



Council Plan 25-28 final report

- **Project:** Council Plan 2025-28
- **Period:** 5 -24 February 2025
- **Project manager:** Alex Wylde

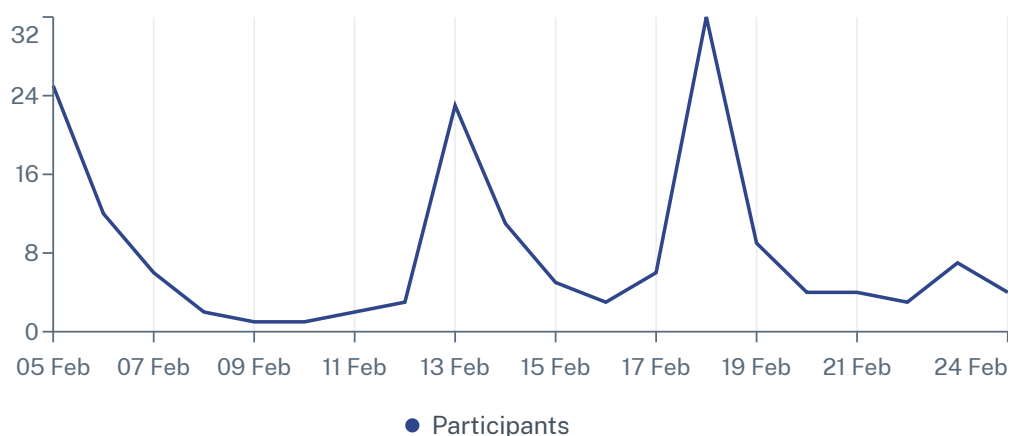
Participants timeline

Total participants

163

Participation rate 

15%



Headline results

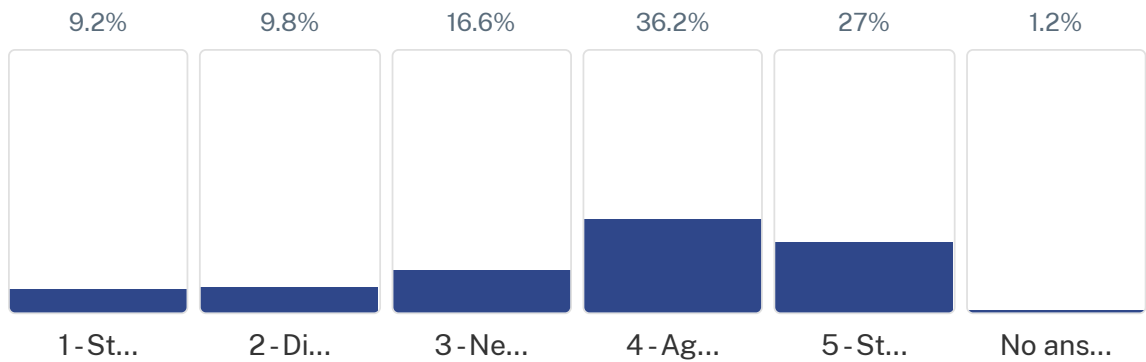
63% of respondents "agreed" or "strongly agreed" with the overall vision for the Council Plan.

For each of the priorities, the following proportion of respondents "agreed" or "strongly agreed" with each:

- **58%** for "develop fairer communities and affordable housing"
- **72%** for "secure Reading's economic and cultural success"
- **61%** for "deliver a sustainable and healthy environment and reduce our carbon footprint"
- **76%** for "safeguard and support the health and wellbeing of Reading's adults and children"
- **71%** for "ensure Reading Borough Council is fit for the future"

To what extent do you agree with the vision for Council Plan above?

161/163 - Linear scale - required



- 1-Strongly disagree
- 2-Disagree
- 3-Neither agree nor disagree
- 4-Agree
- 5-Strongly agree

To what extent do you agree with the priorities in the draft Council Plan?

