Appendix A

LD2050 – Strategy Survey Results
March 2024

Lichfield
District Council

About the Survey

- The survey was conducted in two tranches; the first undertaken over four weeks in Autumn 2023 and a follow up, targeted survey was launched in January and February 2024 to elicit responses from younger age groups, as the under 34's were under-represented in the first tranche.

- The second targeted survey produced an additional 227 responses from residents aged 34 or under.

- The surveys were promoted via our resident and business newsletters, in face-to-face meetings, on our website and across our social media platforms in addition to inviting responses through press announcements.

- Targeted work was undertaken to promote responses from a wide range of residents.

- The surveys focused on collecting qualitative data to understand feedback on the strategy.

- The overall number of responses collected was **3,127**

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District Council

The Next Generation Survey – Under 34s

- For six weeks from January 2024 we undertook a campaign to target younger residents so that their voices were represented.
- Over this period of time we:
  - Published a podcast targeting young adults
  - Sent direct emails to families asking their young adults to take part
  - Shared with local voluntary and social groups asking them to share
  - Shared with youth council asking them to share
- This generated an additional **227** survey response from residents aged 34 and under, giving a total of **315** responses from this age group.

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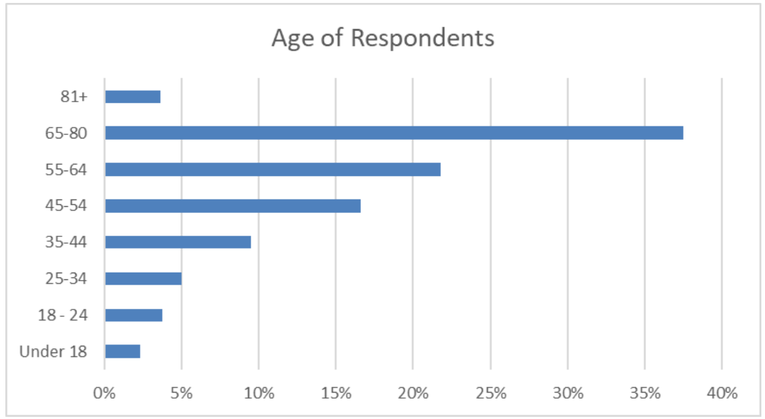
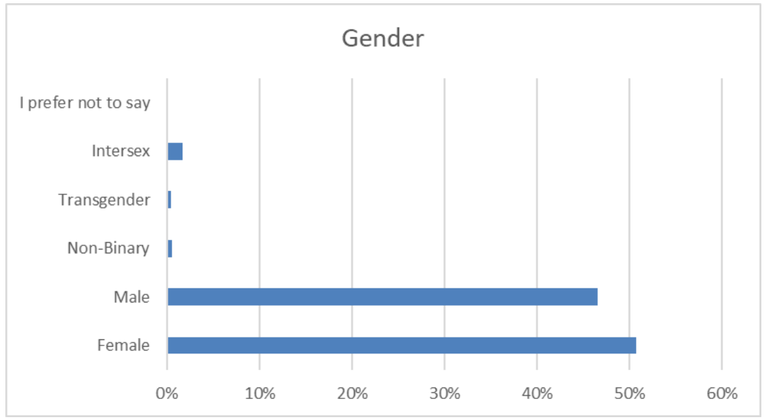
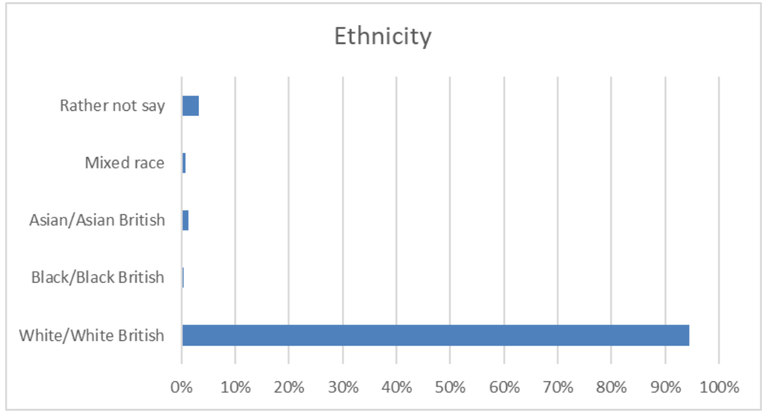
Demographics of respondents







Geography	% of Responses	% of Population
Lichfield	43.0%	30.6%
Burntwood	22.0%	29.1%
Rural Areas	35.0%	40.4%

Age	% of Responses	% of Population
Under 18	2.3%	18.9%
18-24	3.8%	6.6%
25-34	5.0%	11.3%
35-44	9.5%	11.4%
45-54	16.6%	14.2%
55-64	21.8%	12.6%
65-80	37.5%	18.4%
81+	3.6%	5.4%

- A similar demographic profile was achieved for the 2022 “Together We” survey.
- It is challenging to gain a representative sample via self-selecting surveys.

