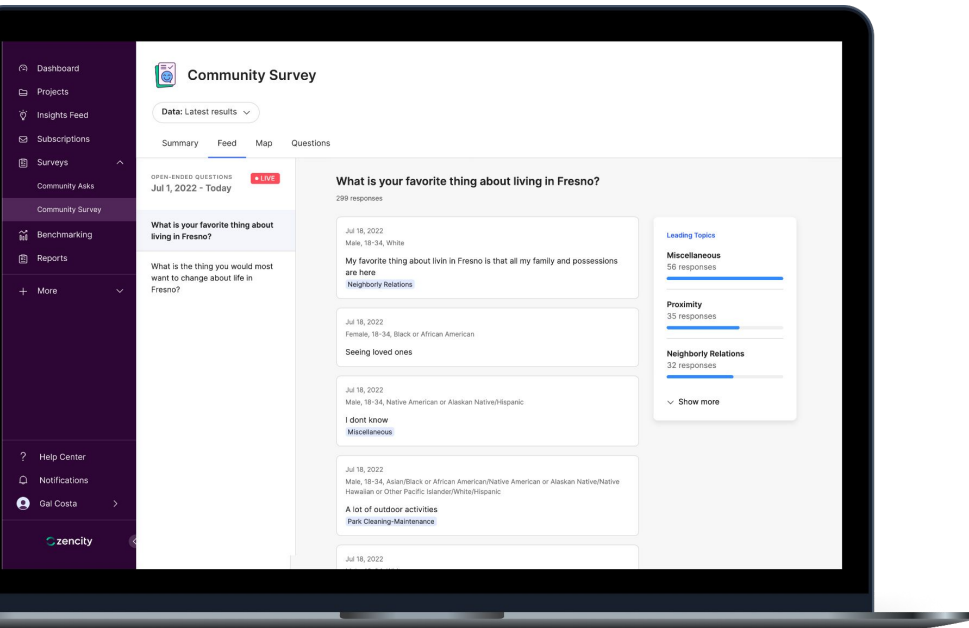




North Herts Council Community Survey

March - May 2024

Powered by  Zencity



The Zencity Community Survey

A recurring survey, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

599 new respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between March - May, 2024. Zencity built a representative sample by matching respondent data to the 2021 Census's ethnicity, age, and gender distributions in North Herts. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score. This technique assigns a unique weight to each respondent based on their demographic characteristics. This process ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics to ensure a stronger representation of the whole community. For example, if 61% of respondents were women, but they only constituted 52% of the population of the city, weighting decreases that representation so that women count as 51% of the sample.

Sample size selection: Sample size calculators estimate sample size based on the desired margin of error—which assumes a probability sample—and the population size.

Although Zencity does not use probability sampling, we can use these kinds of calculators as a guide. Because our surveys are recurring, we must consider the risk of “sample burnout”, when residents tire of taking surveys and slowly stop responding over time. Therefore, in order to maximize sample size while preventing sample burnout, we assume a 4% “margin of error”.

Sample Details

North Herts
March - May 2024

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Area	Number of responses (unweighted)
Baldock and District	93
Hitchin	235
Letchworth	131
Royston	45
Southern Rural	95

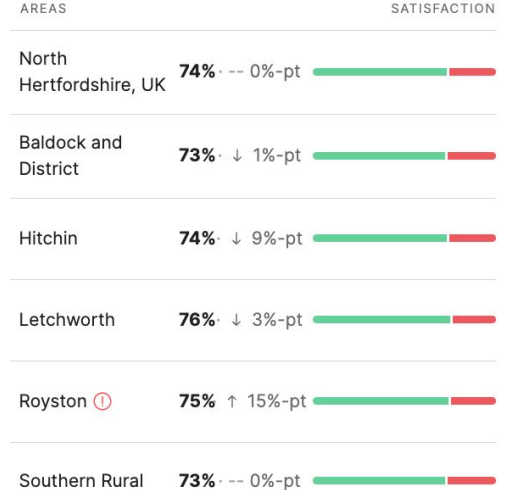
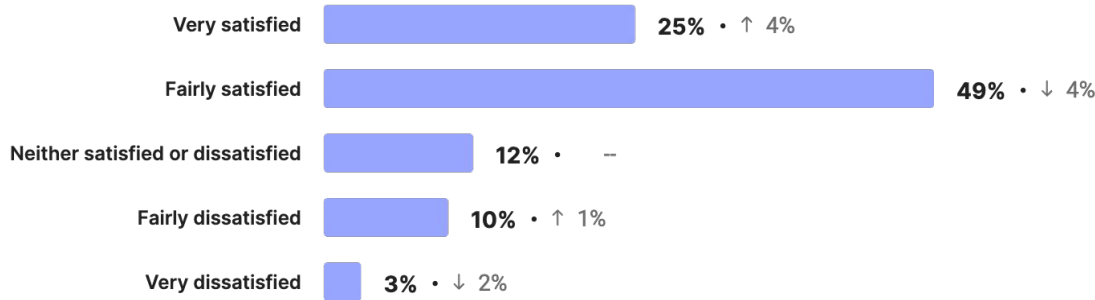
Group	Number of responses (unweighted)	Distribution target (based on census)
16-34	142	100
35-54	191	140
55+	256	160
Female	360	208
Male	235	191
White	499	373
Other ethnic groups	69	27

