

Meeting of:	Cabinet
Date of Meeting:	Monday, 18 March 2019
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Public Opinion Survey 2018-19
Purpose of Report:	To inform members of the results of the Public Opinion Survey.
Report Owner:	Report of the Leader
Responsible Officer:	Huw Isaac, Head of Performance and Development
Elected Member and Officer Consultation:	The findings of this report are the result of consultation undertaken with a representative sample of Vale residents aged 16 or over in January and February 2019.
Policy Framework:	This report is a matter for Executive decision by Cabinet.

Executive Summary:

- The report sets out the key findings from the Public Opinion survey commissioned during 2018 and undertaken early this year.
- The survey assesses public opinion across a range of areas, including satisfaction or otherwise with Council services, the council's budget, our strategic objectives and means of communication with the Council.
- In summary, 87% were satisfied with services provided by the Council and 98% were satisfied with the Vale of Glamorgan as a place to live.
- 14% of residents surveyed were fully aware of the Council's current budget situation and a further 43% were aware but not to the full extent.
- When asked about their preferred option for addressing the budget shortfall, respondents indicated this was to increase Council Tax to the Welsh average, although respondents also indicated that other measures, including charging for services should be explored.
- The vast majority of residents surveyed were of the opinion that the current well-being objectives remain relevant and appropriate.
- 84% of those surveyed were satisfied with overall communication from the Council.
- That report recommends that the Public Opinion Survey results are used to inform decision making, including end of year performance reports and the development of a new Corporate Plan.

Recommendations

1. That Cabinet endorse the use of the Public Opinion Survey results to inform decision making, including end of year performance reports, budget proposals and the development of a new Corporate Plan.

Reasons for Recommendations

1. To ensure that the results of the Public Opinion Survey can be used to inform decisions.

1. Background

- 1.1 The Council conducts a Public Opinion Survey every two years. In 2018 (and in 2016) Future Focus Research, an independent market research company, carried out the survey on behalf of the Council.
- 1.2 The same research method, face to face interviews with a representative sample of Vale residents, was used, as in previous years in order to draw comparisons between the results where appropriate.
- 1.3 The results of the Public Opinion Survey can be found in Appendix A.

2. Key Issues for Consideration

- 2.1 The research focused on two key areas: how residents interact with the Vale of Glamorgan Council, and residents' satisfaction with a range of Vale of Glamorgan Council services. 1005 interviews were conducted with a representative sample of Vale residents in respondents' homes in January and February 2019.
- 2.2 In summary, the findings of the survey are as set out in the following paragraphs.
- 2.3 In relation to Council Services,
 - 87% were satisfied with services provided by the Council. This has decreased from the level of satisfaction reported in 2016, from 92% but remains higher than the 84% reported in 2014. This modest decrease should be seen within the context of significantly reduced funding and rising demand for Council services. The scale of the decrease could be attributed to the efforts the Council has made via the Reshaping Services transformational change programme to protect priority services.
 - Despite the above, 98% were satisfied with the Vale of Glamorgan as a place to live.
 - The greatest level of dissatisfaction indicated by respondents was with the condition of roads (81% very or fairly dissatisfied), the condition of pavements (78%) and road safety (60%).
- 2.4 In relation to the Council's budget and budget process:
 - 14% of residents surveyed were fully aware of the Council's current budget situation and a further 43% were aware but not to the full extent.

- When asked about their preferred option for addressing the budget shortfall, respondents indicated this was to increase Council Tax to the Welsh average.

2.5 In relation to the Council's Corporate Plan and strategic objectives:

- The Council is currently developing a new Corporate Plan for 2020-2025. The Public Opinion Survey was used on this occasion to test the relevance of the Council's existing Well-being Objectives. The vast majority of residents surveyed were of the opinion that the current objectives remain relevant and appropriate.

2.6 In terms of Communication with the Council:

- 84% of those surveyed were satisfied with overall communication from the Council.
- Almost three quarters (74%) of respondents disagreed that they could influence a decision made by the Council.
- In order to influence a decision made by the Council just under half (49%) would contact a local Council Officer.
- 68% had accessed the Council's website in the last year, although access was infrequent (64% of respondents access the website less than once a month.)
- Awareness amongst those surveyed of the range of services that are available on the Council's website ranged from 59% indicating that they were aware that they could pay Council tax, to just 9% aware that they could register to speak at a committee meeting.

However, 77% said that they would use the website to access these services now that they know they are available.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** The Public Opinion Survey is a key method for engaging with Vale residents and as such contributes to Well-being Objective 1: to enable people to get involved, participate in their local communities and shape local services.
- 3.2** The Public Opinion Survey is a method for involving communities and reflecting their views in the Council's decision-making. By including questions to inform the development of a new Corporate Plan the Council is taking steps to involve residents in long-term plans.

4. Resources and Legal Considerations

Financial

- 4.1** The costs of undertaking the Public Opinion Survey have been met within existing resources.

Employment

4.2 N/A

Legal (Including Equalities)

4.3 The Council has a statutory duty to consult with residents.

4.4 Non-probability quota sampling techniques were used to select residents for interview to ensure the survey results were representative of the Vale's population.

4.5 Welsh language interviews were offered.

5. Background Papers

None

Public Opinion Survey 2018/19

Report

February 2019

Prepared For: Vale of Glamorgan Council

Prepared By: Future Focus Research
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1. Executive Summary

1.1 Research Method

- 1005 interviews were undertaken with a representative sample of residents of the Vale of Glamorgan. Interviews were conducted in January and February 2019.

1.2 Council Services

- 87% were satisfied with the services provided by the Council.
- 98% were satisfied with the Vale of Glamorgan as a place to live.
- The most popular town centres to visit overall were Barry (Holton Road), Penarth and Barry (High Street), although, unsurprisingly the town centres that people visited most frequently were the ones closest to where they lived.
- When asked to rate the town centre that they visited the most, around six in 10 rated the range and choice of shops (60%), the overall attractiveness of the town centre (59%), and the town centre overall (57%) as very or fairly good. Just 22% rated parking as very or fairly good, with 75% rating this as either very or fairly poor.
- Almost everyone was satisfied with the heritage coast overall (99%) and the coastal paths in the Vale (99%).
- When asked about Barry Island, 94% were satisfied with the facilities and 93% were satisfied with Barry Island overall.
- Almost everyone said that they were either very or fairly satisfied with country parks (98%), open spaces (96%), parks (96%) and play facilities (92%).
- Satisfaction was highest with access to public transport (87% very or fairly satisfied), public transport information (83%), bus services (79%) and rail services (76%).
- Greatest dissatisfaction was with the condition of roads (81% very or fairly dissatisfied), the condition of pavements (78%) and road safety (60%).
- Around 9 in 10 residents were satisfied with all aspects of recycling and waste management, with the exception of cleanliness standards (65% satisfied)

1.3 Feeling of Safety

- When asked about feeling safe, most residents felt safe in all situations.

1.4 Communication with the Council

- In order to influence a decision made by the Council, just under a half (49%) would contact a local Council Officer. Just over a quarter (28%) said that they would not attempt to influence a Council decision.
- Almost three quarters (74%) disagreed that they could influence a decision made by the Council. Only 21% agreed that they could.

- 84% were satisfied with the overall communication from the Council. Lowest satisfaction was with emails (76% satisfied).
- 10% claimed to listen to Bro Radio at least once a week or more often.
- 68% had accessed the Council's website in the last year, although access was fairly infrequent (64% less than once a month).
- Awareness of services offered by the website ranged from 59% aware that they could pay council tax to just 9% aware that they could register to speak at a committee meeting.
- Despite this, 77% said that they would use the website to access these services now that they know they are available

1.5 The Council's Budget

- Just 14% were fully aware of the Council's current budget situation and a further 43% were aware but not to the full extent.
- The preferred option for addressing the budget shortfall was to increase Council Tax to the Welsh average

1.6 The Council's Objectives

- The vast majority were of the opinion that all objectives should remain

2. Approach to research

2.1 Research Objectives

The objectives of the research were to understand:

- overall satisfaction with the Council
- overall satisfaction with the Vale of Glamorgan as a place to live
- frequency of visiting town centres and how they are rated
- satisfaction with aspects of the County including parks and coastal areas
- satisfaction with public transport
- satisfaction with waste management and recycling
- feeling of safety
- satisfaction with policing
- communication with the Council
- use of the Council's website
- views on how the Council can address the budget shortfall
- views on the relevance of the Council's current objectives

Where possible results are compared with previous years to track any changes.

2.2 Research Method

The research method adopted for the 2018/19 survey mirrored that used in previous years to enable comparisons to be made with greater accuracy.

A total of 1005 interviews were undertaken with residents living in the Vale of Glamorgan Council Area. Residents who worked for the Council were excluded and only one resident per household was eligible to take part in the survey. Interviews were conducted so that they included a representation from each ward so that the sample mirrored, as closely as possible, the population of the Vale of Glamorgan. Interviews were conducted in January and February 2018.

Our sample distribution is shown in table 1 below.

Table 1: Sample structure

Ward	% of population	No of shifts/ sampling points	No. of interviews achieved	% of sample
Llantwit Major	8.4	6	90	9.0
Cadoc	7.9	6	90	9.0
Illtyd	6.5	5	75	7.5
Dinas Powys	6.2	4	60	6.0
Rhosee	5.5	4	60	6.0
St Augustines	5.1	4	60	6.0
Buttrills	5.0	3	45	4.5
Cowbridge	4.9	3	45	4.5
Baruc	4.9	3	45	4.5

Gibbonsdown	4.7	3	45	4.5
Plymouth	4.6	3	45	4.5
Cornerswell	4.2	3	45	4.5
Dyfan	4.1	3	45	4.5
Castleland	4.1	3	45	4.5
Court	3.7	3	45	4.5
Sully	3.6	2	30	3.0
Stanwell	3.5	2	30	3.0
St Athan	3.5	2	30	3.0
Wenvoe	2.1	1	15	1.5
St Brides's Major	2.1	1	15	1.5
Llandow/Ewenny	2.0	1	15	1.5
Peterson-Super-Ely	1.8	1	15	1.5
Llandough	1.6	1	15	1.5
Total	100.0	67	1005	100.0

The Post Office Address File was used as the sampling source to select the required number of starting addresses for each ward at random. Once the sampling point addresses were selected, starting at each point, interviewers followed random routes to make contact with adults and interview them in accordance with pre-determined quota controls. Quotas were set on age, gender and social class. These were based on the profile of the actual population and are shown in Table 2 below.

Table 2: Quota Controls

Demographic	% of population	No of Interviews	% of sample
Area			
Barry	45	435	43
East	27	285	28
West	28	285	28
Gender			
Male	48	482	48
Female	52	523	52
Age			
16 – 34	27	272	27
35 – 54	38	382	38
55+	35	351	35
SEG			
AB	23	271	27
C1	31	340	34
C2	18	171	17
DE	27	189	19
Total	100	1,005	100

3. Research Findings

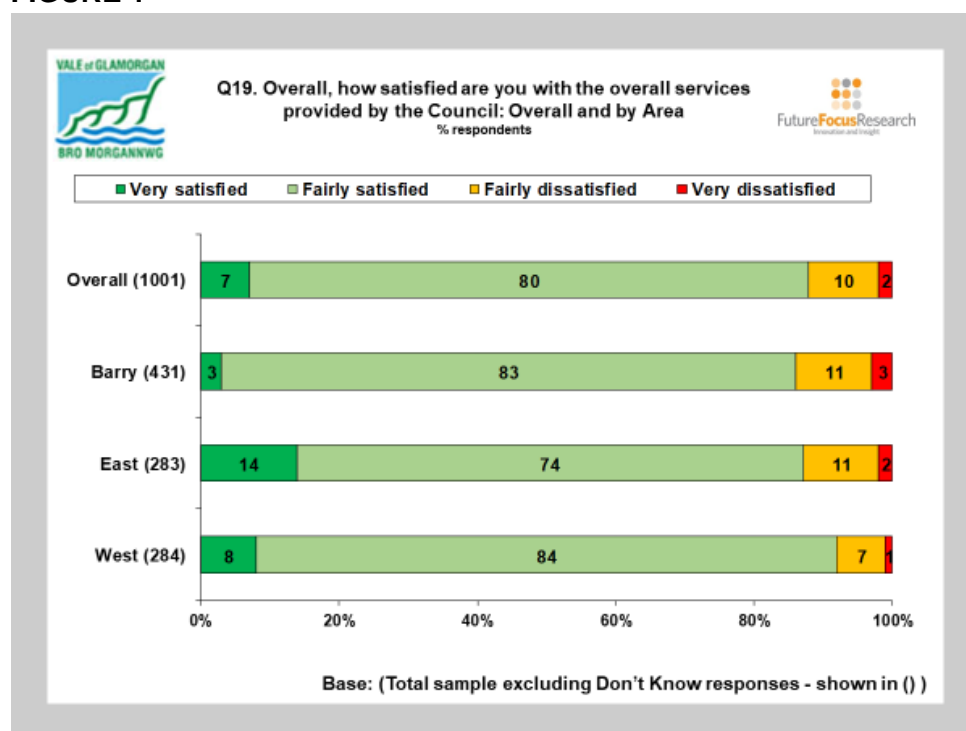
This section presents the results of the research. Where differences are apparent by area or demographics these have been highlighted in the reports. Comparisons with previous surveys have also been made where relevant and available.