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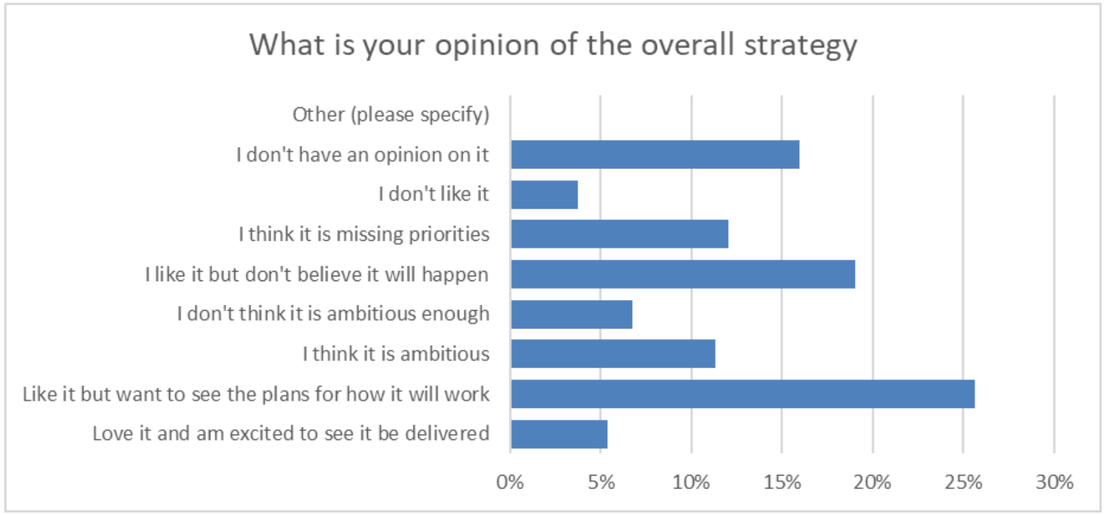
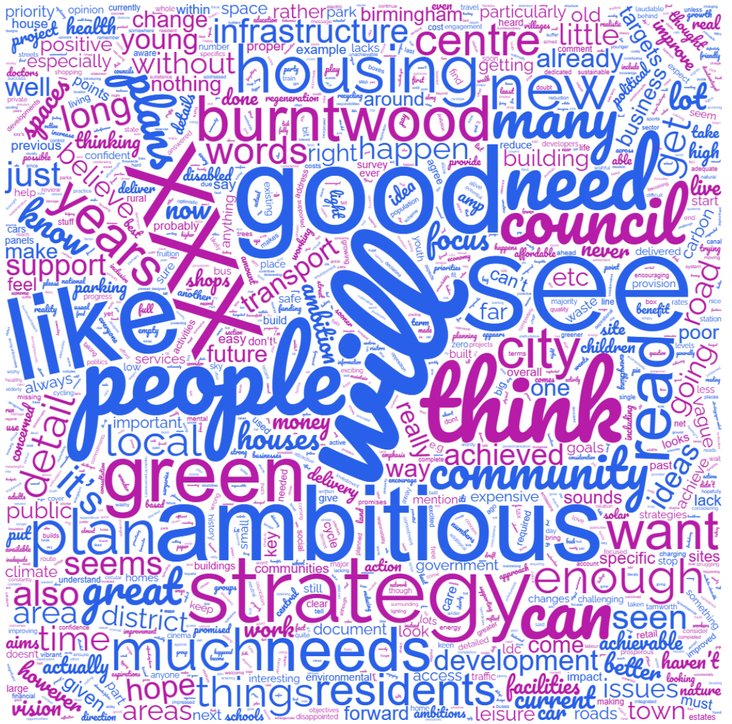
Opinions of the strategy overall

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What do you think of the strategy?

“Bold statements, which set a good and exciting vision for the area, but I would like to see a little more detail on the plans in due time.”

“It is missing important issues such as we need new schools, more doctors, we build more houses but don’t look at these issues”

“I think 2050 is too far away for most people to think about. Build a really proactive 5 year plan so that people at least can experience and know what's coming soon that will impact their enjoyment of life living and working in and around Lichfield.”

“It's good but will need specific planning and monitoring”

“Really like it but would like it to move faster!”

“I think it is positive and nice to see the council provide a proactive approach and listening to the community”

“A step in the right direction but we need to see plans for the future”

“Good that it acknowledges pressure on infrastructure, particularly primary care (GPs) but needs to think wider about healthcare facilities”

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What questions would you like to ask after reading the strategy?

What are you doing to support Green Energy?

When will the missing items be added?

How will you ensure the infrastructure will support?

How does the plan benefit me?

How will the goals be monitored?

What will the impact of national politics be?

How much will it cost?

What is the plan to support affordable housing?

How will it be funded?

What are the short term plans to deliver?

How will it be delivered?

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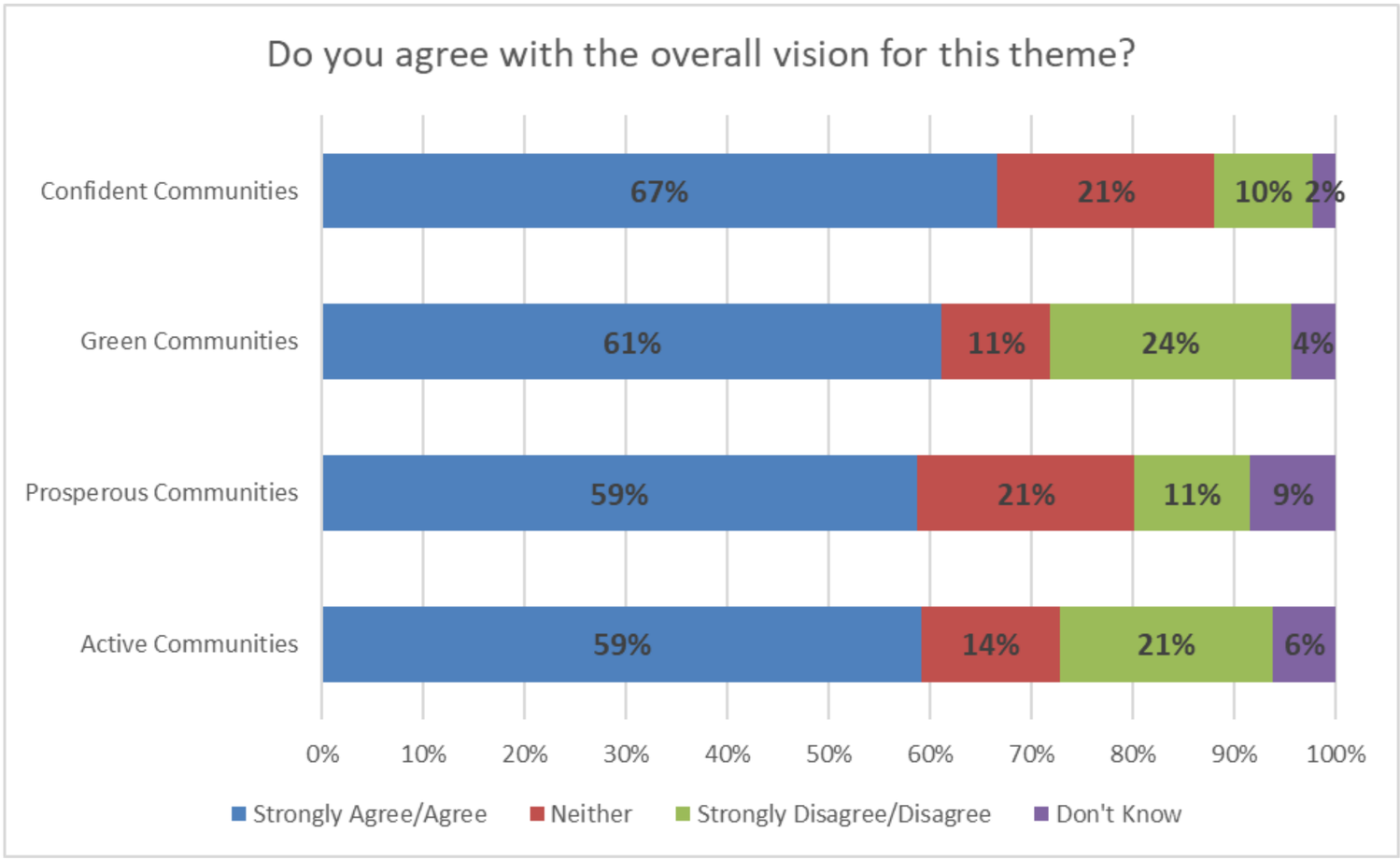
Do you agree with the vision for the themes?

