

Meeting of:	Cabinet
Date of Meeting:	Thursday, 11 April 2024
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Let's Talk About Life in the Vale – Survey Report and Further Engagement
Purpose of Report:	To report on the outcome of the Let's Talk About Life in the Vale survey exercise and plans for further engagement.
Report Owner:	Cabinet Member for Community Engagement, Equalities and Regulatory Services
Responsible Officer:	Director of Corporate Resources
Elected Member and Officer Consultation:	Strategic Leadership Team
Policy Framework:	This is a matter for Executive decision by Cabinet.
<p>Executive Summary:</p> <ul style="list-style-type: none"> • Let's Talk About Life in the Vale was a survey exercise run in partnership with Data Cymru to understand residents' experiences of life in the Vale of Glamorgan and identify their priorities to inform future service delivery. • The bilingual survey was conducted using an online survey tool, SmartSurvey, hosted by Data Cymru, between 22nd August and 18th December, 2023. • There were 4,009 responses to the survey and further engagement with some groups who are not as well represented in the sample of respondents is underway as outlined in this report. • A results report prepared by Data Cymru is attached at Appendix A to this report. 	

Recommendations

- 1.** That Cabinet note the results of the survey, detailing the experiences and priorities of Vale of Glamorgan residents to inform future service delivery and feed into strategic planning, including the Council's new Corporate Plan, Reshaping programme and Medium-Term Financial Plans.
- 2.** That this report be referred to Corporate Resources Scrutiny Committee for its consideration and that any views be referred back to Cabinet.
- 3.** That this report be referred to the Voluntary Sector Joint Liaison Committee as part of that Committee's work on the Strengthening Communities theme of the Reshaping Programme and that any views be referred back to Cabinet.
- 4.** That this report be shared by email with members of the Public Services Board, the Equalities Consultative Forum and the Council's diversity networks for their information.

Reasons for Recommendations

- 1.** The Let's Talk survey exercise is an important first step in preparing the Council's next Corporate Plan, in order for it to reflect the needs of the community and informing the Reshaping Programme.
- 2.** To enable the Committee to consider the findings of the survey and feedback their views to Cabinet.
- 3.** To enable the Committee to consider the findings of the survey and feedback their views to Cabinet.
- 4.** To ensure Elected Members and relevant partners gain a better understanding of the experiences and priorities of Vale of Glamorgan residents.

1. Background

- 1.1** To better understand the opinions of residents living in the Vale of Glamorgan, the local Council commissioned Data Cymru to create, run, and analyse a bespoke survey for residents.
- 1.2** Data Cymru was commissioned to ensure that the survey provided the Council with statistically robust and reliable data.
- 1.3** The bilingual survey was conducted using an online survey tool, SmartSurvey, hosted by Data Cymru, between 22nd August and 18th December, 2023.
- 1.4** To reduce the cost of a fully commissioned exercise, the Council undertook to promote the survey.
- 1.5** Several methods were used to promote the survey, including promoting via non-digital routes.
- 1.6** There were 4,009 responses (a mix of completed and partial responses) to the survey which is the largest response rate to a Council survey exercise and is

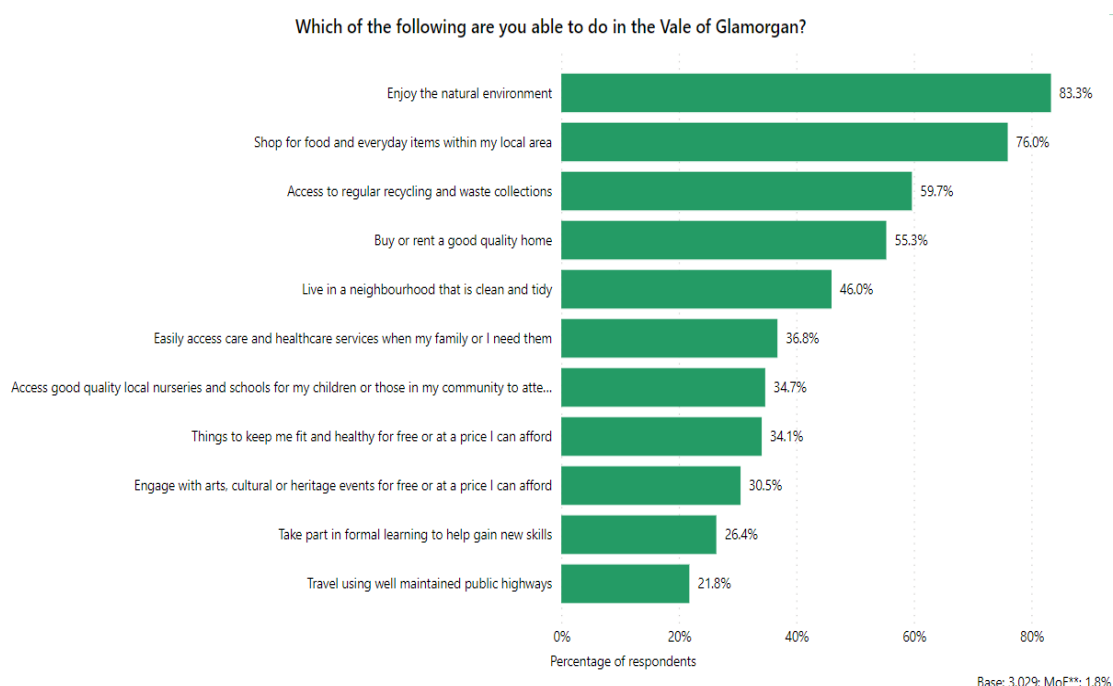
greater than the previous sample size used in Public Opinion Surveys. Analysts have calculated that this sample is representative of the Vale of Glamorgan's population by using a margin of error calculation across all questions. The margin of error is explained in more detail within the Data Cymru Results Report at Appendix A.

2. Key Issues for Consideration

- 2.1** The survey covered a wide range of topics, and the questions were separated into 11 themes:
- About you (demographic questions)
 - About your local area
 - Your priorities
 - Cost of living
 - Climate change
 - Volunteering
 - Modes of travel
 - Health and wellbeing
 - About your local Council
 - Interaction with the Council
 - Living in the Vale of Glamorgan
- 2.2** Like any data collection instrument, surveys have limitations, and it is important that these are considered when interpreting the data.
- 2.3** Surveys rely upon the respondent providing accurate information and as such, survey data should always be treated as opinion rather than fact.
- 2.4** 60% of respondents stated that they are either very or fairly satisfied with the Vale of Glamorgan as a place to live, and 80% would recommend the Vale of Glamorgan as a place to live.
- 2.5** 78% of respondents stated that they are either very or fairly concerned with the Cost-of-Living crisis, 68% are either very or fairly concerned with the climate emergency and 65% are either very or fairly concerned with the nature emergency. 73% of respondents are also very or fairly concerned about services and support for older people and 61% are very or fairly concerned about services and support for young people. All of these are areas of priority for the Council as reflected in the Council's Annual Delivery Plan and Budget Strategy and the survey reveals that there is further work to do to communicate the range of activities the Council is delivering in these areas.
- 2.6** In terms of service priorities respondents ranked the following from most important to least important to them:
1. Easily access care and healthcare services when my family or I need them.
 2. Live in a neighbourhood that is clean and tidy.
 3. Buy or rent a good quality home.
 4. Access to regular recycling and waste collections.
 5. Enjoy the natural environment.
 6. Travel using well maintained public highways.
 7. Shop for food and everyday items within my local area.

8. Access good quality local nurseries and schools for my children or those in my community to attend.
9. Things to keep me fit and healthy for free or at a price I can afford.
10. Take part in formal learning to help gain new skills.
11. Engage with arts, cultural or heritage events for free or at a price I can afford.

2.7 In terms of what respondents are able to do in the Vale of Glamorgan, the following demonstrates how these activities have been ranked.



2.8 The survey provides detailed information relating to the various categories of questions illustrated in paragraph 2.1. In terms of the Council, the percentage of respondents who strongly or slightly agreed that the services provided by the Vale of Glamorgan Council are of a high quality (29.3%), the Vale of Glamorgan Council acts in the interest of local residents (25.5%), the Vale of Glamorgan Council takes residents' views into account when making a decision (16.1%) and the service provided by the Vale of Glamorgan Council represent good value for money (16.4%). More respondents stated that they strongly or slightly disagreed that the services provided by the Vale of Glamorgan Council are of a high quality (45.2%), the Vale of Glamorgan Council acts in the interest of local residents (51.8%) the Vale of Glamorgan Council takes residents' views into account when making a decision (60.8%) and the services provided by the Vale of Glamorgan Council represent good value for money (57.0%).

2.9 The report also provides information regarding residents' awareness of their Local Ward Member, their responsibilities and the extent to which people feel they have ever attempted to influence a Council decision and the means by which this has been attempted.

2.10 In order to ensure that the data we have collected is representative of the Vale as a whole, we are in the process of reaching out to some under-represented groups to learn more about their experiences of life in the Vale of Glamorgan. These groups include young people, older people, those living with dementia and

their carers, adults with disabilities and their carers, those who regularly access foodbanks and our Equalities Consultative Forum.

- 2.11 We are also in the process of sharing the data amongst colleagues, such as our Participate Network, Project Zero Programme Board, Internal Placemaking Group, and Insight Board to encourage others to use this data to inform their work and their understanding of residents' experiences. This is intended to demonstrate that the Council is seeking to make maximum use of the data across a wide range of services and activities.
- 2.12 The results of this survey will inform the initial draft of the Corporate Plan 2025-30 as well as providing important information to assist with the development of the Reshaping Programme
- 2.13 This report will also be shared with the Council's partners. and other Local Authority networks, particularly those involved in public engagement and participation.

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

- 3.1 This exercise provides the Council with its most robust data set ever on residents' perceptions. The improved understanding that this offers will greatly enhance our abilities to work with and for our communities and demonstrates how the Council seeks to involve others in decision-making. The exercise has been delivered collaboratively with Data Cymru and the way in which the survey has been run is being shared widely with colleagues across Wales. The Council intends to make long-term decisions informed in part by the survey and in doing so will be able to take a preventative approach.
- 3.2 Improving how we involve, engage and communicate with communities is a priority action under Wellbeing Objective 1 and this exercise will enable delivery of this.

4. Climate Change and Nature Implications

- 4.1 The improved understanding of residents' views on the climate and nature emergencies provided by the Let's Talk About Life in the Vale survey will help support work underway to address these.

5. Resources and Legal Considerations

Financial

- 5.1 None as a direct result of this report. The cost of the exercise has been met within existing resources.

Employment

- 5.2 None as a direct result of this report.

Legal (Including Equalities)


- 5.3 Further work is now underway to engage with individuals with protected characteristics and groups that advocate for them to ensure the survey data is representative of all residents in the Vale of Glamorgan.

6. Background Papers

Data Cymru Report

Results from the Vale of Glamorgan resident survey

Produced by: Data Cymru on behalf of the Vale of Glamorgan
Published: February 2024

 029 2090 9500

 enquiries@data.cymru

 www.data.cymru

Results from the Vale of Glamorgan resident survey

Introduction

To better understand the opinions of residents living in the Vale of Glamorgan, the local council commissioned Data Cymru to create, run, and analyse a bespoke survey for residents.

The bilingual survey was conducted using an online survey tool (SmartSurvey) and was distributed via a publicly available link. The Vale of Glamorgan council promoted the survey to residents through a variety of channels and methods, including:

- Media releases.
- Social media promotion, including social media adverts.
- Distributing leaflets and posters with QR codes to the survey at high footfall areas and events.
- Sharing a promotional toolkit with partners and colleagues to share within their own networks.
- Email.

The survey ran from 22 August 2023 to 18 December 2023. 3,146 completed responses and 1,395 partial responses were received. However, some responses were removed according to the following criteria:

- **Not enough information provided:**
A response was removed if a respondent had not completed any questions after the 'About you' section and had responded to fewer than four questions in the 'About you' section.
- **Irregular response:**
Within the first few weeks of the survey being live, we suspected that some of the responses had been completed by an internet bot. Suspected bot responses had data in the wrong format (e.g. postcodes as numbers only) and were submitted at highly unusual times of the day. On closer inspection we also found that most were completed within seconds of each other, and any open text was identical.
- **Partial response superseded by a complete response:**
When using partial responses, it is important to ensure that individuals aren't counted twice, i.e. individuals have partially responded and then completed at a later time. To reduce the chances of this occurring, the postcode, age and sex of respondents was used to identify likely matches between completed and partial responses, and the partial response was discounted.

The total number of responses removed during the cleaning process is summarised in Table 1.

Table 1: Number of responses removed by response type and reason for removal

	Completed	Partial	Total
Not enough information provided	3	8	11
Irregular response	133	13	146
Partial response superseded by a complete response	0	375	375
Total	136	396	532

After cleaning, the total number of responses was:

Table 2: Number of respondents by response type

Response type	Number of responses
Completed	3,010
Partial	999
Total	4,009

Since the survey covered a wide range of topics, the questions were separated into 11 themes:

- About you (demographic questions)
- About your local area
- Your priorities
- Cost of living
- Climate change
- Volunteering
- Modes of travel
- Health and wellbeing
- About your local council
- Interaction with the Council
- Living in the Vale of Glamorgan

The survey included mostly closed questions, but some open questions were also included. A full analysis of the open text data has not been undertaken by Data Cymru. However, general themes or common words have been included where appropriate, but the frequency of the themes has not been included as the list of common themes is not intended to be exhaustive.

Like any data collection instrument, surveys have limitations, and it is important that these are considered when interpreting the data. Below we highlight some of the potential limitations that might be associated with this survey:

- For a sample to provide statistically robust data (i.e. represent the population), it needs to be large enough in relation to the population size. Analysts use a calculation, known as a margin of error¹, to assess how much sampling error is present. Where possible we have

¹ Margin of error is sometimes referred to as a confidence interval. When sampling you can't be error-free. The margin of error allows the researcher to understand how far away their sample is from the population. The lower the margin of error the closer the sample is likely to be to the population i.e. the less error that is present. A margin of error between 1% and 10% is generally classed as acceptable in research. A 1% margin

provided a margin of error calculation to highlight the areas where the sample is less representative. As not all respondents completed every question, we will provide a sample size and margin of error calculation for each question.

- The margins of error for each question range between 1.6% and 3.2% for all respondents with a confidence level of 95%. A sample with a margin of error below 5% is generally considered good and a margin of error between 5% and 10% is generally considered to be acceptable. Therefore, for all respondents the margin of error for each question is generally considered to be a good sample of the population.
- To achieve the same margin of error, a higher proportion of people would have to be sampled from a small population than a large population. Therefore, the margin of error is lower for the entire area of Vale of Glamorgan than for Barry, Eastern Vale or Western Vale. This means that the sample is likely to be more accurate for larger geographies.
- The sampling method relied heavily on online engagement and some individuals may not have access to the internet. Therefore, some individuals may have been missed in the sample which may have unknowingly skewed the results. This is called sampling bias.
- Since the survey is optional, self-selection bias may also be present. Self-selection bias is the potential introduction of inaccuracies due to the opinions of those willing to answer differing from the opinions of those not willing to answer. A common side-effect of self-selection bias is the introduction of extreme results, i.e. those who have strong positive or negative opinions are more likely to want to submit their opinions.
- Surveys rely upon the respondent providing accurate information. Survey data should always be treated as opinion rather than fact.

