



Online survey report

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- b. One negative?
- c. Are there any opportunities we can build on in Colchester post covid?

Q4. Thinking about how you feel about living / working / visiting in Colchester. Please tell us how much you would agree or disagree with the following statements:

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Q6. Do you think Colchester town centre should be "greener"?

- a. If you answered YES or MAYBE, please answer the following about how this could be done:
- b. Please tell us of anything else that you think would make Colchester Town Centre "greener":

Q.7 What do you think would encourage more people into Colchester Town Centre?

Q.8 Outside of Town Centre which of the following do you think would have a big positive impact on Colchester? (pick all that apply)

Q.9 If you have any other suggestions about what could benefit Colchester, very briefly please tell us what they are:

Demographic Profile

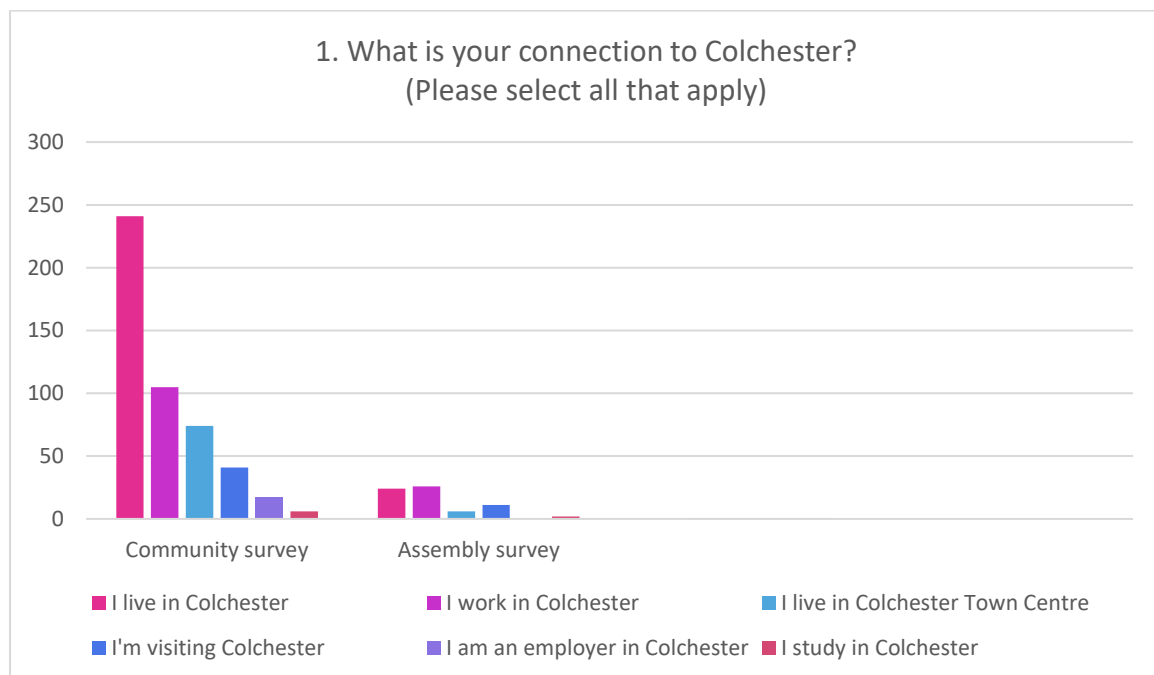
- a. Gender
- b. Age
- c. Ethnicity
- d. Do you consider yourself to have a disability?
- e. Employment status

Introduction

As part of the ongoing 'Town Deal' bid proposal, two online surveys were launched on 28th July and ran until 18th August 2020, one for We Are Colchester Assembly members and one for the wider community. The purpose was to ascertain views of the community about the town of Colchester. This was to complement an earlier survey in February 2020 and to see if views had changed since the Covid pandemic began. This report combines the results of the two surveys.

A total of 351 responses were obtained. The data has been analysed, categorised and is presented in this report.

It should be noted that some of the questions were free text and therefore the answers have been themed and are presented as word clouds to easily show the mostly commonly expressed views and ideas.



