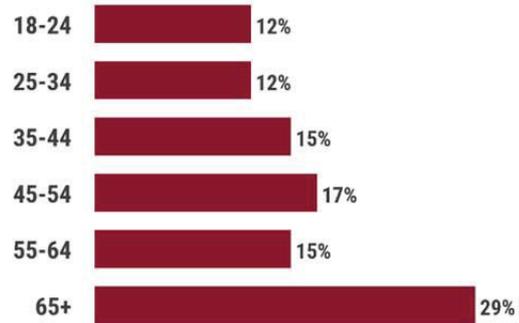


RESIDENTS' SURVEY 2019

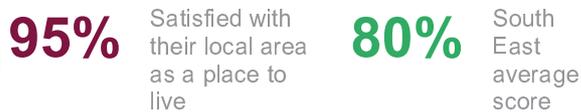
As part of their commitment to provide the most relevant and highest quality public services to residents, Winchester City Council commissioned M-E-L Research to undertake a residents' survey on their behalf. The survey's aim was to help inform the Council of any potential areas of improvement, as well as to provide an opportunity to ask residents some questions to improve service delivery.

A doorstep survey was carried out which was representative by age, gender and rural/urban classification. Interviews were spread across the 16 wards in the district. The fieldwork took place between 30th January and 6th March 2019 and 1,618 residents took part.

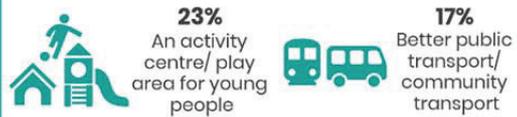
WHO WE SPOKE TO



LIVING IN WINCHESTER DISTRICT



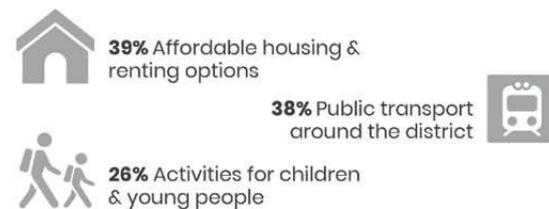
If the community won a £100,000 lottery prize, the money should be invested in...



Top 3 things that make the local area a great place to live:



Top 3 things that are most in need of improvement:



WINCHESTER CITY COUNCIL



Most important services to residents...



72% bin collections, recycling & street cleaning services



33% environmental & health services e.g. fly tipping, pest control

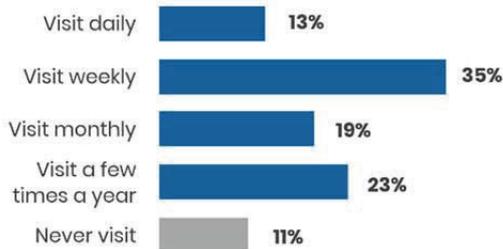
46% community safety e.g. dealing with ASB, reducing crimes



Residents agree that the Council...



VISITING WINCHESTER CITY CENTRE



70%
Retail shopping



52%
Visit a cafe/restaurant



43%
Food shopping



42%
A trip out

Travel to the city centre...



55%
by car



21%
walk



19%
by bus

Encouragement to visit Winchester City Centre more...

37% Nothing, happy as it is
28% Better selection of retail shops
17% Availability of car parking

COMMUNICATION



COUNCIL PRIORITIES

88% agreed with the Council's strategic key priorities

Importance of Council projects to residents...

- 90%** improve recycling collections
- 79%** availability of grants for local community groups
- 69%** 600 affordable homes by 2020
- 67%** redeveloping the centre into a mixed use area
- 65%** investing in commercial property to help service delivery
- 58%** redeveloping the area around Winchester train station
- 54%** making services available online (24 hrs)

Produced by M&L Research on behalf of Winchester City Council.

