



Residents Survey 2025

Babergh District Council

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Background and Methodology

Background and Methodology



Scope

Questions were asked on the following topics: sample variables; your local council; council communications; your local area; physical activity; home heating and energy efficiency; the internet; wellbeing; demographics.

Response

Out of 6,879 invitations to complete the survey, 1,469 surveys were returned either by post or online.

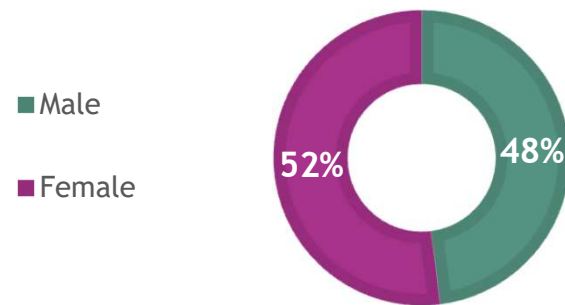
Weighting

Returned surveys were weighted against comparative data for gender, age, tenure, working status, ethnicity and ward group, then subsequently weighted.

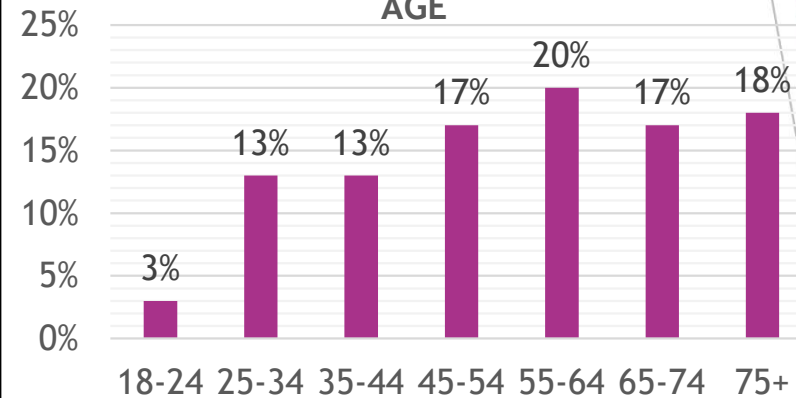
Resident Profile



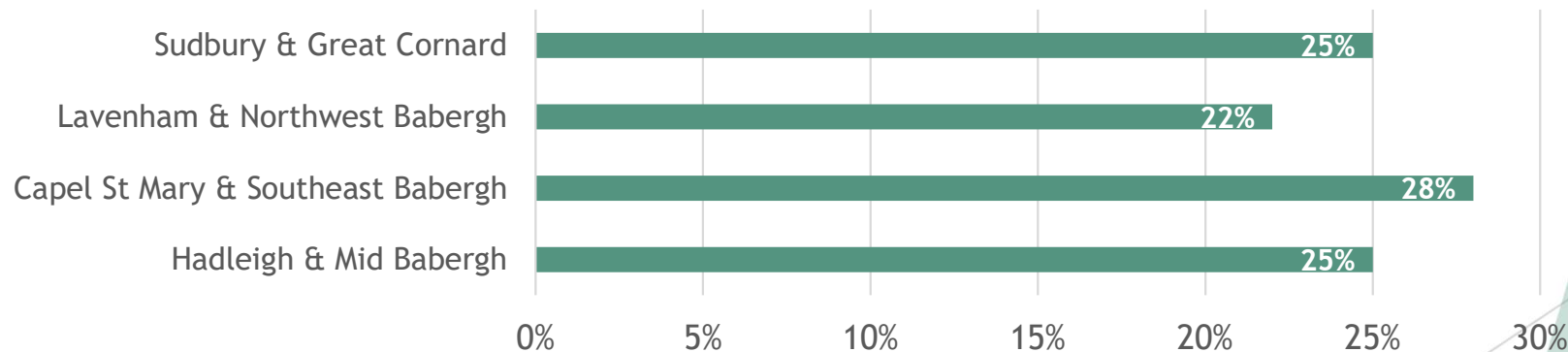
GENDER



AGE



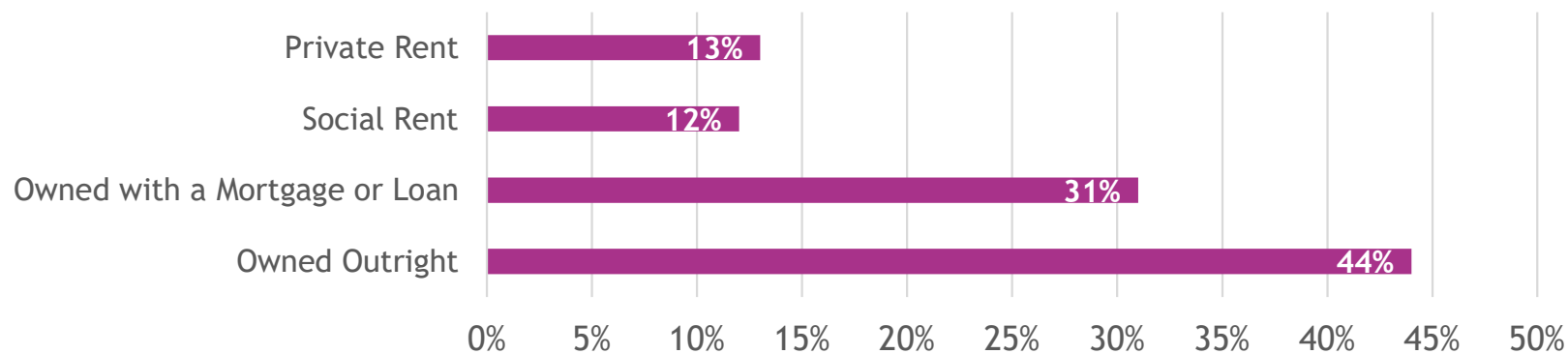
RESPONSES WARD GROUPS



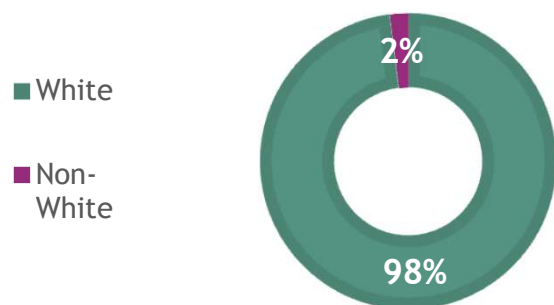
Resident Profile



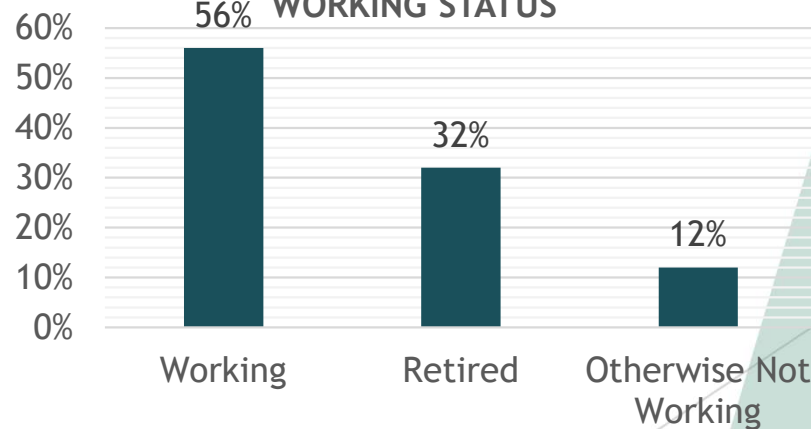
TENURE



ETHNICITY

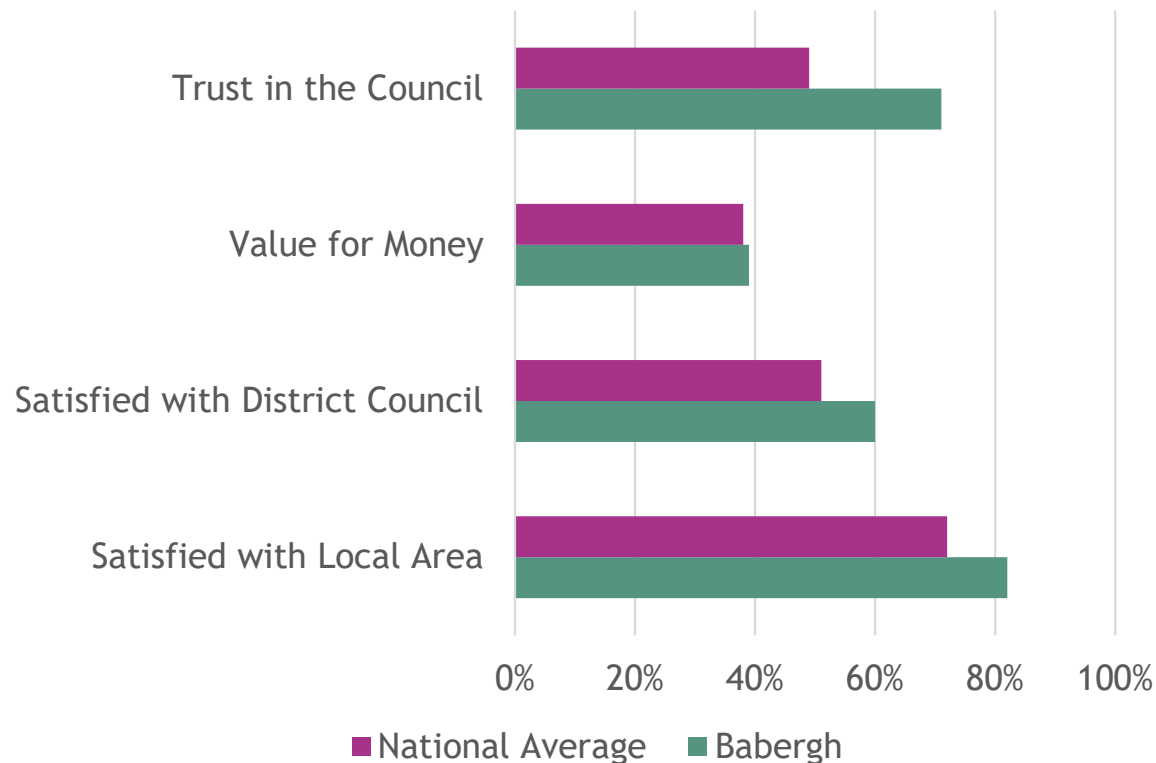


WORKING STATUS



Views of Babergh District Council

Babergh Comparisons to National Averages

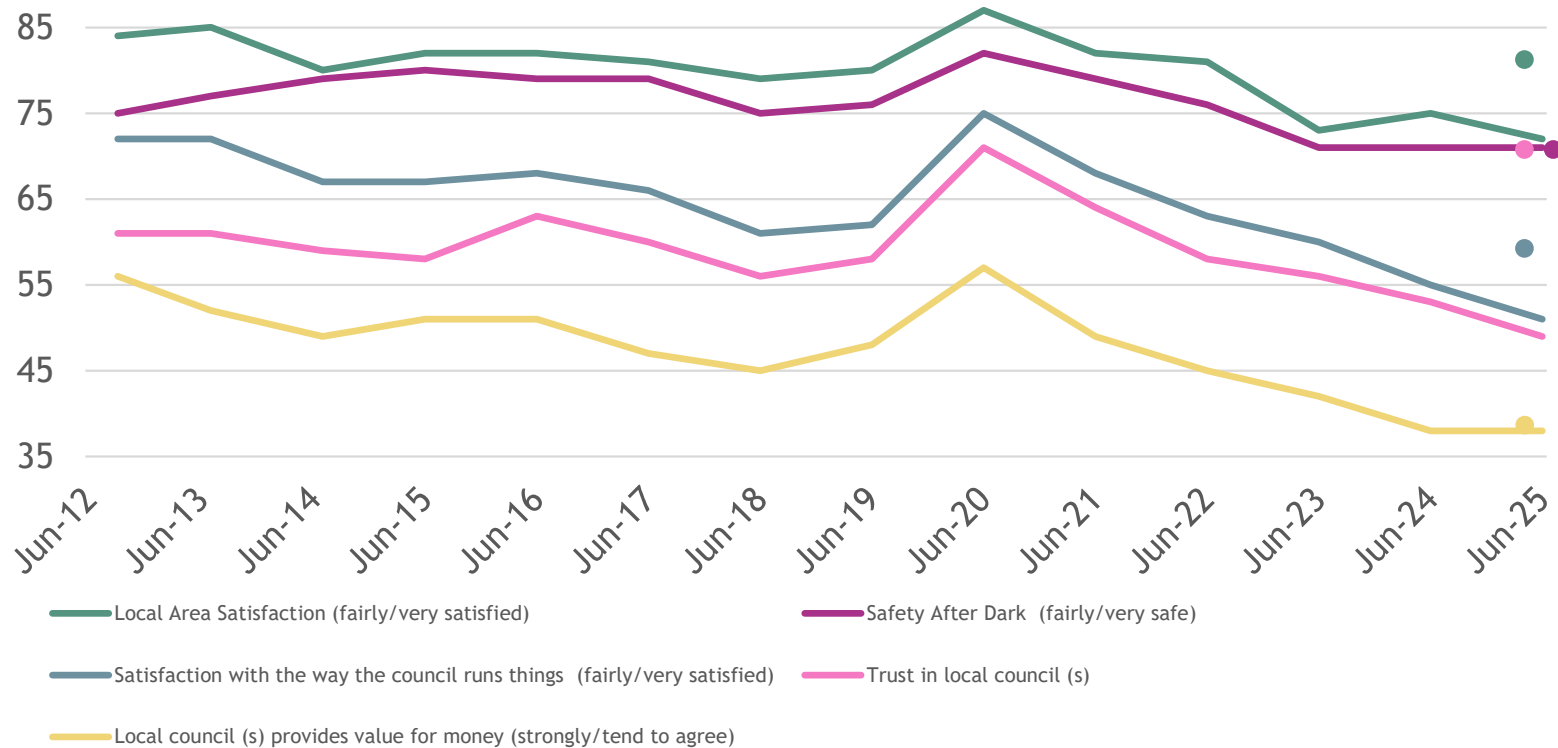


Overall, Babergh District Council is outperforming national council averages

Council Running Satisfaction



