

Shaping Bridgend's Future

Consultation report

Date of issue: December 2017

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1. Overview

A public consultation reviewing Bridgend County Borough Council's proposed budget reductions from 18/19 to 20/21 was undertaken over an eight week period receiving 2619 responses from the various engagement methods. This paper details the analysis associated with the consultation.

2. Introduction

A public consultation on Bridgend County Borough Council's corporate budget and proposed reductions from 18/19 to 20/21 was conducted between 12 October and 3 December 2017.

In summary, participants were able to engage with the council via the following methods:

- Surveys
- Events, meetings and workshops
- Social media
- Letter, email and telephone

The consultation was supported by an integrated communications and marketing plan.

As an incentive, respondents were offered the opportunity to opt-in to a free prize draw to win a year's Halo Leisure membership or a family opening night pantomime pass (two adults and two children) at Awen's Grand Pavilion, Porthcawl.

3. Promotional tools and engagement methods

This section details the different engagement and promotional methods used to ensure target audiences were reached and that a variety of methods were available for respondents to share their views during the live period.

3.1 The budget survey

The survey was available to complete online for the duration of the consultation period, (in either English or Welsh) through a link on the consultation page of the council's website or by visiting www.bridgend.gov.uk/future. The content of the web page remains available online to view.

Paper copies of the survey were also made available for the duration of the consultation period at libraries, life centres and council offices across the borough. Paper copies were also available at the events, meetings and workshops and were sent directly to a recipient upon request.

An accessible version of the survey was also available (online and paper).

In total there were 23 budget reduction questions which required a reply from respondents; all other questions in the survey were optional. All survey responses offered the option of anonymity. The council's standard set of equalities monitoring questions were also included with the survey as well as questions to help us evaluate our communications and marketing activities.

A replication of the budget questions asked was sent to the 1609 Citizens' Panel members on 13 October for online respondents and 24 October for paper respondents. The same deadline of the 3 December was applied.

A link to the online surveys was communicated via all internal and external channels listed in this section over the eight week period and an image was also placed on the front page of the website and intranet homepage linking directly to the consultation page.

Residents who have previously identified themselves as 'interested in key consultations' were sent HTML emails directly to encourage interaction regarding the Shaping Bridgend's Future consultation.

3.1.1 The youth version of the survey

A bespoke youth survey was designed using a largely image based design in order to attract a younger audience. Questions were selected from the standard online budget survey that a younger audience would understand and would potentially be impacted by. All questions were written in a basic form and all questions were optional.

The survey was promoted to all admin and head teacher email accounts on two occasions and via the voluntary sector. The Youth Council was also made aware of the survey through a briefing and encouraged to share with their distribution lists.

The survey link was also tweeted to active school twitter accounts for additional promotion.

3.2 Events, meetings and workshops

Three community engagement workshops were undertaken across Bridgend County Borough:

Bridgend Life Centre	23 November	6-8pm
Porthcawl Y Centre	24 November	2-4pm
Ogmore Valley Life Centre	30 November	3:30-5:30pm

The events were all open to the public to attend. Attendees answered questions during the session using interactive polling clicker pads and a participant worksheet also accompanied the response card for accessibility purposes as well as to collate additional qualitative data. The engagement events followed the questions of the online budget survey allowing individuals to add to their presentation responses or suggest alternatives.

Two workshops were held with elected members on 26 October and 9 November. The workshops were designed for councillors to think about where the council should spend money and think about ways it could make savings and efficiencies. Councillors either voted through clicker pads as part of interactive polling or completed paper copies of the survey. They were then asked to discuss the most disputed outcomes from the presentation and share their collective opinions on how the council could save money and create income.

A presentation was delivered to the Bridgend Equality Forum (BEF) on 22 November and comments collated. Leading on from this links were emailed to different equality groups and paper copies of accessible versions of the survey were supplied as requested.

Contact was made with a variety of groups and organisations across the borough to see if we could attend their groups to talk with their members about the consultation. As a result of this, talks were delivered to community groups Men's Sheds on 30 November and to Bridgend Shout on 15 November. Comments and feedback were collated.

Businesses were engaged with via attendance at one of Bridgend Business Forum's speed networking events on 15 November and comments and feedback were collated.

A briefing was also delivered at a Youth Council meeting.

3.3 Social media

Information was posted to the council's corporate Facebook, Instagram and Twitter channels throughout the consultation period to raise awareness of the consultation, drive responses to the survey and to encourage citizens to share their views on the proposals.

The council currently has 9,450 followers on its corporate Twitter account, 9,073 on its Facebook page and 316 on Instagram. During the live period, the authority 'tweeted' about the consultation 117 times, and posted to Instagram three times and Facebook eight times. This content was seen 82,981,779, and 106,649 times respectively.

Paid Facebook advertising was used to reach a wider audience within the county borough. This comprised a general advert to raise awareness of and drive users to the consultation and survey, adverts to incentivise users to complete the survey through raising awareness of the associated prize draw, and adverts to encourage conversation through sharing videos that highlighted the difficult decisions faced by the authority in choosing which services should be protected over others. The adverts were seen 127,362 times by 29,889 individual Facebook users, generating 234 comments and 2,294 clicks through to the website.

A Live Twitter and Facebook Q&A session was held with Chief Executive Darren Mephram and Deputy Leader Councillor Hywel Williams on Wednesday 22 November, between 6.30–8pm. As well as being an opportunity to generate awareness about the consultation, the Q&A provided a platform for residents to engage in debate about the consultation while participants were also encouraged to complete the online survey.

The Chief Executive and Deputy Leader opened the session by inviting questions themed around the consultation. The Twitter account's tweets were seen 40,237 times on the day of the debate, an increase of 30.3% from 30,880 last year, while the Facebook session was seen 16,525 times, up by 46.2% from 11,304 last year.

Overall, the various activity on the council's corporate social media accounts was seen 317,771 times throughout the consultation period, contributing 593 consultation interactions, and 4,835 clicks through to the council's website.

3.4 Press and media

A total of three media releases were issued to coincide with the start, middle and end of the consultation to raise awareness and encourage participation.

These were featured in the Glamorgan Gazette and at the Wales Online website on 19/21 October, 16 November and 30 November.

The coverage of 19 October incorporated a front page lead story and an internal feature in the Glamorgan Gazette, and the coverage of 21 October incorporated an online feature at the Wales Online news website.

The media releases were included at the media centre of the council's website and were promoted as the lead news story on its home page.

Information was also included in elected member's columns in local publications and included in Council announcements.

A digital and print advertising package was also run via Wales Online. This included four half page adverts in the Glamorgan Gazette – (19 October, 2, 16 and 30 November).

The digital promotion included four 'In Your Area' (Bridgend) takeover adverts on Wales Online website, which were run on alternate weeks to the print adverts in order to maintain the momentum. Additionally, 25,000 mobile overlays (digital adverts geo-targeted to Bridgend County Borough) were run from the 1 November to the 3 December. 6,252 of the 15,129 views of the consultation webpage were as a direct result of this promotion.

All information was also made available on the Bridgend County Borough Council website via the consultation webpages or by visiting www.bridgend.gov.uk/future.

3.5 Other promotional/communication activities

- Posters promoting the budget survey were displayed in Civic Offices and distributed to libraries and life centres across the borough.
- Pull up banners were also displayed in the reception/waiting area of Civic Offices and business cards were handed out to customers with a link to the online survey. Paper copies of the survey were also available.
- Customers at the Civic Offices were also offered the opportunity to complete the survey with staff on an iPad.
- Details of the consultation were sent out to other contacts/databases including schools, Bridgend Business Forum members and the business directory, councillors and town and community councils.
- Adverts promoting the consultation were optional for staff to add to their email signatures files.

4. Response rate

In total there were 2619 interactions totalling 1.83 % of the Bridgend County Borough population. This represents a 3.40% increase on last year's figure of 2533. The response rate has been segregated into the following areas:

- 1858 responses to the survey were received in total. This represents a 13.9% increase on last year's total of 1630. A breakdown of survey completions via the different methods/versions is included in the table on page 7.

- Overall 152 people attended the various events, workshops and meetings. This represents a 76.7% increase on last year's total of 86. A breakdown of attendees per event is detailed on page 7.
- During the consultation period there were a total of 593 interactions using social media. This includes 226 interactions from the live question and answer (Q&A) session. This represents a 7.49% decrease for overall interactions compared to last year's figure of 641. For the Q&A session, this represents an 83.74% increase compared to last year's figure of 123.
- 9 comments were received by email.
- No comments were received by letter.
- 7 comments were received by telephone call.

