

**LET'S TALK ABOUT  
LIFE IN THE VALE**



**THE RESULTS!**

# LET'S TALK ABOUT LIFE IN THE VALE

## HAVE YOUR SAY!



- The Let's Talk About Life in the Vale survey ran from 22 August – 18 December
- The bilingual survey was conducted using an online survey tool hosted by Data Cymru
- The survey was widely promoted to Vale of Glamorgan 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 promotion



The results have been sorted into the following categories and presented through a [dashboard](#)

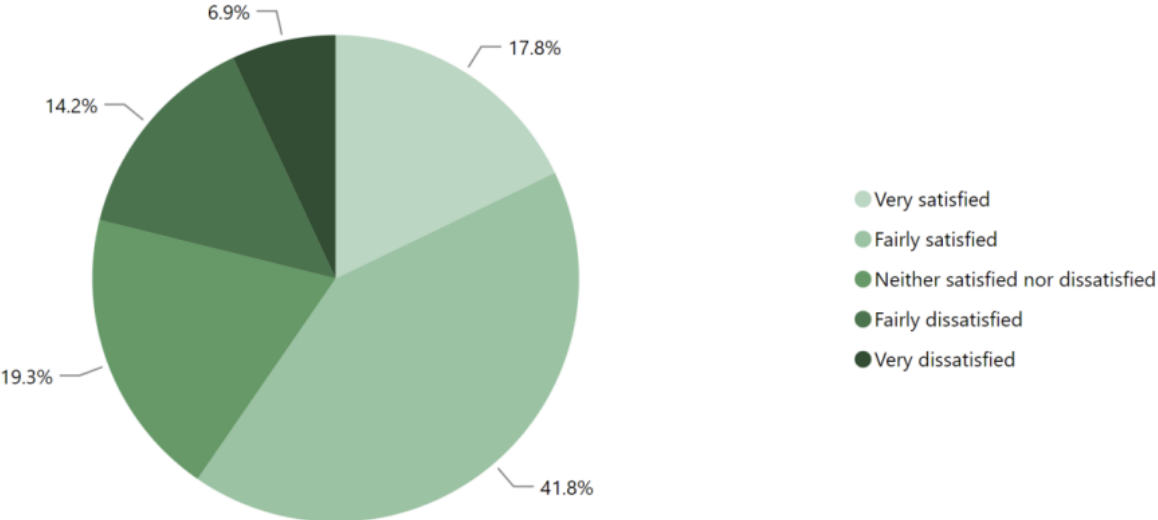
Total number of respondents

4,009



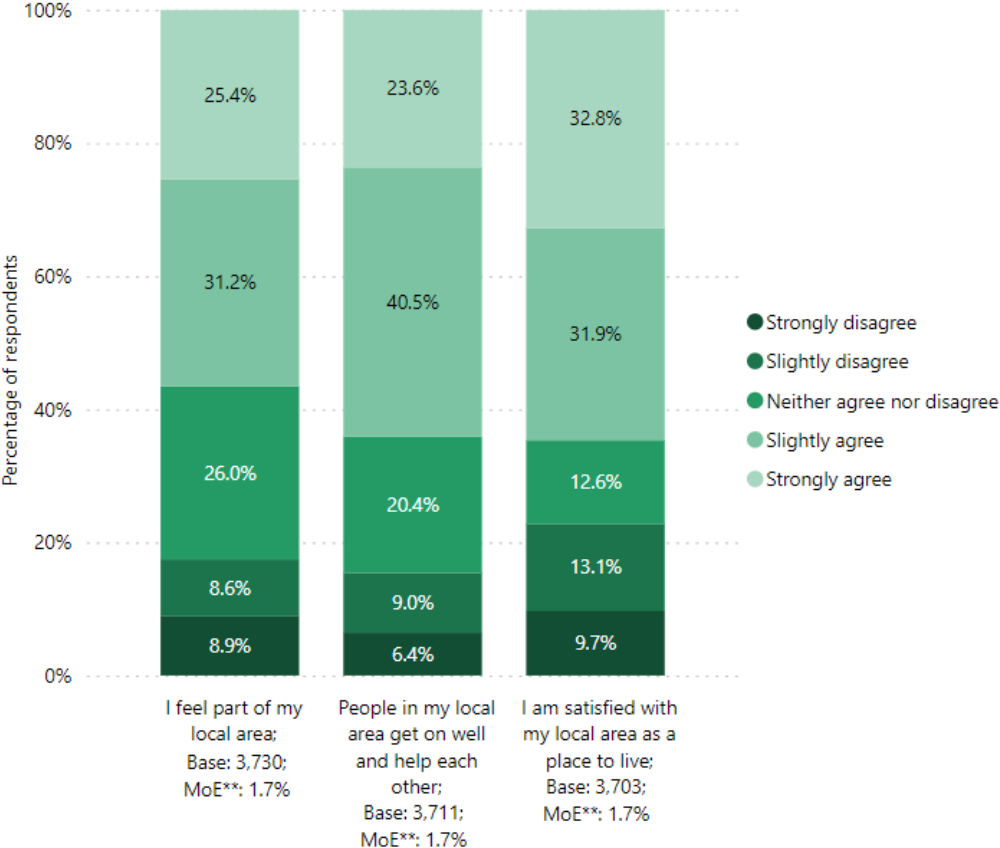
# Life in the Vale

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%

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



