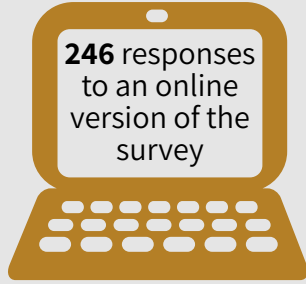




## Methodology and introduction

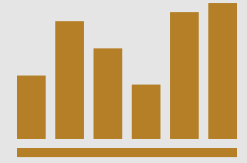


Representative survey of **1,100 residents** via telephone and face to face interviews



We can be **95% confident** that the representative survey results provide a **margin of error\*** of

**+/-2.9%**

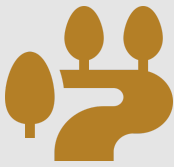


This report only includes key findings from the **representative survey**

## Top 3 performing areas



**90%** ↑ since 2019  
are **satisfied** with their **local area as a place to live**



**88%** ↑ since 2019  
are **satisfied** with the Council's **parks and open spaces**



**88%** ↑ since 2019  
are **satisfied** with **events** in Cheltenham

## Top 3 areas for improvement



Residents would like to see an improvement in the **maintenance of Cheltenham**, particularly for roads

This is the **responsibility of Gloucestershire County Council**



**76%**

Three quarters think there is a **need for more affordable homes**



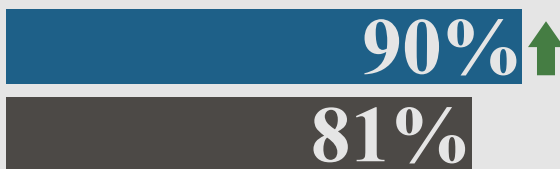
**44%**

Less than half feel they have the opportunity to **grow their career** in Cheltenham

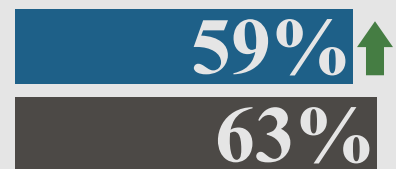
## Cheltenham is in line with the national average for local government

■ Cheltenham Resident Survey 2022 ■ LGA National Polling Survey June 2022 ↑ result has increased since 2019

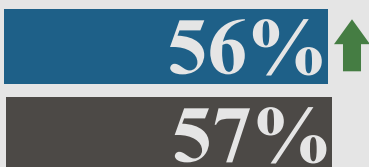
Satisfaction with the local area as a place to live



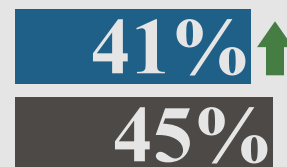
Satisfaction with the way the Council runs things



Perception that the Council keeps residents well informed



Agreement that the Council provides value for money



\* A margin of error of +/-2.9% means that we can be 95% sure that had the entire population of Cheltenham been surveyed, the result would not differ more or less than 2.9% from the survey finding.

## Satisfaction with Council services

↑ result has increased since 2019



Parks and open spaces provided by the Council

88% ↑



The household collections for domestic waste

83% ↑



The household collections for recyclables

81% ↑



The cleanliness of the streets in your local area

72% ↑



The way the Council tackles anti-social behaviour

30% ↑

A further 51% answered either 'don't know' or 'neither satisfied nor dissatisfied'

