Cheltenham Resident Survey

Research Report for

CHELTENHAM
BOROUGH COUNCIL

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Thornhill Brigg Mill, Thornhill Beck Lane, Brighouse, West Yorkshire, HD6 4AH

T: 01484 404797 W: www.enventure.co.uk

Report prepared by:

Katie Osborne
katie@enventure.co.uk

Report reviewed by:

Matt Thurman
matt@enventure.co.uk

Enventure Research

Head Office:
Thornhill Brigg Mill, Thornhill Beck Lane, Brighouse, West Yorkshire HD6 4AH
T: 01484 404797

London Office:
Smithfield Business Centre, 5 St John's Lane, London, EC1M 4BH
T: 0207 549 1616

W: www.enventure.co.uk E: info@enventure.co.uk

Reg no: 4693096
VAT no: 816927894

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Background

Cheltenham Borough Council wished to conduct a survey with a representative sample of its residents to understand views on a number of topics related to the Council and the local area, in order to help inform a refresh of the Corporate Plan. Benchmarking was also required against the findings from the 2019 Resident Survey and the LGA 'Are You Being Served?' polling survey.

Enventure Research was commissioned to conduct the survey, analyse and evaluate the feedback and provide a comprehensive report on the findings.

Methodology summary

A 12-minute questionnaire was co-designed by Cheltenham Borough Council and Enventure Research including questions from the previous 2019 Resident Survey and LGA benchmarking questions for comparison. The LGA 'Are You Being Served?' polling survey is a national tracker survey, which is administered to a representative sample of 1,000 British adults using a telephone survey methodology. The latest survey was conducted in June 2022.

The research programme included a telephone survey with a representative sample of 1,100 residents of Cheltenham aged 16 and above. In addition, some survey interviews were undertaken face-to-face at locations across Cheltenham town centre to engage with residents who are typically hard to reach. An online version of the survey was also made available for all Cheltenham residents to complete and was promoted via social media channels.

Between 7 September and 6 October 2022, 1,346 people took part in the survey. This includes 1,100 who took part in the representative survey and a further 246 who completed the open online survey. The 1,100 representative sample size provides an accuracy of +/-2.9% at the 95% confidence interval. This means with a result of 50%, we can be 95% sure that if we interviewed all residents then the result would be between 47.1% and 52.9%.

Key findings

Please note the key findings are based on the results to the representative survey only. The main body of the report details the results to the online survey alongside the representative survey.

Results of the representative survey are in line with the latest LGA Polling Survey and are more positive than 2019

- Overall resident satisfaction with their local area as a place to live is at 90%, which is a 6% increase since 2019 and 9% higher than the national LGA Polling Survey (81%)
- Satisfaction with the way the Council runs things has increased to 59% since 2019 (+4%), and is now broadly in line with the national LGA Polling Survey (63%)
- Agreement that the Council provides value for money has increased by 10% to 41% since 2019, which is also broadly in line with the national LGA Polling Survey (45%)
- The proportion of those who think the Council keeps residents well informed about the services and benefits it provides has increased to 56% (+15%), which is consistent with the national LGA Polling Survey (57%)
- Overall agreement has increased for all statements about Cheltenham as a place to live, with the largest increase recorded for *Cheltenham has a positive future* (+19%)
- Regarding town centre amenities, the largest increase in overall satisfaction was recorded for *events* (+21%)

- Overall satisfaction with Council services have increased, particularly for *the cleanliness of the streets in the local area* (+11%), *the household collections for recyclables* (+9%) and *the way the Council tackles anti-social behaviour* (+9%)
- Overall agreement that they can influence decisions affecting their local area increased by 10%

Respondents would most like to see changes to road maintenance to improve their experience as a resident, but some are happy with things the way they are

- When asked what one change the Council could make to improve their experience as a Cheltenham resident, the most common response was *better roads/path maintenance* (28%), however it is important to recognise that highways is the responsibility of Gloucestershire County Council and not Cheltenham Borough Council
- It is also positive to note that 11% suggested *nothing/no issues*, which was the second most common response
- A further 8% suggested *cleaner pavements/roads/areas of litter*

Respondents believe their local area has not changed much in the past year

- The majority of respondents (70%) said their local area has *not changed much* in the past year
- A further 11% felt it had *got better* and 20% thought it had *got worse*

Respondents tend to have positive perceptions of Cheltenham as a place to live but there is room for improvement, particularly around young people and growing careers

- Respondents were most likely to agree with the statement *I would recommend Cheltenham as a place to live* (89%)
- Large proportions also agreed that *Cheltenham has a positive future* (80%) and *Cheltenham has a vibrant culture and is an exciting place to live* (78%)
- Smaller proportions agreed that *Cheltenham is a place that offers opportunity for young people* (51%) and *by living in Cheltenham, I have the opportunity to grow my career* (44%)
- A large proportion answered that they didn't know or that it was not relevant to them in response to *by living in Cheltenham, I have the opportunity to grow my career* (28%)

High levels of satisfaction were recorded for most town centre amenities, but more could be done to improve satisfaction related to visiting after dark

- Respondents were most likely to be satisfied with *events* (88%), *safety during the day* (87%) and *Cheltenham town centre overall as a place to visit in the daytime* (82%)
- Less than half were satisfied with *Cheltenham town centre as a place to visit after dark* (48%) and *safety after dark* (44%)

The majority of respondents have already made several behaviour changes to tackle climate change

- Respondents were most likely to say they already *minimise energy usage at home* (80%)
- Large proportions also said that they are already *mindful of food consumption* (71%), that they already *choose to walk, cycle or use public transport more instead of using a car* (68%), and they already *avoid single use plastics and plastic packaging* (62%)
- Respondents were most likely to say that they would be willing to *avoid single use plastics and plastic packaging* (33%) and *improve the energy efficiency of their home* (31%)
- 14% said they would not be willing to *choose to walk, cycle or use public transport more instead of a car*

Respondents tend to agree that there is a need for more affordable homes to buy and rent in Cheltenham, but opinion is split regarding building homes on available land

- Three quarters of respondents agreed that *there is a need for more affordable homes to buy in Cheltenham* (76%) and *rent in Cheltenham* (76%)

- A larger proportion disagreed that they would be *willing to accept some new homes being built on available land* (47%) than agreed (34%)

Just over half are aware of the Golden Valley Development and the majority believe it will be a positive attribute for Cheltenham, but awareness of what will be based there is low

- Just over half (54%) are aware of the Golden Valley Development
- Large proportions agreed that *the Golden Valley Development will be positive for the local economy* (75%) and *for Cheltenham residents* (65%)
- Equal proportions agreed and disagreed that they could *confidently describe the Golden Valley Development and what will be based there* (39% agree and 39% disagree)
- A small proportion agreed that they *would be interested in applying for a job at the Golden Valley Development* (17%)

Three in ten respondents' place of work had been impacted by the pandemic, and were most likely to have changed jobs

- 28% of respondents reported that the pandemic had had an impact on where they work and a further 28% said this was not applicable to them
- Those whose workplace had been impacted by the pandemic were most likely to say they had *changed jobs* (30%) in relation to their current working arrangements
- Similar proportions said they were *now a hybrid worker and their place of work away from home is in Cheltenham* (22%) or that they *now fully work from home* (20%)

The majority believe that council tax should be raised below the level of inflation

- 67% of respondents said that council tax should be increased *below inflation*
- A further 30% of respondents said that it should *match inflation*
- Only a very small proportion felt it should be increased *above inflation* (3%)

Respondents are generally satisfied with the services provided by the Council, but a large proportion is unaware of how the Council tackles anti-social behaviour

- Respondents were most likely to be satisfied with *the parks and open spaces provided by the Council* (88%), *the household collections for domestic waste* (83%) and *the household collections for recyclables* (81%)
- *The way the Council tackles anti-social behaviour* recorded the lowest satisfaction (30%)
- A large proportion answered that they don't know in relation to *the way the Council tackles anti-social behaviour* (33%)

It is important to the majority of respondents that the Council has a physical presence in the town centre as well as an online presence

- Respondents thought it was most important that *the public can access the Council's services digitally* (91%)
- Large proportions also felt it was very or fairly important that *there is a place within the town centre where the public can make enquiries and access Council services* (90%) and *the Council's main office and staff are located in the town centre* (85%)

The proportion of those who agree they can influence decisions affecting their local area has increased since 2019, but respondents are still more likely to disagree than agree

- Overall agreement that they can influence decisions affecting their local area has increased by 10% since 2019
- However, respondents are still more likely to disagree (44%) than agree (29%)

The most common sources of information from or about the Council are the Council website, leaflets or posters, and the local media

- Half (51%) said they obtain information from or about the Council via the *Council website*
- Other common responses include *leaflets or posters* (32%) and *local media* (17%)

The Research Programme

Introduction

Cheltenham Borough Council wished to conduct a survey with a representative sample of its residents to understand views on a number of topics related to the Council and the local area, in order to help inform a refresh of the Corporate Plan. Benchmarking was also required against the findings from the 2019 Resident Survey and the LGA 'Are You Being Served?' polling survey.

Enventure Research was commissioned to conduct the survey, analyse and evaluate the feedback and provide a comprehensive report on the findings.

Methodology and survey design

Questionnaire design
A questionnaire was co-designed by Cheltenham Borough Council and Enventure Research and included questions designed to understand:

- How the Council could improve residents' experience as a Cheltenham resident
- Satisfaction with the local area
- Whether residents' local area has changed in the past year
- Perceptions of living in Cheltenham
- Satisfaction with the town centre amenities
- Behaviour changes related to climate change
- Perceptions of housing in Cheltenham
- Awareness and perceptions of the Golden Valley Development
- The impact of the Covid-19 pandemic on residents' places of work
- Views on how the Council runs things
- Opinions on whether the Council provides value for money
- The rate at which residents feel council tax should be raised
- Satisfaction with Council services
- How well informed the Council keeps its residents
- Whether residents can influence decisions affecting their local area
- How residents obtain information from and about the Council

To allow comparisons to be made against previous survey findings, some questions from the 2019 Resident Survey were included, as well as questions from the LGA 'Are You Being Served?' national polling survey to allow for benchmarking on a national scale.

For reference, a copy of the questionnaire can be found in the **Appendices**.

Representative telephone and face-to-face survey
A representative telephone survey was conducted with residents of Cheltenham aged 16 and above by a team of telephone interviewers using a CATI methodology (Computer Aided Telephone Interviewing), whereby respondents' answers to questions are directly input into survey software. In addition, some interviews were undertaken face-to-face at various locations across Cheltenham town centre to ensure hard to reach residents were included, such as those from ethnic minority backgrounds and younger residents.

Interviews took approximately 12 minutes for an interviewer to complete with a respondent. Interviewer shifts took place at different times, on both weekdays and weekends (including at peak times).

Before launching the survey, the questionnaire was tested with a small number of residents who were asked to take part and provide feedback on their experience. This helped ensure that the questionnaire was easy to understand, would elicit useful responses, was of a suitable length and that the questions were asked in a non-biased manner to collect valid and reliable data.

In total, **1,100 interviews** were completed, with research taking place from 7 September to 6 October 2022.

Quotas for the survey were set on age, gender and area of Cheltenham based on mid-year population estimates in 2020, to provide a sample that was broadly representative of Cheltenham residents.

Online survey
To provide all residents with the opportunity to take part in the survey, an online version of the same questionnaire used in the representative telephone and face-to-face survey was made available for residents to complete. The online survey was hosted and managed online by Enventure Research between 20 September and 5 October 2022. The survey was open to people aged 16 and above who lived in the borough.

The online survey was promoted via the Council's website and social media channels, such as the Council's official Facebook (including a paid advert), Twitter and LinkedIn pages.

The online survey received **246** responses.

Survey response

In total, **1,346 responses** were received to the survey.

Figure 1 – Survey responses by methodology

Methodology	Number	Percentage
Representative telephone and face-to-face survey	1,100	82%
Online survey	246	18%
TOTAL	**1,346**	**100%**

Interpretation of the findings

Figures
This report contains tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table or chart
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- A response of less than 0.5% will be shown as 0%

In some cases, response options are not shown in figures if they were not selected by any respondents.

Sampling tolerances

As the survey was undertaken by a sample of people who live in Cheltenham, all results are subject to sampling tolerances. Based on ONS mid-2020 estimates, the Cheltenham population of those aged 16 and above is 95,371, meaning that the 1,100 representative sample size will provide an accuracy of +/-2.9% at the 95% confidence interval. This means with a result of 50%, we can be 95% sure that if we interviewed all residents then the result would be between 47.1% and 52.9%.

Subgroup analysis

Subgroup analysis has been undertaken to explore the representative survey results by gender, age, ethnicity, area of Cheltenham, whether children live in the household, and disability. This analysis has only been carried out where the sample size is seen to be sufficient. In some cases where sample sizes are not large enough, subgroups have been combined to create a larger group. The percentages shown in the subgroup analysis reflect the proportion of the subgroup who answered the question and gave a particular response. Subgroup analysis has not been carried out for the online survey, as the sample size is smaller and not representative.

Differences that are statistically significant according to the z-test at the 95% confidence level have been highlighted in this report. The z-test is a commonly used statistical test used to highlight whether differences in results are ‘significant’. By this we mean that we can say with 95% confidence that we would see a difference if all residents within a specific subgroup had answered the question.

Other responses

For some questions, respondents were able to select ‘other’ and provide a free-text response. Where 15 or more ‘other’ responses have been received, a summary has been provided within the commentary to highlight the most common response themes.

Response scales

Some survey questions allowed respondents to answer questions using Likert scales, such as satisfaction rating scales. As differences between responses within these scales are often subjective, for example the difference between those who answered ‘very satisfied’ and ‘quite satisfied’, these response options have been combined to create total responses.

Benchmarking and comparisons

Some of the questions asked in the Cheltenham Resident Survey are also asked by the Local Government Association (LGA) in a national tracker survey, which is administered to a representative sample of 1,000 British adults using a telephone survey methodology. Results from the Cheltenham Resident Survey have been compared where the same question has been asked in the national survey. The survey that the results have been compared with was undertaken in June 2022.

Where questions have been repeated from the previous Cheltenham Resident Survey conducted in 2019 the results have been included for comparison. It should be noted that the methodology of this year’s survey is different to that in 2019, which utilised a postal methodology, so results are not necessarily directly comparable, but will give a good indication of trends in attitudes and perceptions.

Terminology

Throughout this report, those who took part in the representative survey are referred to as ‘representative respondents’, whilst those who completed the online version of the survey are referred to as ‘online respondents’.

Research Findings

The local area

Changes to improve residents' experiences

Respondents were asked what one change they would want the Council to make to improve their experience as a Cheltenham resident. The most common response for both surveys related to *better roads/path maintenance* (28% representative and 22% online).

Other common responses for those taking part in the representative survey include *no issues/nothing* (11%), *cleaner pavements/roads/areas of litter* (8%) and *reduce cost of parking/more car parking needed/more disabled car parking* (8%).

Regeneration of the High Street was important for online respondents, with 18% suggesting *High Street regeneration/encourage businesses.* A further 7% of online respondents said *cleaner pavements/roads/areas of litter.*

***Figure 2 – (Q1) What one change would you want Cheltenham Borough Council to do to improve your experience as a Cheltenham resident?* (top 10 responses)**
Base: All representative respondents (1,100); online (246)

Response	Number	Percentage
Representative survey		
Better roads/path maintenance	313	28%
No issues/nothing	126	11%
Cleaner pavements/roads/areas of litter	88	8%
Reduce cost of parking/more car parking needed/more disabled car parking	85	8%
High Street regeneration/encourage businesses	58	5%
More/better public transport	57	5%
Better traffic management/improve traffic flow/roadwork planning/less roadworks	48	4%
Address ASB/crime/drugs/make safer	38	3%
Improved cycle infrastructure/more cycle parking	34	3%
Other	50	5%
Online survey		
Better roads/path maintenance	54	22%
High Street regeneration/encourage businesses	45	18%
Cleaner pavements/roads/areas of litter	19	8%
Improved cycle infrastructure/more cycle parking	18	7%
Better traffic management/improve traffic flow/roadwork planning/less roadworks	17	7%
More/better public transport	16	7%
Pedestrianise town centre	13	5%
Speed restrictions/safer roads	11	4%
Reduce cost of parking/more car parking needed/more disabled car parking	11	4%
Address ASB/crime/drugs/make safer	8	3%
Address green areas/more green maintenance needed	8	3%
Spend money more wisely	7	3%
More care for environment	7	3%

Satisfaction with the local area

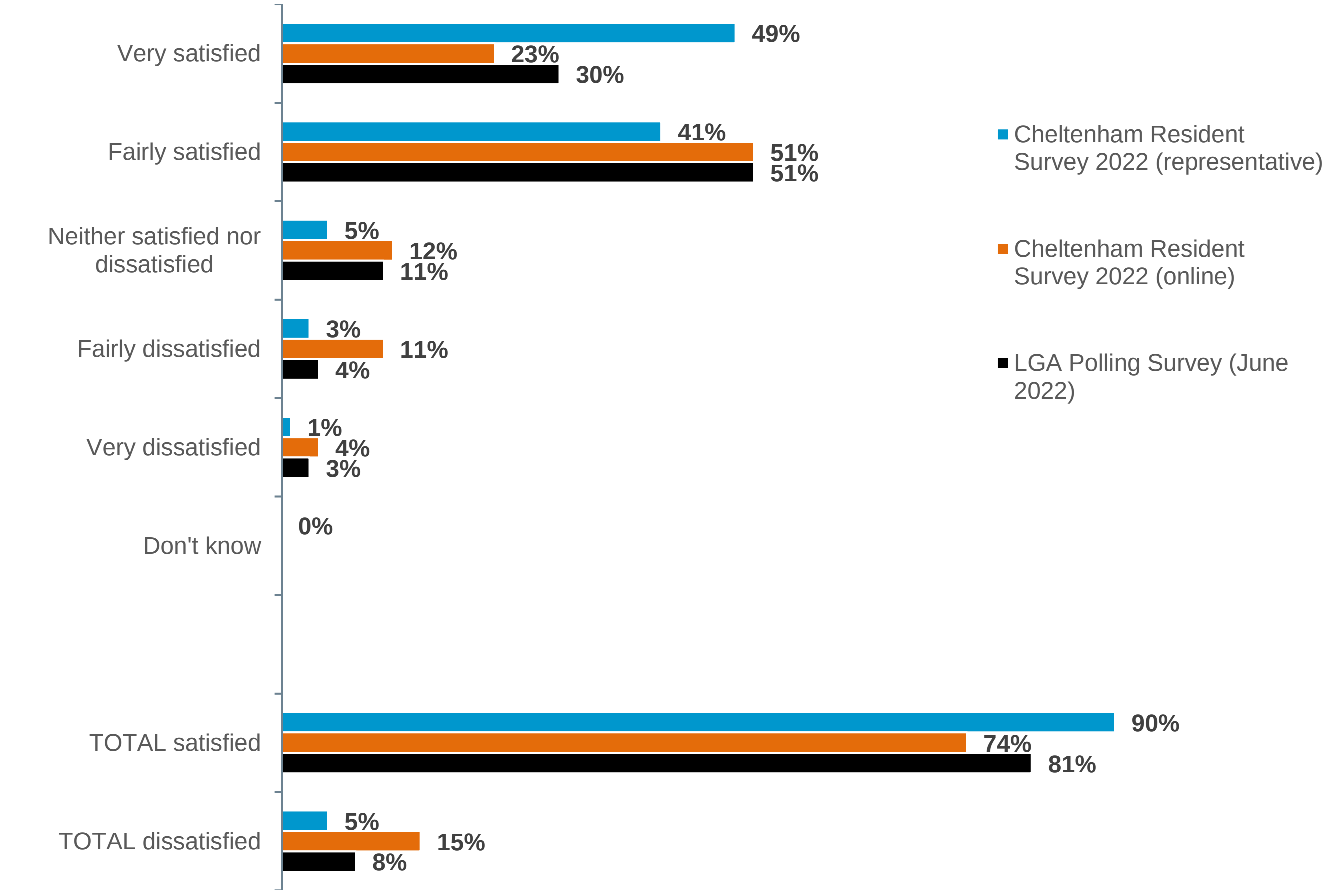
Respondents were asked how satisfied or dissatisfied they were with their local area as a place to live. Nine in ten representative respondents (90%) indicated that they were satisfied, including 49% who were *very satisfied* and 41% who were *fairly satisfied.* A further 5% were *neither satisfied nor dissatisfied* and just 5% were either *fairly dissatisfied* (3%) or *very dissatisfied* (1%).

