

Bridgend County Borough Council

Shaping Bridgend's Future

Consultation report

Date of issue: November 2018

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1. Overview

A public consultation reviewing Bridgend County Borough Council's proposed budget reductions to 2020/21 was undertaken over an eight week period from 24 September to 18 November 2018. The consultation received 5,288 interactions from a combination of survey completions, engagement at stands held across the county borough, workshops held with comprehensive and primary pupils, engagement at various meetings with different local groups, social media engagement and via the authority's Citizens' Panel. This paper details the analysis associated with the consultation.

2. Introduction

The public survey was available to complete online through a link on the consultation page of the council's website or by visiting www.bridgend.gov.uk/future. Paper copies of the consultation were also made available at local libraries, community groups or engagement events or alternatively, they could be sent directly to residents upon request. Surveys were available in several formats, including easy-read, large print, standard and a youth version. All were available in English and Welsh. The content of the page remains available online.

In total, there were 23 questions (within all survey formats) that required a reply from respondents. These were made up of questions about budget reduction proposals as well as ways in which revenue could be increased. All survey responses offered the option of anonymity. Two of the questions were summary questions, enabling respondents to select their favoured proposals in order to make savings and which were their least preferred options. The council's standard set of equalities monitoring questions were also included with the survey in line with recommended good practice for all public-facing surveys carried out by the council.

A programme of engagement events/sessions were held across the county borough and took the form of engagement stands in libraries, presenting to different groups, attending other group's events, meetings and workshops and holding sessions in comprehensive and primary schools.

Comments regarding the consultation were also invited via social media (including a dedicated social media Q&A), letter, email and phone call.

3. Promotional tools and engagement methods

Details of the consultation were promoted to/shared with the following stakeholders: general public/residents, Citizens' Panel members, elected members, BCBC employees, Bridgend businesses, town and community councils, school governors, Bridgend Community Cohesion and Equality Forum (BCCEF) members, local interest/community groups, BAVO, Bridgend College, partners, primary and secondary schools (including head teachers) and media outlets. We also contacted residents who have previously engaged with us over other consultations and have asked to be kept up-to-date with future consultations.

3.1 Promotional tools

This section details the methods used to raise the profile of the consultation and encourage participation.

3.1.1 Free prize draw

To encourage participation, respondents (aged over 13) were able to opt-in to a free prize draw for a one year Halo Leisure membership, a family of four pantomime ticket for The Grand Pavilion, Porthcawl, or a family of four pantomime ticket for Maesteg Town Hall. Respondents were asked to select their prize of choice and provide their email address in order to opt-in.

3.1.2 Social media

In December 2017 the council committed to managing its social media accounts bilingually. In addition to introducing Welsh language corporate Twitter and Facebook accounts at that time, it started posting bilingually across the remainder of its social media channels. Information was posted to the council's corporate Facebook, Twitter, Instagram and LinkedIn channels throughout the consultation period to raise awareness of the consultation and to encourage citizens to share their views on the proposals.

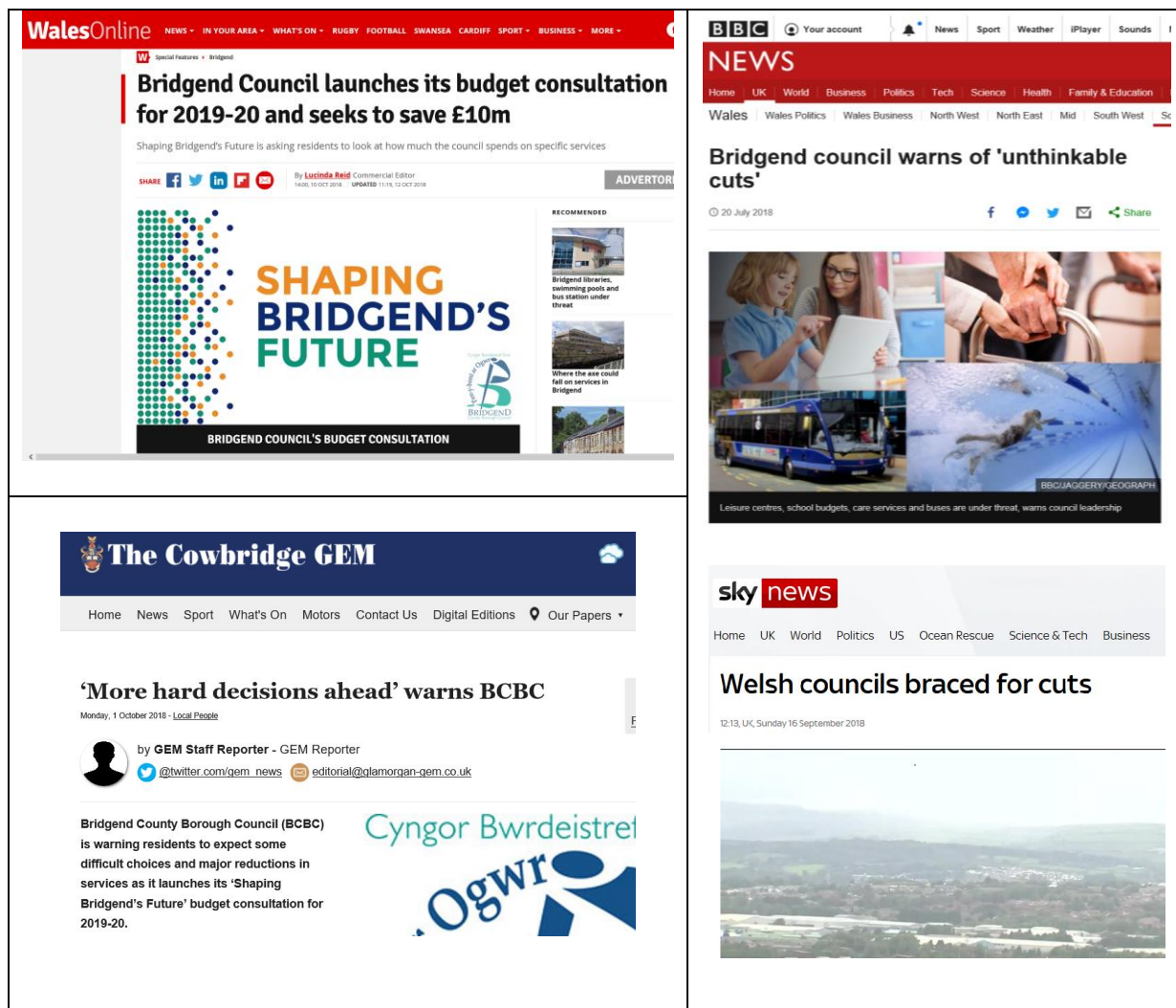
The council currently has 10,908 followers on its corporate Twitter accounts, 10,950 'fans' on its Facebook pages, 1,024 Instagram followers and 2,486 followers on LinkedIn. While content is most likely to be seen by these users, it is also displayed to users who are not connected to the accounts.

In addition to general social media content, a collection of five GIFs were introduced this year to help promote the consultation and its key issues, and to improve citizens' understanding of the current situation and what the consultation exercise is designed to achieve.

During the period, the authority 'tweeted' 96 times (48 English, 48 Welsh), posted to Facebook 22 times (11 English, 11 Welsh), made nine LinkedIn updates (4 English, 4 Welsh, 1 bilingual), and one Instagram post about the consultation. This content was seen 59,364, 76,273, 5,448 and 439 times respectively.

Paid Facebook and Instagram advertising was used to reach a wider audience within the county borough between 1 and 8 October 2018, and again between 16 and 18 November 2018. The adverts were seen 88,607 times by 34,344 users, generating 117 comments and 1,837 clicks through to the website.

3.1.3 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 issued on 24 September, 15 October and 12 November.

The first was featured as a front page lead and double-page inner spread in the Glamorgan Gazette dated 26 September. It was also prominently featured in the Glamorgan Gem dated 19 September, and at Wales Online on 25 September.

Prior media work was carried out to prepare residents and the media for the scale of the budget challenges and encourage their participation. This work ranged from media statements to interviews with the Leader and Deputy Leader.

It resulted in related coverage in the Glamorgan Gem on 11 June and 20 July, at the BBC News website on 20 July, at Wales Online on 14 August and on Sky News on 14 September.

Further coverage took place in the Glamorgan Gazette on 4 October and 25 October, in the Glamorgan Gem on 1 October, 18 October and 21 November, at Wales Online on 10 October and 15 October, and in the South Wales Echo on 14 November.

The media releases were included at the media centre of the council's website where they were hyperlinked with associated social media posts, and a print advert ran in the Glamorgan Gazette dated 7 November.

Information was also included in Cabinet member announcements for meetings of full Council dated 19 September, 24 October and 21 November, and Seaside News columns on 1 October and 1 November.

3.1.4 Wales Online digital package

An article on the budget consultation along with a short video was posted on Wales Online in both English and Welsh. The article was pushed out in line with Wales Online breaking news. A Facebook post through Wales Online partners was issued and boosted to Facebook followers across Bridgend County Borough and a sponsored tweet was issued on the Wales Online Twitter feed to drive traffic to the article.

The budget article was clicked on and fully read 139 times with 37,681 ad *impressions. The article saw 365 page views and 342 people reached. The social media element saw 6,006 impressions and 26 engagements through the Twitter post and 11,118 impressions and 126 clicks on the Facebook post.

The campaign was successful as it offered a total of 55,000 *impressions, and the engagement/click-through rate was considerably higher than average. Average engagement for native articles is 0.07%, and the budget article achieved five times this, which means it was well placed to reach the target audience and was very relevant to them.

3.1.5 Internal communications

The consultation was promoted internally with a feature at the staff intranet homepage.

The autumn edition of the Bridgend staff magazine incorporated a feature encouraging staff who are residents of Bridgend County Borough to participate with the consultation.

It was also promoted with all-staff emails issued on 25 September, 27 September and on 12 October.

Information was included in Cabinet member announcements for meetings of full Council dated 19 September, 24 October and 21 November.

3.1.6 Promotional materials

Posters, business cards and flyers promoting the consultation and engagement events were circulated to the library service for use in their 12 branches, to town and community councils and schools. Organisations including Bridgend carers' café, the Stroke Association, Bridgend College, Evergreen Hall and Caerau Men's Sheds also received promotional materials. When attending schools all pupils were given promotional materials to take home to their parents and carers, including pencils which stated 'I helped shape Bridgend's future'.

A digital screen within Civic Offices reception displayed messages about the consultation throughout the live period.

Pop-up banners were used at events and a window display was developed for Civic Offices. Posters were also displayed in council offices.

3.1.7 Other promotional activities

The council's website was updated to promote the consultation with a link through to the survey.

All internal and external emails sent from council staff promoted the consultation with a link to the survey via a footer graphic.

Content was secured within the Bridgend Business Forum e-newsletters in the October and November editions as well as in BAVO's newsletter and e-newsletter sent to members during September.

Targeted letters and emails were sent to school governing bodies, town and community councils and BCCEF members.

Awen and Halo helped to raise the profile through their own channels such as social media and by emailing their database of customers.

3.2 Engagement methods

This section details the mechanisms available for stakeholders to engage with the council and share their views.

3.2.1 The budget survey

The survey was made available in a variety of formats to ensure inclusion across community groups. A standard survey, easy-read, large print and youth version of the survey were all made available in Welsh and English. All were available in paper format and online. The same survey was replicated for Citizens' Panel members and sent to them in the format of their choice.

3.2.2 Community meetings/events

An email about the consultation proposals and how to share views was sent to local community, equality and diversity groups. As part of this email, we offered to attend their meetings to encourage and aid participation.

The consultation and engagement team attended 13 community group's meetings to inform people about the consultation and assist attendees to complete paper surveys (where requested) or to share their views via the clicker-pad version of the survey.

Event	Equality group	Number of attendees
Whist Group	Over 50s	12
Bridgend Carers Community Café	Carers	39

OAP Association	Over 60s	25
Stroke Association	Stroke recovery	29
Bridge Vision	Blind/visually impaired	35
Bridgend Coalition for Disabled People (BCDP)	Disabilities	10
Bridgend Shout	Over 50s	13
Caerau Men's Shed	Over 50s	58
Community Hub Bridgend	Learning disabilities	32
Creative Wednesdays	Over 60s	4
Headway	Mental health	18
Hearing Impair	Deaf/deaf/hearing impaired	14
Bridgend Deaf Club	Deaf/deaf	24
Total		313

3.2.3 Community engagement stands

11 public engagement stands were held in libraries throughout the county borough. Event dates and times were published online at the beginning of the consultation and shared through promotional activities.

Event	Attendees
Sarn Library	14
Pencoed Library	18
Betws Library	45
Pyle Library	35
Bridgend Library	15
Maesteg Library	23
Aberkenfig Library	11
Y Llynfi Library	15
Pontycymmer Library	7
Porthcawl Library	12
Ogmore Vale Life Centre	16
Total	211

3.2.4 School engagement sessions

In order to gather the views of young people the consultation team attended an all-Bridgend head-teachers' event to promote the survey as well to ask individual schools to take part in interactive sessions in order to gather feedback.

As a result, all nine comprehensive schools across the county borough took part in clicker-pad sessions with an average of 87 young people taking part in each school (CCYD were the exception to this - due to ICT issues a group of 70 young people completed paper surveys).

Interactive sessions took place in 15 primary schools and a total of 832 pupils in years five and six took part in these pupil-led sessions. A separate report has been produced for primary schools but the highlight report is detailed in section nine.

