

Plan for Neighbourhood Survey Results

Wisbech

July 2025



Introduction

Plan for Neighbourhoods (PFN)

As part of a £1.5 billion investment programme to foster stronger, better-connected and healthier communities across the UK, Zencity has partnered with the **Ministry of Housing, Communities and Local Government (MHCLG)** to help capture **community sentiment** on the PFN and the future of local towns.

Zencity digitally engaged with residents and businesses across the **selected 75 towns**, gathering voluminous, inclusive and valuable feedback on where people want to see investment in their local areas, as well as their views on a range of other important topics.

The insights collected have been compiled into both a **nationwide aggregate report** and **75 individual town-level reports**, designed to help empower central government and local authorities to make informed decisions that reflect the priorities of their communities.

What you'll find here is the **town-level report**, which highlights key findings from the survey.

Zencity Sampling

Methodology

The data presented in this report was collected from the **9th of April to the 26th of May, 2025**. **127** respondents from **Wisbech** were digitally recruited (e.g., over social media, mobile apps, and survey panels).

Zencity built a representative sample by matching respondent data to UK Census race, ethnicity, age, and gender distributions for the town. Rake-weighting was then also applied as a statistical safeguard to balance out any remaining discrepancies in distribution, such that no demographic group was overrepresented or underrepresented in the final score.

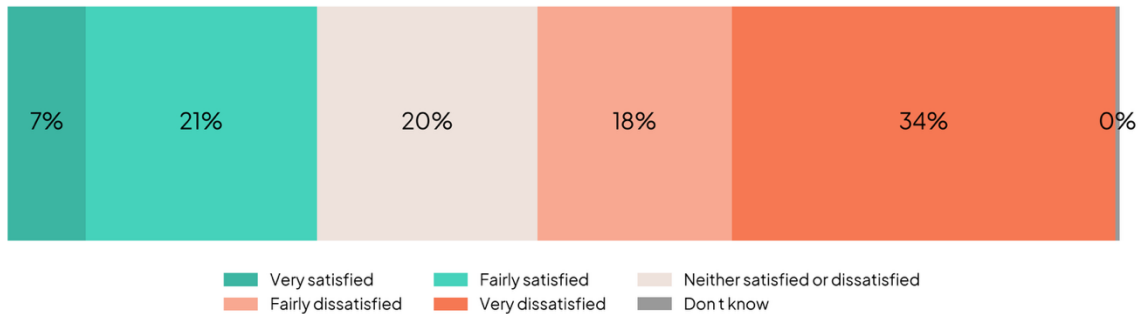
Respondents under the age of 18 and those who did not give a valid postcode were excluded from the sample.

The questions that were included in this survey can be found [here](#).

Satisfaction with Local Area

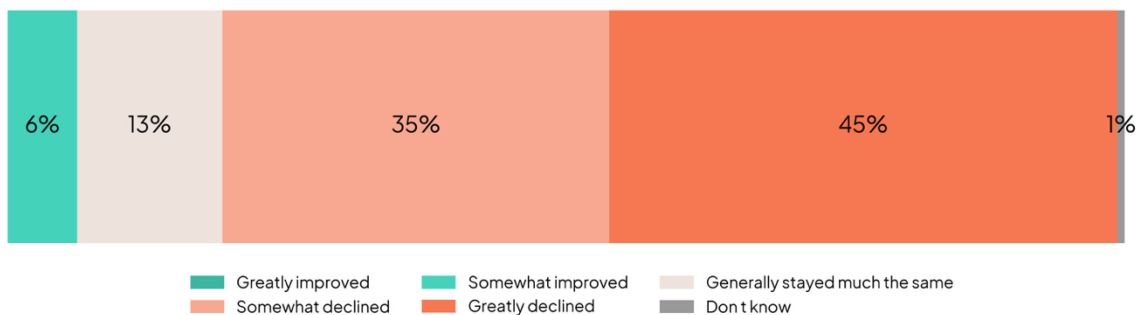
Q2: Your local area is the area within 15-20 minutes walk from your home. How satisfied or dissatisfied are you with your local area as a place to live?

Most respondents in Wisbech are not satisfied with their local area as a place to live (52%).



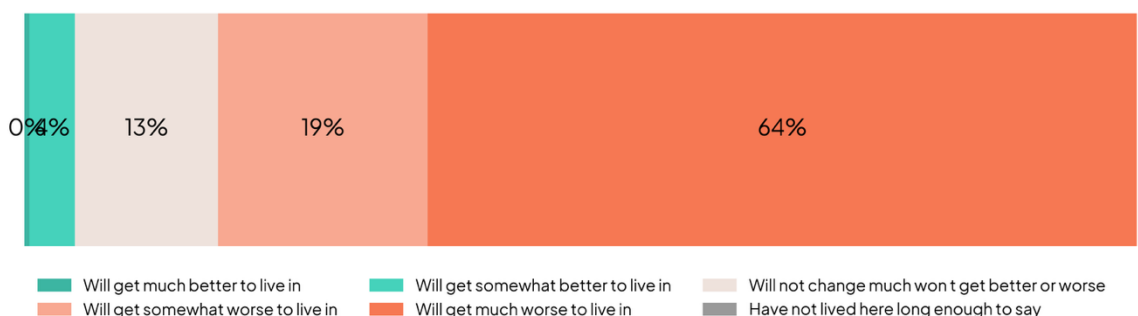
Q3: Would you say that in the past 12 months, your local area has improved or declined?