# Priorities

## Your priorities

Table 3: Please rank the following by how important they are to you<sup>2</sup>.

	1 Most important	2	3	4	5	6	7	8	9	10	11 Least important	Average rank <sup>3</sup>
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%



# Priorities by age band

**Table 4: Average rank<sup>4</sup> of each priority by age band<sup>5</sup>.**

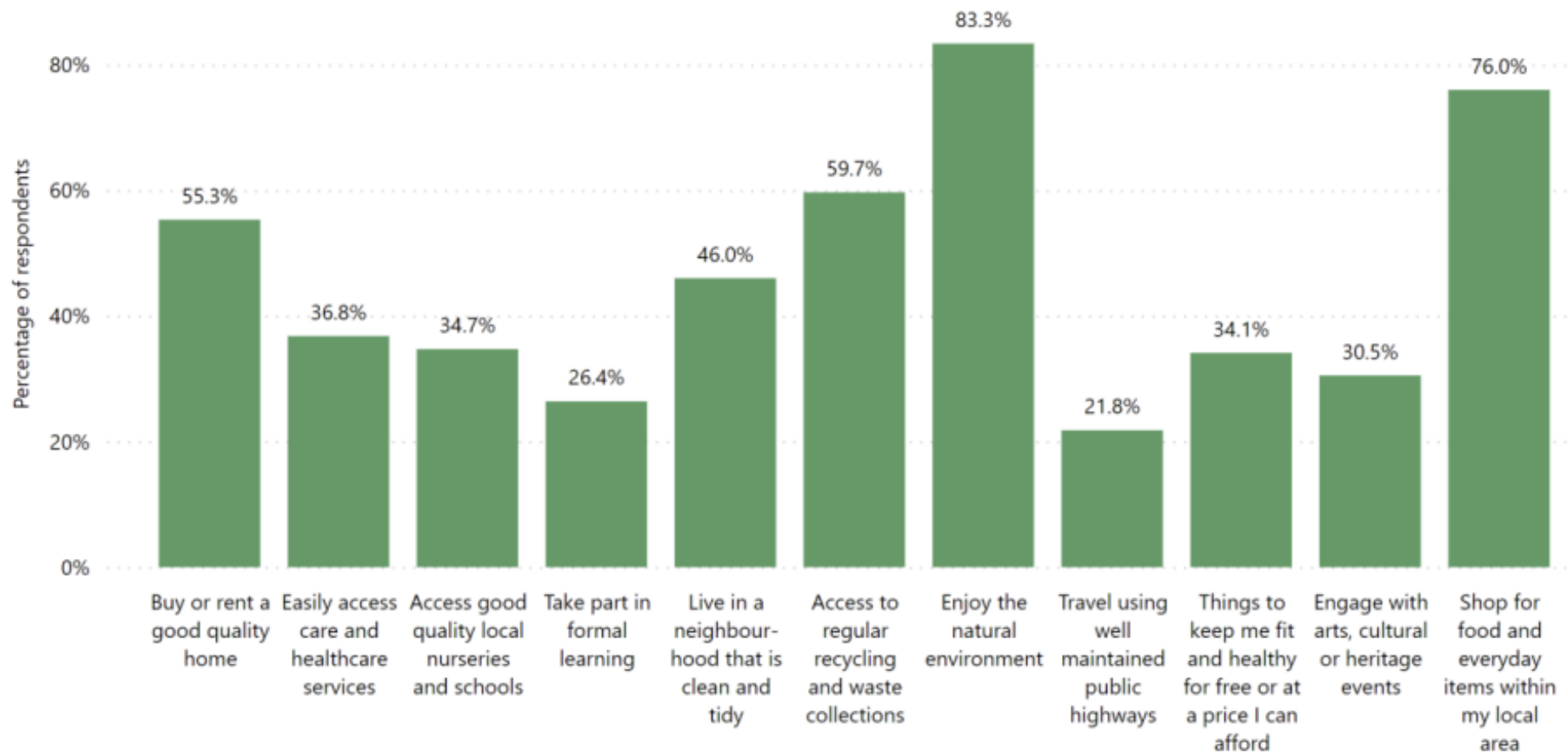
	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 84	85+	No response	Prefer not to say
Buy or rent a good quality home	3.67	3.22	4.07	4.60	5.15	5.61	5.98	5.44	2.60	5.32
Easily access care and healthcare services when my family or I need them	2.70	2.82	2.68	2.63	2.49	2.36	2.57	2.39	4.60	2.48
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%



