



Broadstone Town Council Residents Survey 2026

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Executive Summary

The Broadstone Town Council Residents Survey 2026 gathered 455 responses from a population of approximately 10,000 residents, providing a robust evidence base for local decision-making. See Appendix A for further information on sample size and statistical modelling.

The results show a clear and consistent resident view: improve Broadstone while protecting the qualities that residents already value most. The strongest priorities are the local shops and village centre, keeping Broadstone tidy, protecting green spaces, supporting The Broadway and local businesses, and improving cleanliness, safety and community activity.

- Residents strongly value Broadstone's high street, green spaces, village character and community spirit.
- The Broadway is a central strategic theme, linking priorities around shops, spending, events, markets and preservation of the local high street.
- Cleanliness, litter, graffiti and general public realm maintenance represent the clearest priority/performance gap.
- Parks and green spaces are both highly valued and comparatively well regarded, suggesting a protect and-enhance approach.
- The survey points towards a "Protect, Maintain, Enhance and Activate" strategy rather than a list of isolated projects, disconnected from the main priorities.

Conducting the Survey

Introduction

To understand residents' views, the Council conducted a community survey of a population of approximately 10,000. The aim of the survey was to give every resident the opportunity to have a direct voice in shaping Broadstone's future. The feedback will help the Town Council understand what is working well, identify areas that need improvement, and ensure that investment in projects and public services focuses on what matters most to residents.

The survey focuses on general areas for improvement rather than detailed individual projects and is therefore, in the main, at a macro level. Further surveys or resident input may be necessary on individual projects.

A copy of the questions is shown in Appendix B.

Promotion of the survey

The Town Council used a range of simple, cost-effective ways to let residents know about the survey.

We printed 2,000 leaflets, handing some out at the community fun day and placing the rest in shops and locations along the Broadway. We also emailed local Broadstone societies, shared the survey in *The Link* magazine, and posted about it several times on the Broadstone Facebook page and on the Town Council page.

To make sure everyone could take part, paper copies were available at Broadstone Library, and a poster was displayed on the community noticeboard.

The survey was also discussed at Town Council meetings to ensure openness and transparency.

To keep costs down, we did not carry out a full door-to-door leaflet drop.

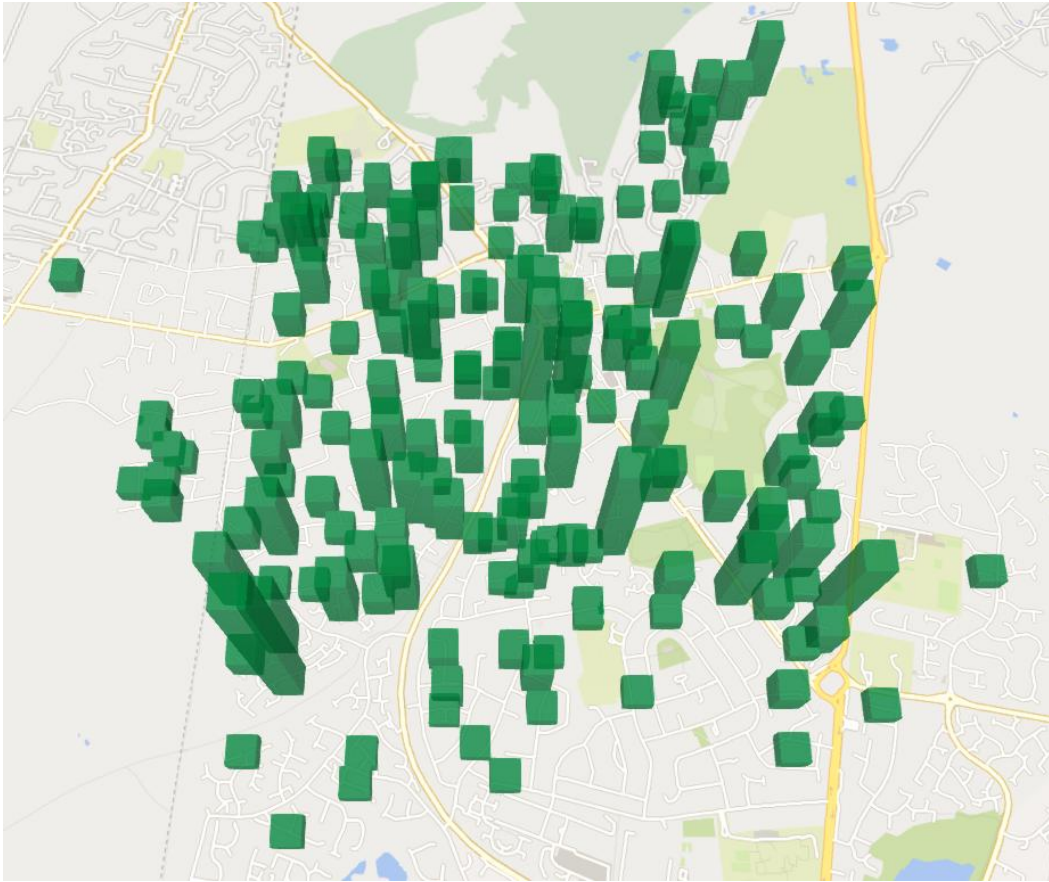
Data Accuracy

Sample Quality

The reliability of a survey depends not just on the number of responses, but on how well those responses represent the wider population. The first three questions in the survey asked basic questions while avoiding topics that could introduce cognitive bias later in the survey:

Location – Postcode

- The responses received were well distributed across different roads and areas, ensuring we had a wide coverage and geographic balance.

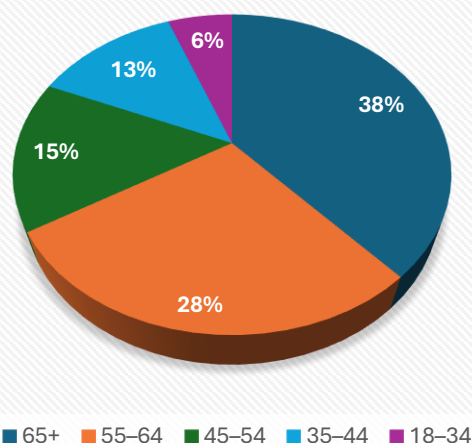


Postcode areas represented by the survey (tower height = number of houses).

Age Grouping

- Except for those under 18, the age groups were represented broadly in line with population data, supporting the overall reliability of the dataset.

Survey response by age group



Age	Survey	%	Population	%	Deviation
65+	174	38%	3352	39%	0.2%
55-64	127	15%	1910	22%	6.8%
45-54	69	13%	1390	16%	3.2%
35-44	58	13%	880	10%	-2.7%
18-34	26	6%	1160	13%	7.6%
	454		8692		

Survey sample v population demographic

- Under 18s were underrepresented, so the views of younger residents were less fully reflected. This was disappointing, so alternative engagement will be used to obtain those views. It is proposed that councillors visit the youth centre in September to gain an understanding of our younger residents' views.

Longevity of Residency

How long have you lived in Broadstone?	People
More than 10 years	327
4-10 years	90
1-3 years	30
Less than 1 year	5
I only Shop in Broadstone	2
I only work in Broadstone	1



The data provides strong support for the accuracy, validity and depth of the residents' survey in several key ways, while also highlighting a couple of specific sampling limitations worth noting.

Strengths supporting accuracy and validity

High Resident Relevance (99.3% true residents): Out of 455 total respondents, 452 (99.3%) are residents, while only three respondents are non-resident workers or shoppers. This indicates that the survey successfully reached its intended audience rather than being dominated by outside visitors.

Deep Local Knowledge (Overwhelming Longevity):

71.9% (327 / 455) have lived in Broadstone for more than 10 years.

91.6% (417 / 455) have lived in Broadstone for 4 or more years. Long-term residents possess historical context, sustained engagement with local infrastructure, and an understanding of community trends, seasonal issues and long-standing neighbourhood needs.

Conclusion

A sample of 455 responses from a population of 10,000, combined with demographic alignment to the underlying population, provides a strong evidence base for decision-making, with an acceptable margin of error. This supports the use of the survey results in informing policy, prioritisation and resource allocation. For further information, see Appendix A.

Data Analysis – Total Population

Below are the results for the five main questions in the survey. These results and the accompanying analysis relate to the total population. Two further sections are included later in the document: one showing analysis where the data has been segmented by age and location, and another providing cross-correlation between the five questions.

