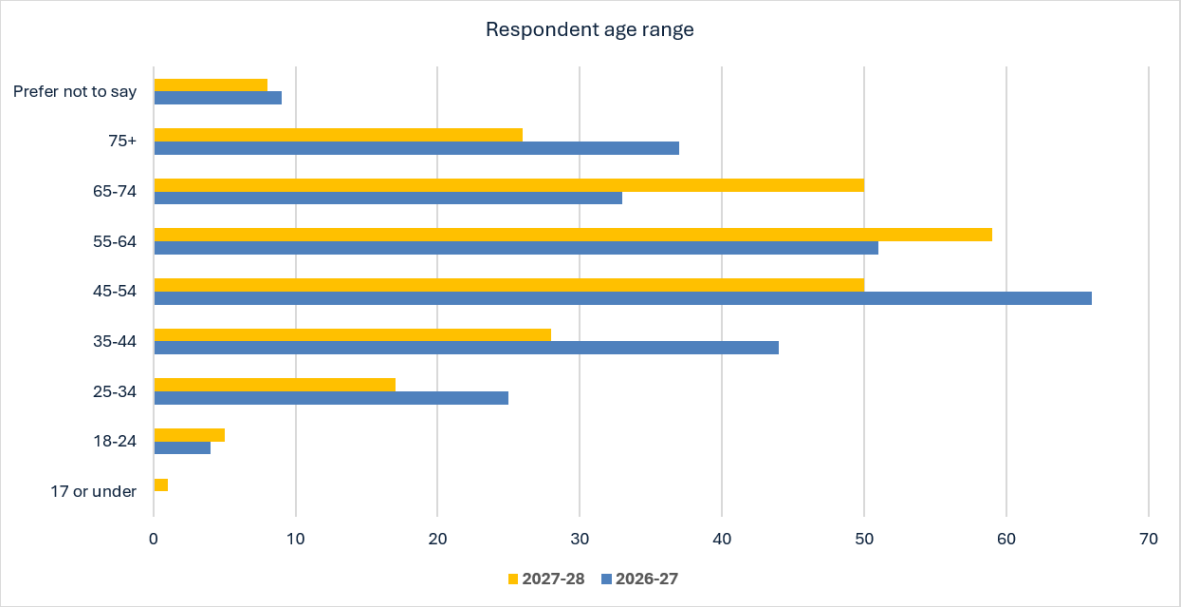
Budget Consultation Survey 2027/28

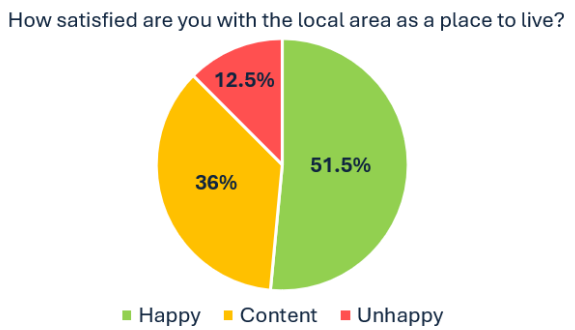
The survey was conducted between 21st September and 19th October and the insight was gathered both online and face to face. A total of 246 responses were received during that period.

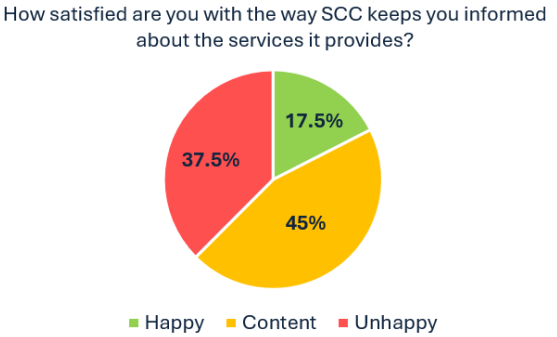
Summary

Of the 246 survey respondents, 37% were male, 56% were female and 1% were nonbinary. Whilst there were responses from people across all age ranges, the majority were within the 54-64 (24%), 45-54 (20.5%) and 65-74 (20.5%) age brackets.



