Resident Survey 2025

Final Report

October 2025

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Executive summary

Background

This report presents the findings of the Cheltenham Resident Survey 2025 conducted by Enventure Research on behalf of Cheltenham Borough Council. The survey aimed to understand residents' views on several topics related to the Council and the local area to help inform future service delivery. A representative telephone survey of 1,100 Cheltenham residents aged 16 and above was conducted in summer 2025 and repeated questions from the two previous Resident Surveys (2019 and 2022) and the LGA 'Are You Being Served?' polling survey to allow for tracking and benchmarking. An online version of the survey was also made available for all Cheltenham residents aged 16+ to complete and was promoted via the Council's website and social media.

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 from the 2025 survey are either consistent with or more positive than the most recent LGA Polling Survey, but some decreases in satisfaction have been recorded since 2022

- Overall resident satisfaction with their local area as a place to live is at 82%, which represents a decrease since 2022 (-8%) but is in line with the level of satisfaction recorded in the 2019 Resident Survey (84%) and is higher than the national LGA Polling Survey (74%)
- Satisfaction with the way the Council runs things (57%) has remained consistent with the surveys undertaken in 2019 and 2022 and is in line with the national average (56%)
- Agreement that the Council provides value for money (40%) has remained consistent with the 2022 survey and is higher than the national average (36%)
- The proportion of those who think the Council keeps residents well informed about the services and benefits it provides has decreased to 50% (-6%), which is consistent with the national average (50%)

Respondents would most like to see improvements to road and pavement maintenance, but some are happy with things the way they are

- When asked what one change they would want local councils to make to improve their experience as a Cheltenham resident, a quarter (25%) said *improve roads/pavements/fix potholes*
- Positively, the second most common response was *don't know* or that *nothing is needed* (15%)
- Other common responses included *cleaner/better maintained local area/less litter* (10%), *improved/more frequent waste and recycling collections* (6%) and *better/cheaper parking/more enforcement* (6%)

The majority of respondents believe their local area has not changed much in the past year, but a quarter think it has got worse

- The majority of respondents (65%) said their local area has *not changed much* over the past year
- One in ten (9%) felt it had *got better* and 26% thought it had *got worse*, an increase of 6% since 2022

Respondents tend to have positive perceptions of Cheltenham as a place to live, however some decreases have been recorded since 2022 and there is room for improvement around young people and growing careers

- Overall agreement has decreased for all statements about Cheltenham as a place to live since the previous survey, with the exception of *by living in Cheltenham, I have the opportunity to grow my career* (+5%); however, levels of agreement are similar to or higher than those recorded in the 2019 Resident Survey
- Agreement was highest for *I would recommend Cheltenham as a place to live* (83%)
- Three quarters (74%) agreed that *Cheltenham has a vibrant culture and is an exciting place to live* and a similar proportion (70%) agreed that *Cheltenham has a positive future*
- In contrast, less than half agreed that *by living in Cheltenham, I have the opportunity to grow my career* (49%) and that *Cheltenham is a place that offers opportunity for young people* (46%), with larger proportions disagreeing or saying they did not know when compared with the other statements

High levels of satisfaction were recorded for most town centre amenities, but respondents continue to be less satisfied with the range of shops and Cheltenham in the evening compared with during the day

- In line with the findings from the previous Resident Survey, respondents were most likely to be satisfied with *events* (85%), *safety during the day* (82%), and *Cheltenham town centre overall as a place to visit in the daytime* (77%), but satisfaction levels were lower than those recorded in 2022 (-3%, -5% and -5% respectively)
- The only increase in satisfaction was recorded for *Cheltenham town centre overall as a place to visit in the evening* (+7%), however it should be noted that this has previously been asked as *Cheltenham town centre overall as a place to visit after dark*
- Respondents were more than twice as likely to indicate that they were satisfied with *safety during the day* (82%) than with *safety after dark* (39%)
- Similarly, respondents were significantly more likely to feel satisfied with *Cheltenham town centre overall as a place to visit in the daytime* (77%) than *as a place to visit in the evening* (55%)
- Less than half were satisfied with *the range of shops available* (47%) and over a third (36%) were dissatisfied with this
- Of those dissatisfied with the range of shops, the most common explanations were that there were *too many closed shops* (63%), *not enough variety of shops* (52%) and that they *would like more independent shops* (25%)

The majority of respondents have made changes in the last three years to tackle climate change, however four in ten have not

- Four in ten respondents (40%) said that they had not made any changes in the last three years specifically to tackle climate change
- The most common changes made were *reusing and recycling more/producing less waste* (36%) and *walking, cycling or using public transport more/using car less* (22%)

Opinion is split on how easy or difficult it is to book a slot to visit a Household Recycling Centre run by Gloucestershire County Council

- A greater proportion of respondents find it *easy* (35%) to book a slot to visit a County Council-run Household Recycling Centre than *difficult* (27%)
- A quarter (25%) of respondents said they *have not tried to book a slot*

Respondents tend to agree that there is a need for more affordable homes to buy and rent in Cheltenham, but opinion is split regarding new homes being built on green spaces

- Around seven in ten respondents agreed that *there is a need for more affordable homes to rent* (70%) and *to buy* (68%) in Cheltenham
- Agreement that there is a need for more affordable homes in Cheltenham has fallen since the previous survey (-6% *to rent* and -8% *to buy*)
- Respondents were more like to disagree (44%) than agree (36%) that they are *willing to accept some new homes being built on green spaces*, and 17% said they did not know

Awareness of the Golden Valley Development has increased since 2022, but respondents are more likely to disagree that it is for people like them than agree

- Almost two thirds of respondents (64%) were aware of the Golden Valley Development, an increase of 10% since 2022
- A greater proportion disagreed (36%) than agreed that *the Golden Valley Development is for people like me*, and a quarter (25%) neither agreed nor disagreed
- Of those who disagreed, the most common reasons were that they are *not interested in more housing* (26%) and that they *don't work in technology or cyber security* (22%)
- Similar proportions said they *don't want to work in technology or cyber security* (19%) and that they are *not interested in the Golden Valley Development* (18%)

The majority are unaware how much of their council tax is allocated to Cheltenham Borough Council and over half believe any increase should be in line with inflation

- Just 12% of respondents correctly identified that *10-19%* of their council tax is allocated to Cheltenham Borough Council
- Almost half (47%) believe that *20% or more* of their council tax goes to the Council and 35% answered that they *don't know*
- 56% of respondents said that council tax should be increased to *match inflation*, an increase of 26% since the previous survey
- Around a third (32%) said that it should be increased *below inflation*, a significant since the previous survey (-35%), perhaps because the rate of inflation at the time of the 2022 survey was much higher when compared with this year's survey
- A further 12% said council tax should be increased *above inflation* (+9%)

Whilst respondents felt it was most important for the Council to have a digital presence, the majority also feel it is important for the Council to maintain a physical presence in the town centre

- Respondents thought it was most important that *the public can access the Council's services digitally* (92%), in line with the 2022 findings
- Large proportions also felt it was important that *there is a place within the town centre where the public can make enquiries and access council services* (85%) and that *the Council's main office/staff are located in the town centre* (79%), however there has been a decrease since 2022 (-5% and -6% respectively)

Respondents are most likely to say they live in Cheltenham when explaining where they live, and the majority feel a strong sense of belonging to their local area

- Respondents were most likely to indicate they would say they were from *Cheltenham* (83%) if talking to someone from elsewhere in the UK
- Much smaller proportions would say *Gloucestershire* (7%), *the Cotswolds* (5%) and the *South West* (2%)
- Three quarters (76%) agree that they *feel a sense of belonging to their local area*, and just 9% disagreed
- Over eight in ten (83%) respondents said it was *important* that they are represented by a local council and local councillors, whilst 11% said it was *not important*

The Research Programme

Introduction

Cheltenham Borough Council wished to conduct a survey with a representative sample of its residents to understand views on several topics related to the Council and the local area to help inform service delivery. Benchmarking was also required against the findings from the 2019 and 2022 Resident Surveys and the LGA 'Are You Being Served?' national tracker survey.

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

Methodology

Questionnaire design

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

- Satisfaction with the local area
- Views on how the Council runs things
- Opinions on whether the Council provides value for money
- How well informed the Council keeps its residents
- What changes local councils could make to improve Cheltenham residents' experience
- Whether residents' local areas have changed in the past year
- Perceptions of living in Cheltenham
- Satisfaction with the town centre amenities
- Behaviour changes related to climate change
- Ease of booking a slot at a Household Recycling Centre run by Gloucestershire County Council
- Perceptions of housing in Cheltenham
- Awareness and perceptions of the Golden Valley Development
- Whether residents understand the proportion of their council tax that goes to Cheltenham Borough Council
- The rate at which residents feel council tax should be raised
- Residents' sense of place and how important it is to be represented locally

To allow comparisons to be made against previous survey findings, some questions from the 2019 and 2022 Resident Surveys were included, as well as questions from the LGA 'Are You Being Served?' national tracker survey to allow for benchmarking on a national scale.

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

Representative 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 July to 11 August 2025.

Quotas for the survey were set on age, gender and area of Cheltenham based on mid-year population estimates in 2022, 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. Due to the self-selecting nature of the online survey, this means that the final sample who completed the online survey is not representative of the overall Cheltenham population.

The online survey was hosted and managed online by Enventure Research between 16 July and 13 August 2025. 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.

The online survey received **426** responses.

Survey response

In total, **1,526 responses** were received to the survey. The breakdown of responses is shown in the table overleaf.

Figure 1 – Survey responses by methodology

Methodology	Number	%
Representative telephone and face-to-face survey	1,100	72%
Online survey	426	28%
TOTAL	**1,526**	**100%**

How to read the report

Percentages in figures

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

- 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%.

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-2022 estimates, the Cheltenham population of those aged 16 and above is 98,740, 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 results of the representative survey by demographics such as gender, age, ethnicity, disability, area of Cheltenham, and whether they have any children or young people aged 0-18 in their household. This analysis has only been carried out where the sample size is seen to be sufficient for comment. Where sample sizes were not large enough, subgroups have been combined to create larger groups if possible. It should be noted that the percentages shown in the subgroup analysis reflect the proportion of the subgroup who answered the question and gave a particular response.

This analysis is only shown in the report where statistically significant differences between subgroups have been found at the 95% level of confidence. This means that we can be confident that if we repeated the same survey, 95 times out of 100, we would get similar findings.

Response options

To analyse some questions, response options have been grouped together to show an overall level. For example, in some instances 'very satisfied' and 'quite satisfied' have been grouped and shown as 'total satisfied'. Where combined percentages do not equal the overall level reported (being 1% higher or lower), this is due to percentages being rounded to the nearest whole number.

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.

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 most recent survey that the results have been compared with was undertaken in October 2024.

Where questions have been repeated from the previous Cheltenham Resident Survey conducted in 2019 and/or 2022, the results have been included for comparison. It should be noted that the methodology of the survey conducted in 2019 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

Satisfaction with the local area as a place to live

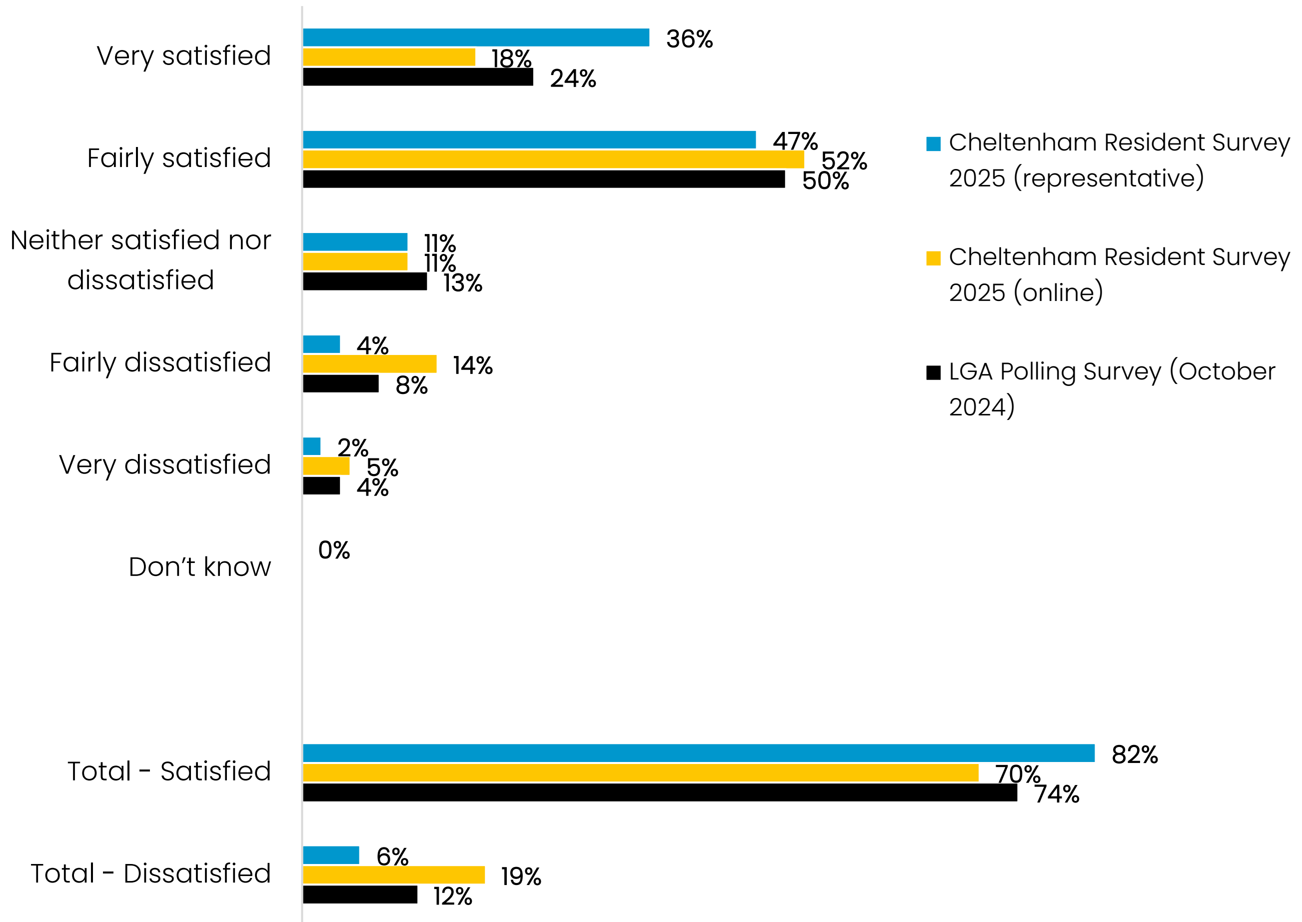
Eight in ten representative respondents (82%) reported that they were either *very satisfied* (36%) or *fairly satisfied* (47%). Just 6% were either *fairly dissatisfied* (4%) or *very dissatisfied* (2%).

Satisfaction was lower amongst online respondents, albeit still high at 70% overall. By contrast, online respondents were more likely to say they were dissatisfied (19% overall) when compared with representative respondents (6% overall).

Equal proportions of representative and online respondents said they were *neither satisfied nor dissatisfied* with their local area as a place to live (both at 11%).

As shown in the chart below, the representative survey recorded a higher level of satisfaction than the national figure from the most recent LGA survey (+8%).

Figure 2 – Overall, how satisfied or dissatisfied are you with your local area as a place to live?
Base: All representative respondents (1,100); online (426); LGA (1,000)



Subgroup analysis (representative survey)

Subgroups more likely to be **satisfied** with their local area as a place to live (82% overall) include:

- Those aged 25-34 (88%) vs those aged 45-54 (78%)
- Those living in South East Cheltenham (92%) vs those living elsewhere, particularly those living in West Cheltenham (73%)
- Those who do not have a disability (84%) vs those who do (75%)

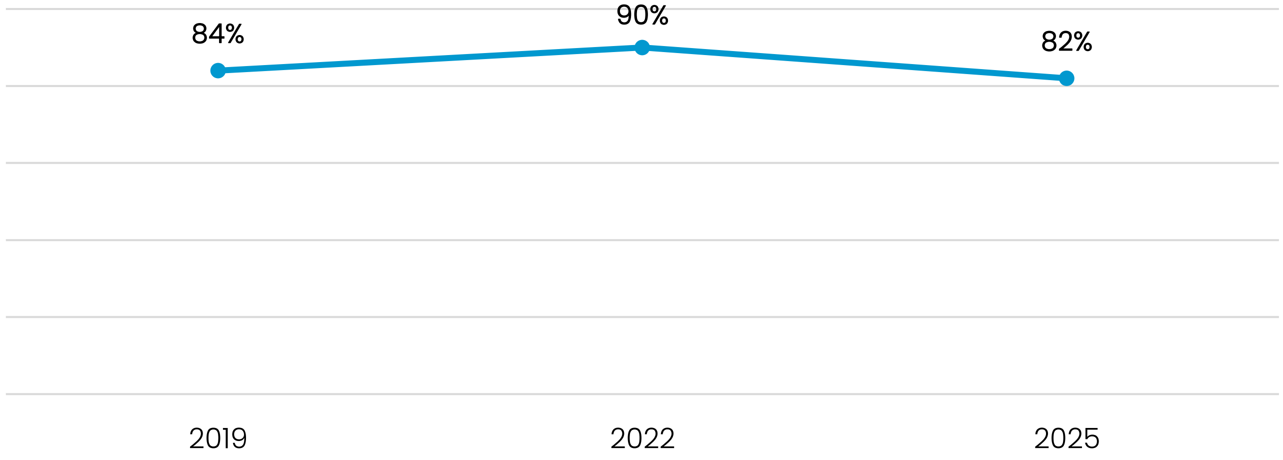
Those living in West Cheltenham were more likely to be **dissatisfied** with their local area as a place to live (9%) when compared with those living in South West Cheltenham (4%).

The chart below presents the results of the representative survey to this question (total satisfaction only) alongside the results from the previous surveys for comparison.

Overall satisfaction has decreased by 8% since the previous survey, but is at a similar level to that recorded in 2019.

Figure 3 – Satisfaction with local area as a place to live compared with previous survey results (representative survey only)

Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (1,572)



Changes to improve residents' experiences

To understand their priorities, respondents were asked what one change they would want local councils to make to improve their experience as a Cheltenham resident. Two of the three most common themes provided by representative respondents related to the appearance of Cheltenham, including a quarter (25%) who suggested to *improve roads/pavements/fix potholes* and 10% who suggested *cleaner/better maintained local area/less litter.*

One in seven representative respondents (15%) said they *don't know* what would improve their experience as a Cheltenham resident, or that *nothing was needed.*

Similar proportions of representative respondents made suggestions related to waste and recycling in Cheltenham, including *improved/more frequent waste and recycling collections* (6%) and *reopen Swindon Road HRC/better HRC access* (5%).

The table below shows the most common themes from the representative survey, followed by example verbatim quotes for some of the most common themes.

Figure 4 – What one change would you want local councils to make to improve your experience as a Cheltenham resident? (Most common themes – representative survey)
Base: All representative respondents (1,100)

Top themes in free-text responses	Frequency	%
Improve roads/pavements/fix potholes	276	25%
Don't know/nothing needed	161	15%
Cleaner/better maintained local area/less litter	105	10%
Improved/more frequent waste and recycling collections	68	6%
Better/cheaper parking/more enforcement	62	6%
Reopen Swindon Road HRC/better HRC access	56	5%
Better communication/access to information	50	5%
More services/facilities for children and young people	29	3%
Improved safety/more visible policing	28	3%

> *I think there needs to be an improvement on our pavements in Cheltenham as they are uneven and dangerous.*
> Improve roads/pavements/fix potholes

> *I don't know, we never really have any problems.*
> Don't know/nothing needed

> *Get our cul-de-sac cleaned, we never get any street cleaning done here.*
> Cleaner/better maintained local area/less litter

> *Allow us to have a single blue bin for recycling rather than having multiple crates.*
> Improved/more frequent waste and recycling collections

Many of the same themes from the representative survey also appear in the most common themes from the online survey (shown in Figure 5), suggesting that these are important issues to Cheltenham residents. This includes the three most common themes from the online survey such as *cleaner/better maintained local area/less litter* (21% online and 10% representative), *improve roads/pavements/fix potholes* (17% online and 25% representative) and *reopen Swindon Road HRC/better HRC access* (11% online and 5% representative).

