

## **Bromsgrove District Council - Budget Consultation for 2026/27**

This survey was launched to give residents/businesses of Bromsgrove District an opportunity to have their say on how the Council should spend the money it has available and where it should prioritise spending.

The survey ran from 20 November 2025 to 2 January 2026. An invite was sent directly to all members of the Community Panel and links were sent to partners to share with their contacts and the survey was publicised in local media and numerous times on social media.

A total of 138 valid surveys were returned from the panel, resulting in a response rate of 33%, which is a significant drop from the previous year, where there was a 48% response rate from the panel. A total of 85 surveys were received from the general public.

The final figure of **223 completed surveys** for analysis, which is lower than last year, where there were 278 valid responses. There was also at least one response from every area within the district.

### **Question 1: Are you a resident of Bromsgrove District and/or have a business based here?**

**99.1%** of respondents were a resident of the district.

**3.6%** of respondents had a business based in the district.

### **Question 2: Please tell us where you live or where your business is located. (Please note, if you live and have a business in the District, please only tell us where you live)**

There was at least one response from every area within the district, ranging from Rubery North (1) to Bromsgrove Central and Aston Fields (24 responses respectively).

### **Question 3: How important are the current Bromsgrove District Council priorities to you?**

- Economic Development: Extremely important = 36.2%
- Environment: Extremely important = 52.7%
- Housing: Extremely important = 23.2%
- Infrastructure: Extremely important = 55%

The comments for this question mostly fell into three main topics:

- Infrastructure
  - Insufficient infrastructure for new housing developments (GPs, school places), impact of traffic congestion and roadworks, maintenance of existing infrastructure (roads, paths, parks/open spaces, areas at risk of flooding), need for better public transport.

- Housing
  - Too many houses being built, need to build on brown field sites
- Environment
  - Environment being damaged by development, lack of prioritisation of the environment, concerns regarding climate change (both those supporting more work in this area and others feeling this should not be prioritised at all).

**Question 4: Which services do you think it is important for the Council to invest in?**

The top three areas for investment were:

1. Local economic development & employment = 44.8%
2. Maintenance of the landscape & environment = 44.3%
3. Community safety = 43%

The top three remains the same as the previous survey (although numbers 2 and 3 were reversed).

Of the small numbers of comments regarding this question, infrastructure was the main concern, in particular roads and public transport.

**Question 5: How important are the following council services to you when considering how Bromsgrove District Council manages its budget?**

The top three services when considering the budget were:

1. Environmental Services = 78.2%
2. Planning & Leisure Services = 68.6%
3. Regeneration & Property = 63.2%

Council Service	Extremely or very important
Business Transformation & Organisational Development	32%
Community & Housing Services	56.7%
Corporate Services	13.7%
Environmental Services	78.2%
Financial & Customer Services	50.2%
Legal, Democratic & Elections Services	32.7%
Planning & Leisure Services	68.6%
Regeneration & Property	63.2%
Regulatory Services	33%

**Question 6: Do you support fees and charges (such as hire costs) rising by 4% to keep them in line with inflation and rising staffing costs?**

- Agree = 46.8%
- Disagree = 26.6%

Strongly agree	9.5%
Agree	37.4%
Neither agree nor disagree	26.6%
Disagree	14.9%
Strongly disagree	11.7%

**Question 7: In order to maintain services, what level of increase to Bromsgrove District Council's proportion of Council Tax do you support?**

- Increase of 1.99%
  - Agree = 59.1%
  - Disagree = 21.2%
- Increase of 2.99%
  - Agree = 37.5%
  - Disagree = 47.1%

**Question 8: Please let us know your suggestions for investing in the District to increase prosperity and enhance appeal for residents and businesses alike**

Responses to this question provided many suggestions and comments regarding the district. The top three themes were the importance of infrastructure (roads, public transport, amenities, impact of development), Bromsgrove Town Centre, and supporting businesses. These topics were also the top three in the previous survey, suggesting consistency in both the publics priorities and areas of concern. These themes had many cross overs, from the impact of traffic (in particular the BREP), encouraging a diverse range of businesses into the town and reducing costs to businesses.

Suggestions included:

- Reducing business rates / relief
- Reducing parking costs (or make it free)
- Supporting independent retailers
- Bringing in key major retailers
- Understanding offer on High Street- too many charity shops, cafes, hair & vaping businesses
- Utilise empty shops
- Improve the market
- Make the town vibrant, attractive & distinctive- develop attractions, encourage visitors
- Improve the appearance & maintenance of the high street
- Improved public transport
- Ensure a district-wide view

**Question 9: Please let us know any other comments on the budget or ideas for reducing costs or increasing income to ensure Council services remain sustainable**

Of the responses to this question, as with the previous year, the largest category fell into the theme of efficiency and value for money. Other themes included infrastructure and suggestions for commercial activity.

Suggestions included:

- Stop expenses (in particular Councillors)
- Review staffing & wages (in particular management)
- Reduce waste
- Effective procurement
- Focus on essential services
- Effective maintenance
- Do more online
- Utilise technology, including AI
- Measure effectiveness and VfM
- Explore alternative methods of delivery e.g. partnerships, consolidation of services, VCS, franchises
- Reduce use of consultants
- Commercial opportunities e.g. better events
- Reduce events
- Promote events better to increase revenue
- Community use of buildings
- Increase enforcement e.g. fly tipping & littering
- Better coordination around highways and roadworks

**Question 10: What is your current housing status?**

- 89.1% of respondents either owned their homes outright or had a mortgage

**Question 11: Which of the following best describes our age?**

- 57.8% of respondents were 60 or over

16-19yrs	1.4%
20-29yrs	1.4%
30-39yrs	7.8%
40-49yrs	10.1%
50-59yrs	18.8%
60-69yrs	26.6%
70-79yrs	23.9%
80+ years	7.3%
Prefer not to say	2.8%

**Question 12: Do you have any long-standing health condition or disability?**

- Yes = 27.9%
- No = 66.7%

**Question 13: Which of the following best describes your gender?**

- Female = 42.5%
- Male = 52.1%

**Question 14: Is the gender you identify with the same as your sex registered at birth?**

- Yes = 94.9%
- No = 0%
- Prefer not to say = 5.1%

**Question 15: Which best describes your ethnicity?**

White English/Welsh/Scottish/Northern Irish/British	94.5%
Any other White background	0.5%
Mixed or Multiple ethnic groups	0.5%
Asian or Asian British	0.0%
Black, African, Caribbean or Black British Arab	0.0%
Prefer not to say	3.7%
Other ethnic group (please specify):	0.9%

**Question 16: Which of the following best describes your religion or belief?**

Atheist	12.8%
Buddhist	0.0%
Christian	53.9%
Humanist	1.4%
Hindu	0.0%
Jewish	0.0%
Muslim	0.5%
Pagan	1.4%
Sikh	0.0%
No religion/belief	22.4%
Prefer not to say	4.6%
Other (please specify):	3.2%