



**North East
Derbyshire**
District Council



North East Derbyshire District Council Citizens' Survey

SUMMARY REPORT

June/July 2025

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September 2025

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Distribution

Recipient	Issue	Date
Lee Hickin	Final Report	25/09/25
Matt Broughton	Final Report	25/09/25
Jayne Dethick	Final Report	25/09/25
Sarah Sternberg	Final Report	25/09/25
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Cllr Barker	Final Report	25/09/25
Cllr Kerry	Final Report	25/09/25
Cllr Barry	Final Report	25/09/25

Background

The North East Derbyshire Citizens' Panel was established to obtain residents' views on a variety of topics; the panel is currently made up of 567 residents. Residents are typically mailed or emailed a questionnaire twice a year and June/July's survey contained 19 pages of information and questions including a section of demographics questions.

Survey Methodology

In addition to the aforementioned Citizens' Panel members who were emailed or posted the survey as usual, as with the July '24 survey it was decided to once again expand the survey (and continue to build on the success of the 2023 Resident's Survey) by opening this survey out for all residents of North East Derbyshire by promoting through social media channels and emailing to residents' who are registered with the Communications Team mailing list.

The survey also offered an opportunity for participants to be entered into a £50 high street voucher prize draw.

In all cases, any resident who preferred to complete the survey via a paper questionnaire could request a copy.

Sample Size and Response Rate

The survey ran for 3 weeks in June and early July, closing on Sunday 6th July 2025. Members of the Citizens' Panel were emailed/posted the survey on 16th June and were sent a reminder on 25th June.

A total of **511 responses** were received (442 online and 69 paper copies).

A copy of the questionnaire can be found on the [Ask Derbyshire](#) site and a copy of the Viewpoint Newsletter can be found on the [Council's website](#).

The percentages throughout the report may not always add exactly to 100% due to rounding.

Customer Profiling Information

Key demographic information was captured in each survey to help build a customer profile and assist with equalities monitoring. A table of results is included below together with the summary of key points below which compares this information to the district's profile taken from the 2021 Population Census.

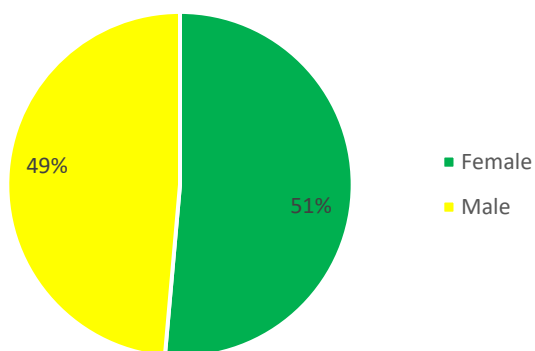
Respondent Characteristic	Overall Respondent Profile %	% Population Figures (2021 Census)
Gender		
Male	49	49
Female	51	51
Age Group		
		(age % as proportion of 2021 population aged 16+)
16-24 years	1	10
25-34	3	13
35-44	7	13
45-54	12	17
55-59	7	9
60-64	14	8
65-74	36	16
75 & over	20	14
Ethnicity		
White British or Irish	97	96
Ethnic Minority (including white-other)	3	4
Disability		
Yes, limited a lot	16	11
Yes, limited a little	22	11
No	62	78

The profile of respondents was in line with the population census figures for gender. The survey was over representative of age categories above 60 years of age and under representative of population demographic under the age of 60 years old. The response is over representative of respondents with disabilities (both limited a little and limited a lot) and marginally under representative of ethnic minority respondents.

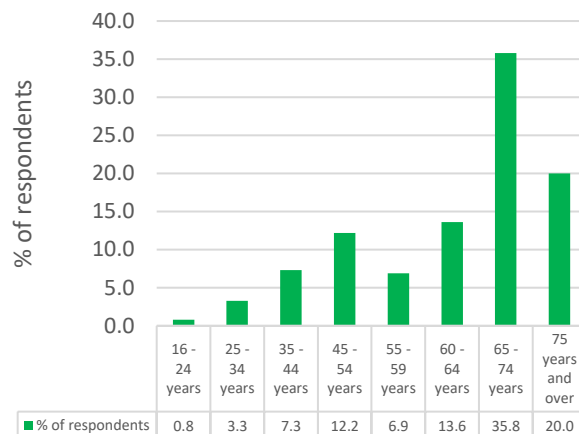
The tables below present the information in graphical format, accompanied by a respondent breakdown by parish. As seen in other district wide consultations Dronfield has returned the highest number of respondents at 23.7%.

Demographic Profile

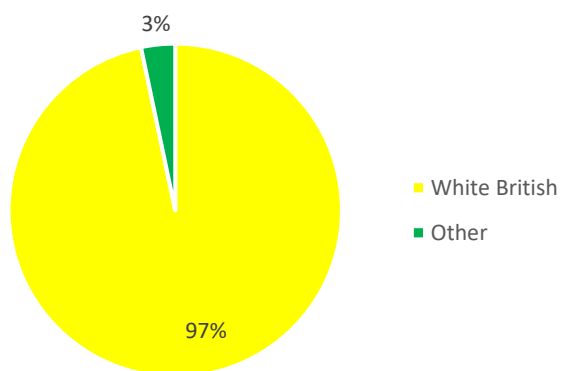
Gender by Respondent %



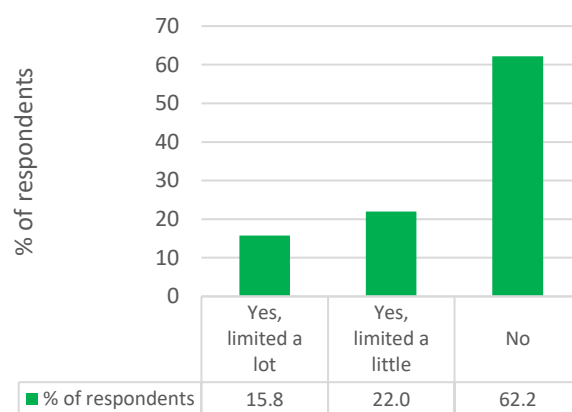
Age by Respondent %



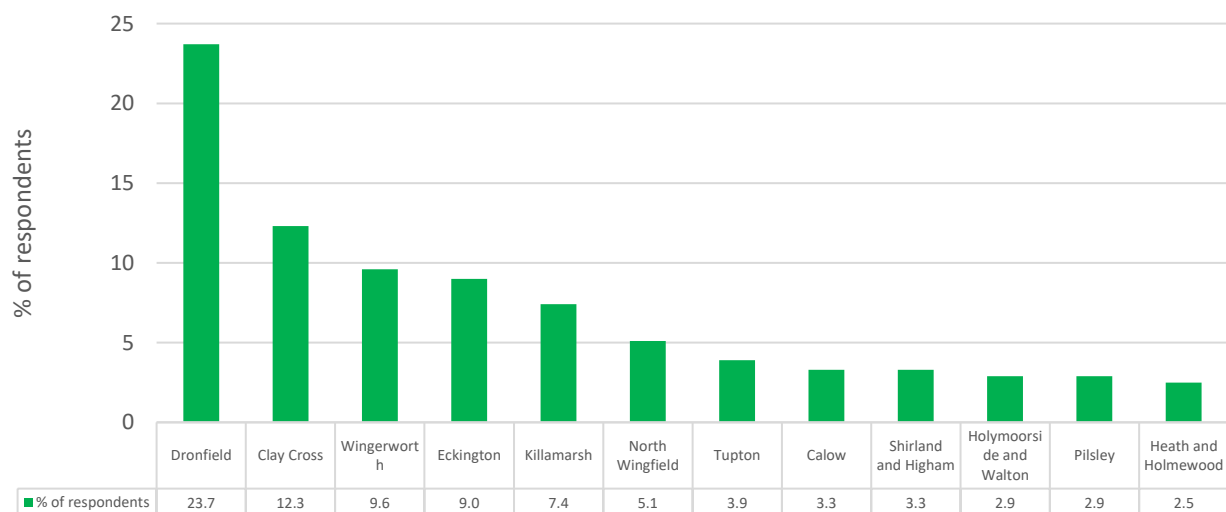
Ethnicity by Respondent %



Day-to-day activities limited by Respondent %



Which North East Derbyshire parish are you a resident of (top 12 listed)



Executive Summary

The July 2025 Citizens' Survey was conducted to gather resident views on key services at a time of significant change—locally and nationally. This survey is not just a snapshot of satisfaction; it is a strategic tool to guide how North East Derbyshire District Council evolves its services in line with our Council Plan 2023–2027, national policy reforms, and emerging technologies.

Listening, Involving, Responding: At the heart of our Council Plan is a commitment to “listen, involve and respond”. This survey reflects that ethos. It captures the voices of over 500 residents and provides insight into how our communities experience Council services, what matters most to them, and where we must improve. The feedback will directly inform service planning, policy development, and investment decisions.

Domestic Waste Collection

The UK Government's Simpler Recycling policy, introduced in 2025, requires all councils to align waste streams and introduce separate food waste collections. This survey was timed to understand resident behaviours and barriers ahead of these changes.

- **Burgundy bin recycling service:**
 - 91.6% of respondents are either 'very satisfied' or 'fairly satisfied', a small increase of 0.6% from the satisfaction level achieved as in 2023.
 - 76% of respondents indicated they already recycle all they can.
 - 12% mentioned that more information on recyclable items would help.
- **Green bin composting service:**
 - 83.2% satisfaction rate, a slight decrease from the 84% satisfaction level in 2023.
 - Concerns about maggots and vermin (44.2%) and the potential smell of the green bin (40.9%) were the main barriers to recycling more garden and food waste.
- **Black bin refuse collection service:**
 - 92.0% satisfaction rate, a 3% drop from the satisfaction level in 2023.
- **Bulky household waste collection**
 - 82% of respondents were aware of the Bulky Household Waste Collection Service.
 - 92% of users expressed satisfaction with the Bulky Household Waste Collection Service.

These insights will help shape our response to national reforms, ensuring that changes are resident-informed, environmentally responsible, and operationally effective.

Equality and Fairness

The Council is committed to ensuring that services are inclusive, fair, and accessible to all residents. The survey shows that most respondents have not experienced discrimination when using Council services or living in the district.

- 96.7% of respondents have not experienced discrimination while using Council services, a slight decrease from 99.3% in 2022.
- 93.3% agreed that it is easy to contact the Council using various options available.

- 95.6% felt there were no physical barriers to accessing Council premises.
- 98.2% appreciated the Council's efforts to provide information in suitable formats.
- 96.3% of respondents reported no discrimination while living in the North East Derbyshire District, consistent with the previous surveys 96.5%.
- 93.8% agreed that people from different backgrounds get along well together.

These insights will inform our ongoing work to remove barriers—physical, digital, and social—and ensure that everyone can engage with the Council on equal terms.

Digital Strategy and AI: Inclusive Transformation: The Council's Digital Strategy sets out ambitions to modernise services through technology, aligned with the UK Government's vision for a modern digital state and the responsible integration of Artificial Intelligence (AI) into public services.

Use of Artificial Intelligence (AI)

The survey highlights the community's awareness and perception of AI. Key findings:

- 91.9% of respondents are either 'very aware' or 'somewhat aware' of AI.
- Primary sources of AI awareness include:
 - TV features and radio items (71.8%).
 - Newspaper articles (48.8%).
 - Discussions with friends and family (42.5%).
 - Social media posts (39.5%).
- Respondents believe AI can:
 - Reduce business costs (61.4%).
 - Improve operational efficiency (46.6%).
 - Enable faster service improvements (34.1%).
 - Free humans from mundane tasks (31.7%).
- Opinions on AI's impact on their lives are mixed:
 - 37.3% unsure.
 - 24.0% believe it will make life worse.
 - 21.4% think it will make life better.
 - 17.4% feel it will make no difference.

Digital Strategy

The survey results show strong support for the Council's digital strategy. Key points include:

- Digital Ambition 1 – 'Easy, engaging and inclusive':
 - 86.3% agreement.
- Digital Ambition 2 – 'Simple, stable and secure':
 - 91.9% agreement.
- Digital Ambition 3 – 'Well-used and used well':
 - 93.3% agreement.
- Digital Ambition 4 – 'Collaborate, share, innovate':
 - 92.0% agreement.
- Concerns include digital exclusion, loss of human contact, and accessibility for elderly and disabled residents.

Internet Access and Use

The results provide insights into internet access and usage among respondents. Key findings include:

- 98.0% of respondents have regular personal access to the internet.
- Common means of internet access:
 - Mobile phones (84.2%).
 - Home PCs or laptops (73.3%).
 - Tablets (51.1%).
 - Work PCs or laptops (20.0%).
- Main reasons for not accessing the internet:
 - Lack of need.
 - Privacy or security concerns.
 - Lack of skills or confidence.
- Common internet-based activities:
 - Shopping for goods (94.3%).
 - Making online payments (90.4%).
 - Managing bank accounts (89.8%).
 - Setting up email accounts (88.3%).
 - Keeping in touch with family (87.9%).
- Of the 370 respondents who engaged with Council services online:
 - 84.0% found it easy to do so.
 - 16.0% found it difficult.
- Suggestions to improve the use of the Council's digital services:
 - 46.3% are already using the services without issue.
 - In-person assistance (16.6%).
 - Online tutorials (13.1%).
 - Promoting courses at Adult Learning Centres (9.5%).

These findings reinforce our commitment to inclusive digital transformation—where innovation enhances access, efficiency, and responsiveness, without leaving anyone behind. As AI becomes more embedded in service delivery, we will continue to engage residents, maintain human oversight, and ensure transparency in decision-making.

Embedding a “You Said, We Did” Culture

The accompanying Recommendations Table at the back of the report outlines how we will respond to resident feedback. From improving bin placement and expanding recycling options, to enhancing digital literacy and website usability, these actions demonstrate our commitment to translating your feedback into real change. We thank all those who take the time to provide feedback, we do use the information to shape our future service deliver.

