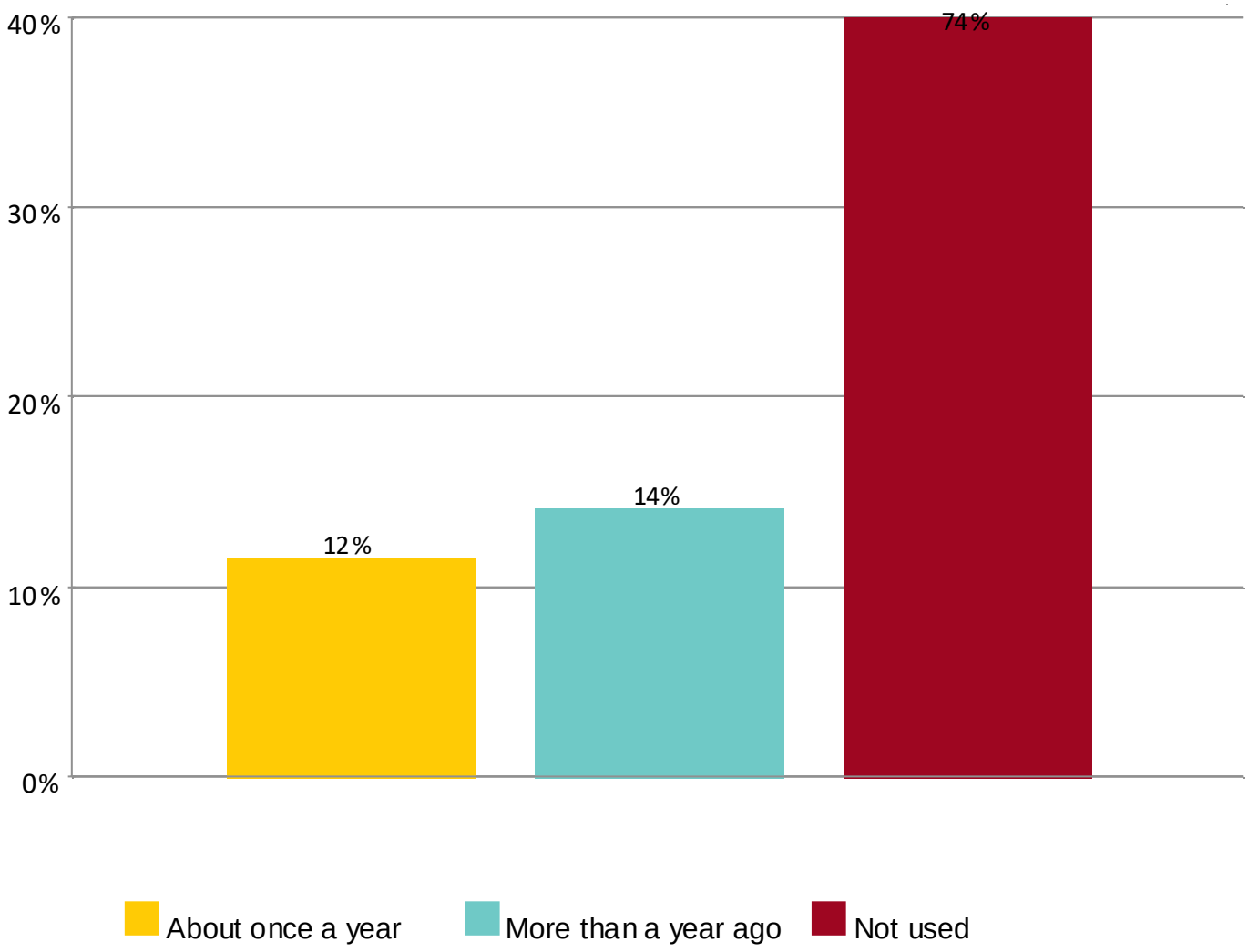
Eating out in the town centre during the evening is less popular than doing so during the day. Over a third of residents across the borough never eat out and socialise in town during the evening and just 13% do so at least once a month or more often.

Residents who live in Ashford town eat out and socialise in the evenings more than those who live elsewhere: 8% of residents in town do so once a week or more compared to 3% of those on the outskirts of town and 1% of residents who live elsewhere in the borough.

Eating and socialising in town in the evening is much more popular among younger residents and there is a noticeable pattern:

- 18 to 25 year olds: 30% do so at least once a month or more, 8% never do so
- 26 to 34 year olds: 16% do so at least once a month or more, 19% never do so
- 35 to 44 year olds: 15% do so at least once a month or more, 20% never do so
- 45 to 54 year olds: 12% do so at least once a month or more, 37% never do so
- 55 to 64 year olds: 7% do so at least once a month or more, 47% never do so
- 65 year olds and over: 4% do so at least once a month or more, 66% never do s

How often do you attend Create Festival?



Base: 1,859 (all respondents excluding 306 no reply)

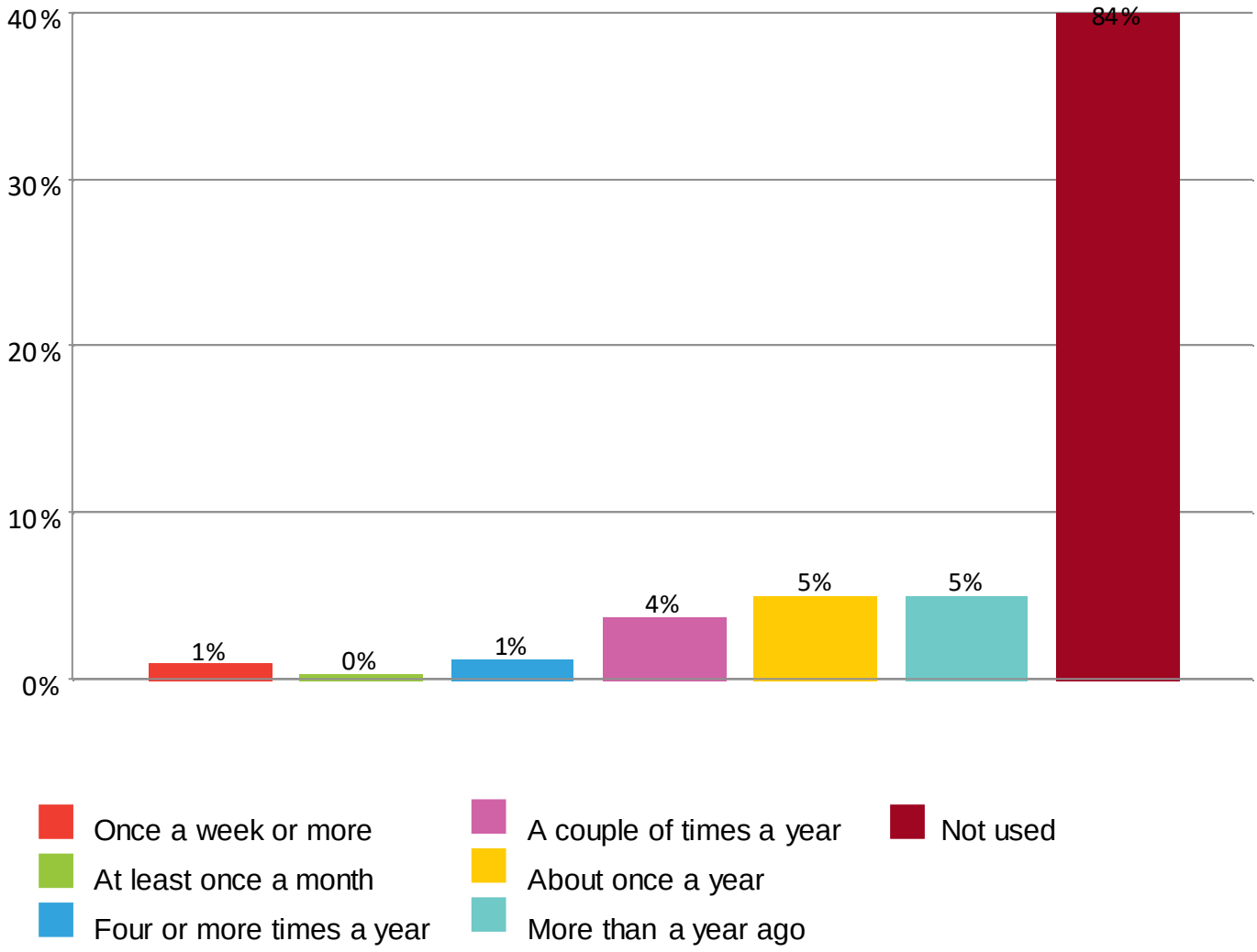
Just over a quarter of residents have either attended Create festival within the last year or more than a year ago. Of the 26% who have attended, just under half do so once a year and the remainder last attended more than a year ago.

Residents in Ashford attend the festival significantly more than those elsewhere. 27% of people living in Ashford town attend about once a year and 60% have not attended, compared to 13% of residents on the outskirts of Ashford visiting once a year and 71% never having attended. 3% of residents elsewhere in the borough attend around once a year and 85% have never attended.

The festival also appears to be more popular among younger residents. Attendance by age group is as follows:

- 18 to 25 year olds: 5% attend about once a year and 59% never do so
- 26 to 34 year olds: 15% attend about once a year and 71% never do so
- 35 to 44 year olds: 21% attend about once a year and 66% never do so
- 45 to 54 year olds: 14% attend about once a year and 76% never do so
- 55 to 64 year olds: 10% attend about once a year and 81% never do so
- 65 year olds and over: 5% attend about once a year and 90% never do so

How often do you attend performances/events at Revelation St Mary's?



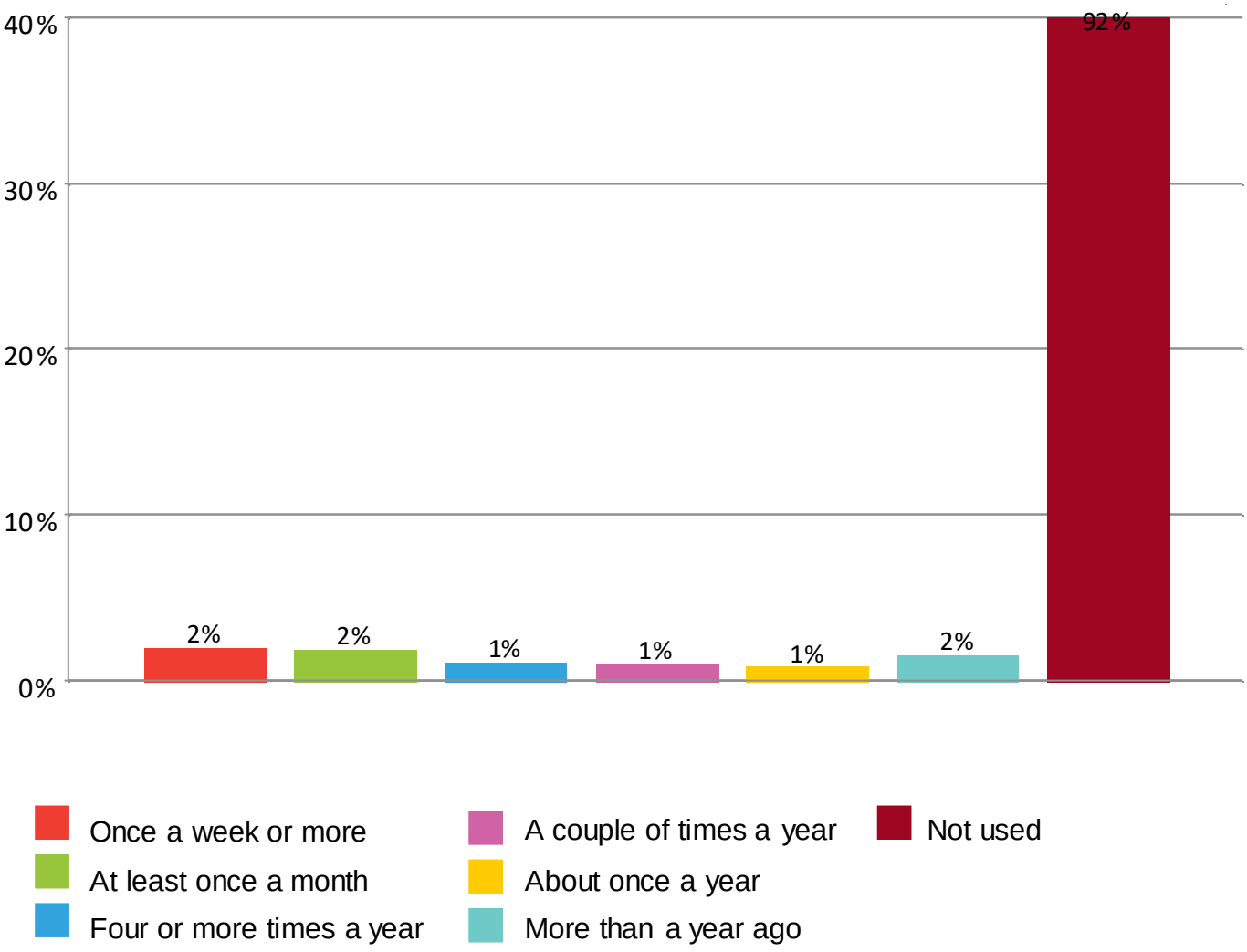
Base: 2,085 (all respondents excluding 80 no reply)

Across the borough as a whole, 84% of residents have not attended performances or events at Revelation St Mary's. 1% attend once a week or more and 10% attend between four times a year and about once a year. Residents are less likely to attend frequently as they would mostly likely attend shows that appeal to their interests.

As with many other activities in the town centre, residents who live in the town attend Revelation St Mary's far more often than those living elsewhere in the borough; 5% of Ashford town residents attend at least once a month or more often, compared to 0.2% of residents on the outskirts of the town and 0.6% of people living elsewhere in the borough.

Although younger residents attend Revelation St Mary's the most frequently, this is also the age group where the largest proportion never attend as 4% attend about once a month or more often and 92% never do so.

How often do you visit One You Shop?



Base: 1,985 (all respondents excluding 180 no reply)

Across the borough, 9% of residents visit the One You Shop, and half of these do so at least once a month or more often. As this is a shop that gives health advice and evaluations, it is less likely for residents to visit more frequently.

This is another activity which residents of Ashford town do more regularly than those living elsewhere in the borough. 7% of people living in Ashford town visit once a week or more compared to just 1% of those living on the outskirts of the town and elsewhere in the borough.

Usage of the shop is most common among the youngest and oldest residents: 5% of those aged 18 to 25 and of those aged 65 and over visit at least once a month or more often, compared to 2% of 55 to 64 year olds and 3% of 26 to 34 year olds.

Other activities in Ashford town centre

Residents were also asked if they use other facilities in Ashford town centre and the frequency with which they do so; the responses received are as follows.

Bank: 10 responses. 2 respondents visit the bank once a week or more, 7 visit at least once a month and 1 visits four or more times a year.

Library: 10 responses. 1 resident visits once a week or more and 9 visit at least once a month.

Supermarkets: 5 responses. 4 residents visit once a week or more and 1 visits at least once a month.

Designer Outlet: 5 responses. 4 residents visit at least once a month and 1 visits four or more times a year.

Stour Centre: 4 responses. 1 residents visit once a week or more, 1 visits four or more times a year and 2 last visited more than a year ago.

Ashford International station: 2 responses. 2 residents use the station at least once a month.

Church: 2 responses. 1 resident attends once a week or more and 1 attends four or more times a year.

Hairdressers: 2 responses. 2 residents visit at least once a month.

Charity shops: 2 responses. 1 resident visits once a week or more and 1 visits at least once a month.

Parks: 2 responses. 1 resident visits once a week or more and 1 visits about once a year.

Dentist: 2 responses. 1 resident visits four or more times a year and 1 visits a couple of times a year.

Restaurants: 2 responses. 1 resident visits four or more times a year and 1 last visited more than a year ago.

Gym: 1 response. This resident visits once a week or more.

Bandstand: 1 response. This resident visits about once a year.

Post Office: 1 response. This resident visits once a week or more.

Bingo: 1 response. This resident visits once a week or more.

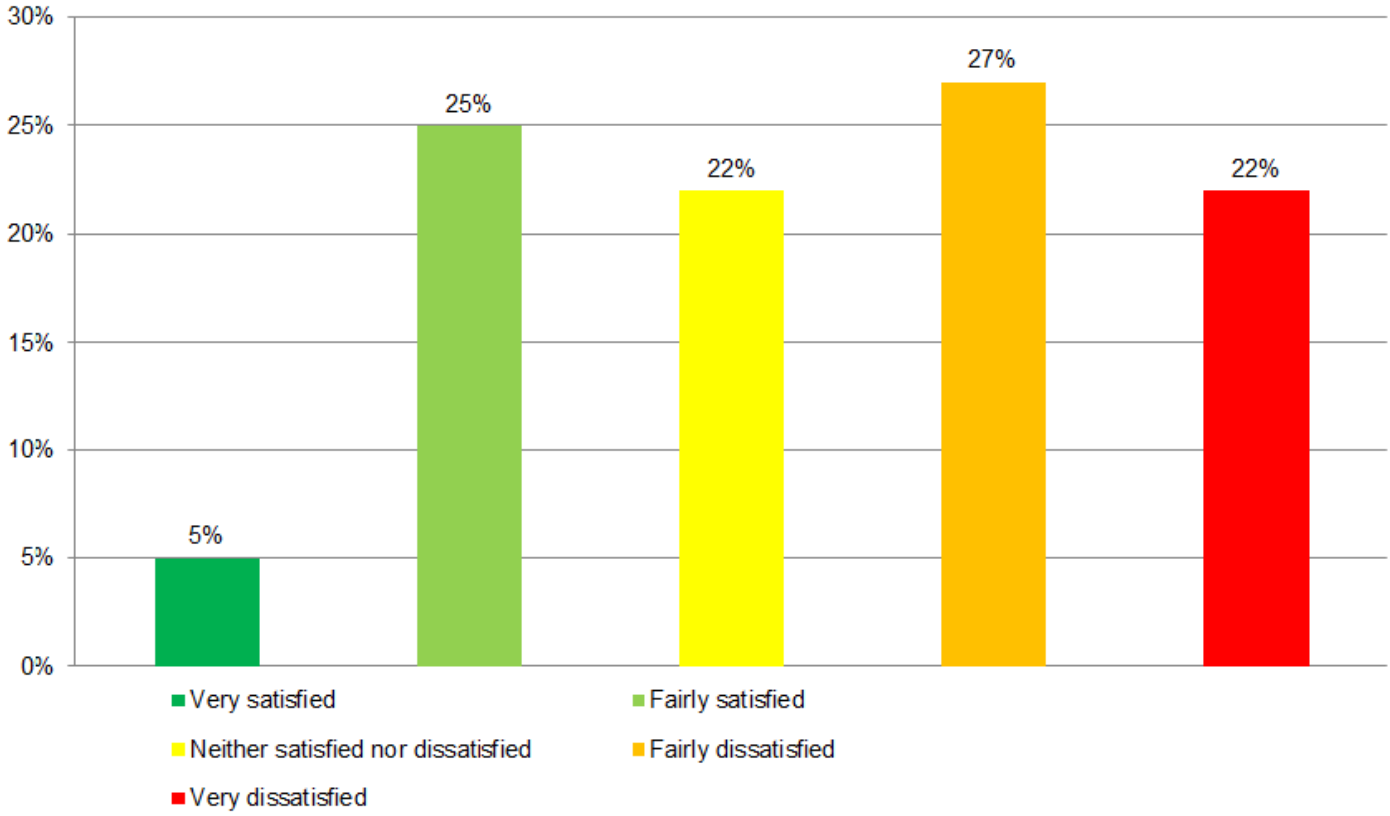
Coffee shop: 1 response. This resident visits at least once a month.

Christmas lights: 1 response. This resident visits about once a year.

Base: 71 (all respondents who said they use other facilities in the town centre excluding 17 who did not state what other facilities they use)

Satisfaction with Ashford town centre

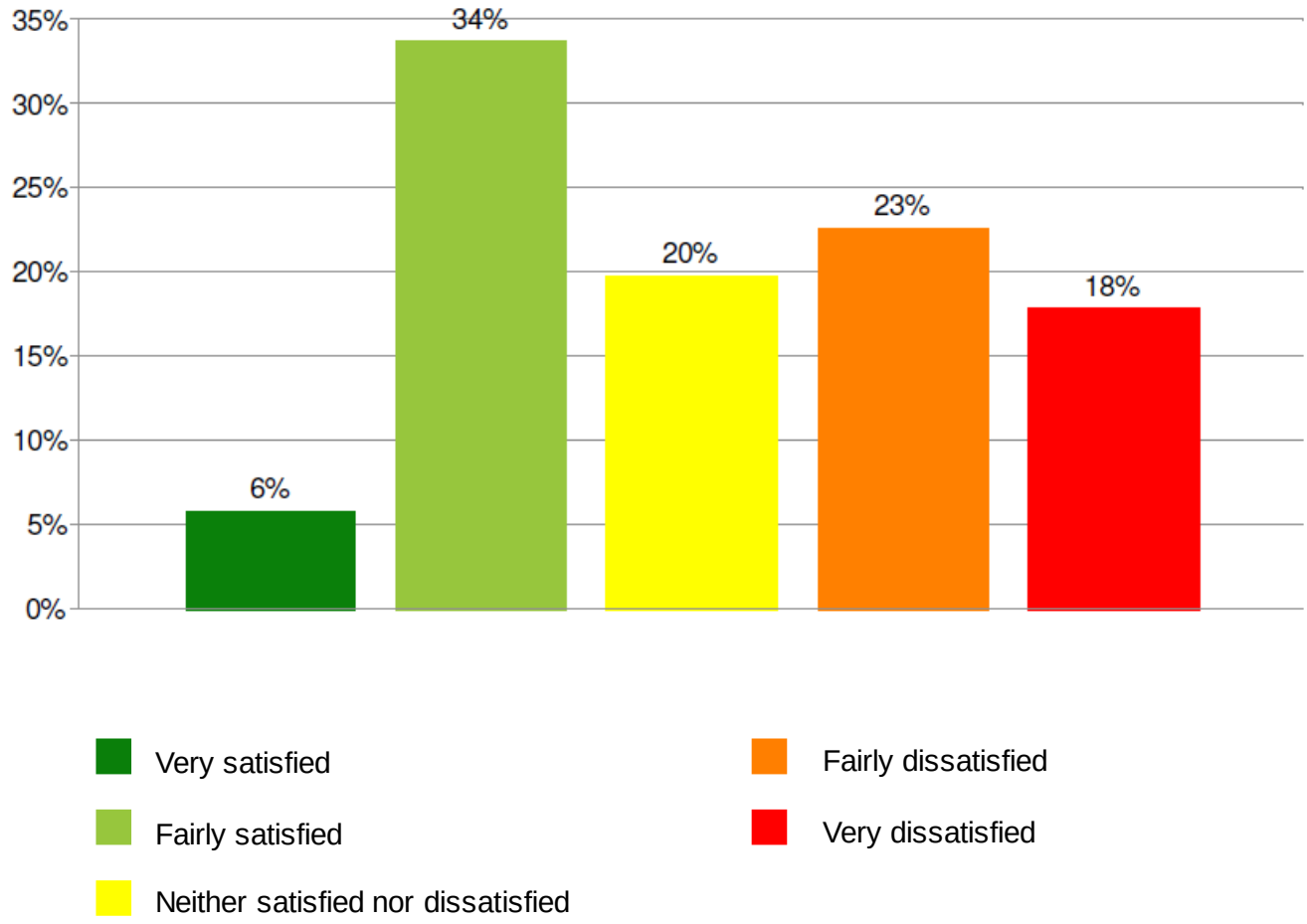
Residents were asked how satisfied they are with Ashford town centre as a place to shop, visit and go out. The responses to these three questions have been aggregated to provide overall satisfaction with Ashford town centre as shown in the following chart.



Base: 1,974 (all respondents excluding 159 not used and 32 don't know)

Overall, 30% of residents are very or fairly satisfied with Ashford town centre and 49% are dissatisfied to some extent. People are more satisfied with the town as a place to shop than as a place to visit or to go out; these individual aspects are explored in more detail in the sections that follow.

How satisfied are you with Ashford town centre as a place to shop?



Base: 2,044 (all respondents excluding 104 not used and 17 no reply)

Across the borough as a whole, 40% of residents are very or fairly satisfied with Ashford town centre as a place to shop while 41% are dissatisfied to some extent. One in five respondents are neither satisfied nor dissatisfied.