# Accessing services

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

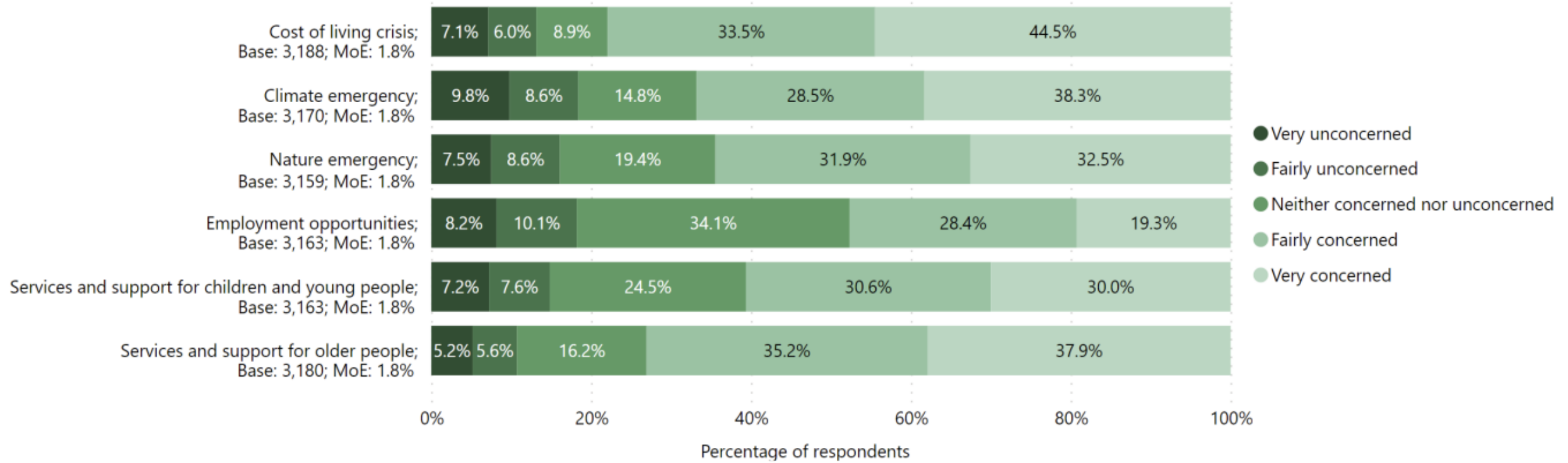


Base: 3,029; Margin of error: 1.8%



# Wider issues

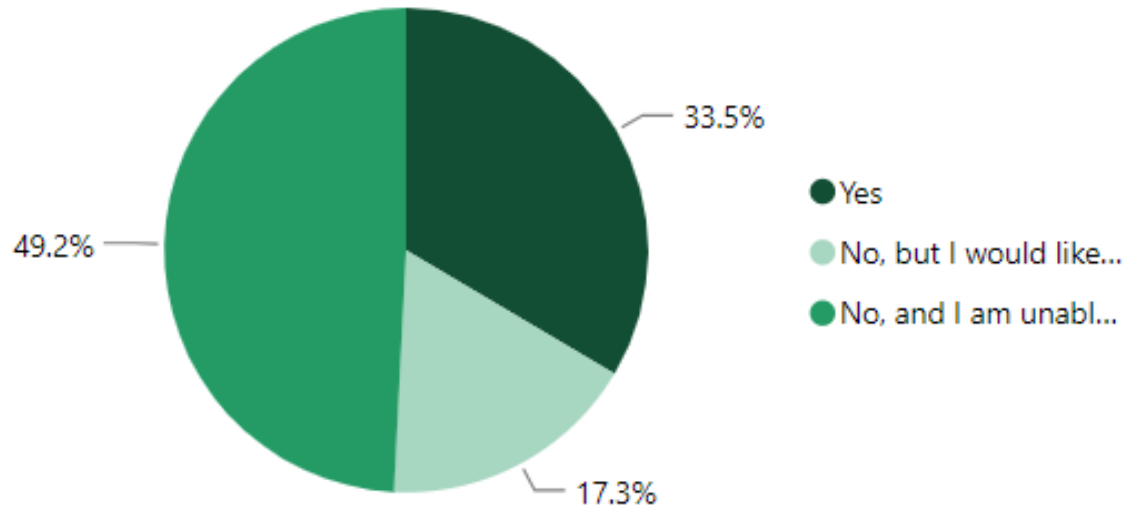