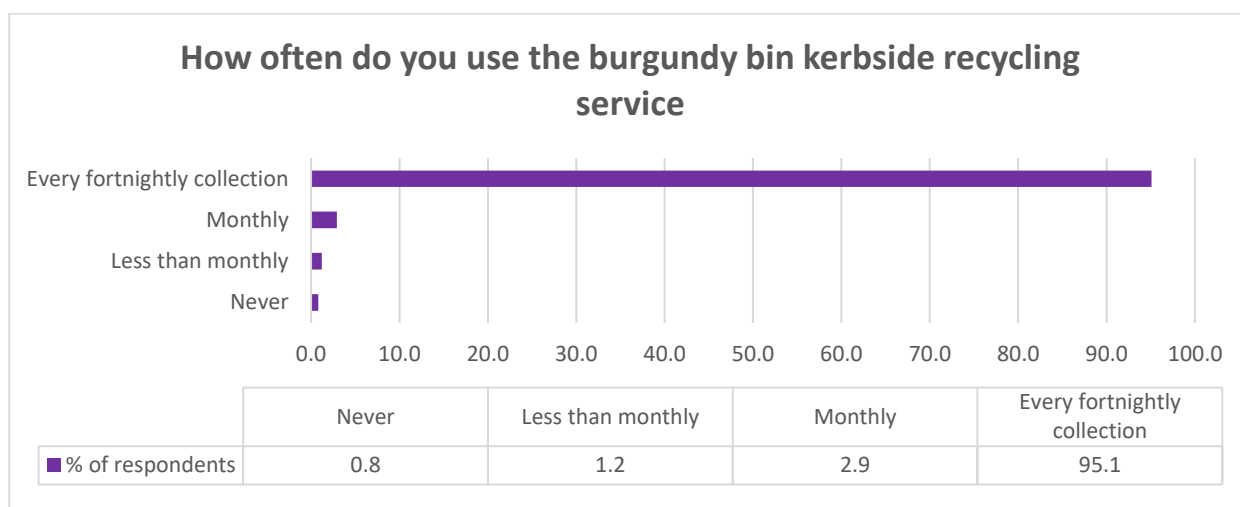
Domestic waste collection

Overview

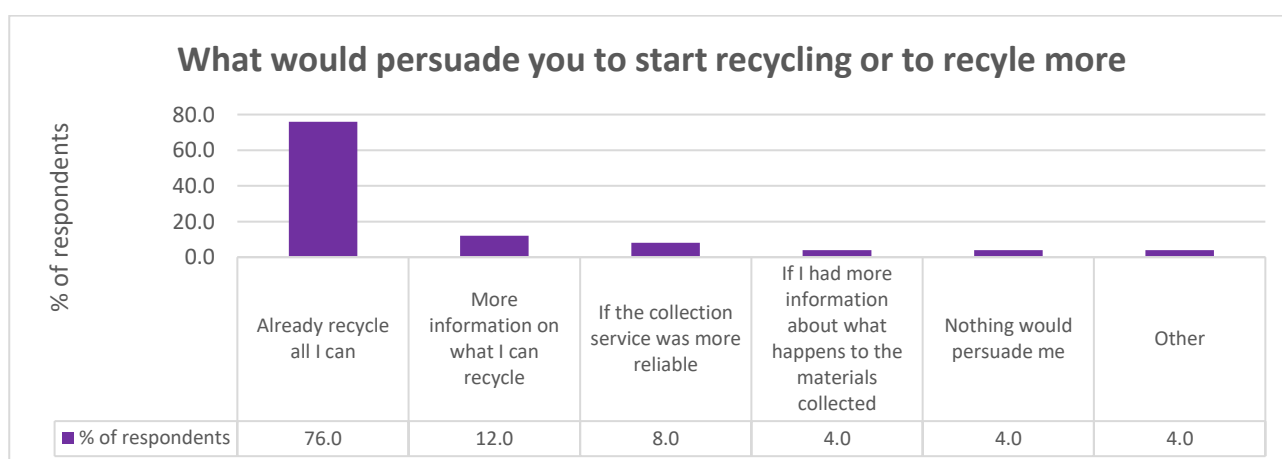
North East Derbyshire District Council provides a range of domestic waste collection services to all residents. These include burgundy bin, black bin and green bin collections as well as collections of bulky household waste. We last asked how satisfied residents were with these services in June 2023 and have therefore asked the questions 2 years later for comparison information.

Detail – Burgundy bin recycling service.

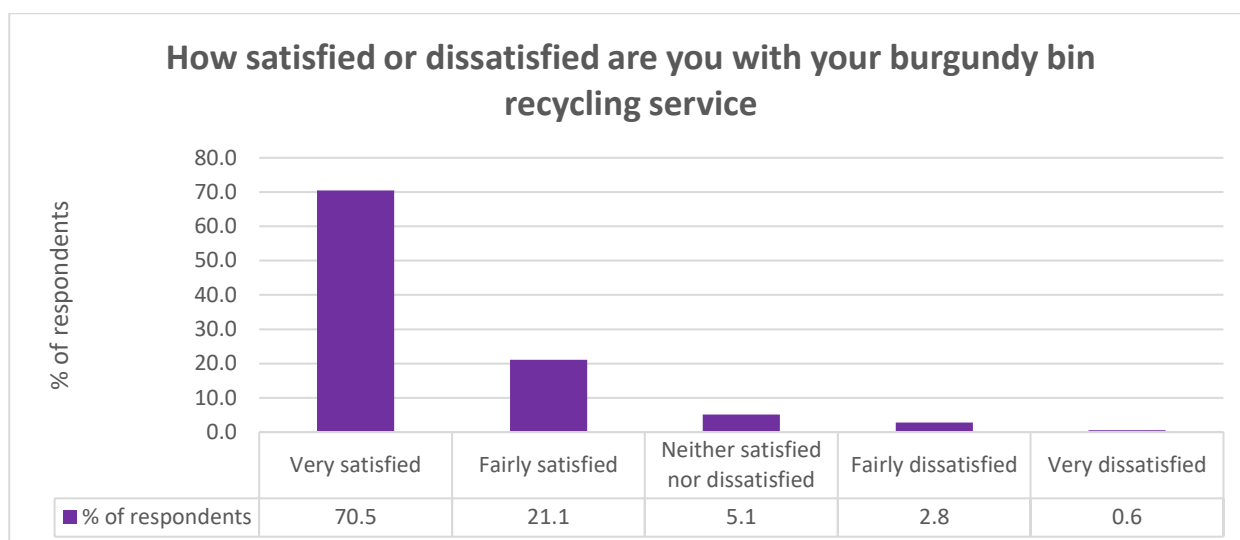
When asked how often they use the burgundy bin kerbside recycling service, the overwhelming majority (95.1%) of respondents use every fortnightly collection.



Residents were asked to consider what would persuade them to start recycling or to recycle more. Most respondents (76%) stated they 'already recycle all they can', however the most popular responses beyond that were 'If I had more information about what I could recycle', and 'If the collection service was more reliable'.



When asked how satisfied or dissatisfied they were with the burgundy bin recycling service, 91.6% of respondents stated they were either 'Very satisfied' or 'Fairly satisfied' with the service received. 3.4% stated they were 'Very dissatisfied' or 'Fairly dissatisfied'.



The respondents were asked for further comments in respect of the burgundy bin recycling service, these responses can be split into the following categories: -

Bin Return and Placement Issues: A of comments highlight problems with bins not being returned to their original locations after emptying. This causes inconvenience, especially for those with limited mobility, and can obstruct driveways and pavements. Residents request that bins be placed back where they were found to avoid difficulties.

Collection Frequency and Scheduling: Some respondents expressed concerns about the frequency of burgundy bin collections, especially after holidays like Christmas when recycling volume increases. Some comments request weekly collections instead of the current fortnightly schedule, citing bins that fill up quickly and the need to use general waste bins when recycling bins are full.

Service Quality and Staff Conduct: Several respondents praise the reliability, friendliness, and helpfulness of the collection staff, describing the service as excellent and efficient. However, some note issues such as staff not picking up dropped rubbish or not caring where bins are left.

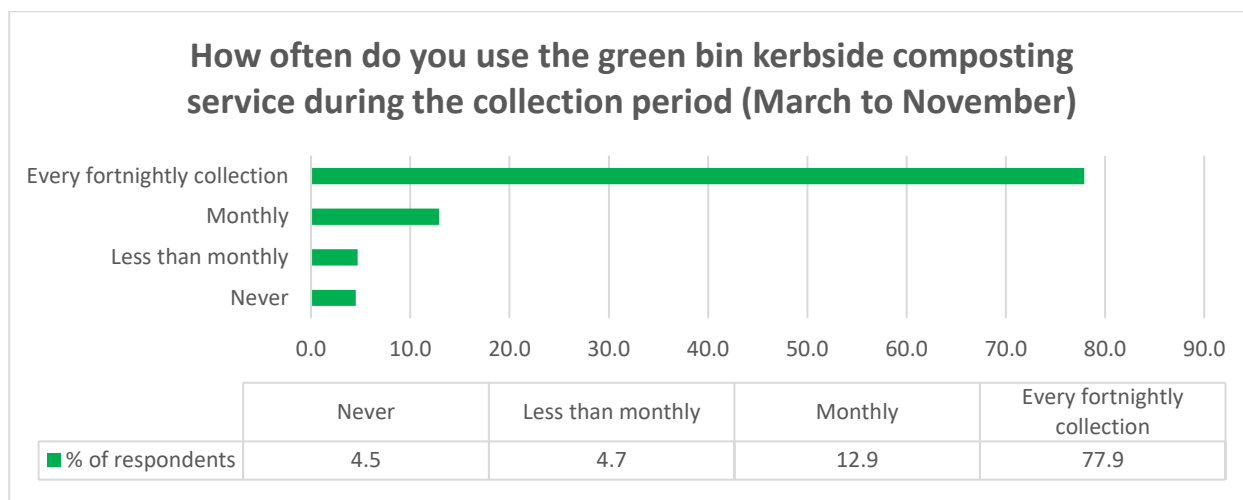
Accepted Materials and Recycling Range: There is a desire in some quarters for the service to expand the range of materials accepted, particularly soft plastics, plastic bags, wrappers, and small electrical items. Respondents mention having to take certain recyclables to supermarkets or other facilities, and request more comprehensive doorstep recycling.

Bin Condition and Maintenance: Some comments report cracked, damaged, or worn bins, with requests for easier replacement or repair. Some mention bins being damaged by collection staff or weather conditions.

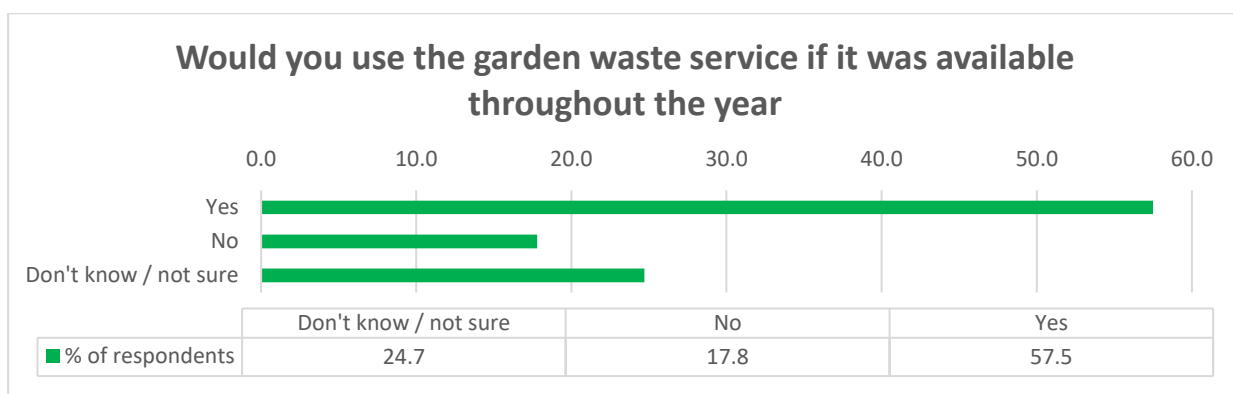
Information, Guidance, and Transparency: A few comments request clearer guidance on what can be recycled, how items should be prepared (e.g., labels, crushing, lids), and more transparency about what happens to the recycling after collection. Suggestions include updating the website, providing complete lists, and documenting the recycling process.

Detail – Green bin composting service.

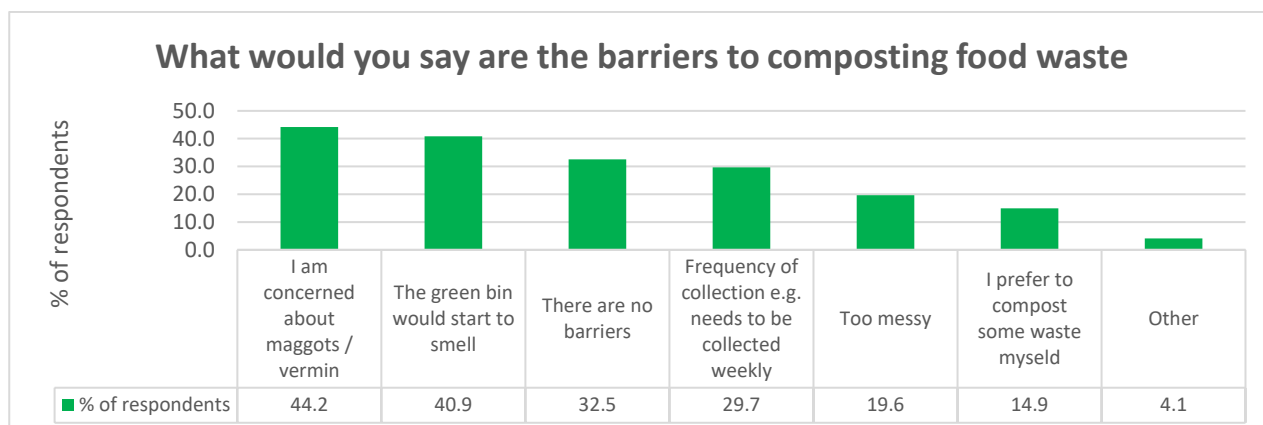
When asked how often they use the green bin kerbside composting service, the large majority (77.9%) of respondents use every fortnightly collection.



57.5% of respondents said they would use the service throughout the year if available, 17.8% said they would not, with 24.7% unsure.



