Shaping Worcestershire - Council changes survey 2025
County wide headline results

The initial Shaping Worcestershire public engagement campaign and survey was carried out for a month from 1st June to 29th June 2025. All borough, city and districts were involved, but not the county council.

The following report sets out the headline results for the whole of the county. It does not currently include any free text analysis and has only one table of results by individual council area. A thematic analysis of free text comments and summary reports for each borough/city/district council and will be available by Friday 11th July 2025. Individual files of raw data will be provided to each borough/city/district after this date for continued / further analysis locally.

4,249 responses in total were received from across the county. The majority (94%) were from residents. Small numbers of businesses, parish and town councils, and voluntary and community sector organisations also responded. The 'other' category of responses included police, church groups, housing associations, colleges, GPs, and some council employees and councillors.

In what capacity are you responding? (If you would like to respond in more than one capacity, please complete a separate survey for each.)			
Answer Choices		**Response Percent**	**Response Total**
1	Resident	94.4%	4009
2	Business	1.5%	65
3	Parish/Town council	1.2%	52
4	Voluntary or community sector organisation	1.5%	63
5	Other, for example, school, health provider, police, housing association etc (please specify):	1.4%	60
		answered	4249

The total number of responses for each borough/city/district (all types of respondents combined) were as follows:

Number of respondents:						
	Bromsgrove DC	**Malvern Hills DC**	**Redditch BC**	**Worcester CC**	**Wychavon DC**	**Wyre Forest DC**
Responses	560	633	759	502	1,073	722

AWARENESS OF LOCAL GOVERNMENT REORGANISATION PLANS:

How aware are you of plans for reorganising local councils in Worcestershire?			
Answer Choices		**Response Percent**	**Response Total**
1	Very aware	40.2%	1697
2	Somewhat aware	47.9%	2023
3	Not aware	11.8%	500
		answered	4220
		skipped	29

How well do you understand each of the two proposed options for Worcestershire? (For more details on the proposed options, see the main Shape Worcestershire website (opens in a new window))				
Answer Choices	**Very well**	**Somewhat**	**Not well**	**Response Total**
One unitary council covering all of Worcestershire	47.6% 1984	40.8% 1700	11.7% 486	4170
Two unitary councils - one for North Worcestershire and one for South Worcestershire	46.0% 1930	41.8% 1751	12.2% 511	4192
			answered	4238
			skipped	11

RESPONDENTS' PREFERENCES FOR LOCAL GOVERNMENT REORGANISATION:

	Based on the information provided, which option do you currently prefer?			
Answer Choices			**Response Percent**	**Response Total**
1	One unitary council covering all of Worcestershire		28.7%	1215
2	Two unitary councils - one for North Worcestershire and one for South Worcestershire		47.8%	2026
3	I don't have a preference		4.2%	176
4	I don't support reorganisation of local councils in Worcestershire		18.9%	799
5	I'm not interested		0.5%	20
			answered	4236
			skipped	13
Please tell us the main reason/s for your choice: (3179)				

3,179 respondents shared the main reason/s for their preference. These responses are currently being analysed and a headline thematic analysis will be provided by 11th July 2025.

Despite the overall pattern of views across the county showing two unitary authorities as the most popular preference, there is some variation in responses by borough/city/districts. This is shown in the table below.

By local area - Based on the information provided, which option do you currently prefer?						
	Bromsgrove DC	**Malvern Hills DC**	**Redditch BC**	**Worcester CC**	**Wychavon DC**	**Wyre Forest DC**
One unitary authority	34%	24%	15%	46%	22%	40%
Two unitary authorities	46%	58%	41%	42%	57%	39%
I don't have a preference	2%	4%	6%	4%	3%	6%
I don't support reorganisation	18%	14%	37%	8%	17%	15%
I'm not interested	<0.2%	<0.5%	<1%	0	<1%	<0.5%

Respondents were asked to identify which restructure arrangement would best deliver a range of outcomes, with the responses shown in the table below.