Figure 5 – What one change would you want local councils to make to improve your experience as a Cheltenham resident? (Most common themes – online survey)
Base: All online respondents (426)

Top themes in free-text responses	Frequency	%
Cleaner/better maintained local area/less litter	89	21%
Improve roads/pavements/fix potholes	71	17%
Reopen Swindon Road HRC/better HRC access	45	11%
Improved/more frequent waste and recycling collections	33	8%
Better/cheaper parking/more enforcement	28	7%
More investment/modernise/improve appearance	24	6%
Traffic management/fewer roadworks/reduce congestion	22	5%
Safer roads/more speed limits/traffic calming	19	4%
Better planning/more infrastructure	18	4%
Better communication/access to information	17	4%
Spend wisely/stop wasting money	17	4%

"

Clean the streets regularly, not never unless re-actively due to resident/s complaints. If it happens in Montpelier, why isn't it elsewhere?
Cleaner/better maintained local area/less litter

"

The quality of some of the roads are shocking, potholes not being maintained correctly. The volume of traffic means that sufficient maintenance is required and this is not happening.
Improve roads/pavements/ fix potholes

"

Open up the Swindon Rd recycling centre to make it easier to dispose of unwanted items.
Reopen Swindon Road HRC/better HRC access

"

Return bins where they are taken from and not leave in middle of road.
Improved/more frequent waste and recycling collections

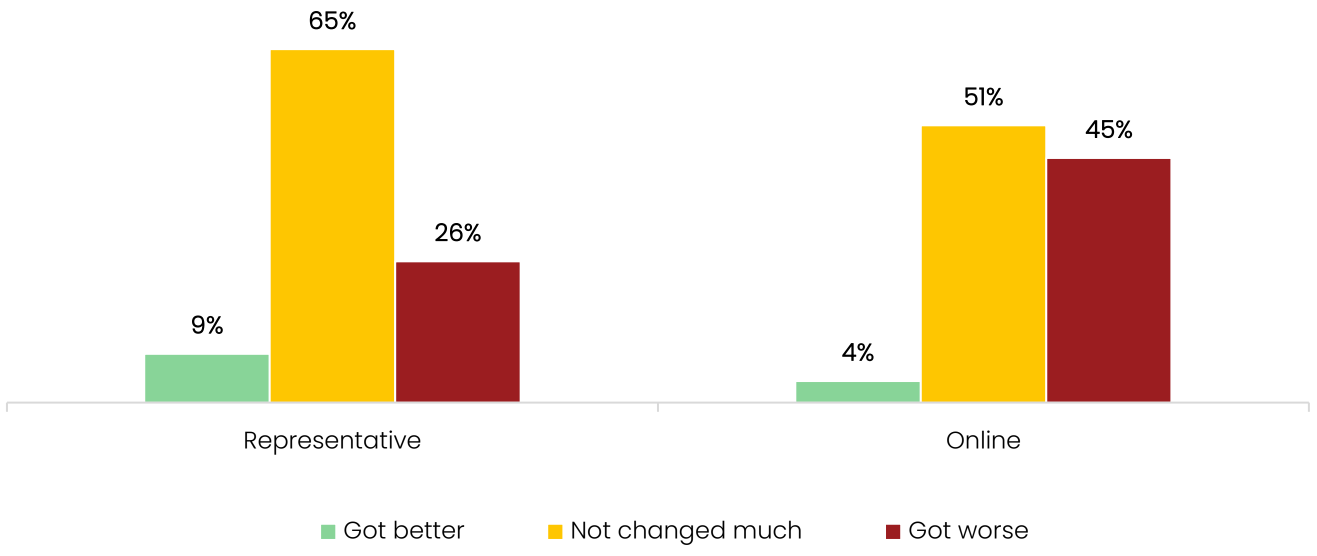
Changes to the local area in the past year

When asked whether they thought their local area had got better, worse, or had not changed much over the past year, the majority of representative respondents (65%) felt their local area had *not changed much*. A quarter (26%) felt their local area had *got worse* and 9% felt it had *got better*.

Online respondents' opinions appeared to be split, between those who felt their local area had *not changed much* (51%) and those who felt it had *got worse* (45%). A further 4% of online respondents believed their local area had *got better.*

Figure 6 – 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 (426)



Subgroup analysis (representative survey)

Those aged 16-34 were more likely to think their local area has **got better** over the past year (13%) when compared with those aged 55+ (7%).

Subgroups more likely to think their local area has **got worse** over the past year (26% overall) include:

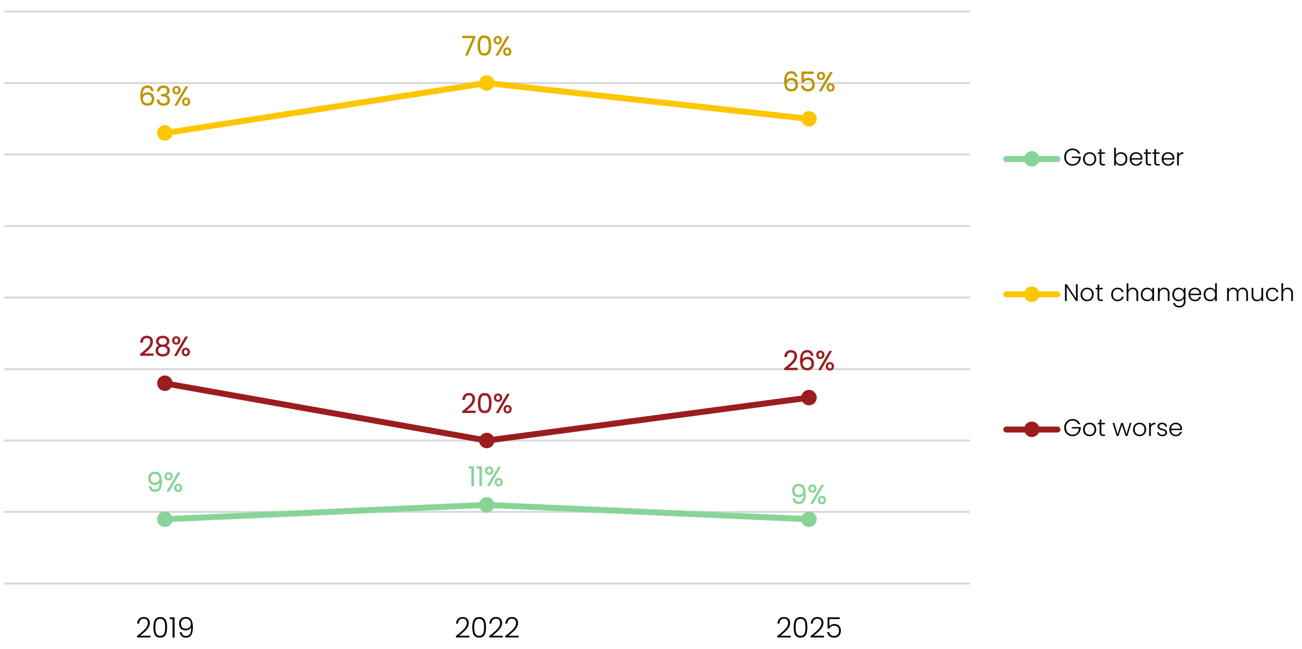
- Those aged 35+ (27%) vs those aged 16-34 (20%)
- Those living in Central Cheltenham (31%) vs those living in West (22%) and North Cheltenham (22%)
- Those who do not have children or young people aged 0-18 living in their household (27%) vs those who do (21%)

The chart below presents the results of the representative survey to this question alongside the results from the previous surveys for comparison.

Since 2019, the most common response has remained that respondents' local area has *not changed much*, but there has been a decrease in the proportion of respondents who said this (-5%) when compared with the previous survey. By contrast, the proportion of respondents who said their local area has *got worse* has increased since the previous survey (+6%) and is now consistent with the 2019 survey.

The proportion of respondents who said their local area has *got better* has remained consistent since 2019.

Figure 7 – Feelings about changes to local area compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (1,534)



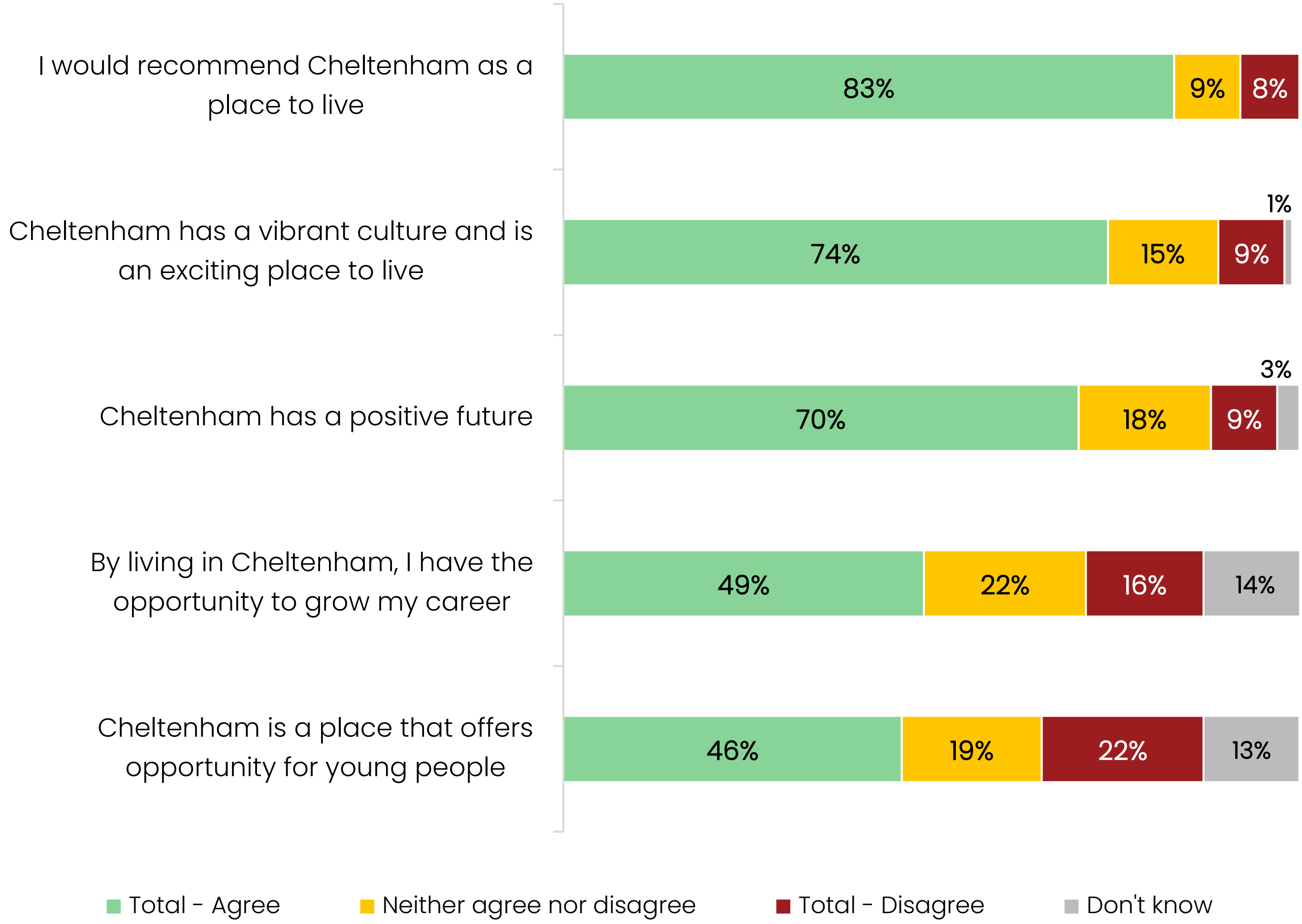
Agreement with statements about Cheltenham

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.

Agreement was highest for the statement *I would recommend Cheltenham as a place to live,* with over eight in ten representative respondents (83%) saying they agreed with this. Three quarters of representative respondents (74%) agreed that *Cheltenham has a vibrant culture and is an exciting place to live*, and a further seven in ten (70%) agreed that *Cheltenham has a positive future.*

By comparison, much smaller proportions of representative respondents agreed with the statements *by living in Cheltenham, I have the opportunity to grow my career* (49%) and *Cheltenham is a place that offers opportunity for young people* (46%). Instead, these statements recorded larger proportions of respondents answering that they disagreed (16% and 22% respectively) or that they did not know (14% and 13% respectively) when compared with other statements.

Figure 8 – To what extent do you agree with the following statements?
Base: All representative respondents 2025 (1,100)



Subgroup analysis (representative survey)

Subgroups more likely to **agree** with the statement **I would recommend Cheltenham as a place to live** (83% overall) include:

- Those aged 65+ (88%) vs those aged 16-24 (77%)
- Those living in South East Cheltenham (88%) vs those living in Central (79%) and West Cheltenham (80%)

Those who have a disability were more likely to **disagree** with the statement **I would recommend Cheltenham as a place to live** (12%) when compared with those who do not (7%).

Those aged 25-34 were more likely to **agree** with the statement **Cheltenham has a vibrant culture and is an exciting place to live** (81%) when compared with those aged 55+ (71%).

Those aged 16-24 and 45+ were more likely to **disagree** with the statement **Cheltenham has a positive future** (13% and 10% respectively) when compared with those aged 25-34 (3%).

Subgroups more likely to **agree** with the statement **by living in Cheltenham, I have the opportunity to grow my career** (49% overall) include:

- Those aged 16-54 (56%) vs those aged 55+ (38%)
- Those who have children or young people aged 0-18 living in their household (58%) vs those who do not (44%)

Subgroups more likely to **agree** with the statement **Cheltenham is a place that offers opportunity for young people** (46% overall) include:

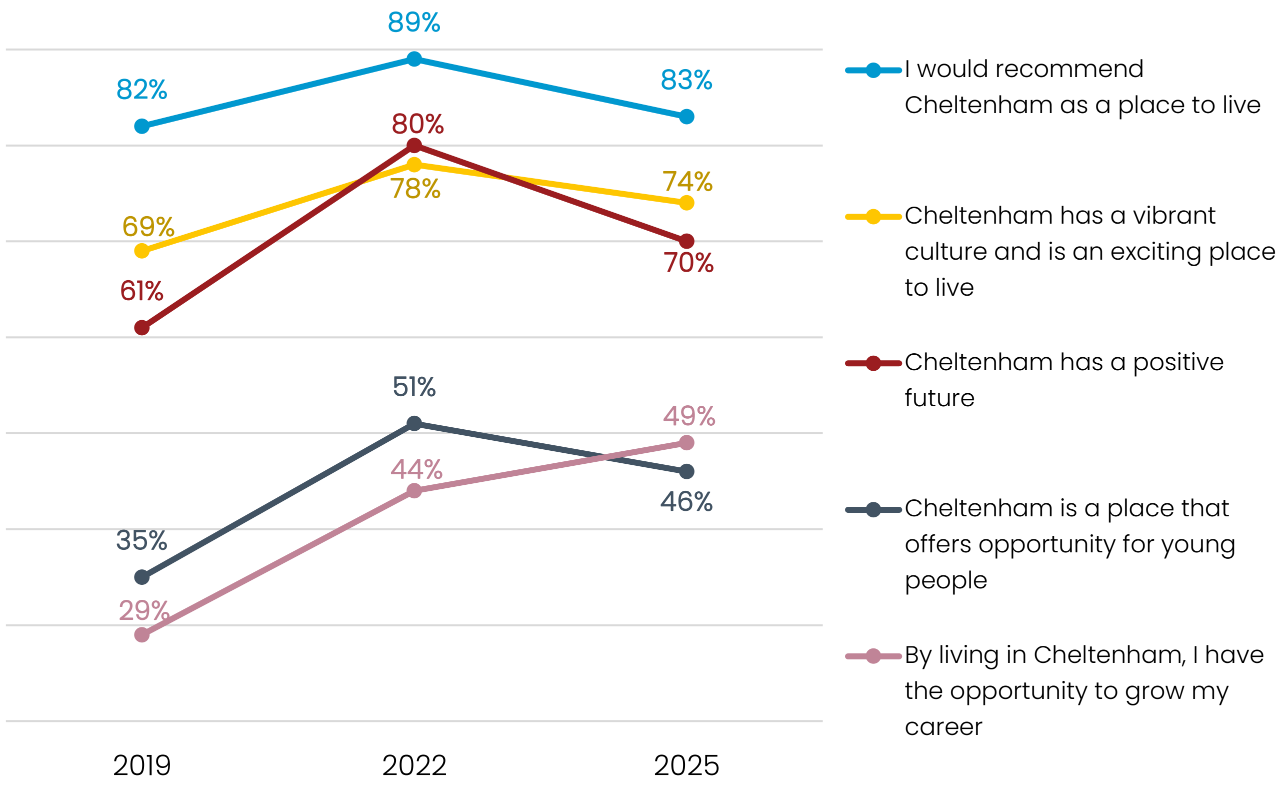
- Those aged 16-34 (63%) vs those aged 35+ (40%)
- Those who have children and young people aged 0-18 living in their household (53%) vs those who do not (44%)

The chart below presents the results of the representative survey to this question (total agree only) alongside the results from the previous surveys for comparison.

Although the majority of statements have recorded a decrease in agreement since the previous survey, it is important to note that the levels of agreement are similar to or higher than those recorded in 2019.

Agreement with the statement *by living in Cheltenham, I have the opportunity to grow my career* was the only increase recorded since the previous survey (+5%).

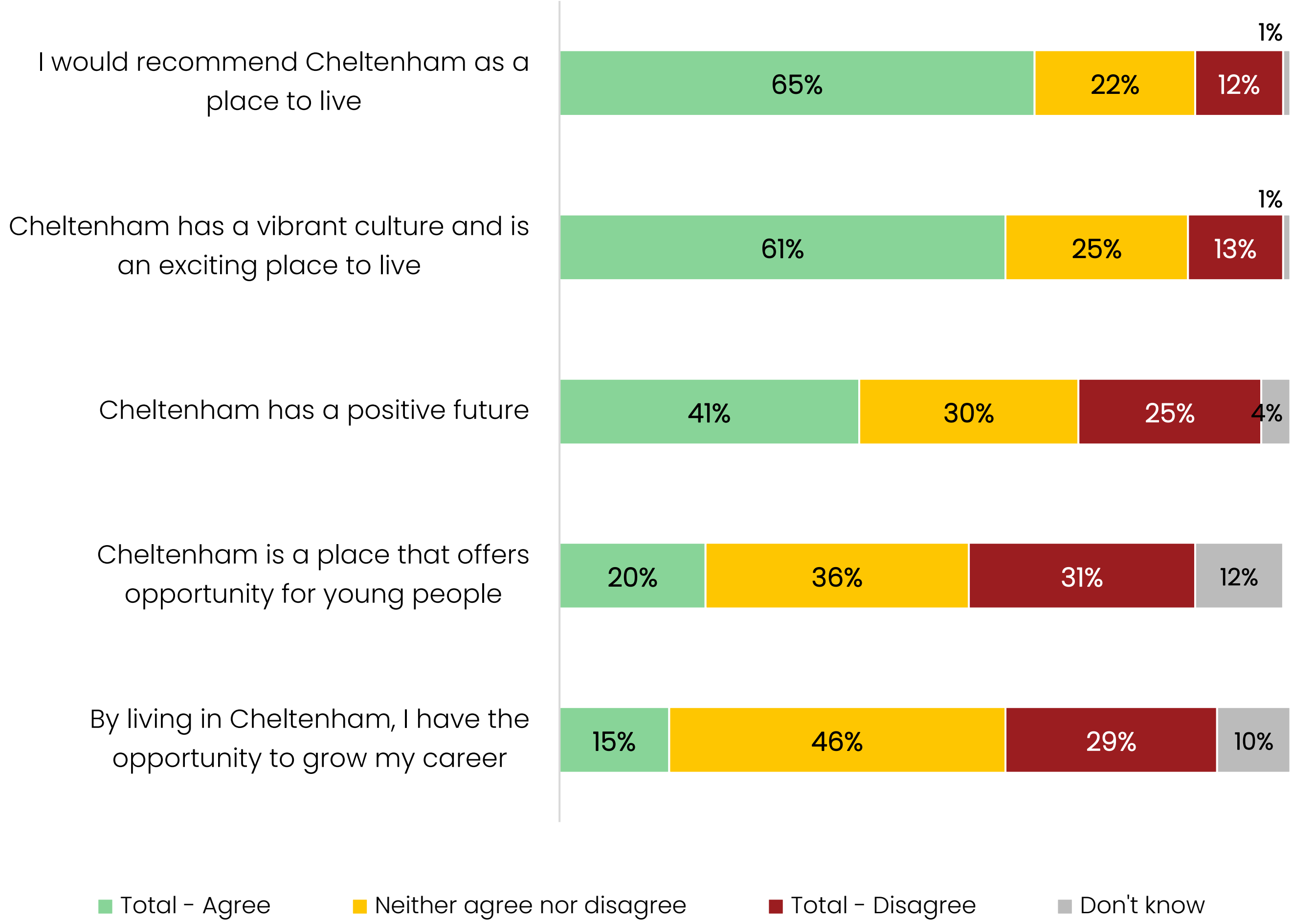
Figure 9 – Agreement with statements about Cheltenham compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (various – unknown)



Online respondents were also most likely to agree with the statement *I would recommend Cheltenham as a place to live* (65%), followed by 61% who agreed that *Cheltenham has a vibrant culture and is an exciting place to live.*

Online respondents were more likely to disagree than agree with the statements *Cheltenham is a place that offers opportunity for young people* (31% vs 20%) and *by living in Cheltenham, I have the opportunity to grow my career* (29% vs 15%). For these statements, online respondents were most likely to answer that they neither agree nor disagree (36% and 46% respectively).