3.1 Council Services

3.1.1 Overall Satisfaction with Council Services

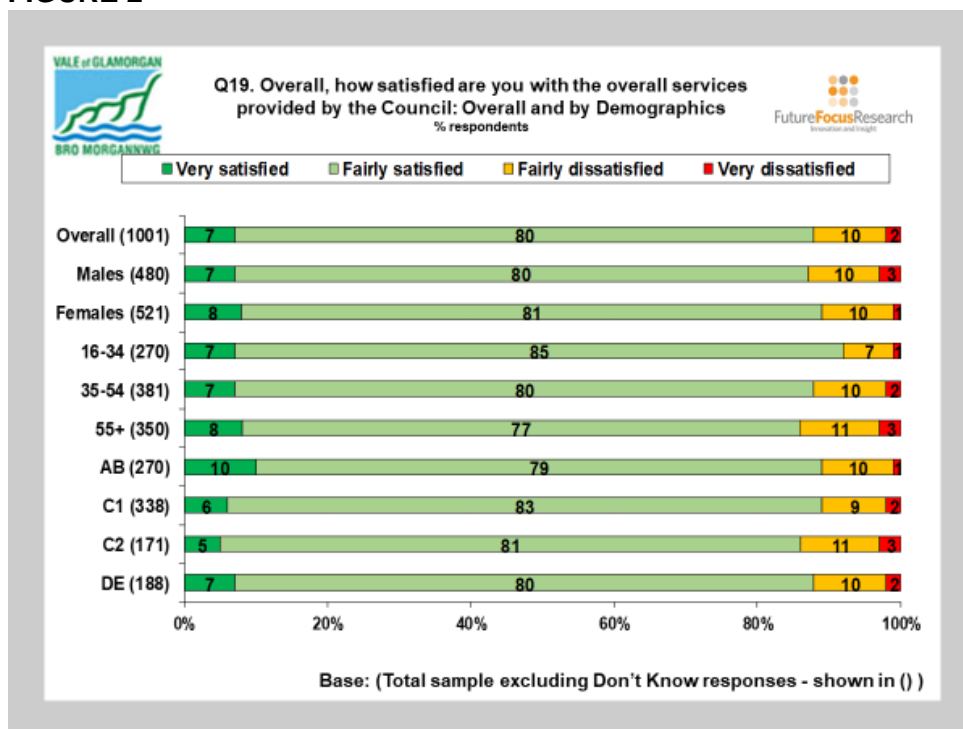
Overall, 87% were satisfied with the services provide by the Council. There was very little variation by area – ranging from 92% in the Western Vale to 86% in Barry. See figure 1.

FIGURE 1



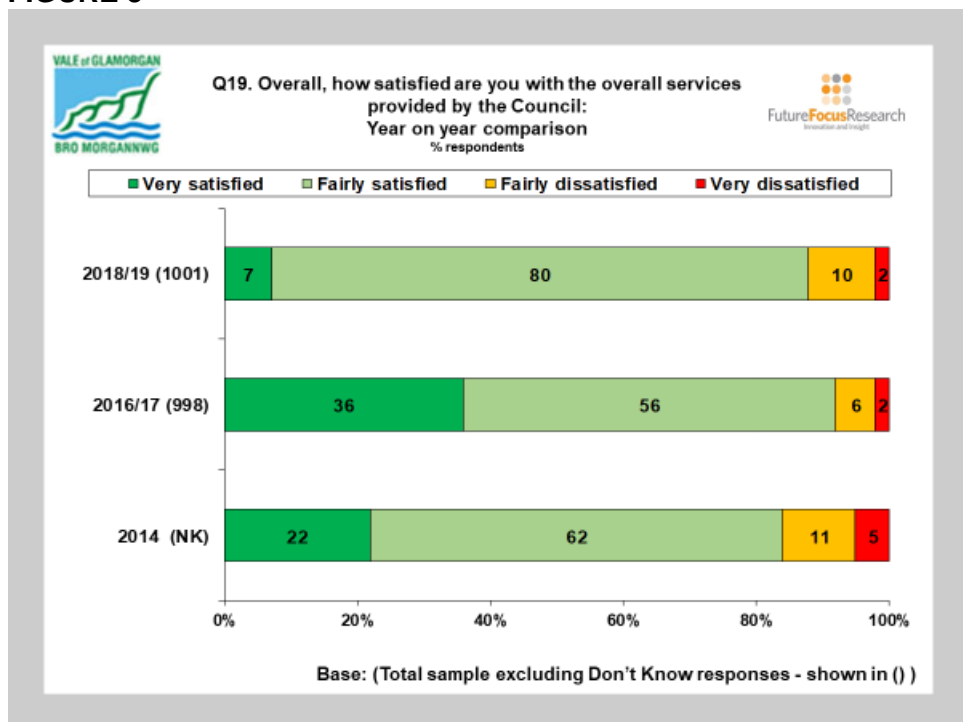
There was also very little variation by age, gender or SEG with satisfaction remaining high for all residents. The most satisfied were those aged 16 – 34 (92% very or fairly satisfied) and those aged 55+ were the least satisfied (85%). See figure 2.

FIGURE 2



A slightly lower proportion were satisfied with Council services in 2018/19 than in 2016/17 (87% compared to 92%), although this was still higher than in 2014. The biggest change was in the proportion stating that they were very satisfied (falling from 36% to 7%). See figure 3.

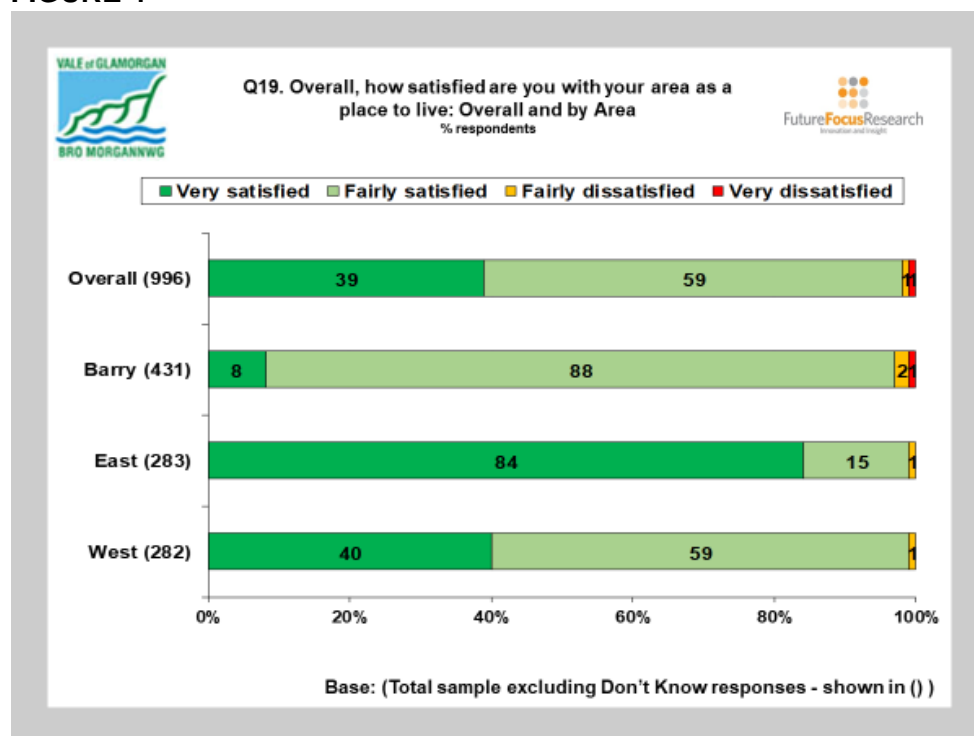
FIGURE 3



3.1.2 Vale of Glamorgan as a Place to Live

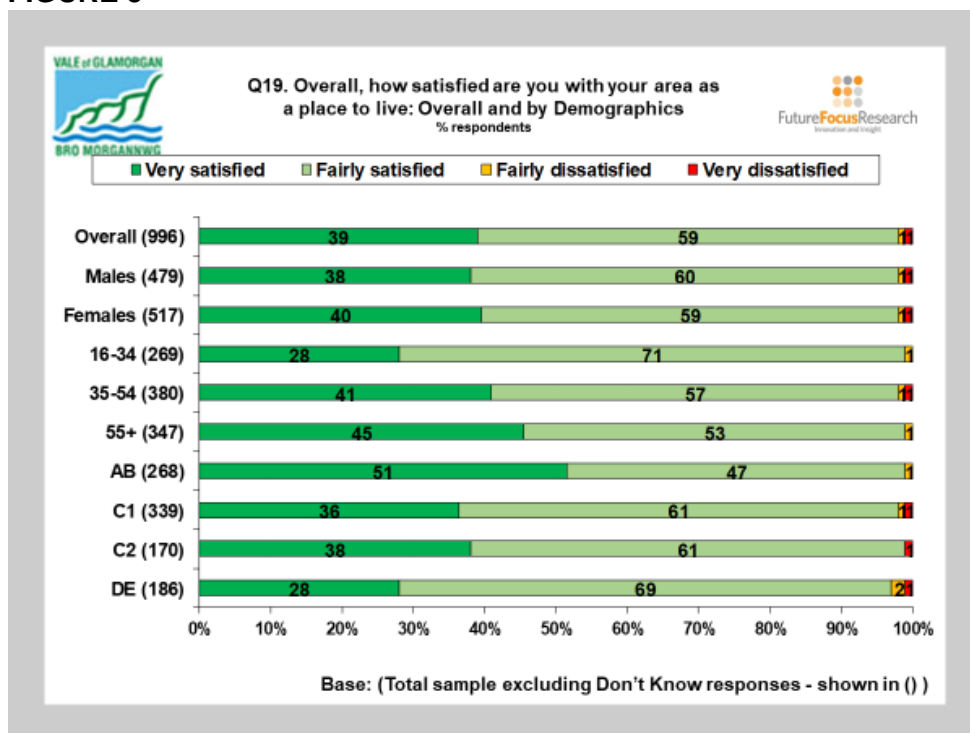
Almost everyone was satisfied with the Vale of Glamorgan as a place to live (98% very or fairly satisfied). Although overall satisfaction was extremely high in all areas, the percentage stating that they were very satisfied varied greatly by area from 8% in Barry to 84% in the Eastern Vale. See figure 4.

FIGURE 4



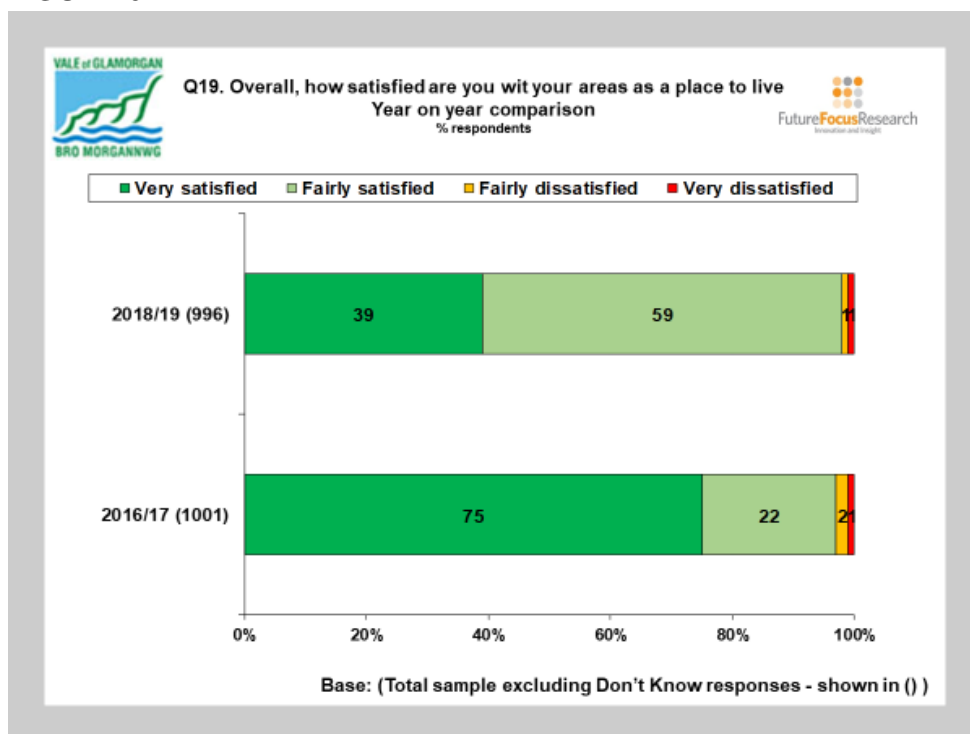
There was little variation by age, gender or SEG with overall satisfaction remaining high for all residents. However, the percentage very satisfied with their area as a place to live varied by age from 28% of 16 – 34 year olds to 45% of those aged 55+ and by SEG from 28% of DEs to 51% of ABs. See figure 5.

FIGURE 5



A similar proportion were satisfied with their area as a place to live in 2018/19 as in 2016/17 (98% very or fairly satisfied compared to 97%), although the percentage very satisfied has fallen from 75% to 39%. See figure 6.