Event	Number of attendees
Head teachers all-Bridgend meeting	67
Cynffig Comprehensive	70
Brynmenyn Primary	48
Afon Y Felin Primary	52
Croesty Primary	46
Pencoed Primary	30
YGG Llangynwyd	55
Blaengarw Primary	30
Caerau Primary	35
Maesteg Comprehensive	63
CCYD Comprehensive	70
St Roberts Catholic Primary	44
Pencoed Comprehensive	69
Ogmore Vale Primary	79
Bryncethin Primary	69
Cwmfelin Primary	49
Brynteg Comprehensive	84
Bryntirion Comprehensive	89
Litchard Primary	70
Archbishop McGrath High School	77
Coychurch Primary	26
Porthcawl Primary	46
Porthcawl Comprehensive	86
Tremains Primary	104
Mynydd Cynffig Primary	104
Total	1562

3.2.5 Elected Member's workshop

Two interactive workshops took place for elected members on 24 October 2018. A total of 31 members attended across the two sessions. Members were given the opportunity to complete the survey using clicker-pads. The sessions were led by the chief executive, the head of finance and the Deputy Leader also attended to feedback on any questions or comments. Comments are added to the themes in section 7.2.23.

3.2.6 Bridgend Community Cohesion and Equality Forum (BCCEF)

The quarterly meeting of BCCEF took place during the live period of the budget consultation on 4 October 2018. Members of the meeting were invited to take part in an interactive clicker-pad session. The meeting consisted of members representing community

based organisations including the police, Bridgend College, BCDP, faith organisations, EYST and the British Deaf Association. All organisations were provided with promotional materials to promote the consultation within their individual community groups.

3.2.7 Bridgend Association of Voluntary Organisations (BAVO)

BAVO organised an event for their members to share their views on the MTFs proposals. This was advertised on their website and on social media. The event was held in the St. Johns' Centre on Minerva Street on Wednesday 14 November. The event was attended by the Leader and Deputy Leader of the council, who answered questions and queries raised by attendees. 21 people attended the event. All attendees completed the survey via an interactive clicker-pad presentation delivered by the consultation and engagement team. Comments made during the event were recorded and are themed in section 7.2.23.

4. Response rate

In total, there were 5,288 interactions during the consultation. The response rate has been segregated into several areas: consultation survey responses, engagement event attendees and social media interactions.

Interactions	Number
Survey completions	2677
Events/meetings/workshops	2148
Emails	9
Letters	1
Telephone calls	6
Social media comments	165
Social media Q&A	282
Total interactions	5288

We received 2677 survey responses in total (1,491 online submissions, 679 clicker-pad submissions and 507 paper versions).

Survey type	Online English	Online Welsh	Paper English	Paper Welsh	Clicker-pad	Total
Standard	947	1	61	0	86	1095
Easy read	68	2	167	0	0	237
Large print	14	0	16	0	0	30
Citizens' Panel	369	2	150	3	0	524
Youth	88	0	110	0	593	791
Total	1486	5	504	3	679	2677

There were 2148 attendees at the various events, meetings and workshops.

During the consultation period, there were 447 interactions on our social media channels. This includes the social media Q&A session, where 282 interactions were recorded on Twitter and Facebook.

Comments that were received by letter, email or telephone call have been themed and are included in section 7.2.23.

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 as well as reach and encourage stakeholders to engage with the council.

The data collection methods, which include the online survey, a paper survey, the Citizens' Panel and a youth survey (aimed at 11-24 year olds) were all developed using plain English to maximise understanding. The easy read survey was developed with the support of Bridgend People First. These response methods were designed to give a consistency to the survey across multiple platforms.

The youth version of the budget consultation was designed for young people aged 11-24. This was available in paper and online formats (Welsh and English). The youth survey was developed with the support of pupils from Porthcawl Comprehensive School

6. Headline figures

- 6.1 48% of respondents stated that they would not be willing to pay more council tax in order to protect services (than the proposed 4.9% increase).
- 6.2 50% of respondents felt that leisure services should be protected.
- 6.3 50% of respondents felt that in order to make budget savings cultural services could be reduced.
- 6.4 60% of respondents stated that they would be willing to pay more to access sports facilities, pavilions and parks (10% stated significantly more and 50% stated a small amount more).
- 6.5 53% of respondents disagreed with the proposal to ask schools to make budget savings of 1% per year over the next four years.
- 6.6 48% of respondents agreed that nursery provision should be reduced to 15 hours per week in order to make budget savings.
- 6.7 47% of respondents agreed that funding for post-16 transport should be removed in order to make budget savings.
- 6.8 66% of respondents disagreed with the proposal to make savings through reducing day centres or services.
- 6.9 79% of respondents stated that Blue Badge holders should pay for parking, 48% stated Blue Badge holders should pay the same amount as non-Blue Badge holders. 31% stated that Blue Badge holders should pay a reduced rate.
- 6.10 48% of respondents stated that the council should explore the option of charging for shopmobility.

- 6.11 42% of respondents disagreed with the proposal to remove subsidies from bus services.
- 6.12 46% of respondents agreed that the bus station should be closed in order to make budget savings.
- 6.13 When asked about increased revenue within recycling and waste 53% of respondents were willing to pay an increased charge to £20 for three bulky item collection.
- 6.14 Most popular services to **protect** (through council tax or by comparing all proposals) were schools, care of older people, services for disabled people and leisure services.
- 6.15 Services most frequently selected to make **cuts** were libraries, arts centres and theatres, sports and recreation services, weed spraying, funding for post-16 transport and separate collection for absorbent hygiene products.

7. Question and analysis - consultation survey

The consultation contained 23 questions related to current proposals to make savings across a range of services as well as opportunities to increase revenue in areas such as recycling and waste services. All questions were optional, so participants could choose to answer all or some of the questions.

Respondents were also asked, taking all proposals into consideration to select three proposals that they agreed (where cuts should be made) with and three proposals that they disagreed with (services that they felt should be protected).

Within sections respondents were either asked to select the response that best represented their opinion, or select from a scale of strongly agree to strongly disagree dependent on the question type.

Respondents were also able to give qualitative responses to some of the questions and these are themed within the report.

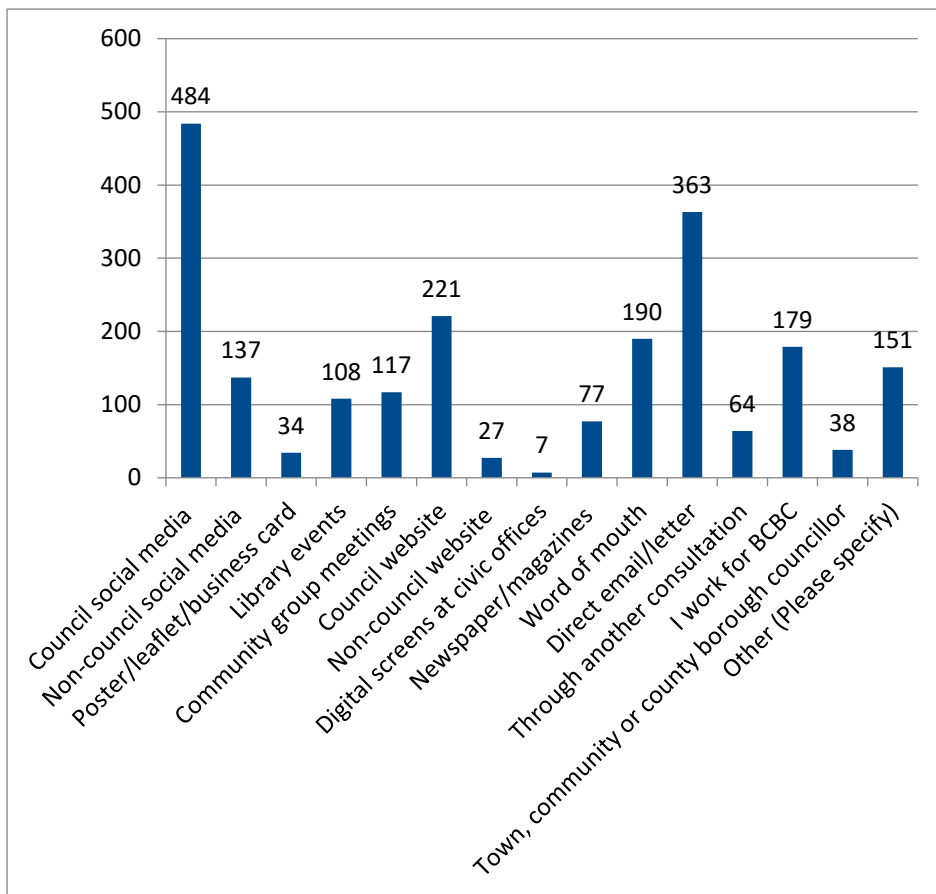
Where responses provided were not relevant to the question they have been themed in the final qualitative section.

In the final question respondents could make any other comments about the consultation or make recommendations about the budget for the next four years.

7.1 About you

The questions in this section were not available in the clicker-pad version of the survey. The easy read survey did not include the question about employment status.

Respondents were asked how they **heard about the consultation**.

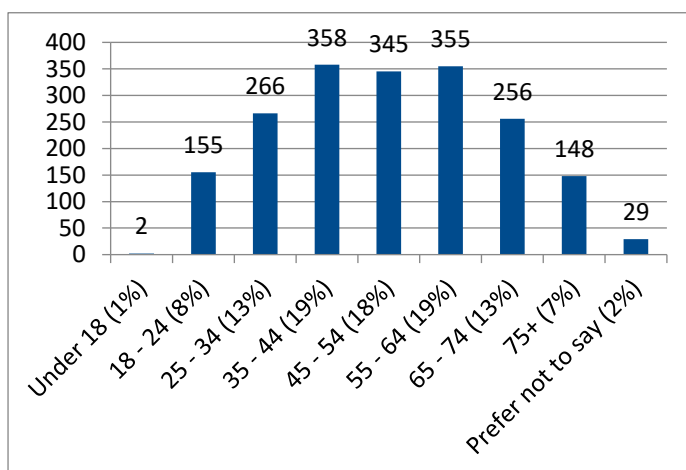


2598 respondents provided this information.

The most popular responses were:

- council social media
- direct email or letter
- council website

Respondents were then asked for their **age**.



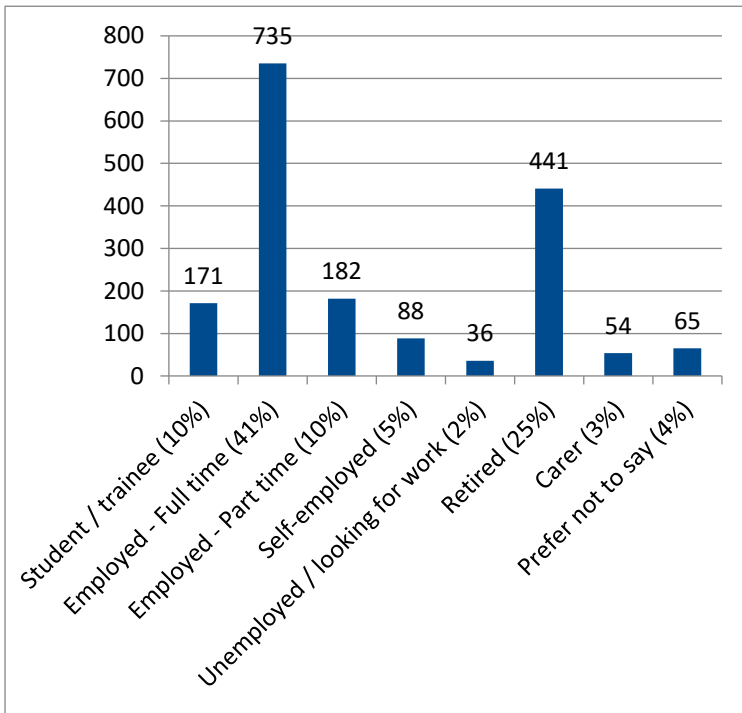
1914 respondents provided their age group:

19% of respondents were aged 35-44;

19% of respondents were aged 55-64;

18% of respondents were aged 45-54.

Respondents were then asked for their **employment status**.



1772 respondents provided their employment status.

41% of respondents informed us that they were in full time employment;

25% of respondents informed us that they were retired;

10% of respondents informed us that they were students or trainees.

7.2 Survey questions

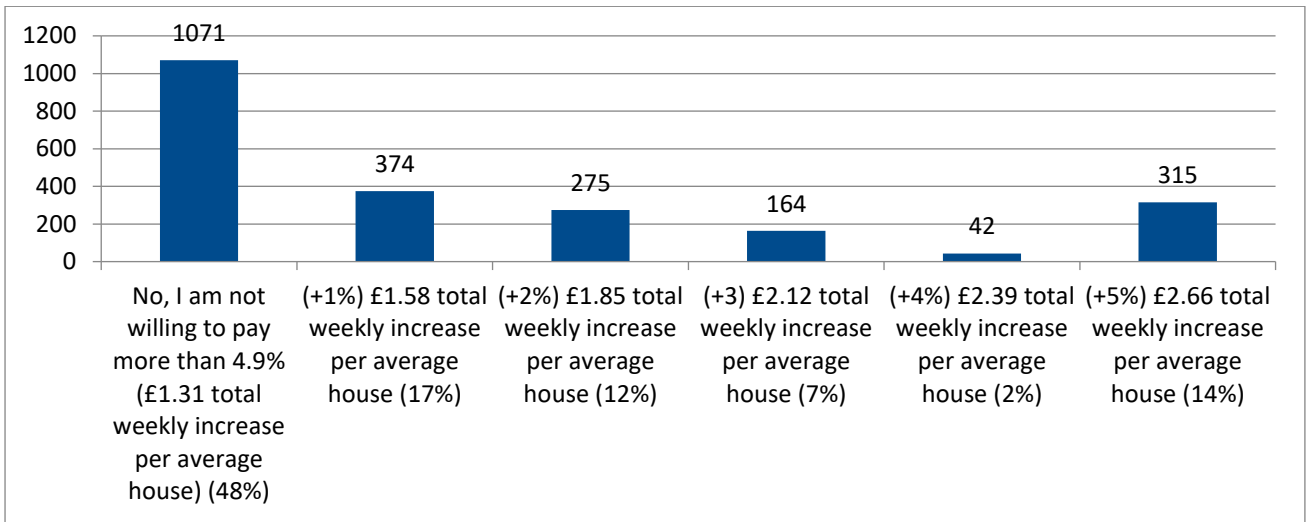
7.2.1 Council tax increase

Respondents were informed that council tax is, based on current figures, projected to rise by 4.9% in 2019. Respondents were asked that if it could protect more services would they be willing to pay more council tax.