*Assembly members were not asked if they were employers

As you can see, in the community survey the vast majority of people who completed it, lived in Colchester with just over 100 working in the town. These were also the top answers for the Assembly.

2. Thinking of today's children and future generations in Colchester, what one thing could improve Colchester?



*All word clouds show the 50 most popular themes

From this, we can see that the three most common themes resulting from this question were:

- Infrastructure
- Greenspaces
- Cycling.

In light of the global Covid-19 pandemic, a three-part question was asked to identify opinions regarding different aspects of the crisis.

a. Can you think of one positive that has come out of Covid?



b. One negative?



c. Are there any opportunities we can build on in Colchester post covid?

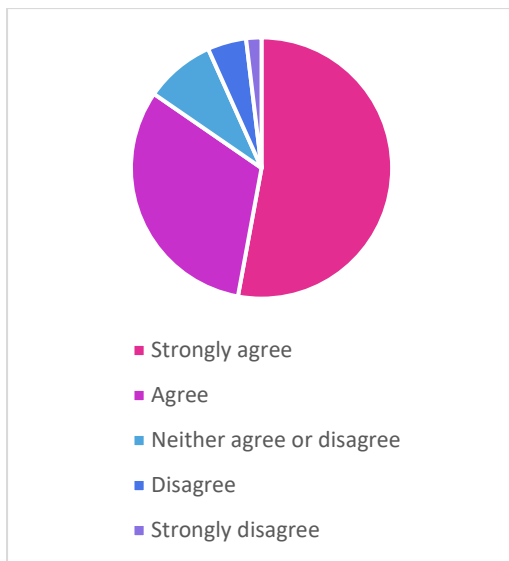


A sense of Community is identified, both as the biggest positive to come out of the Covid pandemic and as the most commonly identified theme for preserving/ developing once the crisis ends.

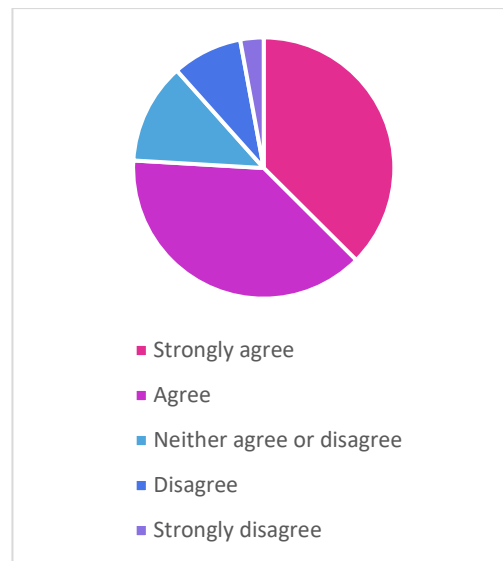
Fears for the economy are clearly seen as a negative outcome from the pandemic, along with feelings of isolation (and empathy for those who experienced isolation) during lockdown and beyond.

4. Thinking about how you feel about living / working / visiting in Colchester. Please tell us how much you would agree or disagree with the following statements:

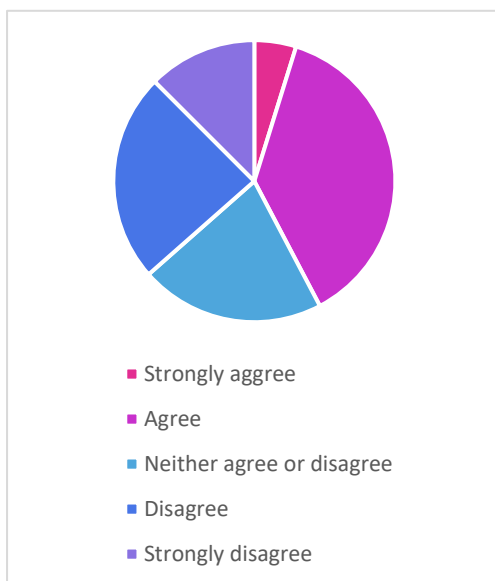
I have strong associations and/or memories of Colchester



