



Headline Results



Participatory Budget Analysis Survey

Prepared for: The Royal Borough of Windsor and Maidenhead



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Prepared for: The Royal Borough of Windsor and Maidenhead

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1 Background

This report summarises the results of the Participatory Budget Analysis survey undertaken by the Royal Borough of Windsor and Maidenhead and analysed by BMG Research on their behalf.

The aim of the survey was to ask residents how they would spend £250,000 of their council tax on projects in their borough and in their local town or village in 2011 and 2012.

Residents were given the option of filling in a paper questionnaire, provided in leaflet format, which they were asked to send by freepost to the Town Hall, or invited to respond online via the Royal Borough's website.

In total, 2,963 responses were received; 2006 on paper and 957 online.

2 Headline Findings

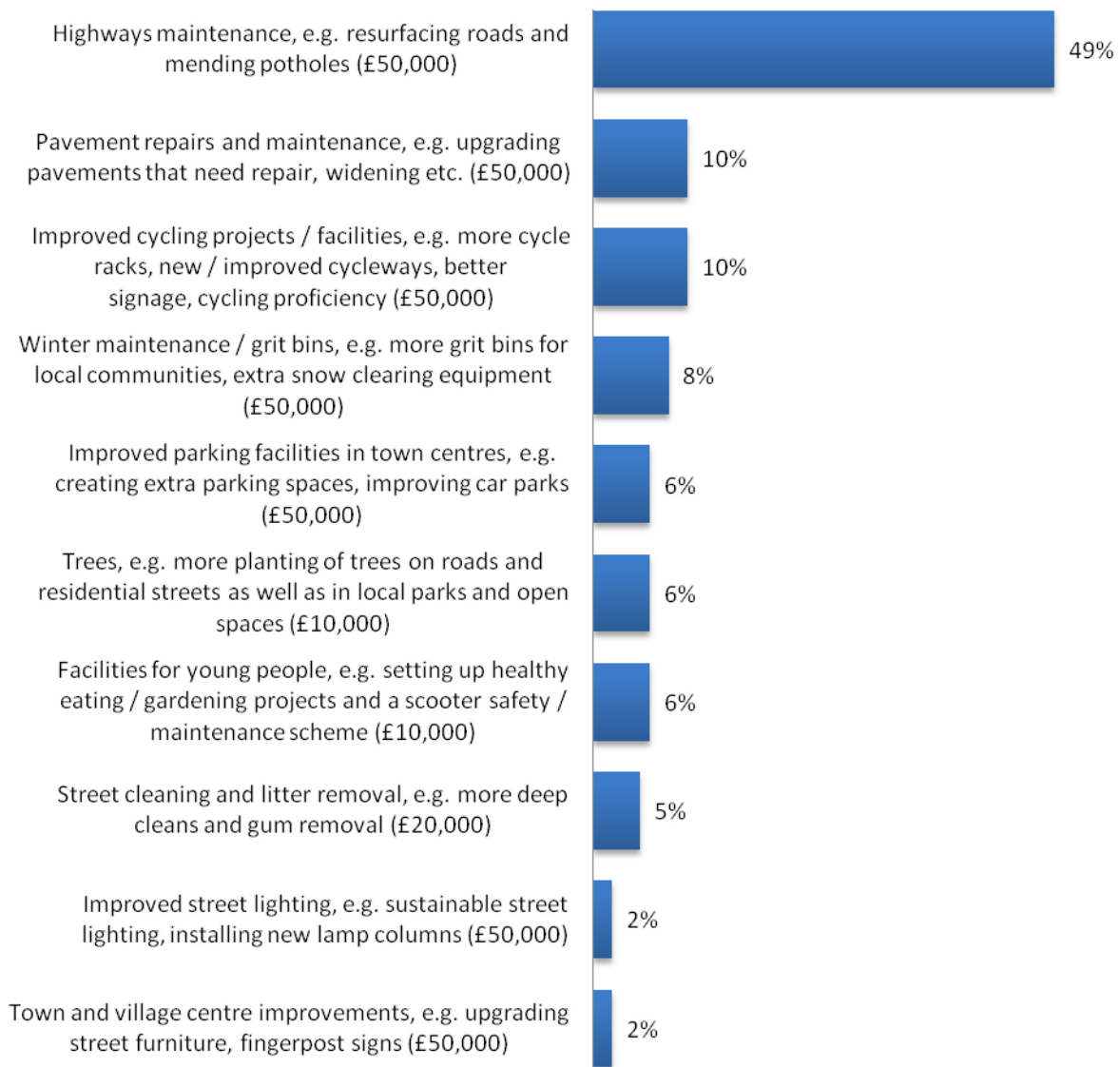
2.1 Borough-wide schemes

The Council has earmarked an extra £125,000 for potential borough-wide schemes that will benefit residents wherever they live, work or visit. Residents were asked to rank 10 schemes in order of the importance they attach to them.