FIGURE 6

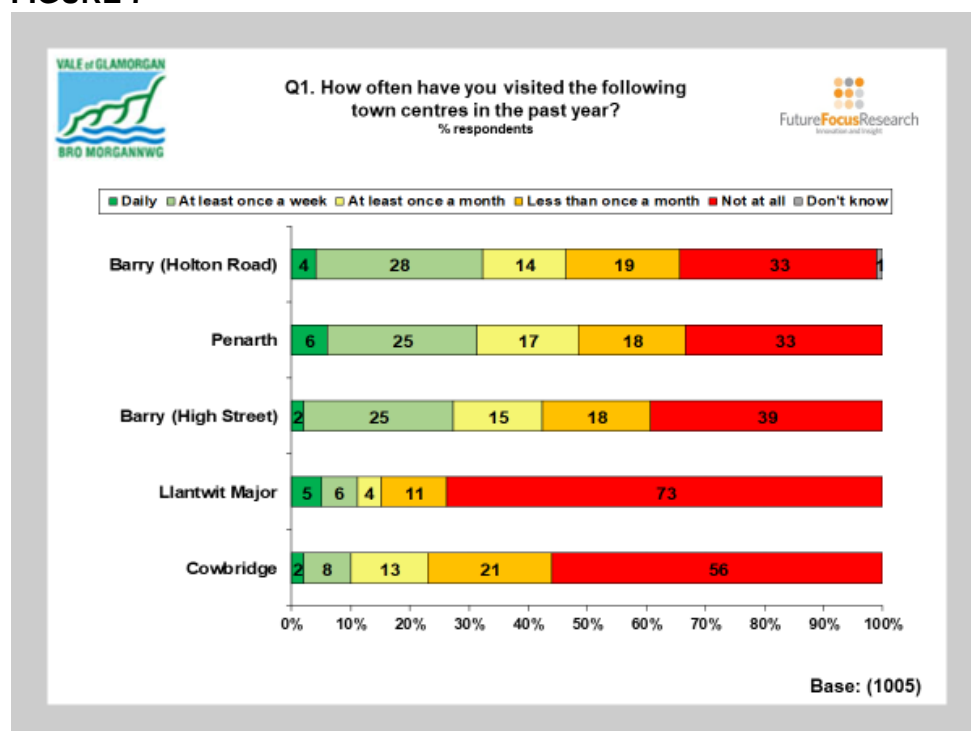


3.1.3 Town Centres

Residents were asked how often they visited each of the town centres. Barry Holton Road (32% once a week or more often), Penarth (31%) and Barry High Street (27%) were the most popular town centres overall. See figure 7.

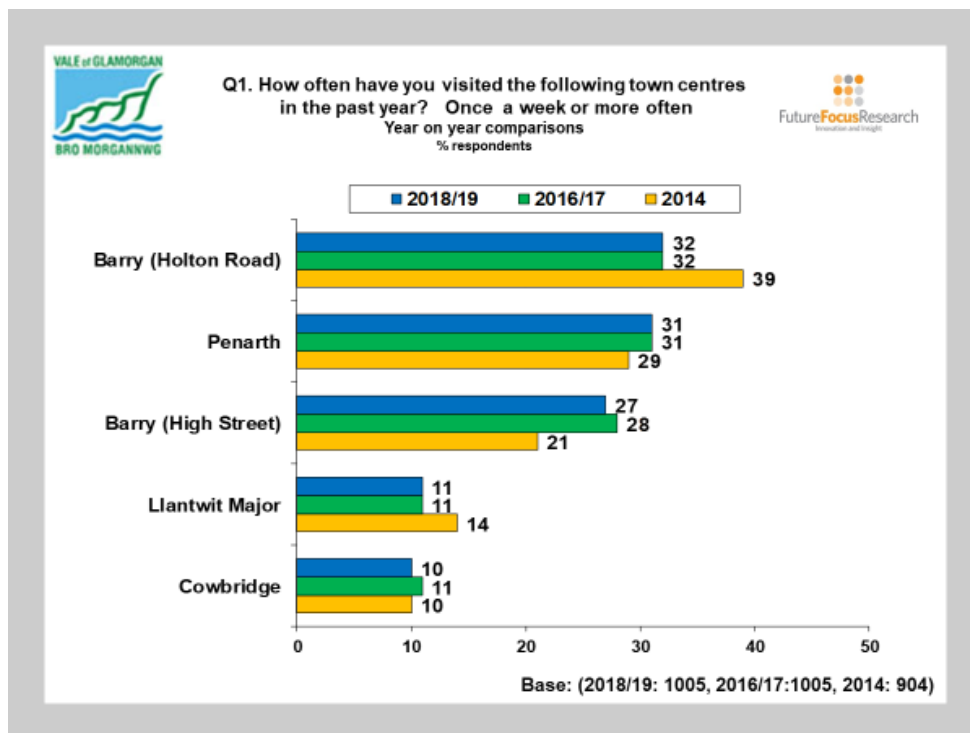
However, as expected, frequency of visits varied depending on where you lived. Those living in the Barry area were most likely to visit Holton Road (55% once a week or more often) and Barry Town Centre (46%), those living in the Eastern Vale were most likely to visit Penarth (70%) and those living in the Western Vale were most likely to visit Llantwit Major (37%) and Cowbridge (30%).

FIGURE 7



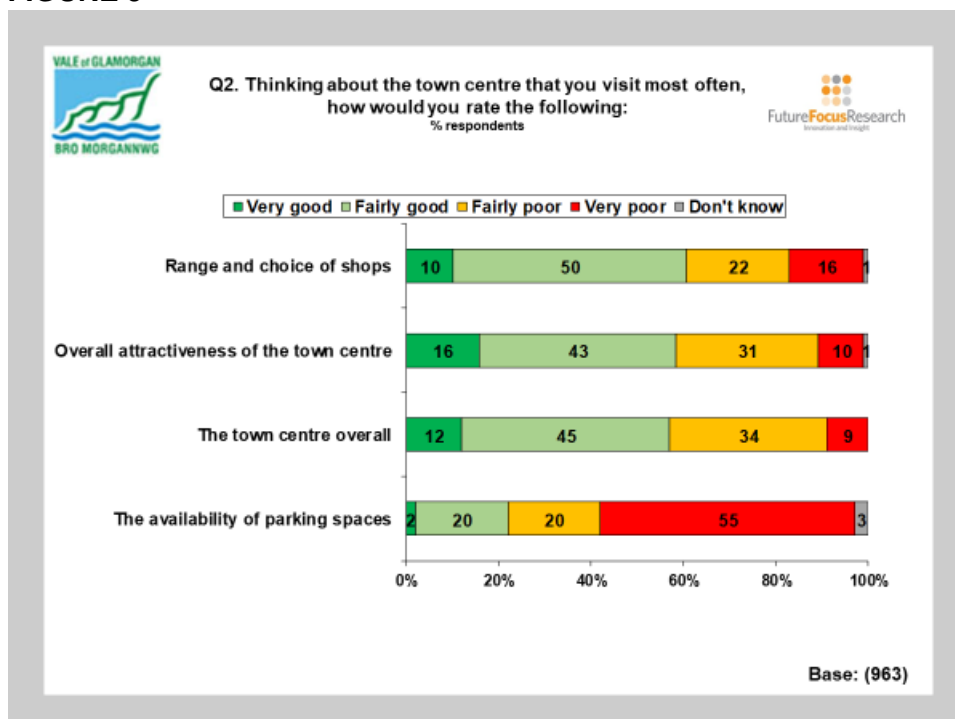
In comparison with 2016/17, residents visited all town centres with a similar level of frequency. See figure 8.

FIGURE 8



Those who had visited the town centres were asked to rate the one that they visited most often. Around six in 10 rated the range and choice of shops (60%), the overall attractiveness of the town centre (59%), and the town centre overall (57%) as very or fairly good. Just 22% rated parking as very or fairly good, with 75% rating this as either very or fairly poor. See figure 9.

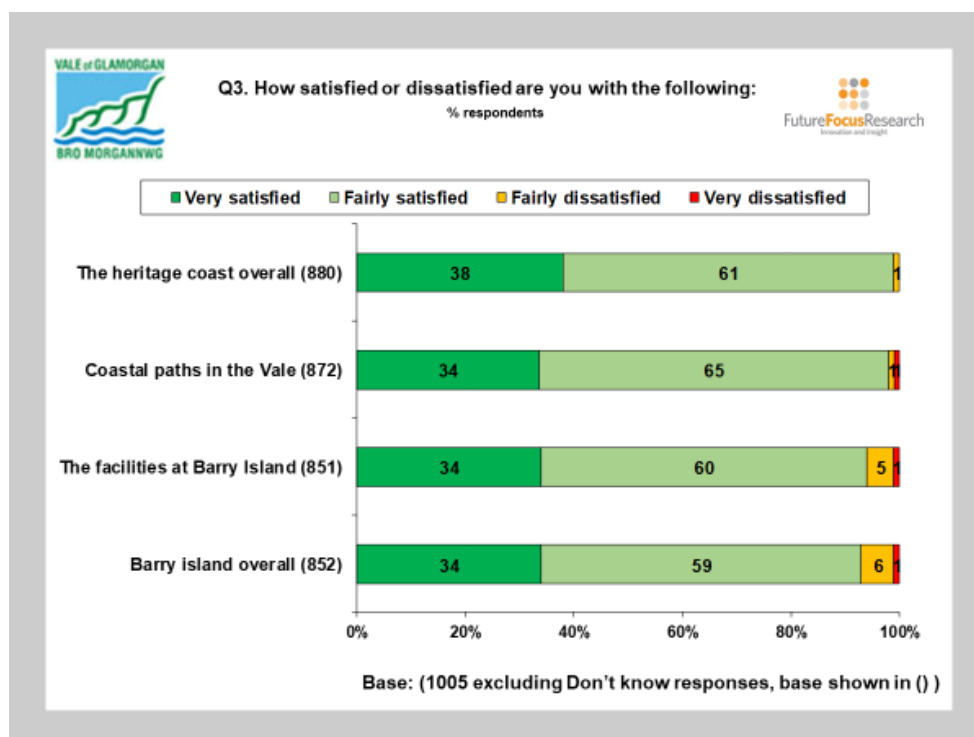
FIGURE 9



3.1.4 Heritage Coast

Residents were asked how satisfied they were with the heritage coast. Almost everyone (99%) were either very or fairly satisfied with the heritage coast overall and the coastal paths in the Vale (99%). Over 9 in 10 were also satisfied with the facilities at Barry Island (94%) and Barry Island overall (93%). See figure 10.

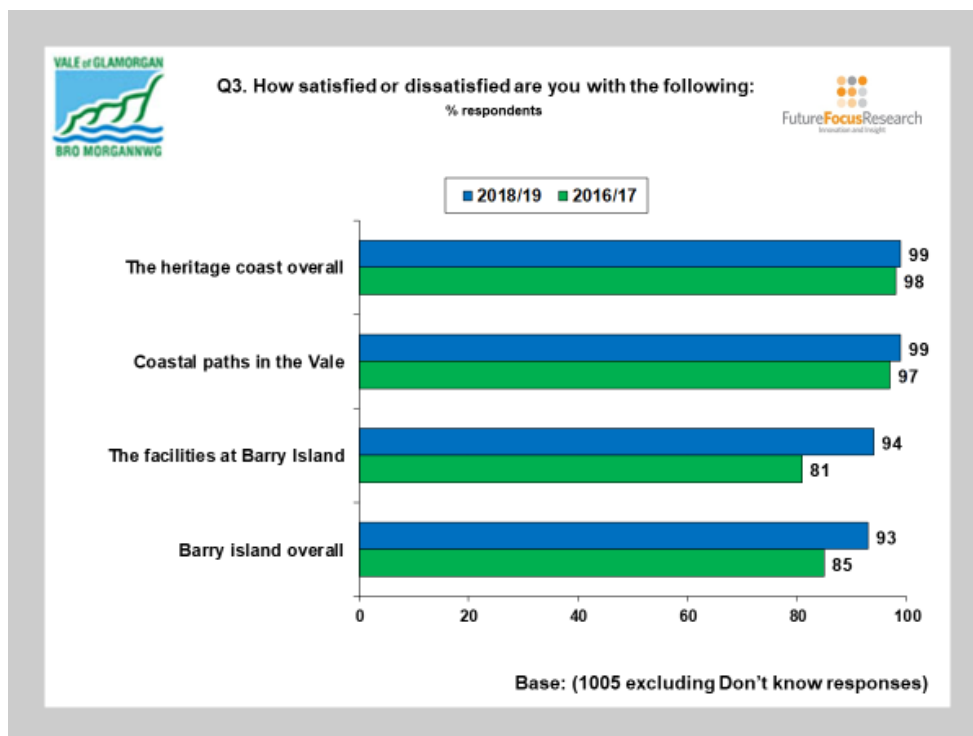
FIGURE 10



Whilst there were no differences by area or demographics with residents' satisfaction with the heritage coast overall or the coastal paths, there were slight differences when asked about Barry Island. Those living in the Western Vale were the least satisfied with the facilities at Barry Island (87% compared to 96% in Barry and Western Vale) and Barry Island overall (85% compared to 97% in Barry and Western Vale).

In comparison with 2016/17, satisfaction with costal paths and the heritage coast overall remained consistent. However, satisfaction with the facilities at Barry Island increased from (81% to 94%) and satisfaction with Barry Island overall increased from 85% to 93%. See figure 11.