Residents who live in the town are more satisfied with its shopping offer than those who live elsewhere in the borough:

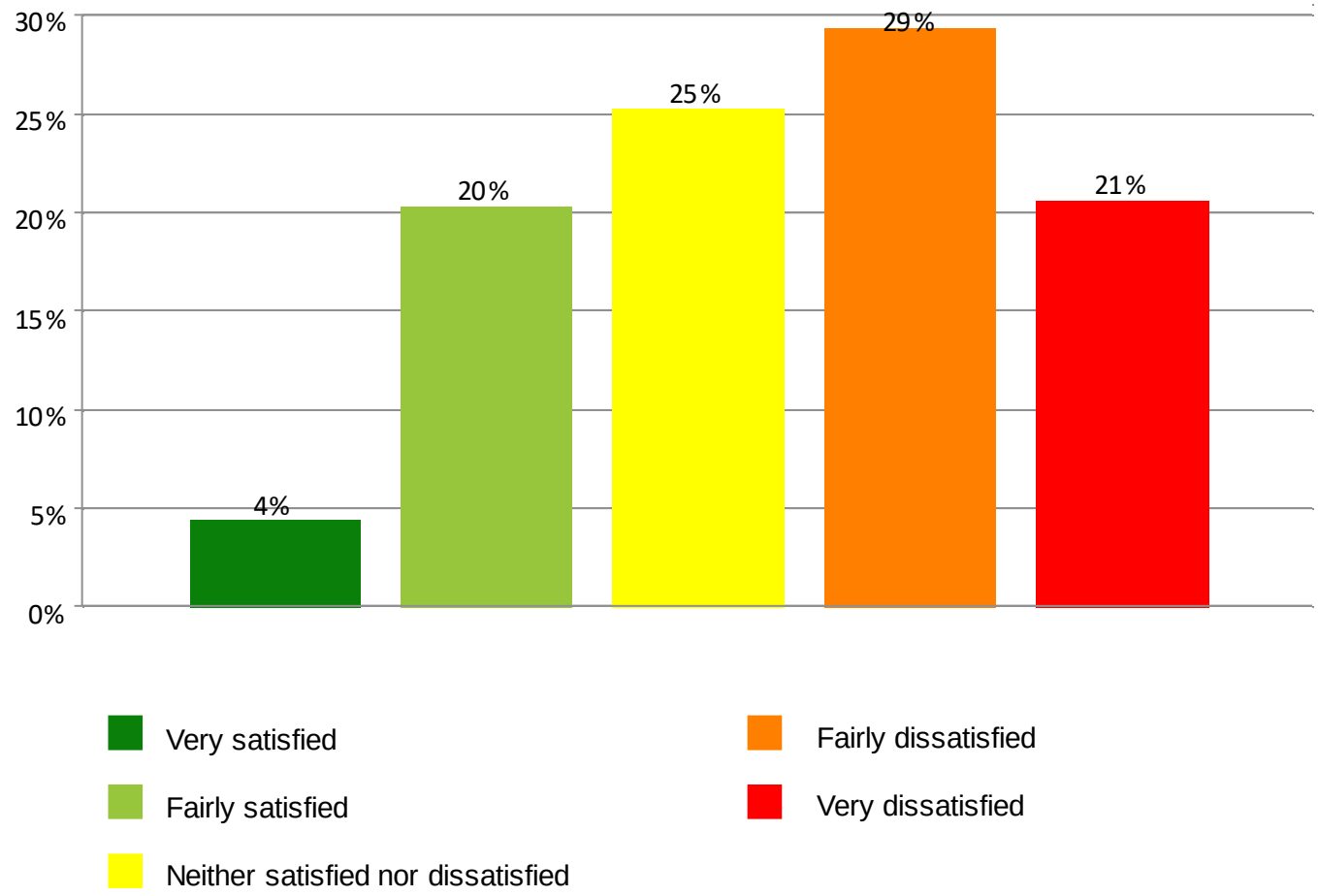
- Ashford town: 46% satisfied and 38% dissatisfied
- Outskirts of Ashford town: 39% satisfied and 42% dissatisfied
- Rest of the borough: 36% satisfied and 40% dissatisfied

Younger residents are the most satisfied: 58% of 18 to 25 year olds are very or fairly satisfied and 23% are dissatisfied to some extent. At the other end of the scale, the lowest satisfaction is found among 55 to 64 year olds, 30% of whom are very or fairly satisfied, and the most dissatisfied age group is 26 to 34 year olds, 49% of whom are dissatisfied to some extent.

It is also worth noting less affluent residents are more satisfied than those who are very well off. In the most affluent Acorn category, "Affluent Achievers", 29% of respondents are very or fairly satisfied and 52% are

dissatisfied to some extent, while in the least affluent category, "Urban Adversity", 51% are satisfied and 30% are dissatisfied.

How satisfied are you with Ashford town centre as a place to visit?



Base: 2,001 (all respondents excluding 130 not used and 34 no reply)

Across the borough overall, 24% of residents are very or fairly satisfied with the town centre as a place to visit. A quarter of respondents are neither satisfied nor dissatisfied while half are dissatisfied to some extent.

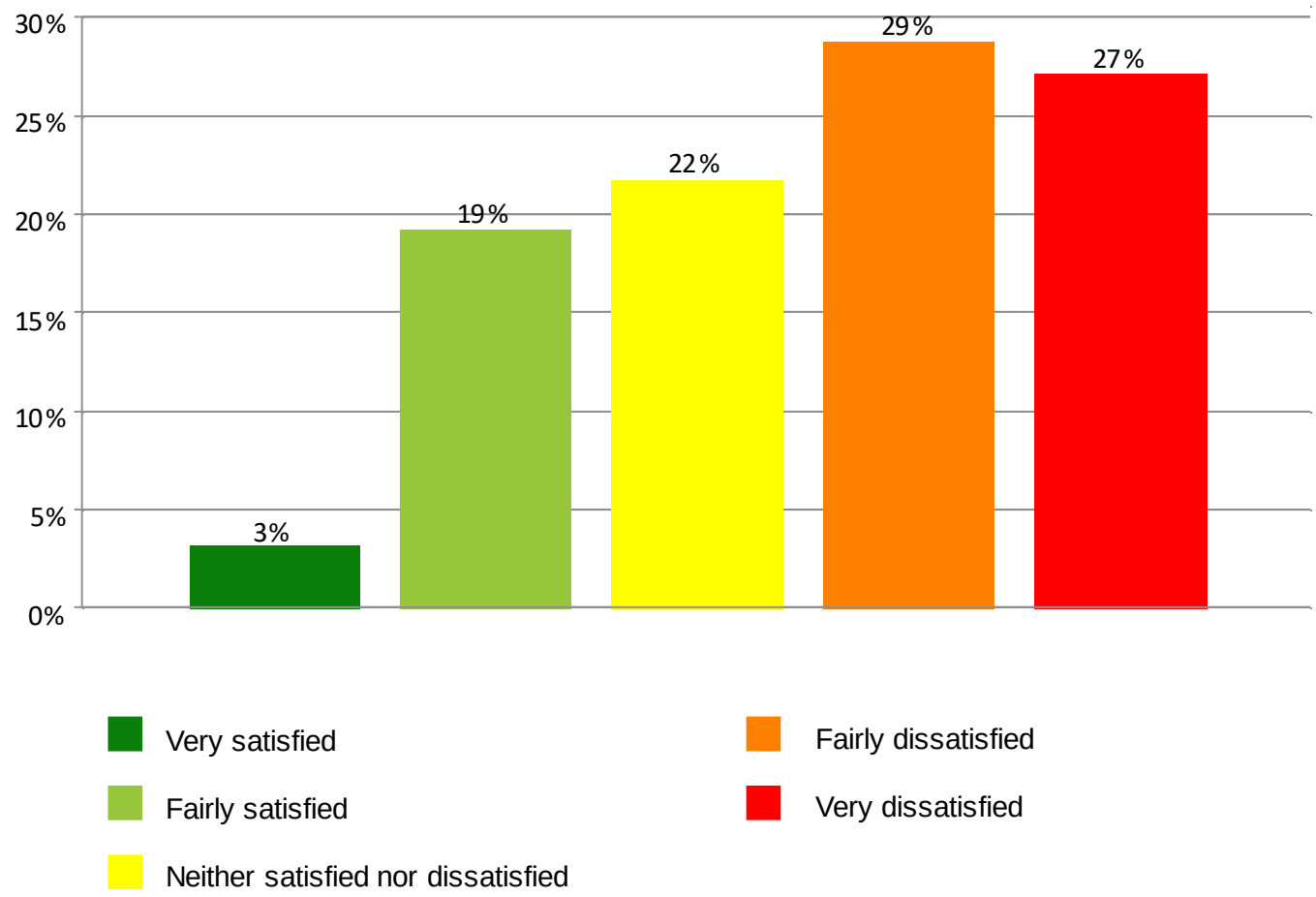
Residents of Ashford town are happier with the town centre as a place to visit than people who live elsewhere in the borough. 38% of residents in the town are very or fairly satisfied and 40% are dissatisfied to some extent, compared to 22% satisfied and 53% dissatisfied on the outskirts of the town and 20% satisfied and 52% satisfied elsewhere in the borough.

18 to 25 year olds are the most satisfied. Residents aged between 26 and 34 report the lowest levels of satisfaction but those aged 35 to 44 are the most dissatisfied: - 18 to 25 year olds: 44% satisfied and 38% dissatisfied:

- 26 to 34 year olds: 18% satisfied and 56% dissatisfied
- 35 to 44 year olds: 21% satisfied and 58% dissatisfied
- 45 to 54 year olds: 21% satisfied and 56% dissatisfied
- 55 to 64 year olds: 20% satisfied and 52% dissatisfied
- 65 years old and over: 25% satisfied and 38% dissatisfied

As is the case with the town as a place to shop, less affluent residents are generally more satisfied than those who are very well off. In the "Urban Adversity" Acorn category, 42% of respondents are very or fairly satisfied and 32% dissatisfied to some extent, compared to 14% satisfied and 61% dissatisfied in the "Affluent Achievers" category and 13% satisfied and 60% dissatisfied in the "Rising Prosperity" category.

How satisfied are you with Ashford town centre as a place to go out?



Base: 1,881 (all respondents excluding 243 not used and 41 no reply)

Across the borough as a whole, nearly a quarter of residents are satisfied to some extent with Ashford town centre as a place to go out and 56% are fairly or very dissatisfied.

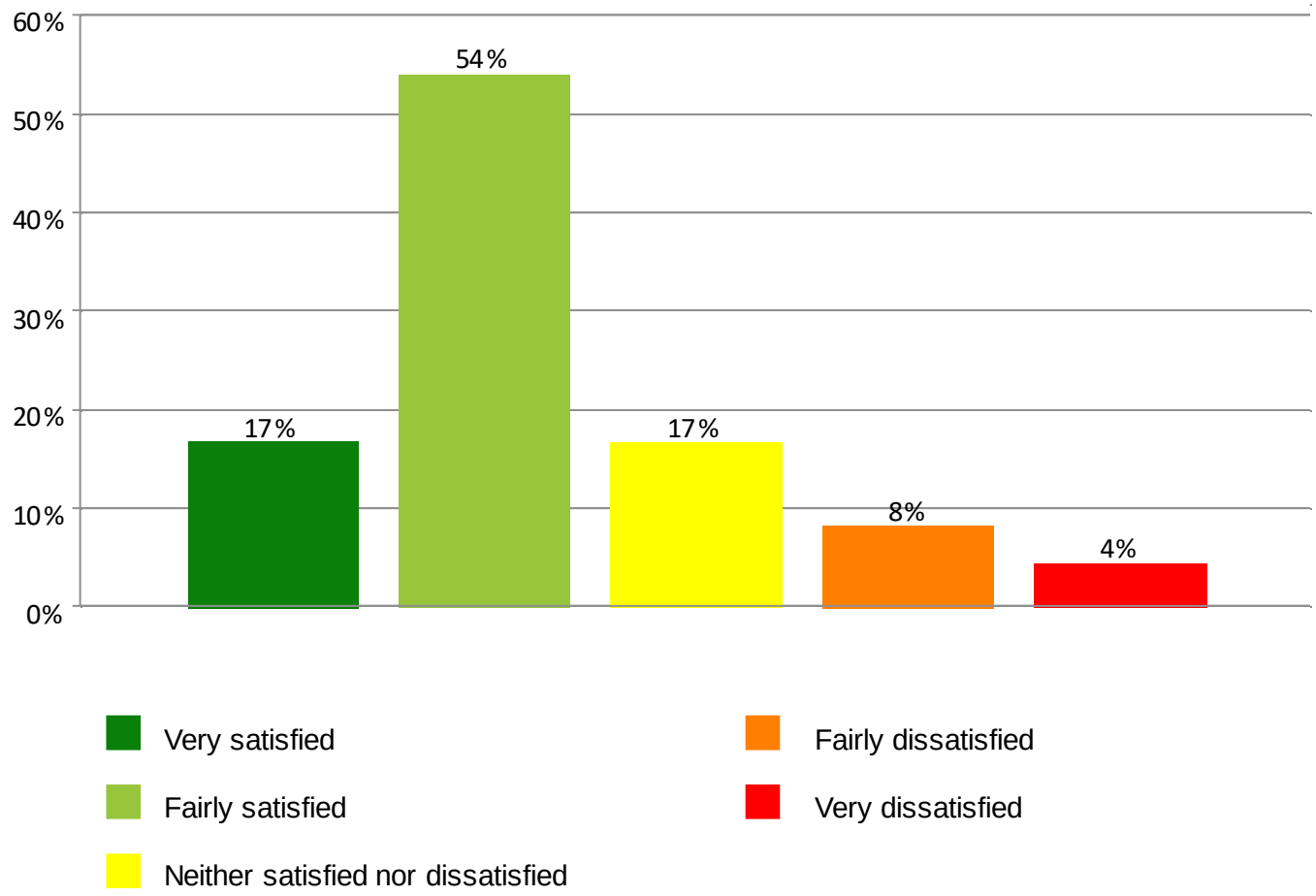
People living in Ashford town are generally more satisfied with the town as a place to go out than residents elsewhere in the borough. 26% of residents in Ashford town are very or fairly satisfied while 48% are dissatisfied to some extent, compared to 21% satisfied and 59% dissatisfied on the outskirts of the town and 22% satisfied and 56% dissatisfied in the rest of the borough.

Residents aged 18 to 25 are significantly more satisfied with going out in the town than any other age group:
- 18 to 25 years old: 54% satisfied and 42% dissatisfied
- 26 to 34 years old: 16% satisfied and 59% dissatisfied
- 35 to 44 years old: 16% satisfied and 67% dissatisfied
- 45 to 54 years old: 16% satisfied and 62% dissatisfied
- 55 to 64 years old: 14% satisfied and 58% dissatisfied
- 65 years old and over: 19% satisfied and 45% dissatisfied

As with other aspects of Ashford town centre, less affluent residents are happier with the town as a place to go out than more well off residents. The two least affluent Acorn categories are more satisfied than the other categories:

- Affluent Achievers: 12% satisfied and 66% dissatisfied
- Rising Prosperity: 9% satisfied and 74% dissatisfied
- Comfortable Communities: 25% satisfied and 54% dissatisfied
- Financially Stretched: 28% satisfied and 51% dissatisfied
- Urban Adversity: 34% satisfied and 35% dissatisfied

How satisfied are you with parks in the borough?



Base: 1,796 (all respondents excluding 340 not used and 30 no reply)

Across the borough as a whole, 71% of residents are satisfied to some extent with parks. A further 17% are neither satisfied nor dissatisfied, 8% are fairly dissatisfied and just 4% are very dissatisfied.

Residents of Ashford town are more satisfied than those elsewhere in the borough: 79% of respondents who live in Ashford town are very or fairly satisfied, compared to 68% of residents on the outskirts of Ashford and 70% in the rest of the borough.

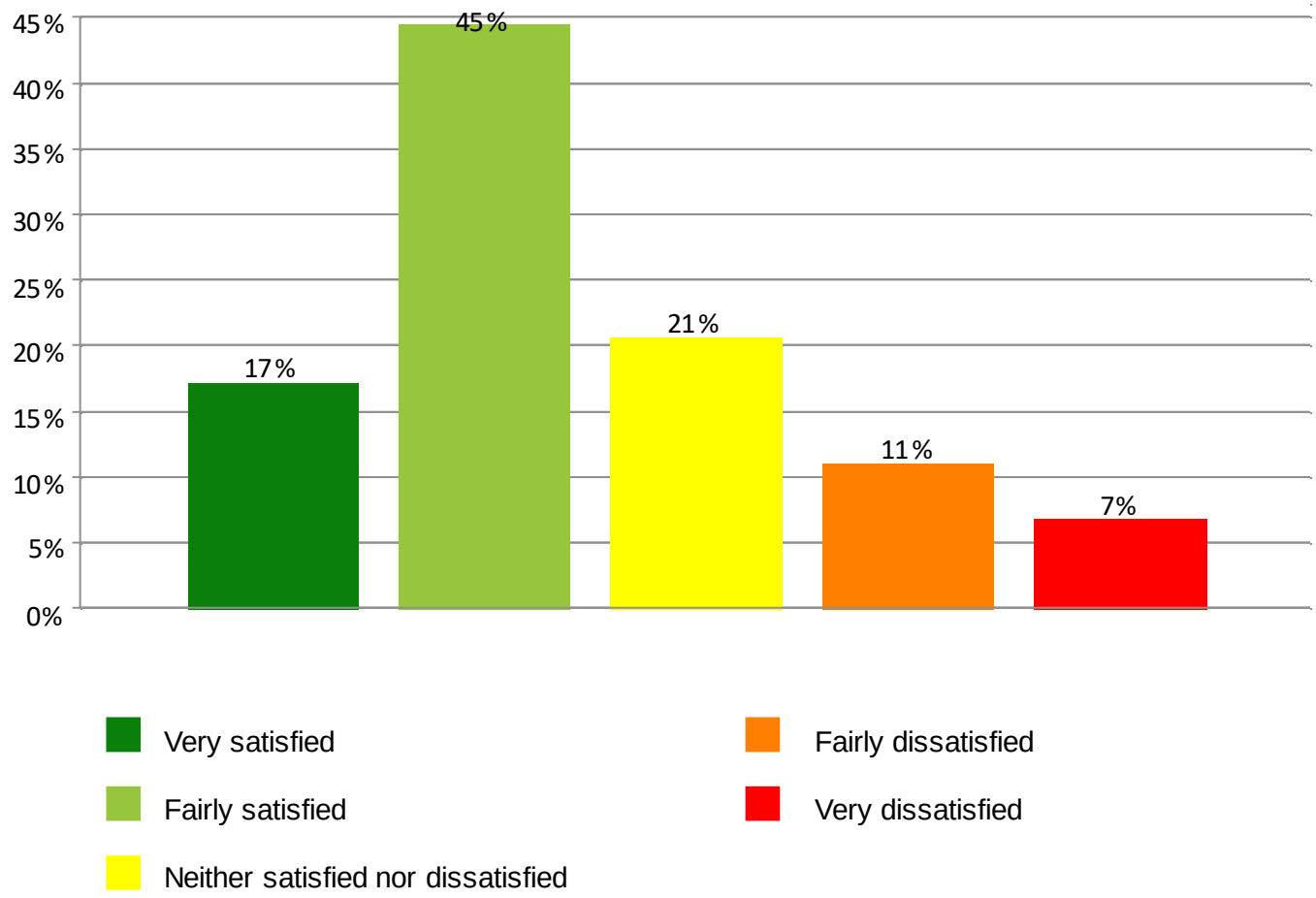
16% of residents have not used parks in the borough.

Comments

Respondents made the following comments:

- Parks are poorly maintained: 26 comments
- Not enough parks in the borough: 12 comments
- Don't feel safe in parks in the evening and at night due to anti-social behaviour: 3 comments
- More play equipment should be provided: 3 comments
- There should be more play equipment specifically for disabled children: 1 comment

How satisfied are you with play areas in the borough?



Base: 1,540 (all respondents excluding 592 not used and 34 no reply)

28% of residents who completed the survey have not used play areas in the borough. Of those who have used them, 62% are satisfied to some extent and 18% are fairly or very dissatisfied.

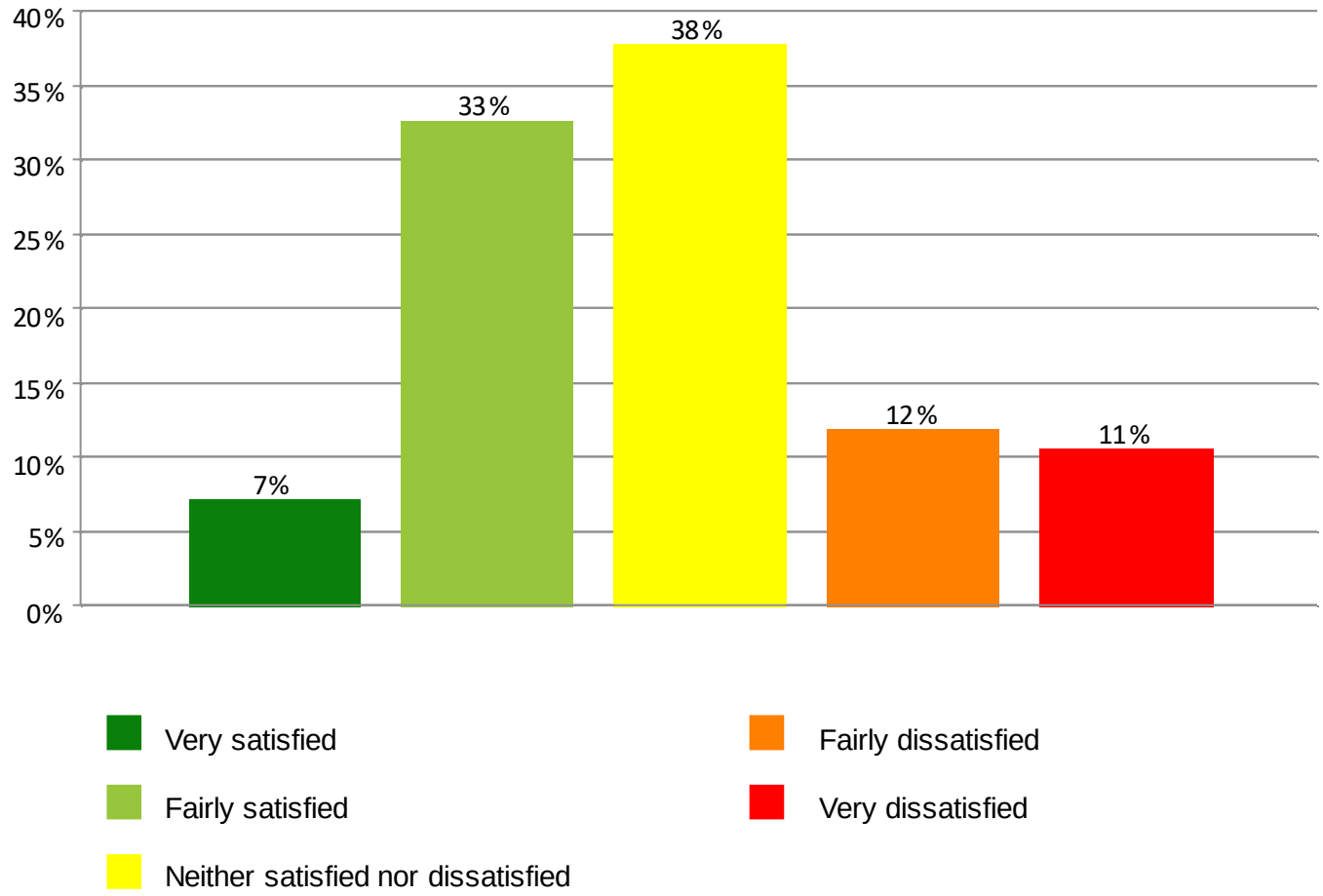
As is the case with parks, residents in Ashford town are the most satisfied with play areas. 68% of residents in the town are very or fairly satisfied with play areas, compared to 57% of residents on the outskirts of Ashford and 64% of residents elsewhere in the borough.

Comments

Residents made the following comments:

- Play areas are poorly maintained: 47 comments
- Not enough play areas in the borough: 13 comments

How satisfied are you with the way the council deals with planning applications?



Base: 1,188 (all respondents excluding 935 not used and 42 no reply)

40% of residents are very or fairly satisfied with the way the council handles planning applications while 23% are dissatisfied to some extent. Over a third of residents are neither satisfied nor dissatisfied. It should also be considered that 43% of residents who completed the survey have not used the planning application service.

Residents in Ashford town are more satisfied with the way the council deals with planning applications than those in rural areas or on the outskirts of Ashford:

- Ashford town: 48% satisfied and 12% dissatisfied
- Outskirts of Ashford town: 36% satisfied and 16% dissatisfied
- Rest of the borough: 40% satisfied and 32% dissatisfied

This is also reflected in some of the comments received.

