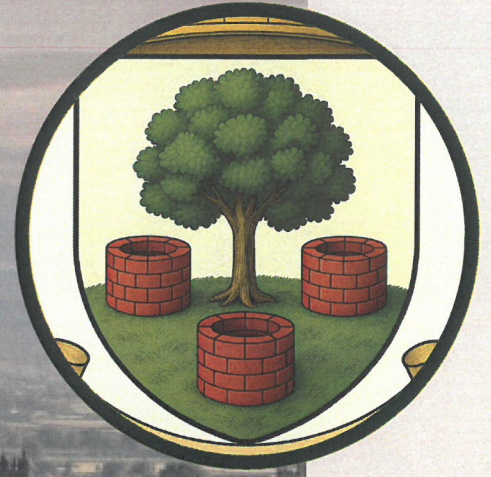




CORPORATE PRIORITIES & VISION

Wells City Council

2025 - 2028

Laying foundations
for a sustainable,
resilient and thriving
heritage city.

Our Long-Term Vision (5–10 Years)

To safeguard the historic and cultural identity of Wells while developing a financially sustainable, environmentally responsible and economically vibrant city. We aim to be a well governed Council that protects its assets, supports its community, and promotes long term prosperity, making Wells a wonderful place to live, work and visit.



Right Worshipful Mayor, Cllr Louis Agabani on behalf of Council

Corporate Priority 1

Financial Sustainability and Good Governance

Strengthen internal governance structures to ensure clear accountability, compliance and transparency. Undertaking a comprehensive review of financial procedures, procurement, and reporting.

Develop a rolling 5-year medium term financial plan linked to corporate priorities.

Review reserves provision, grants, and revenue streams to increase resilience and future planning capacity and keep precept rises to a minimum.

Corporate Priority 2

Climate Change and Asset Stewardship

Audit the councils estate (buildings, land, & vehicles) to assess environmental performance and seek improvement.

Develop an Asset Sustainability Plan to reduce emissions, improve energy efficiency, and support biodiversity, across our green spaces, integrating climate considerations into all asset management decisions, contracts and maintenance.

Prioritise achievable, localised climate actions with visible impact for residents and visitors in key green space locations

Corporate Priority 3

Securing the Future of Council Services

Identify opportunities to optimise council estate and services for income generation and community benefit.

Explore partnerships and external funding to maintain or expand services where possible.

Begin phased modernisation of key council facilities and services to ensure they remain viable and fit for purpose, for the future.

Undertake service reviews, including staffing structures to ensure value for money, effectiveness and resilience.

Develop strategic support for key community services through the creation of strategies, including Play, Public Toilets, Key Assets and Green Spaces.

Proactively work with third party organisations to support proactive improvements to services and the wider City.

Corporate Priority 4

Economic Growth and Tourism in a Heritage Context

Support sustainable tourism that enhances, rather than overwhelms, the city's character.

Promote Wells as a high quality visitor destination through partnership marketing.

Work with businesses and local stakeholders to support year round economic activity.

Explore ways to better use public realm and events to boost footfall and local trade at key times of year..

Corporate Priority 5

Heritage, History and Civic Responsibility

Maintain civic traditions of the city, offering opportunity for learning and understanding of the city's heritage.

Develop understanding of traditions and impacts to current city living in the 21st century

How We'll Work

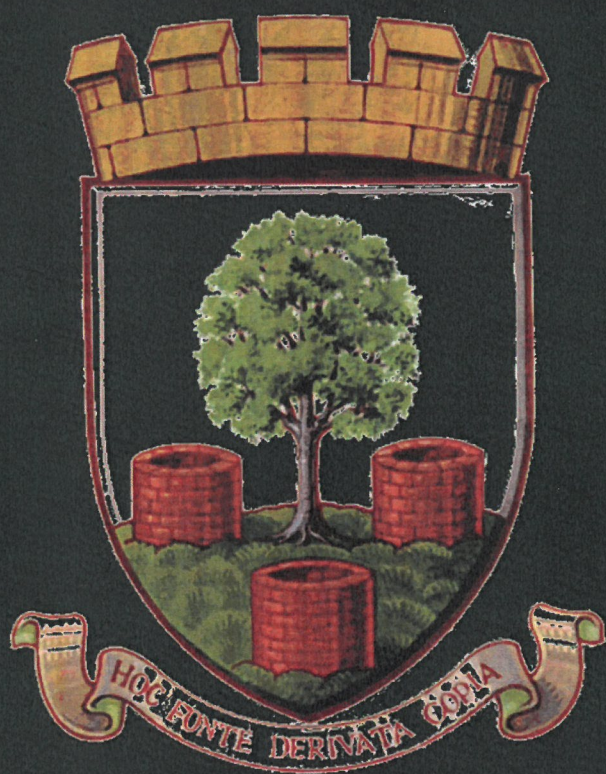
Collaboratively: with residents, businesses, partners and visitors.

Transparently: regular reporting on progress and open communications.

Responsibly: focusing on what's deliverable and sustainable.

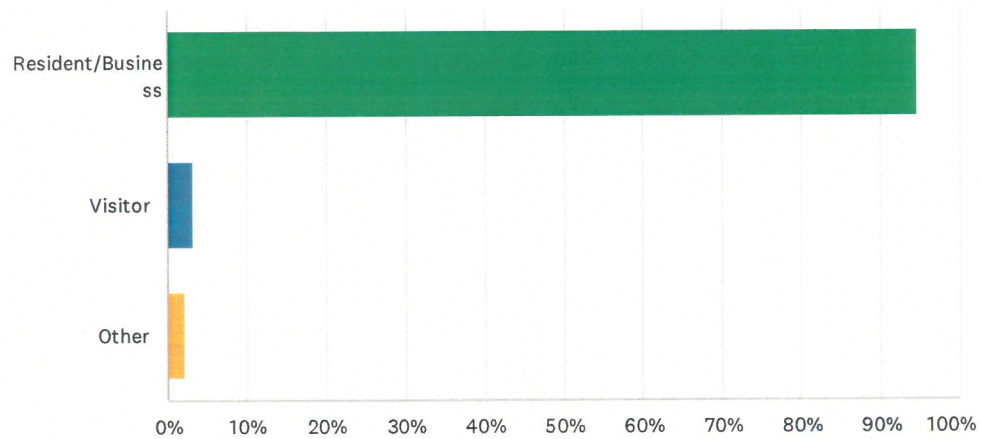
Strategically: every action contributes to long-term outcomes.

Innovatively: embracing new ideas, technologies and approaches to improve outcomes.



Q1 Are you a resident/business of the city or a visitor?

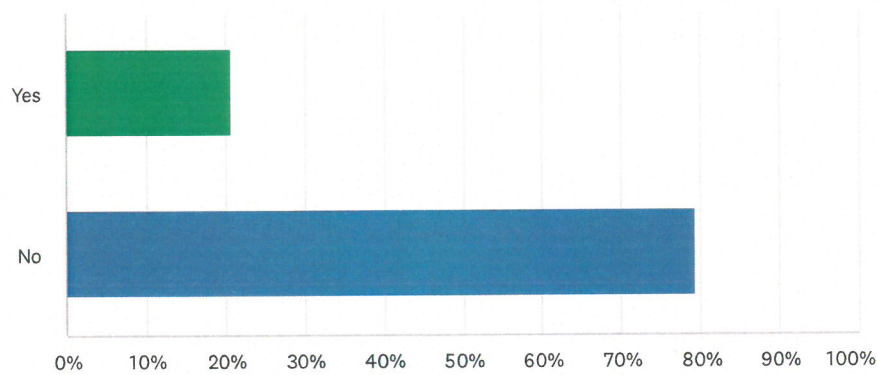
Answered: 95 Skipped: 113



ANSWER CHOICES	RESPONSES	
Resident/Business	94.74%	90
Visitor	3.16%	3
Other	2.11%	2
Total Respondents: 95		

Q2 Before today, were you aware of Wells City Councils plans for the next 4 years?