On what barriers there are to composting food waste, the responses most cited were 'I am concerned about maggots / vermin' (44.2%), 'the green bin would start to smell' (40.9%) and 'frequency of collection e.g. needs to be collected weekly' (29.7%). In addition, 32.5% of respondents stated 'there are no barriers'.



In terms of respondents who answered 'Other' to the above, the comments broke down into the following categories: -

Barriers to Year-Round Recycling: A recurring theme is the inability to recycle food waste throughout the year, with some noting that collections do not cover all seasons.

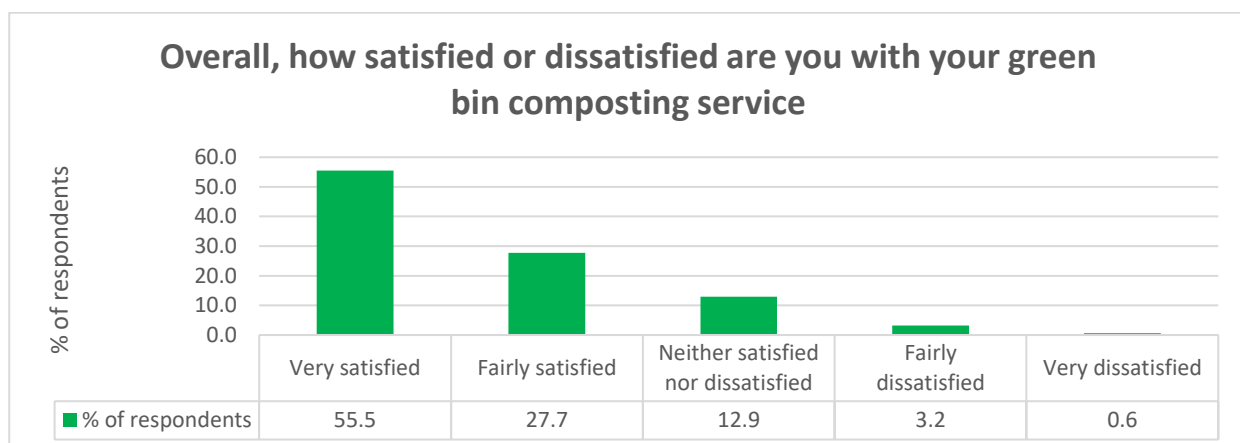
Lack of Kitchen Caddy or Small Bin: Several responses highlight the absence of a kitchen caddy or a small, separate bin for food waste as a barrier.

Odour and Hygiene Concerns: Some participants expressed concerns about unpleasant smells and mess associated with storing food waste, especially in warmer weather or when collection intervals are long.

Collection Frequency and Timing: Some responses focus on the frequency and timing of food waste collection. There are requests for more frequent collections, particularly in summer, and complaints about the lack of service during certain months.

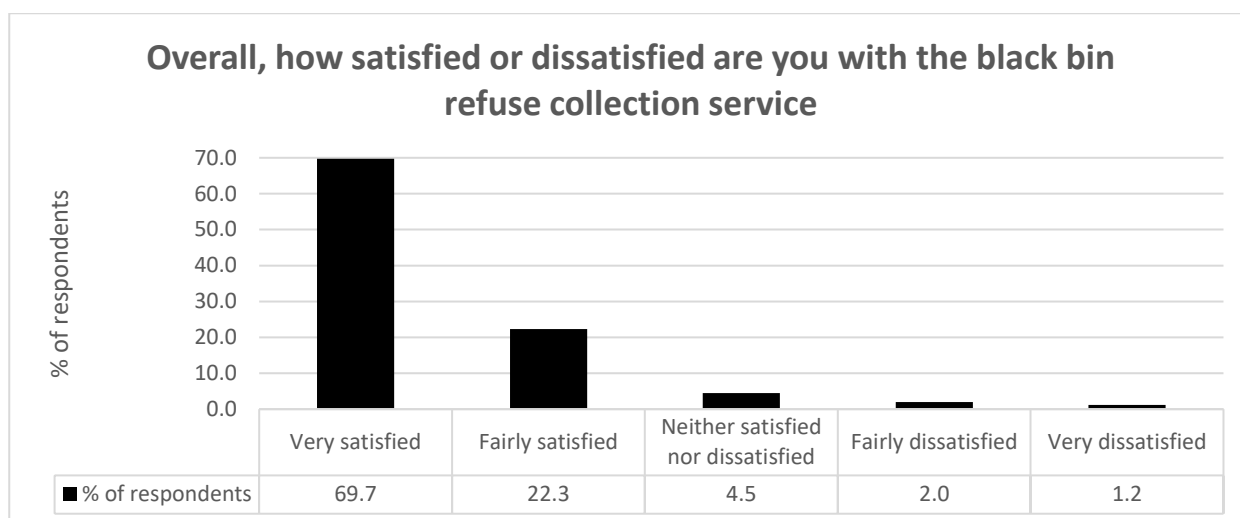
Living in Flats or No Private Garden: Respondents living in flats or without private gardens find food waste collection more challenging. They mention the inconvenience of having to keep another bin in the kitchen and the effort required to take it downstairs.

When asked how satisfied or dissatisfied they were with the green bin composting service, 83.2% stated they were either 'Very satisfied' or 'Fairly satisfied' with the service received. 3.8% stated they were 'Very dissatisfied' or 'Fairly dissatisfied'.



Detail – Black bin refuse collection service.

When asked how satisfied or dissatisfied they were with the black bin refuse collection service, 92.0%) stated they were either 'Very satisfied' or 'Fairly satisfied' with the service received. 3.2% stated they were 'Very dissatisfied' or 'Fairly dissatisfied'.



The respondents were asked to comment on the black bin refuse collection service, these responses broke down into the following categories: -

General Service Quality and Staff Friendliness: Several comments praise the reliability, efficiency, and friendliness of the bin collection teams. Respondents appreciate consistent timing, staff politeness, and the effort made during adverse weather. Occasional missed collections are generally resolved quickly, and many express overall satisfaction with the service, describing it as excellent or brilliant.

Collection Frequency and Preference for Weekly Service: The most frequent theme is dissatisfaction with the current fortnightly collection schedule. Several respondents, especially those with larger households or specific needs (e.g., families with young children, elderly, or disabled residents), express that bins fill up too quickly and request a return to weekly collections.

Bin Size and Capacity Issues: Several comments highlight that the new or current black bins are too small for many households, especially larger families or those with special needs. Respondents report having to compress waste or make additional trips to waste sites.

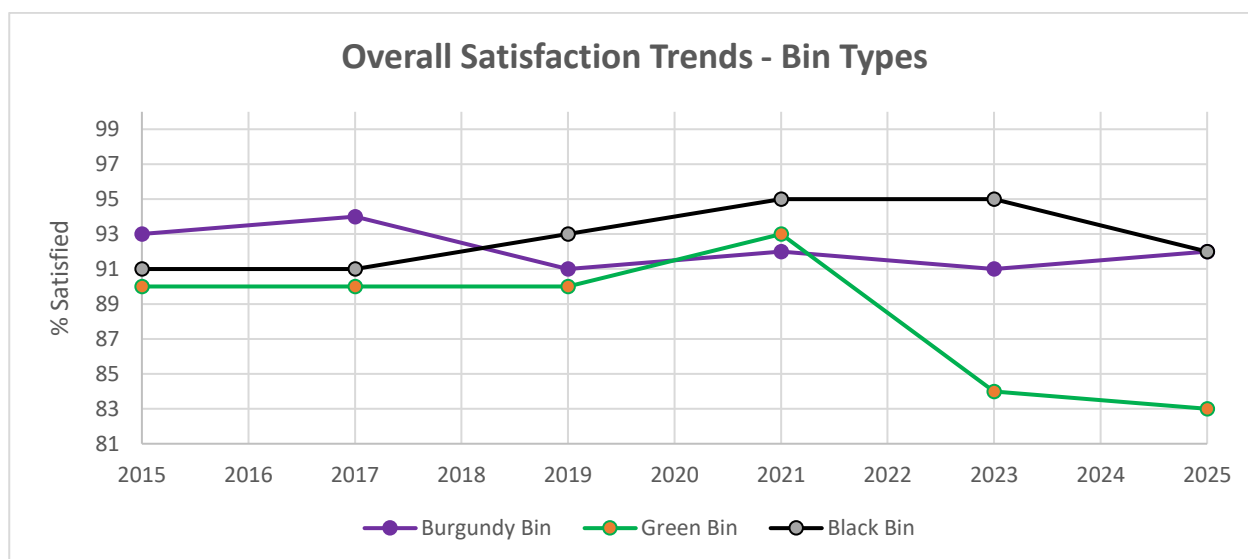
Bin Return and Placement After Collection: Some respondents are frustrated with how bins are left after collection. Common complaints include bins being left in the middle of driveways, on pavements, or scattered along streets, creating hazards for pedestrians, mobility scooter users, and drivers.

Waste Overflow and Handling of Excess Rubbish: Overflowing bins and the inability to dispose of extra waste are recurring concerns. Suggestions include allowing extra bags during busy periods or after missed collections, and better communication about policies for excess waste.

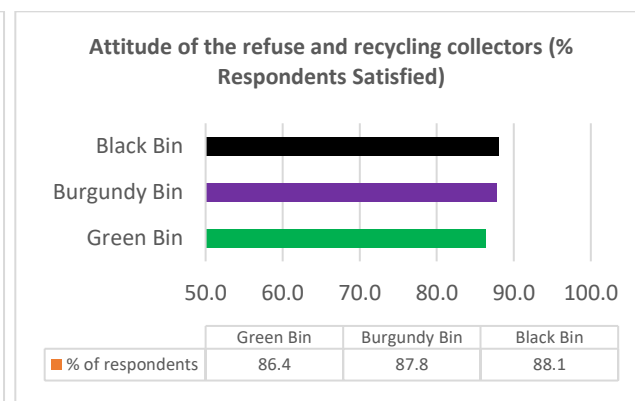
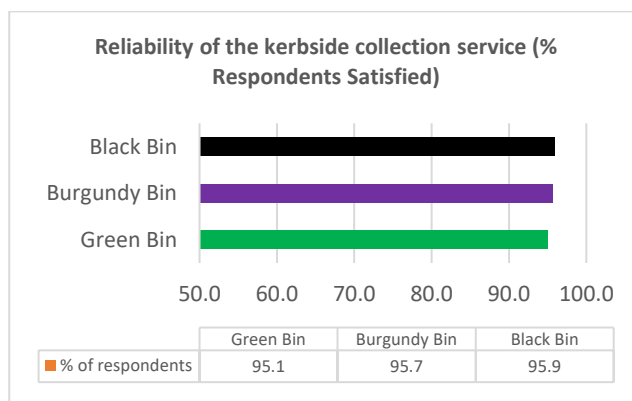
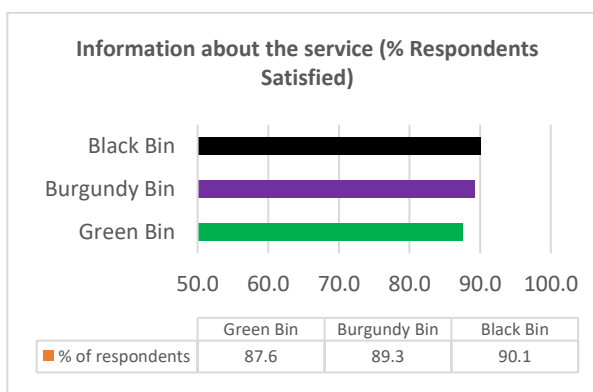
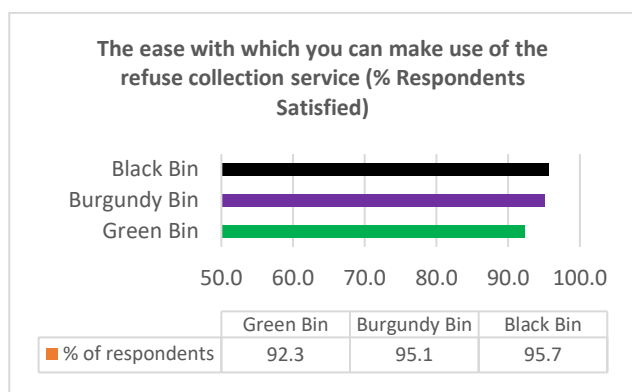
Accessibility and Support for Disabled or Elderly Residents: Accessibility issues are raised by disabled and elderly residents who find it difficult to move bins to and from collection points, especially when bins are left far from their property. Some request more support, such as fetch-and-return services, and highlight the challenges posed by bins left on pavements or at the end of streets.

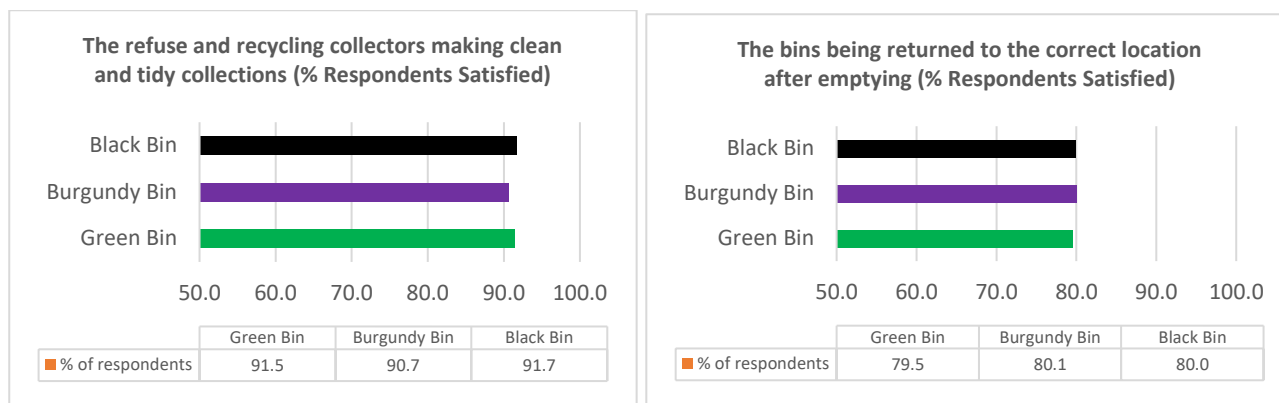
Bin collection comparison/trend results

In terms of overall satisfaction trends, the black and burgundy collections both remain above 90%, the green bin satisfaction has seen some reduction to 83% (whilst only 4% were dissatisfied, a larger 13% were neutral which has contributed to this reduction).