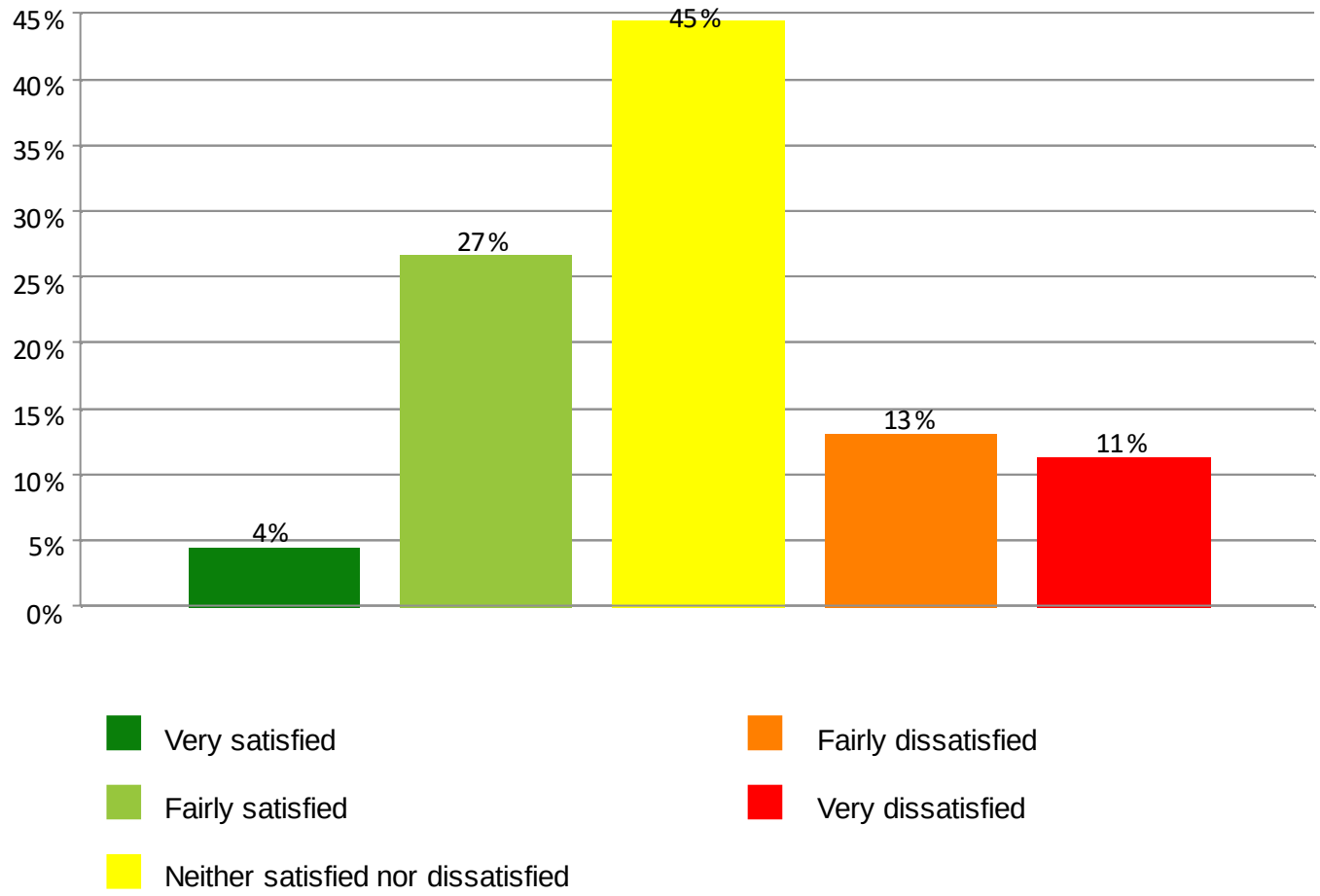
Comments

Residents made the following comments:

- Feeling that residents' views are not taken into account when applications are decided: 35 comments
- Perceived lack of transparency and consistency in how applications are decided: 23 comments
- Concern at the number of applications granted on green field sites and in rural areas: 22 comments
- Concern at the number of applications granted for developments not in keeping with the surrounding area: 10 comments

- Staff are not always helpful: 8 comments
- Takes too long for applications to be decided: 7 comments
- Insufficient consultation: 2 comments
- Pre-application advice is too expensive: 1 comment

How satisfied are you with the way the council deals with planning enforcement?



Base: 1,123 (all respondents excluding 970 not used and 72 no reply)

31% of residents are very or fairly satisfied with planning enforcement compared to 24% who are dissatisfied to some extent. The majority of respondents (45%) are neither satisfied nor dissatisfied.

As is the case with planning applications, residents in Ashford Town are more satisfied than those elsewhere:

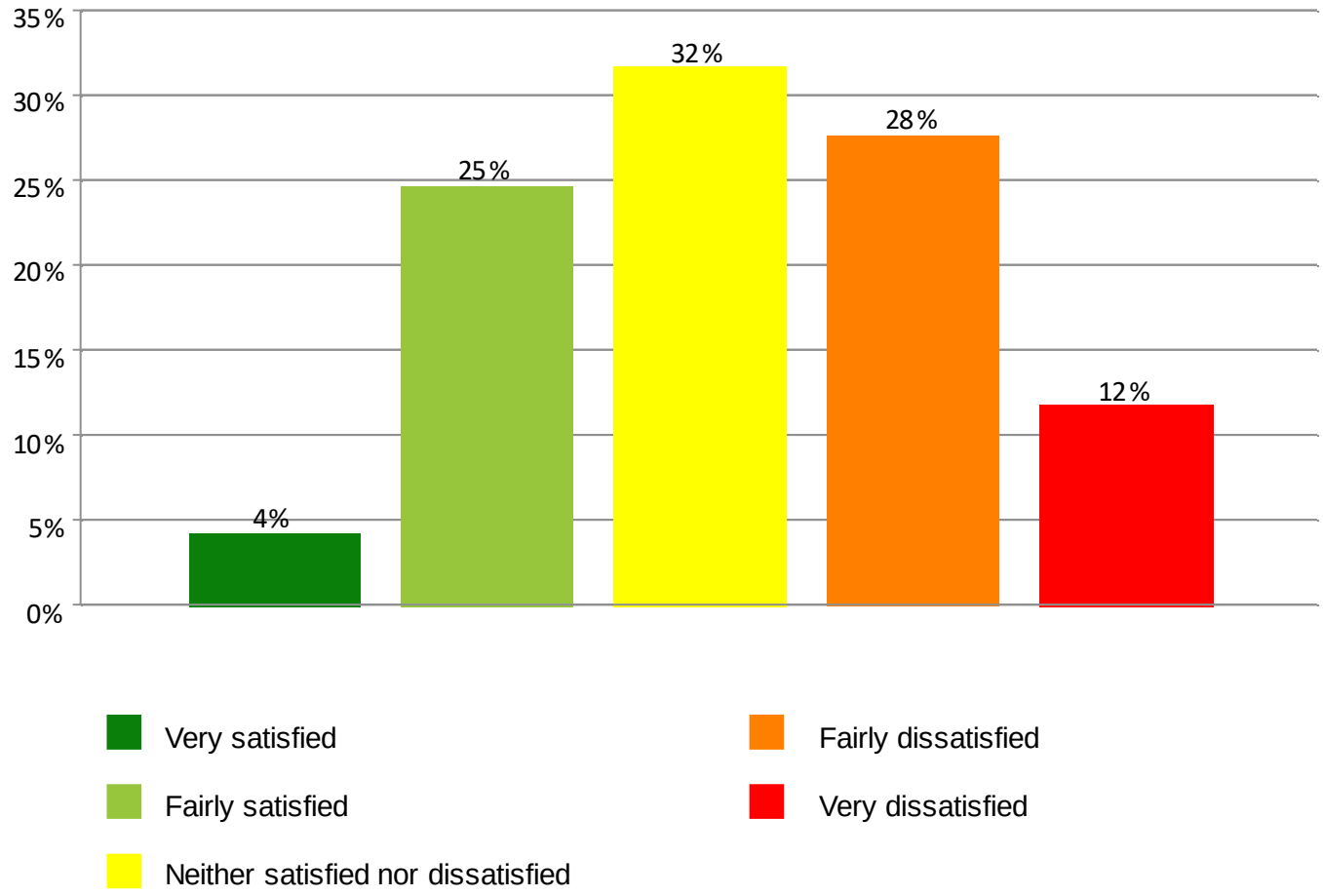
- Ashford town: 44% satisfied and 12% dissatisfied
- Outskirts of Ashford town: 26% satisfied and 21% dissatisfied
- Rest of the borough: 29% satisfied and 34% dissatisfied

Comments

Residents made the following comments:

- Not enough planning enforcement is carried out: 27 comments
- Slow to deal with issues reported: 5 comments
- Perceived lack of consistency in enforcement action: 3 comments

How satisfied are you with the way the council deals with anti-social behaviour?



Base: 1,561 (all respondents excluding 532 not used and 72 no reply)

29% of residents are very or fairly satisfied with the way the council tackles anti-social behaviour while 40% are dissatisfied to some extent. Just under a third of respondents are neither satisfied nor dissatisfied.

There is little difference in satisfaction by area, but satisfaction is higher among rural residents and Ashford Hinterland residents than in those who live in the town:

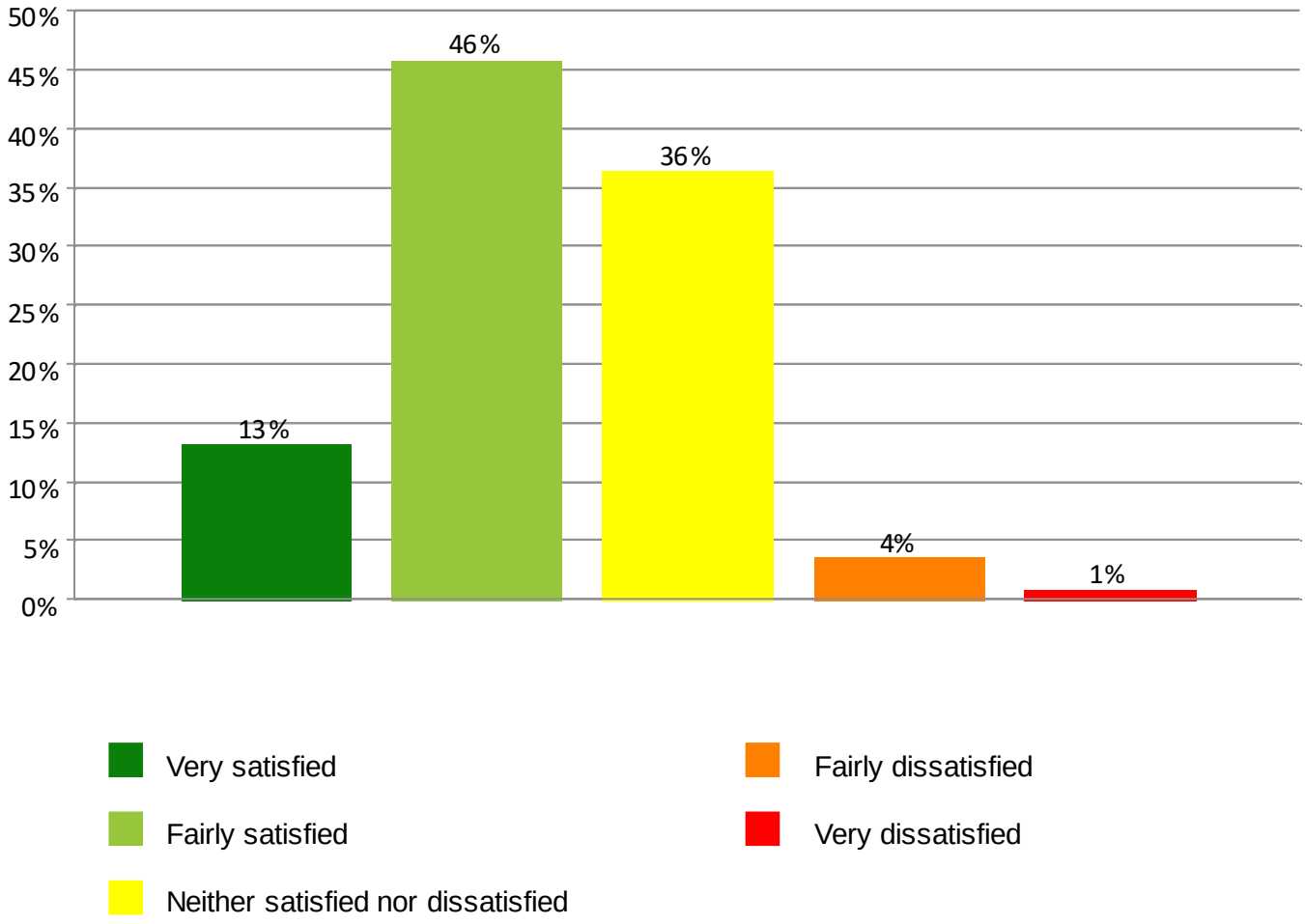
- Ashford town: 28% satisfied and 44% dissatisfied
- Outskirts of Ashford town: 29% satisfied and 37% dissatisfied
- Rest of the borough: 29% satisfied and 39% dissatisfied

Comments

Residents made the following comments:

- More enforcement needed: 65 comments
- Concern at the level of anti-social behaviour: 22 comments
- Slow to deal with issues reported: 6 comments
- More facilities and activities for children and young people may help reduce the level of anti-social behaviour: 5 comments

How satisfied are you with the way the council deals with food safety enforcement?



Base: 1,430 (all respondents excluding 674 not used and 61 no reply)

59% of residents are very or fairly satisfied with food safety enforcement while just 5% are dissatisfied to some extent. Over a third of respondents are neither satisfied nor dissatisfied.

There is no significant difference in satisfaction by area:

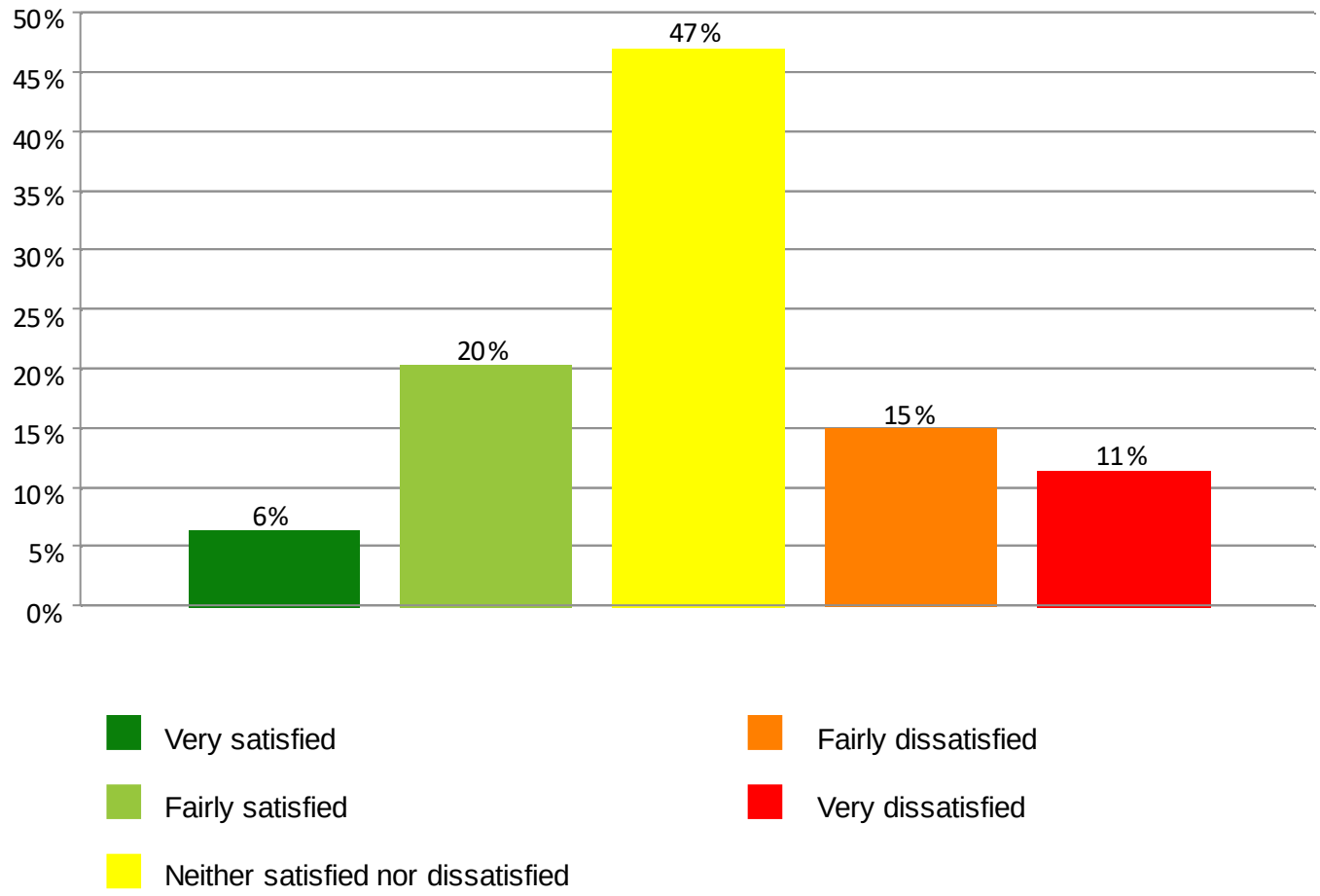
- Ashford town: 59% satisfied and 4% dissatisfied
- Outskirts of Ashford town: 59% satisfied and 4% dissatisfied
- Rest of the borough: 60% satisfied and 5% dissatisfied

Comments

Residents made the following comments:

- Not enough inspections are carried out: 2 comments
- Slow to deal with issues reported: 1 comment
- The council does not keep residents informed of progress on issues reported: 1 comment

How satisfied are you with the way the council deals with applications for social housing?



Base: 938 (all respondents excluding 1,169 not used and 58 no reply)

54% of residents who completed the survey have not applied for social housing. Of the residents who have used this service, 26% are very or fairly satisfied and the same proportion are dissatisfied to some extent. Almost half of residents who have applied for housing are neither satisfied nor dissatisfied.

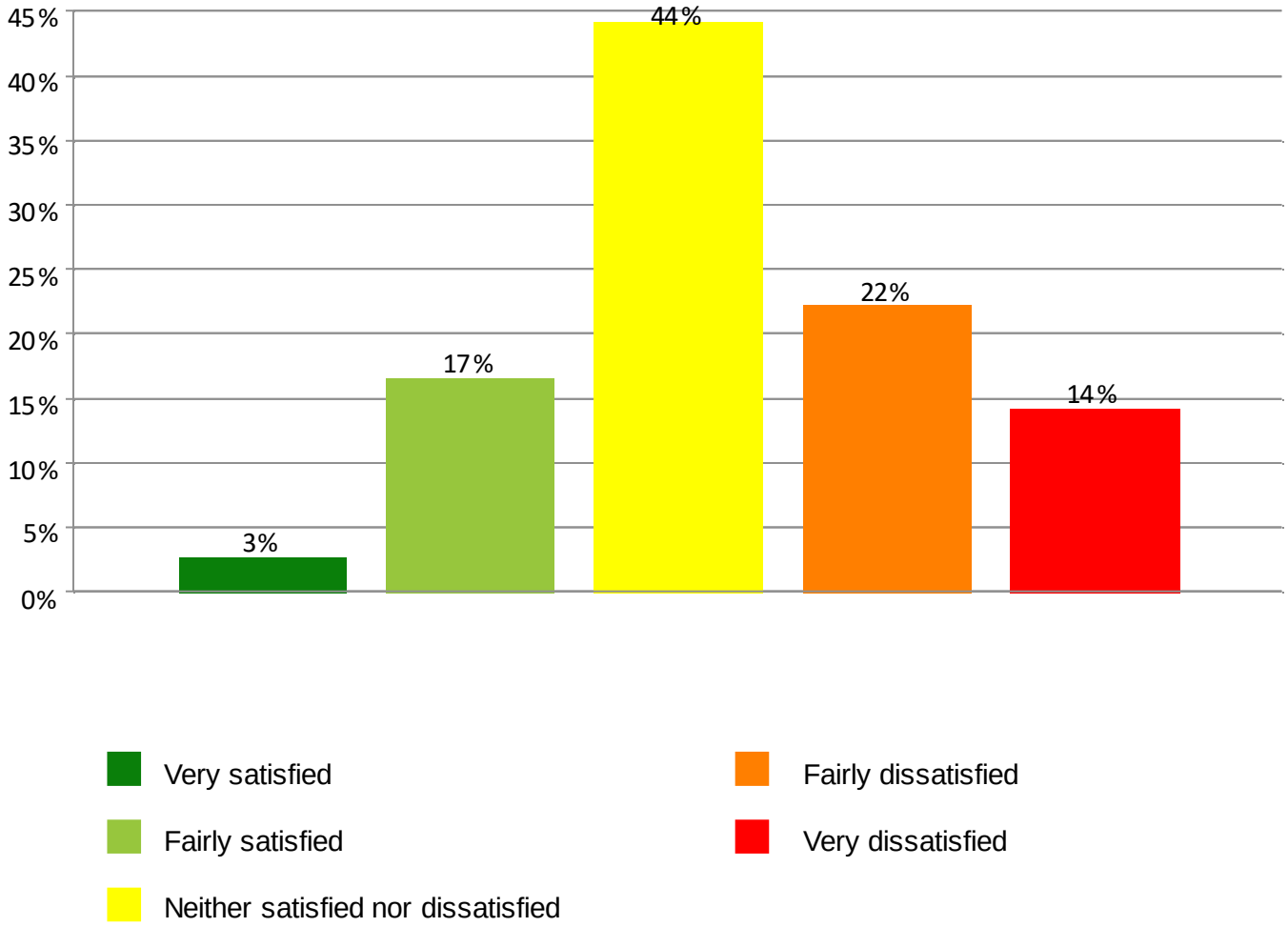
Less affluent residents are the least satisfied as 34% of residents in the "Urban Adversity" Acorn category and 31% of those in the "Financially Stretched" category are fairly or very dissatisfied.

Comments

Residents made the following comments:

- More social housing is needed: 26 comments
- Not enough priority is given to local people: 12 comments
- Have to wait a long time before being offered a property: 8 comments
- Income should be taken into account when assessing applications: 1 comment
- Difficult to understand position on the register as it changes on each bid: 1 comment

How satisfied are you with the way the council deals with homelessness?



Base: 1,320 (all respondents excluding 787 not used and 58 no reply)

Over a third of residents who completed the survey (36%) have not dealt with the council in relation to homelessness. Of those who have done so, 20% are satisfied to some extent while 36% are fairly or very dissatisfied. A large proportion (44%) are neither satisfied nor dissatisfied.

As with applications for social housing, less affluent residents are the least satisfied. 51% of respondents in the "Urban Adversity" Acorn category are fairly or very dissatisfied.

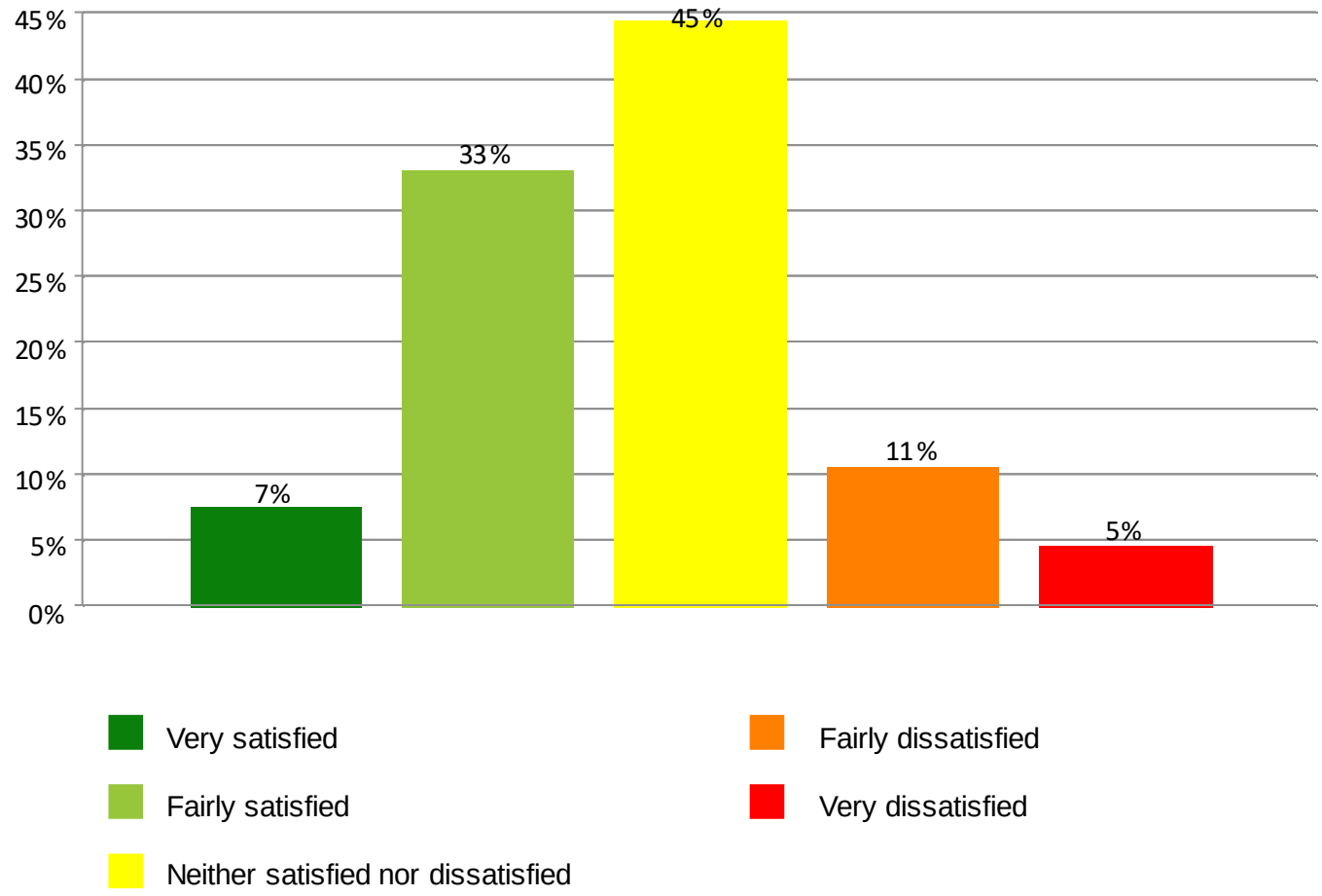
As would also be expected, homelessness is significantly more of a problem in Ashford town than elsewhere in the borough: 46% of residents in Ashford town are fairly or very dissatisfied with the way the council deals with homelessness, compared to 33% on the outskirts of Ashford and 34% elsewhere in the borough.