Overall Satisfaction

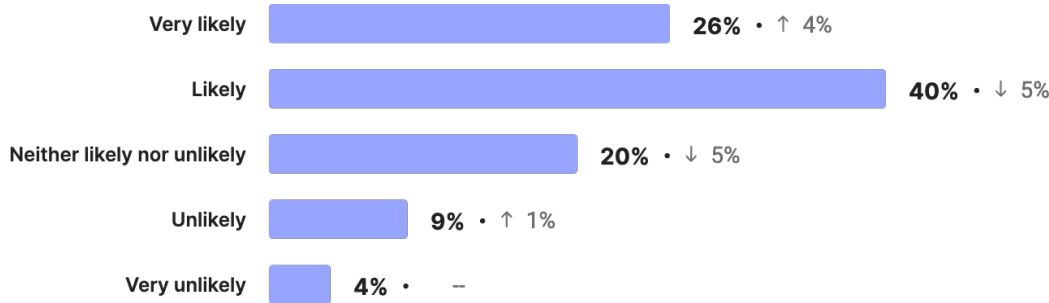
Overall, how satisfied or dissatisfied are you with North Herts as a place to live?

74%

of residents are satisfied with North Herts as a place to live



How likely are you to recommend North Herts as a place to live?



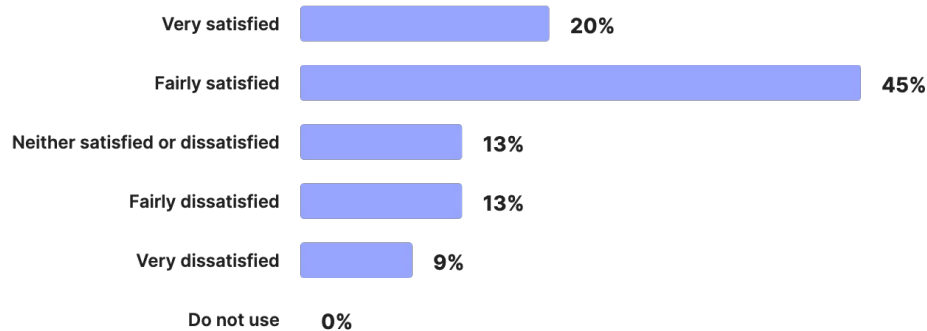
66%

of residents would recommend North Herts as a place to live

AREAS	SATISFACTION
North Hertfordshire, UK	66% ↓ 1%-pt
Baldock and District	63% -- 0%-pt
Hitchin	67% ↓ 6%-pt
Letchworth	68% ↓ 3%-pt
Royston ⓘ	67% ↑ 10%-pt
Southern Rural	66% ↓ 2%-pt

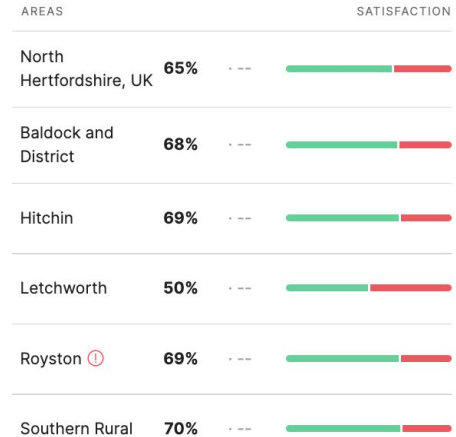
Satisfaction with Council Services

We'd like to know how satisfied you are with the current services provided by North Herts Council: Waste and recycling collection

