

Report for: ACTION



<b>Contains Confidential or Exempt Information</b>	NO - Part I
<b>Title</b>	Participatory Budget – 2016/17 consultation results
<b>Responsible Officer(s)</b>	Russell O'Keefe Strategic Director of Corporate and Community
<b>Contact officer, job title and phone number</b>	Kevin Mist Head of Communities and Economic Development
<b>Member reporting</b>	Cllr Samantha Rayner, Culture and Communities
<b>For Consideration By</b>	Cabinet Participatory Budget Sub Committee
<b>Date to be Considered</b>	Monday 13 June 2016
<b>Implementation Date if Not Called In</b>	Immediately
<b>Affected Wards</b>	All

### REPORT SUMMARY

1. This report looks at the consultation results of the Participatory Budget 2016/17 for schemes across the borough wide and geographic areas.
2. Residents have identified their priorities for borough wide schemes and schemes in the geographic areas of Maidenhead, Windsor, and Ascot & the Sunnings.
3. If adopted, the council would allocate £100,000 for borough wide schemes and £125,000 for the three geographic areas and spend the money in ways voted by the public.

### If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
1. Residents have had a direct say in how a significant proportion of the Participatory Budget 2015/16 capital budget allocation is spent on one-off projects they consider priorities.	Within the 2016/17 budget.
2. Schemes voted for by residents as their top priorities will be implemented by the council and will bring about improvements for local people	Within the 2016/17 budget.

## 1. DETAILS OF RECOMMENDATIONS

**RECOMMENDATION:** That the Sub Committee:

- i. **Notes the outcome of the Participatory Budget 2016/17 exercise**
- ii. **Allocates funds for borough wide schemes based on the priorities expressed by residents**
- iii. **Allocates funds for the geographic schemes in Maidenhead, Windsor, and Ascot & the Sunnings, based on the priorities expressed by residents.**

## 2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 Members are advised to look at the BMG Research Report (attached as Appendix 1) which reviewed the consultation with the public. This sets out their preferences into how funding should be allocated for the borough and in their local area.

<b>Option</b>	<b>Comments</b>
<b>Allocate funds to borough wide and geographic areas</b>	Following on from consultation with residents, it is recommended that funds are allocated based on residents preferences. <b>This is the recommended option.</b>
Do not allocate funds to borough wide and geographic area schemes.	This is not recommended as consultation was carried out with the public.

## 3. KEY IMPLICATIONS

- 3.1 Funding should be allocated in line with the residents' priority setting. This shows that the council has listened to consultation and has acted upon it.
- 3.2 The money will be allocated to service areas that will then use the funds to progress with the schemes highlighted in the report.

<b>Defined Outcomes</b>	<b>Unmet</b>	<b>Met</b>	<b>Exceeded</b>	<b>Significantly Exceeded</b>	<b>Date they should be delivered by</b>
Percentage of PB funds allocated	>100%	100%	NA	NA	April 2017

#### 4. FINANCIAL DETAILS

##### Financial impact on the budget

	2016/17	2017/18	2018/19
	Revenue £NA	Revenue £NA	Revenue £NA
Addition	£NA	£NA	£NA
Reduction	£NA	£NA	£NA

	2016/7	2017/18	2018/19
	Capital £225,000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

- 4.1 At the Participatory Budget Sub Committee meeting of 21 October 2015 members agreed to allocate a capital sum of £225,000 for the Participatory Budget schemes for the 2016/17 financial year. .
- 4.2 If the Cabinet Participatory Budget sub-committee agrees to implement residents' priorities for the borough wide and area based schemes it will account for £225,000 of the total.

#### 5. LEGAL IMPLICATIONS

- 5.1 None.

#### 6. VALUE FOR MONEY

- 6.1 The Participatory Budget public consultation provides the council with information on residents' priorities, the value of which extends beyond the participatory budget scheme itself by providing a barometer of local opinion that is beneficial to council-wide service provision. Council resource focused on where it is needed most and aimed at community and residents need.

#### 7. SUSTAINABILITY IMPACT APPRAISAL

- 7.1 None

#### 8. RISK MANAGEMENT

- 8.1

Risks	Uncontrolled Risk	Controls	Controlled Risk
The participatory budget does not result in the allocation of funds	Medium	Carrying out consultation and presented to councillors which represents public sentiment	Low
Residents are not	Medium	Publication of all	Low

<b>Risks</b>	<b>Uncontrolled Risk</b>	<b>Controls</b>	<b>Controlled Risk</b>
aware of the outcomes of the Participatory Budget consultation		Participatory Budget outcomes through the website, social media, ATRB and other communication channels	

## **9. LINKS TO STRATEGIC OBJECTIVES**

9.1 The Participatory Budget exercise is linked to all strategic objectives – residents' first, value for money, delivering together and equipping ourselves for the future.