The proportions of residents ranking each of the schemes as top priority is summarised in the figure below.

Highways maintenance is a clear priority for spending amongst residents. Around half rank this as top priority.

Figure 1: Proportion of residents ranking schemes as top priority (all respondents)
Sample base = 2,963



The table below presents the top three priorities and highlights the proportion of residents that have included each in their top three.

Two clear priorities are highways maintenance and pavement repairs and maintenance, but when we consider the inclusion of other schemes in residents' top three priorities, winter maintenance/grit bins comes to the fore in third place.

Table 1: Top 3 priorities of residents (all respondents) Sample base = 2,963

	Top	2nd	3rd	Total in top 3
Highways maintenance, e.g. resurfacing roads and mending potholes (£50,000)	49%	13%	7%	69%
Pavement repairs and maintenance, e.g. upgrading pavements that need repair, widening etc. (£50,000)	10%	27%	13%	51%
Winter maintenance / grit bins, e.g. more grit bins for local communities, extra snow clearing equipment (£50,000)	8%	10%	11%	29%
Street cleaning and litter removal, e.g. more deep cleans and gum removal (£20,000)	5%	5%	14%	23%
Improved cycling projects / facilities, e.g. more cycle racks, new / improved cycleways, better signage, cycling proficiency (£50,000)	10%	7%	7%	23%
Improved parking facilities in town centres, e.g. creating extra parking spaces, improving car parks (£50,000)	6%	8%	9%	23%
Trees, e.g. more planting of trees on roads and residential streets as well as in local parks and open spaces (£10,000)	6%	5%	7%	19%
Facilities for young people, e.g. setting up healthy eating / gardening projects and a scooter safety / maintenance scheme (£10,000)	6%	4%	5%	15%
Improved street lighting, e.g. sustainable street lighting, installing new lamp columns (£50,000)	2%	3%	6%	11%
Town and village centre improvements, e.g. upgrading street furniture, fingerpost signs (£50,000)	2%	2%	3%	7%

The extent to which all these potential schemes are considered high, medium or low priority is summarised in the table below.

Table 2: Level of priority, based on residents' ranking (all respondents)
Sample base = 2,963

	High priority (ranking 1-3)	Medium priority (ranking 4-7)	Low priority (ranking 8-10)
Highways maintenance, e.g. resurfacing roads and mending potholes (£50,000)	69%	13%	4%
Pavement repairs and maintenance, e.g. upgrading pavements that need repair, widening etc. (£50,000)	51%	27%	5%
Winter maintenance / grit bins, e.g. more grit bins for local communities, extra snow clearing equipment (£50,000)	29%	35%	17%
Street cleaning and litter removal, e.g. more deep cleans and gum removal (£20,000)	23%	44%	13%
Improved cycling projects / facilities, e.g. more cycle racks, new / improved cycleways, better signage, cycling proficiency (£50,000)	23%	27%	30%
Improved parking facilities in town centres, e.g. creating extra parking spaces, improving car parks (£50,000)	23%	33%	24%
Trees, e.g. more planting of trees on roads and residential streets as well as in local parks and open spaces (£10,000)	19%	32%	31%
Facilities for young people, e.g. setting up healthy eating / gardening projects and a scooter safety / maintenance scheme (£10,000)	15%	27%	37%
Improved street lighting, e.g. sustainable street lighting, installing new lamp columns (£50,000)	11%	44%	22%
Town and village centre improvements, e.g. upgrading street furniture, fingerpost signs (£50,000)	7%	28%	43%