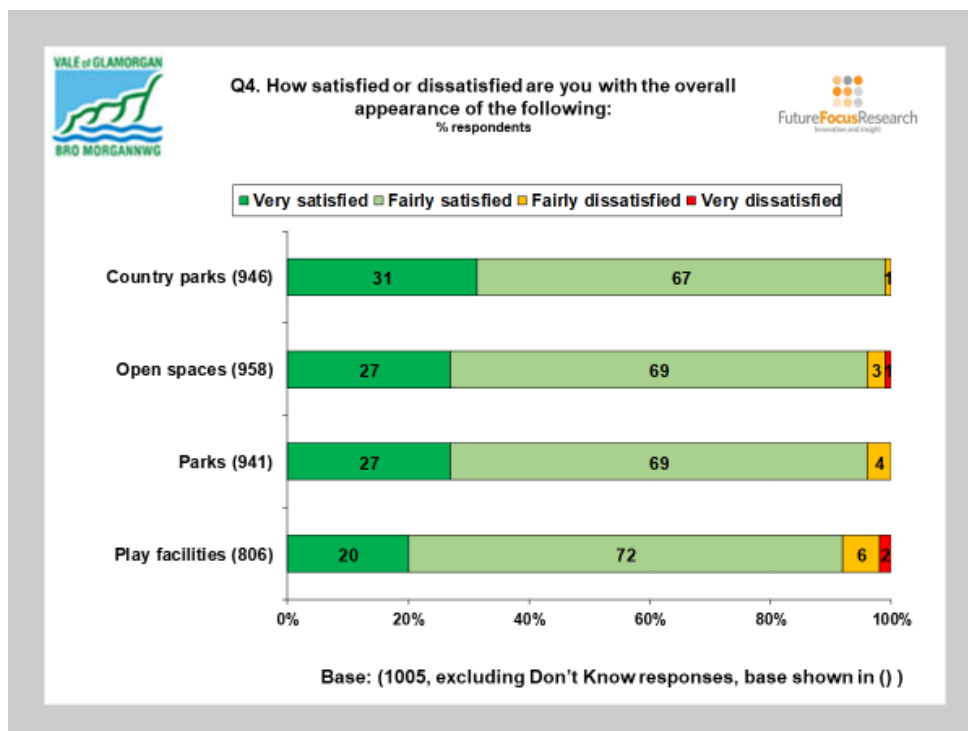
FIGURE 11



3.1.5 Parks and Open Spaces

Residents were asked how satisfied they were with parks and open spaces in the area. Almost everyone said that they were either very or fairly satisfied with all aspects – country parks (98% very or fairly satisfied), open spaces (96%), parks (96%) and play facilities (92%). See figure 12.

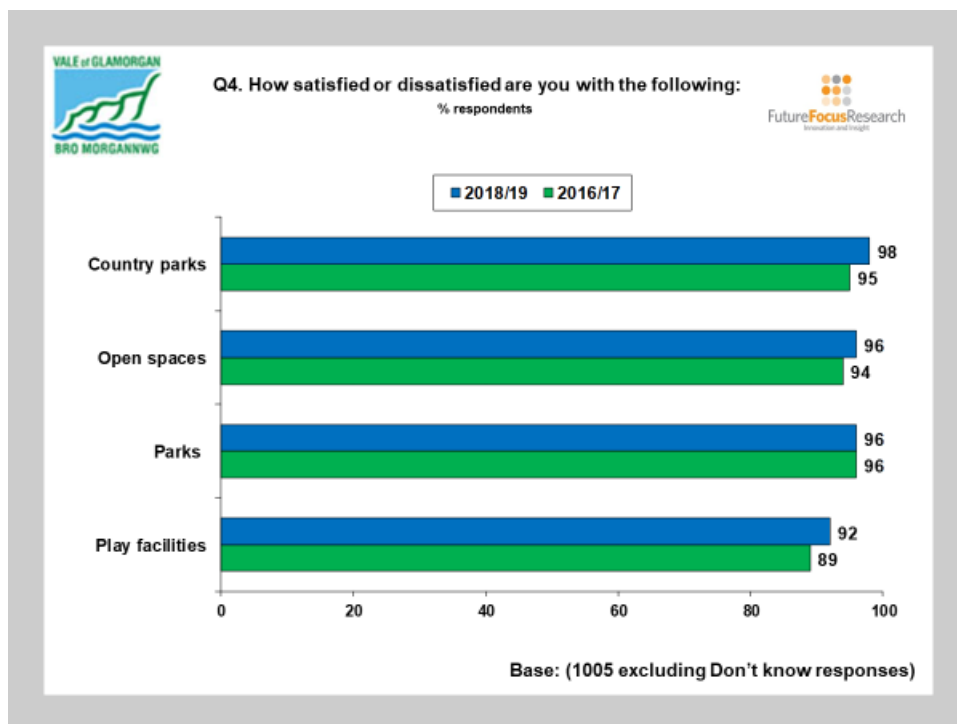
FIGURE 12



There were no differences by area demographics.

In comparison with 2016/17, satisfaction with costal paths and the heritage coast overall remained consistent. See figure 13.

FIGURE 13

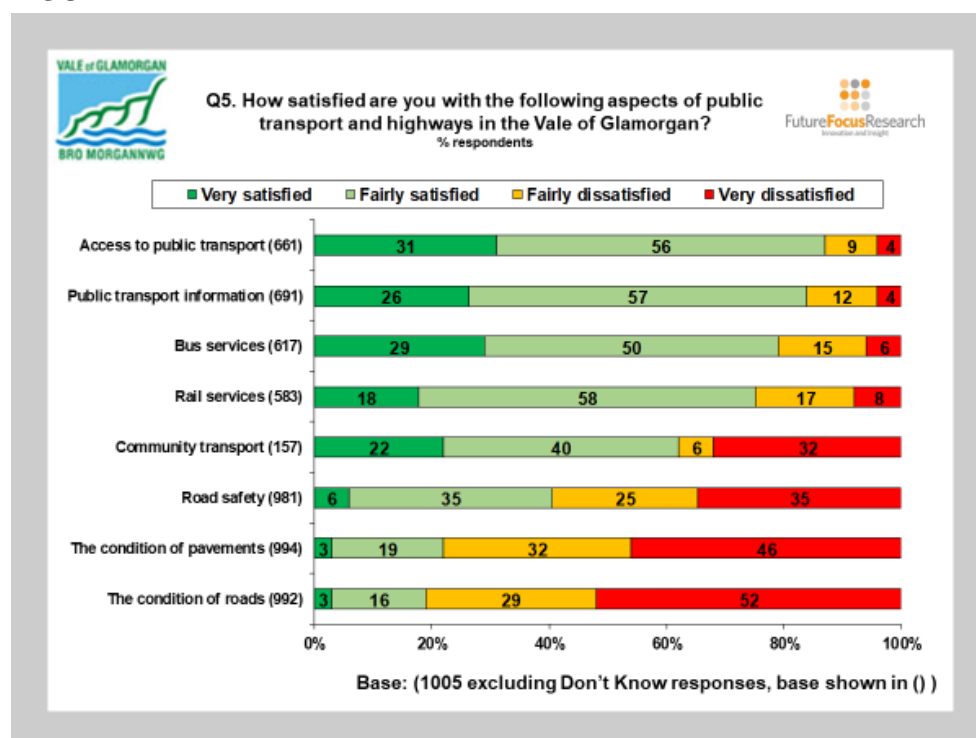


3.1.6 Transport and Highways

Residents were asked how satisfied they were with various aspects of public transport and highways. Satisfaction was highest with access to public transport (87% very or fairly satisfied), public transport information (83%), bus services (79%) and rail services (76%).

Greatest dissatisfaction was with the condition of roads (81% very or fairly dissatisfied), the condition of pavements (78%) and road safety (60%). See figure 14.

FIGURE 14



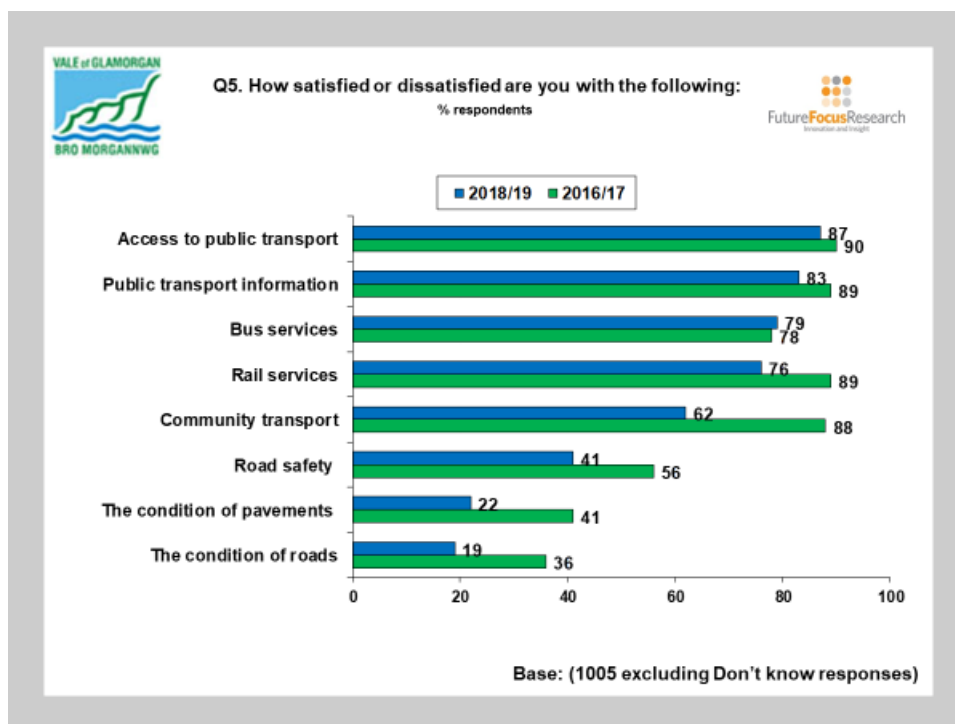
There were some differences by area. Those living in Barry were most likely to be dissatisfied with the condition of roads (90% dissatisfied compared to 71% in Western Vale and 77% in Eastern Vale), the condition of pavements (90% dissatisfied compared to 65% in Western Vale and 73% in Eastern Vale) and road safety (84% dissatisfied compared to 49% in Western Vale and 31% in Eastern Vale).

Those in Western Vale were least satisfied with bus services (72% compared to 80% in Barry and 86% in Eastern Vale)

DEs were most satisfied with public transport information (92%), access to public transport (93%) and bus services (87%).

In comparison with 2016/17, satisfaction had remained consistent with many aspects of public transport, however satisfaction with some aspects had fallen – community transport from 88% very or fairly satisfied to 62%, road safety from 56% to 41%, the condition of pavements from 41% to 22% and the condition of roads from 36% to 19%. See figure 15.

FIGURE 15

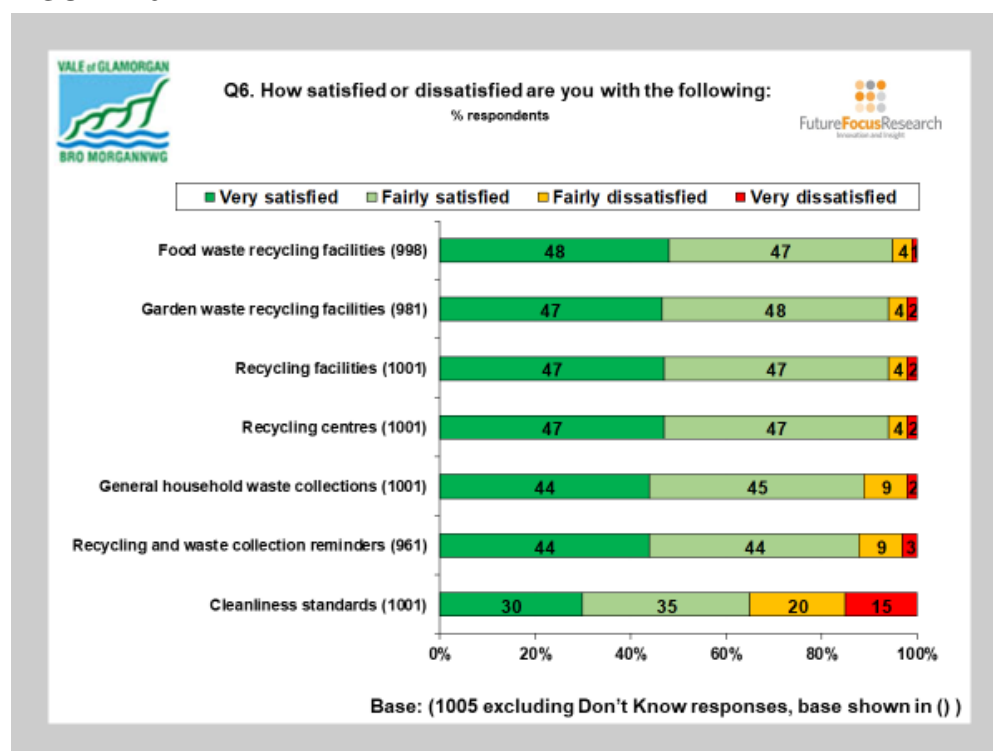


3.1.7 Recycling and Waste Management

Residents were asked how satisfied they were with various aspects of recycling and waste management services. Over 9 in 10 residents were satisfied with food waste recycling facilities (95% very or fairly satisfied), garden waste recycling facilities (95%), recycling facilities (94%) and recycling centres (94%).

Greatest dissatisfaction was with cleanliness standards (35% very or fairly dissatisfied). See figure 16.