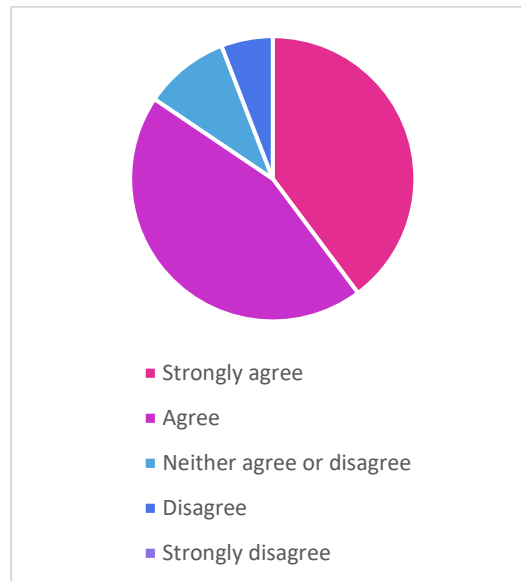
I am proud of Colchester & its long history



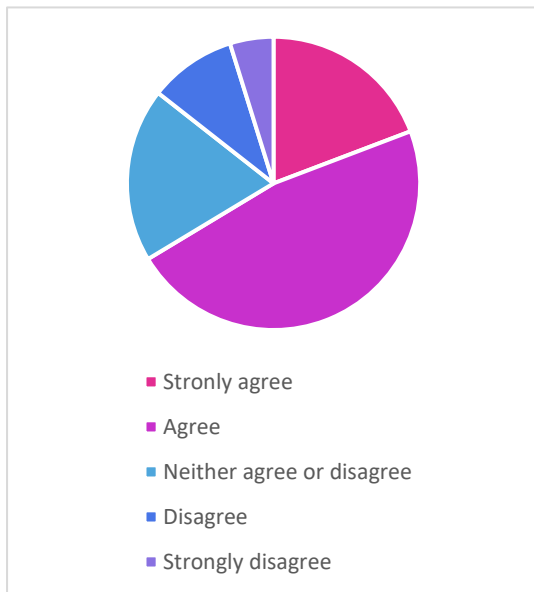
Colchester Town Centre is a great great place to visit



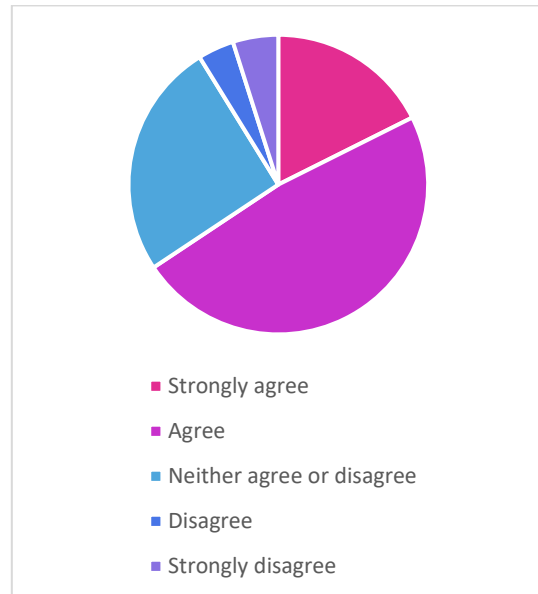
I like that Colchester close to the coast, countryside and London



I like the people here and feel welcome and settled



It's a good place to raise a family



From these pie charts you can see people answering our survey have identified most with:

- Having a strong association with the town
- Liking the location of the town
- Pride in the town and its History.

Less popular themes were:

- Colchester is a great place to visit
- Liking the people and feeling settled
- A good place to raise a family.

5. Please tell us any other reasons why you like living / working / visiting in Colchester:



The most commonly identified themes from this question are:

- The unique history of Colchester
- Its location (close to the coast, countryside, London and Stansted)
- A sense of community
- Surrounding countryside
- Green spaces
- Proximity to the coast.