LGA Resident Survey Satisfaction - National Averages



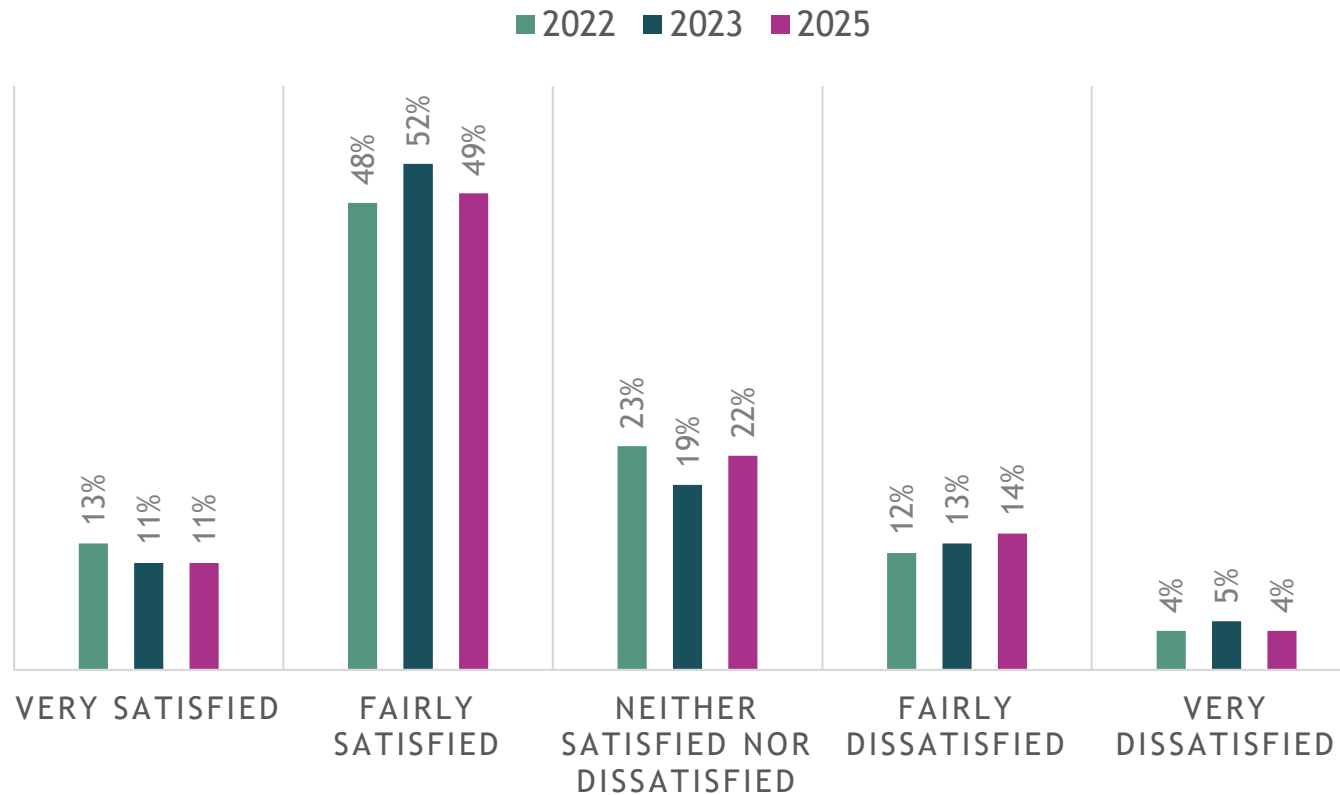
Compared against the national averages in 2025, Babergh scored significantly higher in all key satisfaction indicators. The greatest difference can be seen in trust in the council, where Babergh scored 22% higher than the national average.

Council Running Satisfaction

Overall Results



OVERALL, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY YOUR LOCAL DISTRICT COUNCIL RUNS THINGS?

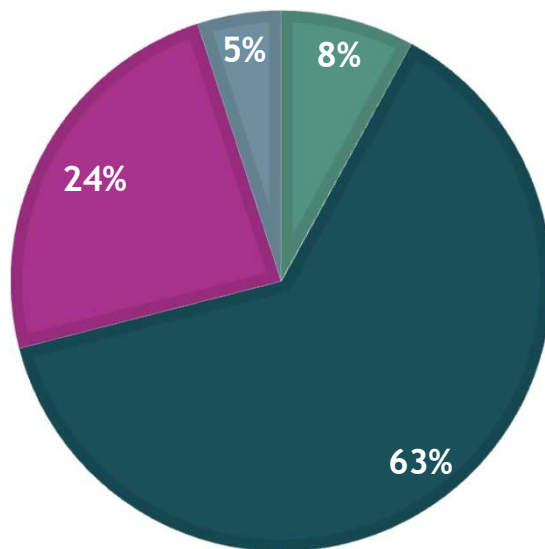


Trust in the council and Council Staff Perceptions



How much do you trust your local council?

