Wroughton and Wichelstowe Neighbourhood Plan
Community Survey 2026

Survey Results Report
November 2026

Introduction

A total of 740 completed surveys were received as part of the Wroughton and Wichelstowe Neighbourhood Plan review. This report records participation in the survey and explains how residents' views will contribute to the preparation of the plan. Detailed findings and charts are included.

Wroughton and Wichelstowe Parish Council invited residents to share what matters most to them, what they value about living in the parish and what they would like to see improve over the next decade. The questionnaire covered housing, infrastructure, transport, green spaces, local centres, heritage and community life. It also asked residents to consider how they would like Wroughton and Wichelstowe to look in 2036.

The survey ran from 17 August to 21 September. Paper surveys were put through letterboxes and an online version was also available. Drop boxes for paper copies were located at Waitrose in Wichelstowe and in the Ellendune Community Centre.

Participation at a glance

Measure	Result
Online surveys completed	424
Paper surveys completed	316
Total surveys completed	740
Households used as the reporting baseline	4,700
Response rate against the household baseline	16%

The household baseline calculation is 740 ÷ 4,700 × 100 = 15.7%, rounded to 16%. This is a measure of completed surveys relative to the number of households, rather than a verified percentage of distinct households participating. The questionnaire allowed other household members to complete an online response.

What is a Neighbourhood Plan?

A Neighbourhood Plan sets out a community's vision and planning policies for the development and use of land in its area. It can address matters such as housing, design, green spaces and local facilities. Once brought into force, it forms part of the statutory development plan used to determine planning applications, alongside the local plan. At the time of writing, Swindon Borough Council is updating its own Local Plan 2026-2046.

Why we are reviewing the plan?

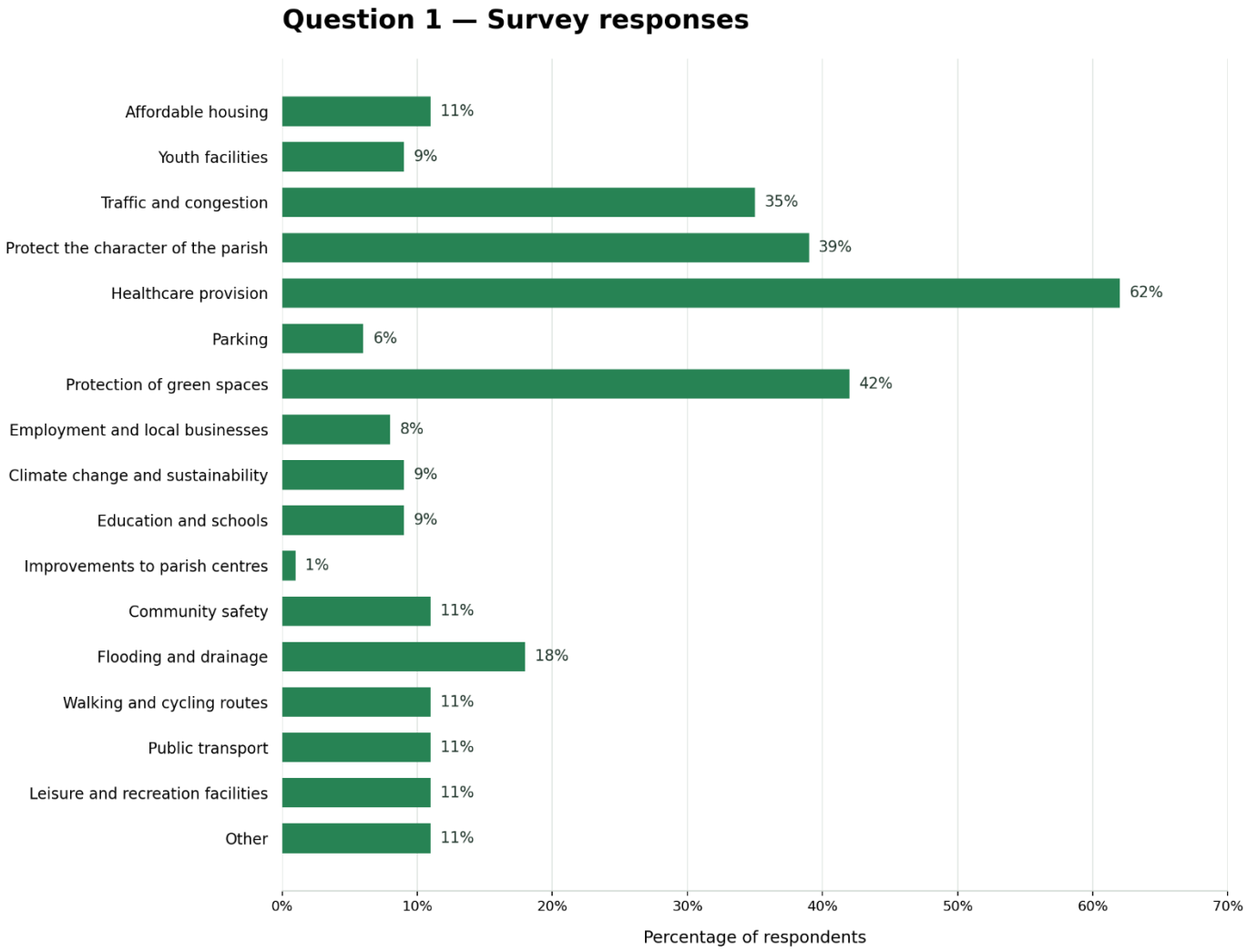
It's important that the parish council has an updated Neighbourhood Plan, and the current plan has come to the end of its life. The review will therefore give the parish an opportunity to consider whether its planning priorities reflect residents' current needs and aspirations. The survey results will feed into the development of the new plan by providing data about the issues that matter to residents.

A note on the data

Participation was voluntary, so the results should not be treated as a statistically representative poll of every resident. The percentages for each question have been calculated against the total number of participating individuals (740). For some questions, respondents could select more than one answer, so the results may not always total 100%.

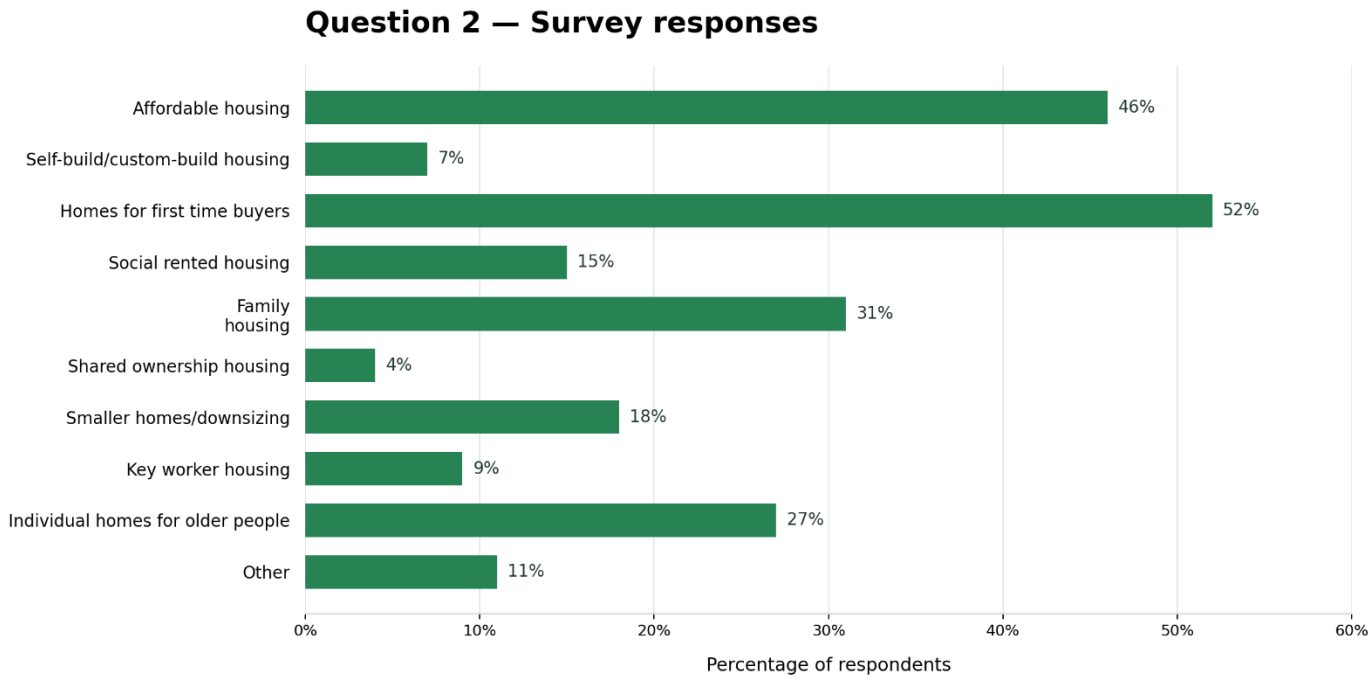
QUESTION 1

What are the THREE most important issues the Neighbourhood Plan should address? (Select up to 3)



