



REPORT AND ANALYSIS OF RESIDENTS' SURVEY RESULTS

October 2024

24th October 2024 v2

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1. Introduction

I am pleased to share with you the results of the Faversham Town Council's Residents' Survey. This comprehensive survey was conducted to gather your views on a wide range of topics that impact our community, from local services and amenities to future development and community well-being. Your feedback is invaluable in helping us understand your priorities, concerns, and aspirations for Faversham.

We are committed to working closely with you to make our town an even better place to live, work, and visit. The insights from this survey will guide the Town Council in our decision-making and planning processes, ensuring that we continue to reflect the needs and desires of our residents.

On behalf of the entire Town Council, I would like to thank everyone who took the time to participate in this survey. Your voices are crucial in shaping the future of our community, and we are dedicated to acting on the feedback you have provided.

Together, we can build a brighter, more vibrant future for Faversham. Thank you for your continued support and engagement.

Cllr Josh Rowlands
Mayor of Faversham
October 2024

2. Summary

Although only 498 responses were received, they provide a sufficient illustration of trends and patterns in order for us to make some deductions.

Faversham as a place to live:

The data reflects a strong community focus on social interactions, heritage, and connectivity, while also emphasising the value of events, general amenities, and local markets. These insights could inform priorities for community development to enhance residents' quality of life.

The results also show a community concerned with infrastructure, traffic, housing, and safety, however, addressing these key issues is more difficult as these are the responsibility of other tiers of local governance, but we can argue for the improvements.

Overall, the data shows that the majority of residents use local services and amenities either daily or a few times a week, highlighting their importance to the community.

While the demographic of respondents reflects the town's older population, it may not fully represent the views of younger residents.

Faversham Town Council:

Overall, the majority of respondents either feel neutral or somewhat positive about the value provided by the town council. However, there is a significant neutral group, suggesting room for improvement in communicating the council's impact, the benefits of its expenditures to the community and the role of the town council.

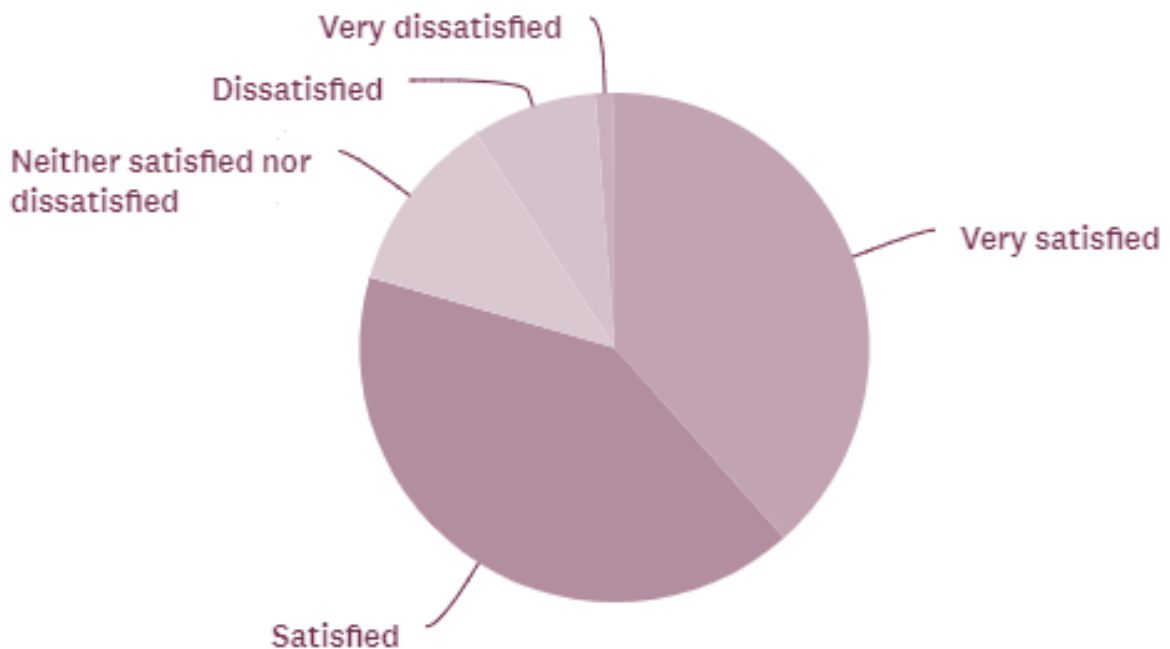
3. Results

Questions 1 to 6 asked the opinions of residents on living in Faversham.

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

- **38.41%** are *very satisfied*.
- **41.06%** are *satisfied*.
- **11.38%** are *neither satisfied nor dissatisfied*.
- **7.93%** are *dissatisfied*.
- **1.22%** are *very dissatisfied*.

In summary, a strong majority (79.47%) of respondents are satisfied or very satisfied with Faversham as a place to live, while only a small proportion (9.15%) are dissatisfied to some degree.

