

Agenda Item: Annual Resident’s Survey 2026

Meeting Date: Tuesday, 19 May 2026

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

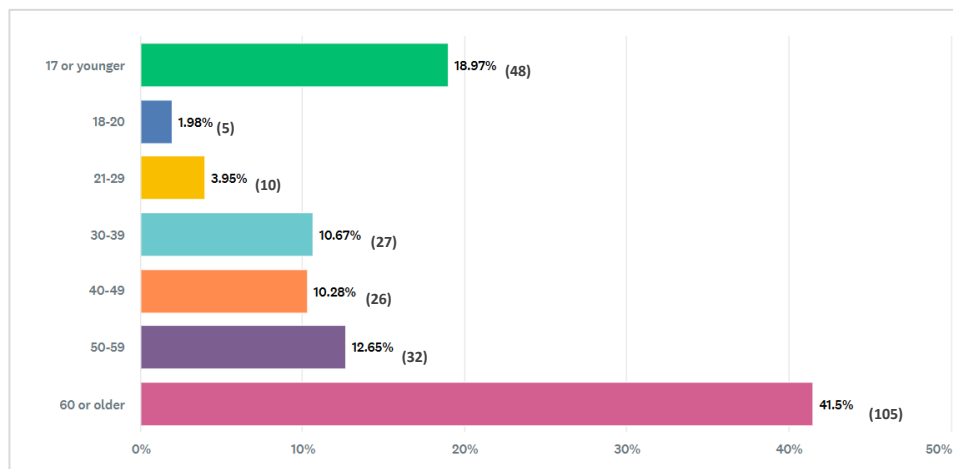
The survey was sent to every household in the post and was promoted online via social media and in the local secondary schools; 272 responses were received in total.

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 and what matters to residents.

Current Situation

Responses from younger residents were noticeably lower this year, with participation from school-aged respondents (18 and under) decreasing from around 186 responses in 2024 and 122 responses in 2025 to 48 responses in 2026.

Respondent Age Demographics



Survey Scores Overall

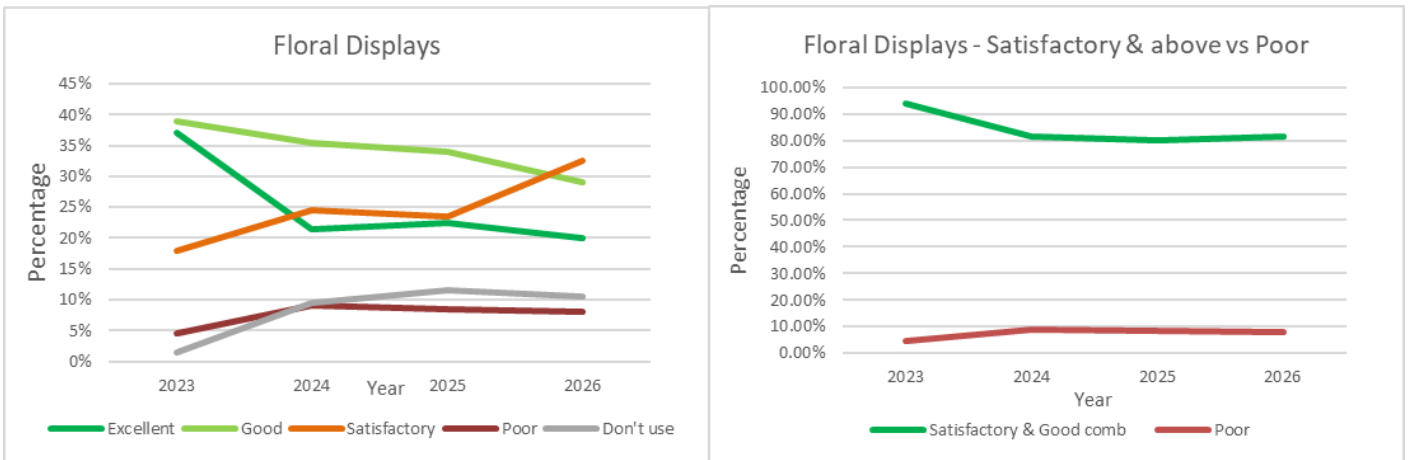
The following table shows how the services scored overall in the survey (with percentages rounded).

As a comparison, the figures/percentages from the previous three years' surveys are included.