Comments

Residents made the following comments:

- Homelessness needs more funding and resources allocated to it so more support can be offered: 43 comments
- Concern at the number of rough sleepers: 23 comments
- Unclear what the council is doing to tackle homelessness: 6 comments
- More social housing needs to be acquired to accommodate homeless people: 4 comments

How satisfied are you with the way the council delivers regeneration projects?



Base: 1,433 (all respondents excluding 656 not used and 76 no reply)

30% of residents have not dealt with the council in relation to regeneration projects. Of those who have, 45% are neither satisfied nor dissatisfied while 40% are very or fairly satisfied and 16% are dissatisfied to some extent.

Residents in Ashford town are the most satisfied. Satisfaction is lowest among residents in rural areas but dissatisfaction is highest among those living on the outskirts of Ashford:

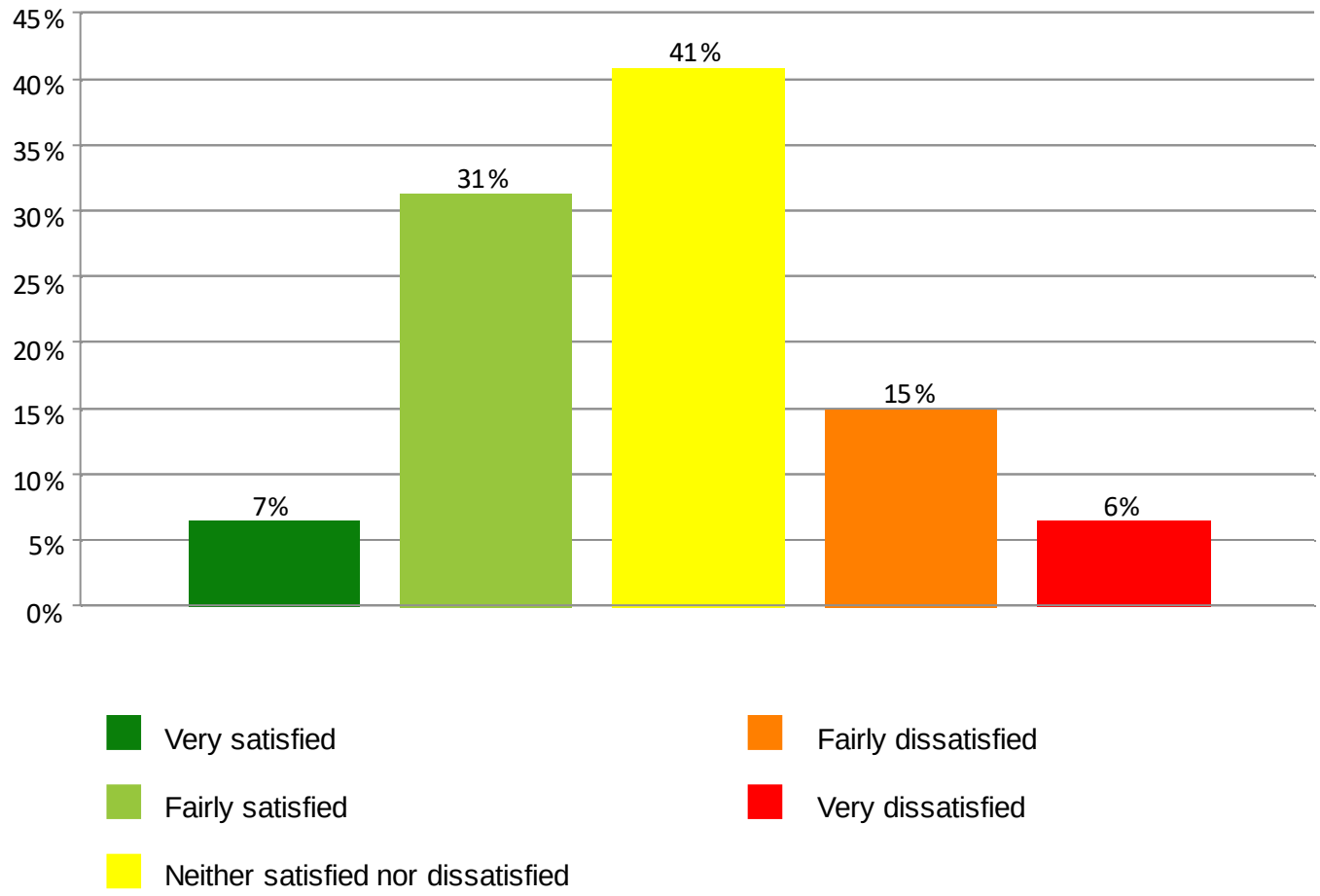
- Ashford town: 46% satisfied and 12% dissatisfied
- Outskirts of Ashford town: 43% satisfied and 19% dissatisfied
- Rest of the borough: 35% satisfied and 12% dissatisfied

Comments

Residents made the following comments:

- Projects take too long to deliver: 9 comments
- Unclear what regeneration projects the council is working on: 5 comments
- More consultation is needed before regeneration projects start: 3 comments
- More cultural facilities and activities are needed: 2 comments

How satisfied are you with the way the council encourages new business and jobs?



Base: 1,644 (all respondents excluding 461 not used and 60 no reply)

38% of residents are very or fairly satisfied with what the council is doing to encourage new business and jobs while 41% are neither satisfied nor dissatisfied and 21% are dissatisfied to some extent.

Satisfaction is highest among people aged 65 and over, 42% of whom are satisfied to some extent. The next most satisfied age groups are 18 to 25 year olds and 35 to 44 year olds: 40% of both groups are very or fairly satisfied.

There are no significant differences in satisfaction by area:

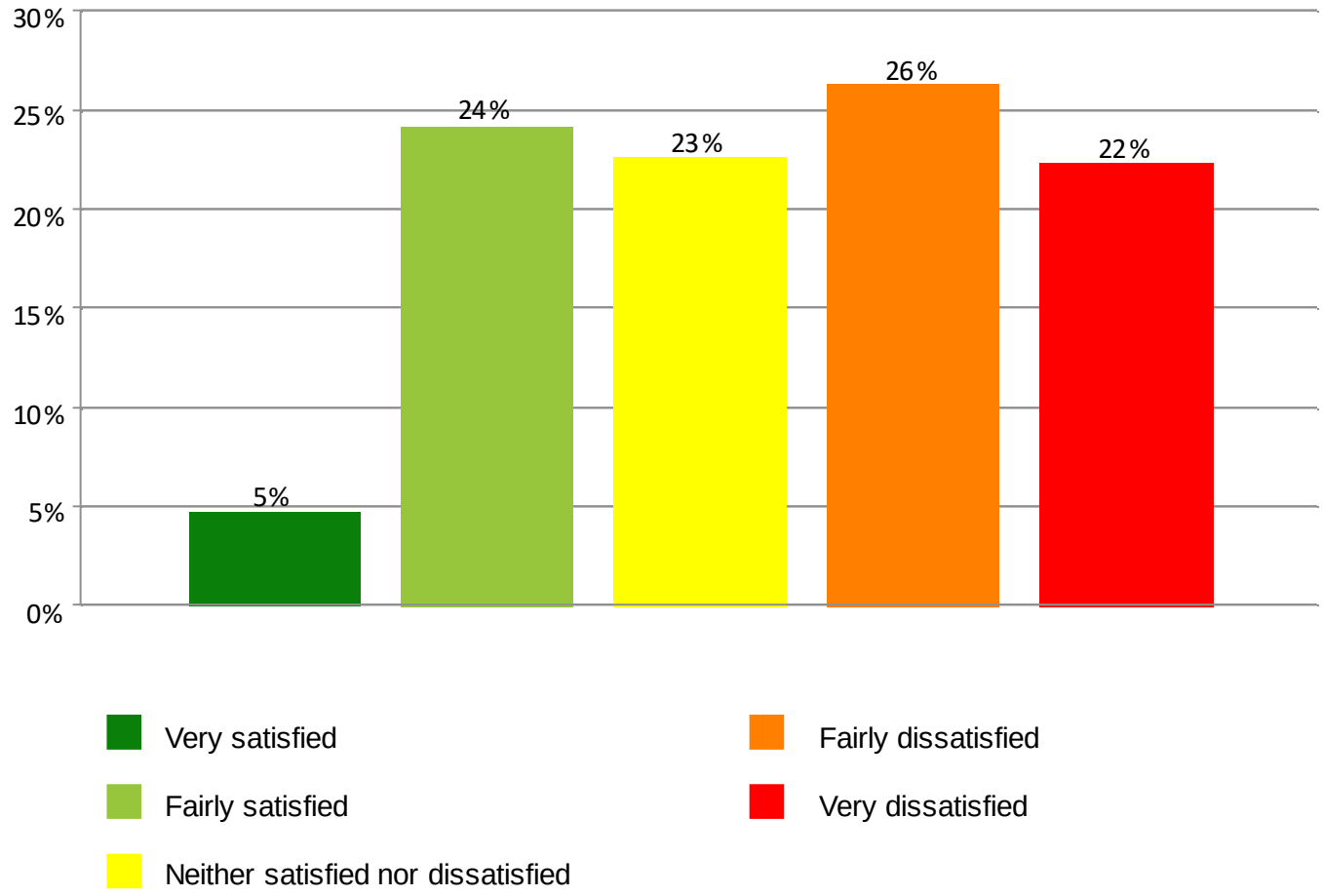
- Ashford town: 36% satisfied and 22% dissatisfied
- Outskirts of Ashford town: 40% satisfied and 23% dissatisfied
- Rest of the borough: 36% satisfied and 19% dissatisfied

Comments

Residents made the following comments:

- Business rates are too high: 16 comments
- Rents are too high: 10 comments
- Unclear what the council is doing to encourage new business and jobs: 10 comments
- The council needs to do more to encourage more high end jobs: 3 comments

How satisfied are you with public toilets?



Base: 1,738 (all respondents excluding 378 not used and 49 no reply)

82% of people who completed the survey have used the council's public toilets. 29% of these are satisfied to some extent while 48% are fairly or very dissatisfied.

Residents in rural areas are more satisfied than people living in or on the outskirts of Ashford:

- Ashford town: 29% satisfied and 53% dissatisfied
- Outskirts of Ashford town: 26% satisfied and 51% dissatisfied
- Rest of the borough: 33% satisfied and 43% dissatisfied

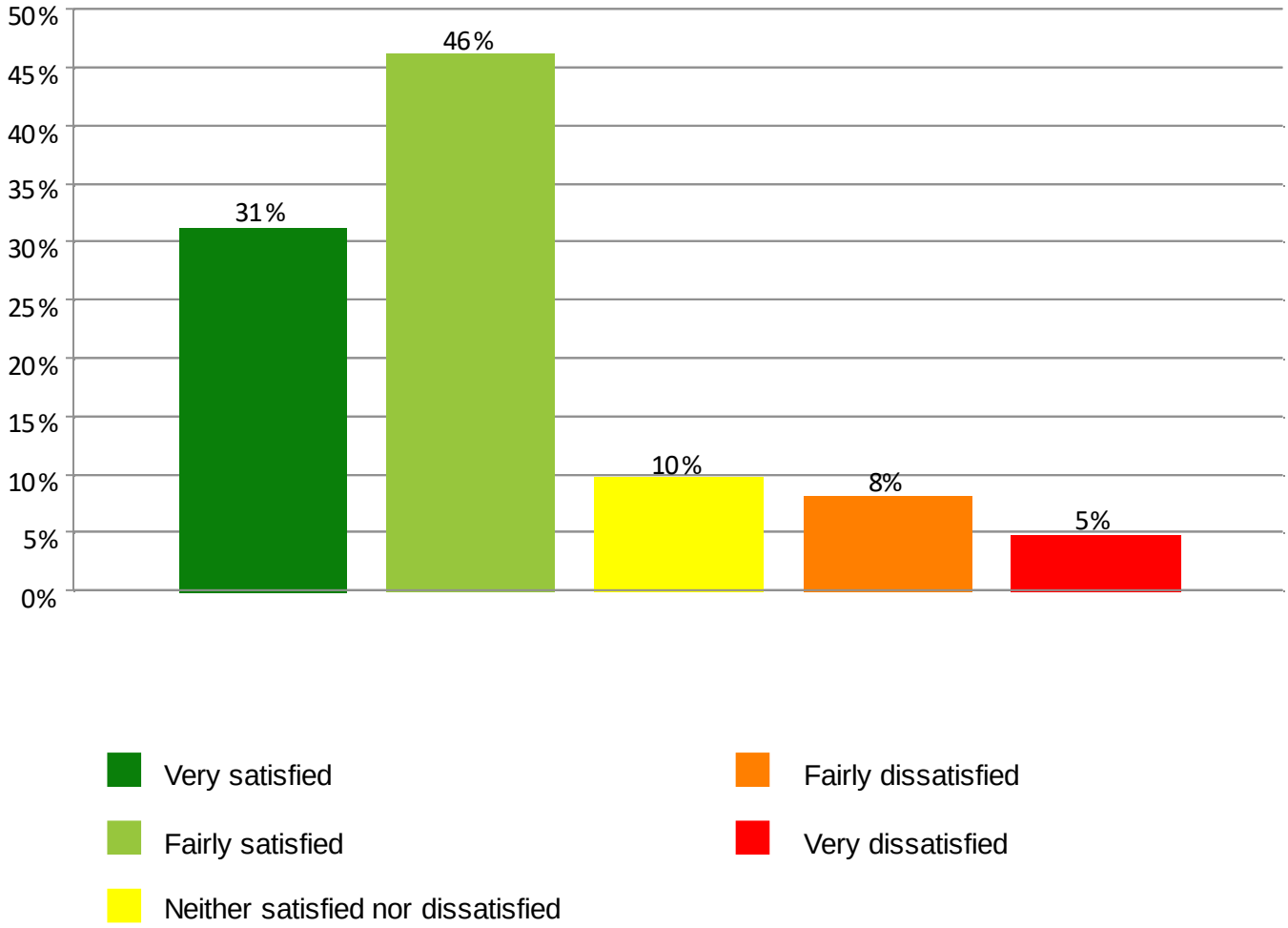
It appears from comments received that satisfaction is linked to provision and, to a lesser extent, the cleanliness of facilities.

Comments

Residents made the following comments:

- Not enough public toilets: 162 comments
- Poor standard of cleanliness: 32 comments
- Poor standard of maintenance: 22 comments
- Toilets are not open enough: 13 comments
- Not enough disabled toilets: 12 comments
- Unhappy Vicarage Lane toilets have been closed: 10 comments
- Unhappy St John's Lane toilets have been closed: 4 comments

How satisfied are you with bin collection?



Base: 2,130 (all respondents excluding 5 not used and 30 no reply)

77% of residents are very or fairly satisfied with the bin collection service, compared to just 13% who are dissatisfied to some extent.

Residents in the outskirts of Ashford town are less satisfied than those elsewhere in the borough:

- Ashford town: 72% satisfied and 17% dissatisfied
- Outskirts of Ashford town: 79% satisfied and 12% dissatisfied
- Rest of the borough: 78% satisfied and 12% dissatisfied

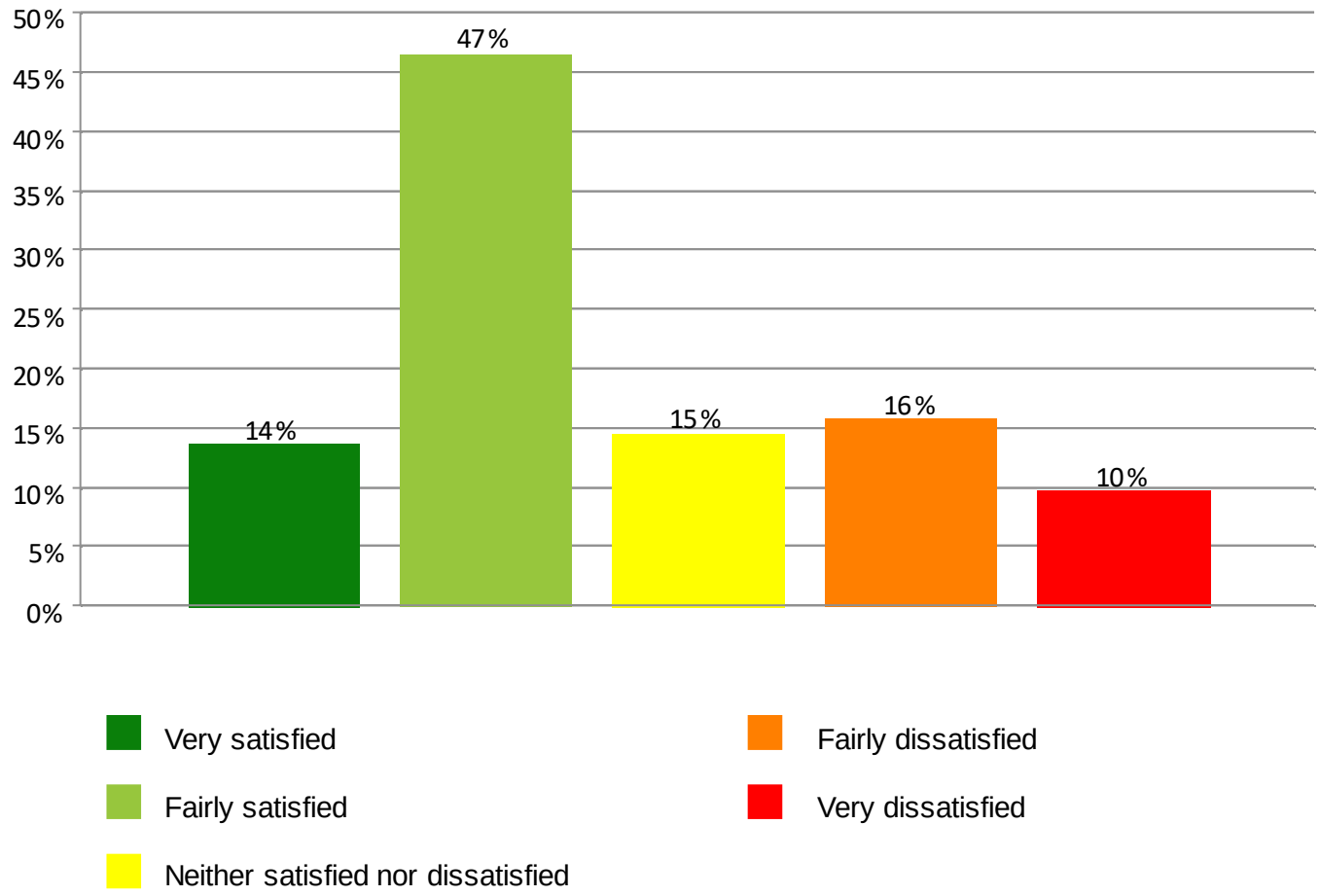
Comments

Residents made the following comments:

- Fortnightly collections are not frequent enough: 22 comments
- Delayed collections: 20 comments
- Crew do not pick up litter which falls into the street: 9 comments
- Crew do not return bins to the correct place: 7 comments
- Crew do not collect additional bags of waste left next to the bin: 5 comments
- Bins are not fully emptied when collected: 4 comments
- Rough handling of bins by crew: 3 comments
- Unhappy brown bin collections are suspended for part of the year: 2 comments
- Too many restrictions on what the council will collect: 2 comments

- Insufficient information on the council website when collections are delayed: 2 comments
- No response to enquiries: 2 comments
- Lack of communal recycling facilities: 2 comments
- Collection system is complicated: 1 comment
- The council garden waste service is too expensive: 1 comment
- Food caddy is not big enough: 1 comment
- Collection dates on the council website are incorrect: 1 comment

How satisfied are you with the way the council keeps streets and footpaths clean?



Base: 2,132 (all respondents excluding 9 not used and 24 no reply)

61% of residents are very or fairly satisfied with the way the council keeps streets and footpaths clean compared to 26% who are dissatisfied to some extent.

People living in the outskirts of Ashford are the most satisfied while those living in Ashford town are the least satisfied:

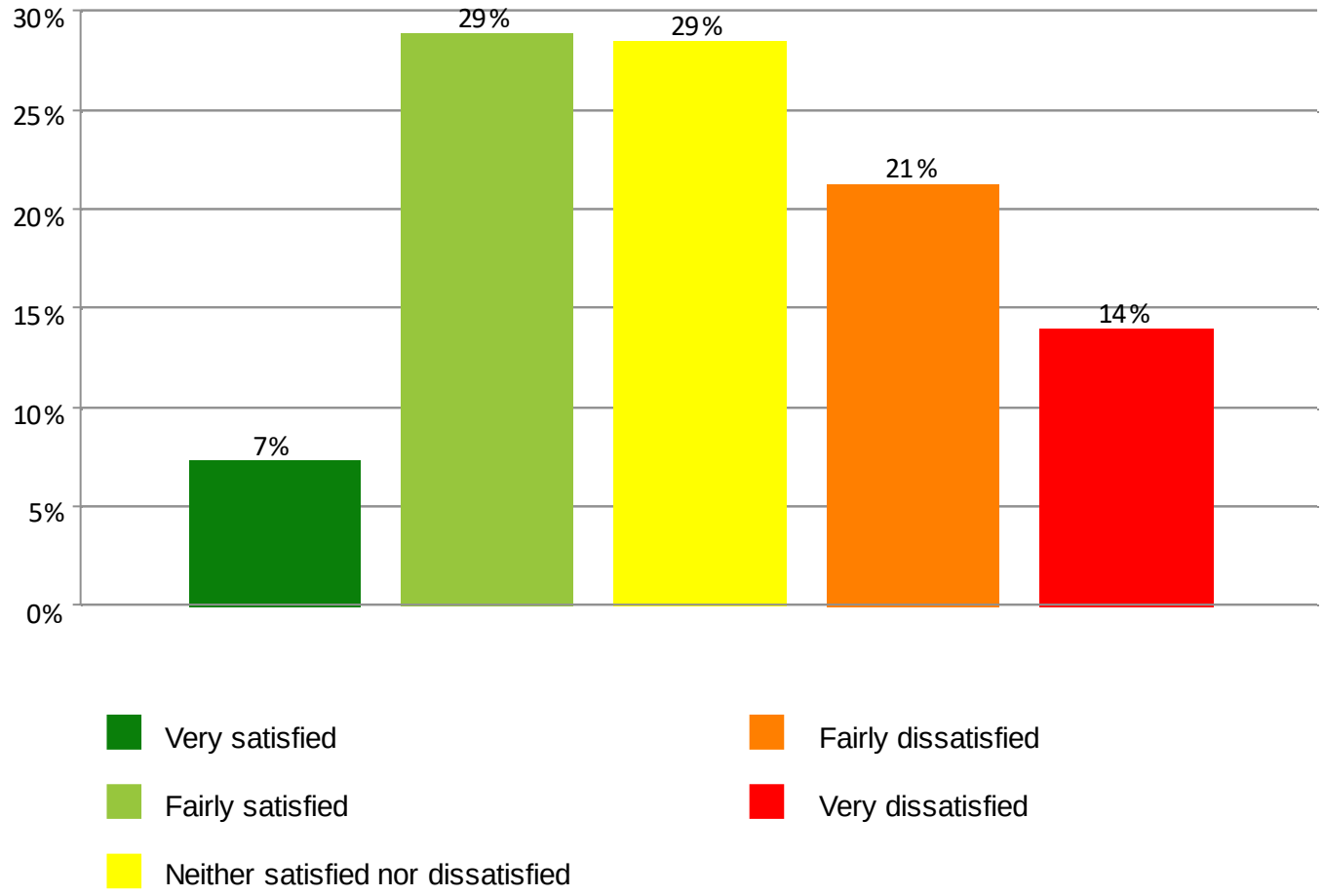
- Ashford town: 54% satisfied and 33% dissatisfied
- Outskirts of Ashford town: 65% satisfied and 21% dissatisfied
- Rest of the borough: 57% satisfied and 27% dissatisfied

Comments

Residents made the following comments:

- Streets do not get cleaned often enough: 52 comments- Footpaths need more attention: 23 comments
- Weeds do not get sprayed often enough: 17 comments
- Grass and hedges do not get cut often enough: 12 comments

How satisfied are you with the way the council deals with dog mess?



Base: 2,004 (all respondents excluding 121 not used and 40 no reply)

36% of residents are satisfied with the way the council deals with dog mess. 29% are neither satisfied nor dissatisfied while 35% are dissatisfied to some extent.