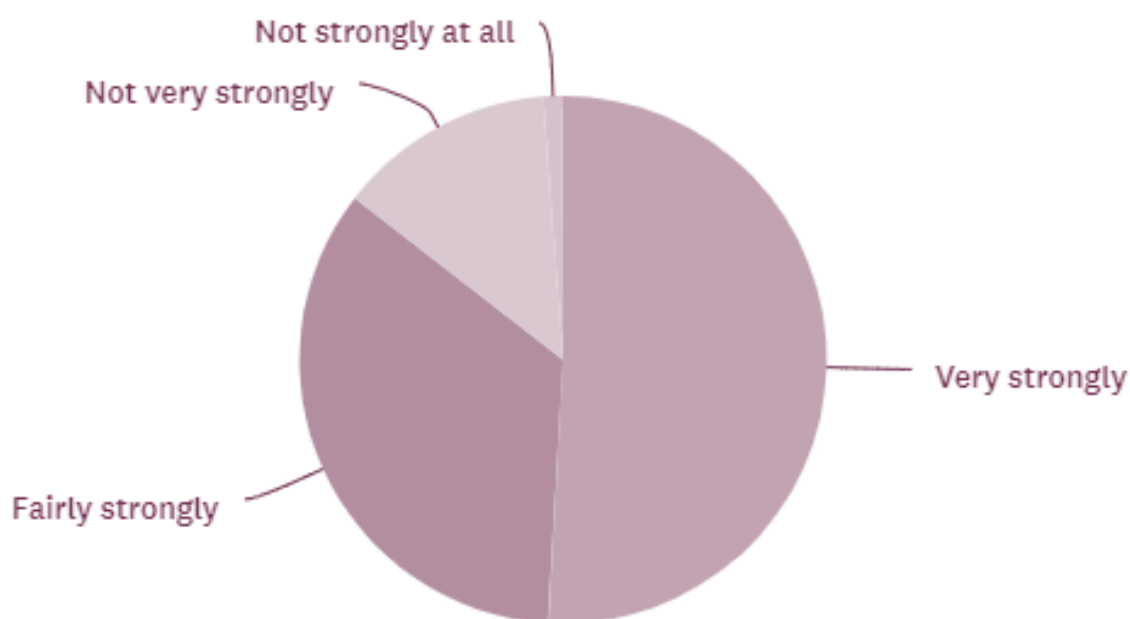


How strongly do you feel you belong to the Faversham area?

The data on how strongly people feel they belong to Faversham shows:

- **50.91%** feel *very strongly* connected to Faversham.
- **34.61%** feel *fairly strongly*.
- **13.28%** feel *not very strongly*.
- **1.21%** feel *not strongly at all*.

In summary, the vast majority (85.52%) feel a strong sense of belonging to Faversham, with only a small percentage (14.49%) feeling little to no connection.

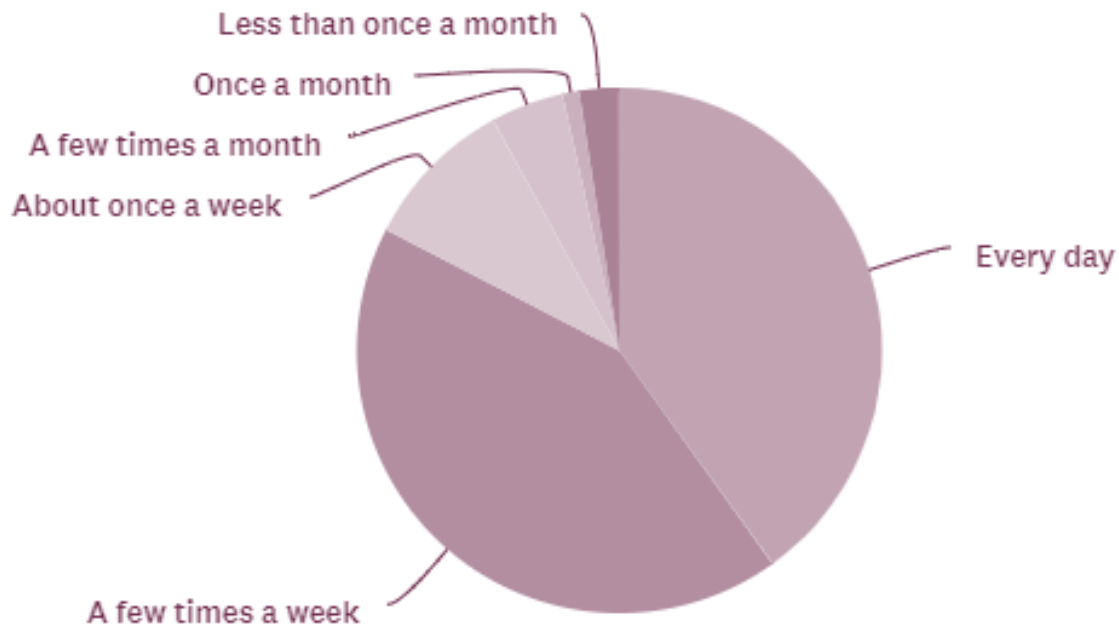


How often do you use local services and amenities in Faversham?

The data on how often people use local services in Faversham shows:

- **40.08%** use them *every day*.
- **42.54%** use them *a few times a week*.
- **9.41%** use them *about once a week*.
- **4.50%** use them *a few times a month*.
- **1.02%** use them *once a month*.
- **2.45%** use them *less than once a month*.

In summary, the vast majority of respondents (82.62%) use local services frequently, either every day or a few times a week, with only a small portion (less than 10%) using them less than weekly.



What 4 things do you like living in Faversham?