Most respondents in Wisbech feel their local area has greatly declined (45%) in the past 12 months.



Q4: Generally speaking, do you expect your local area to get better or worse to live in 2 years from now?

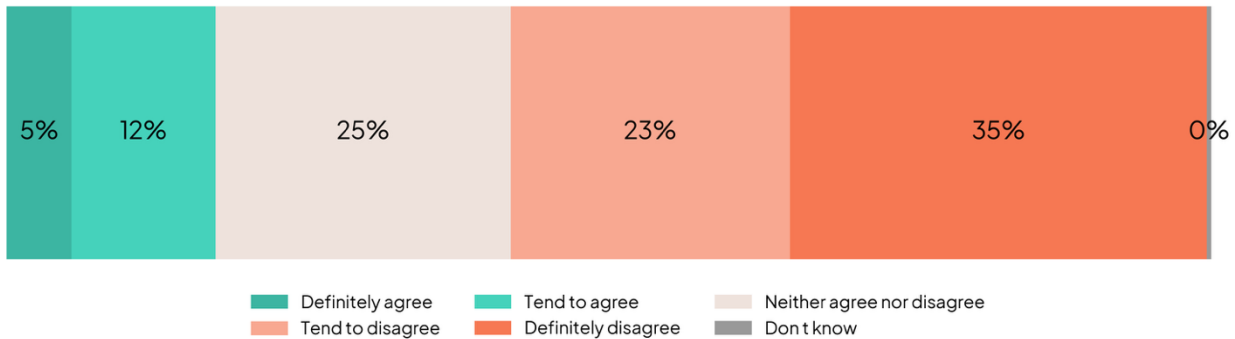
Most respondents in Wisbech expect their local area to will get much worse to live in (64%) in the next 2 years.



Pride in Local Area

Q5: How much do you agree or disagree with the following statement: I am proud to live in my local area.

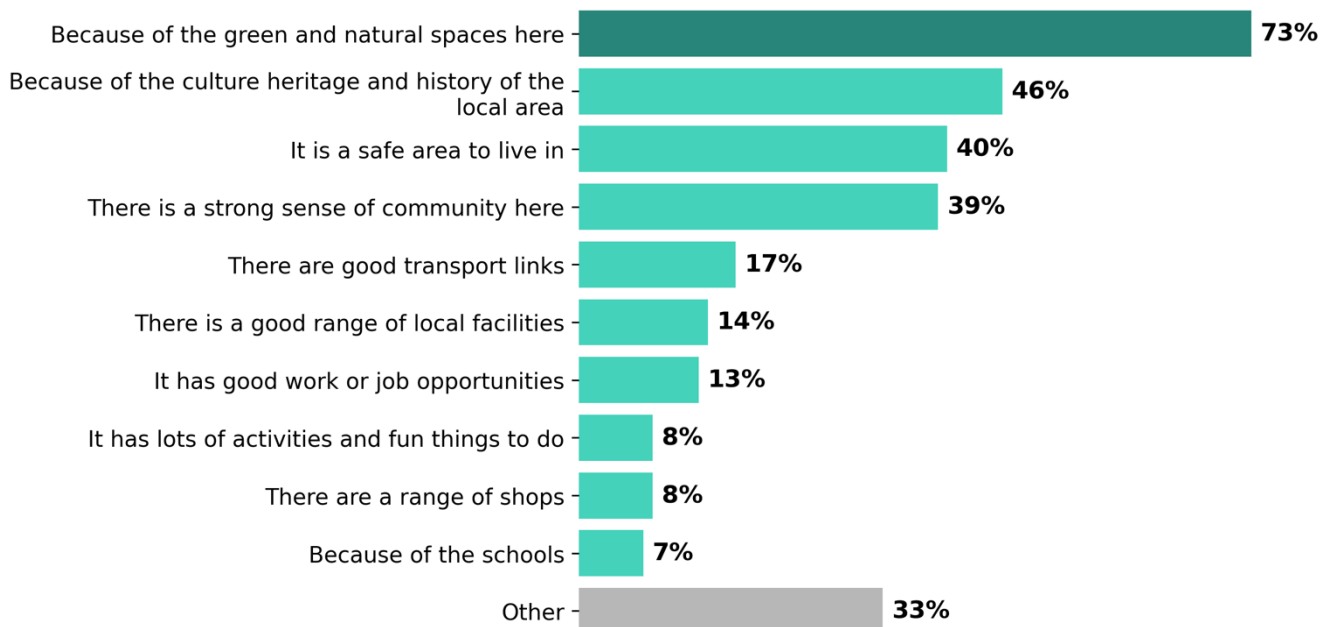
Most respondents in Wisbech are not proud to live in their local area (58%).