Figure 10 – To what extent do you agree with the following statements?
Base: All online respondents 2025 (426)



Satisfaction with town centre amenities

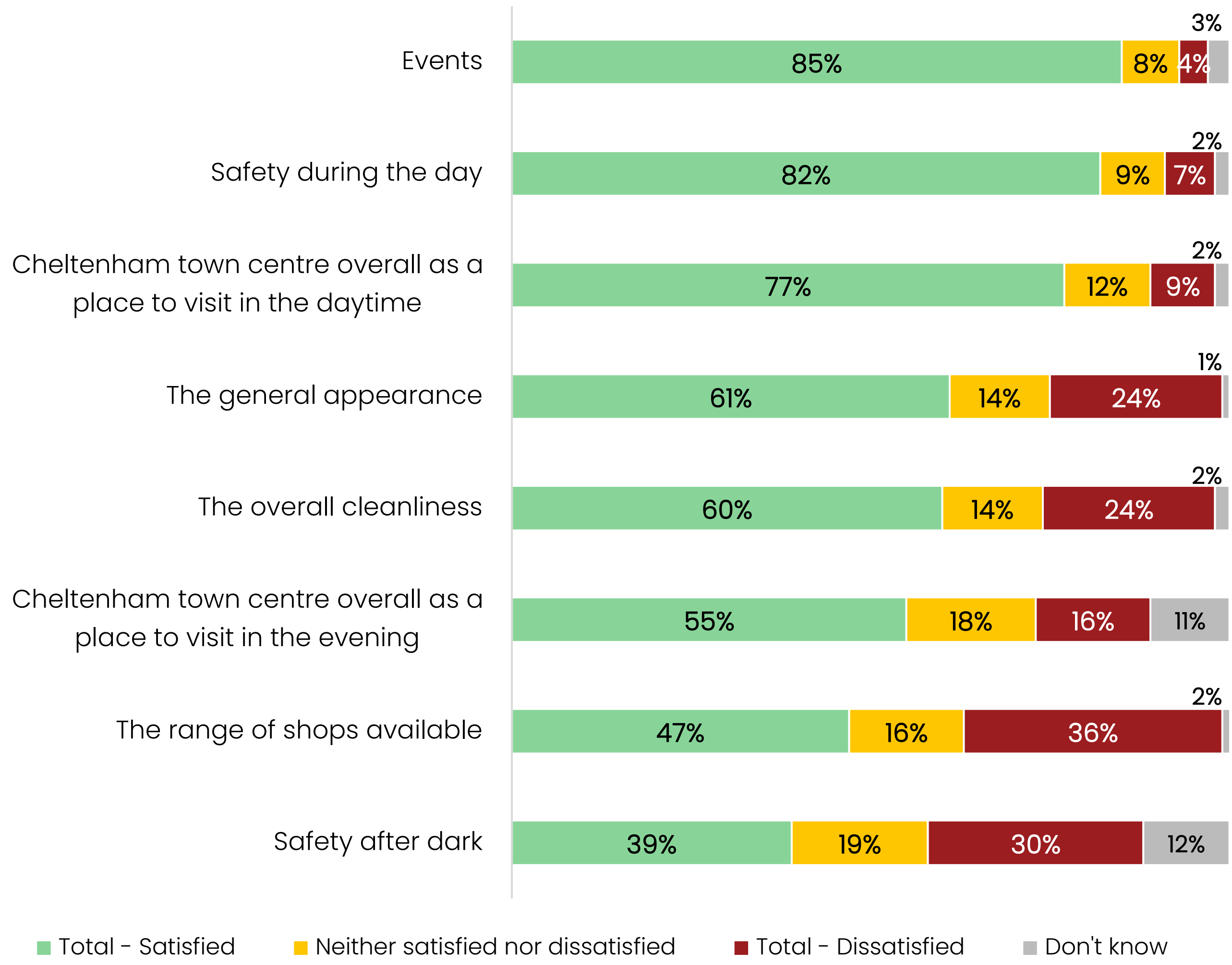
When asked to rate their satisfaction with a number of amenities in Cheltenham town centre, representative respondents were most likely to be satisfied with *events* (85%).

Representative respondents were more than twice as likely to indicate that they were satisfied with their *safety during the day* (82%) than report feeling satisfied with their *safety after dark* (39%). Similarly, representative respondents were significantly more likely to feel satisfied with *Cheltenham town centre overall as a place to visit in the daytime* (77%) than *Cheltenham town centre overall as a place to visit in the evening* (55%).

Six in ten representative respondents said they were satisfied with *the general appearance* (61%) and *the overall cleanliness* (60%) of the town centre.

Less than half of representative respondents (47%) were satisfied with *the range of shops available* and over a third (36%) were dissatisfied, highlighting this as a key area for improvement.

Figure 11 – Thinking about the town centre, how satisfied or dissatisfied are you with the following?
Base: All representative respondents 2025 (1,100)



Subgroup analysis (representative survey)

Subgroups more likely to be **dissatisfied** with their **safety during the day** (7% overall) include:

- Those aged 35-54 (9%) vs those aged 16-34 (4%)
- Those who have children or young people aged 0-18 living in their household (10%) vs those who do not (6%)

Those aged 35+ were more likely to be **dissatisfied** with **Cheltenham town centre overall as a place to visit in the daytime** (11%) when compared with those aged 16-34 (5%).

Subgroups more likely to be **satisfied** with **Cheltenham town centre as a place to visit in the evening** (55% overall) include:

- Those aged 16-54 (65%) vs those aged 55+ (41%)
- Those who have children or young people aged 0-18 living in their household (62%) vs those who do not (53%)

Subgroups more likely to be **satisfied** with their **safety after dark** (39% overall) include:

- Male respondents (42%) vs female respondents (36%)
- Those aged 16-54 (45%) vs those aged 55+ (29%)
- Those from ethnic minority backgrounds (52%) vs those of White ethnicity (38%)
- Those who do not have a disability (41%) vs those who do (29%)

Female respondents were more likely to be **dissatisfied** with **the range of shops available** (40%) when compared with male respondents (31%). Conversely, male respondents were more likely to be **dissatisfied** with **the overall cleanliness** (27%) when compared with female respondents (21%).

Those aged 55+ were more likely to be **dissatisfied** with the following when compared with those aged 16-54:

- The overall cleanliness (29% vs 20%)
- The general appearance (33% vs 18%)
- The range of shops available (44% vs 30%)

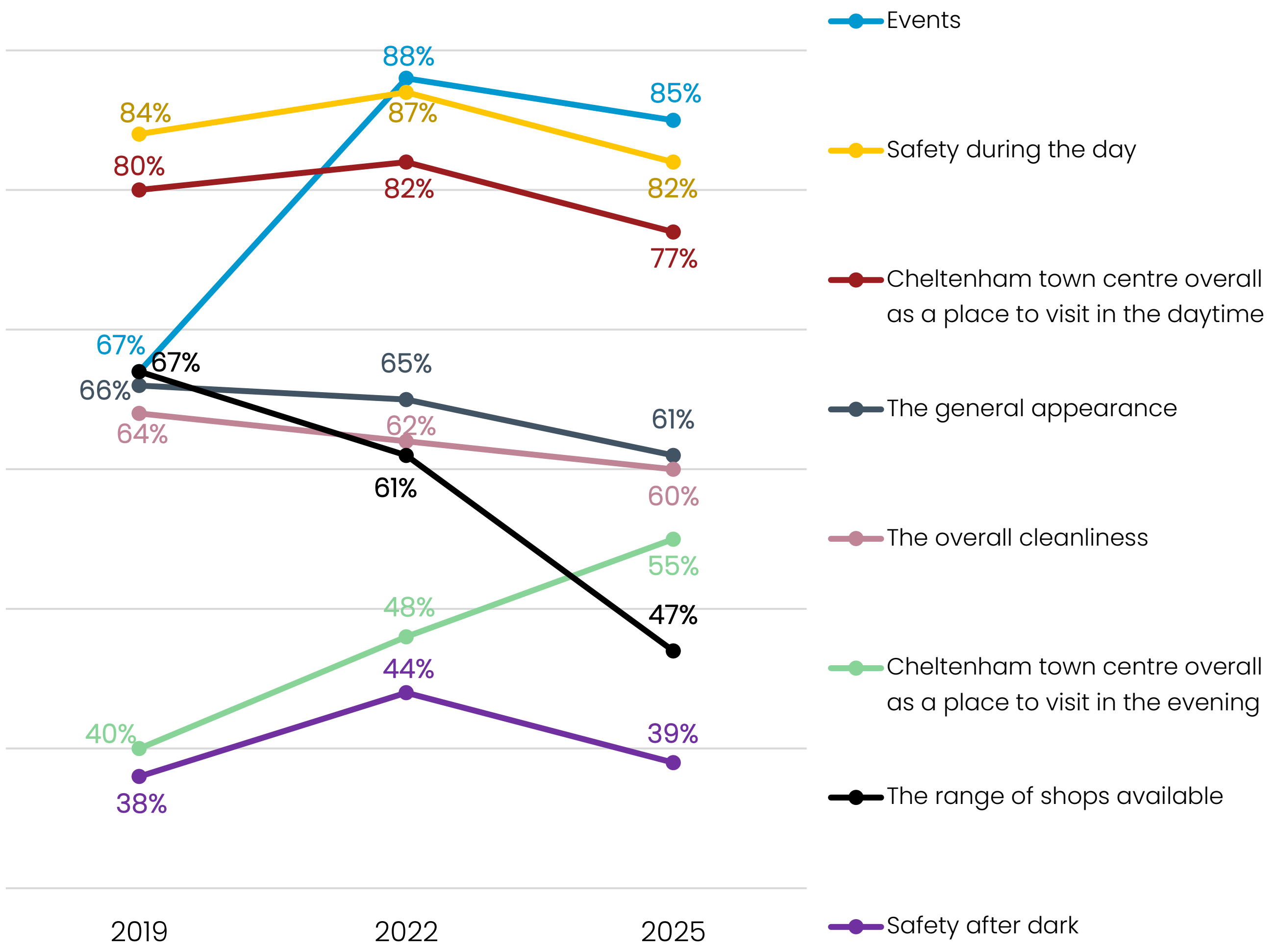
The chart below presents the results of the representative survey to this question (total agree only) alongside the results from the previous surveys for comparison.

After several town centre amenities recorded an increase in satisfaction in the previous survey, satisfaction has decreased for the majority in this year's survey. In most cases, satisfaction has fallen in line with the figures recorded in 2019.

Satisfaction with *Cheltenham town centre overall as a place to visit in the evening* has continued to increase since 2019, from 40% to 55%, representing a 15% increase. This shows a positive trend, although it should be noted that this has previously been asked as *Cheltenham town centre overall as a place to visit after dark*.

The results show that satisfaction has continued to decrease since 2019 for *the general appearance* (-5% since 2019), *the overall cleanliness* (-4% since 2019), and *the range of shops available* (-20% since 2019).

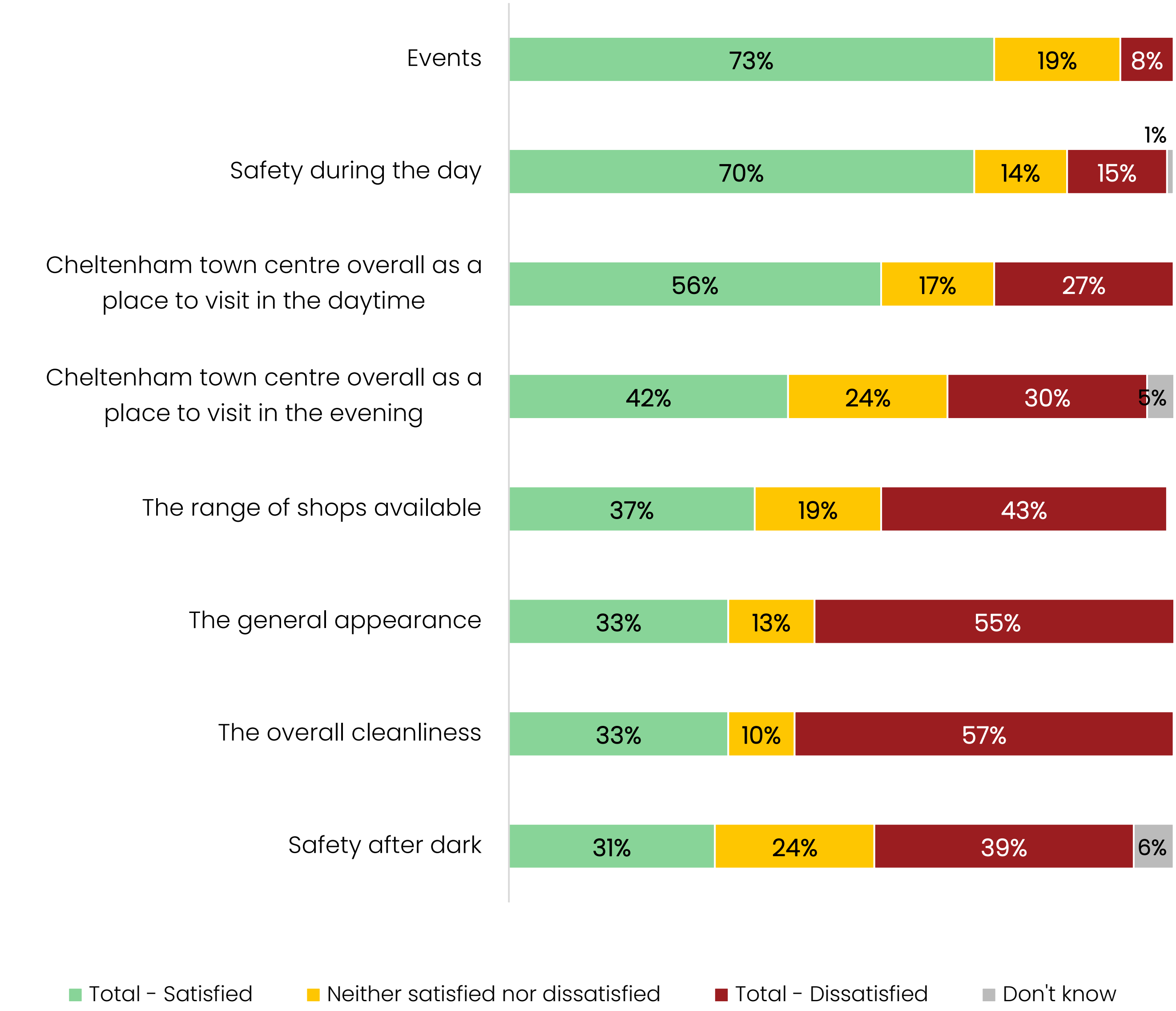
Figure 12 – Satisfaction with Cheltenham town centre compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (various – unknown)



Online respondents were also most likely to be satisfied with *events* (73%), and a similar proportion (70%) indicated that they were satisfied with their *safety during the day.* A further 56% of online respondents said they were satisfied with *Cheltenham town centre overall as a place to visit in the daytime.*

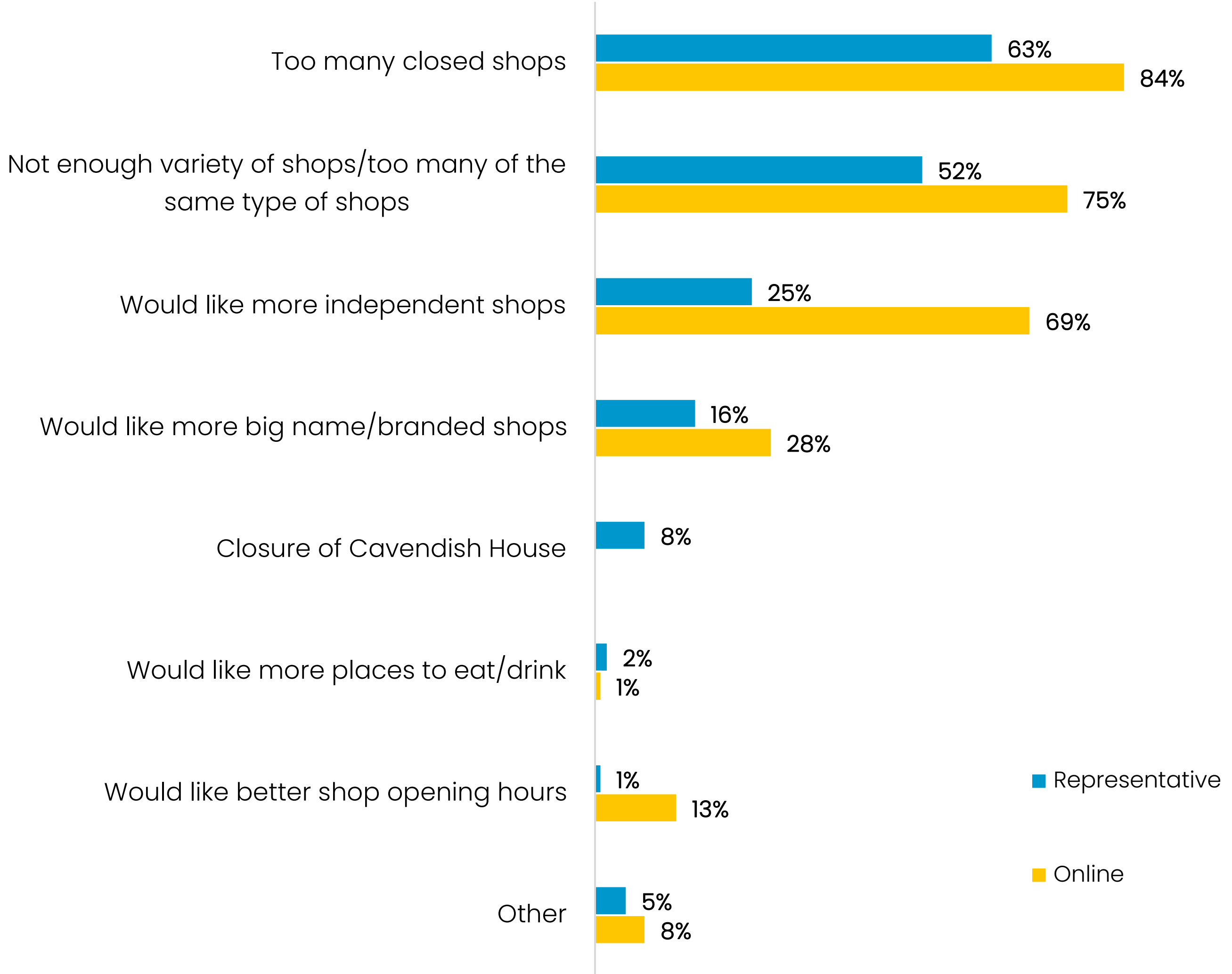
Less than half of online respondents indicated that they were satisfied with the remaining town centre amenities, and several amenities recorded larger levels of dissatisfaction than satisfaction. This includes *the range of shops available* (43% dissatisfied vs 37% satisfied), *the general appearance* (55% dissatisfied vs 33% satisfied), *the overall cleanliness* (57% dissatisfied vs 33% satisfied) and their *safety after dark* (39% dissatisfied vs 31% satisfied).

Figure 13 – Thinking about the town centre, how satisfied or dissatisfied are you with the following?
Base: All online respondents 2025 (426)



Across both surveys, the most common reason for being dissatisfied with the range of shops available in Cheltenham town centre was that there are *too many closed shops* (63% representative and 84% online). This was followed by the opinion that there is *not enough variety of shops/too many of the same type of shops* (52% representative and 75% online), and that respondents *would like more independent shops* (25% representative and 69% online). The full range of responses are shown in the chart below.

Figure 14 – Why have you said that you are dissatisfied with the range of shops available?
Base: Those who said they were dissatisfied with the range of shops available – representative (394); online (184)



Subgroup analysis (representative survey)

Those aged **16-34** were more likely to provide the following reasons when compared with older respondents:

- Would like more big name/branded shops (24%) vs those aged 55+ (13%)
- Closure of Cavendish House (19%) vs those aged 35+ (6%)

Environment

Behaviours to tackle climate change

When asked whether they have made any changes in the last three years specifically to tackle climate change, the most common change made by respondents across both surveys was *I reuse and recycle more/produce less waste* (36% representative and 65% online).

Just over a fifth of representative respondents (22%) said they *walk, cycle or use public transport more/use car less.* Further to this, around one in ten representative respondents said they *minimise energy usage at home* (11%), *have improved the energy efficiency of their home* (11%), *avoid single use plastics and plastic packaging* (10%) and are *mindful of food consumption* (9%), such as growing food at home, minimising food waste and eating local or seasonal produce.

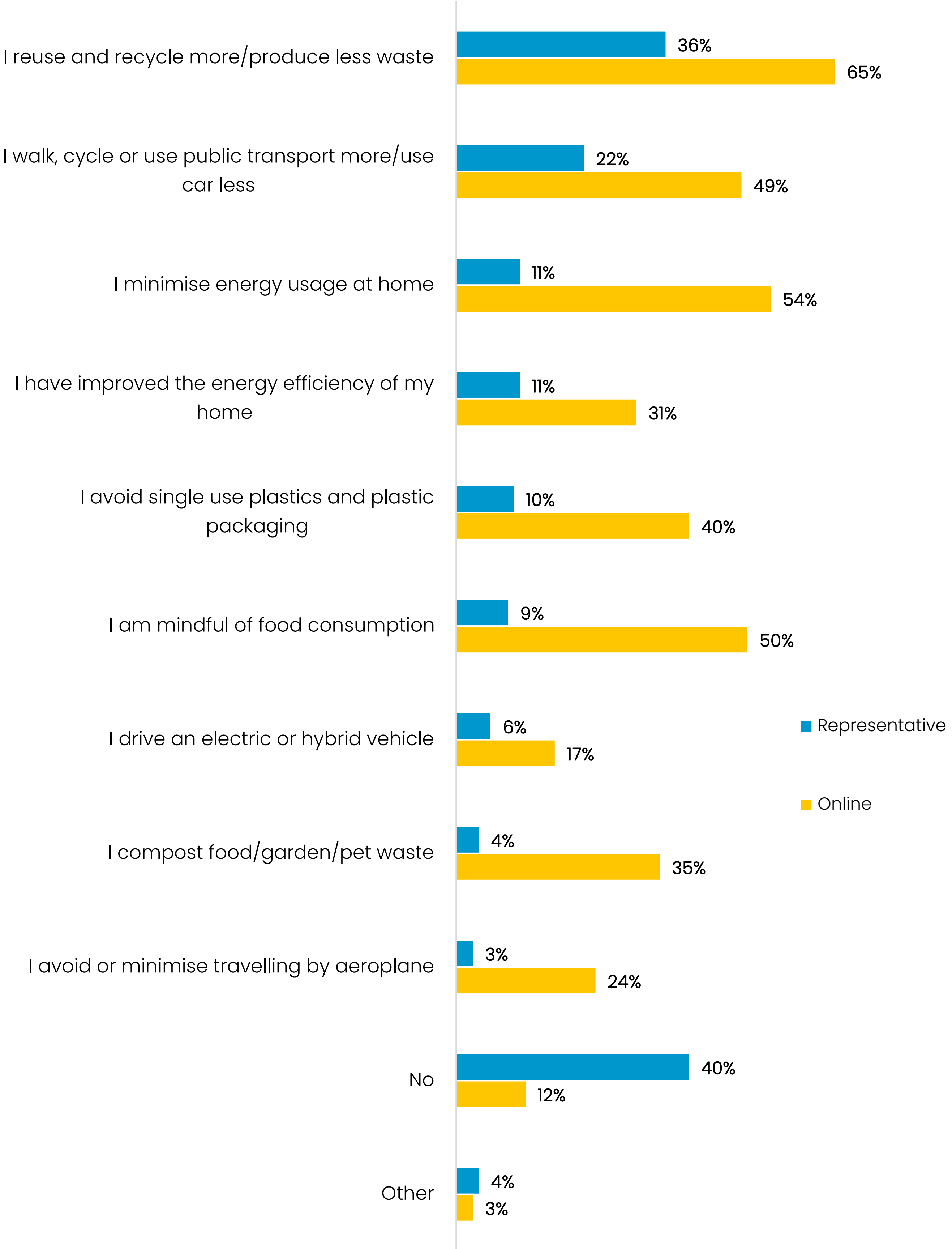
A significantly larger proportion of representative respondents said they have not made any changes (40%) when compared with online respondents (12%). This may be because this question was asked without prompting in the representative survey, but online respondents would have seen the list of possible changes to choose from when completing the survey.

