

Annual Consultation Feedback Report 2023-24



Annual Town Survey

The 2023 Annual Town Survey went live on the 24th of May 2023 and closed on the 31st of July 2023, with 200 respondents in total. When the survey closed 137 respondents had confirmed their status, 29 were pending, and 34 were anonymous.

Overall, we had 904 visits to the Commonplace platform whilst the survey was live, including 116 via Facebook, 31 through LinkedIn, 31 from Twitter, 15 via our website, and 98 through an online news post.

Who Responded?

The 200 respondents were from Cirencester and over 20 other places including Ashton Keynes, Bibury, Coates, Kemble, Minchinhampton, Nailsworth, Preston, Siddington, and Tetbury.

Of the respondents from Cirencester, the Ward breakdown was as follows: Abbey 17%, Beeches 16%, Chesterton 11%, Four Acres 6%, New Mills 10%, Stratton 12%, St Michaels 16%, Watermoor 12%.

Local Connection:

50 of the respondents lived in Cirencester, 7 stated that they lived in Cirencester as well as having a business, 21 lived and worked in Cirencester, 11 visited and shopped in Cirencester, and 2 worked in Cirencester.

Gender:

56 respondents identified as being Male, 62 as being Female, and 1 as other.

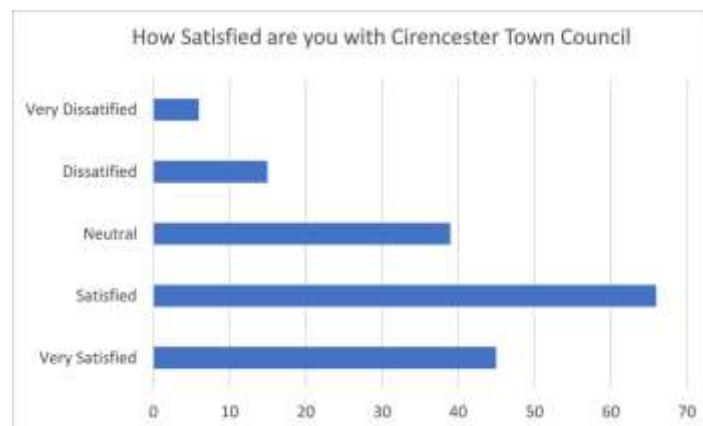
Benchmarking with 2022

In 2022 we issued some statements and asked the public if they agreed or not. The feedback received was that the public wanted more evidence and info to be able to respond accurately. In 2023, we provided a wide range of information and an evidence base relating to the statements. The chart below compares how many respondents agreed to the statements in 2023, compared with 2022:



How are we doing?

We wanted to know how satisfied respondents were with the services provided by Cirencester Town Council for example markets & events, the local information centre, parks, and open spaces; 1 being very dissatisfied and 5 being very satisfied. Of the 171 people who responded, 65% were satisfied or very satisfied with the services provided by the Town Council:



You Said, We Did

Some members of the public are critical of engagement and consultation; this could be for many reasons.

Cirencester Town Council is seeking to build a level of trust with the public which demonstrates that our consultations are meaningful and relevant. Through the Commonplace platform we will always follow up with a feedback summary and a 'you said - we did' tile or 'you said - we'll do'; demonstrating an active response to the feedback we receive.

We passed on the public comments to the respective Lead Officers and Lead Members at the Town Council and to the District and County. The CEO was subsequently invited to meet with the Cabinet Members and Senior Officers at Cotswold District Council to share the feedback.

In the 2023 Annual Town survey we received over 100 comments; 14 of which related to the Town Council, 25 Cotswold District Council, and 49 the County Council. 22 were general comments and 2 related to the impact of college students parking in nearby residential areas.

Annual Youth Survey

Young people told us, how much they liked Ciren; most young people reckon Ciren is ok, with only a few thinking it was a bit Meh!

Most young people love the summer in Ciren; it's a great time to enjoy and explore our open spaces. That's why this summer we're introducing Park Rangers and a Public Realm Team to look after our open spaces for you to enjoy!

Favourite places in Ciren are cafes, the town centre shops, and the Abbey Grounds; we value your opinion and that's why we recently worked with students from Paternoster School to tell us what they like about the Abbey Grounds and how we could improve the facilities.

You Said We Did.....young people shared about what would make Cirencester a more exciting place to live....they said more people, more shops, and more leisure. With the right facilities and infrastructure in place, we have supported The Steadings development which will provide up to 2,350 new homes where people, placemaking, and community are the priority – helping to create an attractive and green environment for everybody to enjoy.

There will be employment land, a primary school, a neighbourhood centre, an indoor sports hall, football pitches, and tennis courts, a health centre, retail shops, restaurants, and cafés – focused around a Grade II listed farmhouse at the very heart of the community.

We care about your future and the climate emergency that's why this development will provide an opportunity to be part of a future-proof, design-led community, with eco credentials that beat current standards, using new technologies designed by your generation.

This is why you feel Ciren is ok; many agree with you as it's just been chosen as the one of the best places in the South West to live and the happiest!



Budget Consultation 2024-25

The budget consultation went live in on the 15th December and after the closing date of Sunday 21st January there were 63 responses which was significantly fewer than last year. Supporting information was provided with infographics alongside the questionnaire.

We asked how the public felt about us reducing expenditure where we can, 48.93% were happy or satisfied and 21% were unhappy or dissatisfied.

We explained that we want to invest in the town's historic assets owned by the Town Council and fund new facilities for the community. In addition to grants and other sources of funding we aim to raise £1 million through Council Tax over the next four years, we asked if the public supported this: 47.92% of respondents supported this proposal, 25% didn't.

We asked the public if they were satisfied that the Town Council provided value for money. Based on the financial information available at the time we explained that an average household would pay £18.66 per month: 46% spent on staff and Councillor costs, 21% on projects and priorities, 14% operational, 11% for community services and 8% on open spaces, parks and historic sites: 48.93% of respondents were satisfied, 29.79% were not satisfied.

We asked the public to prioritise projects for funding in 2024-25, the top three being community services, climate and environment and the Norman Arch and cottage.

Youth Budget Consultation

We explained that the Town Council raises money to make improvements and provide facilities; we asked young people what they thought about every household paying £4 per week for this: 57% said not good, 44.25% expressed no view and 7% said it was the right thing to do.

We also explained about the sort of things we provide in Cirencester, for example the Abbey Grounds, markets and skate park and we asked how the young people felt about what we do, 68% were happy or satisfied and 26% were unhappy or dissatisfied.

Top 3 most important things in Cirencester for young people: Mop Fair, Shopping, Meeting up with Friends.