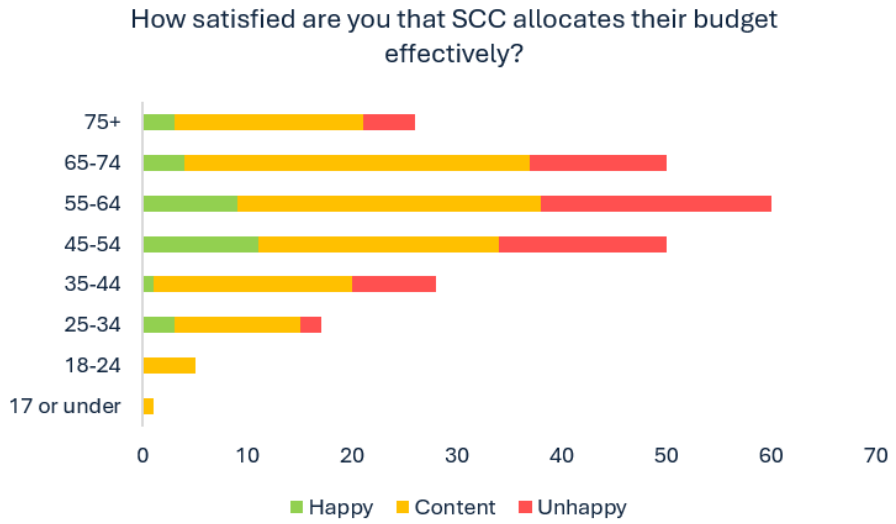
Most respondents are happy (51.5%) or content (36%) with their local areas as a place to live. This indicates a small shift in contentment levels v's 2025, with a 4.5% increase in happiness, 6% decline in contentment and 1.5% increase in unhappiness. In relation to communication from Salisbury City Council about the services it provides, 45% respondents were content, 37.5% were unhappy and 17.5% were happy. Again, this represents a small shift from 2025 when 54% were content, 26% were unhappy and 20% were happy.





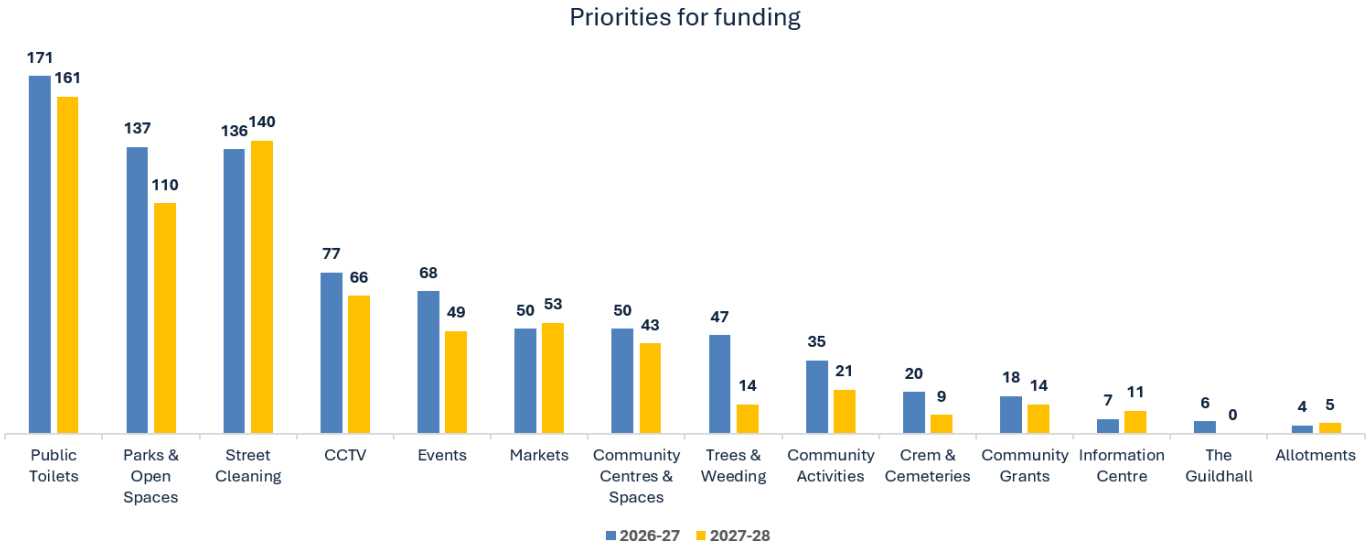
Predominantly, respondents live in the parish of Salisbury City Council (81%) with 42% visiting the city centre 2-4 times a week and 27% visiting 5+ times a week.