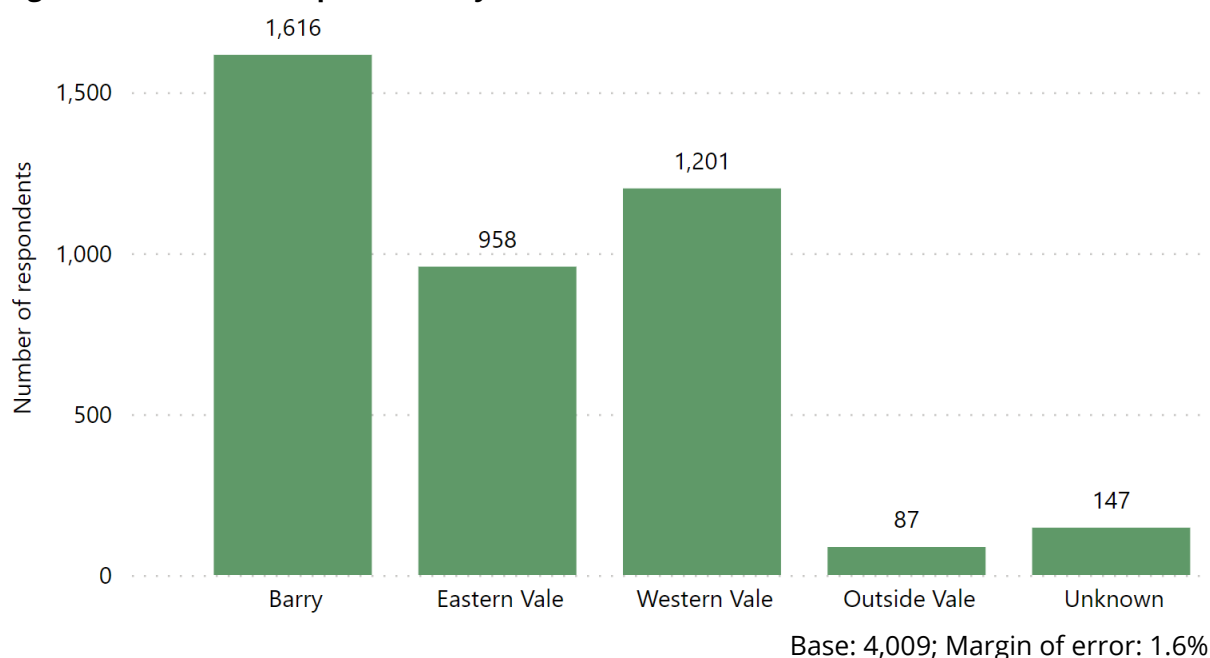
of error with a 95% confidence level means that estimates calculated using the sample are 95% likely to be within 1% of the population figure.

Respondents by area

To begin the survey, respondents were asked to provide a postcode. This was made a mandatory question 3 days after the survey went live. However, by this point, we had already received seven responses without a postcode. We also received 147 responses which had a postcode which we were not able to link to the ONS postcode repository, due to the data being in the wrong format.

Using the ONS postcode lookup, we mapped the postcode of each respondent to the 2021 lower super output area (LSOA), which allowed us to show the number of respondents by Community Area, LSOA and Welsh index of multiple deprivation (WIMD) quintile. Empty postcode responses and entered postcodes that could not be linked with the ONS postcode lookup, were classified as *unknown*. The base (number of respondents) and margin of error given for each of the area charts has been calculated using the number of respondents who entered a postcode (whether we could match it with the ONS postcode lookup or not).

Figure 1: Number of respondents, by area

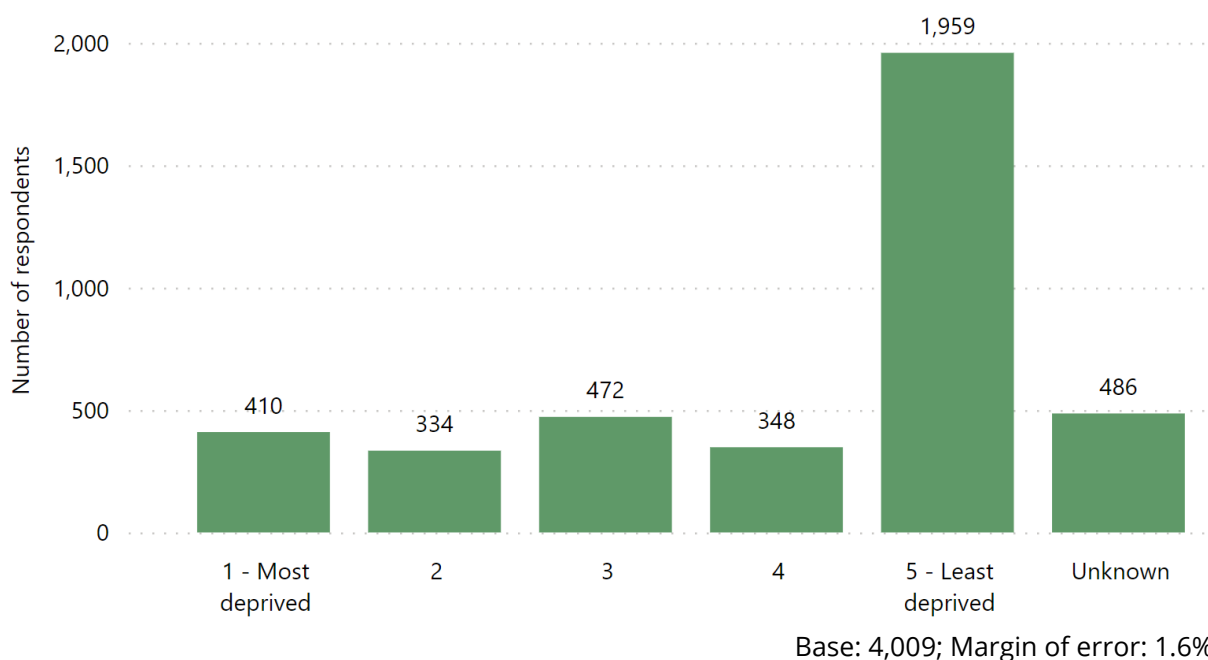


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Figure 1 shows that more respondents were from Barry than any other area. In total, 3,775 respondents entered a postcode that we were able to successfully link to Vale of Glamorgan.

Figure 2: Number of respondents, by Welsh Index of Multiple Deprivation (WIMD) quintile



The postcodes were linked with the 2021-based Lower Super Output Areas (LSOAs). The latest WIMD data (2019), however, used the 2011 based LSOAs. Therefore, due to differences between the 2011 and 2021 LSOA areas, not all LSOAs were able to be successfully given an LSOA quintile. Those that we were not able to match have been classified as *unknown* for reporting purposes. Any postcodes that were not able to link to a Vale of Glamorgan LSOA were also classified as *unknown*.

Figure 2 shows that the majority of respondents live in the least deprived WIMD quintile. This accounted for 49.0% of respondents who gave a postcode.

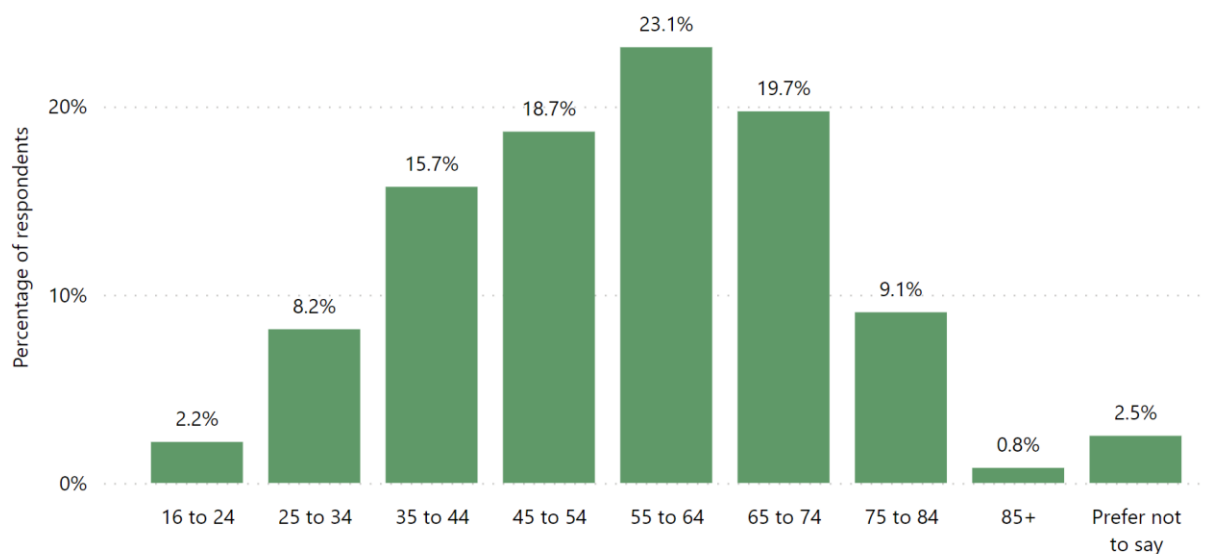
About you

As well as asking respondents to enter their postcode, questions were included to understand other key demographics about respondents:

- Age
- Sex
- Gender identity
- Sexual orientation
- Ethnic group, and
- Disability.

The results of these questions are summarised in the following charts.

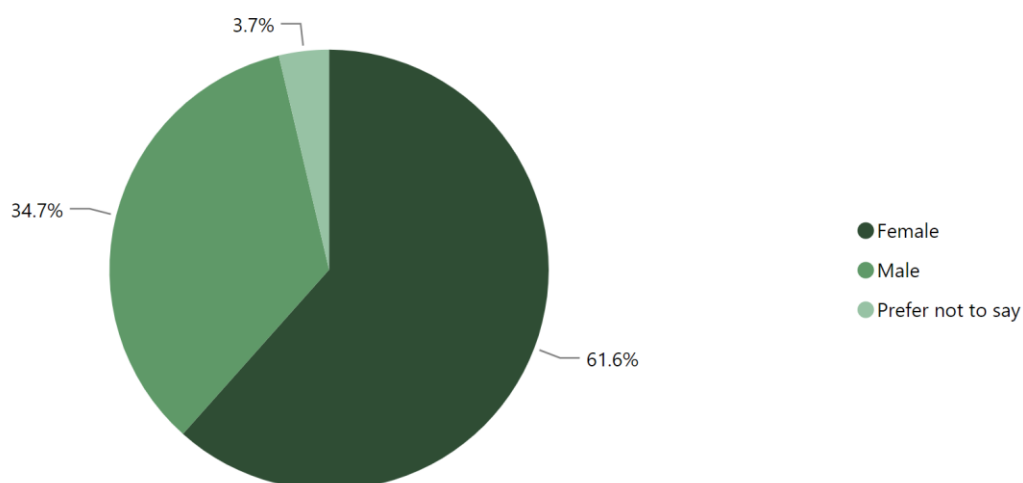
Figure 3: What is your age?



Base: 3,992; Margin of error: 1.6%

Figure 3 shows that the age group with the highest number of respondents (23.1%) was 55 to 64 years. Around 2.5% of respondents stated that they preferred not to provide their age. The fewest number of responses (0.8%) were collected from those in the 85+ category.

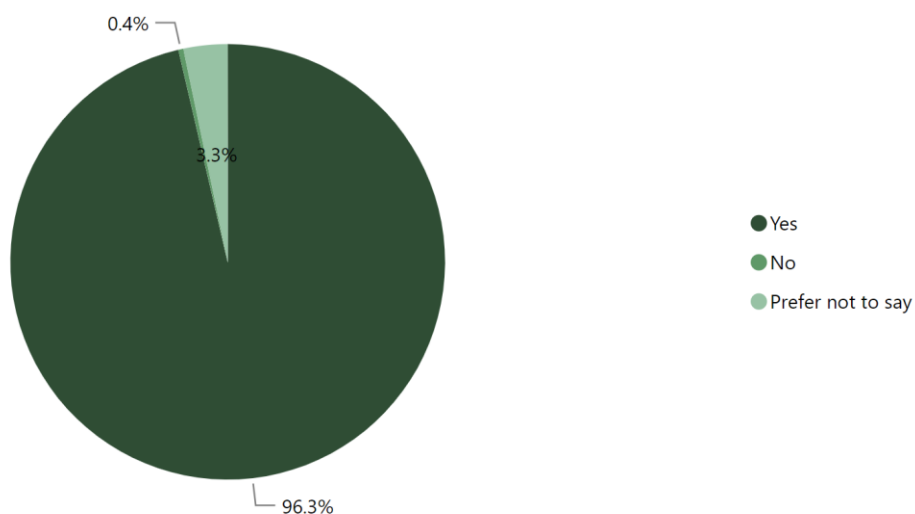
Figure 4: What is your sex?



Base: 3,999; Margin of error: 1.6%

Figure 4 shows that more respondents stated their sex is female (61.6%) than male (34.7%). The remaining respondents (3.7%) indicated they preferred not to say.

Figure 5: Is the gender you identify with the same as your sex registered at birth?



Base: 3,997; Margin of error: 1.6%

Figure 5 shows that most (96.3%) respondents identify with the same gender as their sex registered at birth. Less than 1% said they do not identify with their sex registered at birth. The remaining respondents (3.3%) preferred not to say.

The respondents that answered “no” when asked if they identify with the same sex registered at birth (Figure 5) were also asked “How would you best describe your gender identity?” The responses to this question included:

- Demi-boy
- Female
- Gender fluid

- Male
- Non-binary, and
- Transgender female to male.

Figure 6: Which of the following best describes how you think of yourself?

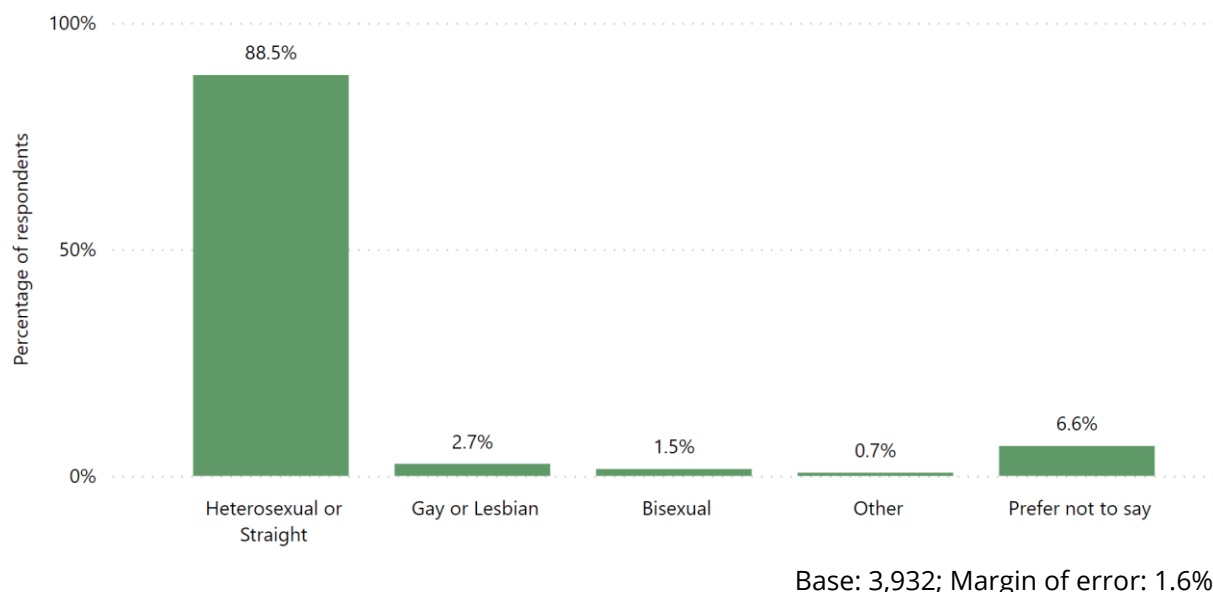


Figure 6 indicates that most (88.5%) respondents identified as heterosexual or straight. 2.7% of respondents identified as gay or lesbian, which was the most common response of those who did not identify as heterosexual or straight. Around 6.6% stated they preferred not to say.

Figure 7: What is your ethnic group?

