

**2025
WINCHCOMBE
TOWN SURVEY —
SUMMARY OF
THE RESULTS**

YOUR
TOWN
MATTERS TO YOU

YOUR
VIEW
MATTERS TO US

WHAT YOU TOLD US

- Common themes emerged in the responses – but there was a huge variety of opinions, which show the diversity of our town.
- The most liked aspects about the Winchcombe area are safety, sense of community, green space, friendliness, and the local High Street.
- The least liked aspects are the roads and transport, parking, and over-development.
- The survey suggests that work of the council is not well understood; this could be explored further to better understand what this means and whether it matters.

SENTIMENT SUMMARY — KEY STATEMENTS

● Strongly disagree ● Disagree ● Neutral ● Agree ● Strongly agree

I think Winchcombe is improving for the better.

I regularly use the high street shops.

We are well served by our councils.

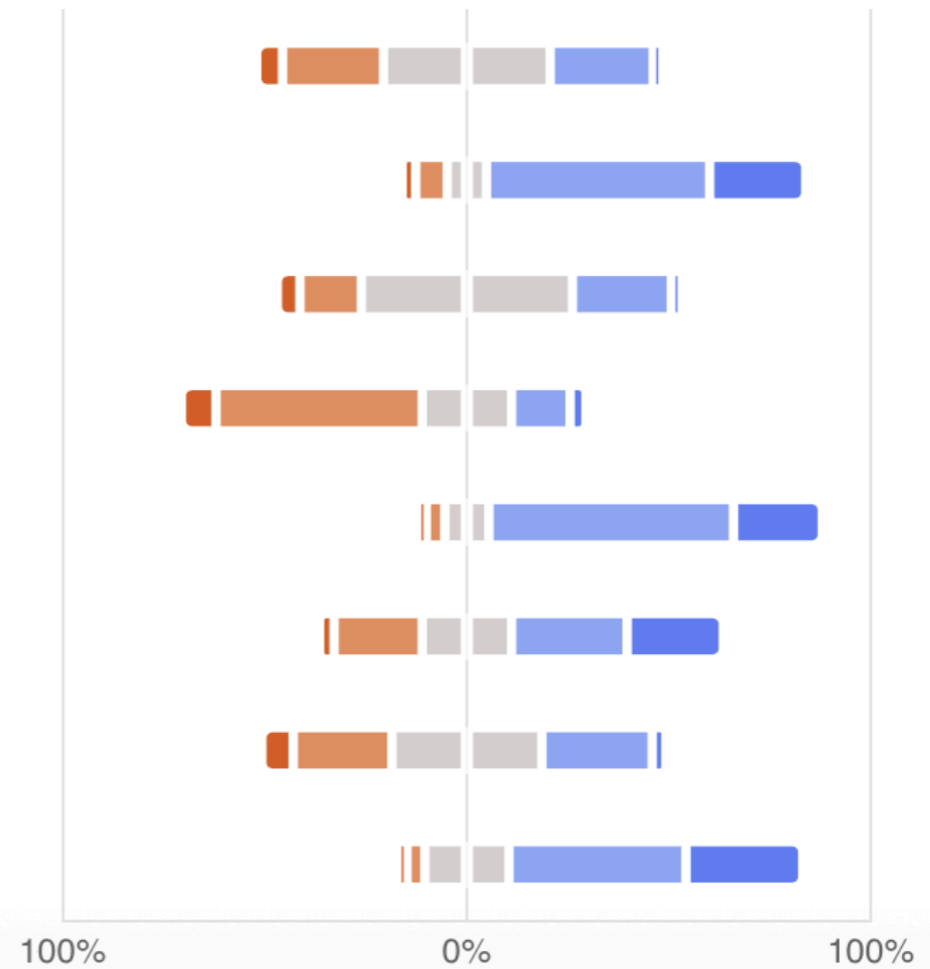
There is not enough open space in Winchcombe.

The town feels safe.

Parking is always an issue.

I'm aware of the work done by Winchcombe Town Council.

A dedicated youth centre would be a great addition to the town.



WHAT CAN YOU TELL
US ABOUT THE
FEEDBACK YOU'VE
PROVIDED?



SAMPLES OF COMMENTARY — POSITIVE

- It's a real town, with proper shops like ACE and thriving community groups, not just there for tourists, but it's prettier and more characterful than the Cotswold "honeypots" anyway. I'm proud of its history, the museum and the people who work hard to keep the museum and local shops going. I love the network of footpaths, the lovely views when you walk out of the town in every direction, and the friendly hello you get from walkers as you pass. Winchcombe works because people who live here value their community.
- Small friendly "working" town (not just a cotswold tourist destination) with Pubs, Shops, Cafes, Restaurants, and local services.
- A very attractive town with all amenities. A good community, small enough to feel safe in (no major crime), and a good place for visitors without being a "tourist town"
- Generally friendly area, we moved here for the schools but also like the handy Doctors, proximity to walks, and the DIY shop is awesome!
- People are generally very friendly.
- The location
- It's small, and has community spirit.
- The beautiful countryside and the size of the town, big enough to have a reasonable selection of shops, pubs and restaurants but not too big
- food shops and a good DIY shop, doctors, dentist, sportshall, pubs and eating/takeaway place so don't need a car to do normal everyday stuff. Proximity to walking in the countryside
- Accessibility to countryside whilst also having amenities and transport links
- It is in a beautiful part of the country
- The natural beauty, the pace, the amenities and people taking the time to say hello. We have two very good schools, great childcare provision, fab shops, great doctors and excellent dentists. Also Isbourne Arts and decent pubs. All I need for my family
- Fantastic range of shops for a small village
- Friendly and beautiful
- That it is a small town with amenities & shops and pubs to walk to. The countryside is on our doorstep, views are amazing and there are lots of great walks.
- Closely connected to other towns, we drive to Broadway, cheltenham and Tewkesbury easily.
- Proximity to gorgeous countryside.
- A friendly town
- Its location, facilities and surrounding countryside
- peaceful town with lots of green spaces and yet local services available - school, medical centre, independent shops
- The fact that there are local shops and parking is possible
- There are beautiful old buildings and we are in the countryside
- There are lots of community activities and friendly environment
- It's not too big