The respondents were asked to rate several aspects of the collections for black, burgundy and green bin services respectively, the graphs and tables below show the % of respondents who were either 'Very satisfied' or 'Fairly satisfied' with the criteria reviewed.





The respondents were asked for any additional comments about the domestic waste service, the responses broke down into the following categories: -

Overall Service Quality and Satisfaction: Many respondents express high satisfaction with the domestic waste collection service, describing it as excellent, reliable, and well-organised. Positive comments often mention the professionalism and friendliness of staff, the clarity of collection schedules, and the comprehensive nature of the service.

Bin Positioning and Pavement Obstruction: Several responses highlight issues with bins being left in inconvenient locations after collection, such as blocking pavements, driveways, or being placed far from the property. This creates difficulties for residents, especially those with mobility challenges, and is a recurring source of frustration.

Green Bin Collection Schedule and Frequency: Concerns about the green bin collection schedule are common, with requests for more frequent collections, earlier start dates, and year-round service. Residents with large gardens or ongoing gardening needs find the current seasonal limitations problematic, especially as climate change extends the gardening season.

Bin Damage and Maintenance: Some comments report issues with bins being damaged during collection, such as cracked bins, broken handles, or missing lids. Some respondents note that rough handling by collectors and delayed replacements can lead to further problems, including attracting vermin or making bins difficult to use.

Charges and Cost Concerns: Residents mention dissatisfaction with additional charges for extra bins, particularly green bins, arguing that these should be covered by council tax. There is resistance to the introduction of new fees or further bins.

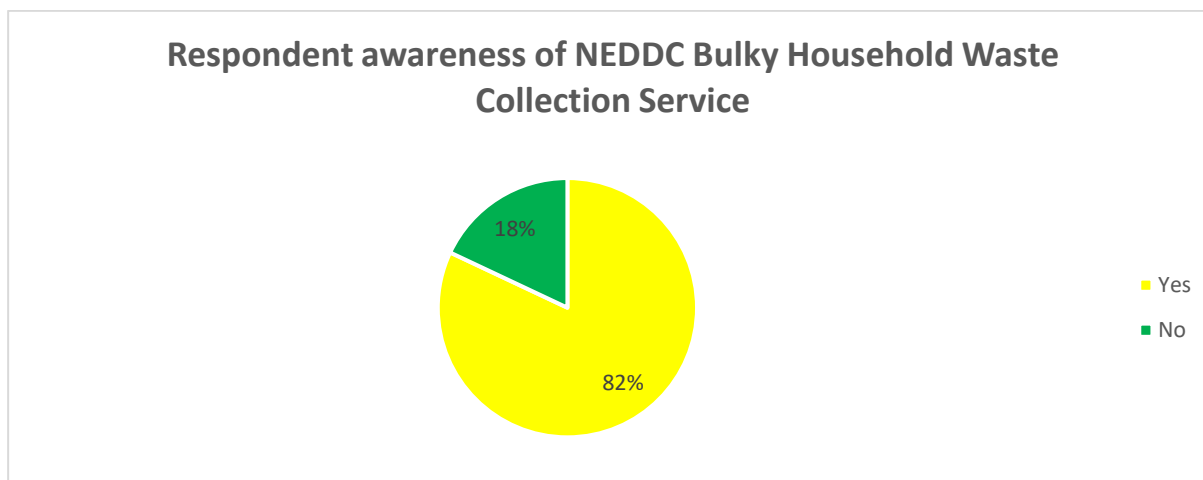
Recycling and Waste Separation: Feedback includes requests for expanded recycling options, such as food waste caddies, soft plastics, and small electrical items. Some residents seek clearer guidance on what can be recycled and express a desire for more incentives to reduce waste.

Staff Attitude and Professionalism: Several responses praise the collection staff for their politeness, helpfulness, and cheerful demeanour, even in adverse weather. However, isolated incidents of unprofessional behaviour, such as inappropriate conduct or lack of respect, are also reported. Overall, the staff's positive attitude is seen as a major strength of the service.

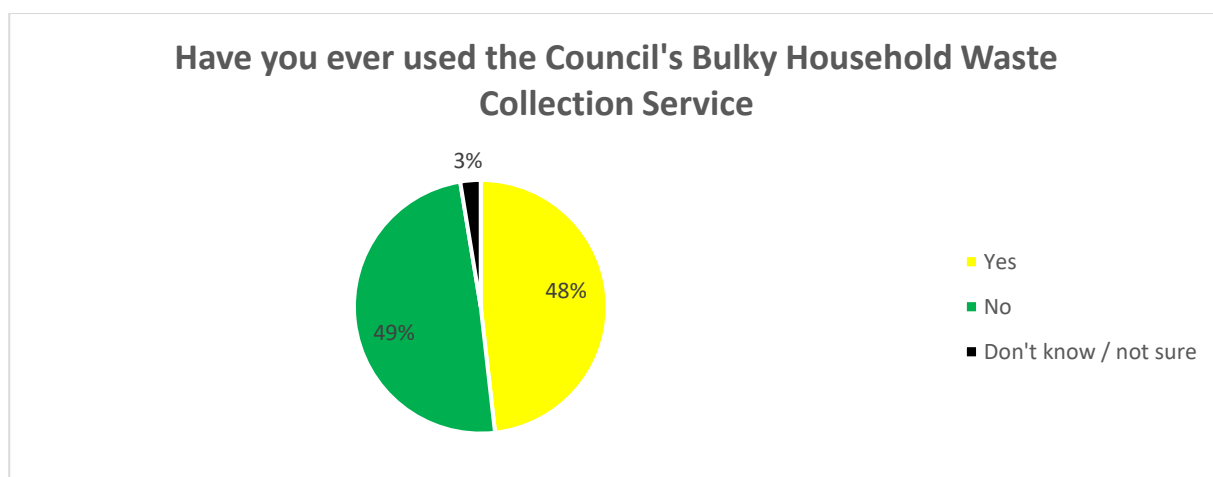
See [Appendix 1](#) for comment details.

Bulky household waste collection

When asked if they were aware of the Council's Bulky Household Waste Collection Service, 419 of the 511 Citizens' Survey respondents (82.0%) said they were aware, with 18.0% unaware.



In terms of usage of the Bulky Household Waste Collection Service, 202 survey respondents (48.2%) stated they have used it.



Of the 202 respondents who have used the service, 186 people (92.0%), were either 'Very satisfied' or 'Fairly satisfied' with the service received.



Equality and Fairness

Overview

North East Derbyshire District Council has legal duties to make sure the services we provide can be accessed by all people, and to work together with other agencies to tackle discrimination in the district. Nine groups are recognised by the Equalities Act 2010 as needing added protection, these are: disability, religion or belief, race or ethnicity, age, sex/gender, gender identity, pregnancy and maternity, marriage and civil partnerships and sexual orientation.

Detail

469 respondents out of 485 who answered the question (96.7%) stated that they had received no form of discrimination when using Council services.



The respondents were then asked a follow up question to briefly describe any discrimination they felt they'd experienced, **these responses whilst very comparatively few, fell into the following categories:** -

No Discrimination Experienced: Most responses explicitly state that the respondent has not experienced discrimination.

Disability and Accessibility Barriers: Some responses highlight challenges faced by individuals with disabilities, particularly regarding physical accessibility and service provision. Issues include difficulties in accessing public spaces (e.g., unsafe pavements), problems with waste collection due to mobility limitations, and being denied reasonable adjustments such as parking or home modifications.

Age and Technology Exclusion: Another theme is the digital divide affecting elderly individuals. Respondents note that the increasing reliance on online services and digital communication assumes a level of technological proficiency that not all possess, particularly older adults. This results in difficulties accessing information, advice, and essential services, contributing to feelings of marginalisation.

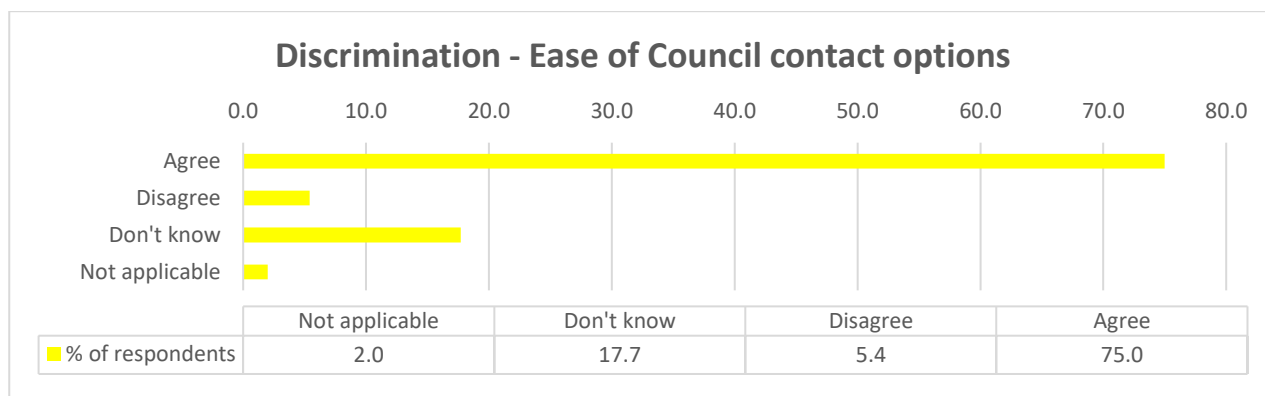
Service Inequality and Unfair Treatment: A few participants report perceived unfairness in the allocation or delivery of services. Examples include being denied permissions or services that others in similar circumstances have received or feeling that their concerns are dismissed without proper consideration.

Faith and Belief-Related Issues: A couple of respondents mention that openly expressing their faith or religious beliefs has led to unkind treatment or social exclusion.

Financial Inequality and Resource Allocation: A couple of respondents raised concerns about unequal distribution of financial resources within the local area, leading to disparities in living standards.

See [Appendix 2](#) for comments.

378 respondents (75.0%) agreed that it is easy for them to contact the Council through the various communication options. 27 people (5.4%) disagreed, with the remainder not offering an opinion.



For the **27 people** who responded with 'disagree' to the above question, these comments split into the following categories: -

Delayed or Absent Responses: Some respondents express frustration with slow or missing replies from the council, especially regarding emails and phone messages.

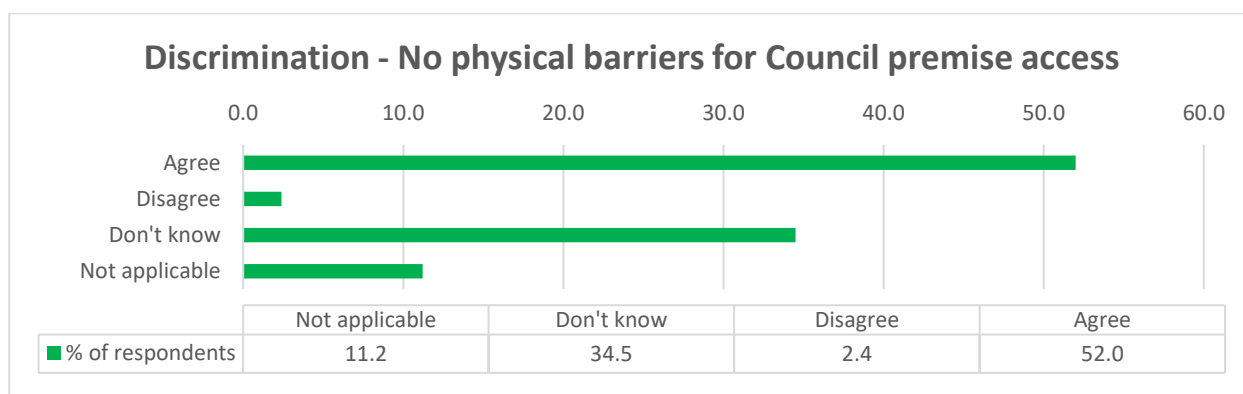
Difficulty Contacting by Phone: Some comments indicate that reaching the council by phone is challenging. Issues include limited opening hours, unavailable staff, and the need to leave messages that are not returned.

Problems with Online Services: A few respondents report that online services are unavailable or malfunctioning. Examples include websites not working, online forms leading to confusing outcomes, and digital systems failing to process requests.

Website Usability Challenges: Usability of the council website is a concern to some respondents who describe the site as difficult to navigate and not user-friendly.

Support for Elderly and Less Digitally Literate: Some respondents note that while they can use online services, they often need to assist elderly neighbours who struggle with internet and email access.

261 respondents (52.0%) agreed that there are no physical barriers for them when accessing Council premises, 12 people (2.4%) disagreed, with the remainder not offering an opinion.



For the **12 people** who responded with 'disagree' to the above question, these comments split into the following categories: -

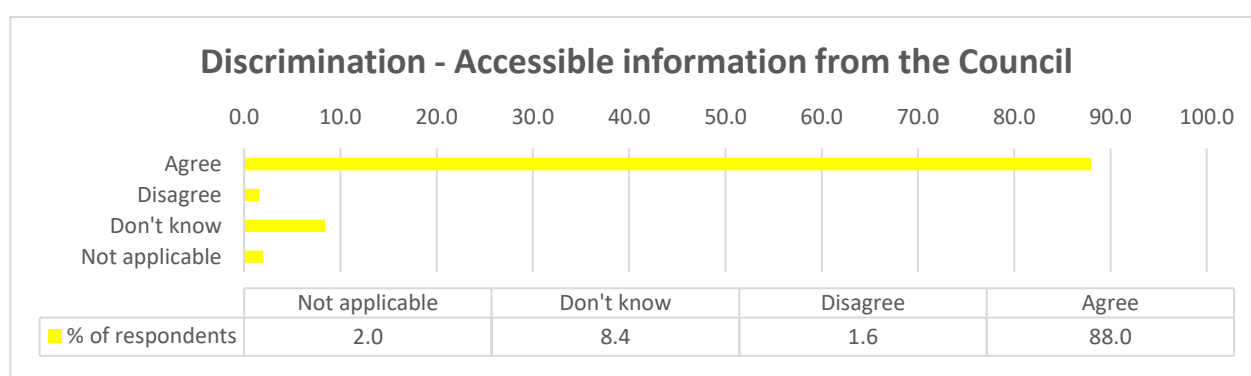
Insufficient Disabled Parking: The most frequent concern raised is the lack of adequate disabled parking spaces near council offices, social centres, and public facilities.