Top 3 priority projects for funding in 2024-25: community services (children and young people), climate, green spaces.

Green Spaces Public Consultation

There were 117 respondents, 103 with a confirmed e-mail, 8 anonymous and 6 pending confirmation at the close of the consultation. Some respondents did not answer all of the questions relating to green spaces and demographics.

The majority of respondents had a connection with Cirencester, other respondents were from Ashton Keynes, Baunton, Brimscombe, Chedworth, Cricklade, Kemble, Minety, North Cerney, Siddington, South Cerney and Swindon.

Of those responding from Cirencester, the breakdown per ward is as follows:

Abbey x16, Chesterton x7, Four Acres x7, New Mills x6, St Michaels x15, Stratton x9, Beeches x5, and Watermoor x3.

One respondent was born in Cirencester, 51 live in Cirencester, 2 work in Cirencester and 3 visit or shop in Cirencester.

In terms of gender 45 are female and 39 are male, 1 identified as other.

In terms of age profile 4 are aged 25-34, 8 are 35-44, 5 are 45-54, 32 are 55-64, 24 are 65-74 and 13 are 75-84.

In terms of employment 49 are retired, 1 is unemployed, 8 are self-employed, 16 full-time and 10 part-time, 2 identified as other.

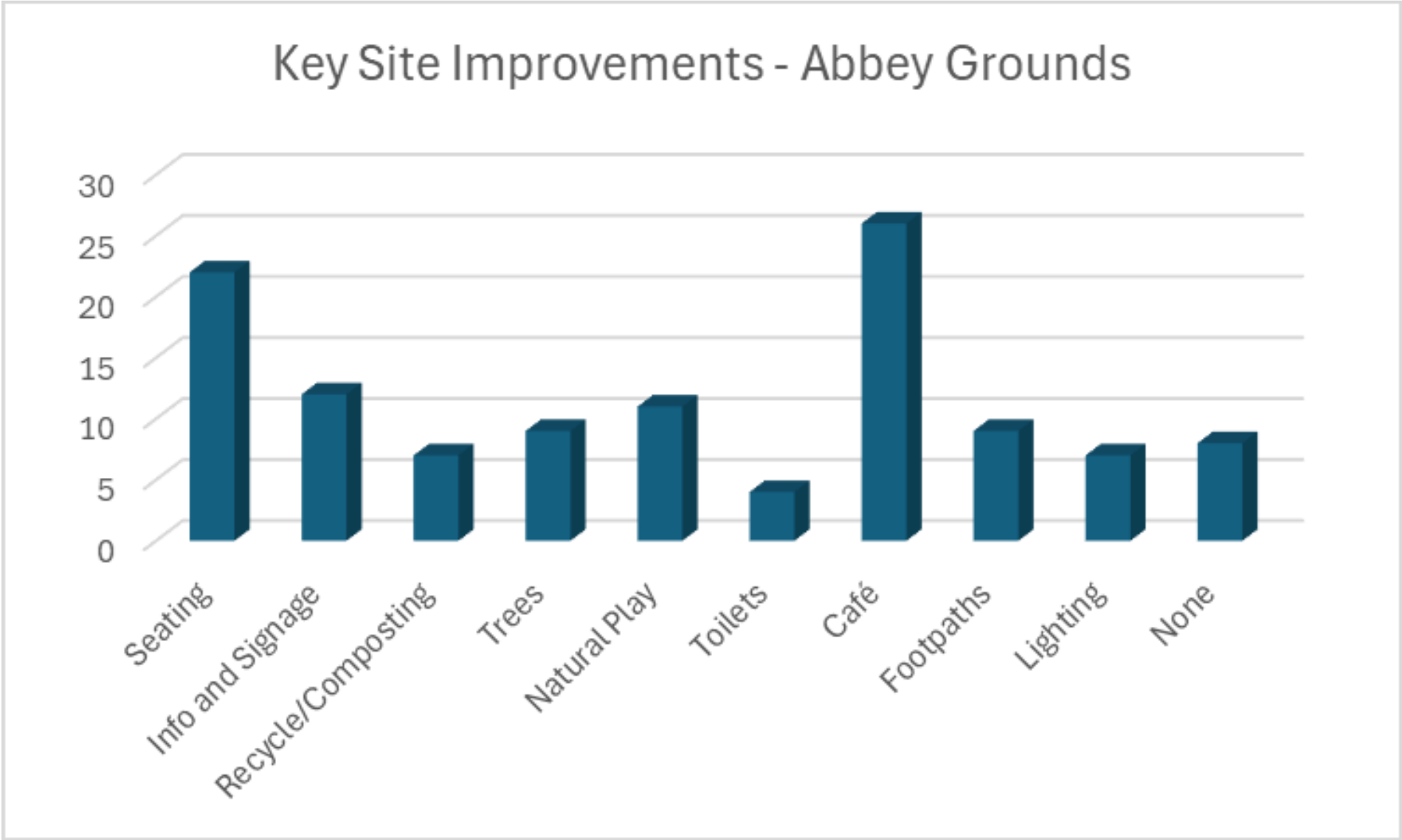
Green Spaces Map.....the green spaces map, provided the public with an opportunity to drop a pin on a location and to let us know the improvements they think could be made. This also provided an opportunity for the public to share about the urgent or long-term improvements they would like to see delivered within Cirencester's Green Spaces. This complemented the more detailed public consultation and the separate survey monkey engagement with stakeholders.

There were a wide range of issues identified across the whole of Cirencester including the Abbey Grounds, Amphitheatre, Bowling Green Crescent, Chesterton Cemetery, City Bank, the Closed Church Yard, Hare Bushes, Humpty Dumps, Manor Close, North Way, the Picnic Site, Querns Hill, Riverside Walk, St Michael's Park, The Waterloo, Thistle Park, Victoria Road, Watermoor Road (private cemetery).