The data shows the frequency of comments made by respondents on various topics, categorised by their perceived importance, indicated as 1st, 2nd, 3rd, or 4th choices. Here's an overview of the key findings:

1. **Community Spirit and Social Aspects:** This category received the highest number of 1st choice mentions (153), highlighting it as the most valued aspect of the area. It also received substantial mentions in other ranks, indicating its consistent importance to residents.
2. **Historic Town and Heritage:** With 101 first-choice mentions and strong representation in other ranks, the historic character and heritage of Faversham are highly valued. This suggests that the town's cultural and historical assets are significant to its identity.
3. **Connectivity and Transport:** Connectivity, including transport links and accessibility, received notable mentions across all ranks, particularly in the 4th (73 mentions) and 2nd (70 mentions) choices, showing that ease of access and mobility are critical factors for residents.
4. **Events and Festivals:** This category also scored well, especially as 2nd (55 mentions) and 3rd (48 mentions) choices, indicating that local events contribute significantly to community life and are appreciated by residents.
5. **General Amenities:** Consistently mentioned across all ranks, with the highest being in 4th choice (55 mentions), this category shows that everyday facilities and services are essential to the quality of life in the area.

What 4 things don't you like about living in Faversham?

The data presents the frequency of comments made by respondents on various issues affecting the community, categorised by their perceived importance, as indicated by their 1st, 2nd, 3rd, or 4th choices. Here's an overview of the key findings:

1. **Traffic, Speeding, and Congestion:** This issue received the highest number of 1st choice mentions (92) and remains prominent across other ranks. It indicates that traffic-related problems, including speeding and congestion, are the most significant concerns for the community. The need for better pedestrian infrastructure and traffic management is evident.
2. **New Housing Developments:** Housing developments are a major concern, with 87 respondents listing it as their top issue. The high frequency across all ranks suggests widespread unease about the impact of new developments on the community, potentially in terms of infrastructure strain, environmental impact, or changes in the town's character.
3. **Antisocial Behaviour and Low-Level Crime:** This issue is also a top concern, with 54 first-choice mentions. The consistent ranking across all categories reflects a need for improved community safety, more visible policing, and effective crime prevention measures.
4. **General Town Issues:** General comments about the town, including its appearance and condition, had 48 first-choice mentions. This broad category points to a general sense of dissatisfaction with the town's upkeep and management. It may be necessary to drill down these comments in more detail.
5. **Parking and Charges in Car Parks:** Parking is a significant concern, with the second most frequent mentions in the 2nd choice category (39). This indicates issues with availability, cost, or management of parking facilities in the area.
6. **Roadworks, Potholes, and Footpath Conditions:** This issue received considerable attention, particularly in 2nd and 3rd choices (40 and 35 mentions, respectively). It highlights the community's concern with the quality of infrastructure and the need for maintenance and improvements.
7. **Other Notable Issues:**
 - **Shops:** Empty or inappropriate types of shops were frequently mentioned, particularly as a 3rd choice (36 mentions). This reflects concerns about the town's retail offering and its suitability for community needs.

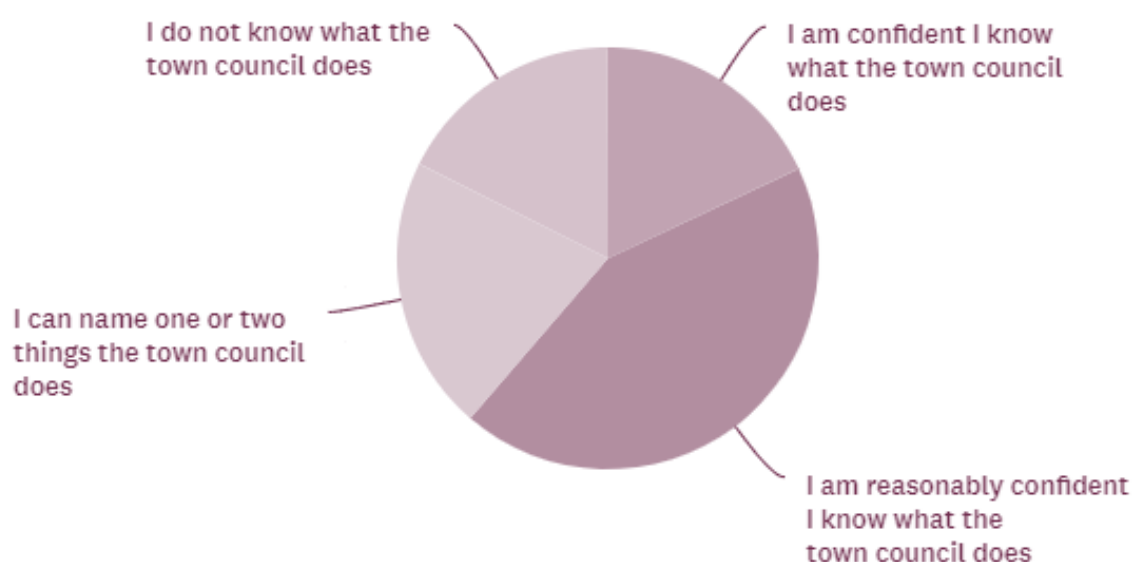
Questions 7, 8 and 9 focused on the Town Council specifically.

Are you aware of the Faversham Town Council's role?

The data shows the following levels of awareness about what the town council does:

- **43.32%** of respondents are *reasonably confident* they know what the town council does.
- **21.05%** can name *one or two things* the town council does.
- **18.02%** are *confident* they know what the town council does.
- **17.61%** *do not know* what the town council does.

In summary, the majority of respondents (around 64%) have some level of confidence about the town council's activities, while about 18% are unsure.



