

RESIDENT SURVEY 2021 RESULTS

Report of the Senior Communications Manager (People)

1.0 Purpose of the Report

- 1.1 To provide the Committee with information regarding the results from the 2021 residents' survey
- 1.2 Lucy Nicholson (Senior Communications Manager - People) and Vicky Mullis (Research Manager, Ipsos) will be in attendance at the meeting and via teams to provide Members with information

2.0 Background

- 2.1 In 2021 the Council procured Ipsos to develop and undertake its residents' survey over a four year framework.
- 2.2 The survey aims to assess residents' perceptions of, and satisfaction with, their local area and council services, and their general perceptions of Sunderland, to inform the council's policies and priorities.
- 2.3 The fieldwork for the 2021 residents' survey took place between 27 October and the 17 December 2021, almost four months after the formal lifting of the COVID 19 restrictions.
- 2.4 The content of the survey has been designed to ensure that progress towards achieving the vision outlined in the City Plan is measured as well as continuing to collect data relating to key metrics which will provide the Council with robust tracking data and allow comparison to other Local Authorities and relevant population statistics.

3. Current Position

- 3.1 Lucy Nicholson (Senior Communications Manager – People) and Vicky Mullis (Research Manager, Ipsos) will provide a presentation on the results from 2021 fieldwork including demographic breakdown.

4. Recommendations

- 4.1 The Scrutiny Committee is asked to consider and comment on the contents of the report.