

# REPORT ON WNP VISION SURVEY ANALYSIS – MARCH 3rd 2015 (R6)

## 1. Method and Response

The document was circulated door-to-door by Essex Distributions to approximately 13,000 residential and business addresses in our designated Area. Up to a hundred businesses were also visited by Committee members to encourage a business response. The survey was also available on Survey Monkey for residents to complete on-line. It ran from 21st November to 31st December 2015 (although any responses received after this were also recorded). 322 responses were received. Whilst one might consider this 2.5% response as disappointing, we have been advised that it is a typical and reasonable response.

### Response profile

Out of the responses, 8 were responding as businesses rather than as individuals. There was almost an equal split between males and females in our sample with 49.66%/50.34% respectively compared to the WNP local population of 49.3%/50.6% respectively.

The age distribution bands of our survey do not match well those of local ward statistics, (and only those of voting age will be voting in the referendum). Under 18s were surveyed separately through 3 separate group sessions organised via schools and youth groups with a total of 37 children from 6 up to 17. The main themes from their comments have been summarised separately in the findings section 3 of this report. (A separate Under 18s Vision report is available on [www.windsorplan.org.uk](http://www.windsorplan.org.uk)).

Broad comparisons have been made against the local population however and not counting under 18s, adults from 18 to 44 appear to be under represented, while adults from 45 to 75 are over represented. (See Appendix 1). This could have biased the results.

### Response Post Codes

Returns by postcode sectors showed responses from across the area. These are shown on the map in Appendix 2. (The Royal Mail is not able to provide maps below sector level; they would be too large for practical use.)

**Conclusions: The sample size was sufficient and the sample profile was broadly representative of the male/female population split, and from all postcodes in the town, but under represents adults under 44. Results need to be seen in this light.**

### Objectives

The objectives of the survey were threefold:

**Objective A)** to test whether the vision and objectives and main priorities identified from previous research are in accordance with the wishes of the majority.

**Objective B)** to assess the extent to which different possible planning approaches identified under our main topic headings are seen as priorities (Housing & Heritage, Transport, Open Space and Economy).

**Objective C)** To see if any important issues have been missed.

## 2. Main findings

### Objective A)

The answer to Q1(Q9 in Survey Monkey) “Considering the overall content of this questionnaire, please indicate if you support what it is saying” indicated **strong support** for the overall approach, with **91% answering “In favour” or very much in favour**” of the paper, 7.7% neutral and 1.1% not in favour.

The answers to question 2A (Q3 in survey monkey) “How much are you in favour of the vision” indicate **strong support for the Vision with 92% answering “In favour” or “Very much in favour”**, 6.9% Neutral and less than 1% not in favour.

The answers to question 3a (Q4 in Survey Monkey) “How much are you in favour of the Priorities” indicates **strong support for the priorities identified with 91% either “In favour” or “Very much in favour”**, 7% neutral and 1.2% not in favour..

**The conclusion for objective A) is that the Vision, objectives and overall approaches ARE in accordance with the majority view.**

### Objective B).

Questions 4,5,6,7 were used to test this objective. The issues raised in this question sought to assess the extent that each approach was seen as a priority by ranking them as Low, Medium or High priorities.

The main findings and **conclusions** were as follows:

#### Q4 (5) Housing, Heritage and Community

	Pop = population, ie: the number of responses	%			
Issue	Pop	High	Medium	Low	
A	Our heritage is important and we need to protect and retain heritage buildings	288	<b>76</b>	19	5
B	Preserve the distinctive and authentic character of the streets	284	<b>73</b>	24	3
C	Improve the appearance of the town’s buildings and visual impression of the town	283	<b>70</b>	25	5
D	We know we need more homes somewhere but don’t want to overdevelop and ruin our area	283	57	<b>30</b>	<b>13</b>
E	General support for family houses	277	48	<b>37</b>	<b>15</b>
F	Maintain community facilities	278	<b>63</b>	30	7

**The key conclusions are that maintaining our heritage and the distinctive character of the streets are seen as the highest priority, and maintaining community facilities as next highest. Providing more homes in general (or more family houses) is seen as a high priority by about half of the respondents but the family houses approach is seen by more people as medium or low priority.**

### Q5 (6) The Economy

Issue		Pop	%		
			High	Medium	Low
A	Clear and strong support for small and start-up businesses	282	<b>64</b>	29	7
B	We want a greater variety of unique independent local retailers	283	<b>68</b>	28	4
C	Bring back John Lewis!	282	53	<b>27</b>	<b>20</b>
D	We are losing some of our essential shops along Dedworth Road and in the town generally	278	<b>60</b>	31	9
E	We are losing employment space and jobs in the area through conversion of offices, industrial buildings and shops to residential	278	44	<b>40</b>	<b>16</b>
F	Concerns about the appearance of the shopping centre	278	58	<b>34</b>	<b>8</b>