Respondents were asked to select from options which represented a further increase of 1% up to a total of 9.9% increase.

A total of 2241 people responded to this question.

48% of respondents did not agree, that in order to protect services, they would be willing to pay more council tax. This was followed by 17% of respondents who would be willing to pay only an additional 1%. 14% of respondents were willing to pay up to 9.9% additional council tax in order to protect services.

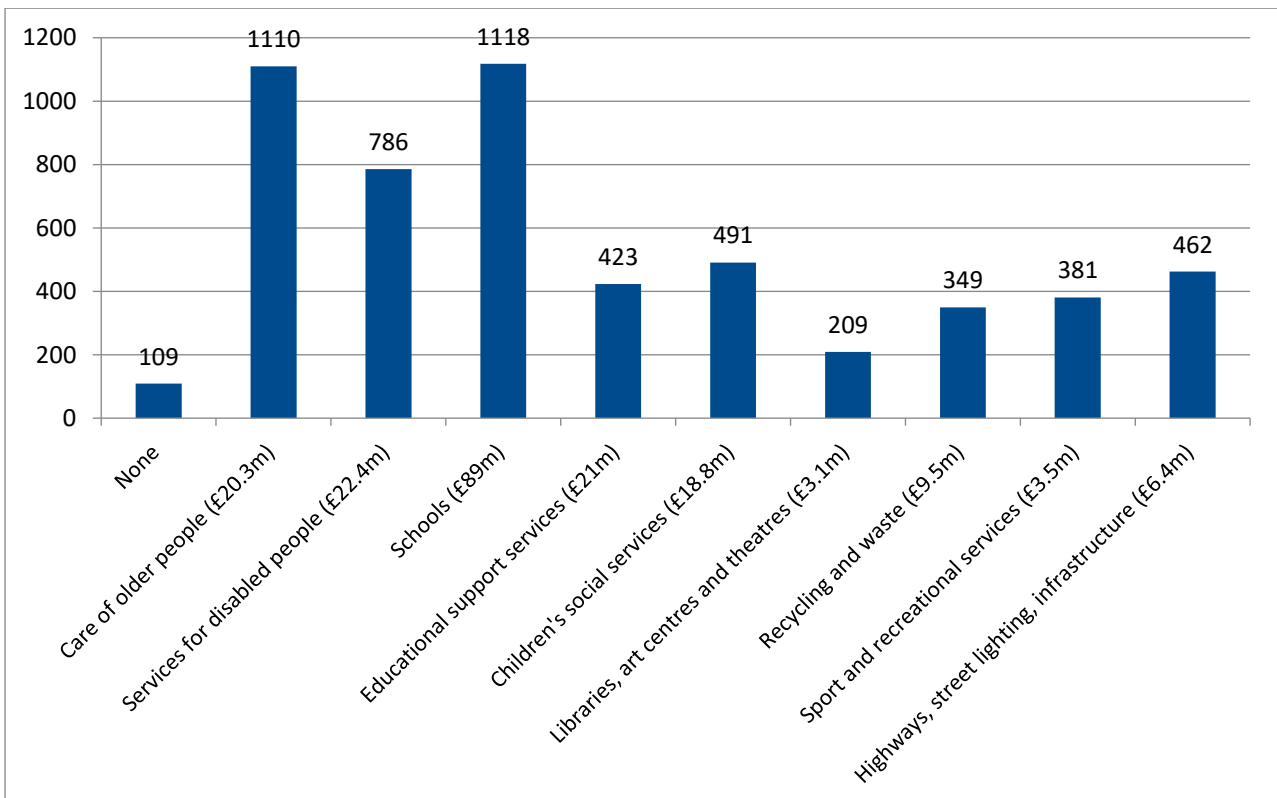


7.2.2 Services to protect

Respondents were asked to select, in order of preference (1-3) the three services they felt should be protected by council tax increases. This question also gave an option of not protecting any services.

The three most popular services to be protected through council tax increases were:

- Schools
- Care of older people
- Services for disabled people



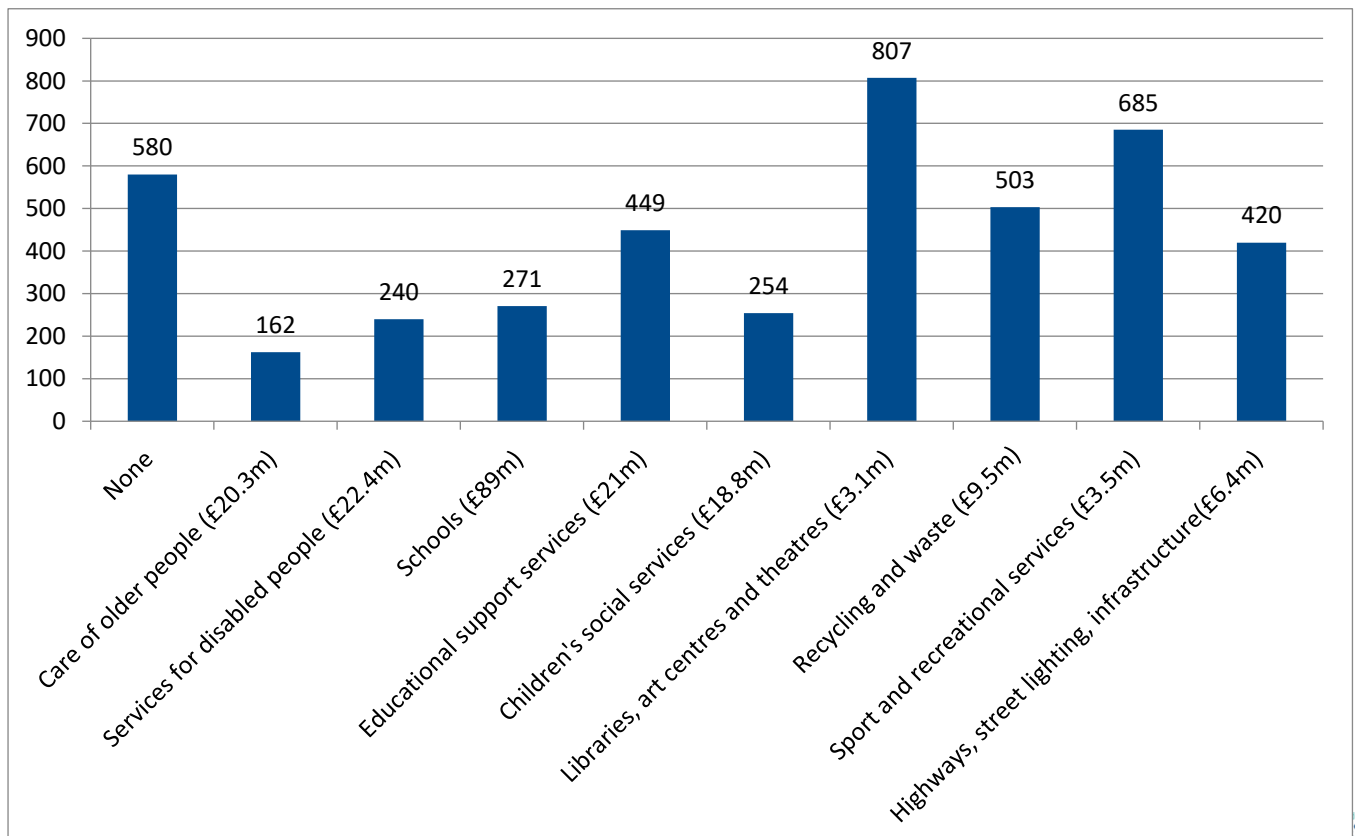
Service	Total times chosen	1	2	3
None	109	97	2	10
Care of older people (£20.3m)	1110	495	346	269
Services for disabled people (£22.4m)	786	215	317	254
Schools (£89m)	1118	606	312	200
Educational support services (£21m)	423	74	189	160
Children's social services (£18.8m)	491	111	168	212
Libraries, art centres and theatres (£3.1m)	209	43	68	98
Recycling and waste (£9.5m)	349	67	118	164
Sport and recreational services (£3.5m)	381	78	126	177
Highways, street lighting, infrastructure (£6.4m)	462	100	145	217

7.2.3 Services to make cuts

Respondents were asked to select, in order of preference (1-3) the three services they felt should not be protected by council tax increases. Again this question included an option to protect none of the services.

The three most popular services to not be protected through council tax increases were:

- Libraries, arts centres and theatres
- Sport and recreation services
- None, don't protect any services through council tax



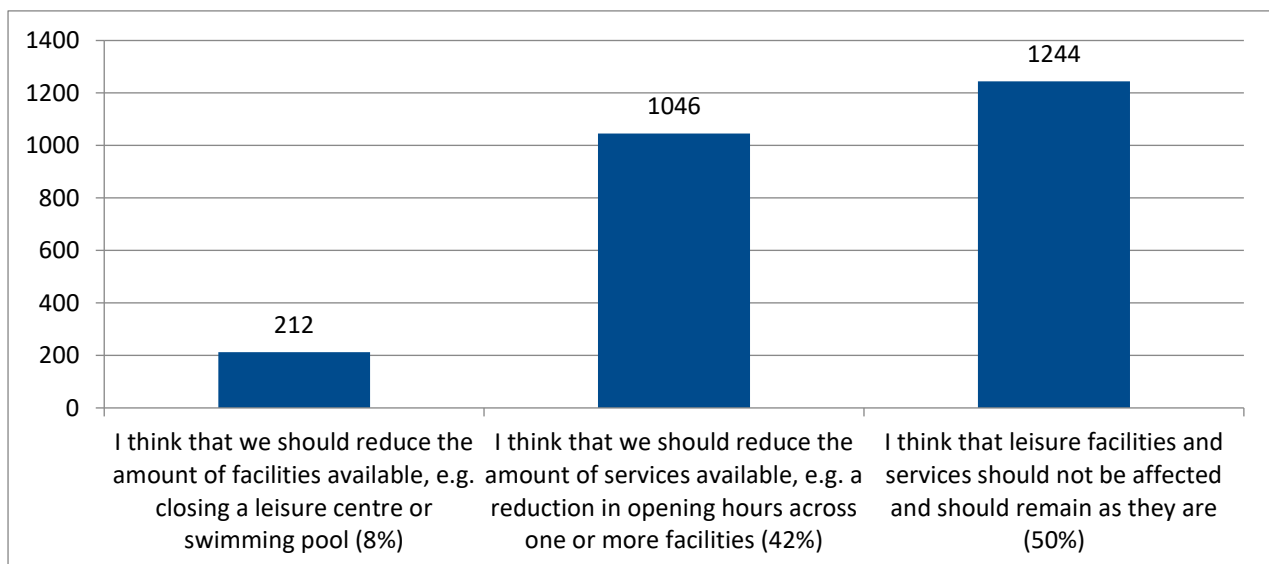
	Total times chosen	1	2	3
None	580	544	13	23
Care of older people (£20.3m)	162	67	49	46
Services for disabled people (£22.4m)	240	82	81	77
Schools (£89m)	271	130	70	71
Educational support services (£21m)	449	124	164	161
Children's social services (£18.8m)	254	58	95	101
Libraries, art centres and theatres (£3.1m)	807	421	229	157
Recycling and waste (£9.5m)	503	155	168	180
Sport and recreational services (£3.5m)	685	200	304	181
Highways, street lighting, infrastructure (£6.4m)	420	112	132	176

7.2.4 Halo Leisure

Respondents were informed of the current partnership arrangements in place with Halo Leisure, and the savings already delivered through this partnership arrangement (over £1 million). Respondents were asked which statement best represented their opinion in relation to further savings that could be made.

2502 people responded to this question.

50% of respondents stated that they did not think further savings should be made within leisure services. This was followed by 42% of respondents stating that services should reduce opening hours across one or more facilities. Only 8% of respondents said that they believed savings should be made through the closure of facilities.



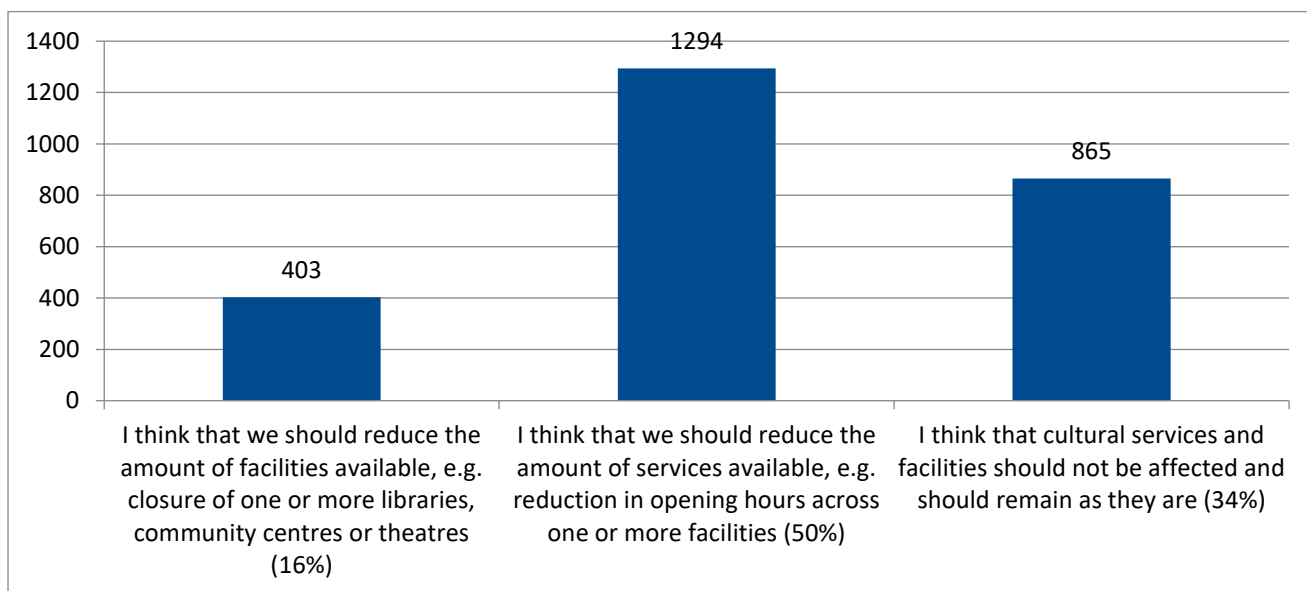
7.2.5 Awen Cultural Trust

Respondents were informed of the current partnership arrangements in place with Awen Cultural Trust, and the savings already delivered through this partnership arrangement

(£625,000). Respondents were asked which statement best represented their opinion in relation to further savings that could be made.

