

Appendix C



Local Government Reorganisation survey, Summer 2025

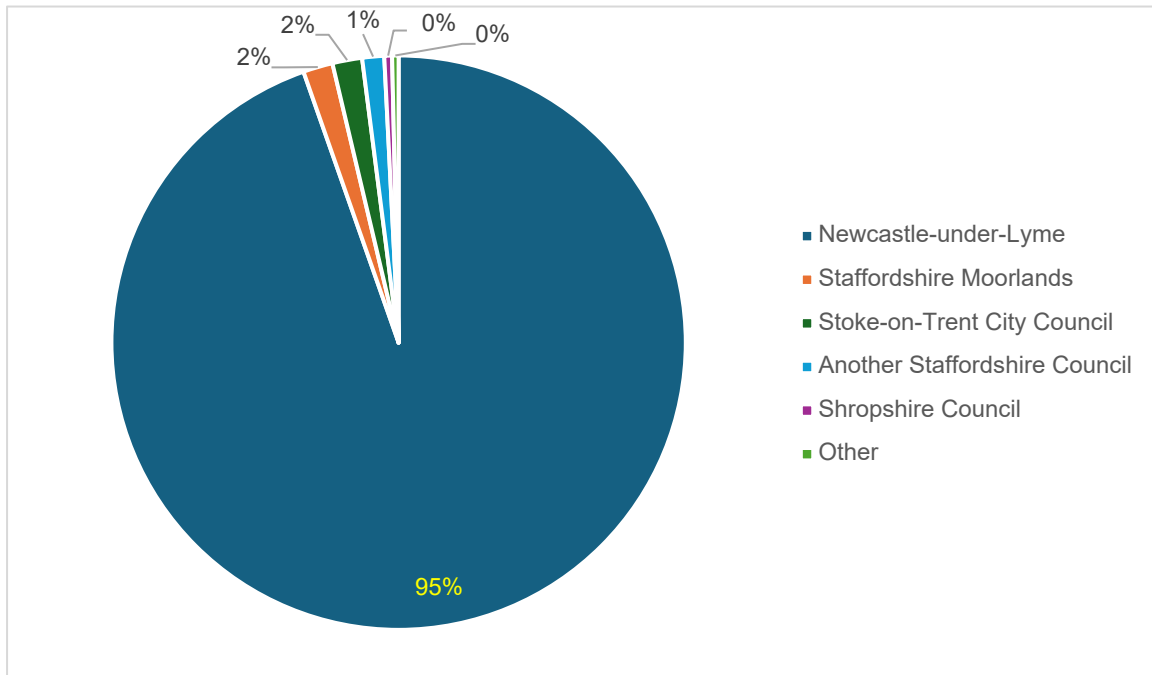
Headline findings

- There were 1,380 responses between 18 August and 16 September
 - 95 per cent were from residents of Newcastle-under-Lyme
 - 53 per cent of respondents also used services from Staffordshire County Council
- 63 per cent had contact with HWRC in the past year
 - 51 per cent with Council Tax
 - 40 per cent with Parks and Open Spaces
- Top four priorities for a new council were, by some way:
 - Keeping services that are based on local need
 - Having local councillors who are close to local issues
 - Saving money while keeping local services running smoothly
 - Keeping what makes our area special
- Top four most important themes to how services are delivered were, by some way:
 - Improved infrastructure (roads, health and schools)
 - Able to change to fit what local people need
 - Value for money
 - Delivered local
- 59 per cent want a unitary council based on the existing borders of Newcastle-under-Lyme
 - 15 per cent want a unitary covering all of Staffordshire, excluding Stoke-on-Trent
 - 12 per cent want a unitary on the existing borders of Newcastle-under-Lyme and Staffordshire Moorlands
 - 7 per cent chose 'other', most of whom favoured a North Staffordshire Authority, generally with Stoke-on-Trent and Staffordshire Moorlands and often with the northern part of Stafford Borough and East Staffordshire Borough
- 76 per cent were very concerned about LGR
- Six per cent were very confident that Local Government Reorganisation can continue to provide good public services that last and meet their needs
- 59 per cent of respondents who provided their age group were 61+
 - 10 per cent of were aged up to 40

1) Which council area do you live in and get services such as waste and recycling, planning and council tax?

A significant majority of respondents (95 per cent) lived in the borough of Newcastle-under-Lyme. Two per cent were from each of Staffordshire Moorlands and Stoke-on-Trent, with one per cent from an unnamed other Staffordshire council. Six respondents (fewer than one per cent) were from Shropshire, with three from Cheshire East, one from Manchester and one from Runnymede (Surrey).

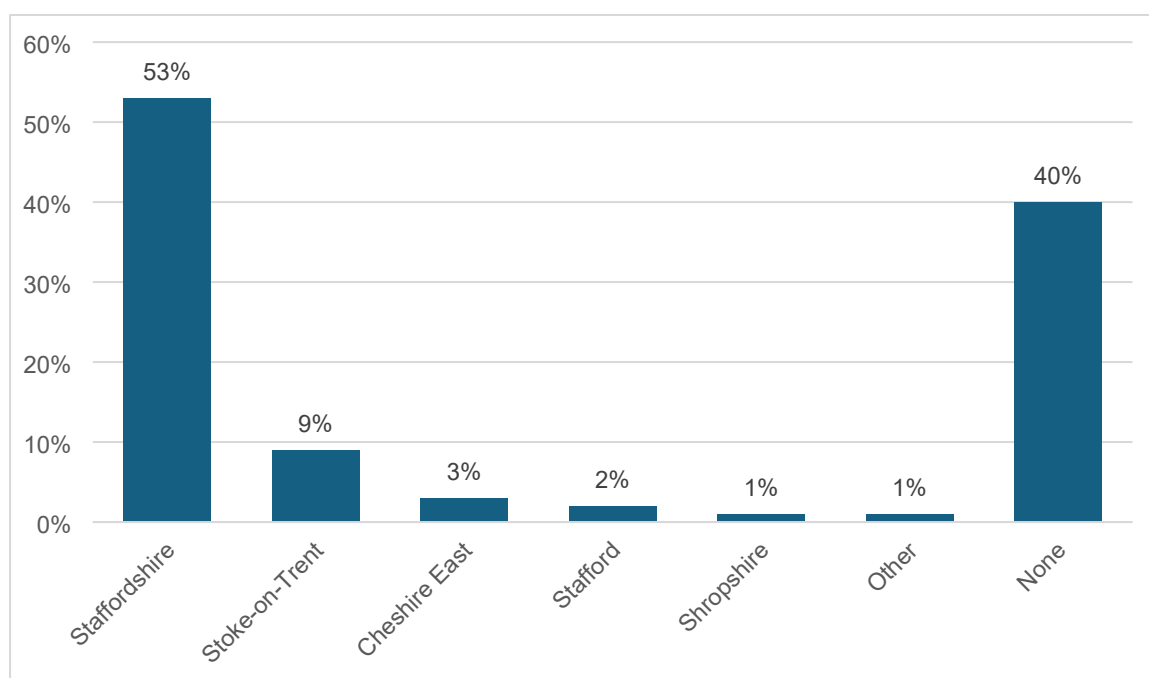
Figure 1: Which council area do you live in? 1,380 responses



2) And, if known, which other council's services do you use (for services such as libraries, schools, social care)? Please tick all that apply.

The most common response was Staffordshire County Council, with 53 per cent of respondents saying they used their services. Nine per cent used services from Stoke-on-Trent City Council, with 40 per cent not using services from any other council. Note that because respondents could tick more than one box, percentages add up to more than 100.

Figure 2: And, if known, which other council's services do you use (for services such as libraries, schools or social care?)



3) Which of the following apply to you? Please tick all that apply.

Again, as respondents could tick more than one box, percentages add up to more than 100.