2.2 Maidenhead schemes

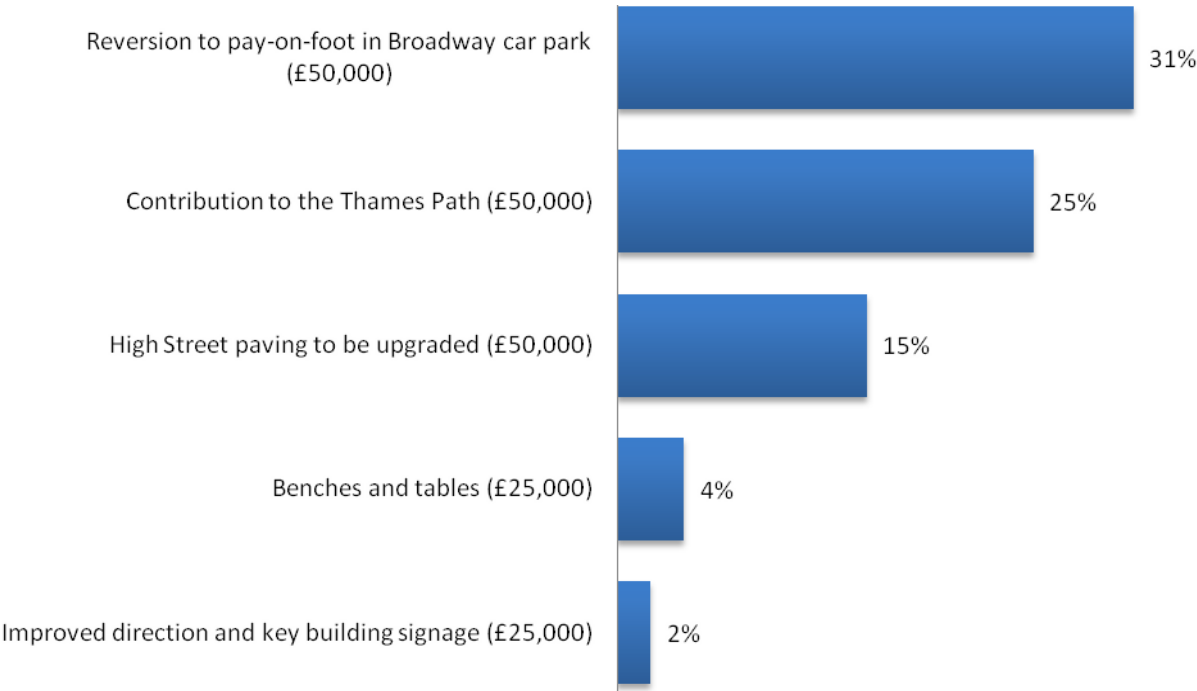
More than half the residents participating in the survey (53%) chose to vote for schemes in the Maidenhead area. A fifth of these (21%) indicated that they did not want any money spent of the specified projects.

The remaining residents ranked five schemes in order of importance as options for how a total of £50,000 should be spent in Maidenhead.

The highest proportion of residents selected 'reversion to pay-on-foot' in Broadway car park (31%) as their top priority scheme, but only slightly fewer (25%) selected a contribution to the Thames Path as a top priority.

The proportions of residents ranking each of the schemes as top priority is summarised in the figure below.

Figure 2: Proportion of residents ranking schemes in Maidenhead as top priority (respondents providing a response) Sample base = 1,570



The table below presents the top two priorities and highlights the proportion of residents that have included each in their top two.

When we take into account the proportion of residents that place schemes second, the scheme relating to the contribution to the Thames Path increases in significance over reversion to pay-on-foot in Broadway car park.

Table 3: Top 2 priorities of residents in Maidenhead (respondents providing a response) Sample base = 1,570

	Top	2nd	Total in top 2
Reversion to pay-on-foot in Broadway car park (£50,000)	31%	9%	40%
Contribution to the Thames Path (£50,000)	25%	18%	43%
High Street paving to be upgraded (£50,000)	15%	19%	34%
Benches and tables (£25,000)	4%	12%	16%
Improved direction and key building signage (£25,000)	2%	6%	7%

The extent to which all these potential schemes are considered high, medium or low priority is summarised in the table below.

Table 4: Level of priority in Maidenhead, based on residents' ranking (all respondents) Sample base = 1,570

	High priority (ranking 1- 2)	Medium priority (ranking 3 - 4)	Low priority (ranking 5)
Contribution to the Thames Path (£50,000)	43%	19%	7%
Reversion to pay-on-foot in Broadway car park (£50,000)	40%	14%	13%
High Street paving to be upgraded (£50,000)	34%	22%	8%
Benches and tables (£25,000)	16%	34%	11%
Improved direction and key building signage (£25,000)	7%	30%	24%