The most common *other* responses provided by representative respondents (4%) include:

- Minimise water use/save water/recycle used water
- Reduced energy use/smart meter/generate electricity
- Wild garden/planted wildflowers/sustainable garden

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

Figure 15 – Have you made any changes in the last three years (since 2022) specifically to tackle climate change?
Base: All representative respondents (1,100); online (426)



Subgroup analysis (representative survey)

Subgroups more likely to say they **have not made any changes in the last three years** (40% overall) include:

- Male respondents (45%) vs female respondents (36%)
- Those aged 45-54 (48%) vs those aged 35-44 (35%) and 55-64 (36%)
- Those living in Central (43%), West (45%) and North Cheltenham (42%) vs those living in South East Cheltenham (33%)

When compared with those aged 35+, those aged **16-34** were more likely to say they have made the following changes:

- I walk, cycle or use public transport more/use car less (35% vs 17%)
- I minimise energy usage at home (16% vs 10%)
- I avoid single use plastics and plastic packaging (19% vs 6%)
- I am mindful of food consumption (17% vs 6%)
- I compost food/garden/pet waste (8% vs 3%)

Those who have **children or young people aged 0-18 living in their household** were more likely to say they have made the following changes when compared with those who do not:

- I avoid single use plastics and plastic packaging (14% vs 8%)
- I am mindful of food consumption (13% vs 7%)
- I drive an electric or hybrid vehicle (9% vs 5%)

Those living in South West Cheltenham were more likely to say they have **improved the energy efficiency of their home** (16%) when compared with those living in West (8%) and North Cheltenham (8%).

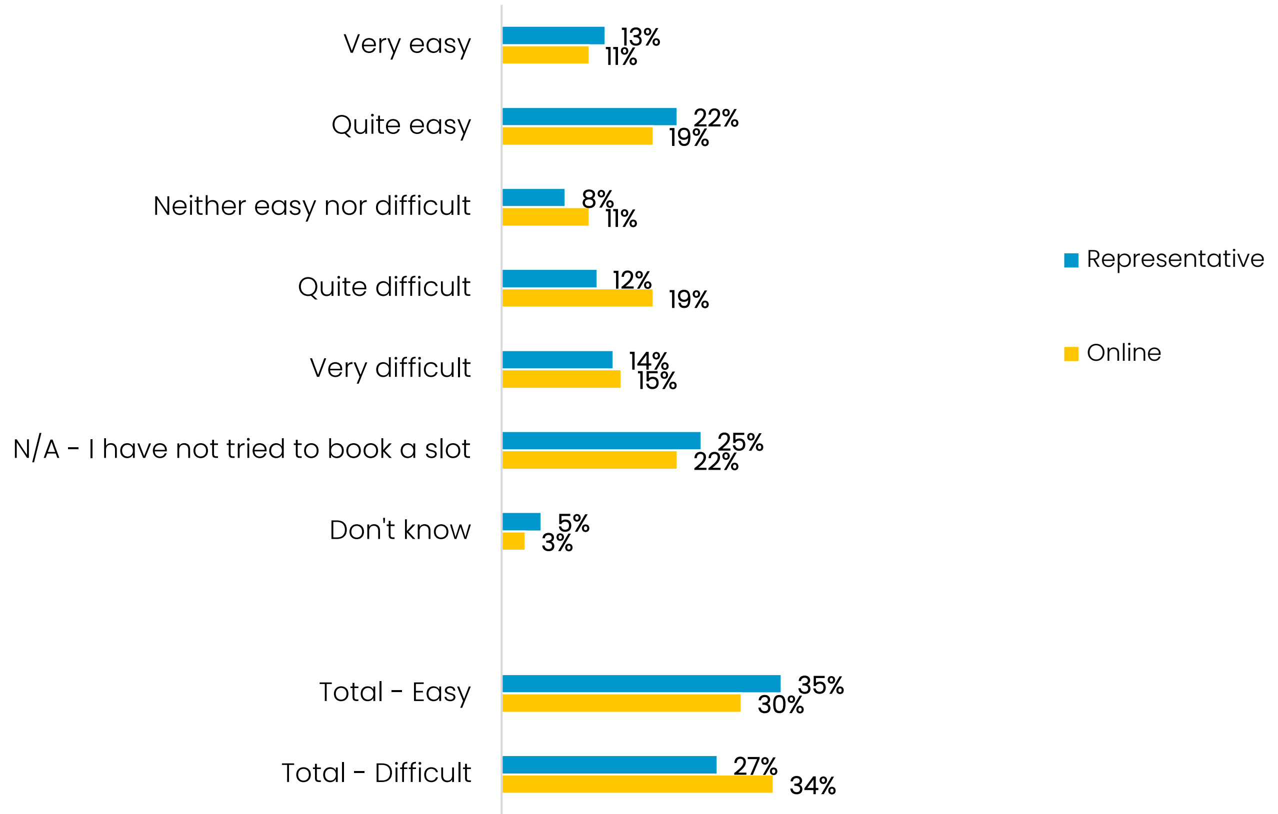
Ease of booking a Household Recycling Centre slot

Opinion was split across both surveys in relation to how easy or difficult respondents find it to book a slot to visit a Household Recycling Centre run by Gloucestershire County Council. Over a third of representative respondents (35%) said they find it *easy* to book a slot, which is a larger proportion than those who said they find it *difficult* (27%). A quarter of representative respondents (25%) said they *have not tried to book a slot.*

Online respondents were slightly more likely to find it *difficult* to book a slot (34%) than *easy* (30%), and a further 22% of online respondents said they *have not tried to book a slot.*

Figure 16 – How easy or difficult do you find it to book a slot to visit a Household Recycling Centre run by Gloucestershire County Council?

Base: All representative respondents (1,100); online (426)



Subgroup analysis (representative survey)

Subgroups more likely to say they **have not tried to book a slot** (25% overall) include:

- Those aged 55+ (33%) vs those aged 16-54 (20%)
- Those who do not have children or young people aged 0-18 living in their household (29%) vs those who do (15%)
- Those who have a disability (36%) vs those who do not (22%)

Those aged **35-54** were more likely to say they find it **difficult** to book a slot (36%) when compared with those aged 16-34 (19%) and 55+ (24%).

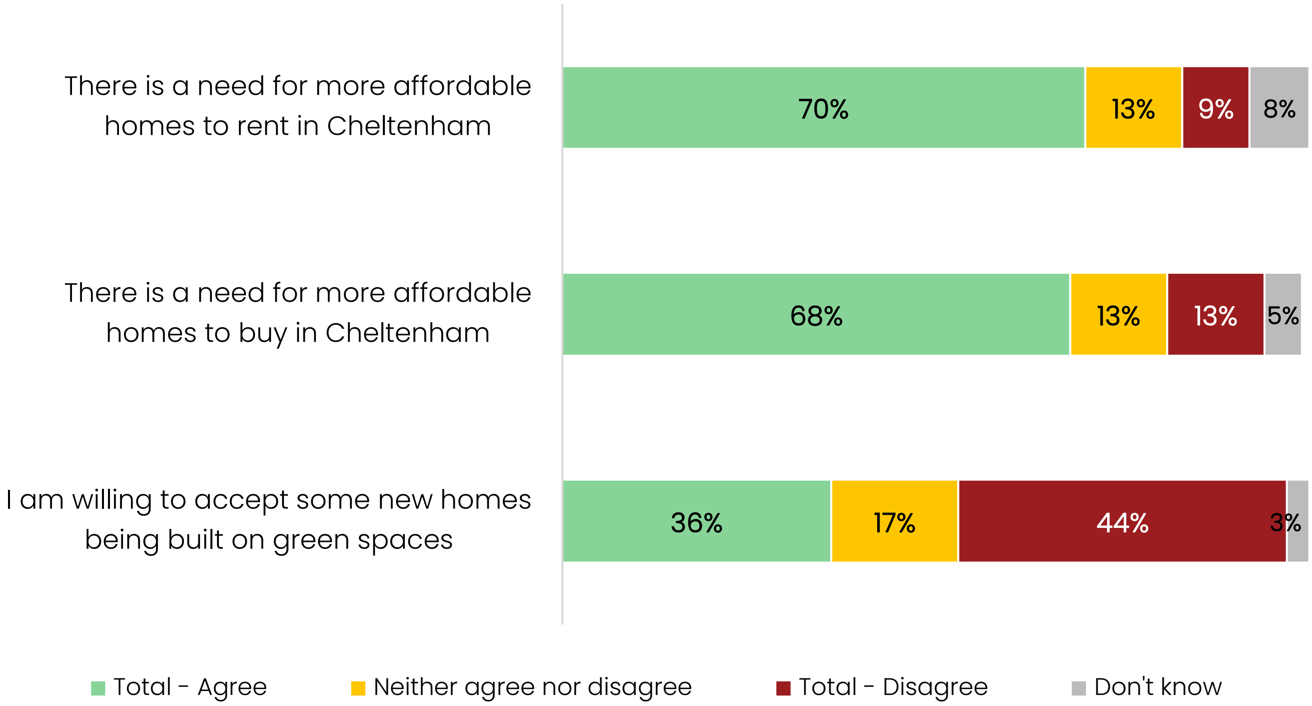
Developing Cheltenham

Housing in Cheltenham

Around seven in ten representative respondents agreed with the statements *there is a need for more affordable homes to rent in Cheltenham* (70%) and *there is a need for more affordable homes to buy in Cheltenham* (68%).

However, representative respondents were more likely to disagree with the statement *I am willing to accept some new homes being built on green spaces* (44%) than agree (36%).

Figure 17 – To what extent do you agree or disagree with the following statements about housing in Cheltenham?
Base: All representative respondents 2025 (1,100)



Subgroup analysis (representative survey)

Subgroups more likely to **agree** that **there is a need for more affordable homes to buy in Cheltenham** (68% overall) include:

- Those aged 16-34 (73%) vs those aged 55+ (63%)
- Those living in South East Cheltenham (73%) vs those living in South West Cheltenham (63%)

Subgroups more likely to **disagree** that **there is a need for more affordable homes to buy in Cheltenham** (13% overall) include:

- Those aged 35+ (16%) vs those aged 16-34 (8%)
- Those living in South West Cheltenham (18%) vs those living in South East Cheltenham (9%)

Subgroups more likely to **agree** that **there is a need for more affordable homes to rent in Cheltenham** (70% overall) include:

- Female respondents (73%) vs male respondents (67%)
- Those aged 16-34 (74%) vs those aged 55+ (67%)

Subgroups more likely to **disagree** that **there is a need for more affordable homes to rent in Cheltenham** (9% overall) include:

- Those aged 35+ (11%) vs those aged 16-34 (5%)
- Those living in South West Cheltenham (12%) vs those living in South East Cheltenham (6%)

Subgroups more likely to **agree** that they are **willing to accept some new homes being built on green spaces** (36% overall) include:

- Male respondents (41%) vs female respondents (31%)
- Those aged 16-54 (41%) vs those aged 55+ (29%)
- Those from ethnic minority backgrounds (57%) vs those of White ethnicity (34%)

Subgroups more likely to **disagree** that they are **willing to accept some new homes being built on green spaces** (44% overall) include:

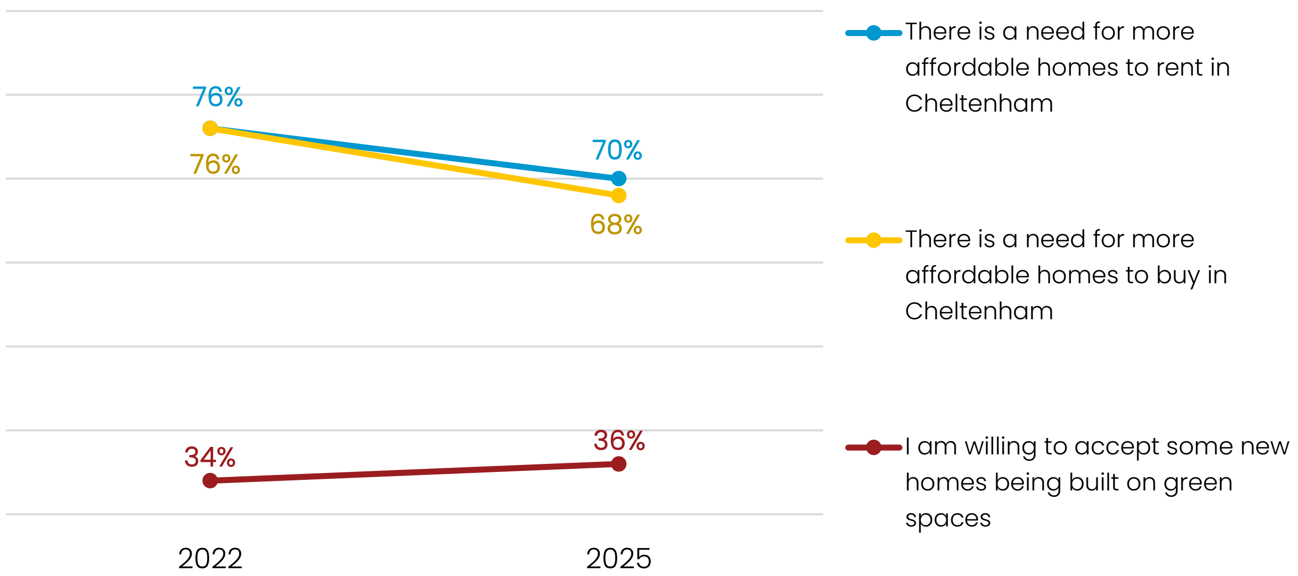
- Those aged 55+ (54%) vs those aged 16-54 (36%)
- Those of White ethnicity (45%) vs those from ethnic minority backgrounds (26%)
- Those living in South West Cheltenham (52%) vs those living in West Cheltenham (38%)

The chart below presents the results of the representative survey to this question (total agree only) alongside the results from the previous survey for comparison.

Agreement that there is a need for more affordable homes in Cheltenham has fallen since the previous survey; *there is a need for more affordable homes to rent in Cheltenham* (-6%) and *there is a need for more affordable homes to buy in Cheltenham* (-8%).

Agreement with the statement *I am willing to accept some new homes being built on green spaces* is consistent with the previous survey.

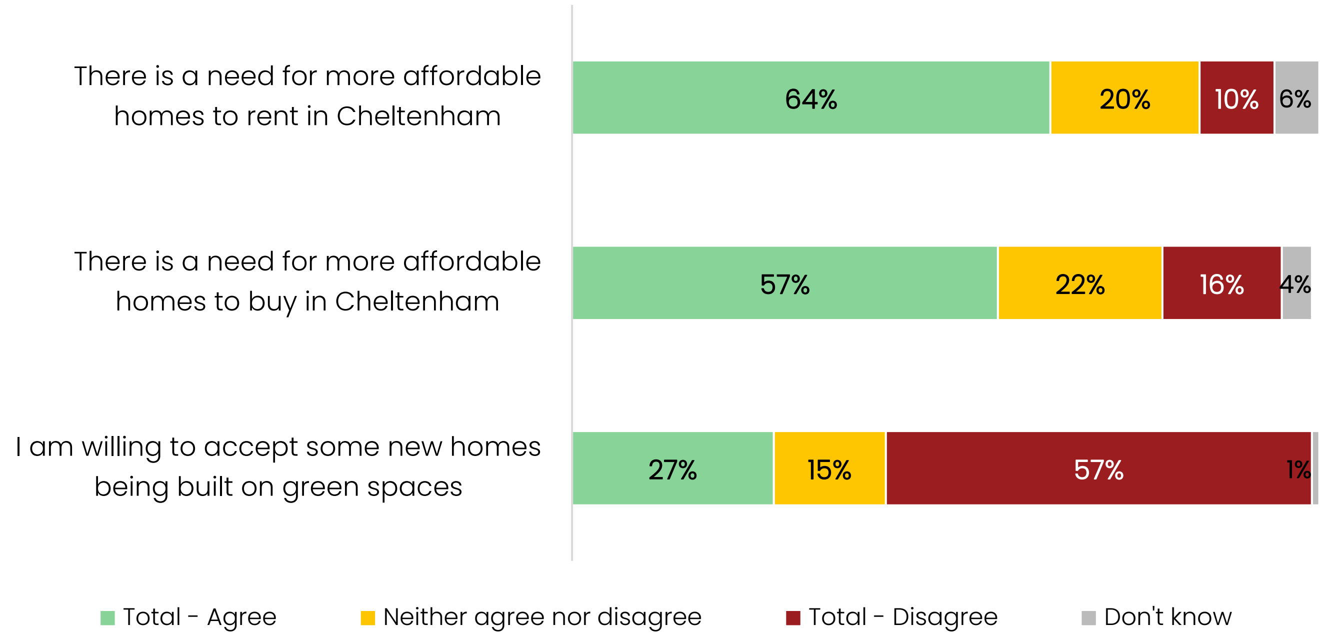
Figure 18 – Agreement with statements about housing in Cheltenham compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100)



As seen with the representative survey, large proportions of online respondents agreed that *there is a need for more affordable homes to rent* (64%) and *buy in Cheltenham* (57%).

The majority of online respondents (57%) disagreed that they are *willing to accept some new homes being built on green spaces*.

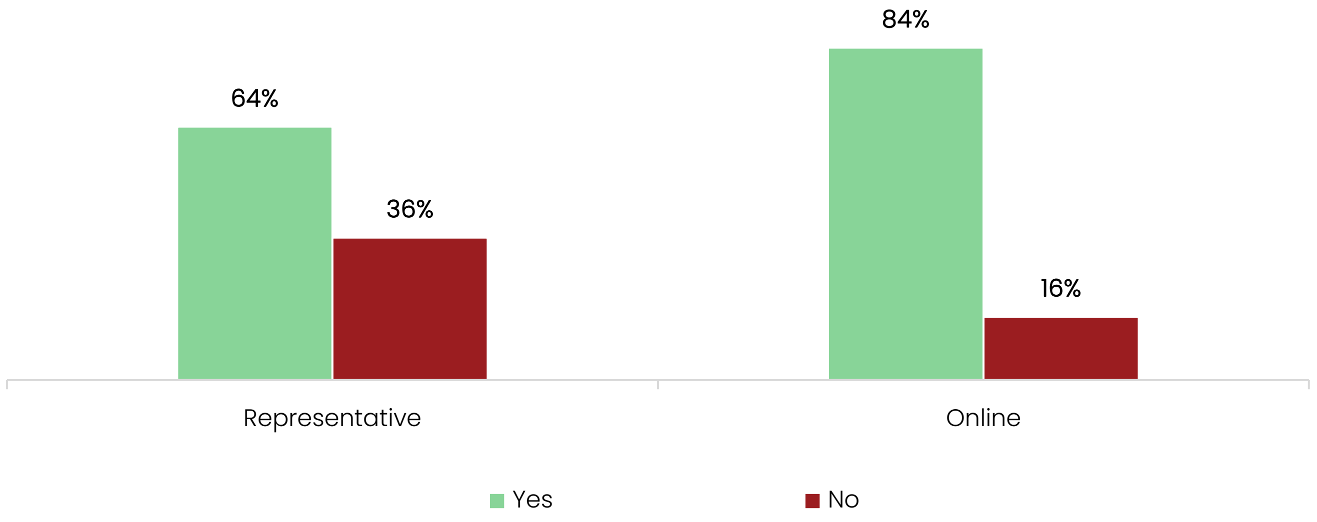
Figure 19 – To what extent do you agree or disagree with the following statements about housing in Cheltenham?
Base: All representative online 2025 (426)



The Golden Valley Development

Almost two thirds of representative respondents (64%) said they were aware of the Golden Valley Development. By comparison, a larger proportion of online respondents (84%) said they were aware of this.