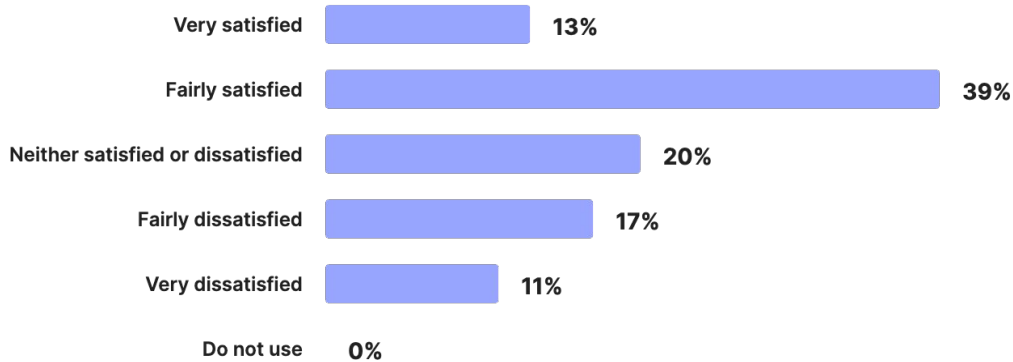


65%

of residents are satisfied with the waste and recycling collection



We'd like to know how satisfied you are with the current services provided by North Herts Council: Street cleaning



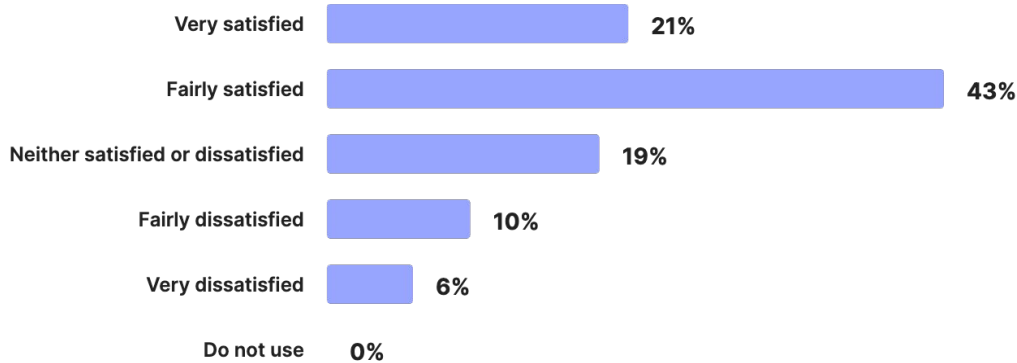
Please note, the sum of percentages may seem slightly different to what is shown in the graph due to the impact of rounding the percentages.

51%

of residents are satisfied with the street cleaning

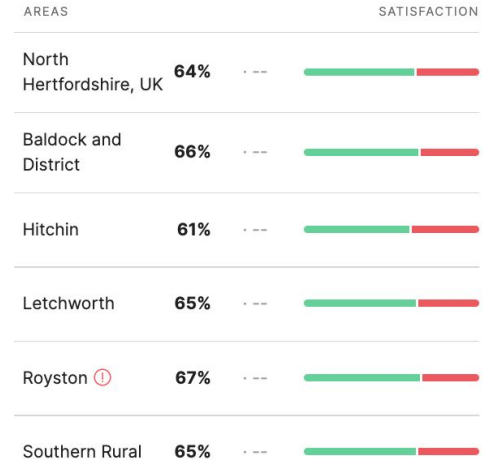
AREAS	SATISFACTION
North Hertfordshire, UK	51% ---
Baldock and District	57% ---
Hitchin	47% ---
Letchworth	55% ---
Royston ⚠	58% ---
Southern Rural	48% ---

We'd like to know how satisfied you are with the current services provided by North Herts Council: Parks and green spaces

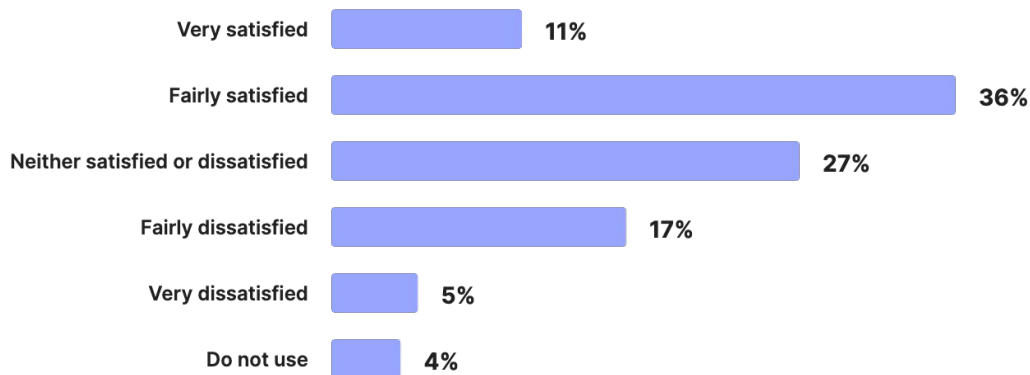


64%

of residents are satisfied with the parks and green spaces



**We'd like to know how satisfied you are with the current services provided by North Herts Council:
Leisure facilities**

