

Agenda Item: Annual Resident's Survey 2025

Meeting Date: Tuesday, 9 September 2025

Contact Officer: Deputy Town Clerk

The purpose of this report is to present Members with the results of the annual residents' satisfaction survey, conducted between February and May, regarding services overseen by this Committee.

Background

The survey was sent to every household in the post and was promoted online via social media and in the local secondary schools; 344 responses were received in total.

While the number of responses is a very small percentage of the population, the results are still an important resource in advising the Council in which areas projects, communications, and future spending should be considered.

Current Situation

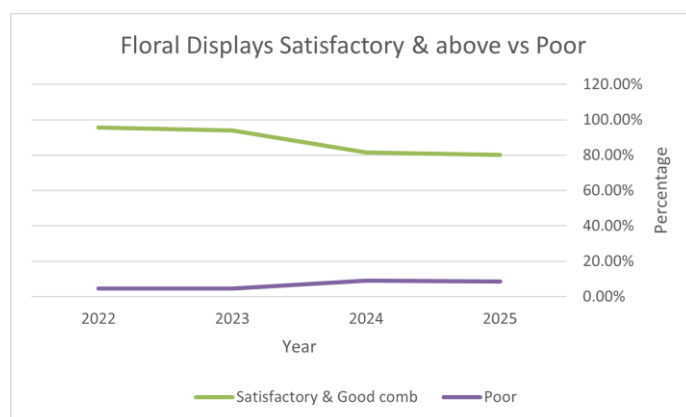
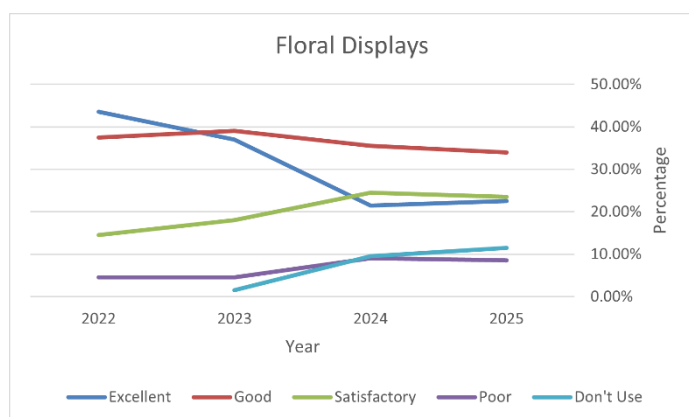
The following table shows how the services scored overall in the survey (with percentages rounded).

As a comparison, the figures/percentages from the previous three years surveys are included. It should be noted that in 2022 there was no n/a option available which is why the figures are vastly different from the last three years.

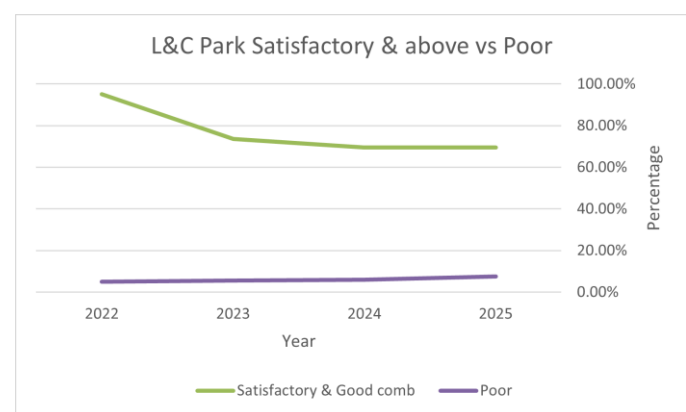
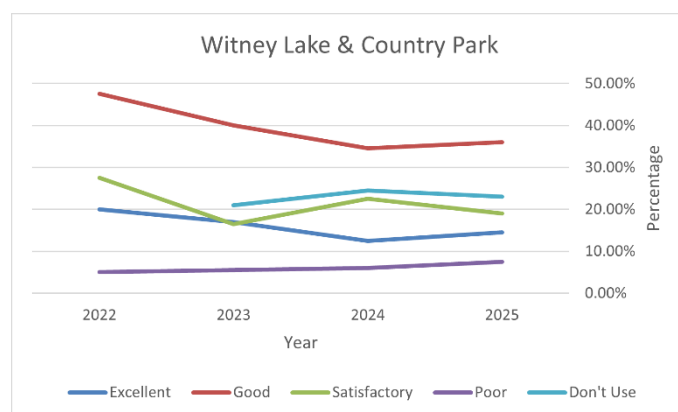
| Service | Year | Excellent | Good | Satisfactory | % comb | Poor | Don't use | Resp |
|--|------|-------------|-------------|--------------|--------|-----------|-------------|------|
| Floral Displays (including Hanging Baskets) | 2025 | 22.5 (77) | 34% (116) | 23.5% (80) | 80.0% | 8.5% (29) | 11.5% (39) | 341 |
| | 2024 | 21.5% (92) | 35.5% (153) | 24.5% (107) | 81.5% | 9% (40) | 9.5% (42) | 434 |
| | 2023 | 37% (80) | 39% (85) | 18% (39) | 94.0% | 4.5% (10) | 1.5% (3) | 217 |
| | 2022 | 43.5% (130) | 37.5% (112) | 14.5% (44) | 95.5% | 4.5% (13) | n/a | 299 |
| Witney Lake & Country Park | 2025 | 14.5% (50) | 36% (123) | 19% (65) | 69.5% | 7.5% (25) | 23% (80) | 343 |
| | 2024 | 12.5% (54) | 34.5% (150) | 22.5% (99) | 69.5% | 6% (27) | 24.5% (106) | 436 |
| | 2023 | 17% (37) | 40% (88) | 16.5% (36) | 73.5% | 5.5% (12) | 21% (46) | 219 |
| | 2022 | 20% (58) | 47.5% (138) | 27.5% (79) | 95.0% | 5% (14) | n/a | 289 |