Although still very high, satisfaction was lower amongst those who took part in the online survey, with three quarters indicating that they were satisfied (74% overall). Online respondents were more likely to say they were dissatisfied (15% overall) than representative respondents (5% overall).

As shown in the chart below, the representative survey recorded a higher level of satisfaction than the LGA Polling Survey (+9%).

Figure 3 – (Q2) Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Base: All representative respondents (1,100); online (246); LGA (1,002)



Subgroup analysis of the representative survey

Subgroups more likely to indicate that they were **satisfied** (90% overall) include:

- Those living in Central (91%), Cheltenham North (92%) and Cheltenham South East (94%) vs those living in Cheltenham West (84%)
- Those who do not have a disability (91%) vs those who do (81%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

Overall satisfaction has increased by 6%, which is largely driven by the significant increase in the proportion who said they were *very satisfied* (+20%).

Figure 4 – (Q2) Overall, how satisfied or dissatisfied are you with your local area as a place to live? **(representative telephone survey only – compared with previous survey results)**
Base: All representative respondents 2022 (1,100); 2019 (1,572)

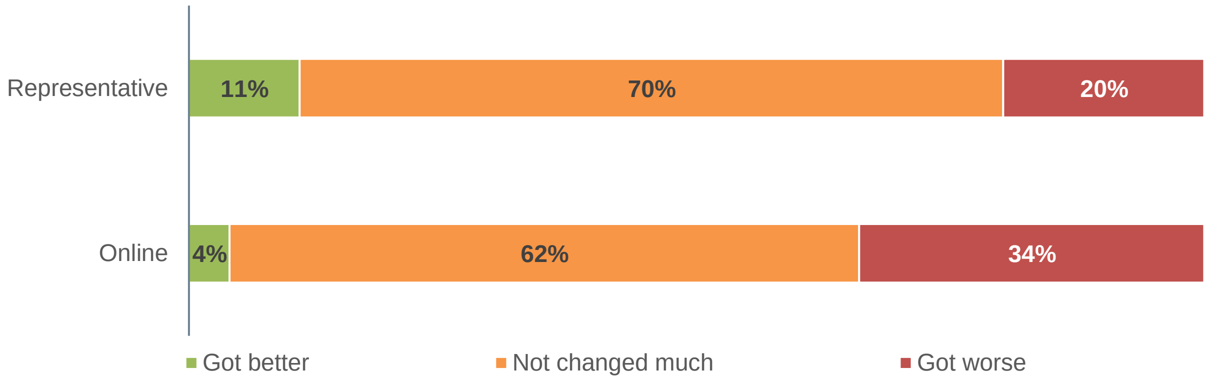
Response	2022	2019	Difference
Very satisfied	**49%**	29%	+20%
Fairly satisfied	**41%**	56%	-15%
Neither satisfied nor dissatisfied	**5%**	9%	-4%
Fairly dissatisfied	**3%**	5%	-2%
Very dissatisfied	**1%**	2%	-1%
TOTAL satisfied	**90%**	84%	+6%

Changes to the local area in the past year

When asked whether their local area has got better, worse or not changed much over the past year, 11% of representative respondents felt it had *got better*, whilst the majority (70%) thought it had *not changed much*. A further 20% of representative respondents reported feeling that their local area had *got worse.*

The majority of online respondents (62%) said their local area had *not changed much*, whilst 4% believed it had *got better* and a third (34%) thought it had *got worse*.

Figure 5 – (Q3) On the whole, do you think that over the past year your local area has got better or worse, or not changed much?
Base: All representative respondents (1,100); online (246)



Subgroup analysis of the representative survey

Subgroups more likely to feel that their local area has **got better** (11% overall) include:

- Those aged 16-54 (14%) vs those aged 55+ (7%)
- Those living in Central (14%) and Cheltenham North (14%) vs those living in Cheltenham South East (6%)

Subgroups more likely to feel that their local area has **got worse** (20% overall) include:

- Those aged 55+ (24%) vs those aged 16-34 (15%)
- Those who have a disability (29%) vs those who do not (18%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

The proportion who said their local area had *got worse* has decreased by 8%.

***Figure 6 – (Q3) On the whole, do you think that over the past year your local area has got better or worse, or not changed much?* (representative telephone survey only – compared with previous survey results)**
Base: All representative respondents 2022 (1,100); 2019 (1,534)

Response	2022	2019	Difference
Got better	**11%**	9%	+2%
Not changed much	**70%**	63%	+7%
Got worse	**20%**	28%	-8%

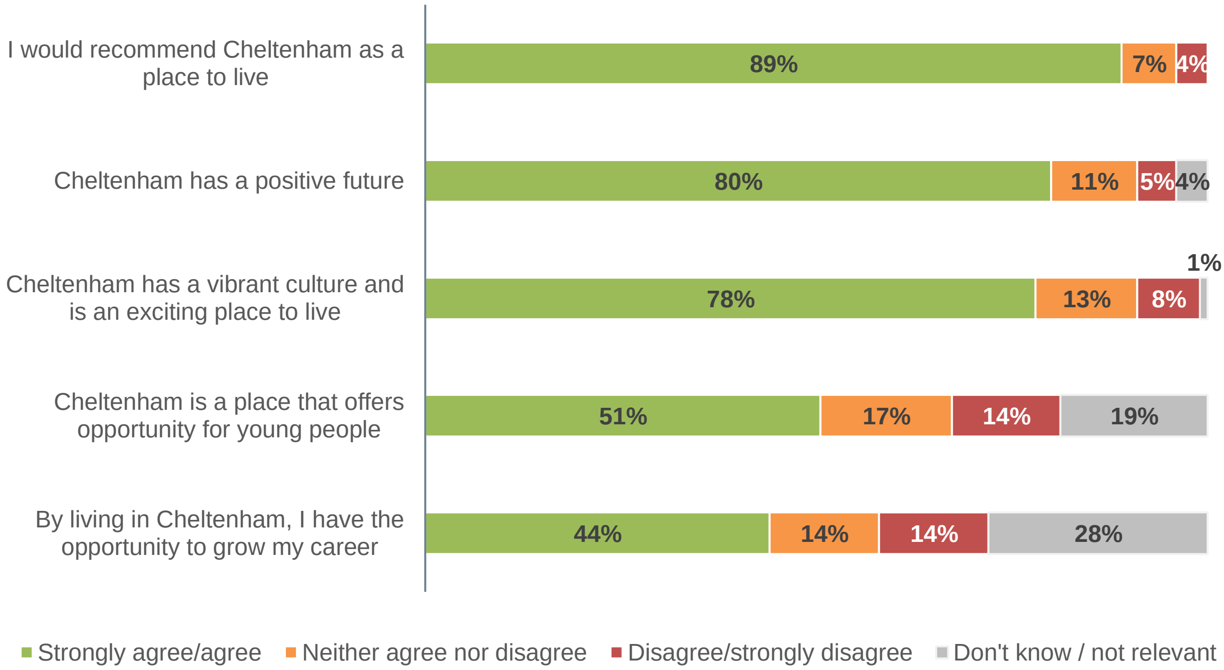
Agreement with statements about Cheltenham

Respondents were asked to what extent they agreed or disagreed with a series of statements about Cheltenham as a place to live. The chart below shows a breakdown of the responses provided by representative respondents.

Representative respondents were most likely to agree with the statement *I would recommend Cheltenham as a place to live* (89%). This was followed by eight in ten (80%) who agreed that *Cheltenham has a positive future* and a similar proportion (78%) who agreed that *Cheltenham has a vibrant culture and is an exciting place to live.*

Smaller proportions of representative respondents agreed that *Cheltenham is a place that offers opportunity for young people* (51%) and *by living in Cheltenham, I have the opportunity to grow my career* (44%). However, much larger proportions also said they didn't know or that these statements weren't relevant to them (19% and 28% respectively) when compared with other statements.

Figure 7 – (Q4) To what extent do you agree or disagree with the following statements?
Base: All representative respondents (1,100)



Subgroup analysis of the representative survey

Subgroups more likely to **agree** with the statement **I would recommend Cheltenham as a place to live** (89% overall) include:

- Those aged 35-54 (91%) vs those aged 16-34 (85%)
- Those living in Central (90%) and Cheltenham South East (94%) vs those living in Cheltenham West (83%)

Those living in Central and Cheltenham South East were more likely to **agree** with the statement **Cheltenham has a vibrant culture and is an exciting place to live** (84% and 85% respectively) vs those living in Cheltenham West (71%).

Subgroup analysis of the representative survey continued

Subgroups more likely to **disagree** with the statement **Cheltenham is a place that offers opportunity for young people** (14% overall) include:

- Those aged 16-34 (21%) vs those aged 35+ (12%)
- Those living in Cheltenham West (20%) vs those living in Central (11%) and Cheltenham South West (7%)

Subgroups more likely to **agree** with the statement **by living in Cheltenham, I have the opportunity to grow my career** (44% overall) include:

- Those aged 16-54 (55%) vs those aged 55+ (32%)
- Those with children or young people aged 0-18 in their household (52%) vs those without (41%)
- Those who do not have a disability (45%) vs those who do (36%)

Subgroups more likely to **disagree** with the statement **by living in Cheltenham, I have the opportunity to grow my career** (14% overall) include:

- Those from ethnic minority backgrounds (31%) vs those of White ethnicity (14%)
- Those living in Cheltenham West (20%) vs those living in Cheltenham North (12%) and Cheltenham South West (10%)
- Those with children or young people aged 0-18 in their household (19%) vs those without (13%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

Overall agreement has increased for all statements since the 2019 survey, with the largest increases being seen for *Cheltenham has a positive future* (+19%), *Cheltenham is a place that offers opportunity for young people* (+16%) and *by living in Cheltenham, I have the opportunity to grow my career* (+15%).

***Figure 8 – (Q4) To what extent do you agree or disagree with the following statements?* (Representative telephone survey only – compared with previous survey results [% strongly agree/agree])**

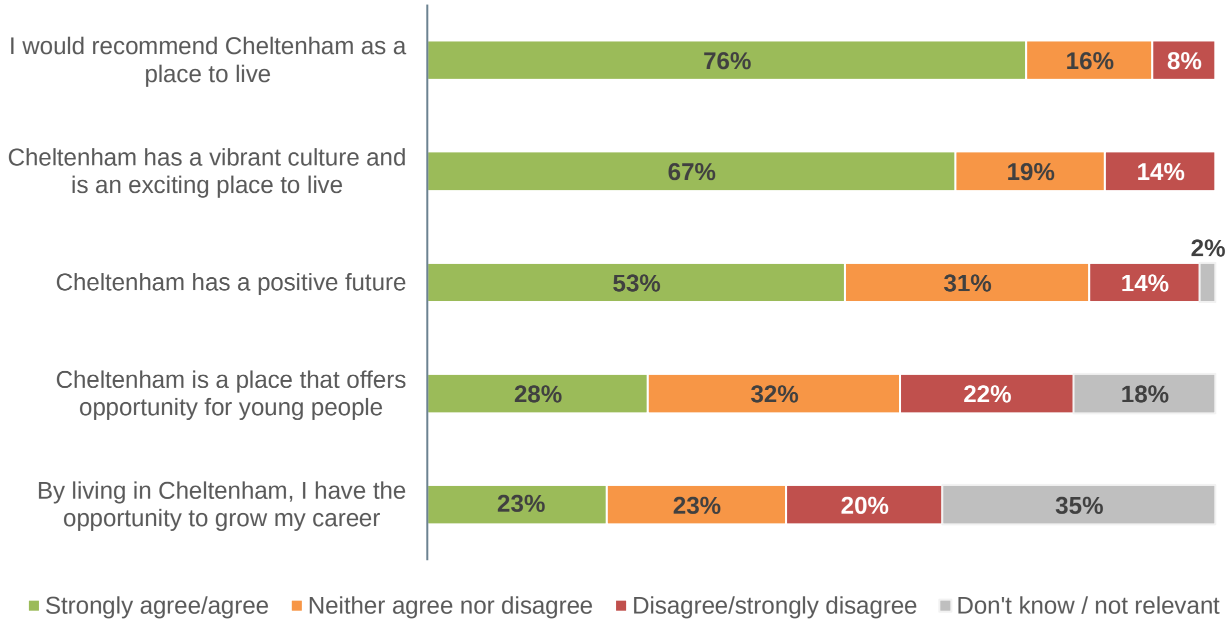
Base: All representative respondents 2022 (1,100); 2019 (various – unknown)

Response	2022	2019	Difference
I would recommend Cheltenham as a place to live	**89%**	82%	+7%
Cheltenham has a positive future	**80%**	61%	+19%
Cheltenham has a vibrant culture and is an exciting place to live	**78%**	69%	+9%
Cheltenham is a place that offers opportunity for young people	**51%**	35%	+16%
By living in Cheltenham, I have the opportunity to grow my career	**44%**	29%	+15%

Online respondents were also most likely to agree with the statement *I would recommend Cheltenham as a place to live* (76%). Two thirds (67%) agreed that *Cheltenham has a vibrant culture and is an exciting place to live* and just over half (53%) agreed that *Cheltenham has a positive future.*

As seen with the findings from the representative survey, much smaller proportions agreed that *Cheltenham is a place that offers opportunity for young people* (28%) and *by living in Cheltenham, I have the opportunity to grow my career* (23%). Online respondents were most likely to answer that they neither agreed nor disagreed for the statement *Cheltenham is a place that offers opportunity for young people* (32%) and were most likely to indicate that they did not know or that it was not relevant to them in response to the statement *by living in Cheltenham, I have the opportunity to grow my career* (35%).

Figure 9 – (Q4) To what extent do you agree or disagree with the following statements?
Base: All online respondents (246)



Satisfaction with town centre amenities

Respondents were asked to rate their satisfaction with a number of amenities in Cheltenham town centre. The chart below shows a breakdown of the responses provided by representative respondents.

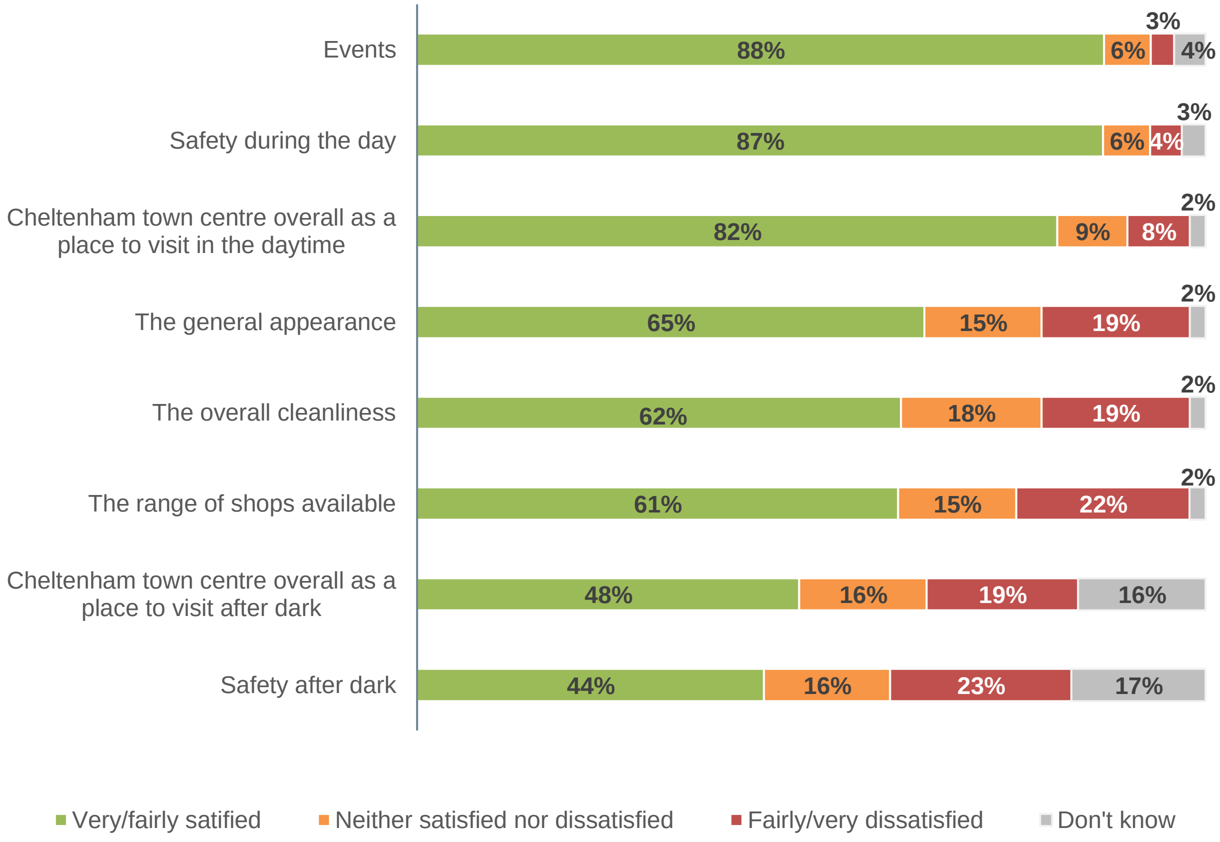
Events recorded the highest level of satisfaction (88%), with examples provided such as Cheltenham Festivals, the Farmer's Market, ice rink and Children's Festival.

