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**Issued on behalf of Local Opinion**



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### **CANTERBURY'S ANONYMOUS CORPORATE PLAN**

Almost nine out of 10 residents in the district are unaware of the draft Corporate Plan, which will shape how the area will develop over the next four years.

A survey by Kent-based independent market research agency Local Opinion found that 87.8% of residents had heard or read nothing about the Plan. This is despite the City Council launching consultation on the draft Plan in late January.

The Corporate Plan aims to address the requirements for: Wincheap, Harbledown and Bridge sliproads; the redevelopment of the Marlowe Theatre; the regeneration of Herne Bay town centre and; increased Park and Ride facilities.

Also included in the Plan are proposals for a youth and children's centre in Herne Bay and a new football centre, plus a strategy for finding a permanent home for Canterbury City FC.

Local Opinion research executive Julie Thompson said: "It is clear from these results that Canterbury's future is being mapped out by a minority and the consultation process has failed to reach the vast majority of households.

"Residents are missing out on a great opportunity to help shape the district's future from having their say on controversial decisions from increased housing development to this year's inflation-busting 4.7% increase in Council Tax."

Residents are able to have their say on the plan on the Canterbury District Council website.

The Local Opinion survey was part of ongoing research which takes place every two to three months. To get involved and have your say on Canterbury:

Visit: [www.localopinion.co.uk](http://www.localopinion.co.uk)

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The sample size for this survey was 94 residents from the Canterbury district, and 632 for Kent.

## **ENDS**

### **Notes to editors:**

- Local Opinion complies with the highest market research standards
- Reportage of these results must include the sample size
- Respondents are free to withdraw from Local Opinion's survey pool at anytime

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