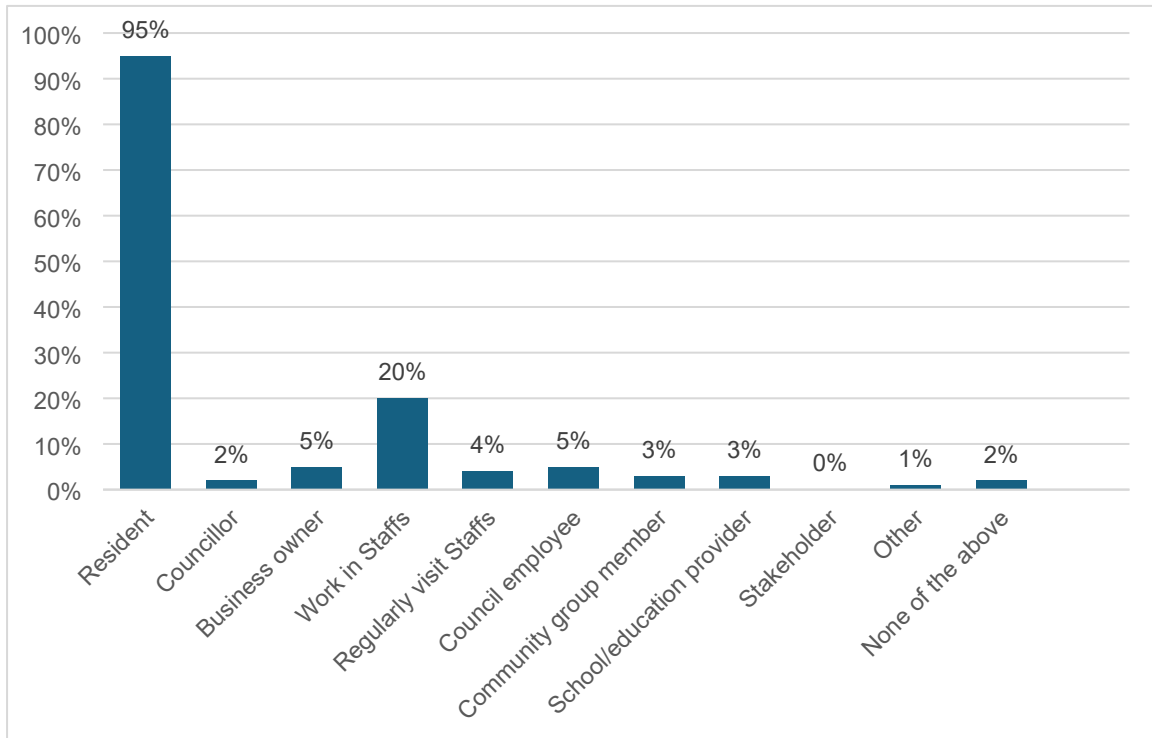
- 95 per cent described themselves as 'resident'
- 20 per cent worked in Staffordshire
- Five per cent were business owners
- Five per cent were council employees

If respondents chose 'stakeholder' or 'other', they were asked to elaborate on this, and their responses were:

- Stakeholder
 - Silverdale Scout Group
 - Kidsgrove Athletic Football Club
- Other
 - Volunteer with Audley Millennium Green Trust.
 - Retired *3
 - Grew up in Newcastle
 - I was born and brought up in Newcastle. My father and uncle were both councillors in Newcastle and Stoke. I have maintained an interest in local democracy, especially where I live (Egham, Surrey) and in North Staffs
 - Landlord
 - Volunteer at Stoke-on-Trent libraries
 - Volunteer in Staffordshire

- Concerned pensioner
- Academy Director
- I'm from the area with family still living there, I care for my mum in Audley
- In the process of moving to Knutton from Leek

Figure 3: Which of the following apply to you?

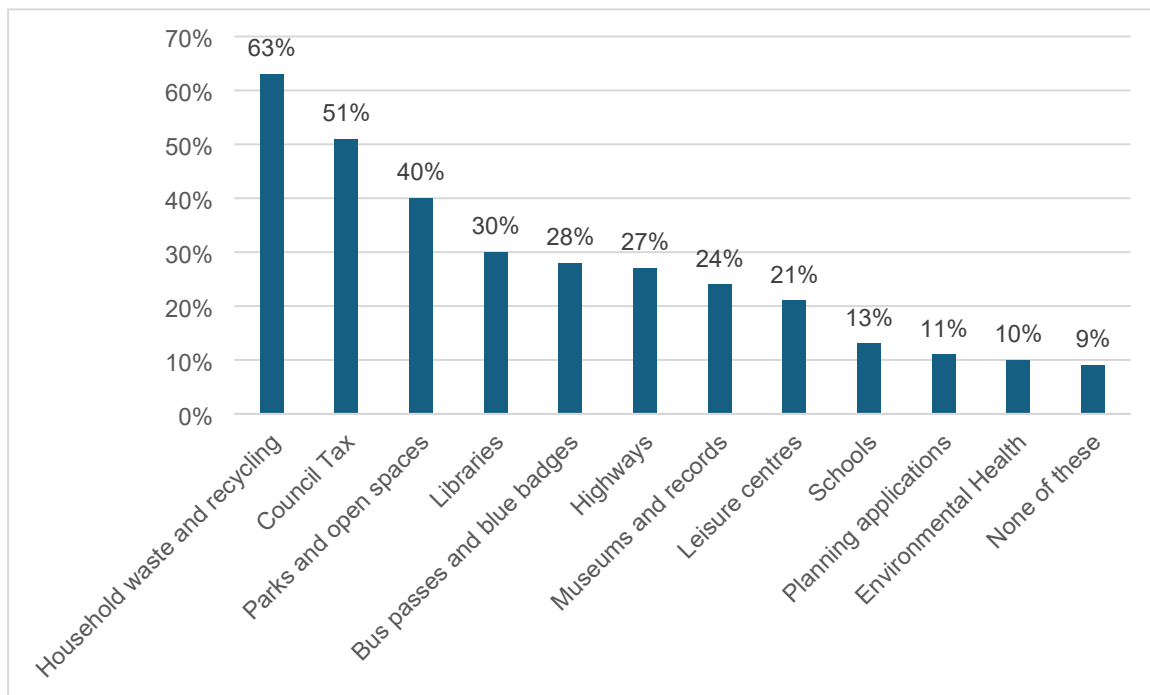


4) Which council services have you had contact with over the last 12 months? Please tick all that apply.

The most common responses were:

- Household Waste and Recycling (63 per cent of respondents)
- Council Tax (51 per cent)
- Parks and open spaces (40 per cent)
- Libraries (30 per cent)

Figure 4: Which council services have you had contact with over the last 12 months?



Respondents who answered 'other' were then asked to elaborate on their answer, and did, as follows:

- Allotments *2
- Cemeteries
- Election services *3
- Enquiries for foodbank
- Environmental
- HMCTS
- Local Councillor regarding a longstanding drug selling issue and graffiti problem - both continue to be unaddressed
- Newcastle family hub
- Parking
- Partnerships
- SCC about adored (road?) camera we need on Westbury Road, Clayton
- Sports club based at Newcastle school
- Tree maintenance

5) Thinking about the future, what would your top priorities be for a new council? Please select no more than four options.

As respondents could choose up to four options, percentages add up to more than 100.

Four responses were chosen by more than half of respondents, as the below table shows, with 'keeping services that are based on local needs' clearly the most popular choice.

Table 1: Thinking about the future, what would your top priorities be for a new council?

	% of respondents
Keeping services that are based on local needs	74%
Having local councillors who are close to local issues	67%
Saving money while keeping local services running smoothly	56%
Keeping what makes our area special	51%
Continuing local events and traditions	36%
Making sure the council has enough money	34%
Being easy to contact	31%
Having a simpler council system	16%

6) Continuing to think about a new council, what is most important to you around how services are delivered? Please select no more than four options.

As respondents could choose up to four options, percentages add up to more than 100.

Like with the previous question, four options were chosen by at least half of all respondents, with 'improved infrastructure' the most popular of all choices.