Q6: What are the main reasons you agree with the statement that 'I am proud to live in my local area'?

Number of respondents who are proud = 30

Among respondents who are proud to live in their local area, the top reasons they are proud are "because of the green and natural spaces here" (73%) and "because of the culture heritage and history of the local area" (46%).

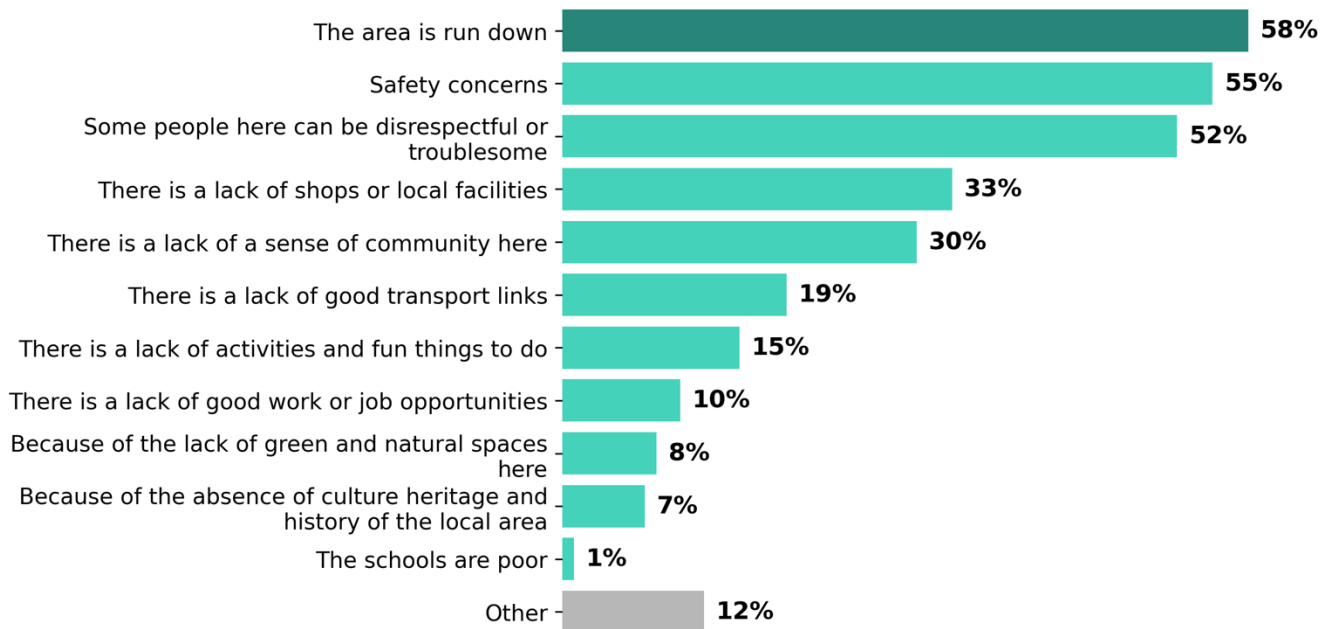


Pride and Satisfaction in Local Area

Q7: What are the main reasons you disagree with the statement that 'I am proud to live in my local area'?

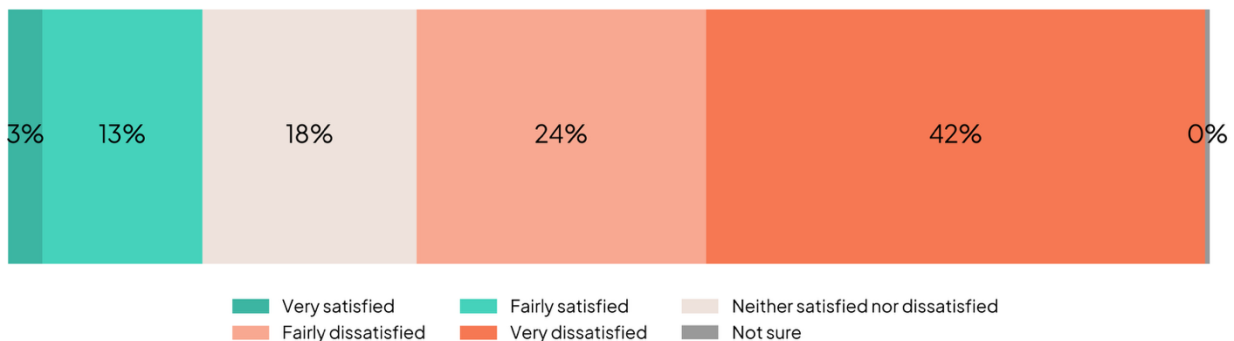
Number of respondents who are not proud = 64

Among respondents who are not proud to live in their local area, the top reasons are "the area is run down" (58%) and "safety concerns" (55%).



Q8: Generally, how satisfied are you with the local services and amenities in the town centre closest to your local area?

Most respondents in Wisbech are very dissatisfied (42%) with the services and amenities in their closest town centre.