FIGURE 16

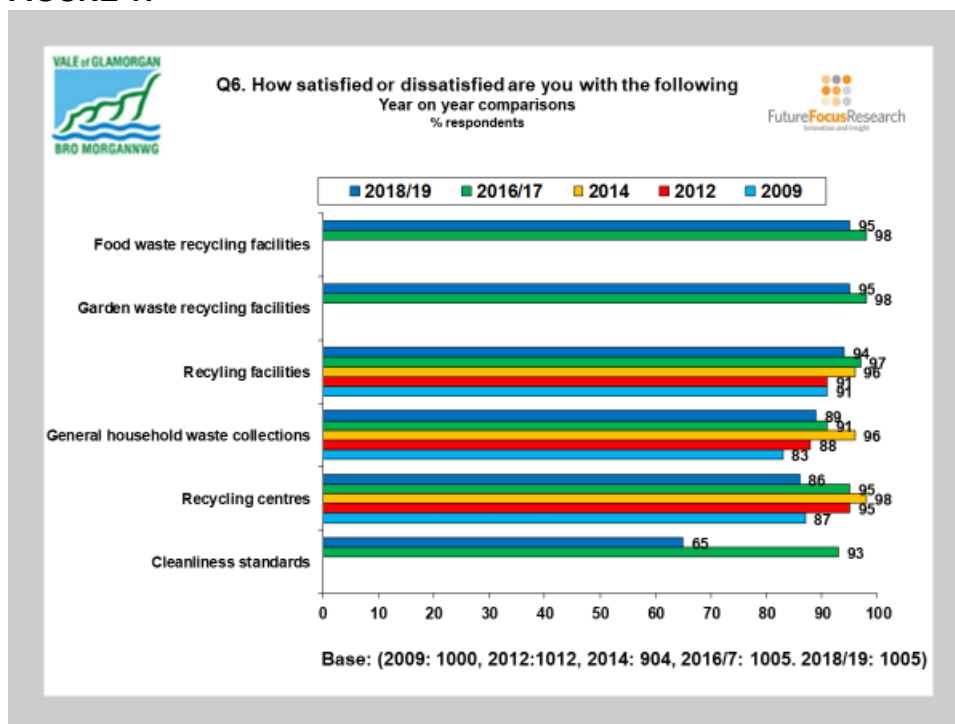


There were some notable differences by area. Those living in Barry were least satisfied with cleanliness standards (51% very or fairly satisfied compared to 64% in Western Vale and 88% in Eastern Vale), whilst those living in the Eastern Vale were the most satisfied (93%).

Those living in Western Vale were less satisfied with recycling centres (71% very or fairly satisfied compared to 92% in Barry and 94% in Eastern Vale) and recycling and waste collection reminders (78% very or fairly satisfied compared to 88% in Eastern Vale and 96% in Barry).

Satisfaction has remained consistent with last year for most aspects with the exception of cleanliness standards which fell from 93% very or fairly satisfied in 2016/17 to 65% in 2018/19 and recycling centres which fell from 95% to 86%. See figure 17.

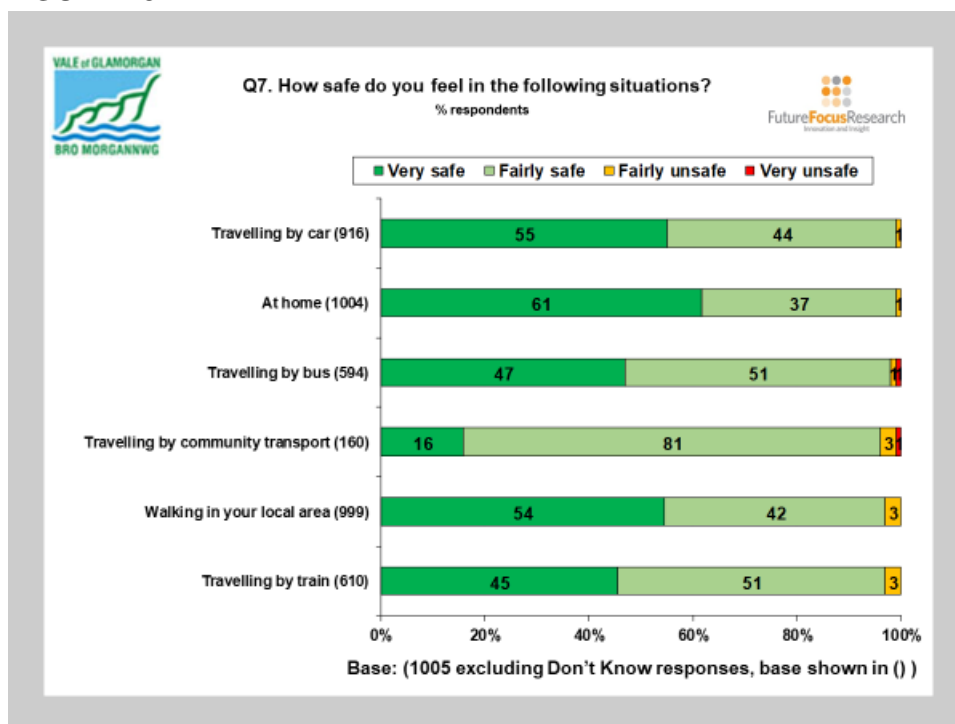
FIGURE 17



3.2 Feeling of Safety

Residents were asked how safe they feel in different situations. Most residents feel either very or fairly safe in all situations. See figure 18.

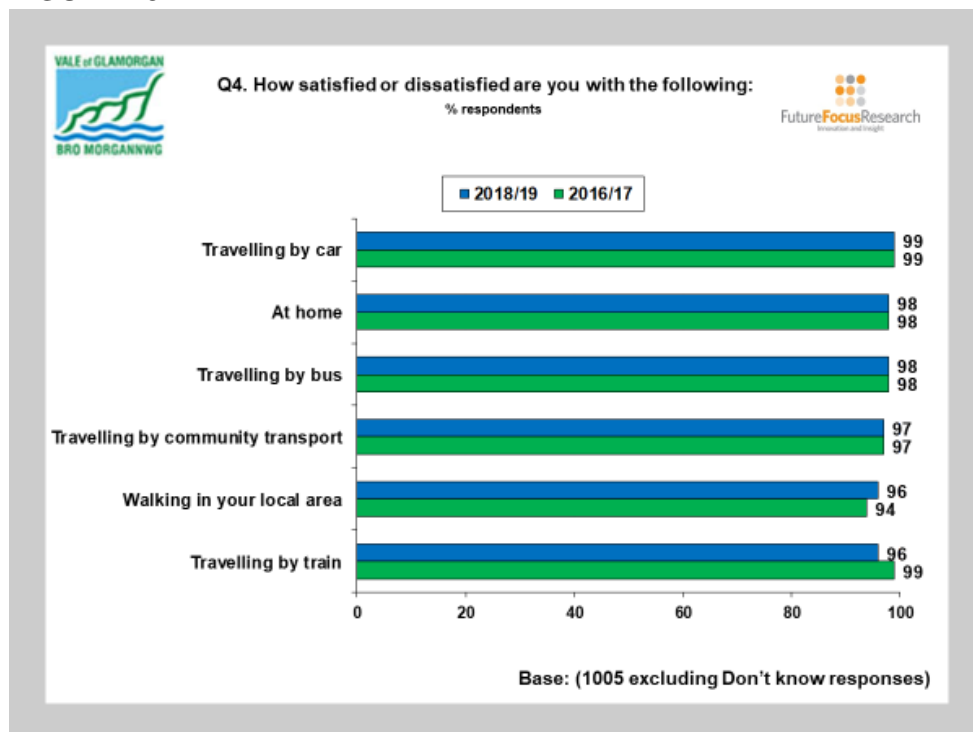
FIGURE 18



Those living in the Western Vale were more likely to feel unsafe walking in their local area (7% very or fairly unsafe compared to 3% in the Eastern Vale and 1% in Barry).

In comparison with 2016/17, feeling of safety remained consistent. See figure 19.

FIGURE 19

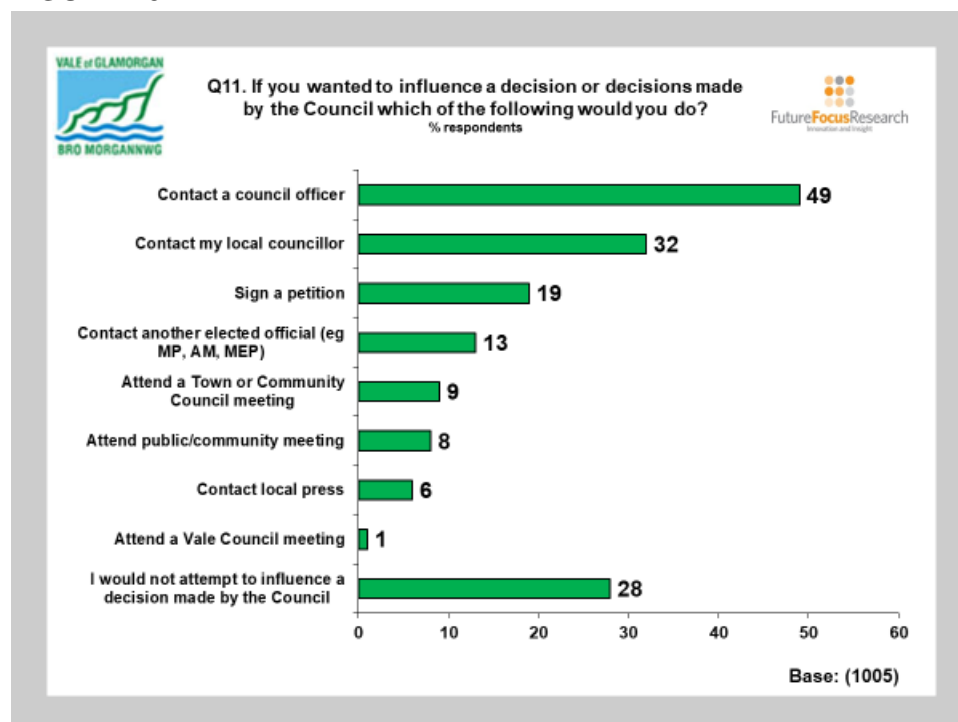


3.3 Communication with the Council

3.3.1 Influencing Decisions Made by the Council

Residents were asked how they would go about influencing a decision made by the Council should they wish to do so. Just under a half (49%) would *contact a Council Officer*, and a further 32% would *contact their local councillor*. Other methods were mentioned including *sign a petition* (19%) and *contact another elected official* (13%). Just over a quarter (26%) said that they would not attempt to influence a decision (28% in 2016/17). See figure 20.

FIGURE 20



Those living in Barry were most likely to contact a council officer (54%) as were ABs (53%) and C1s (52%).

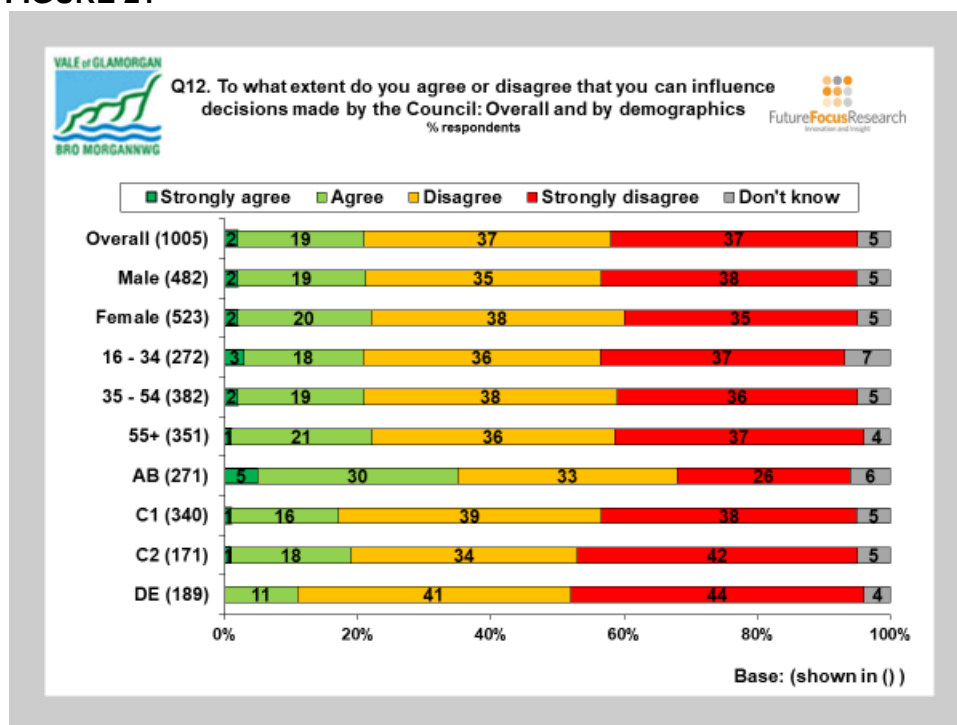
Residents from the Eastern Vale were most likely to contact their local councillor (43%) as were those aged 55+ (37%) and ABs (48%).

Those living in the Western Vale were least likely to say that they would not attempt to influence a decision (15%) as were ABs (18%).

Only 1 in 5 residents (21%) agreed that they could influence decisions made by the Council. Almost three quarters (74%) disagreed.