Mobility and Physical Access Challenges: A couple of comments describe difficulties faced by individuals with mobility issues, including long walks from parking areas to buildings, and the presence of steps without alternative accessible routes.

Poor Signage for Accessible Entrances: A couple of respondents mention the lack of clear signage for accessible entrances at public buildings.

Barriers to Public Transport Access: Some feedback points to difficulties in reaching council offices and other facilities via public transport. Respondents note that locations are hard to access for those who rely on buses or trains, further compounding the challenges faced by disabled individuals.

440 respondents (88.0%) agreed that the Council provides them with information in a format that is suitable, 8 people (1.6%) disagreed, with the remainder not offering an opinion.



For the **8 people** who responded with 'disagree' to the above question, these comments split into the following categories: -

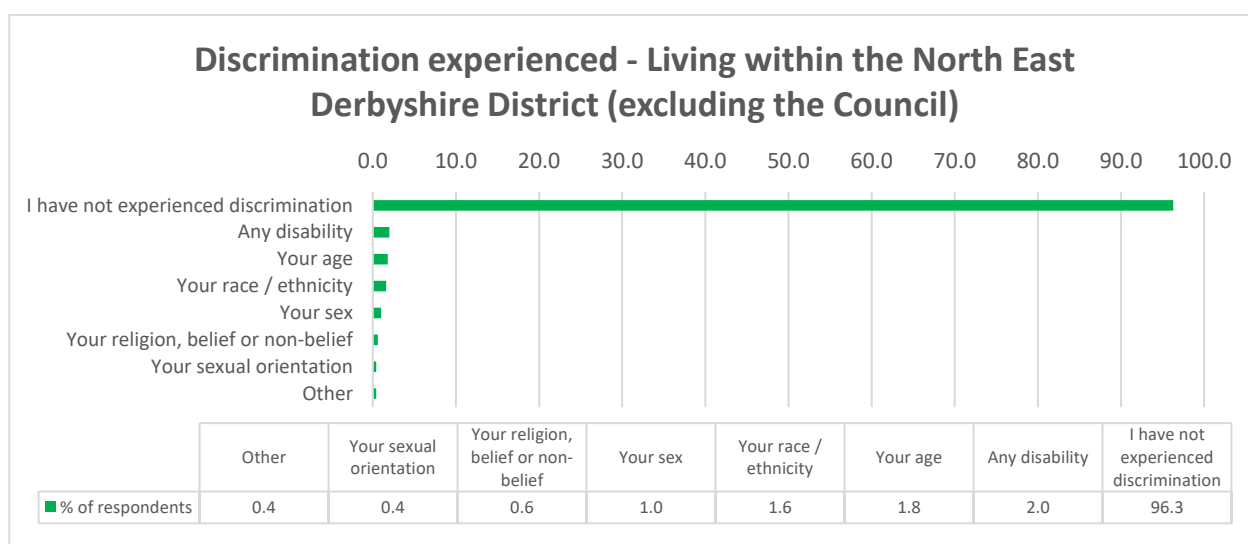
Confusion Over Bin Collection Information: A couple of responses highlight confusion regarding bin collection schedules, particularly during holiday periods. Issues include incorrect or unavailable information on the council website and the lack of clear, accessible timetables.

Challenges with Digital Payment and Online Systems: Some users described difficulty, especially older adults, when faced with online payment systems.

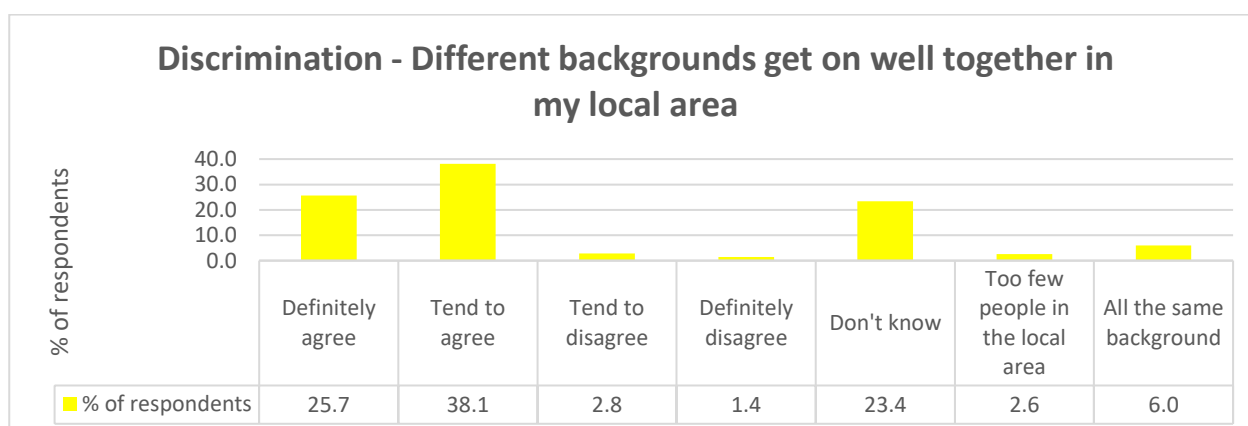
Preference for Printed or Card-Based Information: Some respondents express a preference for receiving information in printed or card format.

Information Overload and Redundancy: Some comments mention frustration with receiving duplicate information through multiple social media posts and unwanted publications.

The respondents were asked to consider their experiences living within North East Derbyshire and whether they had experienced any form of discrimination (excluding any dealings with the Council as this was covered previously in the survey). 472 people out of 490 who answered the question (96.3%) stated that they had received no form of discrimination. Of the responses where some form of discrimination was cited, the two most common were 'any disability' and 'your age' with 2.0% and 1.8%, respectively.



318 respondents (63.8%) stated they 'definitely agreed' or 'tended to agree' with the statement that their local area is a place where people from different backgrounds get on well together. 21 people (4.2%) stated that they 'tended to disagree', or 'definitely disagree'. The remaining respondents either did not know, felt there were too few people in their local area to comment, or all the people in their local area are from the same background.



Artificial Intelligence (AI)

Overview

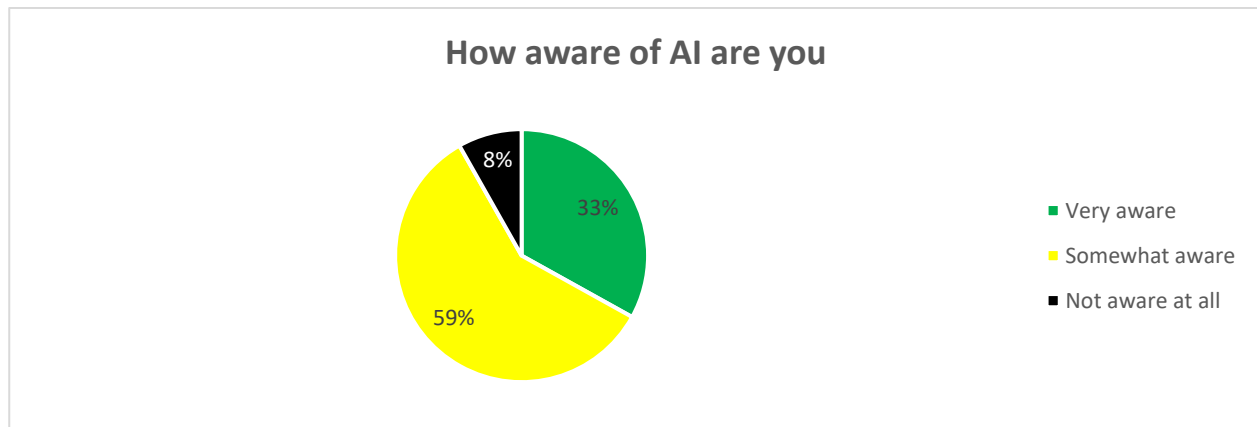
Artificial Intelligence (AI) is like a super-smart digital assistant that can learn from information, recognise patterns, and make decisions—just like a human, but much faster. It helps with things like answering questions, suggesting recommendations, recognising faces in photos, detecting fraud, and even helping doctors diagnose illnesses.

AI is designed to assist and make life easier by automating complex tasks. Its goal is to enhance problem-solving, boost efficiency, and support decision-making in ways that benefit individuals and businesses.

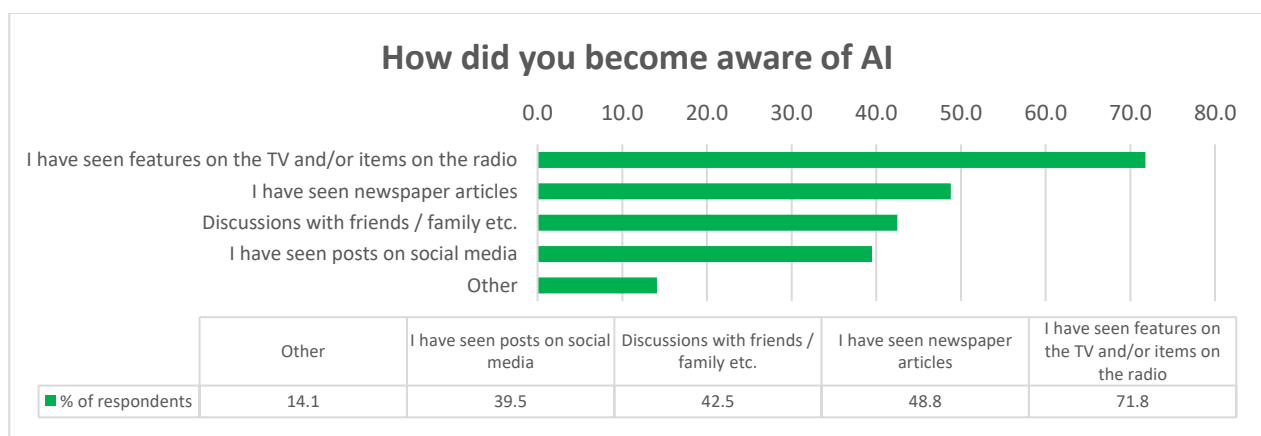
The Council were keen to understand residents' awareness and perceptions of AI.

Detail

When asked about their awareness of AI, 33.1% of respondents were 'very aware', with 58.8% of respondents 'somewhat aware', meaning that 91.9% of respondents have awareness of AI to a greater or lesser extent. 8.2% of respondents were not aware of AI at all.



In terms of how respondents became aware of AI, 71.8% stated they had seen features on TV and/or items on the radio, 48.8% had seen newspaper articles, 42.5% had held discussions with friends or family about AI and 39.5% had seen social media posts.



Other reasons given by respondents for becoming aware of AI included: -

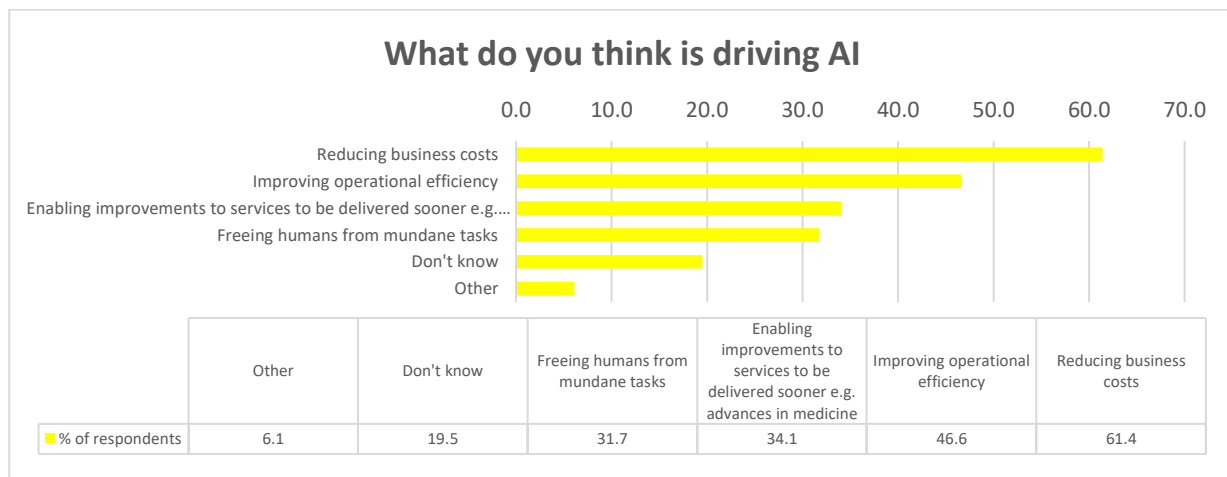
Usage in Professional Work Environments: The most prevalent theme is the use of AI in professional settings. Several respondents mentioned direct exposure to AI through their jobs, with frequent references to working in IT, software, or technology sectors.

Personal and Home Use of AI Technologies: A significant number of comments reflect personal engagement with AI outside of work. Respondents mention using AI for home computing, photographic editing, and hobbies.

IT and Technology Backgrounds: Several respondents identify themselves as IT professionals or individuals with a strong technology background.

Online Resources and Web Platforms: Respondents also mention online sources as key avenues for AI exposure. These include websites, search engines, and online training courses.

Regarding what respondents' feel is driving the development of AI, 61.4% felt 'reducing business costs', 46.6% 'improving operational efficiency', 34.1% 'enabling improvements to services to be delivered sooner' and 31.7% 'freeing humans from mundane tasks'.



Other responses given by people for what they feel is driving AI included the following: -

Profit and Financial Gain: The most dominant theme is the focus on profit, with several responses highlighting that the primary motivation or outcome is increased profitability for companies, especially large technology firms.