Perceptions of Local Area Features

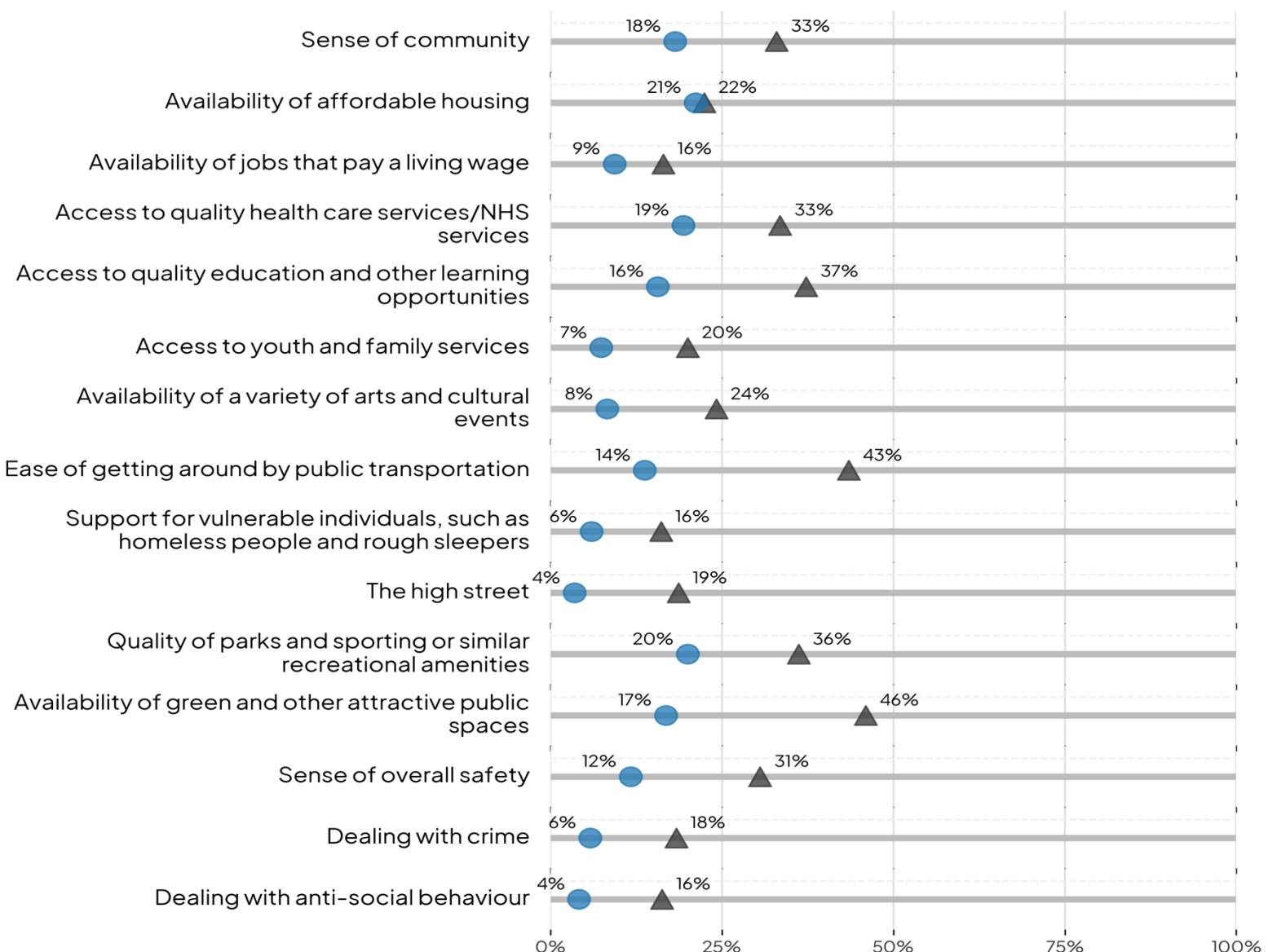
Q9: The following questions cover different parts of life in your local area. For each, respondents rated whether they felt they were good or excellent.

This chart shows how the proportion of respondents rating features in Wisbech as good or excellent compares to the average across the 75 Plan for Neighbourhood towns.

In Wisbech, residents rated all features less positively than residents across the 75 Plan for Neighbourhood towns. The biggest gaps were for 'Ease of getting around by public transportation' (-30%) and 'Availability of green and other attractive public spaces' (-29%).