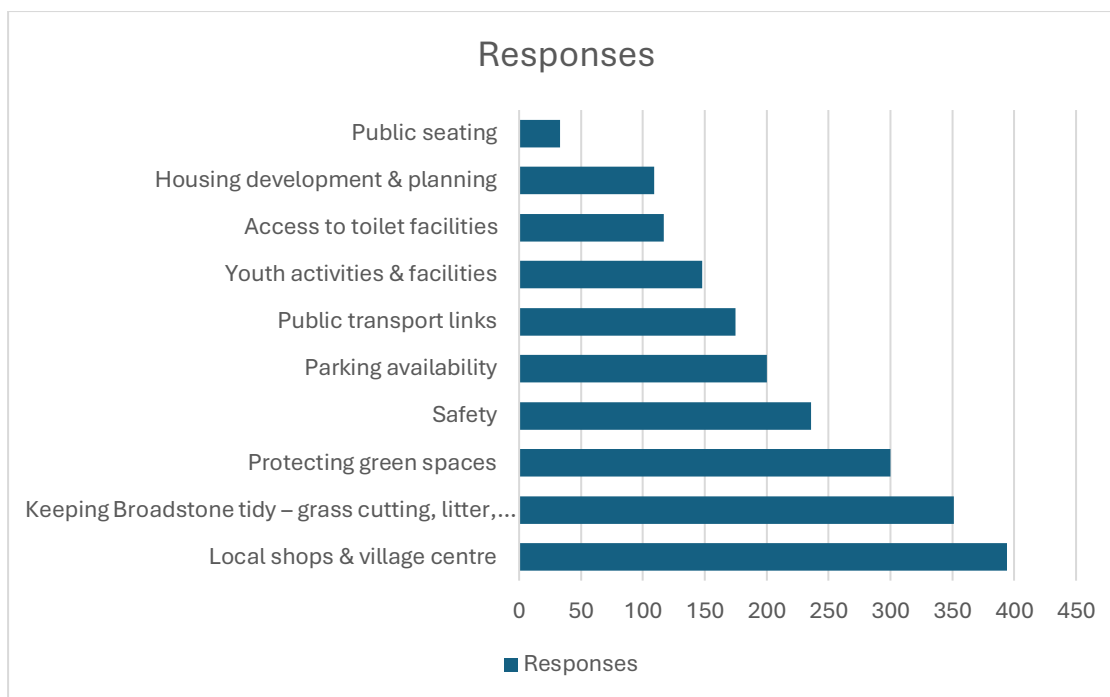
Where comments have been included or conclusions drawn from the responses, these should be understood as opinions and indications of residents' priorities, rather than definitive facts or guarantees of future action.

Where possible, we have included our overall interpretation of the data. Other interpretations are possible, and the results should be considered alongside the wider survey findings, qualitative comments and other relevant knowledge and evidence.

Q - Which of the following are a priority for you?

There are ten predefined priority categories, plus a small number of respondents who entered their own priorities. Because respondents could select up to five options, the percentages below do not add to 100%.

Priority	Responses	% of respondents
Local shops & village centre	394	87%
Keeping Broadstone tidy – grass cutting, litter, weeds etc.	350	77%
Protecting green spaces	300	66%
Safety	236	52%
Parking availability	200	44%
Public transport links	175	39%
Youth activities & facilities	148	33%
Access to toilet facilities	117	26%
Housing development & planning	109	24%
Public seating	33	7%



The results show a very clear hierarchy of priorities among respondents, with local shops, cleanliness and the protection of Broadstone’s environment standing significantly above most other issues.

Key findings

Ranking

Priority	Responses	%	Interpretation
Local shops & village centre	394	87%	Overwhelmingly the top priority
Keeping Broadstone tidy	350	77%	Strong concern about appearance and maintenance
Protecting green spaces	300	66%	Two-thirds consider this a priority
Safety	236	52%	A majority regard safety as important
Parking availability	200	44%	Significant but secondary concern
Public transport links	175	39%	Important to around two-fifths
Youth activities & facilities	148	33%	Important to one-third
Access to toilet facilities	117	26%	Lower-level but notable concern
Housing development & planning	109	24%	Important to around one-quarter
Public seating	33	7%	The lowest priority

Local shops and the village centre are the dominant priority

At 87%, local shops and the village centre are by a considerable margin the most frequently selected priority.

This is particularly significant because the result is 10 percentage points higher than the second-ranked issue and 21 points higher than protecting green spaces. It suggests that respondents place considerable value on maintaining a vibrant, attractive and sustainable village centre, including the role of local businesses in Broadstone's community identity.

Cleanliness and maintenance are a major concern

77% identified keeping Broadstone tidy including grass cutting, litter and weeds as a priority.

This indicates that the physical appearance and day-to-day maintenance of the village are highly visible issues for residents. When combined with the importance attached to the village centre, the results suggest a strong demand for Broadstone to be well maintained, clean and attractive.

The difference between this and the top priority is relatively small: only 10% of respondents.

Protection of green spaces is a major community value

Protecting green spaces was selected by 66%, making it the third-highest priority.

This reinforces the importance respondents place on Broadstone's environmental character. Taken together, the results for:

- local shops and village centre – 87%
- keeping Broadstone tidy – 77%
- protecting green spaces – 66%

show a particularly strong emphasis on place, appearance, environment and local character.

Safety is the only other issue supported by a majority

52% selected safety.

This places safety firmly in the upper tier of priorities and suggests that it should be treated as a significant consideration when the Council develops its strategy. However, reported safety concerns from the Neighbourhood Watch and police are actually very low, and this may therefore be more a matter of perception than an indication of an actual safety problem.

However, the result also shows that safety is viewed differently from the top three priorities: it is important to a majority but does not have the same level of consensus as the appearance, environment and economic vitality of Broadstone.

Parking and transport form a second tier of priorities

Parking availability was selected by 44%, while public transport links were selected by 39%.

These results demonstrate that transport and accessibility are meaningful concerns, but they are not among the dominant priorities identified by respondents.

Together, they nevertheless indicate that movement around Broadstone and access to the village centre should remain part of the wider community planning agenda.

Youth facilities have significant support

33% identified youth activities and facilities.

Although this is substantially below the top priorities, one in three respondents selecting this option represents a meaningful level of community interest. It suggests that youth provision should not be overlooked, particularly when considering longer-term investment in community facilities and activities. It is also noted that very few young people responded to the survey which has potentially skewed the result. In order to correct this the Town Councillors will work with the Broadstone youth workers to get their opinions heard.

Lower-ranked issues

Toilet facilities (26%) and housing development and planning (24%) attracted support from approximately one-quarter of respondents.

These should not necessarily be interpreted as unimportant. Rather, the results indicate that fewer respondents selected these issues when asked to identify their priorities.

Public seating, at just 7%, is clearly the lowest-ranked priority in this question. This is useful evidence when considering how limited resources should be allocated, particularly when compared with the much stronger support for village-centre

improvements, cleanliness and green spaces, which in themselves have public seating as part of the infrastructure

Overall interpretation

The results suggest that respondents' priorities can be broadly grouped into four tiers:

Tier 1 – Core priorities

- Local shops and village centre – 87%
- Keeping Broadstone tidy – 77%
- Protecting green spaces – 66%

Tier 2 – Major community concern

- Safety – 52% – Whilst this is a high score, in reality there is very little crime in Broadstone, so this response is likely to reflect perception rather than actual levels of crime.

Tier 3 – Important secondary priorities

- Parking – 44%
- Public transport – 39%
- Youth activities – 33% - This is a low score due to the age bias from the sample, this will be reviewed once the young people of Broadstone have been engaged with at a planned meeting in September 2026?

Tier 4 – Lower-selected priorities

- Toilet facilities – 26%
- Housing development & planning – 24%
- Additional public seating – 7%

Analysis of Additional Resident Comments

The additional open-ended responses provide further insight into residents' priorities and broadly reinforce the findings from the quantitative survey. The comments can be grouped into six principal areas: traffic and parking; financial responsibility; the Broadway and local economy; community and older people's activities; the environment and green spaces; and safety and quality of life.

Traffic, congestion and parking were recurring practical concerns, with residents raising issues including speeding, junctions, pavement parking, traffic-light timings and parking

availability. There was also a strong emphasis on financial responsibility, with respondents calling for a low precept, avoidance of unnecessary expenditure and clear value for money.

