

Appendix C

Results and feedback from 'Our Direction 2028' consultation

General Analysis

A consultation survey was available online and in hard copy (by request) from 21 September through to 15 October 2023. The survey was promoted on our website and across social media platforms. It was also specifically sent to local stakeholders including Town and Parish Councils.

Total number of survey responses we received was **380** responses.

Respondents can be broken down as follows (more than one value may be selected per respondent):

Living in East Suffolk	291
Working in East Suffolk	108
Representing a parish or town council in East Suffolk	65
Representing a voluntary sector organisation working in East Suffolk	26
Running a business in East Suffolk	39
Representing a public sector partner working in East Suffolk	13
A visitor to East Suffolk	8
Skipped question	53

Overarching Feedback

Across all segments of the consultation, there have been running topics of conversation and feedback in the following areas:

- Maintaining the character of the region.
- Getting the right infrastructure in place for the district.
- Ensuring we are addressing local needs.
- Transport, particularly in rural areas.
- Addressing weeds and litter, ensuring people take pride in their surroundings.
- Questioning what sits at District Council in terms of our responsibilities, and what may be broader responsibilities.

Many of these issues are already covered as part of the additional commentary provided in the full strategic plan document, however because of the consultation, some priorities originally proposed have been reviewed and amended, and included in this appendix within each theme are some examples of how we have used feedback to further shape the plan.

In response to the above feedback outlined across all areas, the following priorities have been added to the Strategic Plan to address some specific common threads:

- **Preserve and maintain the district's beauty and heritage.**
- **Promote community pride in homes and neighbourhoods.**

Further amendments and additions to the plan are outlined against feedback for each theme below.

Environmental Impact Theme

Q1: What would you consider our most important priorities in our Environmental Impact theme?

(Respondents could select as many options as they wish, percentages reflect the number of respondents selecting that priority)

Supporting sustainable transport	52.37%
Restoring ecosystems and biodiversity	48.68%
Work in partnership to protect our coastline	47.11%
Continued commitment to Net Zero by 2030	43.68%
Support, promote and implement green tech	34.21%
No single-use plastic in council buildings or events	26.84%
Encourage people to grow their own	21.05%
None of the above	8.42%

Q2: Do you feel there are any priorities missing from this theme?

Responses: 178

Responses can be grouped into the following areas:

Waste and Recycling matters	10%
Sustainable housing	9%
Rivers and waterways	8%
Maintaining the character of region	4%
Green energy opportunities	4%
Infrastructure needs	4%
Weeds and litter issues	4%
Education on environmental matters	3%
Sizewell C comments	3%
Questioning whether this is a district council responsibility	2%

As a result of feedback and with additional internal consultation, some of the priorities consulted on have been amended to reflect feedback, such as:

“No single-use plastic in Council buildings or events” has been widened out to include the importance raised by many regarding wider waste and recycling matters, to **“Focus on reduction, re-use and recycling of materials”**.

An additional priority has been added to this theme **“Preserve and maintain the district’s beauty and heritage”** which reflects much of the feedback about maintaining the character of the region.

Sustainable Housing Theme

Q3: What would you consider our most important priorities in our Sustainable Housing theme?

(Respondents could select as many options as they wish, percentages reflect the number of respondents selecting that priority)

Utilise and improve existing housing stock	61.39%
Deliver housing based on our communities' need	53.61%
Reduce and prevent homelessness	44.17%
Listen to our residents to help deliver the best housing	38.89%
Commit to sustainable development practices	38.61%
Tackle fuel poverty new heating technologies	32.50%
Promote housing developments which enhance wellbeing	31.11%
None of the above	3.33%

Q4: Do you feel there are any priorities missing from this theme?

Responses: 127

Responses can be grouped into the following areas:

Affordable housing needs	9%
The right infrastructure	7%
Brownfield/greenfield development	6%
Change of use of redundant buildings into housing	6%
More social housing	6%
Address second homes	5%
More housing in general	4%

Much of this feedback is already taken into account within the expanded commentary of the priorities of this theme, however the following amendments have been made:

“Deliver housing based on our communities’ need”.

“Listen to our residents to help deliver the best housing”.

These two priorities have been amalgamated into a single priority, **“Deliver the right housing based on our communities need”** which includes addressing affordable homes and social renting needs.

Another priority has been slightly amended to read, **“Add to, improve and make better use of our existing housing stock”** which includes changing the use of buildings to provide suitable housing options.

Another priority has been slightly amended to read, **“Promote housing developments which enhance wellbeing and protect the environment”** which encompasses comments around infrastructure needs and brownfield/greenfield development.

Tackling Inequalities Theme

Q5: What would you consider our most important priorities in our Tackling Inequalities theme?

(Respondents could select as many options as they wish, percentages reflect the number of respondents selecting that priority)

Reduce health inequality and improve wellbeing	54.99%
Prioritise early help to support residents	40.17%
Use local data to design and deliver services	38.46%
Efficiently deliver benefits and grants to residents	36.18%
Work with partners to better understand need	35.90%
Further develop Community Partnership model	19.66%
Digitally enable our communities to help residents in need	15.10%
None of the above	10.26%

Q6: Do you feel there are any priorities missing from this theme?

Responses: 102

Responses can be grouped into the following areas:

Clarification or definition needed	10%
Questioning whether this is a district council responsibility	7%
Don't exclude people by using digital means	5%
Education	6%
Getting the right infrastructure in place	6%
Identifying the root cause of issues	4%
Transport needs	3%
Encouraging self help	3%

The feedback from this theme will be used to help provide additional clarification within the commentary of the priorities to ensure meaning is clear. Feedback will also help to inform future comms and awareness of the role a District Council takes in place-shaping for the general prosperity of the district and all residents within it.

Thriving Economy Theme

Q7: What would you consider our most important priorities in our Thriving Economy theme?

(Respondents could select as many options as they wish, percentages reflect the number of respondents selecting that priority)

Increase the economic viability of our towns	55.26%
Ensure Local Plans work for local people	44.15%
Encourage enterprise and support start ups	43.57%
Ensure our residents can benefit from national infrastructure projects	41.52%
Help businesses be more sustainable	36.26%
Celebrate and promote local creativity and enterprise	33.92%
Support businesses to eliminate waste and recycle more	33.04%
Empower residents to build the right career skills	32.16%
Community wealth building by working with local companies	29.53%
None of the above	4.68%

Q8: Do you feel there are any priorities missing from this theme?

Responses: 81

Responses can be grouped into the following areas:

Affordable rates/spaces for businesses	11%
Clarification or definition needed	4%
Keep large employers in the district	4%
Focus on local/community needs	7%
Parking in town centres	7%
Tourism/visitor economy	4%
Public transport	4%
Seeing action/outcomes in town centres	4%

Much of the feedback is addressed as part of the commentary of the priorities within the theme.

As a result of feedback and with additional internal consultation, two additional priorities have been added, “**Encourage Investment in East Suffolk’s key sectors**” and “**Support Responsible Tourism & Visitor Economy**”.