161/163 - Matrix - required

	1 - Strongly disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly agree
1. Develop fairer communities and affordable housing	14.91%	11.18%	16.15%	31.68%	26.09%
2. Secure Reading's economic and cultural success	8.07%	5.59%	14.29%	39.75%	32.3%
3. Deliver a sustainable and healthy environment and reduce our carbon footprint	12.42%	13.04%	13.66%	29.19%	31.68%
4. Safeguard and support the health and wellbeing of Reading's adults and children	8.7%	6.21%	8.7%	36.65%	39.75%
5. Ensure Reading Borough Council is fit for the future	9.94%	4.97%	14.29%	37.27%	33.54%

Summary of free text responses

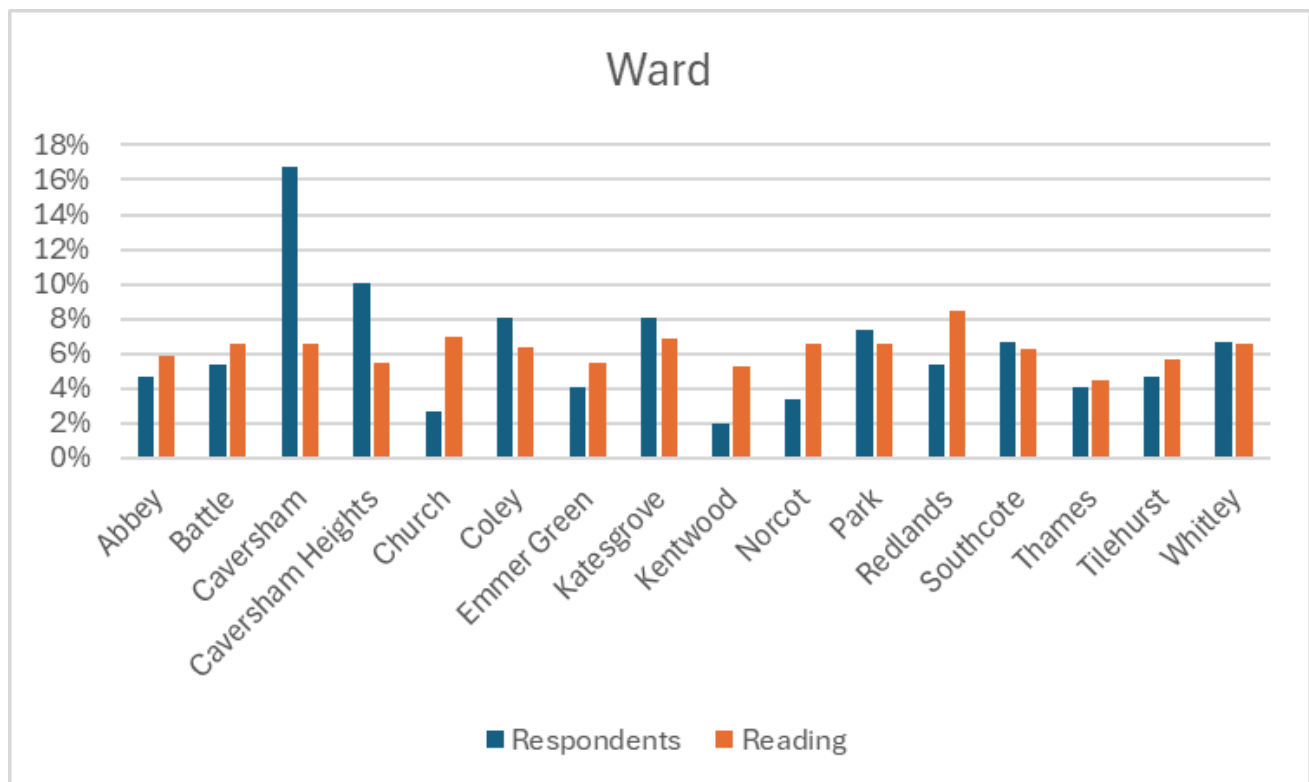
Respondents expressed a range of views on the vision and priorities, with some recurring themes. Many agree with the need for economic and cultural success and there is strong support for safeguarding the health and wellbeing of Reading's adults and children. Views on the development of fairer communities and affordable housing were more mixed.