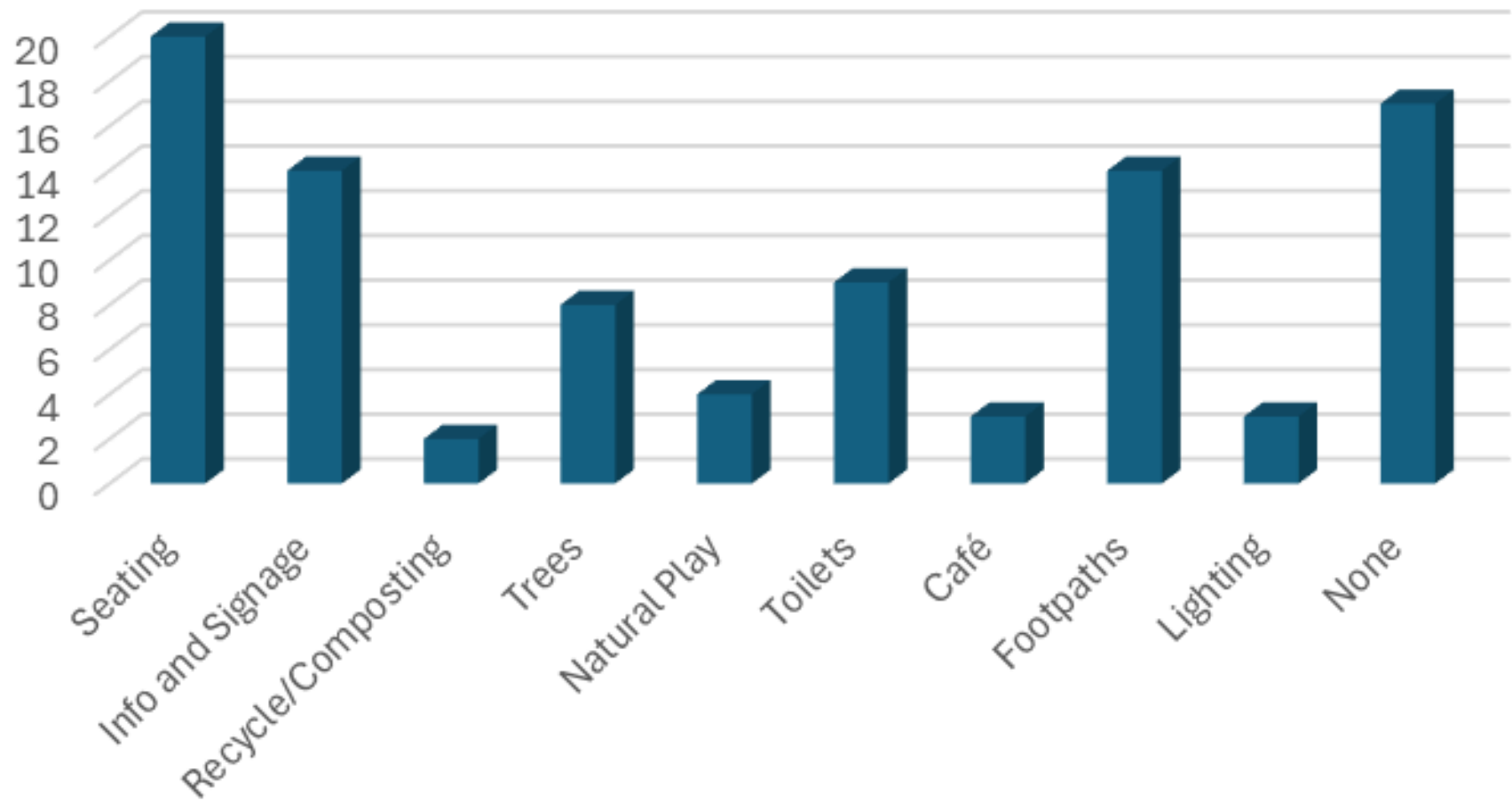
Barriers...various barriers were identified in accessing open spaces and facilities across Cirencester these ranged from access cost (e.g. Cirencester Park), booking systems, anti-social behaviour, dogs and dog faeces, drug dealing and usage, the fear of crime, footpaths (accessibility e.g. flooded and muddy paths at the Abbey Grounds, Four Acres and Amphitheatre), lack of bins, lack of safe cycling routes for families, limited activities at evenings and weekends, mobility issues, parking and parking charges and room hire costs.



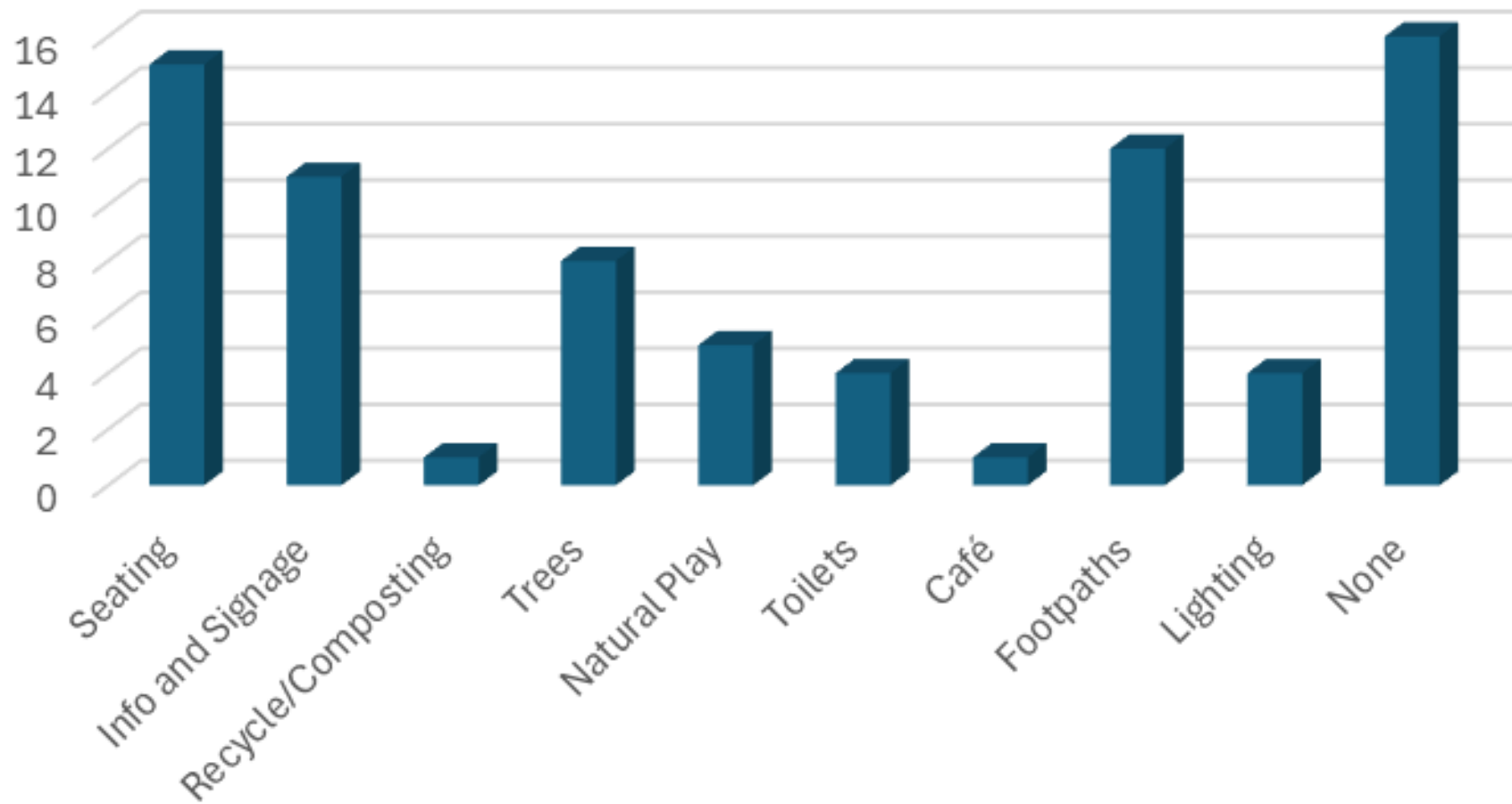
We asked the public about key site improvements needed over the next 4 - 8 years:



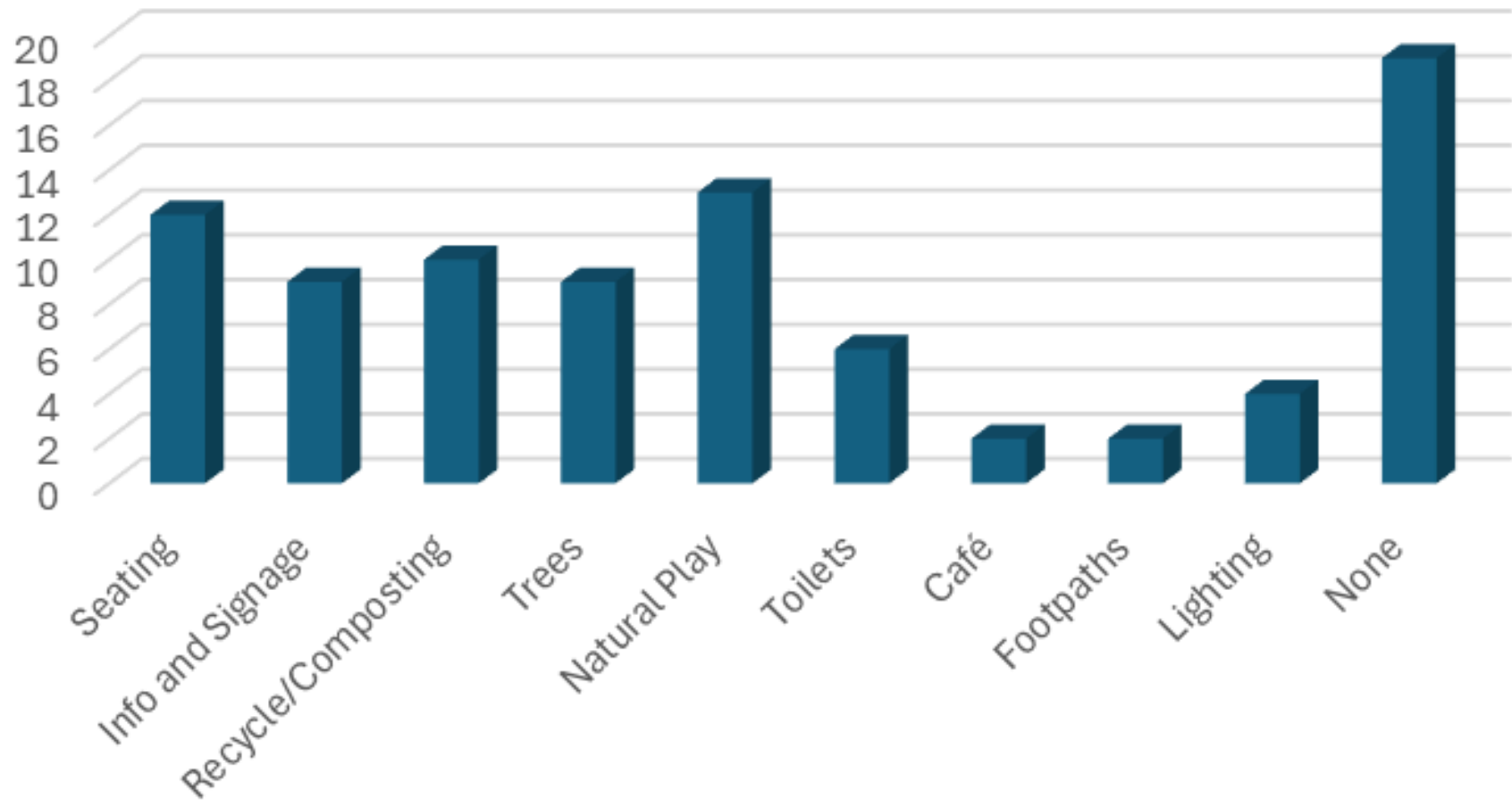
Key Site Improvements - Amphitheatre



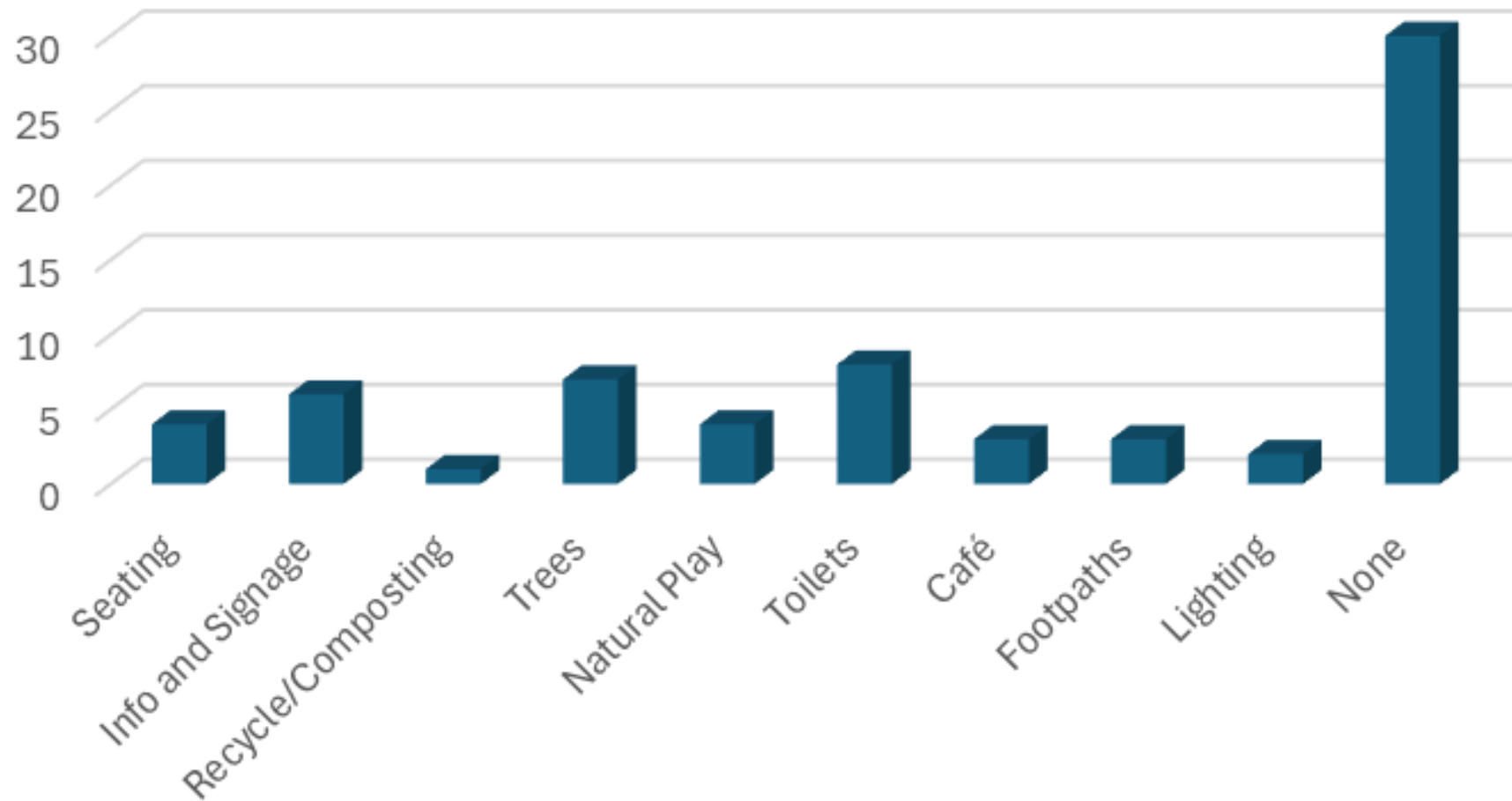
Key Site Improvements - City Bank



Key Site Improvements - St Michael's Park

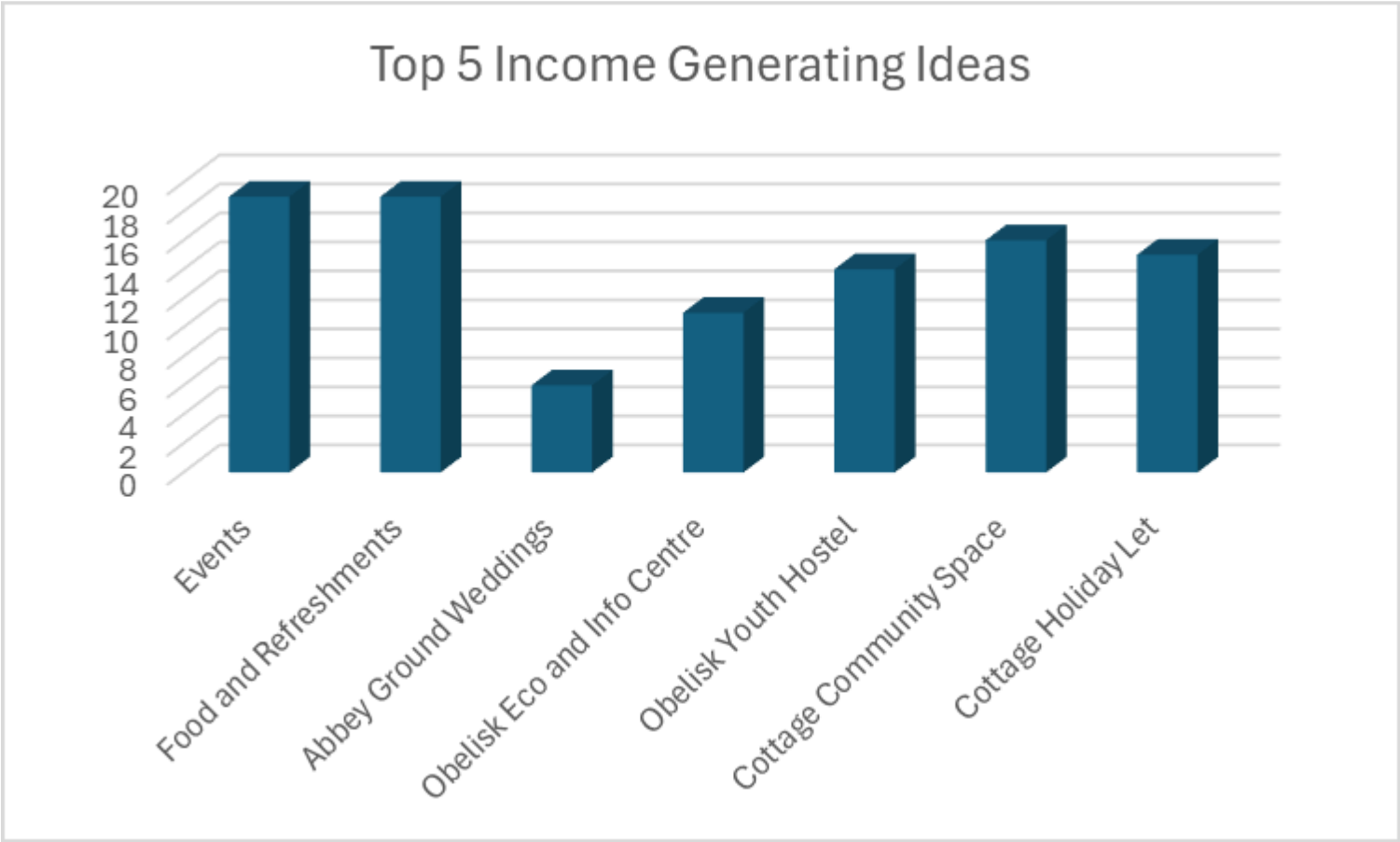


Key Site Improvements - Kingshill



Generating Income.....we explained that the Town Council needs to generate income to support the social, environmental, and economic well-being of the community; we shared and asked for ideas.

Of the ideas we shared, the following is a graph showing the percentage for the number of times each idea was selected in the top 5. These ideas were cited 500 times.



