

Shaping Bridgend's Future 2021

Consultation report

Date of issue: December 2021

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1. Overview

A public consultation was undertaken over an eight-week period from 20 September 2021 to 14 November 2021. The consultation received **1,115** interactions from a combination of survey completions, attendance at engagement events (online and face-to-face), 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 which 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 Welsh and English. The content of the page remains available online.

In total, there were 47 questions (within all survey formats) that required a reply from respondents. Respondents could choose to answer all or some of the questions. All survey responses offered the option of anonymity. 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.

Comments regarding the consultation were also invited via social media, letter, email and phone call.

Due to the impact of Covid-19 this year, the council were able to carry out limited face-to-face engagement within the community. The council therefore relied more heavily on social media, digital communications, the website and online meetings in order to engage with residents throughout the budget consultation. This does appear to have impacted on the levels of engagement with the consultation. Details of which can be seen in section four.

3. Marketing communications and engagement methods

Details of the consultation were shared with the following stakeholders: general public/residents, Citizens' Panel members, elected members, Bridgend County Borough Council (BCBC) employees, Bridgend businesses, town and community councils, school governors, Bridgend Community Cohesion and Equality Forum (BCCEF) members, local interest/community groups, Bridgend Association of Voluntary Organisations (BAVO), Bridgend College, partners, secondary schools (including headteachers) and media outlets.

3.1 Promotional tools

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

3.1.1 Social media

The council runs the following social media accounts: Twitter, Facebook, Instagram, LinkedIn and YouTube.

Budget consultation information was posted bilingually 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 **14,321** followers on its English Twitter account and **305** on its Welsh Twitter account, **17,214** followers on its English Facebook page and **192** on the Welsh Facebook page, **2,906** followers on Instagram and **5,097** followers on LinkedIn and **133 subscribers** on YouTube. 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, two polls were created on Twitter which generated 41 votes to key questions within the budget consultation survey:

- **The wellbeing of residents is incredibly important to us. As part of our annual budget consultation we would like to hear your views on what services are the most important for wellbeing?**

26 votes resulted in the following responses:

Support for older people 38.5%
Food poverty support 30.8%
Homelessness support 19.2%
Council tax support 11.5%

- **During and following on from the pandemic, face-to-face support had to be paused to help keep everyone safe. We would like to know how you prefer to access support from us while Civic Offices are closed?**

15 votes resulted in the following responses:

Telephone or email 53.3%
Social media 26.7%
Website 13.3%
Chatbot 6.7%

Paid Facebook and Instagram advertising was used to reach and target a wider audience within the county borough between 20 September and 14 November.

The English language adverts reached **19,292 people** living in Bridgend County Borough and generated 67 comments, 27 shares, 20 reactions and 503 clicks through to the English budget consultation webpage.

The Welsh language adverts reached **953 Welsh-speaking people** living in Bridgend County Borough and generated 1 reaction and 24 clicks through to the Welsh language budget consultation webpage.

In addition to the adverts, a podcast was recorded and shared to promote the consultation on social media due to the impact of the pandemic. The podcast featured the leader of the council, Councillor Huw David. Overall **podcast views** were **2,515**.

During the consultation period, the local authority posted 74 times across social media channels. This organic and paid for content **reached 247,180 people** generating **55 comments, 95 shares, 78 reactions, 41 poll votes, 2,515 podcast views** and **1,133 link clicks** through to the budget consultation page on the local authority website.

The council also runs the Bridgend Business Forum (BBF) social media accounts. The BBF has **3,000** followers on its English Twitter account and **95** followers on its Welsh Twitter account.

The BBF has **1,836** followers on its bilingual Facebook page and **176** followers on its Instagram account.

During the consultation period, the council tweeted **5 times** on the BBF's English and Welsh social media accounts. This resulted in a reach of **310 people** and **2 likes**.

The council also posted **4 times** on the BBF's Facebook page resulting in a reach of **440 people** and **5 likes**.

There was one post on the BBF's Instagram account which had a reach of **42 people** and received **1 like**.

3.1.2 govDelivery

govDelivery is a digital communications tool that was introduced by the local authority in June 2020 to issue council updates directly to residents' email inboxes in the language of their choice.