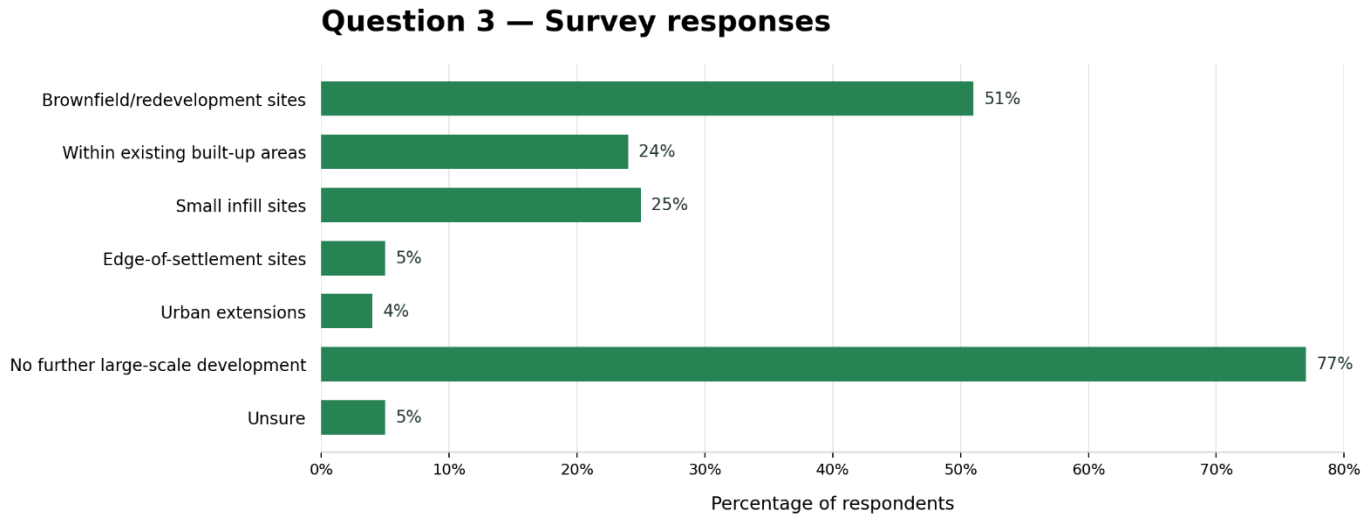
QUESTION 2

What THREE types of housing are most needed locally? (Select up to 3)



QUESTION 3

Where should future housing development be built? (Select all that apply)



QUESTION 4

Please share any comments on housing or future development.

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 1**.

Sample comments:

"Protect our green spaces."

"The infrastructure needs to be looked at. Only one surgery between Wroughton and Wichelstowe and roads that are not fit for purpose, even though there is an increasing amount of traffic."

"Housing development should also include good green spaces for everyone young and old to be able to access, with walking and cycling routes too. There should be nice places for people and families to meet and socialize. We should also be protecting the character that we already have but at the same time making sure we enhance that."

"Already too many houses."

"No future development unless health infrastructure is done first – hospitals, GPs, health centre."

"Wroughton is already full and over capacity. Any additional housing will eat up more of the countryside and ultimately join us into Swindon. It's not what we want."

"The parish doesn't have the infrastructure necessary for further development."

"Wroughton has suffered enough with house building."

"No further development is needed in Wroughton. Again the identity of the village is being destroyed."

Question 4 key themes

The responses to Question 4 reveal considerable concern about the scale and pace of housing development across the parish. Many respondents believe that Wroughton has already accommodated substantial growth, particularly with the ongoing expansion of Wichelstowe, and express opposition to further large-scale developments. A recurring concern is that continued expansion risks eroding Wroughton's distinctive village identity, gradually transforming it into a suburb of Swindon.

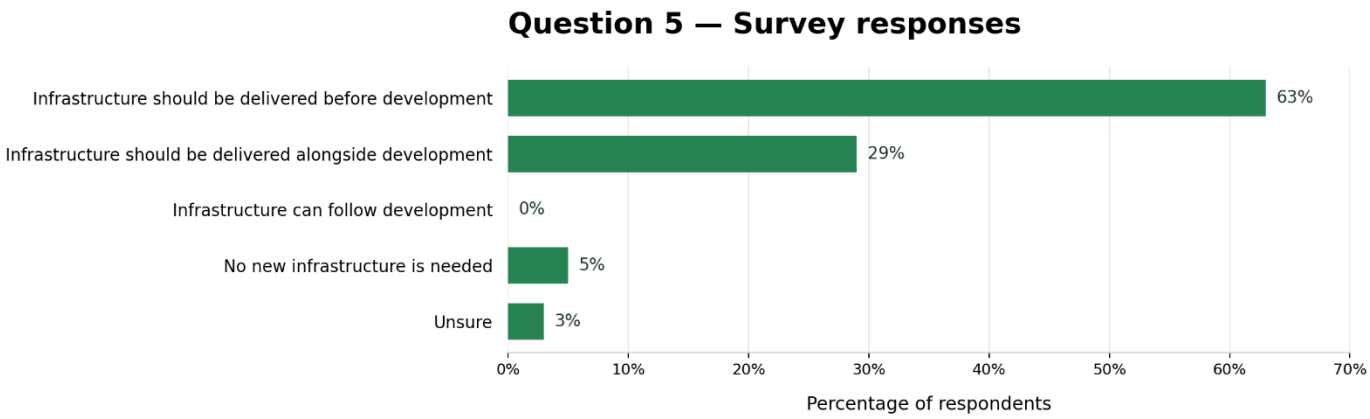
A particularly prominent theme is the belief that local infrastructure has failed to keep pace with housing growth. Respondents frequently highlight pressure on healthcare services, particularly GP provision, alongside concerns about traffic congestion, road capacity, schools, drainage and other essential services. Many argue that improvements to infrastructure should be delivered before any further housing development is permitted, with particular emphasis on the need for additional healthcare facilities.

The protection of green spaces, countryside and wildlife habitats is another strong priority, with many respondents favouring brownfield development over building on agricultural land.

Although opposition to further housing is widespread among those who commented, some recognise the need for additional homes, particularly affordable housing, smaller properties for first-time buyers and accommodation for older residents. Overall, the responses suggest a preference for carefully managed, appropriately scaled development that protects the parish's character, addresses local housing needs and is supported by adequate infrastructure.

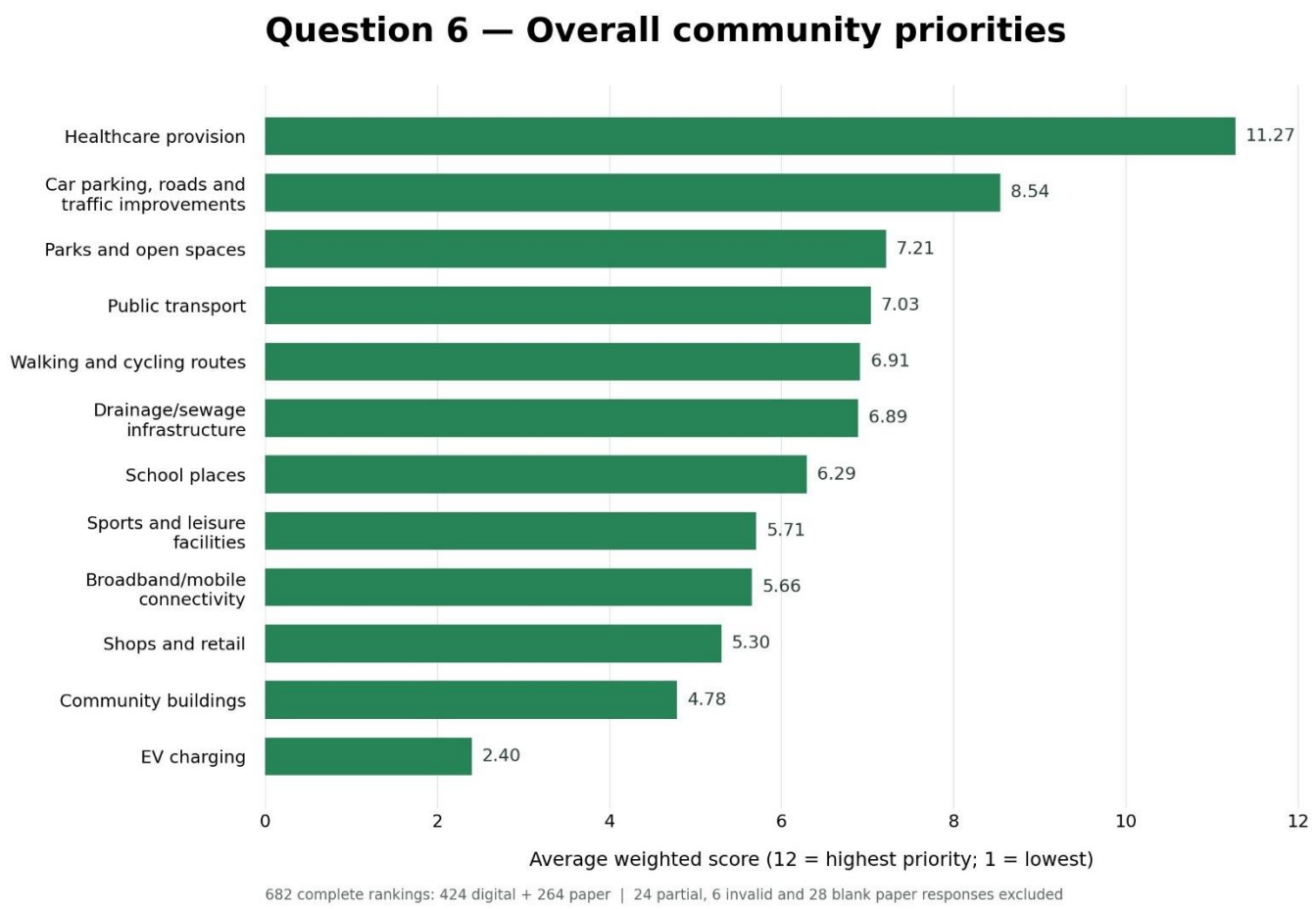
QUESTION 5

Which statement best reflects your view? (Select 1 answer)



QUESTION 6

Please rank the below in order of importance (the top being the most important).