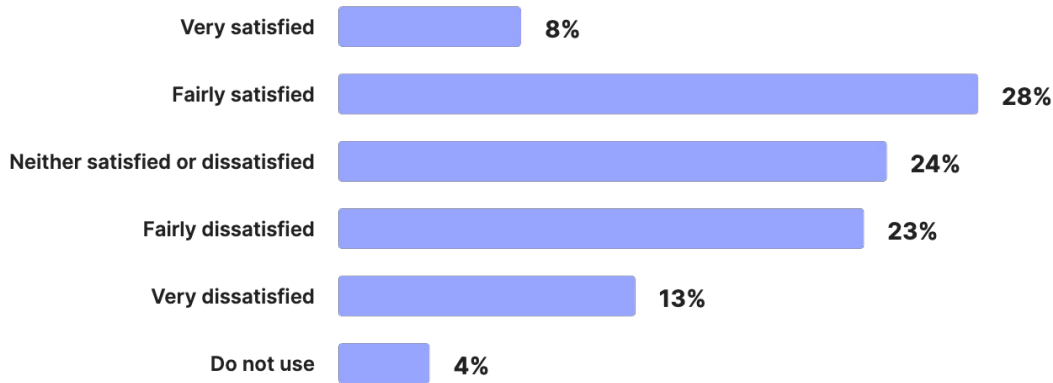


47%

of residents are satisfied with the leisure facilities

AREAS	SATISFACTION
North Hertfordshire, UK	47% ---
Baldock and District	43% ---
Hitchin	45% ---
Letchworth	39% ---
Royston ⓘ	53% ---
Southern Rural	61% ---

We'd like to know how satisfied you are with the current services provided by North Herts Council: Car parks



36%

of residents are satisfied with the car parks

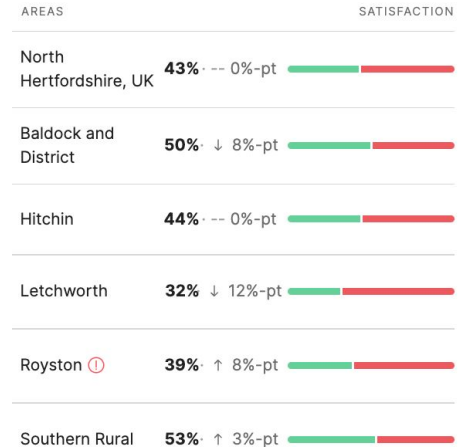
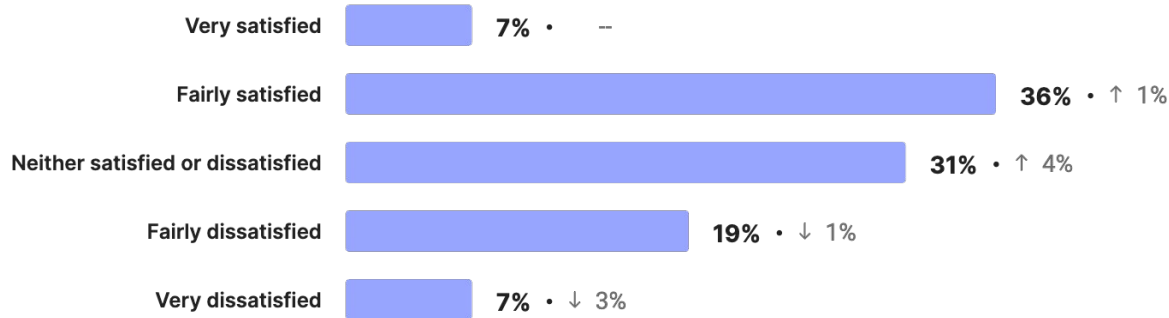
AREAS		SATISFACTION
North Hertfordshire, UK	36%	<div><div style="width: 36%;"></div></div>
Baldock and District	34%	<div><div style="width: 34%;"></div></div>
Hitchin	35%	<div><div style="width: 35%;"></div></div>
Letchworth	34%	<div><div style="width: 34%;"></div></div>
Royston ①	43%	<div><div style="width: 43%;"></div></div>
Southern Rural	38%	<div><div style="width: 38%;"></div></div>

