

Windsor Link Rail

Opinion polling

Summary

We conducted targeted research, focusing on businesses in and around Windsor to gauge local opinions about the project. Additionally we also targeted commuters who would most likely benefit from the improvements.

During our research we found that the majority of people were unaware of the project but supportive – as shown in the figures below. Most negative feedback surrounded parking in Windsor, those that didn't want to complete the survey believed they did not know enough details about the project to make a comment.

1. Do you live in or nearby to Windsor?

Yes = 82%

No = 18%

2. Do you work in or nearby to Windsor?

Yes = 93%

No = 7%

3. Before today, how much had you heard of Windsor Link Rail?

A lot/A little = 27%

Not very much/Nothing at all = 73%

4. How supportive are you of the Windsor Link Rail proposals?

Supportive = 75%

Unsure = 20%

Unsupportive = 4%

Didn't answer = 1%

5. Windsor Link Rail proposes better connections between London, Heathrow and multiple destinations around the South of England. Do you think is this a good idea?

Yes = 88%

No = 5%

Not sure = 7%

6. Windsor Link Rail proposes one main train station for Windsor with improved facilities and greater capacity. Do you think this is a good idea?

Yes = 84%

No = 6%

Unsure = 10%

7. Windsor Link Rail proposes the regeneration of Windsor riverside, creating a mixture of private and affordable homes, space for start-up businesses and flexible working, leisure facilities, landscaping of Alexandra Gardens and connections into the town centre. Do you think this is a good idea?

Yes = 85%

No = 7.5%

Not sure = 7.5%

Examples of quotes from polling:

Support;

"I love the idea having more direct options and not having to go through Slough"

"Windsor is so indirect and awkward to get to, so this will hopefully help"

"A faster train network will benefit a lot of retail operations, making my life easier with faster travel"

"Helpful for people traveling to London and Heathrow"

"It will lead to a decrease in traffic"

"We won't have to go to Slough to change trains"

"More links to and from Windsor is a good idea"

"Local regeneration opportunities"

"It will bring more tourists to the centre which will help businesses"

"It will provide more jobs for local people"

Concerns;

"There is already a lack of available parking – this must be addressed with any new developments"

"Is it cost effective"

"What disruptions will there be"

"Do we need this if we have Crossrail"

"The developments around Riverside may not be great for wildlife"