SAMPLES OF COMMENTARY — NEGATIVE

- Lack of communication from so many "interested" parties in Winchcombe
- The fast traffic. Not enough parking. The miss behaviour of youth.
- Continual road works
- Parked cars are becoming a problem.
- Empty shops. Potholes. Speeding traffic. Airbnb.
- The lack of maintenance for many areas. Pathways are nearly unwalkable in some areas because of the patchwork repairs to the pavements, I know some people really struggle. Weeds everywhere and the general lack of maintenance makes the town seem quite rundown in places. We need to address this otherwise our town will loose all the businesses and it will become a ghost town.
- The disgusting state of cleanliness- eg bottom of Tobacco Close- all entrances to the town- dreadfully mess on Abbey Terrace, who likes to sit on dirty unkempt benches.
- If I was a visitor I would probably never return
- No police station in Winchcombe
- Poor public transport. Shops/pubs open when they feel like it. Not enough for families and kids to do
- The lack of "prohibited traffic" management for through HGVs. The absence of official Town pedestrian road crossings. The various confusing chicane road markings, or lack of them e.g. Hailes Street. Lack of effective traffic calming " furniture " at Footbridge and at Coates to stop speeding at points of entry and exit to main thoroughfare.
- The car parking on both sides of the streets.
- Growing too fast with too little social housing, loss of facilities e.g bank, hospital, police station.
- "Profit" seems to be key word with no thought for the local community.
- Tight High Street when cars are parked, especially in certain stretches and when there are delivery vehicles and buses trying to get through
- Traffic
- No bank.
- Traffic
- Not much for young people and I would include in that poor public transport (for access to both jobs and leisure activities).
- Not enough public transport
- Reducing amenities
- the traffic
- Considering people here are so lovely, I don't feel we have a strong sense of community. Maybe this is because we are too big for that. I feel we are missing a heart of the town. The skateboard park is a great meeting place but there isn't anywhere in the centre of the town to bring people together. I also don't like the sense of 'them versus us' between those who see themselves as locals and those who are not. The Facebook group Winchcombe Noticeboard is nasty and run by someone who posts divisive and mean things.

SAMPLES OF COMMENTARY – SUGGESTIONS

- The work performed by youth workers and youth organisations can be incredibly formative and improve youth community engagement, really changing lives for the better. The demise of the old boys school youth centre is surely a great loss, not possible to make up for through other organisations.
- Isbourne Arts is in its critical first year. Its greatest need at this time to become a success is to fill the place when events are on. If there are any joint initiatives to explore that can help this develop, they should be explored for the benefit of the whole community. Growing an asset like this could really make Winchcombe shine brighter than other nearby towns that possibly compete in tourism and trade.
- We would appreciate communication through a leaflet re your discussions.
- Please stop building on AONB areas.
- Support, encourage and champion volunteers please! They make the town what it is.
- The sportshall on Gretton Road is a very good facility.
- The town needs some local medical beds for our population. The closest medical bed is Tewkesbury (not easily accessible) or Cheltenham. We lost 2 wards from our hospital to become 5/6beds at the care home (now closed). Respite and recovery is important and known to be better within your own community. The medical practice does a brilliant job for us, but are known to be struggling with staffing and workload. What (if anything) can be done to improve and support our healthcare needs? Constant road closures over last winter towards Christmas saw the loss of several shops that's not acceptable for them or us - little utility joined up thought or permissions from the highways dept
- I youth center would be great!!
- Honestly have no idea what the council does on a regular basis, but I would like to see the budget numbers and what exactly it getting spent across various areas to avoid running deficit.
- Equally on transport, we have a better steam train links than active bus routes to carry people to the next village or to Cheltenham at the weekends.
- Have a look at what other places are doing and try to replicate or improve upon their success. Gave a few examples earlier in survey.
- The youth centre should be central to the town.
- The council need to communicate better across all mediums.

THE KEY THEMES

Theme	Can WTC Influence?	How?
Parking/Traffic/Speeding	Yes	<ul style="list-style-type: none"> • Highways Working Group (which includes residents who are not Cllrs) • Speed Cameras • TRO (parking restrictions) • 20s Plenty Campaign
Over Development	Yes (can try)	Refresh of Neighbourhood Development Plan – include policies
Affordable Housing	Yes (can try)	Community-led housing project (started this but need to re-prioritise)
High St/Shops	Yes	Partnership with Retail Assoc
Youth Provision	Yes	Old Boys School project
WTC Communications	Yes	<ul style="list-style-type: none"> • Communications Strategy • Additional staff member
Sense of Community	Yes	Volunteer opportunities eg: <ul style="list-style-type: none"> • Cemetery Tree Planting • Phone box friends group • Keeping town tidy

KEY RECOMMENDATIONS FROM THE SURVEY

1. Find ways to engage more deeply and more frequently with the community.
2. Agree that the key themes from the feedback are the right ones to focus on (even if we don't have the answers!)
3. How can we direct our energy and resources towards the themes that matter to our community?
What can we change, what can we influence, and what is outside our control?
4. What about young people? How can we engage with them?