## **10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION**

10.1 Not applicable.

## **11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS**

11.1 None

## **12. PROPERTY AND ASSETS**

12.1 None

## **13. ANY OTHER IMPLICATIONS**

13.1 None

## **14. CONSULTATION**

14.1 The consultation exercise for the Participatory Budget ran from the middle of March to April 29 2016 and was advertised via press release, Around the Royal Borough, Twitter and Facebook. The Participatory Budget leaflet was included in the council tax bills which are sent to every home. There was also an online version available for residents to fill in as well as a marketing panel on our website.

14.2 A total of 2048 responses were received – 766 on paper and 1282 online. Last year we received 1,743 responses – 707 on paper and 1036 online. The increase in response could be due to further comms from last year.

14.3 The results have been reviewed by BMG who carry out the residents survey and the council and the company worked together to ensure the paper survey and the website version worked to analyse the data correctly.

### **Summary of borough wide Participatory Budget consultation**

There were eight options for residents to rank in order of preference. For the sixth year running the road and pavement repairs option was residents' top priority in the straightforward one to eight rankings with 42% voting for this option. The second

preference was split between facilities/activities for older people and traffic congestion reduction each with 10%.

When residents' top three priorities were considered the picture changed slightly. Although road and pavements repairs remained top with 59%, traffic congestion and reduction came second with 28% and street cleaning and litter removal came third with 24%

A total of eleven per cent of residents providing a response in the borough wide portion of questionnaire voted for the option of spending no money.

### **Maidenhead**

Nearly half the residents 45% participating in the survey chose to vote in the Maidenhead section where there were eight options to choose from.

The highest proportion of residents (48%) voted for road and pavement repairs as their number one priority. In second place was Maidenhead Waterways with 27 per cent and monthly independent craft market in third place with 8%.

When residents' top three priorities were considered they stayed the same.

Just three per cent of residents choosing to vote for schemes in the Maidenhead area indicated that they did not want any money spent on specific projects.

### **Ascot and The Sunnings**

One in four residents participating in the survey (20%) chose to vote for schemes in the Ascot and the Sunnings area.

There were six options for residents to vote for and 68% voted for road and pavement repairs with a skate park in Broomhall Recreation Ground in second with 9% and Events in Ascot and the Sunnings and additional formal paths and board walks in Allens Field, Ascot in joint third with 7%.

When residents' top three priorities were considered they slightly changed with road and pavement repairs at 81%, additional formal paths was 27% and events in Ascot and the Sunnings was 22%

Sixteen per cent of residents choosing to vote for schemes in Ascot and the Sunnings indicated that they did not want any money spent on specific projects.

### **Windsor**

More than two fifths of residents participating in the survey (45%) chose to vote for schemes in the Windsor area.

One in ten residents (10%) choosing to vote for schemes in the Windsor area indicated that they did not want any money spent on the specified projects.

Nearly half of the residents (46%) voted for road and pavement repairs as their top priority scheme with Holy Trinity Garrison and Parish Church at 15% and events in Windsor at 11%.

When residents top three priorities were considered they were road and pavement repairs with 62%, Bandstand Live summer programme moves up to second place with 29% and Holy Trinity Garrison comes in at 27%.

## 15. TIMETABLE FOR IMPLEMENTATION

Date	Details
13 June 2016	Members to approve allocation of funds from the Participatory Budget consultation.
Sept 2016	Civic Services Manager to allocate funds to service areas

## 16. APPENDICES

- Appendix 1 – Research Report on Local Budget Consultation 2016 from BMG Research.

## 17. BACKGROUND INFORMATION

- 2016/17 Participatory Budget Programme
- Participatory Budget – results of prelim consultation

## 18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
<b>Internal</b>				
Cllr Dudley	Leader of the Council			
Cllr S Rayner	Lead Member		12/6/16	
Russell O'Keefe	Strategic Director Corporate and Community Services			
Alison Alexander	Managing Director/ Strategic Director Adults, Children and Health			
Simon Fletcher	Strategic Director Operations and Customer Services			
	Finance Partner			

<b>Name of consultee</b>	<b>Post held and Department</b>	<b>Date sent</b>	<b>Date received</b>	<b>See comments in paragraph:</b>
	Cabinet Policy Officer			
<b>External</b>				

## REPORT HISTORY

<b>Decision type:</b>	<b>Urgency item?</b>
Non-key decision	No

<b>Full name of report author</b>	<b>Job title</b>	<b>Full contact no:</b>
Louisa Dean	Comms and Marketing Manager	01628 796410

# Research Report



## Local Budget Consultation 2016

Prepared for: The Royal Borough of  
Windsor and Maidenhead

Prepared by:



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# Local Budget Consultation 2016

**Prepared for: The Royal Borough of Windsor and Maidenhead**

**Prepared by: June Wiseman, Director and Emma Parry, Associate Director, BMG Research**

**Date: May 2016**

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## 1 Background

This report summarises the results of the Local Budget Consultation 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 £225,000 of their council tax on projects in their borough and in their local town or village in 2016/17.