Satisfaction With North Herts Council

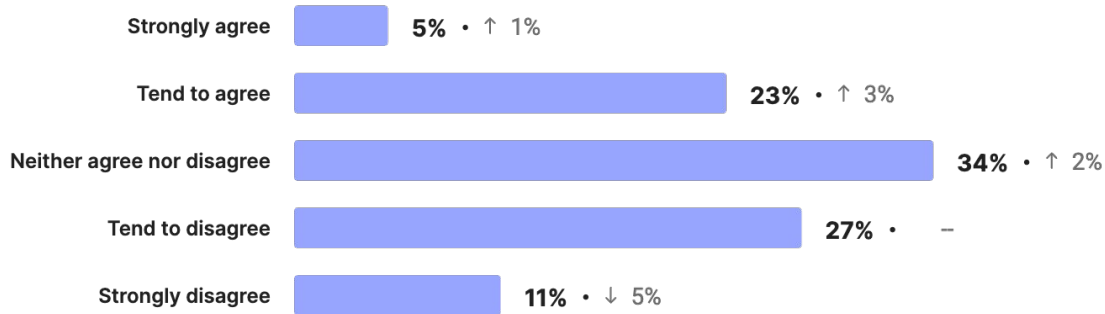
Overall, how satisfied or dissatisfied are you with the way North Herts Council runs things?

43%

of residents are satisfied with the way North Herts Council runs things

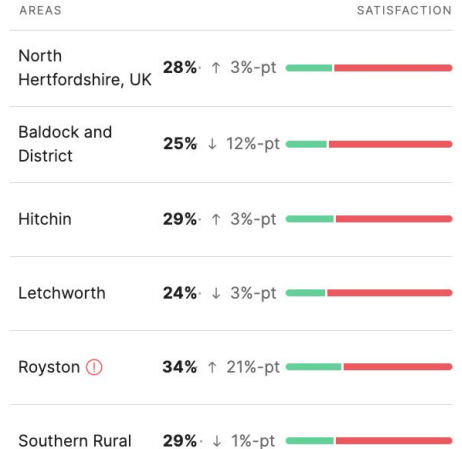


To what extent do you agree or disagree that North Herts Council provides value for money?

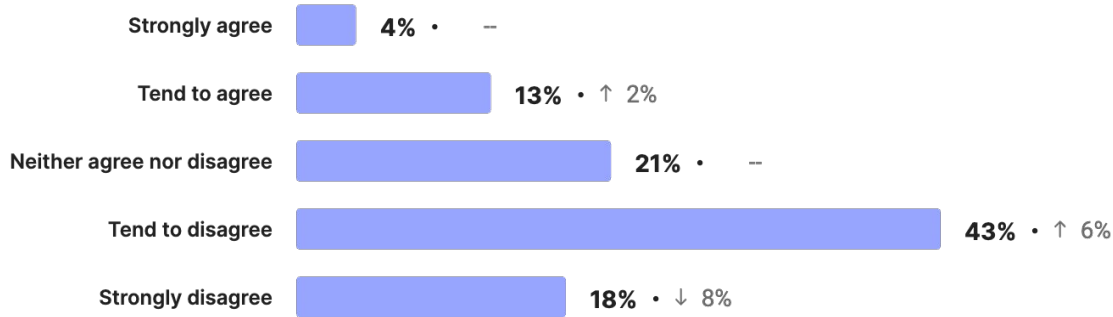


28%

of residents agree that North Herts Council provides value for money



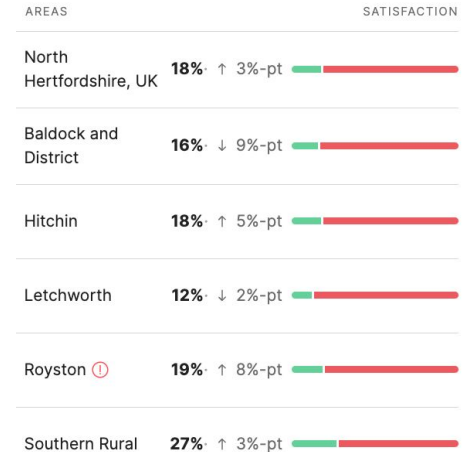
Do you agree or disagree that you can influence decisions affecting your local area?



Please note, the sum of percentages may seem slightly different to what is shown in the graph due to the impact of rounding the percentages.