6. Do you think Colchester town centre should be "greener"?

Yes: 83%

Maybe: 13%

No: 4%

As you will see, question 6b then asked people more specific ways that Colchester could be "greener" and asked them how much they supported these ideas. The three most popular methods were:

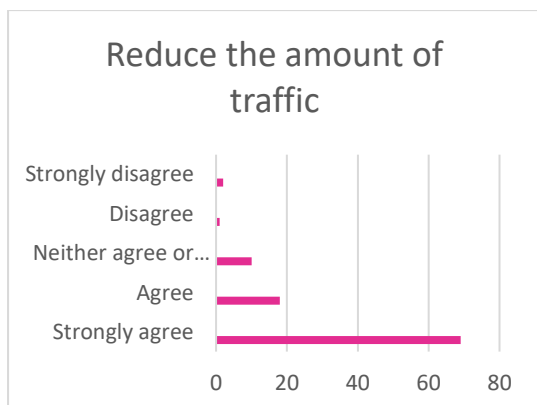
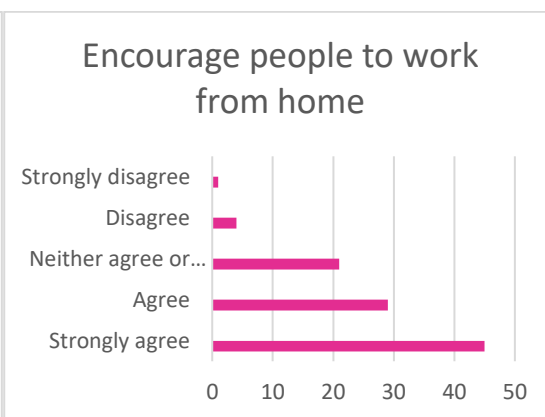
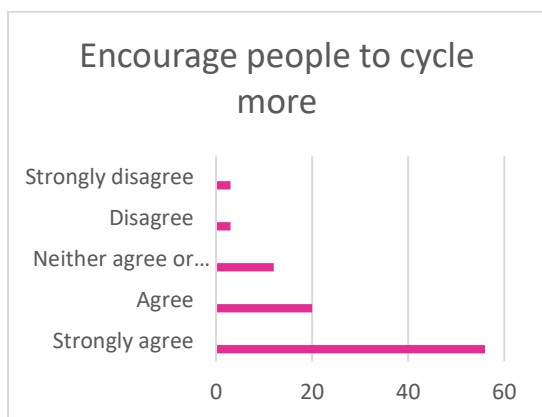
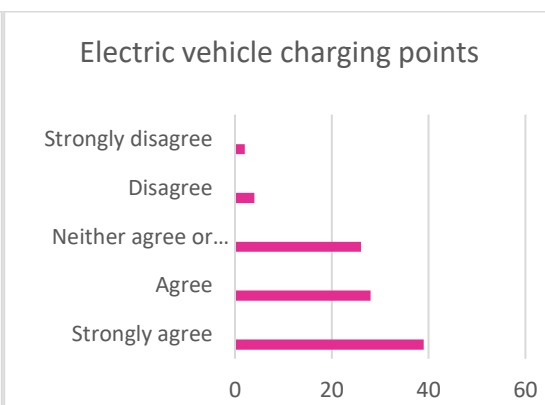
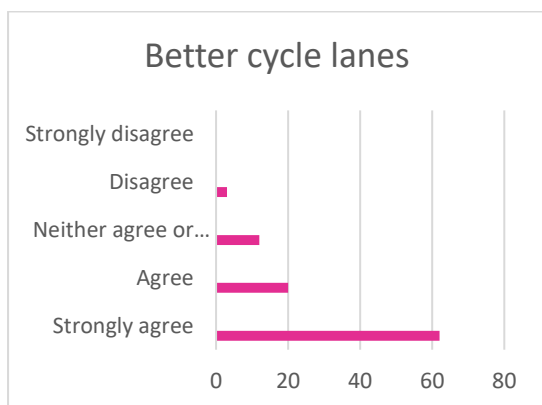
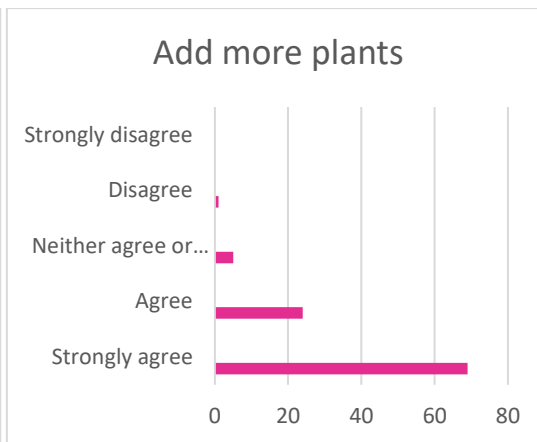
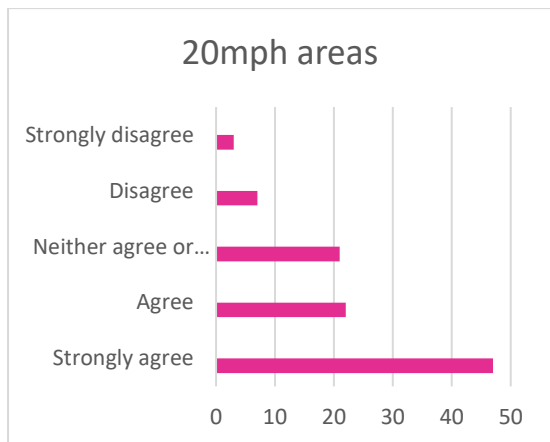
- Introducing more plants into the town centre
- Reducing traffic
- Creating better cycle lanes