2.3 Ascot and Sunnings schemes

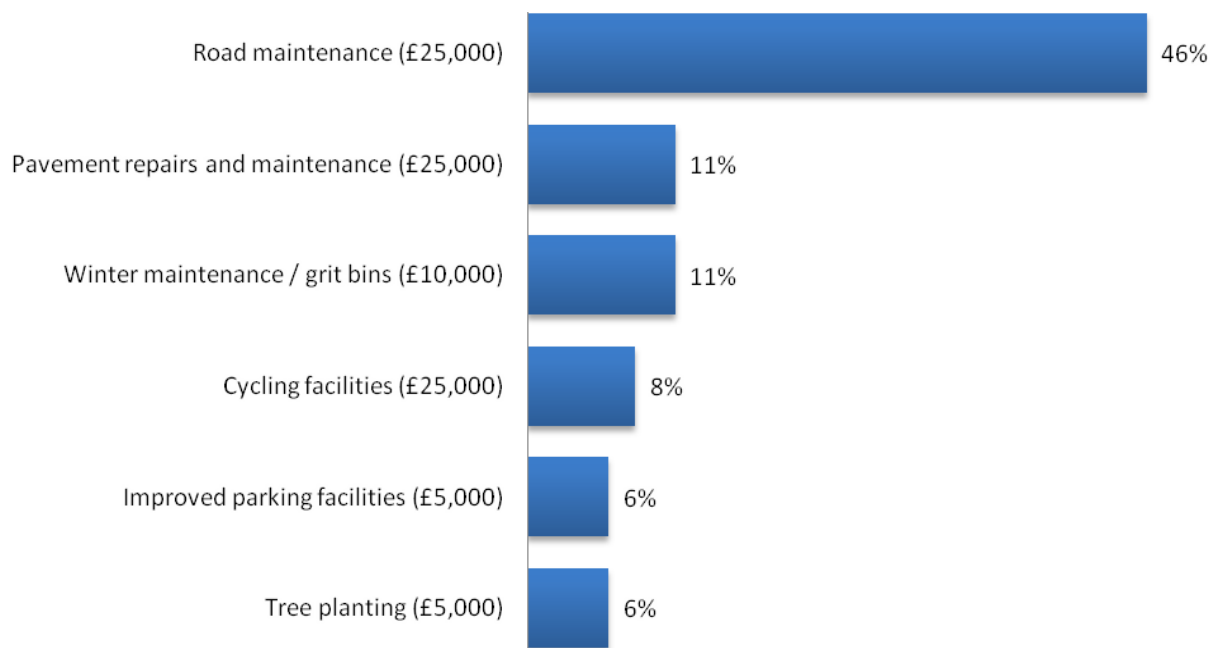
One in six residents participating in the survey (18%) chose to vote for schemes in the Ascot and Sunnings area. A fifth of these (20%) indicated that they did not want any money spent of the specified projects.

The remaining residents ranked six schemes in order of importance as options for how a total of £25,000 should be spent in Ascot and Sunnings.

The highest proportion of residents selected road maintenance (46%) as their top priority scheme, and this was by far the most popular scheme.

The proportions of residents ranking each of the schemes as top priority is summarised in the figure below.

Figure 3: Proportion of residents ranking schemes in Ascot and Sunnings as top priority (respondents providing a response) Sample base = 522



The table below presents the top two priorities and highlights the proportion of residents that have included each in their top two.

When we take into account the proportion of residents that place schemes second, pavement repairs and maintenance comes to the fore as being relatively high priority.

Table 5: Top 2 priorities of residents in Ascot and Sunnings (respondents providing a response) Sample base = 522

	Top	2nd	Total in top 2
Road maintenance (£25,000)	46%	14%	60%
Pavement repairs and maintenance (£25,000)	11%	27%	38%
Winter maintenance / grit bins (£10,000)	11%	11%	21%
Cycling facilities (£25,000)	8%	6%	13%
Tree planting (£5,000)	6%	7%	12%
Improved parking facilities (£5,000)	6%	5%	11%

The extent to which all these potential schemes are considered high, medium or low priority is summarised in the table below.

Table 6: Level of priority in Ascot and Sunnings, based on residents' ranking (all respondents) Sample base = 522

	High priority (ranking 1- 2)	Medium priority (ranking 3 - 4)	Low priority (ranking 5 - 6)
Road maintenance (£25,000)	60%	11%	3%
Pavement repairs and maintenance (£25,000)	38%	26%	6%
Winter maintenance / grit bins (£10,000)	21%	35%	13%
Cycling facilities (£25,000)	13%	15%	38%
Tree planting (£5,000)	12%	14%	40%
Improved parking facilities (£5,000)	11%	31%	25%