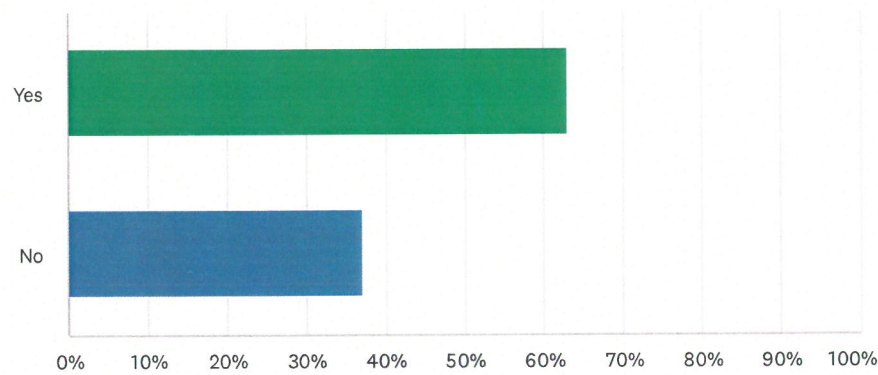
Answered: 92 Skipped: 116



ANSWER CHOICES	RESPONSES	
Yes	20.65%	19
No	79.35%	73
Total Respondents: 92		

Q3 Do you feel that the proposed priorities reflect the needs of Wells and its residents and businesses?

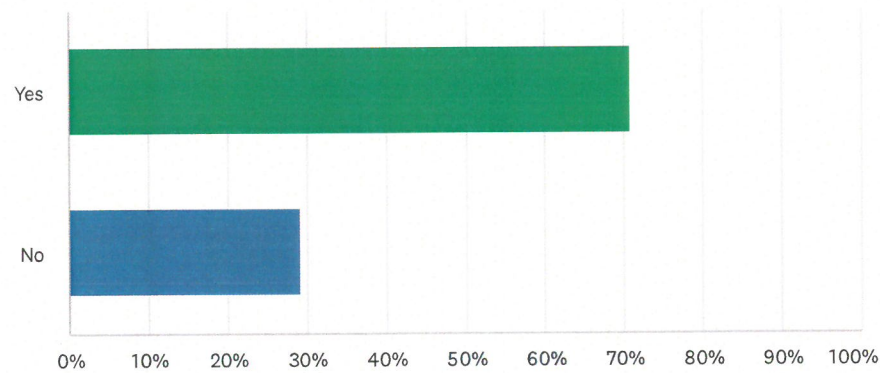
Answered: 81 Skipped: 127



ANSWER CHOICES	RESPONSES	
Yes	62.96%	51
No	37.04%	30
TOTAL		81

Q4 Do you feel that the proposed priorities reflect the needs of visitors to the City?

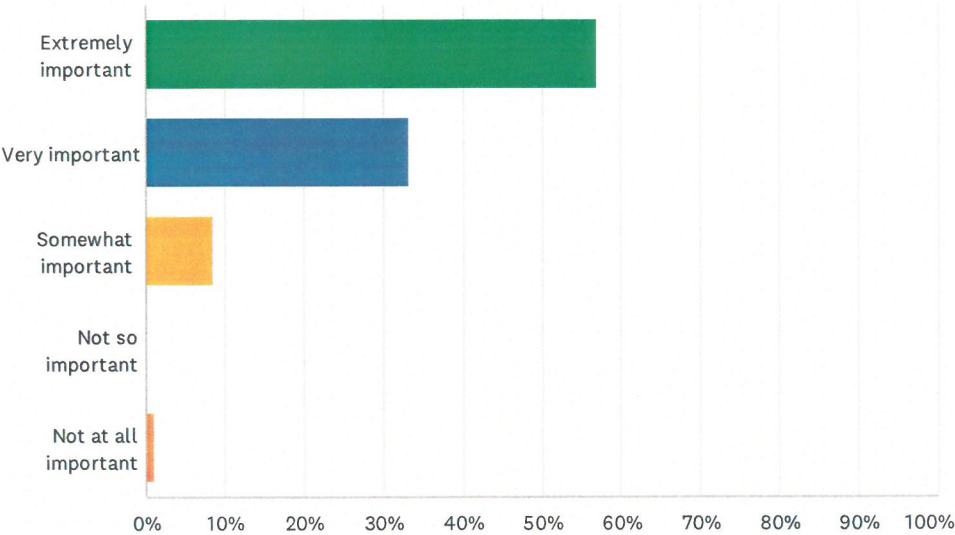
Answered: 82 Skipped: 126



ANSWER CHOICES		RESPONSES	
Yes		70.73%	58
No		29.27%	24
TOTAL			82

Q5 How important do you think it is for the Council to strengthen its governance and financial planning?

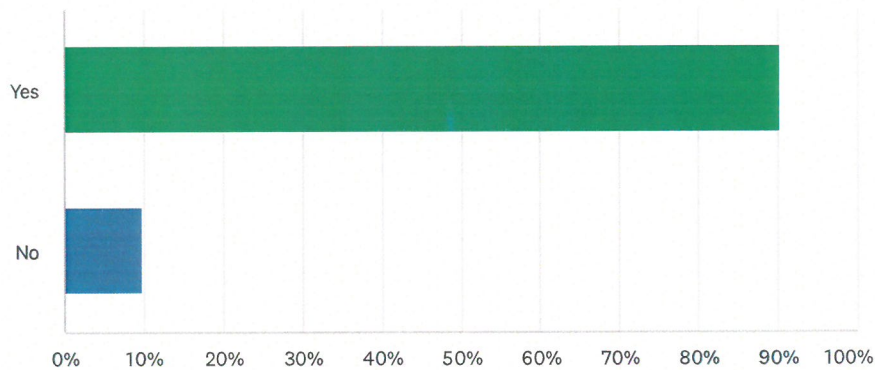
Answered: 93 Skipped: 115



ANSWER CHOICES	RESPONSES	
Extremely important	56.99%	53
Very important	33.33%	31
Somewhat important	8.60%	8
Not so important	0.00%	0
Not at all important	1.08%	1
TOTAL		93

Q6 The Council plans to focus on sustainability of its own buildings and land that it either owns or is directly responsible for, which includes Wells Recreation Ground and other green spaces across the City. Do you support this localised approach to Climate Action?

Answered: 92 Skipped: 116



ANSWER CHOICES		RESPONSES	
Yes		90.22%	83
No		9.78%	9
TOTAL			92

Q7 What improvements would you like to see, in how the Council manages its assets and green spaces (e.g. public buildings, grass areas, play areas etc). Please note that in some instances the Wells City Council may not own, or have the area devolved to them for management and therefore may be limited in what it can affect. Please consult the map displayed on the Councils website for clarity.