Satisfaction is highest among rural residents than those living close to the town:

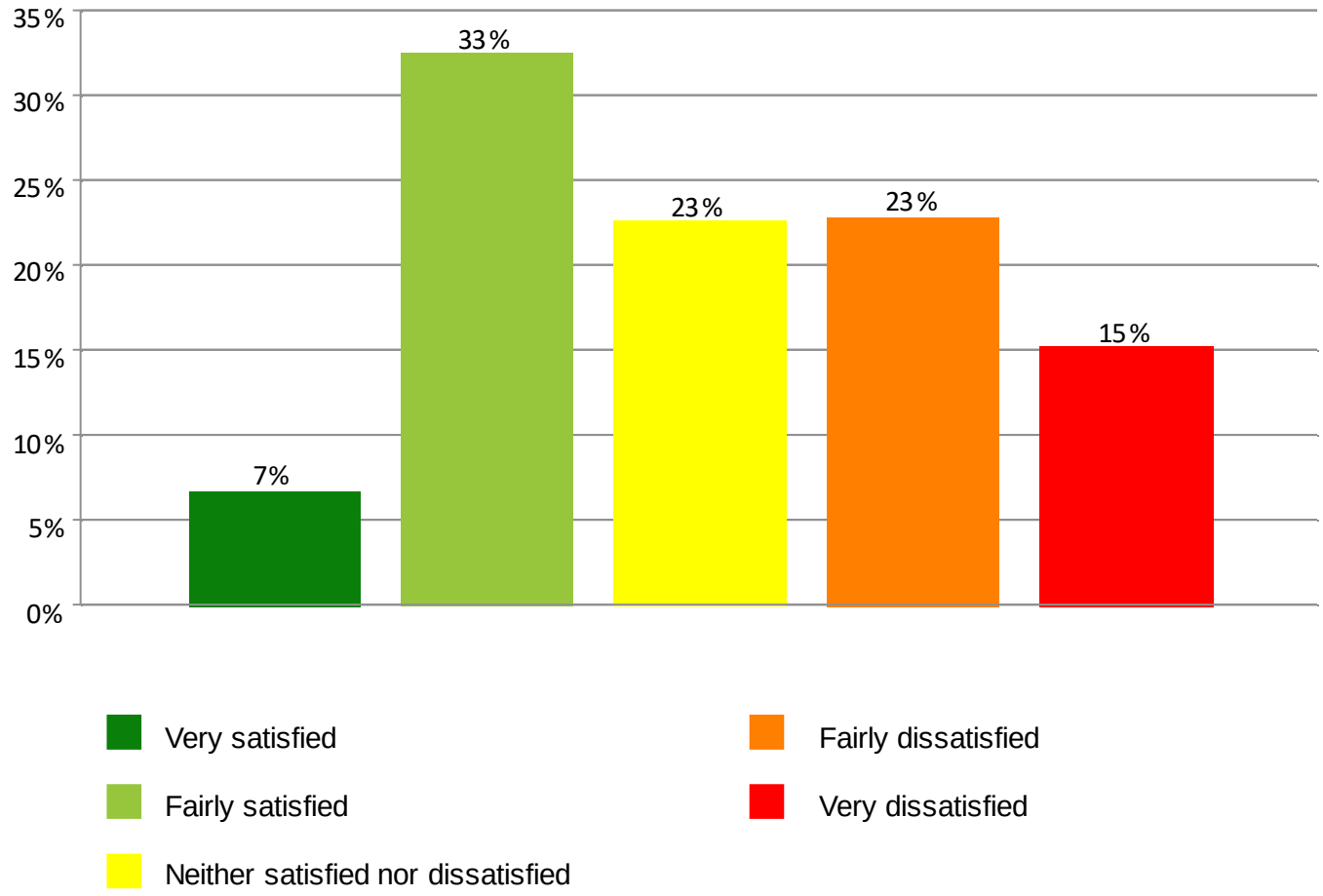
- Ashford town: 30% satisfied and 47% dissatisfied
- Outskirts of Ashford town: 37% satisfied and 34% dissatisfied
- Rest of the borough: 39% satisfied and 30% dissatisfied

Comments

Residents made the following comments:

- More enforcement needed: 51 comments
- Perception the council does not clear up dog mess: 26 comments
- More dog bins needed: 24 comments
- Improve awareness and education to encourage behaviour change: 19 comments
- Takes too long for dog mess to be cleared up: 6 comments
- Dog bins do not get emptied often enough: 2 comments
- More signs needed: 2 comments

How satisfied are you with the way the council deals with littering?



Base: 2,080 (all respondents excluding 44 not used and 41 no reply)

40% of residents who completed the survey are satisfied to some extent with the way the council tackles littering, compared to 38% who are fairly or very dissatisfied.

Residents in Ashford town centre are the least satisfied which may suggest litter is perceived to be more prevalent in the town than elsewhere in the borough; to an extent this is also reflected in some of the comments received.

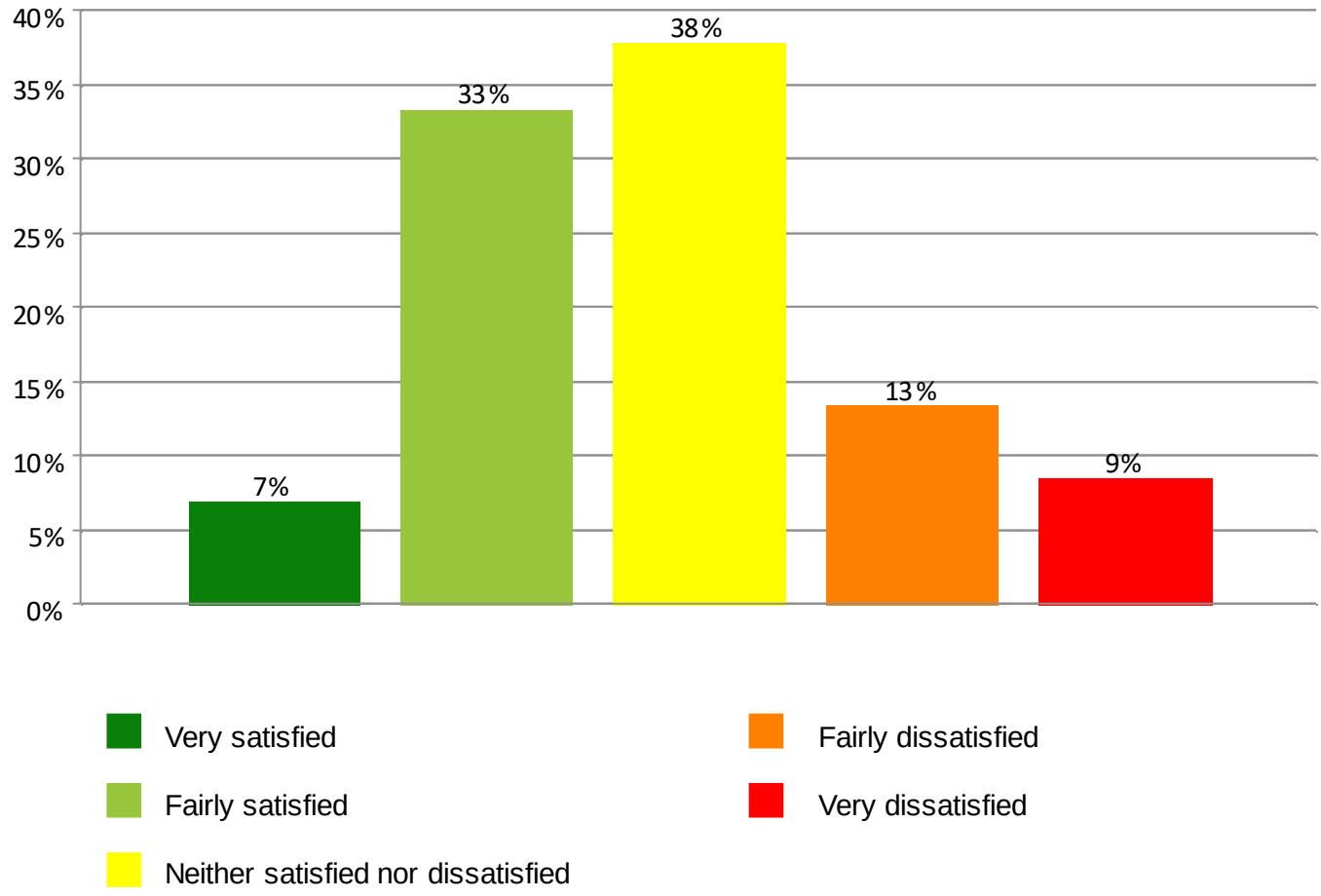
- Ashford town: 33% satisfied and 49% dissatisfied
- Outskirts of Ashford town: 44% satisfied and 33% dissatisfied
- Rest of the borough: 37% satisfied and 39% satisfied

Comments

Residents made the following comments:

- More enforcement needed: 43 comments
- Concern at the amount of litter on roadsides: 41 comments
- Concern at the amount of litter on the outskirts of Ashford town: 34 comments
- Concern at the amount of litter in Ashford town centre: 31 comments
- More litter bins needed: 20 comments
- Improve awareness and education to encourage behaviour change: 19 comments
- Litter bins do not get emptied often enough: 9 comments

How satisfied are you with the way the council deals with graffiti?



Base: 1,904 (all respondents excluding 210 not used and 51 no reply)

40% of residents are very or fairly satisfied with how the council deals with graffiti. Over a third are neither satisfied nor dissatisfied while 22% are dissatisfied to some extent.

Residents on the outskirts of Ashford are the most satisfied. The lowest satisfaction is found among people living in rural areas but the highest dissatisfaction is among residents in Ashford town:

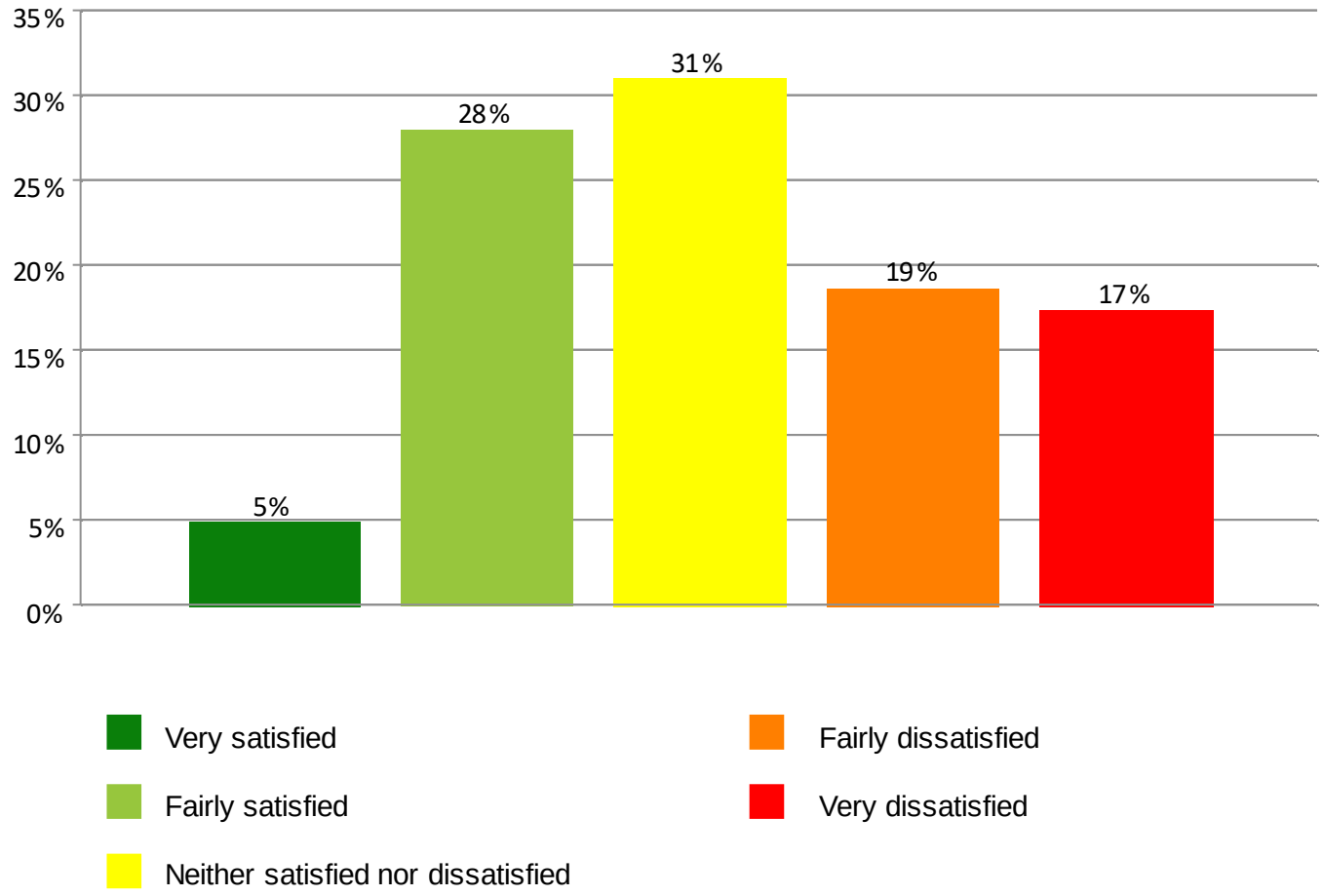
- Ashford town: 38% satisfied and 31% dissatisfied
- Outskirts of Ashford town: 45% satisfied and 19% dissatisfied
- Rest of the borough: 35% satisfied and 20% dissatisfied

Comments

Residents made the following comments:

- Perception graffiti does not get removed: 12 comments
- More enforcement needed: 11 comments
- Takes too long for graffiti to be removed: 9 comments

How satisfied are you with the way the council deals with fly tipping?



Base: 1,903 (all respondents excluding 226 not used and 36 no reply)

33% of residents are satisfied with the way the council tackles fly tipping. Almost a third are neither satisfied nor dissatisfied while 36% are dissatisfied to some extent.

Residents in rural areas are significantly more dissatisfied than people living elsewhere in the borough:

- Ashford town: 32% satisfied and 34% dissatisfied
- Outskirts of Ashford town: 38% satisfied and 29% dissatisfied
- Rest of the borough: 28% satisfied and 45% dissatisfied.

This is perhaps due to fly tipping being perceived to be more likely to take place in rural areas where there is more open space than urban areas. This is reflected in comments received, as is the desire from residents for more enforcement to be carried out.

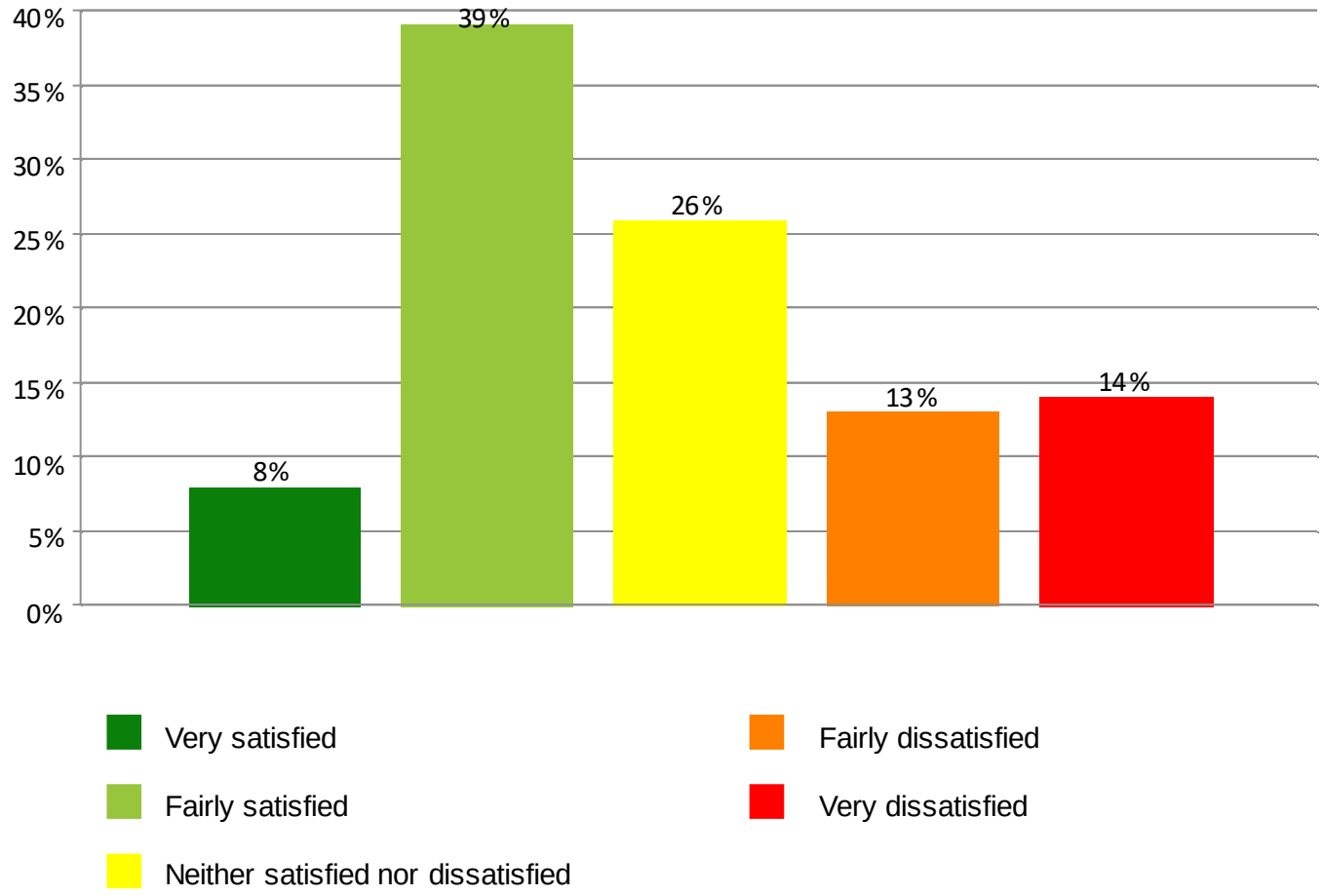
Comments

Residents made the following comments:

- Concern at the amount of fly tipping in rural areas: 55 comments
- More enforcement needed: 55 comments
- Perception fly tipping does not get cleared: 23 comments
- Takes too long for fly tipping to be cleared: 22 comments
- Less restrictions at the household waste recycling centres would reduce the amount of fly tipping: 20 comments

- Concern at the amount of fly tipping on the outskirts of Ashford town: 15 comments
- Improve awareness and education to encourage behaviour change: 7 comments

How satisfied are you with council car parks?



Base: 1,983 (all respondents excluding 154 not used and 28 no reply)

47% of residents are very or fairly satisfied with council car parks, compared to 27% who are dissatisfied to some extent.

It appears from comments received that cost is the factor which most influences residents' satisfaction and there is a strong perception that car parking charges are too expensive. However, there is no direct correlation between the cost of parking and socio-economic category as although the least affluent Acorn category, "Urban Adversity", has the second lowest level of satisfaction, the lowest level of dissatisfaction is found in this group.

Satisfaction by Acorn category:

- Affluent Achievers: 45% satisfied and 27% dissatisfied
- Rising Prosperity: 40% satisfied and 27% dissatisfied
- Comfortable Communities: 51% satisfied and 30% dissatisfied
- Financially Stretched: 47% satisfied and 28% dissatisfied
- Urban Adversity: 43% satisfied and 17% dissatisfied

Comments

Residents made the following comments:

- Too expensive: 165 comments
- Should be free: 34 comments

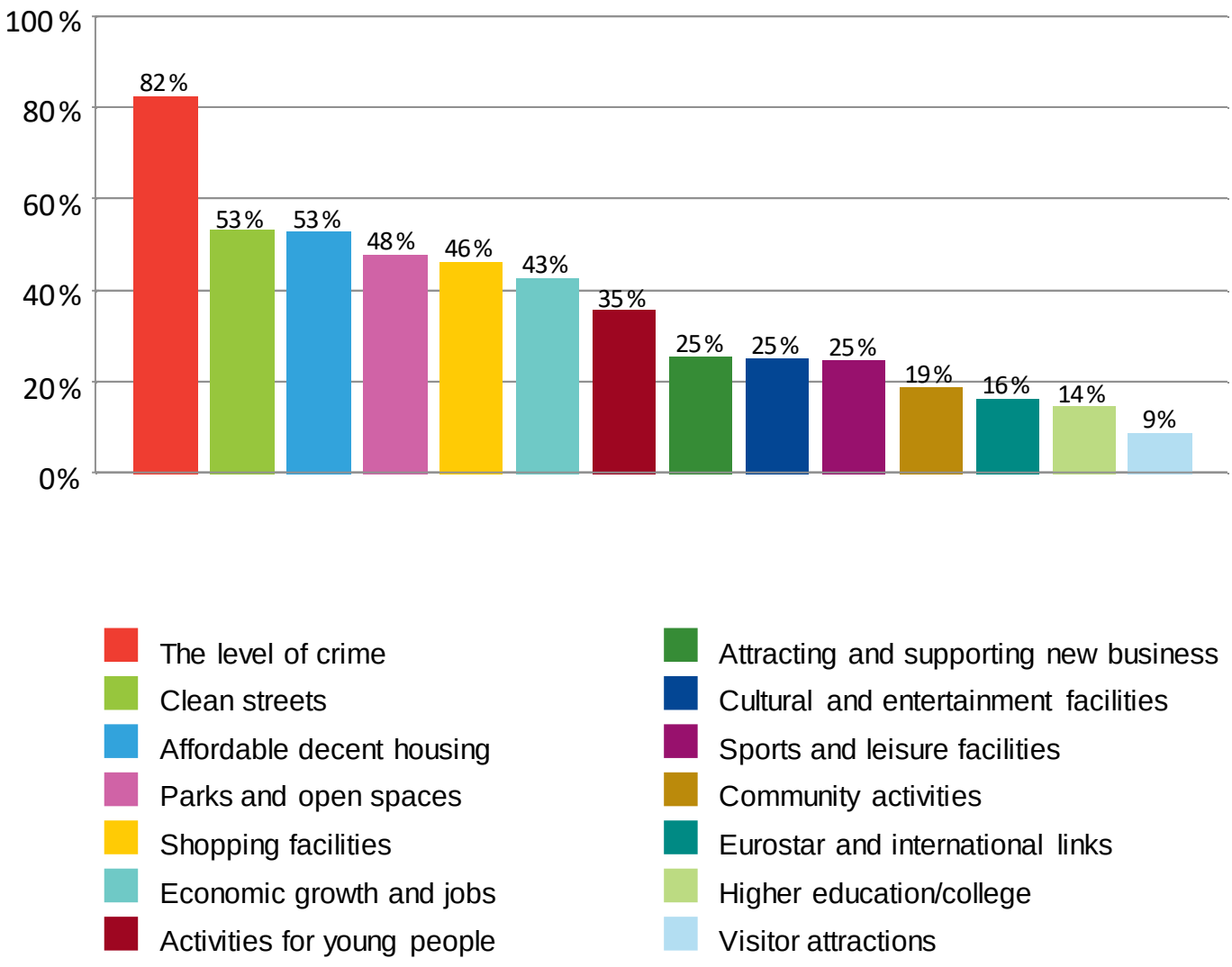
- Not enough car parks: 31 comments
- Payment machines are complicated to use: 18 comments
- Parking spaces are too small for modern cars: 10 comments
- Car parks are poorly maintained: 7 comments
- Not enough disabled parking spaces: 4 comments
- More electric vehicle charging points should be provided: 1 comment

Most important things in making the borough a good place to live

Across the borough overall, the top three things residents find most important in making a good place to live are:

- The level of crime
- Clean streets
- Affordable decent housing

The following chart shows the order of importance in which things were ranked across the borough as a whole:



Base: 2,033 (all respondents excluding 132 no reply)

NB: Residents were able to select multiple responses to this question, therefore the totals in the chart do not add up to 100%.