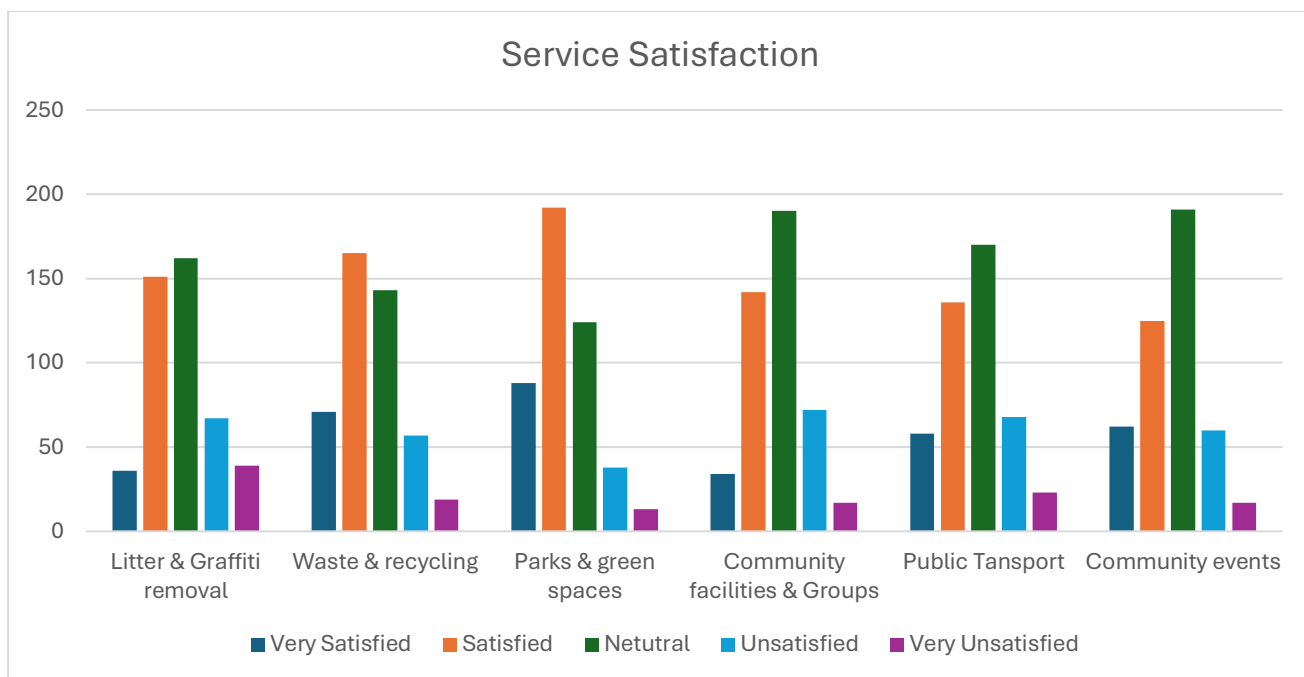
The comments further demonstrate the importance residents attach to the Broadway and local shops, alongside the protection of Broadstone's community identity. Community events, Remembrance and Christmas celebrations, and activities for older residents were all identified as important elements of community life.

Environmental comments focused on maintaining Broadstone's green character through trees, wildflowers, biodiversity and appropriate grass management, alongside maintaining a clean environment through prompt action on litter, graffiti and fly-tipping. Finally, concerns about speeding, noise, aggressive driving and antisocial behaviour demonstrate a desire for a safe, well-managed and pleasant place to live.

Taken together, these comments suggest that residents are seeking practical, visible improvements that protect Broadstone's character and quality of life, while expecting the Town Council to remain financially prudent and focused on demonstrable community benefit.

Q - How satisfied are you with the following local services?

	Litter & Graffiti removal	Waste & recycling	Parks & green spaces	Community facilities & Groups	Public Tansport	Community events
Very Satisfied	36	71	88	34	58	62
Satisfied	151	165	192	142	136	125
Netutral	162	143	124	190	170	191
Unsatisfied	67	57	38	72	68	60
Very Unsatisfied	39	19	13	17	23	17



Key findings

Ranking

Rank	Service	Positive	Negative	Net satisfaction*
1	Parks & green spaces	61.5%	11.3%	+50.2 pts
2	Waste & recycling	51.9%	16.7%	+35.2 pts
3	Public transport	42.6%	20.0%	+22.6 pts
4=	Litter & graffiti	41.1%	23.3%	+17.8 pts
4=	Community events	41.1%	16.9%	+24.2 pts
6	Community facilities & groups	38.7%	19.6%	+19.1 pts

*Net satisfaction = satisfied/very satisfied minus unsatisfied/very unsatisfied.

Parks & green spaces are clearly the strongest-performing area.

- 61.5% of respondents were satisfied or very satisfied.
- Only 11.3% were dissatisfied.
- Almost one in five (19.3%) were *very satisfied*.
- This produces a strongly positive satisfaction balance.

Waste & recycling is the second strongest area.

- 51.9% satisfied/very satisfied.
- 16.7% dissatisfied/very dissatisfied.
- The proportion who were very satisfied (15.6%) is relatively high.

The weaker areas are particularly interesting.

Community facilities & groups has the lowest satisfaction score.

- Only 38.7% satisfied/very satisfied.
- 19.6% dissatisfied/very dissatisfied.
- Most importantly, 41.8% were neutral.

That high neutral response is significant. It may indicate that many residents do not use, know about, or have sufficient experience of the facilities/groups to express a positive or negative opinion.

Overall picture

If we combine all six questions:

- Very satisfied: 349 responses — 12.8%
- Satisfied: 914 — 33.6%
- Neutral: 980 — 36.0%
- Unsatisfied: 362 — 13.3%
- Very unsatisfied: 128 — 4.7%

Therefore:

45.4% are satisfied or very satisfied compared with

18.0% who are unsatisfied or very unsatisfied.

The remaining 36.0% are neutral.

That means there are approximately 2.5 satisfied residents for every dissatisfied resident across these six service areas.

What the data is telling us

There are three distinct patterns here rather than simply "good" and "bad".

Strong performer — Parks & green spaces

This is the standout result. Satisfaction is substantially higher than for every other category. It suggests that residents generally value the condition/provision of parks and green spaces.

Moderate performer — Waste & recycling

This is also clearly positive, although there is still a sizeable minority who are dissatisfied.

Areas requiring attention

Litter & graffiti, public transport, community facilities/groups and community events all have satisfaction levels below 45%.

However, the neutral figures are crucial. For example, community facilities/groups has 190 neutral responses (41.8%). It would be dangerous to interpret those 190 people as dissatisfied. They are expressing neither satisfaction nor dissatisfaction.

An important statistical observation

The highest dissatisfaction is for litter & graffiti removal:

23.3% dissatisfied/very dissatisfied.

That is considerably higher than the 16.9% for community events and 16.7% for waste & recycling.

This makes litter/graffiti a particularly useful area for the Council to investigate, because it has both:

- relatively low positive satisfaction (41.1%), and
- the highest negative satisfaction (23.3%).

By contrast, community events has a low positive score but also relatively low dissatisfaction. Its 42.0% neutral response suggests that lack of engagement or awareness may be a more important issue than outright dissatisfaction.