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. The closing date for feedback was Friday, 29<sup>th</sup> April 2016.

In total, 2,048 responses were received; 766 on paper and 1,282 online. The 766 completed on paper were manually input using CATI software. The 1,282 completed online were imported into Merlin software and then combined with the manually input questionnaires to provide a complete dataset.

A similar consultation exercise was undertaken in 2011, 2012, 2013, 2014 and 2015.

Where appropriate, comparisons with previous survey findings are made.



## 2 Borough-wide schemes

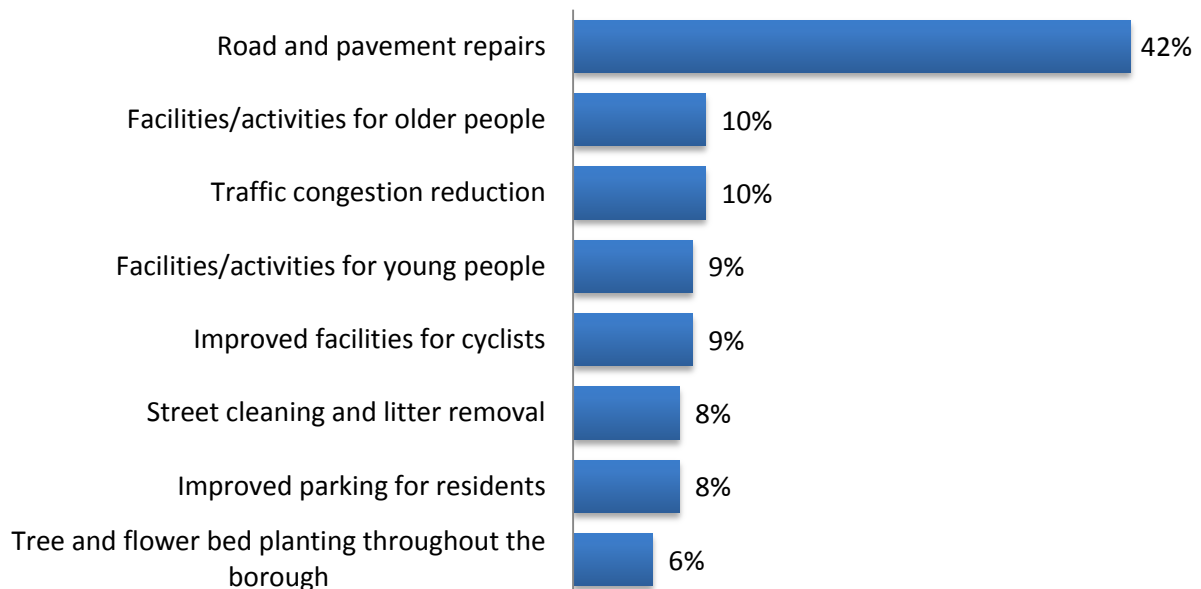
The Royal Borough has set aside £225,000 of 2016/17 capital funding and this consultation exercise provided an opportunity for residents to have a say in how it is spent. The funding is for both local area and borough-wide schemes, with £125,000 to be shared between the areas of Maidenhead (£50,000), Windsor (£50,000) and Ascot & the Sunnings (£25,000) and the remaining £100,000 earmarked for borough-wide schemes.

Residents were asked to rank 8 borough-wide projects in order of the importance they attach to them as a means of determining the priority they should be given in terms of the allocation of funding.

Eleven per cent of residents providing a response in the borough-wide portion of the questionnaire voted for the option of not spending any money at all. This proportion is higher than in previous years (1% in both 2015 and 2014). This may be due to the fact that the list of potential projects is shorter this year.

The proportions of residents ranking each of the schemes as most important (or top priority) is summarised in the figure below.

**Figure 1: Proportion of residents ranking schemes as top priority (ranking of 1 on a scale of 1 to 8, where 1 is highest priority and 8 is the lowest) (where provided a response re: borough-wide schemes) Sample base = 1,729**



As in previous years, road and pavement repairs are a clear priority for spending amongst residents with 42% selecting it as top priority. The proportion was 38% in 2015 and 46% in 2014. Three in five residents (59%) rank road and pavement repairs first or second in importance. Traffic congestion reduction is second on the list based on those rating it as high priority; with 10% of residents giving it top priority and 28% ranking it first or second in importance.