These figures are broken down and where comparable an increase or decrease as a percentage figure against last year's responses is indicated:

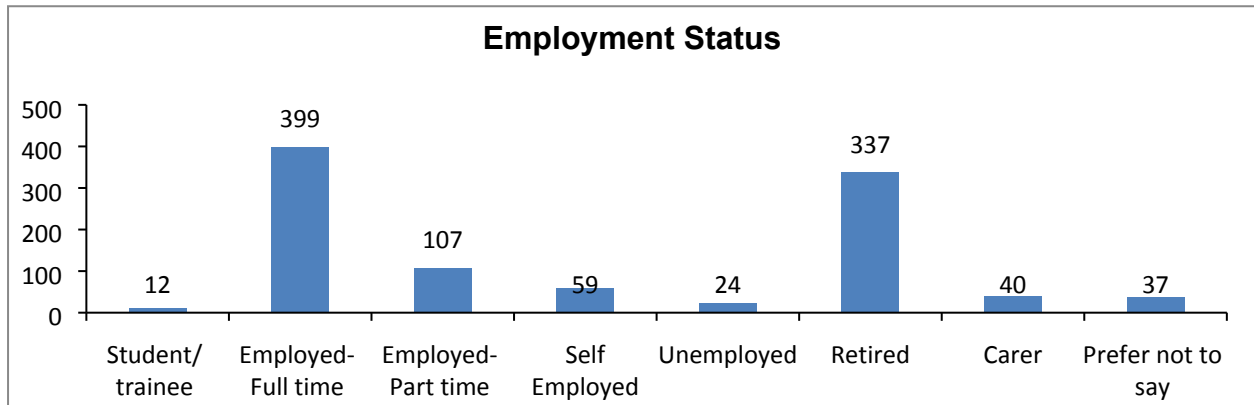
METHOD	Number	%Increase/decrease
Shaping Bridgend's Future survey	Online: 1172	55.85% increase
	Paper: 9	0%*
	Youth :118	156.52% increase
	Accessibility: 50	0%*
Citizens' Panel survey	Online: 318	36.14% decrease
	Paper: 187	44.0% decrease
	Youth :3	0%*
	Accessibility: 1	0%*
Community Events (workshops and closed groups)	115	51.32% increase
Elected Members Workshop	37	270% increase
Social media interactions	593	7.49% decrease
Emails	9	0%*
Phone calls	7	0%*
TOTAL	2619	N/A

* 0% increase/decrease has been recorded where the difference is negligible.

5. How effective was the consultation?

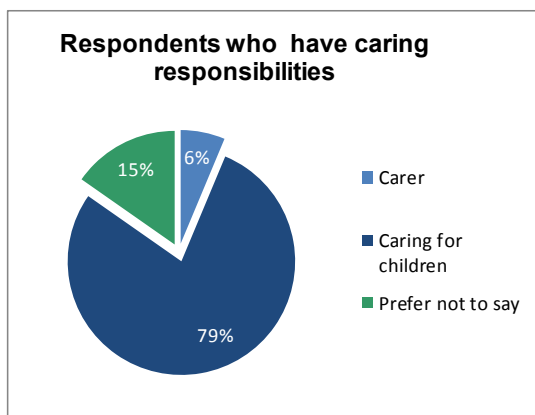
The budget consultation was conducted over an eight week period in which a range of marketing methods were used to create awareness of the consultation and encourage members of the public to engage with the council. The social demographic data reflects a good cross section of the county borough's population. When analysing the data for the Citizens' Panel and Shaping Bridgend Future surveys (not including the paper survey for Shaping Bridgend Future or the youth and accessibility surveys, due to the question not being available to the respondents) it was observed that there was a total of 1641 respondents available to answer the question with only 1015 responses to the question which created a 626 (38%) no response. 33.3% were in full time employment (339) closely

followed by retired respondents 33.2% (337), where students/ trainee (not including the youth survey) were the lowest respondents to the survey 1% (12).



Retired	Carer	Self employed	F/T employed	P/T employed	Student/ Trainee	Unemployed / looking for work	Prefer Not to say	#
337	40	59	399	107	12	24	37	1015

Of the 804 responses to the 'Do you have caring responsibility for a child/ children?' and 'Are you a carer?' question 79% identified themselves as caring for a child with 6% having other carer responsibilities, with the remaining 15% preferred not to say.



When looking at the male/ female ratio to the number of respondents to the surveys (not including 121 youth surveys) there was a total of 853 responses, which meant that 884 (51%) of people who completed the survey did not disclose their gender within the surveys. After analysing the data available to us the majority of respondents were female (+46) compared to males.

Male	female	other	prefer not to say
397	443	2	11

When looking at the age range of the respondents who answered the age category for the survey the results were below (not including accessibility survey due to the question not being asked):

Age	Shaping Bridgend's Future survey	Citizens' Panel	Youth survey	Total
Under 18	1	0	49	50
18 - 24	4	0	62	66
25 - 34	92	12	0	105
35 - 44	127	50	0	180
45 - 54	120	67	0	203
55 - 64	82	91	0	200
65 - 74	65	73	0	178
75+	17	19	0	80
Prefer not to say	6	3	10	25
Grand Total	514	315	121	1087

The data collection methods which include the various online surveys, paper surveys and a community engagement participation form, were all developed using plain English to increase understanding.

Data validation measures have been undertaken to ensure that the same respondent could not submit more than one response by cross comparing the consultation response details with the Citizens' Panel respondent details. A sample of 1,858 is robust and is subject to a maximum standard error of $\pm 2.26\%$ at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that responses are representative of those that would be given by the total adult population, if a census had been conducted, to within $\pm 2.26\%$ of the percentages reported. This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50% was observed, we can be 95% confident that the actual figure lies between 47.74% and 52.26%.

6. Headline figures

Council increase/decrease and protecting/cutting services

Summary key stats:

- Of the five choices, the most popular response was that people were not prepared to increase council tax in order to help protect current service levels with 25.3% of respondents agreeing overall. 17.4% of respondents were however prepared to increase council tax by 5%. Demographically more respondents over 65 were prepared to increase council tax by 5% whilst those under 65 were only prepared to increase it by 1%.

- 21% of respondents chose to protect 'care of older people and services for disabled people' through an increase in council tax whilst knowing that the council would have to cut other services more severely to achieve this. This was closely followed by 19% of respondents wishing to protect 'schools, youth services and children's social services'.
- Based on survey responses, in order to minimise the increase on council tax and save other services, 'cultural services including libraries, art centres and theatres' and 'sports and recreational services' are the two main services the public are willing to cut by 39% and 31% respectively. 30% of participants also said they did not want to cut any services.

Other key stats:

- When considering the council's investment ambitions and available funds the most popular response was 23% for 'schools' as the priority for investment. The second highest response was 'roads' with 21% followed by 'regeneration projects' with 20% of the responses. The lowest ranked priorities with 5% was 'sea defences', closely followed by 'don't prioritise' with 6% of the responses.
- The survey results show that 50% of respondents are willing to accept higher charges. These included charging extra for 'sports pitches' (40%), 'libraries' (42%) and 'pest control' (36%). However, 22% of respondents are not willing to accept higher charges, in particular for 'burials' (48%) and 'car parking' (43%).
- 43% of respondents agreed with the proposed savings to regulatory services knowing that it might mean some services may take longer to provide. Similarly 51% of respondents agreed with reducing administration costs of different council departments even if it meant paying suppliers later or taking longer to respond to correspondence.
- 75% of respondents think that further efficiencies are possible within leisure and cultural services but did not believe the council should reduce the current service level in order to achieve this.
- 50% of respondents agreed that the current approach for transforming social services was the right approach and accepted that it takes time. 32% agreed but felt that social services must make the savings somehow to avoid further cuts to other council services.
- Upon collectively analysing the 'open comments' responses the following was noticed:
 - 35% of respondents believed further efficiencies could be made with waste and recycling with 14% of respondents believing that the council could charge more for this service when asked about services the council should charge for.
 - 16% of people believed the council could make further efficiencies in staff reduction/managers/councillor wages. It was also noticed that 31% believed the council could save money on cutting senior staff and economic privileges i.e. wages, expense and pensions.

- 14% thought the council should charge for on road parking in relation to fines for obstruction, resident parking and blue badge holders.
- Similar themes were noted across social media e.g. 18% of comments related to councillors/senior staff and cutting wages and expenses etc.