**The key conclusions are that the support for small and start up businesses and independent local retailers is seen as highest priority. Loss of essential shops along Dedworth Road and in town and concern over appearance of shopping centre are next, with loss of employment space and jobs through conversions appears to be lower relative priority.**

### Q6 (7) Transport

Issue		Pop	%		
			High	Medium	Low
A	Traffic congestion is a major problem at certain times of the day for part of the year, particularly on the N/S route through Windsor including access to LEGOLAND and the town centre	288	<b>83</b>	13	4
B	Parking is a problem for residents (as well as visitors)	284	<b>71</b>	21	8
C	Footpaths and Cycle facilities are popular but could be further improved	281	53	<b>32</b>	<b>15</b>
D	New development impact	281	47	<b>44</b>	<b>9</b>

**Key conclusion confirms Windsor's twin problems of traffic management and parking as high priority. Footpaths and cycle facilities are next, and reducing new development impact is seen as relatively lower priority.**

## Q7 (8) Open Space

Issue		Pop	%		
			High	Medium	Low
A	Some of our open spaces could be improved and have better facilities	283	58	36	6
B	We are concerned about losing the green feel of the town as it gets more built up	282	74	22	12
C	We would like better access to green spaces for pedestrians and cyclists	279	54	34	12
D	Some of our green spaces inside the town may be at risk of development	279	83	13	4
E	We are worried about the possible loss of the green belt and "edge of settlement" areas	279	71	22	7

**Key concerns are about losing such green space as exists within the town to development, losing the green feel of the town, and loss of Green Belt & edge of settlement. Relatively lower priority are improving facilities of open spaces, and access to green spaces for pedestrians and cyclists.**

**Overall objective B) conclusions. ALL of the approaches identified were confirmed as high priorities with "High" being the consistently most used score. The relative number of Medium and Low scores was taken as an indication that these approaches were seen as less of a priority.**

### Objective C)

To assess whether any important issues had been missed respondents were given three chances to provide Free Text Comments in Q 2b (3), Q 3b (x) and Q8 (X). 449 such written comments were recorded.

**Conclusion . The main points NOT previously identified are summarised below.**

- **Affordable housing,**
- **A cinema**
- **The condition of our underpasses.**
- **The general cleanliness** of the town featured strongly, (but this is more an operational matter for the Royal Borough).

Many people elaborated on issues in the other questions, rather than identifying missing issues, so these answers were recorded and although they were not part of our objectives, we have analysed them to help to pick up overall strength of feeling.

The top 4 most mentioned items which elaborated on other answers contained no surprises.

- (1) **Parking (x52)**, both in terms of availability and the high cost in the centre of Windsor. The urgent need for a Park & Ride (x14) featured strongly – but this is outside the scope of NP. Requests were noted for discounted rates for residents. One person suggested that the Castle should provide a visitor parking facility.

(2) The need for a **better mix of Shops** (x46), with focus on the need for more independents. Specific comments included the growth of betting shops, too many food outlets along Dedworth Road and a plea of “bring back John Lewis”.

(3) **Cycling** (x32). Generally the plea is for more cycle routes and lanes.

(4) **Traffic Routing** (x30), including the key issue of congestion. Of note were:

- the need for a new M4:M3 link (x11) – again, outside the scope of an NP.
- Legoland as a contributor to this congestion was mentioned 15 times and one person wrote that, “*Congestion on Winkfield Road is worse even when Legoland is closed*” (Ref 10.58).
- A suggestion that Arthur Road and Clarence Road should form a one-way gyratory system

The next group of concerns were:

**Cleaning** (x24) & **Highway Maintenance** (x4): clearly the cleanliness of our streets is an issue. This included 4 people who mentioned dogs fouling our pavements. The resolution of this is probably not a NP issue but we could have an influence over (a) planning to ease the problem and (b) pointing the RB towards the use of CIL (ex S106) money.

**Green and Open Space** (x24): The protection of our green space is an ever present concern. Interestingly, people are concerned to protect what small amounts we have within our area, but no one mentioned the Royal Park and the supreme green space which this gives us.

**West Windsor** (x24): Our proposal to make a “centre” in West Windsor and to brighten up Dedworth Road and the surrounding area was met with a consensus of enthusiasm. This is worthy of careful and considered debate as to how we do this.

**Leisure** (x21): This featured strongly, including:

- facilities for our **youth**
- 7 people wanted our **Garden Centres** to be retained, so our policies might include approval for the use of this existing space, subject to equivalent alternative sites being provided
- 3 people asked for a **Cinema**
- An orderly **night time economy**
- The loss of our **pubs**

**Heritage** (x19): Strong expressions of wanting to maintain, but relatively low in number of mentions.

**Traffic** (x19): Commuting: this covered general expressions of a need to improve public transport

Other concerns

**Housing: Affordable & Social** (x17): the need for affordable housing received 9 specific mentions

**RBWM Planning** Issues (x16): a number of recent apparently incongruous designs caused a few people to raise questions about how these were approved.

