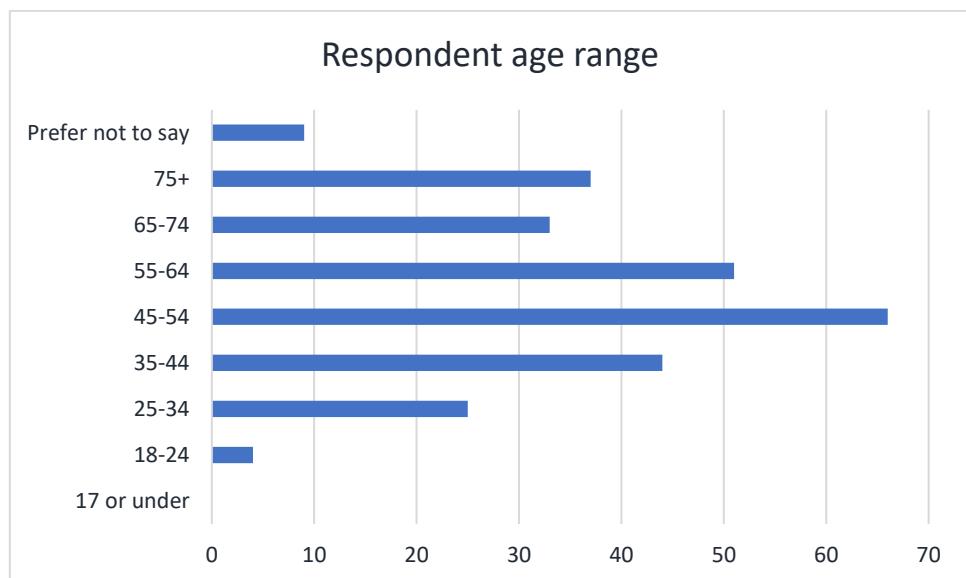


Budget Consultation Survey 2025

The survey was conducted between 6th and 19th October and the insight was gathered both online and face to face. A total of 276 responses were received during that period.

Summary

Of the 276 survey respondents, 41% were male and 55% female. Whilst there were responses from people younger than 24, the majority (24%) were within the 45-54 age bracket. Most age ranges were well represented, however, with a fairly even amount of responses from those aged between 25 and 75+.



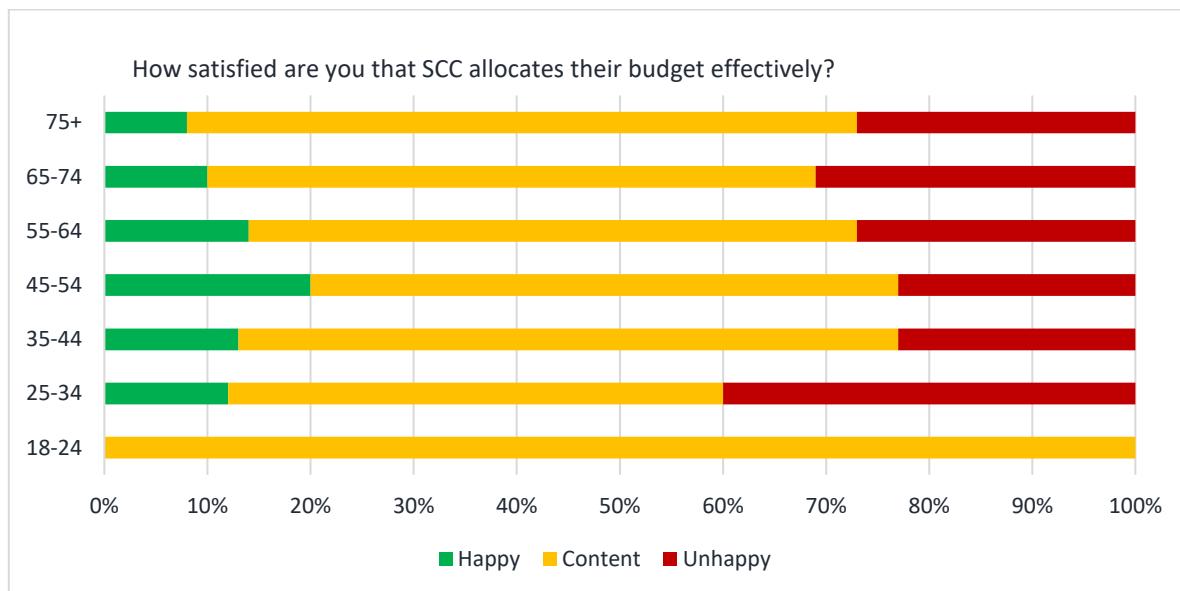
The majority of respondents are happy (47%) or content (42%) with their local areas as a place to live, and content (54%) that Salisbury City Council keeps them informed about the services it provides.



Predominantly, respondents live in the parish of Salisbury City Council (75%) with 38% visiting the city centre 2-4 times a week.