Answered: 58 Skipped: 150

#	RESPONSES	DATE
1	Silver street wells. All the brambles on the lamp posts removed(at the moment some of them a foot from the top) a lot of the electric wires are now through the tress . Dangerous	11/3/2025 10:47 AM
2	3. This person made this comment on question 3 As I have no computer I am not able to read the draft document and feel discriminated against - Surely there should be an alternative way to see this.	11/3/2025 10:43 AM
3	* Turn off unnecessary street lights. At least every other light could be turned off in some streets. * Stop paying contractors to blow piles of leaves from one bit of a part to the other it is completely pointless and - I'm sure - costly. * Take action against people parking on the grass verges that we all pay to maintain. This is a particular issue by Budgens on the Bath Road. * Fit swift and bat boxes and encourage hedgehog highways on Council land. We are denuded of wildlife. AT 8. YOU CAN ONLY SELECT ONE OPTION!! I want to put Heritage and Public Toilets at the top of the list.	11/2/2025 2:17 PM
4	the play facilities at the rec could be enhanced as is the case in Collet Park, Shepton Mallet. More age appropriate equipment is required. The rec could also be enhanced with more planted areas	10/31/2025 1:05 PM
5	Focus on best use of all assets and budget for planned maintenance	10/28/2025 8:36 PM
6	Reduce/remove pcc for Avon and Somerset costs on council tax bill	10/28/2025 2:07 PM
7	Feedback from Theo van Hensbergen I find it difficult to enter my input meaningfully on the survey form, so please consider the following Our long term vision It appears to me the three paragraph statement lacks ambition and is largely a set of statements that I would expect any council to be working towards as a matter of course. It also lacks a sense of inclusivity. The first paragraph commences with safeguarding that we have - the status quo. Should it not be about the excitement of how to build on our rich heritage? Make Wells and internationally recognised (possibly Unesco recognised) and renowned place to live, work and visit. We have one of the finest, complete gothic precincts in Europe - this shouts of unique. Less tone about maintaining and more about developing, building, creating something special. I would expect my Council to strive for efficient working as a matter of course. This is not visionary stuff. I would like to see stuff about how the Council will take an active lead on bringing partners together - not passing that responsibility to to others such as trade associations. I suspect stronger leadership would be welcomed. The danger of highlighting some focus areas such as employment, education and youth provision is that other things are not considered in the priorities. For example, where there is the focus on inclusivity and social integration for significant communities such as gender diverse, elderly and disabled, which groups constitute a very significant part of our city. It reads too much as if we are a city council for people in employment and education, not a city for all. Overall, I am hoping for more ambition, leadership and inclusivity to shine through in the final version. Then the priorities can flow. Best wishes Theo	10/22/2025 2:03 PM
8	more trees being planted and certain green spaces being left to rewild	10/22/2025 1:00 PM
9	Fully accessible paths. Development of Bishop's Barn, it needs a function or lease it out to a business	10/22/2025 12:55 PM

Councils Corporate Priorities 2025 - 2028

10	Roads verges - Weeds removed along kerbs around city Cobbles in Market Place are now dangerous and trip hazard	10/22/2025 11:51 AM
11	roads/verges. weeds removed along kerbs around city cobbles in market place are now dangerous and trip hazard	10/20/2025 3:52 PM
12	i am new to the area and i don't know what the plans are. i have set up a birds and wildlife on new estates project . I am on priory fields	10/20/2025 3:45 PM
13	Improved play provision for all ages, better use of Town hall rooms	10/20/2025 3:42 PM
14	Keeping or arranging to keep public spaces clean and attractive. Keep public toilets clean and open. Having usable seats in both sunny and shady places	10/20/2025 3:37 PM
15	encourage wildlife and pollinators The portway cemetery is beautifully but overly maintained Allow some of the areas without headstones to naturalise	10/20/2025 3:34 PM
16	better keeping of play parks, such as de weeding. Adding a dog play park. Spaces for picnics.	10/20/2025 3:29 PM
17	pavements and other walkways	10/20/2025 3:23 PM
18	There might be scope for visitor signage to be improved so that areas of interest and historical significance are better highlighted	10/20/2025 3:20 PM
19	Re: land to rear of Hawkers lane was this year mowed with good consideration of wild flower areas while still allowing good access for dog walkers and children's play. Consider wild flowers etc in other spaces	10/20/2025 3:14 PM
20	instead of sustainability in section 6 this, try accessibility	10/20/2025 3:07 PM
21	improve access	10/20/2025 3:05 PM
22	Strong enforcement of dogs on leads in ALL city areas (not extendable) especially cathedral green	10/20/2025 2:54 PM
23	Improve accessibility but not at the cost of the historic nature of the city. curb the development of housing estates. Increase infrastructure for existing new builds. Ratios of GPs/Schools to new inhabitants (& existing inhabitants is far too stretched)	10/20/2025 2:49 PM
24	take us back two years to better bin emptying street cleaning etc. I live in the centre and regularly interact with visitors both regular and international. Public loos are terrible and noticeable decline presenting of our city very sad	10/20/2025 2:37 PM
25	sports, recreation need encouragement to keep our population fit. So more use of leisure space. Parking is a real issue here, at sports centre, bowls club, rugby pitch and some playgrounds	10/20/2025 2:27 PM
26	1. toilets should be open and well maintained 2. Some play areas look very scruffy and do not appear to be used very much 3. Pedestrian crossings should have sounds for visually impaired users	10/20/2025 2:09 PM
27	Please don't overmow verges and grass areas; wildflower areas are crucial if we are to sustain and improve our natural environment	10/20/2025 2:02 PM
28	More areas for teenagers - activities rather than just space	10/18/2025 7:48 AM
29	Ensure they are fully accessible, clean and tidy, with options for all ages, especially teens.	10/17/2025 7:40 PM
30	Reduce light pollution.	10/15/2025 9:56 PM
31	More native species planted to support wildlife needs. More land turned over to allotments for local residents.	10/15/2025 1:51 PM
32	No more houses, wells is tired and dated and needs more life	10/15/2025 11:43 AM
33	More use of the recreation ground, there's hardly anyone ever on it. New skatepark which needs to be well maintained and open, vegetation controlled	10/15/2025 11:05 AM
34	Ensure that play areas are maintained to a high standard, to encourage outside play and activity, as it is a long term health benefit.	10/15/2025 9:41 AM
35	Tidy up grass areas rather than let it overgrow.	10/10/2025 10:04 AM