Most respondents (58%) are content that Salisbury City Council allocates their budget effectively. 29% are unhappy and 13% are happy, which is broadly in line with feedback received in 2025. Respondents aged between 54 and 64 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, 61% opted for growth (+7% v's 2025).

Public toilets, street cleaning, and parks & open spaces remain the three clear priorities for funding. Public toilets is the most common priority area and remains in the top three priorities for every age range represented, except 18-24. Parks and open spaces, Markets and Events are the top three priority areas for respondents in the 18-24 age range.



Respondent priorities ranked by number of mentions, including suggested improvements:

1. Public Toilets (cleanliness, availability, investment)

Respondents mentioned this more than any other issue and emphasise toilets as a core service failure. Improvements they explicitly suggested including:

- Reopen closed toilets (Market Square, Central Car Park, Maltings).
- Keep toilets **clean, modern, staffed, and well-maintained**.
- Provide **free or low-cost access**, with optional donation systems.
- Install **self-cleaning cubicles** like those used in France.
- Ensure toilets are **open all day**, including evenings.
- Improve **signage**, accessibility, and safety.
- Provide toilets suitable for **market traders**, families, older people, and those with complex needs.
- Invest toilet-use revenue back into **clean, modern facilities**.
- Make toilets **welcoming**, well-stocked, and regularly supervised.

2. Street Cleaning

Respondents repeatedly described Salisbury as dirty, rundown, or unwelcoming. Suggested improvements include:

- More frequent **street sweeping**, pavement washing, and litter removal.
- Regular **emptying of bins**, especially in summer.
- Better **weeding**, gutter clearing, and removal of overgrown vegetation.
- Clean up **approach roads**, ring road edges, and gullies.
- Improve cleanliness around **car parks**, bus routes, and high-footfall areas.
- Address **dog fouling**, urine smells, and general grime.
- Repair uneven or broken pavements that trap dirt.
- Increase **accountability** for cleaning standards.

3. Parks & Open Spaces

Respondents value parks highly but want them better maintained and more vibrant. Suggested improvements include:

- Install a **splash pad**, climbing wall, low-ropes course, or other family activities.
- Keep parks **clean, safe, and well-maintained** (litter, grass cutting, bramble removal).
- Improve **tree management** and remove overhanging branches.
- Provide **more events** in parks (summer activities, food stalls, pop-ups).
- Add **shelters**, shade structures, and seating.
- Maintain colourful **flora and fauna** to make parks welcoming.
- Ensure parks feel **safe**, including addressing rough sleeping and antisocial behaviour.
- Improve **river cleanliness** and tackle fly-tipping.

4. CCTV / Safety

Respondents consistently link CCTV to crime prevention and feeling safe. Suggested improvements include:

- Increase CCTV coverage, especially in **black spots** and underpasses.
- Improve **camera quality** for clear identification.
- Ensure CCTV is **actively monitored**, not just installed.
- Use CCTV to deter **shoplifting, antisocial behaviour, drug activity**, and unsafe driving.
- Add CCTV near **bike parking**, parks, and busy pedestrian areas.
- Consider **security patrols** where CCTV alone is insufficient.

5. Trees and Weeding

A major theme across the feedback. Respondents suggested:

- Regular **weeding** of pavements, gutters, drains, and verges.
- Clear overgrown **brambles**, hedges, and tree branches blocking paths.

- Improve tree health and management, especially with increased traffic.
- Address weeds along the **ring road**, dual carriageways, and residential streets.
- Ensure green spaces are maintained without appearing neglected.