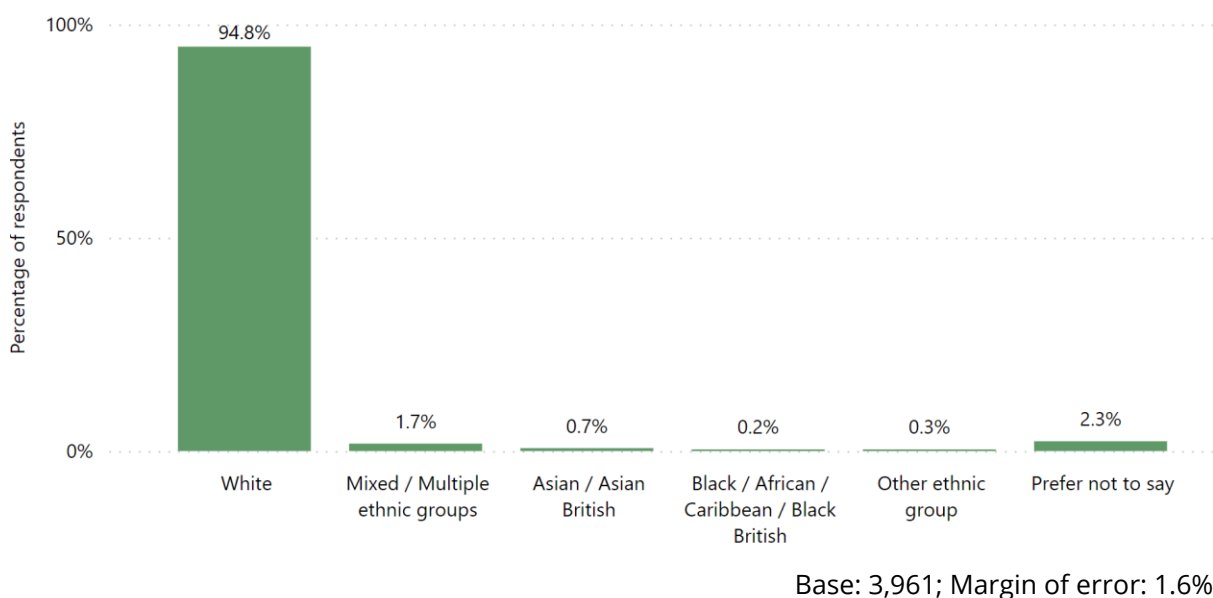
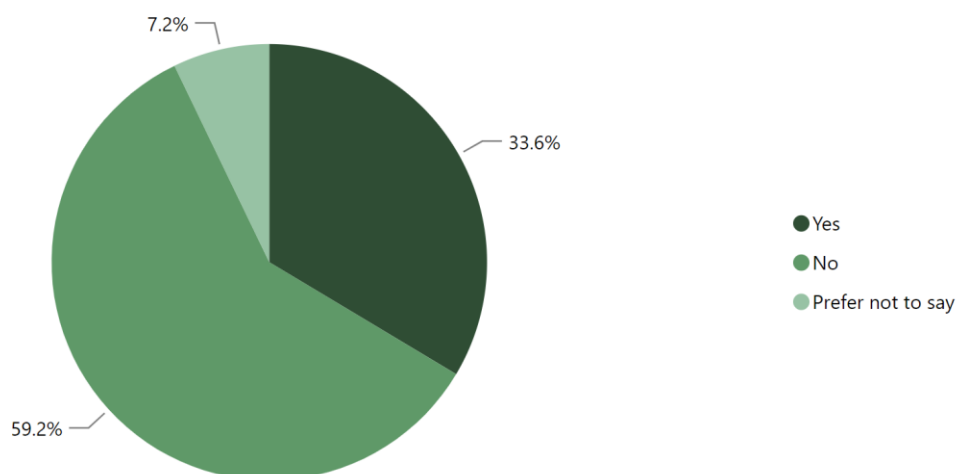


Figure 7 shows that the majority (94.8%) of respondents were white. 1.7% of respondents were mixed / multiple ethnic groups, which was the most common response of those who were not white. Around 2.3% stated they preferred not to say.

Figure 8: Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

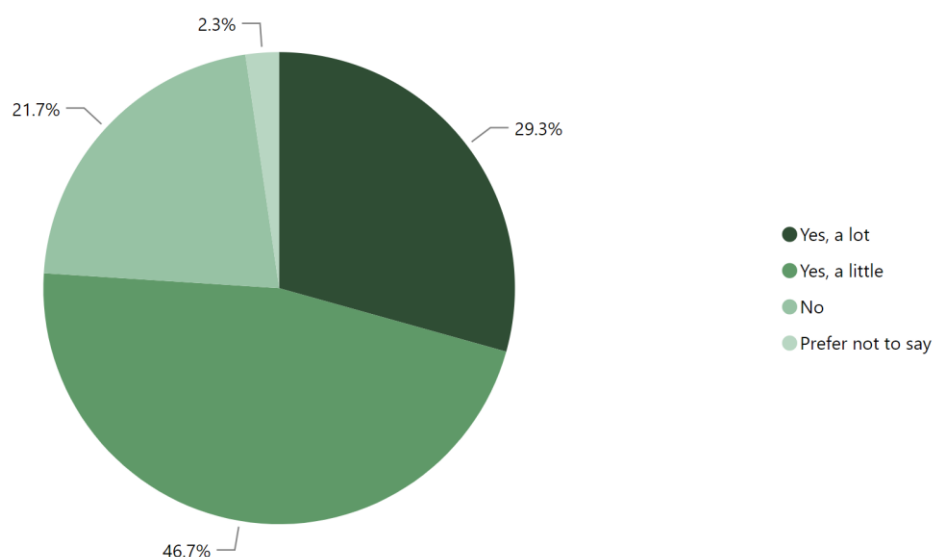


Base: 3,931; Margin of error: 1.6%

Figure 8 shows that most (59.2%) respondents said they do not have physical or mental health conditions lasting or expected to last 12 months or more, with 33.6% saying they do. Around 7.2% stated that they preferred not to say.

The respondents who answered 'yes' when asked if they have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more (Figure 8) were also asked if any of their conditions or illnesses reduce their ability to carry-out day-to-day activities (Figure 9).

Figure 9: Do any of your conditions or illnesses reduce your ability to carry-out day-to-day activities?



Base: 1,309; Margin of error: 2.8%

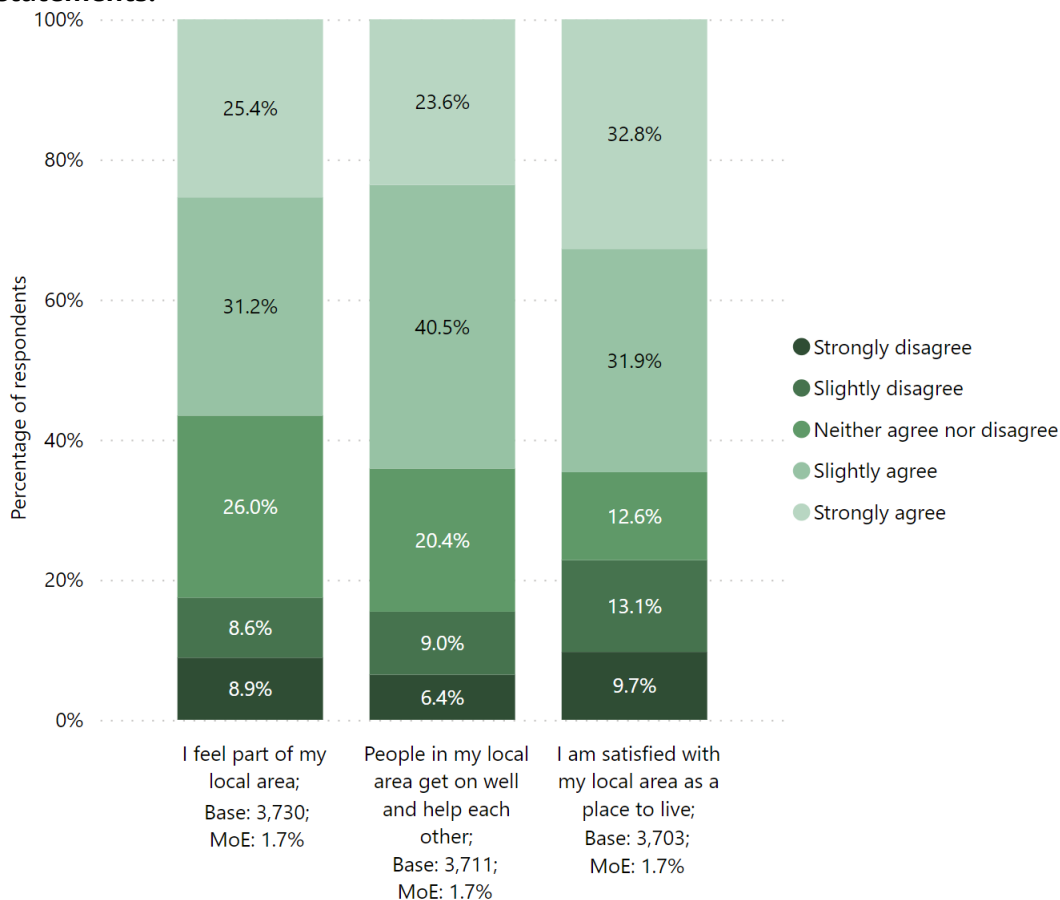
Figure 9 shows that most (76.0%) respondents said that at least one of their conditions or illnesses reduces their ability to carry out day-to-day activities either a little (46.7%) or a lot

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(29.3%). 21.7% of respondents stated that their conditions or illnesses did not reduce their ability to carry-out day-to-day activities and 2.3% preferred not to say.

Your local area

Figure 10: Please indicate to what extent you agree or disagree with the following statements.



From Figure 10 we can see that more than half of respondents strongly or slightly agreed that they feel part of their local area (56.6%), people in their local area get on well and help each other (64.1%), and they are satisfied with their local area as a place to live (64.7%).

Figure 11: How do you feel:

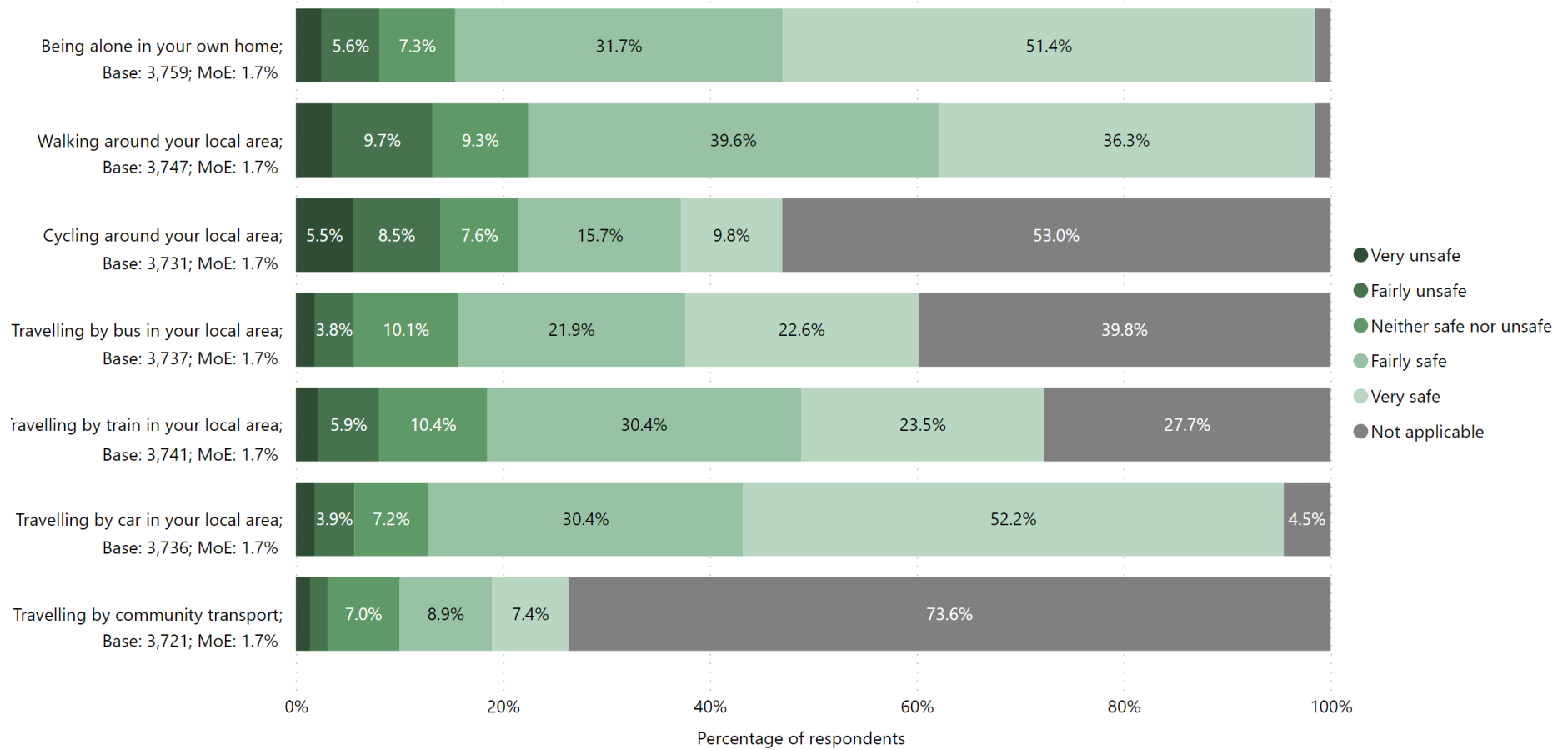


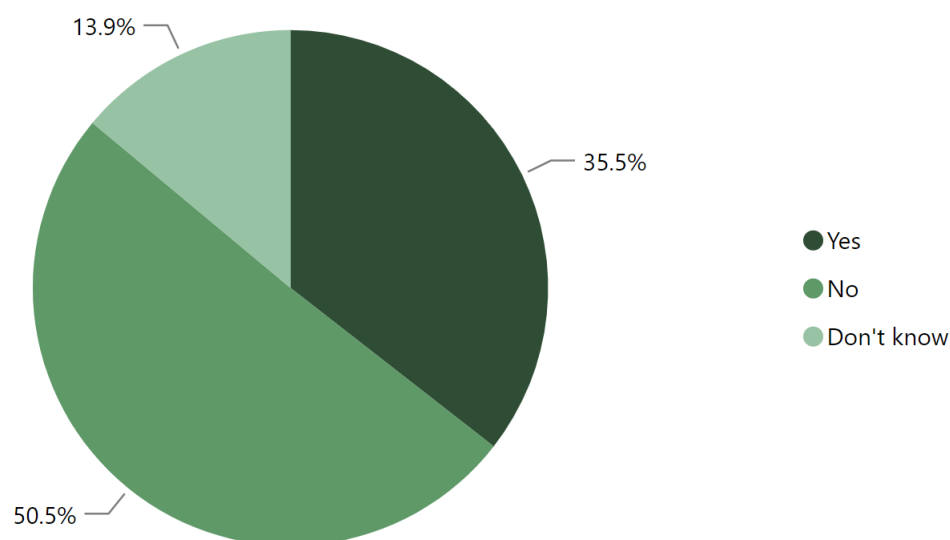
Figure 11 shows that 83.1% of respondents feel very or fairly safe being alone in their own home, 75.9% of respondents feel very or fairly safe walking around their local area, and 25.5% of respondents feel very or fairly safe cycling around their local area. More respondents felt very or fairly safe than very or fairly unsafe travelling in their local area, 44.5% of respondents felt very or fairly safe travelling by bus, 53.9% travelling by train, 82.6% travelling by car and 16.3% travelling by community transport.