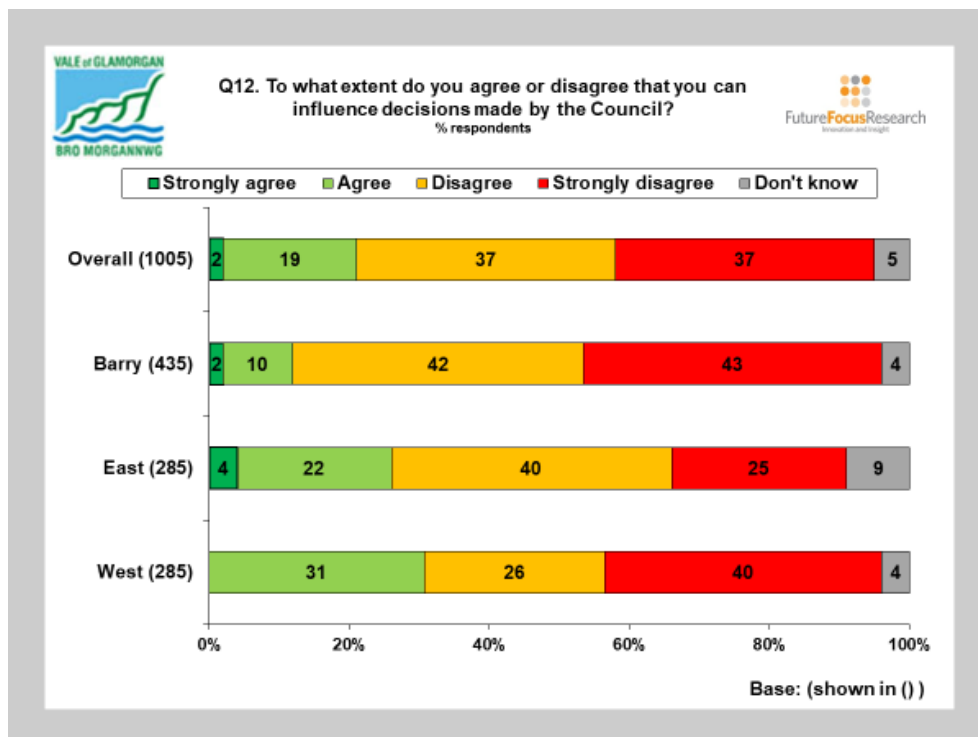
Those of social grade AB were most likely to agree (35%) and DEs were least likely (11%). See figure 21.

FIGURE 21



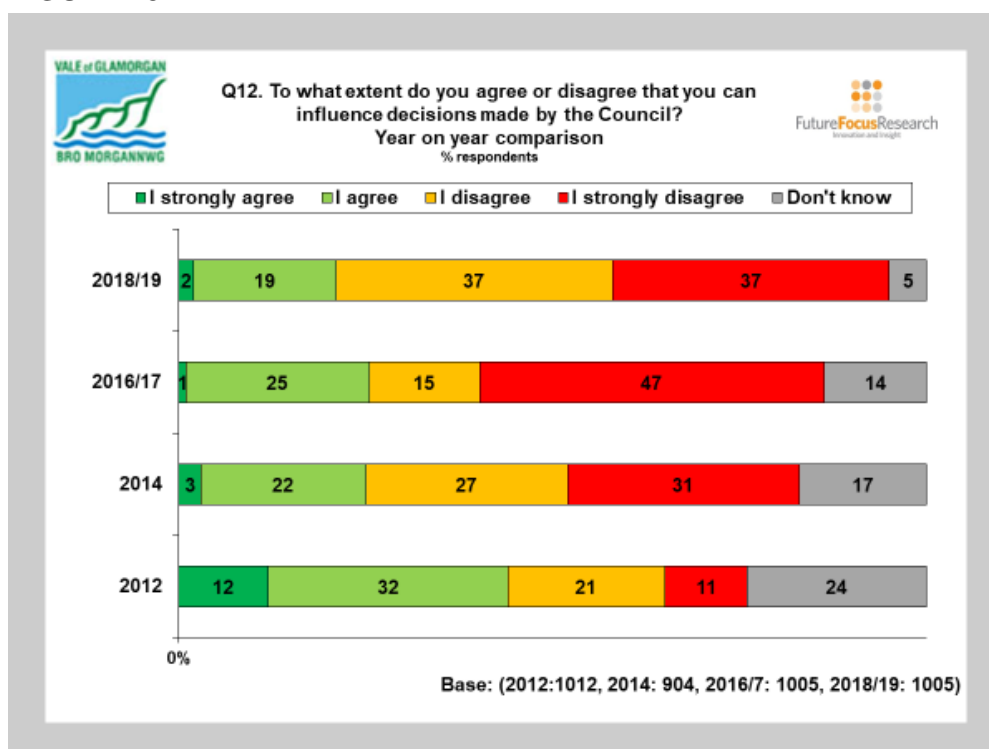
Those living in Barry were least likely to agree (12%), and those living in the Western Vale were the most likely (31%), followed by those in the Eastern Vale (26%). See Figure 22.

FIGURE 22



The proportion of residents agreeing that they can influence decisions made by the Council has decreased slightly since 2016/17 from 26% to 21%. See figure 23.

FIGURE 23



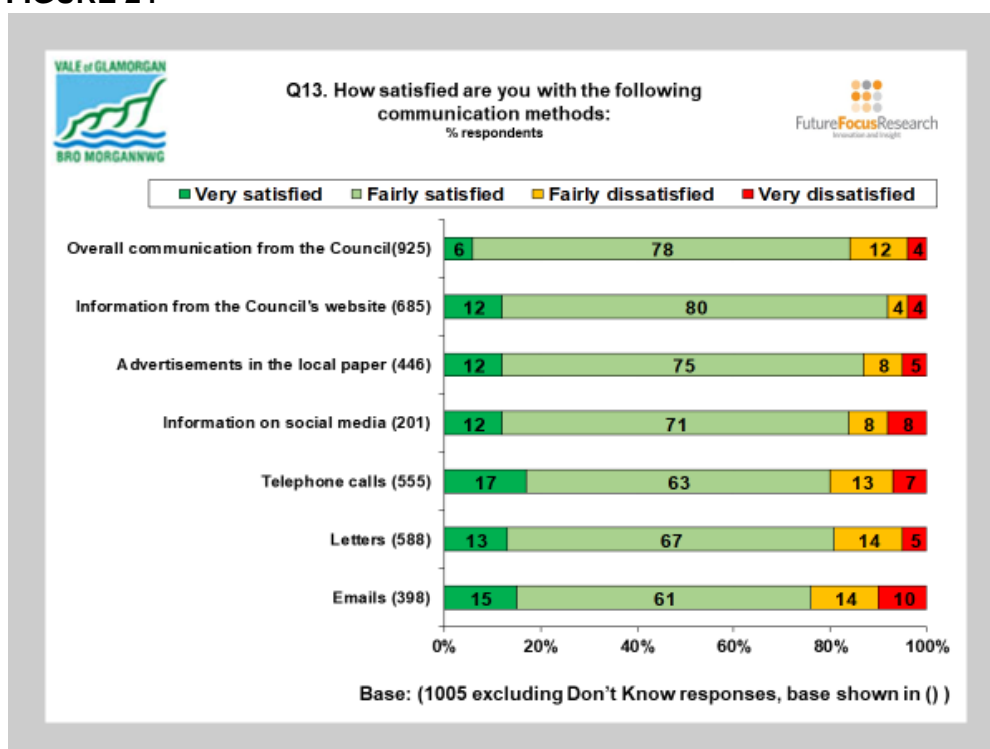
3.3.2 Satisfaction with Communication Methods

Whilst 84% were satisfied with the overall communication from the Council, 1 in 6 (16%) expressed dissatisfaction (either very or fairly).

Information from the Council's website gained the highest level of satisfaction (92% very or fairly satisfied).

Satisfaction was lowest for emails (24%) dissatisfied (either very or fairly). See figure 24.

FIGURE 24

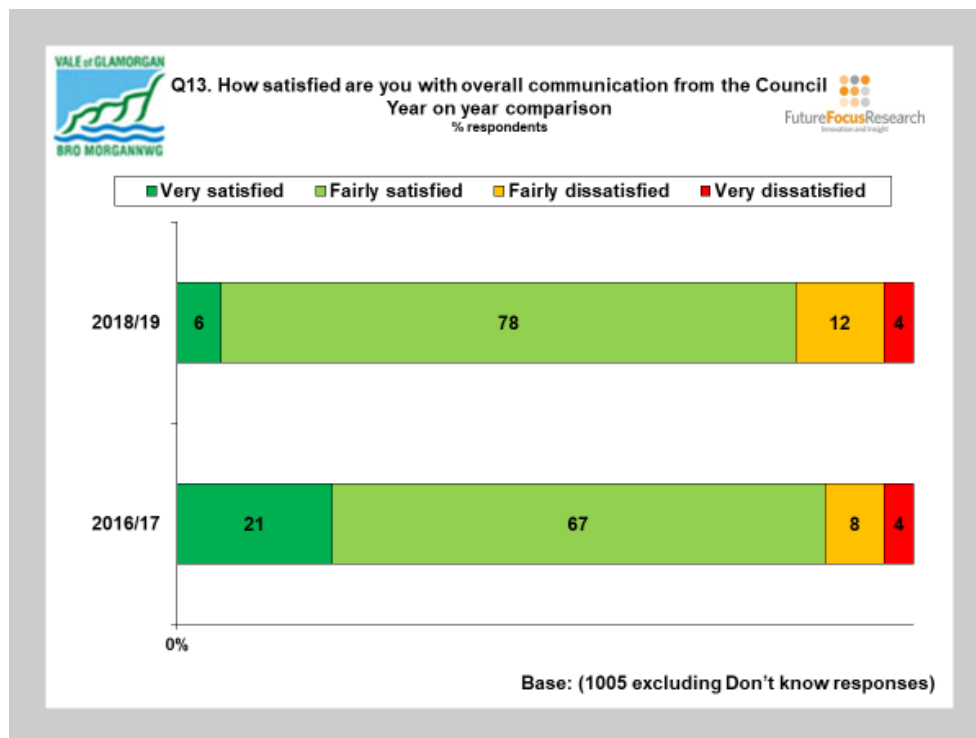


Those living in Western Vale and Barry were most satisfied with overall communication with the Council (88% and 87%) as were females (87%) and those aged 16 – 45 (87%).

Those living in Eastern Vale were least satisfied (76%).

The proportion satisfied with overall communication from the Council has fallen slightly from 88% in 2016/17 to 84% in 2018/19. See figure 25.

FIGURE 25



Satisfaction with all aspects of communication have fallen since 2016/7:

- information from the Council's website (from 97% to 92%)
- information on social media (from 92% to 83%)
- advertisements in the local newspaper (from 90% to 87%)
- letters (from 88% to 80%)
- telephone calls (from 86% to 80%)
- emails (from 87% to 76%)

3.3.3 Bro Radio

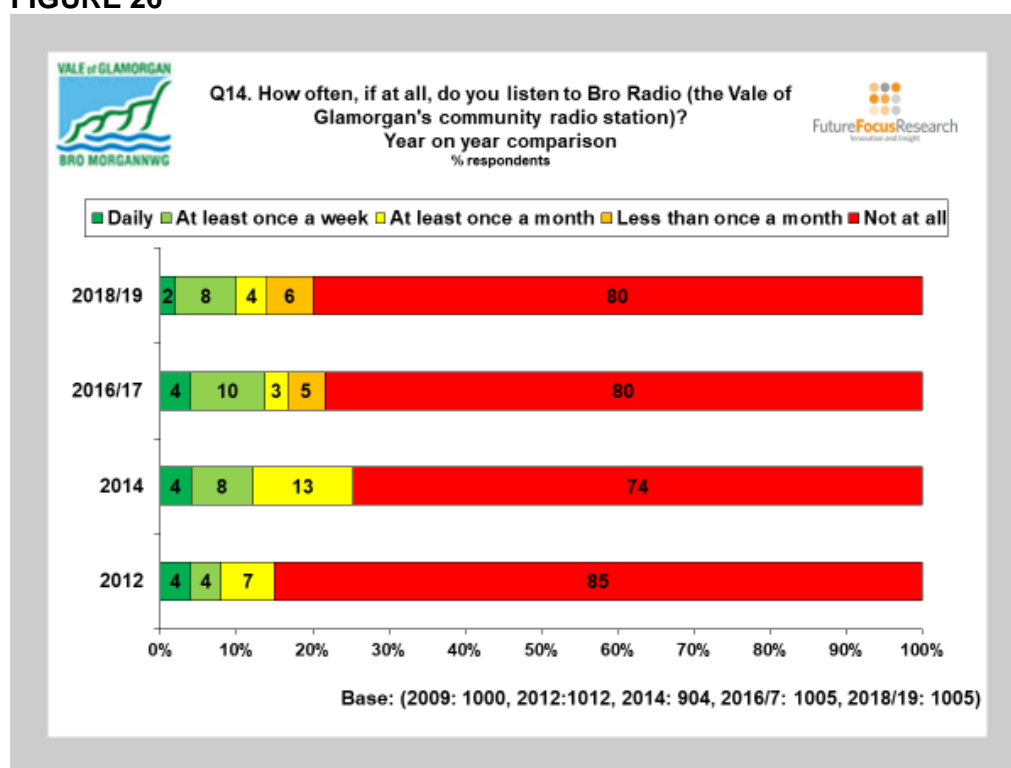
1 in 10 residents (10%) said that they listen to Bro Radio at least once a week or more often (2% daily).