There are currently **36,597 English language subscribers** and **223 Welsh language subscribers** from Bridgend County Borough to the weekly Covid-19 update emails.

Shaping Bridgend's Future Budget consultation was included in the following bulletins:

English

Date	Total email opens	Unique link clicks	Total link clicks
23/09/2021	25,165	122	134
08/10/2021 (Standalone bulletin)	19,756	1,070	1,221
21/10/2021	23,069	48	55
28/10/2021	24,641	131	147
04/11/2021	27,555	21	24
11/11/2021	22,090	63	68

The Shaping Bridgend' Future consultations were included in **six weekly English language bulletins** and one standalone bulletin. This generated **1,649 link clicks** through to the English budget consultation webpage.

Welsh

Date	Total email opens	Unique link clicks	Total link clicks
23/09/2021	119	0	0

Date	Total email opens	Unique link clicks	Total link clicks
08/10/2021 (Standalone bulletin)	113	3	3
21/10/2021	103	0	0
28/10/2021	110	0	0
04/11/2021	119	0	0
11/11/2021	146	0	0

The Shaping Bridgend's Future consultations were included in **six weekly Welsh language bulletins** and one standalone bulletin. This generated **three link clicks** through to the Welsh budget consultation webpage.

Overall, govDelivery generated **1,652 link clicks** through to the budget consultation.

3.1.3 Bridgend Business Forum Monthly e-news

The business@bridgend monthly e-news is issued to **2898 business** subscribers in Bridgend County Borough. The digital newsletter features top ten articles aimed at businesses. Two articles tailored specifically to the business community, on the budget consultation were featured in the monthly e-news to businesses during the consultation period.

English

Date	Total email opens	Unique link clicks	Total link clicks
06/10/2021	1764	39	56
10/11/2021	1001	6	18

Welsh

Date	Total email opens	Unique link clicks	Total link clicks
06/10/2021	1764	37	52
10/11/2021	1001	10	27

Overall, the business@bridgend e-news generated **74 link clicks** through to the English budget consultation webpage and **79 links clicks** through to the Welsh budget consultation webpage.

A standalone e-shot promoting the budget survey was also issued to **2,898** businesses listed on the Bridgend business directory.

3.1.4 Media and publicity

The screenshot shows the Bridgend Council website interface. On the left, there is a navigation menu with 'Residents', 'Business', and 'My Council'. The main content area features a news article titled 'Local DJ Lee Jukes interviews Council Leader on budget consultation' by Lisa Baker, Editor, Welsh Business News & News from Wales. The article is dated Monday 20 September 2021. The website header includes the council logo and navigation links like 'Home', 'Contact Us', 'Business News', 'Food & Drink', 'Health', 'Jobs', 'Property', 'Sport', 'Transport', and 'Share your news'.



Three main media releases were issued to coincide with the start, middle and end of the consultation in order to raise awareness and encourage participation. These were issued on 20 September, 26 October and 9 November.

Between 20 September and 14 November, the budget consultation was also

incorporated into 16 news round-up media releases. These were issued at a rate of two a week.

In addition, the budget consultation was promoted in council announcements at full council and featured in columns for newspapers and magazines such as Seaside News.

A seven-minute podcast was also produced between local DJ Lee Jukes and Council Leader Huw David explaining the purpose of the budget consultation and the importance of taking part.



The media releases were featured at the media centre of the council's website where they were hyperlinked with associated social media publicity, including the podcast.

3.1.5 Internal communications

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

It was promoted via eight Bridgend's all-staff emails. These were issued on 23 and 30 September, 7, 14, 21 and 28 October, and 4 and 11 November.

It also featured in the Autumn edition of the staff magazine – issued mid October 2021.

3.1.6 Promotional materials

An explainer video was produced to help people understand what was being asked of them, with examples of questions that were included in the consultation. The video was featured on the webpage for the consultation and also posted on the council's social media channels, including Facebook, Twitter, Instagram and YouTube.



The explainer video was also separated into smaller bite sized videos for further promotion on Twitter and Instagram.

The explainer video received **871** views on social media and **264** views on YouTube, resulting in a total of **1,135** views.