Table 1 presents each of the options and the proportion of residents ranking them first, second and third, as well as those ranking them as high priority (1 or 2 out of 8).

Around a quarter of residents rank street cleaning and litter removal (24%), a fifth rank facilities/activities for older people (20%) and one in six rank facilities/activities for young people (18%) and improved facilities for cyclists (17%) as high priority.

**Table 1: Top 3 priorities of residents (where provided a response re: borough-wide schemes) Sample base = 1,546**

	Top	2nd	3rd	Total ranking as high priority (1 or 2)
Road and pavement repairs	42%	18%	13%	59%
Traffic congestion reduction	10%	18%	14%	28%
Street cleaning and litter removal	8%	16%	17%	24%
Facilities/activities for older people	10%	10%	9%	20%
Facilities/activities for young people	9%	8%	9%	18%
Improved facilities for cyclists	9%	8%	10%	17%
Improved parking for residents	8%	8%	10%	16%
Tree and flower bed planting throughout the borough	6%	7%	11%	14%

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 (where provided a response re: borough-wide schemes) Sample base = 1,729**

	High priority (ranking 1-2)	Medium priority (ranking 3-6)	Low priority (ranking 7-8)
Road and pavement repairs	59%	32%	4%
Traffic congestion reduction	28%	45%	16%
Street cleaning and litter removal	24%	57%	12%
Facilities/activities for older people	20%	50%	20%
Facilities/activities for young people	18%	46%	24%
Improved facilities for cyclists	17%	37%	35%
Improved parking for residents	16%	39%	35%
Tree and flower bed planting throughout the borough	14%	51%	25%

Improved facilities for cyclists and improved parking for residents are most likely to be ranked low priority (35% ranking these as 7 or 8 on the list); while tree and flower bed planting throughout the borough is least likely to be ranked high priority (14% place this first or second) but around half of residents (51%) consider it to be of medium priority, ranking it 3, 4, 5, or 6 on the list.

Also ranked as medium priority by around half of residents are street cleaning and litter removal (57%) and facilities/activities for older people (50%).

While the top three priority schemes are the same across the three areas, residents in Maidenhead are more likely to consider town centre regeneration initiatives a priority, while Ascot and the Sunnings residents are more likely to be concerned with reducing anti-social behaviour and improving parking. Windsor residents are more likely than those in the other two areas to prioritise better public transport.



These findings are summarised in the table below.

**Table 3: Proportion of residents ranking schemes as high priority (1-2) by area (all respondents)** *Figures in bold are significantly higher than the sample average (minus the sub-group tested), where in italics, figures are significantly lower*

	Ascot and the Sunnings	Maidenhead	Windsor
Facilities/activities for older people	17%	19%	21%
Facilities/activities for young people	<b>21%</b>	18%	18%
Tree and flower bed planting throughout the borough	12%	<b>15%</b>	13%
Road and pavement repairs	61%	<b>62%</b>	56%
Traffic congestion reduction	30%	27%	28%
Improved facilities for cyclists	17%	19%	18%
Street cleaning and litter removal	25%	25%	21%
Improved parking for residents	12%	13%	<b>19%</b>
<i>Sample bases</i>	<i>437</i>	<i>826</i>	<i>871</i>

One in seven residents (15%) specified something when asked if, in their view, the Council had forgotten anything.

The frequency with which issues are mentioned is best framed in terms of the number of residents mentioning them than in terms of percentages (which do not exceed 1% in all cases).

More traffic calming measures	21 residents
Improved/lower cost public transport	11
Attract better quality of shops to town centre/high street	10
Enhancing green open spaces inc gym/exercise equipment	10
Improve greenery maintenance	10
Maidenhead waterways project	10
Pollution reduction	8
Holy Trinity Church	8
Flood defence/relief schemes	8
Improve footpaths/walkways	8
Enforcement of dog fouling issues	7
Improve street lighting	7

Other comments highlight a range of disparate issues that residents would like to see addressed.

Comments provided by those responding to the survey are included in Appendix I.

### 3 Maidenhead schemes

Nearly half the residents participating in the survey (45%) chose to vote for schemes in the Maidenhead area.

Just 3% of residents choosing to vote for schemes in the Maidenhead area indicated that they did not want any money spent of the specified projects.

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

The highest proportion of residents (48%) selected road and pavement repairs as their top priority scheme (36% in 2015 and 35% in 2014) and 27% selected a contribution to Maidenhead Waterways Project as their top priority (15% in 2015 and 10% in 2014).