7. Question and analysis - consultation survey

Section seven of the report looks at

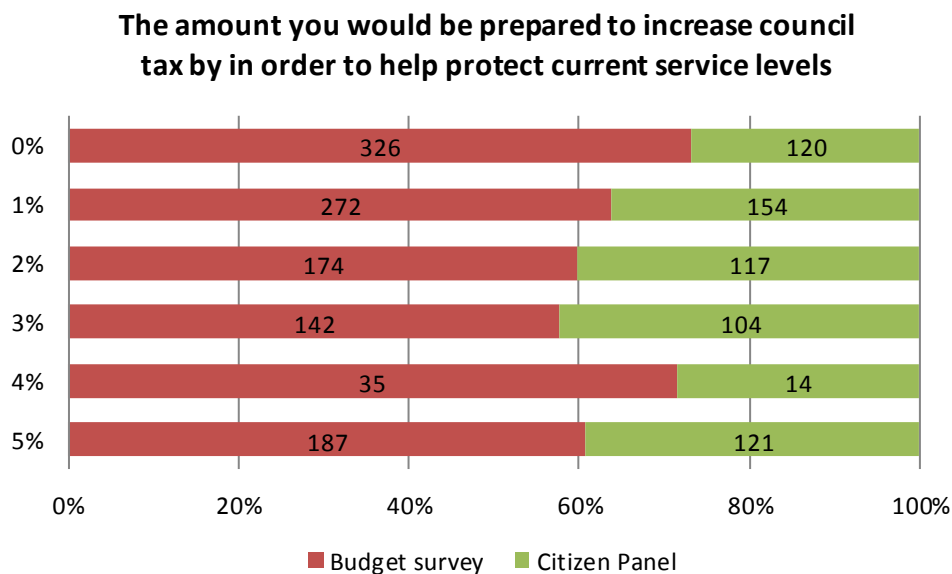
7.1 Please select a language to begin the survey.

Respondents to the consultation survey were initially asked which language they would like to complete the survey in. Overall 98.9% of respondents selected English with 0.6% selecting to complete the survey in Welsh.

Language	#	%
English	1848	99.4
Welsh	10	0.6
Total	1858	100

7.2 Council Tax

7.2.1 Please indicate below the amount you would be prepared to increase council tax by in order to help protect current service levels



Of the five choices, the most popular response was that people were not prepared to increase council tax in order to help protect current service levels with 25.3% of respondents agreeing overall. 17.4% of respondents were prepared to increase council tax by 5%. Most residents were opposed to a 4% increase with 2.8% of respondents opting for this increase.

When considering increasing council tax to protect current service levels, further analysis into the demographics revealed that more respondents over the age of 65 were prepared

to increase council tax by 5%, whereas respondents aged under 65 were prepared to increase council tax by only 1%. Full breakdown:

Council tax rise	Over 65	Under 65
5 %	31.8%	17.5%
4%	1.8%	2.9%
3%	21.8%	19.5%
2%	16.4%	14.9%
1%	17.3%	24.5%
0%	10.9%	20.7%
Total	100%	100%

When looking at the youth and accessibility survey many respondents 'didn't agree 'with increasing council tax'. Only 15.7% of youth and 25.5% of accessibility respondents thought it was a good idea compared with 82% of youth and 50.9% of accessibility respondents thinking it was a bad idea. With this in mind there were 16.5% of youth and 23.5% of accessibility respondents that opted for 'did not know/other' as a response to the question.

Those respondents that were 'self- employed' or 'not employed/looking for work' were more likely to 'not want an increase in council tax' with a total of 31.3% of self- employed and 50% of not employed/looking for work responding to the question choosing 0% increase in council tax. Many employed respondents chose an increase of 1%. There was also a difference in responses between male and female, where 24% were prepared to increase council tax by 3% whereas 28% of females were prepared to increase council tax by 1%. A full breakdown is below:

Group	Male (%)	Female (%)	Self Employed (%)	Employed Full time (%)	Not employed/ Looking for work (%)
5%	22	26	25	16	12.5
4%	4	0.8	0	4	0
3%	24	15.2	18.7	19	25
2%	5	18	6.3	15	0
1%	22	28	18.7	27	12.5
0%	23	12	31.3	19	50
Total	100	100	100	100	100

7.2.2 Which services (if any) would you most wish to PROTECT through an increase in council tax?

Options	#	%
None, don't protect any services through council tax	286	3.4
Care of older people and services for disabled people	1703	20
Schools, youth services and children's social services	1519	17.9
Libraries, arts centres, theatres and adult education	577	6.8
Recycling and waste	922	10.8
Sport and recreational services (including parks, leisure centre	749	8.8
Highways, street lighting and infrastructure improvements	1132	13.3
Environmental health, trading standards, planning and building control	754	8.9
Homelessness services	777	9.1
Other	84	1
Total	8503	100

Respondents were allowed to select more than one option in this section. The most popular response was to protect 'caring of older people and services for disabled people' (20%) and 'schools, youth services and children's services' (17.9%) through an increase in council tax. Out of the 8503 responses, some respondents were less likely to opt for not protecting any services through an increase in council tax (3.4%) as well as for protecting 'libraries, art centres, theatres and adult education' (6.8%).

For respondents selecting 'other', a further question was asked to specify what services they would want to protect. Of the 84 respondents selecting 'other' only 27 comments on what services they would protect were relevant to the question. The most popular theme (26%) protecting 'social services with education' and 'public transport' being the second most popular at 11%. The lowest amount of themes were 3.7% for 'employment', 'flooding and sea defences', 'highways, maintenance and regeneration'.

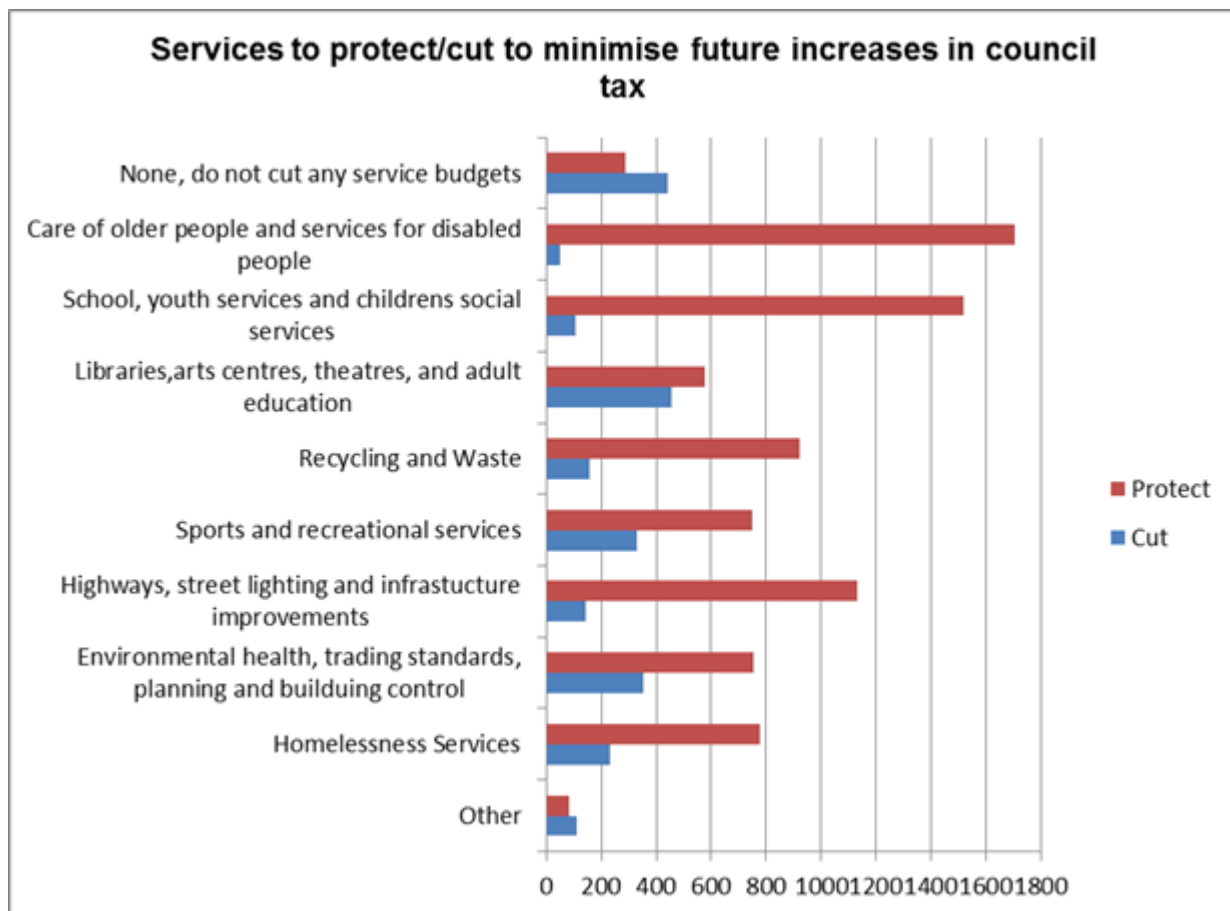
7.2.3 Which services (if any) would you be most willing to CUT in order to minimise future increases in council tax?

Respondents could again select more than one option. All respondents were asked if they believe the council should protect the level of funding for any of its service areas over others in the future. Respondents who agreed with this were subsequently asked which services they would cut in order to protect services important to them. 25% (457) respondents believed 'libraries, arts centres, theatres and adult education' should be cut and with 24% (442) of respondents choosing not to protect any services through council tax. 3% (50) of the respondents chose to cut 'care of older people and services for disabled people'.