Councils Corporate Priorities 2025 - 2028

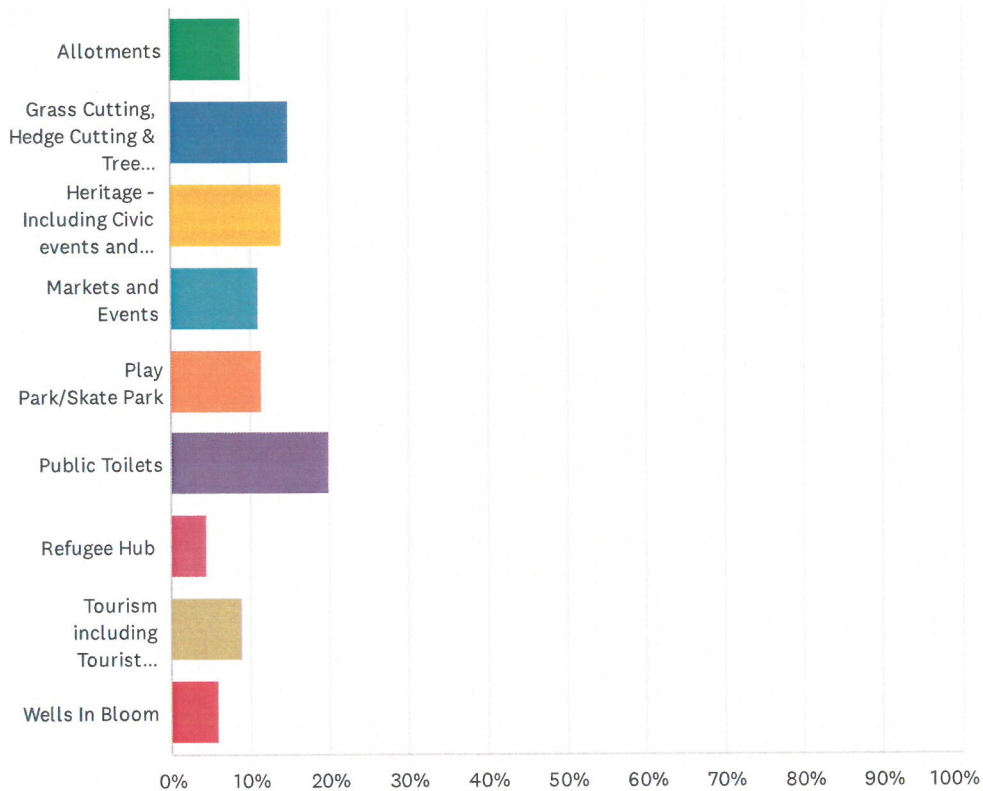
36	Wells is a medieval city struggling to accommodate the needs of a 21st century population. Accessibility - cleaning up the pavements and parking - should be a top priority. Why do the services listed below require protection? They should all be dealt with.	10/8/2025 5:01 PM
37	More community use of buildings Accessibility where practical Increased safe walk/bike paths	10/3/2025 1:26 PM
38	They should be costed correctly in order for there to be a long-term actual gain rather than a loss. I'm wondering what green spaces we actually have...	10/2/2025 2:23 PM
39	More trees being planted, green areas being protected, and new developments having more green spaces and trees.	10/2/2025 1:13 PM
40	Remove the fair from the market place or allow a fair but only a Medieval fair as the charter was designed. There is no legal obligation for the fair apart from the money given by the Showman . Times have changed and gas guzzling fairgrounds are no longer appropriate.	10/2/2025 8:13 AM
41	Stop wasting money on tourist information staff. Use IT self help, shut shop. Use space opposite reception to display information	10/1/2025 8:24 PM
42	Parking for the disabled in the Market Square, because for people with poor mobility it is a long way to walk there from current disabled spaces. Also, more of the spaces in the High Street could be disabled for the same reason.	9/30/2025 5:01 PM
43	Ban dogs from play areas. There is a lack of responsibility shown by many dog owner allowing fouling of areas designated for children to play. Resolve the pigeon roosting in PennilessPorch and other areas. Pavements become soiled with droppings and is a bad reflection on the City (and the Council).	9/30/2025 1:25 PM
44	General improvement across the whole estate to ensure meeting sustainability targets and outcomes.	9/30/2025 1:04 PM
45	More effort in seeking sponsorship of council events and assets.	9/29/2025 7:49 PM
46	I would like to see green spaces and city owned properties maintained but not sure how much should be a localised approach to climate action and how much should be centralised.	9/28/2025 2:58 PM
47	Create natural planting edges to play areas to support nature and create more interesting boundaries and landscape Reduce cuts in some areas and create Swathes of grasses with paths cut in like on Tor Hill More plants which are pollinator friendly and sustainable to climate changes Involve communities and volunteers Table tennis table and more accessible play equipment on Rec	9/26/2025 9:01 PM
48	Better Security and lighting at night to help public feel safe. better public facilities and toilets. Better cycling and EV infrastructure. Public buliding solar panels and other ways to save money. Community action Scheme. Plenty of local people who love their city maybe retired or just have time they can give. Maybe to help maintain benches signs. Small pothole repairs litter collecting planting and maintaining flower beds get that pandemic spirt back. People want to help they need the council to help. Ask local businesses and people who have businesses in area if they can help sponsor one or two things in return for pride and adverts don't be shy if you don't ask you don't get.	9/22/2025 2:02 PM
49	Removal of weeds and upkeep to pavements and road verges	9/19/2025 3:57 PM
50	Continue to manage as high priority	9/19/2025 11:15 AM
51	Keep the assets in good condition, not letting them deteriorate until they become too expensive to maintain. Ensure that there are safe, open spaces and equipment (in well maintained condition) for children and teenagers to use. Ensure that the kerbsides are weeded and tidy. Don't be tempted to practice wide-spread universal 're-wilding' as an excuse not to keep the city tidy and well maintained. Having said that, some areas left for nature to take its course, are desirable to encourage wildlife to thrive. Don't participate in unnecessary schemes to waste money in the city. Make sure any available money is focussed properly for the practical benefit residents, businesses and tourists, not just knee-jerk fashionable causes.	9/19/2025 8:41 AM
52	Better play areas - this would attract more families and visitors. Shepton, Binegar and Croscombe have much better parks for a wider age group and splash pads like Warminster have are an attraction in the summer months. More family and community events - Shepton council seems to do this much better.	9/18/2025 8:58 PM
53	Improve all the play parks and not just supplying new ones on the new estates. The play park	9/18/2025 6:07 PM

Councils Corporate Priorities 2025 - 2028

	on Lethbridge road is awful.	
54	More eco planning -less grass cutting ,more wild areas and turning areas into wild meadows	9/17/2025 8:11 PM
55	More parking, particularly long stay parking, 3 hours is not long enough for visitors to sightsee, shop, eat and drink	9/17/2025 6:53 PM
56	Not enough has been prioritised in terms of travel, public transport that affects residents and visitors. Really difficult for young people who work in particular to get anywhere. Not eniugh on work opportunities for young people	9/17/2025 4:58 PM
57	Long term affordable parking for tourist and residence three hour limit, not good	9/17/2025 4:58 PM
58	Less corruption from City Councillors. Stop putting up the precept. Get Councillors to correctly keep their declarations up to date, mainly including being a member of a political party.	9/17/2025 3:43 PM

Q8 Are there any services you feel should be prioritised for protection?