The majority (73.6%) of people who responded to travelling by community transport chose not applicable, compared with 39.8% of people who responded to travelling by bus, 27.7% of people who responded to travelling by train and 53.0% of people who responded to cycling around their local area. Only 1.6% of people who responded to being alone in their own home, 1.5% of people who responded to walking around their local area and 4.5% of people who responded to travelling by car indicated that these responses were not applicable to them.

All respondents were also asked if there were any other areas where they feel unsafe. This was given as an open text question. Some of the common themes from these responses were:

- At night, mostly due to a lack of streetlights;
- Barry, especially at night;
- Dangerous footpaths / cycle paths;
- Many places due to antisocial behaviour; and
- Roads, as a driver and passenger.

Figure 12: Does your local area have the necessary services and facilities to meet your needs?



Base: 3,751; Margin of error: 1.7%

Figure 12 shows that most people, (50.5%) of respondents, do not believe that their local area has the necessary services and facilities to meet their needs. 35.5% of respondents believe that their local area does have the necessary services and facilities to meet their needs and 13.9% of respondents don't know.

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All respondents were also asked what additional services and facilities are required to meet their needs. This was also given as an open text question. Common themes within the responses were:

- Increased waste disposal and more public bins
- More active travel routes
- More entertainment and retail
- More frequent and reliable public transport
- More medical facilities (hospital, dentist etc.)

Your priorities

Table 3: Please rank the following by how important they are to you².

	1 Most important	2	3	4	5	6	7	8	9	10	11 Least important	Average rank ³
Easily access care and healthcare services when my family or I need them	41.7%	26.1%	11.0%	6.0%	4.7%	3.1%	2.4%	1.6%	1.3%	1.3%	0.8%	2.56
Live in a neighbourhood that is clean and tidy	8.0%	14.2%	19.0%	20.0%	14.8%	9.1%	6.2%	4.4%	2.2%	1.1%	1.0%	4.22
Buy or rent a good quality home	27.2%	12.8%	8.4%	4.9%	4.8%	5.5%	5.9%	6.5%	8.3%	7.8%	7.9%	4.87
Access to regular recycling and waste collections	2.5%	5.5%	11.5%	15.4%	18.0%	17.3%	11.6%	7.8%	5.7%	2.9%	1.8%	5.47
Enjoy the natural environment	4.4%	7.0%	9.6%	11.8%	14.5%	15.9%	18.4%	10.3%	5.2%	2.1%	0.8%	5.50
Travel using well maintained public highways	4.6%	8.6%	9.9%	11.4%	13.3%	14.3%	12.8%	14.1%	6.3%	3.4%	1.4%	5.57
Shop for food and everyday items within my local area	4.7%	8.1%	8.0%	9.7%	10.1%	11.2%	9.9%	9.7%	8.1%	7.1%	13.4%	6.40
Access good quality local nurseries and schools for my children or those in my community to attend	4.4%	11.6%	13.1%	6.7%	5.3%	4.5%	4.5%	6.0%	7.3%	12.0%	24.7%	6.83
Things to keep me fit and healthy for free or at a price can afford	1.1%	2.9%	4.2%	6.0%	6.4%	9.9%	14.5%	16.4%	22.0%	12.5%	4.1%	7.36
Take part in formal learning to help gain new skills	0.9%	1.9%	3.7%	5.7%	4.4%	5.1%	6.4%	10.3%	16.1%	23.5%	21.9%	8.40
Engage with arts, cultural or heritage events for free or at a price I can afford	0.6%	1.3%	1.5%	2.4%	3.6%	4.0%	7.4%	13.0%	17.5%	26.2%	22.4%	8.82

Base: 3,194; Margin of error: 1.8%

² Two responses were removed due to a data quality issue.

³ The average used is the mean which is the sum of all ranks divided by the number of respondents.

Question 12, shown in Table 3, asked respondents to rank 11 services and facilities by how important they are to them, with 1 being most important and 11 being least important. Respondents who answered the question had to give all statements a different rank. Table 3 shows the percentage of respondents that chose each rank for each service or facility, and the average rank for each service or facility.

The lowest average rank (most important) was the ability to easily access care and health care services, which was also the response that the highest percentage (41.7%) of respondents chose as most important. The second most common response that respondents chose as most important was being able to buy or rent a good quality home, but the second lowest average rank was to live in a neighbourhood that is clean and tidy. The highest average rank (least important) was to be able to engage with arts, cultural or heritage events.

Table 4: Average rank⁴ of each priority by age band⁵.

	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 84	85+	No response	Prefer not to say
Buy or rent a good quality home	3.67	3.22	4.07	4.60	5.15	5.61	5.98	5.44	2.60	5.32
Easily access care and healthcare services when my family or I need them	2.70	2.82	2.68	2.63	2.49	2.36	2.57	2.39	4.60	2.48
Access good quality local nurseries and schools for my children or those in my community to attend	5.58	4.92	4.85	6.46	7.77	7.91	7.75	8.33	4.60	7.55
Take part in formal learning to help gain new skills	7.18	8.39	8.38	8.51	8.42	8.58	8.09	7.89	7.30	8.02
Live in a neighbourhood that is clean and tidy	4.51	4.66	4.52	4.18	3.97	4.12	4.32	3.78	4.70	4.06
Access to regular recycling and waste collections	6.42	5.79	5.78	5.44	5.43	5.31	5.01	5.17	5.00	5.46
Enjoy the natural environment	6.44	5.69	5.56	5.46	5.39	5.40	5.64	6.17	6.20	5.43
Travel using well maintained public highways	6.37	6.37	6.37	5.58	5.19	5.25	5.31	5.39	6.30	4.62
Things to keep me fit and healthy for free or at a price I can afford	7.56	7.53	7.70	7.47	7.28	7.08	7.18	7.28	8.90	7.32
Engage with arts, cultural or heritage events for free or at a price I can afford	8.75	9.36	9.06	9.04	8.73	8.54	8.32	8.11	9.10	9.03
Shop for food and everyday items within my local area	6.82	7.24	7.03	6.63	6.17	5.84	5.83	6.06	6.70	6.71

Base: 3,194; Margin of error: 1.8%

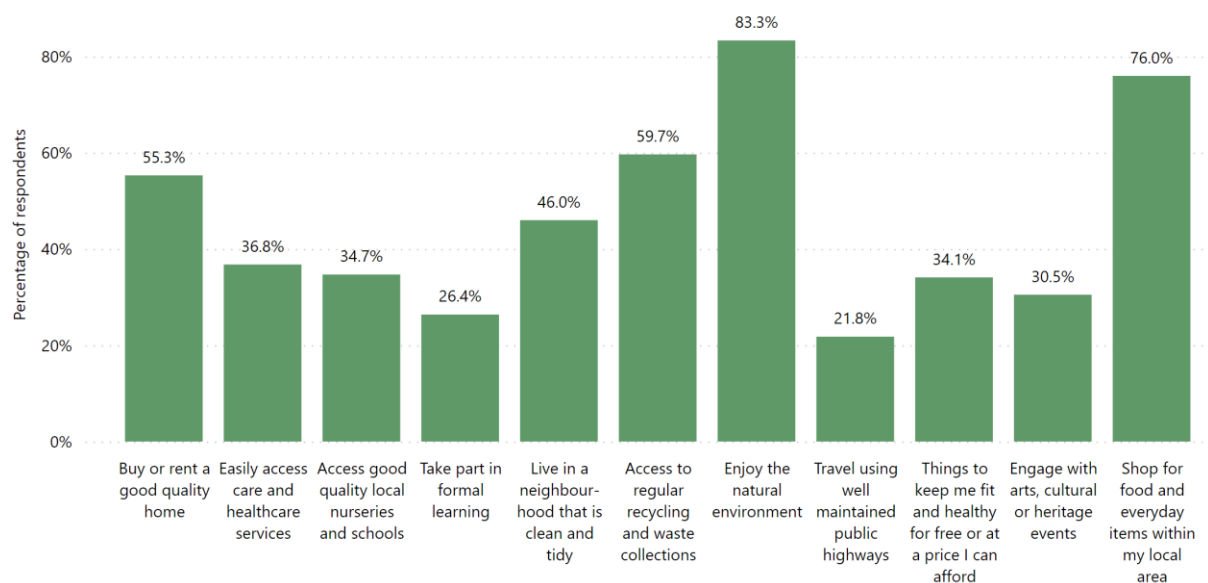
⁴ The average used is the mean which is the sum of all ranks divided by the number of respondents.

⁵ Two responses were removed due to a data quality issue.

Table 4 shows the average rank of 11 services and priorities, with a lower rank indicating a higher priority, by age bands. The table shows that the priority level of being able to buy or rent a good quality home and access to good quality local nurseries and schools differs by age band. The average for buy or rent a good quality home ranged from 3.22 for 25 to 34 and 5.98 for 75 to 84. The average for access to good quality local nurseries and ranged from 4.92 for 25 to 34 and 7.91 for 65 to 74.

The highest priority for all age groups was being able to easily access care and healthcare services. The second highest priority for respondents aged 16 to 44 was being able to buy or rent a good quality home, whereas the second highest priority for respondents aged 45+ was living in a neighbourhood that is clean and tidy.

Figure 13: Which of the following are you able to do in the Vale of Glamorgan?



Base: 3,029; Margin of error: 1.8%

Figure 13 shows which services or facilities, from a given list, respondents believed they were able to do in the Vale of Glamorgan. The list provided was the same list that respondents were asked to rank in the previous question (Table 3). Respondents were able to choose as many options as applicable so the percentages will not sum to 100.

The top chosen responses were being able to enjoy the natural environment (83.3%) and being able to shop for food and everyday items within their local area (76.0%). The least common responses were being able to travel using well maintained public highways (21.8%) and being able to take part in formal learning (26.4%).

Figure 14: How concerned are you about:

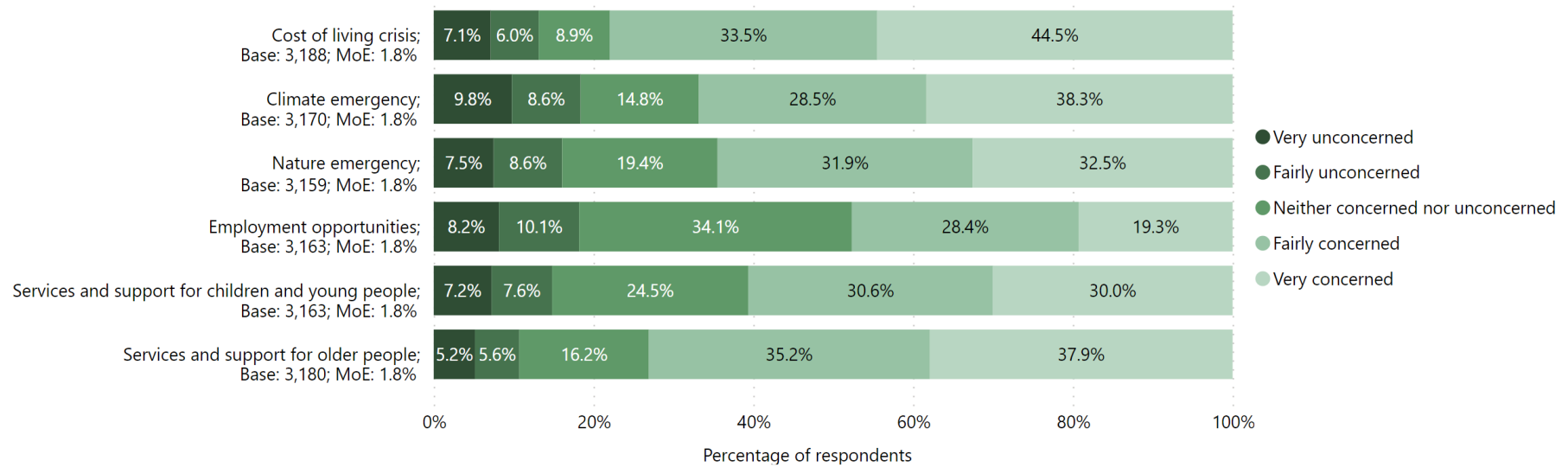


Figure 15: Do you think the council are doing enough to:

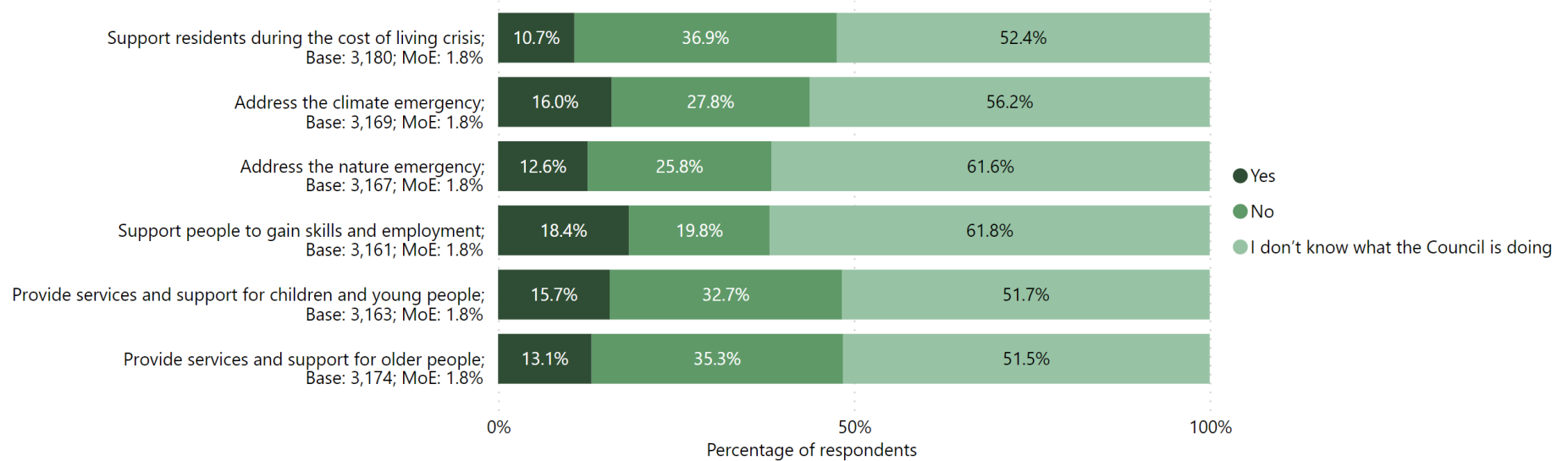
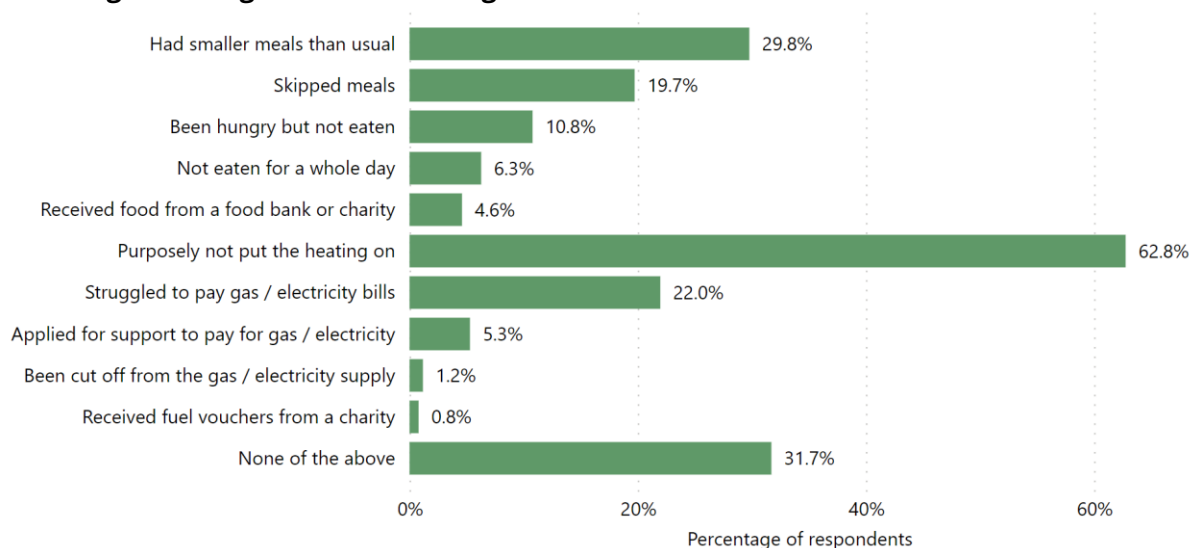


Figure 14 shows that the majority of respondents were very or fairly concerned about the cost of living crisis (78.0%), climate emergency (66.8%), nature emergency (64.4%), services and support for children and young people (60.6%) and services and support for older people (73.1%). 47.7% of respondents indicated they were very or fairly concerned about employment opportunities, which was less than the amount for any other response option.