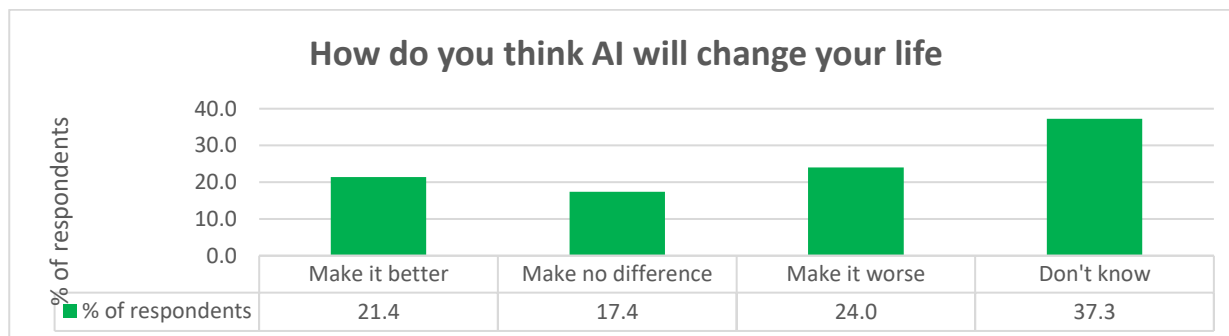
Cost Reduction and Labor Savings: Several responses discuss the reduction of costs, particularly through the need for fewer employees. Comments note that automating processes or removing humans from workflows allows companies to save on labour expenses, which can then be redirected to other areas or simply increase profits. This theme is closely linked to concerns about job losses and the changing nature of work.

Empowerment and Enrichment of Big Tech: Some respondents express concern that the main beneficiaries are large technology companies suggesting scepticism about who truly gains from these developments,

Automation and Process Streamlining: Several comments focus on the automation of processes and the expansion of technological reasoning. Respondents mention the drive to automate to improve efficiency, explore technological limits, and reduce human involvement.

Social media and Communication Shifts: Some comments highlight the broader societal shift from face-to-face or telephone contact to an over-reliance on non-personal IT, such as social media. This is seen as changing the nature of interpersonal communication, with potential negative consequences for social cohesion.

The question regarding how residents think AI will change their life received a mixed result, 21.4% of respondents thought AI would make it better, 17.4% felt it would make no difference, 24.0% thought it would make it worse, with 37.3% stating they did not know.



Respondents were then asked if they had any suggestions on how the Council could use AI to improve its services to them, responses fell into the following categories: -

Preserving Human Contact and Customer Service: The most prominent theme is a strong preference for maintaining human interaction in council services. Several respondents express concern that AI, especially chatbots and automated systems, could erode the quality of customer service, particularly for the elderly, disabled, or those in distress.

Concerns About Job Loss and Social Impact: Several responses highlight fears that AI adoption will lead to job losses, harming local employment and the community. Respondents worry that cost savings from automation may come at the expense of staff livelihoods, with some emphasising the importance of supporting the local economy and prioritising people over technology.

Scepticism of AI: Some participants express scepticism of AI, citing negative experiences with automated systems, concerns about reliability, and a general lack of confidence in AI's ability to handle complex or sensitive issues.

Accessibility and Inclusion Challenges: There is an emphasis on the need for AI systems to be accessible to all, especially older adults, people with disabilities, and those less comfortable with technology.

Efficiency and Cost Reduction Opportunities: Some respondents recognise the potential for AI to improve efficiency, reduce administrative burdens, and cut costs. Suggestions include using AI for automating repetitive tasks, processing payroll, generating bills, and supporting staff with paperwork, provided that human oversight is maintained to ensure quality and accuracy.

Appropriate Applications of AI: A subset of responses proposes specific, practical uses for AI, such as identifying potholes, improving recycling sorting, analysing survey data, and providing personalised updates or automated responses to common queries. Suggestions are generally accompanied by the caveat that AI should be used to support workers.

Need for Training and Digital Literacy: Several respondents highlight the importance of training both staff and the public to use AI effectively.

See [Appendix 3](#) for comment details.

Digital Strategy

Overview

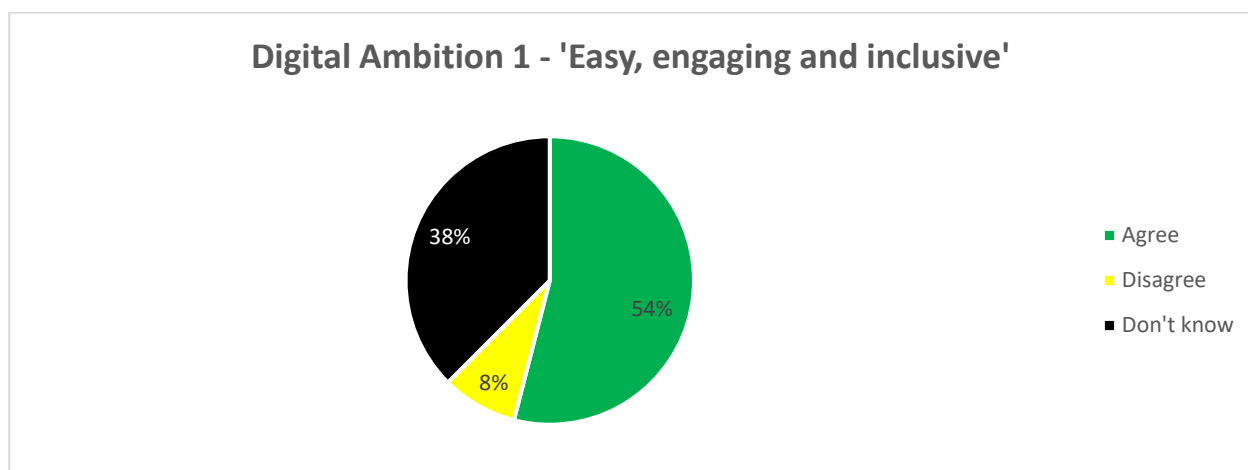
The Council is updating its Digital Strategy and is currently at the draft stage, recognising digital transformation as a key priority for modern local government. This strategy serves as a roadmap for how we will use technology to support our Council Plan ambitions, ensuring North East Derbyshire remains a great place to live, work, access good public services, and care for the environment. Designed to evolve with the changing digital landscape, our five-year plan aims to enhance service delivery for residents and businesses—both now and in the future. By recognising the needs of our community, local businesses, partners, and visitors, in our draft strategy we've shaped our digital ambitions across four key areas, guiding what we aim to achieve over the coming years and beyond.

Detail

Digital Ambition 1 - Easy, engaging, and inclusive.

To do this we will: Provide easier digital access to council services and encourage people to use it. Take a user-centred approach to design and maximise accessibility. Take action to improve digital inclusion.

Respondents were then asked if they agreed with Digital Ambition 1 with 272 respondents (54.0%) agreeing, 43 respondents (8.5%) disagreeing and a further 189 respondents (37.5%) stating they did not know. This equates to 86.3% of respondents who expressed an opinion either way (agree or disagree) agreeing with the ambition.



For balance, respondents who disagreed with the ambition were asked for further comments, these responses fell into the following categories: -

Preference for Human Interaction: Some respondents expressed a strong preference for dealing with a human rather than digital systems. Some feel that human contact is essential, especially for resolving complex issues, and that personal touch is missing in digital-only services.

Digital Exclusion: Some respondents are concerned that increased reliance on digital services excludes those who lack digital skills or access, particularly the elderly and people with disabilities, potentially leaving vulnerable groups behind which may create barriers to essential services.

Challenges Faced by the Elderly: The elderly are cited as a group disproportionately affected by digital-only approaches. Comments highlight that older people are often not tech-savvy, feel excluded, and may struggle to engage with online systems.

Limited Access to Technology: Respondents note that not everyone has access to the internet, devices, or broadband, making digital services inaccessible for some. This lack of access is seen as a major barrier, with calls for alternative options to ensure inclusivity.

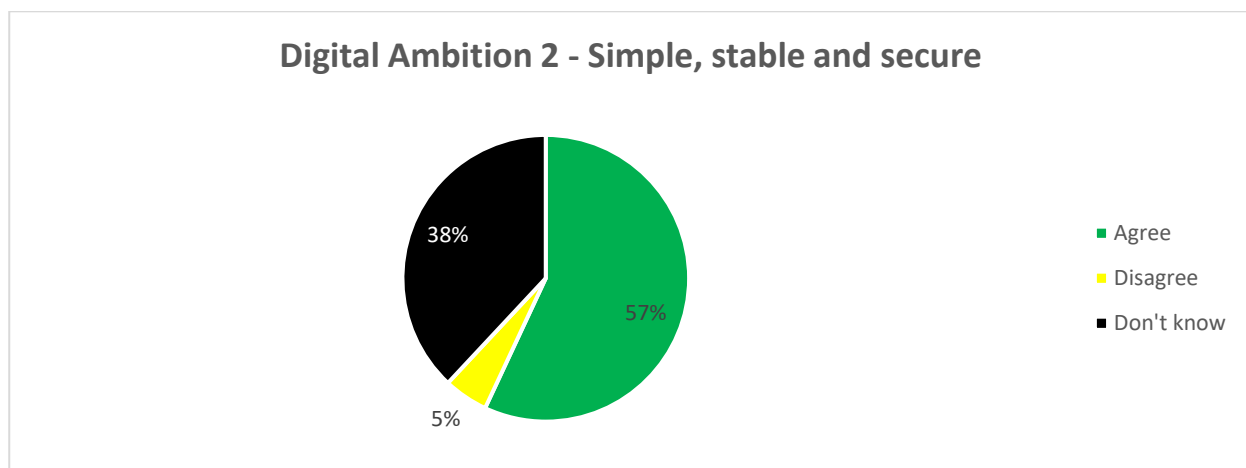
Negative User Experience with Digital Systems: Some comments describe difficulties using digital platforms, such as failed attempts to get feedback, lack of clarity, and systems that are not as easy to use.

Concerns about Job Loss and Economic Impact: There is apprehension in some instances that digital transformation will lead to job losses, particularly for local people, and that public funds will be spent on technology rather than maintaining or improving human services.

Digital Ambition 2 - Simple, stable, and secure.

To do this we will: Work in a prioritised and systematic way to simplify and modify our digital assets and systems to make it as secure, resilient, and reliable as practical.

Respondents were then asked if they agreed with Digital Ambition 2 with 283 respondents (56.9%) agreeing, 25 respondents (5.0%) disagreeing and a further 189 respondents (38.0%) stating they did not know. This equates to 91.9% of respondents who expressed an opinion either way (agree or disagree) agreeing with the ambition.



For balance, respondents who disagreed with the ambition were asked for further comments, these responses fell into the following categories: -

Security and Data Breach Concerns: One theme is the apprehension about increasing cyber-attacks and data breaches. Respondents mention that digital systems are vulnerable to hacking and criminal activity.

Preference for Human Interaction: Some responses emphasise the value of speaking to a real person rather than relying on digital systems. The personal touch is seen as irreplaceable, with several comments stating that human contact can be more secure.

Lack of Understanding and Usability Issues: Some respondents express difficulty in using or fully understanding digital technology. This includes concerns that most people, especially older generations, cannot navigate digital platforms effectively.

Complexity and Subjectivity of Digital Solutions: A few comments question the true simplicity of digital systems, suggesting that they are only simple for those who are

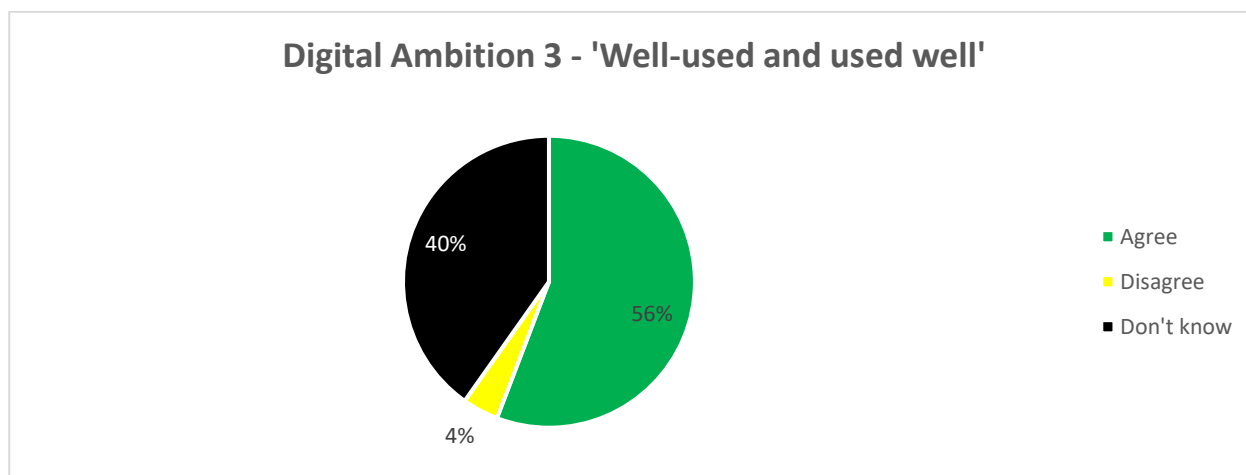
knowledgeable. The term 'systematic' is viewed as subjective, and there is some scepticism about whether digital assets can be managed effectively.

Distrust in Digital Technology: There is a lack of trust in some quarters in digital solutions. A couple of respondents state outright that they do not trust digital platforms, preferring traditional methods. This distrust is often linked to previous negative experiences or a belief that digital systems are inherently unreliable.

Digital Ambition 3 – Well-used and used well.

To do this we will: Support colleagues to make the best, fullest use of the tools and technologies available to them, developing high levels of digitally skilled employees. Provide robust data and insights to ethically improve effectiveness and efficiency.

Respondents were then asked if they agreed with Digital Ambition 3 with 278 respondents (55.8%) agreeing, 20 respondents (4.0%) disagreeing and a further 200 respondents (40.2%) stating they did not know. This equates to 93.3% of respondents who expressed an opinion either way (agree or disagree) agreeing with the ambition.