Overall interpretation

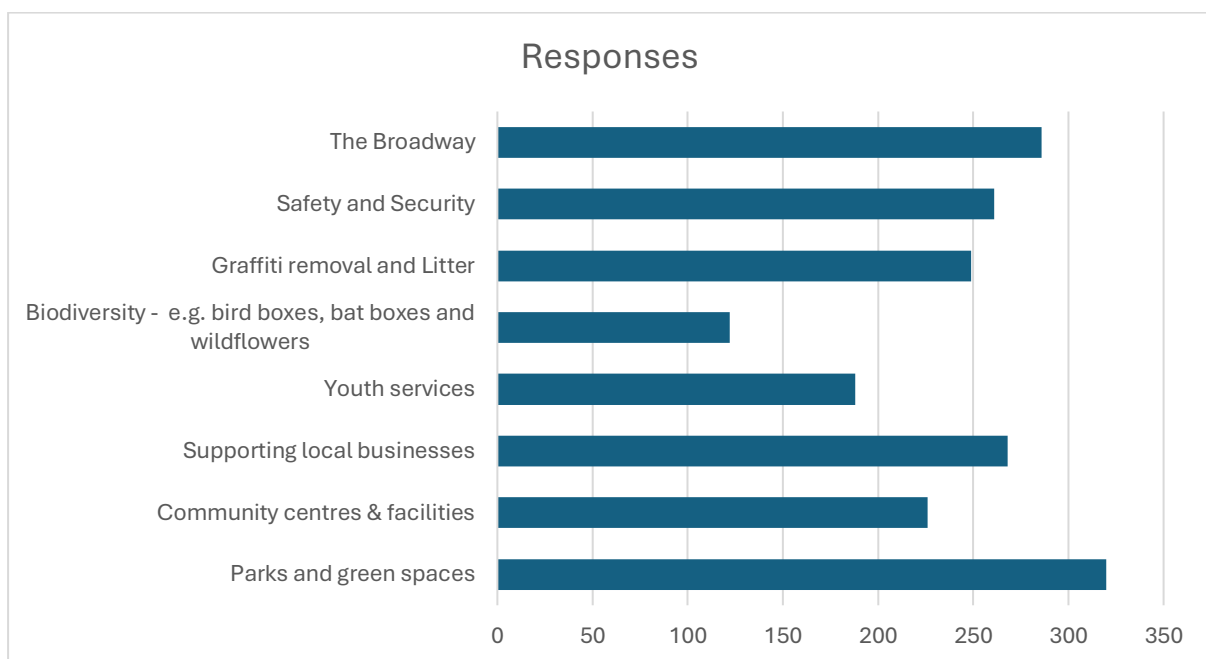
The results show a generally positive but qualified picture.

Residents are most satisfied with parks and green spaces and waste/recycling services. Litter and graffiti removal, public transport, community facilities and groups, and community events have lower levels of satisfaction and warrant further investigation. However, the large proportion of neutral responses across several categories means that the results should not be interpreted simply as dissatisfaction. In particular, the

high neutral response for community facilities and community events may indicate limited use, awareness or direct experience of these services.

Q. - Where should Broadstone prioritise spending?

Priority	Responses	% of respondents
Parks and green spaces	320	70%
Community centres & facilities	226	50%
Supporting local businesses	268	59%
Youth services	188	41%
Biodiversity - e.g. bird boxes, bat boxes and wildflowers	122	27%
Graffiti removal and Litter	249	55%
Safety and security	261	57%
The Broadway	286	63%



This is a strong set of results because it shows clear differences in residents' priorities, rather than all issues being rated similarly. Given the total number of respondents, the percentages correspond closely to the response counts.

Key findings

Parks and green spaces are overwhelmingly the top priority

With 70% of respondents, parks and green spaces are clearly the strongest priority. This is 11 percentage points ahead of the next priority, The Broadway.

This suggests that residents place significant value on the appearance, maintenance, accessibility and quality of Broadstone's outdoor environment. It also provides a strong mandate for considering investment in parks, recreational spaces, planting and improvements to existing green areas.

The Broadway is the second major priority

The Broadway is clearly an important concern, with 63% of residents selecting it.

Taken alongside the 70% prioritising green spaces, this suggests that residents' priorities are strongly connected to the physical environment and appearance of the town.

Economic vitality is also important

59% selected supporting local businesses. This places it third overall and means that nearly three in five respondents consider the local economy a priority.

This could support initiatives around promoting independent businesses, improving the attractiveness of the town centre, encouraging footfall and supporting community events that benefit local businesses.

Safety and cleanliness form another clear priority group

Safety and security (57%) and Graffiti removal and litter (55%) are very close together.

This is significant because these are both aspects of the quality and perception of the local environment. Combined, they suggest that residents want Broadstone to feel safe, clean and well maintained.

Community facilities have moderate but significant support

Exactly 50% selected Community centres and facilities. This means there is substantial support, although it is not as dominant as the priorities concerning the physical environment and town centre.

This could indicate that facilities are important to residents but perhaps require a more targeted approach based on which facilities, what improvements and who uses them.

Youth services are important but less dominant

Youth services attracted (41%), still representing a substantial proportion of respondents.

The result should not be interpreted as youth services being unimportant. Rather, compared with parks, The Broadway and environmental issues, they appear to be a secondary priority across the whole sample.

Biodiversity is the lowest selected priority

Biodiversity, including bird boxes, bat boxes and wildflowers, received 27%.

This is considerably lower than the other priorities. However, it is worth noting that biodiversity may overlap with the much higher-ranked Parks and green spaces category. Some residents may therefore support biodiversity improvements but consider them part of broader green-space management rather than a standalone priority.

The bigger picture

The results appear to fall naturally into three broad themes:

Environment and appearance

- Parks and green spaces – 70%
- The Broadway – 63%
- Graffiti removal and litter – 55%
- Biodiversity – 27%

Community and economy

- Supporting local businesses – 59%
- Community centres & facilities – 50%
- Youth services – 41%

Safety

- Safety and security – 57%

The most striking finding is that four of the five highest priorities concern the physical environment, appearance, economy or safety of Broadstone.

Statistical interpretation

The spread between the highest and lowest priorities is 43 percentage points (70% versus 27%). That is a substantial difference and indicates that respondents are not simply selecting everything equally.

There is also a clear top tier:

- Parks and green spaces — 70%
- The Broadway — 63%

- Supporting local businesses — 59%
- Safety and security — 57%
- Graffiti removal and litter — 55%

All five were selected by more than half of respondents.

That provides a particularly useful finding for Town Council planning: a majority of respondents identified each of these five areas as priorities.

Important methodological point

Because respondents could apparently select more than one priority, these percentages should not be added together and should not be interpreted as percentages of a single 100% allocation. They represent the proportion of respondents who selected each individual priority.

For example, the 70% for parks does not mean parks should receive 70% of the Council's budget. It means that 70% of respondents considered it a priority.

Overall interpretation

The survey presents a relatively clear message from residents:

Residents' strongest priorities are centred on maintaining and improving Broadstone's physical environment, making The Broadway attractive and vibrant, supporting local businesses, and ensuring the town is clean and safe.

The results therefore provide a useful basis for developing a Town Council priority/action plan, with Parks and green spaces appearing to have the strongest mandate, followed by The Broadway and local economic activity.

Analysis of Additional Resident Comments

The further open-ended responses reinforce several of the key themes identified elsewhere in the survey, while providing additional detail on residents' practical concerns and expectations.

Parking, traffic and roads remain prominent issues. Residents raised concerns about the Toast Rack, availability of parking, disabled parking, parking around junctions, traffic congestion and Broadway traffic-light timings. There were also requests for road repairs, improved drainage and action to prevent flooding. These comments suggest that residents are seeking practical improvements to the day-to-day operation and accessibility of Broadstone, particularly around the Broadway.

Financial responsibility is another strong recurring theme. Several respondents questioned the need for the Town Council or called for the precept to be reduced, while

others emphasised saving residents' money and avoiding expenditure on projects they consider unnecessary. There is a clear expectation that the Council should demonstrate value for money, minimise unnecessary expenditure and distinguish clearly between responsibilities that should be funded locally and those that should fall to BCP Council or other authorities.

The comments also highlight the importance of Broadstone's appearance and environment. Residents identified grass cutting, hedge pruning, trees, parks and green spaces as areas requiring attention. Requests to repair the wooden guardrail and unblock drains further demonstrate a preference for basic maintenance and upkeep of existing assets.

Community facilities and activities also feature, including community events, Remembrance and Christmas celebrations, Christmas lights, lunch clubs and activities for older residents. Requests for basketball and football facilities suggest that recreational provision, particularly for younger residents, remains an area of interest.