% Rate "Good" or "Excellent"
(Q9: Town features and infrastructure)

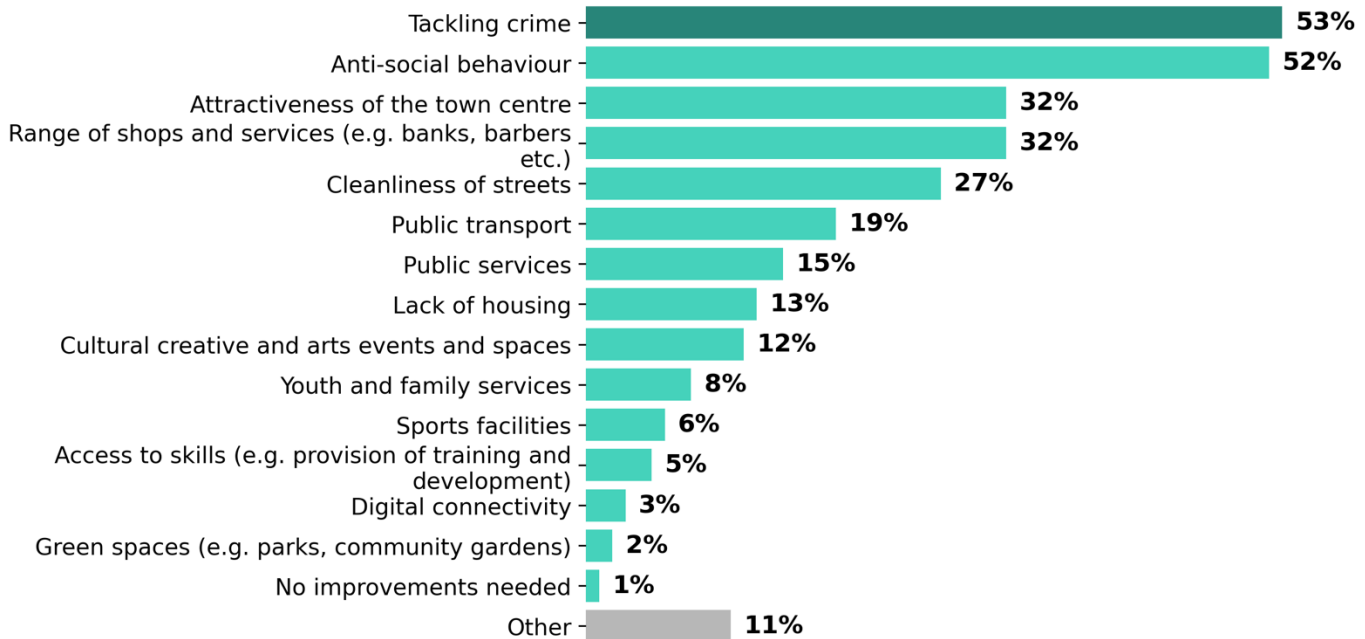
▲ Average across 75 towns
● Wisbech



Improving Local Area

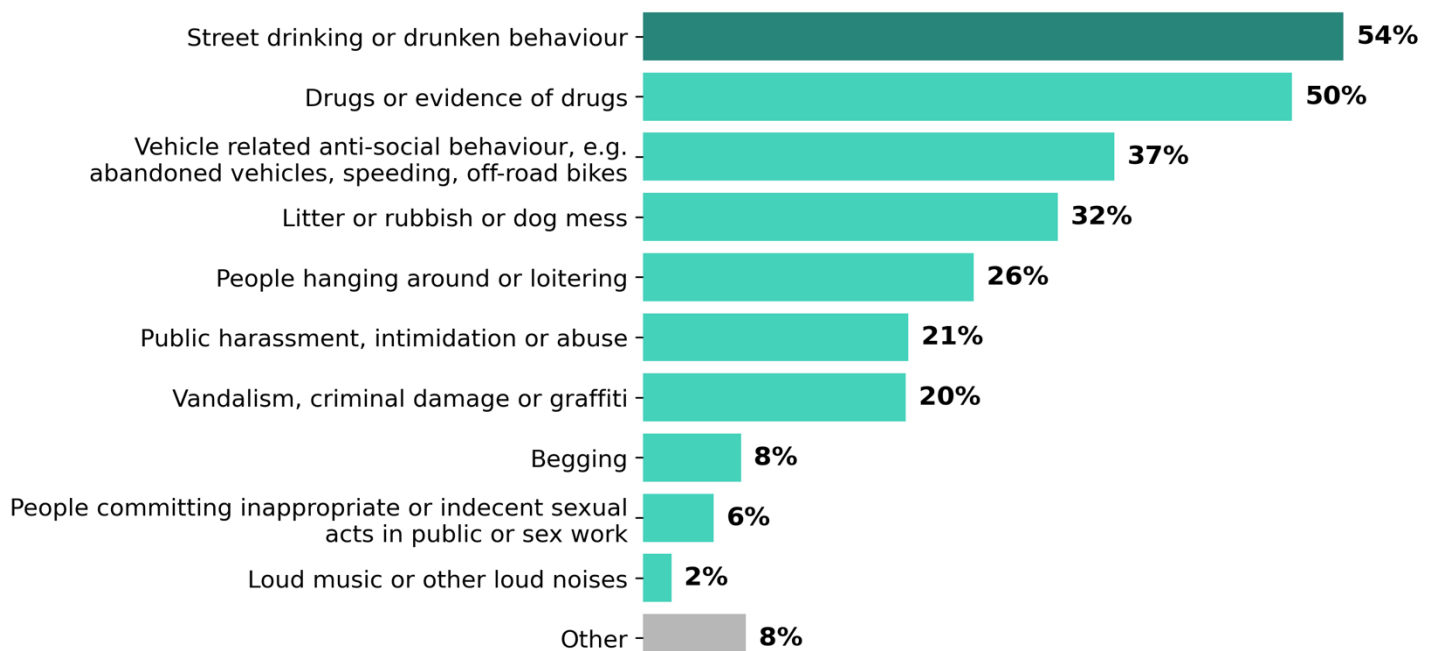
Q10: Which of the following needs the most improvement in your local area?