Representative respondents appear to prefer Cheltenham town centre during the daytime, as 87% were satisfied with their *safety during the day* and a further 82% were satisfied with *Cheltenham town centre overall as a place to visit in the daytime.* By comparison, 48% were satisfied with *Cheltenham town centre overall as a place to visit after dark* and 44% were satisfied with their *safety after dark.* However, it is important to highlight that large proportions indicated that they did not know (*Cheltenham town centre overall as a place to visit after dark* at 16% and *safety after dark* at 17%).

The survey results suggest that there are some further areas for improvement, where the majority of representative respondents indicated that they were satisfied, but significant proportions also recorded their dissatisfaction. This includes *the general appearance* (65% satisfied and 19% dissatisfied), *the overall cleanliness* (62% satisfied and 19% dissatisfied) and *the range of shops available* (61% satisfied and 22% dissatisfied).

Figure 10 – (Q5) Thinking about the town centre, how satisfied or dissatisfied are you with the following?

Base: All representative respondents (1,100)



Subgroup analysis of the representative survey

Female respondents were more likely to be **dissatisfied** with the following when compared with male respondents:

- The range of shops available (26% vs 16%)
- Cheltenham town centre overall as a place to visit after dark (22% vs 17%)
- Safety after dark (28% vs 17%)

Conversely, male respondents were more likely to be **satisfied** with the following when compared with female respondents:

- The range of shops available (65% vs 58%)
- Cheltenham town centre overall as a place to visit after dark (52% vs 45%)
- Safety after dark (50% vs 39%)

Compared with those aged 35+, respondents aged 16-34 were more likely to be **satisfied** with **the general appearance** (80% vs 60%) and **the range of shops available** (73% vs 58%).

Compared with those aged 55+, respondents aged 16-54 were more likely to be **satisfied** with **the overall cleanliness** (66% vs 55%) and **Cheltenham town centre overall as a place to visit after dark** (60% vs 35%).

Those aged 55+ were more likely be **dissatisfied** with the following:

- The general appearance (27%) vs those aged 16-54 (12%)
- The overall cleanliness (24%) vs those aged 16-54 (17%)
- The range of shops available (25%) vs those aged 16-34 (15%)

Those who have a disability were more likely to be **dissatisfied** with **Cheltenham town centre overall as a place to visit after dark** (32%) and **safety after dark** (32%) vs those who do not (18% and 22% respectively).

Those with children and young people aged 0-18 in their household were more likely to be **satisfied** with the following when compared with those without:

- Events (94% vs 86%)
- The general appearance (70% vs 63%)
- Cheltenham town centre overall as a place to visit after dark (61% vs 44%)

There were also some differences based on where respondents lived:

- Those living in Cheltenham South East were more likely to be **satisfied** with **events** (93%) vs those living in Cheltenham West (84%) and Cheltenham South West (86%)
- Those living in Cheltenham South East were more likely to be **satisfied** with **Cheltenham town centre overall as a place to visit in the daytime** (87%) vs those living in Cheltenham West (77%)
- Those living in Cheltenham North were more likely to be **satisfied** with **the range of shops available** (69%) vs those living in Cheltenham South East (57%)
- Those living in Central (24%), Cheltenham West (22%), Cheltenham South West (23%) and Cheltenham South East (26%) were more likely to be **dissatisfied** with **the range of shops available** vs those living in Cheltenham North (14%)
- Those living in Central were more likely to be **satisfied** with **Cheltenham town centre overall as a place to visit after dark** (56%) vs those living in Cheltenham West (43%) and Cheltenham South West (42%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

Satisfaction has increased for the majority of town centre amenities asked about since the 2019 survey, with the largest increase recorded for *events* (+21%). However, it is important to note that the 2019 survey was worded slightly differently and asked about *the range of events and activities.*

Decreases in satisfaction have been recorded for *the general appearance* (-1%), *the overall cleanliness* (-2%) and *the range of shops available* (-6%) since the 2019 survey.

Figure 11 – (Q5) Thinking about the town centre, how satisfied or dissatisfied are you with the following? **(Representative telephone survey only – compared with previous survey results [% very/fairly satisfied])**
Base: All representative respondents 2022 (1,100); 2019 (various – unknown)

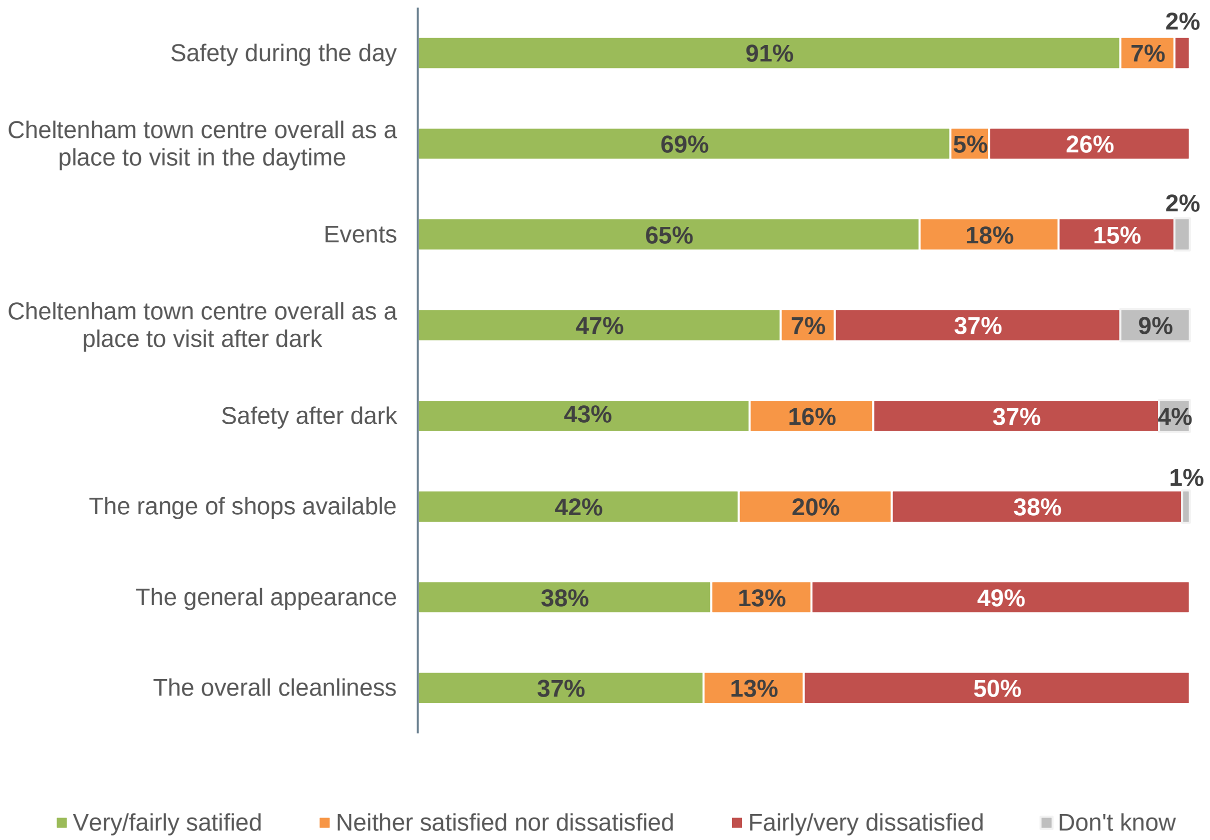
Response	2022	2019	Difference
Events	**88%**	67%	+21%
Safety during the day	**87%**	84%	+3%
Cheltenham town centre overall as a place to visit in the daytime	**82%**	80%	+2%
The general appearance	**65%**	66%	-1%
The overall cleanliness	**62%**	64%	-2%
The range of shops available	**61%**	67%	-6%
Cheltenham town centre overall as a place to visit after dark	**48%**	40%	+8%
Safety after dark	**44%**	38%	+6%

Nine in ten online respondents (91%) reported that they were satisfied with their *safety during the day*. A further 69% were satisfied with *Cheltenham town centre overall as a place to visit in the daytime,* and 65% were satisfied with *events.*

Less than half of online respondents indicated that they were satisfied with the remaining town centre amenities. The lowest levels of satisfaction were recorded for *the general appearance* (38%) and *the overall cleanliness* (37%), with online respondents being more likely to state they were dissatisfied with these in comparison (49% and 50% respectively).

Figure 12 – (Q5) Thinking about the town centre, how satisfied or dissatisfied are you with the following?

Base: All online respondents (246)



Environmental issues

Behaviour changes in the next five years

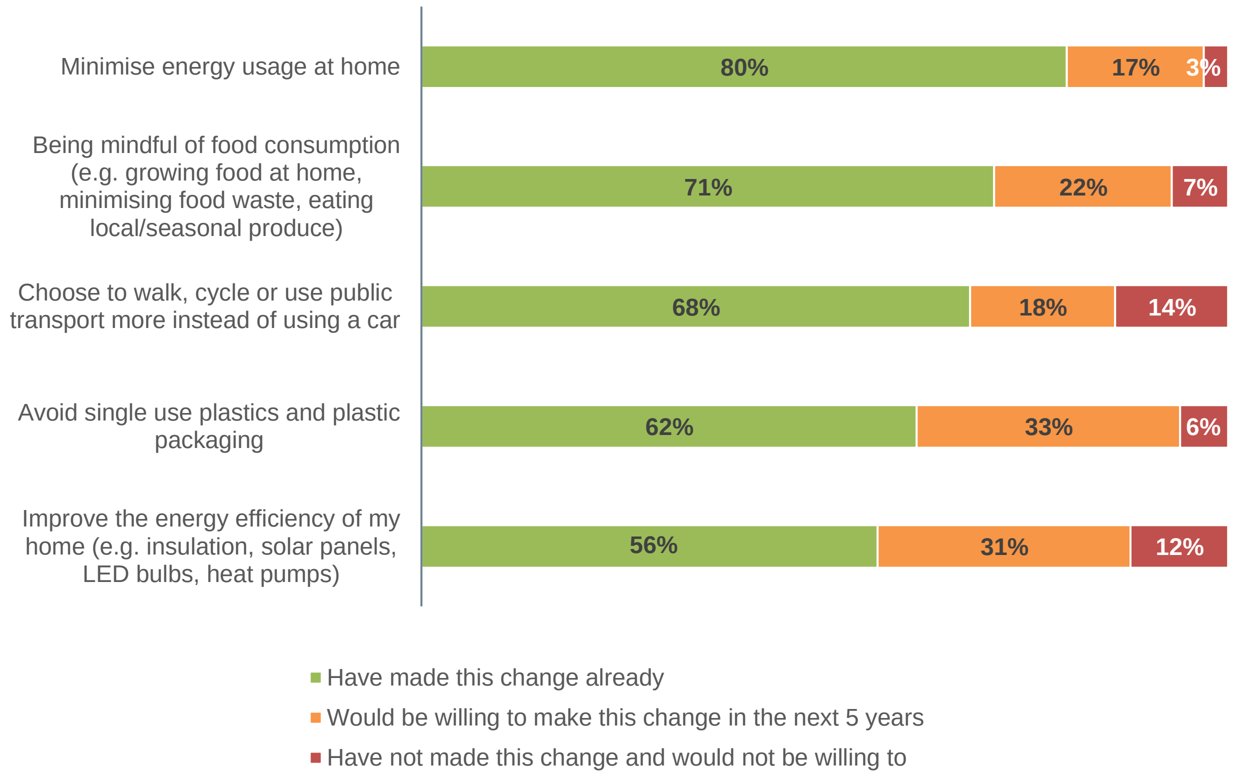
To understand residents' existing and potential behaviour changes to tackle climate change, a list of behaviours and activities were read out to respondents, who were then asked to indicate whether they currently did these specifically to reduce the impact of climate change. For any activities they were not currently doing, respondents were subsequently asked to state whether they would be willing to do these to reduce the impact of climate change in the next five years.

Eight in ten representative respondents (80%) said they were already *minimising energy usage at home.* Seven in ten (71%) said they were already *being mindful of food consumption*, and a similar proportion (68%) said they were already *choosing to walk, cycle or use public transport more instead of using a car.*

Avoiding single use plastics and plastic packaging was the behaviour change that representative respondents were most willing to make if they hadn't already made this change (33%), closely followed by *improving the energy efficiency of their home* (31%).

Representative respondents were most likely to say they would not be willing to *choose to walk, cycle or use public transport more instead of using a car* (14%) or *improve the energy efficiency of their home* (12%) if they hadn't made these changes already.

Figure 13 – (Q6) Which of the following changes, if any, have you made or would you be willing to make in the next five years specifically to tackle climate change and not for any other reason?
Base: All representative respondents (1,100)



Subgroup analysis of the representative survey

Male respondents were more likely to say they would **not be willing** to make the following changes in the next five years when compared with female respondents:

- Minimise energy usage at home (5% vs 2%)
- Being mindful of food consumption (9% vs 6%)
- Avoid single use plastics and plastic packaging (7% vs 4%)

Conversely, female respondents were more likely to say they were **already being mindful of food consumption** (74%) and **avoiding single use plastics and plastic packaging** (65%) than male respondents (67% and 58% respectively).

Compared with younger respondents, those aged 55+ were more likely to indicate they have **already made** the following changes:

- Minimise energy usage at home (83%) vs those aged 16-34 (74%)
- Being mindful of food consumption (76%) vs those aged 16-54 (66%)
- Avoid single use plastics and plastic packaging (66%) vs those aged 16-54 (57%)
- Improve the energy efficiency of their home (70%) vs those aged 16-54 (45%)

Those who have a disability were more likely to say they **already improve the energy efficiency of their home** (71%) than those who do not (54%).

Subgroups more likely to say they would be **willing** to **minimise energy usage at home** in the next five years (17% overall) include:

- Those aged 16-54 (20%) vs those aged 55+ (12%)
- Those living in Cheltenham South East (21%) vs those living in Central (13%)

Subgroups more likely to say they would be **willing** to **avoid single use plastics and plastic packaging** in the next five years (33% overall) include:

- Those aged 16-34 (45%) vs those aged 35+ (30%)
- Those with children and young people aged 0-18 in their household (42%) vs those without (29%)
- Those who do not have a disability (34%) vs those who do (24%)

Subgroups more likely to say they would be **willing** to **improve the energy efficiency of their home** in the next five years (31% overall) include:

- Those aged 16-34 (46%) vs those aged 35+ (27%)
- Those living in Cheltenham North (36%) vs those living in Cheltenham West (27%)
- Those with children and young people aged 0-18 in their household (40%) vs those without (28%)
- Those who do not have a disability (33%) vs those who do (17%)

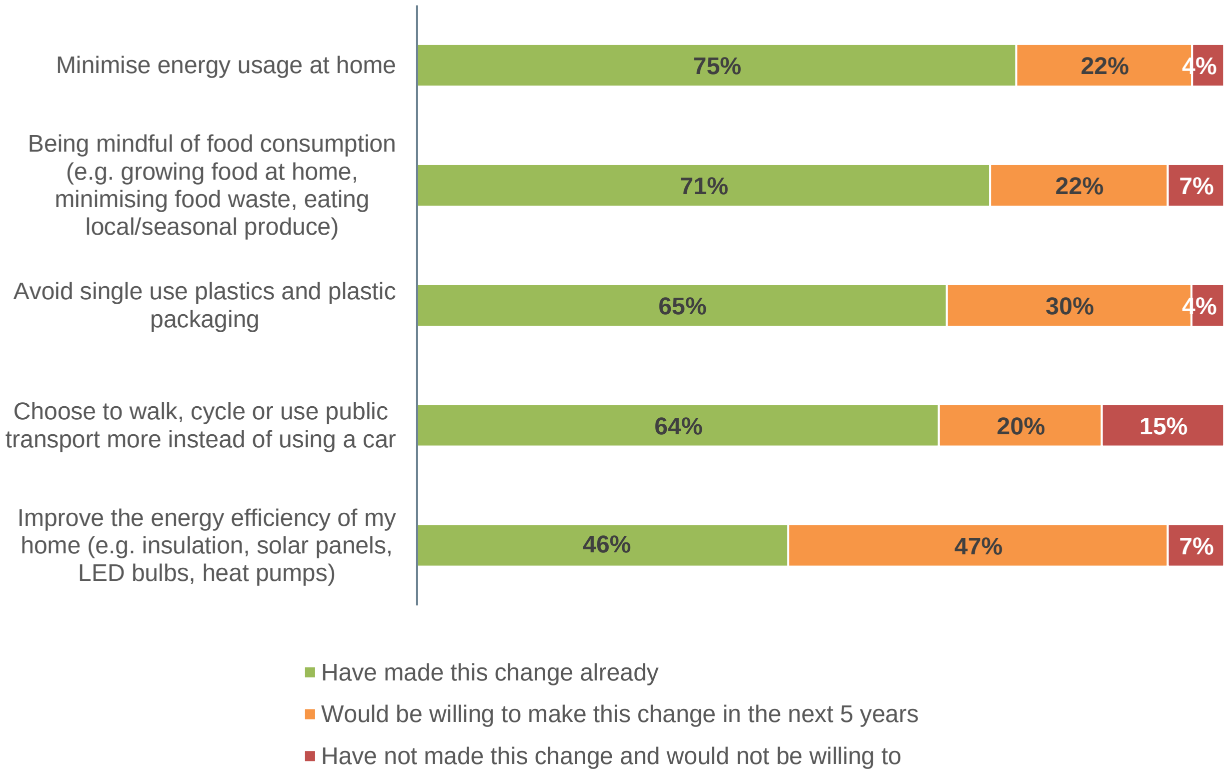
Three quarters of online respondents (75%) said they already *minimise energy usage at home,* closely followed by 71% who said they are already *being mindful of food consumption.*

Similar proportions of online respondents said they already *avoid single use plastics and plastic packaging* (65%) and *choose to walk, cycle or use public transport more instead of using a car* (64%). However, a larger proportion said they would not be willing to *choose to walk, cycle or use public transport more instead of using a car* (15%) than *avoid single use plastics and plastic packaging* (4%).

The responses relating to *improving the energy efficiency of their home* were split between those who have already made this change (46%) and those who would be willing to make this change in the next five years (47%). A further 7% said they would not be willing to make this change.