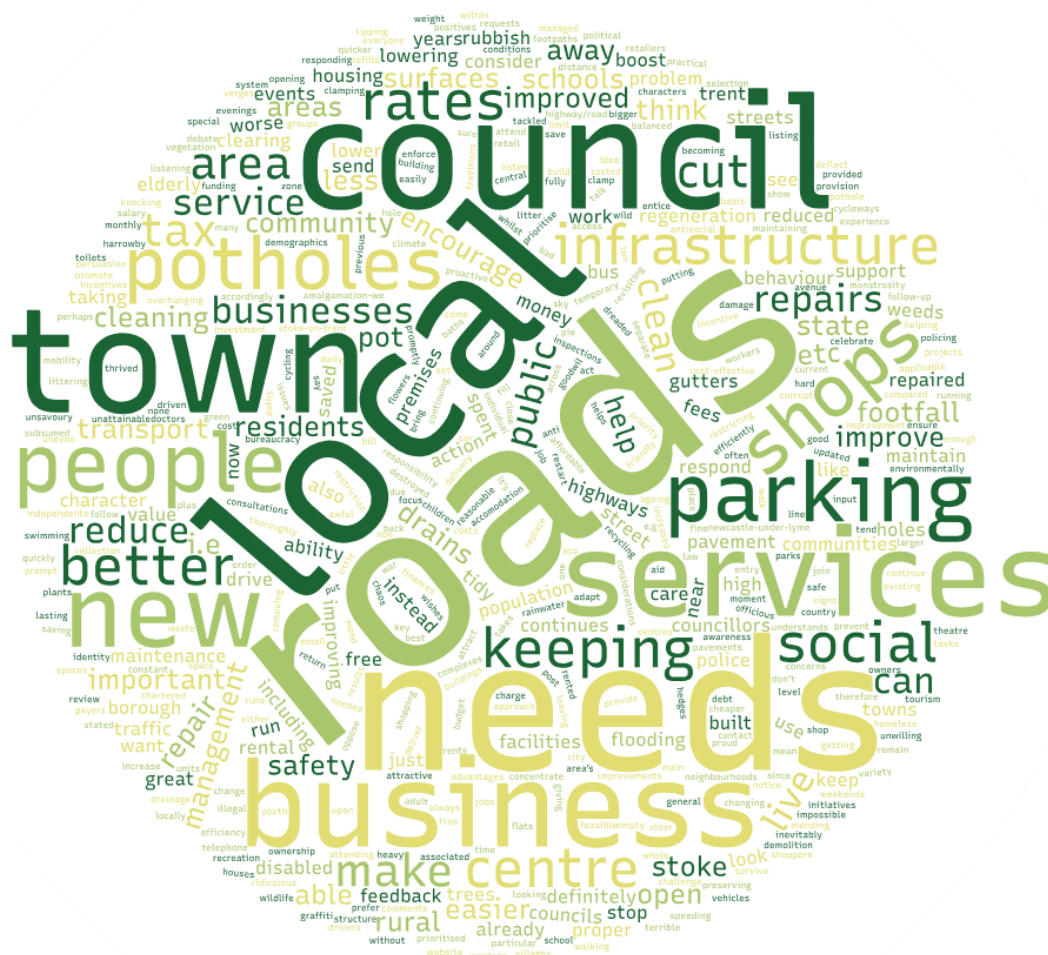
Table 2: Continuing to think about a new council, what is most important to you around how services are delivered?

	Percentage of respondents
Improved infrastructure (roads, health and schools)	63%
Able to change to fit what local people need	56%
Value for money	55%
Delivered local	51%
Services are accessible to all	38%
Listen to feedback	38%
Working better and faster	35%
Environmentally-friendly	19%

7) In a few words, what services do you think any new council should improve to better help residents and businesses?

All comments are included in full in the [appendix](#), but the following word cloud shows the most common words used.

Figure 5: What services do you think any new council should improve to better help residents and businesses?



8) Thinking about your earlier answers, what geography would you like to see for a new Council?

Respondents were given a choice of five options, and then an open comments box for other suggestions. All comments are included in full in the [appendix](#).

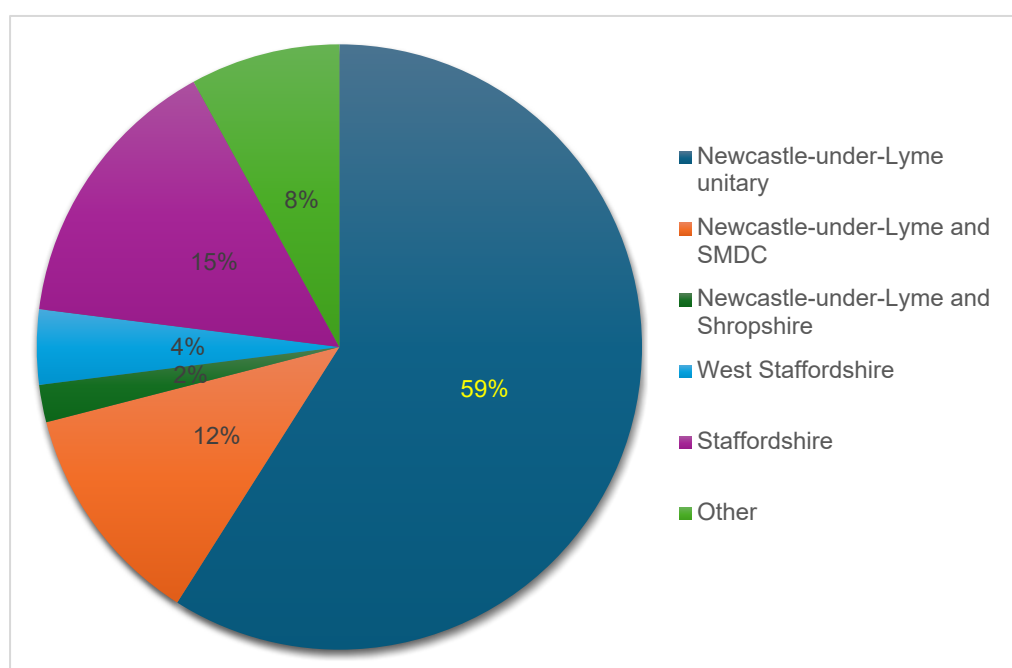
The most popular option, by a significant amount, was to have a unitary authority based on the current boundaries of Newcastle-under-Lyme Borough. This was chosen by 59 per cent of respondents. Of the other listed options, a unitary council comprising all of Staffordshire, and excluding Stoke-on-Trent, was the next most popular choice, preferred by 15 per cent of respondents. 12 per cent favoured a

unitary on the current boundaries of Newcastle-under-Lyme and Staffordshire Moorlands, with two per cent choosing a unitary with Newcastle-under-Lyme and Shropshire and four per cent opting for a West Staffordshire unitary.

There was an 'other' option, allowing respondents to suggest their own preferred geography, and this option was chosen by eight per cent of respondents. Responses were fairly straightforward to break down into a few categories.

- North Staffordshire (Newcastle-under-Lyme, Stoke-on-Trent and Staffordshire Moorlands as a minimum): 43 respondents
- A unitary based on the current borders of Newcastle-under-Lyme and Stoke-on-Trent: 19 respondents
- Leave things as they are: 12 respondents
- A unitary covering the whole of Staffordshire and Stoke-on-Trent: Eight respondents

Figure 6: Thinking about your earlier answers, what geography would you like to see for a new Council?

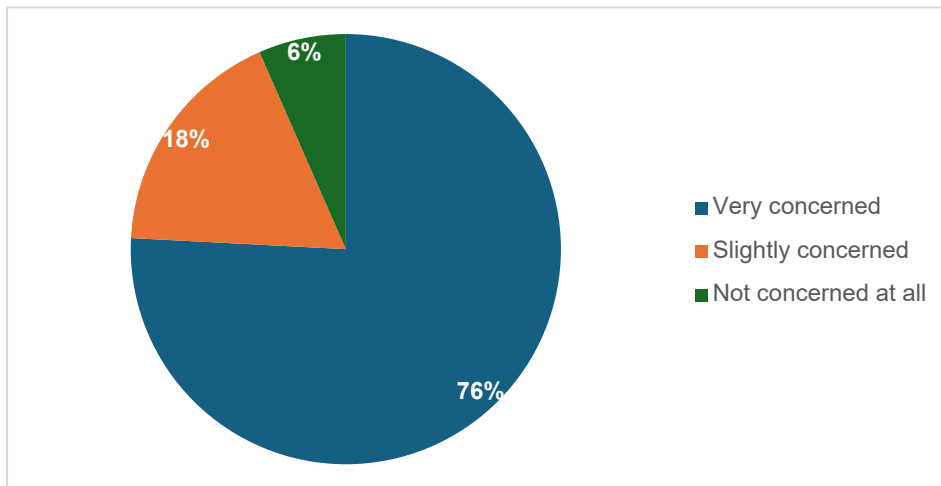


9) How concerned are you about Local Government Reorganisation?

Respondents were given three options, 'very concerned', 'slightly concerned' and 'not concerned at all'. Of these three options, the most common response, by a significant amount was 'very concerned'.

- 76 per cent were very concerned
- 18 per cent were slightly concerned
- Six per cent were not concerned at all.

Figure 7: How concerned are you about Local Government Reorganisation?



Respondents who said they were either ‘very concerned’ or ‘slightly concerned’ were then given the opportunity to respond to **‘what concerns do you have around local government being reorganised?’**. This was another open comments box with answers limited to 200 characters. Again, all comments are included in the appendix, with the following word cloud showing key themes.

Figure 8: What concerns do you have around local government being reorganised?