The ideas with the least support were:

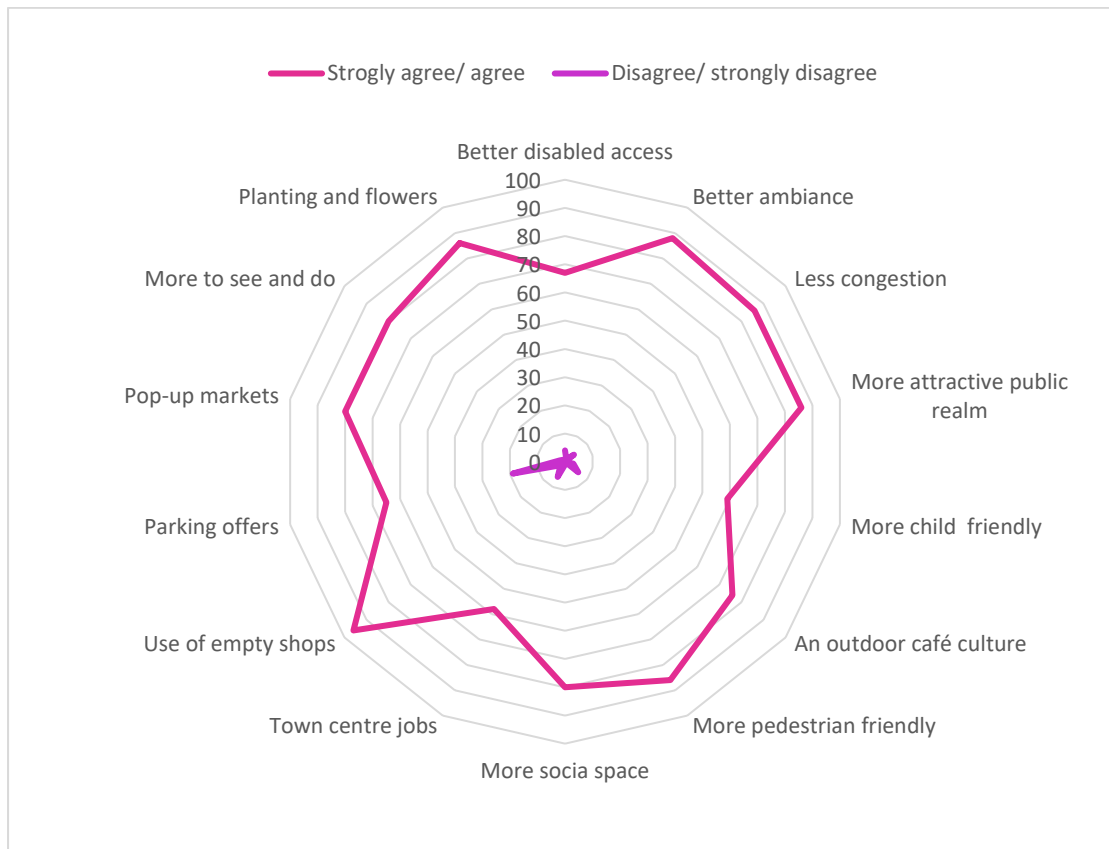
- Encouraging people to work from home
- 20mph zones