A note on Question 6
Question 6 asked respondents to rank 12 local issues in order of importance, with first place representing their highest priority and twelfth place their lowest.

To establish an overall ranking of community priorities, the results from both the online and physical surveys were combined and analysed using a weighted scoring system. Under this system, each issue was awarded points according to its position in a respondent's ranking:

- **1st place:** 12 points
- **2nd place:** 11 points
- **3rd place:** 10 points
- And so on, down to **12th place:** 1 point.

The points awarded to each issue were added together and divided by the number of valid responses to produce an average weighted score out of 12. This approach ensures that all ranking positions contribute to the overall result, rather than considering only respondents' first choices.

In total, 682 valid responses were included in the analysis, comprising 424 online responses and 258 physical responses. A further 58 physical survey records were excluded because they contained incomplete rankings, no rankings or duplicated ranking positions.

The resulting chart presents the 12 issues in descending order of their average weighted scores, providing a clear picture of the community's collective priorities.

QUESTION 7

What additional facilities or services would improve quality of life in Wroughton and Wichelstowe?

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 2**.

Sample comments:

"Doctors and pharmacy needed in Wichelstowe."

"More youth related activities for older children. Fitness and social clubs for the elderly population."

"Aldi or Lidl, GP surgery in Wichelstowe and more cycle routes."

"Petrol station, Aldi or Lidl, bigger cafe and a swimming pool."

"Leisure centre, GP surgery, tennis court and affordable supermarket."

"More health care provision is needed in both Wroughton and Wichelstowe."

"Getting the bridge between the two finally sorted. Adding illumination and dealing with the overgrown vegetation so we can use the pavement."

Question 7 key themes

The responses to Question 7 reveal that improved healthcare provision is overwhelmingly the most prominent concern among those who commented. Respondents repeatedly call for additional GP services, larger medical facilities, improved access to appointments and better dental and pharmacy provision. There is particularly strong demand for a dedicated GP surgery and associated healthcare facilities in Wichelstowe, which many believe would alleviate pressure on existing services in Wroughton.

More broadly, respondents express frustration that essential services have not kept pace with the parish's growing population.

Another prominent theme is the desire for better local shopping, leisure and community facilities. Many respondents would welcome a wider variety of shops, including affordable supermarkets, independent retailers, cafés, bakeries and other local businesses. There are also repeated calls for improved sports and leisure facilities, children's play areas, youth

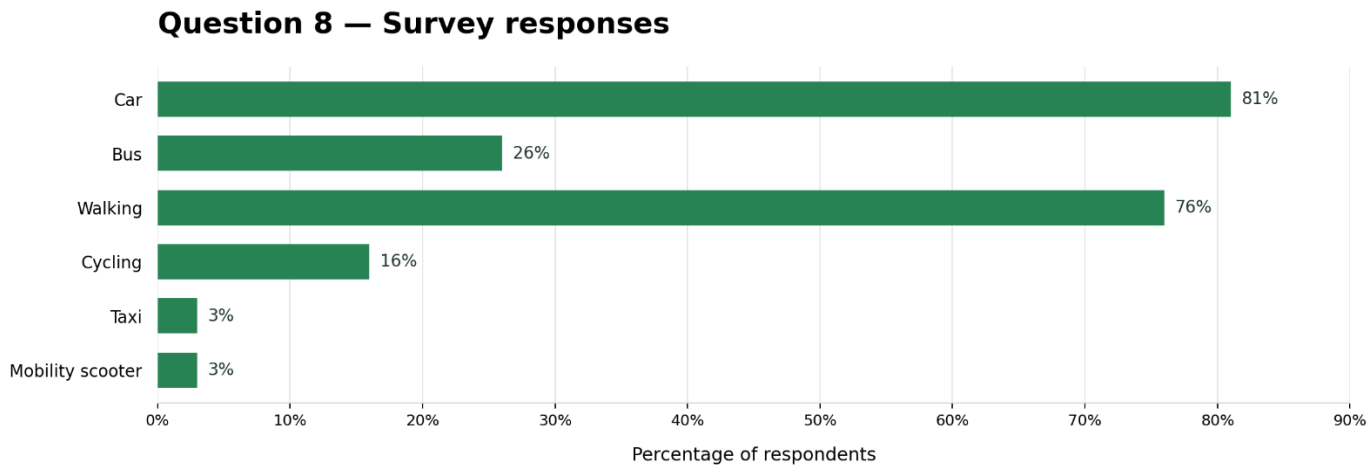
clubs and community spaces. These suggestions reflect a desire for more opportunities to socialise, exercise and participate in community life, alongside greater access to everyday amenities within the parish.

Transport, road safety and the maintenance of public spaces also feature strongly throughout the responses. Residents highlight the need for more frequent and accessible bus services, safer walking and cycling routes, improved pavements, better road surfaces and measures to address speeding and heavy goods vehicles. Some also call for greater police visibility, improved street cleaning and the protection of existing green spaces.

Overall, the responses suggest that residents place considerable importance on improving existing infrastructure and services, ensuring that both Wroughton and Wichelstowe remain safe, accessible and well-served communities as the parish continues to grow.

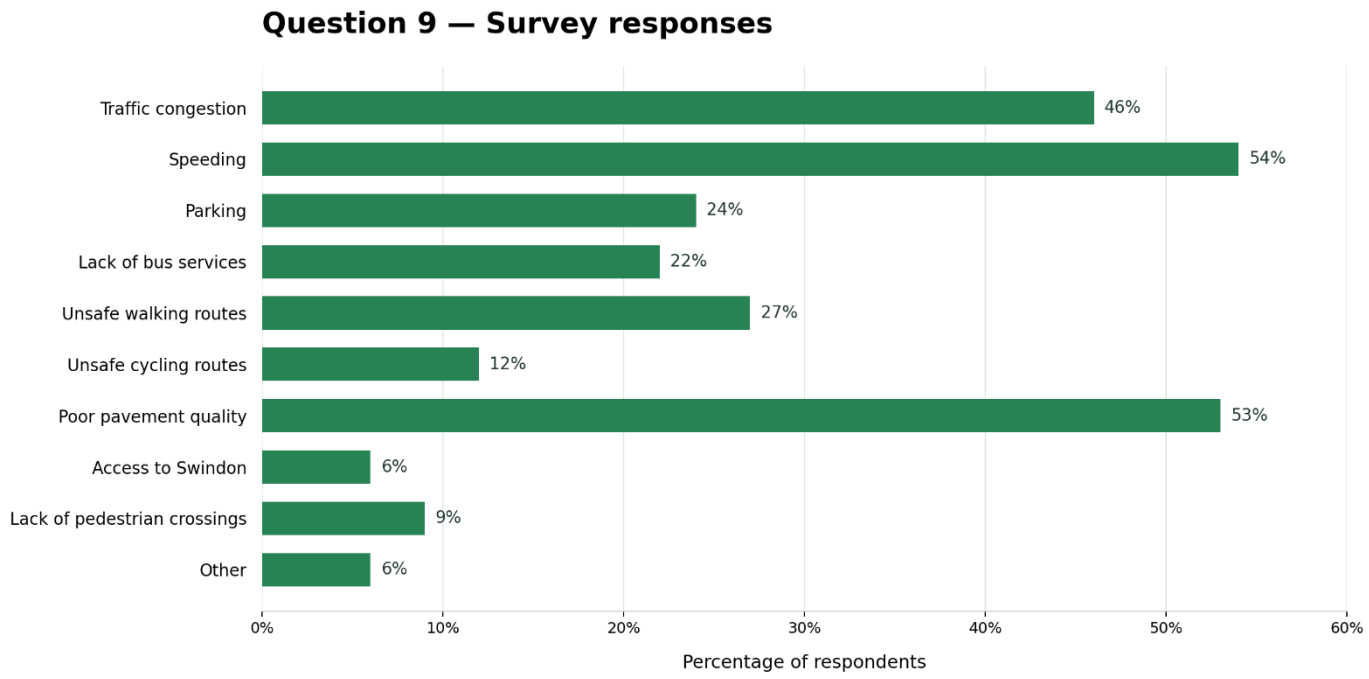
QUESTION 8

How do you usually travel around Wroughton and Wichelstowe?