A total of 2562 people responded to this question.

50% of respondents agreed with the statement that services should be reduced, 34% felt that cultural services should remain as they are and 16% selected the statement that the amount of facilities should reduce.

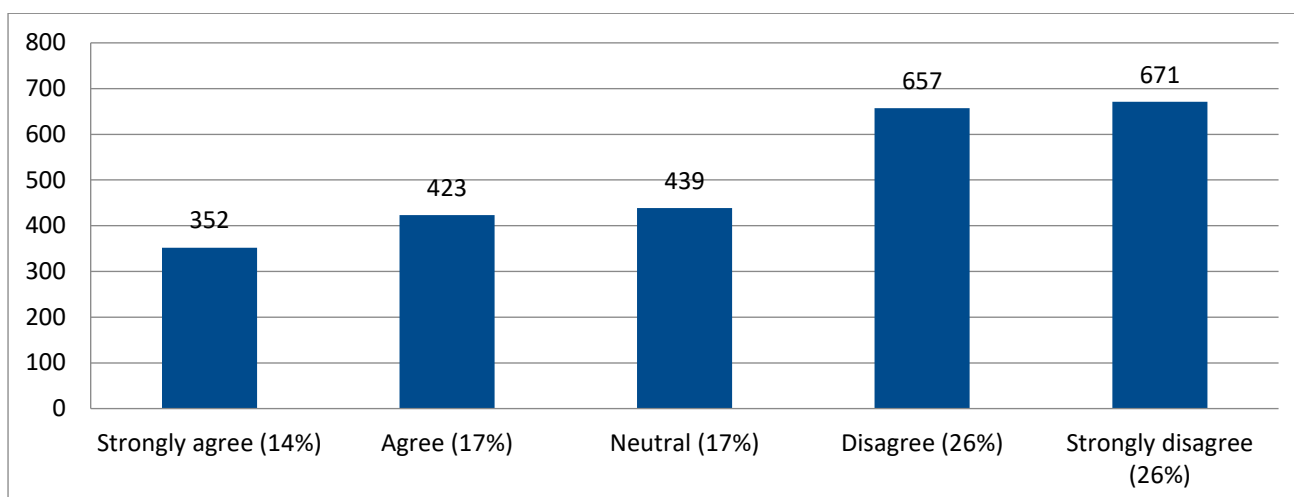


7.2.6 Youth clubs

Respondents were informed of the current availability of youth clubs across the county borough, and the current attendance figures at these youth clubs. Respondents were asked if they agreed that in order to save £26,000 the three remaining youth clubs should be closed.

2542 people responded to this question.

The majority of respondents 52% either disagreed (26%) or strongly disagreed (26%) with this proposal. 17% of respondents provided a neutral response and a total of 31% either agreed (17%) or strongly agreed (14%) with this proposal.



In this question respondents were asked if they had any further comments on this proposal. 501 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
Unhappy with proposal	134
Youth clubs mean reduction in anti-social behaviour/saves money in long run	126
Cut the youth clubs	50
Other youth clubs to take over, e.g. scouts	32
Youth clubs do not take up as much of the budget as other services	26
Keep one youth club open	20
* Comment not relevant to question	20
Need more volunteering	16
Merge services (with Halo etc.)	15
Charge membership fees	14
Not a great number of attendees	14
More work to be done to make youth clubs better	11
General comment / query about budget and costs	5
Youth provision doesn't cover all areas of the borough	5
Don't understand enough to be able to make a decision	4
Reduce opening times	4
Survey feedback including comments about the question wording	3
Query on the cost to run the clubs	2

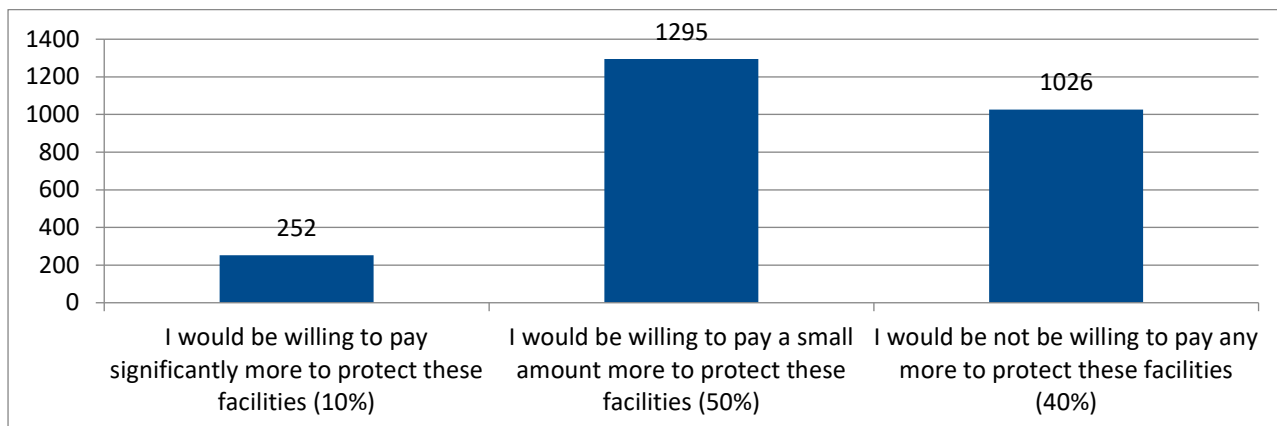
*Where responses provided were not relevant to the question they have been themed in section 7.2.23.

7.2.7 Outdoor sports facilities, pavilions and parks

Respondents were informed of the current subsidy provided to sports facilities pavilions and parks. In order to recover some of the costs for these facilities respondents were asked which statement best represented their opinion.

A total of 2573 people responded to this question.

- 10% said they would be willing to pay significantly more to protect facilities;
- 50% said they would be willing to pay a small amount more to protect facilities;
- 40% said they would not be willing to pay any more to protect facilities.

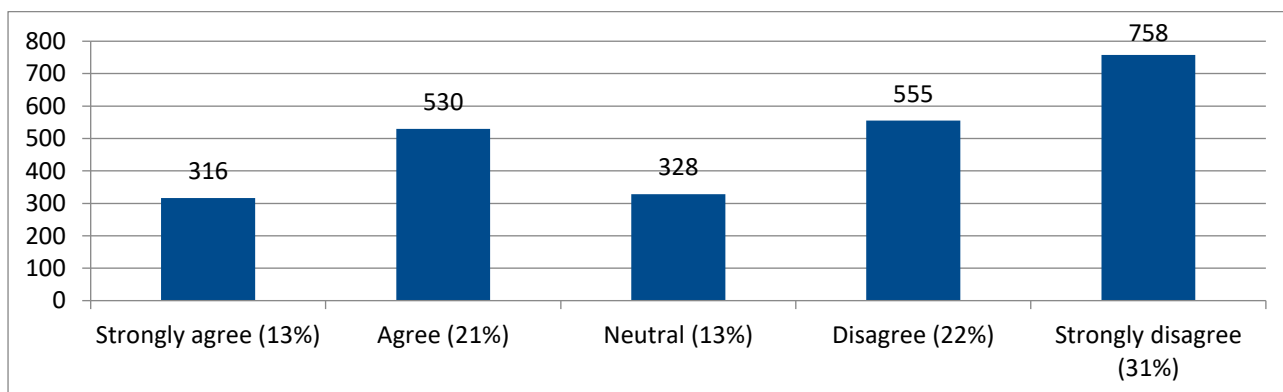


7.2.8 Schools budget

Respondents were asked whether they felt that in order to make a saving of £3.5 million per year, schools should be asked to make a 1% budget saving per year over the next four years. Respondents were asked to say whether they agreed with this proposal.

2487 people provided a response to this question.

The majority of respondents did not agree with this proposal, with a total of 53% either disagreed (22%) or strongly disagreed (31%). 13% of respondents provided a neutral response and 34% of respondents agreed with the proposal by either selecting strongly agree (13%) or agree (21%).



In this question respondents were asked if they had any further comments on this proposal. 446 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
No cuts to school budget/staff	266

Agree with proposal	58
* Comment not relevant to question	21
Too much money spent on special schools	20
Parents to help out more with costs and volunteering	15
Look at admin costs	12
Remove unnecessary equipment/extra courses/school trips etc.	10
Close/merge schools	9
General comment / query about budget and costs	7
Don't understand enough to be able to make a decision	6
Take cuts from schools with more funding	5
School transport should be reduced	4
Council should challenge central government funding cuts	3
Change school holiday dates or times to save money	3
Schools to make money by renting out sports halls/fields	3
Schools should become more business like	2
Survey feedback including comments about the question wording	2

**Where responses provided were not relevant to the question they have been themed in section 7.2.23.*

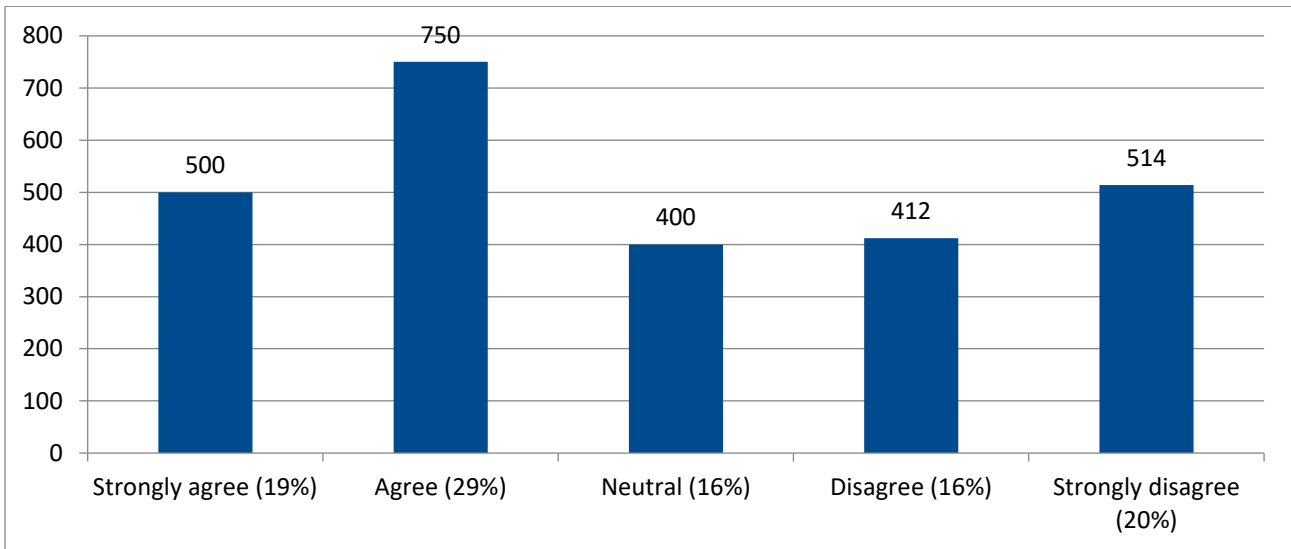
7.2.9 Nursery provision

Respondents were informed that in Bridgend County Borough, nursery school children were provided with additional nursery provision above the statutory minimum (30 hours provided against the 15 hour statutory provision). Respondents were informed that if the provision were to be reduced back to 15 hours this would save £1.9 million per year over the next four years.

Respondents were asked to select whether they agreed with this proposal.

2576 people provided a response to this question.

Overall there were more respondents (48%) who selected agree (29%) or strongly agree (19%) for this proposal. 16% of respondents provided a neutral response and overall 36% of respondents selected either disagree (16%) or strongly disagree (20%).



In this question respondents were asked if they had any further comments on this proposal. 337 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
Agree with proposal	87
Will prevent parents from working	79
Early education is important	51
Should be means-tested based on whether the parents work or not	37
Unhappy with proposal	27
Parents could contribute	18
Partly reduced	18
* Comment not relevant to question	12
General comment / query about budget and costs	7
Survey feedback including comments about the question wording	1

*Where responses provided were not relevant to the question they have been themed in section 7.2.23.