- Over half of respondents agreed with each of the vision statements
- 21% of respondents disagreed with the vision statement for active communities – the highest % across the four themes, however less than a quarter of all respondents.



Lichfield
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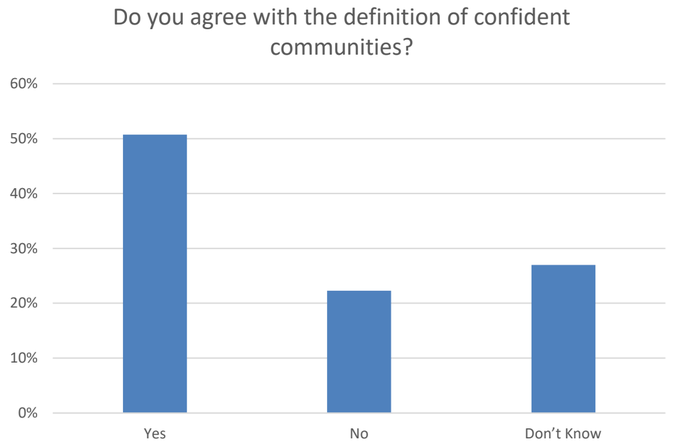
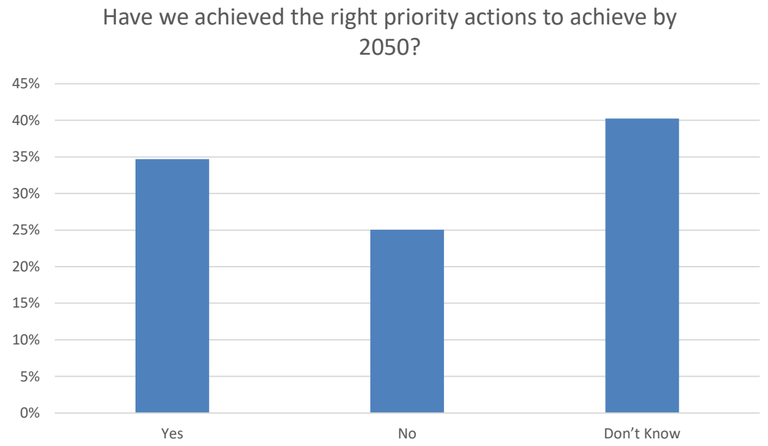
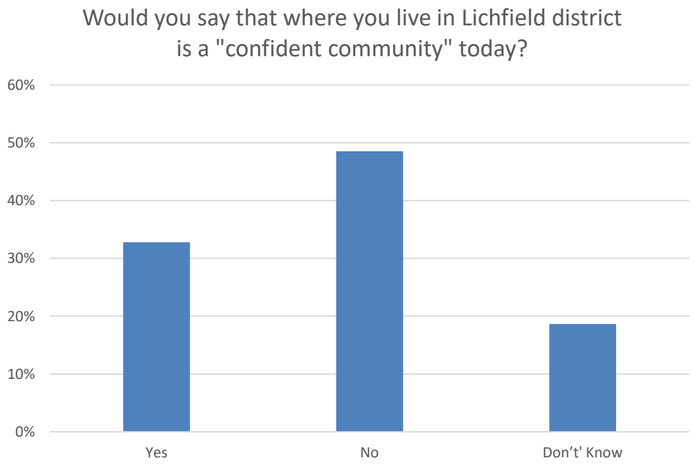
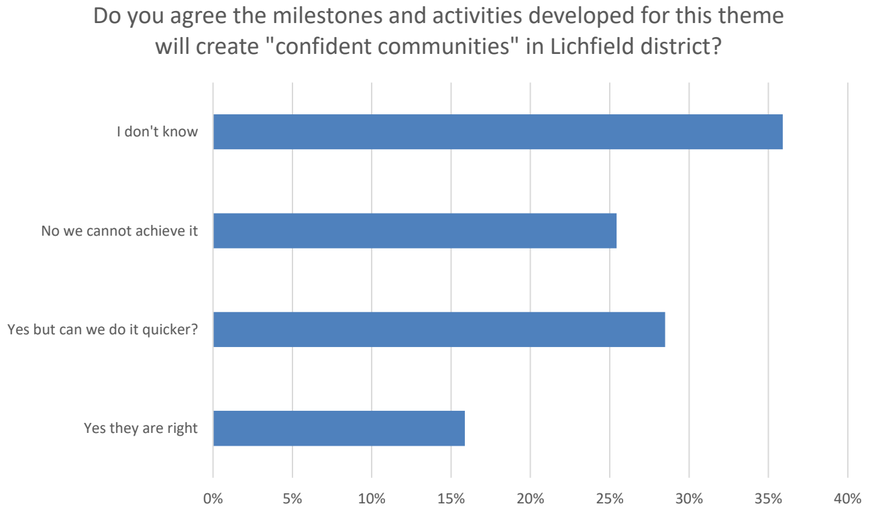
Confident Communities