In Wisbech, the top areas residents would like to see improvements in are Tackling crime (53%) and anti-social behaviour (52%).



Q11: Which of the following are the biggest problems in your local area?

In Wisbech, residents identified street drinking or drunken behaviour (54%) and drugs or evidence of drugs (50%) as the most pressing problems in their area.



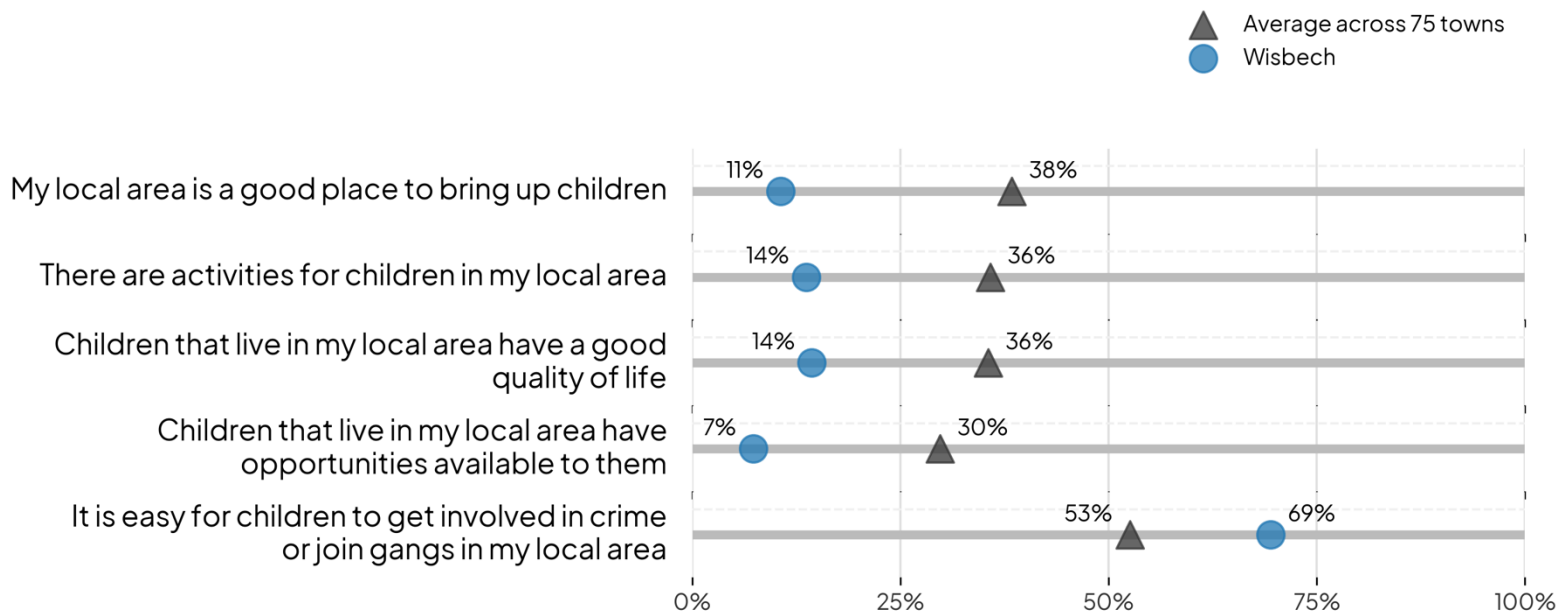
Perceptions of Children & Young People in the Local Area

Q12: Thinking about your local area, how much do you agree or disagree with the following statements:

This chart shows how the proportion of respondents agreeing with each statement in Wisbech compares to the average across the 75 Plan for Neighbourhood towns.

In Wisbech, residents agreed with the statement 'It is easy for children to get involved in crime or join gangs in my local area' more than the average across the 75 Plan for Neighbourhood towns (+17%), but agreed with the statement 'My local area is a good place to bring up children' less (-28%).

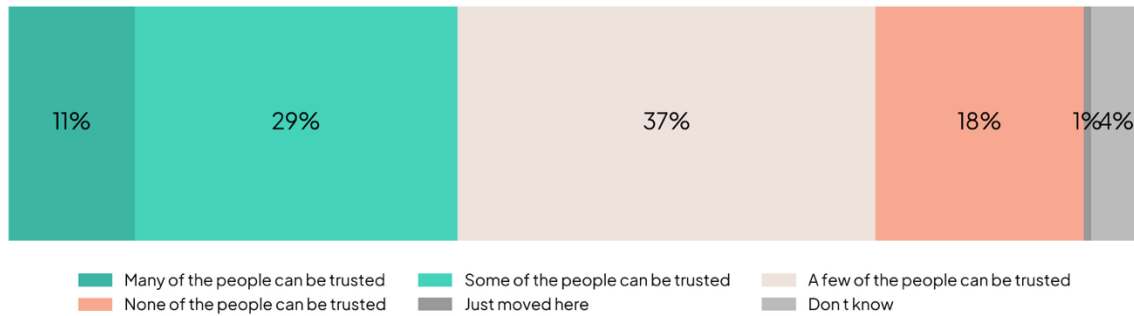
% Agree (Tend to / Definitely)
(Q12: Children & young people)



Perceptions of Local Community

Q13: Thinking about the people who live in your local area, to what extent do you believe they can be trusted?