■ A Great Deal ■ A Fair Amount
■ Not Very Much ■ Not At All

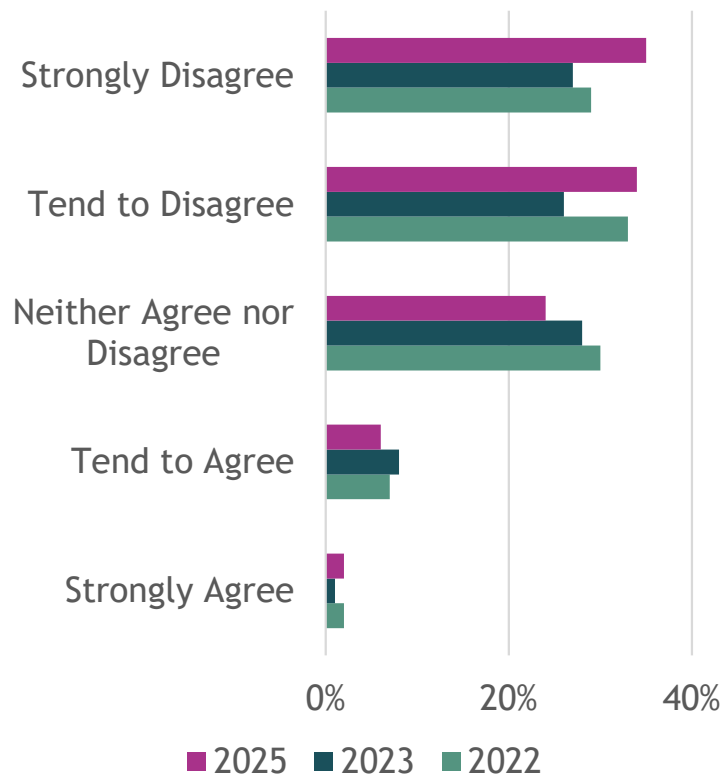


- ▶ Overall, **71%** of residents **trust** the council
- ▶ **91%** of residents agree that the council has staff who **are friendly and polite**
- ▶ **79%** of residents believe the council is doing a **good job**

Influencing Council Decisions



I can influence decisions that Babergh and Mid Suffolk District Council makes



We recognise that people feel unable to influence decisions made in Babergh and Mid Suffolk District Council.

In Our Delivery Plan, our first core mission of a **Connected and Fairer Society** is aiming to make services more accessible. Through our Voter Accessibility Information and Guidelines we are helping more residents to have a say in the council and decision making.

Resident Demographics Impacting Council Perspectives



Those most likely to think positively about the council:

- ▶ Retired and older residents (65+)
- ▶ Homeowners
- ▶ Those in good physical health
- ▶ Rural communities

Those most likely to think negatively about the council

- ▶ Younger adults (18-34)
- ▶ Private and social renters
- ▶ Otherwise not working residents
- ▶ Residents with poor health and/or disabilities

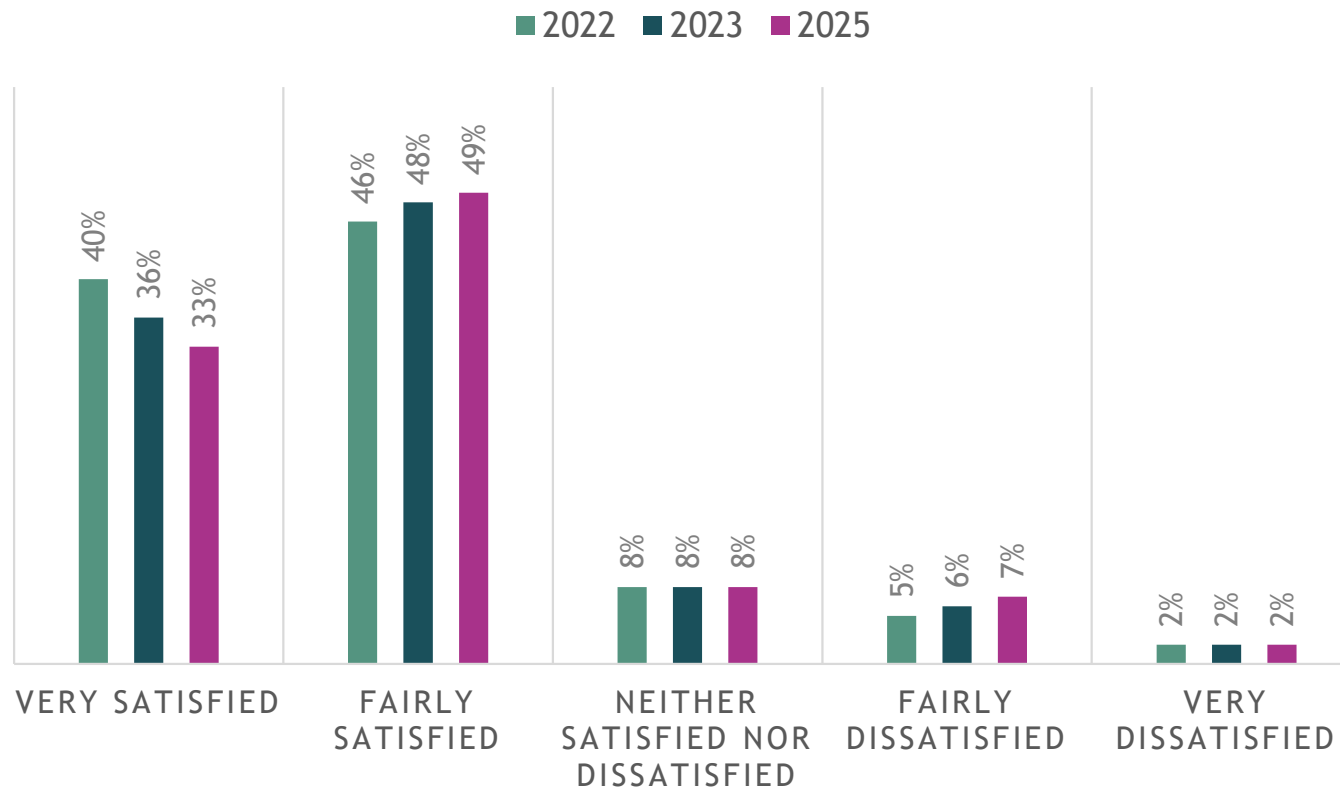
Local Area Perceptions and Satisfaction

Local Area Satisfaction

Overall Results



OVERALL, HOW SATISFIED OR DISSATISFIED ARE YOU
WITH YOUR LOCAL AREA AS A PLACE TO LIVE?