Figure 14 – (Q6) Which of the following changes, if any, have you made or would you be willing to make in the next five years specifically to tackle climate change and not for any other reason?

Base: All online respondents (246)



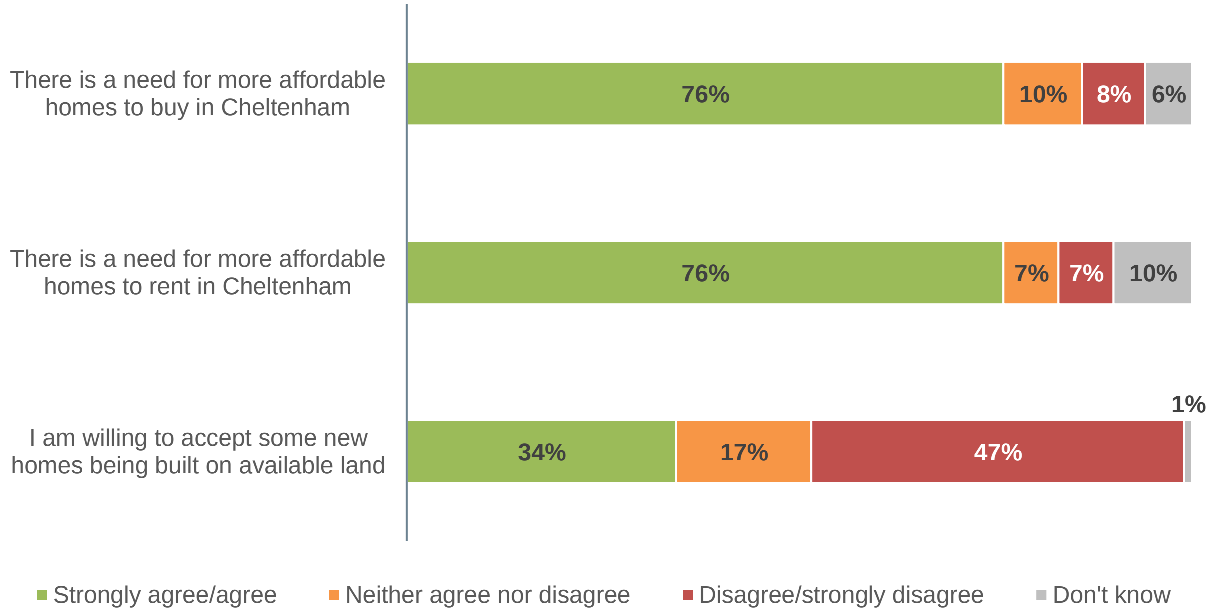
Developing Cheltenham

Agreement with statements about housing in Cheltenham

To gauge perceptions of housing in Cheltenham, respondents were asked to what extent they agreed or disagreed with three statements regarding this. Three quarters of representative respondents agreed that *there is a need for more affordable homes to buy* (76%) and *rent in Cheltenham* (76%).

Whilst a third of representative respondents (34%) agreed that they are *willing to accept some new homes being built on available land*, a larger proportion (47%) disagreed with this statement. A further 17% said they neither agreed nor disagreed.

Figure 15 – (Q7) To what extent do you agree or disagree with the following statements about housing in Cheltenham?
Base: All representative respondents (1,100)



Subgroup analysis of the representative survey

Those living in Central and Cheltenham West were more likely to **agree** that **there is a need for more affordable homes to buy in Cheltenham** (80% and 81% respectively) vs those living in Cheltenham South West (69%).

Those aged 55+ were more likely to **disagree** that **there is a need for more affordable homes to buy in Cheltenham** (10%) vs those aged 16-34 (4%).

Subgroups more likely to **agree** that **there is a need for more affordable homes to rent in Cheltenham** (76% overall) include:

- Those aged 16-54 (79%) vs those aged 55+ (72%)
- Those living in Central (81%) and Cheltenham West (81%) vs those living in Cheltenham South West (68%) and Cheltenham South East (72%)

Subgroup analysis of the representative survey continued

Those aged 35+ were more likely to **disagree** that **there is a need for more affordable homes to rent in Cheltenham** (8%) vs those aged 16-34 (3%).

Subgroups more likely to **agree** that they are **willing to accept some new homes being built on available land** (34% overall) include:

- Male respondents (42%) vs female respondents (28%)
- Those aged 16-34 (40%) vs those aged 55+ (31%)
- Those living in Cheltenham West (47%) vs those living elsewhere, particularly Cheltenham North (27%)

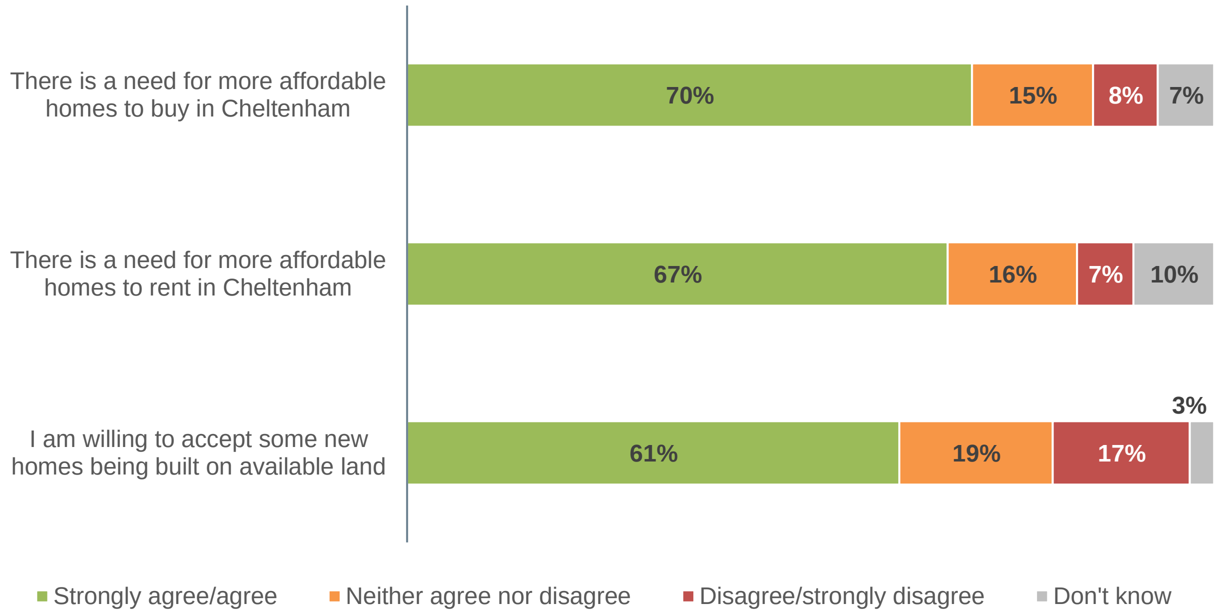
Subgroups more likely to **disagree** that they are **willing to accept some new homes being built on available land** (47% overall) include:

- Female respondents (52%) vs male respondents (41%)
- Those aged 55+ (53%) vs those aged 16-54 (42%)
- Those living in Cheltenham North (51%), Cheltenham South West (51%) and Cheltenham South East (51%) vs those living in Cheltenham West (39%)

As seen with the results of the representative survey, large proportions of online respondents agreed that *there is a need for more affordable homes to buy* (70%) and *rent in Cheltenham* (67%).

Online respondents were more likely to agree that they are *willing to accept some new homes being built on available land* when compared with representative respondents (61% vs 34%).

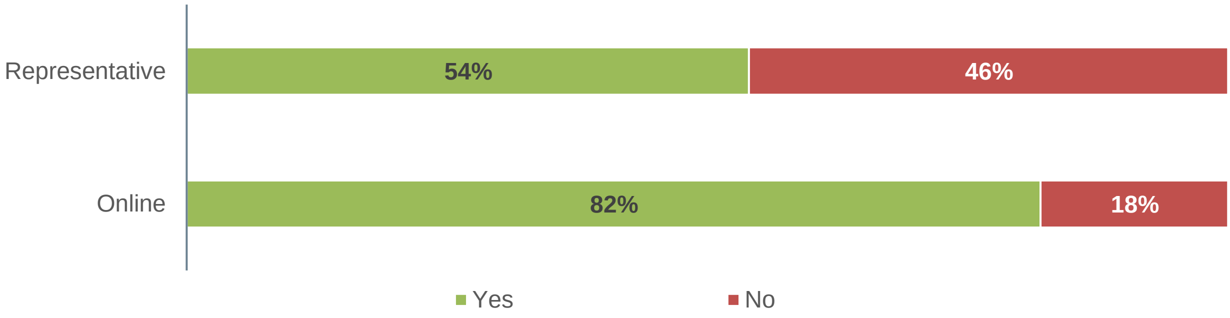
Figure 16 – (Q7) To what extent do you agree or disagree with the following statements about housing in Cheltenham?
Base: All online respondents (246)



Awareness of the Golden Valley Development

Just over half (54%) of those who took part in the representative survey said they were aware of the Golden Valley Development. A significantly larger proportion of online respondents (82%) said they were aware of this.

Figure 17 – (Q8) Are you aware of the Golden Valley Development?
Base: All representative respondents (1,100); online (246)



Subgroup analysis of the representative survey

Subgroups more likely to say they were **not aware** of the Golden Valley Development (46% overall) include:

- Female respondents (50%) vs male respondents (43%)
- Those aged 16-34 (53%) vs those aged 55+ (42%)
- Those from ethnic minority backgrounds (65%) vs those of White ethnicity (45%)
- Those living in Central (51%) and Cheltenham North (52%) vs those living in Cheltenham West (38%)

Perceptions of the Golden Valley Development

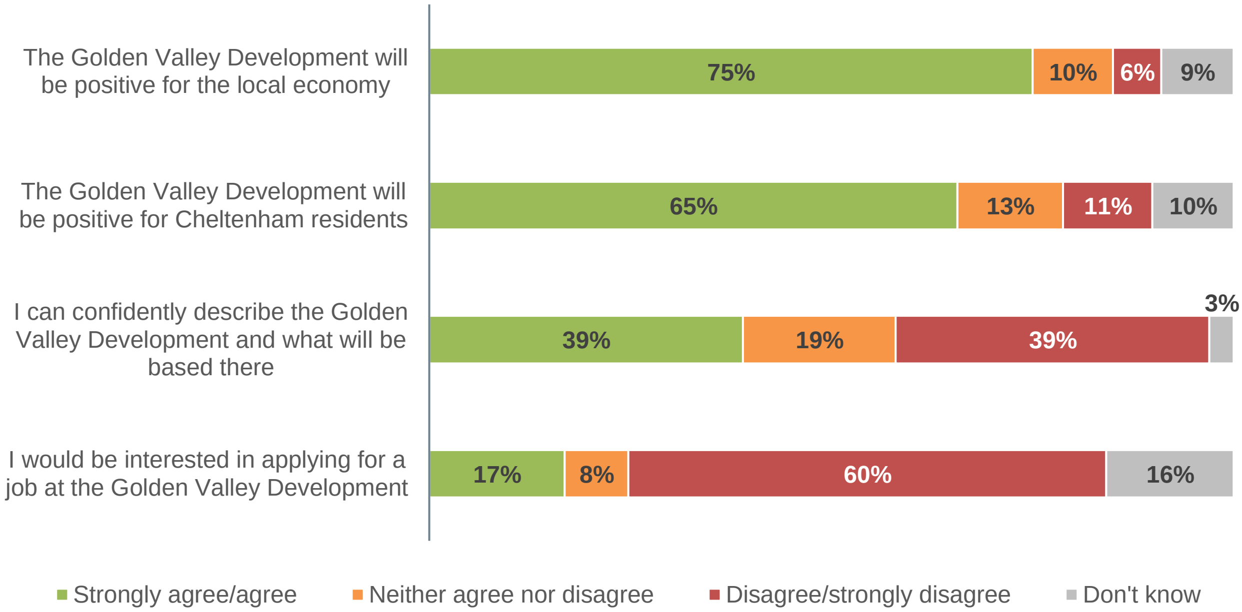
Those who indicated that they were aware of the Golden Valley Development were then asked to what extent they agreed or disagreed with a series of statements about this to gauge perceptions and awareness of the development.

Three quarters (75%) of representative respondents agreed that *the Golden Valley Development will be positive for the local economy* and two thirds (65%) agreed that *the Golden Valley Development will be positive for Cheltenham residents.*

Awareness of what the Golden Valley Development entails is mixed, with equal split between representative respondents who agreed and disagreed with the statement *I can confidently describe the Golden Valley Development and what will be based there* (both at 39%). A further 19% neither agreed nor disagreed with this statement.

A total of 17% of representative respondents agreed that they *would be interested in applying for a job at the Golden Valley Development*, whilst a similar proportion (16%) said they did not know. A large proportion (60%) disagreed.

Figure 18 – (Q9) To what extent do you agree or disagree with the following statements about the Golden Valley Development?
Base: Representative respondents who were aware of the Golden Valley Development (591)



Subgroup analysis of the representative survey

Subgroups more likely to **agree** that **the Golden Valley Development will be positive for the local economy** (75% overall) include:

- Male respondents (80%) vs female respondents (71%)
- Those aged 55+ (79%) vs those aged 16-34 (68%)
- Those living in Cheltenham South East (84%) vs those living in Central (70%) and Cheltenham South West (70%)

Female respondents were more likely to **disagree** that **the Golden Valley Development will be positive for the local economy** (8%) vs male respondents (4%).

Subgroup analysis of the representative survey continued

Male respondents were more likely to **agree** that **the Golden Valley Development will be positive for Cheltenham residents** (69%) vs female respondents (61%).

Subgroups more likely to **agree** that they **can confidently describe the Golden Valley Development and what will be based there** (39% overall) include:

- Male respondents (47%) vs female respondents (32%)
- Those aged 35-54 (45%) vs those aged 16-34 (31%)

Subgroups more likely to **disagree** that they **can confidently describe the Golden Valley Development and what will based there** (39% overall) include:

- Female respondents (46%) vs male respondents (33%)
- Those living in Cheltenham South East (50%) vs those living in Cheltenham West (33%)

Subgroups more likely to **agree** that they **would be interested in applying for a job at the Golden Valley Development** (17% overall) include:

- Male respondents (20%) vs female respondents (13%)
- Those aged 16-54 (25%) vs those aged 55+ (8%)
- Those living in Cheltenham South West (24%) vs those living in Cheltenham West (13%)
- Those with children and young people aged 0-18 in their household (27%) vs those without (13%)

Those aged 35+ were more likely to **disagree** that they **would be interested in applying for a job at the Golden Valley Development** (64%) vs those aged 16-34 (48%).

Subgroups more likely to say they **don't know** whether they **would be interested in applying for a job at the Golden Valley Development** (16% overall) include:

- Female respondents (19%) vs male respondents (13%)
- Those aged 55+ (24%) vs those aged 16-54 (7%)
- Those without children and young people aged 0-18 in their household (19%) vs those with (9%)

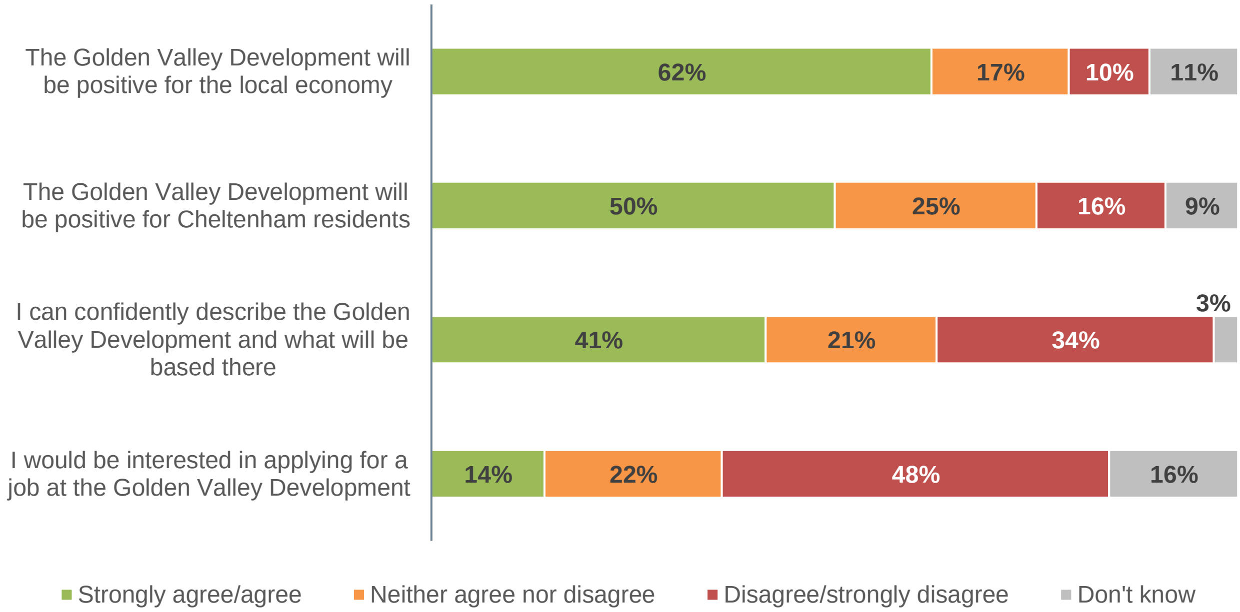
Online respondents were most likely to agree that *the Golden Valley Development will be positive for the local economy* (62%), and half (50%) also agreed that *the Golden Valley Development will be positive for Cheltenham residents*.

Compared with representative respondents, a similar proportion of online respondents agreed that they *can confidently describe the Golden Valley Development and what will be there* (41% vs 39%), with a further 34% of online respondents who disagreed and 21% who neither agreed nor disagreed.

A total of 14% of online respondents agreed that they *would be interested in applying for a job at the Golden Valley Development*, with a further 22% who neither agreed nor disagreed and 16% indicating that they did not know. Half of online respondents (48%) disagreed with this statement.

Figure 19 – (Q9) To what extent do you agree or disagree with the following statements about the Golden Valley Development?