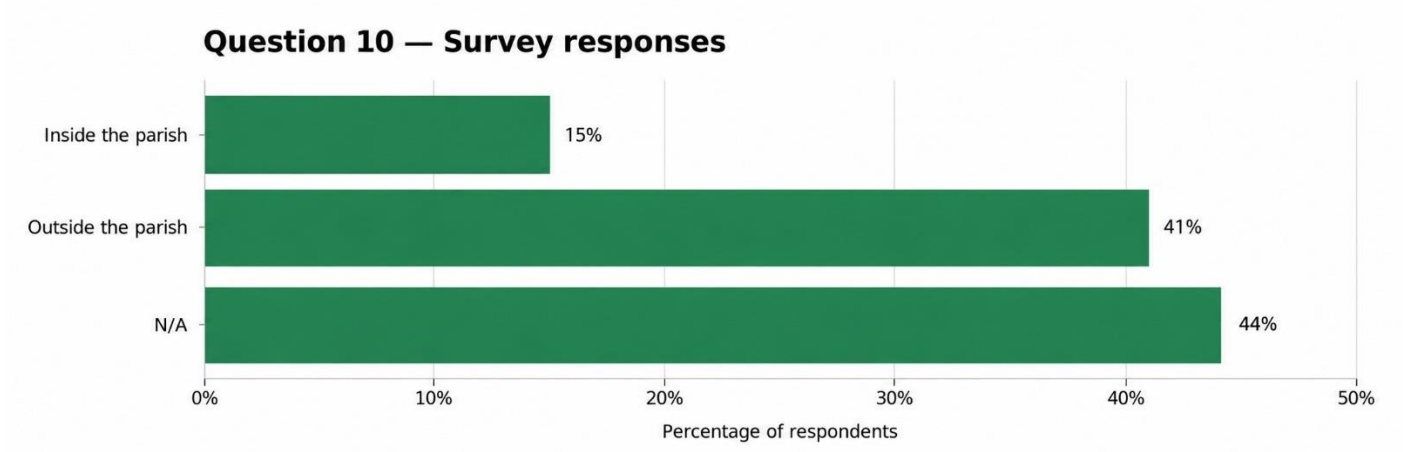
QUESTION 9

What THREE local transport issues affect you the most? (Select up to 3)



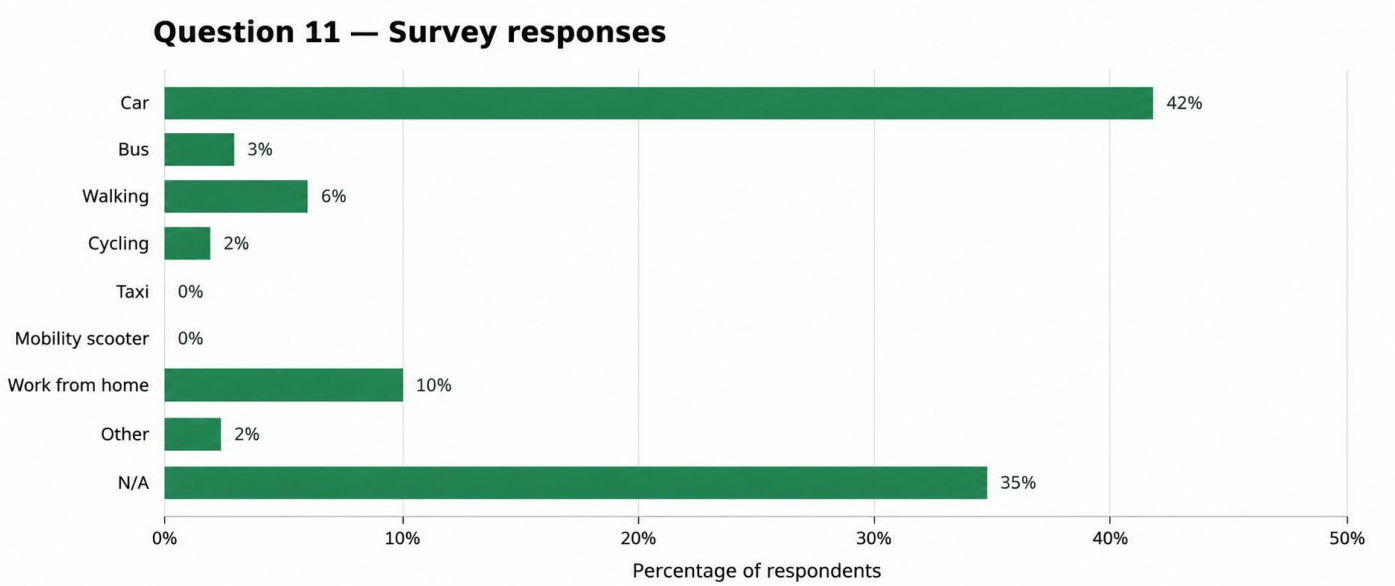
QUESTION 10

(For people in employment) Is your usual place of work located inside the parish or outside the parish?



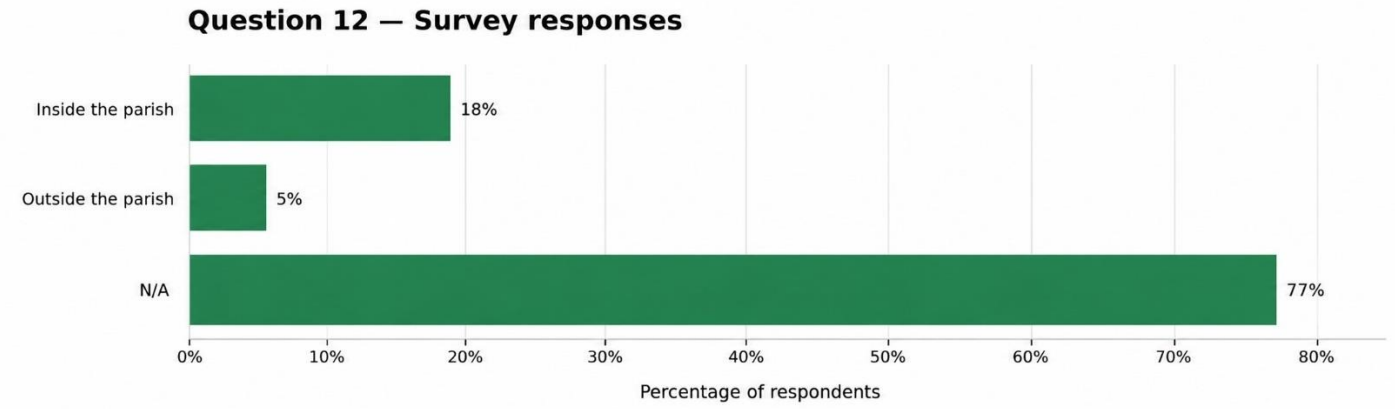
QUESTION 11

(For people in employment) How do you travel to your usual place of work?



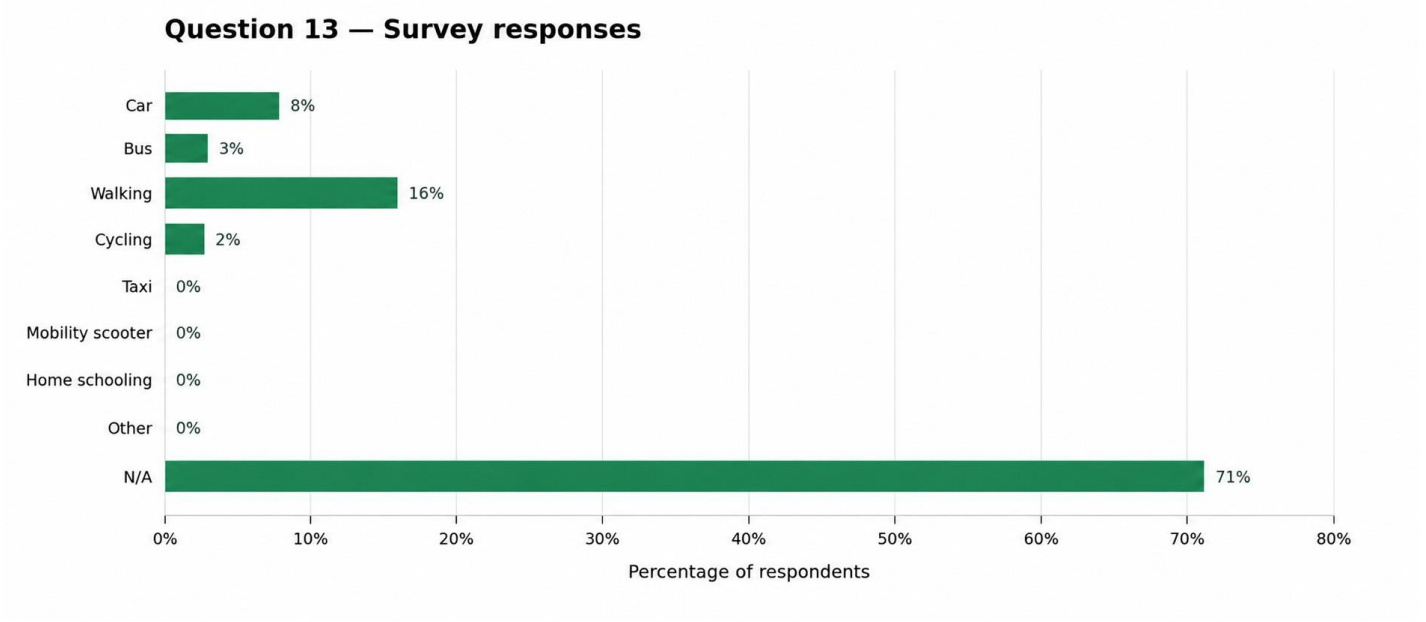
QUESTION 12

(For people with school-age children) Does your child attend a school located inside the parish or outside the parish?



QUESTION 13

(For people with school-age children) How does your child travel to their school?