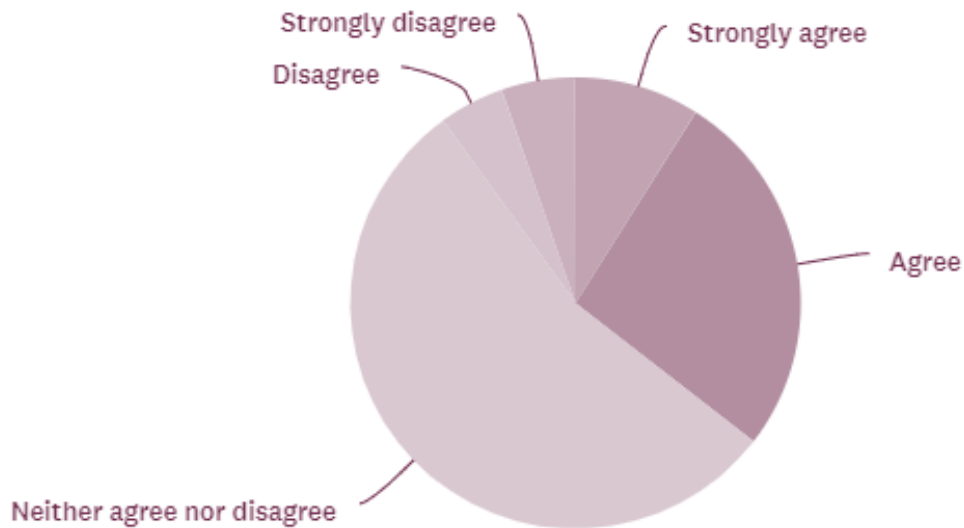
Does Faversham Town Council provide value for money?

The data on whether Faversham Town Council provides value for money shows the following opinions:

- **8.98%** *strongly agree* that the council provides value for money.
- **26.53%** *agree* with this.
- **54.49%** are *neutral* (neither agree nor disagree).
- **4.69%** *disagree*.
- **5.31%** *strongly disagree*.

In summary, the majority of respondents (54.49%) are neutral on whether the town council provides value for money, with around 35.5% agreeing (either strongly or somewhat) and only about 10% disagreeing.

To improve perceptions among those who are neutral, the Town Council must take proactive steps to demonstrate its value. This includes providing clearer, more accessible information about how public funds are being used and highlighting the tangible benefits of council initiatives. By better communicating the positive impact of our work, we can build greater trust and confidence in the council's ability to deliver value for money.

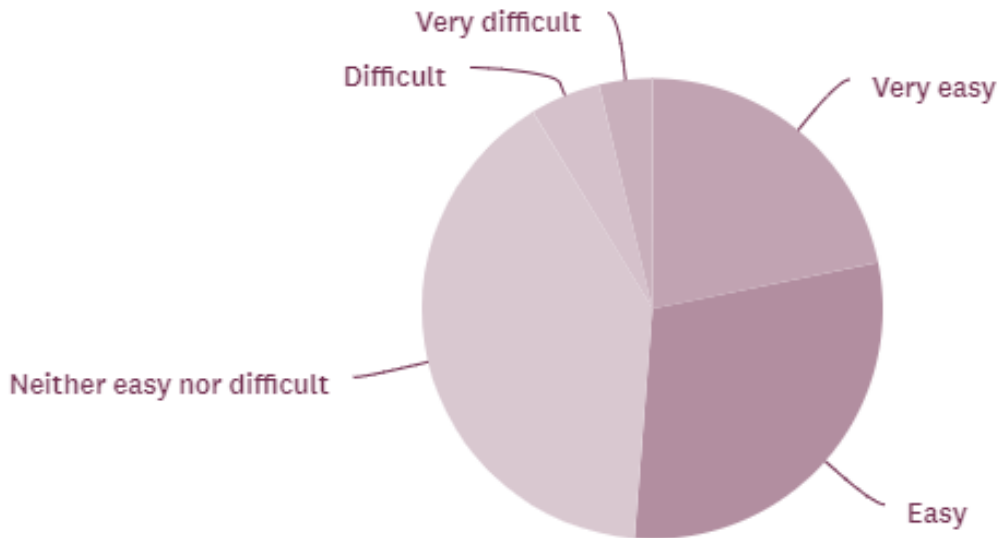


How easy is it for you to contact a Faversham Town Councillor?

The data on how easy it is to contact a councillor shows the following responses:

- **21.78%** find it *very easy*.
- **29.46%** find it *easy*.
- **40.10%** feel it is *neither easy nor difficult*.
- **4.95%** find it *difficult*.
- **3.71%** find it *very difficult*.

In summary, over half of the respondents (51.24%) find it easy or very easy to contact a councillor, while about 40% are neutral. Only a small proportion (about 8.66%) find it difficult or very difficult.