In summary, the one unitary authority option was rated as best for 'saving money and delivering value', and 'making local government simpler', and the two unitary authority option was thought to be better for 'improving local services', 'supporting local identity', and 'stronger community engagement'.

Thinking of the outcomes the Government expects us to consider when deciding how we restructure councils in Worcestershire, which of the potential options do you think would best deliver each? Choose one option for each of the outcomes						
Answer Choices	One unitary authority	Two unitary authorities	Both options	Neither option	Don't know	Response Total
Improving local services	24.6%	44.8%	5.0%	20.9%	4.7%	4192
Saving money and delivering value	36.2%	30.8%	8.5%	18.5%	6.0%	4210
Making local government simpler	35.8%	32.5%	9.7%	17.9%	4.1%	4205
Supporting local identity	20.3%	45.7%	5.1%	25.3%	3.6%	4211
Stronger community engagement	18.7%	43.7%	5.2%	27.4%	4.9%	4206
					answered	4235

The three things delivered by local councils that mattered most to the respondents were 'infrastructure planning' (64%), 'maintaining or improving local services and council-owned facilities' (59%), and 'how much Council Tax I pay' (45%). 'Impact on the local community and local identity' was a very close fourth choice (44%).

Thinking about how your local councils are currently organised, which three things from the list below matter most to you? Choose up to three			Response Percent	Response Total
	Answer Choices			
1	Access to local representation/councillors to get my voice heard		35.1%	1485
2	Availability of business support		4.1%	172
3	Funding and other support for voluntary and community organisations		16.1%	681
4	How much Council Tax I pay		44.7%	1894
5	Impact on the local community and local identity		43.8%	1856
6	Infrastructure planning (e.g. roads, schools, health)		63.8%	2701

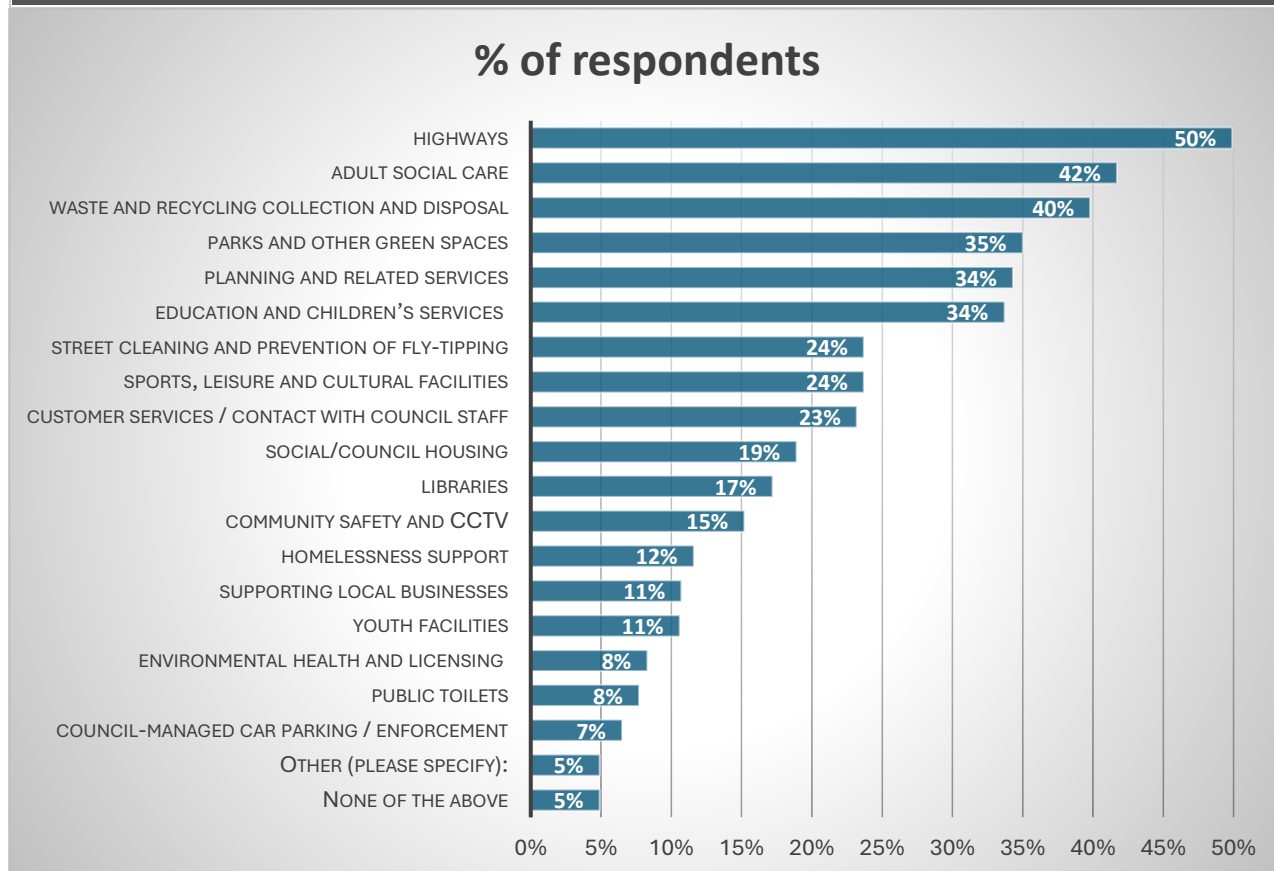|	Thinking about how your local councils are currently organised, which three things from the list below matter most to you? Choose up to three			
7	Knowing who to contact when I have a query or complaint		21.3%	903
8	Maintaining or improving local services and council-owned facilities, such as community centres, sports grounds, arts centres, museums etc-		59.0%	2498
9	Other (please specify):		6.0%	253
			answered	4236