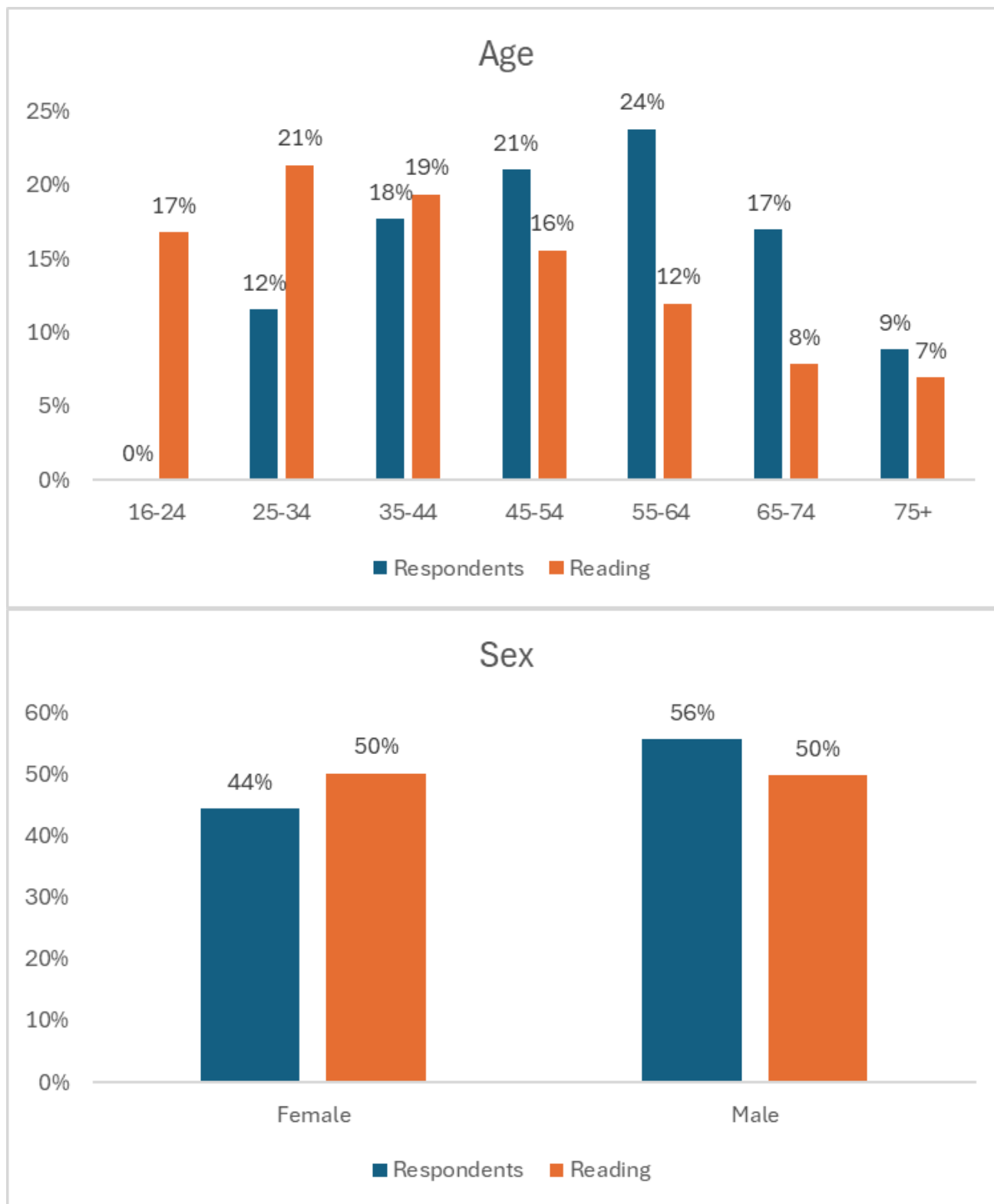
The most commonly raised issues were:

- 1. Traffic and Transportation:** Many respondents expressed concerns about traffic congestion, the impact of new bus lanes, and the need for better road maintenance.
- 2. Affordable Housing:** There is a call for more affordable housing, particularly for families and lower-income individuals. Some respondents also expressed opposition to developments of flats.
- 3. Council Spending and Taxation:** Respondents are concerned about council tax increases and want the council to provide better value for money.
- 4. Public Safety and Crime:** There is a desire for increased police presence, CCTV, and measures to tackle drug use and crime.
- 5. Environmental Concerns and Green Spaces:** Respondents want more focus on environmental issues, including green spaces, recycling, and tackling litter and graffiti.

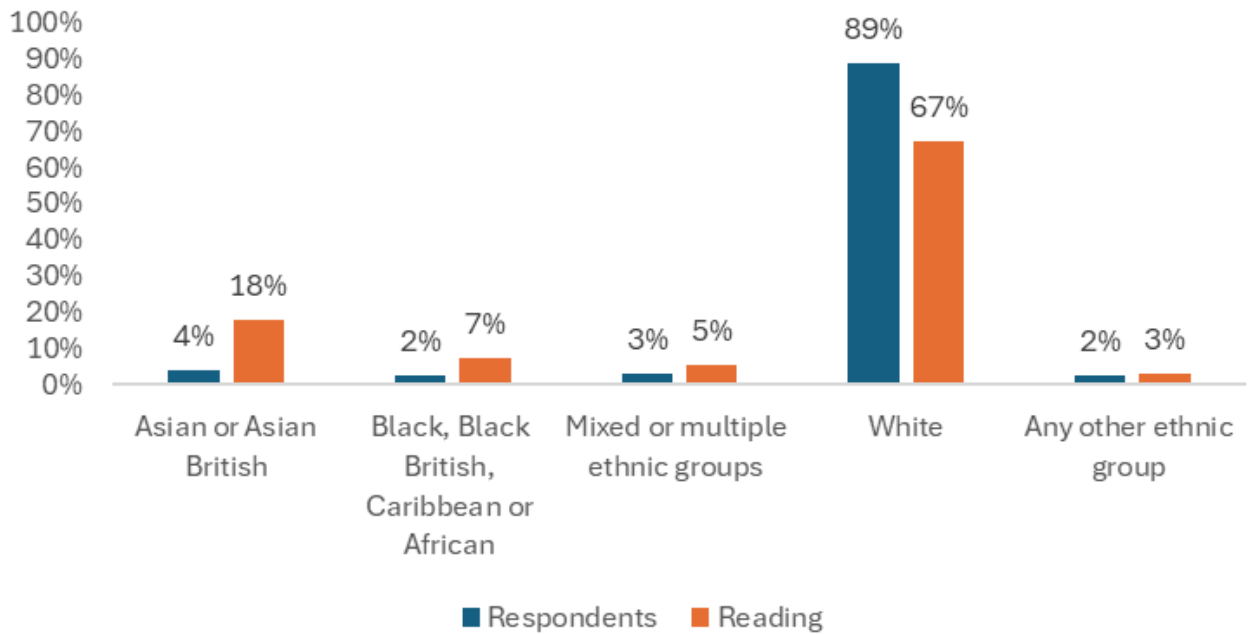
Respondents also made a number of comments about the wording of the priorities and the specific objectives set out in the plan. These include helpful suggestions for how the plan could be more clearly laid out or worded. Where possible we have made changes in response to these comments in the latest version of the document.

Demographics





Ethnicity



Disability