Figure 15 shows that most respondents did not know what the council is doing to support residents during the cost of living crisis (52.4%), address the climate emergency (56.2%), address the nature emergency (61.6%), support people to gain skills and employment (61.8%), provide services and support for children and young people (51.7%) and provide services and support for older people (51.5%). Less than 20% of respondents suggested that they believed the council was doing enough for any of the response options, with only 10.7% of respondents believing the council were doing enough to support residents with the cost of living crisis.

Cost of living

Figure 16: In the last 6 months have you or anyone in your household done any of the following to manage the cost of living?

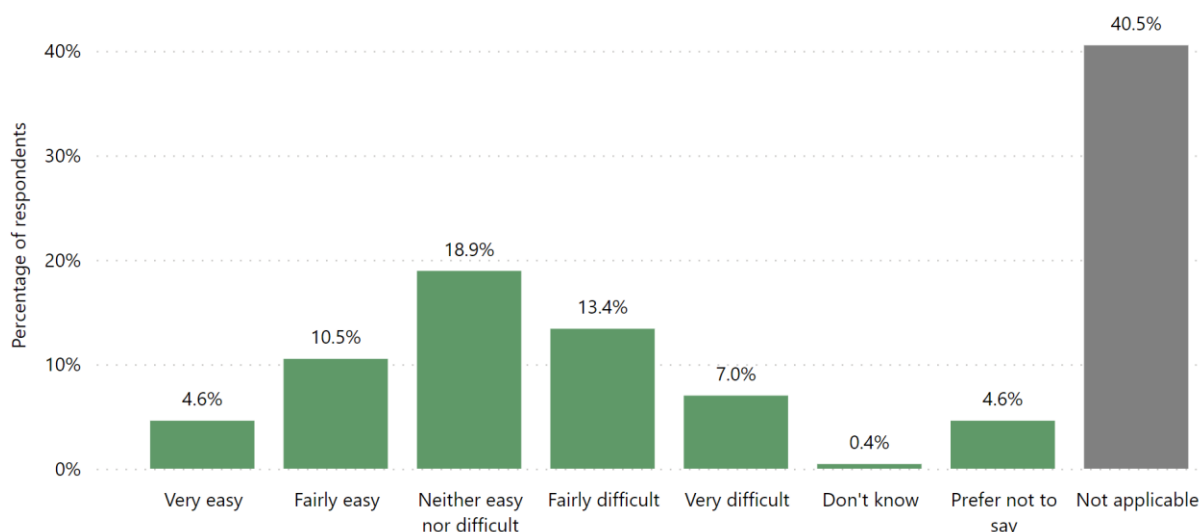


Base: 3,153; Margin of error: 1.8%

Figure 16 shows the percentage of respondents by actions they or anyone in their household took in the previous six months to manage the cost of living. Respondents were encouraged to select all that apply so the sum of the percentages may not be 100.

62.8% of respondents stated that someone in their household has purposely not put the heating on. This was the most common response of all responses. The least common response was having received fuel vouchers from a charity, with only 0.8% of respondents choosing this. 31.7% of respondents stated that they had done none of the options within the last six months.

Figure 17: How easy or difficult is it to afford your rent or mortgage payments?

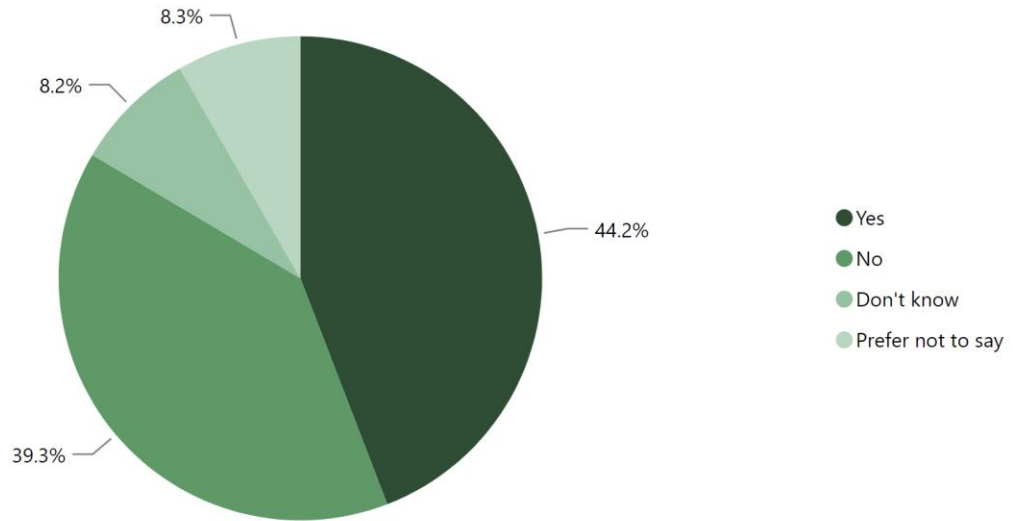


Base: 3,158; Margin of error: 1.8%

Figure 17 indicates that 18.9% of respondents stated it is neither easy nor difficult to afford their rent or mortgage payments. 20.4% of respondents stated it was very or fairly difficult and 15.1% of respondents said it was very or fairly easy to afford their rent or mortgage payments. 40.5% of

respondents believed the question was not applicable to them, implying that 40.5% of respondents do not make rent or mortgage payments.

Figure 18: Could your household afford to pay an unexpected but necessary expense of £850?



Base: 3,164; Margin of error: 1.8%

Figure 18 shows that 44.2% of respondents stated their household could afford to pay an unexpected but necessary expense of £850. This is compared with 39.3% of respondents that stated that their household could not afford to pay this. 8.2% of respondents stated they did not know and 8.3% of respondents preferred not to say.

Climate change

Figure 19: Which actions would you like to see taken to address climate and environmental issues?

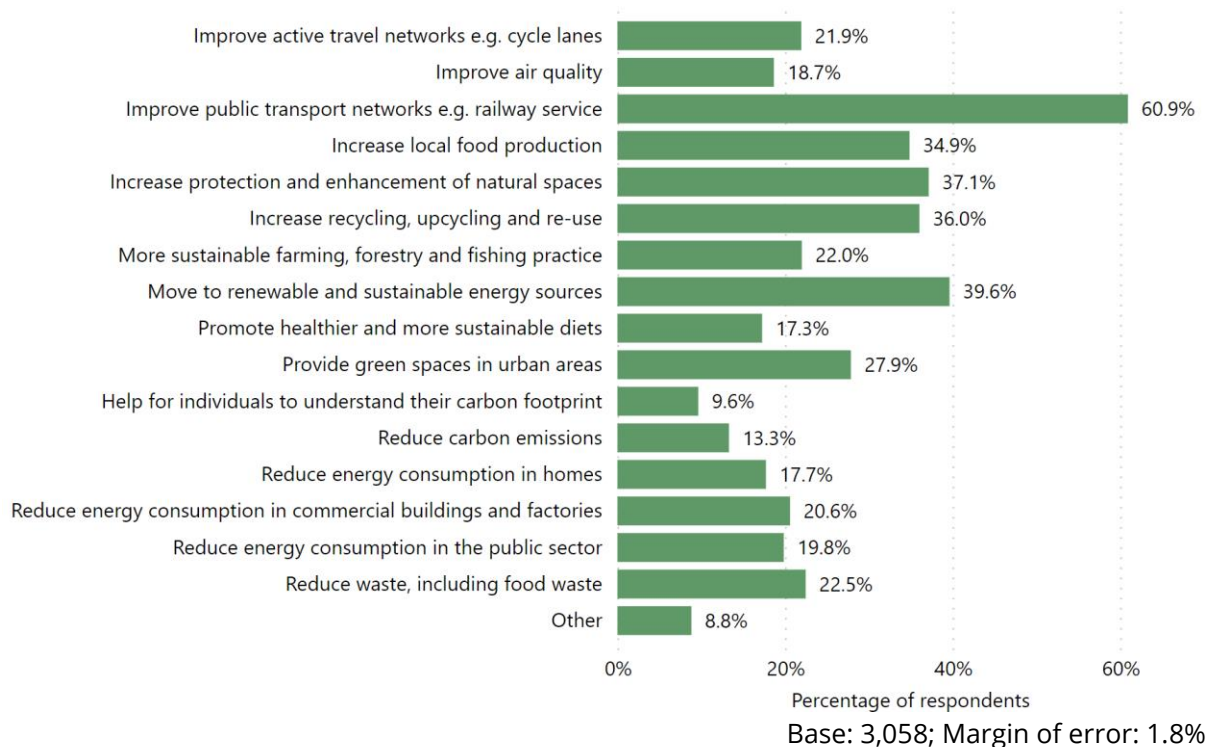
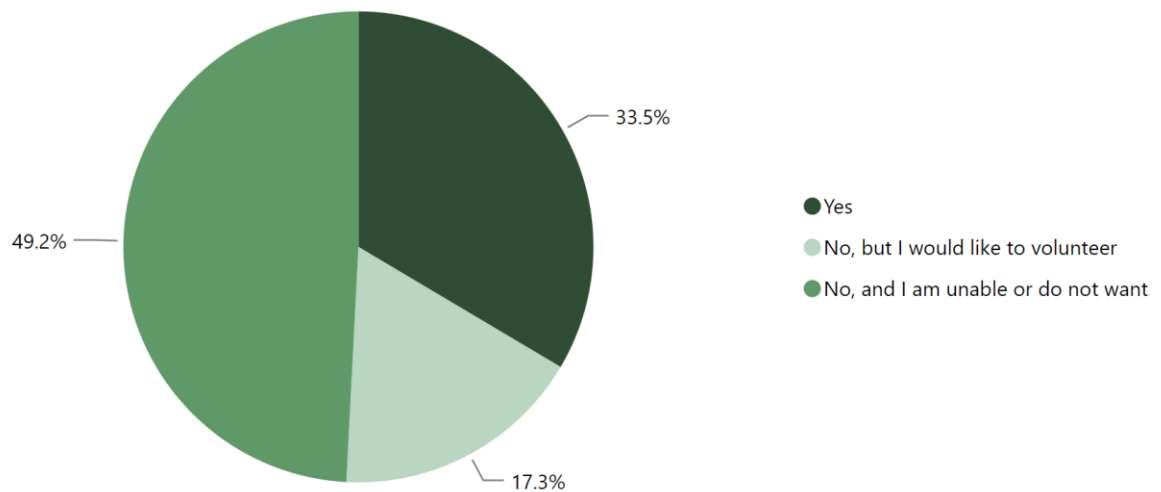


Figure 19 shows the percentage of respondents by actions they would like to see taken to address climate and environmental issues. Respondents were able to select up to five options for this question so the sum of the percentages may not be 100. The most common choice made by respondents was to improve public transport networks, with 60.9% of respondents selecting this option. The least common choice (9.6%) was help for individuals to understand their carbon footprint.

Volunteering

Figure 20: Are you currently involved in any volunteering activities?

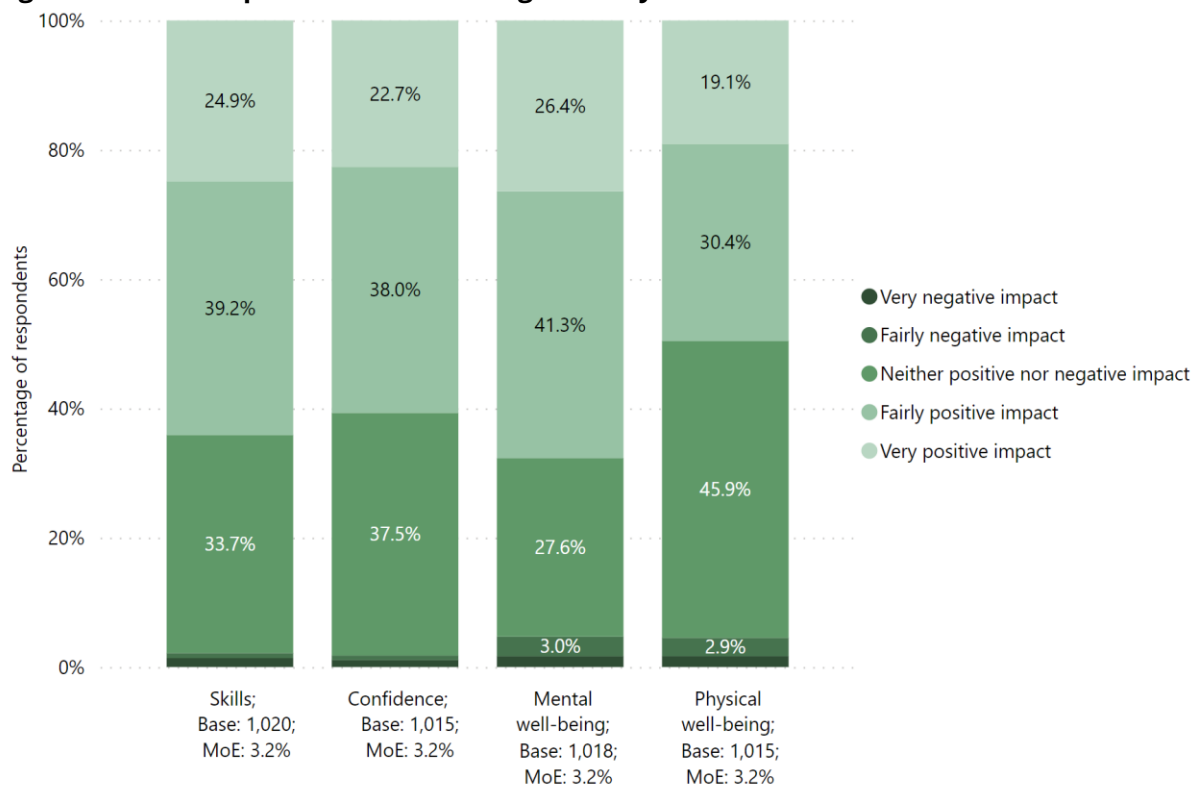


Base: 3,097; Margin of error: 1.8%

Figure 20 shows that 33.5% of respondents are involved in volunteering activities, compared with 66.5% of respondents who are not involved in volunteering activities. 26% of respondents who are not involved in volunteering activities (17.3% of all respondents) indicated they would like to volunteer.

The respondents who answered 'yes' when asked if they are involved in any volunteering activities (Figure 20) were also asked what impact volunteering had on them (Figure 21).

Figure 21: What impact has volunteering had on your:



Less than 5% of respondents stated that volunteering had a very or fairly negative impact on their skills (2.2%), confidence (1.8%), mental well-being (4.7%) and physical well-being (4.6%). Over 49% of respondents stated that volunteering had a very or fairly positive impact on their skills (64.1%), confidence (60.7%), mental well-being (67.7%) and physical well-being (49.5%).

Modes of travel

Figure 22: Do you use any of the following public or active travel options to travel in the Vale of Glamorgan?