An awareness campaign was run on Bridge FM for the first two weeks of the consultation to launch the campaign and in weeks five and six of the consultation as a reminder/final push for the consultation. The radio campaign incorporated a total of **184 advert** spots over the four-week promotion.

Posters promoting the consultation with a QR code to take people to the landing page of the website were circulated to comprehensive schools, Town and Community Councils and Bridgend Bus Station. Posters were also displayed on local buses. The QR code generated **14 hits** to the English budget consultation webpage and **5 hits** to the Welsh consultation webpage.

The headers for the council's social media accounts were changed to promote the budget consultation, along with a graphic on the front page of the BCBC website linking through to the consultation landing page and a banner on the front page of the Bridgend intranet home page also linking to the consultation landing page.

The standard email footer from the main council's email accounts Talktous was updated to include a link to promote the budget survey. This was sent to all recipients who had contacted the council via the Talktous email address.

20 Medi - 14 Tachwedd 2021
 Hoffem gael barn pobl ar osod cyllideb eleni.
 Dyma rai o'r pynciau yr hoffem gael eich barn arnynt:

- Perfformiad y cyngor yn ystod y 12 mis diwethaf
- Cymorth i fusnesau, twristiaeth a'r economi
- Llesiant yn ein cymunedau
- Mynediad personol i gwsmeriaid
- Digideiddio gwasanaethau
- Pffioedd a chostau
- Lefelau'r dreth gyngor

20 September - 14 November 2021
 We are seeking people's views on setting this year's budget.
 Some of the areas we'd like to hear your views on are:

- Council performance over the past 12 months
- Support for business, tourism and the economy
- Wellbeing in our communities
- Customer face-to-face access
- Digitalisation of services
- Fees and charges
- Council tax levels

Allech chi ein helpu ni i siapio ein gwasanaethau ar gyfer y dyfodol?
Rhannwch eich barn:
www.bridgend.gov.uk/dyfodol

Could you help shape our future services?
Have your say:
www.bridgend.gov.uk/future

3.1.7 Other promotional activities

Targeted letters and emails were sent to school governing bodies, town and community councils, libraries and leisure centres, equality groups, BCBC members and Bridgend Community Cohesion and Equality Forum members.

Details of the consultation were sent to Awen and Halo and BAVO who were asked to help raise the profile through their own organisations and social media channels.

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 Youth Council

In order to gather views of young people the consultation team attended the Bridgend Youth Council meeting on 13 October 2021. The Youth Council took part in discussions around some of the key questions within the consultation and were encouraged to complete the full consultation online. 12 young people engaged in the session. Comments from attendees were noted and are themed in section 12.



3.2.3 Secondary School and Bridgend College engagement

In order to encourage participation of young people within Bridgend secondary schools and Bridgend College the consultation team wrote to all governing bodies and headteachers as well as the Principal of Bridgend College to promote the consultation amongst their learners as well as school staff and parents/carers.

3.2.4 Elected Members' online workshop

Two online workshops took place for elected members on 27 October 2021. A total of 18 members attended across the two sessions. Members were given the opportunity to engage in and give responses to some of the questions within the consultation and were encouraged to complete the full consultation online. Comments from attendees were noted and are themed in section 11.

3.2.5 Town and Community Council meetings

All Town and Community Councils were asked if the Consultation and Engagement Team could attend their regular meeting during the live period. The purpose was to inform each

TCC of the consultation and encourage their local residents to take part. The Consultation and Engagement team attended the Town and Community Council Forum and nine Town and Community Council online meetings. A total of 119 community councillors attended the meetings. Comments from attendees were noted and are themed in section 11.

3.2.6 Bridgend Community Cohesion and Equality Forum (BCCEF)

Members of the BCCEF meeting (10 attendees) were given an overview of the consultation and were encouraged to complete the full consultation online. The meeting consisted of members representing community based organisations including South Wales Police, People First Bridgend, faith organisations, Victim Support Cymru and Mental Health Matters Wales. All organisations had been provided with promotional materials to promote the consultation within their individual community groups.

3.2.7 People First Bridgend



Members of People First Bridgend attended an interactive session on 3 November 2021, where they were asked to vote on key questions in the consultation through a variety of activities. Feedback from members of People First Bridgend can be seen in section 10.