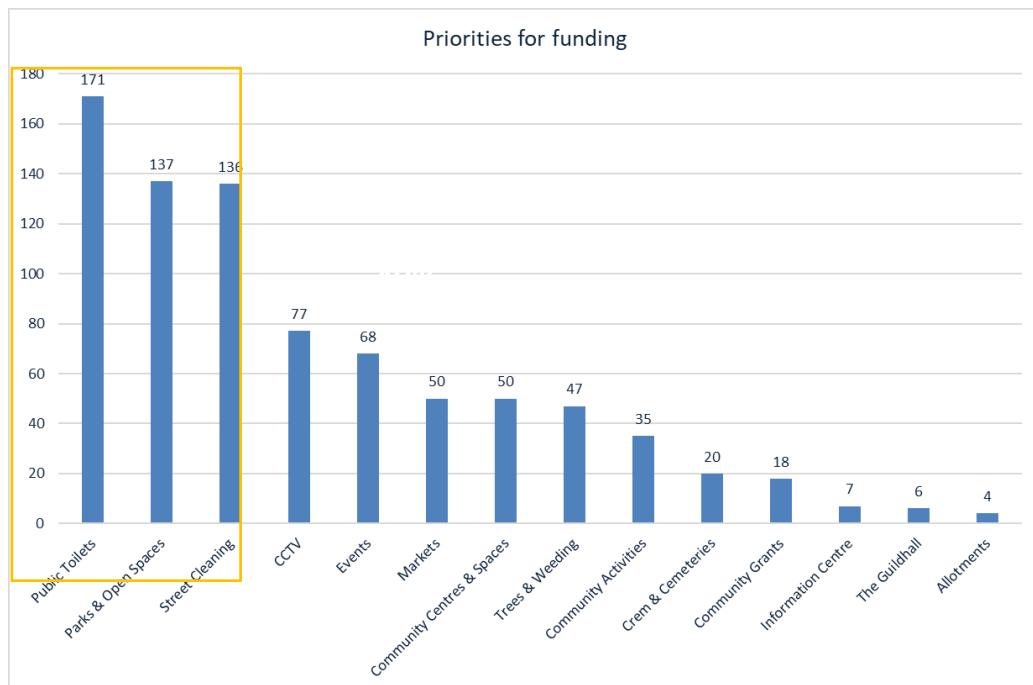


The majority of respondents (60%) are content that Salisbury City Council allocates their budget effectively. 27% are unhappy and 13% are happy. Respondents aged between 25 and 34 were the least satisfied and those aged between 45 and 54 were most satisfied.



When asked to choose between paying more council tax to enable growth in services or paying less council tax with a reduction in services, 54% opted for growth.

Public toilets, parks & open spaces and street cleaning are the three clear priorities for funding. Public toilets is the most common priority area and is in the top three priorities for every age range represented (being the top priority for five of the seven respondent age ranges). CCTV is a priority for respondents in the 18-24 age range and the Information Centre featured as a priority for those aged between 35 and 44.



Key Insights

Public Toilets: The Most Urgent and Repeated Concern

This issue remains the most dominant and emotionally charged.

- **Reopen key facilities:** Strong demand to reopen toilets in the Market Square, Central Car Park, Churchill Gardens, Crane Street, and near Sainsbury's.
- **Accessibility and dignity:** Toilets should be free, clean, child-friendly, and accessible to disabled users and those with medical needs. Suggestions include QR code access cards and modest usage fees.
- **Impact on tourism and daily life:** Lack of toilets affects visitors, families, and shoppers, and damages Salisbury's image.
- **Criticism of council decisions:** Anger over locked facilities, poor maintenance, and spending on temporary toilets with limited public access.
- **Public health concerns:** Reports of human waste in public areas highlight the urgency of reopening and maintaining facilities.
- **Business disruption:** Cafés and shops are overwhelmed by demand for restrooms, especially during events and peak hours.

Cleanliness, Maintenance & Infrastructure

A consistent concern.

- **Street cleaning:** More frequent and deeper cleaning needed, especially in underpasses, around bus stops, and high-traffic areas. Early morning cleanups requested near The Chapel.
- **Weeding and pavements:** Poor maintenance is eroding road edges and making the city look shabby. Weed control is needed before seeds spread.
- **Bin management:** Overflowing bins and removal of public bins are causing littering and frustration. Large bin stores need regular emptying.
- **Park upkeep:** Parks, rivers, and cemeteries need better care, with more colourful planting, trimmed trees, and regular grass cuts. Play equipment often left broken for long periods.
- **Graffiti removal:** Underpasses and bridges are becoming hotspots for vandalism.
- **River maintenance:** Fallen trees and foliage need clearing to prevent flooding and improve visibility.
- **Private property compliance:** Requests for enforcement of overgrown hedges and bushes encroaching on public paths.

- **Outskirts attention:** Harnham and areas outside the ring road need equal attention to cleanliness and maintenance.

Community Events & Spaces

Residents want Salisbury to feel vibrant, inclusive, and alive.