6. Markets (inc. Charter Market)

Respondents see the market as a key asset but want improvements. Suggested actions:

- Promote the market more widely to attract **more stallholders**.
- Improve **layout**, variety of stalls, and Sunday market offerings.
- Provide **clean, accessible toilets** for traders and visitors.
- Increase **seasonal markets** and specialist events.
- Improve the **Information Centre** to support market activity.

7. Community Centres & Spaces

Respondents want more welcoming, accessible community spaces. Suggested improvements:

- Provide safe spaces for **teens and young adults**.
- Support community groups tackling local issues.
- Improve the **look and feel** of community buildings.
- Increase availability of **events, activities, and social spaces**.
- Ensure spaces are **clean, well-maintained, and open**.

8. Events

Respondents want Salisbury to feel lively again. Suggested improvements:

- More **large events**, seasonal festivals, and varied programming.
- Better promotion of events to increase attendance.
- More events in **parks**, Guildhall Square, and Queen Elizabeth Gardens.
- Bring back popular traditions (e.g., pre-ice rink Christmas market).
- Provide events for **young adults**, not only families or older residents.

9. Community Activities (inc. The Pantry)

Respondents value grassroots initiatives. Suggested improvements:

- More funding for **local projects** and community groups.
- Better integration between council services and community organisations.
- Support for **allotments**, gardens, and food-related community spaces.

10. Information Centre

Respondents want it to be more visible and welcoming. Suggested improvements:

- Move it to a **more prominent location**.
- Improve external appearance with **flags, flowers, signage**.
- Promote it more effectively to visitors.

11. Community Grants

Respondents want grants to be easier to access and more impactful. Suggested improvements:

- Increase funding for **youth projects**, creative spaces, and local initiatives.
- Support community-led improvements to parks, markets, and events.

12. Crematorium & Cemeteries

Few mentions, but clear suggestions:

- Maintain paths, brambles, and overgrown vegetation.
- Improve cleanliness and safety around cemetery boundaries.

Other ‘further feedback.’

Council Spending, Value for Money & Waste Reduction

Strong frustration about perceived waste, mismanagement, and poor prioritisation.

- “Stop wasting money on pageants and unnecessary pompous activities.”
- “Council tax has doubled… not many services have seen improvements.”

- “Budgets are spent to avoid losing it annually… more efficient delivery needed.”
- Calls for **better financial decisions, reduced bureaucracy, less duplication with Wiltshire Council**, and transparency.

Parking Costs & Access

Parking charges are seen as a barrier to visiting the city.

- “Parking charges are a reason why I do not visit Salisbury weekly anymore.”
- “Excessive parking charges… FREE parking day Tuesday/Sunday.”
- “Car parks are too expensive… a barrier to local residents.”
- Suggestions include **lower fees, payment on exit, and joint funding models**.

Communication, Transparency & Resident Engagement

Residents want clearer communication and more accessible information.

- “I feel that Salisbury city council do not keep residents informed.”
- “Use social media more effectively to showcase work.”
- “Is there a newsletter I could sign up to?”
- Desire for **better updates, clearer responsibilities, and faster responses**.

Markets, Empty Shops & City Centre Vibrancy

Residents want a more lively, attractive city centre.

- “Attract more entrepreneurial businesses to empty shops.”
- “The markets are fantastic… bring great energy.”
- “Better Christmas market… more independent stalls.”
- Requests for **market promotion, improved stall variety, and revitalising empty units**.

Governance, Boundaries & Council Structure

Frustration with overlapping responsibilities and unclear accountability.

- “Too much bureaucracy and crossover between SCC and Wiltshire Council.”

- “Stop councillors serving on both councils.”
- “Review parish boundaries to reflect housing expansion.”

Tourism, Promotion & City Identity

Residents want Salisbury to be better promoted and more welcoming.

- “Bring back pride in our city and care for it.”
- “We need to be better at promoting and marketing it more widely.”
- Suggestions include **tourist tax**, better signage, and improved visitor facilities.

Roads, Potholes & Infrastructure

Infrastructure issues appear frequently.

- “Fix the millions of potholes around the city.”
- “Pavements around the city need repairing.”
- “Coordinate roadworks better.”