In Wisbech, most respondents trust a few people in their local area (37%) for this question.



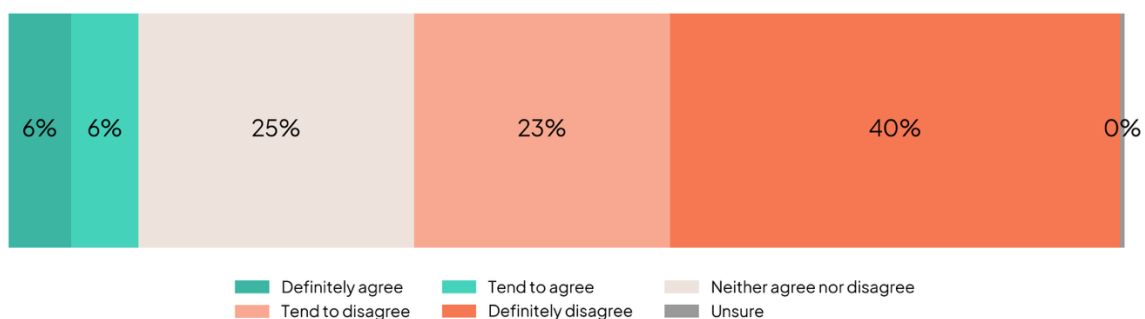
Q14: Do you feel your local area is 'left behind' in comparison to the rest of the country?

Most respondents in Wisbech think that their area has been very left behind in comparison to the rest of the country (63%) in comparison to the rest of the country.



Q15: To what extent do you agree or disagree that you personally can influence decisions affecting your local area or influence what happens in your community?

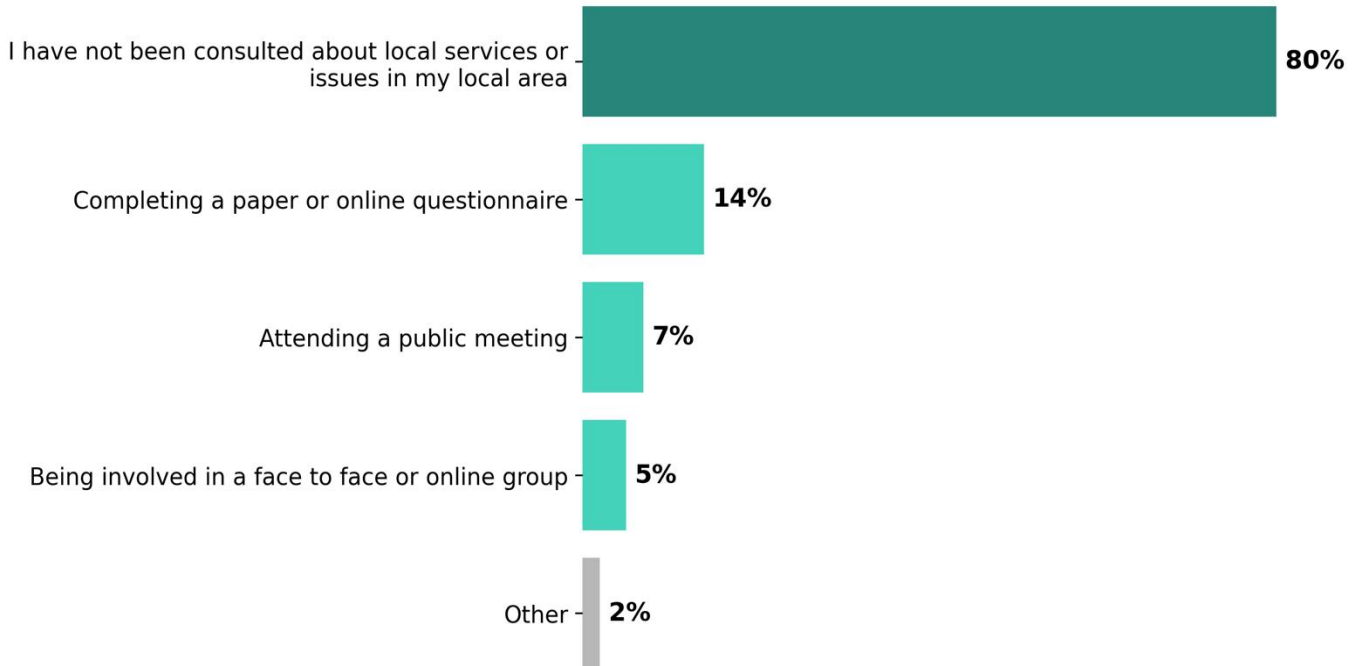
Most respondents in Wisbech disagree that they can influence decisions affecting their local area (63%).