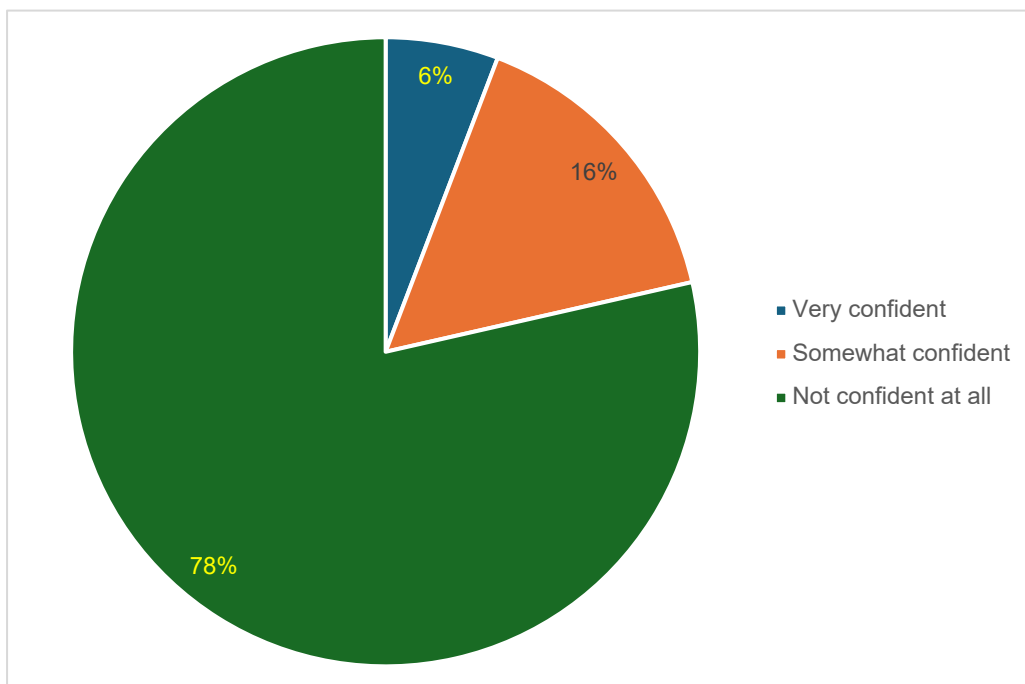


10) How confident are you that Local Government Reorganisation can continue to provide good public services that last and meet your needs?

Again, respondents were given three answers to choose from, namely 'very confident', 'somewhat confident' and 'not confident'. Responses were almost identical in proportions to the previous question:

- 78 per cent were not confident at all
- 16 per cent were somewhat confident
- Six per cent were very confident.

Figure 9: How confident are you that Local Government Reorganisation can continue to provide good public services that last and meet your needs?



11) And in a few words, what opportunities do you see around local government reorganisation?

Again, all comments are included in full in the [appendix](#) with the following word cloud showing key themes.

Figure 9: What opportunities do you see around local government reorganisation?



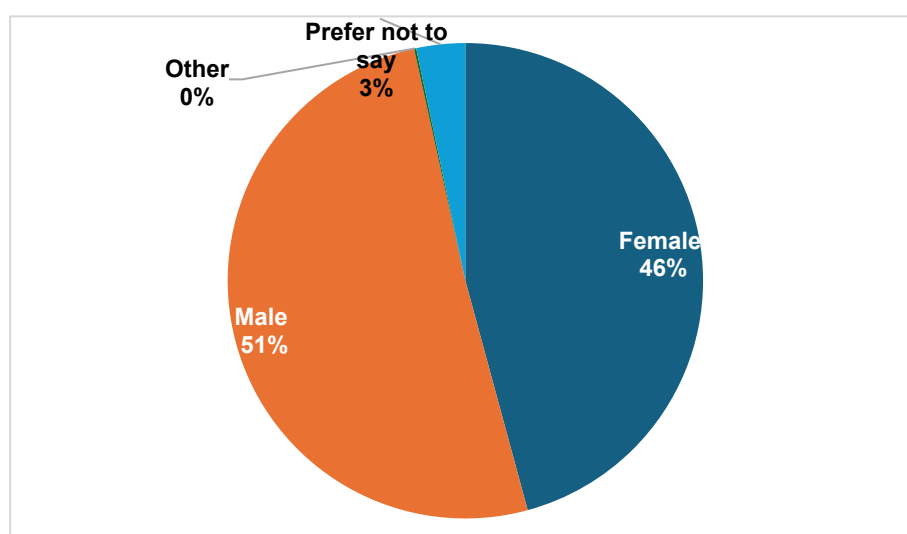
Demographics

Respondents were asked to provide some demographic information to help u see how representative they were of the borough's population.

Gender

There was a reasonable balance between females (46 per cent) and males (51 per cent), with three per cent saying either 'prefer not to say' or 'other'.

Figure 10: Gender of respondents



Age range

There were significantly more respondents from the older age groups than the younger groups. Six per cent chose not to say which age group they belonged to, and if they are removed then 59 per cent were aged 61 or above – compared to the 34 per cent of the borough's adult population they make up- with only ten per cent of responses from residents aged up to 40 despite them comprising 36 per cent of the borough's adult population.

Figure 11: Broad age bands of respondents

Age group	% of respondents	% of borough's adult (18+) population
Under 18	0%	-
18-30	3%	21%
31-40	7%	15%
41-50	12%	14%
51-60	18%	17%
61-70	29%	15%
71-80	22%	12%
80+	8%	7%

Disability

Nearly one-quarter (23 per cent) of respondents said they had a disability or long-standing illness. 69 per cent said they did not, with eight per cent preferring not to say.

Ethnicity

92 per cent of respondents identified as being white. However, if those who answered 'prefer not to say' are removed from the analysis, 98.5 per cent were

white, with 0.7 per cent Asian or Asian British, 0.6 per cent mixed and 0.2 per cent Black or Black British. According to the 2021 Census, 92.9 per cent of the borough's population was white.

Location of respondents

Asking respondents for their postcode makes it possible to see which part of the borough they live in, again to see how representative of the borough this consultation was, and it was possible to match 969 postcodes to wards. Several respondents put their postcode as just CW3 – residents of the borough who did this were allocated to the Madeley and Betley ward as almost all CW3 postcodes in the borough are in this ward. Several respondents put either ST5 or ST7, but it was impossible to allocate them to any particular wards.

There were relatively few responses from the northern wards. For example, the wards of Kidsgrove and Ravenscliffe, Newchapel and Mow Cop and Talke and Butt Lane make up 19 per cent of the borough's population. However, they only provided four per cent of the borough's respondents to this consultation. Conversely, May Bank, Thistleberry and Westlands contributed 37 per cent of the borough's respondents to this consultation but only make up 18 per cent of the borough's population.

Figure 12: Wards of respondents from the borough

Ward	% of responses	% of borough's population
Audley	7%	6%
Bradwell	7%	7%
Clayton	3%	2%
Crackley & Red Street	2%	5%
Cross Heath	4%	5%
Holditch & Chesterton	3%	4%
Keele	1%	3%
Kidsgrove & Ravenscliffe	2%	7%
Knutton	2%	2%
Loggerheads	2%	3%
Madeley & Betley	6%	4%
Maer & Whitmore	4%	2%
May Bank	11%	7%
Newchapel & Mow Cop	1%	4%
Silverdale	2%	4%
Talke & Butt Lane	1%	7%
Thistleberry	7%	4%
Town	5%	5%
Westbury Park & Northwood	7%	4%
Westlands	19%	7%
Wolstanton	6%	5%

Appendix

Q5) In a few words, what feedback or suggestions would you like to share on the services provided by your current council (for example, Newcastle-under-Lyme Borough Council)?

- A cleaner, tidy town to feel safe and more help for homeless people
- A leaflet through the door a while ago stating " What we will do", "we will collect litter from grass before we mow". Would be good if this happened
- A very well-run local council, I have no issues at this present time.
- Also, all council activity seems to stop at 3.30pm, after which you are unable to contact anyone.
- Although Newcastle council strive to keep the borough a pleasant place to live there is still issues with anti-social behaviour in and around the town, but I doubt it would improve under Stoke council
- Car parking can be difficult for those without apps or access to internet/smart phone and THEY DO STILL EXIST!
- Communication could be improved. I see lots of information on what Stoke is doing but hardly any for Newcastle. More information for social care and services/groups is needed.
- Do not change how Staffordshire is run.
- Do not want to merge with SOT we are fine as we are
- Doing a good job but need to do more
- Encouragement of local independent shops and indoor markets. Also, some free parking (or intervals) like e.g. Trentham, to help with increased footfall.
- Environmental health are slow to act on issues. Council tax department always helpful. Highways inspectors need to go to Specsavers as apparently can't find any issues. Pest control brilliant service.
- Excellent
- Excellent council with well-run services
- Excellent regular bin collections and facility to check each week the exact bins to be collected.
- Excellent service
- Extend the car park allocation for Jubilee 2 members as there is not enough parking spaces on School Street car park in the evening.
- From personal experience, although not perfect, I don't feel the services I use are too bad.
- Happy with our council as it is apart from potholes on main roads
- Happy with the currently provided services
- Hempstalls School, parents parking on the footpaths and in front of drives. You have to plan your time when coming home because you cannot get near your house. Something needs doing about it urgently