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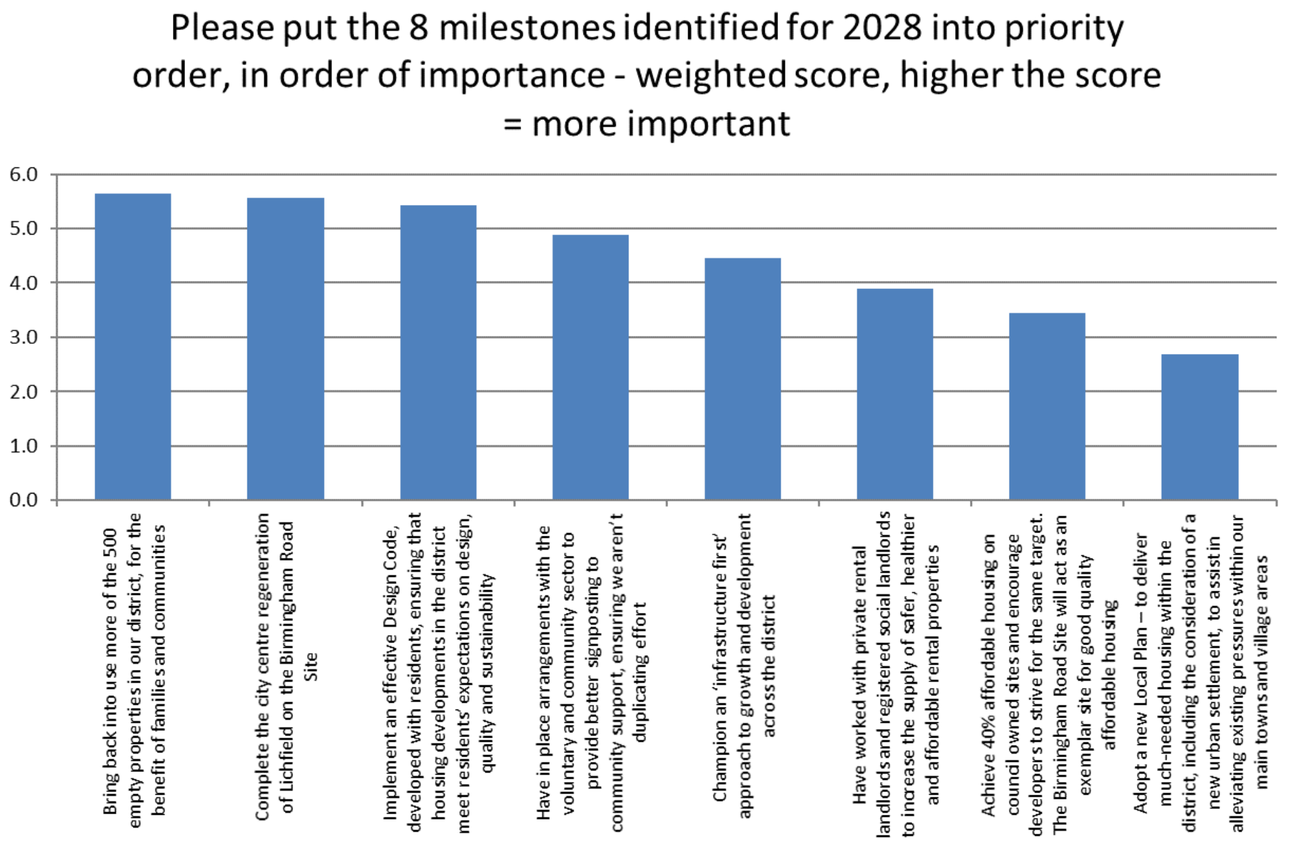
Confident Communities

- 51% of respondents agreed with the definition of ‘Confident Communities’
- Just under half of respondents (49%) said where they live **isn’t** currently a ‘confident community’
- 40% of respondents said they didn’t know if we’d identified the right priority actions
- Top three priority milestones were:
  - Empty properties
  - Completion of the city centre regeneration
  - Design Code



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Confident Communities – What is missing?

- Open text responses, key themes: Building sense of community / How will it be delivered / Help for villages and Burntwood

“More support for community groups and people starting groups to support young people”

“Sincerity in commitment to green belt, school and medical provision”

“Community empowerment. Local control and management of monies needed to help local issues and priorities”

“More detail of how it’s going to be achieved”

“Provision for villages”

“Make sure support Burntwood is included in development”

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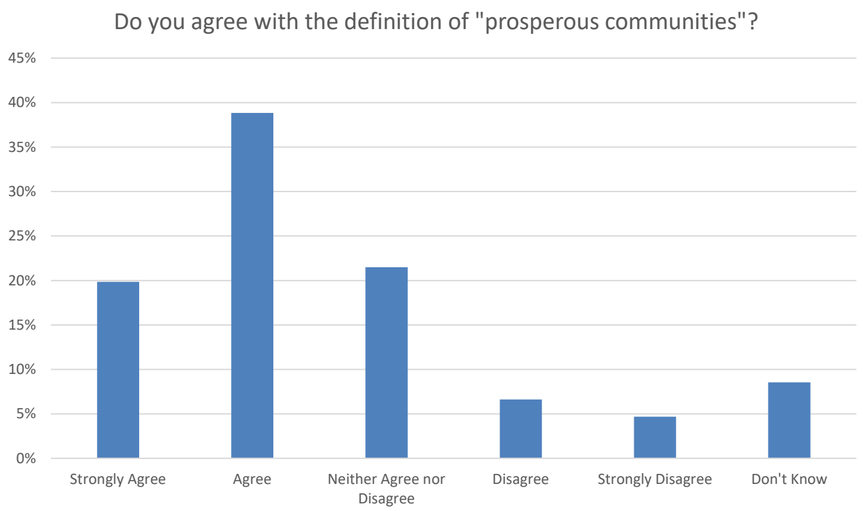
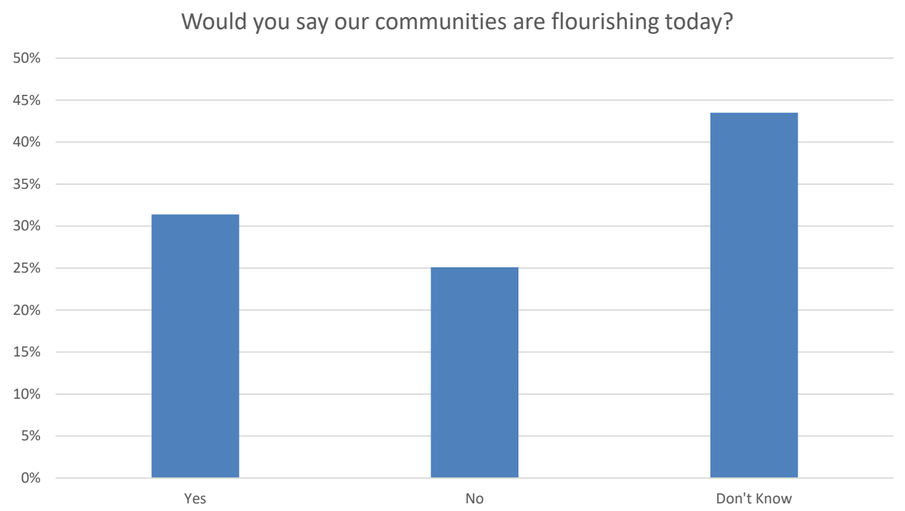
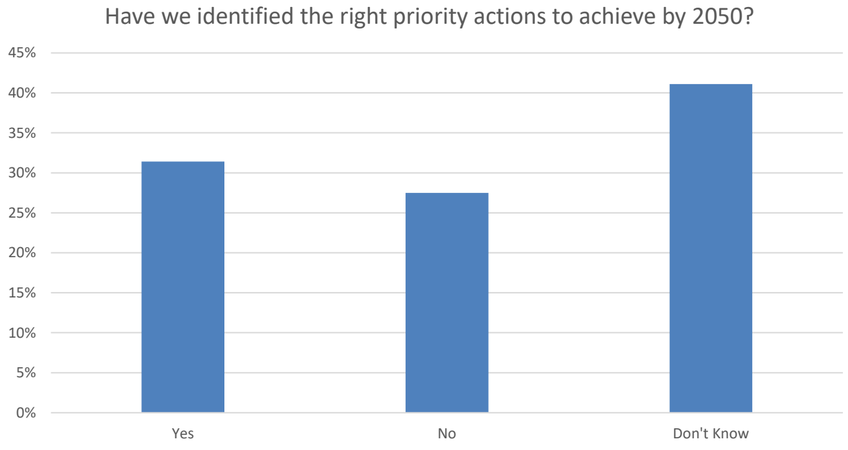
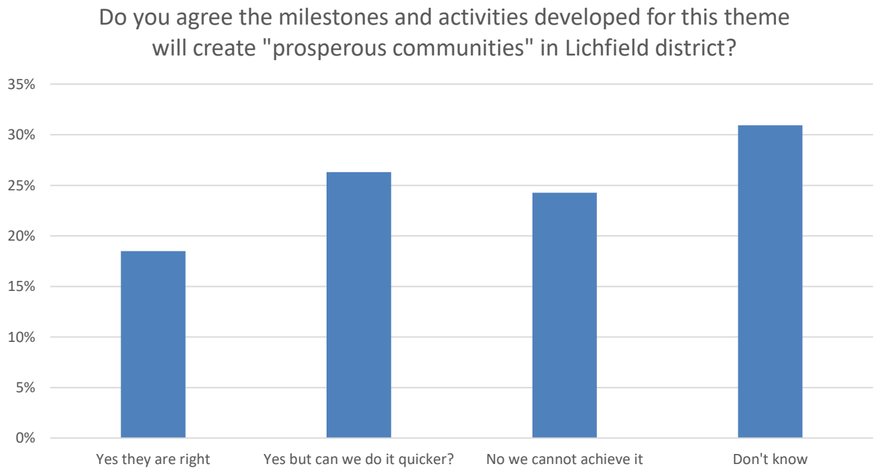
Prosperous Communities