Figure 14: How concerned are you about:





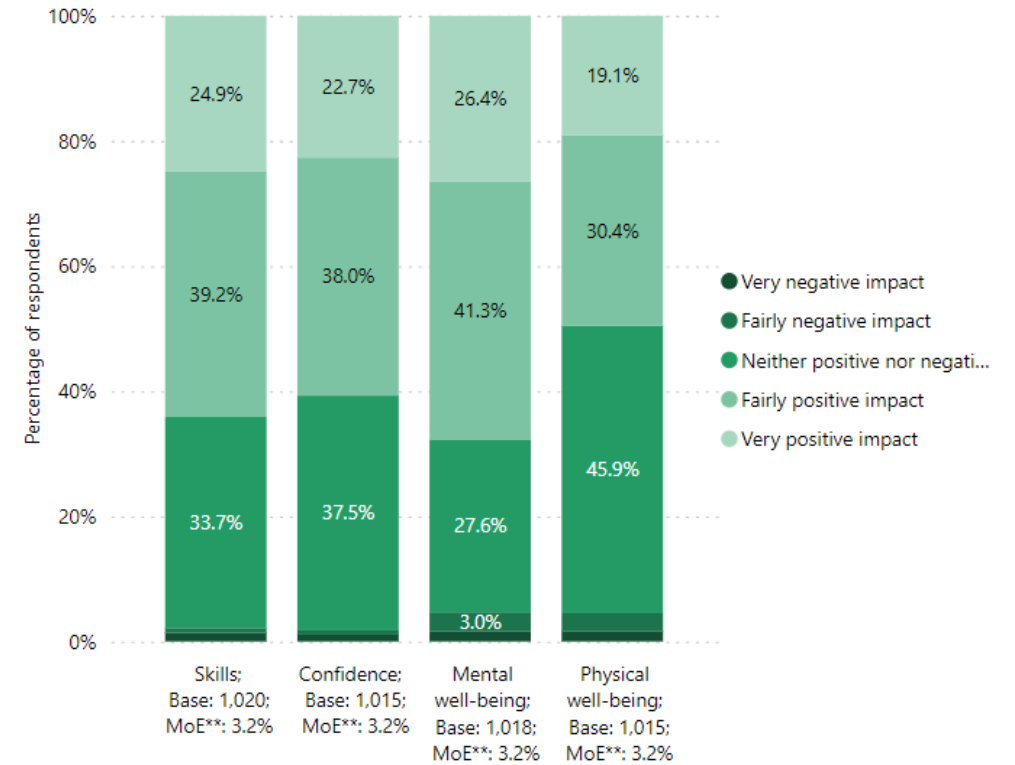
# Volunteering

Are you currently involved in any volunteering activities?