Which service areas would you protect or cut?

Comparing the responses between services respondents want to protect verses what they are most willing to cut, 19% of respondents chose to cut 'libraries, arts centres, theatres and adult education' with only 7% choosing to protect this service. 18% opted to protect 'schools, youth services and children's social services' while only 4% are willing to cut the service. 20% of respondents wish to protect 'care of older people and services for disabled people' while only 2% want to cut the service.

The top three services to protect were 'care of older people and services for disabled people', 'schools, youth services and children's social services' and 'highways, street lighting and infrastructure improvement'. On the opposite side of the scale respondents top three services they were most willing to cut were; 'none', don't protect any services through council tax', 'libraries, arts centres, theatres and adult education' and 'environmental health, trading standards, planning and building control'.



For the respondents that answered 'other' there was a total of 51 relevant comments and a total of 27 responses to protecting services, which are detailed below:

Cut	#
Councillors/Managers paid too high / Cut salaries / cut them both	17
Education	4
Health and wellbeing	1

Protect	#
Education	3
Employment	1
Flooding/ sea defences	1

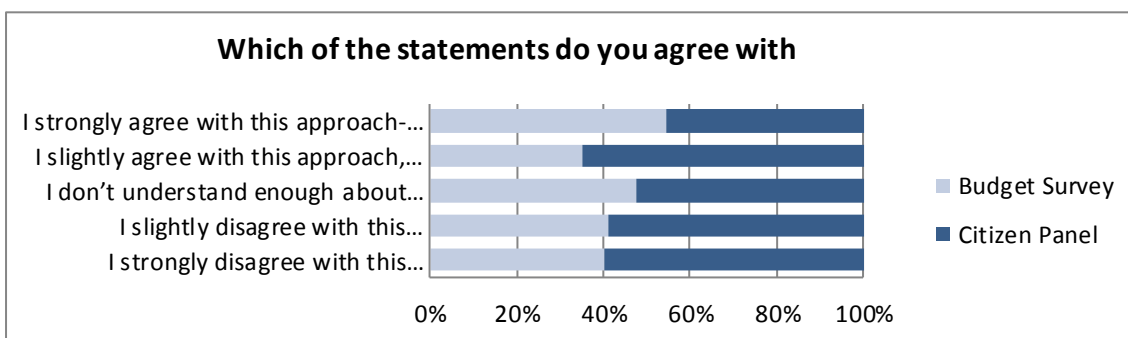
Inefficiency/be efficient	9
Maintenance	2
Parking	1
Recycling and waste	1
Reduce council wages and pensions / cut staff	7
Reduce council wages and pensions / cut staff	2
Charge for services	1
Other	3
Regeneration	2
Highways	1
Total	51

Highways	1
Inefficient/ be more efficient	2
Leisure	2
Maintenance	1
Public transport	3
Recycling/ Waste	2
Regeneration	1
Social services	8
Welsh Language	2
Total	27

7.2.4 Whilst all areas of the council have had to find savings, the level of cuts has been greater in some service areas than others. In particular, budgets for schools and social services have been more protected over other areas - together these make up around two thirds of the council's total budget. Other services such as highways, grass cutting, community centres and leisure services have much smaller budgets to begin with and so have needed to make much larger cuts as a consequence.

Which of the following statements do you agree with?

The most popular response was for 28% of respondents who 'agreed' with this approach; however felt schools and social services should be expected to make some savings too. 23% 'strongly agreed' with this approach and were willing to accept the necessary trade-off to protect schools and social services as much as possible. With the least favourable option (12%) responding to, 'I don't understand enough about council services and budgets to answer this question'.



There were no significant differences when analysing the three questions by demographics. The table below demonstrates the differences between the groups:

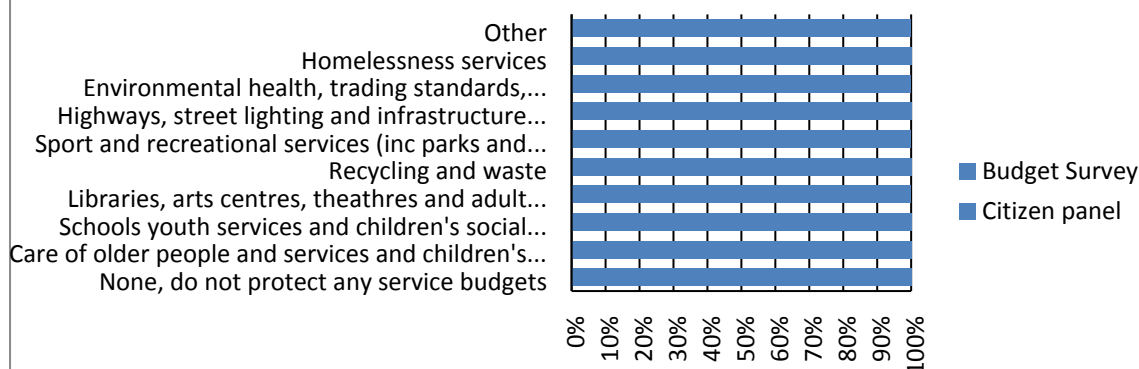
Option	Retired	All other working/	Male	Female
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	(%)	non-working respondents (%)	(%)	(%)
I don't understand enough about council services and budgets to answer this question	10.3	8.9	16	9.7
I slightly agree with this approach, however I believe schools and social services should be expected to make some savings too	30.3	33.3	38	32
I slightly disagree with this approach- I think it would be better if the council's services were treated more equally	10.3	18.6	15.7	16
I strongly agree with this approach- I am willing to accept the necessary trade-off to protect schools and social services as much as possible	18.7	22.4	23.9	29.2
I strongly disagree with this approach- I think all of the council's services are equally important	30.4	16.8	11.6	13.1
Total	100	100	100	100

7.2.5 Which services (if any) would you wish to PROTECT, knowing that you have to cut other services more severely to achieve this?

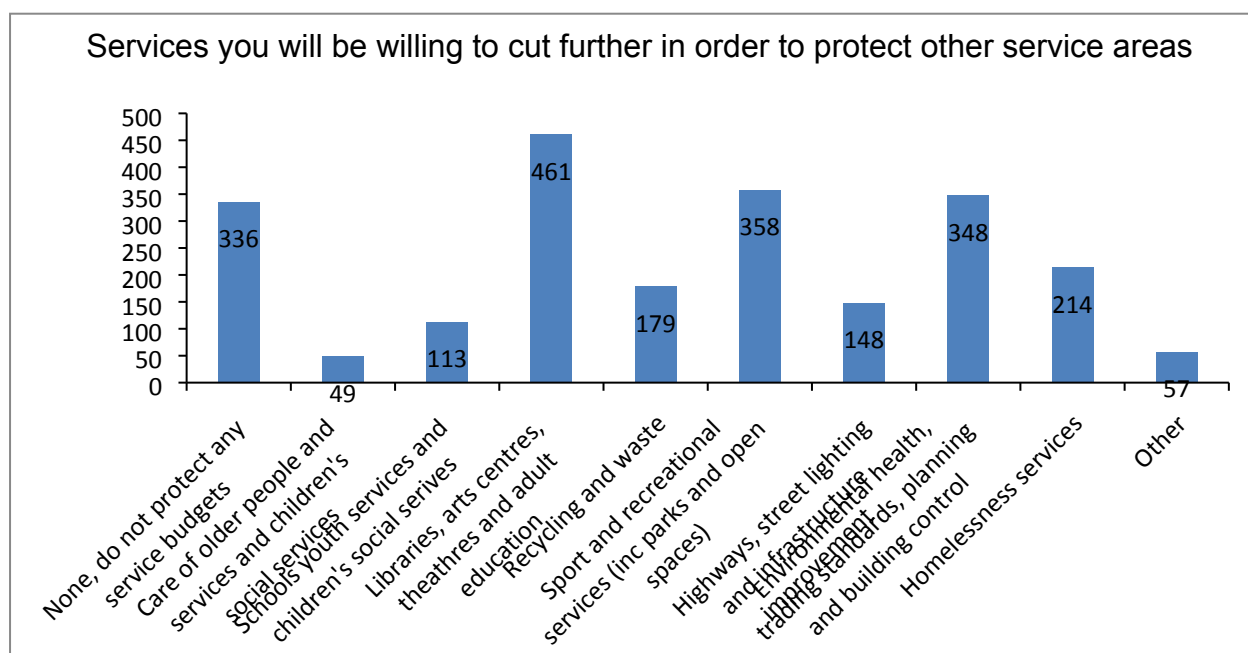
42% of respondents wanted to protect 'care of older people and services for disabled people' closely followed by 36% of respondents for protecting 'schools, youth services and children's social services'. The least favourable responses to protect were 7% of responses to 'none, do not protect any service budgets' and 10% stated 'libraries, art centres, theatres and adult education'. The below chart shows all responses:

Services you will be willing to cut further in order to protect other service areas



7.3 Which services (if any) would you be willing to CUT further in order to protect other service areas?

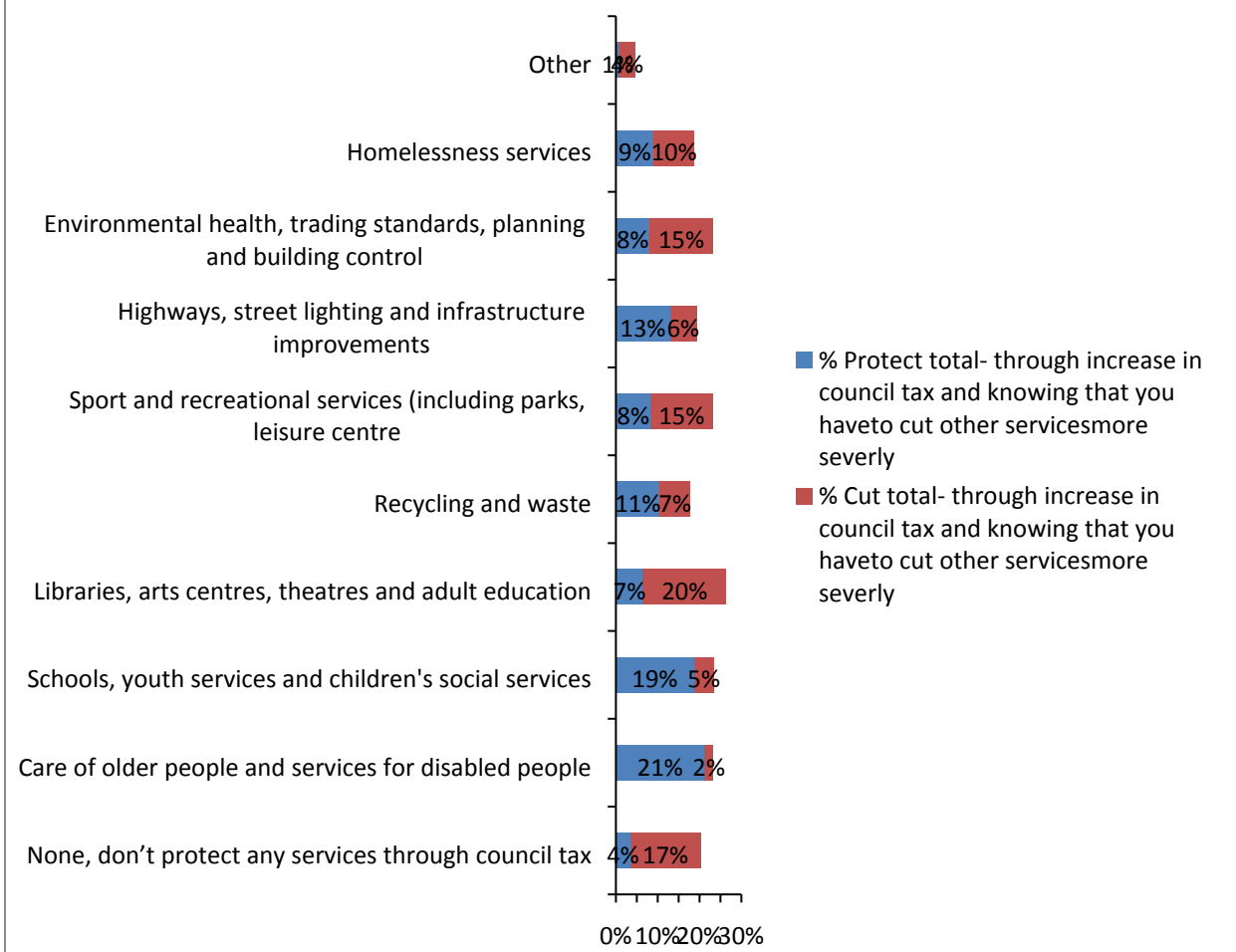
25% of respondents supported cutting 'libraries, art centres, theatres and adult education', the second most favourable service to cut at 19% was 'sport and recreational services' (including parks and open spaces).



Within the questions 'which services would you most wish to protect through increase in council tax' and 'which services would you wish to protect, knowing that you have to cut other services more severely to achieve this' the most popular response was to protect 'care of older people and services for disabled people' and the second most popular service was 'schools, youth services and children's social services'. The least favourable service to protect was 'not to protect any service budgets'.

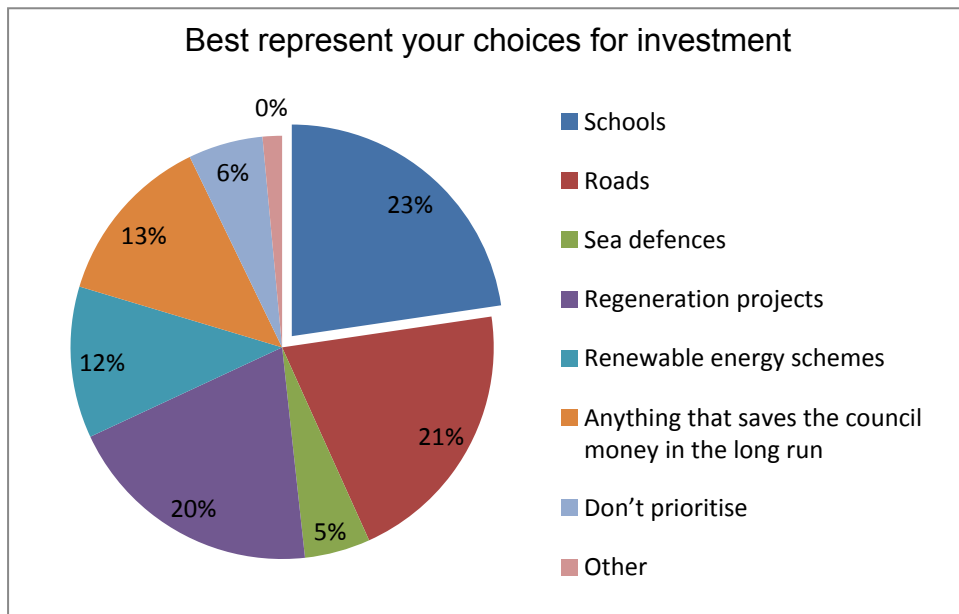
The most favourable option to cut in both questions is 'libraries, art centres, theatres and adult education' and 'sport and recreational services' (including parks and open spaces).

Protected services total compared to cut services total



7.3.2 Looking ahead, the council's investment ambitions for major improvements such as a new school or road improvements far exceed our available funds

Overall there were 3507 responses to this question including youth and accessibility. of the most popular response at 23% thought 'schools' were their priority for investment. The second highest response was 'roads' with 21% followed by 'regeneration projects' with 20% of the responses. The lowest ranked as the respondent's priorities was 'sea defences' with 5% closely followed by 'don't prioritise' with 6% of the responses. The below chart shows the % of each response:



Out of total of 3507 respondents across the board, there was 7% response rate from the youths. With the 273 youth responses, 23% youth respondents believed that 'schools' were the most important factor that best represents their priorities for investment, with 21% responding that 'regeneration projects' were their second priority and 15% responses to 'roads'. There were a total of 124 responses from accessibility surveys, 18% of which chose 'anything that saves the council money in the long run' as being their priority for investment. This followed by 17% responses to 'roads' and 16% responses to 'regeneration'.

There were a total of 35 responses to 'other', only 28 respondents specified their priorities. From these responses the following themes were recorded:

Theme	#
Social services	8
Regeneration	7
Highways	4
Education	3
Leisure	2
Affordable housing	1
Benefits	1
Not relevant	1
Total	27

7.3.3 The council could increase its available funding for major investments either by:

A) Reducing budgets for everyday council services

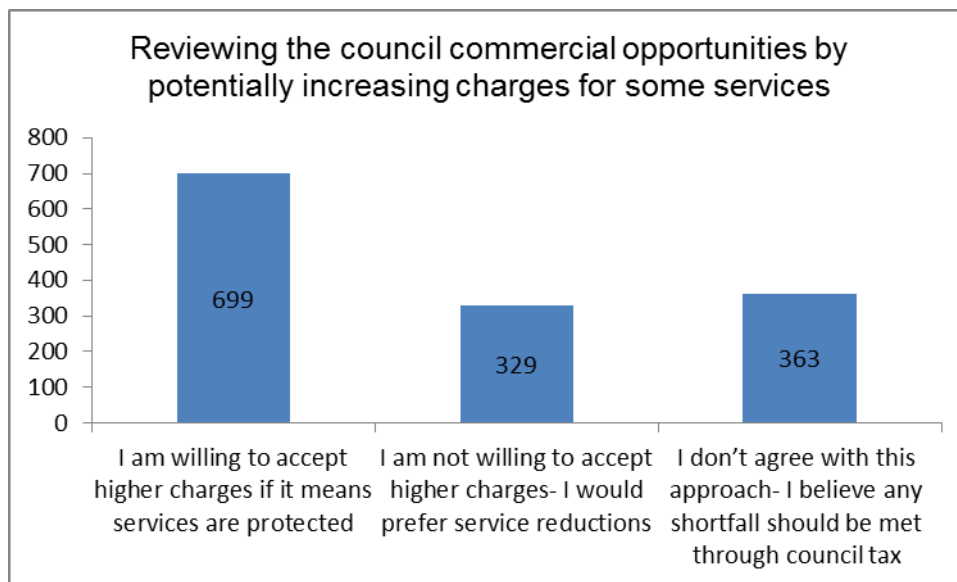
B) Borrowing money, which would require an increase in council tax to cover repayment costs in future years.