*Be aware that there is not a uniform scale on the graphs that follow

If you answered YES or MAYBE, please answer the following about how this could be done:



7. What do you think would encourage more people into Colchester Town Centre?



As can be seen, the ways in which respondents feel people could be best encouraged to visit the town centre would be:

- Better use of empty shops
- Better ambiance
- More attractive public realm
- Less congestion

The only answer that received a substantial number of negative responses was:

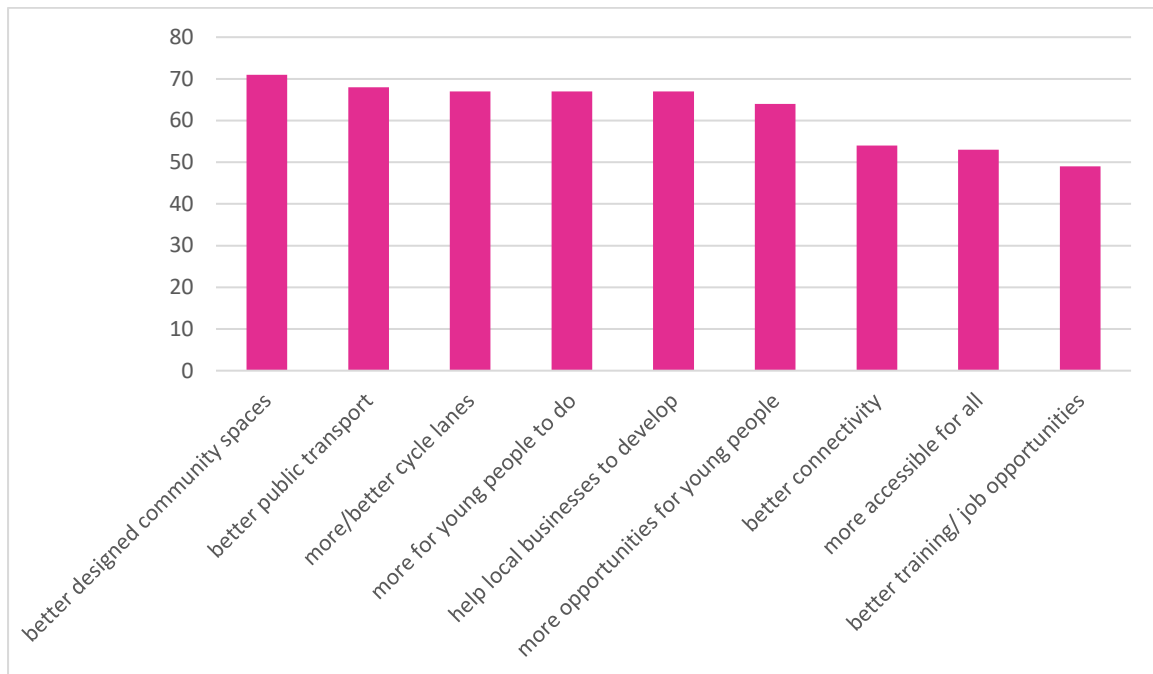
- To introduce more parking offers

This would reinforce the support that was shown for making Colchester “greener”.