Empowering Residents

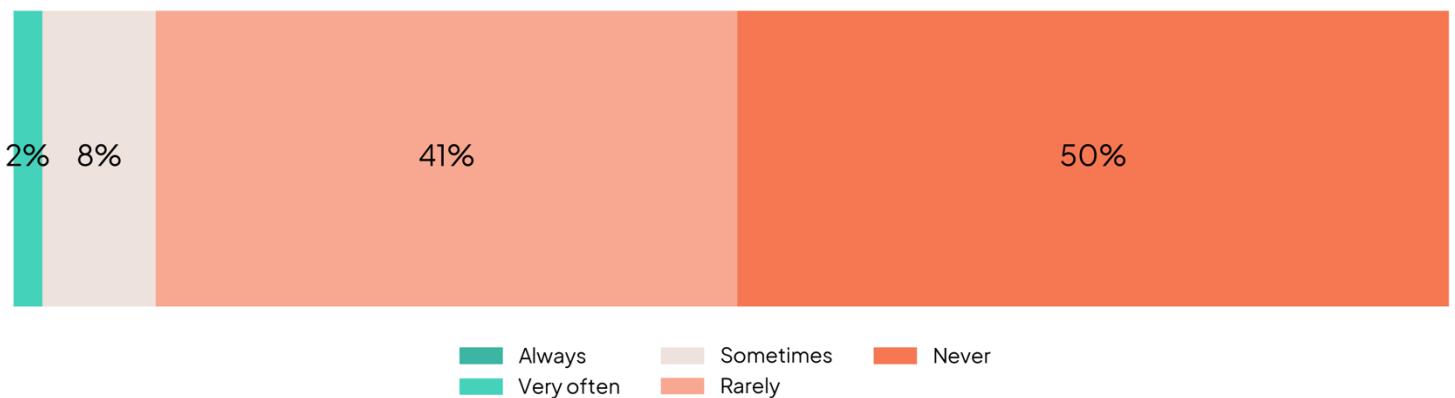
Q16: In the last 12 months, have you been consulted about local services or issues in your local area through any of these methods?

Most respondents in Wisbech report that they have not been consulted about local services or issues in their local area (80%).



Q17: Do you feel your voice is listened to when decisions are made about your local area?

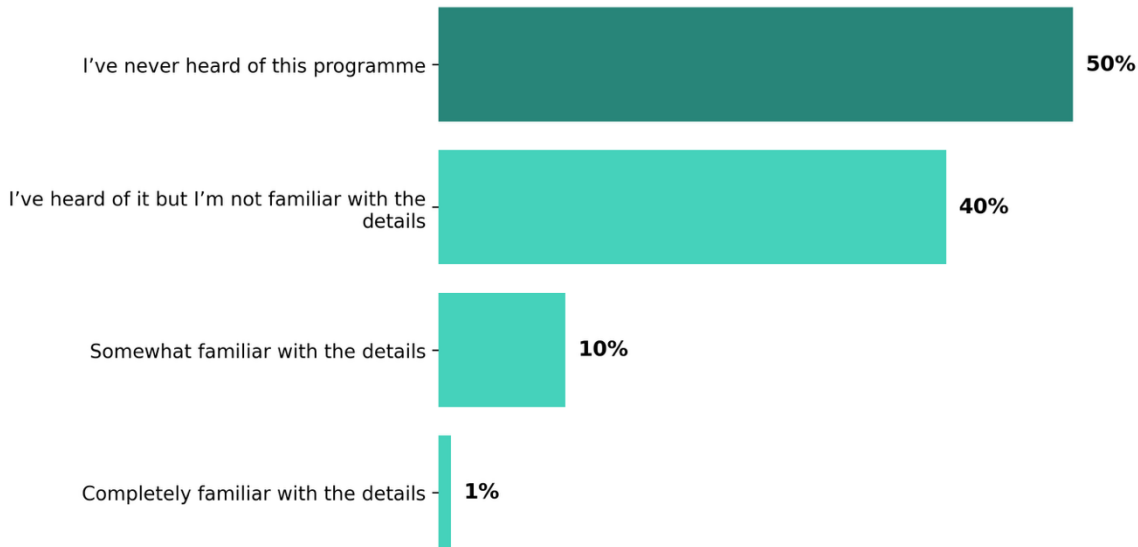
In Wisbech, most people report that their voice is never listened to when decisions are made about their local area (50%).



Familiarity with Plan for Neighbourhoods

Q18: Your local town has been selected to receive £20 million of funding as part of the Government's Plan for Neighbourhoods programme. Prior to this survey, how familiar are you with this programme?

Most respondents in Wisbech reported that they have never heard of the Plan for Neighbourhoods (50%).



Q19: What would your number one priority be for use of the £20 million of funding through the Plan for Neighbourhoods programme in your area?

The word cloud below shows the top priorities suggested by residents for how the £20 million funding should be used in Wisbech.