- I am completely happy with my council -Newcastle under Lyme. Any queries I have are always answered by phone, email or web site. Workers are always polite, definitely want to help. Very impressed! Thank you.
- I am disappointed that NUL council no longer offers a service to take away old white goods such as my fridge freezer. I also want the high street and small businesses given more help
- I am happy living in Newcastle-under-Lyme; I am happy with the services provided by the council.
- I am happy with the services of Newcastle under Lyme Borough Council at this present time.
- I am perfectly happy with the services provided by N-u-L Borough Council
- I don't have any major problems
- I feel the service is good on the whole.
- I have no complaints re the services provided by the local Council. On the whole I feel that Newcastle Borough Council is efficiently & effectively run whichever Party is in control.
- I only have my bin collected, no children. Can we see a reduction in tax for couples who use no other service? Parking on public roads is also abysmal. Absolute free for all and dangerous in places
- I really appreciate the regularity and dependability of the waste, garden waste and recycling services provided by NULBC
- I think Newcastle Borough Council should stay solo as I'm proud to be from Newcastle and it feels more personal than being part of a bigger community
- I think Newcastle-under-Lyme Borough Council and doing a good job at the moment when other Councils are in debt.
- I think Newcastle-under-Lyme Council should remain as it is as a unitary council would be too big to be effective. Why change a winning formula?
- I think that more people should be encouraged to be recycling. The food recycling especially should be encouraged.
- I think the current council do a good job, especially with grass cutting and refuse collection. I'd like to see the weeds removed because they're unsightly and cause infrastructure damage.
- I was born and bred in Newcastle-under-Lyme along with my whole family 5 siblings' its very rare we have any reason to cross the A500 and use any of S-O-T facilities, only Festival Park shops.
- I wish to remain independent from Stoke on Trent as I have no desire to inherit debt and their problems.
- I've had no problems. Stoke is a mess.
- It is a daft idea merging Council areas
- It takes a long time to get a reply when a problem is reported and then not always completed.
- Library and museum very good

- Litter and dog poo is a major concern along with the state of the roads. Don't visit Newcastle often due to homeless/ druggies etc
- Living in West Brampton more urgent care in chasing rogue landlords who let to drug users, resulting in poorly kept premises and anti-social behaviour
- Making Newcastle town centre safe. Free parking in town as out of town shopping is free. Encourage new businesses in town with a lower rent to start them off to encourage small independent shops.
- More of my paid council tax to be put to fixing potholes.
- Most services are satisfactory. The only thing that I disagree on is that the Borough council does not control parking enforcement in Newcastle under Lyme as there are people continually contravening
- NBC have experience of looking after residents of the borough in the interests of the people There generally is no self-interest but public duty. Sot has no overall strategy or vision for the people.
- NBC is run ok most of the time let's keep it that way
- Never had any problems with Newcastle council, on the other hand SOT council are awful, issuing fines to innocent people to get money where they can.
- Newcastle council fails to respond to contact made about park issues, street issues & telephone lines down as a result of overgrown street trees.
- Newcastle-under-Lyme Borough Council are effective in ensuring our borough provides effective services, they are concerned in caring what the opinions of the residents are.
- Newcastle-under-Lyme council is doing a great job, not getting into debt. The recycling is very good but could do with more people being educated on food waste. Not enough people bother with it.
- No feedback
- No. We need to keep services local. For example, Ball's field in May Bank. Planning permission turned down locally but overturned by County Council, in spite of food risk and other issues highlighted.
- Not enough investment in towns, new businesses and leisure into the area - lack of regeneration. The service I accessed was acceptable.
- Not to join Stoke-On-Trent
- On the whole I am entirely satisfied with the services I received from Newcastle Borough Council. My only issue is potholes which is a countrywide problem.
- Our services by Newcastle under Lyme borough council have been good.
- Overall quite happy with services provided. Potholes / damaged roads around the area need urgent attention
- Please give more access via the telephone other than relying on reporting issues through the internet, it's a complete waste of time.

- Post the re-cycling debacle with 13 diff' bins - it was daft. But here's a popular policy now. Declare Adam Jogee "Persona non Grata" and start a campaign to get rid of him preferably before 2029
- Potholes at top of my drive-reported a couple of times over the last 2 years. and would like sandy lane, Newcastle being swept more often. v busy lane now.
- Professional and effective services with prompt responses when appropriate, not passing the buck causing frustration to residents. Listening and responding to people's needs. Spending our money
- Quick and efficient service.
- Really pleased with the services of Newcastle-under-Lyme. I have lived here all my life & have always been happy with the services they supply
- Repair potholes, seen bin men put cardboard waste into the general waste, and not picking waste up that was dropped on the floor
- SEND for primary schools, household waste - we have good systems in place that shouldn't change.
- Services provided by Newcastle are good
- So far as I can tell Newcastle Borough Council does a good job, doesn't waste money and listens to communities
- State of the roads is dreadful. Bus services are inadequate. Newcastle town does not encourage one to visit.
- Straightforward website
- The area needs completely clearing up, it is very grubby and uninviting
- The carpark near my doctor's surgery no longer displays charges but only mentions a 'charges app' why it cannot still say how long is free is annoying!
- The council has always provided excellent service without going into debt. Stoke on Trent council is an absolute joke; they are always in debt. I do not want to be associated with them.
- The current council work extremely hard and efficiently. I have lived here for over 30 years and over 30 years under the Stoke on Trent Council that I do not have the confidence in.
- The idea of joining with Stoke on Trent council is silly. Stoke Council is not well run, they waste money on things like car parks, ornate structures on roundabouts. Leave Newcastle alone!
- The perception is fewer services but increasing cost to the taxpayer.
- The poor standard of roads needs to be attended to. The plan to develop Newcastle Town Centre appears to ignore the needs of the elderly and disabled.
- The recycling centre at Leycett is woefully inadequate for the size of the community it serves, and the access is at times dangerous. Urgently needs a more central, larger and better designed centre.

- The recycling including garden waste is really good. Brampton Museum is an example of the work the Borough Council have done to make it an enjoyable visit, especially the talks. Gardens are great.
- The roads have numerous potholes
- The service is excellent and thorough, and I really would not like our council to be merged with Stoke on Trent
- The services provided are excellent
- The services that I receive from Newcastle- under-Lyme Borough Council are first class, and I support the Borough 100%.
- There needs to be more availability to talk to someone
- They do a good job at present and don't want to join a bankrupt STOKE COUNCIL
- Too many reported frightening and unsafe actions taking place, speeding vehicles on minor roads. Long standing damaging road services to self and vehicle
- Trees not maintained properly, pavements in dangerous condition, grids blocked, leaves not and debris from trees not collected often enough.
- Try their best with limited resources, now early retired employee and understand the strain put on them and expectations. But in general, good job achieved with no debts unlike other city council.
- Very happy with the household waste and recycling. I think social care should not be part of the N-U-L council budget but in a separate fund.
- Very happy with the services.
- Waste collection service is excellent.
- Waste collection service offered by Our local council is excellent. The variety of things we can recycle is amazing and saves time having to recycle in stores.
- We are hoping to move to the outskirts of Newcastle under Lyme area and just wondered if there will be jobs available for my daughter who is neurodivergent and autism. What are transport options?
- We need everything local I am proud to live in Newcastle-under-Lyme i do not wish to be a resident in any way at all to Stoke-on-Trent and feel let down with the plans for ant sort of amalgamation.
- We receive a good service regarding our refuse and garden bin collections.
- What few dealings I have with NUL have all been conducted efficiently & satisfactorily.
- Whenever I require details or help, I find that our present system is OK.
- Work with local shops to rejuvenate the town centre. Too many charity shops and cafes. Nothing to come into town for. Reopen the Midway car park it is vital for disabled peoples' access to shops.
- Would like to be able to speak directly to a person. Not leave a message or e-mail and wait a reply.

Q8) In a few words, what services do you think any new council should improve to better help residents and businesses?