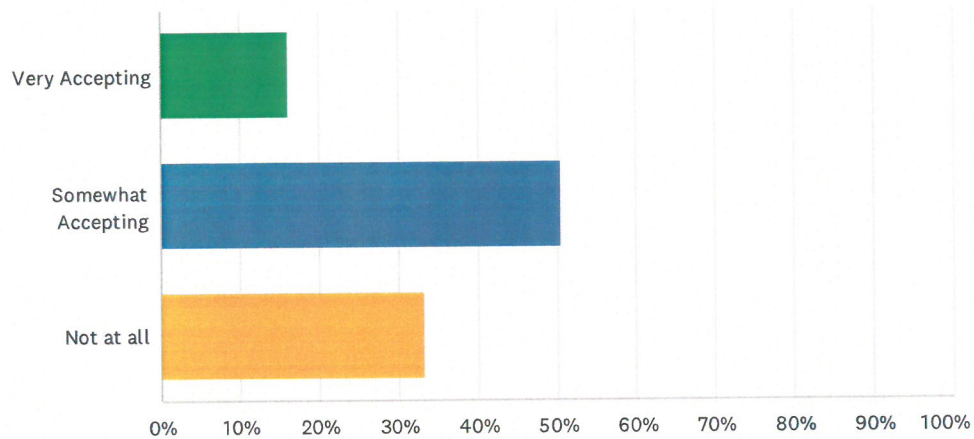
Answered: 200 Skipped: 8



ANSWER CHOICES	RESPONSES	
Allotments	9.00%	18
Grass Cutting, Hedge Cutting & Tree maintenance	15.00%	30
Heritage - Including Civic events and traditions	14.00%	28
Markets and Events	11.00%	22
Play Park/Skate Park	11.50%	23
Public Toilets	20.00%	40
Refugee Hub	4.50%	9
Tourism including Tourist Information Centre	9.00%	18
Wells In Bloom	6.00%	12
TOTAL		200

Q9 How tolerant would you be of further Council Tax Precept increases in order to sustain or improve essential services?

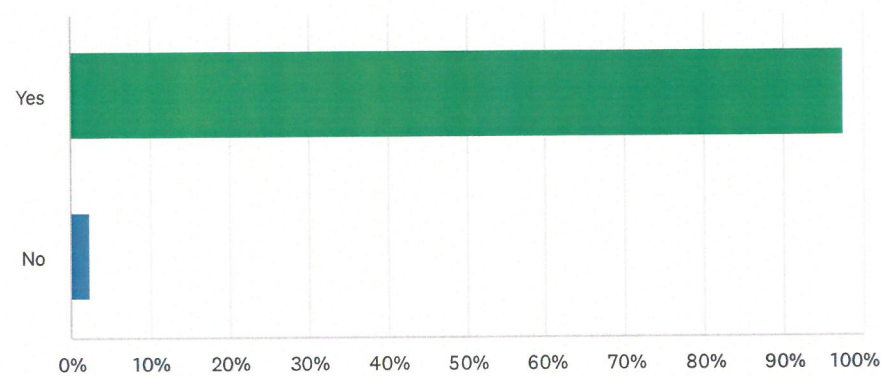
Answered: 93 Skipped: 115



ANSWER CHOICES		RESPONSES	
Very Accepting		16.13%	15
Somewhat Accepting		50.54%	47
Not at all		33.33%	31
TOTAL			93

Q10 Would you support the Council in generating income through better use of its assets if it helps maintain services and the public estate?

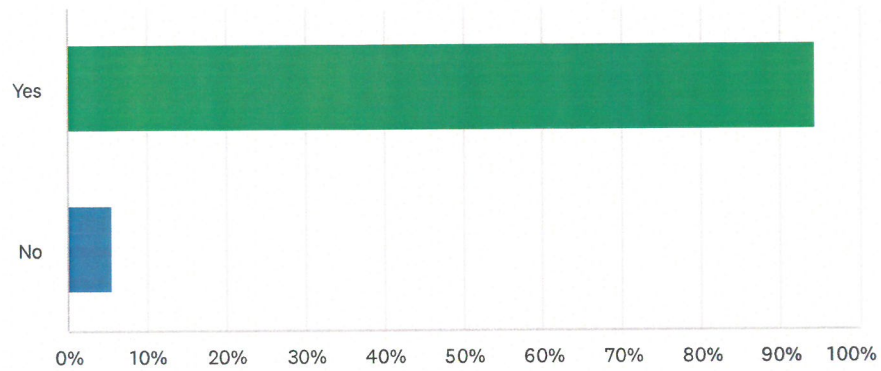
Answered: 89 Skipped: 119



ANSWER CHOICES	RESPONSES	
Yes	97.75%	87
No	2.25%	2
TOTAL		89

Q11 Would you support the Council in garnering sponsorship for services or assets if it aids in maintaining services and reducing the impact on Council Tax?

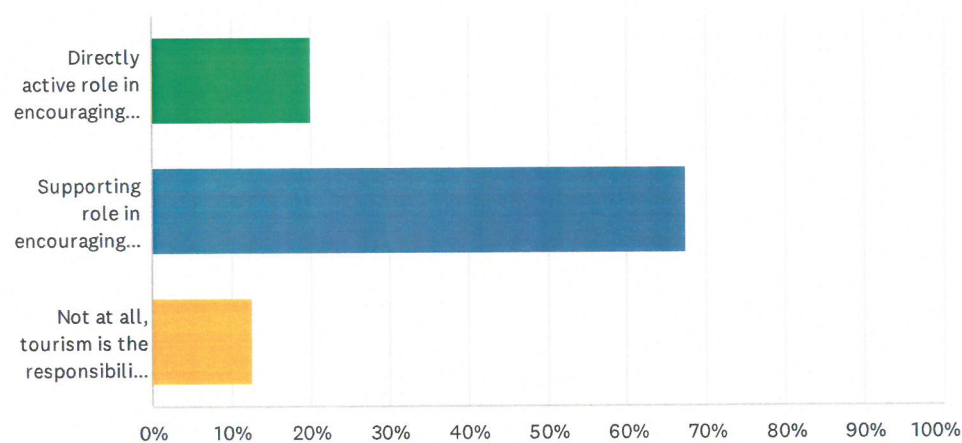
Answered: 89 Skipped: 119



ANSWER CHOICES	RESPONSES	
Yes	94.38%	84
No	5.62%	5
TOTAL		89

Q12 What role should the council play in supporting tourism within the city?

Answered: 95 Skipped: 113



ANSWER CHOICES	RESPONSES	
Directly active role in encouraging tourism	20.00%	19
Supporting role in encouraging tourism alongside other businesses of the City	67.37%	64
Not at all, tourism is the responsibility of the businesses in the City.	12.63%	12
TOTAL		95

Q13 How can we make sure tourism benefits the city without negatively impacting residents?

Answered: 61 Skipped: 147

#	RESPONSES	DATE
1	Consider having a park and ride scheme in operation - especially during high season - so that visitor cars are not having to drive through parts of the city to find carparks	11/5/2025 12:42 PM
2	Wells is drowning under the strain of tourism; it does not need to be 'encouraged' any further. Airbnb proudly boast of 'Over 1,000 homes in Wells'. These should be homes for local people to buy or rent. How are these properties licensed and controlled? Do they bring any benefit to the Council?	11/2/2025 2:17 PM
3	improve parking provision. Continue with locals having free cathedral entry passes	10/31/2025 1:05 PM
4	Improve the attractions Wells already has and maintain focus	10/28/2025 8:36 PM
5	Keep all areas looking clean and tidy. A cared for city ! Nothing puts tourists off more than unkempt public areas	10/28/2025 2:05 PM
6	Centre most important - Most residents live outside the centre	10/23/2025 2:32 PM
7	making sure that facility are about are thought about, not just to work for the population of the city but for the amount of tourist that pass through each year	10/22/2025 1:00 PM
8	improve parking provision. Park and ride? Public toilets Litter management - education, signage, incentive, fines	10/22/2025 12:55 PM
9	why not consider a small levy on tourism. hotels air bnbs	10/22/2025 12:07 PM
10	Parking issue Park and Ride is essential as capacity in the city is extremely limited - it encourages visitors to park in residential areas-so end up not contributing as they park free of charge also limited parking times in city car parks a problem	10/22/2025 11:51 AM
11	parking issues park and ride is essential as capacity in the city is extremely limited - it encourages visitors to park in residential areas so end up not contributing as they park free of charge, also limited parking times in car park are a problem	10/20/2025 3:52 PM
12	better car parking	10/20/2025 3:45 PM
13	not sure	10/20/2025 3:37 PM
14	Dissuade residents from turning every nook and cranny into airbnb properties, making housing unaffordable for locals	10/20/2025 3:34 PM
15	Supporting festivals such as markets, food festivals and ensuring the high street has better cleanliness and access BRING THE CHRISTMAS TREES BACK ABOVE THE SHOPS	10/20/2025 3:29 PM
16	car parking	10/20/2025 3:23 PM
17	Most activities that draw attention to the city should be encouraged. such as support to film and production opportunities and highlighting of significant anniversary dates	10/20/2025 3:20 PM
18	collaborating planning of the diary/timetable by all those offering events, fairs attractions etc	10/20/2025 3:14 PM
19	You cant. also parking was not included on list above	10/20/2025 3:05 PM
20	Remove "A" advertising boards and tables from the narrow High St pavements. They cause blockages when many people are about	10/20/2025 2:56 PM
21	a reliable bus service for everyone 24/7	10/20/2025 2:54 PM
22	It has always impacted inhabitants \I have lived here for the best part of 50 years) It is a necessary evil More winter/early spring tourism would help local business	10/20/2025 2:49 PM