2.4 Windsor schemes

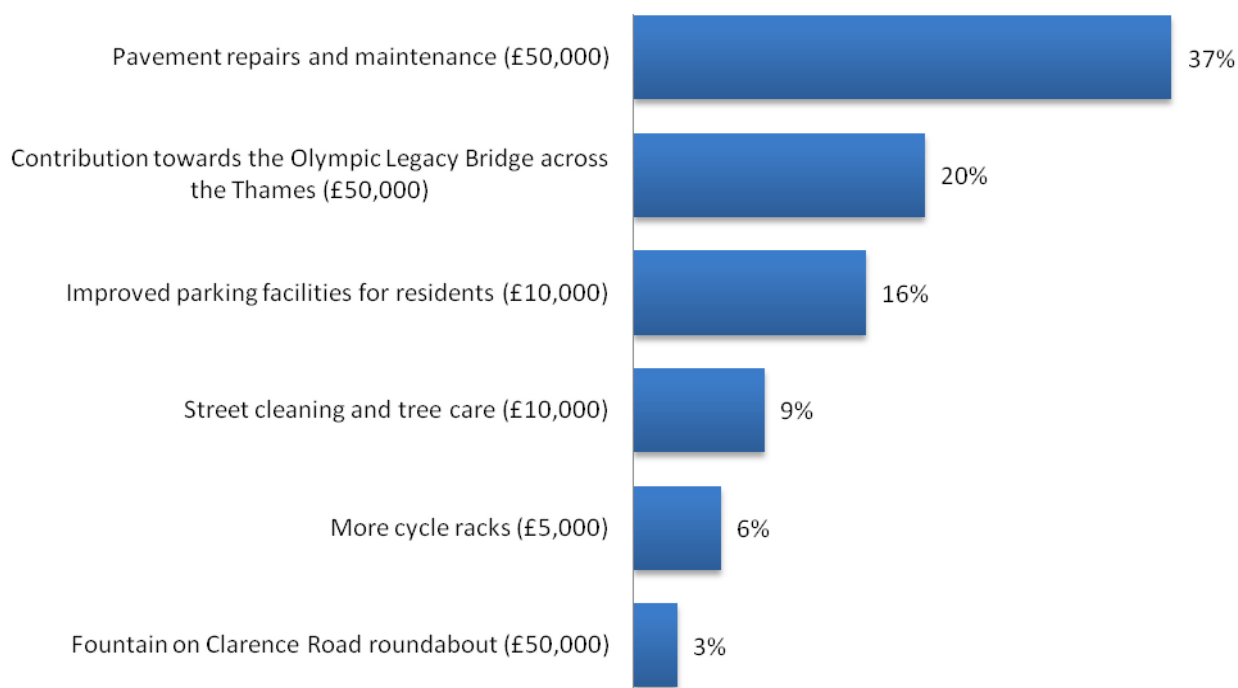
More than two-fifths of residents participating in the survey (44%) chose to vote for schemes in the Windsor area. One in ten (10%) indicated that they did not want any money spent of the specified projects.

The remaining residents ranked six schemes in order of importance as options for how a total of £50,000 should be spent in Windsor.

The highest proportion of residents selected pavement repairs and maintenance (37%) as their top priority scheme, and this was the most popular scheme by a significant amount.

The proportions of residents ranking each of the schemes as top priority is summarised in the figure below.

Figure 4: Proportion of residents ranking schemes in Windsor as top priority (respondents providing a response) Sample base = 1,301



The table below presents the top two priorities and highlights the proportion of residents that have included each in their top two.

When we take into account the proportion of residents that place schemes second, although the contribution towards the Olympic Legacy Bridge across the Thames is the second most frequently selected as a top priority, overall, improved parking facilities for residents is second most likely to be mentioned in the top two.

Table 7: Top 2 priorities of residents in Windsor (respondents providing a response) Sample base = 1,301

	Top	2nd	Total in top 2
Pavement repairs and maintenance (£50,000)	37%	19%	57%
Improved parking facilities for residents (£10,000)	16%	21%	37%
Street cleaning and tree care (£10,000)	9%	22%	31%
Contribution towards the Olympic Legacy Bridge across the Thames (£50,000)	20%	5%	25%
More cycle racks (£5,000)	6%	10%	16%
Fountain on Clarence Road roundabout (£50,000)	3%	2%	6%

The extent to which all these potential schemes are considered high, medium or low priority is summarised in the table below. Grouping responses in this way highlights the fact that the contribution towards the Olympic Legacy Bridge across the Thames is a priority for just a minority of residents.

Table 8: Level of priority in Windsor, based on residents' ranking (all respondents)
Sample base = 1,301

	High priority (ranking 1- 2)	Medium priority (ranking 3 - 4)	Low priority (ranking 5 - 6)
Pavement repairs and maintenance (£50,000)	57%	19%	5%
Improved parking facilities for residents (£10,000)	37%	28%	12%
Street cleaning and tree care (£10,000)	31%	41%	6%
Contribution towards the Olympic Legacy Bridge across the Thames (£50,000)	25%	17%	36%
More cycle racks (£5,000)	16%	33%	26%
Fountain on Clarence Road roundabout (£50,000)	6%	9%	56%

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