For balance, respondents who disagreed with the ambition were asked for further comments, these responses fell into the following categories: -

Concerns About Job Loss: Some responses express apprehension that digitalisation initiatives may lead to job losses. Respondents worry that automation and digital solutions could make certain roles redundant, resulting in unemployment and negative social consequences.

Preference for Human Interaction: Some respondents emphasise the importance of real human interaction, particularly in customer service contexts. They express frustration with automated phone systems and simulations, arguing that people prefer speaking to real individuals who can provide genuine assistance.

Usability and Accessibility Issues: Some comments highlight difficulties in using digital systems. A few mention that not everyone understands or is able to use new technologies, leading to exclusion or frustration.

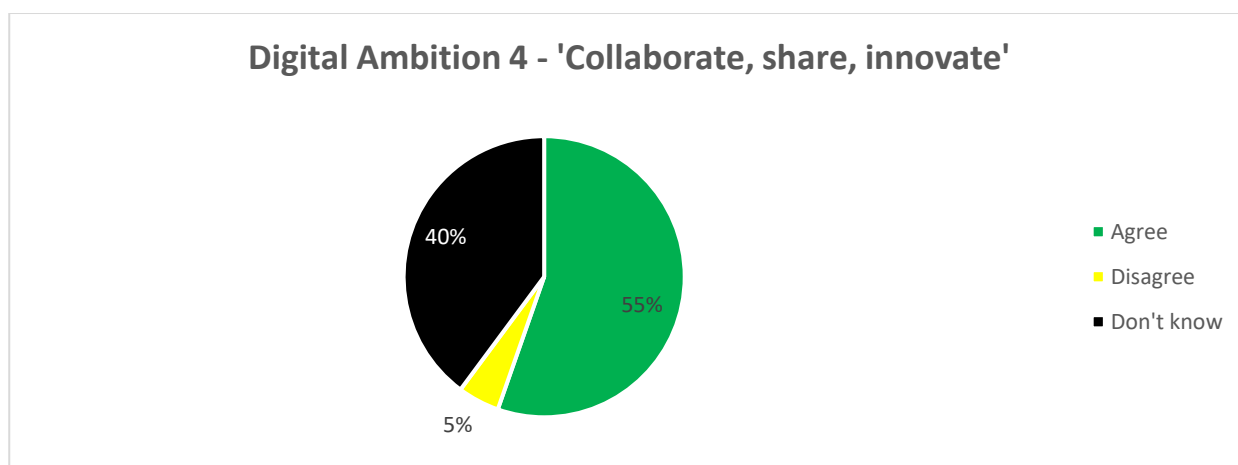
Perceived Meaninglessness or Lack of Value: Some responses describe digitalisation efforts as 'meaningless,' 'nonsense,' or 'clichéd.' These comments reflect scepticism about the true value or effectiveness of such initiatives, suggesting that they may be more about appearances than substantive improvement.

General Digitalisation Fatigue: In some instances, there is a sense that 'everything is digital these days,' which some respondents view with resignation or fatigue. This reflects a broader societal shift that not all participants welcome, with some expressing a desire for a balance between digital and traditional approaches.

Digital Ambition 4 – Collaborate, share, innovate.

To do this we will: Adopt the right technologies, systems, processes, culture, and governance to provide a safe and productive environment for wider collaboration, automation and problem-solving, using technology.

Respondents were then asked if they agreed with Digital Ambition 4 with 275 respondents (55.3%) agreeing, 24 respondents (4.8%) disagreeing and a further 198 respondents (39.8%) stating they did not know. This equates to 92.0% of respondents who expressed an opinion either way (agree or disagree) agreeing with the ambition.



For balance, respondents who disagreed with the ambition were asked for further comments, these responses fell into the following categories: -

Concerns about AI and Automation: Some comments express scepticism regarding the use of AI and automation. Certain respondents worry that AI-driven solutions are impersonal, may not address individual needs, and could lead to a decline in service quality.

Loss of Personal Touch and Human Interaction: Some respondents highlight the importance of human interaction, emphasising that speaking to a knowledgeable person is superior to interacting with digital or AI-based systems.

Digital Exclusion and Technology Access: A theme is the concern that not everyone has access to or is comfortable with digital technology. A few comments mention that some people, especially those less tech-savvy, struggle to use digital systems.

Data Privacy and Information Sharing: Some respondents are wary about how their personal data will be handled, especially with increased collaboration and digitalisation. There are concerns about the risk of data misuse, lack of clarity on what information is shared and with whom, and the potential for breaches of privacy.

Collaboration and Information Sharing: Some comments request more information about the nature of proposed collaborations, including which organisations or individuals will be involved and what data will be shared.

Respondents were asked if there were any important aspects of the Council's Digital Strategy that haven't been covered in the four main Digital Ambitions, these responses fell into the following categories: -

Accessibility and Inclusion: Several responses highlight concerns about accessibility, especially for those who are not tech-savvy, lack internet access, or have disabilities. Some comments stress the need for alternative methods such as telephone or face-to-face support and call for checks and balances to ensure vulnerable groups are not excluded.

Need for Human Contact and Support: Some respondents emphasise the importance of maintaining human interaction within council services. They argue that digital solutions should complement, not replace, knowledgeable staff who can handle complex or sensitive queries.

Challenges Faced by Elderly and Non-Tech Users: There is some concern about the ability of older residents and those unfamiliar with technology to engage with digital services. Respondents share personal experiences of struggling with technology and express fears that these groups will be left behind.

Use of Jargon and Lack of Clarity: Some comments criticise the strategy's use of technical jargon and vague language, which can be confusing and inaccessible to the public. Respondents request clearer explanations, definitions of key terms, and more specific information about the strategy's practical impact.

Clarity and Communication of Digital Strategy: Respondents mention a lack of understanding about what the digital strategy entails, with a desire for more transparent communication.

Cost, Value, and Financial Concerns: A small number of concerns about the financial implications of digital ambitions are cited. Some respondents question whether the strategy will lead to increased costs, cost overruns, or wasted resources.

AI and Automation Concerns: Some comments express scepticism about the use of AI and automated systems, particularly in decision-making and customer service. A few respondents worry about reliability, and the risk of losing the human element. There are calls for human oversight and the ability to override AI decisions.

See [Appendix 4](#) for comment details.

Internet Access and Use

Overview

Technology is constantly evolving, and the Council want to understand how it's shaping everyday life in our communities. North East Derbyshire District Council continues to expand the ways residents can connect with us—from direct debit payments and email communications to web chat, online forms, and live-BSL video support.

Detail

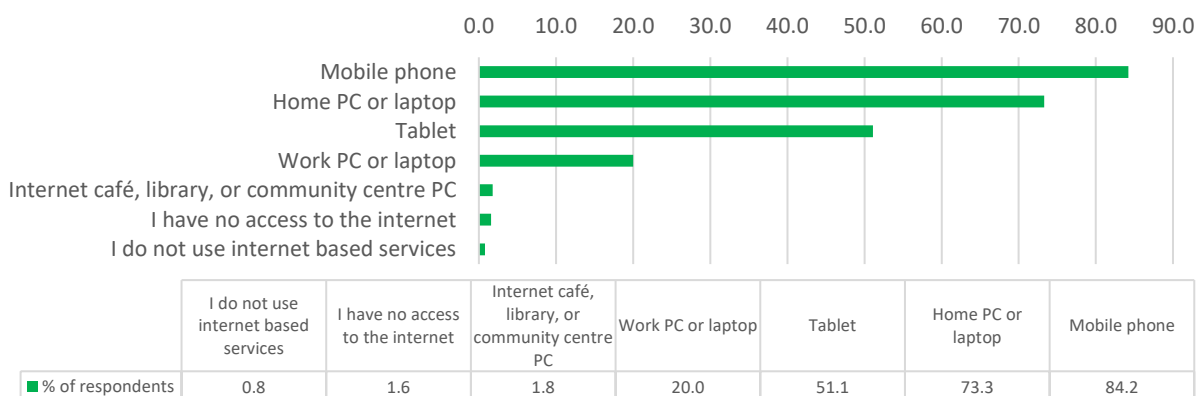
Initially, respondents were asked if they currently have regular personal access to the internet (e.g. household broadband or mobile phone data), an overwhelming 488 of 498 responses (98.0%) said they did have access.

Do you currently have regular personal access to the internet



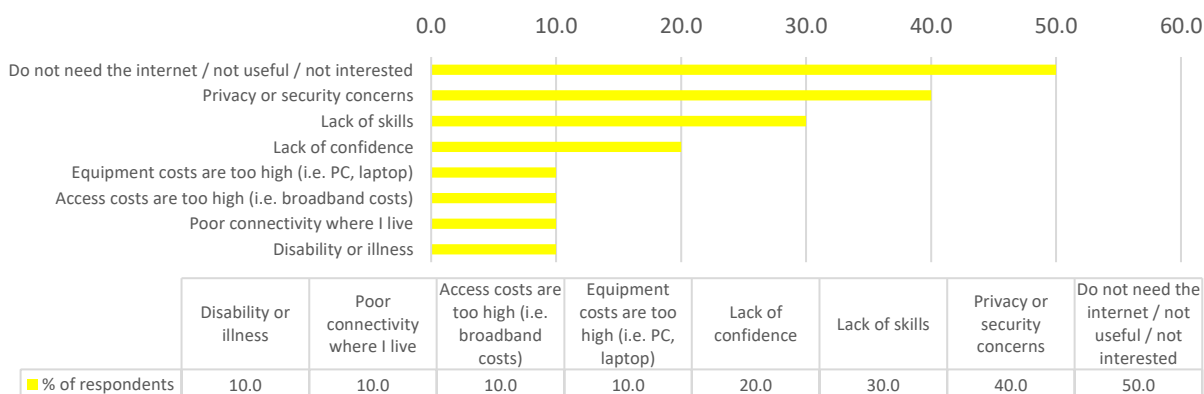
Mobile phone usage (84.2%), home PC or laptop (73.3%), tablets (51.1%) and work PC or laptop (20.0%) were the most frequently cited responses to the question of how people access the internet to use internet-based services.

If you use internet based services, please tell us how you access the internet

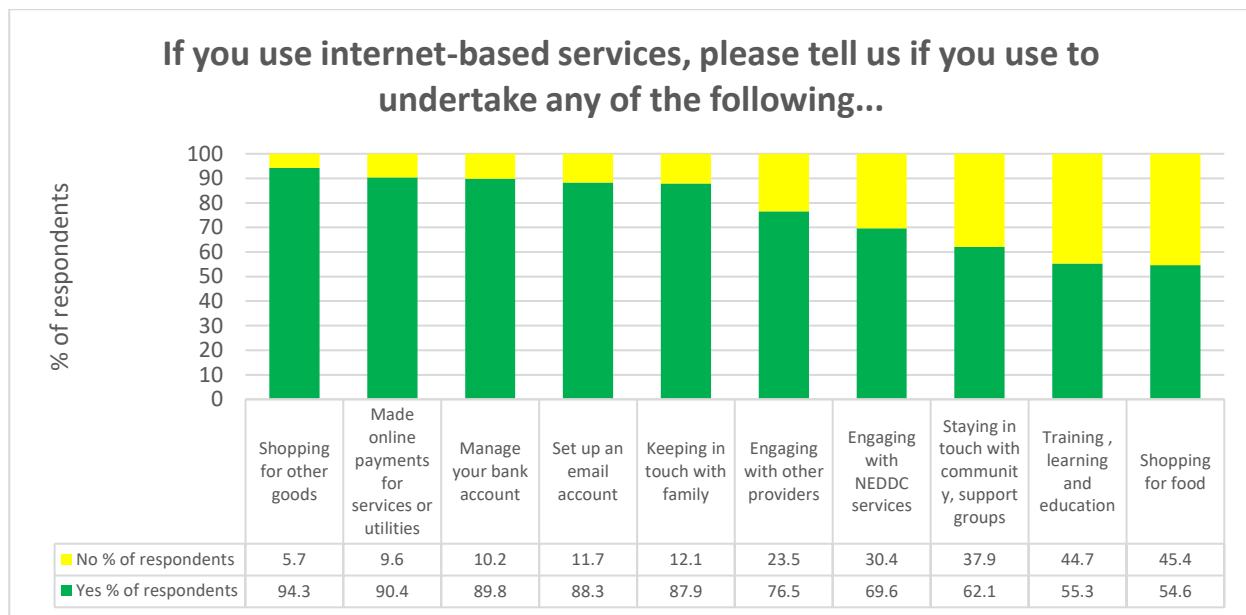


Respondents who do not use internet-based services (whilst few in number) were asked as to their reasons why not, with 'do not need the internet / not useful / not interest', 'privacy or security concerns', 'lack of skills' and 'lack of confidence' being the most frequently cited.

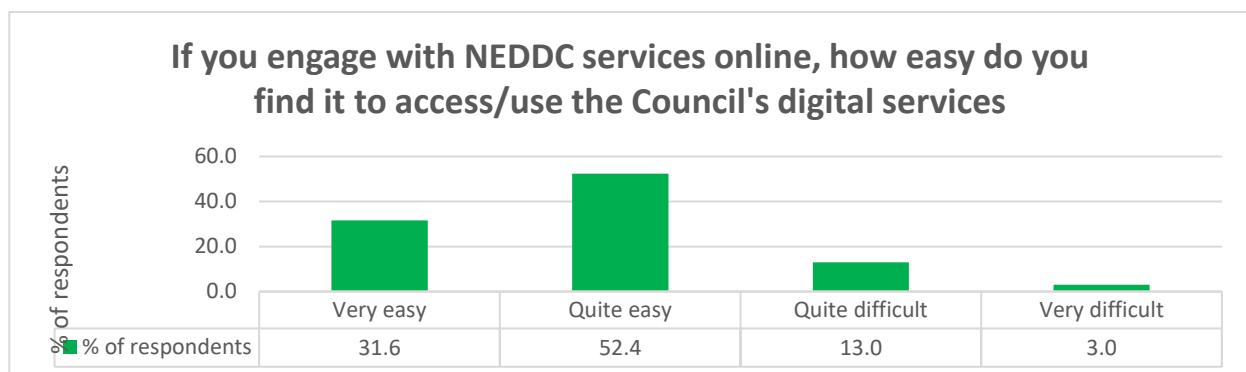
If you do not use internet-based services, please tell us the reasons why not



The vast majority of respondents who use internet-based services in some capacity, were given several scenarios and asked if they undertake online, 'shopping for other goods' (94.3%), 'make online payments for services or utilities' (90.4%), 'manage their bank account' (89.8%), 'set up an email account' (88.3%) and 'keeping in touch with family' (87.9%) had the most widespread usage.