Base: Online respondents who were aware of the Golden Valley Development (201)



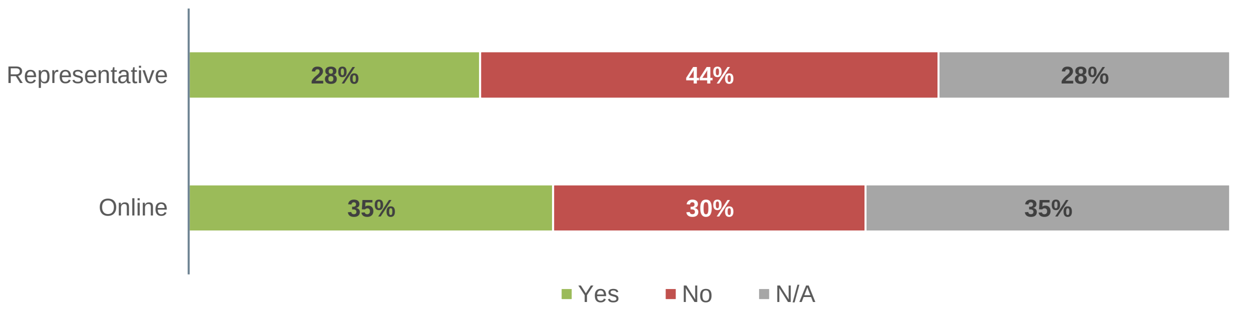
Covid-19 pandemic

Impact of the pandemic on residents' workplaces

Respondents were asked whether the pandemic had any impact on where they work in order to understand any potential changes to residents' workplaces caused by the Covid-19 pandemic. As shown in the chart below, online respondents were more likely to say that where they work had been impacted by the pandemic than representative respondents (35% vs 28%).

A further 28% of representative respondents and 35% of online respondents said this was not applicable to them.

Figure 20 – (Q10) Has the pandemic had any impact on where you work?
Base: All representative respondents (1,100); online (246)



Subgroup analysis of the representative survey

Subgroups more likely to say that the pandemic **did have an impact** on where they work (28% overall) include:

- Those aged 16-54 (36%) vs those aged 55+ (18%)
- Those living in Central (32%) vs those living in Cheltenham West (23%)
- Those with children and young people aged 0-18 in their household (35%) vs those without (25%)
- Those who do not have a disability (29%) vs those who do (17%)

Subgroups more likely to say that the pandemic **did not have an impact** on where they work (44% overall) include:

- Those aged 16-54 (59%) vs those aged 55+ (27%)
- Those living in Cheltenham West (52%) vs those living in Central (42%), Cheltenham North (40%) and Cheltenham South West (40%)
- Those with children and young people aged 0-18 in their household (58%) vs those without (40%)

Subgroups more likely to say this was **not applicable** to them (28% overall) include:

- Those aged 55+ (55%) vs those aged 16-54 (5%)
- Those living in Cheltenham South West (35%) vs those living in Central (26%), Cheltenham West (25%) and Cheltenham South East (25%)
- Those without children and young people aged 0-18 in their household (36%) vs those with (8%)
- Those who have a disability (43%) vs those who do not (26%)

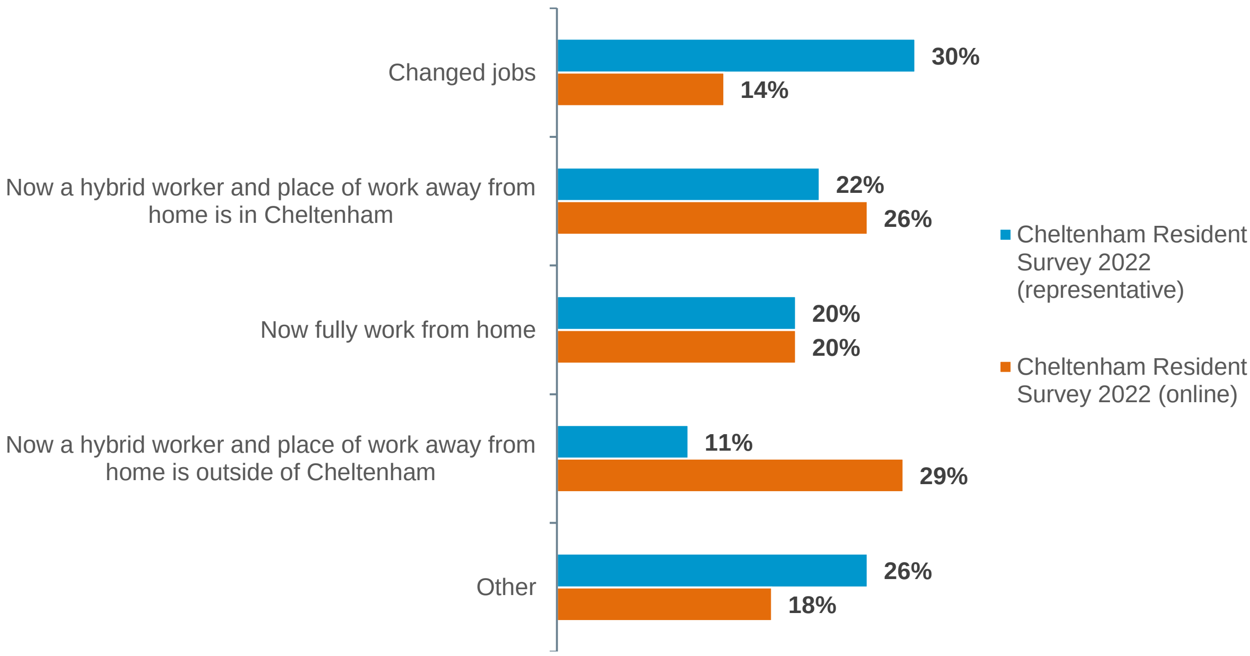
To understand the impact of the pandemic on the distribution of residents working in and out of Cheltenham, those who said that the pandemic did have an impact on where they work were asked what their current working arrangements are. Three in ten representative respondents (30%) said they had *changed jobs* since the pandemic. Similar proportions of representative respondents said they are *now a hybrid worker and their place of work away from home is in Cheltenham* (22%) or that they *now fully work from home* (20%). A further 11% said they are *now a hybrid worker and their place of work away from home is outside of Cheltenham.*

Online respondents were most likely to say they are *now a hybrid worker and their place is work away from home is outside Cheltenham* (29%) or *in Cheltenham* (26%).

A quarter of representative respondents (26%) provided an alternative response, shown in the chart as '*other*'. These '*other'* responses mostly related to no longer being in employment due to being made redundant, retiring or leaving employment to look after their children.

The most common '*other'* responses given by online respondents (18%) also related to no longer being in employment.

Figure 21 – (Q11) If yes, what are your current working arrangements?
Base: Those who said the pandemic had an impact on where they work – representative (304); online (85)



Subgroup analysis of the representative survey

Those aged 16-34 were more likely to indicate that they have **changed jobs** (53%) vs those aged 35+ (22%).

Conversely, those aged 35+ were more likely to say they are **now a hybrid worker and place of work away from home is in Cheltenham** (25%) and they **now fully work from home** (23%) vs those aged 16-34 (12% and 10% respectively).

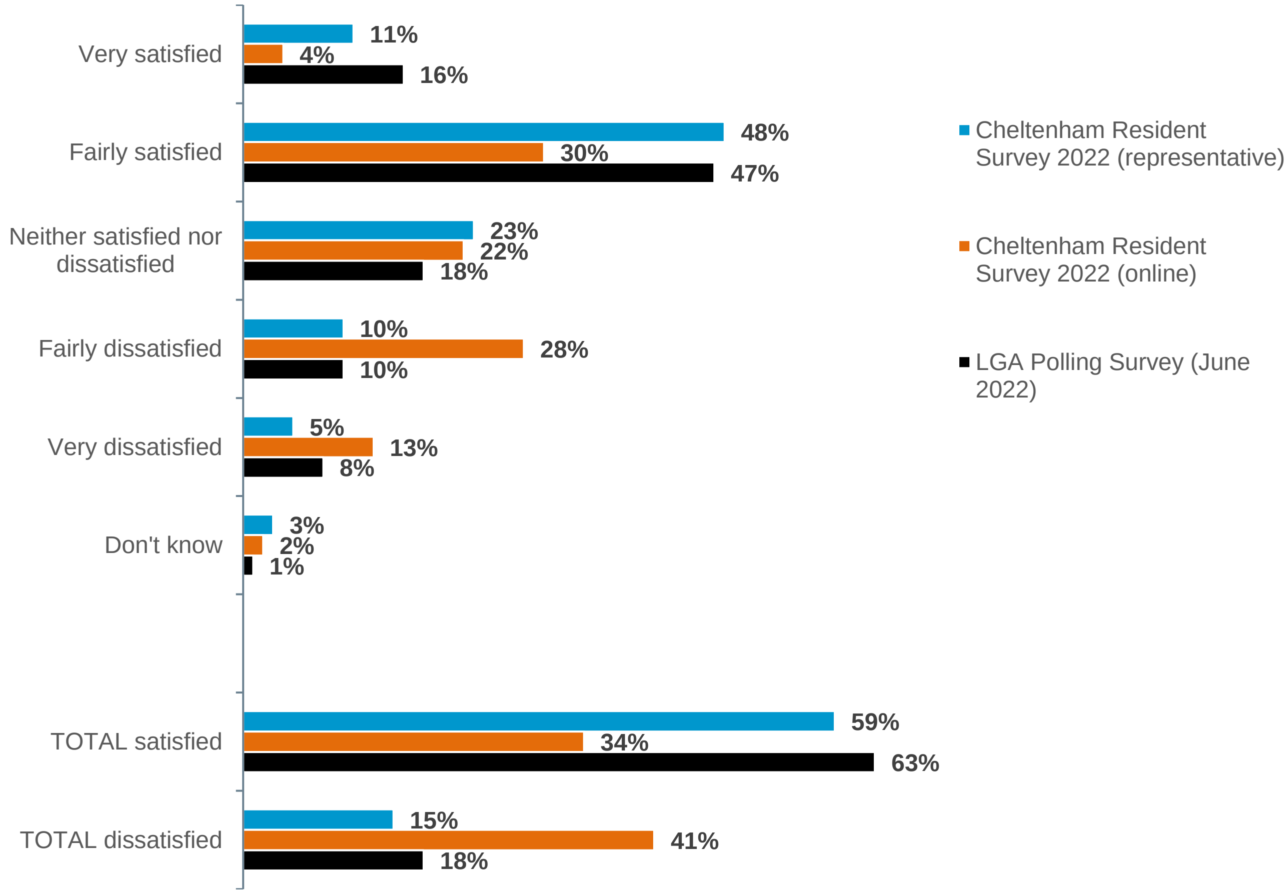
Views on Cheltenham Borough Council

How the Council runs things

Six in ten representative respondents (59%) said they were satisfied with the way Cheltenham Borough Council runs things, which is in line with the LGA Polling Survey (63%). This included 11% who were *very satisfied* and 48% who were *fairly satisfied*. A quarter (23%) were *neither satisfied nor dissatisfied* and a further 15% indicated that they were dissatisfied, including 10% who were *fairly dissatisfied* and 5% who were *very dissatisfied*.

A third of online respondents indicated that they were satisfied with the way Cheltenham Borough Council runs things (34% overall), however, a larger proportion indicated they were dissatisfied (41% overall).

Figure 22 – (Q12) Overall, how satisfied or dissatisfied are you with the way Cheltenham Borough Council runs things?
Base: All representative respondents (1,100); online (246); LGA (1,002)



Subgroup analysis of the representative survey

Those who do not have a disability were more likely to be **satisfied** (60%) vs those who do (51%).

Those aged 55+ were more likely to be **dissatisfied** (19%) vs those aged 16-54 (13%).

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

Since the 2019 survey, overall satisfaction with the way Cheltenham Borough Council runs things has increased by 4%.

***Figure 23 – (Q12) Overall, how satisfied or dissatisfied are you with the way Cheltenham Borough Council runs things?* (representative telephone survey only – compared with previous survey results)**
Base: All representative respondents 2022 (1,100); 2019 (1,555)

Response	2022	2019	Difference
Very satisfied	**11%**	6%	+5%
Fairly satisfied	**48%**	50%	-2%
Neither satisfied nor dissatisfied	**23%**	23%	-
Fairly dissatisfied	**10%**	13%	-3%
Very dissatisfied	**5%**	5%	-
TOTAL satisfied	**59%**	55%	+4%

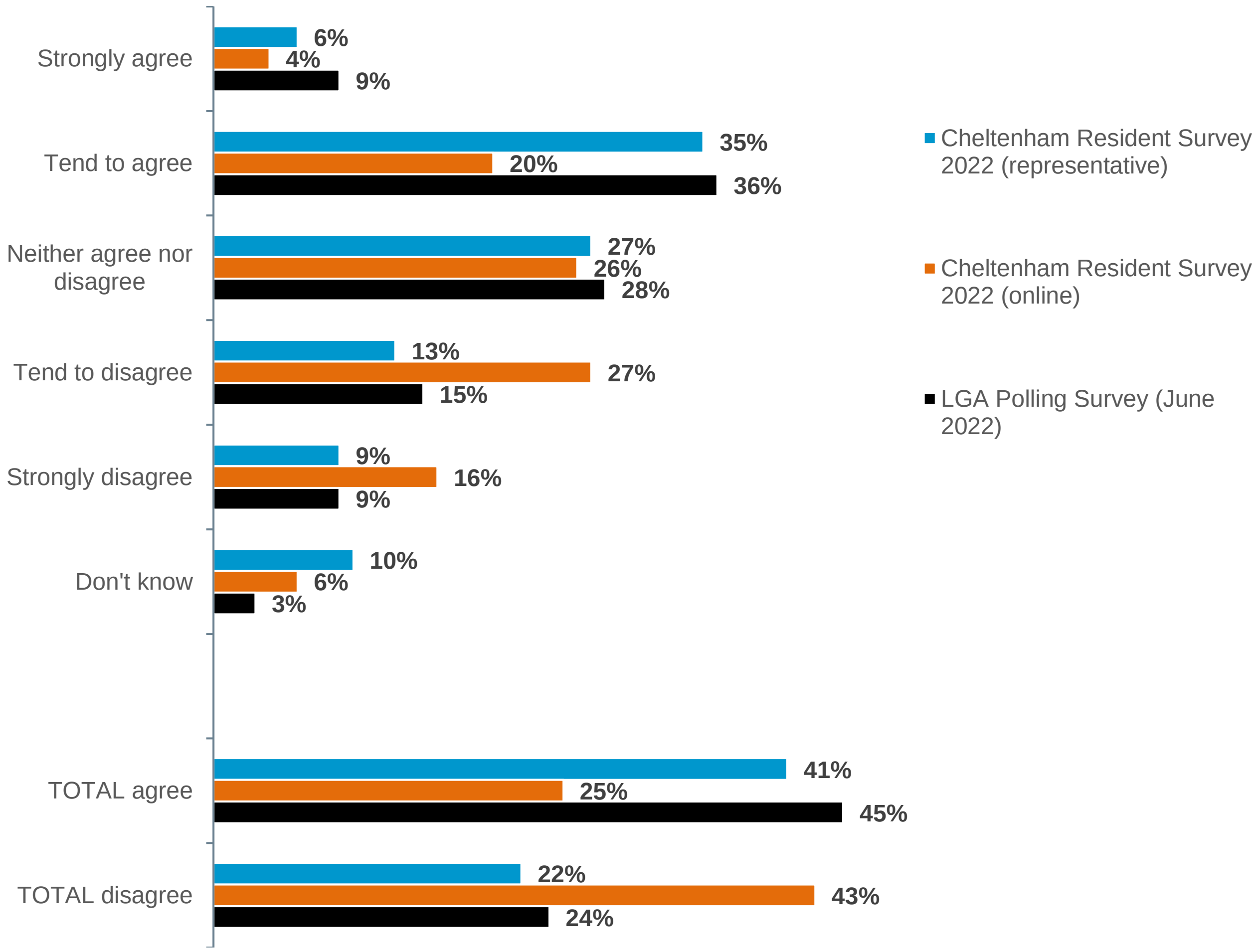
Value for money

Four in ten representative respondents (41%) agreed that Cheltenham Borough Council provides value for money, including 6% who *strongly agreed* and 35% who said they *tend to agree.* This figure is in line with the LGA Polling Survey (45%). A quarter of representative respondents (27%) *neither agreed nor disagreed* and 22% disagreed, either *tending to* (13%) or *strongly* (9%).

As seen previously, those who took part in the online survey held a more negative opinion, with a larger proportion saying they disagreed (43% overall) than agreed (25% overall).

Figure 24 – (Q13) To what extent do you agree or disagree that Cheltenham Borough Council provides value for money?

Base: All representative respondents (1,100); online (246); LGA (1,002)



Subgroup analysis of the representative survey

Those living in Cheltenham South East were more likely to **disagree** (30%) vs those living in Cheltenham West (20%), Cheltenham North (21%) and Cheltenham South West (19%).

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

Overall agreement that Cheltenham Borough Council provides value for money has increased by 10% since the 2019 survey.

***Figure 25 – (Q13) To what extent do you agree or disagree that Cheltenham Borough Council provides value for money?* (representative telephone survey only – compared with previous survey results)**
Base: All representative respondents 2022 (1,100); 2019 (1,546)

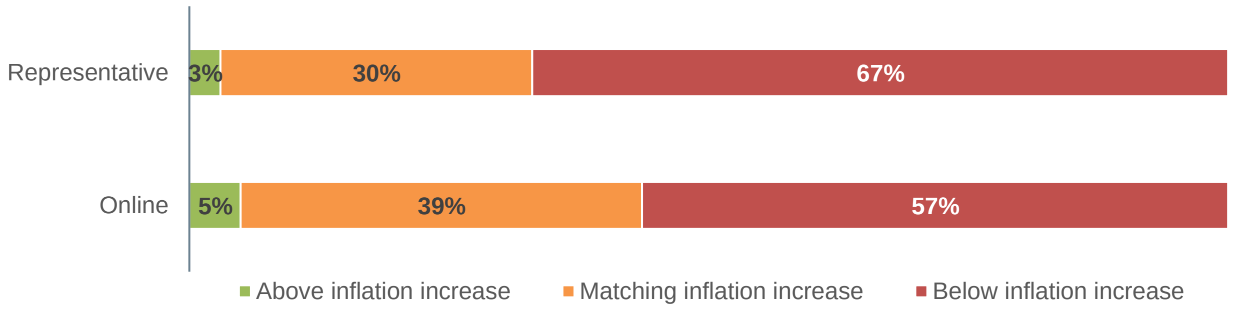
Response	2022	2019	Difference
Strongly agree	**6%**	3%	+3%
Tend to agree	**35%**	28%	+7%
Neither agree nor disagree	**27%**	36%	-9%
Tend to disagree	**13%**	18%	-5%
Strongly disagree	**9%**	7%	+2%
TOTAL agree	**41%**	31%	+10%

Potential increase in council tax

Due to the unprecedented economic times, it is likely that Cheltenham Borough Council will need to raise council tax in order to provide valued services and investment across the borough. Respondents were therefore asked at what level it should be raised.

The most common response for both representative and online respondents was that the increase should be *below inflation* (67% representative and 57% online). A further 30% of representative respondents and 39% of online respondents felt that council tax should be increased to *match inflation*. Although very small, similar proportions of representative and online respondents thought that it should be increased *above inflation* (3% representative and 5% online).