- **More events:** Especially in parks, Cathedral Close, and the Market Square. Suggestions include music, food festivals, seasonal markets, and Christmas light switch-ons.
- **Targeted programming:** More activities for young adults (20s–30s), families, and low-income residents.
- **Use of empty buildings:** Repurpose vacant shops for youth clubs, creative studios, and community centres.
- **Better promotion:** Improve advertising and outreach to increase attendance and awareness.
- **Event quality:** Concerns about underfunded events and repetitive food offerings. Suggestions to reinvest event proceeds into future programming.
- **Guildhall usage:** Calls for more informative talks and events in this historic venue.

CCTV & Safety

Security infrastructure is seen as essential and increasingly urgent.

- **Expanded coverage:** Full city centre and parish-wide coverage requested, especially in hotspots, alleyways, and roundabouts.
- **24/7 monitoring:** CCTV should be actively managed by paid staff to deter crime and antisocial behaviour.
- **Traffic safety:** Speed and red-light cameras suggested for the ring road to reduce accidents and generate revenue.
- **Youth engagement:** More safe, relevant, and affordable places for young people to reduce antisocial behaviour.
- **Crime reduction:** Residents want to see evidence that CCTV is solving crimes and improving safety.

Markets & Local Economy

Support for Salisbury's market culture and local businesses is strong.

- **Protect stallholders:** Discount tenancies and allow weather-related autonomy.
- **Support creative businesses:** Concern over studio closures and the need for affordable spaces.
- **Information centre:** Maintain funding and consider relocating closer to the coach park.
- **Charter market:** Prioritise food vendors and ensure affordability for all income levels.
- **Christmas market:** Desire for a larger, higher-quality market like Winchester's, ideally around the Cathedral.
- **Community input:** Requests for polls and engagement before council decisions are made.

Green Spaces & Biodiversity

Nature and sustainability are valued.

- **Greener city:** More trees, flower displays, and colourful planting requested.
- **Wildlife-friendly planning:** Parks and rivers should be safe and welcoming for animals and children.
- **Footbridge proposal:** A new bridge linking nature reserves would improve pedestrian access and reduce congestion.
- **Splash park:** Suggested for young children to enjoy outdoor play.
- **Rewilding balance:** Support for rewilding, but not at the expense of infrastructure or aesthetics.
- **Preservation:** Concern over green space loss due to development, especially in Harnham.

Youth & Inclusion

A call for more inclusive infrastructure and programming.

- **Youth clubs and centres:** Especially in underserved areas like East and West Harnham.
- **Accessible community spaces:** Facilities that serve all age groups and backgrounds.
- **Support for The Pantry and Repair Café:** More donation points and shared spaces needed.
- **Transport and isolation:** Consideration for those with limited mobility or access.

- **Free activities:** More opportunities for children and young people to participate in creative and social events.

Budgeting, Funding & Civic Pride

Residents want smarter spending and long-term investment.

- **Community grants:** Small investments in voluntary groups seen as more effective than council-led efforts.
- **Long-term funding:** Essential services need stable financial support without fear of cuts.
- **Better decision-making:** Criticism of poor judgment, personal agendas, and ineffective management.
- **Civic pride:** Salisbury should reflect its heritage and status as a “jewel in Wiltshire’s crown” with flower displays, clean spaces, and welcoming facilities.
- **Affordability focus:** Budgets should prioritise those with limited means, including the homeless and low-income families.

Ranked list of priorities according to the **frequency** of mentions:

1. Public Toilets (Most mentioned)

- Reopen Market Square, Central Car Park, Churchill Gardens, Crane Street, and other existing facilities.
- Ensure toilets are clean, accessible, and free or affordably priced.
- Address hygiene concerns and public health risks.
- Support tourism and reduce pressure on local businesses.

2. Street Cleaning & Weeding

- Increase frequency of litter collection, pressure washing, and graffiti removal.
- Improve cleanliness in underpasses, bus stops, and high-traffic areas.
- Remove weeds from pavements, gutters, and road edges.
- Maintain visual appeal for residents and tourists.

3. CCTV & Safety

- Expand coverage across city centre and outer wards.
- Ensure 24/7 monitoring by paid staff.

- Use CCTV to deter crime, antisocial behaviour, and traffic violations.
- Improve safety perception, especially at night.

4. Community Events & Markets

- Host more events in parks, Cathedral Close, and Market Square.
- Improve event quality, diversity, and promotion.
- Support creative and seasonal markets (e.g. Christmas, food festivals).
- Use event proceeds to fund future programming.

5. Parks, Green Spaces & Cemeteries

- Maintain and upgrade play equipment.
- Increase grass cutting, tree pruning, and flower planting.
- Preserve green spaces, especially in Harnham and outskirts.
- Improve accessibility for disabled users.

6. Support for Vulnerable Groups

- Increase funding for The Pantry and Repair Café.
- Provide more free activities for children and youth.
- Ensure equitable access to community spaces and services.
- Address homelessness and affordability concerns.

7. Budgeting & Council Decision-Making

- Prioritise essential services over vanity projects.
- Improve transparency and community engagement (e.g. polls).
- Allocate funds based on public need, not personal agendas.
- Maintain the Tourist Information Centre.

8. Traffic & Transport

- Improve traffic flow and safety on the A36 and ring road.
- Add speed/red-light cameras.
- Reduce parking fees to encourage city visits.
- Improve access to green spaces and city centre.