



Wells City Council

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Presented By (if different)	Haylee Wilkins
Subject	Corporate Priorities 2025 - 2028
Date of report	08 th July 2025
For consideration at	Full City Council
Date of consideration	24 th July 2025

Introduction and Background

Further to the report presented to Full City Council on 26th June 2025, the attached draft priorities look to offer clarity and commitment as to the future actions and deliverables of Wells City Council (WCC).

Following initial review, additional representation from Councillors has been received and adjustments made accordingly.

Public Engagement

To ensure transparency and build community ownership of the plan, it is proposed that a public consultation be carried out over a period of 6–8 weeks. Draft questions are prepared for use via an online survey, paper copies, and local events and can be seen in Appendix B.

The consultation will seek views on the relevance, clarity, and priorities of the plan and invite additional suggestions. Feedback will inform any revisions before final adoption.

Recommendations

Council is asked to:

1. Approve the draft Corporate Priorities Plan 2025–2028 for the purposes of public consultation.
2. Approve the draft public consultation questions and the approach set out within the paper and Appendix B.
3. Request that a final version of the plan be brought back to Council following the consultation, along with a summary of feedback received.

Appendices:

- Appendix A: Draft Corporate Priorities 2025–2028 Plan
- Appendix B: Draft Public Consultation Questions

APPENDIX B - Consultation Suggested Questions

Clear context of the services delivered by WCC should be provided as headline text.

General Awareness & Understanding

1. Are you a resident or visitor to the City? (Resident/Visitor)
2. Before today, were you aware of Wells City Council's plans for the next three years? (Yes/No)
3. Do you feel the proposed priorities reflect the needs of Wells and its residents? (Yes/No)
4. Do you feel the proposed priorities reflect the needs of visitors to Wells? (Yes/No)

Financial Sustainability and Governance

3. How important do you think it is for the Council to strengthen its governance and financial planning? (Very Important/Somewhat Important/Not at all)

Climate and Asset Management

4. The Council plans to focus on the sustainability of its own buildings and land that it either owns or is directly responsible for, which includes the Wells Recreation Ground. Do you support this localised approach to climate action? (Yes/No)
5. What improvements would you like to see in how the Council manages its assets and green spaces (e.g. public buildings, green spaces)? (Free Text box)

Council Services

6. Are there any council services you feel should be prioritised for protection? (tick)
 - Play Parks/Skate Park
 - Grass Cutting
 - Allotments
 - Heritage – Including Civic events and trails
 - Tourism
 - Closed Churchyards
 - Public Toilets
 - Wells in Bloom
 - Tourist Information
 - Refugee Hub
 - Markets and Events
7. How tolerant would you be of further Council Tax Precept increases in order to sustain or improve essential services? (Very accepting/Somewhat accepting/Not at all) (Please only answer this question if you are a local resident)
8. Would you support the Council generating income through better use of its assets if it helps maintain services? (Yes/No)
9. Would you support the Council in garnering sponsorship for services or assets if it helps maintain services? (Yes/No)

Tourism and the Local Economy

9. What role should the Council play in supporting tourism within the City? (Directly active role in encouraging tourism, Supporting role alongside other businesses and services of the City, Not at all, tourism is the responsibility of the businesses of the City)
10. How can we make sure tourism benefits the city without negatively impacting residents? (Free text box)

Open Feedback

11. Which of the four priorities is most important to you personally? (Priority 1, Priority 2, Priority 3, Priority 4)
12. Is there anything missing from the Council's plan that you think should be included? (Free Text box)