Local Area Satisfaction

Subgroup Differences



	Net % Satisfied	Net % Very Satisfied
Male	81	31
Female	84	35
Aged 18-34	85	30
Aged 35-44	81	31
Aged 45-54	81	28
Aged 55-64	84	35
Aged 65-74	85	38
Aged 75+	82	38
Rural	75	37
Urban	86	24

- Satisfaction levels between demographic groups remained broadly similar.
- The largest differences remain between rural and urban populations
- There is some difference between ward groups (see next slide)

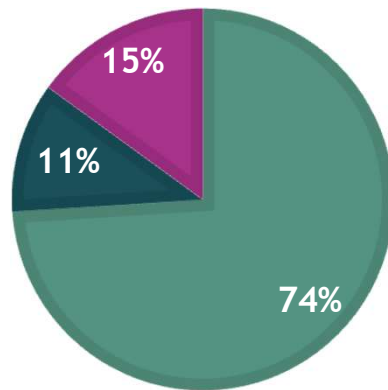
Local Area Satisfaction

Ward Group Differences



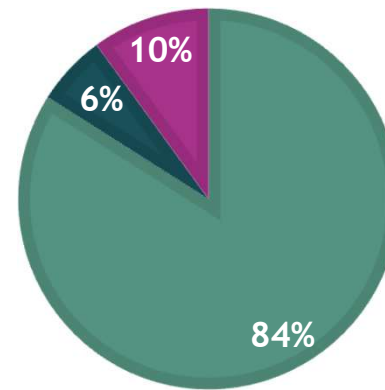
SUDBURY & GREAT CORNARD

■ Satisfied ■ Neither Satisfied nor Dissatisfied ■ Dissatisfied



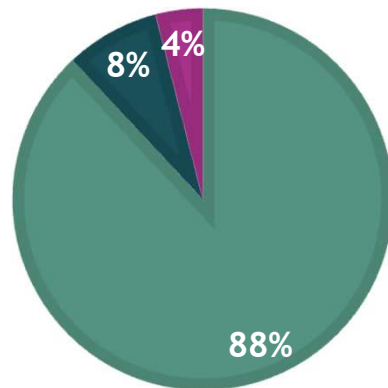
HADLEIGH & MID BABERGH

■ Satisfied ■ Neither Satisfied nor Dissatisfied ■ Dissatisfied



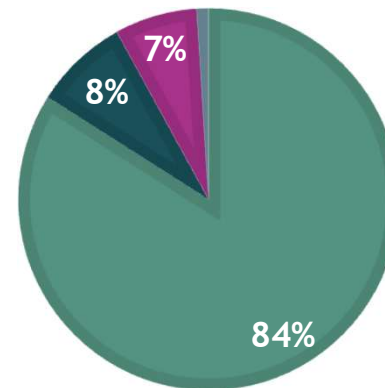
LAVENHAM & NORTH WEST BABERGH

■ Satisfied ■ Neither Satisfied nor Dissatisfied ■ Dissatisfied

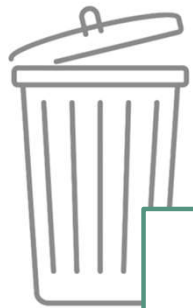


CAPEL ST MARY & SOUTH EAST BABERGH

■ Satisfied ■ Neither Satisfied nor Dissatisfied ■ Dissatisfied



Service Satisfaction in Babergh



84%
Satisfied by
Waste Services



67%
Satisfied by Parks
and Green Spaces



53%
Satisfied by
Street Cleaning



72%
Not Satisfied* by
Housing and
Homelessness Services



63%
Not Satisfied
with Parking



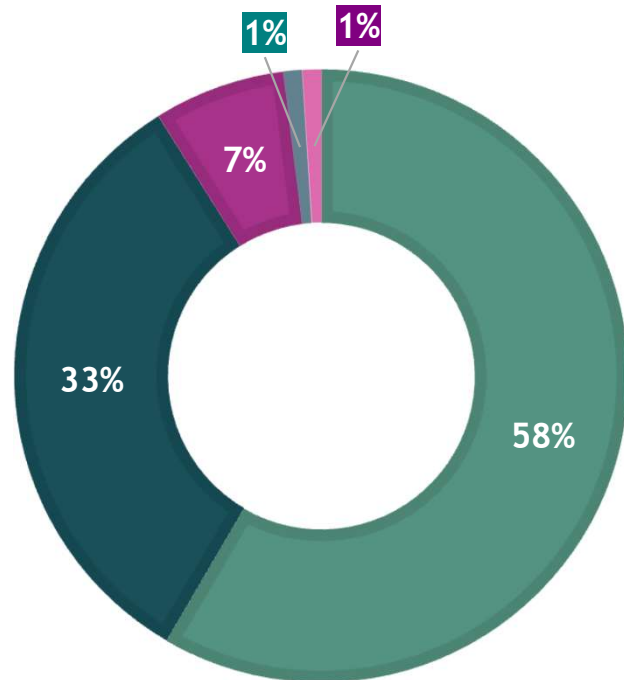
69%
Not Satisfied
with Planning

Safety in the Local Area



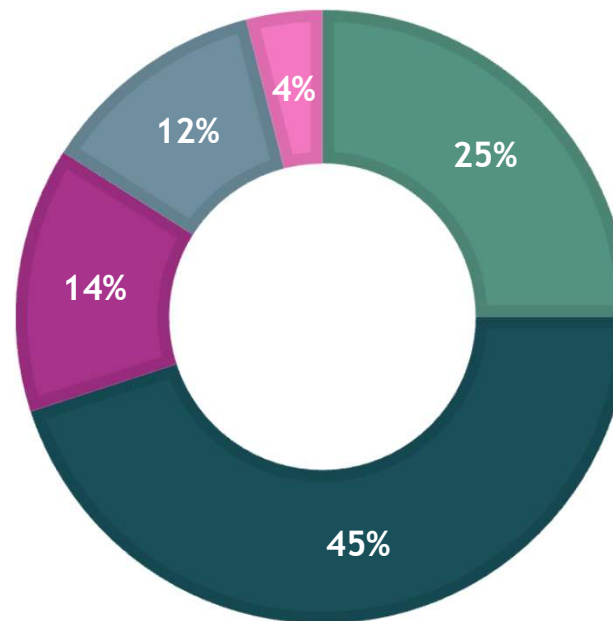
FEELINGS OF SAFETY: DAYTIME

- Very Safe
- Fairly Safe
- Neither Safe nor Unsafe
- Fairly Unsafe
- Very Unsafe