Figure 20 – Are you aware of the Golden Valley Development?
Base: All representative respondents (1,100); online (426)



Subgroup analysis (representative survey)

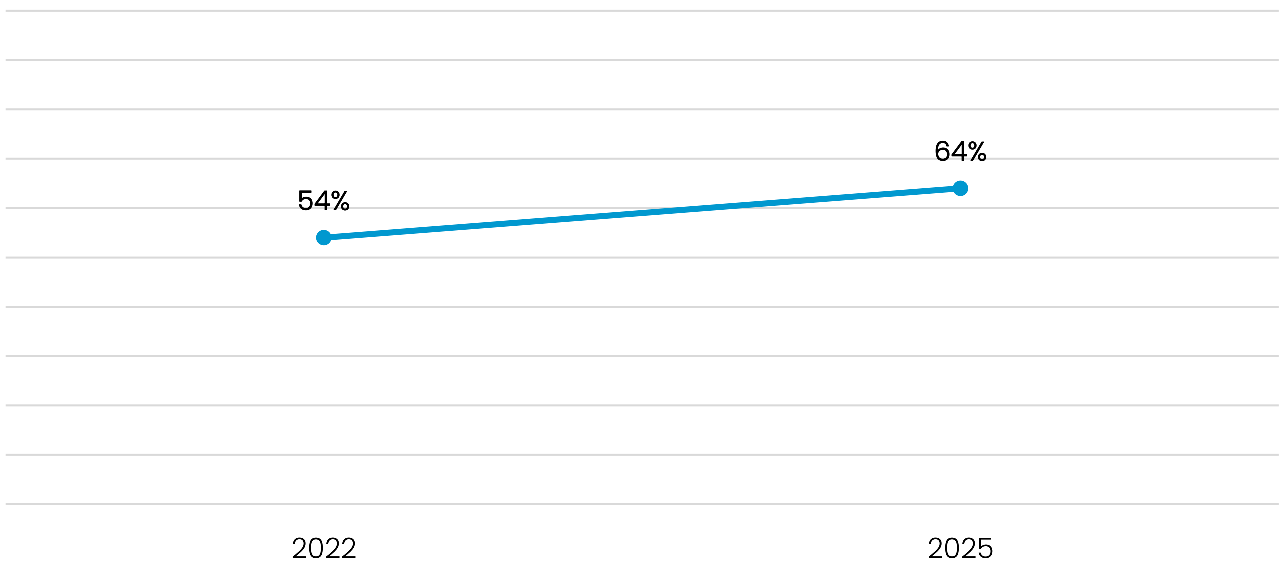
Subgroups more likely to say they are **aware** of the Golden Valley Development (64% overall) include:

- Male respondents (69%) vs female respondents (59%)
- Those aged 55+ (72%) vs those aged 16-54 (58%)
- Those of White ethnicity (65%) vs those from ethnic minority backgrounds (48%)
- Those living in South West Cheltenham (73%) vs those living in Central (60%), West (63%) and North Cheltenham (59%)
- Those who do not have children and young people aged 0-18 living in their household (66%) vs those who do (59%)

The chart below presents the results of the representative survey to this question (total agree only) alongside the results from the previous survey for comparison.

It is positive to note that awareness of the Golden Valley Development has increased since the previous survey by 10%.

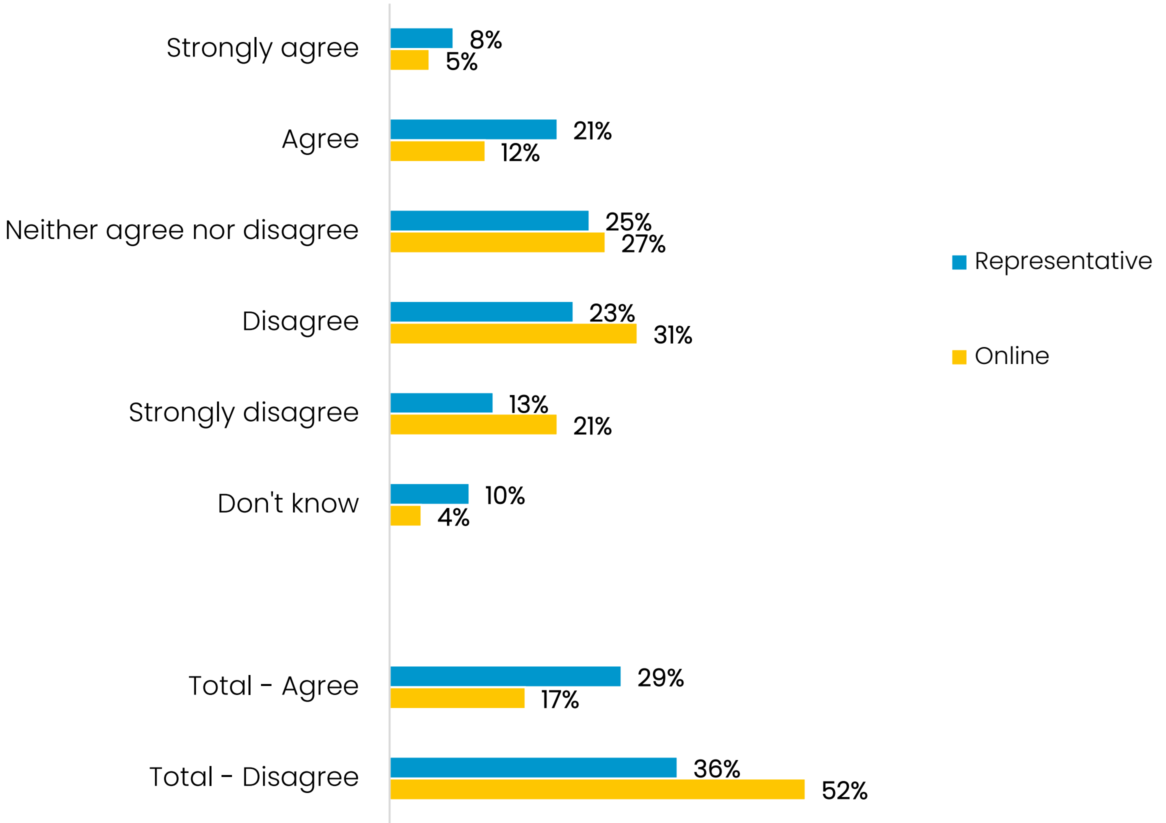
Figure 21 – Awareness of the Golden Valley Development compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100)



Respondents were asked to what extent they agreed or disagreed with the statement *The Golden Valley Development is for people like me*. Across both surveys, respondents were more likely to *disagree* (36% representative and 52% online) than *agree* (29% representative and 17% online). Around a quarter of respondents from each survey said they *neither agree nor disagree* (25% representative and 27% online). Representative respondents were more likely to answer that they *don't know* (10%) when compared with online respondents (4%).

Figure 22 – To what extent do you agree or disagree with the statement "The Golden Valley Development is for people like me"?

Base: All representative respondents (1,100); online (426)



Subgroup analysis (representative survey)

Subgroups more likely to **agree** that the Golden Valley Development is for people like them (29% overall) include:

- Those aged 16-54 (33%) vs those aged 55+ (24%)
- Those from ethnic minority backgrounds (42%) vs those of White ethnicity (28%)

Subgroups more likely to **disagree** that the Golden Valley Development is for people like them (36% overall) include:

- Those aged 55+ (44%) vs those aged 16-54 (29%)
- Those of White ethnicity (37%) vs those from ethnic minority backgrounds (17%)
- Those who do not have children or young people aged 0-18 living in their household (39%) vs those who do (28%)

Those who disagreed that the Golden Valley Development is for people like them were asked why this was. The most common reasons provided amongst representative respondents was that they are *not interested in more housing* (26%) and that they *don't work in technology or cyber security* (22%).

For those who took part in the online survey, the most common reasons given were that they *don't work in technology or cyber security* (67%) and *don't want to work in technology or cyber security* (40%).

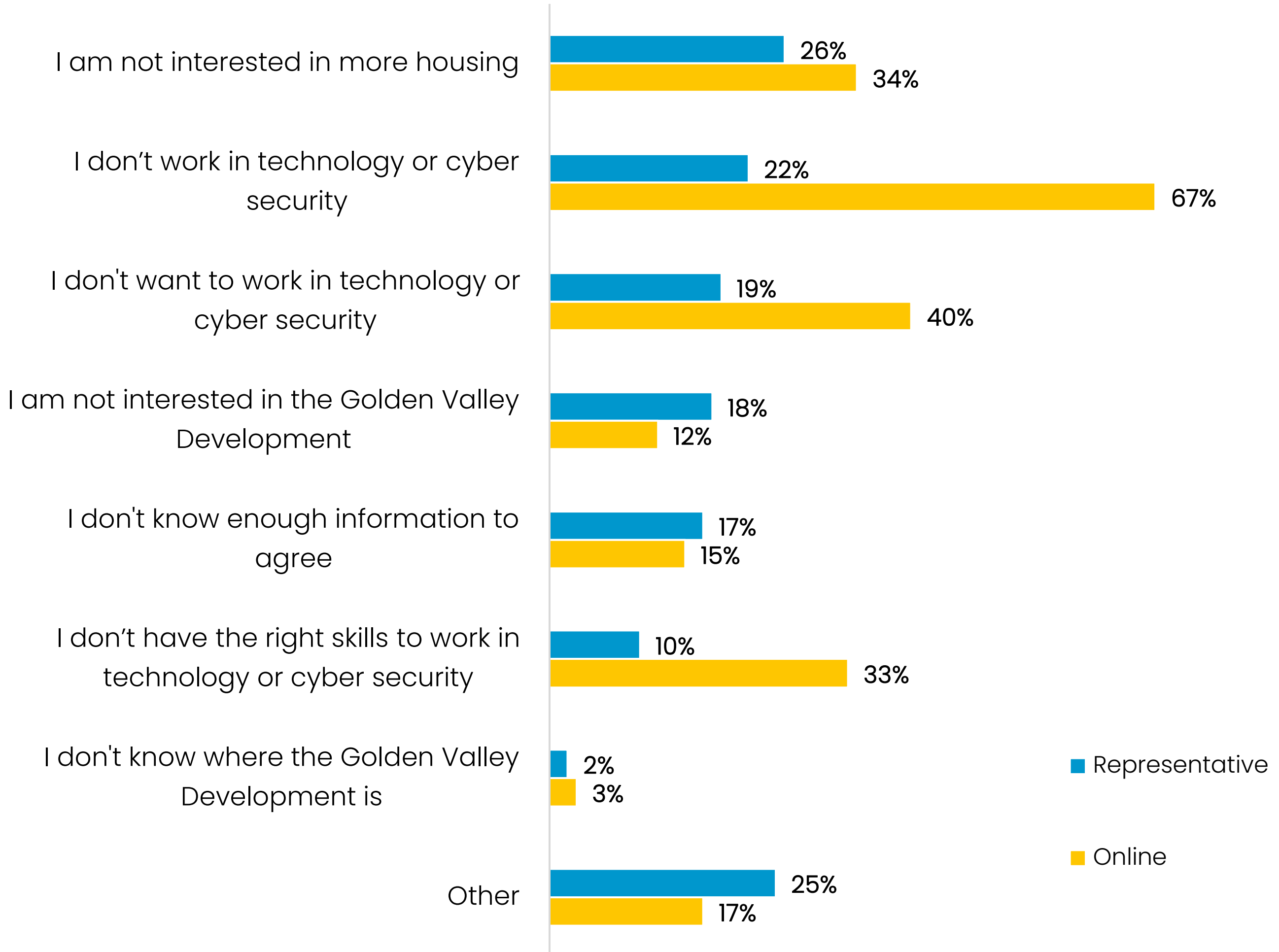
Representative respondents were more likely to say that they are *not interested in the Golden Valley Development* (18%) when compared with online respondents (12%).

The most common *other* responses provided by representative respondents (25%) include:

- Age/for younger people
- Retired/approaching retirement
- Doesn't affect me/won't go there

Figure 23 – Why have you said that you disagree that the Golden Valley Development is for people like you?

Base: Those who disagreed that the Golden Valley Development is for people like them – representative (393); online (222)



Subgroup analysis (representative survey)

Those living in West Cheltenham were more likely to say they are **not interested in more housing** (32%) when compared with those living in Central Cheltenham (17%).

Subgroups more likely to say they **don't work in technology or cyber security** (22% overall) include:

- Those aged 16-34 (37%) vs those aged 55+ (15%)
- Those living in Central Cheltenham (29%) vs those living in North Cheltenham (12%)

Those aged 35-54 were more likely to say they **don't want to work in technology or cyber security** (25%) when compared with those aged 55+ (15%).

Subgroups more likely to say they are **not interested in the Golden Valley Development** (18% overall) include:

- Female respondents (22%) vs male respondents (13%)
- Those aged 35-54 (29%) vs those aged 16-34 (9%) and 55+ (15%)

Subgroups more likely to say they **don't have the right skills to work in technology or cyber security** (10% overall) include:

- Those aged 16-54 (16%) vs those aged 55+ (5%)
- Those who have children or young people aged 0-18 living in their household (17%) vs those who do not (9%)
- Those who have a disability (18%) vs those who do not (9%)

Views on Cheltenham Borough Council

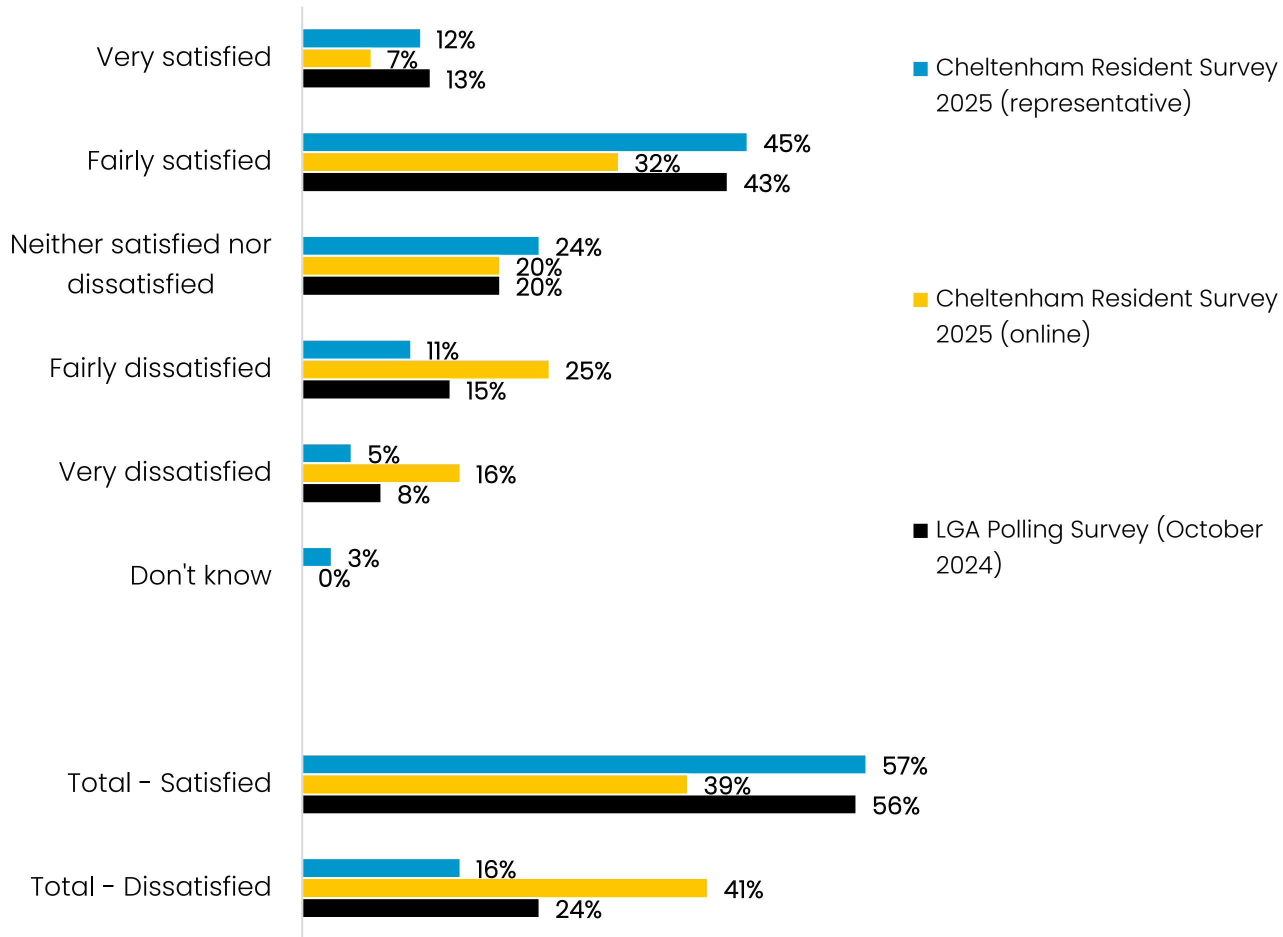
How the Council runs things

Almost six in ten representative respondents (57%) are *satisfied* with the way the Council runs things, which is in line with the national figure (56%). A quarter of representative respondents (24%) said they are *neither satisfied nor dissatisfied* and a smaller proportion (16%) are *dissatisfied.*

The responses of online respondents were split, with similar proportions indicating that they were *satisfied* (39%) or *dissatisfied* (41%) with the way the Council runs things. A further 20% of online respondents said they were *neither satisfied nor dissatisfied.*

Figure 24 – Overall, how satisfied or dissatisfied are you with the way Cheltenham Borough Council runs things?

Base: All representative respondents (1,100); online (426); LGA (1,000)



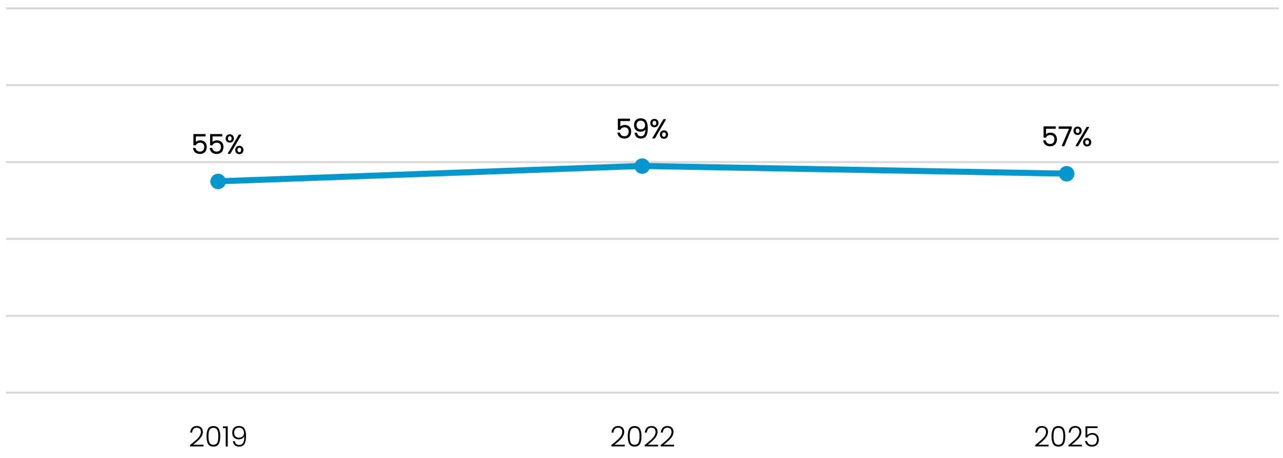
Subgroup analysis (representative survey)

Those aged 35+ were more likely to say they are **dissatisfied** with the way the Council runs things (19%) when compared with those aged 16-34 (9%).

The chart below presents the results of the representative survey to this question (total satisfaction only) alongside the results from the previous surveys for comparison.

Satisfaction with the way the Council runs things has remained consistent with the previous surveys.

Figure 25 – Satisfaction with the way the Council runs things compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (1,555)



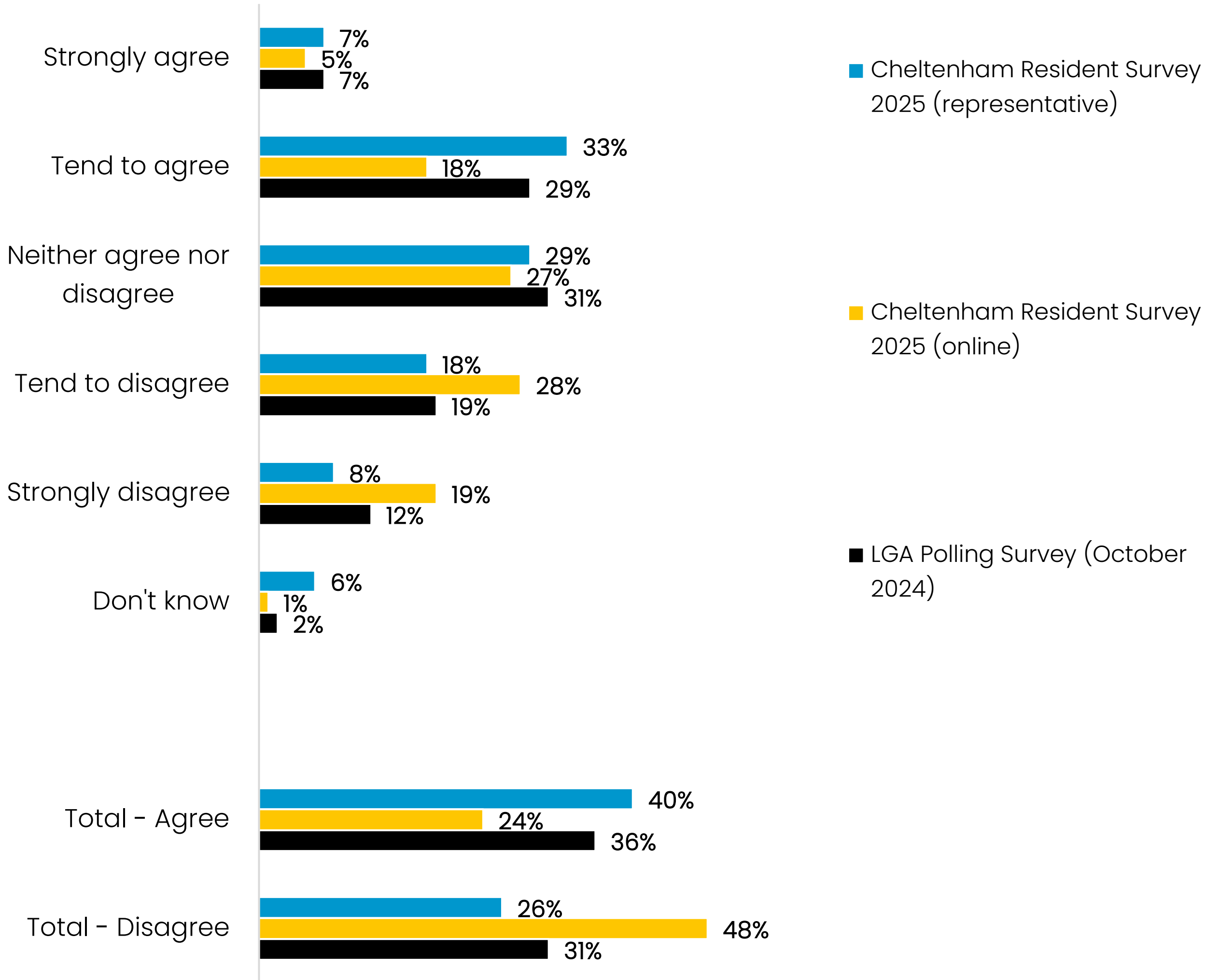
Value for money

Four in ten representative respondents (40%) *agreed* that the Council provides value for money, which is above the national figure (36%). A quarter of representative respondents (26%) *disagreed* that the Council provides value for money, and a further 29% said they *neither agree nor disagree.*

Online respondents were twice as likely to *disagree* (48%) than *agree* (24%) that the Council provides value for money. Just over a quarter of online respondents (27%) said they *neither agree nor disagree.*

Figure 26 – To what extent do you agree or disagree that Cheltenham Borough Council provides value for money?

