

Appendix D

Redditch Borough Council - Budget Consultation for 2026/27

This survey was launched to give residents/businesses of Redditch Borough 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 17 November 2025 to 29 December 2025. 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 143 valid surveys were returned from the panel, resulting in a response rate of 31.4%, which is a significant drop from the previous year, where there was a 44% response rate from the panel. A total of 143 surveys were received from the general public.

The final figure of **286 completed surveys** for analysis, which is lower than last year, where there were 323 valid responses. There was also at least one response from every area within the Borough.

Question 1: Are you a resident of Redditch Borough and/or have a business based here?

97.9% of respondents were a resident of the Borough.
8.1% of respondents had a business based in the Borough.

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 Borough, please only tell us where you live)

There was at least one response from every area within the Borough, ranging from Abbey Park, St. Georges and Wire Hill (1 response respectively) to Headless Cross (27 responses) and Batchley (24 responses).

Question 3: How important are the current Redditch Borough Council priorities to you?

- Economy, Regeneration & Prosperity: Extremely important = 48.2%
- **Green, Clean & Safe: Extremely important = 54.2%**
- Community & Housing: Extremely important = 42.3%

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

- Environment
 - Importance of street cleansing and maintenance, problem of littering and fly tipping, need to make town attractive
- Housing

- Need to build more, ensure current stock is in order, make use of empty properties, need fair access to appropriate of housing (including bungalows), need to move people into the right size of housing, homelessness is an issue
- Community safety
 - Feeling safe is crucial to wellbeing, drug users are an issue, a rise in ASB

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

The top three areas for investment were:

1. Community Safety = 52.5%
2. Community Parks & Open Spaces = 39.4%
3. Local Economic development & Employment = 39.1%

Community Safety remains the top service, as per the previous survey. However, the other top areas last year were 'Maintenance of the Landscape & Environment' and 'Housing'.

Of the small numbers of comments regarding this question, focusing on needs was the main concern, in particular wellbeing, community and youth support.

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

The top three services when considering the budget were:

1. Environmental Services = 81.8%
2. Community & Housing Services = 71.6%
3. Regeneration & Property = 62.4%

Council Service	Extremely or very important
Business Transformation & Organisational Development	33.8%
Community & Housing Services	71.6%
Corporate Services	15.5%
Environmental Services	81.8%
Financial & Customer Services	50.5%
Legal, Democratic & Elections Services	30.5%
Planning & Leisure Services	57.6%
Regeneration & Property	62.4%
Regulatory Services	37.5%
Rubicon Leisure	44.8%

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 = 48.8%
- Disagree = 24.8%

Strongly agree	13.8%
Agree	35%
Neither agree nor disagree	26.5%
Disagree	17.7%
Strongly disagree	7.1%

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

- Increase of 1.99%
 - Agree = 57%
 - Disagree = 20.4%
- Increase of 2.99%
 - Agree = 34.6%
 - Disagree = 45.2%

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

Responses to this question provided many suggestions and comments regarding the Borough. The top four themes were the importance of infrastructure (roads, public transport, amenities, maintenance of infrastructure), the environment, business support and the Town Centre.

These topics were also the top four in the previous survey, suggesting consistency in both the publics priorities and areas of concern. These themes had many cross overs, including the need for more investment, supporting the right businesses and maintaining the environment and making the Borough more attractive.

Suggestions included:

- Reducing business rates / relief
- Reducing parking costs (or make it free)
- More accessible parking
- Supporting independent retailers
- Understanding offer in Town Centre- too many charity shops, cafes, & hair businesses
- Utilise empty shops
- Improve the market
- Make the town vibrant, attractive & distinctive- develop attractions, encourage visitors
- Improve the appearance & maintenance of the Town Centre
- Improved public transport

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 the environment, housing, infrastructure and suggestions for commercial activity.

Suggestions included:

- Stop expenses (in particular Councillors)
- Review staffing & wages (in particular management)
- Reduce waste
- Effective maintenance
- Do more online
- Explore alternative methods of delivery
- Commercial opportunities e.g. better events, chargeable services
- Reduce events
- Promote heritage
- Community use of amenities & buildings
- Increase enforcement e.g. fly tipping & parking

Question 10: What is your current housing status?