Councils Corporate Priorities 2025 - 2028

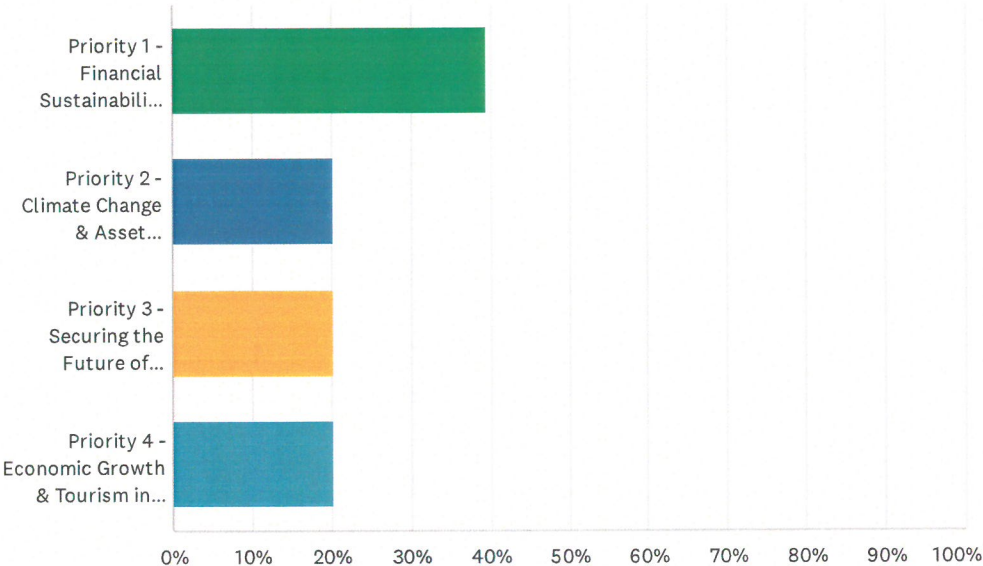
23	ensure the facilities, waste management, street cleaning, parks and general maintenance are urgently improved	10/20/2025 2:37 PM
24	improve parking	10/20/2025 2:30 PM
25	clear signage - I get asked the way to the cathedral, market and waitrose parking a lot	10/20/2025 2:27 PM
26	adequate cheap parking - continue with cash payments. Improve roads and pavements parking for residents especially in bath Rd / St Thomas St only Permit for residents signs are misleading	10/20/2025 2:09 PM
27	control parking - how about a local parking card (free or subsidised) and an increased cost for visitors. Don't over promote Wells - Too many visitors kill the place	10/20/2025 2:02 PM
28	1. Maybe create Park and Ride parking spaces further out of the city with regular mini buses into the city 2. Make bus station more attractive 3. Encourage bussing into Wells with more regular services into city. (and nicer buses with electronic info)	10/20/2025 1:52 PM
29	I would like to see the high street bustling with people & shops being used. More people equals more revenue to spend on assets & green areas.	10/18/2025 7:48 AM
30	Make parking charges sensible prices and stop sending parking wardens out during city wide events.	10/17/2025 7:40 PM
31	I don't know!	10/17/2025 9:39 AM
32	Find a edge of town location with parking like palace fields and set up a park and ride service with local business sponsored connection to town to reduce parking capacity issues during peak season June to August	10/16/2025 1:14 PM
33	The city is desperate for better mobile phone coverage. The lack of current capacity on local networks is a real issue for visitors to the city. Most visitors will be using their mobile phone as a source of information when looking for local restaurants, pubs and business , at the moment it's almost impossible to access the internet in town. Please support the improvement of this issue.	10/16/2025 8:13 AM
34	Encourage use of hotels rather than holiday lets etc	10/15/2025 9:56 PM
35	Stop digging up the roads during the holidays.	10/15/2025 1:51 PM
36	Stop worriabiut the tourists, listen to the residents	10/15/2025 11:43 AM
37	Don't shut roads	10/15/2025 11:05 AM
38	On one level, this is pie in the sky: of course tourism has a negative impact; but equally Wells would die without it. Bite the bullet and encourage tourism by providing proper provision for visitors. Especially parking and toilets and opening up the Recreation Ground by increasing the number of picnic tables and making a proper entrance from South Street car park.	10/8/2025 5:01 PM
39	Park & ride provision / reduce main city to 20mph High Street temp closures on market days to pedestrianise main artery	10/3/2025 1:26 PM
40	always put the needs of the residents first, assessing the impact on them	10/2/2025 2:23 PM
41	Make better parking provision for visitors .	10/2/2025 8:13 AM
42	Long stay car parks, park & ride	10/1/2025 8:24 PM
43	If the Council gets sponsorship for services or assets, if should not mean that the businesses giving sponsorship get any preferential treatment.	9/30/2025 5:01 PM
44	Car parking for visitors is limited, and not cheap. With free parking apps available, opportunist drivers are parking in St Thomas Street, North Road and Ash Lane. Consider permit parking and more yellow lines around corners combined with enforcement of rules of the road.	9/30/2025 1:25 PM
45	Monitor situation as numbers increase and proactively adjust to this with regular consultations with residents	9/30/2025 1:04 PM
46	Greater effort to find ways of creating further car parking for visitors.	9/29/2025 7:49 PM
47	Improve the variety of shops on the high street	9/28/2025 5:19 PM