QUESTION 14

What transport improvements would you most like to see in Wroughton and Wichelstowe?

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 3**.

Sample comments:

"Safer crossing points for people on mobility scooters."

"I can only speak for Wroughton as this is where I live, but we need better road surfaces and better co-ordinated road works so that two roads are not affected at the same time."

"Resurface Mill Lane and Wharf Road."

"We need a walking/cycle path from Wroughton to Wichelstowe via Wharf Road/Mill Lane."

"Policed parking around all the schools. Speed slowing measures. Perry's lane, traffic and parking management – it's a deathtrap with people regularly driving on the pavement."

Better communication prior to roadworks to limit the overlap and multiple temporary lights at one time or in quick succession."

"School congestion is huge, people use Wroughton as a cut through, park almost anywhere which in turn causes congestion, no cycle routes, speeding at night."

"Stop the speeding through Wroughton, especially Wharf Road."

"Stop HGVs coming through the village."

Question 14 key themes

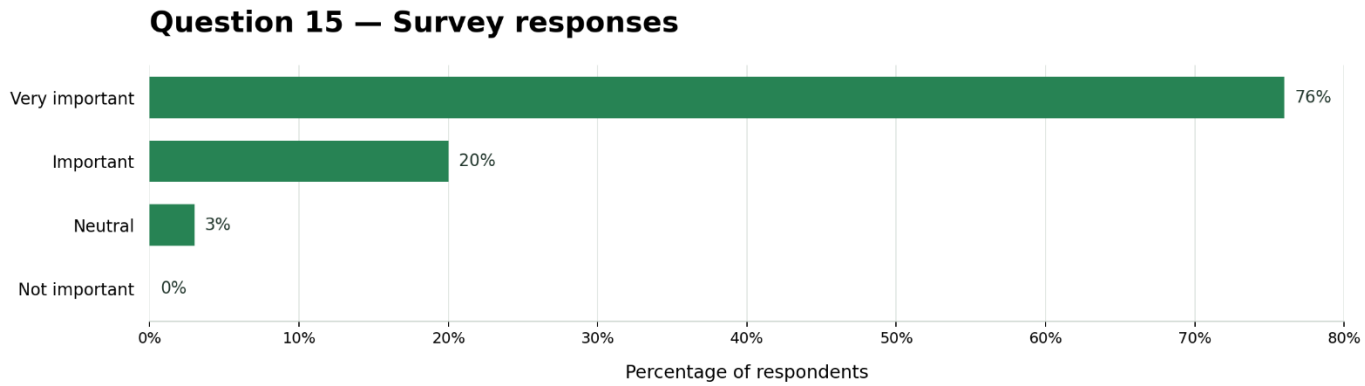
The responses to Question 14 reveal that improved public transport provision is a major priority for residents across Wroughton and Wichelstowe. Many respondents call for more frequent, reliable and better-connected bus services, particularly during evenings and weekends. There is considerable demand for direct bus routes to Great Western Hospital, Royal Wootton Bassett and other parts of Swindon, alongside improved services to outlying areas such as Alexandra Park and Thorney Park. Several respondents also highlight the need for better coordination between existing services, particularly the No. 9 and No. 49 buses, and improved accessibility for elderly and disabled residents.

Another prominent theme is road safety, particularly speeding, heavy goods vehicles and dangerous parking. Respondents repeatedly express concern about speeding traffic on roads such as Wharf Road, Marlborough Road, Priors Hill and the High Street, with many advocating greater enforcement of speed limits, traffic calming measures and additional pedestrian crossings. There are also widespread calls to restrict HGVs travelling through Wroughton, which residents believe contribute to congestion, road deterioration and safety risks. Parking around schools is another recurring concern, with respondents calling for stronger enforcement and measures to reduce congestion during school drop-off and collection times.

The condition of roads, pavements and wider transport infrastructure also features strongly throughout the responses. Many residents express frustration with potholes, deteriorating road surfaces, repeated roadworks and the prolonged use of temporary traffic lights, particularly around Brimble Hill and the M4 bridge. There is also significant demand for safer and better-connected walking and cycling routes, especially a dedicated footpath or cycleway linking Wroughton and Wichelstowe along Wharf Road. Overall, the responses suggest that residents want a transport network that is safer, better maintained and more accessible, with improved public transport connections and infrastructure capable of meeting the needs of the growing parish.

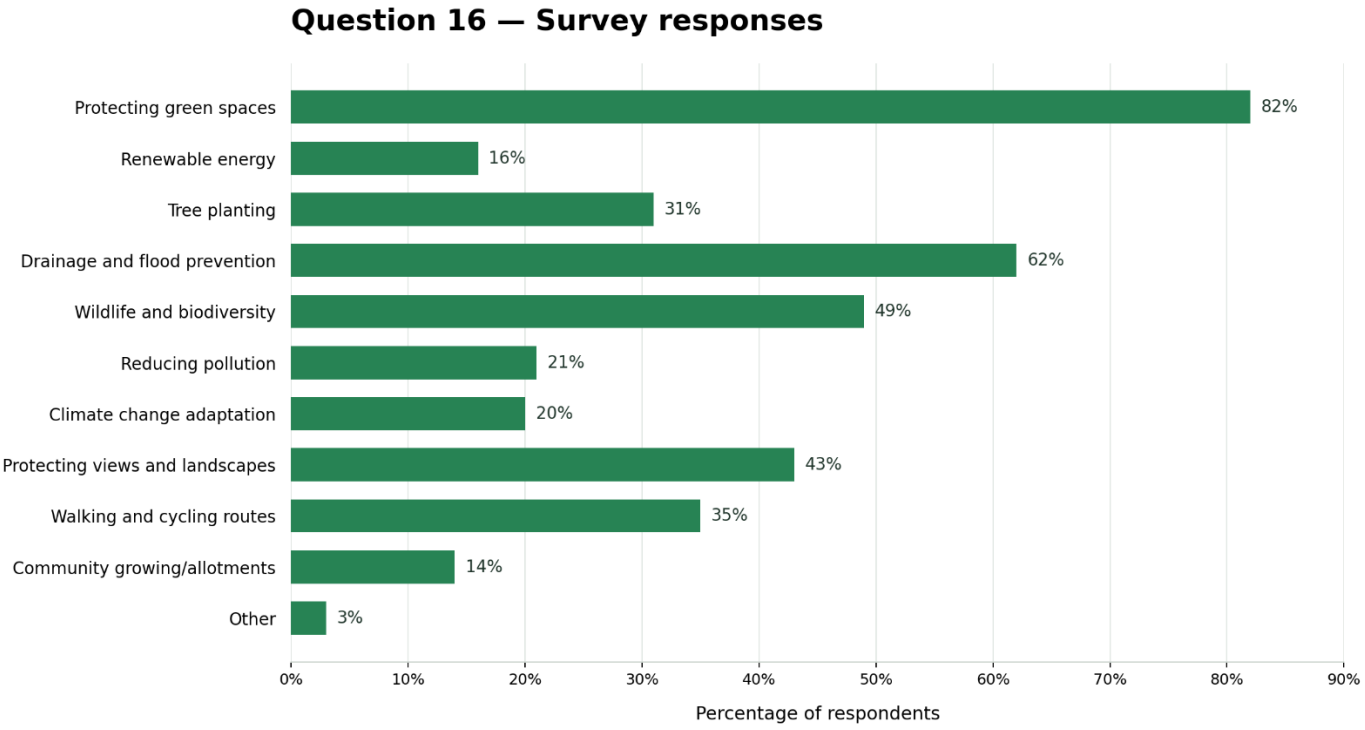
QUESTION 15

How important are local green spaces to you? (Select 1 answer)



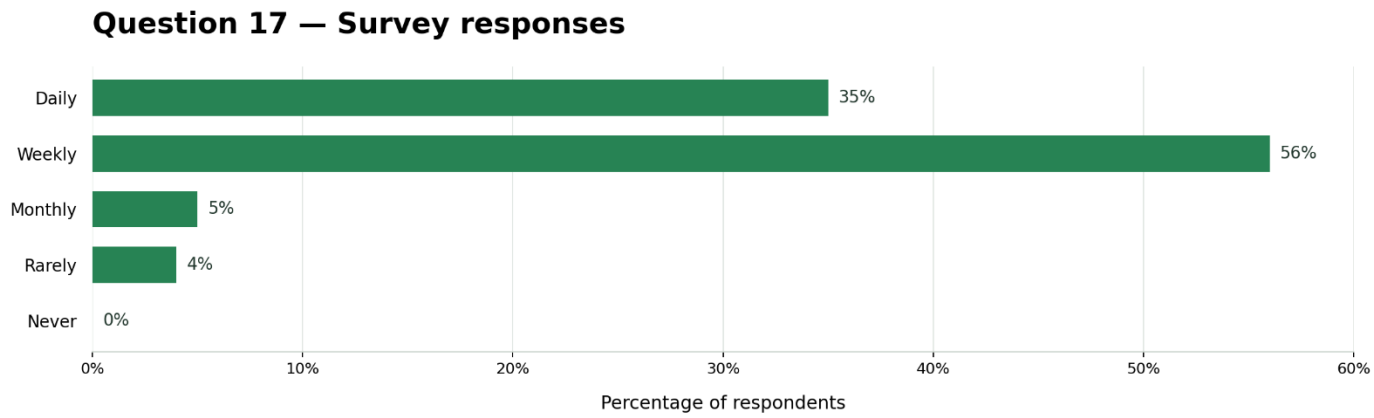
QUESTION 16

Which FOUR environmental priorities should the new Neighbourhood Plan focus on? (Select up to 4)