Those most likely to listen to Bro Radio at least once a week were those living in the Western Vale (14%), those aged 16 – 34 (16%) and C2s (13%).

Just 2% of those living in Eastern Vale listened to Bro Radio at least once a week.

The frequency with which residents listen to Bro Radio is slightly lower than in 2016/17 (14%). See figure 26.

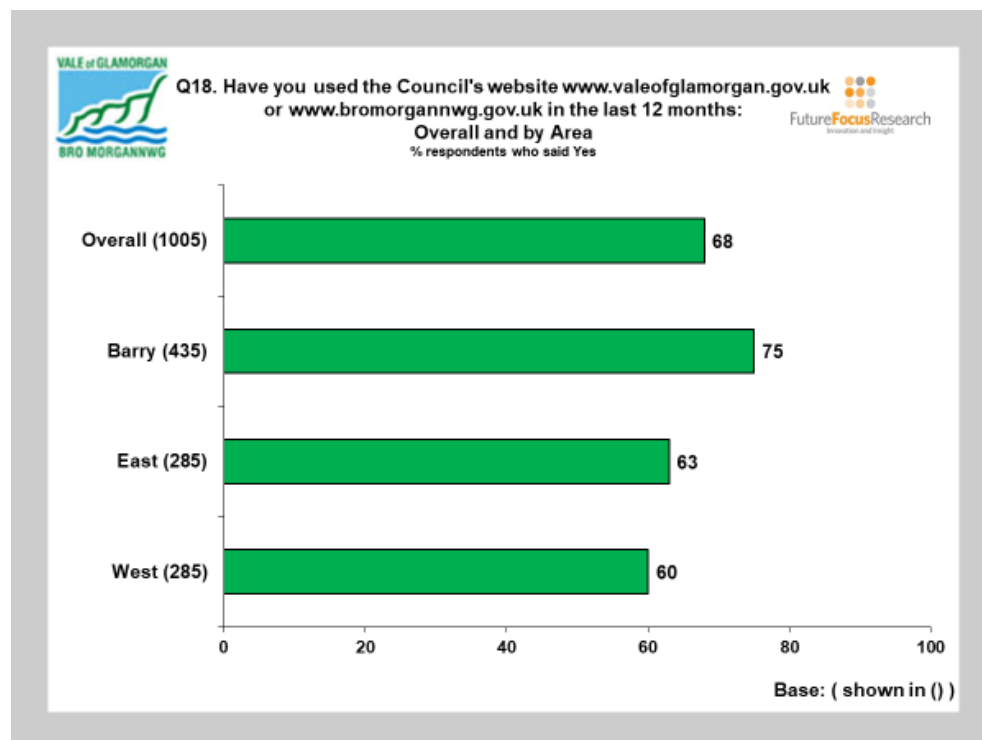
FIGURE 26



3.3.4 Accessing the Council's Website and Online Services

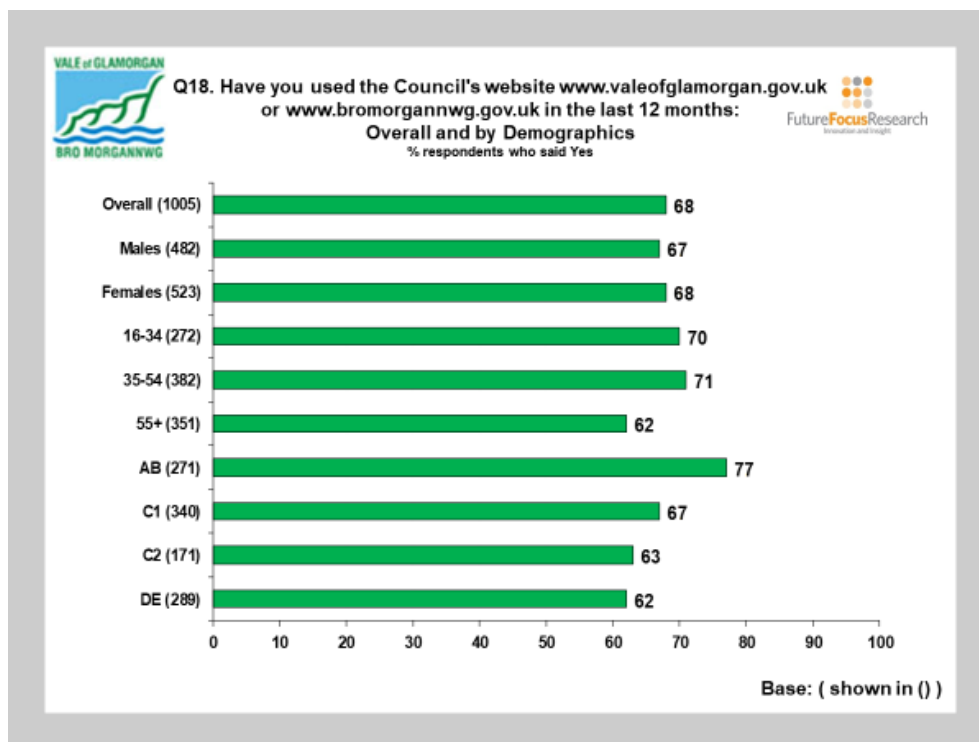
Over two thirds of residents (68%) had accessed the Council's website in the last 12 months. 67% said they had visited the English site and 1% had visited the Welsh site. Access to the website varied by area from 75% of those in Barry to 60% of those living in the Western Vale. See figure 27.

FIGURE 27



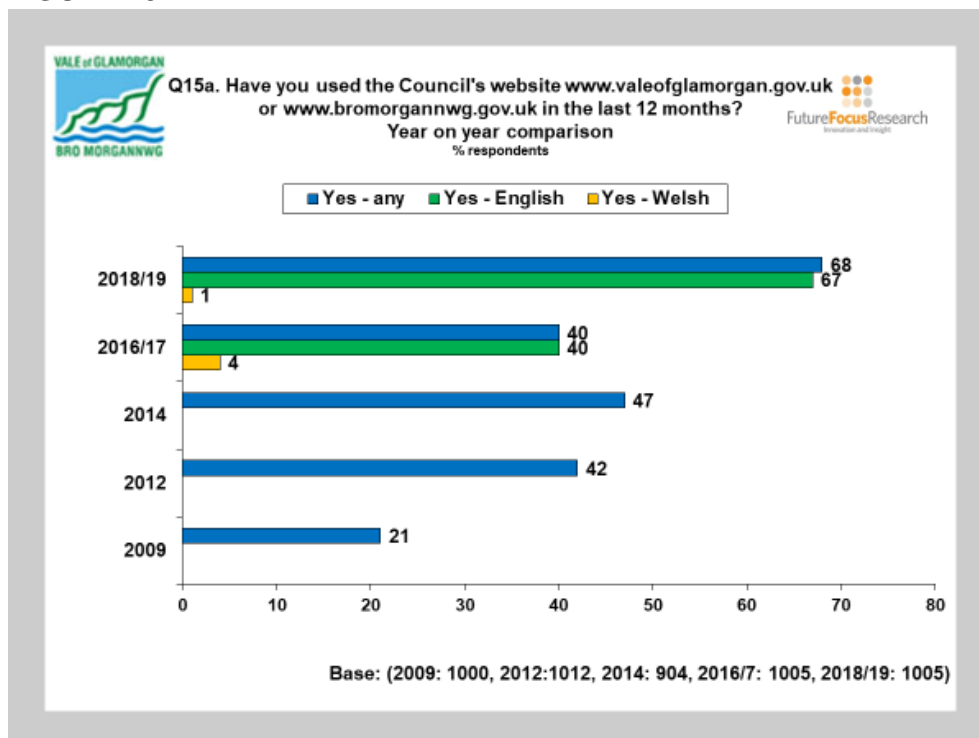
There were differences by age, with those aged 55+ less likely to have accessed the website than other age groups (62%). The likelihood of accessing the website decreased with social grade from 77% of ABs to 62% of DEs. See figure 28.

FIGURE 28



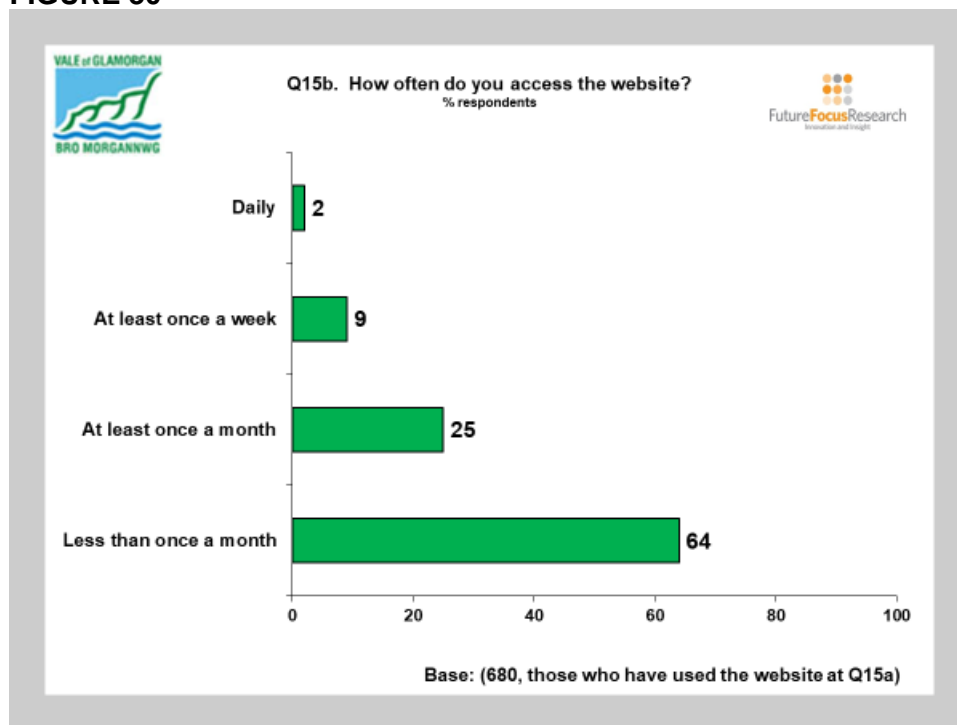
The percentage accessing the website has increased significantly since 2016/7 from 40% to 68%. See figure 29.

FIGURE 29



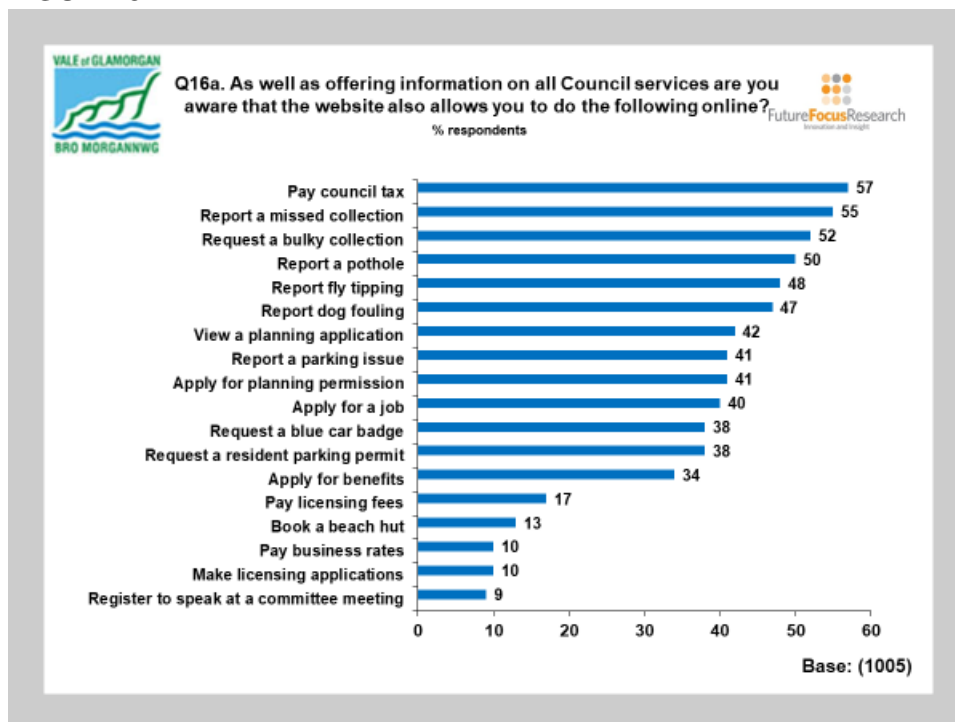
When asked how often they accessed the website over a third (36%) of respondents accessed it less than once a month. However, just over 1 in 10 residents (11%) claimed to access the website once a week or more often. See figure 30.

FIGURE 30



Respondents were asked whether they were aware of a number of services offered by the Council’s website. Awareness was highest for *pay council tax* (57%), *report a missed collection* (55%), *request a bulky collection* (52%) and *report a pothole* (50%). Awareness was lowest for *register to speak at a committee meeting* (9%), *make licensing applications* (10%) and *pay business rates* (10%). See Figure 31.