EXECUTIVE SUMMARY

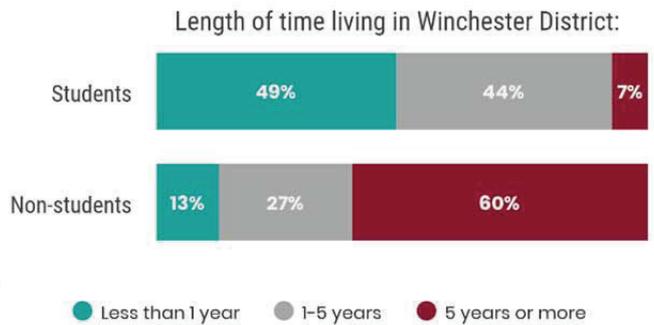
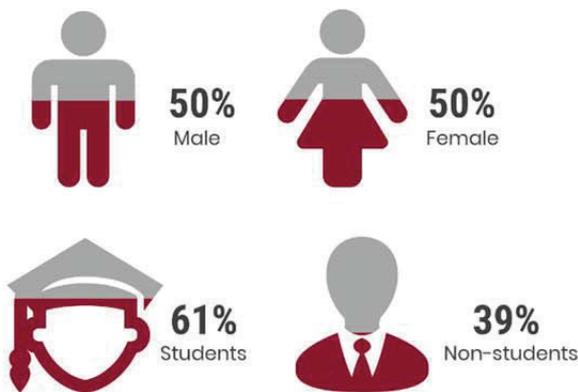


YOUNG PERSONS' 'CHATTERBOX' SURVEY 2019

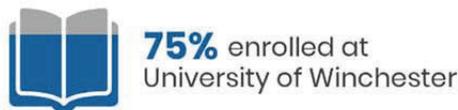
As part of their commitment to provide the most relevant and highest quality public services to residents, Winchester City Council commissioned M-E-L Research to undertake a Young Persons' 'Chatterbox' survey on their behalf. The survey was designed to allow the Council to open a dialogue with 18-24 year olds who live, work and study in the District. The survey aimed to gather views on how young people feel about living in the District; including how they spend their time in Winchester and their views on their local area.

An on-street and doorstep survey was carried out which was representative by working/student status. The fieldwork took place between 30th January and 23rd February 2019 and 506 residents took part.

WHO WE SPOKE TO



STUDENTS



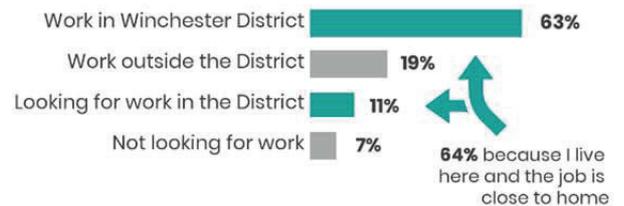
Intend to start a career or pursue further study in the District:



60% Enjoy living in the District
17% There are good opportunities here

49% Lack of opportunities here
14% The cost of renting/buying a home is too high

NON-STUDENTS



LIVING IN WINCHESTER

73% rate living in Winchester as 'very good' or 'good'

For evening entertainment **80%** visit Winchester, **40%** visit Southampton and **35%** of students stay on campus.

For retail and shopping **80%** visit Winchester, **46%** visit Southampton and **14%** visit London.

Top 3 things that make the local area a great place to live:



35% Low crime levels

44% Feeling safe walking home at night



21% Good open spaces and parks



Top 3 things that are most in need of improvement:



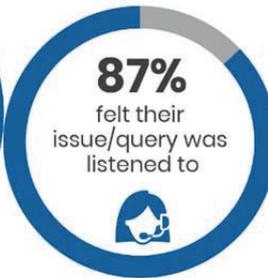
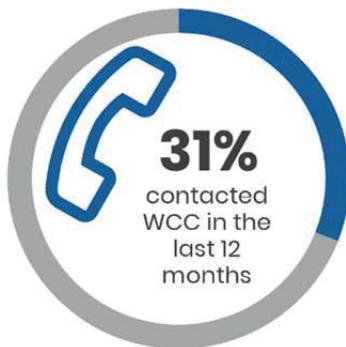
48% Affordable housing & renting options

45% Good selection of retail shops nearby



27% Good, cheap & reliable public transport

COMMUNICATION



Produced by M-E-L Research on behalf of Winchester City Council.