FEELINGS OF SAFETY: AFTER DARK

- Very Safe
- Fairly Safe
- Neither Safe nor Unsafe
- Fairly Unsafe
- Very Unsafe

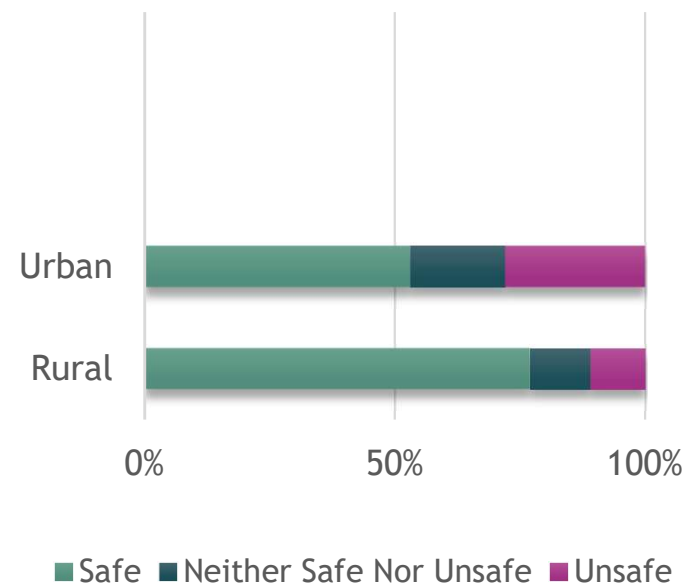


Safety in the Local Area



- ▶ Feelings of safety in Babergh, especially after dark, have been gradually increasing since 2022
- ▶ The largest disparity remains between rural and urban residents, where there is a 24%-point difference in those feeling safe after dark
- ▶ This remains higher than the national average, which remains above 50%

Perception of Safety After Dark: Urban vs Rural



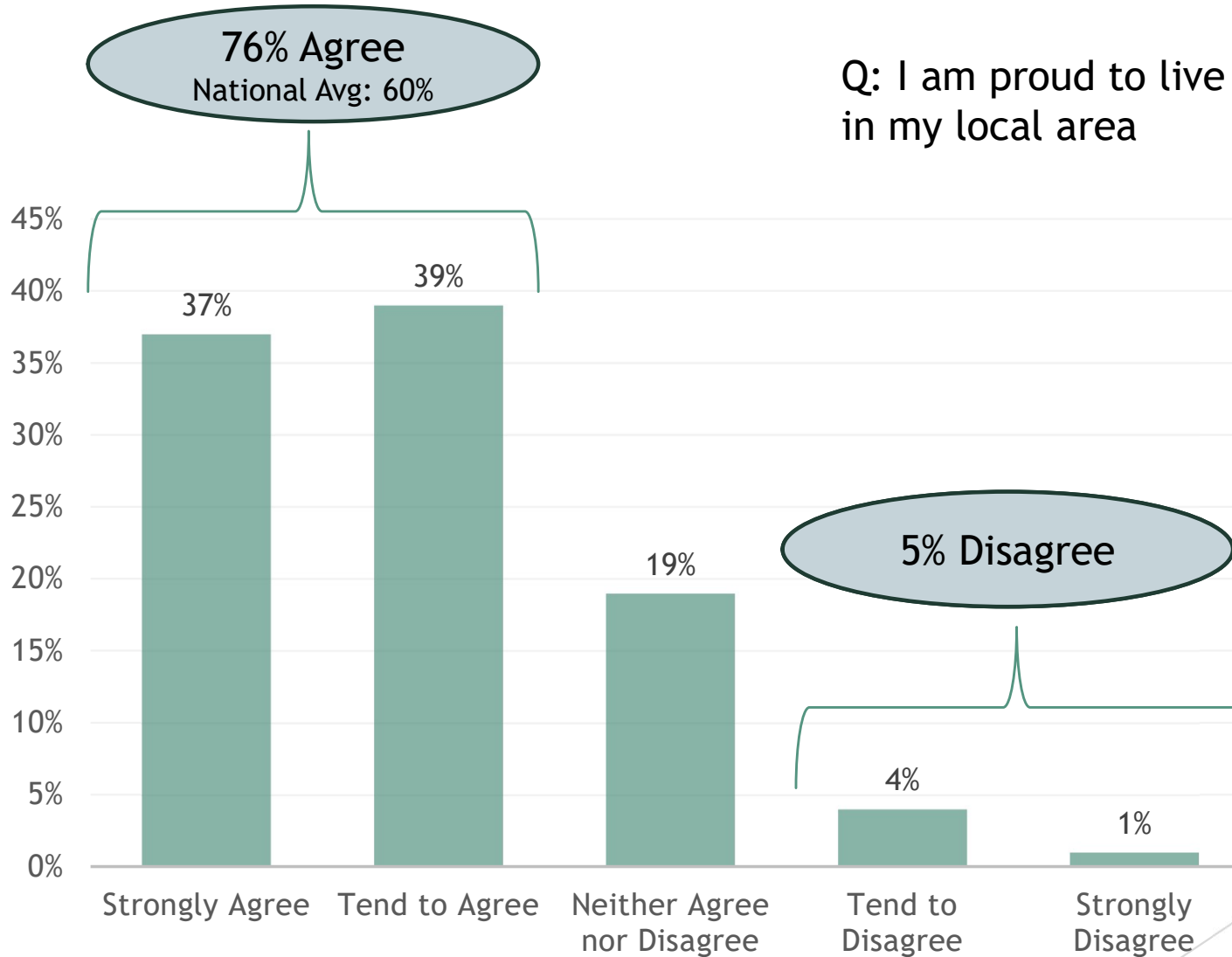
Babergh and Mid Suffolk's Communities Strategy aims to use community safe activities to reduce crime, disorder and anti-social behaviour, improving urban and rural safety after dark.

Community Cohesion and Engagement

Pride in Babergh



Q: I am proud to live in my local area



Community Participation



- ▶ 34% of residents agree that they participate in their local communities and work to improve them
 - ▶ One of the largest discrepancies falls between urban and rural residents. 37% of rural residents agreed, compared to only 27% of urban residents.
 - ▶ There was a 9% gap between the highest (Hadleigh & Mid Babergh) and lowest (Sudbury & Great Conard) performing wards
 - ▶ Those 75+ were 18% more likely to agree than those 18-34

Our Delivery Plan aims to empower communities to help shape the place that they live in. Through Community Action and Volunteer Days and grants such as Pride in your Place, we have enabled residents to get involved and feel connected to their communities.