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 choosing to vote for schemes in Maidenhead) Sample base = 930**

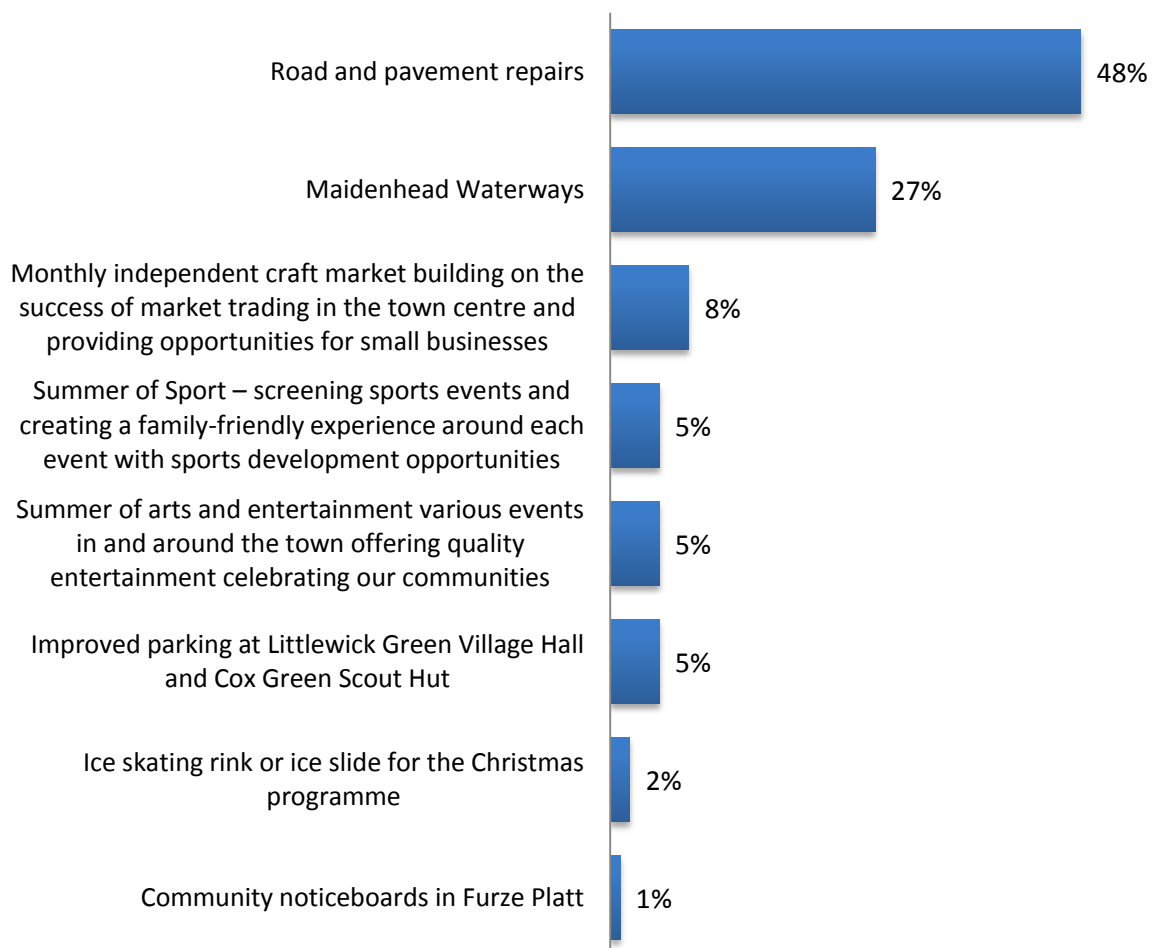


Table 4 below presents each of the options and the proportion of residents ranking them as first or second in importance.

When we take into account the proportion of residents that rank schemes as high priority (1 or 2 out of 8), road and pavement repairs and contribution to the Maidenhead Waterways Project predominate. They are far and away the schemes that of most important to residents. Least likely to be given high priority are improved parking at Little Green Village Hall and Cox Green Scout Hut (9% ranking first or second); the ice skating rink or ice slide for the Christmas programme (6%) and community notice boards in Furze Platt (2%).

**Table 4: Top 3 priorities of residents in Maidenhead (respondents choosing to vote for schemes in Maidenhead) Sample base = 930**

	Top	2nd	3rd	Total ranking as high priority (1 or 2)
Road and pavement repairs	48%	18%	9%	<b>66%</b>
Maidenhead Waterways	27%	31%	9%	<b>58%</b>
Monthly independent craft market building on the success of market trading in the town centre and providing opportunities for small businesses	8%	11%	22%	<b>19%</b>
Summer of arts and entertainment various events in and around the town offering quality entertainment celebrating our communities	5%	11%	18%	<b>16%</b>
Summer of Sport – screening sports events and creating a family-friendly experience around each event with sports development opportunities	5%	8%	14%	<b>13%</b>
Improved parking at Littlewick Green Village Hall and Cox Green Scout Hut	5%	4%	5%	<b>9%</b>
Ice skating rink or ice slide for the Christmas programme	2%	4%	7%	<b>6%</b>
Community noticeboards in Furze Platt	1%	1%	2%	<b>2%</b>