69.6% of respondents stated they engage with NEDDC services online, these respondents were then asked as to how easy they find these digital services to access and use. A combined 84.0% answered either 'very easy' (31.6%) or 'quite easy' (52.4%), whereas a combined 16.0% stated either 'quite difficult' (13.0%) or 'very difficult' (3.0%).



The **16% of respondents** who stated that they find it difficult to engage with council services online were then asked as to their reasons why, these responses split into the following categories: -

Difficulty Navigating the Website: A number of users report challenges in navigating the council website. Issues included confusing layouts, unintuitive menus, and difficulty locating specific pages or services.

Lack of User-Friendliness: The website and online systems in some instances were described as not being user-friendly and not intuitive and designed for people familiar with it rather than the general public.

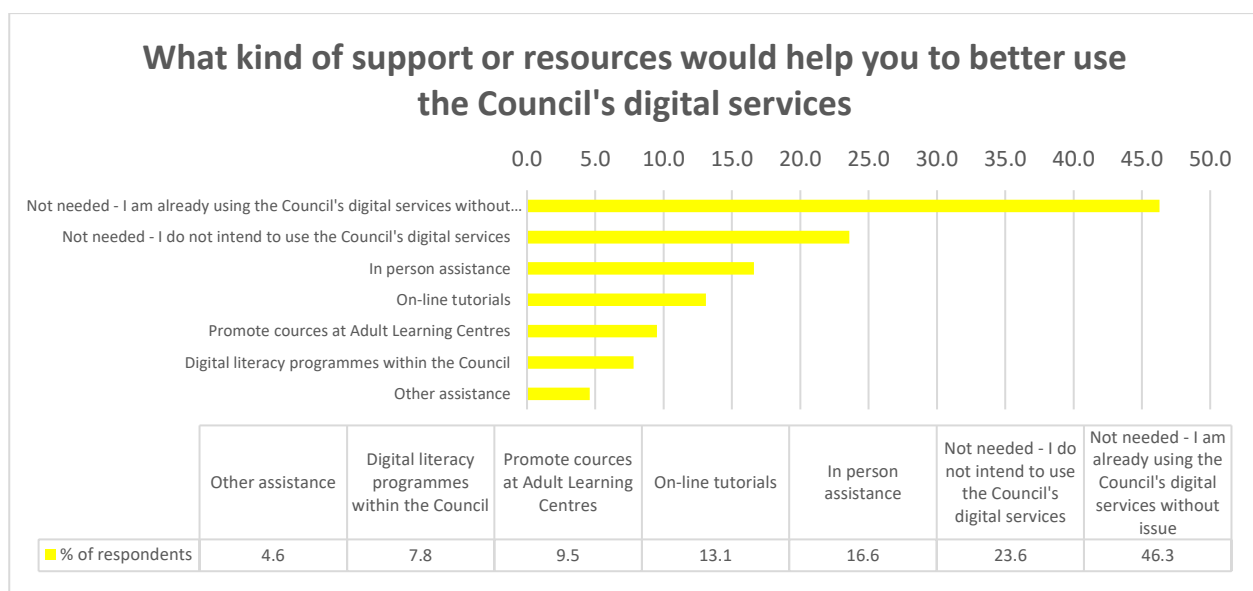
Difficulty Accessing Information: Some respondents struggle to find key information such as bin collection schedules, planning details, or council meeting minutes. The search for information is often time-consuming and unsuccessful.

Technical and System Failures: Technical issues are mentioned in some quarters, including website downtime and broken online forms.

Barriers Due to Age and Disability: Age and disability are cited by a few respondents as barriers to using online services. Older users and those with disabilities in some instances express difficulty understanding digital processes or downloading documents.

See [Appendix 5](#) for comment details.

Finally, respondents were asked what kind of support or resources would help them to better use the council's digital services, 'not needed as I am already using the council's digital services without issue' (46.3%), 'not needed as I do not intend to use the council's digital services' (23.6%), 'in-person assistance' (16.6%), 'online tutorials' (13.1%) and 'promote courses at Adult Learning Centres' (9.5%) being the most frequently cited.



Other comments as to support and additional resources included the following: -

Website Usability and Intuitiveness: Some responses highlight the need for a website that is easier to use and more intuitive. Some users' express frustration with current site layouts, noting that finding relevant pages and completing tasks is complicated.

Clarity of Roles and Responsibilities: Some users are unclear about which organisation or council is responsible for specific services, citing too many layers. Streamlining communication of who does what would help users to direct their queries and requests.

Digital Comfort and Contact Preferences: A subset of respondent's express discomfort with digital channels, preferring phone or face-to-face interactions. This highlights the need for alternative contact options and support for those less comfortable with online services.

Community Support and Education: Some feedback suggests that community courses could benefit those who need help navigating digital services. While not everyone requires assistance, there is recognition that digital literacy support would be valuable for some.

Recommendations

The findings from the latest North East Derbyshire residents' survey provide valuable insights into public awareness, perceptions, and expectations—particularly around emerging topics such as artificial intelligence. Drawing on responses from the survey, the following recommendations aim to address key themes identified in the data, support informed decision-making, and guide future engagement strategies.

Domestic Waste Collection:

1. **Expand Accepted Recycling Materials:** Investigate the feasibility of small electricals in kerbside recycling.
2. **Enhance Communication and Guidance:** Provide clearer, more accessible information on what can be recycled, how to prepare items, and what happens to recycling after collection.

Equality and Fairness:

3. **Accessibility to Council Premises:** Review provision of disabled parking spaces and signage for accessible entrances.
4. **Digital Literacy:** Research what is available within the district and promote awareness.

Digital Strategy:

5. **Balance Digital and Human Contact:** Ensure that the survey results and insights are included in the Equality Impact Assessment and referenced in the strategy.
6. **Further improve Website Usability:** Consider improvements to the council website to be more intuitive and user-friendly.
7. **Strengthen Data Security and Trust:** Communicate clearly about data privacy, how information is shared, and safeguards in place. Ensure this is included in the strategy.

Use of Artificial Intelligence (AI):

8. **Use AI to automate routine tasks** over time and maintain human oversight and value citizens' insight in future work.
9. **Address Public Concerns:** Engage residents in dialogue about AI's role in council services. Ensure transparency and accountability in AI-driven decisions.

Appendices

Please note: - it is not practical to include every comment within the report appendices, however, the comments below reflect the general feeling of the respondents with positive and negative responses (where applicable) for balance and focus on the more popular response categories (top 6 categories from each question). A full list of comments has been sent to the stakeholder group and should be read in association with this summary report.

Appendix 1 - Any other comments in regard to our domestic waste collection service

Bin Placement and Pavement Obstruction

Sometimes the recycling does get spilt onto the street, not the fault of the collection team but it is sometimes windy causing small cardboard packaging to blow around and lighter plastic trays. The collection team don't have the time to run around clearing up recycling that's blown around

Why can't the refuse collectors put the bins back where they found them and not cause obstructions.

The bins are usually left blocking the pavement.

Bins are left in the middle of footpaths

Green Bin Collection Frequency and Charges

Please don't introduce further bins like some other authorities.

I used to have 2 green bins as I have large areas to keep tidy but had to send one back due to being charged for a second green bin and this has become problematic for me in the summer months. Shouldn't have to pay for a second bin"

Vegetation sometimes sticks in the green bin and doesn't get emptied. For example, grass may compact after a few days, and a large amount may stick to the bottom of the green bin. The recycling collectors don't check whether the green bin has emptied fully even when it should be fairly obvious when returning it that it still contains a significant amount of garden waste.

Green bin services should run throughout the year.

Overall Service Quality and Satisfaction

It's an excellent service you should be proud of it.

As a disabled resident I am very satisfied how my bins are collected and returned.

I am totally satisfied apart from the difficulty getting the Black bin to the curb due to being disabled and the green one sometimes. The men Always pick up anything that drops out and think all my neighbours feel the same. Excellent service.

I find the Monday collection in our area clean, speedy, and the staff respectful and friendly.

Bin Damage, Maintenance, and Associated Costs

My red bin cracked after being handled too hard.

I had to pay for a second green bin which is not used every collection. I think this could have been provided free.

Throw bins when emptied and damage them.

Waste and Recycling Collection Issues

More frequent collections for recycling would be great.

Why don't you provide caddies for food recycling? That would make it so much easier, and all the other places I've lived have done this.

Would you consider collecting small electrical items bagged up and put on top of bin?

Staff Professionalism and Conduct

The workers do their job in a cheerful and friendly way.

I find the Monday collection in our area clean, speedy, and the staff respectful and friendly.

Appendix 2 - If you have experienced discrimination, please briefly let us know why you feel you were discriminated against.

No Discrimination Experienced

None.

I have not experienced discrimination.

No issues.

Never felt discriminated against.

Disability and Accessibility Challenges

Difficulty accessing council buildings due to steps.

Not enough disabled parking spaces.

Waste collection staff do not accommodate my disability.

Council services do not provide adequate support for disabled people.

Age and Technology Barriers

Older people struggle with online forms.

I can't use the website, so I miss out on information.

Services assume everyone is tech-savvy

I need help with technology to access council services.

Negative Service Experiences

Council staff were rude and dismissive.

Unfair treatment by council representatives.

Poor communication led to feeling discriminated against.

Perceived Inequality and Local Issues

Resources are not distributed fairly in my area.

Some communities get better services than others.

Infrastructure problems are ignored in my neighbourhood.

Faith-Based Discrimination

Felt excluded due to religious beliefs.

Faith-based needs are not considered.

Appendix 3 - Do you have any suggestions on how the Council could use AI to improve its services to you.

Preserving Human Contact and Interaction

Please retain some human contact. The elderly and disabled may have difficulty with AI.

We need humans not AI, otherwise older people will be discriminated against.

I have used online bots to chat about things that go wrong with our phone and broadband service. The call always ends the same where you have to talk to someone online or receiving phone call back later on.

Most of these systems are a waste time.

Concerns about Customer Service Quality

No because I think less AI is better for customer service. Chat bots, for example, are pretty useless if you have a query.

Keep real people in customer services departments, not chatbots!

It's always better to talk to a real person.

Absolutely not. It takes jobs from people, is biased in its programming, generally isn't fit for purpose e.g. chatbots, and research shows that people hate it. Interaction with humans is essential.

Job Loss and Employment Impact

We need humans not AI, otherwise older people will be discriminated against.

I'd like to urge the council to tread carefully re AI - use it in the background to improve services, and have it as a customer facing option for enquiries - but make it just ONE option of many, for those who are able to engage with it, and retaining the actual person at the end of the phone for people to speak with if they so choose.

We have several very elderly family members who really can only cope with speaking to a real person on a telephone - and bear in mind that when some people contact the council, they may be in a state of distress (when reporting ASB, for example), and may not have additional capacity to engage with auto-chat etc.

Don't take jobs away from real people.

Distrust and Reluctance Toward AI Adoption

I wouldn't want any software which can be unreliable to replace a human being. For some lonely people dialogue is very important.

Do not use it please, I do not trust it.

Do not use AI in customer interactions.

Employ actual people to provide a good useable service.

Accessibility for Elderly and Disabled Residents

The elderly and disabled may have difficulty with AI.

People need human contact when wanting support not talking to a machine, particularly older people.

Automation of Repetitive and Administrative Tasks

Use it for payroll processing, automate repetitive tasks, bill generation, staff scheduling but have human intervention to review before releasing documents and making corrections.

It needs to be used to reduce workload to free up more time. Some possible uses: Helping with creating things like leaflets, published information, accessible documents etc. Digitising information, cleaning up datasets, paperwork etc.

AI could be used more often on automated phone calls to the services for logging issues and complaints quicker, instead of waiting ages in a telephone queue.

Identify inefficiencies in working practices. Summarise documents for staff attending meetings and public.

Appendix 4 - are there any important aspects of the Council's Digital Strategy that haven't been covered in the four main Digital Ambitions

Accessibility and Inclusion

The digital strategy must ensure older people and those with disabilities are not left behind.

Not everyone has access to the internet or the skills to use it.

Face-to-face support should always be available for vulnerable groups.

There should be alternatives for those who can't use online services.

Need for Human Contact and Support

Some issues are too complex to resolve online; I want to speak to a real person.

Automated systems can't replace knowledgeable staff.

Please keep the option to talk to council staff directly.

Human support is essential for sensitive matters.

Clarity and Communication

The digital strategy is full of jargon and unclear statements.

I wish the council would explain things in simpler language.

It's hard to understand what the digital ambitions actually mean.

Job Security and Workforce Impact

I'm worried about job losses due to automation and AI.

Digital strategy shouldn't come at the expense of workforce skills.

Unions need to be consulted about these changes.

Cost, Value, and Implementation

How much will all these digital projects cost?

Digital ambitions must deliver real benefits, not just look good.

AI and Automation Control

I'm concerned about bias and errors in AI.

Don't rely too much on automation, personal service matters.

AI can help, but humans need to stay in control.

Appendix 5 – Please advise why you find it difficult to engage with NEDDC services online.

Lack of User-Friendliness

It often isn't user friendly if you get stuck there is nobody to help.

The system can be made a bit more user-friendly.

Website not clear.

Difficulty Accessing Information

I couldn't find the info I wanted.

Information online is difficult to find. examples include Bin collection info. and Planning info.

If don't know specific terminology that the council uses, then get stuck in finding what you need.

Technical and System Failures

Filled in my information and form didn't work.

Forms fail to submit.

Pages don't load properly.

Challenges Contacting the Correct Department

Hard to find the right department.

Unclear who to contact.

Council responsibilities overlap so difficult knowing who you need.

Barriers Due to Age and Disability

I don't understand downloading documents and at my age and health I am not interested in learning.

Difficult to type due to disability.

Health concerns make it hard to use online services.