How councils make decisions



Category	Percentage
I'm not interested in knowing how decisions are taken in my area, as long as the local council does its job	18%
I would like to know more about how decisions are taken in my area, but I don't want to be involved beyond that	48%
I would like to have more of a say in how decisions are taken in my local area	23%
I would like to become more actively involved in how decisions are taken in my local area	4%
I am already actively involved in how decisions are taken in my local area	2%

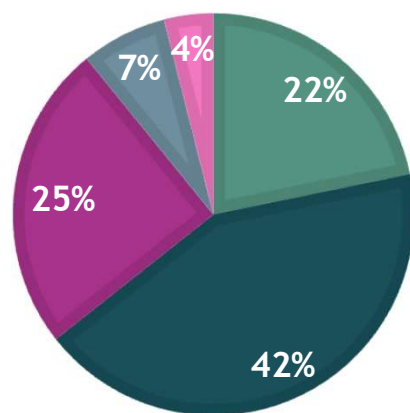
Individual Welfare and Wellbeing

Financial Comfortability



I AM...

- Living comfortably
- Doing alright
- Just about getting by
- Finding it quite difficult
- Finding it very difficult



- 64% of residents are living comfortably /doing alright
- There are large discrepancies between ward group, urban/rural, gender and renting type

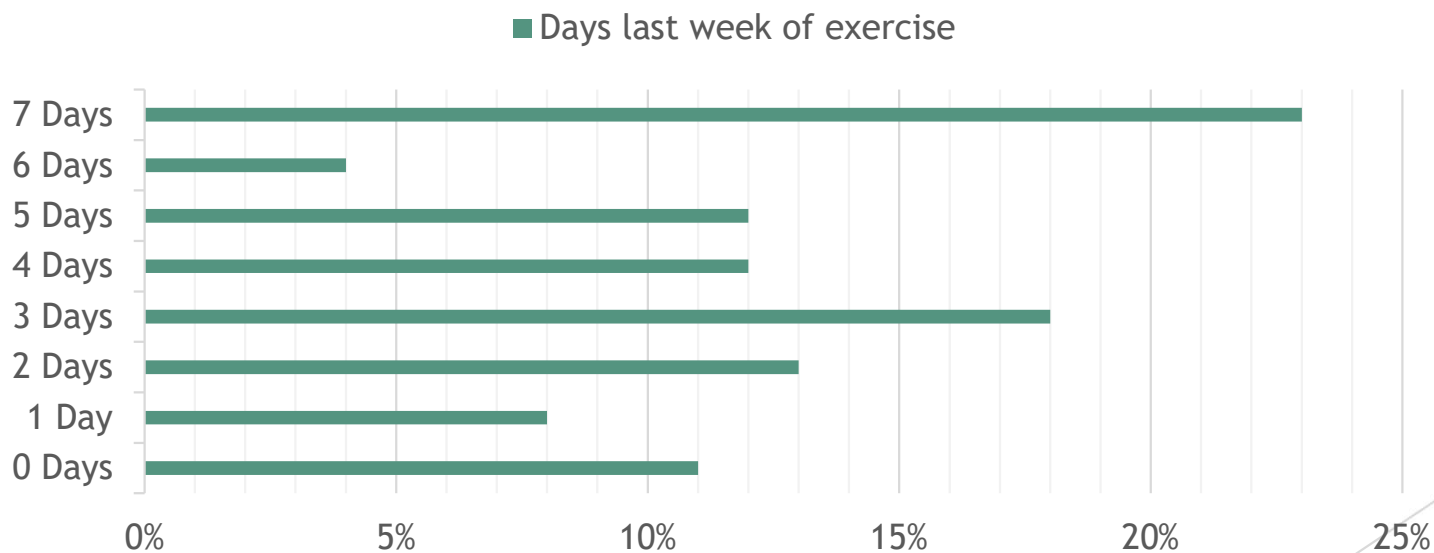
	Net % not financially comfortable
Hadleigh + Mid Babergh	29
Capel St Mary & Southeast Babergh	33
Lavenham & Northwest Babergh	33
Sudbury & Great Cornard	49
Urban	45
Rural	31
Male	30
Female	40
House Owned Outright	19
House Owned With Mortgage	37
Social Rent	71
Private Rent	54

Physical Activity in the Past 7 Days



- ▶ The vast majority (89%) of residents have participated in more than 30 minutes of physical activity in the past week outside of work
- ▶ The average resident participates in more than 30 minutes of heart raising activity 3.8 days/week

