

WEBSITE SURVEY RESULTS AND PROPOSALS

Council meeting 21st March 2023

Background

Under objective 'communications' the approved Business Plan a survey and communications project was approved.

COMMUNICATIONS PROJECT – A SUPPORT SERVICE FROM OUR WEB DESIGNER TO ASSIST WITH SURVEYS AND ENGAGING WITH RESIDENTS.

The chosen web designer from Jai Jo Web Designs resigned in the early stages of the communications project and no suitable replacement could be found, however the surveys via the new website have still been issued and carried out with a positive number of responses.

The 5 surveys that have been carried out between August 2022 and February 2023 have been as follows:

Results

1. New website – August 2022

- 96% of residents heard of the new website via Facebook.
- 72% of residents would visit the website for information on news and events. While others advised, upcoming projects, allotments and council meetings were also of key interest.
- The average rating of people's first impression of the website was 'good'.
- 69% of surveyed participants said it was 'very easy' to navigate around the website.

The suggestions box included:

- Business / traders page – **PENDING, NO ADDITIONAL BUDGET REQUIRED**
- Expansion of defibrillator page – done
- Roadworks page – already within 'news'
- What the councillors are involved with – already on council page
- Update and progress on new doctor's surgery and Charters swimming pool – **PENDING, NO ADDITIONAL BUDGET REQUIRED**
- A dedicated litter picking link – information already on volunteering page

27 responses received in total.

2. 20mph Consultation - October 2022

264 responses received in total.

ACTION FOLLOWING SURVEY RESULTS – PENDING.

3. Dog Waste Bin Survey - November 2022

- 95% of people surveyed were a dog owner.
- 95% of people surveyed did not think there were an adequate amount of dog bins throughout the village.
- 56% of people surveyed would pay an additional amount within their council tax precept for more dog waste bins.
- 65% of people surveyed thought all 8 current dog waste bins in Sunningdale were well utilised.
- The locations where people surveyed thought an extra dog bin would be most beneficial are:
 1. Entrance to public footpath from Onslow Road & Whitmore Lane (5).
 2. Entrance to public footpath from Whitmore Lane (5)
 3. Charters Road (3).
 4. Bedford Lane / A30 (2).
 5. Rise Road (1).
 6. Broomhall Lane (1).
 7. High Street/Bedford Lane (1).
 8. None, I don't feel any additional dog waste bins are needed (1).

19 responses received in total.

SEE PROPOSAL DOCUMENT: DOG BIN PROVISION FOR SUNNINGDALE.

4. CIL Funds – December 2022

- 73% of people surveyed were not aware of the Community Grants that are available to aid funding of a project benefiting the community.
- Physical Infrastructure. 48% of people surveyed thought Walkways and Pavement Lighting needed improvements. 36% thought Highways needed better maintenance.
- Social Infrastructure. 30% of people surveyed thought Health Care was of priority followed by 27% of people thinking more choice of Sports and Community facilities was needed.
- Green Infrastructure. 39% of people surveyed thought the Woodlands needed improving.

33 responses received in total.

Further 'comments' available in separate Survey Monkey PPT Report.

ACTION FOLLOWING SURVEY RESULTS – PENDING.

5. Events Survey - February 2023

- 63% of people would prefer a fun day in the park over a picnic in the park or treasure hunt.
- The most preferred community event chosen was a food and drink festival.
- 56% of people surveyed would prefer an open-air cinema for an evening event whilst 44% of people chose an open air comedy or theatre evening.
- The most preferred sporting events chosen were a park fun run or a fun sports day.

38 responses received in total.

ACTION FOLLOWING SURVEY RESULTS – PENDING.

Survey Topic Proposed Schedule for 2023

Month	Subject	Results posted on website
Sep-22	New website	Yes
Oct-22	20's plenty	No
Nov-22	Dog bins	Yes
Dec-22	CIL spenditure ideas	Yes
Feb-23	Summer event suggestions	Yes
Mar-23	Annual Parish Meeting topics	
Apr-23	Cost of living - Promote CAB	
May-23	Finance. RBWM services	
Jun-23	Cycling and Walking. Footpaths etc	
Jul-23	Community Space Consultation	
Aug-23	Volunteering project opportunities	
Sep-23	Christmas event suggestions	
Oct-23	Broomhall Recreation Ground suggestions	
Nov-23	Woodland Consultation	
Dec-23	Website	