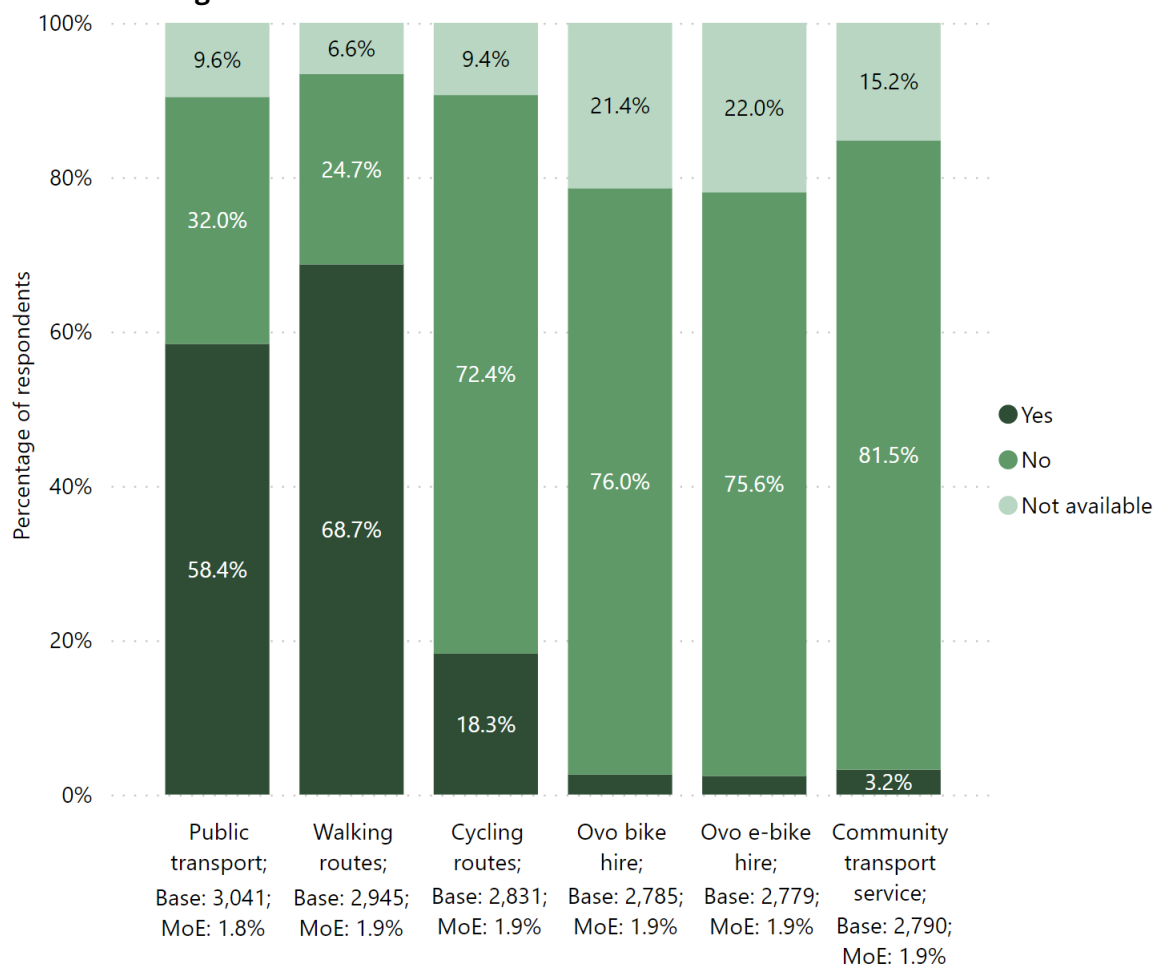


Figure 22 shows that the majority (58.4%) of respondents stated that they do use public transport compared to 32.0% of respondents who stated they do not. 9.6% of respondents indicated that public transport is not available. 68.7% of respondents stated that they use walking routes, with 24.7% of respondents stating they do not and 6.6% of respondents stating that walking routes are not available. Most respondents indicated that they do not use cycling routes (72.4%), Ovo bike hire (76.0%), Ovo e-bike hire (75.6%), and community transport services (81.5%).

Figure 23: What is your most used form of transport?

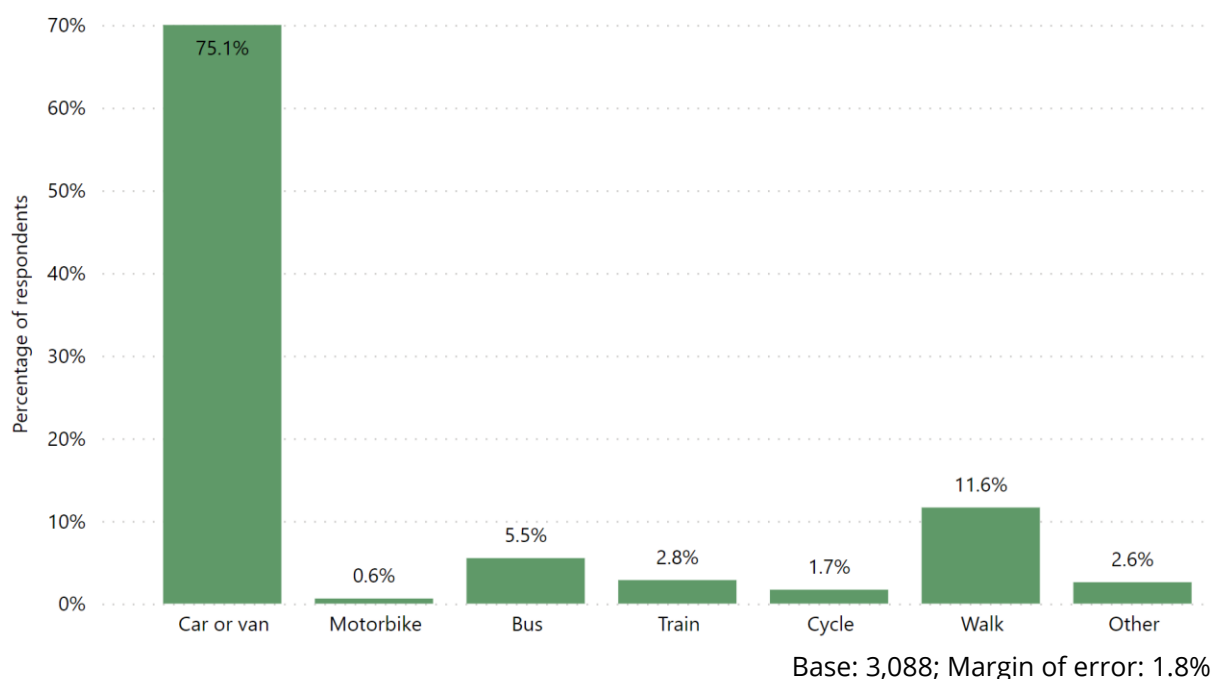


Figure 23 shows that the majority (75.1%) of respondents stated that a car or van was their most used form of transport. The most common response other than a car or van (11.6%) was walking. The least common response (0.6%) was a motorbike.

Respondents that did not select a form of active travel (cycle or walk) when asked their most used form of transport (Figure 23) were also asked “What would encourage you to cycle or walk more often?”, which was an open text question. Some of the themes given by respondents to the questions were:

- Better cycle or walking routes
- More / better bike storage
- Flatter cycle or walking routes
- More local facilities so they don’t have to travel to neighbouring counties
- Safer cycle and walking routes

Respondents that did not select a form of public travel (bus or train) when asked their most used form of transport (Figure 23) were also asked “What would encourage you to use public transport more often?”, which was an open text question. Some of the themes given by respondents to the questions were:

- More reliable services
- More frequent buses and trains
- More bus routes
- Cheaper bus and train services

Health and wellbeing

Figure 24: How would you describe your physical and mental health?

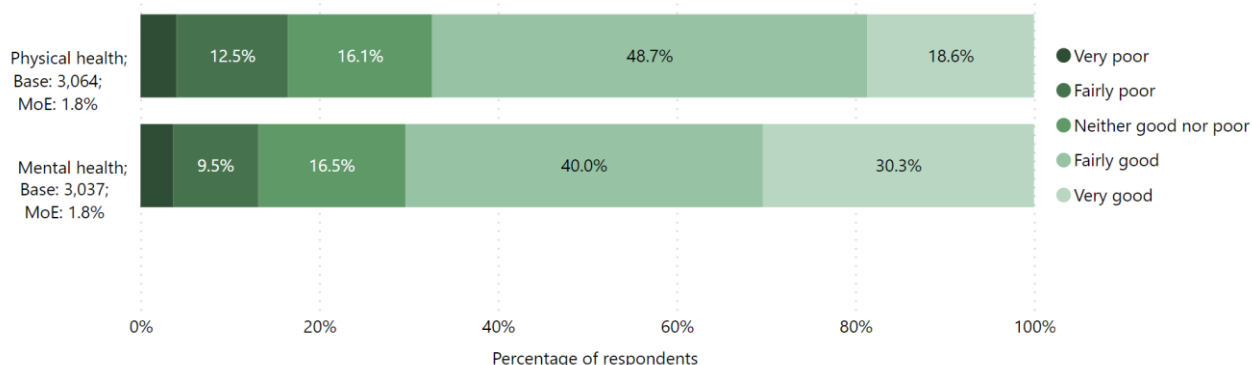
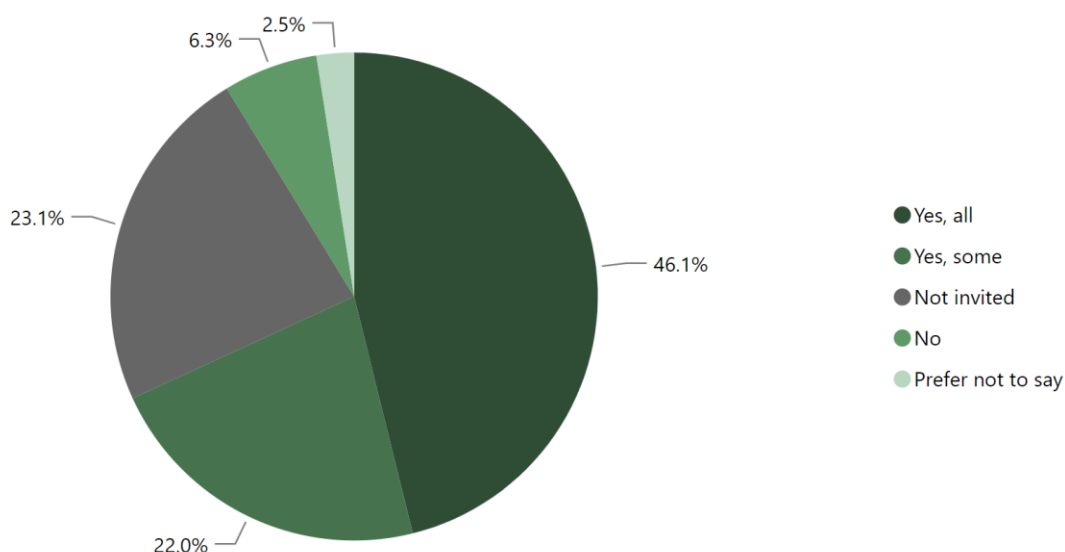


Figure 24 shows that the majority of respondents described their physical health (67.3%) and mental health (70.3%) as very or fairly good. Whereas 16.5% of respondents described their physical health as very or fairly poor and 13.2% of respondents described their mental health as very or fairly poor. 16.1% of respondents described their physical health as neither good nor poor and 16.5% of respondents described their mental health as neither good nor poor.

Figure 25: Have you taken up invitations for screening?



Base: 3,061; Margin of error: 1.8%

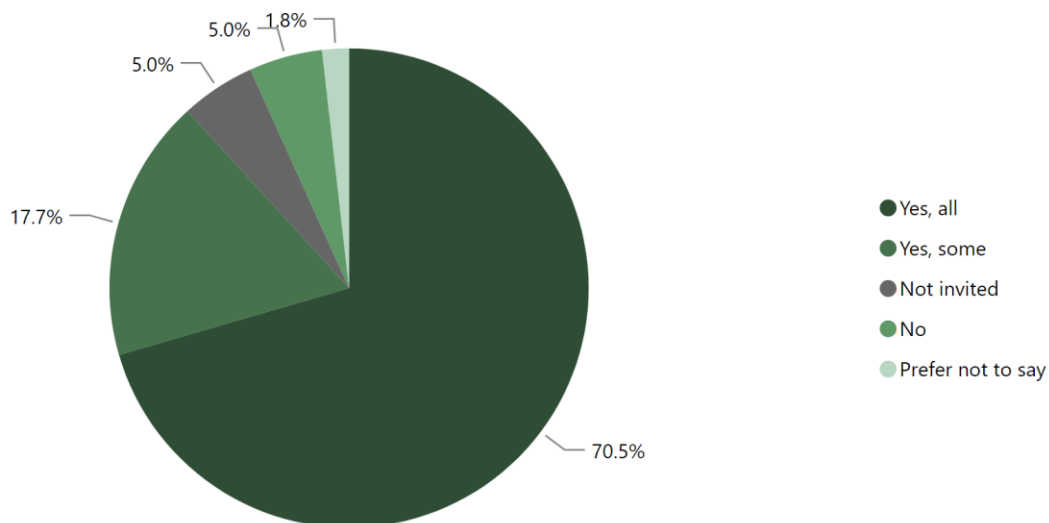
Figure 25 shows that the majority (68.1%) of respondents took up the invitation for at least some invitations for screening, with 46.1% taking all and 22.0% taking only some. 23.1% of respondents stated they were not invited to any screening and 6.3% of respondents did not attend invitations.

Those who answered “no” or had only attended “some” were asked “Please tell us what stopped you taking up the invitation for screening.”, which was an open text question. Some of the themes from the responses to this question were:

- Too many invitations / not needed
- Don't trust them
- Not enough time

- Can't get an appointment

Figure 26: Have you taken up invitations for vaccinations?



Base: 3,046; Margin of error: 1.8%

Figure 26 shows that the majority (88.2%) of respondents took up the invitation for at least some invitations for vaccinations, with 70.5% taking all and 17.7% taking only some. 5.0% of respondents stated they were not invited for any vaccinations and 5.0% of respondents did not attend invitations.