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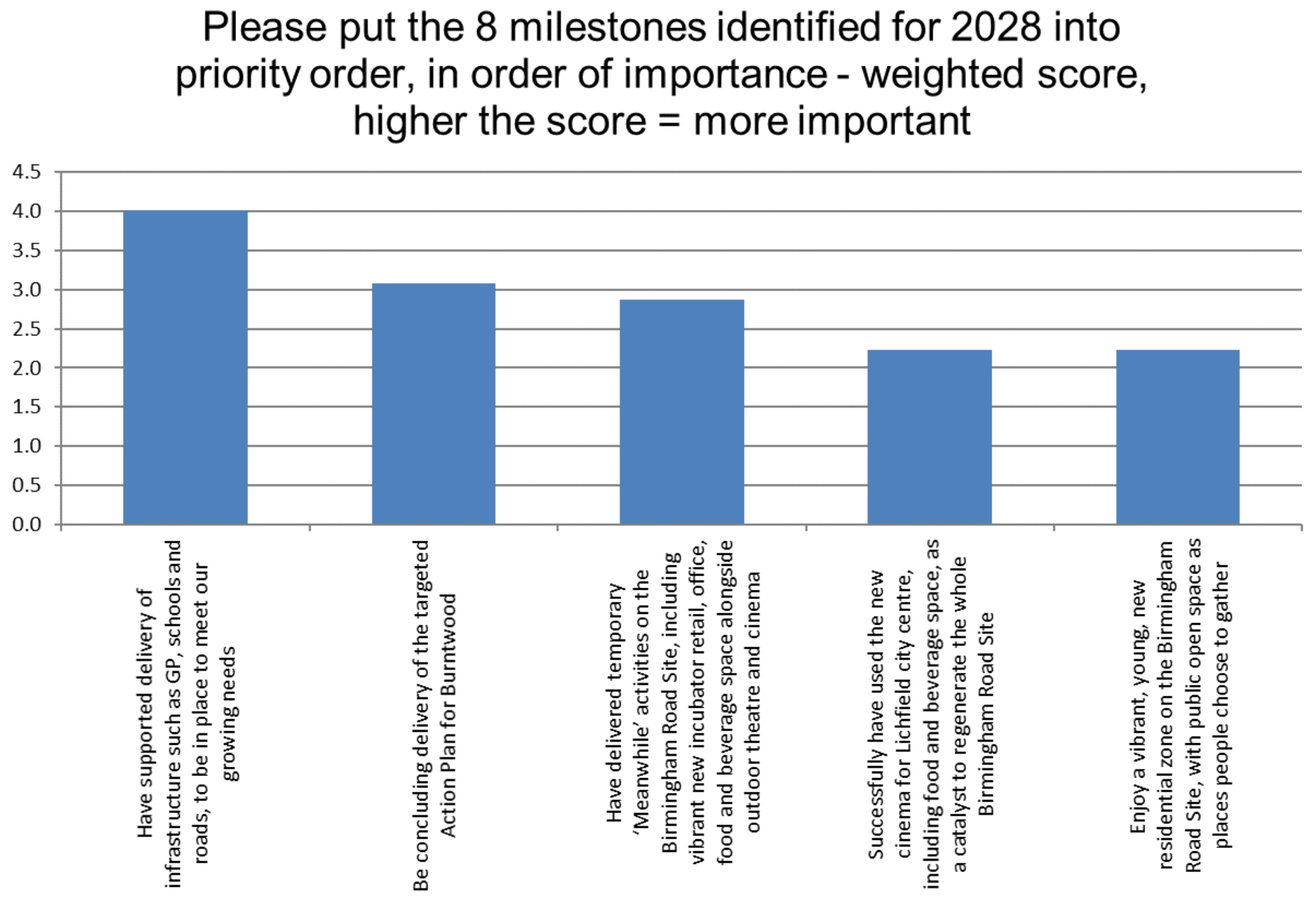
Prosperous Communities

- 68% of respondents agreed with the definition of ‘Prosperous Communities’
- 25% of respondents said their communities are **not** flourishing
- 41% of respondents said they didn’t know if we’d identified the right priority actions
- Top three priority milestones were:
  - Infrastructure
  - Action Plan for Burntwood
  - ‘Meanwhile’ activities on BRS



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Prosperous Communities – What is missing?