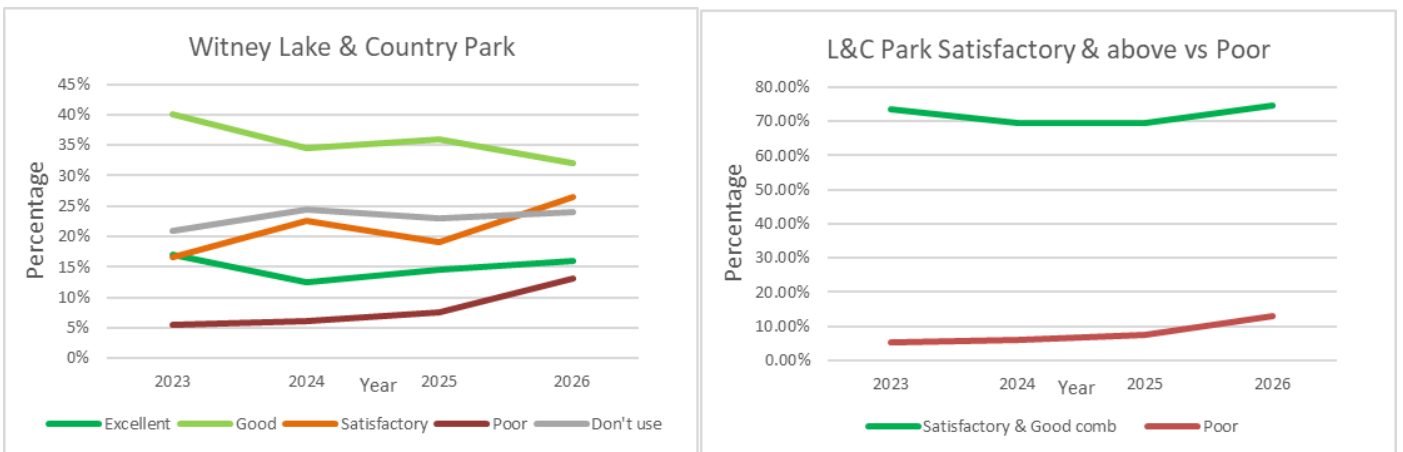
Service		Excellent	Good	Satisfactory	% comb	Poor	Don't use	Resp
Floral Displays (including Hanging Baskets)	2026	20% (55)	29% (79)	32.5% (88)	81.50%	8% (22)	10.5% (28)	272
	2025	22.5 (77)	34% (116)	23.5% (80)	80.0%	8.5% (29)	11.5% (39)	341
	2024	21.5% (92)	35.5% (153)	24.5% (107)	81.5%	9% (40)	9.5% (42)	434
	2023	37% (80)	39% (85)	18% (39)	94.0%	4.5% (10)	1.5% (3)	217
Witney Lake & Country Park	2026	16% (53)	32% (86)	26.5% (72)	74.50%	13% (35)	24% (66)	272
	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

The following graphs track performance over the previous four years for these services in the previous three years.

Floral Displays infographics



Witney Lake & Country Park infographics



Comments

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

- “I’m a student at Woodgreen, I have lived in Witney since I was born. I’ve found that it is so much nicer going on walks here than I thought, because of the gorgeous places to walk like Witney lake, and the flowers that just liven up everything in a wonderful way. I’m really grateful that everyone in town is so kind and approachable and I like to go to the park all the time with my friends”
- “I think the grass cutting was a better standard when the contractors did it with reel mowers. The lake was better when bikes were banned. Putting picnic tables there has encouraged people to set fires/BBQs. The churchyard was much nicer when it was cared for properly -now it just looks neglected, which is disrespectful to those interred there. Money spent on flowerbeds would be better spent on mowing verges & weed killer for pavements, even if it isn't really your job - it is our town. Every year the hedge on Station Lane blocks the footpath. Please cut it back, it is perfectly legal to do so, the ban only applies to farmers.”
- “Witney floral displays are lovely. Tasteful colours. Not garish. Well done to those involved!”
- “Floral displays are fine, but need more on roundabouts - they're a mess! Tower hill and Deer Park specifically. Town council need to get their finger out of the country park and make our town look pretty again.”
- “A number of the planters in the town filled with water over winter. Witney Lakes obviously faces challenges with spill over from the river this makes using the path on a mobility scooter or wheelchair uncomfortable and difficult. I'm also concerned at the ecology of the lake given the amount of sewage in our rivers. Access to Witney Lake from the town is unpleasant and off putting/feels unsafe to a woman on her own.”
- “Everything is good but we don't shout about it. Things could be better, like the lakes signage to and from, events in Witney to get involved in”
- “The Lake & Country Park need rethinking.”
- “Due to flooding Witney Lake isn't accessible during periods of heavy rain. It would be appreciated if this could be looked at so that the lake walk is accessible all year round.”
- “Please stop spending my money pollarding trees that belong to the Church, whilst those on council land are left to fall & block the river, increasing the flood risk. Please also [stop filling the potholes at the lake] with sand is a waste of time & money.

- “Really [need] somewhere to lock your bike up at Witney Lake”
- “The flower baskets and displays always make my day when I see them”
- “Would love to see more creative use of formalised flower beds from rows of annuals constantly replaced to borders using perennials and shrubs as well. Lovely wildflowers on Welch way island!”
- “We are fortunate in having several open/natural grassed spaces nearby and we hope they are maintained for the future. It is however a huge disappointing that these grassed areas and wildflowers are regularly mown down by over-zealous council contractors during the summer discouraging wildflower growth and the support of pollinators, insects, birds and small mammals.

Corporate Strategy

The Council’s Strategic Plan 2025–29 sets out the Council’s long-term priorities and direction, supporting its mission to ‘make Witney a great place to live, work and visit.’ This report contributes to the delivery of the following strategic pillar of the plan:

2. An Engaged & Supported Community

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 build 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.