18%

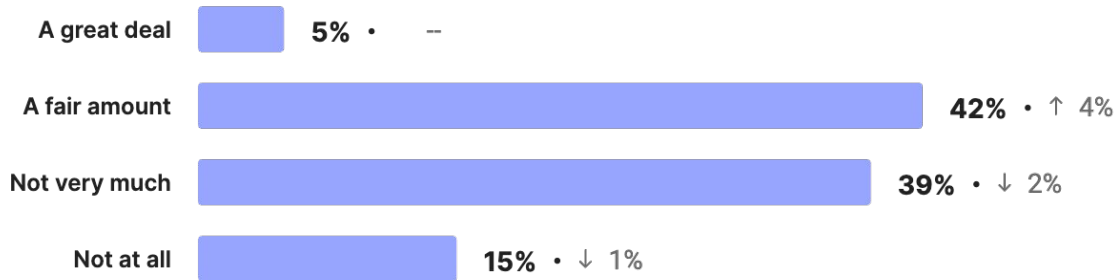
of residents agree that they can influence decisions affecting their local area



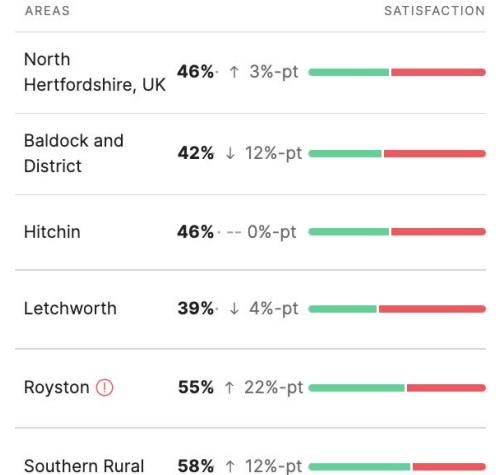
How much do you trust North Herts Council?

46%

of residents trust North Herts Council



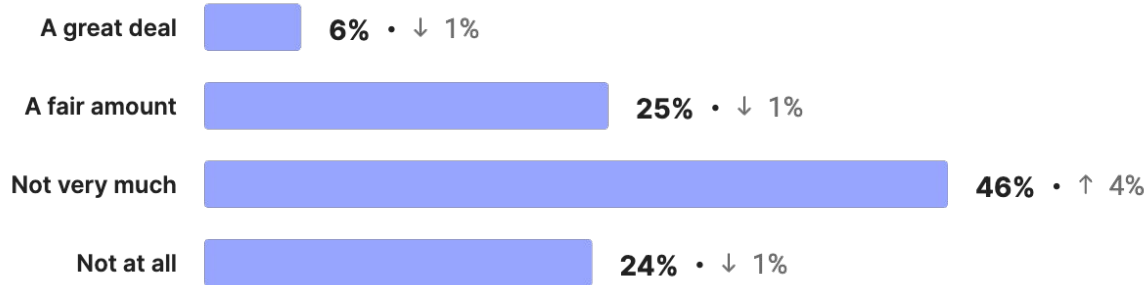
Please note, the sum of percentages may seem slightly different to what is shown in the graph due to the impact of rounding the percentages.



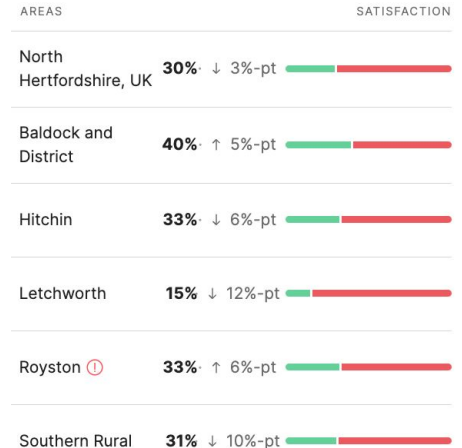
To what extent are you aware of what your local councillor does in your local area?

30%

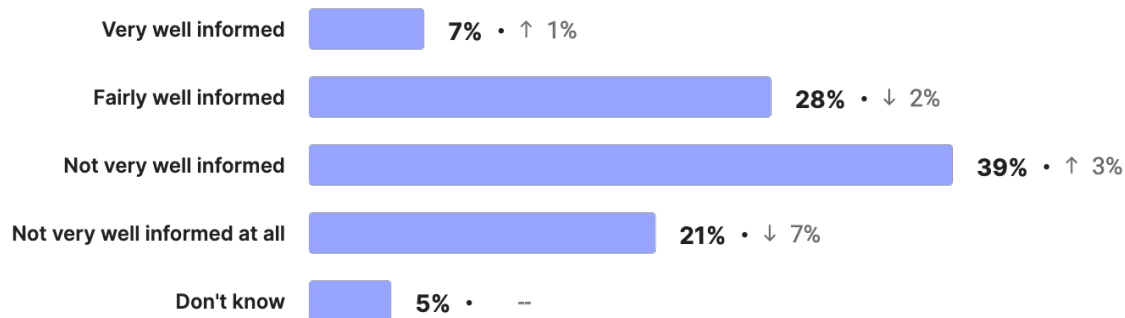
of residents feel aware of what their local councillor does in their local area



Please note, the sum of percentages may seem slightly different to what is shown in the graph due to the impact of rounding the percentages.