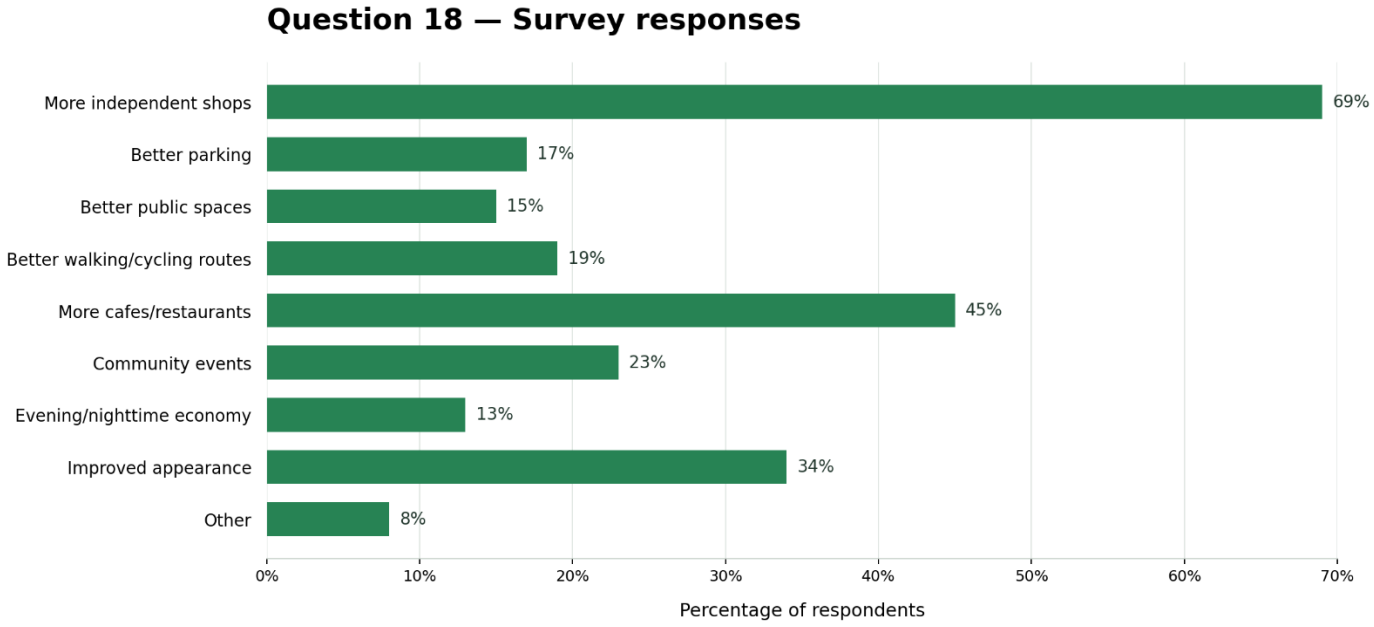
QUESTION 17

How often do you use local shops in the parish? (Select 1 answer)



QUESTION 18

What THREE improvements would encourage you to use local centres more often? (Select up to 3)



QUESTION 19

Which leisure and recreational facilities do you think are missing from Wroughton and Wichelstowe?

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 4**.

Sample comments:

"Access to the leisure centre facilities during school holidays."

"In Wroughton an updated leisure centre is needed. It is good we have the Ridgeway, but times are limited due to the school and it is well past its sell by date. Tennis courts would also be a good addition."

"Bars, restaurants and gym."

"Wichelstowe needs more leisure facilities and community events."

"We lack halls for small groups. The Ellendune is too large for the average meeting."

"The parish benefits from strong community spirit and support for local events. However, improved access and parking could enable more community events such as outdoor cinemas, music events and small festivals. This could also support the local economy."

Question 19 key themes

The responses to Question 19 reveal considerable demand for improved leisure and sporting facilities across Wroughton and Wichelstowe, particularly swimming pools, gyms and accessible sports centres. A recurring concern is the limited availability of existing facilities at Ridgeway Leisure Centre, especially public swimming sessions, which respondents report are restricted by opening hours and school use.

Many residents call for longer opening hours, more affordable access and modernised facilities, while others suggest a new leisure centre or the reopening of facilities at Alexandra Park.

There is also demand for additional sports provision, including tennis courts, all-weather football pitches, basketball courts and dedicated spaces for exercise classes. Several respondents emphasise that facilities should be accessible to people of all ages and abilities, with affordable opportunities for older residents, families and working adults.

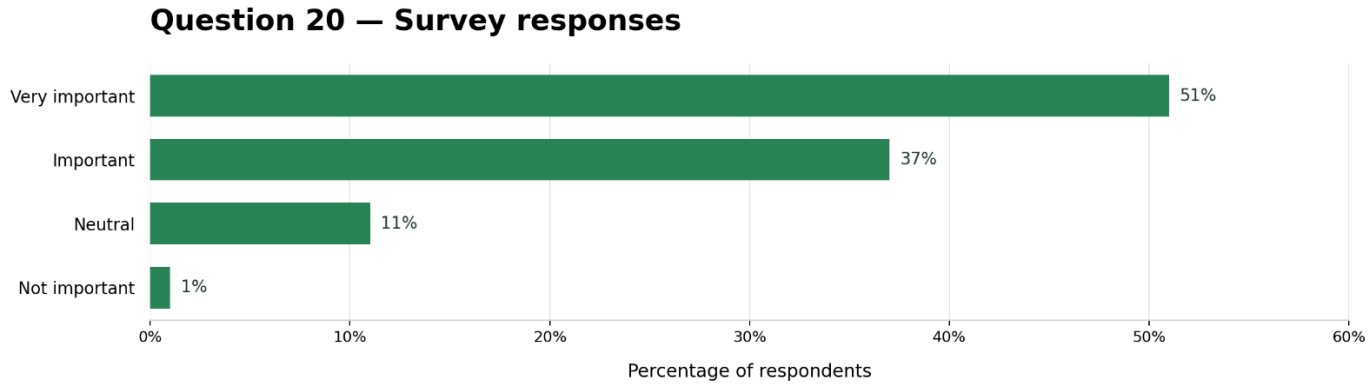
Another particularly prominent theme is the lack of recreational opportunities for children and teenagers. Respondents repeatedly call for youth clubs, community hubs, skateparks and safe spaces where young people can socialise and participate in organised activities. There is a perception among some residents that existing playgrounds primarily cater for younger children, leaving teenagers with relatively few suitable facilities. Suggestions include improved sports pitches, basketball courts, after-school activities and dedicated youth centres.

Some respondents also link the shortage of youth provision to concerns about antisocial behaviour, suggesting that greater investment in recreational opportunities could encourage positive engagement among young people. The need for additional facilities in Wichelstowe is highlighted particularly strongly, with residents expressing concern that leisure and community infrastructure has not kept pace with housing development.

Beyond traditional sporting facilities, the responses also highlight a desire for more community spaces, social activities and local amenities. Many residents would welcome additional cafés, restaurants and independent businesses, alongside cultural activities such as cinema evenings, music events, festivals and arts programmes. There is also support for improved parks, green spaces and safer walking and cycling routes, with particular emphasis on creating accessible outdoor environments where residents can relax, exercise and socialise. While some respondents consider existing leisure provision adequate, the overall feedback suggests that residents want a broader range of affordable, accessible and modern facilities that reflect the parish's growing population. In particular, the responses underline the importance of ensuring that future development is accompanied by appropriate leisure infrastructure, while improving access to and making better use of existing community assets.

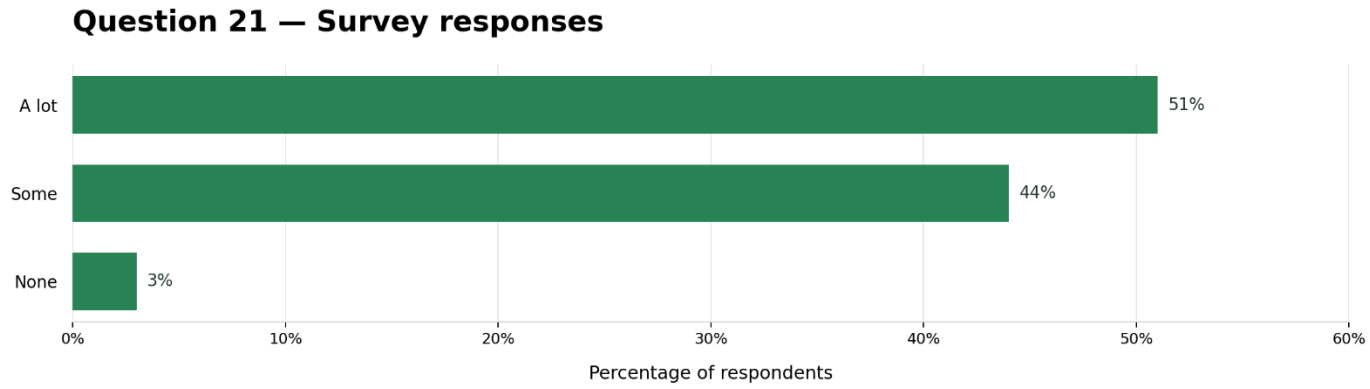
QUESTION 20

How important to you are issues relating to heritage and conservation? (Select 1 answer)



QUESTION 21

How much focus do you think the new Neighbourhood Plan should give to celebrating the parish's heritage? (Select 1 answer)



QUESTION 22

What improvements would help to better connect communities across the parish?