Of the services currently delivered by the county and borough/city/district councils, the top five that respondents were most concerned about being affected by local government reorganisation were:

1. Highways (potholes, footpaths, drainage, street lighting etc) **– 49.9%**
2. Adult social care, such as support for people with disabilities, or care for the elderly **– 41.7%**
3. Waste and recycling collection and disposal **– 39.8%**
4. Parks and other green spaces **– 35.0%**
5. Planning and related services **– 34.3%**

Education and children's services such as looked-after children, those with special educational needs or disability (SEND), fostering and adoption was a very close sixth choice, with 33.7% of respondents selecting it in their top five.

The full ranking is shown in the table on the next page.

County and district/borough/city councils are responsible for a number of services. Which, if any, local services are you concerned about being affected by reorganisation? Choose up to a maximum of five services.

% of respondents

Service	%
HIGHWAYS	50%
ADULT SOCIAL CARE	42%
WASTE AND RECYCLING COLLECTION AND DISPOSAL	40%
PARKS AND OTHER GREEN SPACES	35%
PLANNING AND RELATED SERVICES	34%
EDUCATION AND CHILDREN'S SERVICES	34%
STREET CLEANING AND PREVENTION OF FLY-TIPPING	24%
SPORTS, LEISURE AND CULTURAL FACILITIES	24%
CUSTOMER SERVICES / CONTACT WITH COUNCIL STAFF	23%
SOCIAL/COUNCIL HOUSING	19%
LIBRARIES	17%
COMMUNITY SAFETY AND CCTV	15%
HOMELESSNESS SUPPORT	12%
SUPPORTING LOCAL BUSINESSES	11%
YOUTH FACILITIES	11%
ENVIRONMENTAL HEALTH AND LICENSING	8%
PUBLIC TOILETS	8%
COUNCIL-MANAGED CAR PARKING / ENFORCEMENT	7%
OTHER (PLEASE SPECIFY):	5%
NONE OF THE ABOVE	5%

The final question in the survey asked if respondents had any other comments, suggestions or concerns about the proposed reorganisation. 1,563 respondents shared a view, and these text responses are currently being analysed.