The following graphs track performance over the previous four years for these services and show the levels are broadly the same in the previous three years.

Floral Displays infographics



Witney Lake & Country Park infographics



In addition to the results above, the survey also welcomes specific comments, all of which relating to this Committee can be seen below:

Please use this space to add more about your experience or feedback regarding any of our services, good or bad.

- Witney Lake flooding on paths unable to complete walk round lake. Drainage channels around Witney Lake blocked and full of pollution. Litter everywhere.
- Some floral displays could be aimed at perennial as opposed to annual plants. Hanging baskets lovely.
- Witney lakes BAD access needs pushing and people don't know about it.
- Witney florals were fab - last year appalling, Heard 2nd hand that plants were delivered and not watered - so died!! Burwell Hall had no council planting at all - left to locals. Disgraceful.
- With regard to floral displays, they are good but Witney will never win Britain in Bloom! Why not create a scheme for residents along High Street, Corn Street and church green to have an allowance to create their own hanging baskets and provide assistance to install.
- It's wonderful to see all the initiatives for wildlife at the Lake and Country Park.
- Can you look into the poor river situation please. If we still made blankets it wouldn't have been in the state it is - Witney is famous for blankets + the beautiful Windrush running through it - We've lost the blankets and are now losing our beauty! It'll be a truly sad day when we lose Witney as a victim to Thames Water for good. The river is worth fighting for!!

- Far more could be made of the lake (country park)
- The Witney Lake and Country Park needs more seating and the footpath is in need of serious repair in places
- More dog waste bins or the existing ones need emptying more frequently in Ducklington and Witney Lake
- Many people are requesting dogs to be kept on leads around Witney Lake. Some very frightening experiences with 2/3 dogs appearing with no owner in sight.
- Love the country park and lake but spoiled by rubbish in the first part of the stream. The water from Duckling is the main pollutant and therefore polluting the rest of the waterway. No need to mention the Windrush!
- Poor walking areas I.e. to get from Cogges to Witney country park you need to walk through fields which means they are not very accessible or walk along busy Witan way. Paths could be installed for all year-round use. In addition, there isn't many walking spots in the town despite lots of countryside, for example Tar lakes is lovely but that pathed area is tiny. Also, the path between Cogges and town (2 bridges) is dark at night and as a woman walking to town each evening to the leisure centre, it can feel unsafe in winter months, a bit more lightning would make it a safer route!

Impact Assessments

The Town Council has a duty to consider the effects of its decisions, functions and activities on equality, biodiversity, and crime & disorder. Consideration should also be given to effects on the environment, given the Council's Climate Emergency declaration in 2019.

- a) Equality - The residents' survey helps identify service inequalities and amplify underrepresented voices, supporting fairer, more inclusive decision-making. It may also highlight items which need addressing under the Equality Act 2010.
- b) Biodiversity - The Council must ensure any issues are dealt with in line with biodiversity legislation and its own policy.
- c) Crime & Disorder - The survey provides the ability to highlight concerns about safety and anti-social behaviour. The survey can inform targeted responses, resource allocation, and partnership working with police and community safety teams. It may help identify hotspots, vulnerable groups, and areas needing intervention such as the cemeteries.
- d) Environment & Climate Emergency – The survey supports the Council's climate emergency commitments by ensuring resident feedback can help shape relevant policies and actions.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

There is a reputational risk if the Council does not address comments received in its satisfaction survey as it will be seen as not listening to residents.

The Council's committees will have competing demands on the overall Council budget so any additional project funding has to be balanced and proportionate. Additions should be in line with Councils objectives and adopted policies/strategies.

Social Value

Social value is the positive change the Council creates in the local community within which it operates.

Listening to residents' feedback on Council services delivers significant social value by showing empowerment, inclusion, trust, and community wellbeing; It affirms that their opinions matter and helps building a sense of respect and transparency. This is especially important for the Council, where inclusive decision-making ensures diverse needs are reflected in service design and delivery.

Internally, it supports continuous improvement across the Council's services and helps identify future objectives thereby demonstrating meaningful change.

Financial implications

- There are no new implications from the contents of this report at this point. The Committee may like to consider further projects based on the feedback or increasing/creating budgets for any item.

Recommendations

Members are invited to note the report and consider the following:

1. What action is required from the results of the survey for services under the remit of this Committee.