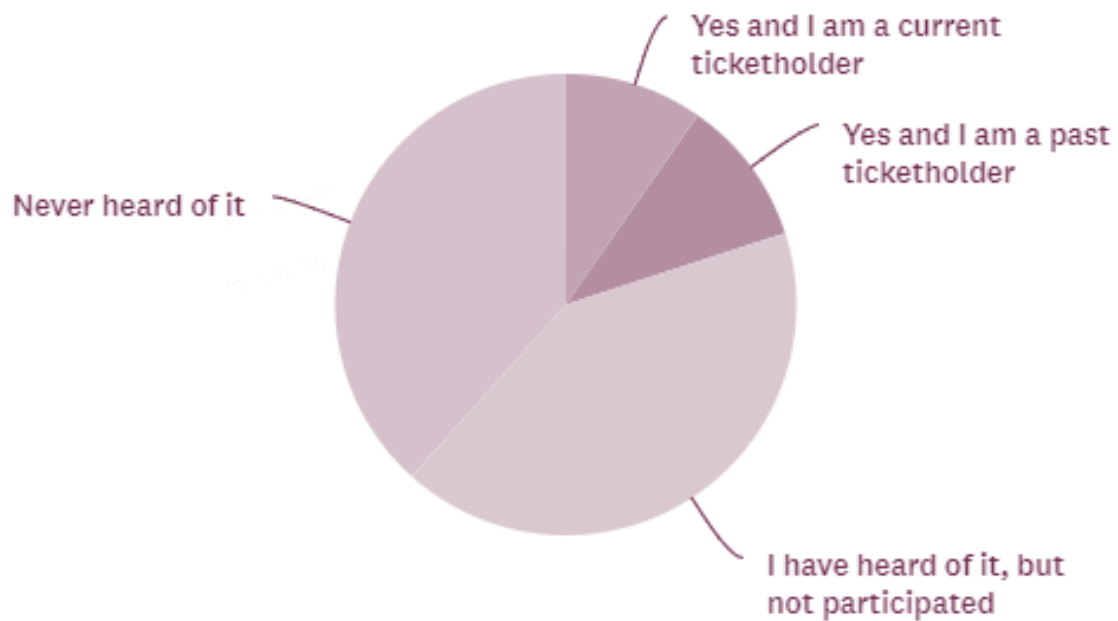
Have you heard of the Faversham & District Community Lottery, set up by Faversham Town Council in 2021?

The results reflect the awareness and participation levels in the Faversham and District Community Lottery:

Awareness: Around 61.62% of respondents have heard of the lottery, suggesting that outreach efforts have reached a majority, but there is still a notable 38.38% who are unaware. This indicates a need for broader communication and marketing strategies to increase awareness.

Participation: Only about 20% of respondents have ever purchased a ticket, whether currently or in the past. This low participation rate, despite high awareness, suggests barriers such as lack of interest, perceived value, or trust in the lottery system. It may also reflect a lack of understanding about how funds are used or the benefits of participating.

Retention: The nearly equal number of current (9.70%) and past (10.30%) ticketholders indicates a challenge in maintaining long-term participation. The reasons for discontinuation could include unmet expectations, lack of significant wins, or perceived ineffectiveness in supporting community causes.



Recommendations:

1. Increase Awareness and Outreach
2. Enhance Participation Incentives
3. Improve Retention

Overall, while there is reasonable awareness, participation levels could be improved through better communication, clearer incentives, and more visible impacts on the community.

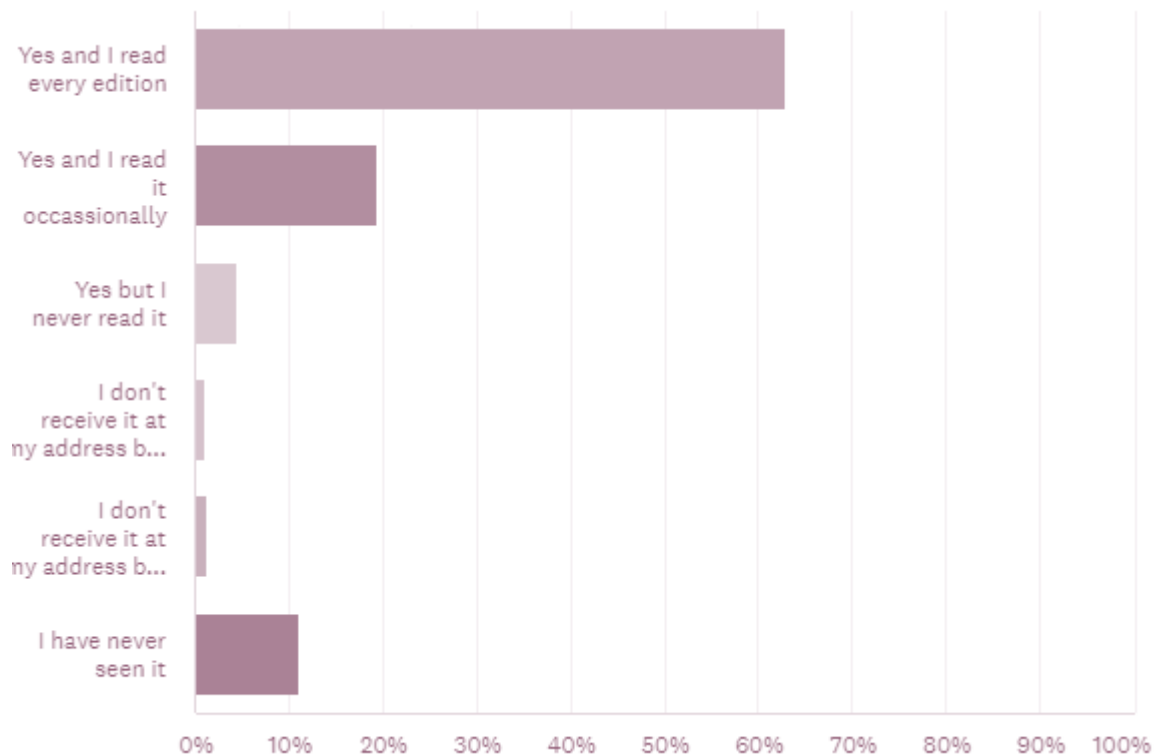
Did you know that Faversham Town Council produces a quarterly newsletter, delivered to every household in Faversham by Royal Mail?

