

White Horse Reservoir – Community Research

Over the coming weeks, we are planning to hold discussion groups with local residents who live in villages and towns surrounding the proposed White Horse Reservoir project. The purpose of the discussion groups is to hear local insight and preferences on elements of the masterplan design. The insight will help ensure that the site becomes a valued community asset that is used and enjoyed by local people. We also want to understand how best to work with communities throughout the project lifecycle.

We have commissioned an independent market research agency, Qa, to facilitate the discussion groups. We will invite residents from local communities located near the proposed reservoir site to join the discussion groups. The purpose of these conversations is twofold:

1. To discuss the proposed design from the perspective of each community and gather feedback on specific elements of the design.
2. To understand how we can best engage and involve communities during the construction phase of the project.

The discussion topics will be tailored to each community and will include the following:

- Access to the site
- Recreation and leisure opportunities
- Local identity and culture
- Community involvement
- Community engagement and support during the construction phase

The conversations will be designed to be at a community level with the following communities invited to participate in the discussion groups:

- Abingdon
- Ardington
- Culham
- Drayton
- East Hanney
- Frilford
- Garford
- Grove
- Hendreds – East and West
- Lockinge
- Marcham
- Steventon
- Sutton Courtney
- West Hanney
- Wantage

We plan to hold eight workshops during June, with letters being posted to local residents from 18th May onwards. A copy of the letter is attached for your information.

The discussion groups will be held in the evenings; they will be face to face and will take place locally. Participants will be recruited to represent a mix of demographics, with around eight participants in each session.

As a thank you for their time, participants will be given a shopping voucher which can be used on the high street or online.