FIGURE 31



Over three quarter (77%) said that they would use the website to access these services now that they know they are available. Those who said they wouldn't use the website gave the following reasons:

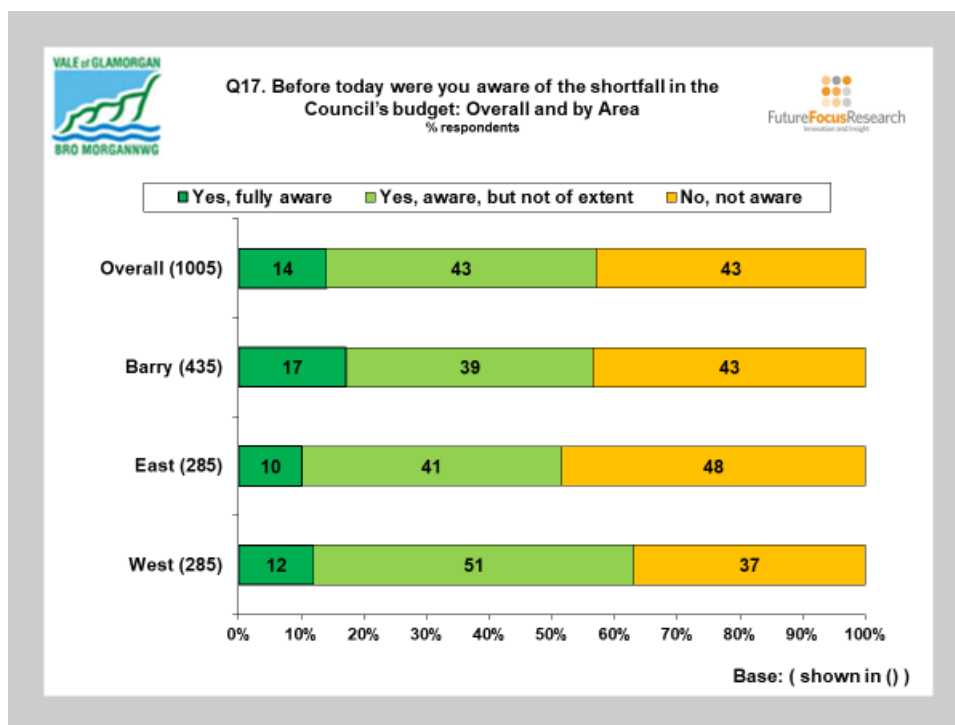
- No access to a computer/internet/email
- Prefer to speak to someone
- Easier/quicker to phone

3.4 The Council's Budget

Residents were asked whether they were aware of the Council's need to find around £14m worth of savings in 2019/20. Just 14% were fully aware, and a further 43% were aware but not of the extent of the saving. Just over 4 in 10 (43%) were unaware.

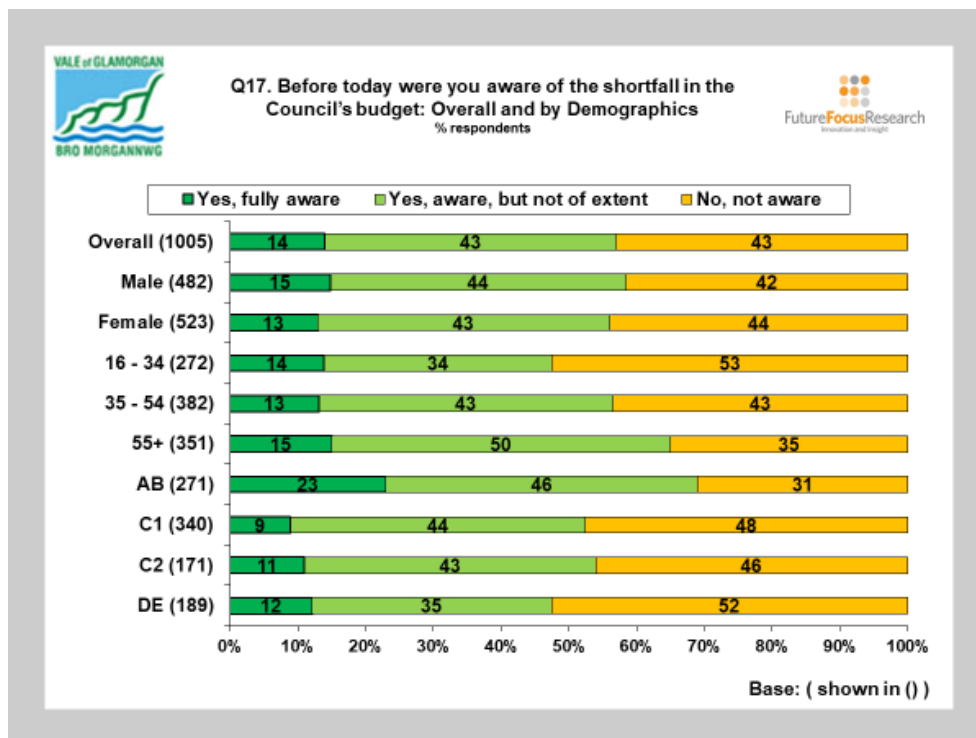
Those living in Barry were most likely to be aware (17%) and those in the Eastern Vale the least likely (10%). See figure 32.

FIGURE 32



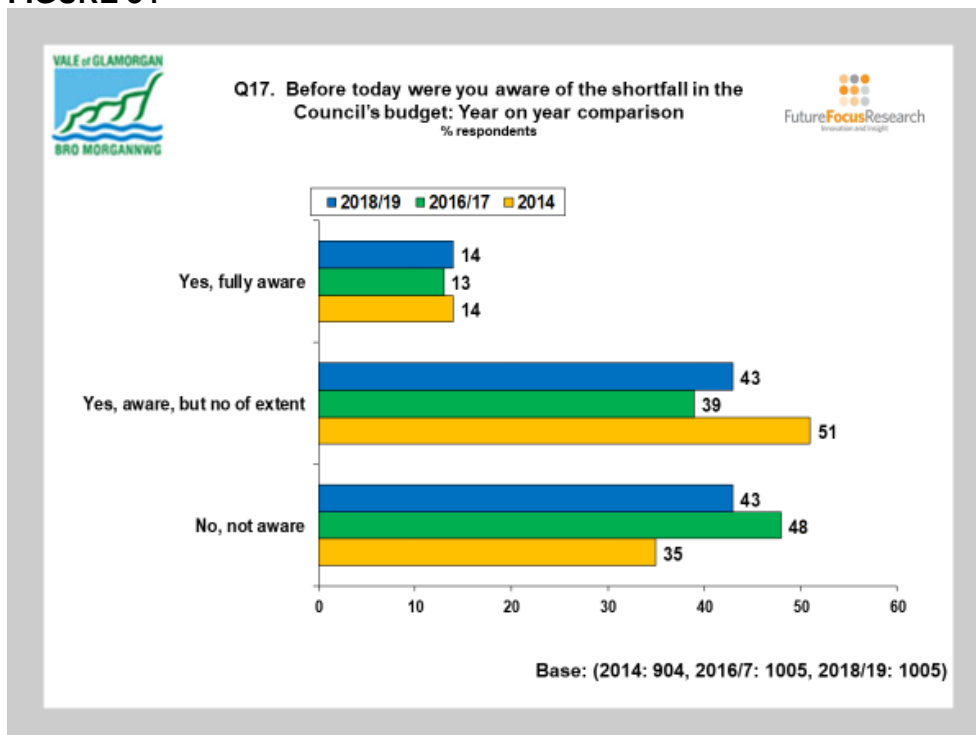
ABs were also most likely to be aware (23%). See figure 33.

FIGURE 33



In 2016/17, a similar proportion of residents were fully aware of the Council's budget shortfall (13% fully aware). See figure 34.

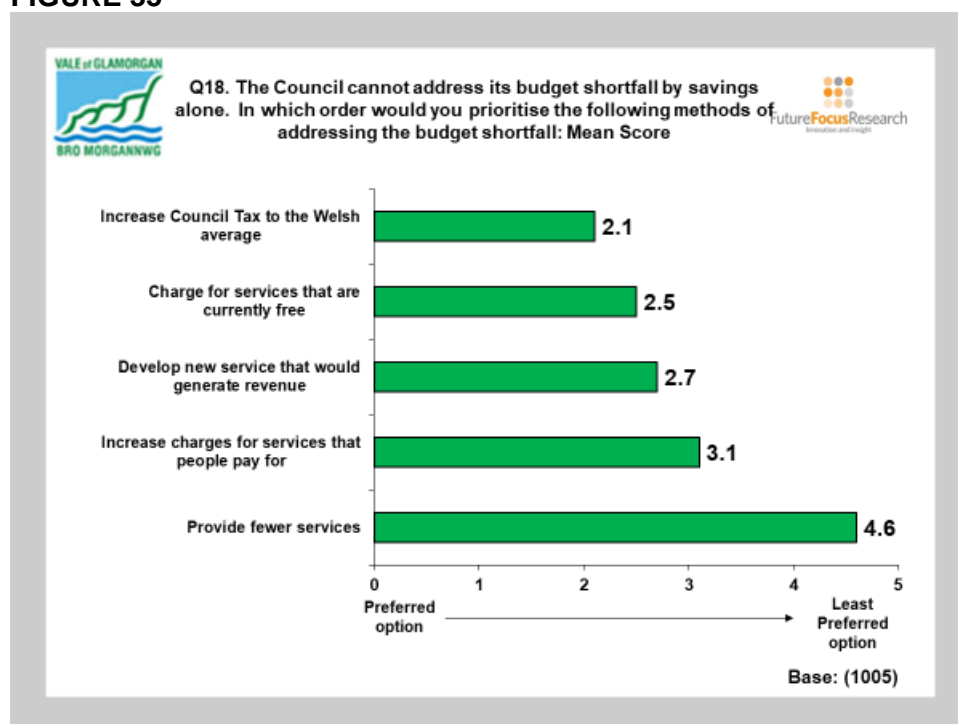
FIGURE 34



Residents were asked to prioritise a list of methods with which the Council could address the budget shortfall from 1 to 5 (1 being the most preferred to 5 being the least preferred). Results are presented as a mean score which shows the closest the mean score is to 1 the more preferred the option was amongst residents.

The following chart shows that the preferred option was to *increase Council Tax to the Welsh average* (with a mean score of 2.1). The least preferred option was to *provide fewer services* (with a mean score of 4.6). See figure 35.

FIGURE 35



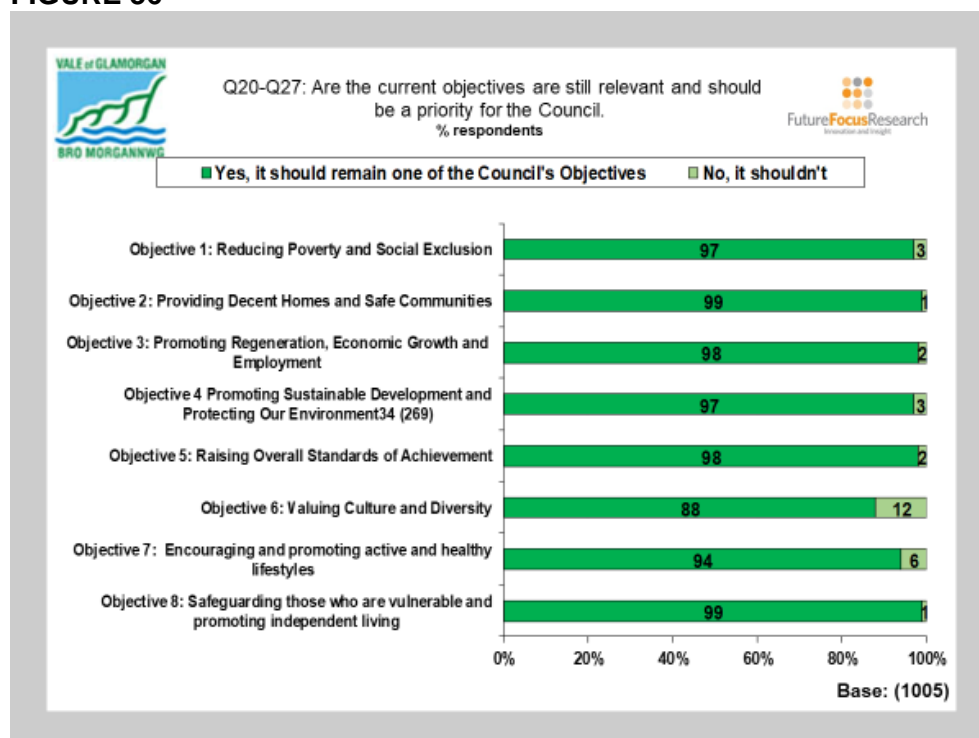
In 2016/17 the preferred option was to *develop new services that would generate revenue* with a mean of 1.3.

Those living in Barry were most likely to be in favour of increasing Council Tax to the Welsh average with a mean of 1.4.

3.5 The Council's Objectives

Respondents were given a list of the Council's objectives and were asked whether it should remain as an objective or not. The vast majority were of the opinion that all objectives should remain. The Objective attracting the highest percentage saying that it should not remain was Objective 6: Valuing Culture and Diversity (12%). See figure 36.

FIGURE 36



Objective 6 was least favoured by people in the Eastern Vale with 22% of them believing that it should not be an objective.

Over a quarter (26%) felt that there were other issues that the Council should be focussing on in the next 5 years. These main mentions were:

- Transport infrastructure
- Roads and pavements
- Parking (both resident and town centre)

Appendix 1 – Questionnaire