- Open text responses, key themes: Building sense of community / How will it be delivered? / Infrastructure and Transport

“A commitment to protect and enhance the historic City centre”

“Infrastructure to support the people that already live here. We need better jobs locally”

“Town centre diversification- not so many betting shops , charity shops and barbers”

“An emphasis on good public transport to make these new opportunities accessible from all parts of the district”

“Little detail on how sectors e.g. retail will be expanded, especially in Burntwood”

“More focus on villages, how can those without cars get jobs in city and industrial estates without an improved integrated public transport system”

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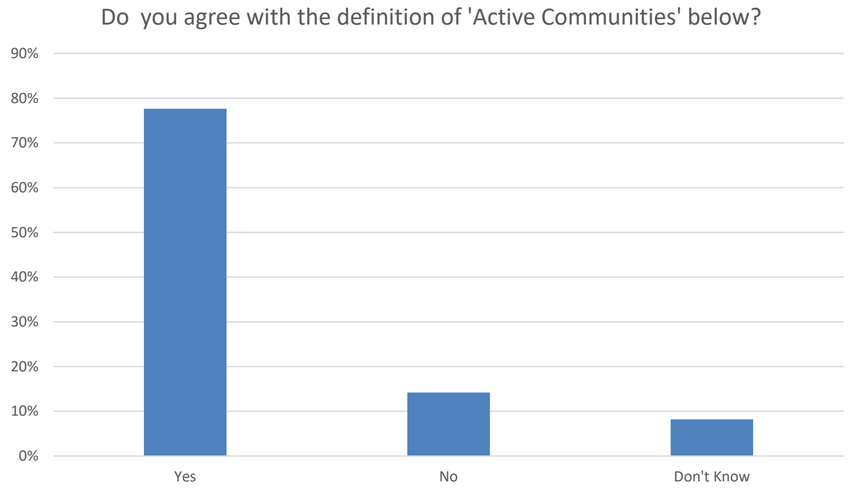
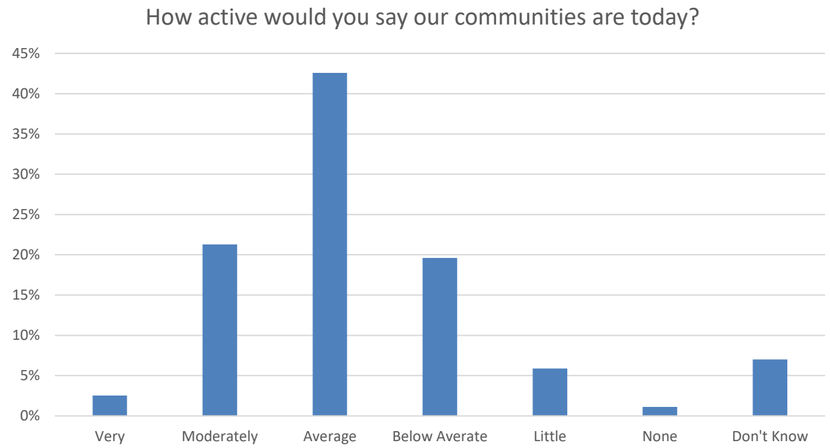
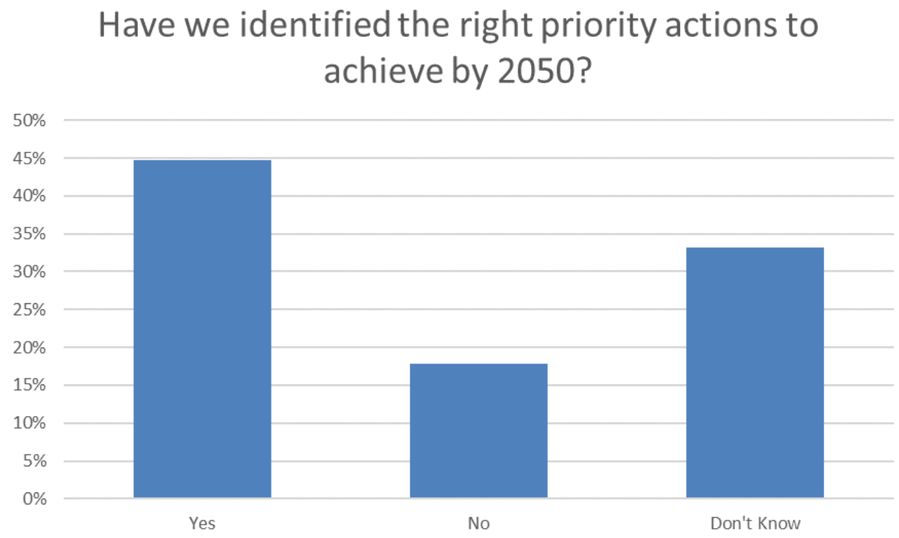
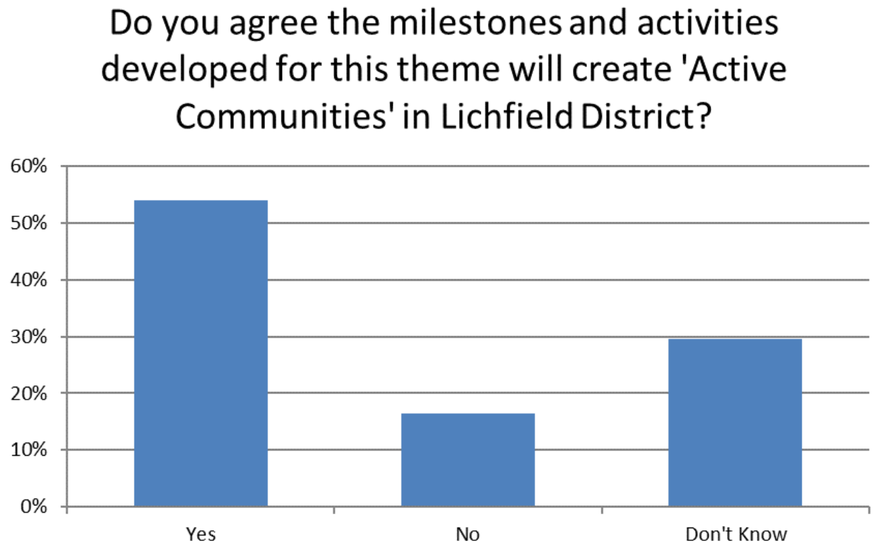
Active Communities