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 5**.

Sample comments:
"I think Wichelstowe urgently needs its own GP services. Also a pharmacy is needed."

"Better public transport links with Alexandra Park/Langton Park/Thorney Park to Wroughton Village Centre."

"Wroughton and Wichelstowe are two very different communities. Unamalgamate them and give each its own parish council."

"More community events in Wichelstowe."

"Connections – whether that be bus routes, walking paths or cycle routes."

"More positive comms from parish councillors as well as the parish council. The parish council is an organisation, not a person. It needs people to be positive about both the commonalities and how our communities are also unique. There's a small group of people who shout loudly on Facebook. This doesn't mean it's the view of the majority. Celebrate differences and things in common – e.g. how long has Wichelstowe been part of the parish? Inclusion should be active. This applies not only to geographic communities but other types of communities. This can be done through the parish councils comms and also their own assets such as the library and the parish councillors. You are also assets."

"A path along Wharf Road to Wichelstowe."

Question 22 key themes
The responses to Question 22 highlight a strong desire for more community events and opportunities for residents to come together, particularly across Wroughton and Wichelstowe.

Many respondents suggest organising additional festivals, social gatherings, community activities and joint events involving both areas. Existing events, including Wroughton Carnival, the Duck Race and Christmas celebrations, are frequently praised as successful examples of activities that strengthen community spirit. Some residents suggest distributing events more evenly across the parish, particularly in Wichelstowe, to encourage greater participation and ensure that all communities feel equally represented.

Another prominent theme is the need for better physical connections and improved transport infrastructure. Respondents repeatedly call for safer and more accessible walking and cycling routes between Wroughton, Wichelstowe and surrounding residential areas, with particular emphasis on improvements along Wharf Road and connections to Alexandra Park and Thorney Park. Better bus services, including more frequent and reliable routes connecting different parts of the parish, are also widely suggested.

A particularly significant finding is the perceived divide between Wroughton and Wichelstowe, with differing views about how the two areas should develop their relationship. While many respondents favour greater integration through shared events, improved infrastructure and more inclusive communication, others express concerns about the loss of Wroughton's traditional village identity as development continues. Some explicitly advocate separate parish councils, arguing that Wroughton and Wichelstowe have distinct identities and priorities.

Conversely, other respondents feel that Wichelstowe is insufficiently integrated into parish life and requires greater recognition, investment and community facilities. Concerns about housing growth, pressure on local services and unequal access to amenities also feature in the responses.

Overall, the findings suggest that strengthening community cohesion will require a balanced approach that respects the distinct identities of different areas while promoting shared opportunities, improved connectivity and a greater sense of belonging across the parish.

QUESTION 23

Looking ahead to 2036, how would you like Wroughton and Wichelstowe to look?

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 6**.

Sample comments:

“Bigger supermarkets, more sports facilities and more trees.”

“Wroughton still to be a village with its own identity.”

“No new housing development on green land.”

“Much the same as now. Wroughton is an established village and has a separate identity to Wichelstowe.”

“Keep Wroughton to its present size and keep the character of the village.”

Question 23 key themes
The responses to Question 23 reveal a particularly strong desire to preserve Wroughton's traditional village character and prevent further large-scale housing development. Across both the online and physical surveys, many respondents express concerns about the pace and scale of recent development, particularly the potential for Wroughton to lose its distinct identity and become absorbed into the wider urban area of Swindon. Protecting existing village boundaries, maintaining the rural atmosphere and preventing development on surrounding greenfield land are recurring priorities.

Many residents would like Wroughton to remain broadly as it is today, with improvements focused on existing facilities and infrastructure rather than further expansion. The protection of green spaces, trees, wildlife habitats and the surrounding countryside also features prominently, alongside aspirations for a cleaner, greener and more environmentally sustainable parish.

A second major theme is the need for improved infrastructure, healthcare provision and local amenities to support the existing population. Respondents frequently highlight concerns about pressure on GP services, with particularly strong support for a dedicated doctors' surgery in Wichelstowe to improve access to healthcare and relieve pressure on existing facilities in Wroughton. Better roads, pavements, public transport connections and safer walking and cycling routes are also widely requested. Many residents envision thriving local centres with a greater variety of independent shops, cafés and community facilities, alongside improvements to existing shopping areas, including the Ellendune and vacant retail premises.

There is also support for better leisure facilities, recreational spaces and opportunities for residents of all ages to participate in community life. Taken together, these responses suggest that residents are not necessarily opposed to change, but want future investment to prioritise the quality of local services, the maintenance of public spaces and improvements to everyday life.

A further significant finding is the importance residents place on local identity and the relationship between Wroughton and Wichelstowe. A substantial number of respondents express a preference for the two areas to have distinct identities, with some explicitly calling for separate parish councils. These views are particularly associated with concerns about Wroughton's historic character and the differences between an established village and a newer residential development. However, other respondents envisage a more connected and inclusive parish, with stronger community relationships, shared facilities and improved links between the two areas. Some also highlight the need for Wichelstowe to develop its own identity, local centre and essential services as its population grows.

Overall, the responses suggest that residents' vision for 2036 is one of a greener, safer, well-maintained and thriving parish, where local character is protected, essential infrastructure meets residents' needs and future development is carefully managed. Although views differ within the parish, there is a clear recurring aspiration to preserve what residents value about their communities while improving the facilities and services that support their quality of life.

QUESTION 24

What one improvement would make the biggest positive difference to the parish?

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 7**.

Sample comments:

"Make Moat Walk pond a feature of the village – it's in a dreadful state."

"Better GP/ healthcare/pharmacy facilities."

"Repairing the wall on Brimble Hill."

"New surgery in Wichelstowe."

"Better pedestrian crossings in Wroughton. Perry's lane is notoriously dangerous, I avoid using the zebra crossing completely. The one on Swindon Road is awfully positioned, as drivers cannot see people waiting until the last minute and its dangerous for pedestrians."

"More community spirit needs to be developed in Wichelstowe."

"A dedicated route for HGVs without entering village."

Question 24 key themes

The responses to Question 24 reveal several clear and recurring priorities, with improved healthcare provision emerging as one of the most frequently requested improvements across both the online and physical surveys. A substantial number of respondents call for additional GP services, larger medical facilities and improved access to appointments, reflecting widespread concern about the capacity of existing healthcare provision to meet the needs of a growing population. In particular, the establishment of a dedicated GP surgery or health centre in Wichelstowe is repeatedly identified as a priority, with residents arguing that this would improve access to healthcare for Wichelstowe residents while relieving pressure on existing services in Wroughton. Other suggestions include additional pharmacies, improved dental provision and shorter waiting times for medical appointments. These responses demonstrate the importance residents place on ensuring that essential public services keep pace with population growth.

A second prominent theme is the need for improved roads, traffic management and pedestrian safety. Respondents frequently identify speeding, traffic congestion, heavy goods

vehicles and the poor condition of roads and pavements as issues requiring attention. There are repeated calls for better road maintenance, the repair of potholes, improved pedestrian crossings and the introduction or enforcement of lower speed limits, particularly 20mph restrictions. Several respondents also highlight longstanding concerns about the condition of Brimble Hill, including its damaged wall and temporary traffic lights, as well as ongoing disruption associated with roadworks and highway infrastructure. Reducing through-traffic, particularly HGVs travelling through residential areas, is another recurring priority. Alongside these concerns, residents express support for safer walking and cycling routes, improved public transport connections and better accessibility for older people and those with disabilities.

Collectively, these responses suggest that improving road safety, reducing traffic disruption and making the parish easier and safer to navigate would make a substantial difference to residents' everyday lives.

QUESTION 25

What do you value most about living in Wroughton and Wichelstowe?

A selection of comments have been replicated here. All comments in response to this question can be found in full at **Appendix 8**.

Sample comments:

"That it's a village, I grew up here so have been here for over 40 years. Any additional development will just make it a town without the title and it's not what we paid for."

"I love Wroughton, I do NOT live in Wichelstowe! It's generally a decent community."

"Everything is accessible. People are welcoming. Tradition English village."

"The peace and quiet and sense of community."

"The parish identity and village camaraderie."

"The countryside, wildlife and views."

"A village community spirit and next to the countryside. Most of the people are friendly and welcoming."

Question 25 key themes
The responses to Question 25 reveal that community spirit, village identity and a strong sense of belonging are among the qualities residents value most about living in the parish. Many respondents describe Wroughton and Wichelstowe as friendly, welcoming and supportive communities, where neighbours look out for one another and residents enjoy a sense of connection.

Community events, including Wroughton Carnival, the Duck Race and Christmas celebrations, are particularly appreciated. Wroughton's traditional village character, history and distinct identity are also frequently highlighted, although some residents express concern that continued housing development risks eroding these qualities.

Another prominent theme is the importance of green spaces, countryside and the natural environment. Residents repeatedly praise the parish's proximity to open fields, woodlands, wildlife habitats and walking routes, including Barbury Castle, Clouts Wood, the Ridgeway and the canal and lakes around Wichelstowe. Many value the peaceful, semi-rural atmosphere and the opportunity to enjoy outdoor recreation close to home. The protection of these spaces is considered particularly important, with concerns that further development could diminish the natural surroundings and distinctive character of the area.