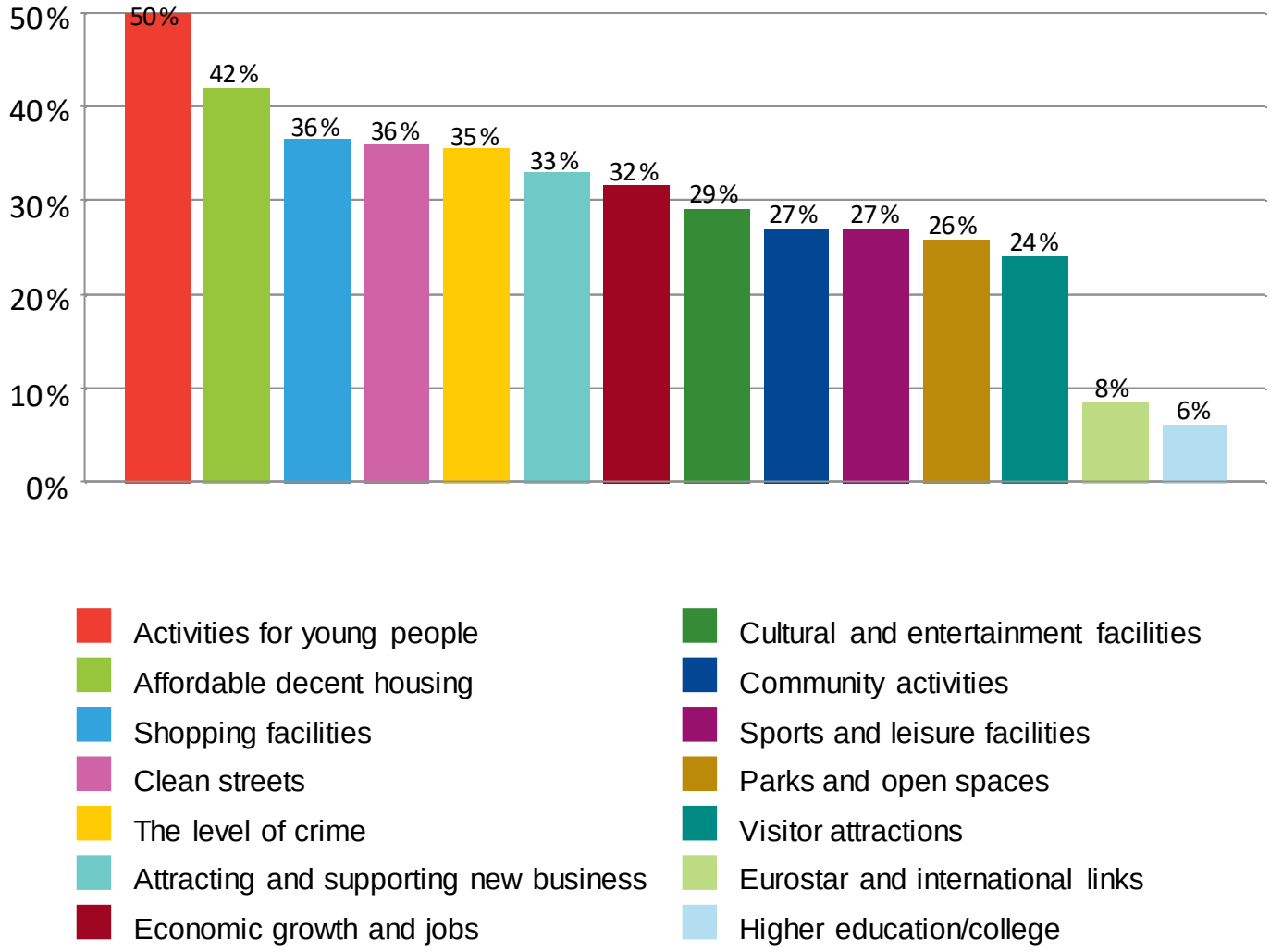
The top three important issues in each area are the same as those across the borough as a whole, with one exception. In rural areas, residents ranked parks and open spaces as the second most important thing, and clean streets was their fourth most important issue.

Things that most need improving

Across the borough overall, the top three things residents think need the most improvement are:

- Activities for young people
- Affordable decent housing
- Shopping facilities

The following chart shows the order of importance in which things were ranked across the borough as a whole:



Base: 2,035 (all respondents excluding 130 no reply)

NB: Residents were able to select multiple responses to this question, therefore the totals in the chart do not add up to 100%.

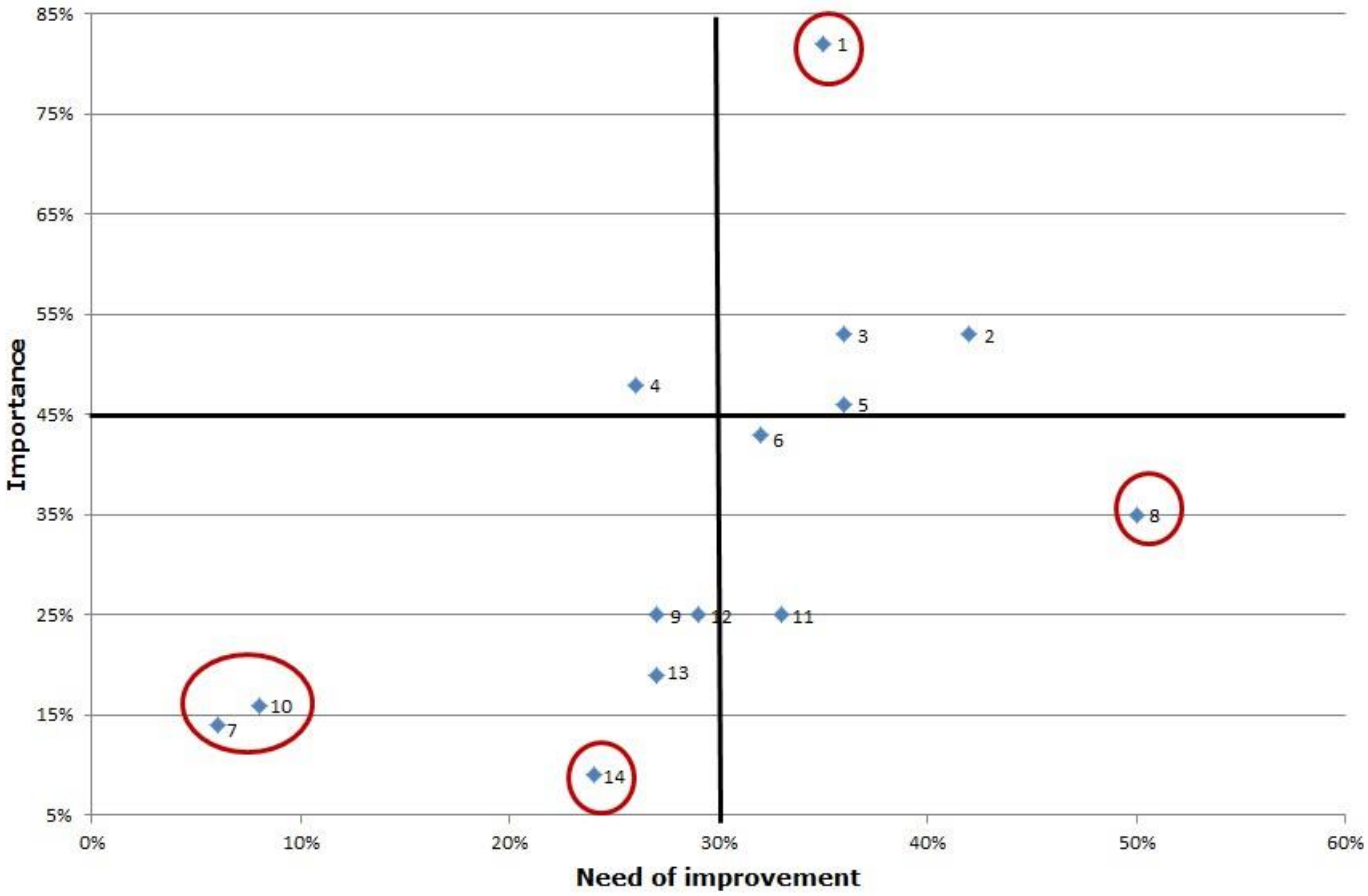
The top three things that need improving in each area are generally the same as those across the borough as a whole, with a few exceptions:

- Residents in Ashford town ranked the level of crime as the second most in need of improvement and clean streets as third most in need of improvement.
- Affordable decent housing was ranked fourth and shopping facilities ranked sixth

- Residents in rural areas ranked attracting and supporting new business as the third most in need of improvement, and shopping facilities as fourth most in need of improvement

Things that are important compared to things that need improving

The following chart shows the combined importance and need of improvement attached to each issue:



Key

1. The level of crime
2. Affordable decent housing
3. Clean streets
4. Parks and open spaces
5. Shopping facilities
6. Economic growth and jobs
7. Higher education/college
8. Activities for young people
9. Sports and leisure facilities
10. Eurostar and international links
11. Attracting and supporting new business
12. Cultural and entertainment facilities
13. Community activities
14. Visitor attractions

High importance, high need of improvement

- The level of crime: this is ranked significantly more important than anything else in making a good place to live
- Clean streets
- Affordable decent housing
- Shopping facilities

Less importance, high need of improvement

- Activities for young people: this is the thing ranked as most in need of improvement
- Attracting and supporting new business
- Economic growth and jobs

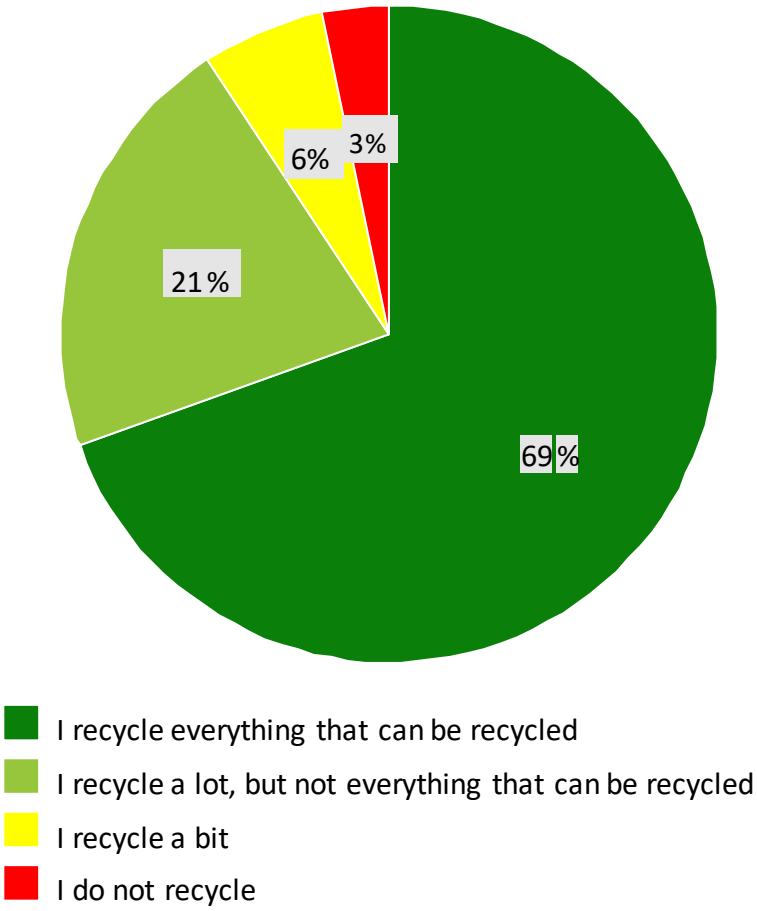
High importance, less in need of improvement

- Parks and open spaces

Less importance, less in need of improvement

- Cultural and entertainment facilities
- Sports and leisure facilities
- Community activities
- Visitor attractions: ranked as the least important thing in making a good place to live
- Eurostar and international links
- Higher education/college: ranked as least in need of improvement

Which of these statements best describes your attitude to recycling?



Base: 2,152 (all respondents excluding 13 no reply)

Across the borough as a whole, over two thirds of residents state they recycle everything that can be recycled and a further one in five say they recycle a lot. Just 9% say they either recycle a bit or not at all.

There are 9 wards where 100% of respondents say they either recycle everything or recycle a lot:
- Downs West
- Kennington
- North Willesborough
- Park Farm South
- Singleton South
- St Michaels
- Tenterden South
- Weald North
- Weald South

At the other end of the scale, 45% of residents in Tenterden North say they do not recycle. This is also reflected in the fact that 32% of residents across the borough who do not recycle live in Tenterden North. A further 25% live in Aylesford Green while 19% live in Great Chart with Singleton North.

The following table shows ward level data.

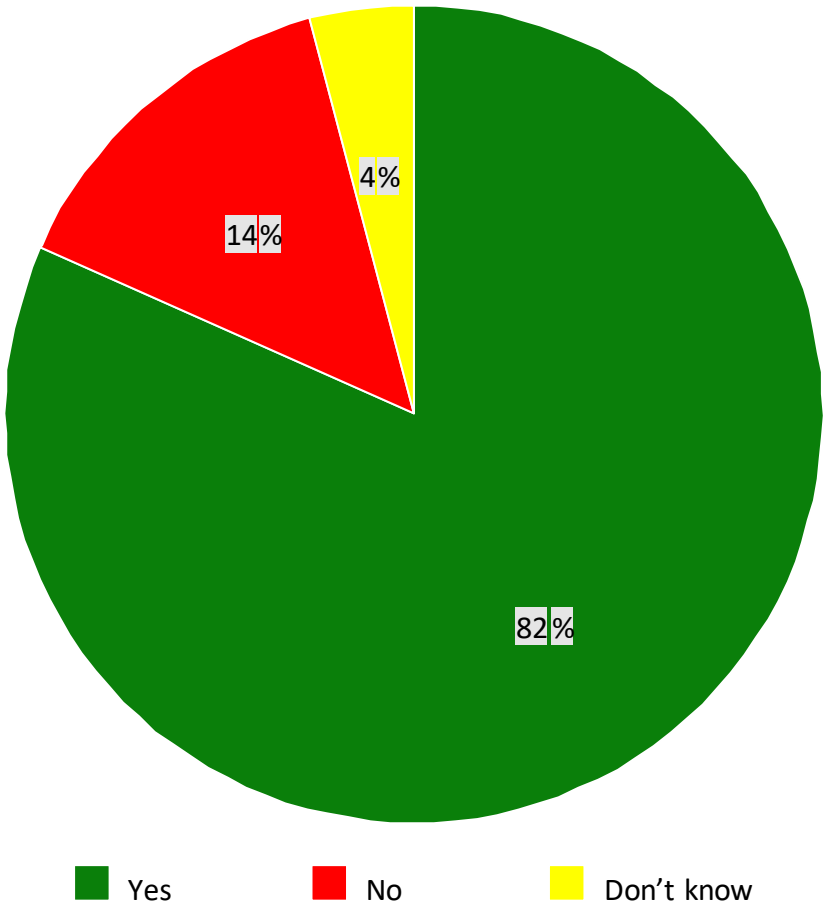
	I recycle everything that can be recycled	I recycle a lot, but not everything that can be recycled	I recycle a bit	I do not recycle
Aylesford Green	45.3%	21.3%	16.5%	16.9%
Beaver	49.3%	36.8%	11.3%	2.6%
Biddenden	75.9%	18.3%	5.8%	0.0%
Bockhanger	70.3%	25.7%	2.3%	1.7%
Boughton Aluph and Eastwell	53.9%	18.8%	27.3%	0.0%
Bybrook	74.2%	21.8%	0.0%	4.0%
Charing	70.9%	23.0%	6.1%	0.0%
Downs North	89.6%	6.5%	3.9%	0.0%
Downs West	70.3%	29.7%	0.0%	0.0%
Godinton	62.6%	29.9%	5.7%	1.8%
Great Chart with Singleton North	65.1%	18.2%	0.0%	16.7%
Highfield	74.2%	24.2%	1.6%	0.0%
Isle of Oxney	53.3%	13.8%	32.9%	0.0%
Kennington	85.6%	14.4%	0.0%	0.0%
Little Burton Farm	74.1%	24.8%	0.0%	1.0%
Norman	46.9%	24.5%	28.6%	0.0%
North Willesborough	85.8%	14.2%	0.0%	0.0%
Park Farm North	81.1%	17.3%	1.6%	0.0%
Park Farm South	78.3%	21.7%	0.0%	0.0%
Rolvenden and Tenterden West	81.9%	16.4%	1.7%	0.0%
Saxon Shore	79.5%	18.9%	1.6%	0.0%
Singleton South	83.3%	16.7%	0.0%	0.0%
South Willesborough	70.2%	22.5%	7.4%	0.0%
St Michaels	77.9%	22.1%	0.0%	0.0%
Stanhope	55.3%	24.8%	19.9%	0.0%
Stour	84.5%	12.6%	2.9%	0.0%
Tenterden North	45.9%	8.9%	0.0%	45.2%
Tenterden South	59.9%	40.1%	0.0%	0.0%
Victoria	46.6%	24.2%	18.6%	10.6%
Washford	82.6%	11.3%	6.0%	0.0%
Weald Central	86.1%	13.1%	0.8%	0.0%
Weald East	85.7%	12.8%	1.5%	0.0%
Weald North	56.0%	44.0%	0.0%	0.0%
Weald South	80.7%	19.3%	0.0%	0.0%
Wye	58.1%	39.9%	1.2%	0.8%

Looking at attitudes to recycling by Acorn category shows a general trend that more affluent residents tend to recycle more than less affluent residents:

- Affluent Achievers: 98% recycle everything or a lot and 2% recycle a bit or not at all
- Rising Prosperity: 99% recycle everything or a lot and 1% recycle a bit or not at all
- Comfortable Communities: 90% recycle everything or a lot and 10% recycle a bit or not at all
- Financially Stretched: 90% recycle everything or a lot and 10% recycle a bit or not at all
- Urban Adversity: 68% recycle everything or a lot and 32% recycle a bit or not at all

Older residents tend to recycle more. The highest recycling rate is found among residents aged 65 and over, 84% of whom say they recycle everything and 2% do not recycle. Conversely, 47% of 18 to 25 year olds say they recycle everything while 16% do not recycle at all.

Are you confident in what you are able to recycle?



Base: 2,149 (all respondents excluding 16 no reply)

Across the borough as a whole, over 80% of residents say they feel confident in what they are able to recycle.

At ward level, over half of residents in Tenterden North (58%) say they are not confident in what they are able to recycle. This goes some way to explaining why 45% of residents in the ward do not recycle.

Similarly, over a quarter of residents in Norman ward (26%) said they don't know and 29% of people in the ward say they only recycle a bit.

At the other end of the scale, over 90% of residents in Charing and Beaver wards feel confident in what they are able to recycle.

The table on the following page shows the breakdown of confidence in recycling at ward level.

	Yes	No	Don't know
Aylesford Green	73.6%	24.6%	1.8%
Beaver	91.5%	4.0%	4.5%
Biddenden	76.8%	23.2%	0.0%
Bockhanger	86.6%	13.4%	0.0%
Boughton Aluph and Eastwell	87.7%	11.2%	1.1%
Bybrook	86.8%	7.7%	5.5%
Charing	96.1%	3.9%	0.0%
Downs North	80.8%	19.2%	0.0%
Downs West	78.2%	19.5%	2.2%
Godinton	86.8%	8.9%	4.3%
Great Chart with Singleton North	89.2%	7.2%	3.6%
Highfield	86.4%	12.0%	1.6%
Isle of Oxney	70.8%	22.1%	7.1%
Kennington	75.2%	24.8%	0.0%
Little Burton Farm	86.4%	12.8%	0.8%
Norman	63.2%	10.6%	26.2%
North Willesborough	85.3%	13.4%	1.3%
Park Farm North	89.4%	10.6%	0.0%
Park Farm South	80.7%	17.1%	2.2%
Rolvenden and Tenterden West	80.0%	16.5%	3.5%
Saxon Shore	78.6%	18.9%	2.4%
Singleton South	76.9%	5.3%	17.8%
South Willesborough	67.9%	19.8%	12.2%
St Michaels	85.6%	14.4%	0.0%
Stanhope	88.7%	11.3%	0.0%
Stour	84.4%	12.3%	3.4%
Tenterden North	39.6%	58.3%	2.1%
Tenterden South	81.7%	16.4%	1.9%
Victoria	83.7%	12.4%	3.9%
Washford	89.3%	10.7%	0.0%
Weald Central	79.0%	16.4%	4.6%
Weald East	86.5%	7.1%	6.4%
Weald North	84.2%	13.7%	2.1%
Weald South	86.9%	8.8%	4.3%
Wye	83.2%	14.8%	2.0%

Residents who do not feel confident or do not know were asked what items they were unsure about and the following comments were received.

Plastics: 199 comments

This was expected to be the most common issue due to confusion over which plastics can and can't be recycled and the classifications displayed on packaging.

Uncertainty around plastics is highest in Saxon Shore and Tenterden North wards:

- Saxon Shore: 15 comments
- Tenterden North: 15 comments
- Stour: 14 comments
- North Willesborough: 11 comments
- Weald Central: 10 comments
- Isle of Oxney: 9 comments
- Downs West, Highfield and Weald South: 8 comments in each
- Wye: 7 comments

- Kennington, Victoria and Weald North: 6 comments in each
- Aylesford Green, Godinton, Little Burton Farm, Park Farm South, Rolvenden and Tenterden West, South
- Willesborough, St Michaels, Tenterden South and Weald East: 5 comments in each
- Biddenden, Bybrook and Washford: 4 comments in each
- Bockhanger, Boughton Aluph and Eastwell, Charing and Downs North: 3 comments in each
- Great Chart with Singleton North, Norman and Park Farm North: 2 comments in each
- Singleton South: 1 comment

Metal items: 15 comments

- Boughton Aluph and Eastwell and Weald Central: 2 comments in each
- Aylesford Green, Beaver, Isle of Oxney, North Willesborough, Rolvenden and Tenterden West, Saxon Shore, St Michaels, Tenterden North, Weald North, Weald South and Wye: 1 comment in each

Textiles: 10 comments

- Saxon Shore: 2 comments
- Aylesford Green, Biddenden, Highfield, Rolvenden and Tenterden West, Singleton South, South Willesborough, Weald Central and Weald North: 1 comment in each

Carrier bags: 10 comments

This was another expected response. Plastic bags would be classed as contamination but people may believe they are recyclable.

At ward level, one comment about the uncertainty of whether plastic bags can be recycled in 10 wards: Boughton Aluph and Eastwell, Downs West, Great Chart with Singleton North, Kennington, North

Willesborough, Park Farm South, South Willesborough, Tenterden South, Weald Central and Weald South.

Foil: 10 comments

Many residents are unaware foil can be recycled and there is a perception that if foil is soiled, for example with grease, it cannot be recycled and could not be rinsed in the same way as jars and pots.

- Weald Central: 2 comments
- Biddenden, Highfield, Singleton South, Victoria, Weald East, Weald Central, Weald North and Wye: 1 comment in each

Electrical items: 9 comments

- South Willesborough: 2 comments
- Beaver, Boughton Aluph and Eastwell, Charing, Isle of Oxney, Little Burton Farm, Rolvenden and Tenterden West and Weald South: 1 comment in each

Light bulbs: 7 comments

One comment in each of the following 7 wards: Biddenden, Bybrook, Downs North, Highfield, North Willesborough, Singleton South and Tenterden South.

Wood: 7 comments

- Victoria: 2 comments
- Beaver, Highfield, Isle of Oxney, St Michaels and Weald North: 1 comment in each

Window envelopes: 6 comments

Residents commented that although the paper on the envelope is of course recyclable, they are unsure if the plastic windows need to be removed.

One comment in each of the following 6 wards: Boughton Aluph and Eastwell, Godinton, North Willesborough, Rolvenden and Tenterden West, Tenterden North and Weald Central.

Glass: 6 comments

One comment in each of the following 6 wards: Aylesford Green, Highfield, Isle of Oxney, Saxon Shore, Tenterden North and Weald Central.

Polystyrene: 6 comments

As with carrier bags, this was expected to appear as it would be classed as contamination but people may believe it is recyclable.

One comment in each of the following 6 wards: Bockhanger, Bybrook, Downs North, Godinton, Park Farm South and Saxon Shore.

Yogurt pots: 6 comments

One comment in each of the following 6 wards: Rolvenden and Tenterden West, Saxon Shore, St Michaels, Tenterden North, Weald Central and Weald East.

Pet food sachets: 5 comments

One comment in each of the following 5 wards: Boughton Aluph and Eastwell, Isle of Oxney, North Willesborough, Park Farm South and Saxon Shore.

Bottle tops: 4 comments

It was expected that some residents would be unsure whether they need to leave bottle tops out.

One comment in each of the following 4 wards: Park Farm South, Tenterden North, Weald East and Weald South.

Batteries: 3 comments

One comment in each of the following 3 wards: Aylesford Green, Biddenden and Tenterden South.

Crisp packets: 3 comments

One comment in each of the following 3 wards: Park Farm South, Tenterden South and Weald South.

Paint: 2 comments

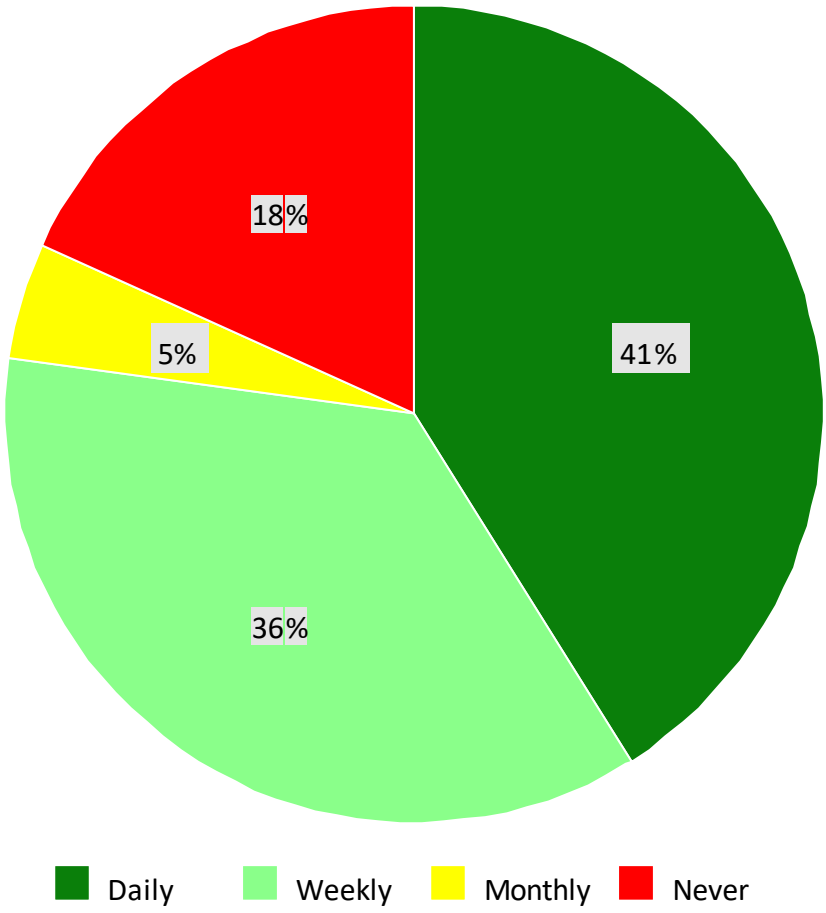
One comment in each of Rolvenden and Tenterden West and Stour wards.