The results show the level of awareness and engagement with the Faversham Town Council's quarterly newsletter:

1. Yes, and I read every edition (62.85% / 313 respondents)
2. Yes, and I read it occasionally (19.48% / 97 respondents)
3. Yes, but I never read it (4.42% / 22 respondents): A small group is aware of the newsletter but chooses not to read it.
4. I don't receive it at my address but I access an online version (1.00% / 5 respondents)

5. I don't receive it at my address but I pick up a paper version from elsewhere (1.20% / 6 respondents)

6. I have never seen it (11.04% / 55 respondents)



Recommendations:

1. Content Enhancement
2. Increase Awareness
3. Address Distribution Issues
4. Encourage Digital Access

Overall, the results show strong engagement with the newsletter, but there are opportunities to improve its reach and appeal to all residents of Faversham.

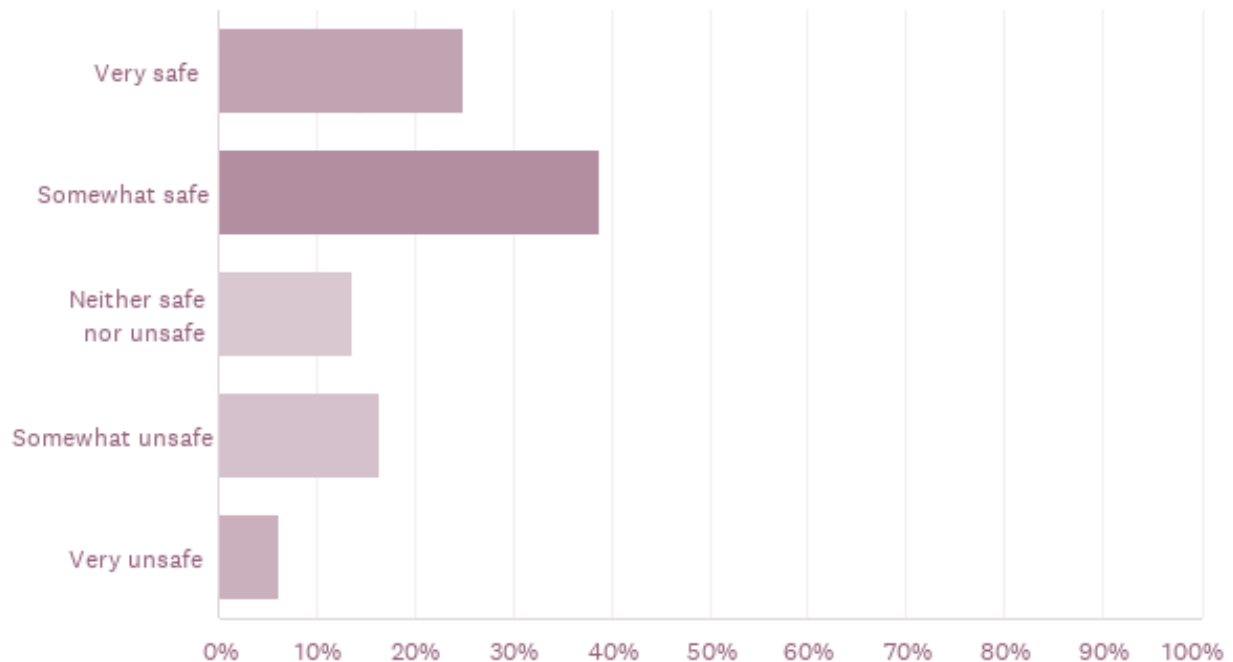
How safe or unsafe do you feel when outside in Faversham after dark?

The data on how safe people feel in Faversham after dark shows:

- **25.00%** feel *very safe*.
- **38.82%** feel *somewhat safe*.
- **13.62%** feel *neither safe nor unsafe*.

- **16.46%** feel *somewhat unsafe*.
- **6.10%** feel *very unsafe*.

In summary, the majority (63.82%) feel safe to some extent after dark, while about 22.56% feel unsafe (somewhat or very). A smaller group (13.62%) are neutral.



Thinking specifically about the environment, what actions would you like to see Faversham Town Council taking to make a difference in the local area?

This data reflected a strong community focus on cleanliness, litter management, and environmental care in public spaces. Key themes include:

1. Litter Control and Cleanliness:

- A consistent call for more litter bins and more frequent emptying of existing ones, especially in public spaces like parks, streets, and recreational areas.
- Many expressed concern over litter, graffiti, and overall tidiness, urging for more community-led litter picks and public education on littering.
- Seagulls, dog fouling, and improper waste disposal are mentioned as issues that contribute to public spaces looking unkempt.

2. Recycling and Waste Management:

- Respondents emphasised the need for more recycling points, including public recycling bins for items like glass, cans, and hard-to-recycle products. There are also concerns about the availability and accessibility of recycling services, with concerns for any proposed closure of local tips.
- Suggestions include adding recycling bins in public spaces and car parks, making recycling more convenient for residents, and ensuring that bins are emptied regularly to prevent overflow.

3. Street and Pavement Maintenance:

- The need for regular street cleaning, road sweeping, and pavement maintenance is a recurring concern, with specific mentions of overgrown gutters, blocked drains, and weeds growing in the roads.
- There's a desire for better upkeep of public pathways and cleanliness in the town centre to enhance the appearance and accessibility of the area.

4. Education and Enforcement:

- Many respondents call for better public education on the importance of keeping the town clean, including campaigns to raise awareness about littering, recycling, and the consequences of antisocial behaviour.
- Some suggested stricter enforcement of littering and dog fouling rules, with fines or penalties to ensure compliance.