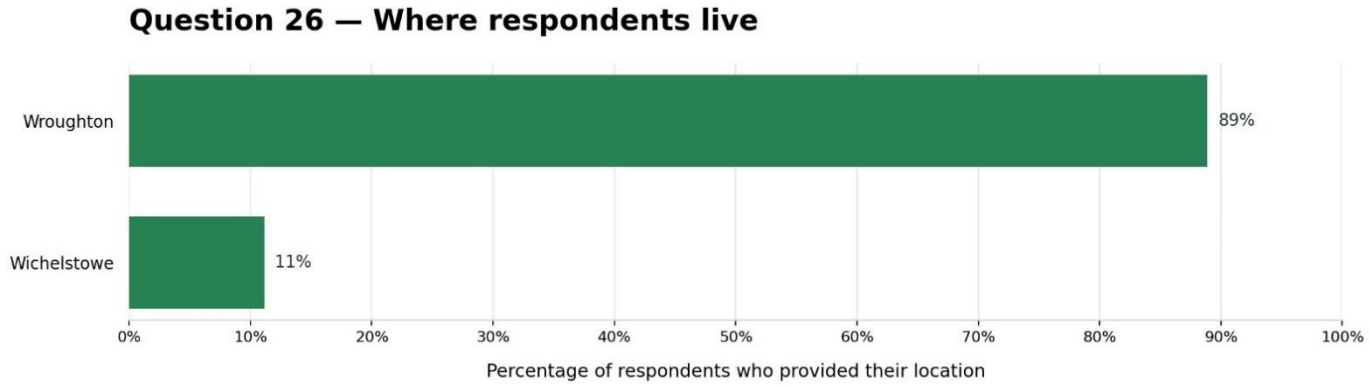
Residents also place considerable value on the safety, convenience and accessibility of the parish. Many appreciate living in a relatively quiet and safe environment while benefiting from local shops, schools, healthcare facilities, pubs and community amenities. Good transport connections and proximity to Swindon are also valued, allowing residents to access wider services while retaining the benefits of village or semi-rural life.

Overall, the responses demonstrate that residents value the parish's existing strengths and want future planning decisions to protect its community spirit, local identity, green spaces and quality of life, while ensuring that development does not undermine the characteristics that make Wroughton and Wichelstowe attractive places to live.

QUESTION 26

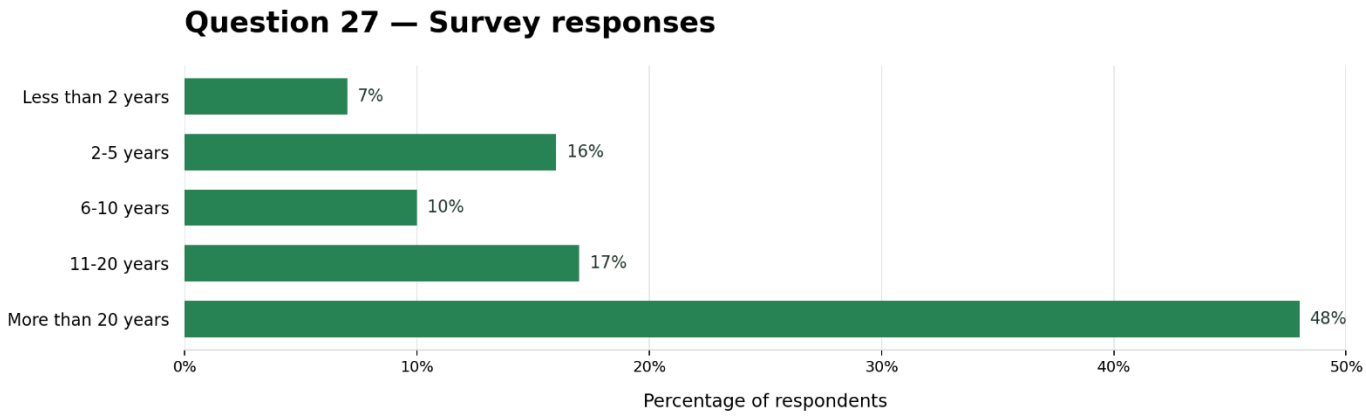
Please tell us whereabouts in the parish you live.

Of the 740 respondents, **647** listed whereabouts in the parish they live. These are the results based on a split between residents who live in Wroughton and those who live in Wichelstowe:



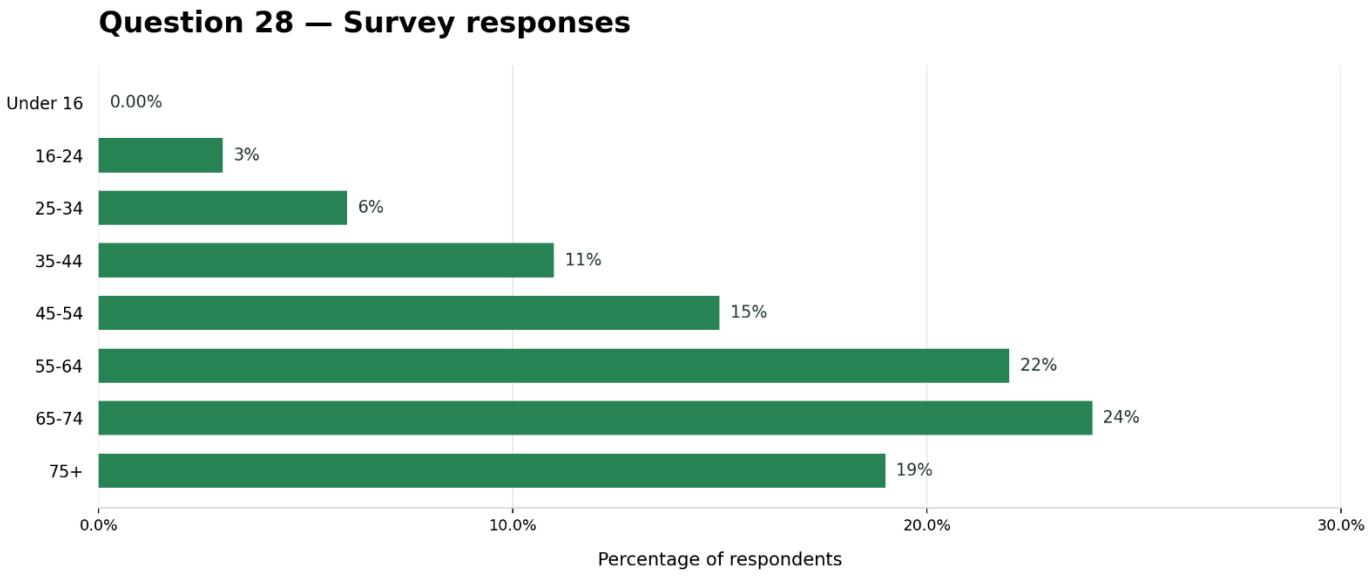
QUESTION 27

How long have you lived in the parish?



QUESTION 28

What age group are you in?



This graph shows that **65%** of respondents were over the age of 55.

Summary of findings

The strongest overall theme is a desire to protect the parish's character while improving the services and infrastructure that support everyday life. The results show resistance to further large-scale development alongside clear demand for better services – primarily services relating to healthcare. **Healthcare is the primary concern among respondents**.

Infrastructure is central to concerns about development. Healthcare is the leading priority in Question 1, selected by 62%. In Question 5, 63% want infrastructure delivered before development and 29% alongside it. The comments repeatedly connect opposition to new housing with pressure on GP services, roads and other facilities.

Respondents recognise housing needs but favour limiting expansion. 77% selected "No further large-scale development", while 51% selected brownfield or redevelopment sites.

Green spaces and village identity are closely connected priorities. 96% rated green spaces important or very important, and 82% selected their protection as an environmental priority. Heritage and conservation were important or very important to 88%. Comments about countryside, views, community spirit and retaining Wroughton's village identity reinforce this pattern: respondents value the parish's setting and character as part of their quality of life.

Transport concerns centre on safety and the condition of existing routes. Speeding (54%), poor pavement quality (53%) and congestion (46%) are the leading transport issues. Comments about crossings, school parking, road surfaces and HGVs give these concerns practical detail. Walking is already widespread, selected by 76% as a way of travelling locally, alongside car use (81%). Better pedestrian routes would therefore support an existing travel pattern, as well as potentially encouraging more walking.

Residents want more appealing local centres and better access to facilities. 91% report using local shops daily or weekly. More independent shops (69%) and more cafés or restaurants (45%) are the leading improvements that would encourage greater use of local centres. Comments also identify demand for leisure facilities such as swimming pools, accessible community spaces and activities for different age groups.

Connecting Wroughton and Wichelstowe involves both practical and identity issues. Some comments seek better paths, public transport links and shared activities. Others stress the areas differences or express opposition to closer integration. Healthcare provision also appears in comments about relations between the two areas.

The results are heavily weighted towards older and established residents: 65% fall within the age bands 55 and above, and 48% have lived in the parish for more than 20 years. Among the 647 respondents who supplied their location, 89% live in Wroughton and 11% in Wichelstowe. Further engagement with younger residents, newer residents and Wichelstowe would help test whether their priorities differ.