Aerosols: 2 comments

Aerosols are recyclable but it was expected that some residents may not know this.

One comment in each of Charing and Great Chart with Singleton North wards.

To what extent do you participate in food waste recycling?



Base: 2,154 (all respondents excluding 11 no reply)

Across the borough, over three quarters of residents participate in food recycling either daily or weekly. A further 5% do so monthly while 18% say they never recycle food.

At an area level, residents in Highfield and Saxon Shore wards recycle the most: 94% of residents in Highfield and 93% in Saxon Shore recycle food either daily or weekly. Participation rates are also high in the four Weald wards where over 50% of residents recycle food daily.

At the other end of the scale, 51% of residents in Tenterden North and 44% in Singleton South say they never participate in food recycling, while 10% of all residents in the borough who never recycle food are found in each of Godinton and North Willesborough wards.

The table on the following page gives ward level data.

	Daily	Weekly	Monthly	Never
Aylesford Green	39.2%	35.2%	3.0%	22.6%
Beaver	31.2%	55.2%	1.3%	12.4%
Biddenden	44.1%	27.1%	2.0%	26.8%
Bockhanger	40.9%	37.0%	7.3%	14.8%
Boughton Aluph and Eastwell	41.6%	45.5%	3.4%	9.6%
Bybrook	61.1%	25.3%	0.0%	13.6%
Charing	51.5%	26.5%	10.2%	11.7%
Downs North	50.3%	35.6%	0.0%	14.1%
Downs West	43.2%	34.4%	11.7%	10.7%
Godinton	43.4%	25.2%	6.5%	24.8%
Great Chart with Singleton North	32.2%	47.4%	2.9%	17.4%
Highfield	49.4%	44.8%	2.6%	3.1%
Isle of Oxney	25.7%	59.8%	3.1%	11.4%
Kennington	46.0%	31.7%	1.6%	20.7%
Little Burton Farm	46.5%	34.3%	9.0%	10.3%
Norman	33.6%	51.7%	1.4%	13.4%
North Willesborough	39.4%	21.7%	5.2%	33.6%
Park Farm North	42.1%	41.4%	3.9%	12.6%
Park Farm South	47.5%	37.7%	5.8%	9.1%
Rolvenden and Tenterden West	19.1%	61.0%	7.7%	12.2%
Saxon Shore	61.1%	31.1%	1.4%	6.3%
Singleton South	27.2%	28.7%	0.0%	44.1%
South Willesborough	33.5%	49.7%	8.7%	8.0%
St Michaels	45.5%	39.7%	4.6%	10.2%
Stanhope	15.4%	37.8%	13.5%	33.4%
Stour	33.0%	39.6%	0.8%	26.5%
Tenterden North	23.4%	26.1%	0.0%	50.5%
Tenterden South	47.6%	38.9%	1.9%	11.7%
Victoria	25.6%	30.0%	2.1%	42.2%
Washford	45.6%	38.6%	8.8%	7.0%
Weald Central	50.9%	31.0%	3.4%	14.7%
Weald East	53.4%	36.0%	3.5%	7.1%
Weald North	57.8%	29.4%	3.1%	9.8%
Weald South	53.9%	33.5%	4.7%	7.9%
Wye	43.2%	28.7%	22.7%	5.3%

Younger residents are the least likely to take part in food recycling. Just 48% of 18 to 25 year olds recycle food daily or weekly and 47% never do so. Conversely, 85% of 45 to 54 year olds and 83% of residents aged 65 and over recycle food weekly or more often and just 12% of each of these groups never do so.

More affluent residents tend to recycle food more than less affluent residents. 83% of respondents in the "Affluent Achievers" Acorn category recycle food weekly or more often and 11% never do so, while in the "Urban Adversity" category 55% recycle food daily or weekly and 42% never recycle food.

Those who do not recycle food were asked why and the following comments were received.

Not enough food waste to recycle: 83 comments

It was expected that many residents would say this. Residents in Weald Central made the most comments in this regard.

- Weald Central: 7 comments
- Singleton South and Victoria: 5 comments
- Beaver, Biddenden, Bockhanger, Boughton Aluph and Eastwell, Isle of Oxney, North Willesborough and Weald South: 4 comments in each

- Godinton, South Willesborough, St Michaels and Stour: 3 comments in each
- Bybrook, Charing, Downs North, Downs West, Kennington, Weald East and Weald North: 2 comments in each
- Aylesford Green, Highfield, Little Burton Farm, Park Farm North, Park Farm South, Rolvenden and Tenterden West, Saxon Shore, Stanhope, Tenterden North, Tenterden South and Washford: 1 comment in each

Compost it at home: 79 comments

Composting food waste is most common among residents in Saxon Shore and Weald Central wards.

- Saxon Shore and Weald Central: 7 comments in each

- North Willesborough: 6 comments
- Stour: 5 comments
- Weald South: 4 comments
- Beaver, Biddenden, Boughton Aluph and Eastwell, Bybrook, Downs North, Downs West, Kennington, South Willesborough, St Michaels and Weald North: 3 comments in each

- Aylesford Green, Charing, Great Chart with Singleton North, Rolvenden and Tenterden West and Tenterden North: 2 comments in each
- Bockhanger, Highfield, Little Burton Farm, Norman, Tenterden South, Victoria, Washford, Weald East and Wye: 1 comment in each

It smells: 31 comments

This was another expected response.

- Godinton: 4 comments
- Park Farm North and Singleton South: 3 comments in each
- Downs West, Stanhope, Victoria, Weald Central and Wye: 2 comments in each
- Aylesford Green, Bybrook, Charing, Downs North, Isle of Oxney, Saxon Shore, South Willesborough, Stour, Washford, Weald North and Weald South: 1 comment in each

Not permitted: 19 comments

A number of respondents stated that food recycling is not permitted by their landlord, particularly in blocks of flats. This is most commented on by residents in Victoria ward.

- Victoria: 6 comments
- Stour: 3 comments
- Aylesford Green, Bybrook and Norman: 2 comments in each
- Godinton, Little Burton Farm, South Willesborough and Tenterden North: 1 comment in each

No food waste bin: 19 comments

Some of these respondents say their food caddy was stolen or there was not one at the property when they moved in.

- Stour: 5 comments
- Victoria: 3 comments
- Aylesford Green, Beaver, Great Chart with Singleton North, Isle of Oxney, Kennington, Little Burton Farm, Norman, Singleton South, St Michaels, Weald Central and Weald South: 1 comment in each

It attracts flies and maggots: 14 comments

It was anticipated that flies or vermin would be a deterring factor for some residents.

- North Willesborough: 4 comments

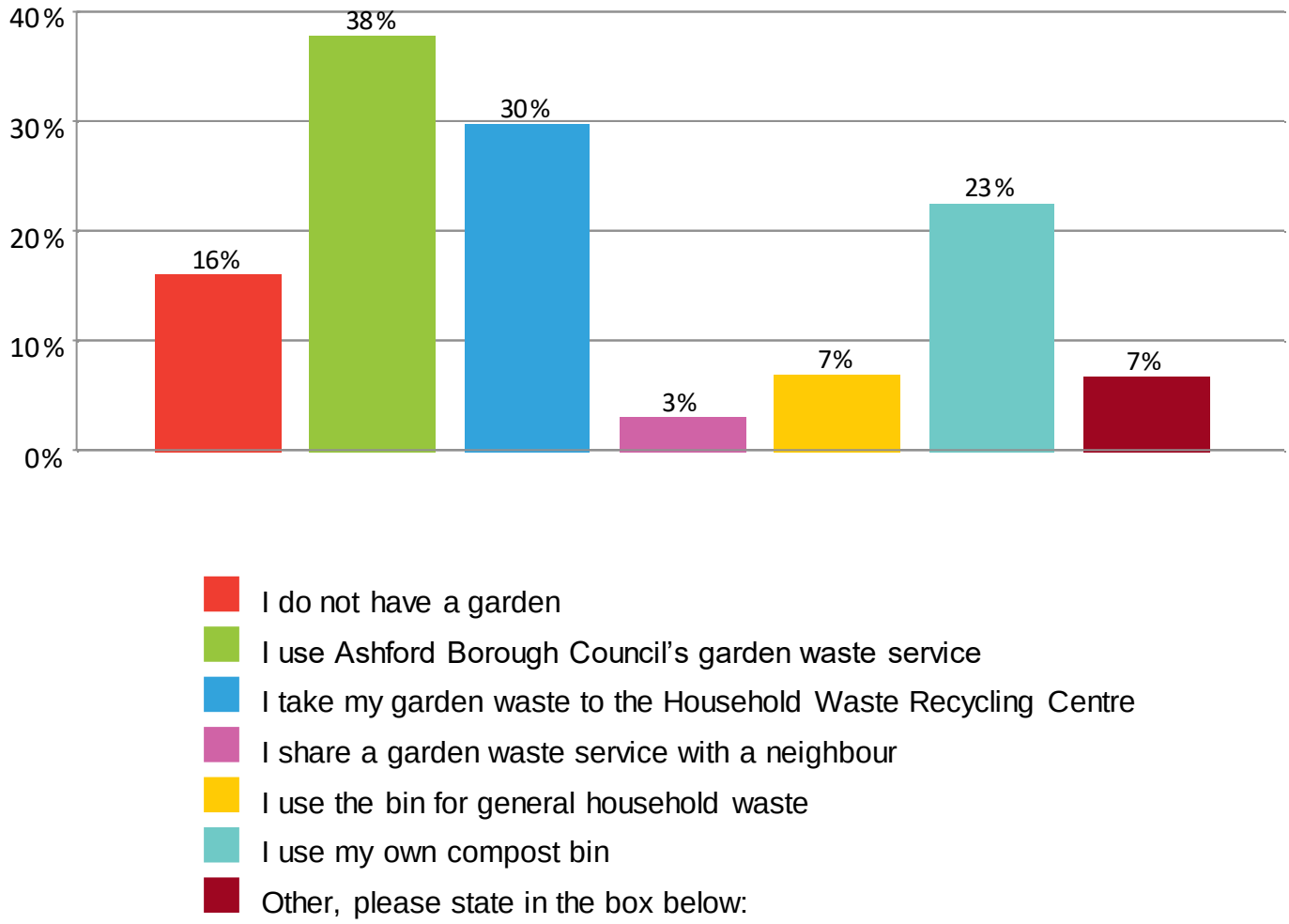
- Boughton Aluph and Eastwell: 2 comments
- Biddenden, Bybrook, Charing, Downs North, Singleton South, Stanhope, Washford and Weald East: 1 comment in each

Unwilling to pay for caddy liners: 4 comments

Some residents were predicted to say they don't recycle food because the council does not provide free caddy liners.

One comment in each of the following 4 wards: Godinton, Stour, Victoria and Wye.

Which of the following statements best describes how you dispose of garden waste?



Base: 2,149 (all respondents excluding 16 no reply)

The most common method of disposing of garden waste is via the council's garden waste service, which 38% of residents across the borough use. The next most common method is to take it to the Household Waste Recycling Centre, followed by residents who use their own compost bin. It is encouraging to note just 7% of respondents put their garden waste in their general household waste bin.

Looking at disposal methods by area, the smallest proportion of residents who use the council's garden waste service live in Ashford town: 19% of residents here use the service compared to 39% on the outskirts of the town and 47% elsewhere in the borough. Composting is significantly higher among residents in rural areas: 18% of residents in Ashford town compost their garden waste compared to 12% of residents on the outskirts of the town and 37% elsewhere in the borough.

The following table shows ward level data.

	No garden	Council garden waste service	Household Waste Recycling Centre	Share with neighbour	Use general household waste bin	Use own compost bin
Aylesford Green	56.1%	8.8%	27.8%	2.6%	0.0%	7.5%
Beaver	13.7%	26.1%	42.1%	7.5%	7.4%	12.4%
Biddenden	0.0%	44.4%	24.6%	2.9%	7.2%	47.5%
Bockhanger	5.4%	44.9%	45.6%	2.0%	3.7%	18.1%
Boughton Aluph and Eastwell	25.7%	42.5%	32.9%	0.0%	5.3%	22.8%
Bybrook	5.6%	76.6%	21.8%	2.8%	1.6%	28.1%
Charing	7.3%	30.4%	26.0%	4.8%	6.8%	46.5%
Downs North	0.0%	46.6%	36.6%	0.0%	18.9%	56.8%
Downs West	0.0%	48.1%	25.9%	1.5%	1.3%	47.4%
Godinton	10.8%	33.2%	37.5%	2.0%	15.9%	13.5%
Great Chart with Singleton North	23.6%	18.8%	45.6%	1.2%	8.6%	9.2%
Highfield	0.0%	51.1%	41.3%	12.1%	0.0%	22.5%
Isle of Oxney	0.0%	35.4%	9.5%	1.4%	3.7%	32.6%
Kennington	0.0%	66.9%	38.6%	3.6%	8.4%	16.6%
Little Burton Farm	5.5%	55.3%	38.7%	3.1%	0.8%	17.1%
Norman	6.1%	30.3%	47.1%	3.6%	4.3%	21.3%
North Willesborough	19.4%	34.0%	26.0%	3.2%	17.7%	7.8%
Park Farm North	4.9%	62.3%	38.7%	1.0%	0.0%	4.7%
Park Farm South	5.2%	43.0%	44.9%	1.3%	1.5%	6.6%
Rolvenden and Tenterden West	1.7%	46.2%	15.3%	10.9%	3.2%	44.2%
Saxon Shore	0.0%	50.9%	17.3%	2.5%	1.4%	44.0%
Singleton South	40.9%	17.7%	35.4%	1.4%	3.7%	7.5%
South Willesborough	13.2%	26.1%	29.2%	3.4%	11.0%	51.2%
St Michaels	11.1%	54.8%	12.7%	11.0%	3.5%	25.5%
Stanhope	60.5%	2.2%	23.9%	0.0%	11.3%	3.5%
Stour	28.6%	34.0%	32.0%	0.0%	7.1%	11.4%
Tenterden North	47.8%	39.1%	12.4%	4.1%	2.6%	11.0%
Tenterden South	17.0%	54.1%	8.9%	9.7%	9.9%	22.6%
Victoria	40.5%	16.9%	30.9%	1.8%	3.7%	16.9%
Washford	1.7%	38.8%	39.9%	6.2%	20.0%	7.5%
Weald Central	2.4%	56.5%	20.3%	4.5%	1.9%	37.9%
Weald East	0.0%	38.8%	22.8%	1.5%	28.5%	23.2%
Weald North	0.0%	26.0%	26.7%	3.1%	0.0%	55.8%
Weald South	3.8%	53.6%	25.0%	0.8%	2.4%	50.2%
Wye	33.1%	43.6%	12.3%	2.0%	0.8%	21.6%

Use of the council's garden waste service is significantly higher among more affluent residents. 54% of respondents in the "Affluent Achievers" Acorn category use the council's service compared to just 10% in the "Urban Adversity" category.

Older residents than younger people use the council's garden waste service: 52% of residents aged 65 and over use the service compared to just 8% of 18 to 25 year olds and 27% of 26 to 34 year olds.

Residents who use other methods to those specifically mentioned in the survey to dispose of their garden waste were asked for further details and the following responses were received.

Bonfire: 47 comments

- Isle of Oxney: 8 comments
- Saxon Shore: 6 comments
- Rolvenden and Tenterden West and Weald Central: 5 comments in each
- Biddenden, Weald North and Weald South: 3 comments in each
- Boughton Aluph and Eastwell, Downs North and Wye: 2 comments in each

- Bybrook, Charing, Downs West, Kennington, North Willesborough, St Michaels, Stour and Weald East: 1 comment in each

Have a gardener who takes the waste away: 22 comments

- Victoria: 3 comments
- Godinton, Norman, North Willesborough and Stour: 2 comments in each
- Aylesford Green, Beaver, Bybrook, Great Chart with Singleton North, Little Burton Farm, Park Farm North, Park Farm South, Rolvenden and Tenterden West, Singleton South, Tenterden South and Weald East: 1 comment in each

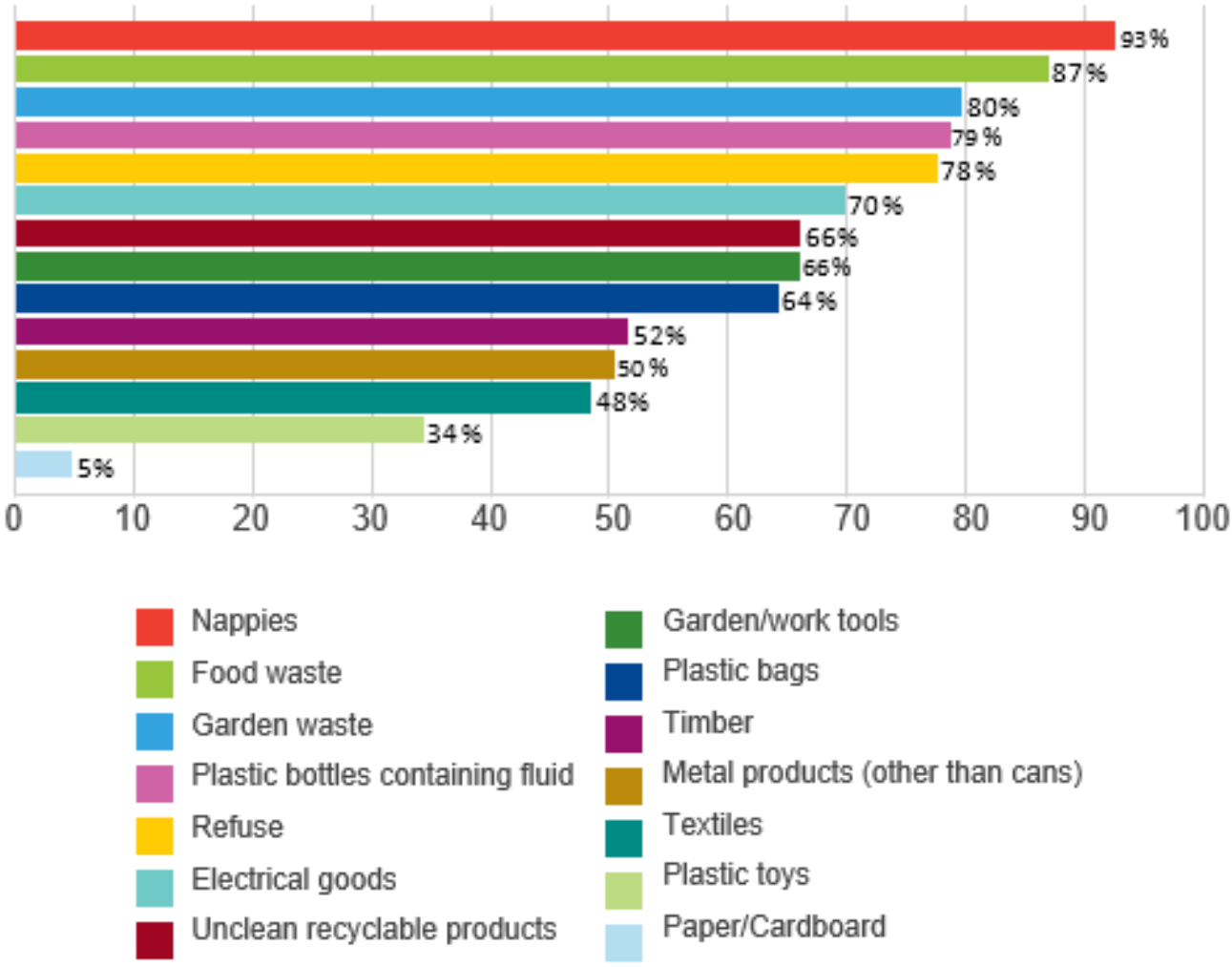
Cost: 10 comments

10 residents commented that they feel the council's garden waste service is too expensive and this service should be covered by their Council Tax. One comment was received in each of the following 10 wards: Bockhanger, Charing, Downs North, Kennington, Park Farm North, Stanhope, Stour, Weald East, Weald South and Wye.

Place in a skip: 5 comments

One comment in each of the following 5 wards: Charing, Downs West, Kennington, North Willesborough and Weald Central.

Which of the following would you consider to be contamination if placed in your recycling bin (green bin)?



Base: 2,102 (all respondents excluding 63 no reply)

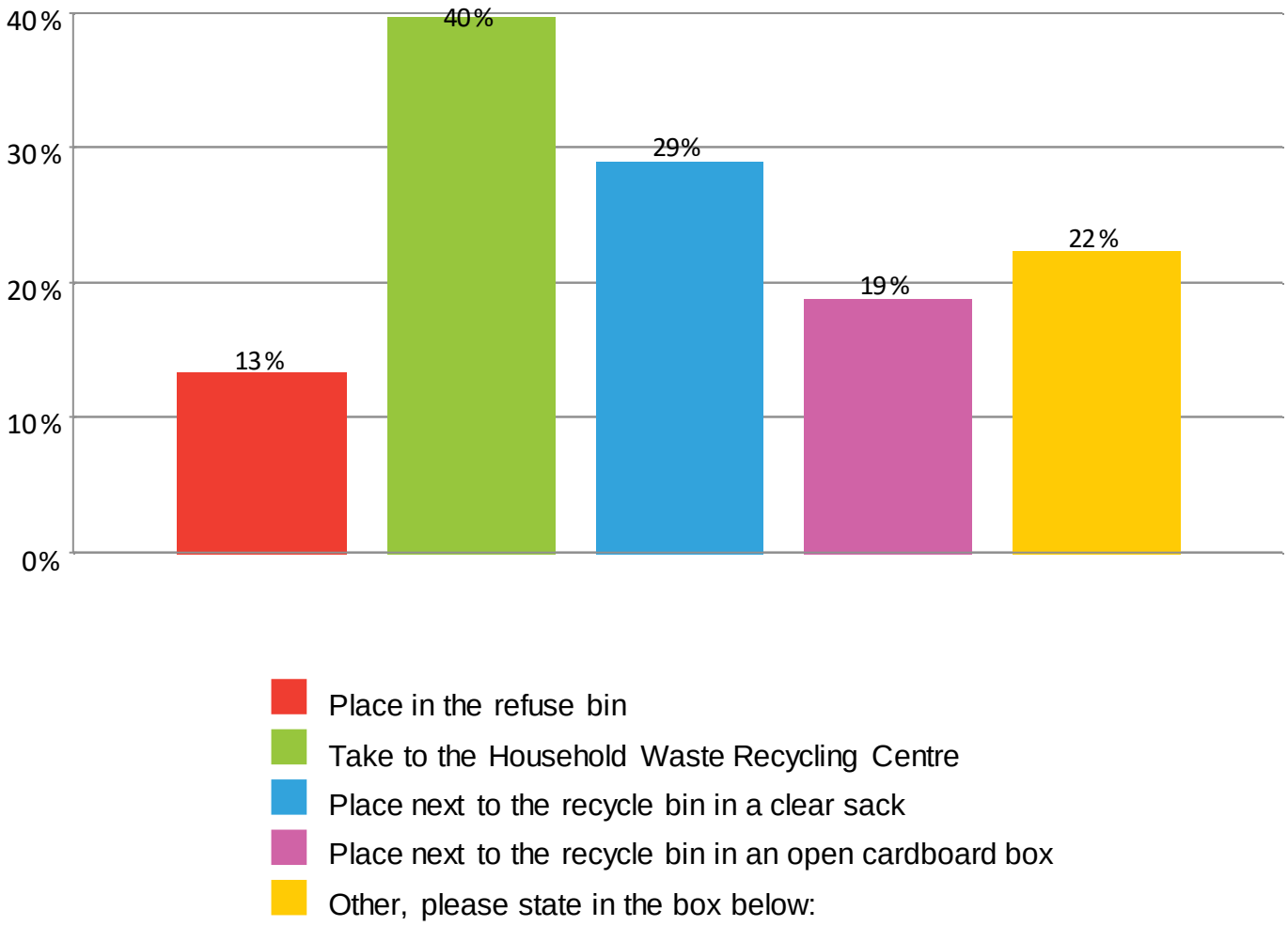
The most common responses for items considered to be contamination if placed in the recycling bin are nappies, food waste and garden waste: over 80% of residents feel these would be contamination. At the other end of the scale, it is surprising to note that 5% of residents would consider paper and/or cardboard to be contamination.

The following table shows ward level data.