The methods that received the least positive responses (a much higher neutral response) were:

- To make the town more child friendly
- Create more town centre jobs.

8. Outside of Town Centre which of the following do you think would have a big positive impact on Colchester? (pick all that apply)



Q7 focused on Colchester Town Centre, but the Town Deal is for the whole town. Therefore, in Q8, a specific question was asked about positive changes outside of the centre of town.

Answering this question, respondents were able to pick as many areas as they wished, which may explain why the %'s are so similar.

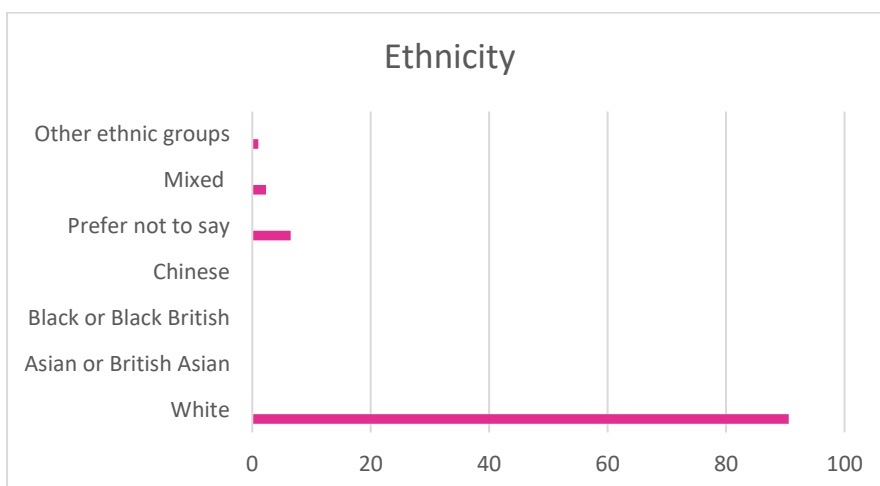
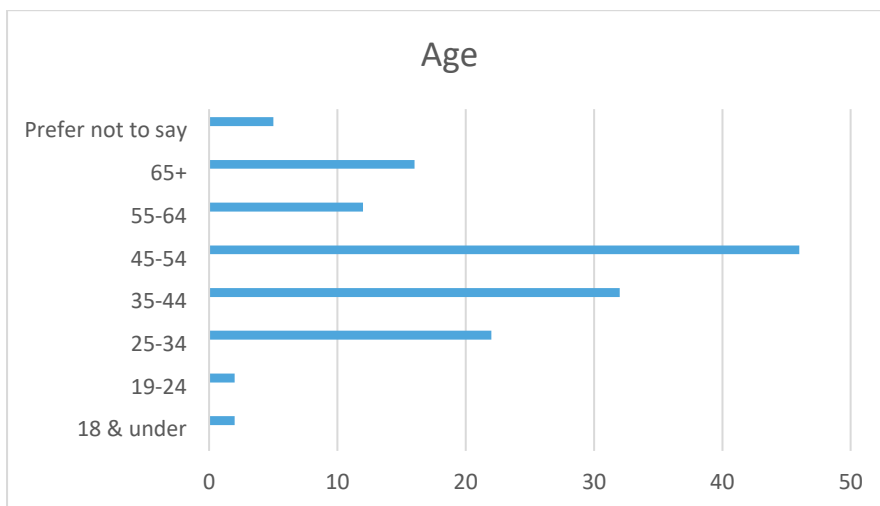
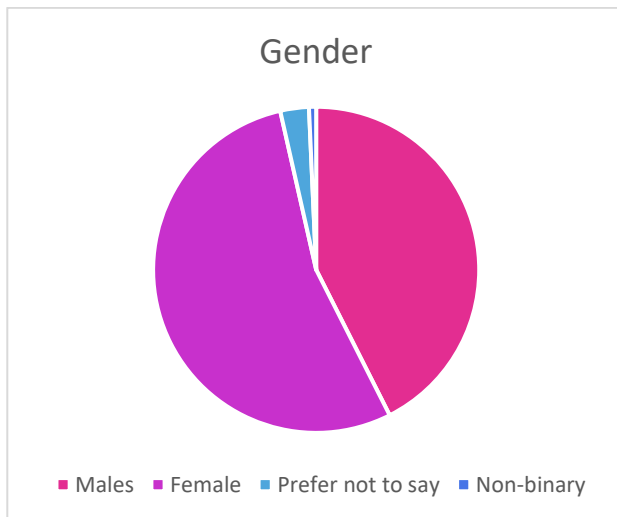
9. If you have any other suggestions about what could benefit Colchester, very briefly please tell us what they are:

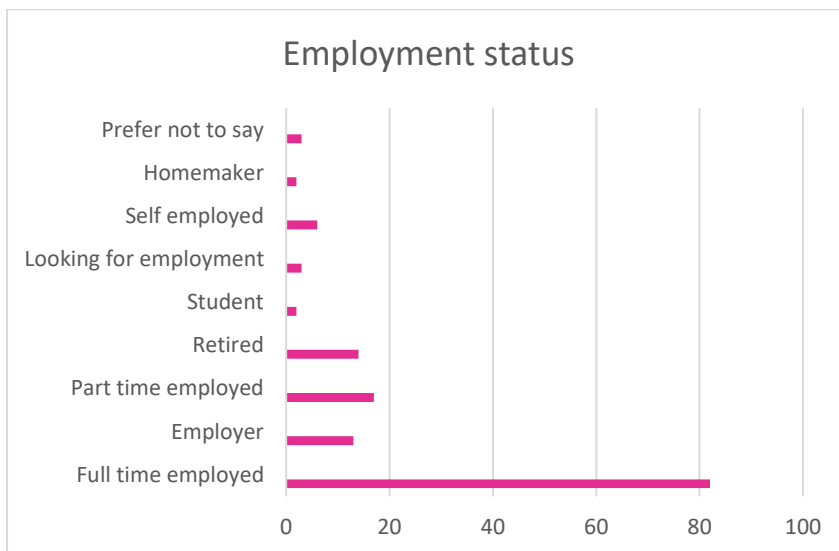
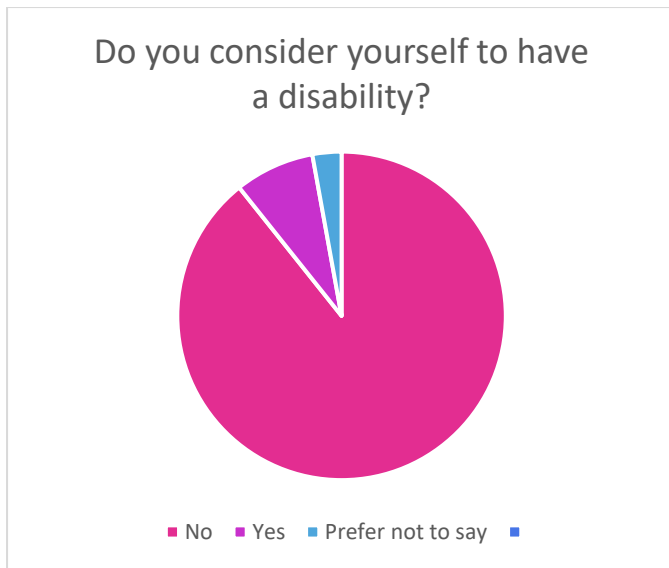


As can be seen throughout this report parking, buses and public transport are clearly identified by those completing the surveys, as the biggest issues to be addressed in Colchester. In this final question the History of the town is also suggested as something that could benefit the town. Covid considerations can also be seen in the answers to this question; community, jobs and homelessness were also frequently given as answers.

Demographic profile

Below is a brief demographic profile of those individuals who completed the two online surveys for We Are Colchester in July/ August 2020:





The addresses of respondents was not gathered, as we did not need to know any more than was asked for in Q1 of the main survey. This question asked for the persons link to Colchester (resident, work etc.).