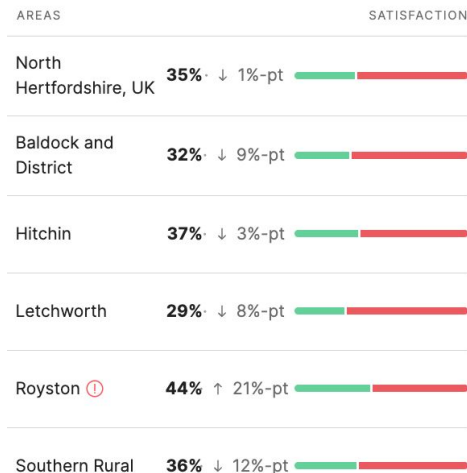


Overall, how well-informed do you think North Herts Council keeps residents about the services and benefits it provides?



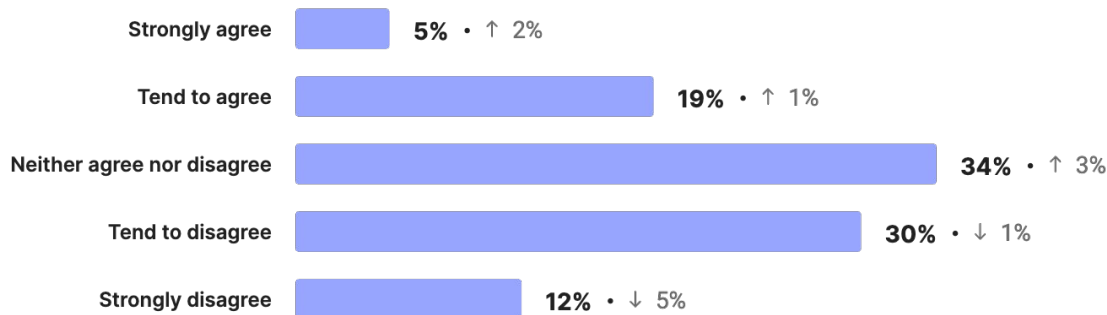
35%

of residents think North Herts Council keeps residents well-informed about the services and benefits it provides



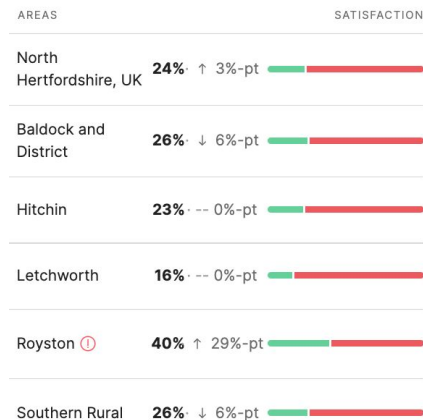
Attitudes Towards North Herts Council

North Herts Council involves, consults and engages with the local community

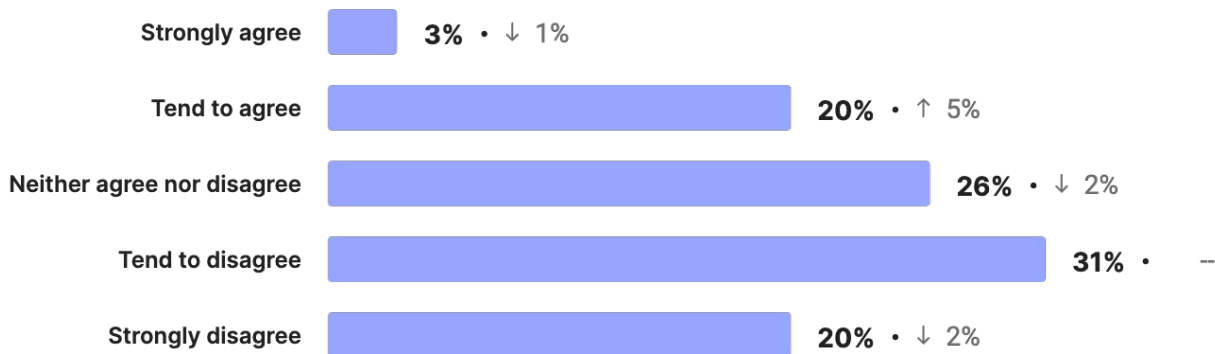


24%

of residents agree that North Herts Council involves, consults and engages with the local community