- 77.5% of respondents either owned their homes outright or had a mortgage

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

- 48.4% of respondents were 60 or over

16-19yrs	1.4%
20-29yrs	2.5%
30-39yrs	9.3%
40-49yrs	16.8%
50-59yrs	19.7%
60-69yrs	22.2%
70-79yrs	21.9%
80+ years	4.3%
Prefer not to say	1.8%

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

- Yes = 33.2%
- No = 58.1%

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

- Female = 47%
- Male = 48%

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

- Yes = 94.6%
- No = 0.4%
- Prefer not to say = 5%

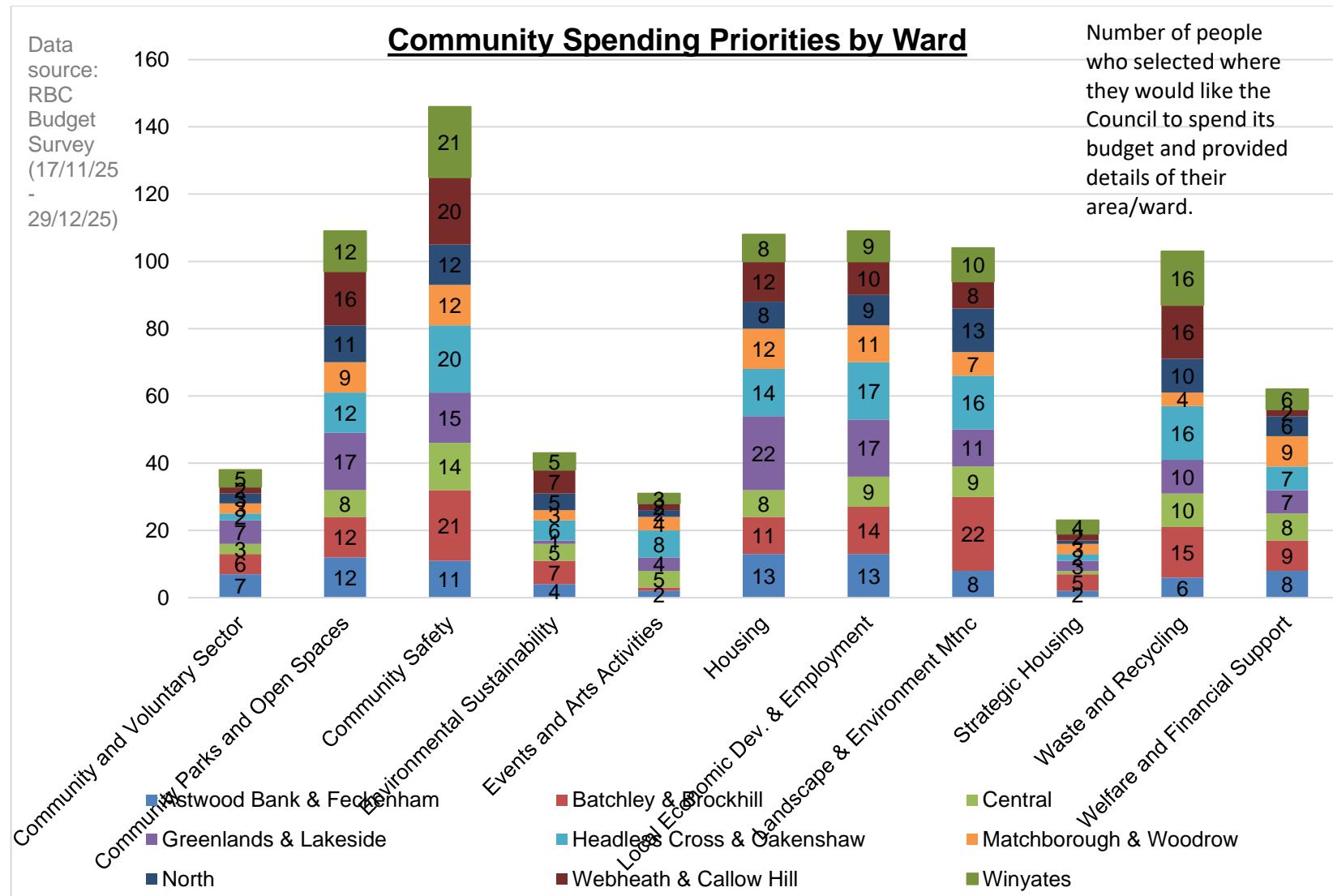
Question 15: Which best describes your ethnicity?

