



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 efficiently governed Council that works its assets, supports its community, and promotes long term prosperity.

Achieved through a balance of functions including employment, education and youth provisions. 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.
- Undertake a comprehensive review of financial procedures, staff management, procurement and reporting.
- Develop a rolling 5 year medium term financial strategy.
- Review reserves provision to ensure resilience and future planning capacity.
- Consider Council Tax precept increases, only when required to deliver essential services.

Corporate Priority 2

Climate Change and Asset Stewardship

- Audit council owned assets (buildings, land & vehicles) to assess environmental performance.
- Develop an Asset Sustainability Plan to reduce emissions, improve energy efficiency and support biodiversity, across our green spaces.
- Integrate 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.
- Identify opportunities to optimise council assets, leases and functions for income generation and community benefit.

Corporate Priority 3

Securing the Future of Council Services

- Consider the long term requirements of the city, looking at viability, and sustainability in all decision making.
- Identify and deliver improvements to key functions such as play provision, youth services, community services and other services that meet the evolving needs of residents across all ages and backgrounds.
- Explore partnerships and external funding to maintain or expand services where possible, acting as a facilitator or delivery partner.
- Begin phased modernisation of key council facilities and services to ensure they remain viable and fit for purpose, and consider future phases of Devolution of public services.
- Undertake service reviews to ensure cost effectiveness and impact as well as reviewing council staff structures to ensure they are fit for the future, building in resilience and flexibility.

Corporate Priority 4

Economic Growth and Tourism in a Heritage Context

- Support sustainable tourism that enhances, rather than overwhelms, the city's character, reflecting its uniqueness, recognising its size and other surrounding assets of Somerset.
- Promote Wells as a visitor destination through partnership marketing.
- Work with businesses and local stakeholders to support year-round economic activity.
- Explore ways to better use public assets and events to boost footfall and local trade, including traffic and travel enhancements.

How We'll Work

In collaboration with residents, businesses, partners, visitors, surrounding Parish Councils and Somerset Council.

Transparently with regular reporting on progress and open communications through a variety of channels.

Responsibly, focusing on what's deliverable and sustainable in both the short and longer term.

Strategically, looking to ensure every action contributes to long-term outcomes.

Innovatively, embracing new ideas, technologies and approaches to improve our City.