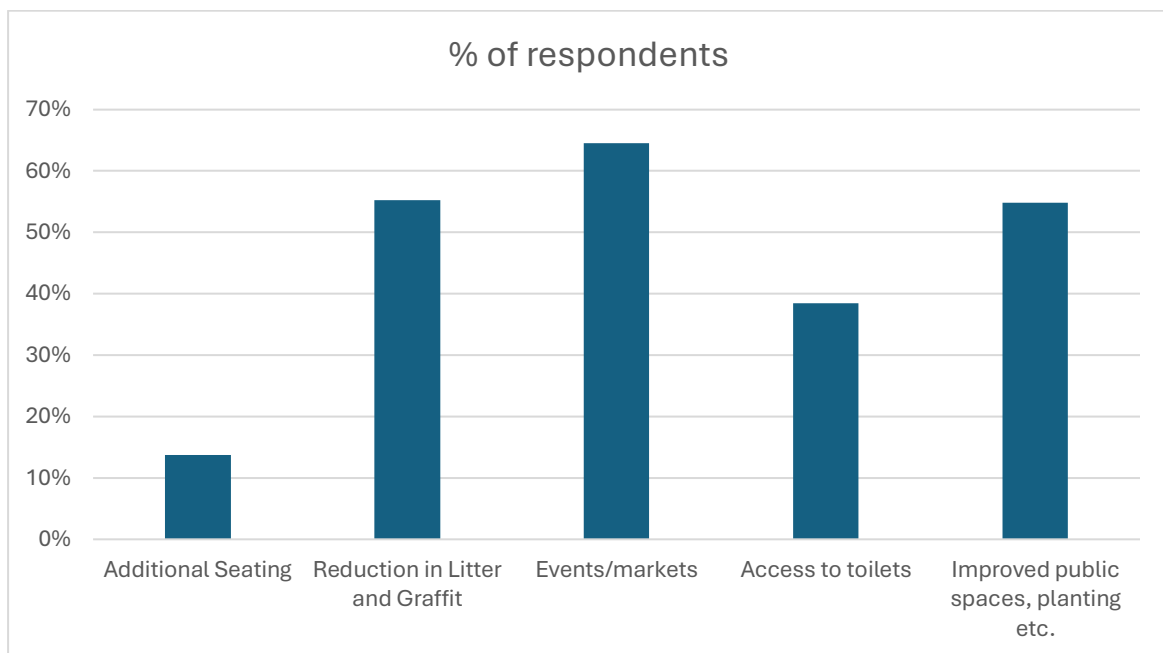
Residents also raised concerns about local amenities and accessibility, particularly public toilets, bus routes, cycling facilities and phone signal. The reopening and improvement of public toilets was specifically mentioned by several respondents, suggesting that this may warrant consideration as a practical town-centre facility.

There are also comments relating to planning and the character of Broadstone, including a desire to ensure that planning decisions retain the village's character and concerns about the changing mix of businesses, including nail bars, Turkish barbers and vape shops. This complements the wider survey finding that residents place considerable importance on Broadstone's distinctive identity and local centre.

Overall, the responses reinforce a consistent message: residents want Broadstone to be well maintained, accessible, attractive and community-focused, but they also expect the Town Council to exercise strong financial discipline. The emphasis is primarily on maintaining and improving essential local facilities and the existing environment, rather than introducing unnecessary new expenditure or initiatives.

Q. - Which improvements would most benefit Broadstone Village?

Improvement	Responses	% of respondents
Additional seating	61	14%
Reduction in litter and graffiti	246	55%
Events/markets	287	64%
Access to toilets	171	38%
Improved public spaces, planting etc.	244	55%



The results show a clear preference for improving Broadstone's public realm and community activity, rather than for additional physical seating.

Analysis of the results

Improvement	%	Interpretation
Events / markets	63%	Highest priority
Reduction in litter and graffiti	54%	Joint second
Improved public spaces, planting etc.	54%	Joint second
Access to toilets	38%	Significant minority
Additional seating	13%	Relatively low priority

Key findings

Events and markets are the strongest demand

At 63%, nearly two-thirds of respondents identified events and markets as an improvement they would like to see. This is the strongest result in this question and suggests residents see community activity, events and opportunities to bring people together as an important part of improving Broadstone.

Cleanliness and appearance are major concerns

54% selected a reduction in litter and graffiti. This is a significant result and indicates that the condition and cleanliness of the public realm is a major concern for residents.

Residents want greener and better-quality public spaces

Almost exactly the same number of respondents (54%) wanted improved public spaces, including planting. This reinforces the litter/graffiti result: residents appear to place

considerable value on the appearance, maintenance and attractiveness of Broadstone's shared spaces.

The two results together are particularly significant. More than half of respondents selected both environmental cleanliness and improvements to public spaces, suggesting that improvements should potentially be considered as part of a wider public realm strategy rather than as isolated projects.

Toilets are important, but not the highest priority

38% selected improved access to toilets. While this is considerably lower than the top three priorities, it still represents more than one-third of respondents and therefore should not be dismissed.

This could indicate demand for better access to facilities, particularly during events, markets and periods when people are spending longer in the town centre.

Additional seating is clearly the lowest priority

Only 13% of respondents selected additional seating. This is substantially lower than every other option.

The result suggests that, while seating may have some value, it is not a major improvement priority for most respondents compared with events, cleanliness, planting and public spaces.

Overall interpretation

The pattern is quite strong:

Residents appear to be asking for a more attractive, cleaner and more active Broadstone, rather than simply more physical infrastructure.

The three leading priorities—events/markets, reducing litter and graffiti, and improving public spaces and planting—were each selected by more than half of respondents.

This provides a useful strategic message for the Town Council. Rather than treating each response as a separate project, the findings could support an integrated approach:

More events & markets → greater use of public spaces → investment in attractive planting and presentation → cleaner and better-maintained spaces → a more welcoming town centre.

There is also an interesting contrast between the 63% supporting events/markets and only 13% supporting additional seating. This suggests residents may be more interested in what happens in Broadstone and how the environment looks and feels than in adding further street furniture.

Analysis of Additional Resident Comments

The additional priority comments provide further detail on the issues residents would like to see addressed in Broadstone and broadly reinforce the findings from the main survey.

The strongest recurring theme is parking and traffic management, particularly concerns about the Toast Rack, parking availability and cost, traffic-light timings, junctions, crossings and general traffic flow. Residents are seeking practical improvements that make movement around the Broadway easier, safer and more accessible, including better provision for disabled parking and more effective enforcement of parking and traffic restrictions.

A second significant theme is the Broadway and local retail environment. Residents expressed a desire for a greater diversity of shops, more independent and everyday-use businesses, and a better balance of retail uses. There was particular concern about over-concentration in certain types of businesses. Markets and other activities were also identified as ways of supporting a more vibrant town centre.

Safety and enforcement were also prominent. Residents raised concerns about speeding, noisy motorbikes, antisocial behaviour, shoplifting, troublesome behaviour and illegal use of bikes and electric scooters. The comments indicate a desire for greater visible enforcement and reassurance, particularly in the town centre and during evenings.

Environmental issues remain important, with residents requesting better maintenance of green spaces, regular grass cutting, additional trees and flowers, improved shade and the management of vegetation around paths and parking areas. These comments reinforce the wider finding that Broadstone's green environment is an important part of its identity.

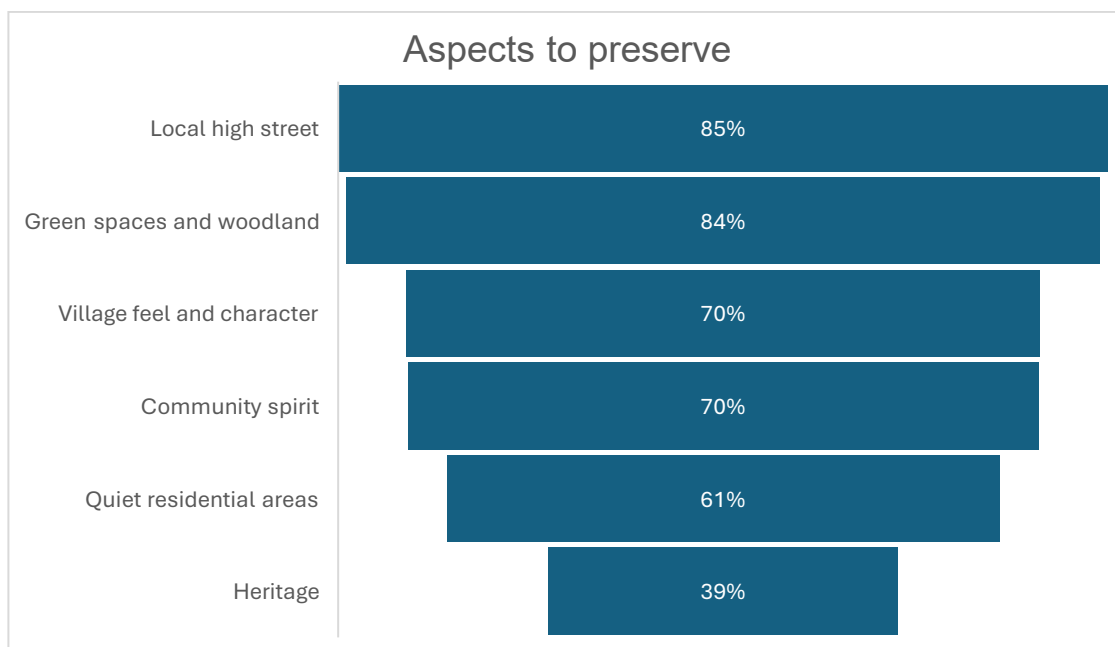
There were also requests for better walking and cycling infrastructure, including safer routes, improved signage, secure cycle parking and improvements to the subway and pavements. In addition, several residents identified a need for more facilities and activities for young people, including youth clubs, events, skate facilities and sports equipment.