Days last week of exercise



Happiness and Anxiety



87%



Reported to be happy yesterday*

35%



Reported to be anxious yesterday*

21%



Reported to feel a degree of loneliness in their life

89%



Reported general satisfaction with their life*

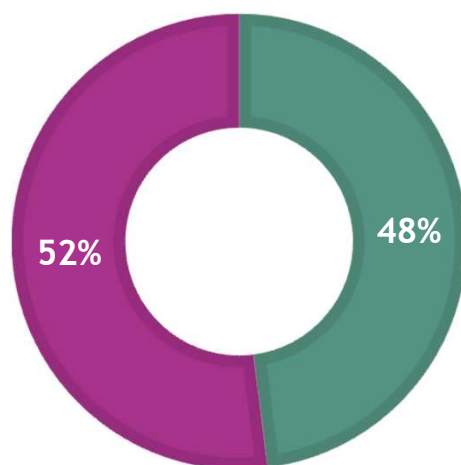
Council and Personal Communications

Informing Residents



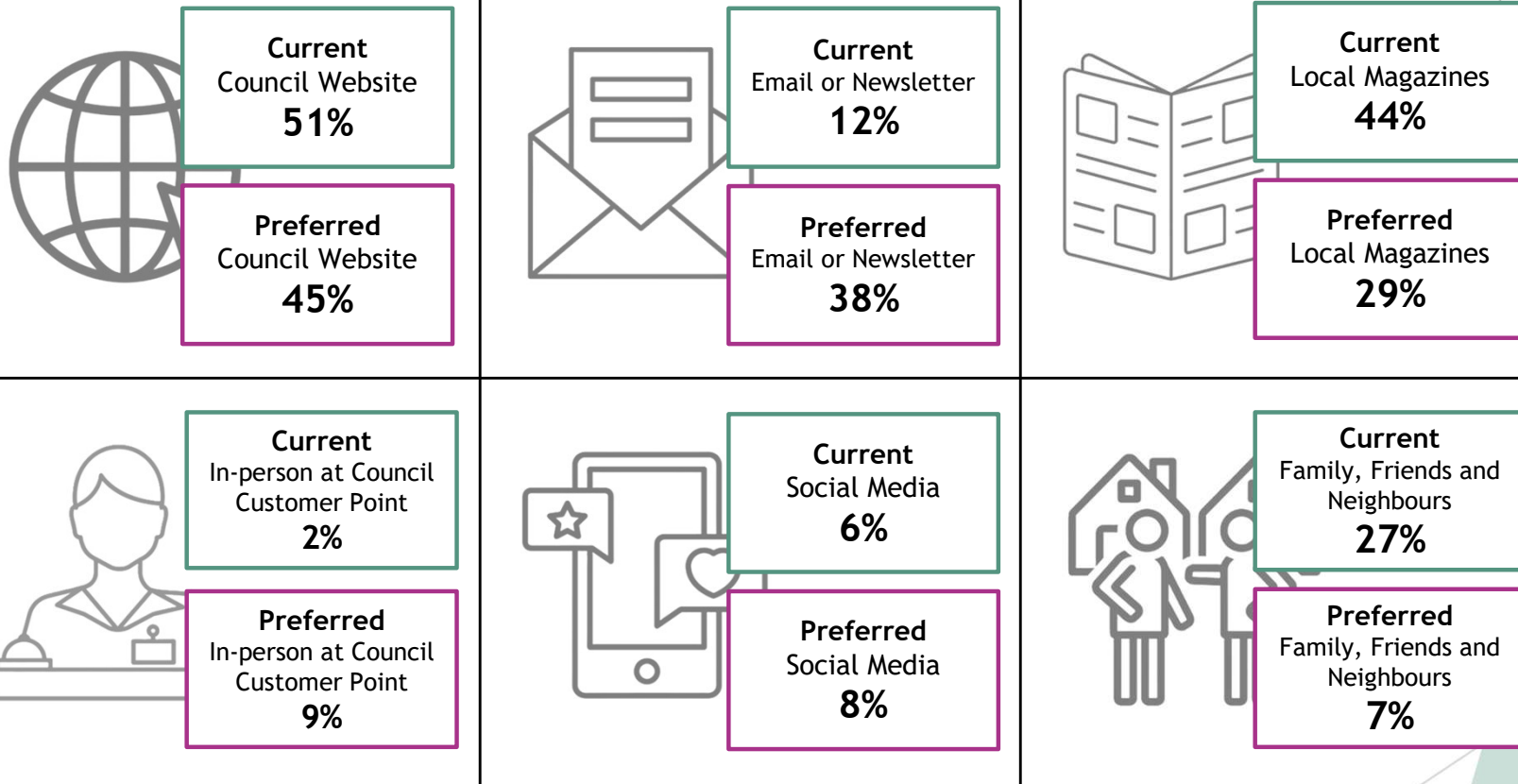
HOW MUCH DO YOU KNOW ABOUT THE SERVICES YOUR LOCAL DISTRICT COUNCIL PROVIDES?

- A great deal/a fair amount
- Not very much/not at all



What would you like to know more about?	
The services your local District Council provides	45%
What the council spends money on / what the services cost	68%
How the Council is performing	43%
Who your councillors are and how to contact them	33%
How to get involved and influence Council decisions	21%
Who to contact at the Council about different services or issues	42%

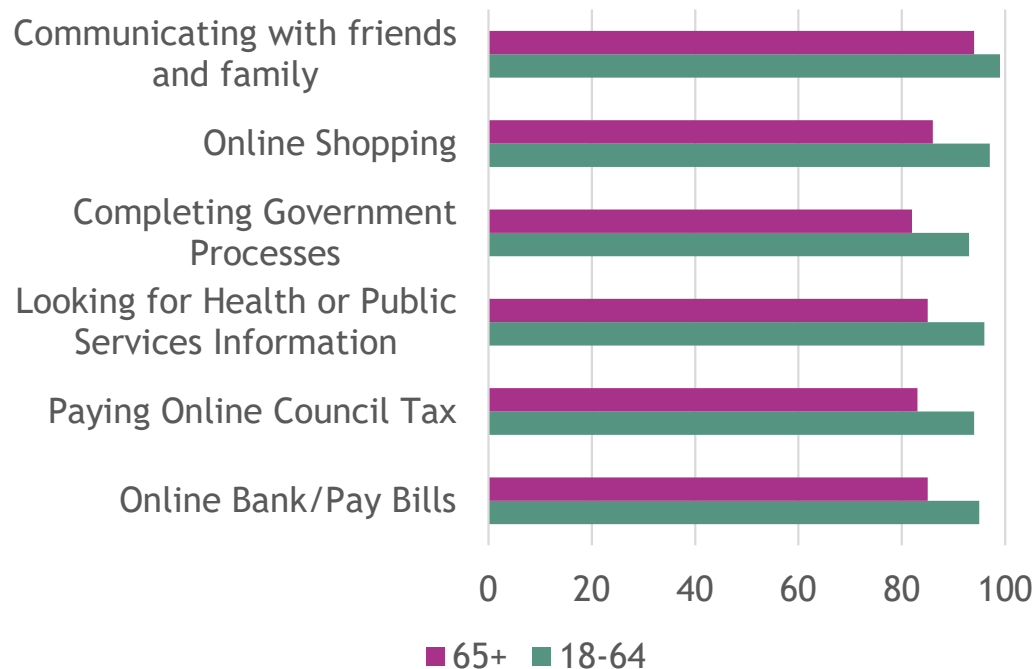
Preferred Council Information Sources



Getting Online



Confidence Using Online Services (%)



How we are connecting the elderly

- ▶ We recognise the large gap between our younger and older residents with internet access and confidence
- ▶ Our Delivery Plan commits to reducing inequalities across our communities, such as ensuring our elderly residents become more confident with internet usage

In summary



Our surveys have shown that Babergh District Council is outperforming national council averages. Babergh scored 22% higher than the national average.

- ▶ Overall, **71%** of residents **trust** the council
- ▶ **91%** of residents agree that the council has staff who **are friendly and polite**
- ▶ **79%** of residents believe the council is doing a **good job**

We recognise there are some areas to work on, which we will work on through the missions set out in Our Delivery Plan.

For more information on this survey, please contact the Strategy Policy team at

engagement@baberghmidsuffolk.gov.uk