Councils Corporate Priorities 2025 - 2028

48	IDK	9/28/2025 2:58 PM
49	Partnership with major businesses/ organisations	9/26/2025 9:01 PM
50	A tourist tax. The same as every place i have been recently abroad a small levi for people who stay in or around Wells to help fund some facilities that benefit the tourists this could be implemented by a small levi on tourist centric businesses as its in their interest to attract as many tourists as possible.	9/22/2025 2:02 PM
51	Keep the City clean and tidy to encourage tourists to stay longer and spend more. Tourists spending money are great news as they are investing in our economy, some of these leading questions are suggesting residents dont want tourists, this is a very narrow minded view.	9/19/2025 3:57 PM
52	Limit the new build madness. Increase the infrastructure to support the increased population.	9/19/2025 11:54 AM
53	Much better parking facilities and ring fencing revenue to reflect; banning dogs from centre of City; pedestrianising (from 9.30am till 4.30pm) High Street to encourage people to stay for longer	9/19/2025 11:15 AM
54	Better guidance for visitors - town trails, signage, etc.	9/19/2025 10:11 AM
55	Plenty of long term parking for both tourists and workers. Keeping the ethos of Wells as a historic city. Make sure business rates and rents are maintained at a level which ensure that we don't have lots of empty shops which gives the impression of a derelict city. I would imagine that events like the food and literary festivals bring tourists in whilst also benefitting residents.	9/19/2025 8:41 AM
56	Reasonable parking prices and events to suit all. Better toilets.	9/18/2025 8:58 PM
57	Provide more obvious long stay car parking. Most Wells car parks are 3hrs, max so tourist visitors who wish to see the attractions and have a meal, either don't stay or park in residential areas.	9/18/2025 7:43 PM
58	More parking for residents and tourists	9/17/2025 8:24 PM
59	Adequate parking that doesnt impact environment. Improved public transport links	9/17/2025 4:58 PM
60	Improve long-term Parking three hour limit, not good	9/17/2025 4:58 PM
61	As you know Tourism for Wells is mainly directed to the Cathedral, Bishops Palace, Museum, Town Hall and Market, for businesses not in that area or off the main part of the High Street, it is a bit of a lost city. So many businesses are not seen, and it is a huge shame that tourists are not aware of what Wells has to offer. 1. The majority of carparks should all be long stay (Tucker Street, Princes Road and Waitrose are currently the only long stay). Tourists get confused with Waitrose Parking, but there is a need for MORE parking, in strategic locations so that people have time to fully explore. 2. Removal of the coach drop off at the top of town, pushing visitors to the bottom of town so they walk up through. 3. Better signage, clear signage that is a heritage style which directs to areas off the beaten path, such as St Cuthberts Church, the bottom of High Street, Mill Street and Queen Street. 4. Create a trail where people can be encouraged to visit low-traffic areas of town. Pavement decals, which are safe and non-slip slip are an effective way of doing this and cost less than £500 (does need planning permission though). These can be created in keeping with a heritage city, and lets face it, given the Covid monstrosities on the pavements for years, there isn't really an effective rebuttal against them! The Visit Wells Facebook page should cover the whole town, it is not good that this is managed by the Cathedral as it does not benefit the whole of Wells and the Cathedral certainly does not support those small independent businesses, yet expects local support! It should be a two way street.	9/17/2025 4:09 PM

Q14 Which of the noted draft priorities is most important to you personally?

Answered: 99 Skipped: 109



ANSWER CHOICES	RESPONSES	
Priority 1 - Financial Sustainability & Good Governance	39.39%	39
Priority 2 - Climate Change & Asset Stewardship	20.20%	20
Priority 3 - Securing the Future of Council Services	20.20%	20
Priority 4 - Economic Growth & Tourism in a Heritage Context	20.20%	20
TOTAL		99

Q15 Is there anything missing from the Council's plan that you think should be included?

Answered: 59 Skipped: 149

#	RESPONSES	DATE
1	Cars! We desperately need a Park & Ride scheme plus low-cost hopper buses going around the city and local area. Organisers boasted recently of 16,000 people attending the Food Festival, but there is no thought given to where the people attending this and the other festivals and events are going to park. (They end up parked on the street and pavement outside our houses.) The Palace, Cathedral and Cathedral School take no responsibility for the traffic and litter associated with their events. Why was Cedars Hall allowed to get away with providing no public parking, for example? The level of tourism is damaging and unsustainable. Please make it a priority to control numbers or levy a tourist tax. At the very least, make sure that every Airbnb business is paying business rates. Thank you.	11/2/2025 2:17 PM
2	no mention of the neighbourhood plan	10/31/2025 1:05 PM
3	I genuinely think it's a good plan	10/28/2025 8:36 PM
4	The plan speaks in such vague terms that it's nearly meaningless. Why is there no mention of providing more parking, when over 100 on-street spaces have been lost (in last 20 or so years) to development, yellow lines, residents parking and metered schemes. There's inadequate provision for commuters and also when events are on. Purchasing a car park season ticket does not guarantee a space will be available. The current trend that tends to demonise cars does not mean they will disappear, especially with a growing population.	10/27/2025 4:43 PM
5	The traffic on the high street is intolerable and damages trade. It could be easily solved by changing some one way movements to avoid it being a cut through. Please act on this, it's not something cities in France or Germany would put up with	10/27/2025 2:51 AM
6	2 above	10/23/2025 2:32 PM
7	no	10/22/2025 1:00 PM
8	Issues are included generally but not specifically Completing the multi user path to link to other local settlements Improve/increase maintenance of pavements and cobbles on the market place	10/22/2025 12:55 PM
9	less cutting of grass. More managed wild meadow areas. Public buildings to generate income profit not be a burden to the payers	10/22/2025 12:06 PM
10	as point made in 13 Better more efficient links to Somerset highways in maintaining yellow lines etc Ash lane particularly where you have approx 40 years parking daily - without paying parking fees - there for lost revenue. Also making that road particularly dangerous as it is a frequent used road for lorries etc to Wookey hole	10/22/2025 11:51 AM
11	as point made in 13 better more efficient lines to Somerset highways in maintaining yellow lines etc ash lane particularly where you have approximately 40 cars parking daily without paying parking fees, therefore lost revenue, also making that road particularly dangerous as it is frequently used road for lorries etc to Wookey hole	10/20/2025 3:52 PM
12	i would like to know how the council deal with new build estates and if the have to put in green corridors and hedgerows please	10/20/2025 3:45 PM
13	you say about only raising the precept to deliver essential services, a council should do more than the bare minimum and have funding available for grants to community events and charity	10/20/2025 3:42 PM
14	There's no mention of LEANING on Somerset Highways to do something about the multitude of trip hazards. Even young people hurt themselves, stumbling on the market place cobbles	10/20/2025 3:34 PM
15	not sure if the council can help, but ensuring when planning applications for houses have been accepted and built that the company follows through to completion including support for	10/20/2025 3:29 PM