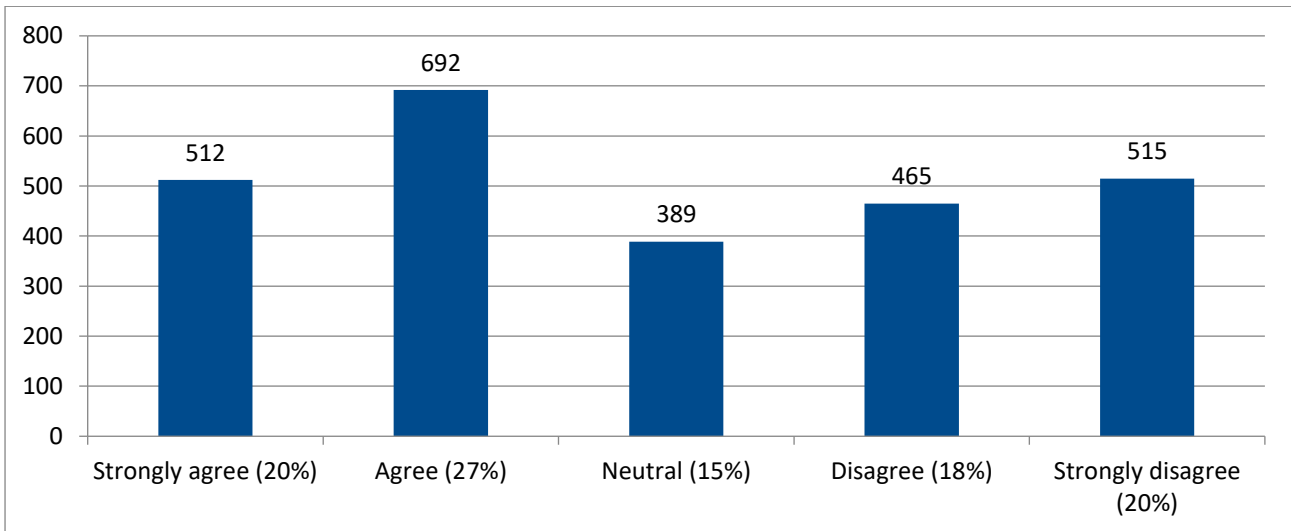
7.2.10 Post-16 transport

In Bridgend County Borough free school transport is provided to post-16 learners if they live more than three miles from school (sixth form) or attend Bridgend College.

Respondents were asked to select whether they agreed with the proposal to remove this funding which would save £400,000 over the next four years.

A total of 2573 people provided a response to this question.

20% of respondents strongly agreed with this proposal and a further 27% agreed with the proposal to end funding for post-16 transport. 15% of respondents provided a neutral response. 18% of respondents disagreed with the proposal and a further 20% strongly disagreed with the proposal.



In this question respondents were asked if they had any further comments on this proposal. 359 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
Disagree with proposal	106
Agree with proposal	76
Should be means tested	72
Could prevent children attending school	52
Reduced fees	44
* Comment not relevant to question	7
Merge school buses	2

*Where responses provided were not relevant to the question they have been themed in section 7.2.23.

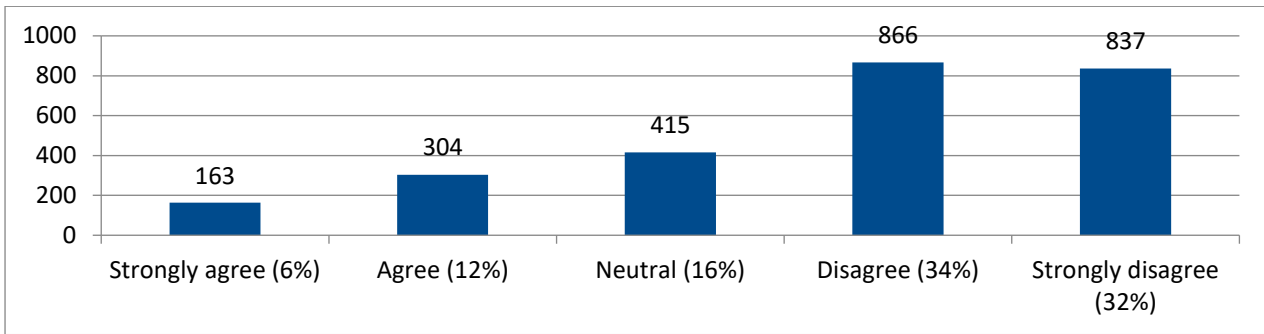
7.2.11 Day centres

Respondents were asked whether day services provided to older people and people with learning disabilities should be reduced in order to make savings of £280,000.

Respondents were asked to select whether they agreed with this proposal.

A total of 2585 people responded to this question.

Overall the majority of responses did not support the proposal to save money by reducing day centre services. 66% of respondents either disagreed (34%) or strongly disagreed (32%) with this proposal. 16% of respondents provided a neutral response and only 18% of respondents agreed or strongly agreed with this proposal.



In this question respondents were asked if they had any further comments on this proposal. 328 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
Disagree with proposal	141
Will result in loneliness/isolation	42
Reduce the hours/merge centres	32
Closing day centres will create further costs later on	29
Don't understand enough to be able to make a decision	16
Charge a small fee/means tested	16
Users should have access and transport to alternative facilities	16
Merge with third-sector partners	15
Cut the day centres	10
* Comment not relevant to question	7
General comment / query about budget and costs	4

*Where responses provided were not relevant to the question they have been themed in section 7.2.23.

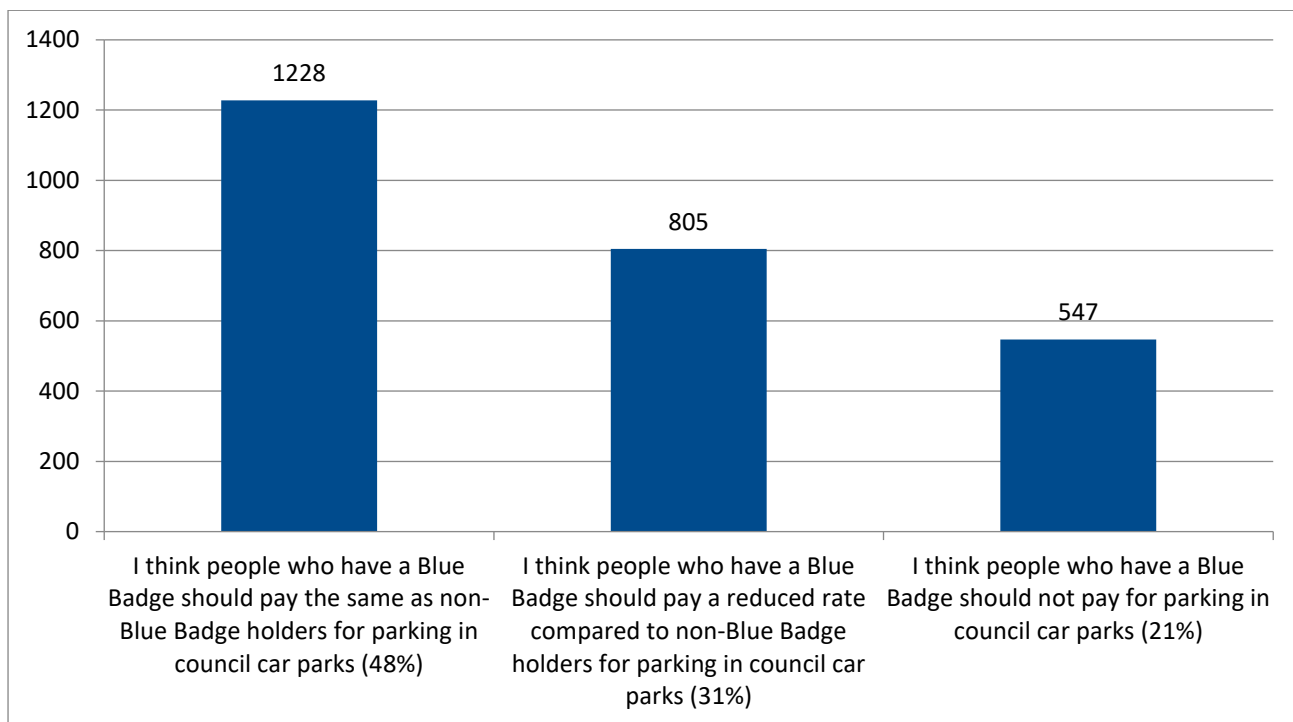
7.2.12 Blue Badge parking

Respondents were informed that in Bridgend County Borough parking in council car parks for people who have a Blue Badge is currently free of charge. It is proposed that in order to create revenue people with a Blue Badge should be charged for parking.

Respondents were asked to select which statement best represented their opinion.

A total of 2580 people responded to this question.

- 48% of respondents stated that Blue Badge holders should pay the same as non-Blue Badge holders to park in council car parks;
- 31% of respondents stated that Blue Badge holders should pay a reduced rate compared to non-Blue Badge holders to park in council car parks;
- 21% stated that Blue Badge holders should not pay to park in council car parks.



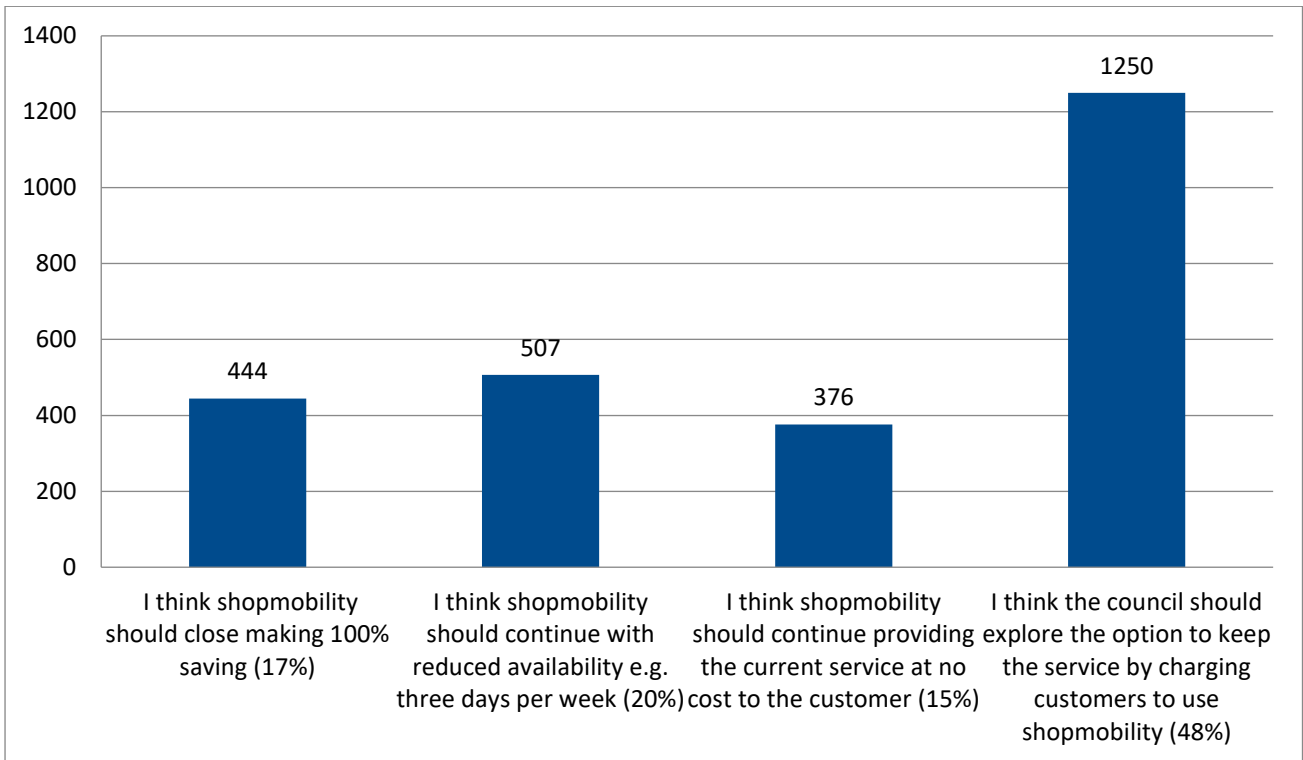
7.2.13 Shopmobility

In Bridgend, Shopmobility is provided within the town centre for a refundable deposit of £2. The service is fully funded by Bridgend County Borough Council and costs £20,000 per year.

Respondents were asked to select which statement best represented their opinion.

A total of 2577 people provided a response to this question.

- 17% of respondents stated that they thought Shopmobility should close;
- 20% of respondents think Shopmobility should continue with reduced availability;
- 15% of respondents think Shopmobility should continue providing the current service at no cost to the customer;
- 48% of respondents think the council should explore the option to keep the service by charging customers to use Shopmobility.



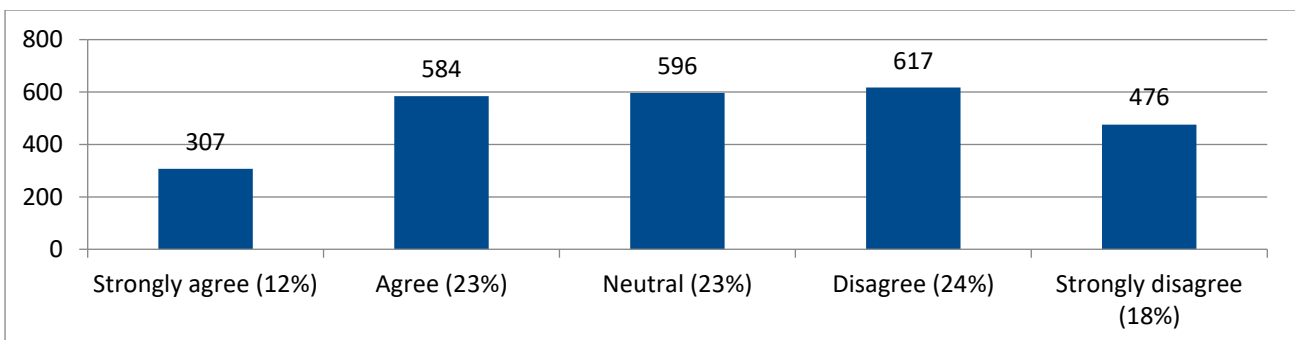
7.2.14 Subsidised buses

Respondents were asked if they agreed with the proposal to make further savings (in addition to the £188,000 savings that were identified following a consultation in 17/18) by removing the remaining subsidies for buses across the county borough. This would make a further saving of £183,000 annually.