Those who answered “no” or had only taken up “some” invites were asked “Please tell us what stopped you taking up the invitation for vaccinations.”, which was an open text question. Many of the responses were focused around the COVID vaccine specifically. Some of the themes from the responses to this question were:

- Don't want them
- Not needed
- Not safe
- Not enough time

Your local council

Figure 27: Please indicate the extent to which you agree or disagree:

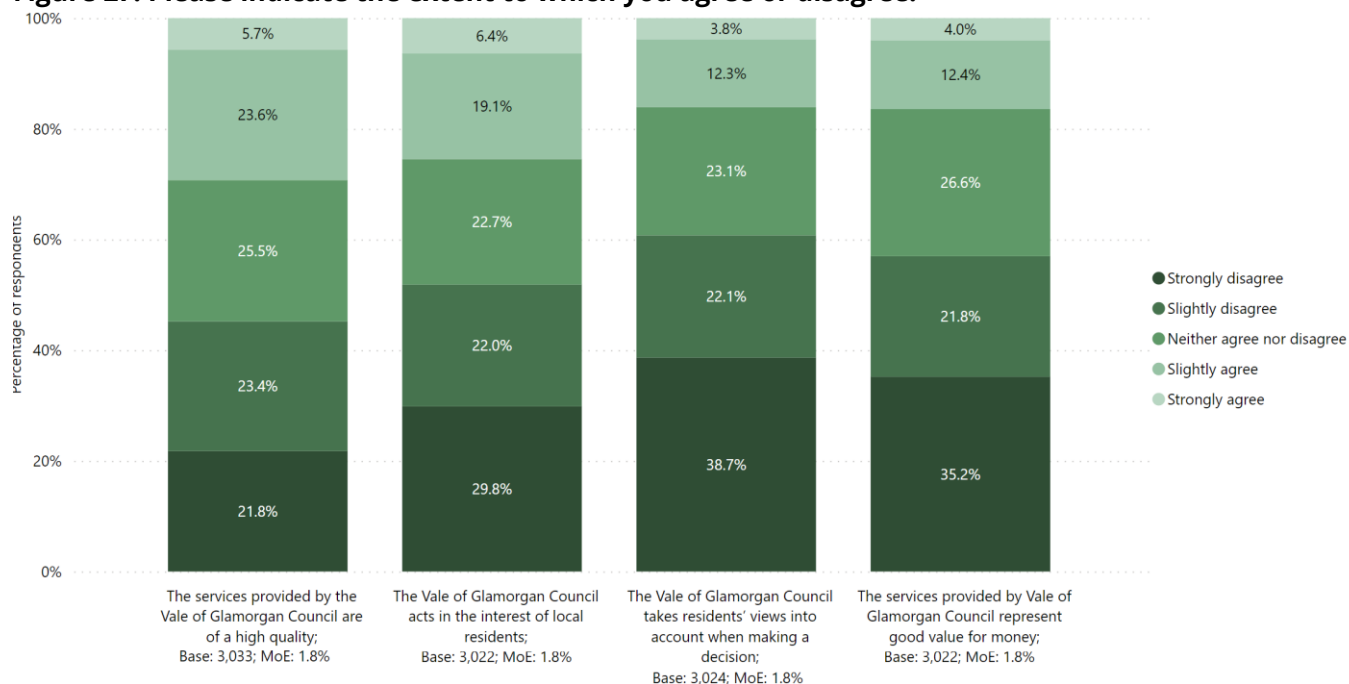
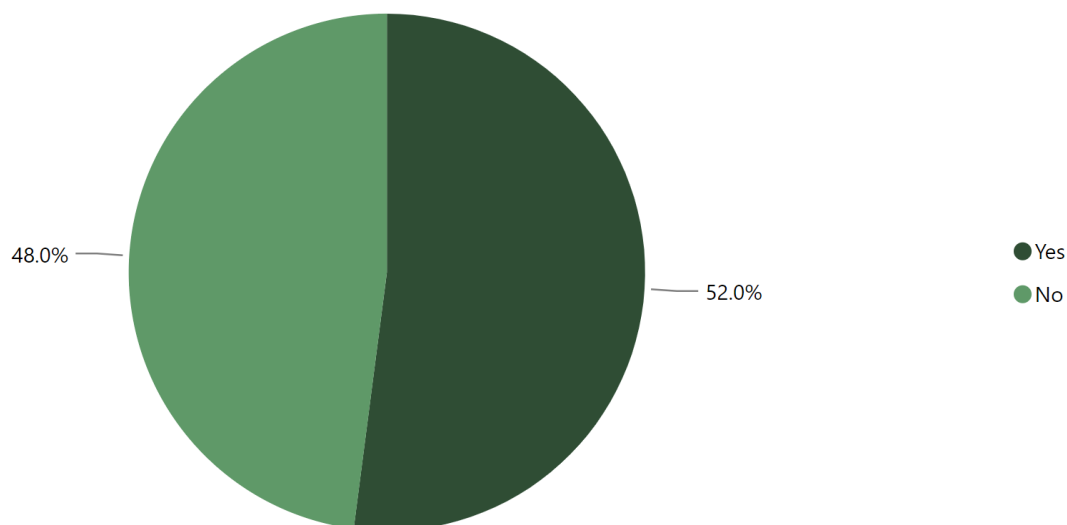


Figure 27 shows the percentage of respondents who strongly or slightly agreed that the services provided by the Vale of Glamorgan Council are of a high quality (29.3%), the Vale of Glamorgan Council acts in the interest of local residents (25.5%), the Vale of Glamorgan Council takes residents' views into account when making a decision (16.1%) and the service provided by the Vale of Glamorgan Council represent good value for money (16.4%). More respondents stated that they strongly or slightly disagreed that the services provided by the Vale of Glamorgan Council are of a high quality (45.2%), the Vale of Glamorgan Council acts in the interest of local residents (51.8%) the Vale of Glamorgan Council takes residents' views into account when making a decision (60.8%) and the services provided by the Vale of Glamorgan Council represent good value for money (57.0%).

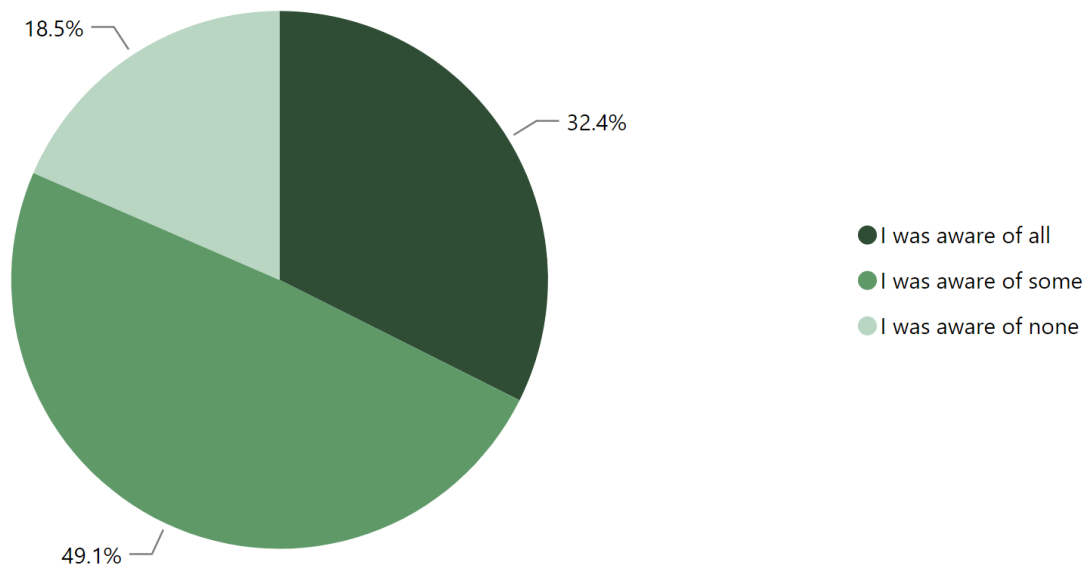
Figure 28: Do you know who your local councillor is?



Base: 3,026; Margin of error: 1.8%

Figure 28 shows that 52.0% of respondents know who their local councillor is, while 48.0% do not.

Figure 29: To what extent were you aware of the responsibilities of your local councillors



Base: 3,026; Margin of error: 1.8%

Figure 29 shows the percentage of respondents by their understanding of the duties of their local council. The question first stated the responsibility of councils before asking the respondent if they were aware that these were the councillors' responsibilities. Below is the list of responsibilities given in the question:

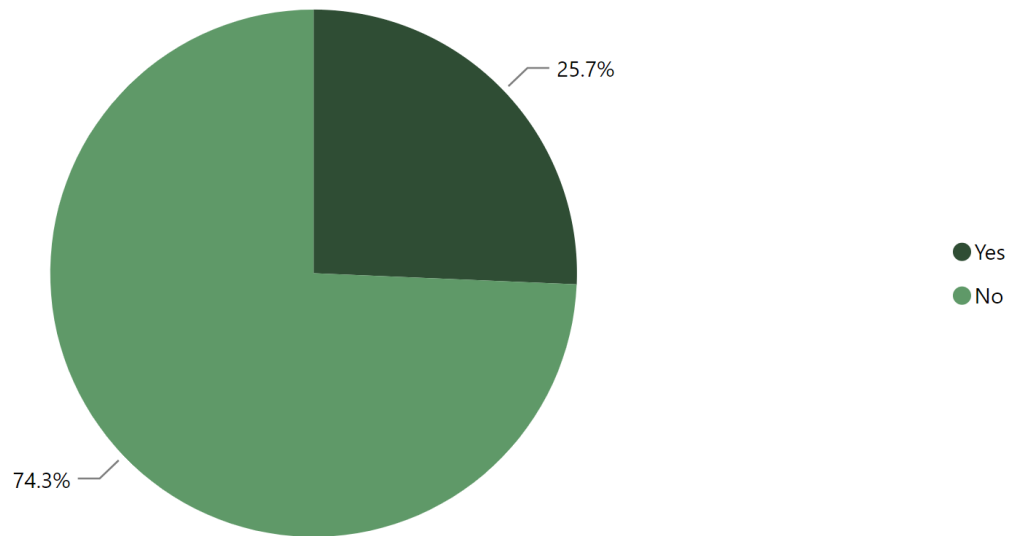
Your local councillor is elected to:

- *represent their local community in the running of their local council*

- *help to decide how local services are provided, funded and prioritised*
- *work with the employees of the Council to make sure that services are relevant and delivered effectively*
- *undertake casework on behalf of individuals and groups.*

Figure 29 shows that 32.4% of respondents were aware of all the responsibilities of their local councillors, compared to 49.1% who were aware of some of the responsibilities and 18.5% who were aware of none of them.

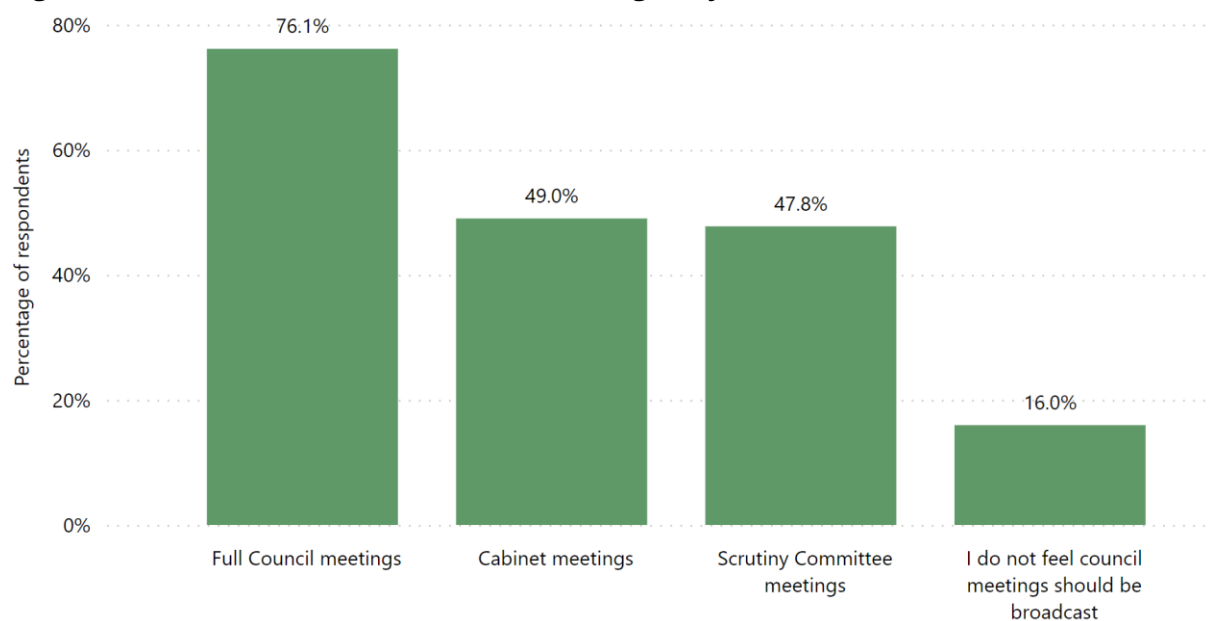
Figure 30: Have you ever attended a council meeting?



Base: 3,019; Margin of error: 1.8%

Figure 30 shows that 25.7% of respondents have attended a council meeting before, while 74.3% have not.

Figure 31: Which of the council's formal meetings do you feel should be broadcast live?



Base: 2,938; Margin of error: 1.9%

Figure 31 shows that 76.1% of respondents feel that full council meetings should be broadcast online, 49.0% felt cabinet meetings should be broadcast, and 47.8% felt Scrutiny Committee meetings should be broadcast. This compares to 16.0% who do not feel that council meetings should be broadcast.

Figure 32: If you needed information about a council service how would you find it?

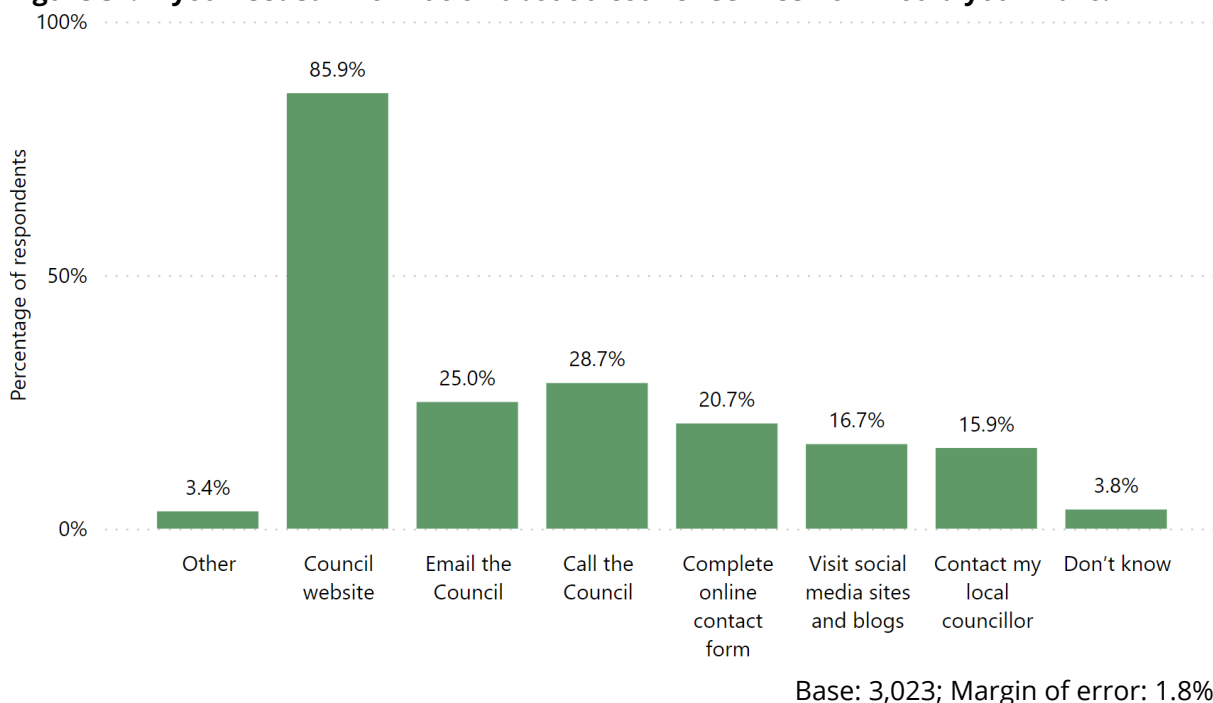
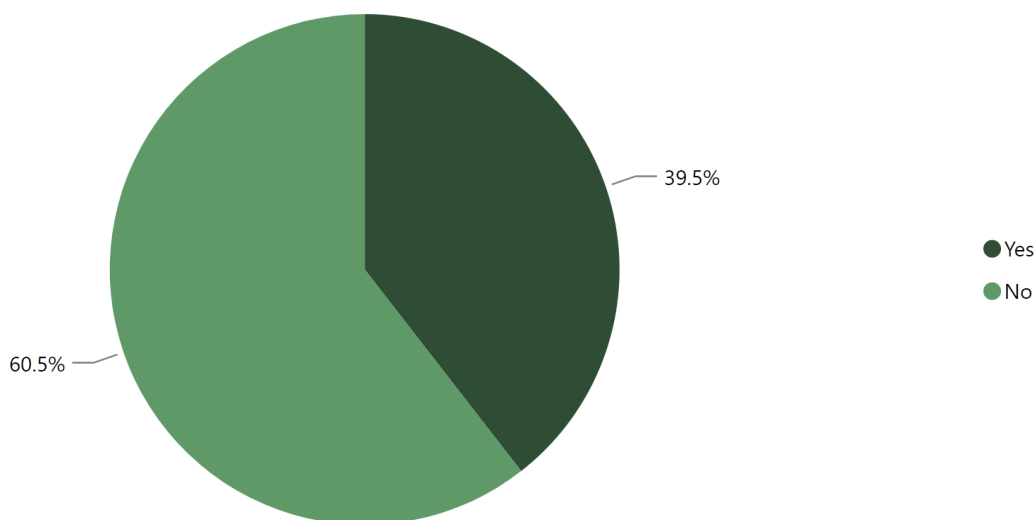


Figure 32 shows that 85.9% of respondents would use the council website to find information about a council service if needed. 28.7% said they would call the council, 25% said they would email the council, 20.7% said they would complete an online contact form and 16.7% said they would visit social media sites and blogs. A further 15.9% said they would contact their local councillor and 3.4% said they would use other methods, including enquiring with work, googling the issue, and asking in the library. 3.8% of respondents said they don't know how to find information about a council service.