1385 responses were received to the above statement, 41% did not support either option. The lowest response rate was demonstrated by 249 responses (18%) for 'only reducing service budgets' to increase available funding for major investments.

	Online Survey	Paper surveys	Youth surveys	Accessibility survey	Total
Yes, do both	237	35	16	5	293
Only increase council tax	208	37	18	9	272
Only reduce service budgets	173	32	37	7	249
No, don't do either	406	85	50	30	571

7.3.4 The council is reviewing its commercial opportunities. These include potentially increasing charges for some services.

Out of the 1391 responses 50% of respondents were 'willing to accept higher charges if it meant services are protected'. 26% of respondents 'did not agree with this approach and believed that any shortfall should be met through council tax'. With 24% of respondents 'not willing to accept higher charges and would prefer service reductions'.



7.3.5 Please indicate which of the following (if any) you would be willing to accept higher charges for:

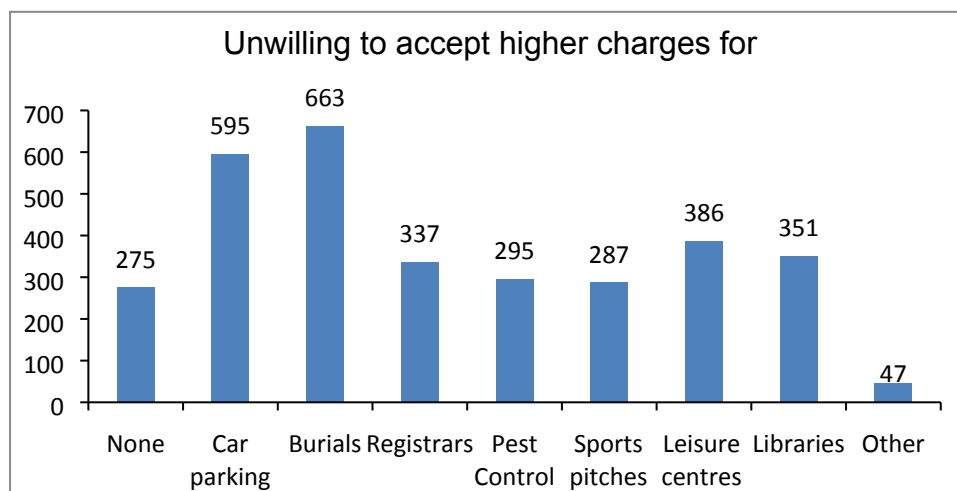
There were a total of 1297 responses to this question, the most popular response was people were willing to accept higher charges for leisure centres (17%) with sports pitches (16%). The respondents were less willing to accept higher charges for burials (7%). When looking at the different age demographic groups, respondents over 65 years old were more

willing to accept higher charges in 'pest control' (18%), 'sports pitches' (17%) and 'leisure centres' (15%). The age group under 65 years old had similar results whereby 15% of respondents were willing to accept higher charges for 'registrars' and 'leisure centres', 14% for 'pest control' and 'sport pitches'. The youth groups demonstrated a similar result whereby 16% of respondents were willing to accept higher charges for 'leisure centres' and 13% for 'sport pitches'. However the youth respondents demonstrated a difference whereby 15% of respondents were not willing to accept higher charges for anything.

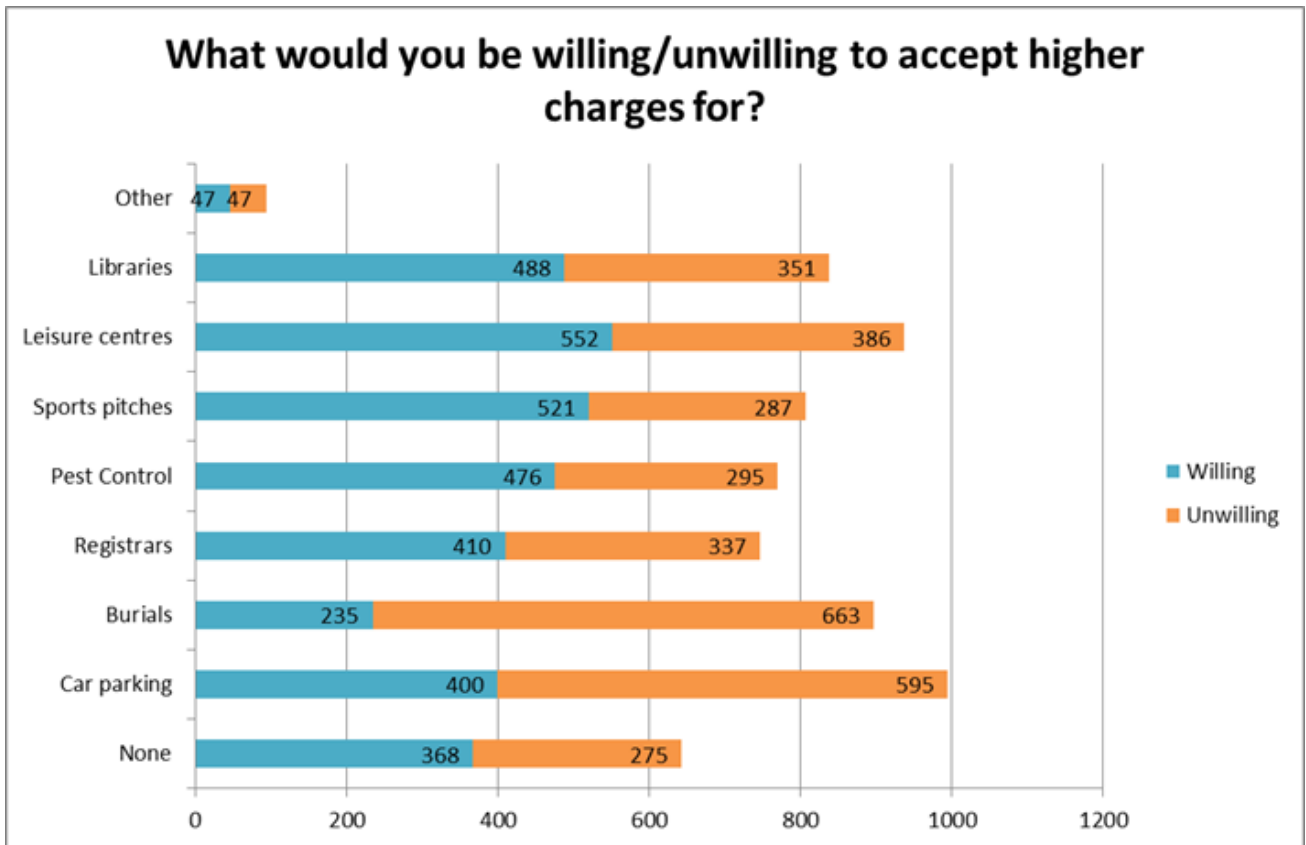
	Age range 65+ (%)	Age range 65- (%)	Youth
None	9%	8%	15%
Car parking	14%	12%	11%
Burials	5%	9%	6%
Registrars	10%	15%	12%
Pest Control	18%	14%	13%
Sport pitches	17%	14%	13%
Leisure centres	15%	15%	16%
Libraries	11%	11%	13%
Other	1%	1%	1%
Total	100%	100%	100%

7.3.6 Please indicate which of the following (if any) you would be unwilling to accept higher charges for:

Out of the 3236 responses received 20% were unwilling to accept higher charges for 'burials' and 18% for 'car parking'. 8% of respondents did not want to accept any higher charges for the options given.