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

**Table 5: Level of priority, based on residents' ranking (respondents choosing to vote for schemes in Maidenhead) Sample base = 930**

	High priority (ranking 1-2)	Medium priority (ranking 3-6)	Low priority (ranking 7-8)
Road and pavement repairs	66%	24%	4%
Maidenhead Waterways	58%	26%	6%
Monthly independent craft market building on the success of market trading in the town centre and providing opportunities for small businesses	19%	60%	5%
Summer of arts and entertainment various events in and around the town offering quality entertainment celebrating our communities.	16%	61%	5%
Summer of Sport – screening sports events and creating a family-friendly experience around each event with sports development opportunities.	13%	56%	12%
Improved parking at Littlewick Green Village Hall and Cox Green Scout Hut	9%	31%	39%
Ice skating rink or ice slide for the Christmas programme	6%	46%	28%
Community noticeboards in Furze Platt	2%	20%	55%

Community noticeboards in Furze Platt is considered a low priority by the highest proportion of residents (55%), with two fifths of residents (39%) ranking improved parking at Littlewick Green Village Hall and Cox Green Scout Hut as low priority.

When asked if the Council had forgotten anything, one in seven residents (15%) mentioned something. Their responses are as follows, in descending order of the number of residents mentioning an issue:

Resolve parking issues	21 residents
Improve rubbish/litter removal from streets/roads/parks including dog mess	21
Improved cycle facilities	17
Improve road safety in certain areas	13
Attract better quality shops to the town centre/high street	8
More tree planting	5

Resident comments highlight a range of other issues that they would like to see addressed in Maidenhead.

Comments provided by those responding to the survey are included in Appendix I.

## 4 Ascot and the Sunnings schemes

One in four residents participating in the survey (20%) chose to vote for schemes in the Ascot and the Sunnings area.

Sixteen per cent of residents choosing to vote for schemes in the Ascot and the Sunnings area 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 the Sunnings.

The highest proportion of residents by far selected road and pavement repairs (68%) as their top priority scheme, as they did in 2015 (43%), 2014 (26%) and 2013 (43%). No more than one in ten residents placed any other project as a top priority.

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 the Sunnings as top priority (respondents choosing to vote for schemes in Ascot and the Sunnings)**  
**Sample base =418**

