

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



**THE RESULTS!**



# The survey

- 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**



# Key findings for VSJLC

- 60% of respondents stated that they are either very or fairly satisfied with the Vale of Glamorgan as a place to live
- 80% would recommend the Vale of Glamorgan as a place to live.
- 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.

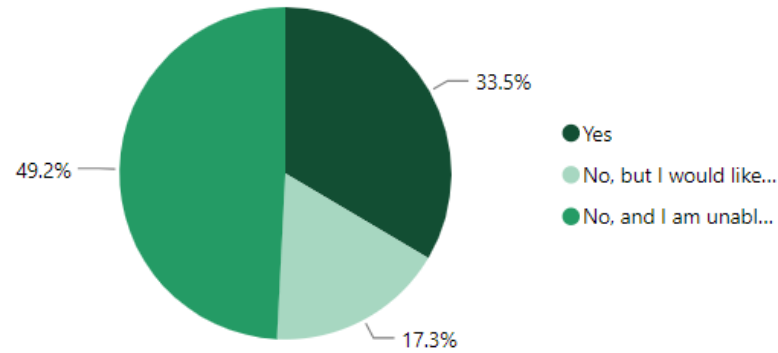


## Key findings for VSJLC

- 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 than agreed 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%).

# Key findings for VSJLC

## Are you currently involved in any volunteering activities?



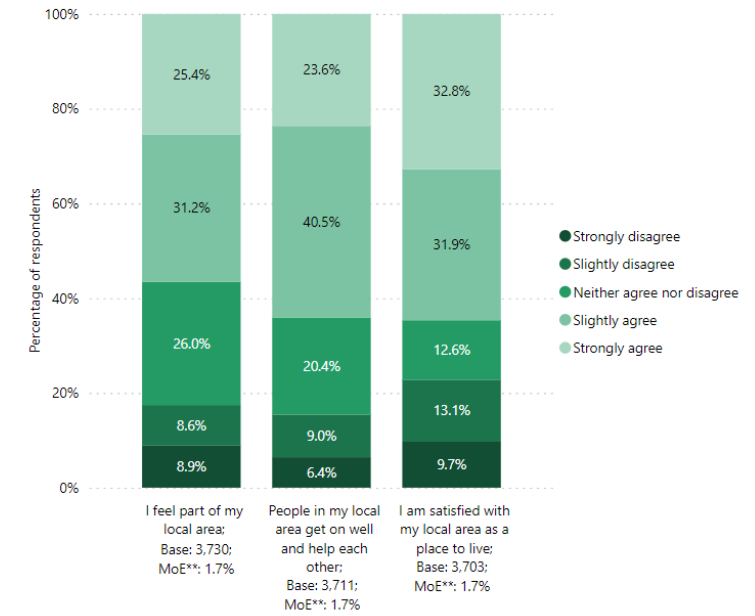
Base: 3,097; MoE\*\*: 1.8%

## What impact has volunteering had on you:

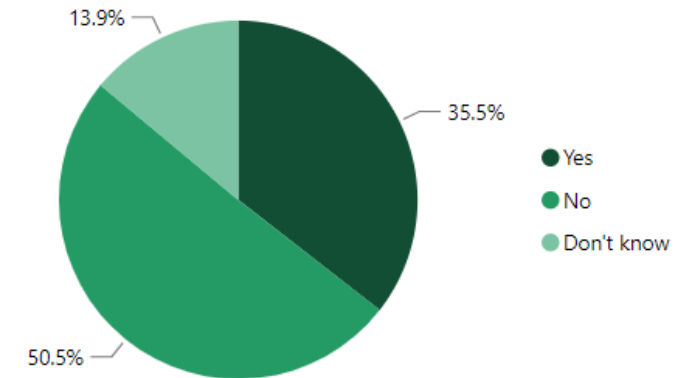


This question was only asked of those who answered 'yes' when asked if they are currently involved in any volunteering activities.

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



## Does your local area have the necessary services and facilities to meet your needs?



Base: 3,751; MoE\*\*: 1.7%

## Next steps

High-level results report from Data Cymru to be reported to Cabinet, Committee, and strategic partners

Further engagement with under-represented groups underway

Feedback to respondents and citizens now underway.

All of our reporting and further engagement will be considered in development of the new Corporate Plan 2025-2030.

Public Participation Strategy to be reviewed and action reprioritised within three months.