Figure 26 – (Q14) At what level should [council tax] be raised?
Base: All representative respondents (1,100); online (246)



Subgroup analysis of the representative survey

Subgroups more likely to select **matching inflation increase** (30% overall) include:

- Those aged 55+ (35%) vs those aged 16-54 (26%)
- Those living in Cheltenham South West (34%) and Cheltenham South East (36%) vs those living in Cheltenham North (23%)

Subgroups more likely to select **below inflation increase** (67% overall) include:

- Female respondents (70%) vs male respondents (64%)
- Those aged 16-54 (71%) vs those aged 55+ (62%)
- Those living in Cheltenham North (73%) vs those living in Cheltenham South East (60%)

Satisfaction with council services

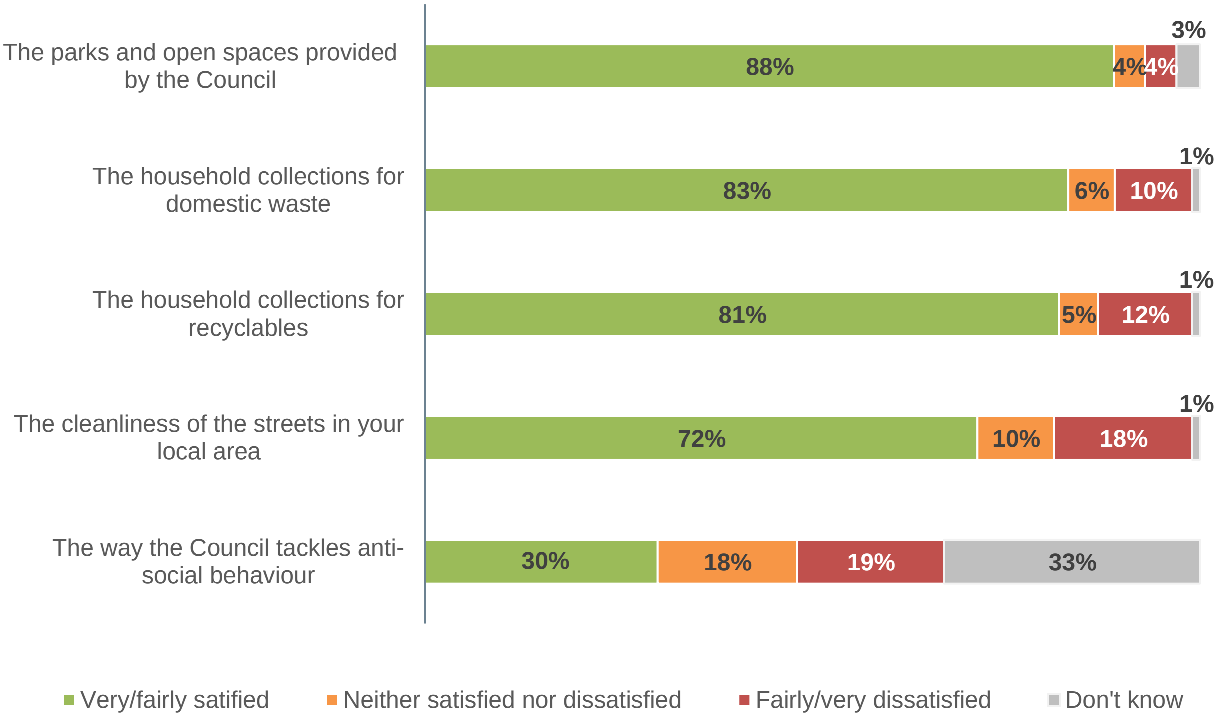
Respondents were asked to indicate how satisfied or dissatisfied they were with a range of services provided by the Council. The chart below shows a breakdown of the responses provided by representative respondents.

Representative respondents were most likely to be satisfied with *the parks and open spaces provided by the Council* (88%), followed by *the household collections for domestic waste* (83%) and *the household collections for recyclables* (81%).

Just over seven in ten representative respondents (72%) were satisfied with *the cleanliness of the streets in their local area*, however almost a fifth (18%) indicated that they were dissatisfied with this.

The way the Council tackles anti-social behaviour recorded the lowest level of satisfaction (30%). However, it should be highlighted that large proportions said they did not know (33%) or were neither satisfied nor dissatisfied (18%). A further 19% indicated dissatisfaction with this.

Figure 27 – (Q15) Overall, how satisfied or dissatisfied are you with..?
Base: All representative respondents (1,100)



Subgroup analysis of the representative survey

Compared with younger respondents, those aged 55+ were more likely to be **satisfied** with **the household collections for domestic waste** (86% vs 79% of those aged 35-54) and **the household collections for recyclables** (86% vs 77% of those aged 16-54).

Those aged 16-54 were more likely to be **dissatisfied** with **the household collections for recyclables** (16%) vs those aged 55+ (8%).

Subgroup analysis of the representative survey continued

Those living in Cheltenham South East were more likely to be **satisfied** with **the parks and open spaces provided by the Council** (92%) vs those living in Cheltenham West (85%).

Satisfaction with **the cleanliness of the streets in their local area** was higher amongst those living in Cheltenham North (78%), Cheltenham South West (76%) and Cheltenham South East (79%) vs those living in Central (61%).

Subgroups more likely to be **dissatisfied** with **the cleanliness of the streets in their local area** (18% overall) include:

- Those aged 55+ (22%) vs those aged 35-54 (15%)
- Those living in Central (25%) vs those living in Cheltenham North (14%), Cheltenham South West (15%) and Cheltenham South East (15%)

Subgroups more likely to be **satisfied** with **the way the Council tackles anti-social behaviour** (30% overall) include:

- Those aged 16-34 (37%) vs those aged 55+ (25%)
- Those living in Central (34%) vs those living in Cheltenham North (25%)

Subgroups more likely to be **dissatisfied** with **the way the Council tackles anti-social behaviour** (19% overall) include:

- Those aged 16-54 (22%) vs those aged 55+ (15%)
- Those from ethnic minority backgrounds (33%) vs those of White ethnicity (18%)

Subgroups more likely to answer **don't know** in relation to **the way the Council tackles anti-social behaviour** (33% overall) include:

- Those aged 55+ (43%) vs those aged 16-54 (25%)
- Those living in Cheltenham North (41%) vs those living in Central (31%) and Cheltenham West (30%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

The results to this year's survey recorded an increase in satisfaction for all services provided by the Council since the 2019 survey, with the largest increase seen for *the cleanliness of the streets in your local area* (+11%).

***Figure 28 – Overall, how satisfied or dissatisfied are you with…?* (Representative telephone survey only – compared with previous survey results [% very/fairly satisfied])**
Base: All representative respondents 2022 (1,100); 2019 (various – unknown)

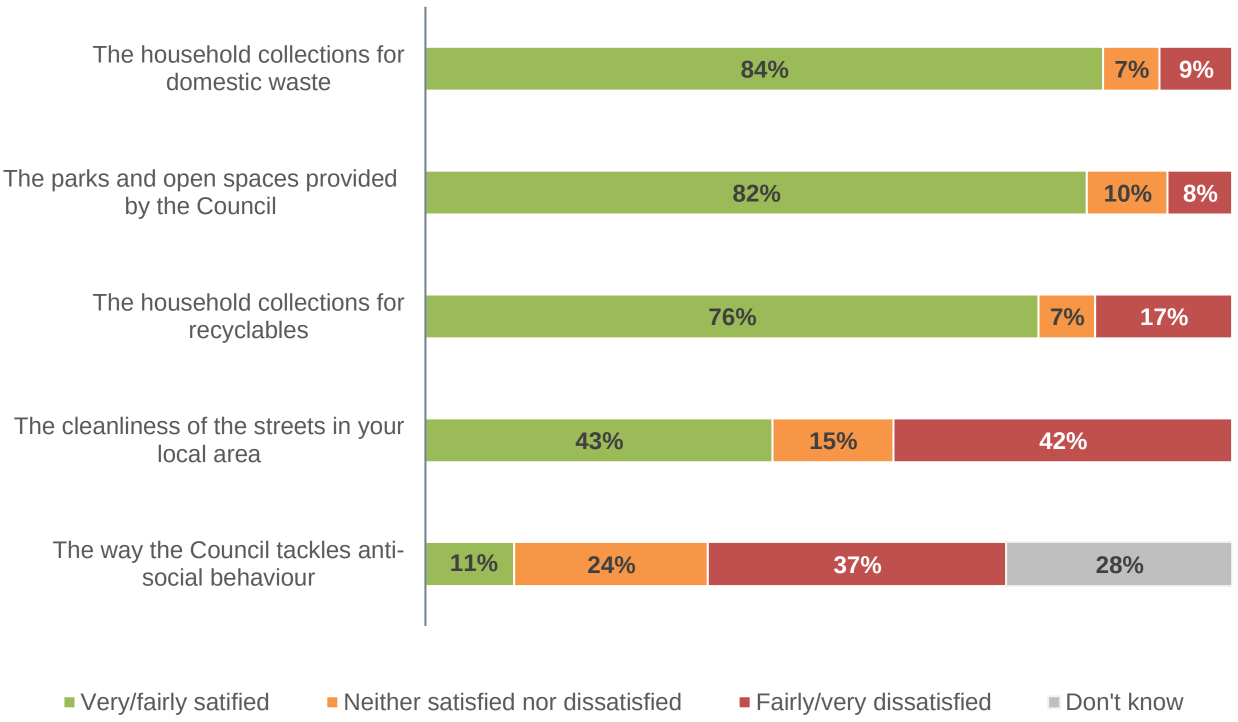
Response	2022	2019	Difference
The parks and open spaces provided by the Council	**88%**	84%	+4%
The household collections for domestic waste	**83%**	79%	+4%
The household collections for recyclables	**81%**	72%	+9%
The cleanliness of the streets in your local area	**72%**	61%	+11%
The way the Council tackles anti-social behaviour	**30%**	21%	+9%

Large proportions of online respondents indicated that they were satisfied with *the household collections for domestic waste* (84%) and *the parks and open spaces provided by the Council* (82%). Three quarters (76%) of online respondents were also satisfied with *the household collections for recyclables*.

Opinion was split regarding *the cleanliness of streets in their local area* amongst online respondents, with 43% indicating they were satisfied and 42% dissatisfied.

A larger proportion of online respondents were dissatisfied with *the way the Council tackles antic-social behaviour* (37%) than satisfied (11%). However, large proportions also indicated that they did not know (28%) or that they were neither satisfied nor dissatisfied (24%).

Figure 29 – (Q15) Overall, how satisfied or dissatisfied are you with…?
Base: All online respondents (246)

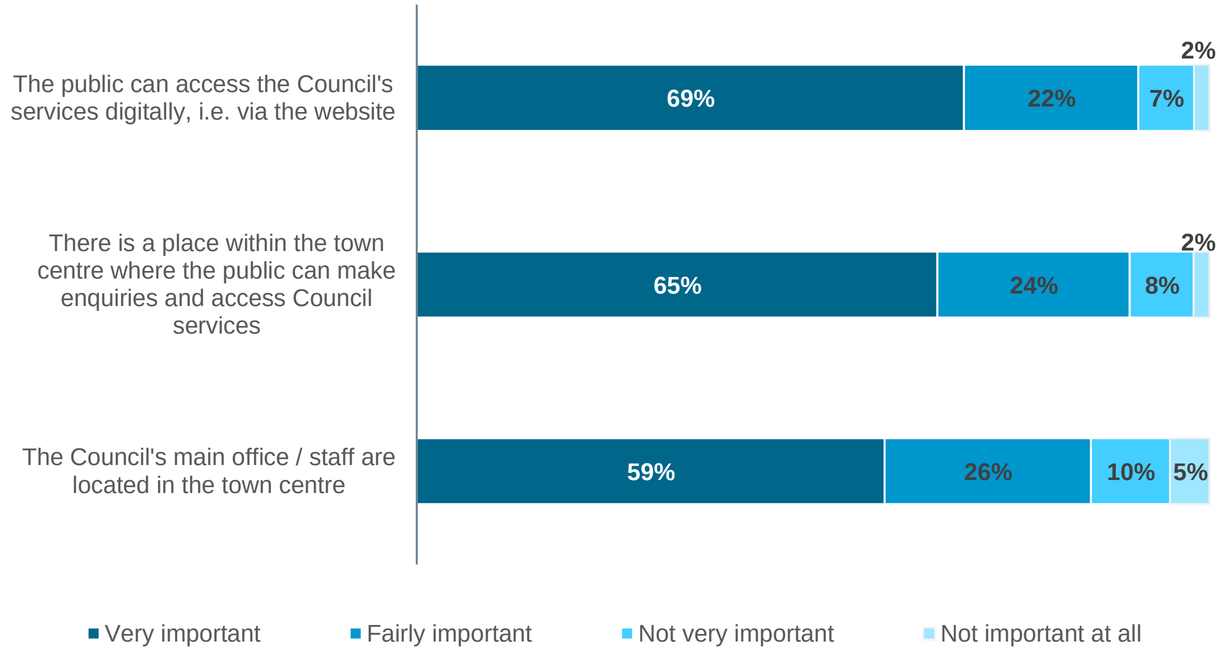


The Council’s presence

To understand residents’ priorities regarding the Council’s presence, respondents were asked to indicate how much importance they placed on the Council’s physical presence in the town centre as well as its digital presence.

The vast majority of representative respondents felt that all aspects of the Council’s presence were important, with 91% who felt it was important that *the public can access the Council’s services digitally* (69% very important and 22% fairly important) and a similar proportion (90%) who felt it was important that *there is a place within the town centre where the public can make enquiries and access Council services* (65% very important and 24% fairly important). A further 85% felt it was important that *the Council’s main office and staff are located in the town centre* (59% very important and 26% fairly important).

Figure 30 – (Q16) How important is it to you that..?
Base: All representative respondents (1,100)



Subgroup analysis of the representative survey

Subgroups more likely to say that it is **important** to them that **the public can access the Council’s services digitally** (91% overall) include:

- Those aged 16-54 (97%) vs those aged 55+ (84%)
- Those with children and young people aged 0-18 in their household (96%) vs those without (89%)
- Those who do not have a disability (92%) vs those who do (83%)

Subgroups more likely to say that it is **important** to them that **there is a place within the town centre where the public can make enquiries and access Council services** (90% overall) include:

- Those aged 55+ (93%) vs those aged 16-54 (86%)
- Those without children and young people aged 0-18 in their household (92%) vs those with (83%)
- Those who have a disability (96%) vs those who do not (89%)

Subgroup analysis of the representative survey continued

Subgroups more likely to say that it is **important** to them that **the Council's main offices and staff are located in the town centre** (85% overall) include:

- Female respondents (88%) vs male respondents (82%)
- Those aged 55+ (89%) vs those aged 35-54 (80%)
- Those living in Central (88%), Cheltenham West (89%) and Cheltenham South West (85%) vs those living in Cheltenham South East (76%)
- Those without children and young people aged 0-18 in their household (88%) vs those with (77%)
- Those who have a disability (97%) vs those who do not (83%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison. Please note the importance of accessing Council services digitally was not asked in 2019.

Since the 2019 survey, the importance has increased significantly for having *a place within the town centre where the public can make enquiries and access Council services* (+18%) and *the Council's main office and staff are located in the town centre* (+24%).

***Figure 31 – How important is it to you that…?* (Representative telephone survey only – compared with previous survey results [% very/fairly important])**
Base: All representative respondents 2022 (1,100); 2019 (various – unknown)

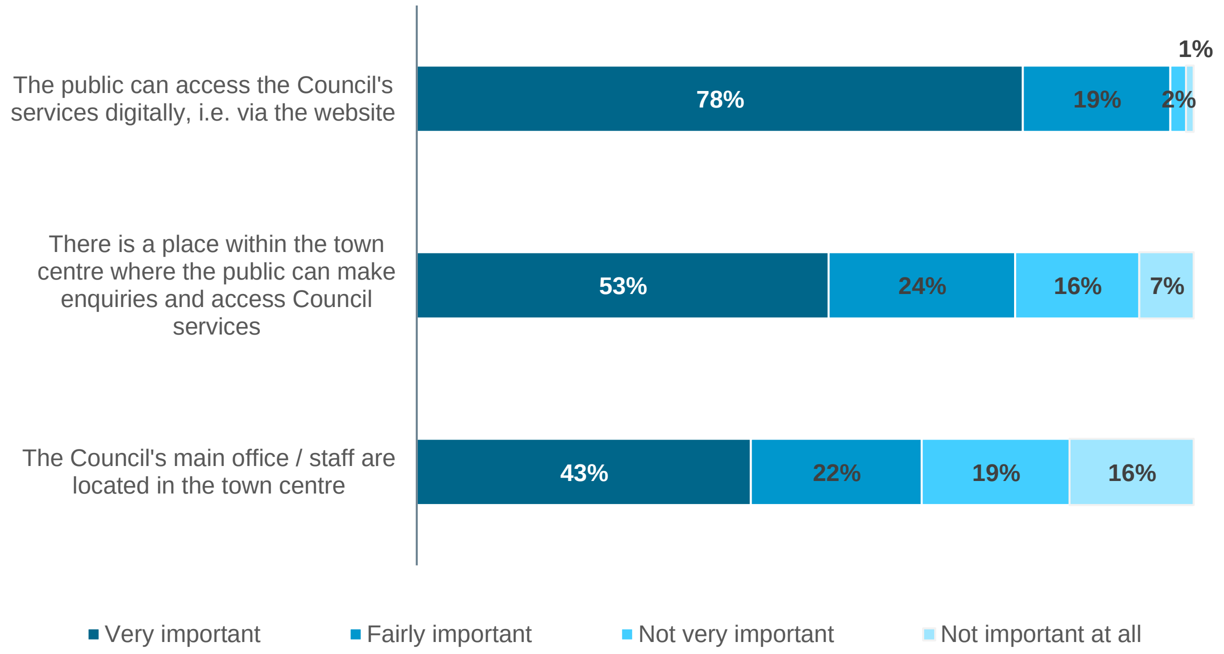
Response	2022	2019	Difference
There is a place within the town centre where the public can make enquiries and access Council services	**90%**	72%	+18%
The Council's main office / staff are located in the town centre	**85%**	61%	+24%

Nearly all online respondents (96%) said it was important that *the public can access the Council's services digitally*, including 78% who said it was very important and 19% who said it was fairly important.

Three quarters of online respondents (77%) felt it was important that *there is a place within the town centre where the public can make enquiries and access Council services*, including 53% who said this was very important and 24% who said fairly important.

