



Wiltshire Council Community Governance Review – June 2016

Salisbury City Council – Consultation Outcomes:

Dear Sirs:

Please find below the outcomes from the consultations undertaken by Salisbury City Council in respect of the Community Governance Review currently being undertaken by Wiltshire Council. We undertook two separate elements:

1. Market Research on street using an independent Market Research company – Sally Fairall Associates, <http://sallyfairallandassociates.com/>. They spent 5 days out on the streets asking people walking by, aiming to speak to 200 per day. Each person was asked a series of questions as follows, with yes/no answers.
 - a. Would you consider that Laverstock and Old Sarum are a part of Salisbury, in the same way that Harnham, Bishopdown and Bemerton Heath are?
 - b. Do you believe that all taxpayers who live within the current boundaries of the City and just outside should share equally the costs of running the services which everybody uses?
 - c. Do you believe that having democratically elected Councillors is a key requirement for good decision making and accountability in the local community?
 - d. The last review of boundaries was 1954. Do you believe that this review should therefore take account of not only expansion since that year, but should look forward to take account of future development and expansion as well?
 - e. Do you agree that for any growing City, it is inevitable that its boundaries will alter to encompass areas on its immediate edge over time?

Each person was then asked if they did, or didn't, support the proposal to merge the SCC and L&FPC areas and to submit their name, house number, postcode and signature.

Only persons who reside within Wiltshire were allowed to submit their views, anybody from outside Wiltshire was politely turned away. We did not only allow persons from within the current City boundary to respond and so our responses include people from all around the Wiltshire area, including Laverstock.

In the end a total of 1,490 survey forms were completed over the five days with an outcome of:

YES – 80% (76% signed, 4% unsigned) NO – 12%, DON'T KNOW – 8%.

There is little doubt that if more financial resource had been expended at this methodology then the number of responses could have been considerably increased, though it is the view of the Research company that this is a very representative sample and that further, with this level of surveys undertaken, the outcomes to the questions is unlikely to alter by very much.

One further point – in order to be fair, we chose deliberately to undertake the research using the central locations in and immediately around the Market Place. If the research had been undertaken within the main residential areas around the City (Harnham, Bemerton, Bishopdown etc) then in the view of the Research company the “yes” percentage vote would likely to have been much higher and skewed toward this outcome.

2. A leaflet drop to all houses within the City boundary. This asked those households to register their support for the merger of SCC and L&FPC by returning a cut off slip or responding on line via SCC’s website. Unlike the Wiltshire Council survey of L&FPC households, we were not able to provide a sae service due to the prohibitive costs. A total of 412 responses were received supporting the merger (99%), three were received against.

Should you have any queries regarding this information, please do contact me.

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