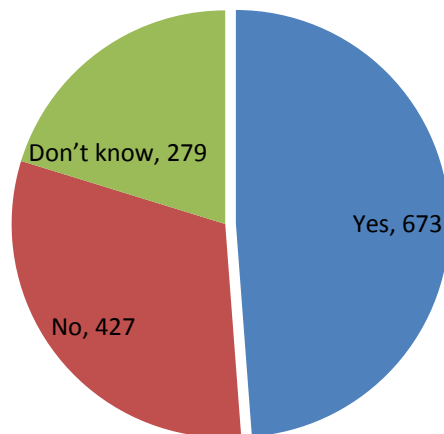
When comparing the two questions on what people would be willing and unwilling to accept higher charges for, the results were combined into the following graph, 'willing' (blue) and 'unwilling' (orange). From the graph, it is visible that to the most popular response was to accept higher charges for 'libraries', 'leisure centres' and 'sports pitches'. However they are unwilling to accept higher charges for 'burials' and 'car parks'.



7.3.6 Regulatory- The council is considering changes to its regulatory services such as environmental health, pest control and fly tipping. We believe we can save around £185,000 over three years, which is worth around 10% of the budget for these services. Achieving this may mean some services may take longer to provide. Do you agree with this proposal?

49% of respondents agreed with the proposal compared with 31% of respondents who did not agree with it, creating an 18% difference between where respondents agreed with the proposal or not and 20% did not know.

Regulatory- Do you agree with the proposal



7.3.7 If no, would you...?

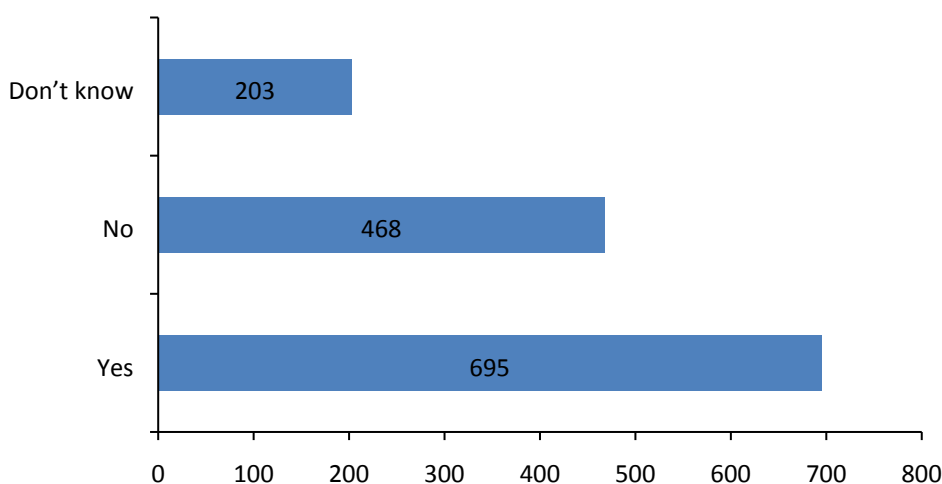
Respondents who answered 'no' were then asked whether they would give more funding or maintain current levels. 83% of the no respondents would like to 'maintain the current levels of funding', and 17% would like to 'give more funding'.

7.3.8 Back Office administration- The council is considering a number of different proposals to reduce administration costs of different council departments. We will try to make things as efficient as possible but it could mean that processing may take longer, resulting in longer response times to correspondence/ applications, or paying our suppliers later.

Do you agree with the proposal?

In total 1366 people responded to this question with the majority of people 'agreeing' with the proposal (51%). 34% 'did not agree' with 15% who 'did not know'.

Back office administration- Do you agree with the proposal



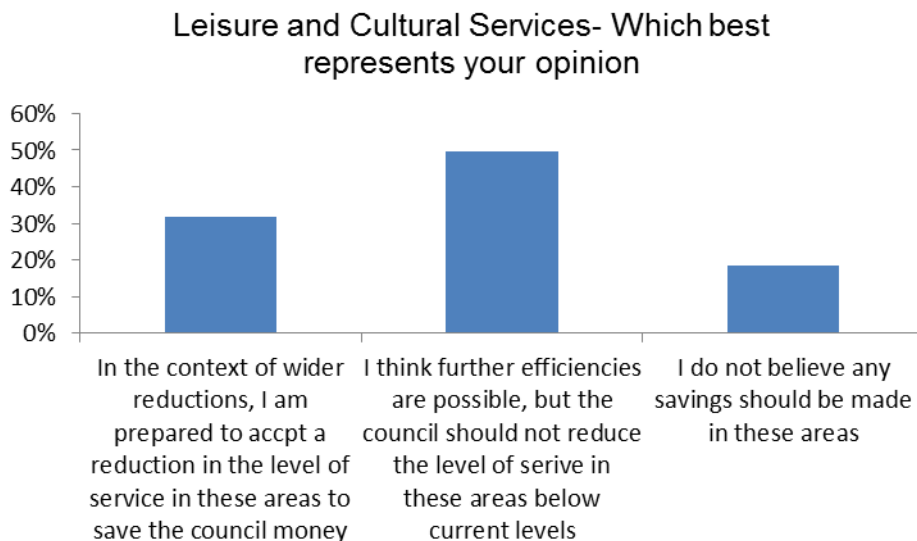
If no, would you...?

If the respondent answered no to the proposal, they were given the option to say whether they would want 'to deliver what efficiencies are possible', 'maintain current response times or increase expenditure in this area, to improve response times'. From this there was an extra 81 responses to the question (gained from the paper copies of surveys). 79% (435) respondents wanted the council to deliver what efficiencies were possible, with 21% (116) responses to increase expenditure in this area, to improve response times.

7.3.8 Leisure and Cultural Services- The council has transferred its leisure centres, libraries and cultural services such as The Grand Pavilion Porthcawl to partners over previous years. Efficiency savings and Innovative delivery from our partners Halo and Awen has saved the council around £2millions over the last four years, which is about a third of the council's expenditure in this area, with limited negative impact. Further cuts to these service areas may mean a reduction in the level of service such as closing services altogether or reducing opening hours.

Which of the following best represents your opinion?

The majority of respondents who answered the question (694) representing 75% think further efficiencies are possible, but the council should 'not reduce the level of service in these areas below current levels', with the lowest amount of responses (258) representing 37% 'do not believe any savings should be made in these areas'. The below table demonstrates the responses:



7.3.9 Social Services for adults and children- The council has been working extremely hard to transform social services across the county borough. The focus of this work has been to support people to be more self-reliant and therefore stay out of statutory services for longer. The council is working with partners in the NHS, independent providers and the voluntary sector to deliver this change.

We believe this is the right course of action, but this approach is taking longer than expected, and the aging population means that the number of people requiring support increases year on year. The increase in the last 12 months was approximately 300 people or nearly 5%. As a result, savings in this area are proving harder to achieve than expected. This may mean that cuts are required to balance the council's budget.

Which of the following best represents your opinion?

Overall there were a total of 1389 responses, whereby 50% of respondents 'agree this is the right approach and accept that this takes time', 32% 'agree with this approach, but social services must make the savings somehow to avoid other council services seeing further cuts' and 18% 'do not agree with this approach'. The below table demonstrates the figures on how people responded to the question across the different surveys. 49% of youth respondents 'agreed with this approach, but social services must make savings' compared to the majority of respondents who responded to the question via online, paper or accessibility, 95% 'agreed this is the right approach and accept this takes time'.

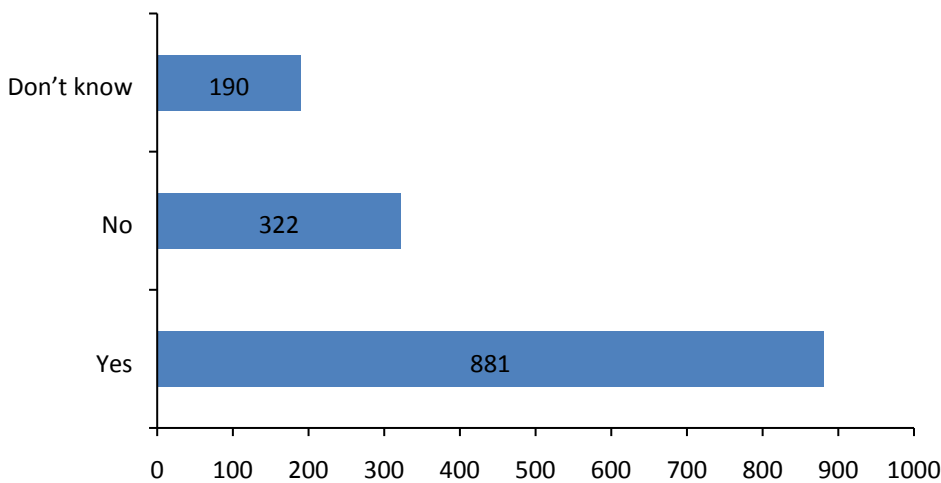
	Online	Paper Surveys	Youth survey	Accessibility Survey	Total
I agree this is the right approach and I accept that this takes time	544	100	34	20	698
I agree with this approach, but social services must make the savings somehow to avoid other council services seeing further cuts	312	52	59	17	440
I do not agree with this approach	170	39	28	14	251
Grand Total	1026	191	121	51	1389

.3.9 Education- In addition to our full time nursery offering in schools, the council currently spends £327,000 a year to fund places in private nurseries or other Early Years settings. We are considering reducing this by £100,000, which is around 30% of the budget for supporting private nurseries. This would mean fewer places available in private nurseries, so in future, there may be less choice or some parents may need to travel slightly further to access a full time place.