Two-thirds of online respondents (65%) indicated that it was important to them that *the Council's main office and staff are located in the town centre*, including 43% who said it was very important and 22% who said fairly important. However, a third (35%) felt this was unimportant, including 19% who said it was not very important and 16% who felt it was not important at all.

Figure 32 – (Q16) How important is it to you that..?
Base: All online respondents (246)



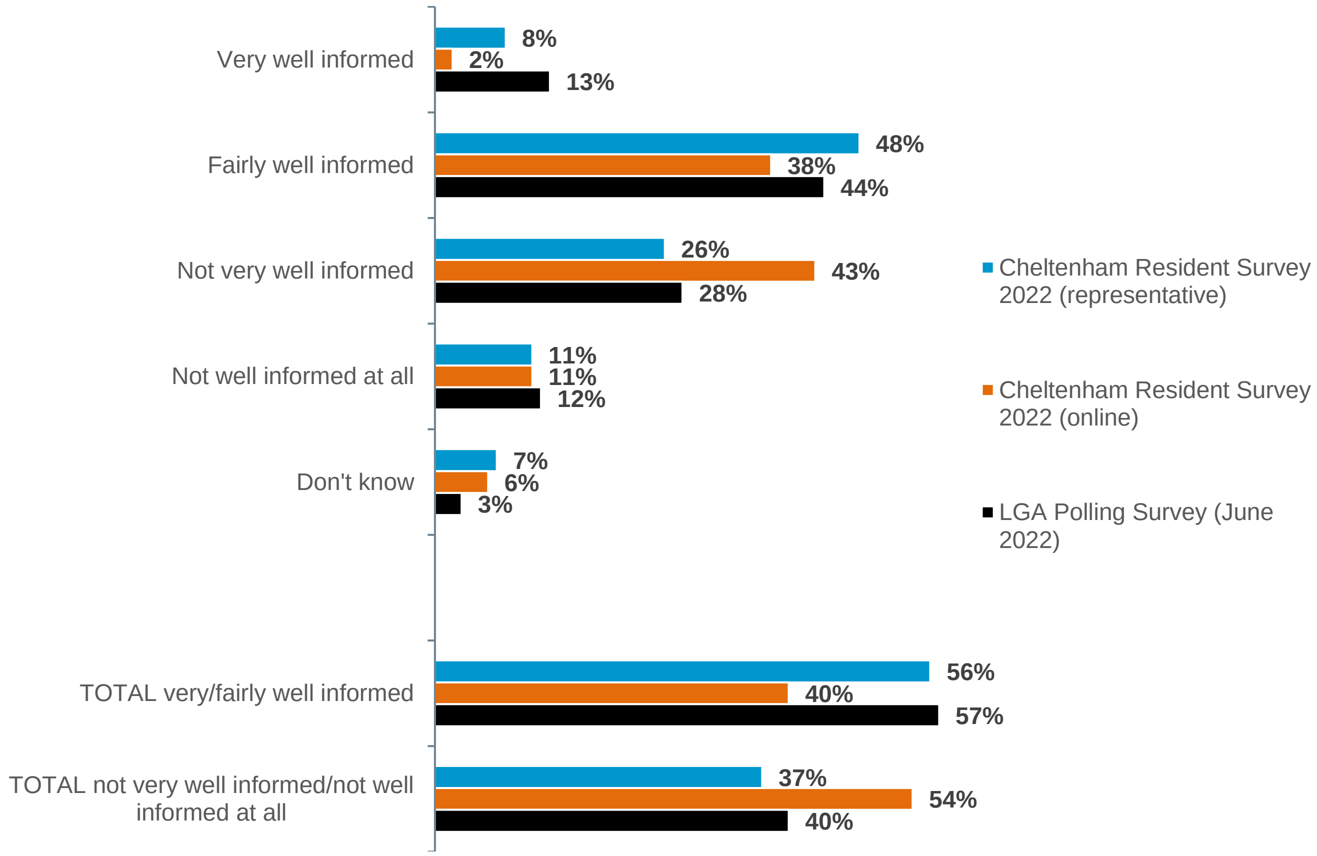
Interaction with Cheltenham Borough Council

Keeping residents informed

In relation to being kept informed about the services and benefits provided by the Council, the results to the representative survey are consistent with the LGA Polling Survey. As shown in the chart below, 56% of representative respondents felt they were kept *very well informed* (8%) or *fairly well informed* (48%), compared with 57% in the LGA Polling Survey. A total of 37% of representative respondents felt they were kept *not very well informed* (26%) or *not well informed at all* (11%), which is also similar to the LGA Polling Survey (40%).

Four in ten online respondents felt they were kept well informed (40% overall), whilst a larger proportion felt they were not kept well informed (54% overall).

Figure 33 – (Q17) Overall, how well informed do you think Cheltenham Borough Council keeps residents about the services and benefits it provides?
Base: All representative respondents (1,100); online (246); LGA (1,002)



Subgroup analysis of the representative survey

Those aged 55+ were more likely to say they are kept **well informed** (59%) vs those aged 16-34 (51%).

Subgroups more likely to say they **don't know** (7% overall) include:

- Those aged 16-34 (12%) vs those aged 35+ (5%)
- Those from ethnic minority backgrounds (16%) vs those of White ethnicity (6%)
- Those living in Cheltenham North (10%) vs those living in Cheltenham West (4%) and Cheltenham South East (2%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

The proportion of those who felt they were kept *very well informed* or *fairly well informed* has increased by 15% since the 2019 survey. It is also positive to highlight the significant decrease in the proportion of those who answered *not very well informed* (-14%).

Figure 34 – (Q17) Overall, how well informed do you think Cheltenham Borough Council keeps residents about the services and benefits it provides? **(representative telephone survey only – compared with previous survey results)**
Base: All representative respondents 2022 (1,100); 2019 (1,563)

Response	2022	2019	Difference
Very well informed	**8%**	3%	+5%
Fairly well informed	**48%**	38%	+10%
Not very well informed	**26%**	40%	-14%
Not well informed at all	**11%**	12%	-1%
TOTAL well informed	**56%**	41%	+15%

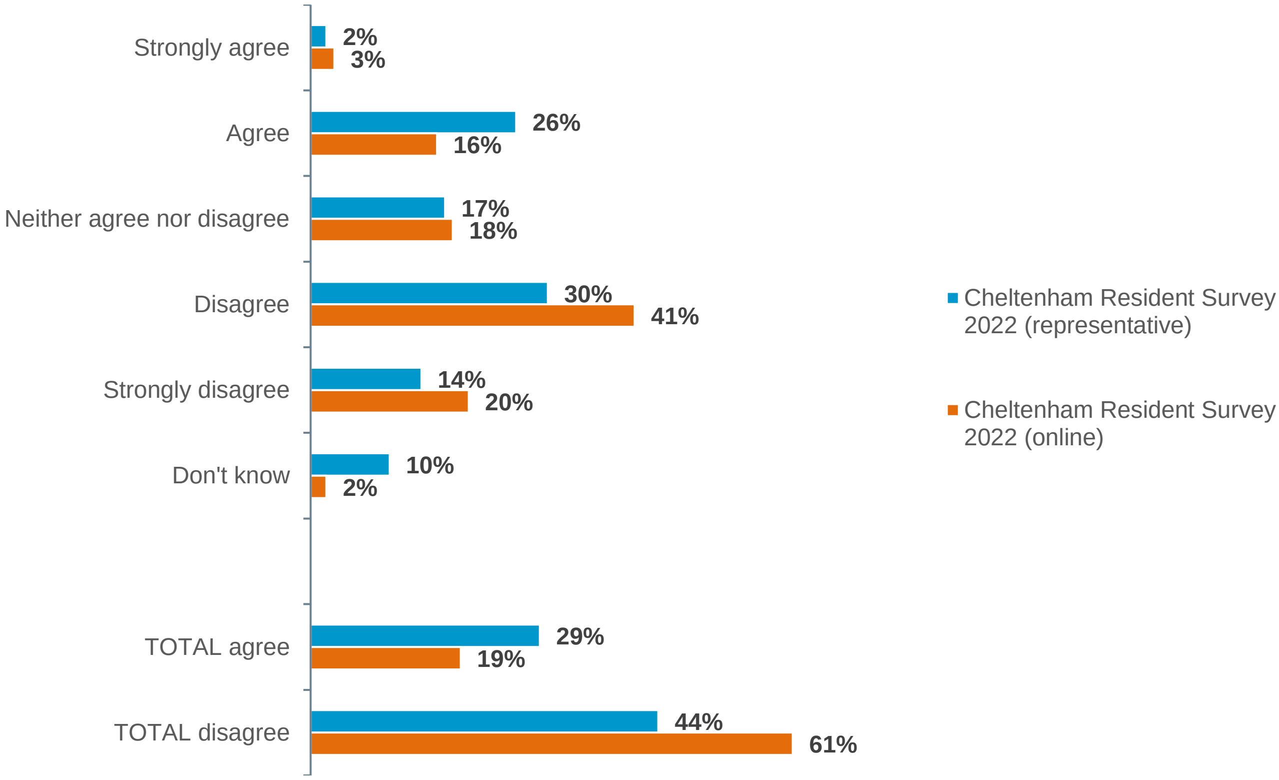
Influencing decisions

Three in ten representative respondents (29%) agreed that they can influence decisions affecting their local area, including 2% who *strongly agreed* and 26% who *agreed.* However, a larger proportion disagreed with this (44%), including 30% who said they *disagree* and 14% who *strongly disagreed.* A further 17% of representative respondents *neither agreed nor disagreed.*

Online respondents were also more likely to disagree that they can influence decisions affecting their local area (61% overall) than agree (19% overall).

Figure 35 – (Q18) Do you agree or disagree that you can influence decisions affecting your local area?

Base: All representative respondents (1,100); online (246)



Subgroup analysis of the representative survey

Those living in Central and Cheltenham West were more likely to **agree** (34% and 32% respectively) vs those living in Cheltenham South East (22%).

Those aged 35+ were more likely to **disagree** (46%) vs those aged 16-34 (36%).

Subgroups more likely to say they **don't know** (10% overall) include:

- Those aged 16-34 (19%) vs those aged 35+ (8%)
- Those from ethnic minority backgrounds (24%) vs those of White ethnicity (10%)

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison. Please note that only the total figures for agree and disagree were included within the report for the 2019 survey.

Although a larger proportion of respondents disagreed that they can influence decisions affecting their local area, it is positive to see that the level of agreement has increased since the previous survey (+10%). The proportion of those who said they *don't know* has also increased slightly (+3%).

***Figure 36 – (Q18) Do you agree or disagree that you can influence decisions affecting your local area?* (representative telephone survey only – compared with previous survey results)**

Base: All representative respondents 2022 (1,100); 2019 (unknown)

Response	2022	2019	Difference
TOTAL agree	**29%**	19%	+10%
Neither agree nor disagree	**17%**	26%	-9%
TOTAL disagree	**44%**	48%	-4%
Don't know	**10%**	7%	+3%

Finding out about Cheltenham Borough Council

Respondents were asked how they obtain information from or about Cheltenham Borough Council. The most common response by far was the *Council website*, selected by 51% of representative respondents and 62% of online respondents. Other common sources of information include *leaflets or posters* (32% representative and 31% online) and *local media* (17% representative and 32% online).

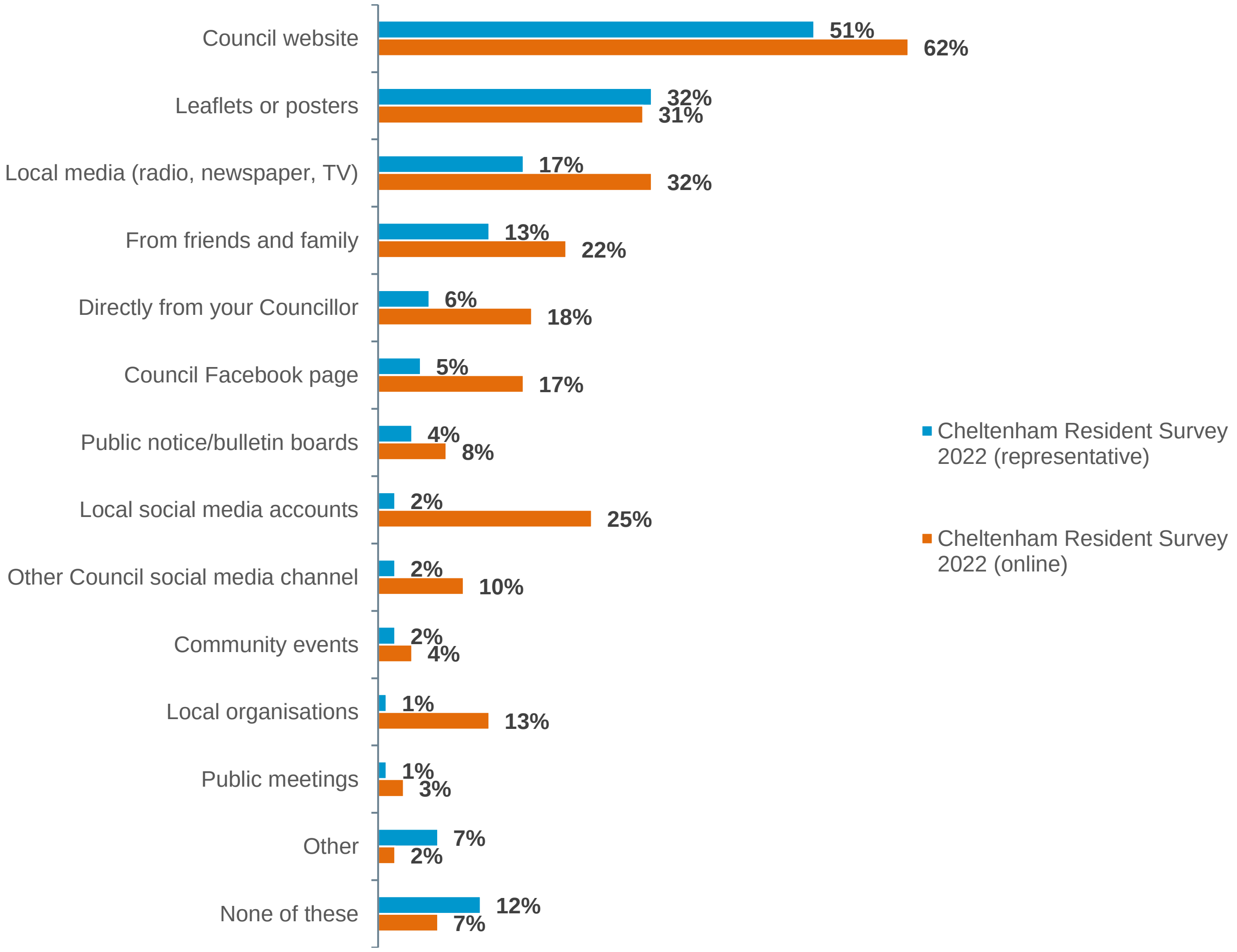
Compared with representative respondents, online respondents were significantly more likely to say they obtain their information *directly from their Councillor* (18% vs 6%), via the *Council Facebook page* (17% vs 5%), *local social media accounts* (25% vs 2%) and *local organisations* (13% compared with 1%).

Representative respondents were more likely to select *none of these* than online respondents (12% vs 7%).

The most common *'other'* responses by representative respondents (7%) include email and phoning the Council directly.

The full range of responses is shown in the chart below.

Figure 37 – (Q19) How do you currently obtain information from or about Cheltenham Borough Council?
Base: All representative respondents (1,100); online (246)



Subgroup analysis of the representative survey

Subgroups more likely to select the **Council website** (51% overall) include:

- Those aged 35-54 (59%) vs those aged 16-34 (51%) and 55+ (44%)
- Those living in Cheltenham South East (60%) vs those living in Cheltenham West (46%)
- Those with children and young people aged 0-18 in their household (60%) vs those without (47%)
- Those who do not have a disability (52%) vs those who do (42%)

Compared with older respondents, those aged **16-34** were more likely to select the following:

- From friends and family (18%) vs those aged 35+ (11%)
- None of these (16%) vs those aged 35+ (10%)
- Council Facebook page (8%) vs those aged 55+ (3%)
- Public notice/bulletin boards (8%) vs those aged 35+ (3%)
- Local social media accounts (5%) vs those aged 55+ (1%)
- Community events (4%) vs those aged 35+ (1%)

Compared with those aged 16-54, those aged 55+ were more likely to select **local media** (25% vs 12%) and **directly from their Councillor** (10% vs 3%).

Those living in Central (13%), Cheltenham West (12%), Cheltenham North (11%) and Cheltenham South West (13%) were more likely to select **none of these** vs those living in Cheltenham South East (4%).

The table below shows the results of the representative survey to this question alongside the results from the 2019 survey for comparison.

There have been some significant changes relating to how respondents obtain information from or about the Council since the previous survey. The proportion using *local media* and *from friends and family* has decreased significantly (-26% and -22% respectively), whilst the proportion of those obtaining information from the *Council website* has increased significantly (+15%).

***Figure 38 – (Q19) How do you currently obtain information from or about Cheltenham Borough Council?* (representative telephone survey only – compared with previous survey results)**

Base: All representative respondents 2022 (1,100); 2019 (1,556)

Response	2022	2019	Difference
Council website	**51%**	36%	+15%
Leaflets or posters	**32%**	45%	-13%
Local media (radio, newspaper, TV)	**17%**	43%	-26%
From friends and family	**13%**	35%	-22%
Directly from your Councillor	**6%**	12%	-6%
Council Facebook page	**5%**	8%	-3%
Public notice/bulletin boards	**4%**	14%	-10%
Local social media accounts	**2%**	-	-
Other Council social media channel	**2%**	3%	-1%
Community events	**2%**	8%	-6%
Local organisations	**1%**	-	-
Public meetings	**1%**	3%	-2%
Other	**7%**	6%	+1%
None of these	**12%**	9%	+3%

Respondent profile

Figures 39 to 45 present the profile of those who took part in the representative and online surveys.