**Traffic: Park & Ride** (x14):

**Traffic: Management** (x12): this includes calming measures, traffic lights, signage, etc

Other issues not mentioned much

4 people mentioned the importance of halting “**infill**” **development**, ie: one house down and multiple flats in its place.

2 people mentioned the need to refurbish and improve the lighting in our **underpasses**.

Central Windsor Business NP

Many comments confirmed a lack of distinction between the two NP groups in Windsor.

6 people mentioned our partners in town and we will share the comments with them.

Concerning the **Windsor Link Railway**, there were specifically:

7 statements of opposition and

2 statements of support.

Not WNP

Some issues mentioned were out of the NP scope.

34 comments raised specific matters which are not within the terms of reference of a Neighbourhood Plan, particularly Heathrow and aircraft noise.

**Summarised Concerns of Under 18s**

Ages 6-13

Indoor and outdoor play facilities and leisure facilities (Cinema, play park, bowling alley, better outdoor park facilities)

Range of suitable shops-affordable for the age group (Poundland, sweetshops, market) and a bank.

Ages 13-17

Traffic congestion & calming

Better public transport – buses and trains, more routes, more frequent, faster, cheaper.

Secure bike facilities and CCTV

Safe cycle paths and routes-not safe to cycle to school.

Cheaper housing and affordable housing and starter homes and flats.

Better appearance of flats/houses - respect for heritage town - & more security.

More open spaces, outdoor sports (football pitches & goals, basketball hoops) & exercise facilities, outdoor gym. Better toilet facilities.

Cinema

Job opportunities for young people, wages, wage gap.

Range of different shops that provide suitable things for young people at different prices, music shops, skate shops, sports shops.

Proper food shops in Dedworth, e.g. Bakery, butcher.

More shops near Broome Farm Estate.

Environmental - wildlife conservation & river pollution, green town.

### 3. OVERALL CONCLUSIONS

The vision survey indicated with a reasonable degree of confidence that the vision, objectives, priorities and approaches identified would be supported by the majority of voting age residents. The approaches identified under the 4 topic headings have been prioritised. Also affordable housing, cinema, underpasses and cleanliness need to be considered in our NP along with indoor and outdoor leisure facilities for young people. Further research may be need on Housing and other issues.

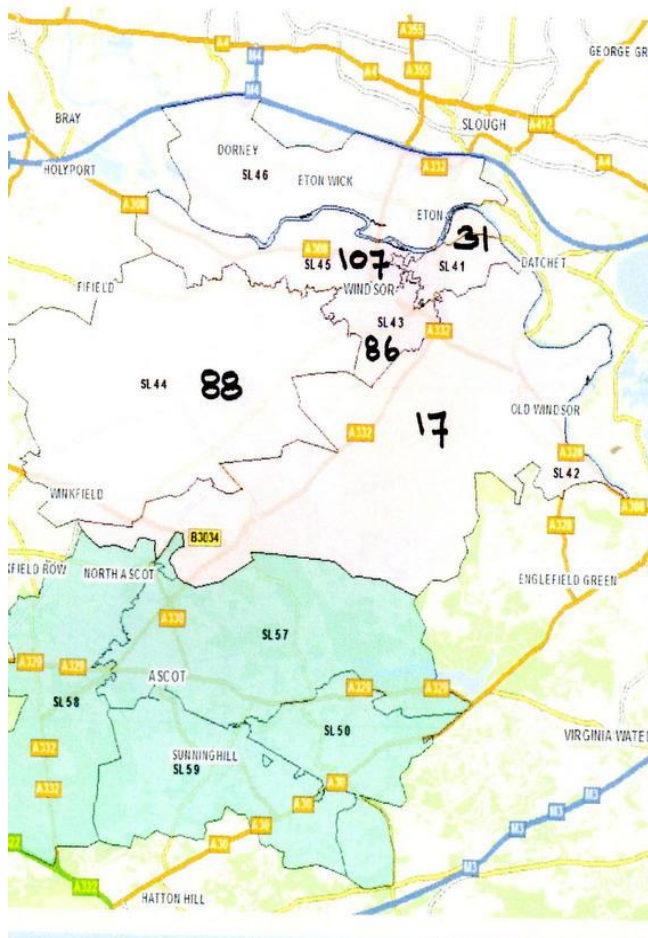
WNP Committee January 2015

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#### APPENDIX 1 Age Breakdown of sample compared with WNP area.

Age group	Our survey sample	WNP AREA
<15	<1%	20% (<17)
16-24	<1%	15%* (18-29)
25-44	25%	27%* (30-44)
45-64	41%	18%* (45-59)
65-74	23%	12% (60-75)
75+	9%	7%

#### APPENDIX 2 Postcode analysis.



#### APPENDIX 3

The Vision Survey Monkey report is available containing all of the summary data from the survey on [www.windsorplan.org.uk](http://www.windsorplan.org.uk)

A report on the results of Vision meetings with Under 18s is also summarised on this website.