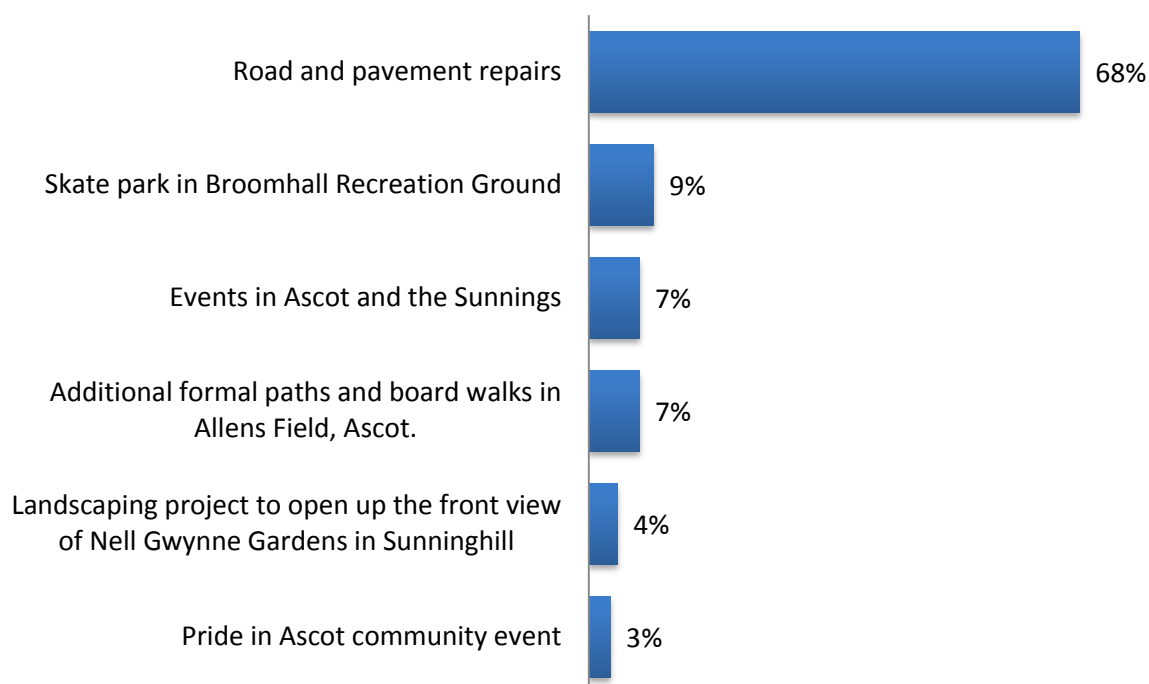


Table 6 below presents residents' priorities, also highlighting where schemes are placed second or third in importance. When we take into account the proportion of residents indicating that a scheme is a high priority (ranking it 1 or 2), additional formal paths and board walks in Allens Field, Ascot become more significant (27%), followed by events in Ascot and the Sunnings.

**Table 6: Top 3 priorities of residents in Ascot and Sunnings (respondents choosing to vote for schemes in Ascot and the Sunnings) Sample base = 418**

	Top	2nd	3rd	Total ranking as high priority (1 or 2)
Road and pavement repairs	68%	13%	5%	<b>81%</b>
Additional formal paths and board walks in Allens Field, Ascot	7%	20%	16%	<b>27%</b>
Events in Ascot and the Sunnings	7%	15%	14%	<b>22%</b>
Skate park in Broomhall Recreation Ground	9%	7%	9%	<b>17%</b>
Landscaping project to open up the front view of Nell Gwynne Gardens in Sunninghill	4%	11%	17%	<b>15%</b>
Pride in Ascot community event	3%	9%	12%	<b>11%</b>

The extent to which all these potential schemes are considered high, medium or low priority is summarised in Table 7. Of lowest priority is the Pride in Ascot community event (11% ranking 1 or 2; 36% ranking 5 or 6). However, more than a third of residents (37%) rank the Skate park in Broomhall Recreation Ground as low priority.

**Table 7: Level of priority in Ascot and Sunnings, based on residents' ranking (respondents choosing to vote for schemes in Ascot and the Sunnings) Sample base = 418**

	High priority (ranking 1-2)	Medium priority (ranking 3-4)	Low priority (ranking 5-6)
Road and pavement repairs	81%	9%	6%
Additional formal paths and board walks in Allens Field, Ascot	27%	27%	20%
Events in Ascot and the Sunnings	22%	30%	21%
Skate park in Broomhall Recreation Ground	17%	20%	37%
Landscaping project to open up the front view of Nell Gwynne Gardens in Sunninghill	15%	32%	27%
Pride in Ascot community event	11%	25%	36%

When asked if there was anything the Council had not covered which they thought should be considered, one in six residents choosing to vote for schemes in Ascot and the Sunnings (17%) said something. They were most likely to mention street/road cleaning and litter removal including dog poo bags (14 residents), resolving parking issues including free parking (13), improved footpaths/walkways in the area (11) and improved street lighting (8).

## Local Budget Consultation 2016

Resident comments highlight a range of other issues that they would like to see addressed in Ascot and the Sunnings. Comments provided by those responding to the survey are included in Appendix I.

## 5 Windsor Schemes

More than two-fifths of residents participating in the survey (45%) chose to vote for schemes in the Windsor area.

One in ten residents (10%) choosing to vote for schemes in the Windsor area indicated that they did not want any money spent on the specified projects.

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

The highest proportion of residents ranked road and pavement repairs (46%; 44% in 2015; 25% in 2014) as their top priority scheme, with the Holy Trinity Garrison and Parish Church Community Gardens (15%) and events in Windsor – including Baths Island movies, Windsor night light trail (11%) in second and third place, each selected by far fewer residents than road and pavement repairs.

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 choosing to vote for schemes in Windsor) Sample base = 914**