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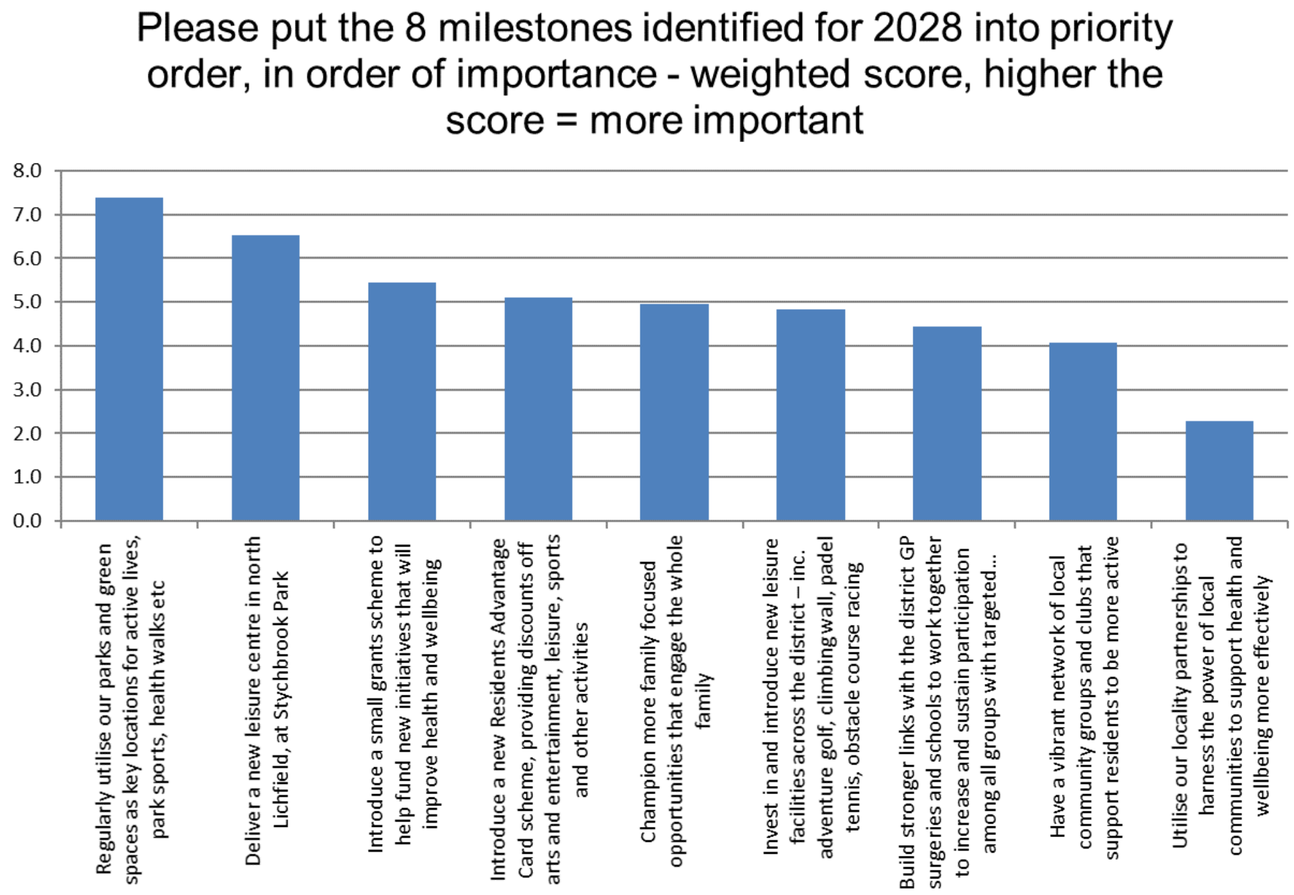
Active Communities

- 78% of respondents agreed with the definition of ‘Active Communities’
- 24% of respondents said our communities are currently very or moderately active
- 45% of respondents said we’d identified the right priority actions
- Top three priority milestones were:
  - Utilise our parks and green spaces
  - New leisure centre
  - Small grants scheme



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Active Communities – What is missing?

- Open text responses, key themes: How will it be delivered? / Cycling and walking paths/ Affordable / Inclusion

“Cycle paths and getting more people out of cars and walking or cycling”

“Affordable activities that fit with working families”

“Focus on those with additional needs”

“Improved foot and cycle paths around the town, places to lock bikes up in town, better, cheaper public transport from the peripheries to the centre where people can then walk more.”

“Whilst the extra facilities are good, they will cost money for people to use and I do not see the cost of living improving for the next decade. “

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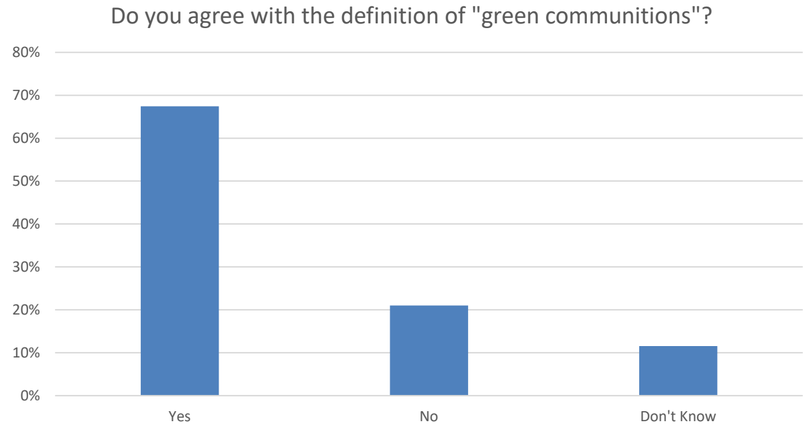
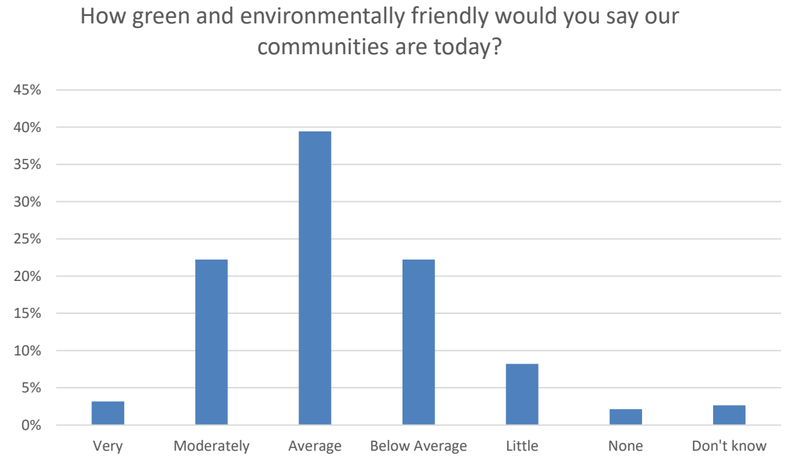
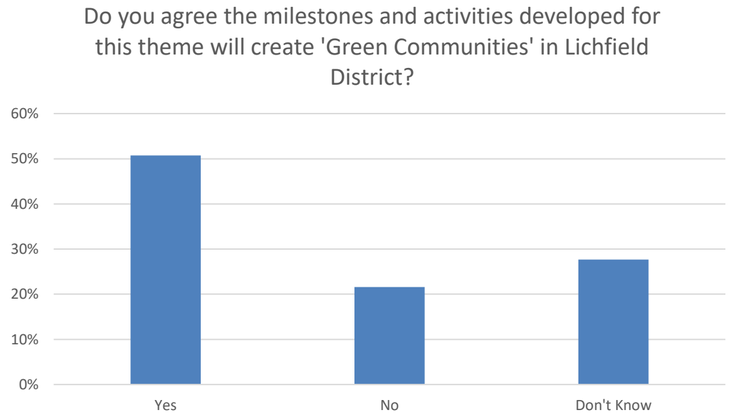
Green Communities