- A general improvement across the whole structure
- A new council should be able to adapt to local needs while preserving the individual character of its identity
- A telephone not the website for older residents
- Adult social Services
- All services
- As previous comments need increased footfall and therefore reduced business rates.
- At the moment I cannot think that any new Council could provide a service that is better than that already provided. My experience over many years is that larger & bigger inevitably results in worse.
- Awareness of local needs and responding accordingly.
- Be less officious to both the public (u need council taxpayers goodwill) & business, consider incentives to both promote & save the High St
- Better parking facilities central to the town
- Bus service in rural areas & road repairs.
- Clamping down on illegal tipping.
- Clearing drains to ensure better rainwater management
- Community policing clamp down on graffiti and littering
- Council should always consider and act upon public feedback and continue to improve infrastructure needs.
- Cut business rates so we can have more variety of shops open
- Cut business rates to encourage new shops
- Definitely have local input from local councillors I don't see what advantages there are to amalgamation-we have great services now, no need for change
- Drive community responsibility and initiatives to support value and ownership of local areas. This is cost-effective and helps councils deliver services
- Environmentally friendly, saving green space, wildlife, plants and eco system
- Fill in the POTHLES
- Finances are key, revisiting all the costs that can be saved without taking away any of the services.
- Focus on local neighbourhoods, and keeping them clean, e.g removing weeds from roads and cleaning out gutters. Also continuing keeping the town clean, e.g flowers, to boost footfall.
- For new retail shops reduce business rates
- Free parking in town centre to encourage shoppers in line with out-of-town complexes. More infrastructure i.e. roads schools and GP services in rural communities and reduce new housing until in place

- Have a monthly selection post listing what services people want prioritised. police access is hard. Make it easier
- Help for local businesses to survive by lowering council tax.
- Highways, roads are awful. Tourism and restricting bad parking in rural communities.
- I think the ability to be able to talk to local councillors is most important if there is any problem
- I think they do a great job
- I'd prefer the Council to remain as it is just Newcastle-under-Lyme
- Improve potholes
- Improve the state of roads whilst maintaining a balanced budget
- Improved road conditions i.e. Road surfaces. Maintain the current recycling and waste collection. Keeping drains free of rubbish to deflect flooding
- Improved road repair
- Improving pothole repair time. We live in a weight restriction avenue but have heavy vehicles running through on a daily basis plus speeding is a problem. No one takes any notice of our 7.5-ton limit
- Improving the state of roads in the borough
- In the area where I live it can be in some streets impossible to walk on the pavements, either due to vegetation overhanging the pavement or the very uneven surfaces, inspections and action follow-up!
- Infrastructure improvements new roads, drainage potholes etc repaired quickly
- Infrastructure.
- Investment into the town and business regeneration. The area is run down compared to how it once thrived
- Jobs near to where people live
- Keep Newcastle run by Newcastle
- Keeping hedges etc cut back to see road signs
- Listen to our feedback and concentrate on local delivery of services.
- Listening to what is important to the people in the area. The infrastructure should not be cut.
- Local issues - like cleaning out drains to prevent flooding and cleaning out weeds from the roads, keeping the town tidy and clean to boost footfall.
- Local roads
- Local schools funding if applicable and the dreaded potholes
- Lower rental fees, put money into helping existing business & need to use empty premises updated instead of putting up new units & taking away car parks
- Lower shop rents in town to keep shops open and people in work. A better bus service evenings and weekends so people can attend town events. Toilets needed by everyone when shopping attending events

- Maintain street clearing and potholes
- Make it easier for new shops and businesses to set up in Newcastle
- Make it easier for new shops to open businesses in Newcastle. Help with business rates in particular as an incentive to come to Newcastle.
- Make the cost of town centre premises more affordable to business to stop the independents leaving and attract more business. Be proud of Newcastle town and celebrate the positives.
- Mend potholes
- More new council houses should be built.
- More proactive approach to antisocial behaviour in town centre
- More regeneration. Climate considerations. Local transport that runs when we need it. More wild spaces. Local needs to mean local understands local needs. Social needs. Homeless needs.
- More schools and doctors close to where people live. Walking distance to recreation or services for non-drivers
- Not sure that a new council would be any better than what we have now. Best for services to be managed locally. Definitely would oppose the Borough being subsumed within Stoke-on-Trent.
- Our main priority is not to Join with Stoke Council. It is important that our local council continues to support residents and local businesses.
- Parking and safety of residents. Housing for local people.
- Pothole repairs. Perhaps prioritise council efficiency -> cheaper and quicker. Here's an idea, since the country is in debt, cut all council workers salary by 5% (say) -> reduce council tax.
- Potholes need to be tackled more efficiently. parking in city centres needs to be improved. If you have mobility concerns, there is not enough disabled parking near the theatre.
- Practical fully costed projects not pie in the sky wishes driven by political persuasion.
- Prompt action Less bureaucracy
- Proper maintenance of roads including lasting repair of potholes,
- Public transport, cycling facilities and off-road paths,
- Reduce business rental to make the town more attractive for business, opening the towns up again.
- Reduced parking fees would bring more people and shops into the town centre.
- Road repairs, help for special needs children, no council tax increase
- Road repairs, high street, anti-social behaviour
- Road surfaces
- Roads
- Roads
- Roads and infrastructure

- Roads are terrible. Councils do not respond to email requests or follow up on stated tasks
- Roads Looking after the area i.e. keeping trees at a reasonable level. The trees in Harrowby Drive are ridiculous
- Roads, mending potholes and footpaths. Proper separate cycleways away from traffic between villages and in towns.
- Roads, parking & public transport
- Roads repaired and also safety, with consultations with local people.
- Roads. Potholes are getting worse!!
- School provision and SEND
- Social care including for the elderly, continues to be a challenge giving the changing population demographics
- Social care. Less money spent on those unwilling to work and more spent on our ageing population.
- State of the roads, litter and unsavoury characters in town
- Stoke on Trent council is rubbish and corrupt, I do not want to be associated with stoke on Trent.
- Stop knocking down buildings, just to replace them with the same. It's not feasible. already character of Newcastle has been destroyed, with demolition of swimming baths to build monstrosity flats.
- Tend thoroughly to road damage not constant temporary refills! More police on the streets to aid safety and enforce law and order. Encourage safe, social groups for debate around community services.
- The ability to use the town centre easily
- The area needs a good clean up.
- The council should be able to respond promptly to local needs
- Tidy up verges and gutters. This area's 850 years chartered, our traditions and shops etc need to be saved and built on.
- Traffic wardens to fine owners parking on pavement
- Tree management & Highway/road management
- Value for your council tax that is a charge for very little return, becoming a bill that is unattainable.
- You could look at lowering business rates to entice more retailers into the town centre instead of building more rented accommodation.
- Youth & elderly services there are none disabled services contact SEND service is on chaos needs a review & restart. Highways need better maintenance often show entry to areas look like war zone

Q9) Thinking about your earlier answers, what geography would you like to see for a new Council?

- With SOT.
 - With Stoke on Trent
 - With Stoke-on-Trent
 - With Stoke-on-Trent
 - With Stoke-on-Trent
 - A council merged with Stoke-on-Trent
 - Stoke on Trent and Newcastle under Lyme could join, they are close to each other and a pool of resources would make sense.
 - Stoke/ Newcastle conurbation
 - I would prefer Stoke and Newcastle. It makes sense to merge with Stoke on Trent
 - It seems nonsensical to exclude Stoke-on-Trent from a unitary council. Like it or not we share so many common interests with them that we rely on a combined plan for the area
 - Newcastle and Stoke
 - The clear and obvious unit of Stoke-on-Trent and Newcastle-under-Lyme.
 - Stop trying to lump Stoke in with Staffordshire Moorlands. You're the Potteries - own it.
 - Newcastle-under-Lyme with Stoke on Trent
 - I'd love Stoke involved
 - Everything with Stoke-on-Trent
 - Clearly, we need to stop being elitist and include Stoke-on-Trent in any plan. Stoke is crucial to NUL economy and integrated development.
 - Newcastle and Stoke, with the rest of Staffordshire staying separate as they have very different needs and people
-
- North Staffordshire plus Uttoxeter and Stone, to align with the A50 corridor.
 - North Staffordshire to be of an appropriate size for a unitary authority
 - North Staffordshire Unitary
 - North Staffordshire Unitary comprising Stoke, Newcastle and Moorlands
 - North Staffordshire, any others are illogical, and do not represent the geography of the area.
 - North Staffs (Stoke, Staffs Moorlands, Newcastle plus Stone and Uttoxeter (but not rest of Stafford District or East Staffs District)); or Unit 24 from Redcliffe Maud (i.e. also Crewe Congleton)
 - North Staffs including Stoke, Uttoxeter and Stone
 - North Staffs Stoke-on-Trent, Staffs Moorlands, Newcastle under Lyme and parts of Stafford