Finally, a number of comments emphasised financial responsibility and caution about unnecessary change, including keeping costs down, avoiding additional charges and ensuring that any Council expenditure provides clear community benefit.

Overall, the comments indicate that residents want practical, visible and proportionate improvements that make Broadstone safer, easier to navigate, more attractive and more vibrant, while protecting its existing character and ensuring that public expenditure represents good value for money.

Q Which aspects of Broadstone are most important to preserve?

Aspect to preserve	Responses	% of respondents
Local high street	380	85%
Green spaces and woodland	372	84%
Village feel and character	313	70%
Community spirit	311	70%
Quiet residential areas	273	61%
Heritage	173	39%



Aspect to preserve	%	Interpretation
Local high street	85%	The strongest response. The Broadway/high street is clearly regarded as a defining feature of Broadstone and something residents strongly want protected.
Green spaces and woodland	84%	Almost as important as the high street. This demonstrates the very high value residents place on Broadstone's natural environment and woodland.
Village feel and character	70%	Seven in ten respondents want Broadstone to retain its distinctive village identity rather than becoming more urbanised or losing its individuality.

Community spirit	70%	Equally strong support for preserving the social character of Broadstone. This suggests that community cohesion is considered an important part of what makes the area distinctive.
Quiet residential areas	61%	A clear majority want the quieter residential nature of Broadstone protected, indicating sensitivity towards excessive development, traffic and urbanisation.
Heritage	39%	Heritage is important to a substantial minority, although considerably less prominent than the physical environment, high street and community character.

Key findings

The high street and natural environment dominate

The two strongest responses are Local high street (85%) and green spaces and woodland (84%). This is particularly significant because they represent two complementary aspects of Broadstone's identity: its built community centre and its natural environment.

Together, they indicate that residents do not simply want Broadstone to be functional; they want to retain the features that make it distinctive.

There is strong support for protecting Broadstone's identity

The 70% responses for both village feel and character and community spirit demonstrate that residents place considerable value on the less tangible qualities of the town.

This suggests that future decisions should consider not only whether something is technically beneficial, but also whether it strengthens or weakens Broadstone's existing character and sense of community.

The majority value tranquillity

With 61% selecting quiet residential areas, there is a clear mandate for protecting the quieter nature of residential neighbourhoods.

This could be relevant when considering issues such as:

- Traffic and congestion
- Parking
- New development
- Building density
- Noise
- Loss of green space

- Changes to residential areas

Heritage is important, but less dominant

At 39%, heritage was selected by a significant proportion of respondents, but it ranks substantially below the other categories.

This does not mean heritage is unimportant. Rather, the results suggest that residents' strongest concerns are currently focused on everyday aspects of Broadstone's environment and community life.

Overall interpretation

The results provide a clear picture of what residents believe should not be lost as Broadstone develops.

The hierarchy is particularly revealing:

Local high street → Green spaces & woodland → Village character & community spirit → Quiet residential areas → Heritage

The common theme is preservation of place.

Residents appear to value Broadstone not simply as a collection of buildings and roads, but as a distinctive community with a recognisable high street, substantial green environment, village character, strong community connections and relatively peaceful residential areas.

Cross-correlation

In this section, the five questions are considered together rather than being treated as five separate sets of results. The cross-correlation produces a stronger and more coherent picture of what residents are saying about Broadstone.

One important qualification: the data used contains aggregate results for each question, not individual respondent-level answers. Therefore, we are identifying strong relationships and consistent themes between the five questions, rather than calculating a statistical Pearson or Spearman correlation between individual responses. This means that we have a cross-question thematic and strategic correlation, rather than a statistical correlation based on individual responses.

Cross-correlation of the five questions

The five questions are:

1. What are residents' priorities?

2. How satisfied are residents with local services?
3. Where should Broadstone prioritise spending?
4. Which improvements would most benefit Broadstone Village?
5. Which aspects of Broadstone are most important to preserve?

Taken together, they tell a remarkably consistent story.

The strongest overall message: residents want to improve Broadstone without changing its identity

The clearest common thread is the desire to protect what already makes Broadstone distinctive while improving its appearance, vitality and functionality.

The preservation question produces exceptionally strong results for:

- Local high street – 85%
- Green spaces and woodland – 84%
- Village feel and character – 70%
- Community spirit – 70%
- Quiet residential areas – 61%

These results align extremely closely with the priority question:

- Local shops & village centre – 87%
- Keeping Broadstone tidy – 77%
- Protecting green spaces – 66%

This is important because the two questions are asking subtly different things.

"What should we prioritise?" produces local shops, cleanliness and green spaces.

"What should we preserve?" produces the high street, green spaces and village character.

The consistency between the two strongly suggests that residents are not primarily asking for Broadstone to become something different. They are asking for investment and attention to reinforce the qualities that already make the town attractive.

The Broadway is the central strategic theme

The Broadway/high street appears repeatedly across the five questions.

Question	Related result
Priority	Local shops & village centre – 87%
Spending	The Broadway – 63%
Spending	Supporting local businesses – 59%
Improvements	Events/markets – 64%
Preserve	Local high street – 85%

This is arguably the strongest cross-question relationship in the whole survey.

The 87% priority for local shops and the village centre is the highest result in the priority question.

The Broadway then receives 63% when residents are asked where spending should be prioritised, while supporting local businesses receives 59%.

Finally, 85% say the local high street is something that should be preserved.

What this means

These aren't three unrelated responses. They collectively suggest:

Residents see the village centre as a fundamental part of Broadstone's identity, economy and future.

This makes the Broadway a particularly strong candidate for a Town Council strategic priority, subject of course to the Council's actual powers and available resources.

Cleanliness is both a priority and an identified weakness

The second very strong cross-correlation concerns cleanliness and maintenance.

Residents identify:

- Keeping Broadstone tidy – 77% priority
- Graffiti/litter – 55% spending priority
- Reduction in litter/graffiti – 54% improvement
- Litter & graffiti satisfaction – only 41.1% positive
- Litter & graffiti dissatisfaction – 23.3%

This is perhaps the clearest "priority + performance gap" in the survey.

Residents are saying:

"This matters to us"

and simultaneously:

"This isn't performing as well as we would like."

That makes litter, graffiti, weeds, grass cutting and general public realm maintenance different from some of the other survey subjects.

For example, community facilities have relatively low positive satisfaction, but a very large neutral response.

With litter and graffiti, however, there is a much clearer indication of actual dissatisfaction.

Green spaces are a major strength — but residents still want investment

This is one of the most interesting findings.

Residents want to protect them

84% want green spaces and woodland preserved.

They are a priority to residents

66% identify protecting green spaces as a priority. Residents want spending directed towards them. 70% identify parks and green spaces as a spending priority — the highest result in that question, and they are the best-performing service

Parks and green spaces have:

61.5% satisfied/very satisfied

only 11.3% dissatisfied/very dissatisfied

+50.2 percentage-point net satisfaction

This produces a particularly important distinction. Residents are not necessarily saying that parks and green spaces are poorly provided. Instead, they are saying:

"This is one of the things we value most, so protect it and continue investing in it."

That is a very different message from the litter/graffiti result.

This suggests two different policy approaches

Green spaces:

Protect, maintain and enhance a successful asset.

Litter/graffiti:

Address a recognised weakness and improve performance.

That distinction is important when allocating limited Council resources.

Residents want activity, not simply more infrastructure

The improvements question adds another important dimension.