5. Environmental Concerns:

- Concerns about pollution, particularly from traffic, are raised, with some respondents calling for improvements in air quality, especially in specific areas like Ospringe.
- There are also calls for initiatives like "Plastic Free Faversham" and more community involvement in environmental projects like graffiti removal and litter cleanup along the creek and town.

Overall, the data shows that the community highly values cleanliness and environmental responsibility and believes in the need for improved infrastructure and public awareness to maintain a clean and pleasant environment.

6. Community Improvement

The overarching focus was on creating positive, constructive opportunities for young people, involving them in community-oriented, skill-building activities, and encouraging pride in their environment and town.

Antisocial Behaviour

Other comments reflected concerns about addressing antisocial behaviour, particularly among young people, with a focus on increasing law enforcement, community safety, and preventative measures. The key themes were:

1. Law Enforcement & Policing
2. Antisocial Behaviour
3. Community Safety
4. Prevention & Youth Engagement

Overall, the data reveals community frustration with antisocial behaviour and a desire for stronger law enforcement, community safety measures, and youth engagement to address the root causes.

General

A significant portion of the community felt uninformed or unsure about youth services and provisions in Faversham. The key themes are:

1. Lack of Awareness
2. Demographic Disconnect
3. General Support for Youth Initiatives
4. Concerns and Scepticism
5. Nostalgia for Simpler Times

Overall, the responses reflect a general sense of disengagement or lack of familiarity with the current state of youth services, paired with a recognition that more could be done to provide meaningful support for young people in the community. However, some expressed uncertainty about the town council's role and the efficacy of such initiatives.

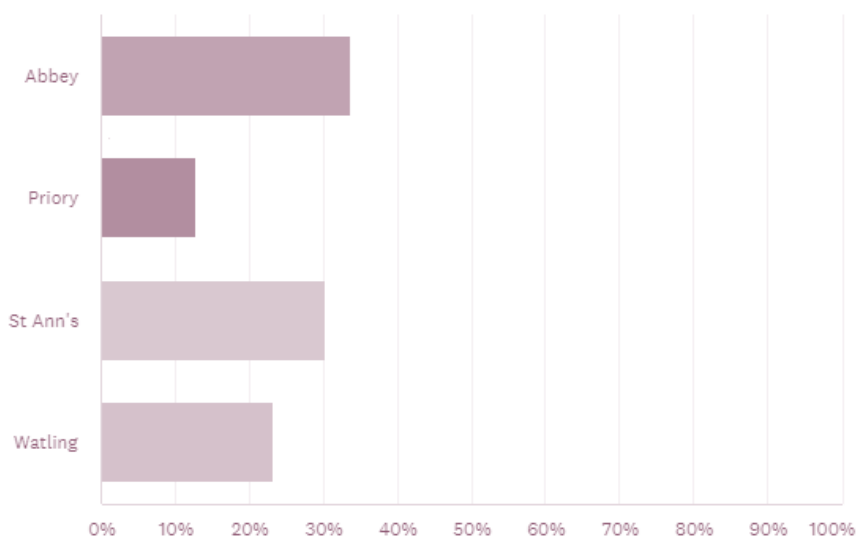


What Ward do you live in?

The data on the wards residents live in shows the following distribution:

- **Abbey: 33.69%** (158 respondents)
- **Priory: 12.79%** (60 respondents)
- **St Ann's: 30.28%** (142 respondents)
- **Watling: 23.24%** (109 respondents)

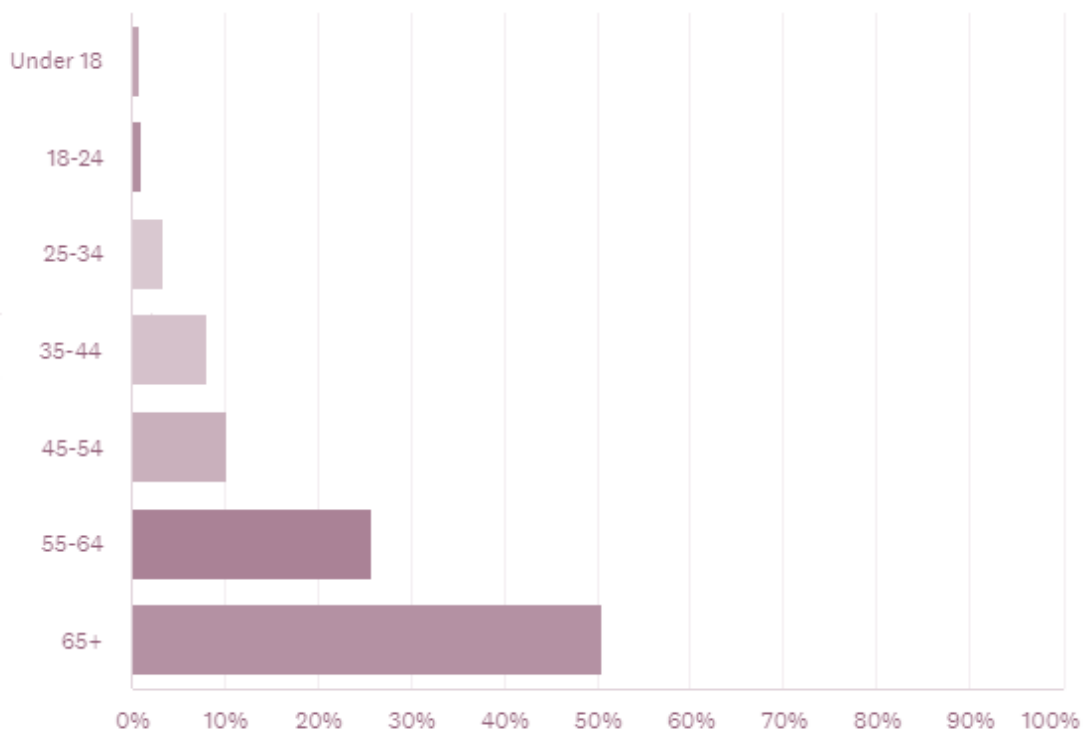
In summary, the largest proportion of respondents live in the Abbey ward, followed closely by St Ann's. Priory has the smallest representation among the wards.