- Where's the option for North Staffordshire? Newcastle/ Staffs Moorlands and Stoke?
- You've cynically excluded a North Staffs option with Stoke
- The practical geography would be Newcastle-under-Lyme, Staffordshire Moorlands and Stoke-on-Trent
- The proposal being worked on by Staffs Moorlands and Stoke - a north Staffordshire council
- Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands.
- Stoke-on-Trent, Newcastle-under-Lyme and Staffs Moorlands
- The common sense one - One North Staffordshire based covering conurbation with all current councils dissolved.
- Staffs Moorlands, Stoke and Newcastle seems the obvious and missing option.
- Needs to be a North Staffs option which you haven't included on here. Should include Stoke, Newcastle, Staffs Moorlands, Stafford North and East Staffs north.
- Needs to be stoke, Newcastle and moorlands in one council
- Newcastle STOKES and Staffordshire moorlands
- Newcastle Stoke on Trent and Staffordshire Moorlands
- Newcastle under Lyme and Stoke on Trent and Staffordshire Moorlands
- From Stafford north, including the Moorlands and Stoke-on-Trent
- North Staffordshire
- North Staffordshire - NUL, Staffs Moorlands and Stoke City
- North Staffordshire (Stoke, NuL, Leek, Stone)
- North Staffordshire comprising Newcastle-under-Lyme, Staffs Moorlands, Stoke-on-Trent, and East Staffs. Need Stoke-on-Trent to support loss of Staffs County for higher tier roles. I think the other suggestions are very biased against Stoke which is shortsighted.
- North Staffordshire council inc Stoke, Stone, Newcastle and Uttoxeter
- North Staffordshire encompassing Newcastle, Stoke and Moorlands. This should be an option on your list
- North Staffordshire including Stoke. Similar areas need grouping together, we have no similarities with Shropshire
- North Staffordshire is a known working geography i.e. University Hospital of North Midlands and should include Stone and Uttoxeter as a work area.
- Newcastle, Stoke-on-Trent and Staffordshire Moorlands
- A Council combined with Newcastle-under-Lyme, Staffordshire Moorlands and Stone as a new unitary responsible for all local government services.
- A greater north Staffordshire incorporating Staffs Moorlands, NUL, Stoke-on-Trent and parts of Stafford borough and East Staffs i.e. Stone and Uttoxeter. It is a fully realised and costed proper option that doesn't exclude Stoke-on-Trent on the grounds of petty prejudice.

- A North Staffordshire Authority based on Newcastle-under-Lyme, Stoke-on-Trent and Staffordshire Moorlands. Disappointed that you have not included this, obvious, option in your question.
 - A North Staffordshire council including Stoke on Trent
 - Newcastle, Stoke, Staffordshire Moorlands
 - Newcastle-under-Lyme, Stoke-on-Trent and Staffs Moorlands
 - None of the above are deliverable so why offer them as options? There should be a North Staffordshire authority, Stoke, Newcastle, Staffs Moorlands and the north of Stafford Borough and East Staffs.
 - Newcastle, Staffordshire Moorlands and Stoke-on-Trent. Should be named something other than Stoke-on-Trent to allow towns such as Newcastle, Leek and Kids Grove to retain some individual identity with equal status to the six towns of the Stoke-on-Trent.
 - Newcastle, Stoke and the Moorlands
 - Be realistic, please - Newcastle-under-Lyme, Staffs Moorlands and Stoke
 - Perhaps Stoke on Trent, Newcastle and Staffordshire Moorlands. Ideally adding Crewe as per Redcliffe Maud.
 - I have no issue with NuLBC being part of a new Council alongside Stoke-on-Trent CC. I believe that a North Staffordshire geography of NuLBC, Stoke and SMDC (with or without parts of Stone, Uttoxeter etc) makes most sense with the A50 and A53 corridors. My second choice would be a 'West Staffordshire' geography similar to what has been put forward by Staffordshire County Council recently. NuLBC becoming a unitary authority on its existing footprint does not meet any of the prerequisites of LGR, and as well as the organisation is run, this will not be a viable option to put forward to Government.
-
- Keep things as they are.
 - Leave it as it is
 - Leave it the same
 - Leave things the way they are
 - Stick with what we have
 - Remain as it is.
 - How about not messing with the current councils and not wasting all our money on needless reorganisation?
 - Can't see the point of changing, what does a mayor actually do other than add cost?
 - Keep councils as they are as Newcastle has a surplus in their accounts. Where Stoke-on-Trent council is in deficit, so if they joined Newcastle would lose its money. Because it would be pooled and there would be a loss of jobs.
 - Stay independent don't let other councils drag Newcastle down too
 - They shouldn't be united; there should be dedicated councils for local areas.

- Keep Newcastle-Under-Lyme separate.
- Single council for all of Staffordshire including Stoke-on-Trent
- One unitary including Staffordshire and Stoke on Trent
- Single unitary council for Staffordshire including Stoke-on-Trent or Single unitary council for the whole West Midlands, Staffordshire, and Warwickshire
- SINGLE STAFFORDSHIRE & STOKE AS CHESHIRE AND WARRINGTON ARE HAVING WITH VOLUNTARY LOCAL TOWN BOARDS INSTEAD OF PARISH CONCILS.
- Staffordshire and SOT. Disaggregation will be too expensive for taxpayers. As other answers will not be possible to have combination that suits everyone's views. Therefore, focus on what brings best value and how delivery model can accommodate local needs. Newcastle already very diverse so treating as one not the answer. Asking residents this question will lead to answers based on historic rivalries rather than what brings best services (as leaving the EU)
- Staffordshire and Stoke-on-Trent combined
- Staffordshire and Stoke-on-Trent makes most sense coterminous with health and police boundaries locally.
- The whole county of Staffordshire including Stoke-on-Trent and the Moorlands
- Don't mind at all as long as it works
- Anything not including Stoke-on-Trent, which is bankrupt
- Large unitary councils may not be as efficient.
- The natural area of economic and cultural activity for Newcastle-under-Lyme would include South Cheshire. Crewe, Nantwich, Sandbach are all much more familiar places for residents than any further south in Staffordshire or west to Shropshire
- This survey is centred on the western side of the county with, as usual, no thought given to the eastern side of the county, despite the large population.
- None of the above. Newcastle is too small an area, combining with Shropshire is too large and unwieldy. Ditto for West Staffordshire. Combine with Stafford possible but again too big and too far away.
- Newcastle, Stafford, Cannock Chase

Q10) In a few words, what concerns do you have around local government being reorganised?

- Access to services & Stoke sucking all the money as they have the most issues.
- Because it appears that Newcastle will be merged with Stoke and Stoke council are massively in debt
- Being able to help people who do not have internet access
- Being consumed within a larger unit, taking on their liabilities and paying more.
- Being joined with poorly running other councils will drag our level of service down
- Being merged with a council that is performing poorly and this being carried out by remote government (e.g. Walley's quarry).
- Being merged with stoke on Trent and the money not being spent well
- Being merged with the bankrupt Stoke on Trent and being merged in general with any local council which would remove the voice from local people. I don't want to lose local independence and our voice.
- Being totally selfish, I would not like to merge with Stoke-on-Trent - I feel their needs do not reflect my needs.
- Central government is deciding this without any real idea of what happens in the area as witness the Walley's landfill debacle
- concerned about loss of local control
- Cost
- Cost. Lack of strategy. Lack of local knowledge or input
- Dilution of efforts through reorganisation.
- Do not wish to join with debt ridden Stoke on Trent council
- Don't bring us down to the other council's level
- Don't change what works for political ends
- Don't want to be merged with stoke on Trent
- Finances & meeting the needs of NUL residents
- Financial issues draining our current council
- Going with Stoke council. Millions in debt and they will just swallow up Newcastle and spit us out.
- Handing it over to a council out of the area means that they will lose touch with what the people of this area require and need
- I do not want to lose the Borough of Newcastle-under-Lyme.
- I don't feel that major reorganisation bringing in non-local members to control our area, would give no benefits to the residents of Newcastle under Lyme!
- I don't want to be absorbed into a large council where Newcastle will lose out on funding. I don't want to be merged with Stoke. As Newcastle would inherit its huge financial issues. I don't want to be merged with any other council, decisions that affect NuL should be made in NuL.