The leading improvement is:

Events and markets – 64%

followed by:

Reduction in litter/graffiti – 55%

Improved public spaces/planting – 55%

Access to toilets – 38%

Additional seating – 14%

The contrast between events/markets at 64% and additional seating at only 14% is particularly revealing. It suggests residents are more interested in: what happens in Broadstone than simply: adding more physical infrastructure. That aligns with the 70% placing importance on community spirit and the 70% wanting village character preserved.

The emerging picture

Residents appear to want a Broadway that is:

- attractive;
- clean;
- green;
- active;
- commercially viable;
- community-focused; and
- recognisably Broadstone.

That is a much more useful strategic conclusion than simply saying "residents want more events."

There is a significant "appearance and place" theme

If we group the results thematically, an even stronger pattern emerges.

Place

- Local shops/village centre – **87%**

- Local high street to preserve – **85%**
- Green spaces/woodland to preserve – **84%**
- Protecting green spaces – **66%**
- Parks/green spaces spending – **70%**
- The Broadway spending – **63%**

Appearance

- Keep Broadstone tidy – **77%**
- Litter/graffiti spending – **55%**
- Reduce litter/graffiti – **55%**
- Improve public spaces/planting – **55%**

Community

- Village feel/character – **70%**
- Community spirit – **70%**
- Events/markets – **64%**
- Community centres/facilities spending – **50%**
- Youth services – **41%**

Economy

- Supporting local businesses – **59%**
- Local shops/village centre – **87%**
- The Broadway – **63%**

Safety

- Safety – **52%**
- Safety & security spending – **57%**
- Parking – **44%**
- Public transport – **39%**

The survey results suggests that the overall residents opinion is about place-making rather than simply service provision.

Satisfaction results help identify where the priorities should be acted upon

The satisfaction question provides an important check against the other four questions.

Overall, across the six services:

- **45.4%** are satisfied/very satisfied
- **18.0%** are dissatisfied/very dissatisfied
- **36.0%** are neutral

But the individual results matter much more than the overall average.

Area	Positive satisfaction	Negative satisfaction	Interpretation
Parks & green spaces	61.5%	11.3%	Strong performer
Waste & recycling	51.9%	16.7%	Positive
Community events	41.1%	16.9%	Mixed
Public transport	42.6%	20.0%	Mixed/needs attention
Litter & graffiti	41.1%	23.3%	Clear performance concern
Community facilities/groups	38.7%	19.6%	Low positive satisfaction

This gives us a useful **priority/performance matrix**.

Priority/performance matrix

Interpretation of the cross-correlation:

High priority + weaker performance

Litter and graffiti

This is the strongest case for intervention.

Residents care about it, want it prioritised, want improvements, and report the highest dissatisfaction.

High priority + strong performance

Parks and green spaces

Residents strongly value them, want them protected and funded, and are comparatively satisfied with them.

The emphasis should therefore be protect and enhance, rather than fundamentally change.

High priority + mixed performance

Broadway / village centre

The Broadway is enormously important, but the satisfaction data does not directly measure the Broadway itself. The evidence therefore supports investment and improvement, but not a conclusion that the Broadway is currently performing badly.

High importance + unclear performance

Community facilities and events

There is significant demand for community activity, but the high neutral response means the Council needs to investigate further whether the issue is:

- lack of facilities;
- quality;
- accessibility;
- awareness;
- participation; or
- simply limited use by some residents.

The existing evidence does not justify automatically concluding that residents are dissatisfied with community facilities.

The survey also provides an indication of lower-priority options

This is an important part of the cross-correlation.

The weakest result in the improvements question is additional seating – 14%.

Public seating is also the lowest priority in the wider priorities question at 7%.

That is a very strong cross-question signal.

It means that if the Council is considering limited discretionary spending, additional seating appears to have a weak evidence base compared with competing priorities.

Similarly, biodiversity as a standalone spending category scores only 27%, although this needs to be interpreted carefully because biodiversity may be viewed by residents as part of the much more popular green-space category.

Putting everything together, we would summarise the survey message as follows:

Protect

- the high street;
- green spaces and woodland;
- village character;
- community spirit;
- quieter residential areas.

Maintain and Improve

- cleanliness;
- grass cutting;
- weeds;
- litter;
- graffiti;
- public spaces.

Invest in

- parks and green spaces;
- The Broadway;
- local businesses;
- community activity;
- events and markets;
- safety.

Make better use of existing spaces

- events;
- markets;
- community activities;
- attractive planting;
- improved public realm.

Avoid low-value spend

- additional seating;
- projects that add infrastructure without addressing a demonstrated need;
- major changes that could undermine Broadstone's village character.

Overall cross-correlation conclusion

The five questions are remarkably consistent.

They collectively suggest that Broadstone residents are not asking for wholesale transformation. Instead, the dominant message is:

Make Broadstone cleaner, greener, safer, more vibrant and economically active, while protecting the village character, high street, green spaces and community spirit that residents already value.

The strongest conclusion for the Town Council report is that the survey provides evidence for a "Protect, Maintain, Enhance and Activate" strategy rather than a programme based simply on individual projects.

Strategic theme	Evidence from survey	Suggested Council response
Protect	High street 85%; green spaces 84%; character 70%	Protect Broadstone's identity
Maintain	Tidy Broadstone 77%; litter/graffiti dissatisfaction 23.3%	Improve public realm maintenance
Enhance	Parks 70%; Broadway 63%; local businesses 59%	Target investment at existing assets
Activate	Events/markets 64%	Increase activity and use of public spaces
Support community	Community spirit 70%; facilities 50%; youth 41%	Target community provision
Improve safety/access	Safety 52–57%; parking 44%; transport 39%	Address where Council has influence
Avoid low-priority spend	Seating only 7–14%	Prioritise other investments

In short, the five questions do not produce five separate messages. They produce one overarching message: residents want Broadstone to be a better version of the Broadstone they already value.

Survey segmentation analysis

In this section we analyse the total responses across age, postcode location, and time lived in Broadstone. The focus here is on response areas that showed a meaningful difference between groups, rather than listing every cross-tabulation.

Data coverage and segment sizes

The sample is strongly weighted toward older and long-established residents as would be expected as that is the Broadstone Demographic.

Age analysis uses the three adequately sized groups: 35–54 n=127, 55–64 n=127, and 65+ n=174.

Location analysis compares the two principal postcode sectors: BH18 8 n=198 and BH18 9 n=224, with all other areas combined n=33.

Time lived cannot support a reliable segmentation analysis since the majority (more than three times the size of the other groupings) had lived in Broadstone for more than 10 years. This lack of variation means differences by length of residence would be too unstable to use for decision-making.

Overall priorities

There is a clear common agenda across the survey:

Local shops and the village centre are the leading community priority, selected by 86.6%.

Keeping Broadstone tidy follows at 76.9%, then protecting green spaces at 65.9%.

For spending, respondents most often selected parks and green spaces, The Broadway, and supporting local businesses.

For the village centre, events/markets was the most popular improvement.

The leading elements to preserve are the local high street, village feel and character, and green spaces and woodland.

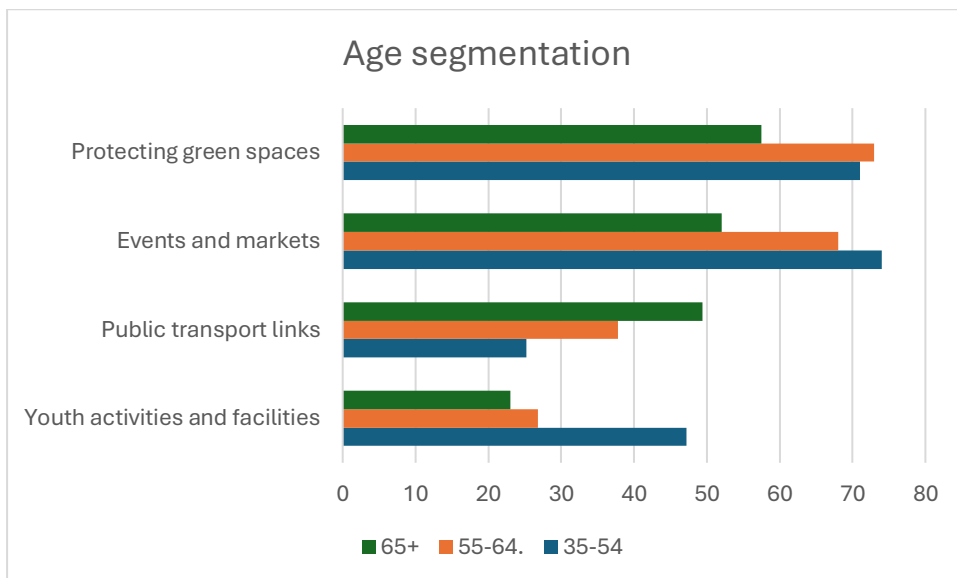
The following table with the highest priorities was used for the segmented analysis in order that any meaningful differences would be reflected against the key priorities.