Base: 3,097; MoE\*\*: 1.8%

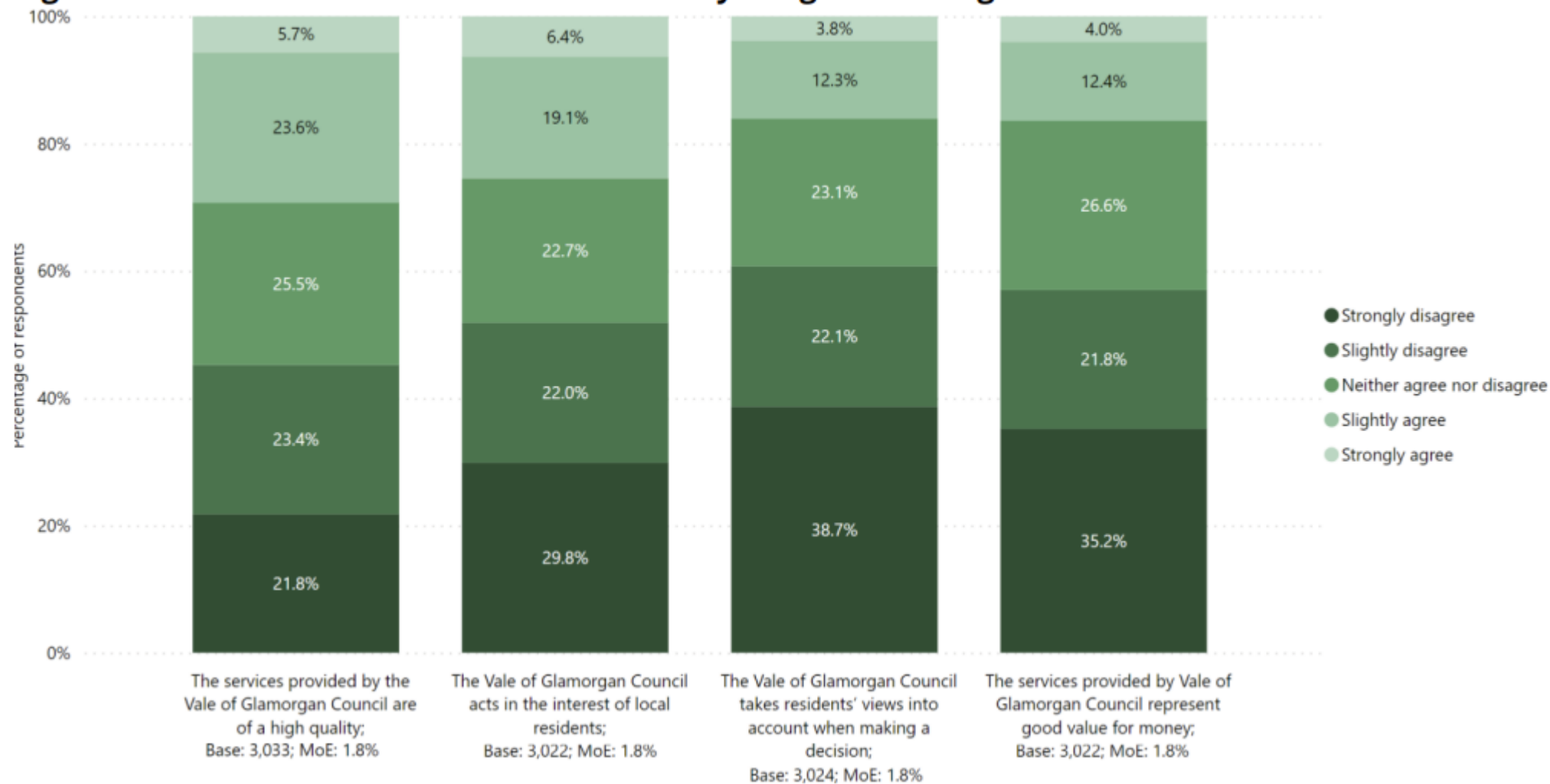
What impact has volunteering had on your:



This question was only asked of those who answered 'yes' when asked if they are currently involved in any volunteering activities.