Figure 39 – Gender
Base: All representative respondents (1,100); online (246)

Gender	Representative survey	Online survey
Male	47%	40%
Female	52%	55%
I prefer to self-describe		-
Prefer not to say	1%	5%

Figure 40 – Age
Base: All representative respondents (1,100); online (246)

Age	Representative survey	Online survey
16-18	2%	-
19-24	8%	1%
25-34	14%	7%
35-44	14%	10%
45-54	17%	16%
55-64	16%	28%
65-74	15%	24%
75+	12%	10%
Prefer not to say	4%	4%

Figure 41 – Area of Cheltenham (based on ward)
Base: Those who provided their ward or postcode (1,061); online (238)

Area of Cheltenham	Representative survey	Online survey
Central	22%	24%
Cheltenham West	21%	13%
Cheltenham North	21%	19%
Cheltenham South West	18%	22%
Cheltenham South East	18%	22%

Figure 42 – Ward
Base: All representative respondents (1,100); online (246)

Ward	Representative survey	Online survey
All Saints	5%	4%
Battledown	3%	5%
Benhall	5%	4%
Charlton Kings	7%	10%
Charlton Park	2%	2%
College	5%	7%
Hesters Way	7%	3%
Lansdown	6%	7%
Leckhampton	5%	5%
Oakley	2%	1%
Park	5%	9%
Pittville	8%	8%
Prestbury	6%	7%
Springbank	3%	2%
St Mark's	6%	4%
St Paul's	6%	5%
St Peter's	4%	2%
Swindon Village	4%	3%
Up Hatherley	5%	5%
Warden Hill	3%	3%
Don't know	-	-
Prefer not to say	4%	3%

Figure 43 – Ethnicity
Base: All representative respondents (1,100); online (246)

Ward	Representative survey	Online survey
White/White British	94%	92%
Asian/Asian British	3%	1%
Black/Black British	1%	-
Mixed ethnicity	0%	1%
Other ethnic group	0%	0%
Prefer not to say	2%	5%

Figure 44 – Do any children or young people aged 0-18 live in your household?
Base: All representative respondents (1,100); online (246)

Ward	Representative survey	Online survey
Yes	26%	21%
No	73%	75%
Prefer not to say	2%	4%

Figure 45 – Do you have a disability?
Base: All representative respondents (1,100); online (246)

Ward	Representative survey	Online survey
Yes	13%	10%
No	85%	83%
Prefer not to say	2%	7%

Conclusions

The following conclusions have been reached by Enventure Research, an independent research agency, and do not necessarily reflect the opinions of the Council.

Results show that Cheltenham Borough Council is performing in line with the national average

It is positive that the results from the representative survey are in line with the results from the latest LGA Polling Survey. This relates to satisfaction with how the Council runs things, agreement that the Council provides value for money, and how well informed the Council keeps its residents about the benefits and services it provides. Further to this, results from the representative survey were more positive than the LGA Polling Survey regarding satisfaction with the local area as a place to live.

Resident perceptions of the Council have improved since 2019

It is also extremely positive to note that the findings from this year's representative survey are more positive than the previous survey conducted in 2019, suggesting that residents' perceptions have improved in line with any improvements the Council has made in the last three years. The largest improvements were recorded for agreement that Cheltenham has a positive future, satisfaction with events, and the perception that the Council keeps its residents well informed.

A key area for improvement is the general upkeep and maintenance of Cheltenham

Although it is the responsibility of Gloucestershire County Council and not Cheltenham Borough Council, respondents in both the representative and online surveys would most like to see better maintenance of roads and paths in Cheltenham. Given that this falls outside of the Council's remit but is a common suggestion for how to improve their experience as a resident, it may be beneficial to remind residents that this is a County Council issue. It is therefore recommended that these results are shared with Gloucestershire County Council who are responsible for highways.

Throughout the survey findings, it is suggested that more could be done to improve the general appearance and cleanliness of Cheltenham. Common responses when asked what would improve their experience as a resident included cleaner pavements and less litter, as well as more High Street regeneration. Sizeable proportions of respondents also recorded their dissatisfaction with the general appearance, overall cleanliness and cleanliness of streets in their local area, particularly those who took part in the online survey.

Perceptions of living in Cheltenham are positive, but there is room for improvement around opportunities for young people and growing careers

The vast majority of respondents were satisfied with their local area as a place to live, and although some indicated that they thought their local area had got worse in the past year, the majority felt it had either not changed much, and a small proportion thought it had got better.

When asked to what extent they agreed or disagreed with a series of statements about Cheltenham, the majority of both representative and online respondents agreed that they would recommend Cheltenham as a place to live, that Cheltenham has a positive future, and that it has a vibrant culture and is an exciting place to live.

However, much smaller proportions agreed that Cheltenham is a place that offers opportunity for young people, or that by living in Cheltenham they have the opportunity to grow their career, highlighting these as areas for future improvement.

Resident satisfaction with town centre amenities and Council services is high, but more could be done to improve satisfaction related to visiting the town centre after dark
Regarding town centre amenities, large proportions of respondents were satisfied with events, their safety during the day and Cheltenham town centre as a place to visit in the daytime. Less than half of both representative and online respondents said they were satisfied with Cheltenham town centre overall as a place to visit after dark and their safety after dark, highlighting these as areas for improvement amongst residents. Female respondents and those who have a disability were more likely to be dissatisfied with both of these when compared with male respondents and those who do not have a disability.

High levels of satisfaction were also recorded for the parks and open spaces provided by the Council, the household collections for domestic waste and the household collections for recyclables. The way the Council tackles anti-social behaviour recorded low levels of satisfaction amongst respondents, however it is important to note that large proportions indicated that they did not know in relation to this, suggesting that residents are unaware of the Council's role in this area.

The majority of residents have already made several behaviour changes to tackle climate change, but there is room for the Council to encourage some residents to do more
The majority of respondents said they have already made several changes to their behaviour specifically to tackle climate change, such as: minimising energy usage at home; being mindful of food consumption; choosing to walk, cycle or use public transport more instead of using a car; and avoiding single use plastic plastics and plastic packaging.

Amongst those who had not already made the changes, respondents were most likely to indicate that they would be willing to avoid single use plastics and plastic packaging, as well as improve the energy efficiency of their home in the next five years. The subgroups of residents who were more likely to be willing to make these changes include those aged 16-34, those with children and young people in their household, and those who do not have a disability.

Residents agree that there is a need for more affordable homes to buy and rent in Cheltenham, but opinion is split regarding building homes on available land
The majority of respondents agreed that there is a need for more affordable homes to buy and rent in Cheltenham.

However, representative respondents were more likely to disagree that they would be willing to accept some new homes being built on available land (although this was not the case for online respondents). Those more likely to disagree include females, those aged 55+ and those living in Cheltenham North, Cheltenham South West and Cheltenham South East.

Although residents believe the Golden Valley Development will be positive for the local economy, the Council could do more to increase awareness of what will be based there
Online respondents were significantly more likely to say they were aware of the Golden Valley Development than representative respondents.

Amongst those who were aware of the Golden Valley Development, the majority agreed that it will be positive for the local economy as well as for Cheltenham residents. However, agreement that they could confidently describe the Golden Valley Development and what will be based there was low, suggesting that residents would benefit from more information about this.

Although only small proportions of respondents agreed they would be interested in applying for a job at the Golden Valley Development, sizeable proportions also said they neither agreed nor disagreed or that they did not know. This suggests that these undecided residents could also benefit from more information about the development and jobs that will be available here.

Three in ten residents' place of work has been impacted by the pandemic, and are most likely to have changed jobs
Around a third of respondents said the pandemic had an impact on where they work. These residents were more likely to be aged 16-54, living in Central Cheltenham, have children and young people in their household, and not have a disability.

For those who indicated that the pandemic did have an impact on where they work, responses differed between representative and online respondents. Representative respondents were most likely to say they had changed jobs, whilst online respondents were most likely to say they are now a hybrid worker and their place of work away from home is outside of Cheltenham.

The majority believe that council tax should be raised below the level of inflation
When asked at what level council tax should be raised, the majority of respondents said it should be raised below the level of inflation. These respondents were more likely to be female, aged 16-54 and living in Cheltenham North.

It is important to residents that the Council continues to have both a physical and digital presence
The vast majority of respondents indicated that it was either very or fairly important to them that the public can access the Council's services digitally, that there is a place within the town centre where the public can access Council services, and that the Council's main office and staff are located in the town centre.

Those more likely to say it was important that the public can access the Council's services digitally were aged 16-54, have children and young people in their household, and do not have a disability. Those aged 55+ and who have a disability were more likely to say it was important that the Council has a physical presence in the town centre.

The Council could do more to assure residents that they can influence decisions affecting their local area
Although the proportion of those who agreed they can influence decisions affecting their local area has increased since the previous survey, respondents were more likely to disagree with this. As those aged 35+ were more likely to disagree, the Council could do more to engage with this cohort of residents to reassure them that they can influence local decisions, or perhaps understand why they feel they cannot.

The most common sources of information from or about the Council are the Council website, leaflets or posters, and the local media
Respondents were most likely to say they obtain information from or about the Council via its website, leaflets or posters, and local media.

Compared with the results from the previous survey, there have been some significant changes relating to how respondents obtain this information. Based on the findings of this year's representative survey, residents are more likely to be visiting the Council website for information. Further to this, residents are significantly less likely to be obtaining information from local media and friends and family.

Appendices

Cheltenham Resident Survey 2022

INTERVIEWER NOTE

1. Interview Cheltenham residents aged 16 or over according to your given quota
2. Read the introductory text 'READ OUT' where it is provided, before asking the questions
3. Do not read out the 'don't know' category in questions

READ OUT: Good morning / afternoon / evening. My name is................. and I am calling from Enventure Research on behalf of Cheltenham Borough Council, who have asked us to carry out a survey to help them understand the views of their residents about the local area, the Council and council services.

The interview should take around 12 minutes to complete. Your answers will be anonymous and confidential, and will be used to help inform a refresh of the Council's Corporate Plan.

Would you have time to take part in the survey?

BOOK APPOINTMENT IF NECESSARY

All information provided will be analysed by Enventure Research, an independent research agency, and treated in accordance with General Data Protection Regulations and the Market Research Society Code of Conduct. Enventure Research will only use information you provide to inform the research. Enventure Research is registered with the Data Controller and is a Market Research Society Company Partner. For our privacy notice, please refer to our website www.enventure.co.uk

If resident seems unsure...

You do not have to answer any questions if you don't want to, and you can end the interview at any time. Are you happy to proceed?

QA Before we start, can I just confirm that you are a Cheltenham resident? *If resident is unsure, confirm they pay Council Tax to Cheltenham Borough Council*

- ◯ Yes
- ◯ No - THANK AND CLOSE

READ OUT: To make sure we are speaking to a good spread of Cheltenham residents, the first few questions are about you.

D1 What is your gender?

- Male
- Female
- I prefer to self-describe
- Prefer not to say

How do you prefer to describe your gender?

D2 How old are you?

- Under 16 - THANK AND CLOSE
- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

D3 What is your ethnicity?

- White - British
- White - East European
- White - Gypsy, Roma or Irish Traveller
- White - Irish
- Any other White background
- Asian / Asian British - Bangladeshi
- Asian / Asian British - Chinese
- Asian / Asian British - Indian
- Asian / Asian British - Pakistani
- Any other Asian background
- Black / Black British - African
- Black / Black British - Caribbean
- Any other Black background
- Mixed or multiple ethnic background
- Any other ethnic group
- Prefer not to say

D4 Which ward do you live in?

- All Saints
- Battledown
- Benhall
- Charlton Kings
- Charlton Park
- College
- Hesters Way
- Lansdown
- Leckhampton
- Oakley
- Park
- Pittville
- Prestbury
- Springbank
- St Mark's
- St Paul's
- St Peter's
- Swindon Village
- Up Hatherley
- Warden Hill
- Don't know
- Prefer not to say

D5 If you don't know which ward you live in, please could you tell us your full postcode? This won't be used to identify you in any way

D6 Do any children or young people aged 0-18 live in your household?

- Yes
- No
- Prefer not to say

D7 Do you have a disability?

- Yes
- No
- Prefer not to say

Your local area

READ OUT: The next set of questions is about living in Cheltenham and your local area.

Q1 Before we ask you some more detailed questions about living in Cheltenham, what one change would you want Cheltenham Borough Council to do to improve your experience as a Cheltenham resident? *RESPONDENT SHOULD ONLY PROVIDE ONE RESPONSE, DO NOT PROMPT*

Q2 Overall, how satisfied or dissatisfied are you with your local area as a place to live? Your local area is the area within 10-15 minutes' walk from your house *SINGLE CHOICE*

- ○ Very satisfied
- ○ Fairly satisfied
- ○ Neither satisfied nor dissatisfied
- ○ Fairly dissatisfied
- ○ Very dissatisfied
- ○ Don't know

Q3 On the whole, do you think that over the past year your local area has got better or worse, or not changed much? *SINGLE CHOICE*

- ○ Got better
- ○ Not changed much
- ○ Got worse

Q4 To what extent do you agree or disagree with the following statements? *SELECT ONE RESPONSE PER ROW*

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not relevant
Cheltenham has a vibrant culture and is an exciting place to live	○	○	○	○	○	○
Cheltenham is a place that offers opportunity for young people	○	○	○	○	○	○
I would recommend Cheltenham as a place to live	○	○	○	○	○	○
Cheltenham has a positive future	○	○	○	○	○	○
By living in Cheltenham, I have the opportunity to grow my career	○	○	○	○	○	○

Q5 Thinking about the town centre, how satisfied or dissatisfied are you with the following? *SELECT ONE RESPONSE PER ROW*

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
The overall cleanliness	○	○	○	○	○	○
The general appearance	○	○	○	○	○	○
Safety during the day	○	○	○	○	○	○
Safety after dark	○	○	○	○	○	○
Cheltenham town centre overall as a place to visit in the daytime	○	○	○	○	○	○
Cheltenham town centre overall as a place to visit after dark	○	○	○	○	○	○
The range of shops available	○	○	○	○	○	○
Events (e.g. Cheltenham Festivals, Farmer's Market, ice rink, Children's Festival etc.)	○	○	○	○	○	○

Environmental issues

READ OUT: The next set of questions is about living in Cheltenham and your local area.

Q6 Which of the following changes, if any, have you made or would you be willing to make in the next 5 years specifically to tackle climate change and not for any other reason such as money, health or personal preference? Please select the response option which most closely applies to you *SELECT ONE RESPONSE PER ROW*

	Have made this change already	Would be willing to make this change in the next 5 years	Have not made this change and would not be willing to
Choose to walk, cycle or use public transport more instead of using a car	○	○	○
Being mindful of food consumption, i.e. growing food at home, minimising food waste, eating local/seasonal produce	○	○	○
Minimise energy usage at home	○	○	○
Avoid single use plastics and plastic packaging	○	○	○
Improve the energy efficiency of my home (i.e. insulation, solar panels, LED bulbs, heat pumps etc.)	○	○	○

Developing Cheltenham

READ OUT: These questions are about the future and development of Cheltenham.

Q7 To what extent do you agree or disagree with the following statements about housing in Cheltenham? *SELECT ONE RESPONSE PER ROW*

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
There is a need for more affordable homes to buy in Cheltenham	○	○	○	○	○	○
There is a need for more affordable homes to rent in Cheltenham	○	○	○	○	○	○
I am willing to accept some new homes being built on green spaces	○	○	○	○	○	○

Q8 Are you aware of the Golden Valley Development? *SINGLE CHOICE*

○ Yes
○ No

READ OUT: Golden Valley Development is building a national cyber innovation centre, cyber park and new homes near GCHQ.

Q9 Cheltenham Borough Council has invested £40 million in the Golden Valley Development and is the driving force behind the project. To what extent do you agree or disagree with the following statements about the Golden Valley Development? *SELECT ONE RESPONSE PER ROW*

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
I can confidently describe the Golden Valley Development and what will be based there	○	○	○	○	○	○
The Golden Valley Development will be positive for Cheltenham residents	○	○	○	○	○	○
The Golden Valley Development will be positive for the local economy	○	○	○	○	○	○
I would be interested in applying for a job at the Golden Valley Development	○	○	○	○	○	○

Covid-19 pandemic

READ OUT: I'm now going to ask you about the Covid-19 pandemic.

Q10 Has the pandemic had any impact on where you work? *SINGLE CHOICE*

○ Yes
○ No

Q11 If yes, what are your current working arrangements? *SINGLE CHOICE, PROMPT IF NECESSARY*

- Changed jobs
- Now work fully from home
- Now a hybrid worker and place of work away from home is in Chelthenham
- Now a hybrid worker and place of work away from home is outside of Cheltenham
- Other

Other (please specify)

Your views on Cheltenham Borough Council

READ OUT: I will now ask you some questions about your views on Cheltenham Borough Council.

Q12 Overall, how satisfied or dissatisfied are you with the way Cheltenham Borough Council runs things? *SINGLE CHOICE*

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

Q13 To what extent do you agree or disagree that Cheltenham Borough Council provides value for money? *SINGLE CHOICE*

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Q14 Due to these unprecedented economic times, it is likely that Cheltenham Borough Council will need to raise council tax in order to continue to provide valued services and investment in our town. At what level should it be raised? Please note the current rate of inflation is 10.1% *SINGLE CHOICE*

- Above inflation increase
- Increase matching inflation
- Below inflation increase

Q15 Overall, how satisfied or dissatisfied are you with...? *SELECT ONE RESPONSE PER ROW*

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
The household collections for domestic waste	○	○	○	○	○	○
The household collections for recyclables	○	○	○	○	○	○
The cleanliness of the streets in your local area	○	○	○	○	○	○
The parks and open spaces provided by the Council	○	○	○	○	○	○
The way the Council tackles anti-social behaviour	○	○	○	○	○	○

Q16 How important is it to you that...? *SELECT ONE RESPONSE PER ROW*

	Very important	Fairly important	Not very important	Not important at all
There is a place within the town centre where the public can make enquiries and access Council services	○	○	○	○
The Council's main office / staff are located in the town centre	○	○	○	○
The public can access the Council's services digitally, i.e. via the website	○	○	○	○

Interaction with Cheltenham Borough Council

READ OUT: The final set of questions is about interacting with the Council.

Q17 Overall, how well informed do you think Cheltenham Borough Council keeps residents about the services and benefits it provides? *SINGLE CHOICE*

- ○ Very well informed
- ○ Fairly well informed
- ○ Not very well informed
- ○ Not well informed at all
- ○ Don't know

Q18 Do you agree or disagree that you can influence decisions affecting your local area? *SINGLE CHOICE*

- ○ Strongly agree
- ○ Agree
- ○ Neither agree nor disagree
- ○ Disagree
- ○ Strongly disagree
- ○ Don't know

Q19 How do you currently obtain information from or about Cheltenham Borough Council? *MULTIPLE CHOICE*

- ☐ Leaflets or posters
- ☐ Local media (radio, newspaper, TV)
- ☐ Council website
- ☐ From friends and family
- ☐ Public notice/bulletin boards
- ☐ Directly from your Councillor
- ☐ Council Facebook page
- ☐ Community events
- ☐ Public meetings
- ☐ Other Council social media channel
- ☐ Local Twitter accounts
- ☐ Local organisations
- ☐ Other
- ☐ None of these

Other (please specify)

Thank you.

Thornhill Brigg Mill, Thornhill Beck Lane, Brighouse, West Yorkshire, HD6 4AH

T: 01484 404797 W: www.enventure.co.uk