Respondents were asked to select whether they agreed with this proposal.

A total of 2580 people responded to this question.

42% of respondents disagreed with the proposal (24% disagreed and a further 18% strongly disagreed). 35% of respondents agreed with the proposal and 23% gave a neutral response.



In this question respondents were asked if they had any further comments on this proposal. 467 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
The bus station is essential	82
** Comments about the bus station	82
Disagree with proposal	54
Results in isolation	47
Agree with proposal	42
Reduce buses/merge routes	39
Charge reduced fee instead of free bus pass	27
Don't understand enough to be able to make a decision	23
Encourage more to use public transport	14
Could affect town centre shopping	13
Smaller buses/taxis	11
* Comment not relevant to question	10
More cars on the road/not environmentally friendly	9
Certain routes should be removed	6
Hand over to private bus companies	2
General comment / query about budget and costs	6

*Where responses provided were not relevant to the question they have been themed in section 7.2.23.

** comments about the bus station were more relevant to the next question so have been added to the themes in Bridgend Bus Station question below.

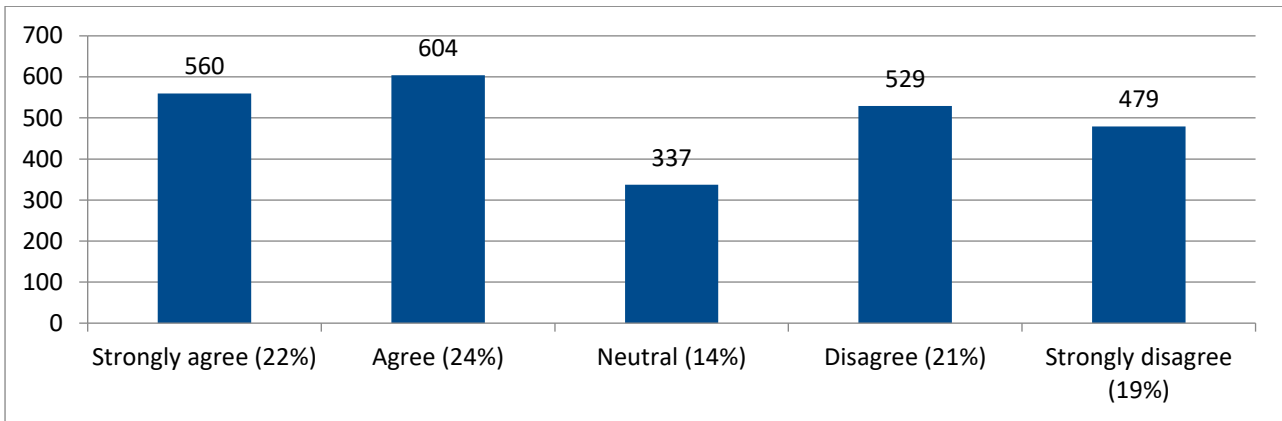
7.2.15 Bridgend Bus Station

Respondents were informed that a saving of £89,000 per year could be made if the bus station in Bridgend town centre was to close. Bays outside the station would still be accessible.

Respondents were asked to select whether they agreed with this proposal.

2509 people provided a response to this question.

46% of respondents agreed that the closure of the bus station should be considered in order to make budget savings, with 22% stating strongly agree and a further 24% stating agree. 14% of respondents provided a neutral response and overall 40% disagreed with this proposal.



In this question respondents were asked if they had any further comments on this proposal. 420 comments were received. 82 comments have also been included from the previous question. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
Disagree with proposal	114
Bus station has public toilets	78
Need outside shelter/seats/toilets	61
Agree with proposal	58
Weather will be a problem	41
Anti-social behaviour in the bus station	27
Could affect town centre	26
Ask newsagents/cafes etc. to set up inside bus station	20
General comment / query about budget and costs	18
Issues with bus station becoming an empty building	17
Don't understand enough to be able to make a decision	12
Accessibility	7
Only open during peak hours	7
Safety issues	6
* Comment not relevant to question	4
Could cause further costs later on	3
Open in the winter, closed in the summer	3

*Where responses provided were not relevant to the question they have been themed in section 7.2.23.

7.2.16 Recycling and waste

Respondents were provided with four proposals which could create savings or increase revenue over the next four years. Respondents were asked to rank the proposals in their order of preference.

The proposals were:

- Change household food waste bags from biodegradable to single use plastic, potentially creating savings of £35k (74%) over the next four years;
- Cease the provision of providing 'blue bags' to households. The two bag restriction will still apply, however householders will be able to use their own black bags, potentially creating savings of £50k (38%) over the next four years;
- Cease the separate collection and recycling of absorbent hygiene products, e.g. nappies, stoma bags and adult incontinence pads. An allowance would be made for those who need this service for this to be treated as refuse. This would potentially creating savings of £200k (36%) over the next four years;
- Reduce the opening hours of community recycling centres by one hour, potentially saving £34k (36%) over the next four years.

When analysed the overall ranking for the proposals were:

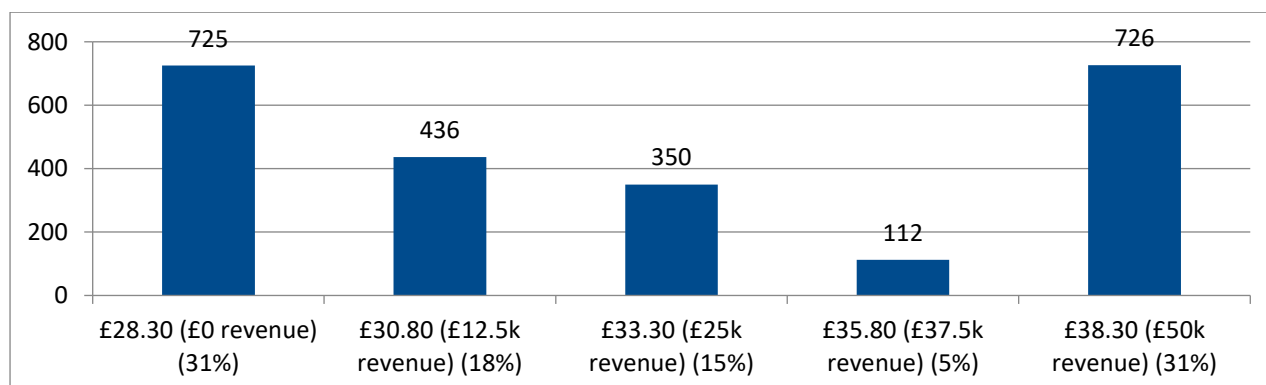
1. Cease the provision of providing 'blue bags' to households;
2. Cease the separate collection and recycling of absorbent hygiene products;
3. Reduce the opening hours of community recycling centres by one hour;
4. Change household food waste bags from biodegradable to single use plastic.

7.2.17 Garden waste

Respondents were asked whether they agreed with a proposal to increase the charge for collection of garden waste in order to increase revenue.

A total of 2349 people responded to this question.

- 31% of respondents stated that they would not be willing to pay more than the current charge of £28.30;
- 18% of respondents stated that they would be willing to pay £30.80, creating an additional £12,500 in revenue annually;
- 15% of respondents stated that they would be willing to pay £33.30, creating an additional £25,000 in revenue annually;
- 5% of respondents stated that they would be willing to pay £35.80, creating an additional £37,500 in revenue annually;
- 31% of respondents stated that they would be willing to pay £38.30, creating an additional £50,000 in revenue annually.

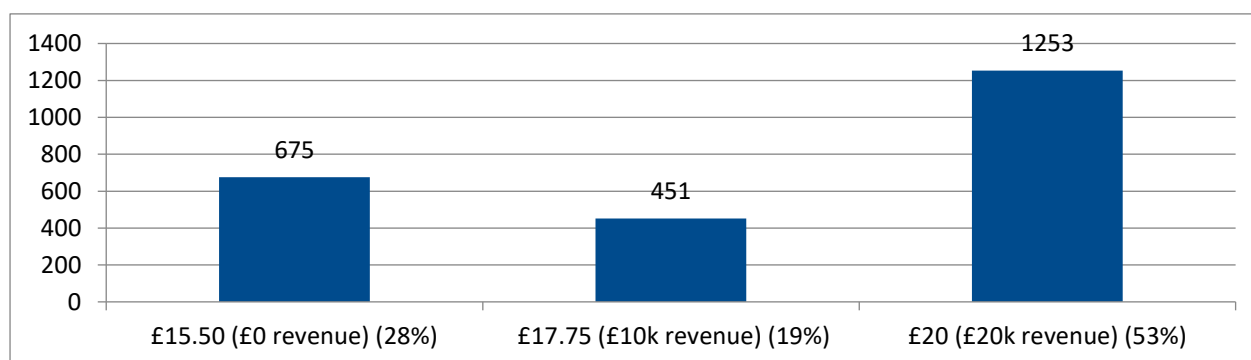


7.2.18 Three bulky items

Respondents were asked whether they agreed with a proposal to increase the charge for collection of bulky items in order to increase revenue.

2379 people provided a response to this question.

- 28% of respondents stated that they would not be willing to pay more than the current charge of £15.50;
- 19% of respondents stated that they would be willing to pay £17.75, creating an additional £10,000 in revenue annually;
- 53% of respondents stated that they would be willing to pay £20, creating an additional £20,000 in revenue annually.



At the end of this section, respondents were asked if they had any further comments about recycling and waste. 257 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
Fly tipping will be a bigger problem if costs are increased	93
Bad service	25
Issues with single-use plastic	18
Promote recycling more	13
Charge more for bulky waste/garden waste	10
Too many bags	10
Residents to buy blue bags/food bags	9
General comment / query about budget and costs	9
Expensive already	7
Bulky waste items shouldn't be limited to three items	6
Encourage donations of bulky waste items to charities etc.	6
Don't cut recycling and waste budget	6
Be more environmentally friendly (should be able to recycle more etc.)	5
Bulky waste/garden waste should be free	5
Charge per bulky waste item rather than for three	5
Happy with service	5
Less frequent collections	5

Should be means tested	5
Consider private companies	4
Public to help out more	4
Reduce hours/days recycling centres are open	3
Concerns around absorbent hygiene collection	2
Fine those who don't recycle	2

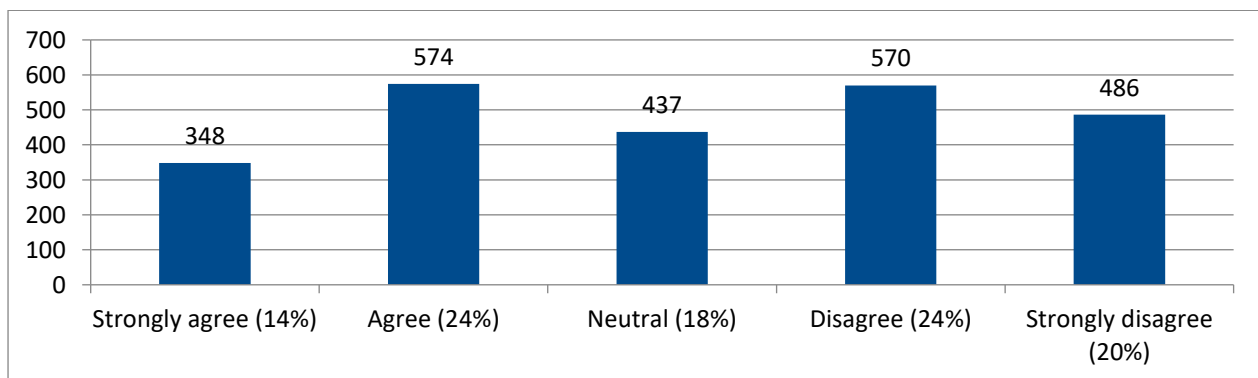
7.2.19 Weed spraying

Respondents were informed that one of the current proposals is to reduce the amount of times the council sprays weeds along the highways per year. In order to save £20,000 per year it is proposed that weed spraying is reduced from twice per year to once per year.

Respondents were asked to select whether they agreed with this proposal.

A total of 2415 people responded to this question.

44% of respondents did not agree with the proposal to reduce weed spraying to once per year (24% disagreed and 20% strongly disagreed). 18% of respondents provided a neutral response and 38% of respondents agreed with this proposal.