Councils Corporate Priorities 2025 - 2028

schools and doctors

16	Wells is important as a tourism and recreational centre. but more could be done to highlight features such as signwriting significant sites eg part of the monarchs way and Charles 2 escape route, the battle of worcester	10/20/2025 3:20 PM
17	without priority/ being successfully accomplished, little else can happen. the priorities are admirable and the mid-long term thinking is appropriate but as every, the detail will be in the breakdown of each of the objectives into delivering and measurable outcomes. As always the devils in the detail	10/20/2025 3:14 PM
18	parking not on list above This is the fourth plan in 20 years I'm not holding my breath	10/20/2025 3:07 PM
19	WRITE IN PLAIN ENGLISH NOT CORPORATE SPEAK	10/20/2025 3:05 PM
20	City police presence - regularly not the present ad hoc appearances Ensuring street beggars/ sleeping is dealt with promptly Ensuring streets and water channels are regularly cleaned along with regularly emptying street litter bins	10/20/2025 2:54 PM
21	At least you have asked before taking action this time. It is a little off putting when local governments ask for permission and feedback after things have been actioned (ie planning decisions) Wells has been vulnerable to corrupt local governance over the years with money influencing decisions & councillors staying in position for too many years with no challenge*. Try to undo this cycle of corruption and make Wells and its governing council something we can be proud of in future *nepotism!	10/20/2025 2:49 PM
22	a commitment to deliver on these aspirational tasks, generally document presentation. always good, delivery of promises much less so.	10/20/2025 2:37 PM
23	please could council persuade bus company to provide electronic information at passenger bus station for visitors who do not have the app on their mobile phone or people like me who cannot afford a mobile phone or are visually impaired	10/20/2025 2:30 PM
24	Activate ideas. there is a lot of talk but now action is needed. Streets need to be kept clean of dog mess. Far too many dogs. i have to jump into the road to avoid overcrowded pavements at times. Lots of empty shops in the high street. perhaps reduce rent to get new ones in	10/20/2025 2:27 PM
25	parking on verges should be discouraged by using boulders at road edges Street sweeping poor in outer areas eg outside St Thomas Church and church Hall (pavements and gutters) lots of wet leaves from local trees	10/20/2025 2:09 PM
26	the high street has many empty shops and is looking run down. This is not a good look for encouraging tourists/visitors and also does not benefit the local community. We need to encourage more business and support current businesses. We should preserve and maintain our beautiful city but "climate change" should not enter into it & certainly not take any funding	10/20/2025 1:58 PM
27	Not sure how this fits in:- Planning for new homes - These must meet criteria for insulation and renewable energy. Solar panels and protected green spaces - trees, wildlife areas	10/20/2025 1:52 PM
28	The high street - it will bring tourists in, stop people having to go further afield to buy things both locals and tourists.	10/18/2025 7:48 AM
29	A marketing plan. Having a dedicated, experienced marketer to coordinate joint efforts in the City and beyond. Proper youth programmes that are actually appealing.	10/17/2025 7:40 PM
30	It's really difficult to complete this survey meaningfully because the aims are laudable, and all are important, but my support would depend on how it's proposed to achieve them. Good luck!	10/17/2025 9:39 AM
31	The more multi agency work the council can be involved with the better.... Like the Marmot city's initiative... Using an all hands approach to a range of problems...eg homelessness... maximising chance to resolve these issues and reduce reoccurrence which is better for both the individual and community	10/16/2025 1:14 PM
32	Greater application of reports re flood risks, water and air pollution, nature conservation to protect the area. Encourage use of brownfield sites. Would also like more done re anti social driving practices.	10/15/2025 9:56 PM
33	It's not much of a plan, there's no depth to it at all.	10/15/2025 1:51 PM
34	Needs a shake up	10/15/2025 11:43 AM

Councils Corporate Priorities 2025 - 2028

35	More emphasis on youth and support of local independent businesses. If we price independents out of the town we will become a generic, boring town and that will kill the tourism we so rely on. We need to do everything we can to encourage young energy and unique, interesting businesses to fill our high street.	10/15/2025 11:05 AM
36	The main tourist attractions in Wells are the cathedral and palace. Beyond the remit or control of WCC. This means you have a responsibility to sharpen up the provision for tourists (access, parking, toilets, pavements, potholes etc.) and some of these are under SCC. Priorities for residents, meanwhile, are the condition of the facilities we use, adequate parking and so on. There have been innumerable plans for Wells, going all the way back to The Wells We Want. They have all floundered because no-one has had the courage to implement their recommendations. The present consultation also risks failing.	10/8/2025 5:01 PM
37	More collaborative thinking with all Wells stakeholders for problem solving of parking/facilities etc	10/3/2025 1:26 PM
38	some personality and less waffle	10/2/2025 2:23 PM
39	Reducing size and cost of the Council. Removing all non essential services. Residents do not need everything provided for them . Self Sufficiency should be the way forward	10/2/2025 8:13 AM
40	Stop employing staff related to current staff members.	10/1/2025 8:24 PM
41	Keeping pavements and paths in good condition.	9/30/2025 5:01 PM
42	Road Maintenance. Glastonbury Road for one has been a disgrace for many years, hopefully the whole road will be sorted now the current roadworks are ongoing, not just a series of more ruts. If anyone cuts a highway for any reason then they should warranty their reinstatement. Not just throw it in and go. It sinks in days and the damage lasts for years (in Wells). Secondly the gully drains all down Bath Road are blocked up. They have been neglected for years. Walk up and look down them. Finally speed is an issue in St Thomas Street and Bath Road. It needs management of some sort. There is also an abundance of heavy tractor/trailer combinations hauling not just for agriculture but loads of stone. There is a weight limit on the road and these load are not just for access to the town. Other routes are available.	9/30/2025 1:25 PM
43	No	9/30/2025 1:04 PM
44	Priorities seem to be building new houses, flats with no thought how this will affect the local community. Lack of green spaces, lack of school places, lack of doctor & dentist appointments. These are all under pressure	9/28/2025 5:19 PM
45	The plan appears to be a good one but I would like many more details as I suspect that there is much to be read between the lines.	9/28/2025 2:58 PM
46	A pledge to listen to the residents of Wells and always put them at the heart of any plans or decisions. (Which this survey is doing)	9/22/2025 2:02 PM
47	Failing public services like doctors waiting lists and lack of NHS dentists. What support can the council provide to help this recovery	9/19/2025 3:57 PM
48	Provision for older residents.	9/19/2025 11:54 AM
49	No	9/19/2025 11:15 AM
50	The 'heritage context' should be developed to include a more complete look at the city's history; now, it is superficial. It could include Medieval Wells, Tudor Wells, Wells & Transatlantic slavery; Wells in 20th century history. Improving the lives of residents - the proposed bus service to circulate around Wells has not been mentioned. This may not be financed by Wells Council, but support of it should be a priority. Question 8 allowed me to choose only one answer. This is unrepresentative and, in this format, not a valid question.	9/19/2025 10:11 AM
51	As the draft plan I saw (was I looking at the right thing? I followed the link on the Wells Hub site) had virtually no detail in, then I would suggest that a bit more detail might be useful. The survey was very limited, probably so that you get the answers you want! I read and re-read the questions and potential answers and still thought it wasn't going to help much. If you are serious about consultation I would suggest that it might be helpful if it were all a bit clearer.	9/19/2025 8:41 AM
52	Leisure centre needs more support and upgrading.	9/18/2025 8:58 PM
53	Yes, a clear statement that we will not accept (or use residents council taxpayers money for)	9/18/2025 7:43 PM

Councils Corporate Priorities 2025 - 2028

unlimited numbers of unvetted illegal migrants to be dumped into our delicate and vulnerable community by central government politicians whose loyalties lie beyond these shores.

54	Stop wasting money on grass cutting and plant seeds instead. That money could then be spent on clearing weeds from pavements and drains	9/18/2025 6:07 PM
55	A plan to maximise full cost recovery of the assets that it runs for the residents who actively pay into the council funds -those outside of the city boundary should be expected to pay higher fees for use of our assets	9/17/2025 8:11 PM
56	Transport links and employment opportunities for young people	9/17/2025 4:58 PM
57	Include local business make better parking facilities	9/17/2025 4:58 PM
58	On section 8, multiple choice would of been good there. Toilets are a priority amongst others!	9/17/2025 4:09 PM
59	Governance has been missing for some time. Thankfully Mr Luck has now left the council and as such the City can start to thrive under the new direction of the Town Clerk.	9/17/2025 3:43 PM