	Refuse	Unclean recyclables	Garden / work tools	Textiles	Nappies	Food waste	Garden waste	Electricals	Metal	Paper/ card	Plastic bottles	Plastic bags	Timber	Toys
Aylesford Green	74.0%	41.4%	38.6%	12.9%	68.5%	55.2%	58.3%	37.2%	27.6%	15.9%	85.2%	38.5%	21.7%	11.8%
Beaver	67.1%	75.7%	60.7%	49.2%	98.1%	86.9%	82.0%	65.4%	52.7%	1.3%	81.2%	66.6%	51.1%	36.1%
Biddenden	80.1%	64.7%	69.5%	53.5%	95.5%	92.6%	78.7%	84.1%	53.6%	0.0%	82.1%	73.7%	46.1%	38.5%
Bockhanger	72.8%	69.4%	71.8%	51.8%	93.0%	95.5%	87.3%	79.1%	70.2%	0.0%	73.5%	74.9%	62.5%	47.8%
Boughton Aluph and Eastwell	86.0%	78.9%	79.3%	42.2%	96.2%	93.5%	83.4%	60.7%	67.3%	2.7%	85.2%	59.8%	42.1%	21.3%
Bybrook	71.1%	72.8%	65.5%	54.5%	95.4%	92.0%	80.1%	64.4%	56.5%	1.7%	90.6%	69.1%	67.7%	34.8%
Charing	75.6%	69.2%	65.9%	69.9%	93.7%	92.0%	81.5%	67.4%	31.7%	0.0%	71.4%	61.8%	55.5%	36.4%
Downs North	94.2%	70.1%	75.9%	76.3%	97.7%	93.0%	94.0%	75.7%	65.8%	6.7%	82.5%	64.2%	58.5%	32.5%
Downs West	90.6%	66.1%	83.0%	68.5%	98.7%	95.8%	87.2%	91.9%	65.2%	7.5%	87.7%	85.9%	62.7%	47.6%
Godinton	71.9%	60.7%	67.3%	39.8%	92.5%	87.6%	84.6%	68.0%	46.9%	4.2%	75.7%	70.9%	62.9%	30.6%
Great Chart with Singleton North	73.4%	73.3%	58.0%	32.9%	82.6%	82.4%	80.4%	71.1%	38.7%	16.7%	85.1%	75.0%	36.5%	55.5%
Highfield	82.1%	49.2%	61.6%	59.2%	100.0%	92.7%	86.6%	77.4%	47.4%	1.1%	75.5%	68.1%	60.0%	34.0%
Isle of Oxney	63.0%	88.3%	49.5%	46.9%	100.0%	98.4%	60.5%	57.5%	38.3%	1.2%	85.3%	54.8%	35.0%	33.1%
Kennington	72.4%	70.1%	60.4%	49.8%	94.3%	91.0%	73.6%	60.1%	44.5%	3.6%	83.3%	63.0%	58.3%	34.3%
Little Burton Farm	77.7%	71.2%	67.8%	38.3%	96.1%	93.1%	83.9%	73.8%	50.1%	5.7%	80.4%	67.6%	56.6%	27.8%
Norman	80.5%	83.1%	34.4%	35.4%	92.8%	85.6%	87.3%	45.0%	39.1%	5.0%	67.0%	73.6%	53.4%	28.7%
North Willesborough	78.1%	71.6%	69.8%	43.6%	98.5%	79.0%	74.7%	61.4%	47.3%	1.5%	81.9%	49.0%	46.9%	33.7%
Park Farm North	90.4%	75.4%	94.6%	62.1%	98.5%	94.9%	98.5%	84.7%	75.4%	0.0%	87.8%	71.6%	70.3%	37.2%
Park Farm South	87.0%	59.1%	76.2%	69.3%	92.1%	93.1%	88.3%	76.2%	44.7%	1.6%	75.7%	73.9%	62.6%	29.2%
Rolvenden and Tenterden West	78.1%	72.8%	51.4%	46.0%	96.7%	80.1%	78.8%	69.9%	44.9%	1.7%	72.8%	60.1%	49.7%	35.3%
Saxon Shore	86.7%	80.3%	78.5%	66.6%	96.4%	95.9%	87.1%	82.7%	57.2%	3.0%	88.9%	74.4%	63.0%	42.6%
Singleton South	63.4%	40.7%	51.7%	47.4%	73.4%	77.7%	70.5%	56.3%	50.4%	19.9%	70.2%	65.7%	52.2%	36.1%
South Willesborough	89.4%	53.8%	65.5%	56.6%	92.6%	90.2%	82.1%	80.7%	48.4%	0.0%	77.9%	66.9%	50.6%	22.7%
St Michaels	87.7%	70.1%	93.2%	63.8%	97.2%	94.1%	90.4%	95.3%	67.9%	0.0%	90.8%	69.1%	73.4%	50.9%
Stanhope	81.5%	46.7%	26.3%	9.9%	91.6%	78.1%	64.8%	28.1%	11.4%	0.0%	51.9%	43.0%	18.8%	7.3%
Stour	70.7%	67.5%	62.6%	55.6%	96.2%	91.5%	83.5%	72.6%	59.0%	6.4%	81.2%	65.2%	59.2%	36.3%
Tenterden North	46.4%	39.3%	88.7%	83.6%	95.8%	46.4%	44.2%	91.1%	80.2%	3.3%	46.4%	37.6%	35.2%	24.6%
Tenterden South	72.1%	72.6%	72.9%	63.4%	94.7%	89.6%	88.6%	79.8%	56.9%	7.1%	82.9%	66.2%	51.5%	41.4%
Victoria	80.5%	61.7%	54.4%	36.6%	75.4%	72.7%	61.6%	58.7%	41.2%	2.3%	63.0%	63.6%	40.8%	26.6%
Washford	75.8%	51.7%	54.0%	53.4%	93.9%	95.2%	69.4%	68.4%	52.0%	6.3%	81.1%	70.6%	42.4%	28.0%
Weald Central	81.3%	72.3%	73.7%	39.4%	94.9%	95.9%	81.1%	71.4%	63.5%	3.4%	84.8%	60.5%	59.9%	56.4%
Weald East	66.4%	83.4%	62.6%	52.4%	96.2%	92.4%	72.7%	89.1%	48.9%	2.7%	83.3%	47.3%	49.7%	38.8%
Weald North	92.3%	62.7%	57.6%	42.3%	96.4%	96.5%	92.3%	67.5%	49.5%	0.0%	66.9%	88.4%	44.9%	42.8%
Weald South	85.0%	62.2%	80.3%	51.6%	95.3%	93.3%	91.6%	84.9%	51.7%	4.9%	65.0%	57.3%	55.9%	32.2%
Wye	91.8%	72.4%	85.3%	53.4%	100.0%	96.5%	92.2%	79.1%	36.1%	0.9%	88.5%	85.8%	50.7%	34.7%

The main point of interest here is three wards where over 15% of residents consider paper and/or cardboard to be contamination: Aylesford Green (15.9%), Great Chart with Singleton North (16.7%) and Singleton South (19.9%).

If you have more recycling than your green recycling bin can hold, what would you normally do?



Base: 2,025 (all respondents excluding 140 no reply)

40% of residents say they would take any additional recycling to the Household Waste Recycling Centre if it would not fit in their bin. Just under a third place it next to the recycling bin in a clear sack.

The table on the next page shows ward level data.

	Place in refuse bin	Household Waste Recycling Centre	Place next to recycling bin in a sack	Place next to recycling bin in a box
Aylesford Green	32.6%	38.5%	12.9%	13.9%
Beaver	22.4%	41.1%	32.6%	14.6%
Biddenden	3.5%	29.2%	34.6%	20.8%
Bockhanger	2.4%	39.0%	29.2%	19.0%
Boughton Aluph and Eastwell	32.2%	51.5%	9.4%	19.7%
Bybrook	1.6%	45.5%	33.2%	21.1%
Charing	2.6%	53.6%	10.5%	19.6%
Downs North	19.0%	57.3%	21.9%	15.9%
Downs West	7.5%	62.1%	8.8%	23.1%
Godinton	17.3%	41.9%	26.5%	17.1%
Great Chart with Singleton North	3.9%	52.8%	29.0%	28.4%
Highfield	4.6%	54.8%	34.9%	16.4%
Isle of Oxney	37.6%	24.8%	10.4%	17.1%
Kennington	19.3%	39.5%	25.8%	14.3%
Little Burton Farm	4.6%	56.3%	28.2%	15.0%
Norman	23.8%	22.4%	53.7%	9.5%
North Willesborough	19.7%	29.3%	34.6%	23.0%
Park Farm North	10.1%	50.3%	16.2%	32.8%
Park Farm South	9.8%	46.4%	29.1%	22.6%
Rolvenden and Tenterden West	7.9%	27.2%	36.8%	12.8%
Saxon Shore	6.0%	43.4%	17.2%	18.7%
Singleton South	27.9%	31.1%	36.8%	30.3%
South Willesborough	2.1%	8.4%	33.1%	29.3%
St Michaels	1.7%	29.6%	35.8%	26.5%
Stanhope	4.8%	52.0%	43.7%	26.0%
Stour	2.6%	39.0%	40.7%	10.6%
Tenterden North	2.6%	21.1%	73.9%	1.2%
Tenterden South	7.1%	26.1%	38.2%	10.9%
Victoria	12.6%	51.4%	26.3%	13.8%
Washford	13.5%	39.6%	25.4%	39.0%
Weald Central	9.1%	35.0%	18.3%	13.2%
Weald East	10.0%	24.9%	42.0%	26.6%
Weald North	8.1%	27.0%	18.5%	21.3%
Weald South	18.8%	52.9%	19.9%	15.7%
Wye	9.9%	33.7%	42.5%	7.6%

Residents who would do something other than specifically mentioned in the survey were asked for further details and the following responses were received.

Save it until the next recycling collection: 219 comments

It was expected that the most common response to this question would be to hold on to any additional recycling and put it in the bin for the next collection.

At ward level, this is most common among residents in Weald Central.

- Weald Central: 26 comments
- North Willesborough and Weald South: 14 comments in each
- Godinton and Saxon Shore: 13 comments in each
- Charing: 10 comments

- Biddenden: 9 comments
- Highfield and Rolvenden and Tenterden West: 8 comments in each
- Weald North: 7 comments
- Bockhanger, Boughton Aluph and Eastwell, Downs North, Downs West, Isle of Oxney, South Willesborough, St Michaels and Stour: 6 comments in each
- Aylesford Green, Beaver and Weald East: 5 comments in each- Kennington, Norman, Tenterden North and Wye: 4 comments in each
- Singleton South, Tenterden South and Victoria: 3 comments in each
- Bybrook, Great Chart with Singleton North and Little Burton Farm: 2 comments in each- Park Farm North, Park Farm South and Stanhope: 1 comment in each

Never have more than will fit in the bin: 100 comments

It was also anticipated some residents do not produce enough recycling to fill their bin.

At ward level:

- Weald South: 7 comments
- Isle of Oxney: 6 comments
- Aylesford Green, Charing, Great Chart with Singleton North and Stour: 5 comments in each
- Bockhanger, Bybrook, Godinton and North Willesborough: 4 comments in each
- Downs North, Downs West, Kennington, Little Burton Farm, Park Farm South, Saxon Shore, South Willesborough, St Michaels, Victoria and Weald Central: 3 comments in each
- Beaver, Norman, Rolvenden and Tenterden West, Tenterden North, Tenterden South, Washford, Weald North and Wye: 2 comments in each
- Biddenden, Boughton Aluph and Eastwell, Park Farm North, Singleton South and Weald East: 1 comment in each

Place it in the old blue recycling box and leave next to the bin: 76 comments

- Highfield, Stour and Victoria: 6 comments in each
- Boughton Aluph and Eastwell: 5 comments
- Little Burton Farm, Park Farm North and Weald East: 4 comments in each
- Beaver, Godinton, Great Chart with Singleton North, Park Farm South, Saxon Shore and Weald South: 3 comments in each
- Bybrook, Kennington, Norman, North Willesborough, Singleton South, St Michaels and Washford: 2 comments in each
- Bockhanger, Charing, Downs West, Isle of Oxney, Rolvenden and Tenterden West, South Willesborough, Tenterden South, Weald Central and Wye: 1 comment in each

Use a neighbour's bin: 31 comments

- Weald Central: 4 comments
- Weald North: 3 comments

North Willesborough, Park Farm South, Tenterden North, Weald East and Wye: 2 comments in each
Aylesford Green, Beaver, Boughton Aluph and Eastwell, Downs North, Norman, Rolvenden and Tenterden West, Saxon Shore, Singleton South, South Willesborough, St Michaels, Tenterden South, Victoria, Washford and Weald South: 1 comment in each

Have a second recycling bin: 11 comments

At ward level, 2 residents in Godinton said they have a second bin and there was 1 comment in each of the following nine wards: Bockhanger, Bybrook, Charing, Downs West, Kennington, Little Burton Farm, Norman, St Michaels and Weald Central.

Bonfire: 4 comments

2 comments from residents in Weald North, and 1 comment each in Isle of Oxney and North Willesborough.

Appendix 1: Questionnaire

Ashford Borough Council provides many different services including maintaining parks and gardens, operating CCTV cameras, making sure restaurants are clean, dealing with planning applications, providing leisure centres and swimming pools, emptying your bins, cleaning the streets, providing public toilets, providing social housing, enforcing all sorts of rules around yellow lines and taking action against littering and flytipping.

Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

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

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

Your local area receives services from both Ashford Borough Council and Kent County Council. This survey asks about Ashford Borough Council, which is responsible for services such as refuse collection, street cleaning and planning.

2. **Overall, how satisfied or dissatisfied are you with the way Ashford Borough Council runs its services?**

☐ 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 Ashford 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 Ashford Borough Council provides to the community. We would like your general opinion.

3. **To what extent do you agree or disagree that Ashford 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 Ashford Borough Council understands the needs of customers?**

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

5. **To what extent do you agree you can influence the decisions that Ashford Borough Council makes?**

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

6. **To what extent do you agree or disagree with the following statement: I have pride in the local area?**

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

7. **To what extent do you believe Ashford Borough Council is committed to improving the local area?**

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

8. **Overall, how well informed do you think Ashford Borough Council keeps residents about the services and benefits it provides?**

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

Appendix 1: Questionnaire

9. **How satisfied are you with the following services:**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	**Not used**
Parks in the Borough	☐	☐	☐	☐	☐	☐
Play areas in the Borough	☐	☐	☐	☐	☐	☐
Dealing with planning applications	☐	☐	☐	☐	☐	☐
Dealing with Planning enforcement	☐	☐	☐	☐	☐	☐
Dealing with anti-social behaviour	☐	☐	☐	☐	☐	☐
Food safety enforcement	☐	☐	☐	☐	☐	☐
Applications for social housing	☐	☐	☐	☐	☐	☐
Dealing with homelessness	☐	☐	☐	☐	☐	☐
Delivering Regeneration projects	☐	☐	☐	☐	☐	☐
Encouraging new business and jobs	☐	☐	☐	☐	☐	☐
Public toilets	☐	☐	☐	☐	☐	☐
Bin collection	☐	☐	☐	☐	☐	☐
Keeping the streets and footpaths clean	☐	☐	☐	☐	☐	☐
Dealing with dog mess	☐	☐	☐	☐	☐	☐
Dealing with littering	☐	☐	☐	☐	☐	☐
Dealing with graffiti	☐	☐	☐	☐	☐	☐
Dealing with fly tipping	☐	☐	☐	☐	☐	☐
Council car parks	☐	☐	☐	☐	☐	☐

10. **If you are dissatisfied with any of these services, please tell us which ones and why.**

11. **How do you find out about the services provided by Ashford Borough Council and how would you prefer to be kept informed in future?** In both columns below please tick all the boxes that apply.

	How do you find out	**How would you prefer to be kept informed**
Advertising	☐	☐
The council's website (www.ashford.gov.uk)	☐	☐
Love Ashford (www.loveashford.com)	☐	☐
Visit Ashford and Tenterden (www.visitashfordandtenterden.co.uk)	☐	☐
Emails from the council	☐	☐
Face to face contact with council staff	☐	☐
Local newspapers (printed)	☐	☐
Local news websites	☐	☐
Local radio and television	☐	☐
Council posters and leaflets	☐	☐
Text messages from the council	☐	☐
Facebook	☐	☐
Twitter	☐	☐
Other social media e.g. LinkedIn, YouTube, Instagram	☐	☐

Appendix 1: Questionnaire

12. **How well informed are you about Ashford Borough Council's key projects?**
Please tick one box for each project.

	Very well informed	Fairly well informed	Not very well informed	Never heard of
Commercial Quarter A new business hub creating several hundred jobs and 150 new apartments.	☐	☐	☐	☐
J10a of the M20 A new motorway junction to be a catalyst for economic and commercial development in Ashford.	☐	☐	☐	☐
Chilmington Green A major residential development of nearly 6,000 homes, new school and dualling of the A28.	☐	☐	☐	☐
Designer Outlet Centre expansion Expansion of the outlet centre with stronger links to the station.	☐	☐	☐	☐
Elwick Place New town centre cinema with places to eat and drink.	☐	☐	☐	☐
Ashford College campus The first phase of Ashford college opened in September 2017 offering further and higher education in the town centre.	☐	☐	☐	☐
Jasmin Vardimon A project to provide new space for the Jasmin Vardimon Dance Academy.	☐	☐	☐	☐
Ashford International signalling A project to deliver new signalling so that the next generation of Eurostar trains can continue to stop at Ashford International.	☐	☐	☐	☐

13. **What five things do you think are MOST IMPORTANT in making somewhere a good place to live?**

	MOST IMPORTANT
The level of crime	☐
Affordable decent housing	☐
Clean streets	☐
Parks and open spaces	☐
Shopping facilities	☐
Economic growth and jobs	☐
Higher education/college	☐
Activities for young people	☐
Sports and leisure facilities	☐
Eurostar and international links	☐
Attracting and supporting new business	☐
Cultural and entertainment facilities	☐
Community activities	☐
Visitor attractions	☐

Appendix 1: Questionnaire

14. **And, thinking about your local area which, if any, do you think MOST NEEDS IMPROVING** (please tick up to 5 boxes)

	MOST NEEDS IMPROVING
The level of crime	☐
Affordable decent housing	☐
Clean streets	☐
Parks and open spaces	☐
Shopping facilities	☐
Economic growth and jobs	☐
Higher education/college	☐
Activities for young people	☐
Sports and leisure facilities	☐
Eurostar and international links	☐
Attracting and supporting new business	☐
Cultural and entertainment facilities	☐
Community activities	☐
Visitor attractions	☐

15. **How often do you do the following activities in Ashford Town Centre?** Please tick one box for each activity.

	Once a week or more	At least once a month	Four or more times a year	A couple of times a year	About once a year	More than a year ago	**Not used**
Visit Park Mall Shopping Centre	☐	☐	☐	☐	☐	☐	☐
Visit County Square	☐	☐	☐	☐	☐	☐	☐
Shop in the Town Centre in general	☐	☐	☐	☐	☐	☐	☐
Shop at the Farmers' Market	☐	☐	☐	☐	☐	☐	☐
Shop at the General Market	☐	☐	☐	☐	☐	☐	☐
Eat out in the daytime in the town centre	☐	☐	☐	☐	☐	☐	☐
Eat out/socialise in the town centre in the evening	☐	☐	☐	☐	☐	☐	☐
Create Festival	**X**	**X**	**X**	**X**	☐	☐	☐
Attend performances/events at Revelation St Mary's	☐	☐	☐	☐	☐	☐	☐
One You Shop	☐	☐	☐	☐	☐	☐	☐
Other, please state below:	☐	☐	☐	☐	☐	☐	☐

16. **Overall, how satisfied are you with Ashford Town Centre**?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	**Not used**
As a place to shop	☐	☐	☐	☐	☐	☐
As a place to visit	☐	☐	☐	☐	☐	☐
As a place to go out	☐	☐	☐	☐	☐	☐

Appendix 1: Questionnaire

17. **Which of these statements best describes your attitude to recycling?** Please tick one box only.

- ☐ I recycle everything that can be recycled
- ☐ I recycle a lot, but not everything that can be recycled
- ☐ I recycle a bit
- ☐ I do not recycle

18. **Are you confident in what you are able to recycle?**

☐ Yes ☐ No ☐ Don't know

18a. **If not, what are you unsure about? Please state what items you are unsure about recycling:**

19. **To what extent do you participate in food waste recycling?** Please tick one box only

☐ Daily ☐ Weekly ☐ Monthly ☐ Never

19a. **If you do not participate in food recycling, what is the reason?**

20. **Which of the following statements best describes how you dispose of garden waste?** Please tick all that apply

- ☐ I do not have a garden
- ☐ I use Ashford Borough Council's garden waste service
- ☐ I take my garden waste to the Household Waste Recycling Centre
- ☐ I share a garden waste service with a neighbour
- ☐ I use the bin for general household waste
- ☐ I use my own compost bin
- ☐ Other, please state in the box below:

21. **Now thinking about your recycling bin (green bin), which of the following would you consider to be contamination if placed in this bin?** Please tick all that apply

- ☐ Refuse
- ☐ Textiles
- ☐ Garden waste
- ☐ Paper/Cardboard
- ☐ Timber
- ☐ Unclean recyclable products
- ☐ Nappies
- ☐ Electrical goods
- ☐ Plastic bottles containing fluid
- ☐ Plastic toys
- ☐ Garden/work tools
- ☐ Food waste
- ☐ Metal products (other than cans)
- ☐ Plastic bags

Appendix 1: Questionnaire

22. **If you have more recycling than your green recycling bin can hold, what would you normally do?** Please tick all that apply.

- ☐ Place in the refuse bin
- ☐ Take to the Household Waste Recycling Centre
- ☐ Place next to the recycle bin in a clear sack
- ☐ Place next to the recycle bin in an open cardboard box
- ☐ Other, please state in the box below:

23. **Do you have any other comments?**

The next section asks for information about you. This information is used for statistical purposes only and all information that you give us will be treated in the strictest confidence and will be stored securely by Ashford Borough Council (ABC). It will only be possible to link your response to a street and not to an individual or individual property so no directly identifiable personal information is captured with your response. For further information please refer to the covering letter.

24. **What gender are you?** Please tick one box only.

☐ Male ☐ Female ☐ Other (please state ☐ Prefer not to say

Other

25. **Which of the following best describes your sexual orientation?** Please tick one box only.

☐ Heterosexual/straight ☐ Gay man ☐ Other (please state)
☐ Bisexual ☐ Gay woman/lesbian ☐ Prefer not to say

Other

Appendix 1: Questionnaire

26. **What age are you?** Please write in below.

☐ Years ☐ Prefer not to say

27. **How would you describe your ethnic origin?**
Choose one section from A to E, then tick one box to best describe your ethnic group or background.

☐ Prefer not to say

A. White
☐ English/Welsh/Scottish/Northern Irish/British
☐ Irish
☐ Gypsy
☐ Irish Traveller
☐ Any other White background, please write below

B. Mixed/multiple ethnic groups
☐ White and Black Caribbean
☐ White and Asian
☐ White and Black African
☐ Any other Mixed/multiple ethnic background, please write below

C. Asian/Asian British
☐ Indian
☐ Pakistani
☐ Bangladeshi
☐ Chinese
☐ Any other Asian background, please write below

D. Black/African/Caribbean/Black British
☐ African
☐ Caribbean
☐ Any other Black/African/Caribbean background, please write below

E. Other ethnic group
☐ Arab
☐ Any other ethnic group, please write below

If you chose the any other option please specify:

28. **How is your health in general?** Please tick one box only. Would you say it is:

☐ Very good ☐ Good ☐ Fair
☐ Bad ☐ Very bad ☐ Prefer not to say

29. **Do you consider yourself to be disabled?**

☐ Yes, please specify below ☐ No (please go to question 31)

☐ Communication
☐ Hearing
☐ Learning
☐ Mental Health
☐ Mobility
☐ Physical
☐ Visual
☐ Other (please give further details below if you wish)
☐ Prefer not to say

Other

Appendix 1: Questionnaire

30. **What is your religion or belief?** Please tick one box only.

- ☐ I have no particular religion
- ☐ Christian (all denominations)
- ☐ Buddhist
- ☐ Hindu
- ☐ Jain
- ☐ Atheist
- ☐ Prefer not to say
- ☐ Muslim
- ☐ Sikh
- ☐ Jewish
- ☐ Pagan
- ☐ Agnostic
- ☐ Other (please give further details below if you wish)

Other ☐

31. **Is your current accommodation……?** Please tick one box only.

- ☐ Owned outright
- ☐ Buying on mortgage
- ☐ Rented from council
- ☐ Rented from Housing Association/Trust
- ☐ Rented from private landlord
- ☐ Other (please give further details below if you wish)
- ☐ Prefer not to say

Other ☐

32. **What type of accommodation best describes where you live?** Please tick one box only.

- ☐ Flat
- ☐ Maisonette
- ☐ Terraced house
- ☐ Semi-detached house
- ☐ Detached house

33. **How many adults aged 18 or over are living here, including yourself?** Please write in the box below.

☐ ☐ Prefer not to say

34. **How many children aged 17 or under are living here?** Please write in the box below.

☐ ☐ Prefer not to say

35. **Which of these activities best describes what you are doing at present?** Please tick one box only.

- ☐ Employee in full-time job (30 hours plus per week)
- ☐ Employee in part-time job (under 30 hours per week)
- ☐ Self employed full or part-time
- ☐ On a government supported training programme
- ☐ Full-time education at school, college or university
- ☐ Unemployed and available for work
- ☐ Permanently sick/disabled
- ☐ Wholly retired from work
- ☐ Looking after the home
- ☐ Doing something else (write in below)
- ☐ Prefer not to say

☐

36. **Have you or a member of your household ever served in the Armed Forces?**

☐ Yes ☐ No

Thank you for taking the time to complete the survey.