In this question respondents were asked if they had any further comments on this proposal. 373 comments were received. All comments were themed (comments could contain more than one theme) and these are detailed in the table below:

Theme	No.
Will make the area look untidy/affect tourism	68
Will affect road infrastructure	42
Don't see any spraying being done	40
Supports proposal - better for the environment	38
Danger to motorists - reduced visibility	25
Increase spraying	22
Supports proposal - saves money	21
Need to spray paths/pavements for access	20
Residents to do more	20
Japanese knotweed concerns	15
Transfer to town and community councils/work with partners	13

Community service/unemployed to do it	9
Prioritise areas	8
Maintain two sprays per year	7
Not cost effective	7
Use stronger weed killer	5
Stop planting flowers etc.	3
Health issues - asthma etc.	2
Negatively impacts jobs	2
* Comment not relevant to question	2
Supports proposal - better health	2
Unsure about this proposal	2

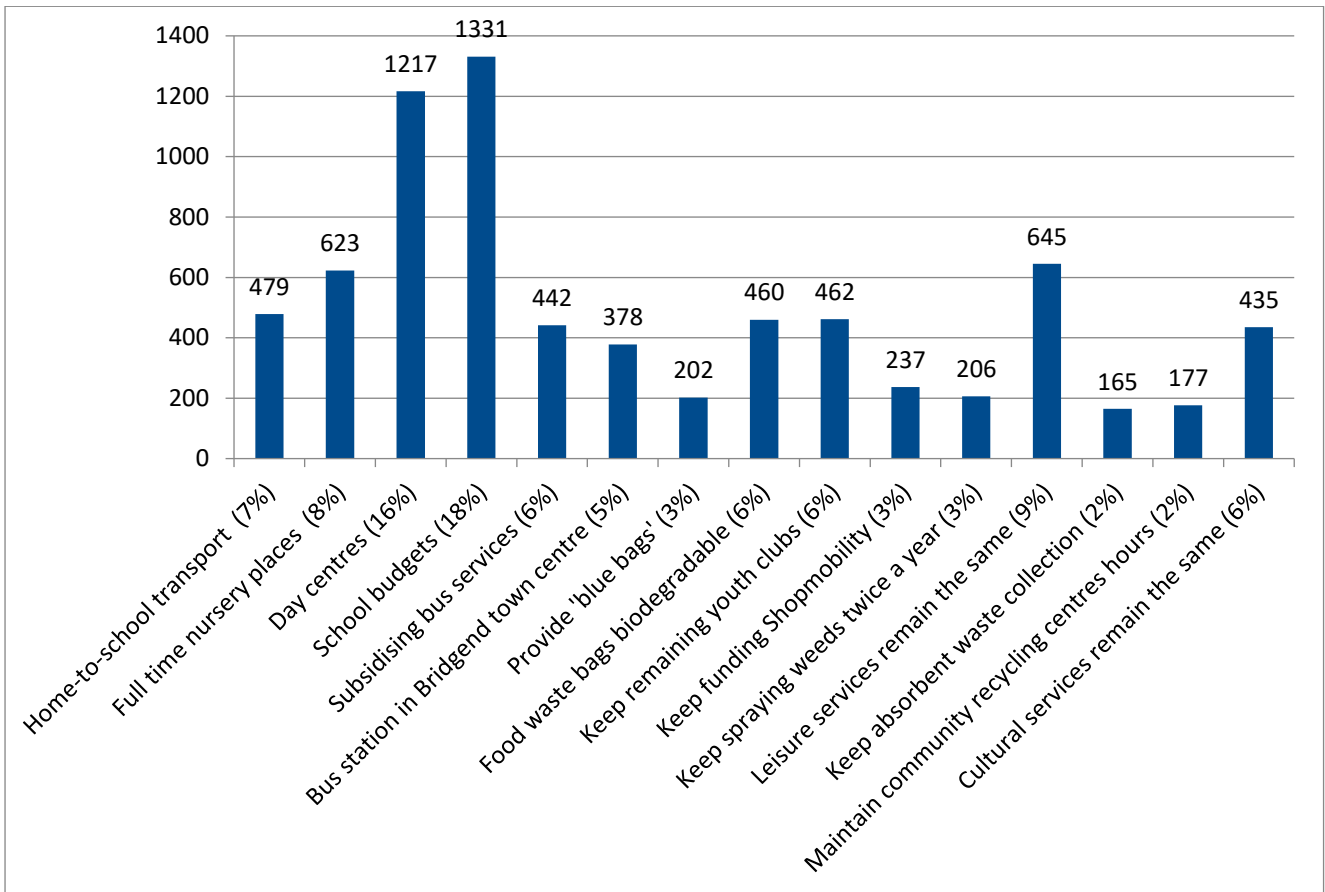
**Where responses provided were not relevant to the question they have been themed in section 7.2.23.*

7.2.20 Summary – services to protect

As a summary question respondents were asked to select three of the proposals outlined within this consultation that should be protected.

The three most frequently selected services to **protect** were:

1. School budgets;
2. Day centres;
3. Leisure services.

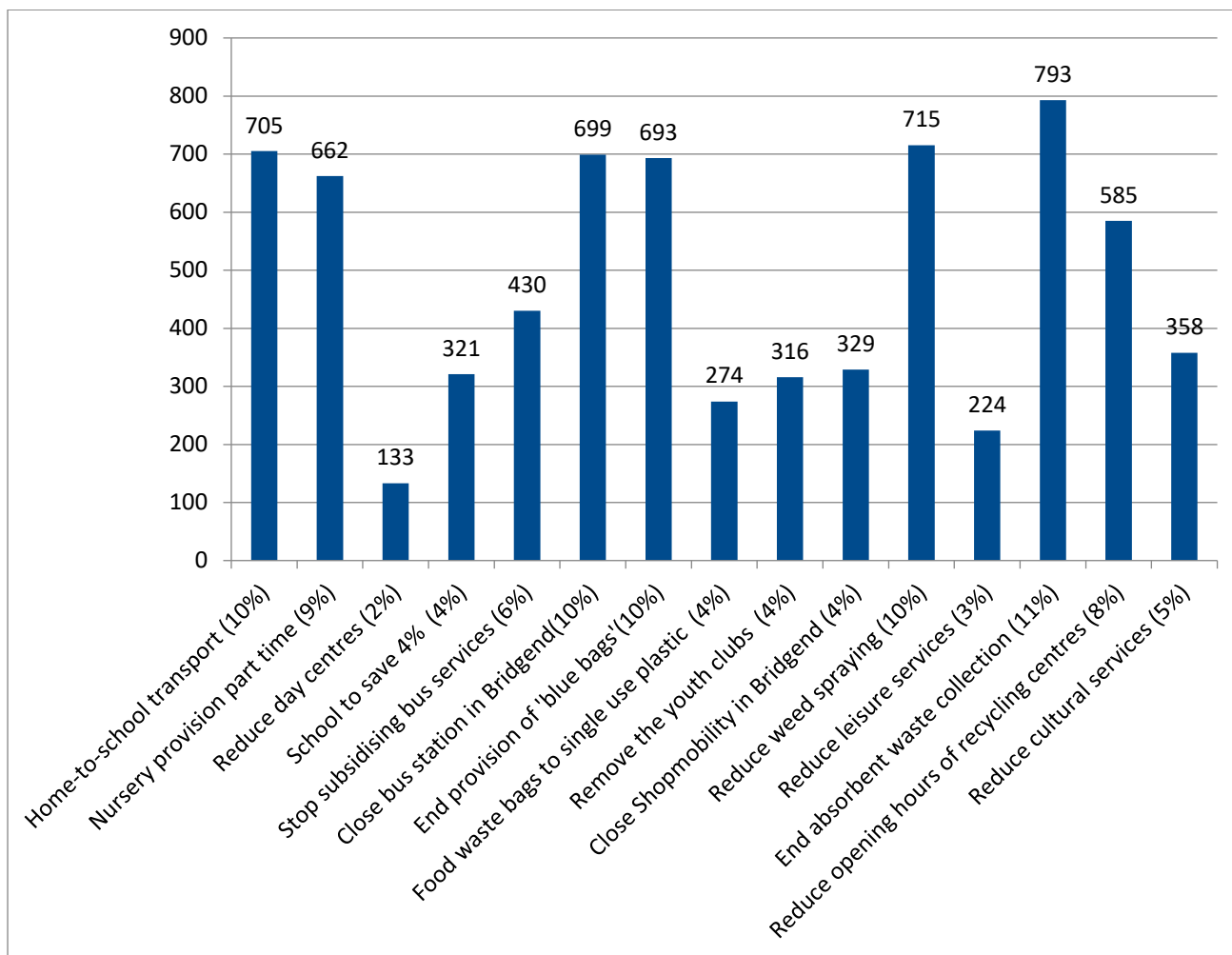


7.2.21 Summary – services to cut

As a summary question respondents were asked to select three of the proposals outlined within this consultation that should be cut.

The three most frequently selected services to **cut** were:

1. End separate absorbent waste collection;
2. Reduce weed spraying;
3. End funding for post-16 home to school transport.



7.2.22 Increasing revenue

As a summary question respondents were asked to rank the four revenue-generating proposals outlined within this consultation in their order of preference.

When analysed the overall ranking for the proposals were:

1. Blue Badge holders to pay for parking;
2. Increase charges for garden waste;
3. Increase charges for three bulky items;
4. Consider increased charges for sports pitches and pavilions.

7.2.23 Do you have any further comments that you would like to make on the budget proposals for 2019/20?

Finally, respondents to the survey were asked if they would like to make any further comments on the budget proposals for 2019/20.

In addition any final comments made following the completion of the clicker-pad interactive sessions were recorded.

These comments, along with comments that were not relevant to individual proposal questions, were themed and are presented in the table below:

Theme	No.
No more cuts to services	178
Cut council staff/wages/expenses	82
Ideas to generate money	80
Cut councillors/wages/expenses	77
Protect the most vulnerable	63
Issues with recycling and waste/environmental issues	47
Work more with third-sector/engage with community	42
Council tax isn't good value for money	34
Agree with proposals to save money	33
Look at internal costs to save money (admin, electricity etc.)	33
Difficult decision to be made/no further comments	31
Highways comments	28
Explore the effects of the cuts first	22
General comment / query about budget and costs	21
Positive survey/ question style feedback	21
Savings could cause further problems/costs in the future	20
Schools should save money	19
Neutral survey/question style feedback	19
Comments specific to political parties	18
Negative survey/question style feedback	18
Merge councils/departments within the council	17
Increase council tax	16
Need public toilets	16
Reduce hours/days of services instead of cutting them	15
Close non-essential services	13
Accessibility/equality issues	8
Cut down people claiming benefits/abusing Blue Badge	8
Unhappy with Cardiff City Deal	8
Remove costs associated with Welsh language	6
Comment not related to budget consultation	3

The majority of the responses related to no more cuts to services followed by cuts to council staff wages.

8. Social media responses

During the consultation period there were 447 interactions on our social media channels, 282 of which were in response to the social media Q&A. The comments have been themed and are detailed in the table below (comments could contain more than one theme):

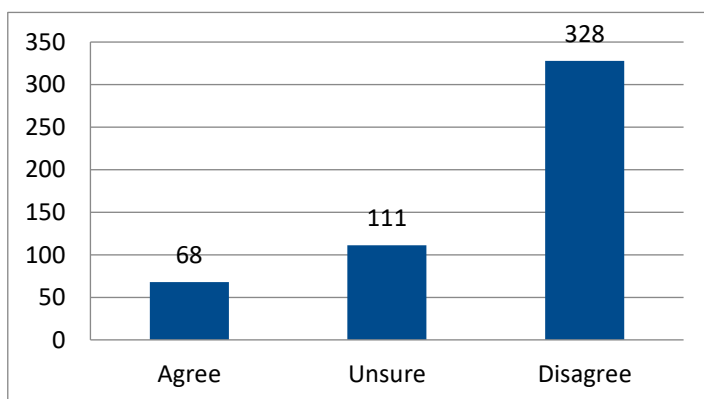
Theme	No.
Highways comments	52

Not relevant – general council queries	46
Unhappy with proposals	37
Issues with recycling and waste	34
Cut council staff/wages/expenses	31
Ideas to generate money	26
Cut councillors/wages/expenses	22
Council tax revenue/new housing deals	19
More council tax, less services	18
Unhappy with Cardiff City Deal	18
Keep essential services	16
Survey/question style feedback	17
Unhappy with closure of public toilets	15
Council should challenge central government funding cuts	13
General comment/query about budget and costs	14
Business rate comments	11
Repairs to council building	11
Look after schools	10
Budget consultation events	7
Cost of sports/playing fields	7
Savings could cause future problems	6
Need to understand reasons for cuts	5
Merging of councils	5
General comment about the Q&A session	4
Cost of Welsh Language Standards	3

9. Primary schools workshops

Primary school workshops took place in 15 schools and included 832 Year 5 and Year 6 young people. The sessions were interactive and pupils were asked to comment on some of the proposals within the consultation. The figures in this section are not included in the figures within the main report. Young people were asked about a range of services in each session however sessions were bespoke, pupil-led workshops and as a result not all services were discussed in each session.

507 young people were asked the question about the **reduction of day services**.

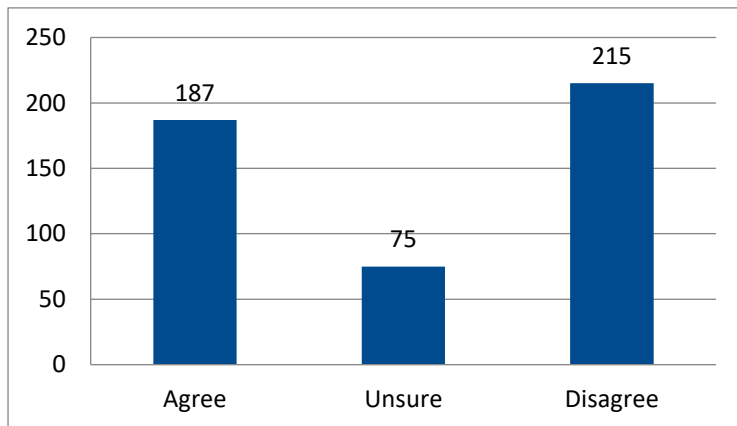


65% did not agree with this proposal.

22% of young people asked this question were unsure.

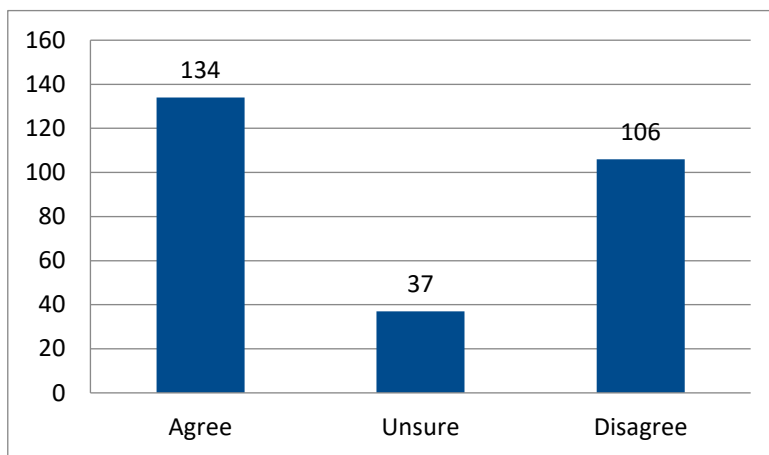
13% of those asked this question agreed with the proposal to reduce day services.