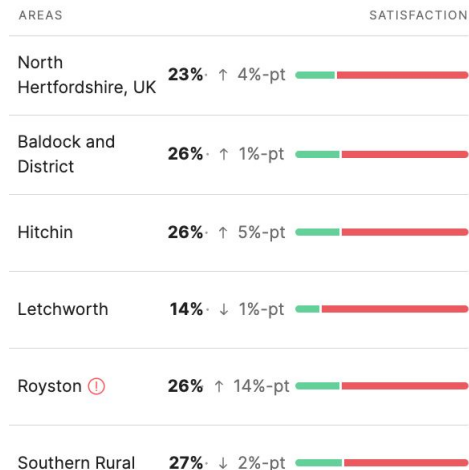


North Herts Council makes an effort to find out what people want



23%

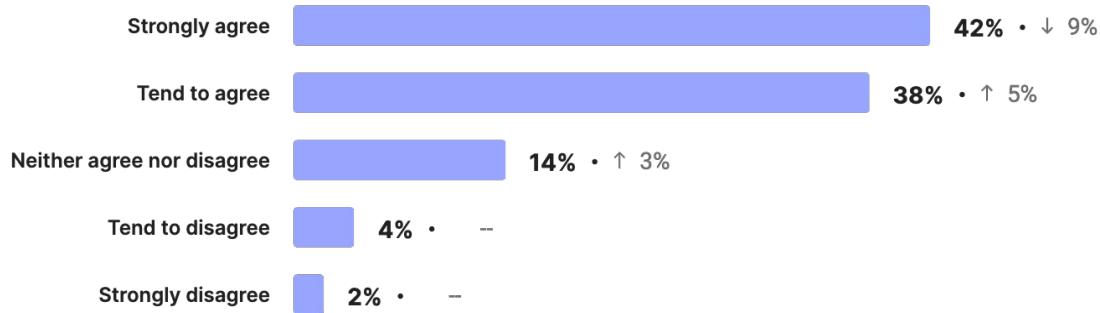
of residents agree that North Herts Council makes an effort to find out what people want



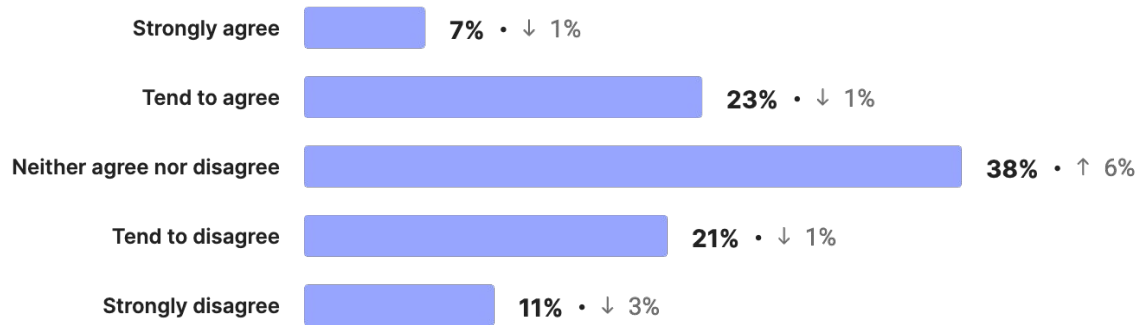
North Herts Council should listen/consult more

80%

of respondents think North Herts Council should listen/consult more

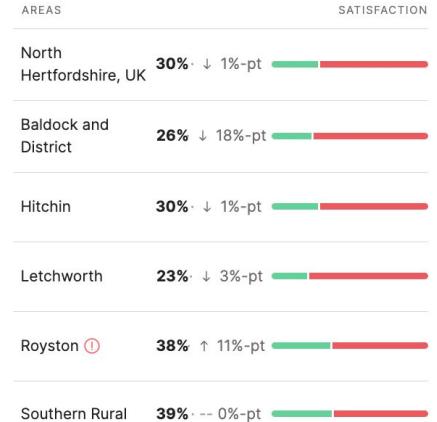


North Herts Council is working to make the area cleaner and greener



30%

of residents agree that North Herts Council is working to make the area cleaner and greener





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