- I think things will get worse
- I wish to remain a citizen of the Borough of Newcastle-under-Lyme
- I'm concerned about being part of Stoke on Trent council this is a mistake.
- If merged with Stoke on Trent City Council money will be spent on irrelevant things or not in our Borough at all
- I'm concerned about the financial aspects of any move to bring existing authorities together. I don't want to pay for Stoke on Trent's debts. We are not part of Stoke and I do not want to be.
- I'm quite happy with the way the borough is managed now. I don't like change just for the sake of 'Efficiency'. If we give up our council, how long before we lose our MP too?
- Increased cost and loss of efficiency.
- Issues local to Newcastle will become secondary to that of other areas.
- It concerns me that we may have to absorb Stoke on Trent Councils debts.
- It is clear that Stoke-on-Trent city council have complex city related issues. Newcastle would not be served well if amalgamated with them.
- It will cost me more money in council tax and provide a poorer service.
- It will not be local
- It's a Labour scheme to keep power of areas they don't always control
- Joining with S-O-T would be a disaster as they cannot run their own council let alone a bigger area.
- Lack of priority for matters which affect local people. Planning for new houses without thought about transport GP surgeries and schools causing problems for existing communities
- Larger groupings forget small and local interests. Stoke is failing I do not want any Newcastle money going into the city
- Larger is not always successful. Council mergers have been tried in the past, not successfully.
- Less local voice
- Local needs being ignored and being saddled with excessive debts.
- Loss of funding in Newcastle-under-Lyme Borough.
- Loss of unique identity
- Lots of change
- Money it costs
- More remote inaccessible services
- Need to know the financial situation of the councils merging with. Should not be expected to pick up their debt
- Newcastle BC has a proud history of self-management. Fear the Borough would lose its status, character and individuality.
- Newcastle should not lose its Royal Borough status.
- Newcastle will lose its identity.
- Newcastle works very well & should stay as it is

- Newcastle would lose its identity and control of the finances.
- Newcastle would lose its independence
- None so long as they perform well.
- Not being merged with bankrupt councils
- Not happy to join other councils that are in debt and unable to give good service
- Nothing good will come of merging Newcastle with Stoke, people i know that live in stoke say it is terrible
- One huge council for many diverse areas in Staffordshire would be impossible to Manage. Consider the difficulties now facing NHS for example.
- One large council with minimum funds
- Other councils who have overspent due to poor management now taking over NUL whom have stayed within budget. My council taxes going up to cater for other poor performing councils. WHY!!!!
- Our borough having to support another authority's deficit and being a paired of Stoke on Trent.
- Our current council is very aware of its own local problems. If we're lumped in with Stoke, our concerns go to the bottom of the pile because Stoke has got massive problems.
- Paying for losses generated in distant districts, particularly due to political dogma
- Planning- obviously no knowledge of history or don't even care.
- Reorganisation does not improve things.
- Reorganisation into a larger council area means that local issues will not be a concern unless someone on the council lives in the area and highlights issues
- Safety of existing council jobs
- Separate councils give better service for the area.
- Services will disappear example children's centres community facilities
- Spreading yourselves too thinly to deal with a larger area
- Stoke appears to be continually badly managed no matter which party is in charge.
- Stoke are in debt, we don't want to take on their debts in Newcastle
- Stoke council not as good as Newcastle
- Stoke has excessive debt which will be spread
- Stoke on Trent being broke, we don't want our services to be made worse.
- Stoke on Trent council has many problems and little money this merger would not benefit Newcastle only make it poorer
- Stoke-on-Trent's debt being incorporated into Newcastle.
- Taking on other council debts. Reduction of services for Newcastle residents
- Taking on the debts of Stoke-on-Trent council who have a different demographic and needs than Newcastle-under-Lyme

- That it will result in more high-level management which as an example LGO officer I know is already micromanaged too much incurring unwanted cost
- That our Borough will suffer as our money will be spread even thinner to accommodate Stoke's failings with their pot.
- That we will become marginalised and not equally financed. Also, that it will cause an increase in council tax, which as retirees would not be welcome.
- The allocation of money for services
- The important aspect of the ancient borough being lost and diminished, losing the area's individual history.
- The loss of the individuality of the community that it serves
- The wastage of the financial position that Newcastle under Lyme enjoys
- There is a political and aspirational difference.
- Too unwieldy and costly to organise
- Want to keep our identity. Don't think we should take on debts from Stoke on Trent
- We are a beautiful Borough and if this merge takes place residents will suffer because services will be more thinly spread as we will become bottom of the pile to city. The city is debt riddled.
- We want to stay as we are a Borough not a SOT city
- We will be forced into a merger with Stoke-on-Trent with all of their financial problems and because of their relative size they will dominate decision making for Newcastle.
- Why should we take on other bankrupt councils when we're already stretched ourselves?
- Will lose the local touch
- Won't work and cost a lot

Q12) And in a few words, what opportunities do you see around local government reorganisation?

- A possible cull of public servants - WFH says it all - there are too many unproductive people in this country with undeserved superior pensions real workers pay for.
- Better community support
- Can't see any!
- Communication
- Cost saving if done correctly, restructure, centralising of resources & slimmed down workforce.
- Do not see any opportunities. Feel it will be a backward step
- Do we get more M P's & councillors parachuted in to tell us what they think we need in our area
- Don't know
- Economies of scale can be beneficial, but I don't trust the political motivation

- Hardly any for this area. but other areas will benefit from our better financial position
- I am only confident if Newcastle stays as Newcastle. If it gets joined with Stoke-on-Trent it would be a disaster for Newcastle-under-Lyme
- I cannot see much benefit. Newcastle Borough & Staffordshire County Council do a pretty decent job. (Walleys Quarry except)
- I do not see any opportunities. Newcastle has always been debt free. Stoke-on-Trent council has always been in debt due to corruption.
- I don't see any. I do not want to be part of stoke on Trent
- I don't see any need for change. It will cost money & not increase efficiencies for people. I worked for the NHS for 50 years and reorganisation which I was affected by 5 times, never improved things.
- I don't see any opportunities, only concern and anxiety for my family and their welfare and future happiness
- I personally do not understand why it needs to be altered.
- I see no opportunities, if NuL is merged with any other council. I'll state again any decisions that affect NuL should be made in NuL and not by councillors from Stoke, etc.
- I see the borough council as better than S-o-T. But by no means perfect. Would prefer no merging
- I support pursuing opportunities for efficiencies, providing the standard of services are not affected.
- I'd prefer it to remain as it is
- If is it not broken don't fix it
- In a word 'nothing'. In fact, I think that any reorganisation will result in worse services.
- It all depends on which way it goes. If Newcastle stays as Newcastle, I am very confident. If it gets swallowed up by Stoke, I would be not confident at all.
- It could help with buying power
- I've never thought about this nor discussed it with anyone, so I don't know.
- Keep councils smaller, well organised and transparent breeds unity amongst the many. Too big and vast each voice gets smaller breeding sense of loneliness and isolation. Less personal. Automation
- Local jobs, outdoor leisure facilities walks and more schools, healthcare
- More funding for my previous improvement recommendations.
- Mostly negatives
- need more funding to revitalise the town
- New people fresh ideas
- Newcastle will be swallowed up by Stoke -on-Trent. Financial gain for Stoke at our expense.
- NO
- No obvious benefits

- No opportunities at all. Any merger would mean Newcastle loses its right to make decisions affects Newcastle itself.
- No opportunities that are not already provided
- No opportunities. Newcastle will get absorbed, services will go down (Highways already appalling)
- None
- None
- None
- None
- None
- None
- None
- none
- None
- None
- None
- None
- None
- None
- None
- none at all don't want to merge with SOT they have too much debt
- None at all other than no push back on central government once all local government ran by the same party
- None if we join Soke on Trent.
- None whatsoever
- None whatsoever
- None whatsoever. Our new county councillor appears a waste of time. So, a larger grouping will only make the situation worse
- None.
- None.
- None. Is a way for central government to cover up their failure to put an adequate funding system in place
- None. Newcastle will be lost. It's just a political thing
- Not a great deal, could be surprised
- Not a lot if we are to pick other authorities debts.
- Not a lot only more employees doing less work than at present.
- Not a lot!
- Not a lot.
- Not been informed about any
- Not much

- Not much
- Not sure
- Not sure
- Nothing comes to mind.
- Nothing obvious. 'If it ain't broke, don't fix it.'
- Nothing positive
- Nothing this government are destroying everything they touch
- Nothing, just keep the system as it is...
- only to save money, but not to improve local needs
- Possibility of reducing administration costs.
- Possible savings on duplicated services. If money were available for an integrated tram service linking the local towns and enabling residents to travel more easily.
- Redundancies
- Saving money for central government, none for the residents.
- Shropshire are better with roads could try reach their standard. parking should be made free so giving restaurants and shops better chance of survival. as more office staff would work and shop in town.
- Stoke on Trent council is very poor service.
- Streamlining administrative jobs. More multi-tasking and quicker decision making.
- Take a good look at the area, it's hardly thriving it's the council's responsibility to bring investment into the area. Please do it
- The bigger the organisation becomes, the more incompetent it gets.
- The opportunity to ensure that Newcastle and its local parish councils retain their identity and ensuring its survival.
- There are none
- There must be fairness to ensure a good standard of living for all.
- They will take away our funding like has been done around Chatterley Whitfield & Peacocks Hay area
- They would not be in touch with what is required by the residents, they would talk but not walk!
- To put every service in 1 council eradicating constant toing & froing for services better
- Too big, too clumsy, a potential vast increase in red tape, all local services being watered down none
- Too divorced from reality
- Very few
- Why do it? We in N-u-L would only have higher costs and charges caused by other councils who have not managed their finances well. Disaster awaits if this goes through.

- Why should a well-run NuL council and others join a poor performing council SOT. I can see my council tax going up to pay for other areas. I am very concerned about LGR. A rethink is needed.
- With the right mix of counties Newcastle can stay solvent, and in control.