What age group are you?

- **Under 18: 0.81%** (4 respondents)
- **18-24: 1.01%** (5 respondents)
- **25-34: 3.43%** (17 respondents)
- **35-44: 8.06%** (40 respondents)
- **45-54: 10.28%** (51 respondents)
- **55-64: 25.81%** (128 respondents)
- **65+: 50.60%** (251 respondents)

In summary, the majority of respondents (50.60%) are in the **65+** age group, followed by those aged **55-64** (25.81%). Younger age groups (under 34) represent a very small percentage of the total respondents.

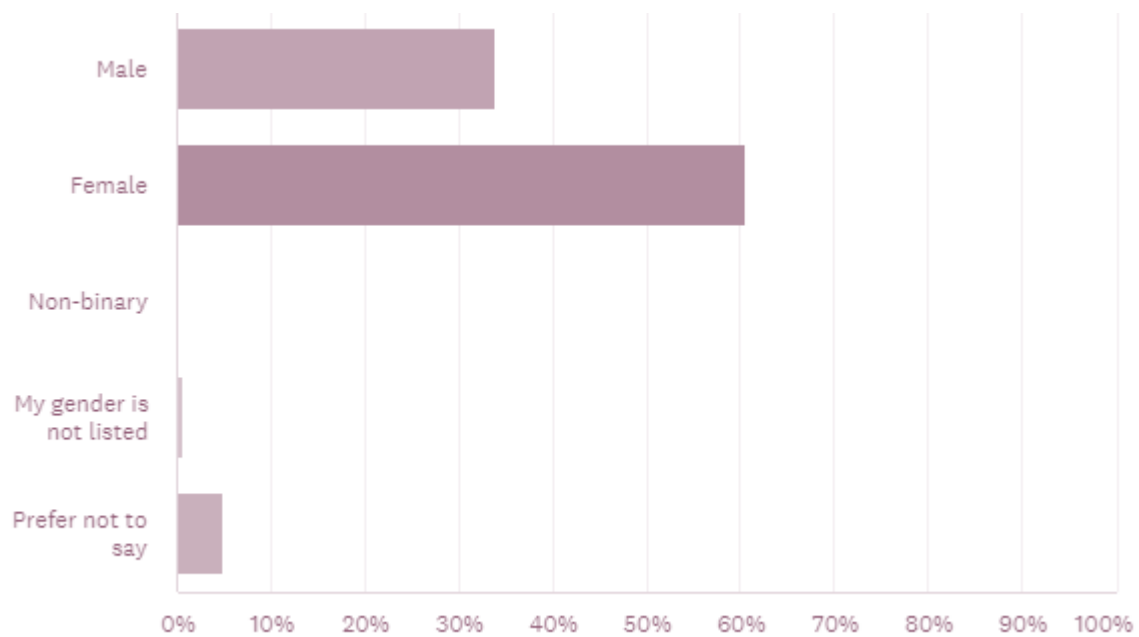


What gender do you identify as?

The data on gender identity among respondents shows the following distribution:

- **Male: 33.81%** (166 respondents)
- **Female: 60.49%** (297 respondents)
- **Non-binary: 0.20%** (1 respondent)
- **My gender is not listed: 0.61%** (3 respondents)
- **Prefer not to say: 4.89%** (24 respondents)

In summary, the majority of respondents identify as female (60.49%), followed by male (33.81%). A small percentage identify as non-binary or prefer not to disclose their gender.



Conclusion

The results of the Faversham Town Council Residents' Survey highlight several key trends and areas for potential improvement. Residents generally have a positive view of Faversham as a place to live, with 79.47% expressing satisfaction and 85.52% feeling a strong sense of belonging to the community. The historic character, community spirit, and local amenities were praised, although concerns about traffic, housing developments, and antisocial behaviour were raised.

While the majority of respondents (54.49%) remained neutral on whether the Town Council provides value for money, a significant portion expressed a desire for improved communication from the council regarding its activities and impact. Awareness of the council's roles and initiatives, such as the Faversham & District Community Lottery and the quarterly newsletter, is moderate but could be improved through more effective outreach and engagement efforts.

Community safety, environmental initiatives, and youth services were highlighted as key areas for further development. Residents expressed concerns about feeling unsafe after dark, and there is a clear call for actions to address cleanliness, recycling, and infrastructure maintenance. Similarly, many respondents called for improved youth services, with suggestions ranging from enhanced sports facilities and clubs to increased efforts to combat antisocial behaviour.

In conclusion, this survey provides valuable insights into the priorities and concerns of Faversham residents. The Town Council has a clear mandate to address issues while improving communication and outreach. By acting on this feedback, the council can continue to enhance the quality of life for all residents and foster a stronger sense of community engagement.

While this is an initial summary of the survey, further work to examine the comments in more detail will be undertaken.

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