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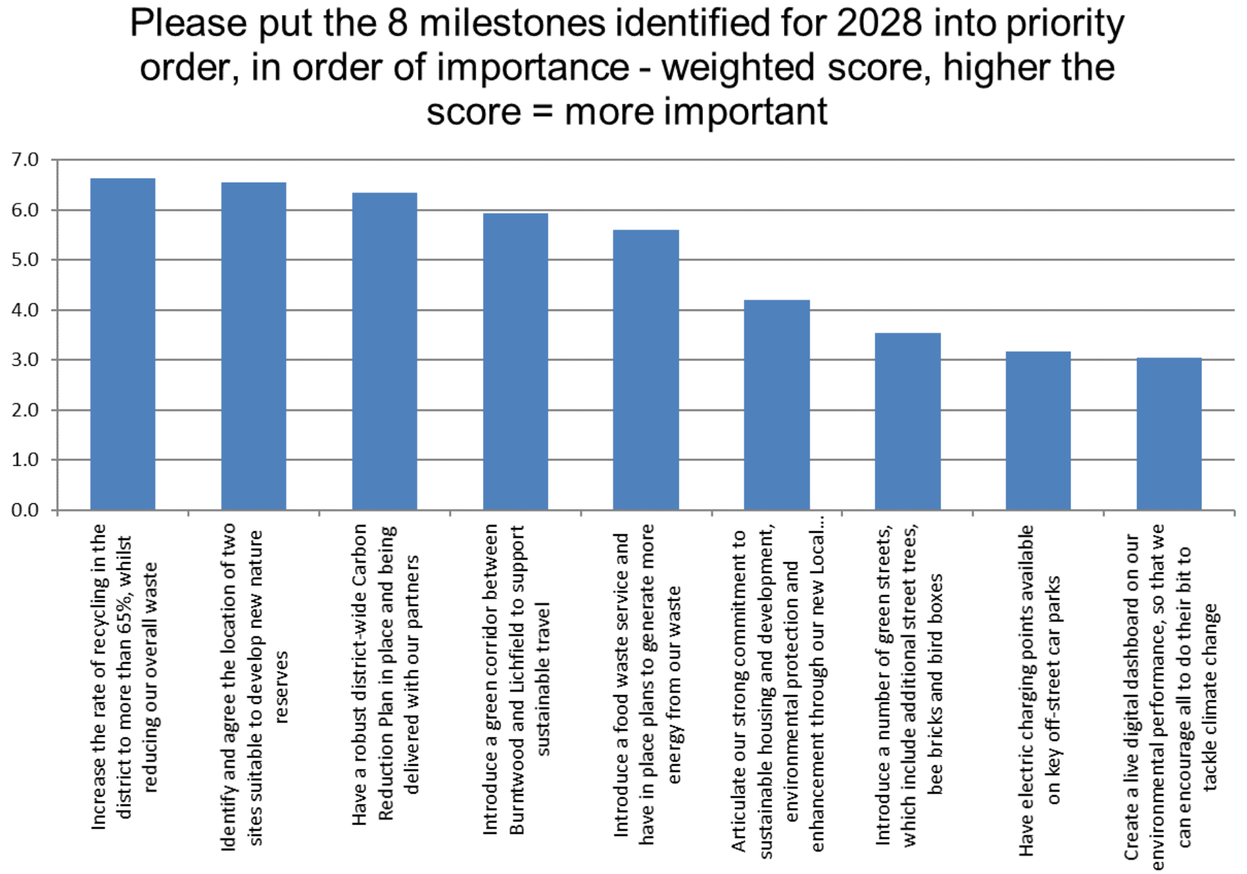
Green Communities

- 67% of respondents agreed with the definition of ‘Green Communities’
- 25% of respondents said our communities are currently very or moderately green and environmentally friendly
- 42% of respondents said we’d identified the right priority actions
- Top three priority milestones were:
  - Increase recycling rate
  - Two new nature reserves
  - Robust Carbon Reduction Plan



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Green Communities – What is missing?

- Open text responses, Key themes: Green energy / How will it be delivered / Community engagement

“Involve people in the changes. Sustainable/green events.”

“Electric car recharging points in the area”

“Working with agriculture to make it more wildlife friendly and less polluting to rivers”

“Green technologies - solar panels, heat pumps, safe walking paths and safe cycling paths”

“Green energy generation on public buildings, encouraging walking and cycling and public transport”

“Top priority must be reducing emissions quickly e.g. by reducing car use”

“punishment for constant litter louts and don’t allow more rubbish producing outlets such as fast food…”

“start getting specific – no mention of hydrogen for example!”

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What roles do people want to play in delivering the strategy?

- Open text responses, key themes: Supporting local community / Engagement and involvement / Advocating for it

“All local people should be consulted regarding plans for their region and their voices should be heard.”

“Happy to contribute to any community involvement”

“Being part of the community and actively engaging in what's happening across the district.”

“Continue supporting my village community in several voluntary roles”

“Encourage friends to support the vision ”

“Ensure council hears the concerns of residents”

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Youth Council Discussion

On 5th October, we met with the Youth Council to gain their feedback on the draft Strategy. Key points raised by the Youth Council included:

- They are excited about projects such as the cinema, adventure golf and climbing wall, creating more activities for younger people
- They would like it if the district had more community groups targeted at young people
- They also would like to see more shops and activities in Lichfield and Burntwood town centres, not just cafes and restaurants.
- Support for over 16s finding part time employment would be very useful.
- They welcomed the focus on green communities and tackling climate change
- Transport was a key theme, they would like to see better public transport and more safe cycle paths and walking routes
- Overall they were positive about the Strategy

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