Figure 33: Have you ever attempted to influence a decision or decisions made by the council?

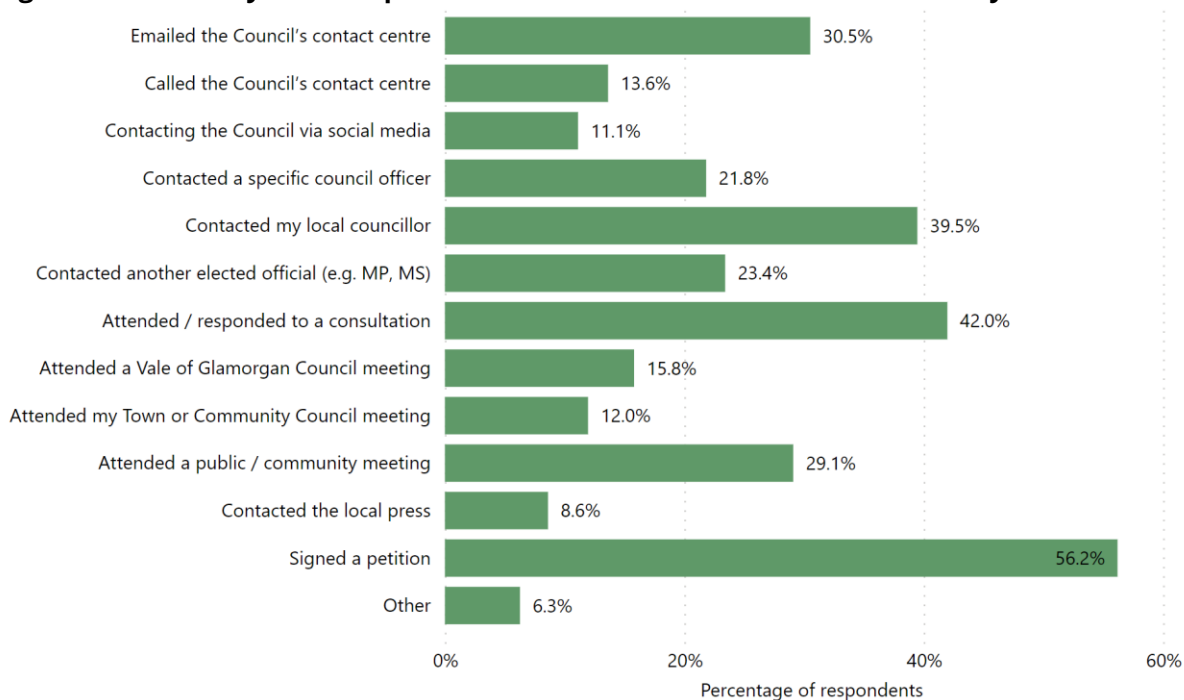


Base: 3,012; Margin of error: 1.8%

Figure 33 shows that 39.5% of respondents have attempted to influence a decision or decisions made by the council compared to 60.5% who have not.

Respondents who answered “yes” when asked if they had ever attempted to influence a decision or decisions made by the council were also asked “How did you attempt to influence a decision or decisions made by the council?” (Figure 34). Respondents were able to select all that apply for this question so the sum of the percentages may not equal 100.

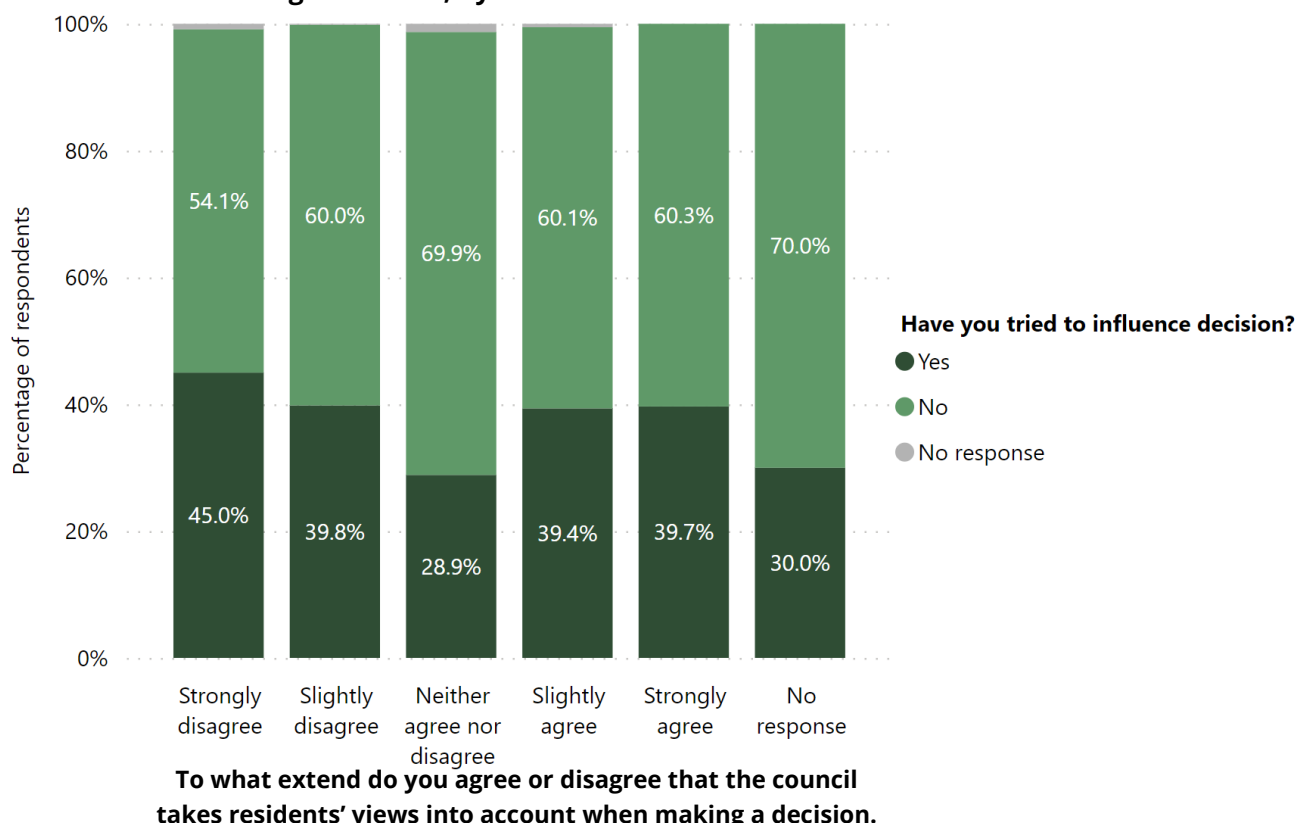
Figure 34: How did you attempt to influence a decision or decisions made by the council?



Base: 1,196; Margin of error: 3.0%

Figure 34 shows that 30.5% of respondents attempted to influence a decision or decisions made by the council by emailing the council’s contact centre. This compares to 13.6% who called the council’s contact centre and 11.1% who contacted the council through social media. 21.8% of respondents contacted a specific council officer, while 39.5% contacted their local councillor and 23.4% contacted another elected official. 42.0% attended or replied to a consultation, 15.8% attended a Vale of Glamorgan council meeting, 12% attended their Town or Community Council meeting and 29.1% attended a public/community meeting. A further 8.6% contacted the local press, 56.2% signed a petition and 6.3% used another method. Of those, answers included writing a letter, responding to planning applications and being a councillor.

Figure 35: Percentage of respondents who believe the council takes residents' views into account when making a decision, by those who have tried to influence a council decision.

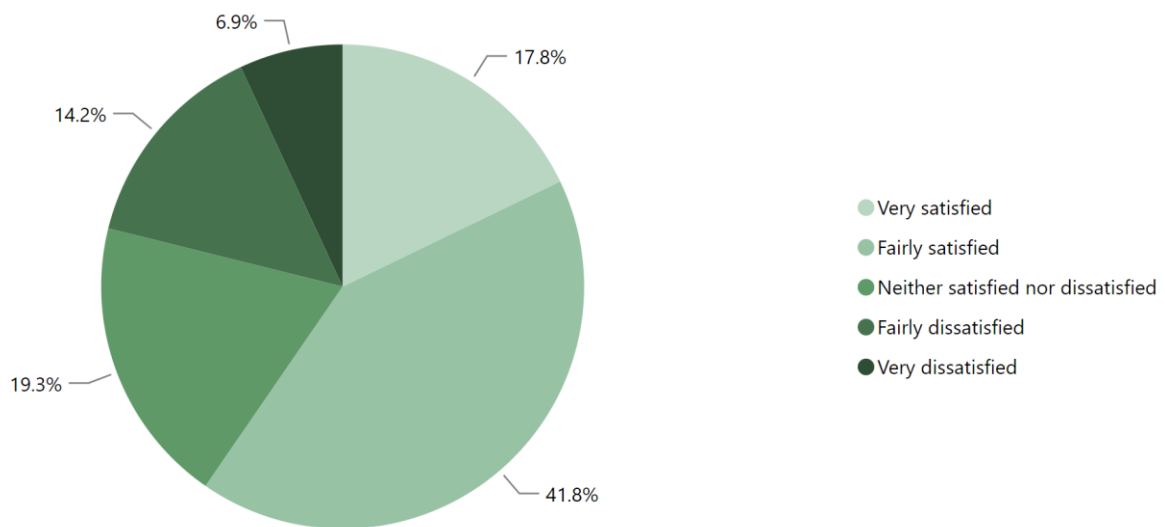


Base: 3,034; Margin of error: 1.8%

Figure 35 shows that only 28.9% of respondents who stated they neither agree nor disagree when asked to what extent they agree or disagree that the council takes residents' views into account when making decisions also stated that they have tried to influence a decision. Whereas 45.0% of respondents who stated they strongly disagree also indicated that they have tried to influence a decision. This was the highest among all response options.

Living in the Vale

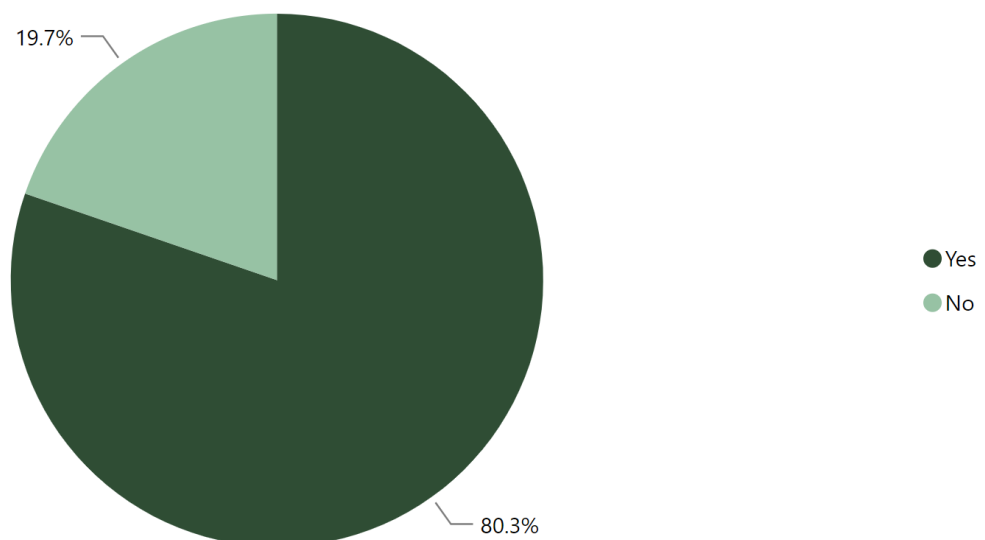
Figure 36: Overall how satisfied or dissatisfied are you with the Vale of Glamorgan as a place to live?



Base: 2,986; Margin of error: 1.8%

Figure 35 shows that 6.9% of respondents were very dissatisfied with the Vale of Glamorgan as a place to live and 14.2% were fairly dissatisfied. This compares to 17.8% who were very satisfied and 41.8% who were fairly satisfied. A further 19.3% were neither satisfied nor dissatisfied.

Figure 37: Would you recommend the Vale of Glamorgan as a place to live?



Base: 2,950; Margin of error: 1.9%

Figure 36 shows that 80.3% of respondents would recommend the Vale of Glamorgan as a place to live compared to 19.7% who would not.

Figure 38: What would most improve living in the Vale of Glamorgan in the short term (12 months)?

20mph access affordable area areas bag barry bins black bus centre clean collection
 collections community cost **council** cycle facilities free frequent green holes housing
 improve improved increase infrastructure limit litter living local maintenance parking
 pavements people potholes **public** quality recycling reduce repair residents
 roads rubbish service services shops social spaces speed street streets support surfaces tax town
transport vale waste

Figure 39: What would most improve living in the Vale of Glamorgan in the medium term (5 years)?

access activities affordable area areas barry build building businesses car care centre children
 community **council** cycle development education encourage facilities free green health
 homes houses housing improve improved increase infrastructure investment lanes leisure
 links local money parking pavements people **public** quality recycling reduce
 residents roads routes schools services shops social spaces streets support tax
 town traffic **transport** vale waste young

Figure 40: What would most improve living in the Vale of Glamorgan in the long term (10 years)?

access affordable area areas barry build building bus carbon cardiff care centre climate
 community **council** cycle development encourage energy environment facilities
 green health homes houses housing improve improved increase
 infrastructure invest investment leisure links living local money opportunities people planning
 public quality reduce residents roads routes schools services shops social spaces
 support sustainable tax town traffic **transport** vale work young

Respondents were asked to state what would most improve living in the Vale of Glamorgan on the short, medium and long term. The questions were given as an open text question. Figure 38,

Figure 39 and Figure 40 show word clouds⁶ produced using the responses to these questions. The word clouds were produced using the Smart Survey software and produced in the language the response was submitted. The word clouds only show what words appeared and an indication of how often they were mentioned. Word clouds do not represent the sentiment of the text and should be interpreted with this in mind. For example, the word 'improvement' appears often in the open text responses. However, when simply relying on a word cloud it is unclear whether this is a positive or negative sentiment i.e. does the council need to show 'improvement' or has it already demonstrated 'improvement'?

The word clouds imply that over the shorter term, residents appeared to gravitate to more personal improvements – buses, streets, bin collections and parking. However, these themes were either less frequent or disappeared completely in the longer term. In the longer term wider issues arise, such as increased mentions of building and housing, infrastructure and facilities. Overall, this paints a picture that in the shorter and medium term the focus should be on improving access to and quality of services, while in the longer term residents would like to see building projects begin to improve their area.

⁶ Word clouds disseminates words in different sizes, where the size of the word represents the frequency of the word within the responses.