Base: All representative respondents (1,100); online (426); LGA (1,000)



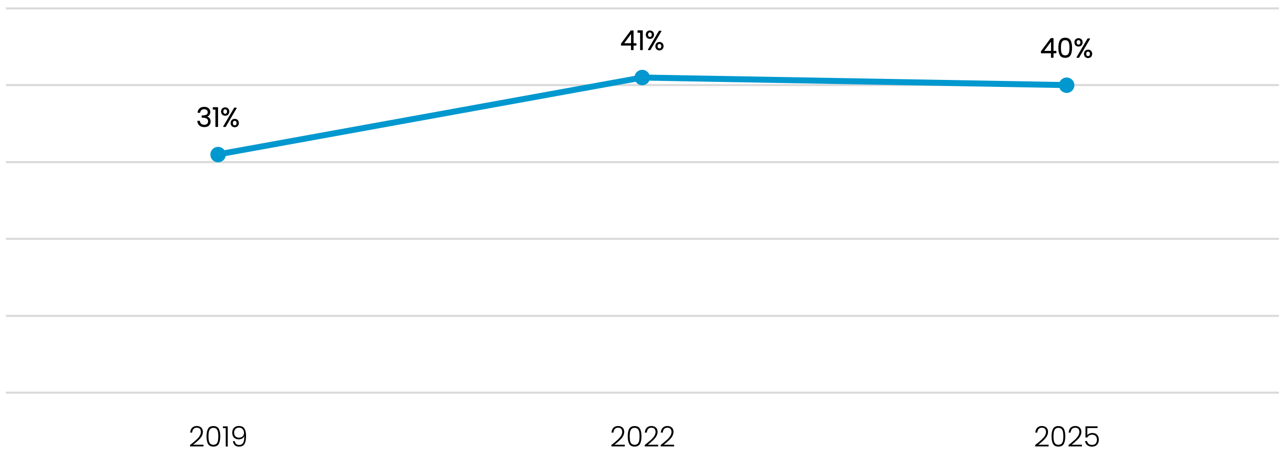
Subgroup analysis (representative survey)

Those aged 35+ were more likely to **disagree** that the Council provides value for money (28%) when compared with those aged 16-34 (19%).

The chart below presents the results of the representative survey to this question (total agree only) alongside the results from the previous surveys for comparison.

Following an increase recorded between 2019 and 2022, overall agreement that the Council provides value for money has remained consistent with the previous survey.

Figure 27 – Agreement that the Council provides value for money compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (1,546)

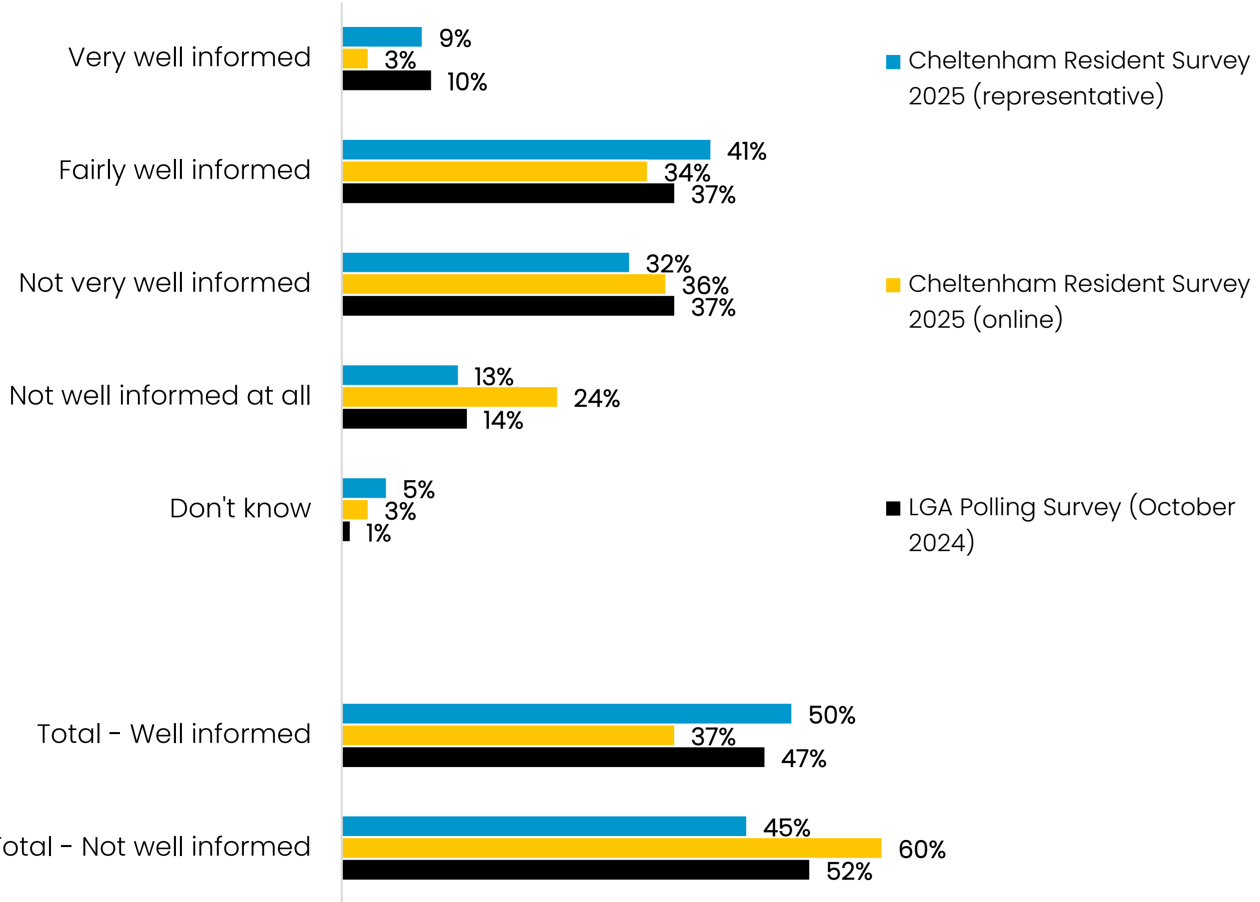


Keeping residents informed

Half of representative respondents (50%) thought that the Council keeps residents *well informed* about the services and benefits it provides, which is slightly above the national figure (47%). However, just under half of representative respondents (45%) felt that residents were *not well informed*, which suggests that opinion on this matter is split amongst residents.

As seen previously, the results from the online survey were more negative than the representative survey. Almost four in ten online respondents (37%) thought that the Council keeps residents *well informed,* whilst a larger proportion (60%) thought that residents were *not well informed.*

Figure 28 – 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 (426); LGA (1,000)



Subgroup analysis (representative survey)

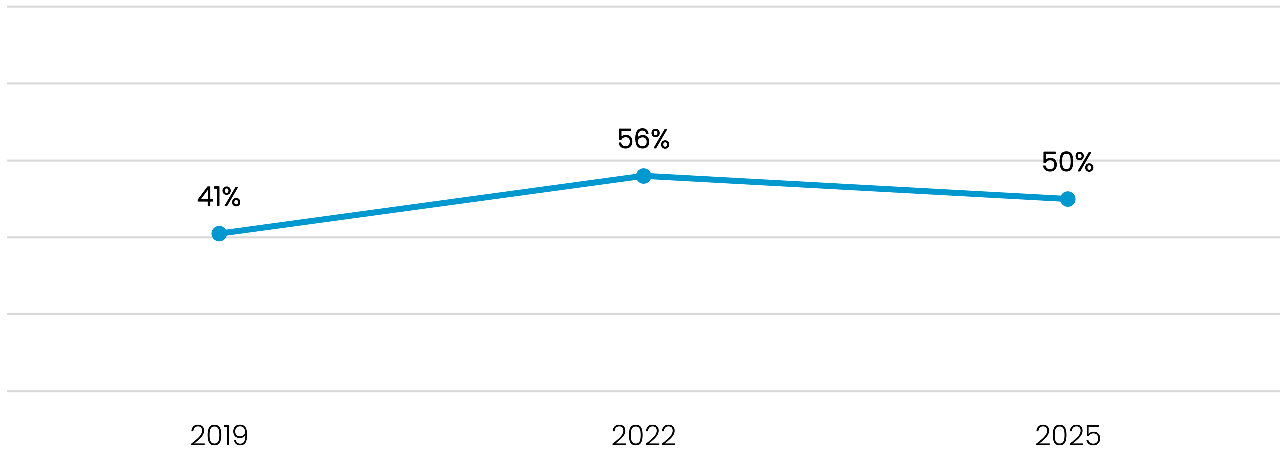
Subgroups more likely to say the Council keeps residents **well informed** (50% overall) include:

- Those aged 35+ (52%) vs those aged 16-34 (45%)
- Those who do not have children or young people aged 0-18 living in their household (52%) vs those who do (43%)

The chart below presents the results of the representative survey to this question (total satisfaction only) alongside the results from the previous surveys for comparison.

Whilst the proportion of those who think that the Council keeps residents well informed has decreased since the previous survey (-6%), this figure is still higher than 2019.

Figure 29 – Opinion that the Council keeps residents well informed compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (1,563)



Council tax

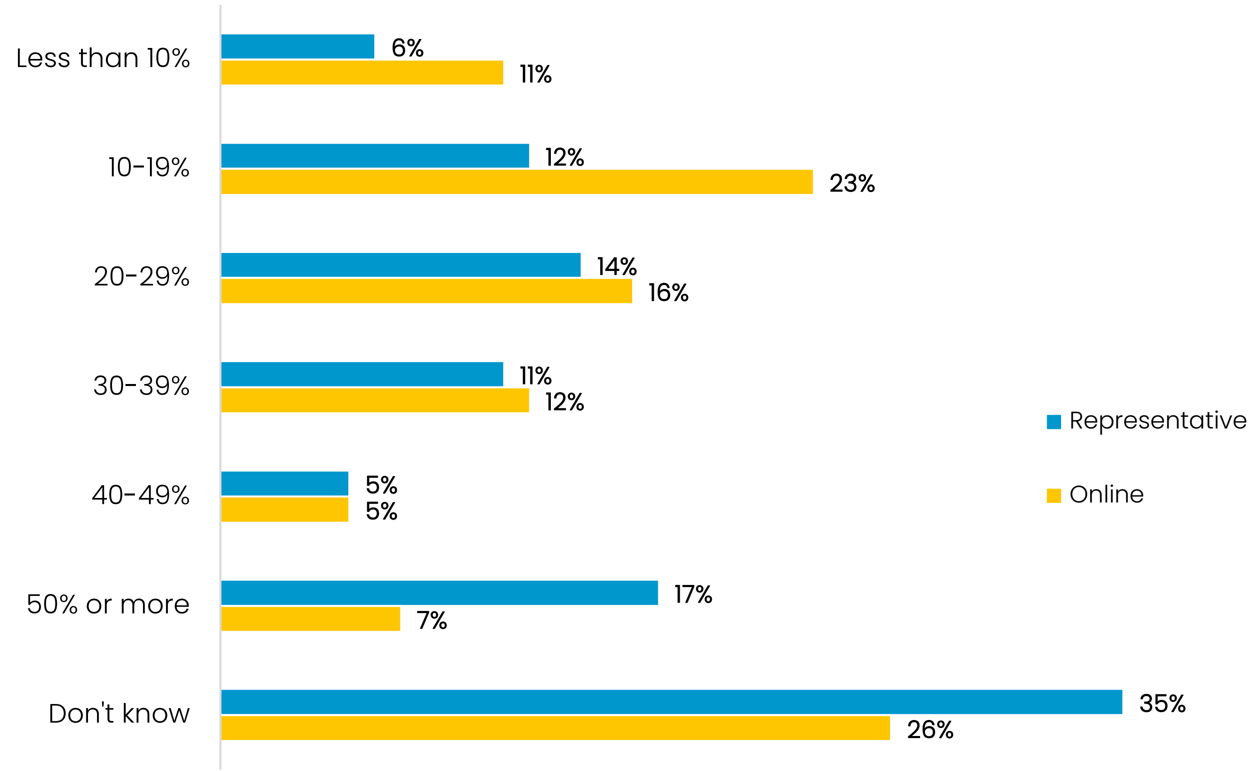
Approximately 11% of Cheltenham residents' council tax is allocated to Cheltenham Borough Council. To gauge awareness of this, respondents were asked what percentage of their council tax they believed goes to the Council.

Online respondents were more likely to correctly identify that *10-19%* of their council tax goes to the Council (23%) when compared with representative respondents (12%).

Almost half of representative respondents (47%) and four in ten online respondents (40%) believed that 20% or more of their council tax goes to the Council.

Representative respondents were more likely to say they *don't know* (35%) when compared with online respondents (26%).

Figure 30 – What percentage of your council tax do you think goes to Cheltenham Borough Council?
Base: All representative respondents (1,100); online (426)



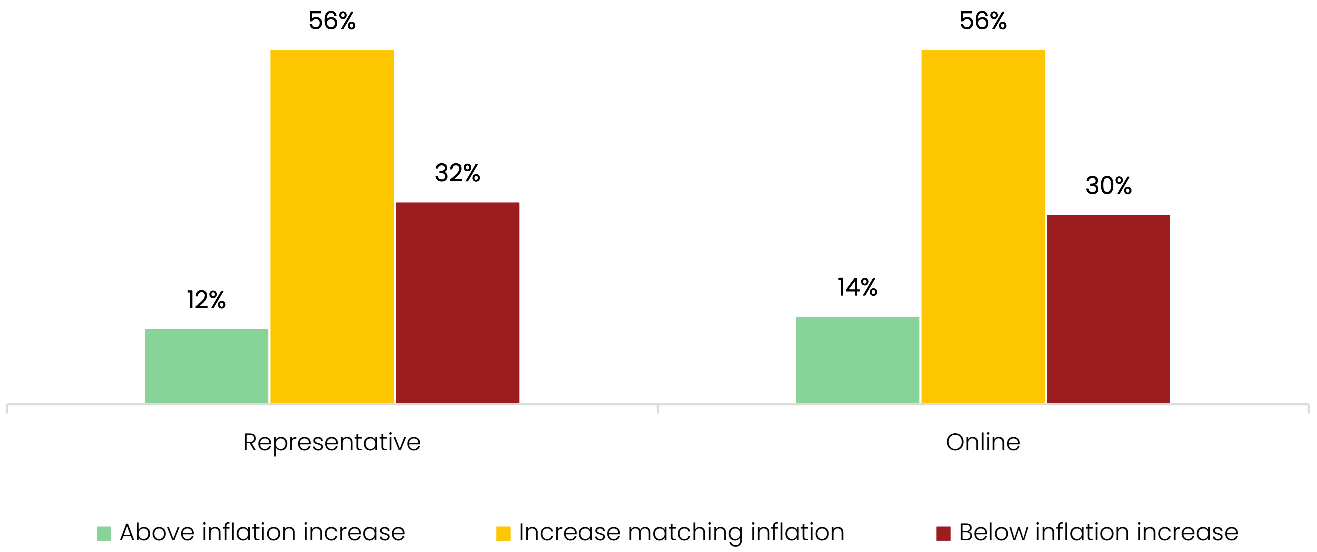
Subgroup analysis (representative survey)

Those aged 35+ were more likely to think that **20% or more** of their council tax goes to Cheltenham Borough Council (50%) when compared with those aged 16-34 (38%). By contrast, those aged 16-34 were more likely to say they **don't know** (45%) when compared with those aged 35+ (31%).

Due to the current unprecedented economic times, it is likely that Cheltenham Borough Council will need to raise council tax to continue to provide valued services and investment across the borough. Respondents were asked at what level council tax should be raised in relation to the rate of inflation at the time of the survey, which was 3.4%.

Respondents across both surveys were most likely to believe that council tax should be increased to *match inflation* (both at 56%). Around three in ten respondents across both surveys felt that a council tax increase should be *below inflation* (32% representative and 30% online), and smaller proportions thought an increase should be *above inflation* (12% representative and 14% online).

Figure 31 – At what level should council tax be raised?
Base: All representative respondents (1,100); online (426)



Subgroup analysis (representative survey)

Subgroups more likely to say that council tax should be increased **above inflation** (12% overall) include:

- Male respondents (15%) vs female respondents (9%)
- Those aged 55+ (15%) vs those aged 16-54 (10%)

Subgroups more likely to say that council tax should be increased **below inflation** (32% overall) include:

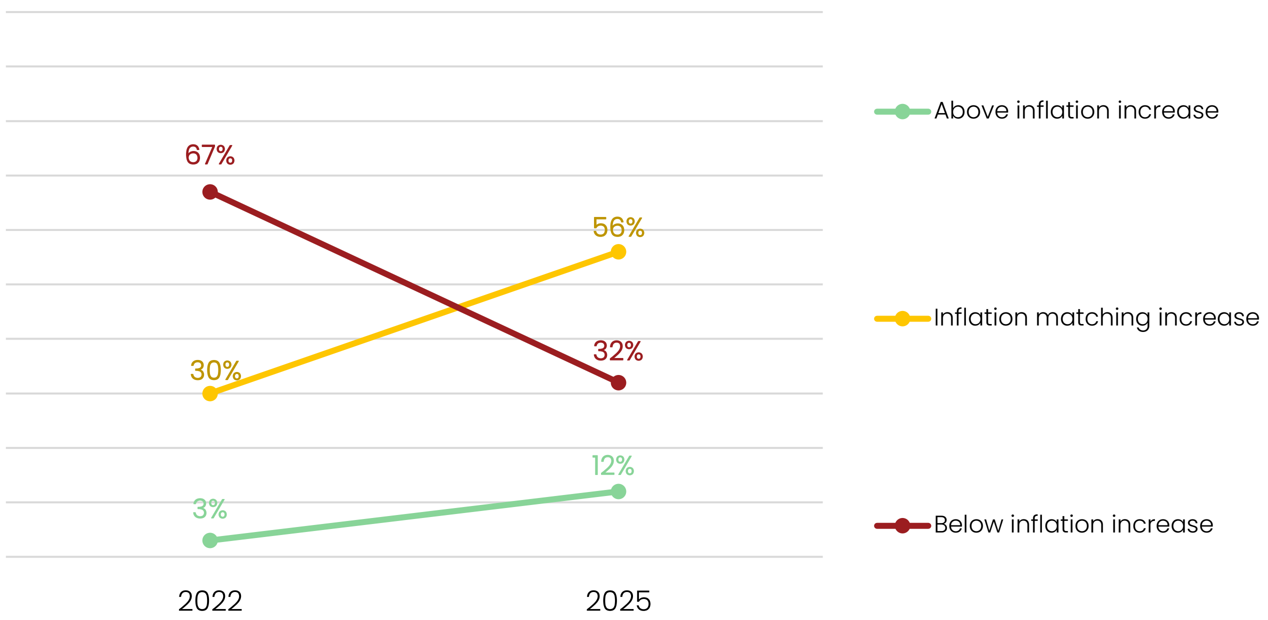
- Those aged 35-54 (42%) vs those aged 16-34 (30%) and 55+ (25%)
- Those living in Central (38%) and West Cheltenham (36%) vs those living in South East Cheltenham (22%)
- Those who have children or young people aged 0-18 living in their household (39%) vs those who do not (29%)

The chart below presents the results of the representative survey to this question alongside the results from the previous survey for comparison.

Whilst respondents were most likely to say they would prefer a *below inflation increase* in the 2022 survey, the proportion of respondents who selected this option more than halved in this year's survey (-35%). This may be because the rate of inflation at the time of the 2022 survey was much higher at 10.1% when compared with this year's survey at 3.4%.

By contrast, larger proportions of respondents selected *inflation matching increase* (+26%) and *above inflation increase* (+9%) when compared with the previous survey.