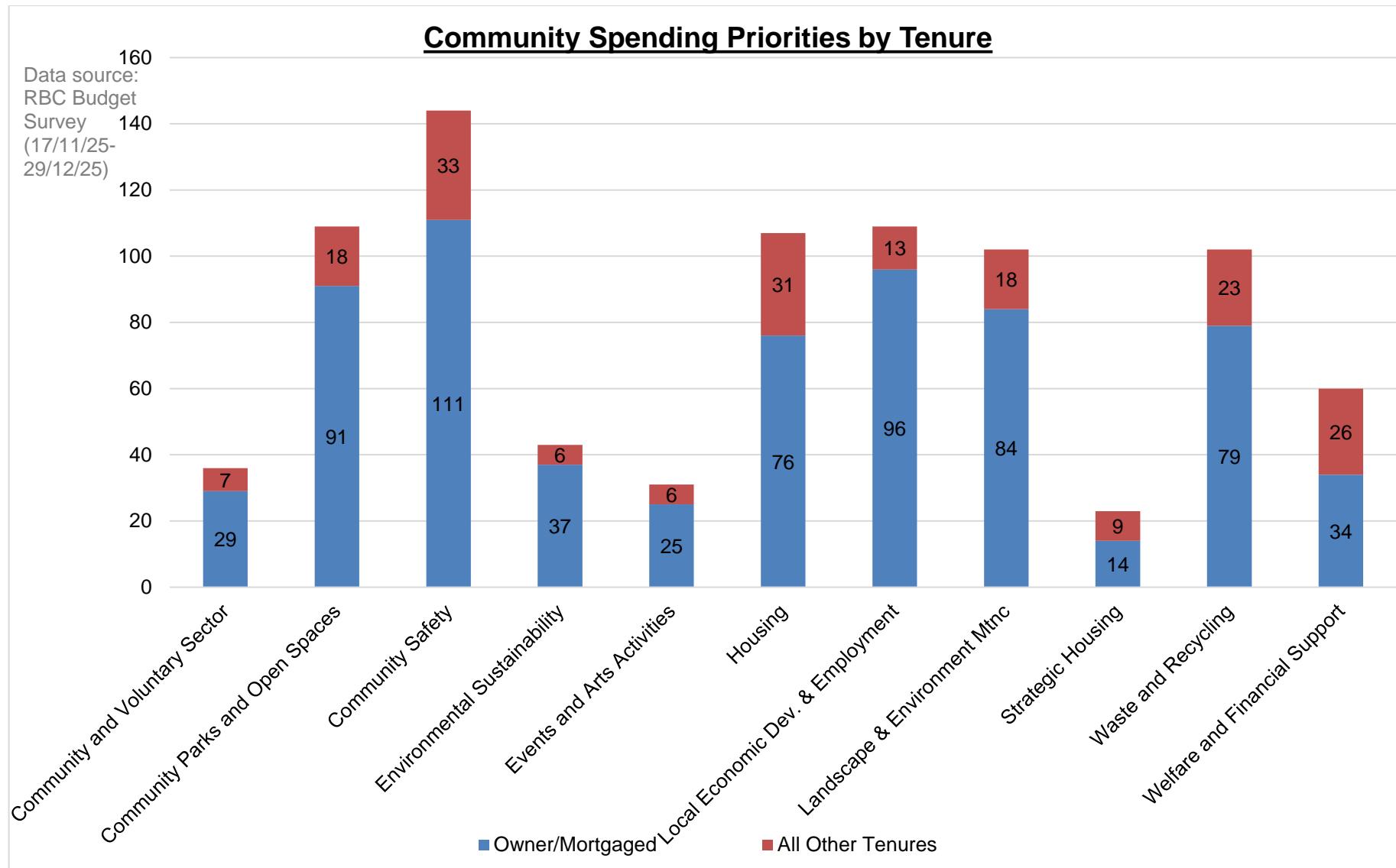
White English/Welsh/Scottish/Northern Irish/British	87.8%
Any other White background	3.2%
Mixed or Multiple ethnic groups	2.9%
Asian or Asian British	2.2%
Black, African, Caribbean or Black British Arab	0.4%
Prefer not to say	3.2%
Other ethnic group (please specify):	0.4%

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

Atheist	11.6%
Buddhist	0.4%
Christian	48.0%
Humanist	2.2%
Hindu	0.4%
Jewish	0.0%
Muslim	0.7%
Pagan	0.7%
Sikh	0.4%
No religion/belief	24.7%
Prefer not to say	7.3%
Other (please specify):	3.6%

Demographic Analysis





Community Spending Priorities by Age

Data source: RBC
Budget Survey
(17/11/25-29/12/2025)

Number of people who selected where they would like the Council to spend its budget and provided details of their age.