315 young people were asked the question about removal of funding for **post-16 transport**.



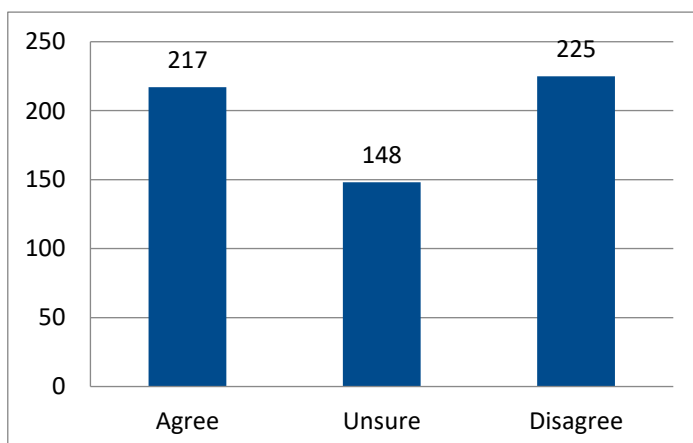
55% did not agree with this proposal.
 23% did agree with this proposal to make budget savings.
 22% young people gave a neutral response.

277 young people were asked whether the council should continue to fund the **three remaining youth clubs**.



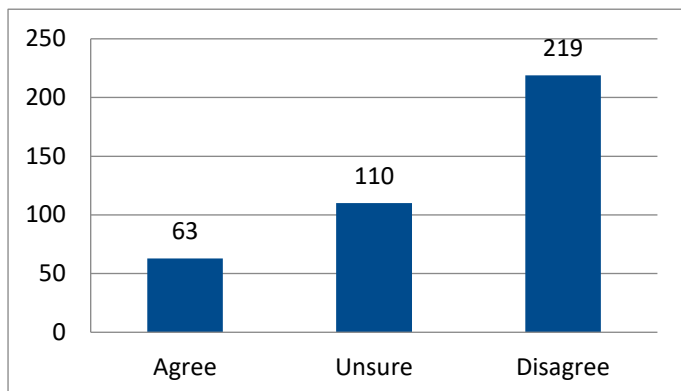
49% of young people asked this question felt that the youth clubs should be closed.
 13% gave a neutral response.
 38% of young people who were asked this question felt that the youth clubs should remain open.

590 young people were asked whether **schools should be asked to make savings in their budgets** over the next four years.



38% of young people asked this question did not think schools should be asked to make savings.
 37% however agreed that this saving should be made.
 25% of those asked gave a neutral response to this question.

392 young people were asked if they would be willing to pay more for **sports pitches**.

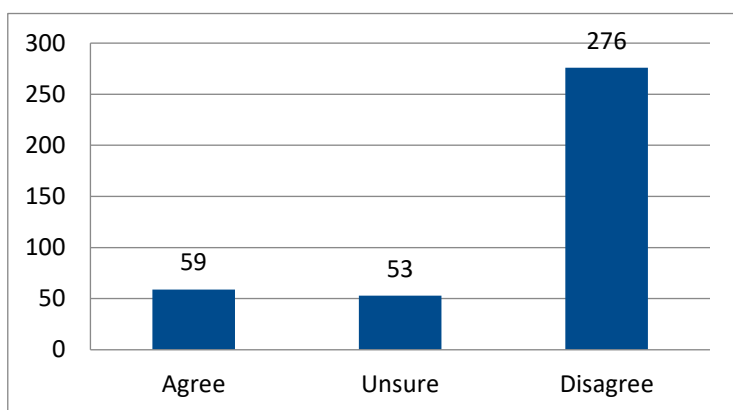


16% agreed that they would be willing to pay more for sports pitches.

28% were unsure about this proposal.

56% did not agree with this proposal. They felt the council should continue to fund sports

388 young people had a discussed whether savings should be made by closing or reducing **Halo leisure services**.

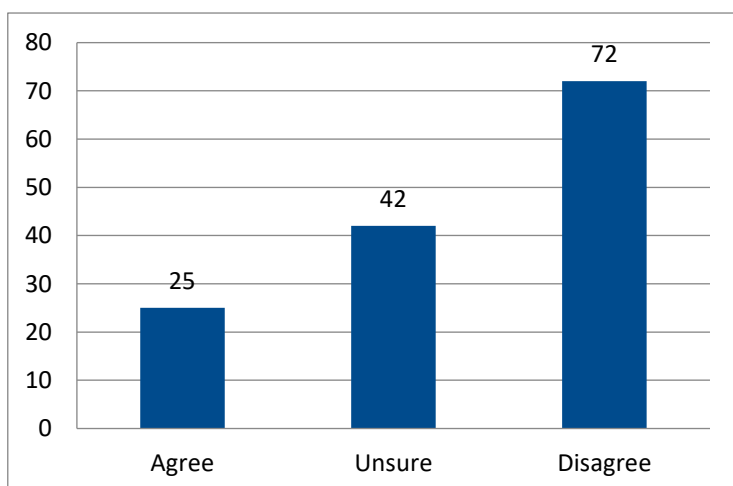


15% of young people asked this question felt that some services could be closed or reduced in order to save money.

14% gave a neutral response.

71% of young people felt that leisure services were too important and that savings shouldn't be made through reductions or closures.

139 young people were asked if savings should be made by closing or reducing **Awen cultural services**.

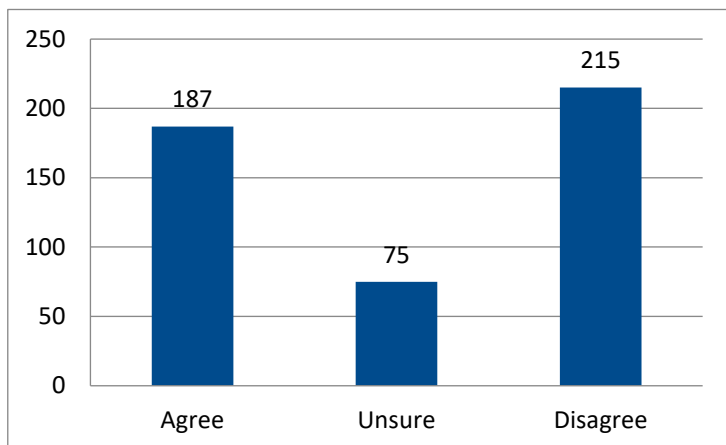


18% of young people agreed that in order to save money services should be reduced or close.

30% gave a neutral response.

52% of young people asked this question felt that services should remain as they are.

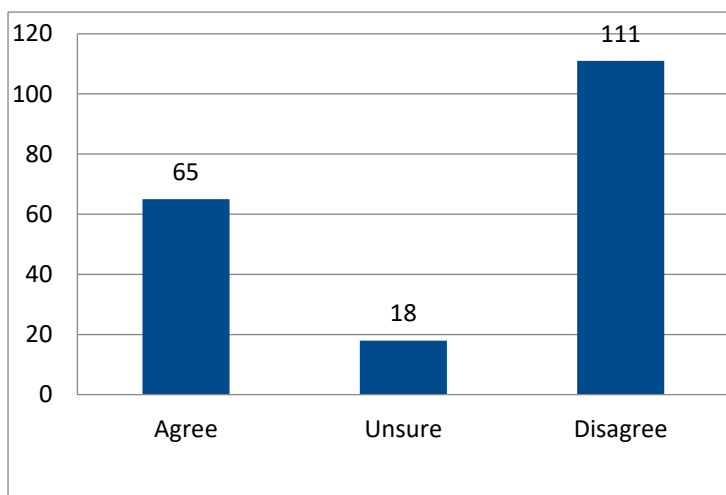
477 young people were asked about **nursery provision**.



45% of young people asked did not agree that in order to make savings nursery places should be reduced to 15 hours per week.

40% of young people did agree with this proposal and a further 15% gave a neutral response.

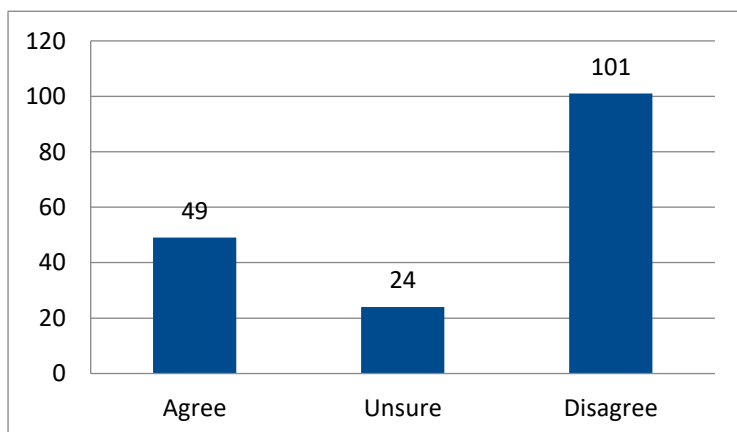
The proposal in relation to the potential **closure of the bus station** in Bridgend town centre was discussed with 194 young people.



57% of young people asked this question did not agree that the bus station should be closed.

34% of young people agreed with this proposal in order to make budget savings.

174 young people were asked if people with a **Blue Badge** should pay to park in council car parks.



58% of young people did not agree with this proposal and felt that someone with a blue badge should park for free.

28% of young people asked this question said that they did think that someone with a Blue Badge should pay the same as someone without a Blue Badge.

14% of those asked were unsure.

Young people were asked what was important to them in their communities. Young people in Years 5 and 6 told us that the most important services to them are school, followed by their houses and shops followed by parks, bridges, traffic lights and sports pitches.

Young people were asked to make any further comments on services that they would like to protect:

- local food places free for homeless
- public toilets
- social services for everyone
- movie theatres
- schools for autism
- hospitals
- house services
- parks
- electricity
- provide food for food banks
- sports equipment
- defibrillators
- healthcare
- Mental health
- Mental health of prisoners

10. Conclusion

10.1 Prioritising particular services

When asked the question about services to be protected through council tax increases, the three most popular services to be protected were:

- Schools
- Care of older people
- Services for disabled people

The least popular services to be protected through council tax increases were:

- Libraries, arts centres and theatres
- Sport and recreation services
- None, don't protect any services through council tax

When presented with all proposals as a summary question, respondents selected the following areas to **protect**:

- School budgets;
- Day centres;
- Leisure services.

In the same summary question the most frequently selected services to **cut** were:

- End separate absorbent waste collection;
- Reduce weed spraying;
- End funding for post-16 home to school transport.

10.2 Budget proposals – savings

The proposals to make savings that were **supported** by respondents were:

- Reduce services provided by Awen Cultural Trust (50%)
- Reduce nursery provision to 15 hours per week (48%)
- Remove funding for post-16 transport (47%)
- Close Bridgend Bus Station (46%)
- Blue Badge holders to pay for parking in council car parks (79%)
- The council should explore the option of charging for shopmobility (48%)
- Charge more for collection of three bulky items (53%)

The proposals that were **not supported** by respondents were:

- Closure of Halo Leisure facilities (50%)
- Closure of youth clubs (52%)
- Reduction in schools budgets (53%)
- Reduction in day centres/services (66%)
- Removal of bus subsidies (42%)
- Reduce weed spraying (44%)

10.3 Increasing revenue

When asked about increasing revenue and protecting services through increased council tax payments the majority of respondents did not want to pay more than the predicted 4.9% rise in council tax.

60% of respondents were willing to pay more to access sports pitches, pavilions and parks.

79% of respondents stated that Blue Badge holders should pay for parking in council car parks.

10.4 Summary

A sample of 2,677 survey completions is robust and is subject to a maximum standard error of +1.96% at the 95% confidence level. Therefore, we can be 95% confident that responses are representative of those that would be given by the total adult population, to within $\pm 1.88\%$ 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 48.04% and 51.96%.

The response to the consultation demonstrated a significant increase on previous years, with engagement across a range of community groups, schools and organisations.

The consultation document was available in a variety of formats: standard; easy-read; large print and youth in Welsh and English. Respondents were able to select online or paper surveys in all formats.

A total of 2677 survey responses were received. 1491 online surveys were received. 507 paper surveys and 679 surveys were completed during interactive sessions. This demonstrates a 44% increase on last year's survey completions. A particular increase can be noted in youth survey completions, where there is a 553% increase compared to last year.

Survey type	2017	2018	+/-
Standard	1181	1095	-7.3%
* Easy read /large print (accessible surveys)	51	267	+423.6%
** Citizens' Panel	505	524	+3.8%
Youth	121	791	+553%
Total	1858	2677	+44.1%

* For the first time an easy read version of the survey was available, easy read and large print surveys have therefore been analysed together as accessible surveys in the table above.

** In 2017 the survey was sent to 1609 Citizens Panel members. The 2017 response rate therefore represented a 31% response rate from Citizens' Panel members. In 2018 the Citizens' Panel members had reduced to 1096. The 2018 response rate of 524 therefore represents a 48% response rate from Citizens' Panel members.

The consultation and engagement team attended 53 events, meetings and workshops during the live period resulting in 2148 face to face interactions with people in events. In 2017, face to face engagement totalled 152 so 2018's figure represents an increase of 1313%. This is due in large-part to attending schools across the county borough.

All response types have been analysed and are included in the main report. 832 young people in years 5 and 6 also had the opportunity to engage in the consultation however their responses are reported separately.

880 people told us that they wanted to be kept up to date with the consultation outcome.

393 provided their details to sign up for the Citizens' Panel.

894 people provided their details to enter the prize draw.

This report is to be shared with Cabinet in order to inform the MTFs for 2019/20 and further into 2020-2023.