## Satisfaction with visiting Cheltenham town centre



During the daytime



After dark

Safety when visiting the town centre



87%



44%

Cheltenham town centre as a place to visit



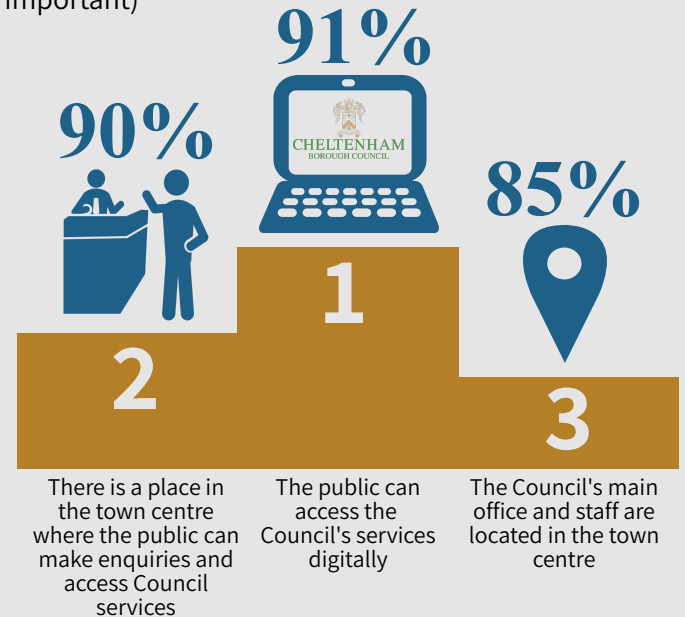
82%



48%

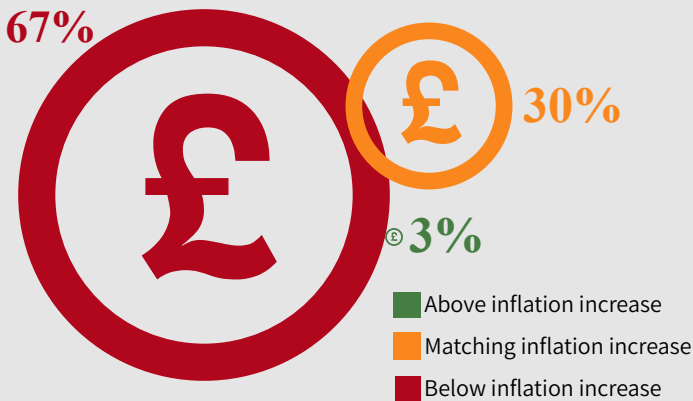
## Importance of the Council's digital and physical presence

How important is it to you that...? (% very/fairly important)



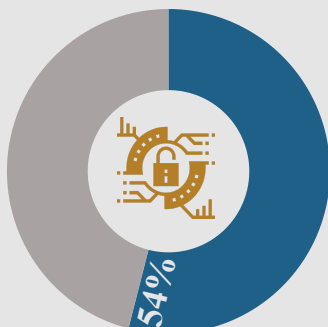
## A potential council tax increase

At what level should council tax be raised?

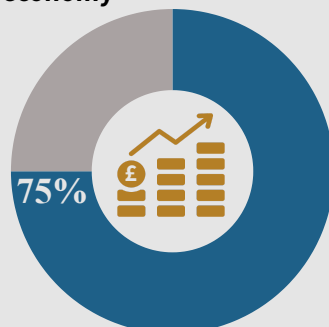


## Making Cheltenham the cyber capital of the UK through the Golden Valley Development\*

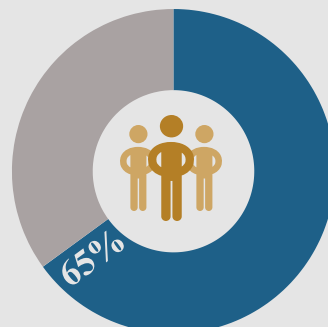
Just over half of residents are **aware** of the Golden Valley Development



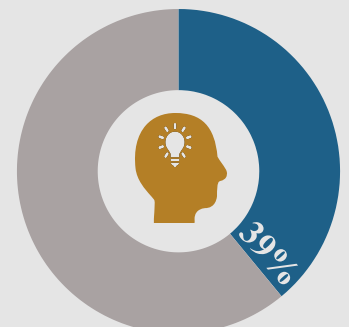
Three quarters **agree** that the Golden Valley Development will be **positive for the local economy**



Two thirds **agree** that the Golden Valley Development will be **positive for Cheltenham residents**



But only two in five can **confidently describe the Golden Valley Development** and what will be there



\* The Golden Valley Development, led by Cheltenham Borough Council, is building a national cyber innovation centre, cyber park and new homes near GCHQ. For more info, visit [www.goldenvalleyuk.com](http://www.goldenvalleyuk.com).