Figure 32 – Level that an increase in council tax should be raised compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100)

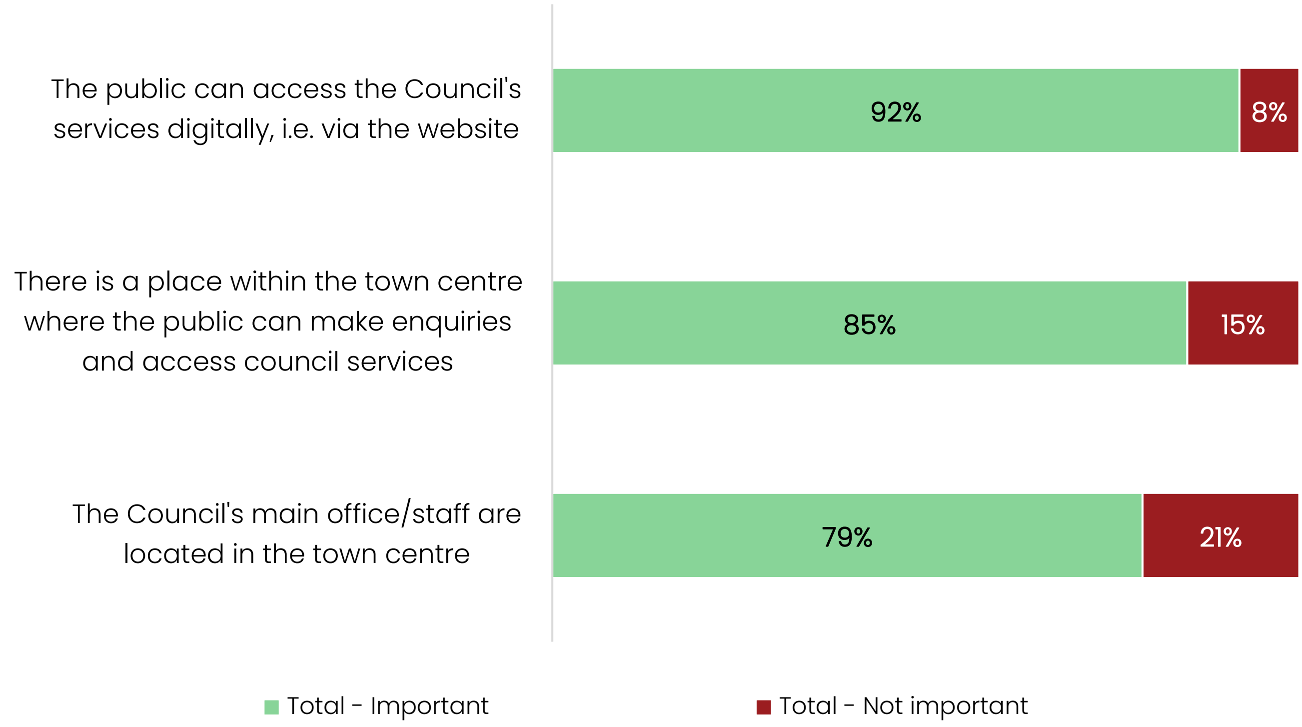


The Council's presence

When considering the importance of the Council's presence both in the town centre and digitally, representative respondents were most likely to believe that a digital presence was most important, with nine in ten (92%) indicating that it is important that *the public can access the Council's services digitally.* A further 85% of representative respondents felt it was important that *there is a place within the town centre where the public can make enquiries and access council services.*

Although still very high at 79%, representative respondents were least likely to believe it was important that *the Council's main office/staff are located in the town centre*, and a fifth (21%) felt that this was not important.

Figure 33 – How important is it to you that…?
Base: All representative respondents 2025 (1,100)



Subgroup analysis (representative survey)

Those aged 16-54 were more likely to say it is **important** that **the public can access the Council's services digitally** (95%) when compared with those aged 55+ (88%).

Subgroups more likely to say it is **not important** that **the public can access the Council's services digitally** (8% overall) include:

- Those aged 65+ (17%) vs those aged 16-64 (5%)
- Those who have a disability (12%) vs those who do not (7%)

Subgroup analysis continued (representative survey)

Subgroups more likely to say it is **important** that **there is a place within the town centre where the public can make enquiries and access council services** (85% overall) include:

- Female respondents (89%) vs male respondents (81%)
- Those aged 55+ (89%) vs those aged 16-54 (83%)
- Those who have a disability (91%) vs those who do not (84%)

Subgroups more likely to say it is **important** that **the Council's main office/staff are located in the town centre** (79% overall) include:

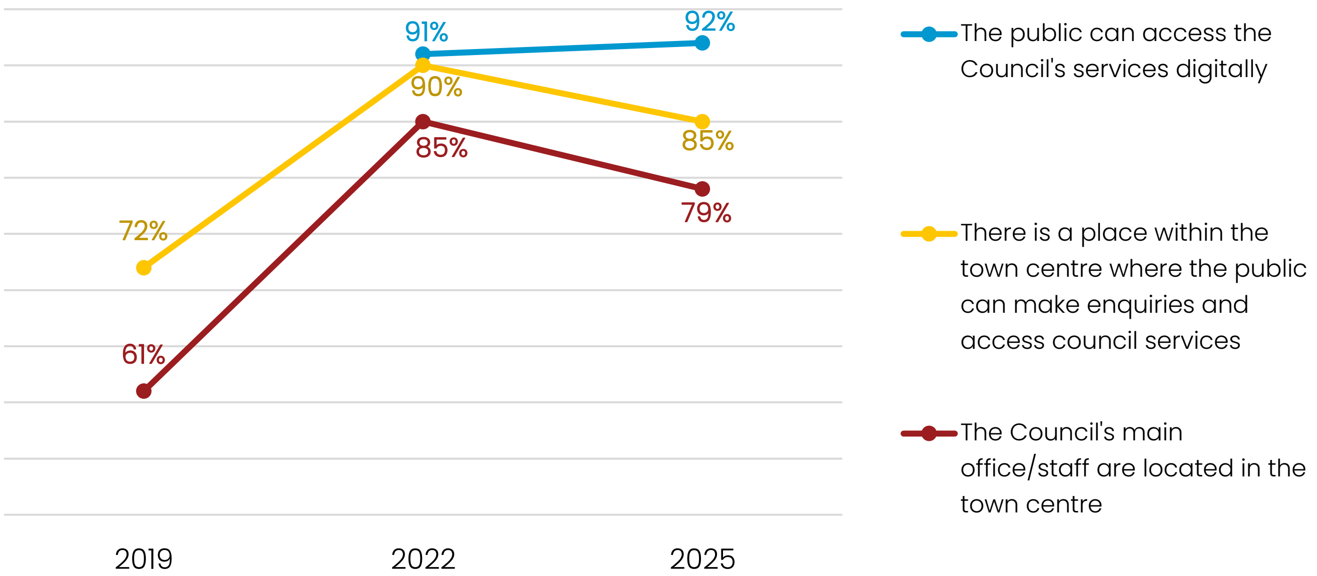
- Female respondents (83%) vs male respondents (75%)
- Those aged 55+ (81%) vs those aged 35-54 (75%)

The chart below presents the results of the representative survey to this question (total important) alongside the results from the previous surveys for comparison.

When compared with the previous survey, the proportion of respondents who felt it was important that *the public can access the Council's services digitally* remained consistently high.

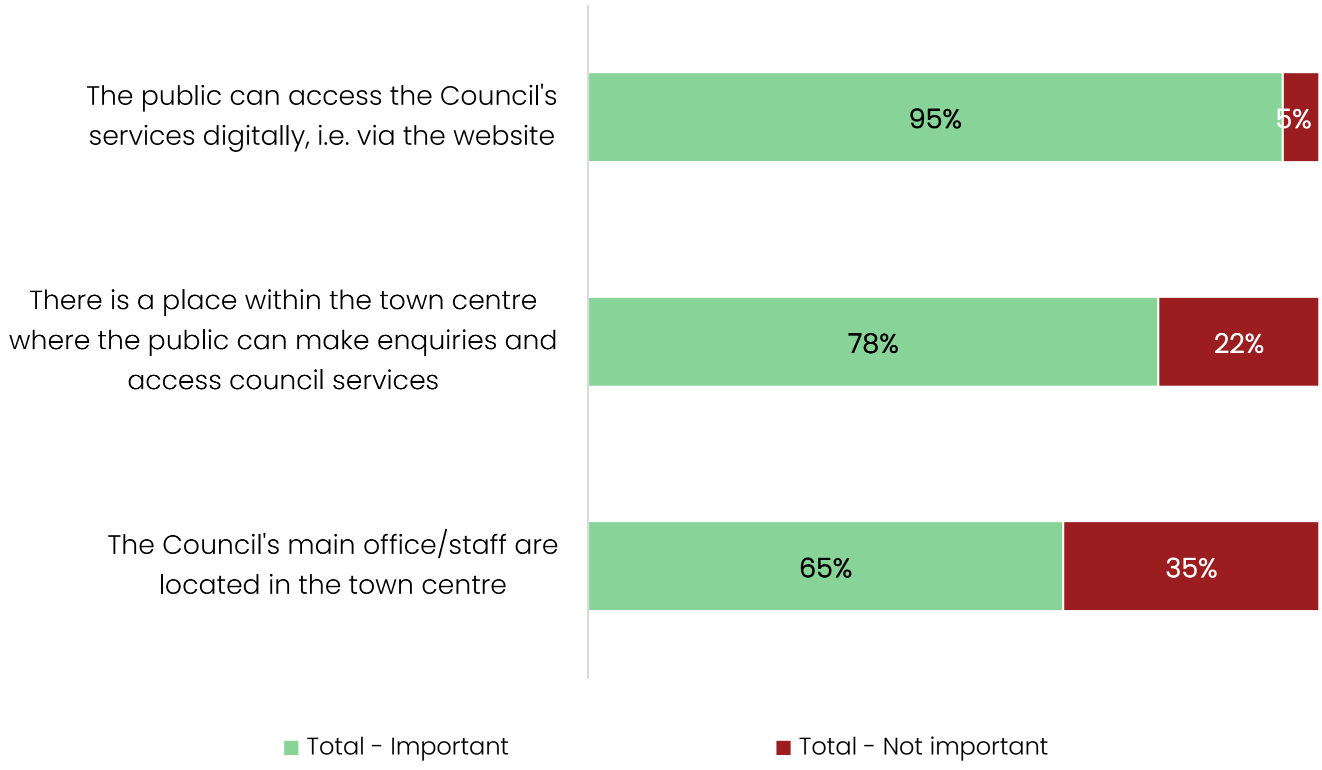
Following increases between the 2019 and 2022 surveys, this year's survey recorded decreases in the proportion of representative respondents who felt it was important that *there is a place within the town centre where the public can make enquiries and access council services* (-5%) and that *the Council's main office/staff are located in the town centre* (-6%). Please note that the 2019 survey did not include *the public can access the Council's services digitally*.

Figure 34 – Importance of the Council's presence compared with previous survey results (representative survey only)
Base: All representative respondents 2025 (1,100); 2022 (1,100); 2019 (1,534)



Nearly all online respondents (95%) felt it was important that *the public can access the Council's services digitally*. Eight in ten online respondents (78%) thought it was important that *there is a place within the town centre where the public can make enquiries and access council services*, and two thirds (65%) believed it was important that *the Council's main office/staff are located in the town centre.*

Figure 35 – How important is it to you that...?
Base: All representative online 2025 (426)

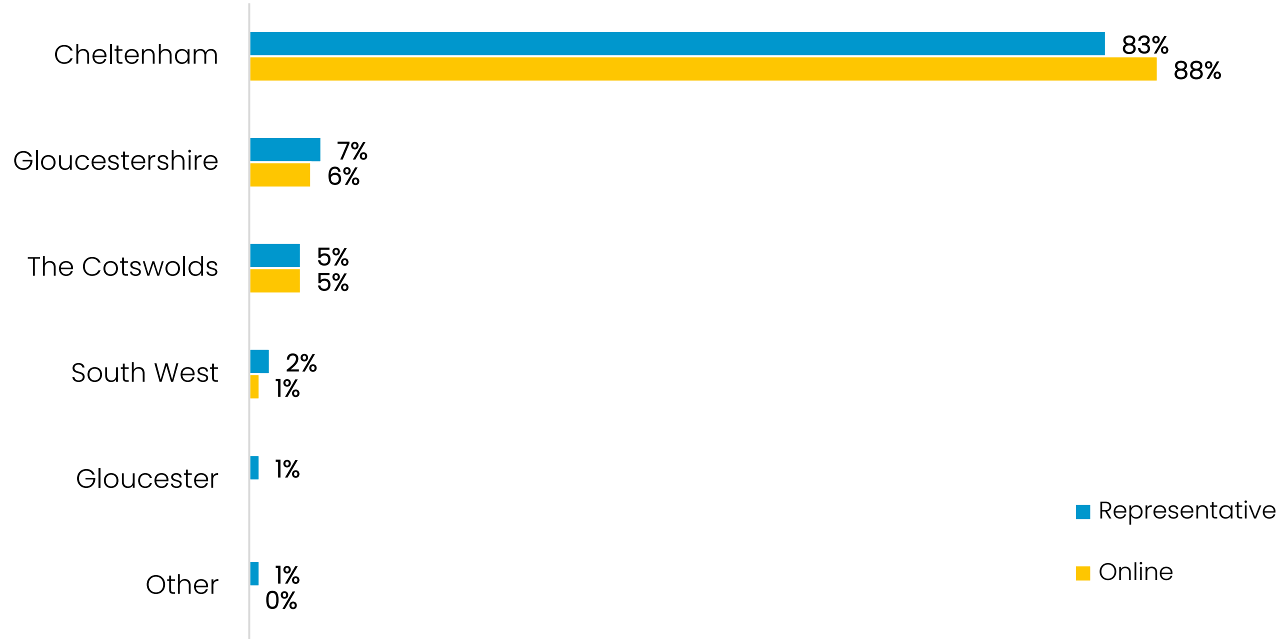


Local representation

Sense of place

When asked where they would say they lived if they were talking to someone from elsewhere in the UK, the most common response across both surveys was *Cheltenham* (83% representative and 88% online). This was followed by much smaller proportions who said *Gloucestershire* (7% representative and 6% online), *the Cotswolds* (both at 5%) and the *South West* (2% representative and 1% online).

Figure 36 – If you were talking to someone from elsewhere in the UK, where would you say you live?
Base: All representative respondents (1,100); online (426)



Subgroup analysis (representative survey)

Those aged 16-34 were more likely to indicate that they would say they live in **the Cotswolds** (7%) when compared with those aged 35-54 (3%).

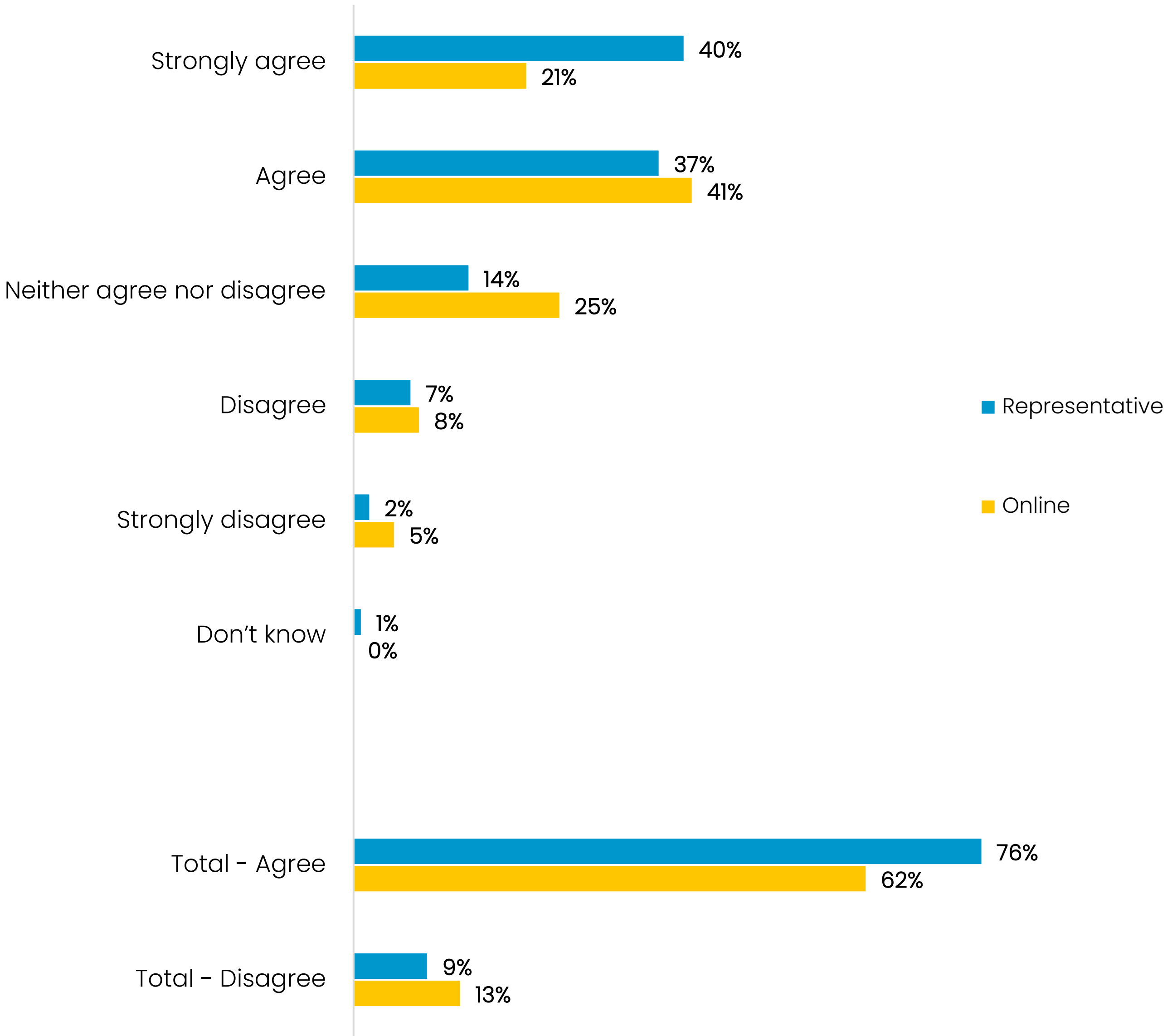
Those living in South West and South East Cheltenham were more likely to indicate that they would say they live in the **South West** (4% and 3% respectively) when compared with those living in North Cheltenham (0 respondents).

Sense of belonging

Three quarters of representative respondents (76%) *agreed* with the statement *I feel a sense of belonging to my local area*, whilst only 9% of representative respondents *disagreed.* A further 14% said that they *neither agree nor disagree.*

Online respondents were also more likely to *agree* with this statement (62%) than *disagree* (13%). A quarter of online respondents (25%) said they *neither agree nor disagree.*

Figure 37 – To what extent do you agree with the following statement: "I feel a sense of belonging to my local area"?
Base: All representative respondents (1,100); online (426)



Subgroup analysis (representative survey)

Subgroups more likely to **agree** that they feel a sense of belonging to their local area (76% overall) include:

- Those aged 55+ (81%) vs those aged 16-54 (73%)
- Those living in South East Cheltenham (82%) vs those living in Central (72%) and North Cheltenham (74%)
- Those who do not have a disability (78%) vs those who do (68%)

Subgroups more likely to **disagree** that they feel a sense of belonging to their local area (9% overall) include:

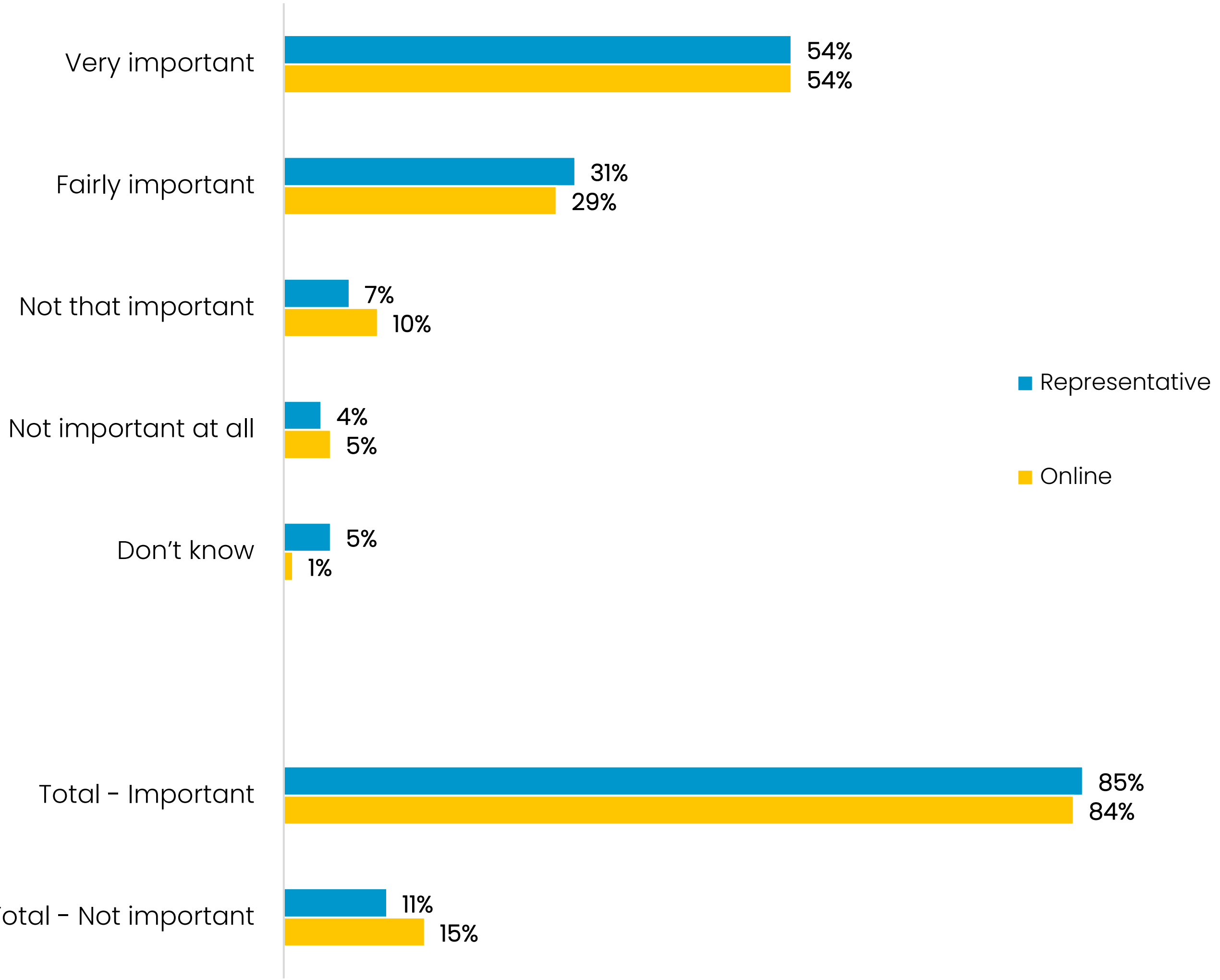
- Those aged 16-34 (11%) vs those aged 55+ (6%)
- Those living in Central Cheltenham (14%) vs those living in West (8%) and South East Cheltenham (5%)

Importance of local representation

Over eight in ten respondents across both surveys (85% representative and 84% online) indicated that it was *important* to them that they are represented by a local council and local councillors. Online respondents were slightly more likely to feel that this was *not important* (15%) when compared with representative respondents (11%).