Do you agree with this proposal?

Only 75% of people who completed the survey answered this question with a total of 1393 responses. When considering the results, the majority (63%) of respondents ‘agreed’ with the proposal, compared to 23% who ‘didn’t agree’ and 14% who ‘didn’t know’.

Education- Do you agree with this proposal



7.5 Qualitative responses

Each response received from all methods across the survey were read and subsequently themed. Each theme was then measured to provide a quantitative figure to the qualitative responses. The responses are themed as per the below:

Are there any services that the council does not currently charge for that you believe it should?

Theme	Total Number	%
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On-road parking (i.e. fines for obstruction, resident parking, blue badges)	19	1%
Highways	3	0%
Refuse and Waste	19	1%
Leisure	6	0%
Education	8	0%
Environmental Health	4	0%
Regeneration	8	0%
Miscellaneous	67	4%
No Response/None	1702	93%
Total	1836	100%

Do you have any ideas for further efficiencies in this area (regulatory)?

Theme	Total Number	%
Refuse and Waste	61	35%
Decreased Benefits	4	2%
Outsourcing	3	2%
Management Wages	7	4%
Environmental Health	5	3%
Increased Fines	14	8%
Miscellaneous	79	46%
Total	173	100%

Do you have any ideas for further efficiencies in this area? – Office Admin

Theme	Total Number	%
Reduce Staff/Managers/Councillors + Wages	26	16%
Expenses/Subsidies	15	9%
Admin	7	4%
Council/ Dept. Merge	7	4%
Outsourcing	7	4%
Benefits	2	1%
Miscellaneous	98	60%
Total	162	100%

Social services - Do you have any ideas for further efficiencies in this area?

Theme	Total Number	%
Reduce Staff/Management/Councillor + Wages	16	14%
Cut Services (i.e. Social and Benefits)	43	38%
Merge Departments/ Services	4	4%
Admin	4	4%
Miscellaneous	47	41%
Total	114	100%

Education: Do you have any ideas for further efficiencies in this area?

Theme	Total Number	%
Education	64	57%
Employment	4	4%
Miscellaneous	44	39%

How the council can SAVE money:

Theme	Number	%
Cutting Senior Staff Economic Privileges (i.e. Wages, Expenses, Pensions)	41	31%
Cutting Services (i.e. Social Services and Benefits)	13	10%
Administration (i.e. cutting back on paper, charging for admin cost)	18	14%
Miscellaneous	60	45%
Total	132	100%

Additionally the responses received by email are themed below:

Email	#	%
welsh language	1	8%
not relevant	1	8%
highways	4	31%
Maintenance	2	15%
survey	3	23%
Manager wages	2	15%
Total	13	100%

8. Social media responses

External to the online survey all social media comments received during the live period were also collated together, themed and arranged into the table below:

Key Themes of all social media	#	%
not relevant	122	16%
all services are important	11	1%
angel walkway	19	3%
Refurb	29	4%
inefficiency/be more efficient	70	9%
car parking	17	2%
councillors/seniors paid to high/cut wages/cut both& expenses	135	18%
cut staff/ cut wages	15	2%
money reserves	5	1%
waste and recycling	37	5%
Highways	29	4%
council tax	35	5%
cut/merge councils	7	1%
dog Fouling/dog warden	7	1%
regeneration	79	11%
central government	7	1%
further efficiencies	24	3%
benefits	4	1%
schools	6	1%
social services	9	1%
survey comments& workshops	22	3%
outsourcing	5	1%
housing	3	0%
FOI	14	2%
Maintenance	6	1%
Sports pitches	25	3%
Transport	1	0%
welsh language	1	0%
Total	744	100%

9. Budget Overview

Each of the proposals have been outlined below combining the total responses of the questions relating to 'services to be protected through increase in council tax and by cutting other services more severely' and 'cutting services in order to minimise future increases in council tax and in order to protect other service areas'.

Rank	Proposal	Response	Total	%
2	Protect services	Older people and services for disabled people	325	21.5
3	Cut services	Libraries, arts centres, theatres and adult education	112	20
4	Cut services	None, do not cut any services	112	20
5	Protect services	Schools, youth services and children's social services	262	17.3

10. Conclusion

Data validation measures have been undertaken to ensure that the same respondent could not submit more than one response by cross comparing the consultation response details with the Citizens' Panel respondent details. A sample of 1,858 is robust and is subject to a maximum standard error of ± 2.26 per cent at the 95 per cent confidence level on an observed statistic of 50 per cent. Thus, we can be 95 per cent confident that responses are representative of those that would be given by the total adult population, if a census had been conducted, to within ± 2.26 per cent of the percentages reported. This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 47.74 per cent and 52.26 per cent.

10.1 Prioritising particular services

67.4% of respondents believed certain services should be protected over others. 'Care for older people' 22.9%, 'schools, youth and children's social services' 18.5%, 'recycling and waste' 11.2% and 14% for 'highways, street lighting and infrastructure improvement'.

Areas selected to receive a cut in services in order to protect other services were 'libraries, arts and adult education' (21%), 'none, do not cut any services' (17.7%) 'sports and recreational services' (15.6%) and 'environmental health, trading standards, planning and building control.' (14.3%)

10.2 Budget proposals

The most popular response was for 'slightly agreeing' with the council's approach towards schools and social services having their budgets being protected more than others (33%). Many people would prefer to maintain current budget levels for council services and minimise council tax increases (40%). The most popular response to reviewing the council's commercial opportunities was that people were more willing to accept higher charges if it means services are protected (52%).

When respondents were asked whether they agree with the council when considering changes to the regulatory services such as environmental health, pest control and fly tipping the majority of people (51%) agreed to the proposal. It was also noticed that 50% of people agreed with the proposal to reduce administration costs of different council departments.. Also the most popular response to the council reducing funding in private nurseries or early years setting, the majority of people (69%) agreed with this proposal meaning fewer places being available in private nurseries in the future.

11. Appendices

Additional social media data.....Appendix 1

Appendix 1: additional social media data

Key themes of Facebook budget post comments (without Q&A)	#	%
not relevant	76	16%
all services are important	10	2%
angel walkway	19	4%
Refurb	28	6%
inefficiency/be more efficient	70	15%
car parking	4	1%
councillors/seniors paid to high/cut wages/cut both	85	18%
cut staff/ cut wages	11	2%
money reserves	5	1%
waste and recycling	9	2%
Highways	16	3%
council tax	27	6%
councillors	19	4%
cut/merge councils	6	1%
dog Fouling/dog warden	5	1%
regeneration	20	4%
central government	7	1%
expenses	4	1%
further efficiencies	20	4%
benefits	2	0%
schools	7	1%
social services	4	1%

shop rents	7	1%
survey	14	3%
outsourcing	2	0%
housing	3	1%
Total	480	100%

Facebook budget post comments, Q&A and visitor posts	#	%
Regeneration	57	9%
Benefits	4	1%
Merging Councils	7	1%
Refuse and Waste	28	4%
Council tax	32	5%
Dog Fouling	7	1%
Education	9	1%
Not relevant	105	17%
workshops	18	3%
Manager/ councillor Wages and expenses	102	16%
All services are important	11	2%
FOI	23	4%
Further efficiencies	22	4%
Highways	23	4%
Maintenance	3	0%
outsourcing	4	1%
Parking	11	2%
Refurb	29	5%
social services	8	1%
Sports pitches	1	0%
Transport	1	0%
angel walkway	19	3%
inefficiency/be more efficient	70	11%
cut staff/ cut wages	11	2%
money reserves	5	1%
councillors	19	3%
Total	629	100%

Twitter and Q&A	#	%
Council tax	3	3%
Education	3	3%
Expenses	2	2%
FOI	8	8%
Further efficiencies	2	2%
Highways	2	2%
housing	3	3%
leisure	23	22%

Maintenance	1	1%
Manager wages	9	9%
Not relevant	16	16%
Outsourcing	1	1%
Parking	5	5%
refuse and waste	7	7%
Regeneration	14	14%
wages	4	4%
Total	103	100%

Facebook visitor post	#	%
Survey	1	33%
Manager Wages	1	33%
Maintenance	1	33%
Total	3	100%