Outcome	Item	Selected (%)
Community priorities	Local shops & village centre	86.6
Community priorities	Keeping Broadstone tidy	76.9
Community priorities	Protecting green spaces	65.9
Spending priorities	Parks and green spaces	70.3

Spending priorities	The Broadway	62.6
Spending priorities	Supporting local businesses	58.9
Village-centre improvements	Events/markets	63.1
Village-centre improvements	Reduction in litter and graffiti	54.1
Village-centre improvements	Improved public spaces / planting	53.6
What to preserve	Local high street	83.5
What to preserve	Village feel and character	82.4
What to preserve	Green spaces and woodland	81.8

Where age makes a difference

The most useful age-based findings are below. These differences remained meaningful after checking a wide range of response options, so they are more likely to reflect real variation in preferences rather than random noise.



Youth activities and facilities

These matter substantially more to the 35–54 group. It was selected by 47.2%, versus 26.8% among 55–64s and 23.0% among those aged 65+.

Public transport links

These increase sharply in importance with age: 25.2% for 35–54, 37.8% for 55–64, and 49.4% for 65+.

Toilet access

Is more important to older residents. It was a community priority for 33.9% of the 65+ group and was selected as a village-centre improvement by 48.3% of that group.

Events and markets

Have broad support, but strongest among the younger middle-age group: 74.0% of 35–54s versus 52.3% of 65+ respondents.

Protecting green spaces

Is high across all age groups, though somewhat lower among 65+ respondents at 57.5%, compared with roughly 71–73% for the two younger groups.

Where location makes a difference

Location is much less predictive than age. Across most priorities, spending choices, preservation preferences, and service ratings, views were broadly similar between postcode sectors.

The one clear geographic difference is youth activities and facilities:

BH18 9: 39.7%

BH18 8: 26.8%

Other areas: 18.2%

This suggests that any youth-focused provision or engagement should particularly consider the needs expressed by residents in BH18 9.

Satisfaction with services

Service satisfaction is fairly consistent across age groups and locations, so there is no strong evidence that one area or age cohort is systematically more dissatisfied than another.

Qualitative Insights from Additional Comments

This section presents an analysis of the open-text responses provided in the survey. These comments offer deeper insight into residents' perceptions, concerns, and priorities. While not statistically representative, they highlight recurring themes and areas of strong sentiment that complement the quantitative findings.

Parking and Traffic Management

Parking and traffic-related concerns were the most frequently raised issue across the comments and were often expressed in strong terms.

Residents highlighted:

- Insufficient parking capacity, particularly in central areas such as the “toast rack”
- Congestion and poor traffic flow
- Safety concerns arising from current layouts
- Perceived loss of parking spaces due to the introduction of electric vehicle charging points

There were multiple suggestions for improvement, including:

- Increasing parking provision (including consideration of a multi-storey car park)
- Introducing free or reduced-cost parking
- Improving layout, signage, and space management systems
- Providing wider parking bays and better accessibility

Cost, Precept and Perceived Value of the Town Council

A significant proportion of comments expressed concern regarding the cost of the Town Council and its perceived value.

Key issues included:

- Opposition to increases in the council tax precept
- Perceptions of inefficiency or unnecessary expenditure
- Lack of clarity regarding the purpose and responsibilities of the Town Council

Some respondents questioned the need for the Town Council altogether, while a smaller number expressed support for its role.

Communication and Transparency

Many respondents indicated that they do not feel adequately informed about the Town Council's activities, decisions, or impact.

Specific concerns included:

- Limited awareness of what the Council does
- Difficulty accessing information or contacting representatives
- Over-reliance on social media (particularly Facebook) as a communication channel
- Delays in publishing meeting minutes and updates

Residents expressed a desire for:

- Clearer and more regular communication
- Greater transparency in decision-making and spending
- Use of a broader range of communication channels, including non-digital formats

Community Safety and Anti-Social Behaviour

Concerns around safety and anti-social behaviour were consistently raised.

Key themes included:

- Youth-related disorder and intimidation
- Speeding vehicles and dangerous driving
- Perceived lack of visible policing or enforcement

Suggested responses included:

- Increased community warden presence
- Greater collaboration with police services
- Provision of youth activities and engagement initiatives

Environment, Maintenance and Public Spaces

Respondents identified a range of issues relating to the maintenance and appearance of public spaces.

These included:

- Overgrown hedges and unmanaged vegetation
- Weed growth and litter
- Maintenance of green spaces and nature reserves
- Fire risk in heathland areas

Residents also expressed interest in:

- Enhanced planting and greening initiatives
- Improved upkeep of public areas

Public Toilets and Amenities

Access to public toilet facilities emerged as a recurring and practical concern.

Issues raised included:

- Insufficient provision of accessible public toilets
- Over-reliance on local businesses to provide facilities
- Impact on elderly residents, families, and visitors

Community Identity and Cohesion

A number of comments reflected pride in the local area and a desire to preserve and strengthen its identity.

Residents expressed:

- A strong sense of community
- Interest in more local events and activities
- Concern about losing the distinct character of the area

Inclusion and Engagement

Some respondents raised concerns about representation and participation in local decision-making.

Key points included:

- Perception that a small number of individuals are overly influential
- Limited engagement with younger residents
- Challenges related to housing affordability affecting long-term community sustainability

Transport and Accessibility

Transport-related comments focused on:

- Bus service frequency and availability, particularly in the evenings
- Conflicts between cyclists and pedestrians
- General accessibility and connectivity issues

high street and Local Economy

Views on the high street were mixed.

Respondents noted:

- A perceived lack of diversity in retail (e.g. concentration of similar businesses)
- The importance of parking in supporting local trade
- Interest in markets and initiatives to attract a wider range of businesses

Summary of Key Insights

The qualitative responses indicate several overarching conclusions:

- Parking and traffic issues are the most urgent and widely felt concern
- There is a notable trust and perception gap regarding the Town Council's role and value
- Communication and transparency require significant improvement
- There are clear opportunities for visible "quick wins" in environmental maintenance
- Residents value their community and are receptive to positive engagement initiatives

It is important to note that open-text responses tend to reflect more strongly held views and may therefore over-represent negative sentiment. These findings should be interpreted as qualitative insights that complement, rather than replace, the quantitative survey results.

Appendices

A - Sample sizing and Statistical modelling.

As the pioneer pollster George Gallup explained, “you do not need to eat an entire pot of soup to know how it tastes. A single spoonful (the sample) is enough to judge the whole pot (the population), provided the soup is well stirred (randomised).”

The mathematics in our survey achieved 455 responses from a population of approximately 10,000 residents, representing a sampling fraction of 4.55%. For community-based surveys, this constitutes a strong and statistically meaningful sample, well above the thresholds typically required for reliable inference.

Assuming a standard 95% confidence level and maximum variability ($p = 0.5$), the Margin of Error can be approximated by:

$$\text{MoE} \approx \pm (1.96 / \sqrt{n}) \approx \pm 4.6\%$$

Where $n = 455$. Applying a finite population correction (FPC) for a population of 10,000 yields a slightly reduced margin of error of approximately $\pm 4.6\%$.

This level of precision indicates that:

- Reported percentages are likely to fall within ± 4 –5 percentage points of the true population values.
- The sample size exceeds the commonly cited benchmark of ~370 responses required to achieve a $\pm 5\%$ margin of error for populations of this scale.
- The dataset is therefore statistically robust for identifying overall trends, priorities, and majority views.

In addition to the strong sample size, the demographic profile of respondents closely aligns with the known characteristics of the overall population. This significantly strengthens the validity of the findings, as it reduces the risk of systematic bias and ensures that key groups are appropriately represented.

B - Survey questions



Hard Copy
Questionnaire.pdf