

Listening to the Voice of Residents

Essex County Council

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Essex County Council



“We are exploratory and not defensive”

“We are insight and evidence led”

**EVERYONE’S
ESSEX**

Requires
understanding of
residents **needs,**
values and
experiences



What do you think about Essex County Council, our services or your local area?



What do we need to know about our residents to inform our decisions?



SURVEYS

- Yearly residents survey (2022 = 6,000+ residents)
- Online quarterly residents pulse survey
- Ad hoc projects



QUALITATIVE RESEARCH

- In-depth interviews
- Focus groups
- Ethnography / digital ethnography



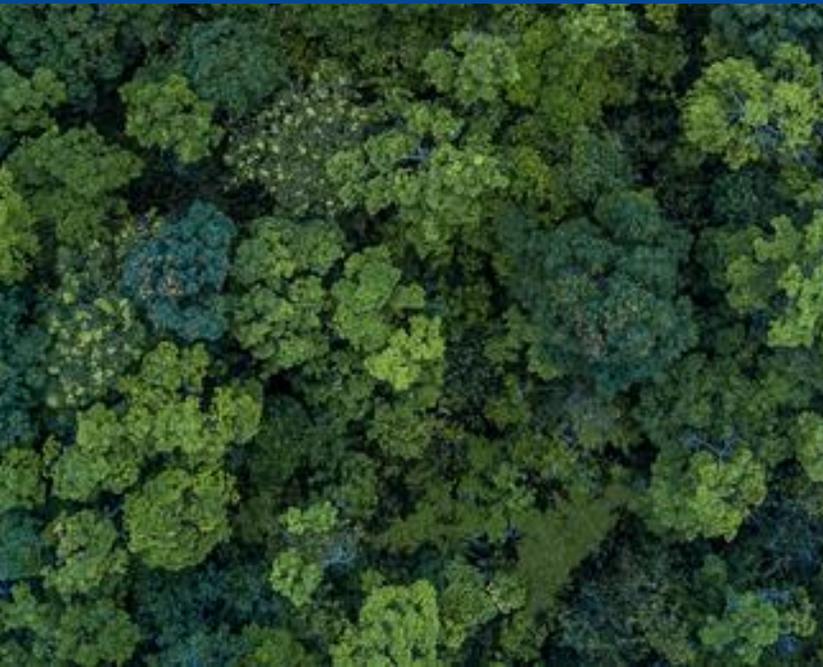
CONSULTATION

- Consultation advisory group
- Range of engagement activities to reach appropriate audiences

Essex 'Get Vocal' Residents panel: including 3,000+ panellists



POLICY DEVELOPMENT



INFORM SPECIFIC DECISIONS



**JUDGMENTS IN OUR
PERFORMANCE TO SECURE
OUTCOMES**





Essex Climate Action Research

“What are residents current behaviours relating to climate action and views towards climate change and environment?”

People over-estimated their current contribution to climate action and there was disconnect between perceptions and reality of how certain behaviours impact climate change, for example:

- **80%** believed recycling as much as possible had the highest impact on environment
- **35%** felt eating a vegetarian diet had the lowest impact



Working families (*just about managing*) research

“Who are working families and how do they live their day to day lives, and plan for the future of their children?”

All working families who are just about managing, are in an uncertain financial situation month-to-month, with limited resilience for dealing with the unexpected.

Managing money on an insufficient income requires families to be ‘savvy’. This takes considerable time and mental energy, leaving limited mental ‘bandwidth’ for thinking about much else.

Families rely heavily on support networks to reduce the burden of childcare costs

- ✓ Bring stakeholders on the journey
- ✓ Identify areas of strategic and political importance
- ✓ Focus on gaps in understanding
- ✓ Wider usage and engagement across Essex County Council