Figure 38 – How important is it to you that you are represented by a local council and local councillors?

Base: All representative respondents (1,100); online (426)



> **Subgroup analysis (representative survey)**
>
> Those aged 25+ were more likely to say it is **important** that they are represented by a local council and local councillors (86%) when compared with those aged 16-24 (71%). Conversely, those aged 16-24 were more likely to say that they **don't know** (16%) when compared with those aged 25+ (3%).

Survey respondent profile

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

Compared with the representative survey which set quotas on gender, age and area of Cheltenham, certain groups were over-represented in the self-selecting online survey. This includes female residents (shown in **Figure 39**), those aged 45-74 (shown in **Figure 40**), and those living in Central and South East Cheltenham (shown in **Figure 42**).

Figure 39 – Gender (quotas set for representative survey)
Base: All representative respondents (1,100); online (426)

Gender	Representative survey	Online survey
Male	48%	38%
Female	52%	59%
I prefer to self-describe	-	-
Prefer not to say	1%	3%

Figure 40 – Age (quotas set for representative survey)
Base: All representative respondents (1,100); online (426)

Age	Representative survey	Online survey
16-18	4%	-
19-24	8%	0%
25-34	16%	8%
35-44	16%	10%
45-54	15%	19%
55-64	15%	24%
65-74	12%	25%
75+	13%	12%
Prefer not to say	1%	1%

Figure 41 – Ward

Base: All representative respondents (1,100); online (426)

Ward	Representative survey	Online survey
All Saints	6%	11%
Battledown	3%	6%
Benhall, the Reddings & Fiddler's Green	7%	4%
Charlton Kings	7%	8%
Charlton Park	3%	3%
College	4%	5%
Hesters Way	8%	3%
Lansdown	4%	4%
Leckhampton	6%	8%
Oakley	4%	2%
Park	4%	9%
Pittville	6%	6%
Prestbury	6%	5%
Springbank	6%	2%
St Mark's	4%	6%
St Paul's	6%	4%
St Peter's	4%	3%
Swindon Village	4%	2%
Up Hatherley	5%	4%
Warden Hill	4%	2%
Don't know	-	0%
Prefer not to say	1%	3%

Figure 42 – Area of Cheltenham based on ward (quotas set for representative survey)
Base: Those who provided their postcode or ward – representative (1,088); online (413)

Area of Cheltenham	Representative survey	Online survey
Central	20%	24%
West	22%	15%
North	19%	16%
South West	19%	19%
South East	19%	26%

Figure 43 – Ethnicity
Base: All representative respondents (1,100); online (426)

Ethnicity	Representative survey	Online survey
White/White British	94%	94%
Asian/Asian British	4%	1%
Black/Black British	1%	-
Mixed or multiple ethnic background	-	0%
Other ethnic group	1%	1%
Prefer not to say	-	4%

Figure 44 – Do any children or young people aged 0-18 live in your household?
Base: All representative respondents (1,100); online (426)

Children or young people living in household	Representative survey	Online survey
Yes	29%	23%
No	70%	75%
Prefer not to say	1%	3%

Figure 45 – Do you have a disability?
Base: All representative respondents (1,100); online (426)

Disability	Representative survey	Online survey
Yes	17%	13%
No	82%	82%
Prefer not to say	1%	5%

Conclusions and recommendations

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

Cheltenham Borough Council is performing consistently with or above the national average on comparable measures

The results from the representative survey compare favourably with the results from the most recent LGA Polling Survey conducted in October 2024. Satisfaction with the local area and agreement that the Council provides value for money is higher than that recorded in the national survey, whilst satisfaction with the way the Council runs things and agreement that the Council keeps residents well informed is consistent with the national survey.

Some resident perceptions have decreased since the 2022 survey, but are generally consistent with those recorded in 2019

Satisfaction on several measures relating to the Council and the local area have decreased since the 2022 Resident Survey. Satisfaction with the local area as a place to live has decreased since 2022, but is in line with that recorded in 2019.

Agreement with all statements about Cheltenham as a place to live have decreased since the previous survey, with the exception of agreement that living in Cheltenham offers the opportunity to grow careers, which has increased since 2022. However, it should be noted that the levels of agreement are generally similar to or higher than those recorded in 2019.

A decrease in satisfaction with most amenities in Cheltenham town centre can also be seen, most notably with the range of shops available, and a greater proportion feel their local area has got worse over the past year. A smaller proportion also agreed that the Council keeps residents well informed about the services and benefits it provides in this year's survey.

Online survey respondents tend to hold more negative views than representative survey respondents with regard to the local area and Cheltenham Borough Council

Reported satisfaction relating to the local area tended to be lower for online respondents when compared with those representative respondents. For example, online respondents were less likely to be satisfied with the local area as a place to live, to agree with statements about Cheltenham as a place to live, and to be satisfied with amenities in Cheltenham town centre, and were more likely to feel their local area has worsened over the past year.

Online respondents' views were also noticeably more negative towards the Council than representative respondents' views, with smaller proportions satisfied with the way the Council runs things, and agreeing that it provides value for money or that it keeps residents well informed.

Many respondents would like to see improvements in the general upkeep, maintenance and cleanliness of Cheltenham, including road and pavement maintenance

As seen in the previous Resident Survey, maintenance of roads and pavements was the most common theme arising in the responses from representative survey respondents when asked what one change local councils could make to improve their experience as a Cheltenham resident. This was also the second most common theme arising in online respondents. Suggestions relating to a cleaner and better maintained local area with less litter were also common in both surveys.

Whilst the majority of representative respondents said they were satisfied with the general appearance and cleanliness of Cheltenham, a quarter were dissatisfied with these aspects, and dissatisfaction was higher in online respondents. Dissatisfaction with cleanliness and the appearance of Cheltenham was also more likely in those aged 55+.

Since general upkeep, maintenance and cleanliness are of high concern, Cheltenham Borough Council could focus on improvements in these areas to help increase residents' satisfaction with their local environment. Given that Gloucestershire County Council is responsible for highways, it may also be beneficial to remind residents that road maintenance and fixing potholes falls outside the remit of Cheltenham Borough Council, and to share these findings with the County Council.

Perceptions of living in Cheltenham are generally positive, which is consistent with 2022, but there is room for improvement around opportunities for young people and growing careers

The majority of representative respondents agreed that they would recommend Cheltenham as a place to live, that it has a vibrant culture and is an exciting place to live, and that it has a positive future. Smaller proportions agreed that Cheltenham is a place that offers opportunity for young people, and agreement has decreased since 2022. Agreement that living in Cheltenham provides the opportunity to grow a career is also lower, but has increased since the previous survey.

A similar pattern with the statements can be seen in online respondents, with agreement that Cheltenham offers opportunities for young people and to grow a career being lowest. It is suggested, therefore, that further development in these areas would help to improve the Cheltenham resident experience.

General satisfaction with town centre amenities is high, but perceptions of Cheltenham in the evening are less positive than during the daytime

Large proportions of respondents across both surveys were satisfied with events, safety during the day, and Cheltenham town centre as a place to visit in the daytime. However, satisfaction with the town centre as a place to visit in the evening is more mixed. Satisfaction with safety after dark was lowest across both surveys, and online respondents were more likely to be dissatisfied than satisfied with this.

Although satisfaction with the town centre as a place to visit in the evening has increased significantly since 2019, it should be noted that this question has previously been asked in a different way, referring instead to Cheltenham as a place to visit after dark.

Younger residents and those with children or young people living in their household were more likely to be satisfied with Cheltenham town centre as a place to visit in the evening. Satisfaction with safety after dark was more common amongst male respondents, younger respondents, those from ethnic minority backgrounds, and those who do not have a disability.

Considering these findings, efforts could be made to improve the appeal and perceived safety of Cheltenham town centre during the evening, with particular focus on meeting the needs of those groups who feel less satisfied, to foster a more welcoming town centre evening environment.

Satisfaction with the range of shops in Cheltenham continues to fall, and residents would like to see fewer closed shops and a greater variety of independent and big name retailers

Satisfaction with the range of shops available in Cheltenham has continued on a downward trend since 2019, falling to less than half in representative respondents and just over a third in online respondents. Of those who were dissatisfied, the most common reasons provided by both representative and online respondents were that there were too many closed shops, not enough variety of shops, and that they would like to see a greater range of independent shops.

To address the continued decline in satisfaction, it is recommended that efforts are made to engage with and support a range of retailers, helping to ensure a diverse and balanced high street offering to meet residents' needs which could increase footfall in the town.

The majority of residents have already made behavioural changes to help tackle climate change, but some could be encouraged to do more

When asked whether they have made any changes in the last three years specifically to tackle climate change, the most common response across both surveys was reusing and recycling more or producing less waste. Other frequently suggested actions included walking, cycling, using public transport more or using a car less, and minimising energy use at home.

Online respondents were more likely to have undertaken all listed actions related to tackling climate change, and representative respondents were significantly more likely to say they had not taken any actions. However, it should be borne in mind that this question was asked without prompting in the representative survey, whereas online respondents were provided with a list of possible changes to choose from when completing the survey.

Younger residents aged under 35 were more likely to have taken several climate-focused actions, as were those who have children or young people living in their household.

Considering the proportion of representative survey respondents who had not taken any action, there could be more promotion of changes that residents can implement to help support efforts towards improving climate change.

Opinions are mixed on how easy it is to book a slot to visit a Household Recycling Centre and access is of concern to some residents

Respondents in both surveys had mixed opinions in relation to how easy or difficult they found it to book a slot to visit a Household Recycling Centre run by the County Council. Representative respondents were slightly more likely to find it easy than difficult to book a slot, whereas online respondents were slightly more likely to find it difficult than easy.

Household Recycling Centre access was also a common theme arising in the free text comments relating to changes that respondents would like local councils to make to improve their experience as a Cheltenham resident. The third most common theme from the online survey related to reopening the Swindon Road Household Recycling Centre or general access to Household Recycling Centres. This was also a common theme from the representative survey, albeit by a relatively small proportion.

These findings suggest that whilst it is easy for most residents to book a slot at a Household Recycling Centre run by Gloucestershire County Council, access is not straightforward for all residents. With this in mind, the County Council could be advised to simplify the booking process to ensure all residents are able to easily access a centre when needed.

Residents agree that there is a need for more affordable homes to buy and rent in Cheltenham, but are less likely to agree with new homes being built on green space

The majority of respondents agreed that there is a need for more affordable homes to buy and rent in Cheltenham, with representative respondents more likely to agree than online respondents. Respondents from both surveys, however, were more likely to disagree that they would accept some new homes being built on green spaces. Those most likely to disagree included those aged 55+, those of White ethnicity, and those living in South West Cheltenham.

Careful consideration should therefore be made when considering the location of new affordable housing developments, avoiding building on green spaces where possible.

Awareness of the Golden Valley Development has increased, but many respondents do not feel the development is for people like them

Almost two thirds of representative respondents said they were aware of the Golden Valley Development, which is an increase since the previous survey. However, respondents were more likely to disagree that the Golden Valley Development is for people like them, which was more likely amongst those aged 55+, those of White ethnicity, and those who do not have children or young people aged 0-18 living in their household.

Of those who disagreed, representative respondents were most likely to say this was because they are not interested in new housing, whilst online respondents were most likely to say it was because they don't work in technology or cyber security. Another common reason across both surveys was that respondents didn't want to work in technology or cyber security.

Given that many do not feel they are the target market for the Golden Valley Development, more information could be provided to residents about how the development could benefit them.

Many residents are unaware of what proportion of their council tax is allocated to Cheltenham Borough Council and the majority believe that any increase should be in line with inflation

Just one in eight representative respondents were able to correctly identify that 10-19% of the council tax they pay is allocated to Cheltenham Borough Council, whilst a larger proportion of online respondents correctly selected this response. Almost half of representative survey respondents believed that the figure was 20% or more, and four in ten online respondents said the same. The largest proportion in both surveys said they did not know what proportion of council tax was allocated to Cheltenham Borough Council, suggesting that residents would benefit from being provided with more information about how council tax is allocated.

When asked at what level council tax should be raised, over half of respondents in both surveys said that the increase should match inflation. The proportion of representative respondents who said the increase should be above inflation has is higher than in 2022, where respondents were most likely to say that any increase should be below inflation. However, this may be influenced by the fact that the rate of inflation at the time of the 2022 survey was much higher when compared with this year's survey.

Whilst digital access is perceived as most important, the majority also feel that it is important for the Council to maintain a physical presence

The vast majority of respondents from both surveys indicated that it was important that the public can access the Council's services digitally and that there is a place within the town centre where the public can make enquiries and access council services. Although the majority agreed, agreement that it was important that the Council's main office or staff are located in the town centre was lower in both surveys when compared with the other two statements.

Female respondents, those aged 55+, and those who have a disability were more likely to agree that there should be a place within the town centre where the public can make enquiries and access council services. Similarly, female respondents and those aged 55+ were more likely to agree it is important that the Council's main office or staff are located in the town centre.

These findings suggest that, although digital access is viewed as crucial, residents still value and perceive the benefit of the Council maintaining a physical presence in the town centre. Given that this appears to be of more importance for certain groups than others, this should be borne in mind to ensure council services continue to be accessible to all in the future.

Most respondents feel a strong sense of belonging to their local area and feel it is important that they are represented by a local council and local councillors

The vast majority of both representative and online respondents would say that they lived in Cheltenham if talking to someone from elsewhere in the UK, with much smaller proportions who would say they were from Gloucestershire, the Cotswolds and the South West. The majority also agree that they feel a sense of belonging to their local area, with agreement higher in representative than online respondents.

Over eight in ten respondents in both surveys felt it was important that they are represented by a local council and local councillors, with those aged 25+ more likely to say this.

Given the high importance placed on local representation, the role and visibility of local councillors should be emphasised, and community belonging further fostered through locally focused events and services that reinforce Cheltenham's unique identity within the wider region.

Appendix A

Questionnaire

Cheltenham Resident Survey 2025

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 the delivery of council services.

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 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)

D1 **What is your gender?**

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

D1a **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, the Reddings & Fiddler's Green
- ☐ 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

D4a **[ASKED IF D4=DON'T KNOW] 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** *Please enter in capitals and correct format with space, e.g. HD6 4AH*

D5 **Do any children or young people aged 0-18 live in your household?**

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

D6 **Do you have a disability?**

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

LGA questions

READ OUT: Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

Q1 **Overall, how satisfied or dissatisfied are you with your local area as a place to live?**
SINGLE CHOICE

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know (DO NOT READ OUT)

READ OUT: Your local area receives services from two councils, Cheltenham Borough Council and Gloucestershire County Council. This survey asks about Cheltenham Borough Council, which is responsible for services such as refuse collection, street cleaning and planning.

Q2 **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 (DO NOT READ OUT)

READ OUT: In considering the next question, please think about the range of services Cheltenham Borough Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Cheltenham Borough Council provides to the community. We would like your general opinion.

Q3 **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 (DO NOT READ OUT)

Q4 **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 (DO NOT READ OUT)

Your local area

Q5 **Before we ask you some more detailed questions about living in Cheltenham, what one change would you want local councils to make to improve your experience as a Cheltenham resident?**
DO NOT PROMPT - RESPONDENT SHOULD ONLY PROVIDE ONE RESPONSE

Q6 **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

Q7 **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 (DO NOT READ OUT)
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	☐	☐	☐	☐	☐	☐

Q8 **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 (DO NOT READ OUT)
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 in the evening	☐	☐	☐	☐	☐	☐
The range of shops available	☐	☐	☐	☐	☐	☐
Events (e.g. Cheltenham Festivals, Farmer's Market, ice rink, Children's Festival etc.)	☐	☐	☐	☐	☐	☐

Q9 **[ASKED IF Q8=FAIRLY/VERY DISSATISFIED WITH 'THE RANGE OF SHOPS AVAILABLE'] Why have you said that you are dissatisfied with the range of shops available?**
DO NOT PROMPT - MULTI CHOICE

- ☐ Too many closed shops
- ☐ Closure of Cavendish House
- ☐ Not enough variety of shops / too many of the same type of shops
- ☐ Would like more independent shops
- ☐ Would like more big name/branded shops
- ☐ Would like more places to eat/drink
- ☐ Would like better shop opening hours
- ☐ Other (please specify)

Other

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Environment

Q10 **Have you made any changes in the last three years (since 2022) specifically to tackle climate change?**
DO NOT PROMPT - MULTI CHOICE

- ☐ No
- ☐ I walk, cycle or use public transport more / use car less
- ☐ I avoid or minimise travelling by aeroplane
- ☐ I am mindful of food consumption (e.g. growing food at home, minimising food waste, eating local/seasonal produce)
- ☐ I minimise energy usage at home
- ☐ I avoid single use plastics and plastic packaging
- ☐ I have improved the energy efficiency of my home (e.g. insulation, solar panels, LED bulbs, heat pumps etc.)
- ☐ I reuse and recycle more / produce less waste
- ☐ I drive an electric or hybrid vehicle
- ☐ I compost food/garden/pet waste
- ☐ Other (please specify)

Other

Q11 **How easy or difficult do you find it to book a slot to visit a Household Recycling Centre run by Gloucestershire County Council?** *NB: Closest HRCs are Wingmoor Farm, Fosse Cross and Hempsted*
SINGLE CHOICE

- ☐ Very easy
- ☐ Quite easy
- ☐ Neither easy nor difficult
- ☐ Quite difficult
- ☐ Very difficult
- ☐ N/A - I have not tried to book a slot
- ☐ Don't know (DO NOT READ OUT)

Developing Cheltenham

Q12 **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 (DO NOT READ OUT)
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	☐	☐	☐	☐	☐	☐

Q13 **Are you aware of the Golden Valley Development?**
SINGLE CHOICE

- ☐ Yes
- ☐ No

READ OUT: The Golden Valley Development will create a new district of Cheltenham and will create up to 12,000 jobs, mostly in the technology and cyber security industries. The Golden Valley Development will also provide more housing.

Q14 **To what extent do you agree or disagree with the statement "The Golden Valley Development is for people like me"?**
SINGLE CHOICE

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know (DO NOT READ OUT)

Q15 **[ASKED IF Q14=DISAGREE/STRONGLY DISAGREE] Why have you said that you disagree that the Golden Valley Development is for people like you?**
DO NOT PROMPT - MULTI CHOICE

- ☐ I don't know enough information to agree
- ☐ I am not interested in the Golden Valley Development
- ☐ I don't know where the Golden Valley Development is
- ☐ I don't work in technology or cyber security
- ☐ I don't have the right skills to work in technology or cyber security
- ☐ I don't want to work in technology or cyber security
- ☐ I am not interested in more housing
- ☐ Other (please specify)

Other

[ ]

Your views on Cheltenham Borough Council

Q16 **The council tax that you pay goes to Gloucestershire County Council, the Police and Cheltenham Borough Council. What percentage of your council tax do you think goes to Cheltenham Borough Council?**
DO NOT PROMPT - SINGLE CHOICE

- ☐ Less than 10%
- ☐ 10-19%
- ☐ 20-29%
- ☐ 30-39%
- ☐ 40-49%
- ☐ 50% or more

READ OUT: Approximately 11% of the council tax that you pay goes to Cheltenham Borough Council.

READ OUT: In the last five years, Cheltenham Borough Council has seen significantly increased costs due to inflation but is restricted by law to only increase council tax by a maximum of £5 per year per household.

Q17 **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 3.4%**
READ OUT - SINGLE CHOICE

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

Q18 **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	☐	☐	☐	☐

Local government reorganisation

Q19 **If you were talking to someone from elsewhere in the UK, where would you say you live?**
DO NOT PROMPT - SINGLE CHOICE. IF RESPONDENT SAYS MORE THAN ONE (E.G. CHELTENHAM IN GLOUCESTERSHIRE), PLEASE PROBE TO GET MAIN RESPONSE

- ☐ Cheltenham
- ☐ Gloucester
- ☐ Gloucestershire
- ☐ The Cotswolds
- ☐ South West
- ☐ Other (please specify)

Other

☐

READ OUT: When answering the next question, please remember that you should consider your local area to be the area within 15-20 minutes walking distance from your home.

Q20 **To what extent do you agree with the following statement: "I feel a sense of belonging to my local area"**
SINGLE CHOICE

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know (DO NOT READ OUT)

Q21 **How important is it to you that you are represented by a local council and local councillors?**
SINGLE CHOICE

- ☐ Very important
- ☐ Fairly important
- ☐ Not that important
- ☐ Not important at all
- ☐ Don't know (DO NOT READ OUT)

Thank and close.

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