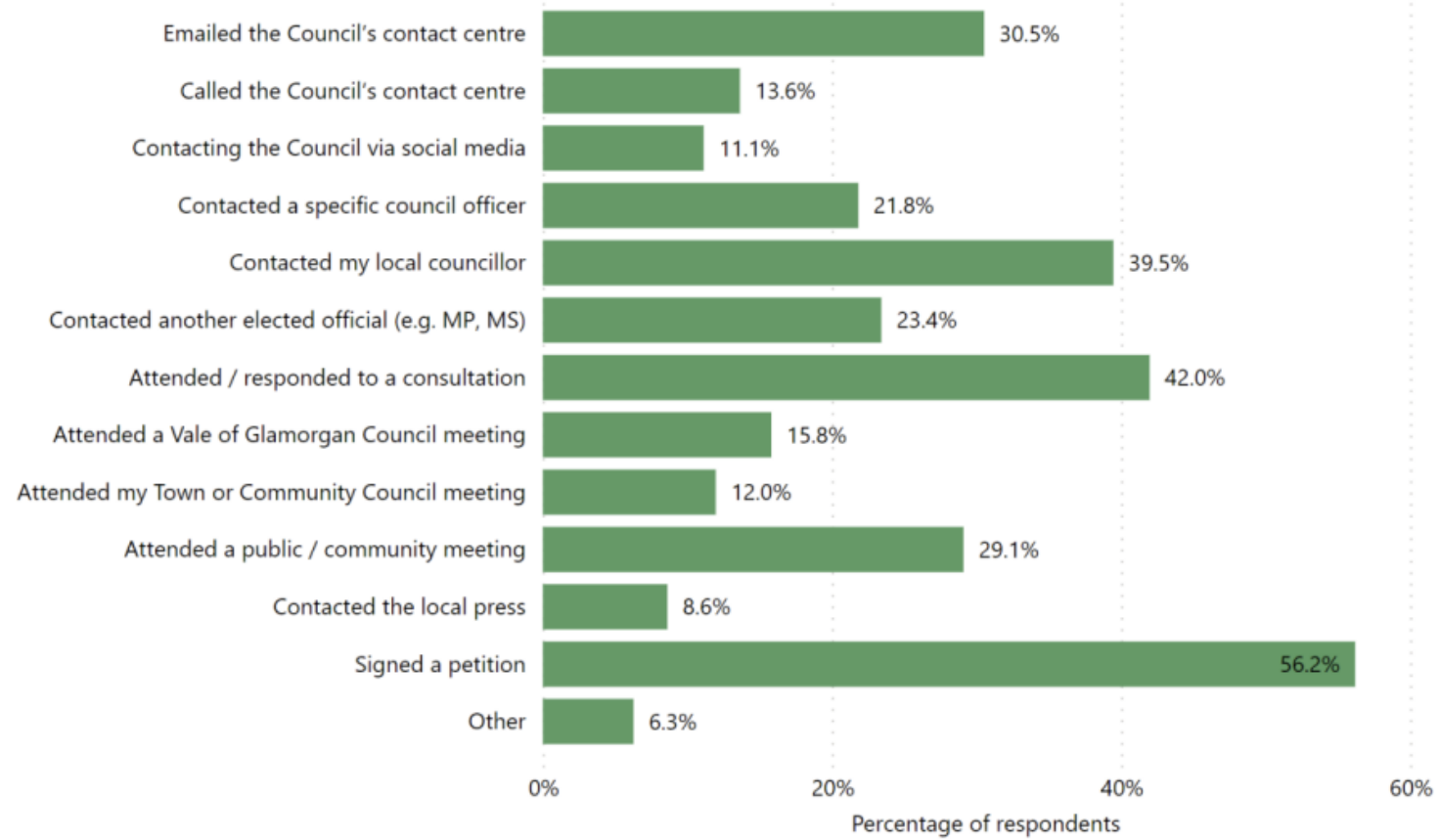


**Figure 27: Please indicate the extent to which you agree or disagree:**



# Influencing decisions

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



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



# Future priorities

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

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

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

“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.”



# Further engagement

50+ Strategy Forum



Equalities Consultative Forum



Adults living with disabilities



Unpaid carers



Youth Council



Food bank users

Climate Action Wales



# Public Participation Strategy Review

Promote the ePetitions process

Be better at sharing what happens in council meetings

Deliver a campaign to enhance understanding of what councillors do and how the Council functions. As part of this, we'll update our existing web pages

Develop a series of case studies to showcase where effective public participation has resulted in positive outcomes for stakeholders and the community



# Policy Development & Practical Application

Corporate Plan 2025 – 2030

Well-being Objectives

Self-Assessment

Departmental Use

Equality Impact Assessments

Reshaping Projects