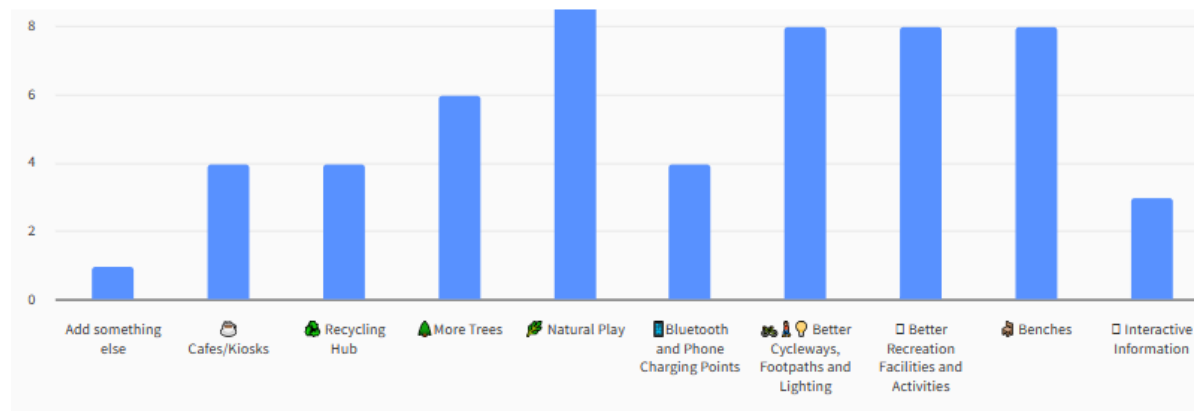
Events 19% Food and Refreshments 19% Cottage Community Space 16% Cottage Holiday Let 15% Obelisk Youth Hostel 14% Obelisk Eco and Info Centre 11% Abbey Ground Weddings 6%

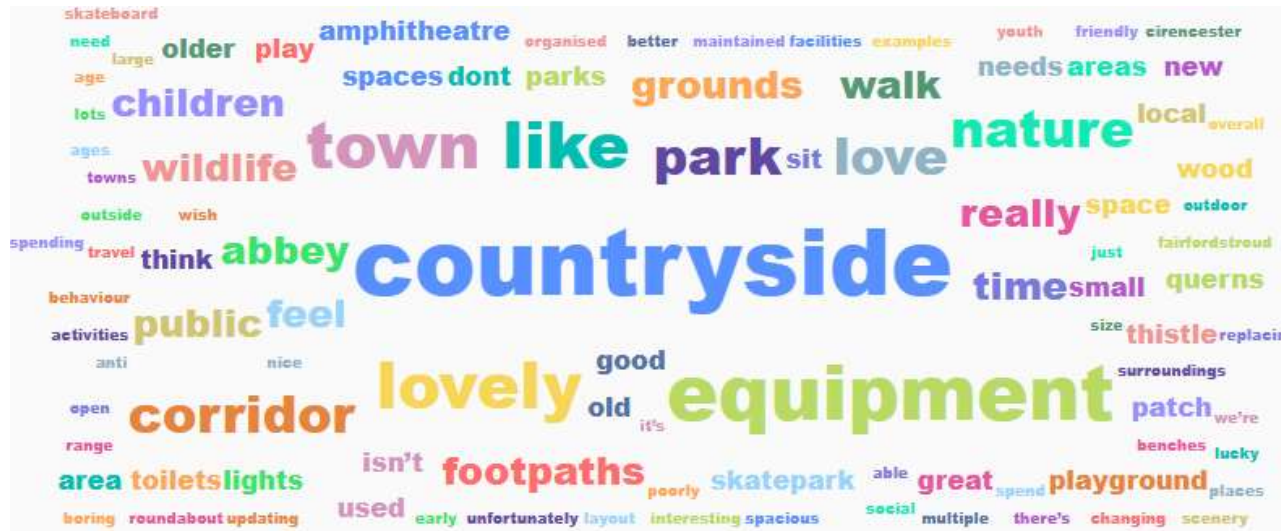
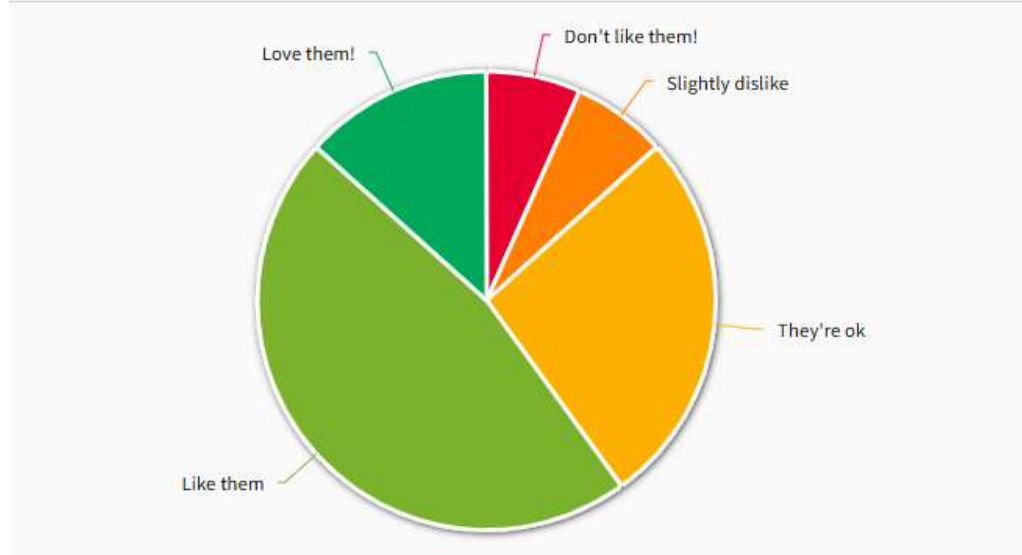
Green Spaces Youth Consultation

We had 16 response to our youth consultation on green spaces. We asked if you had £1 million pounds to spend on improving the green and outdoor spaces of Cirencester how would you spend it? This is the word cloud the answers created:

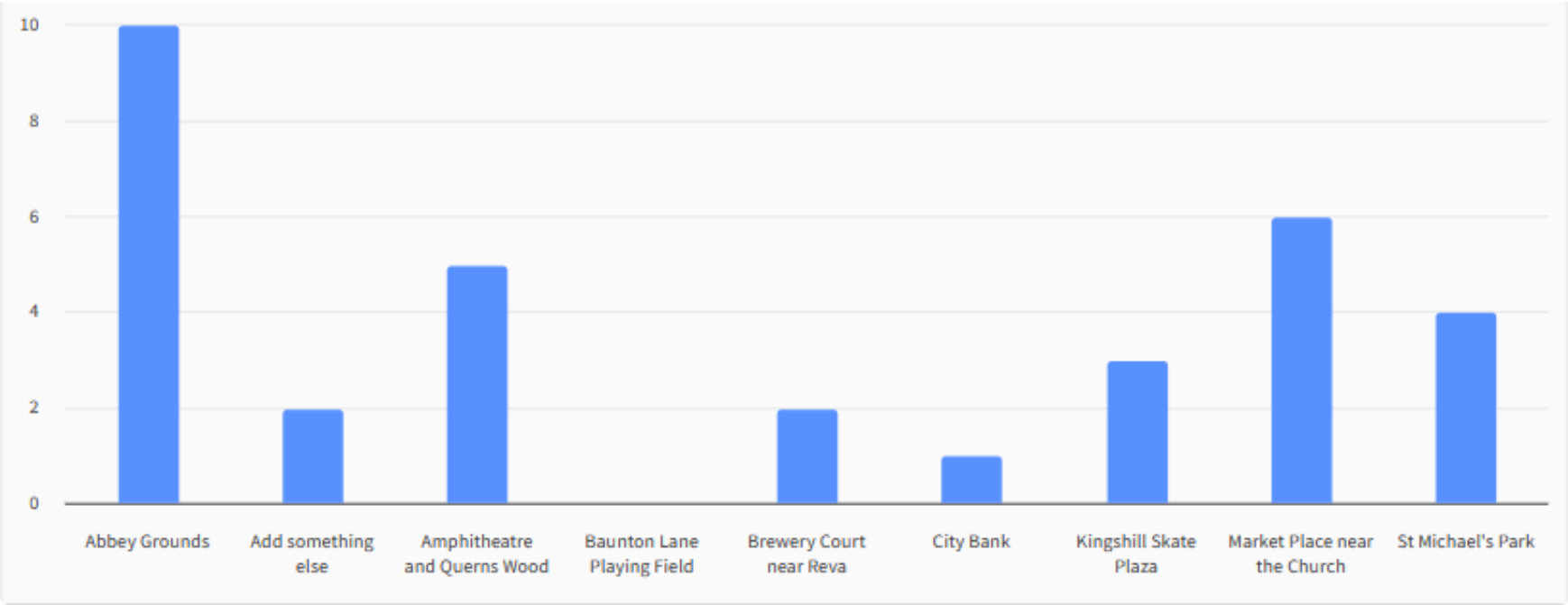


We also asked what 3 improvements, to green spaces and the outdoors, would you most like to see in the future?





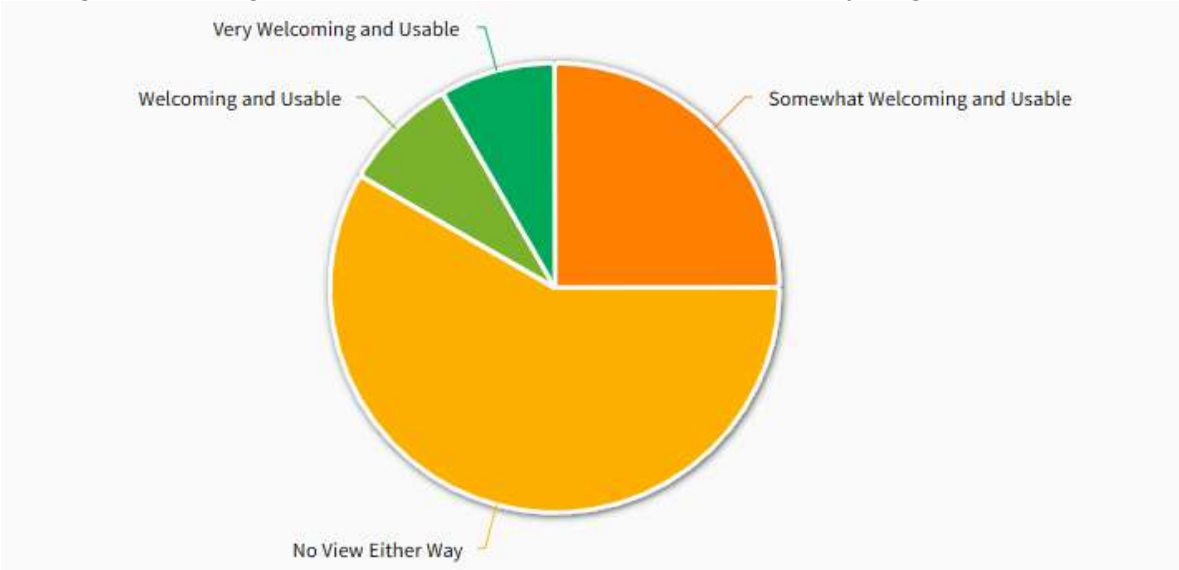
We asked where the favourite places were to go regularly in Cirencester, for young people were?



We also asked about sport and recreation used by young people in Cirencester?



We wanted to know how welcoming and usable green and outdoor spaces in Cirencester are for young people:

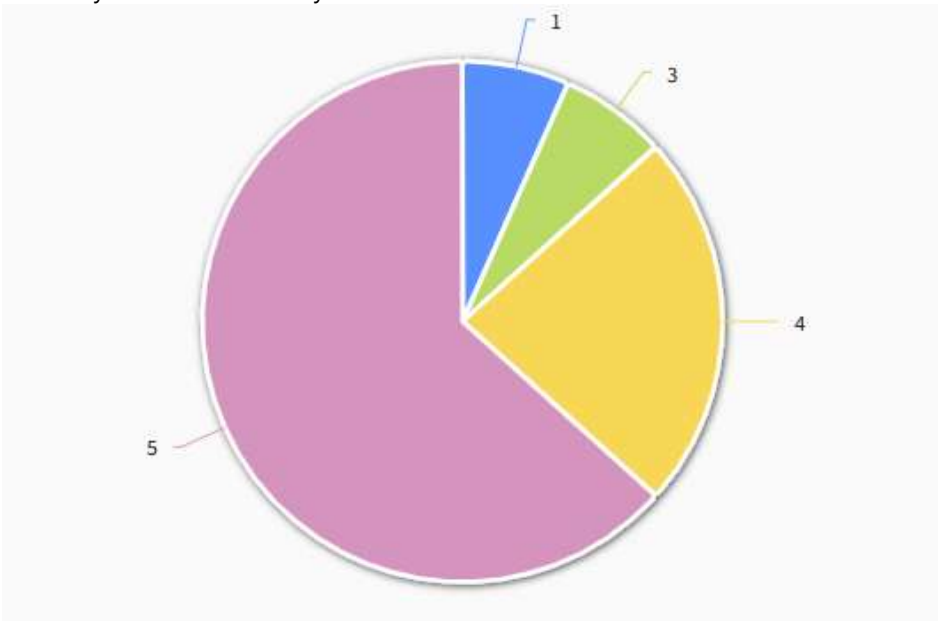


Word clouds expressing the views of young people about green and outdoor spaces:

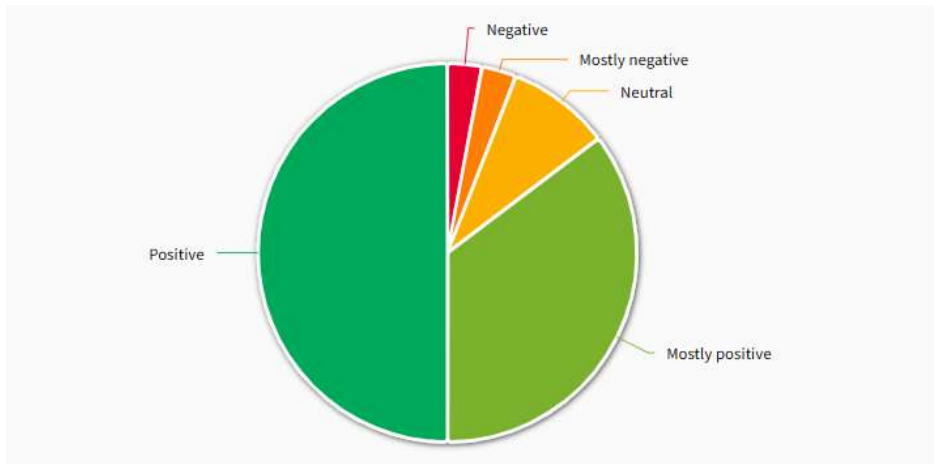


Christmas in Cirencester Visitors Survey

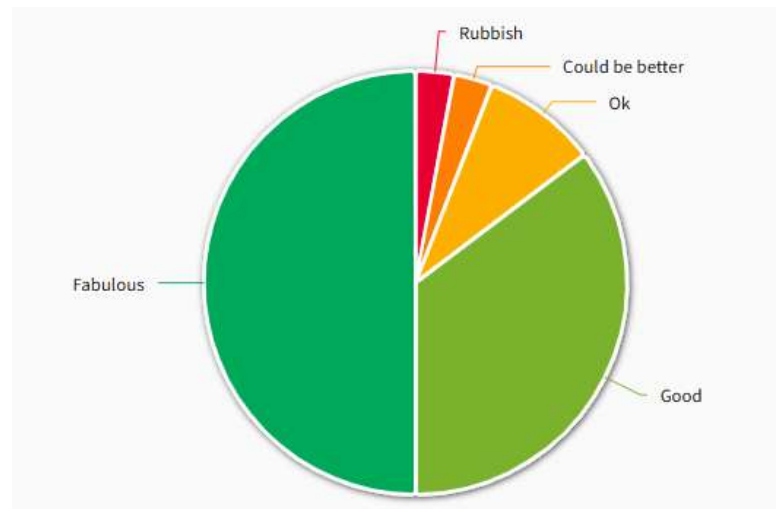
We received 38 responses to our visitors survey; we asked based on their experience in 2023, how likely would they be to recommend Christmas in Cirencester events to others? 1 being least likely and 5 most likely:



We also gauged the sentiments of visitors about the Christmas in Cirencester events and markets:



We asked visitors to give an overall rating about the Christmas in Cirencester events and markets:



From the responses we received, this is the word cloud that was created:



Thank you to everyone who participated in our surveys in 2023, we looking forward to communication, consultation and engagement with you in 2024; please find below a guide to who does what and how you can contact your local councils:

Cirencester Guide to Council Services & Useful Numbers



Cirencester Town Council
 Bingham House
 1 Dyer Street
 Cirencester
 GL7 2PP
 01285 655646
info@cirencester.gov.uk
www.cirencester.gov.uk

Monday to Friday 9am to 4.30pm

- Advent Festival & Christmas Lights
- Allotments
- Bus Shelters
- CCTV & Community Safety
- Civic Events
- Closed Church Yard
- Community Response
- Environmental Improvements, Floral Tubs, & Grass-cutting
- Grant Aid
- Kingshill Sports & Community Facility
- Local Information Centre
- Love Parks Week
- Markets (Charter, Farmers' & Speciality)
- Mop Fair
- Neighbourhood Planning
- Newsletters
- Open Spaces, Play Parks & Recreational Facilities
- Planning and Licensing Consultation
- Play Rangers
- Public Seating
- Special Events (e.g. Fleece Fayre)
- Youth Projects (Ozone)



Cotswold District Council
 Trinity Road
 Cirencester
 GL7 1PX
 01285 623000
cde@cotswold.gov.uk
www.cotswold.gov.uk

Monday to Friday 8.45am to 5pm

- Abandoned vehicles
- Animal Control and Welfare
- Benefits (Council Tax and Housing)
- Bins and Recycling
- Car Parks
- Cemeteries
- Community Safety
- Council Tax
- Elections and Voting
- Emergency Response
- Environmental Health
- Housing
- Leisure and Tourism
- Licensing and Permits (Including Taxi Licensing)
- Littering and Fly Tipping
- Noise and Other Nuisances
- Pest Control
- Planning and Building Control
- Public Toilets
- Street Cleaning
- Tree Preservation Orders



Gloucestershire County Council
 Shire Hall
 Gloucester
 GL1 2TG
 01452 425000
customerservices@gloucestershire.gov.uk
www.gloucestershire.gov.uk

Monday to Friday from 8.30am to 5pm

- Archaeology
- Archives
- Births, Marriages and Deaths
- Education and Learning
- Health and Social Care
- Highways and Transport (including Blue Badge Scheme and Bus Passes)

- Libraries
- Recycling Centres
- Rights of Way
- Roads and On-Street Parking
- Planning and Environment

Cirencester Town Council (Freepost RTAL UUZG TEBY) Bingham House, 1 Dyer Street, Cirencester, GL7 2PP
 T:01285 655646 E: info@cirencester.gov.uk W: www.cirencester.gov.uk
 Local Information Centre (LIC) at Bingham House open Monday to Friday 9am to 4.30pm