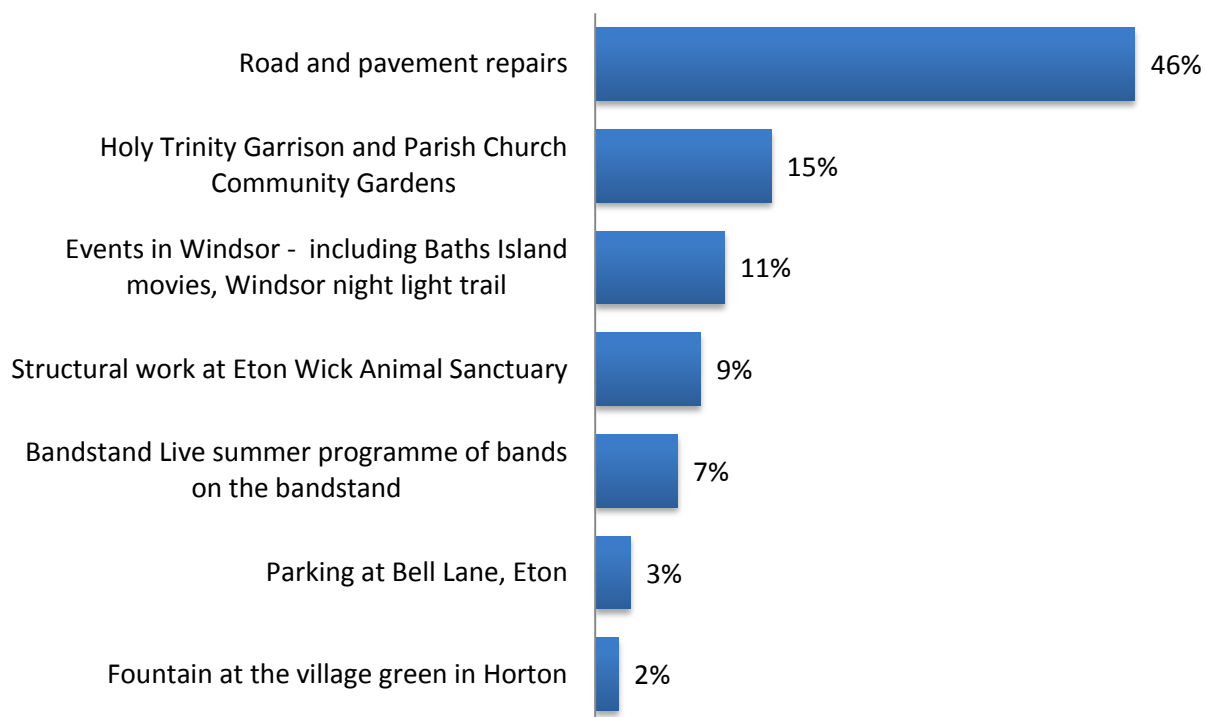


Table 8 below presents each of the options and the proportion of residents ranking them as top priorities.



When we take into account the proportion of residents that place schemes second, Bandstand Live summer programme of bands on the bandstand overtakes Holy Trinity Garrison and Parish Church Community Gardens as a priority area for expenditure.

**Table 8: Top 3 priorities of residents in Windsor (respondents choosing to vote for schemes in Windsor) Sample base = 914**

	Top	2nd	3rd	Total ranking as high priority (1 or 2)
Road and pavement repairs	46%	15%	11%	<b>62%</b>
Bandstand Live summer programme of bands on the bandstand	7%	21%	20%	<b>29%</b>
Holy Trinity Garrison and Parish Church Community Gardens	15%	12%	9%	<b>27%</b>
Events in Windsor - including Baths Island movies, Windsor night light trail	11%	14%	14%	<b>25%</b>
Structural work at Eton Wick Animal Sanctuary	9%	10%	11%	<b>20%</b>
Parking at Bell Lane, Eton	3%	8%	10%	<b>12%</b>
Fountain at the village green in Horton	2%	1%	4%	<b>3%</b>

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 further highlights the fact that road and pavement repairs are the priority for residents, while the fountain at the village green in Horton is a low priority (48% rank it at 6 or 7 on the list; just 3% rank this at 1 or 2).

**Table 9: Level of priority in Windsor, based on residents' ranking (respondents choosing to vote for schemes in Windsor) Sample base = 914**

	High priority (ranking 1-2)	Medium priority (ranking 3-5)	Low priority (ranking 6-7)
Road and pavement repairs	62%	21%	8%
Bandstand Live summer programme of bands on the bandstand	29%	42%	9%
Holy Trinity Garrison and Parish Church Community Gardens	27%	33%	19%
Events in Windsor - including Baths Island movies, Windsor night light trail	25%	38%	14%
Structural work at Eton Wick Animal Sanctuary	20%	36%	21%
Parking at Bell Lane, Eton	12%	36%	28%
Fountain at the village green in Horton	3%	22%	48%

When asked to mention anything else that they feel might be included in project for consideration, 11% of residents choosing to vote for schemes in Windsor provided a response. They are as follows, listed in descending order of the number of residents that mention them.

Improve cycle facilities	17 residents
Improve parking facilities all round inc. disabled	14
Improvements of parks/gardens/greenery maintenance	11
Improve road safety in the area	10
Improve footpaths/walkways in the area	9
Improving shopping facilities inc. surrounding areas	5
Protection of wildlife	3

Resident comments highlight a range of other issues that they would like to see addressed in Windsor.

Comments provided by those responding to the survey are included in Appendix I.

## Appendix: Statement of Terms

### **Compliance with International Standards**

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management ISO 27001:2013.

### **Interpretation and publication of results**

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

### **Ethical practice**

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.



With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