4. Response rate

In total, there were 1115 interactions during the consultation. The response rate has been segregated into several areas: consultation survey responses, engagement event/meeting attendees and social media interactions.

Interactions	Number
Survey completions	737
Events/meetings/workshops	275
Emails	7
Letters	0
Telephone calls	0
Social media comments	55

Social media polls	41
Total interactions	1115

737 survey responses were received in total

Survey type	English	Welsh	Total
Standard	486	1	487
Easy read	7	0	7
Large print	0	0	0
Citizens' Panel	233	0	233
Youth	10	0	10
Total	1,198	87	737

There were **275** attendees at the various events and meetings.

During the consultation period, there were **96** interactions on our social media channels. This includes Twitter polls where 41 votes were received.

Comments from social media have been themed and are detailed in section 9.

Comments that were received by letter, email or telephone call have been themed and are included in section 9.

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 four versions of the survey: standard; large print; easy read and youth were developed to maximise accessibility and to encourage participation with all members of the community.

6. Headline figures

❖ Performance over the past 12 months:

- 6.1 49% of respondents stated that BCBC had performed OK in helping to support communities and individual to create their own solutions and reduce dependence on the council;
- 6.2 41% of respondents stated that BCBC had performed OK in focussing resources on communities and individuals with the greatest need;
- 6.3 44% of respondents stated that BCBC had performed OK in working with other organisations to identify and respond to local needs;

- 6.4 45% of respondents stated that BCBC had performed badly (25%) or very badly (20%) in working as one council in delivering services that you value in a timely and easy manner without the need to contact the council multiple times;
- 6.5 42% of respondents stated that the council had been not effective (24%) or not effective at all (18%) in meeting its value of **fair** over the past 12 months;
- 6.6 51% of respondents stated that the council had been not effective (32%) or not effective at all (19%) in meeting its value of **ambitious** over the past 12 months;
- 6.7 55% of respondents stated that the council had been not effective (29%) or not effective at all (26%) in meeting its value of **citizen focussed** over the past 12 months;
- 6.8 57% of respondents stated that the council had been not effective (30%) or not effective at all (27%) in meeting its value of **efficient** over the past 12 months;
- 6.9 48% of respondents were unsure whether the council had achieved it's aim to support local people to develop skills to help them take advantage of opportunities to be more ambitious and help them succeed;
- 6.10 60% of respondents stated that the council had not achieved its aim to create conditions for growth and enterprise to make Bridgend County an attractive place to do business;
- 6.11 79% of respondents stated that the council had not achieved its aim to improve our town centres that make Bridgend County a great place to live, work and visit, improving the quality of life for citizens;
- 6.12 39% of respondents stated that the council had not achieved its aim to give people more choice about how and when to access services, and provided access to information and advice;
- 6.13 46% of respondents were unsure whether the council had achieved its aim to reduce demand on services by helping the right people at the right time;
- 6.14 51% of respondents stated that the council had not achieved its aim to develop active, healthy and resilient communities by working in partnership with the third sector, town and community councils and community groups;
- 6.15 55% of respondents stated that the council had not achieved its aim to use finances well;
- 6.16 43% of respondents stated that the council had achieved its aim to improve efficiency and access to services by promoting online services;

- 6.17 57% of respondents stated that the council had not achieved its aim to improve the community by being more environmentally aware (creating active travel routes, electric vehicle charging points, recycling etc);
- 6.18 56% of respondents stated that the council had not achieved its aim to develop a culture that is good at responding to change;
- 6.19 51% of respondents stated that they were not satisfied (25%) or not satisfied at all (26%) that the council have worked to improve services offered to its residents and visitors over the past 12 months;
- 6.20 55% of respondents stated that the council had not responded well to the needs of the residents over the past 12 months.

❖ **Support for Business, Tourism and the economy:**

- 6.21 85% of respondents stated that support for local businesses was very important (36%) or important (49%);
- 6.22 83% of respondents stated that promoting town centres as a place to visit was very important (49%) or important (34%);
- 6.23 78% of respondents stated that support for the visitor economy activities and services in our tourist attraction areas was very important (40%) or important (38%);
- 6.24 75% of respondents stated that sustainability of culture and leisure venues – pubs and clubs and restaurants was very important (31%) or important (44%);
- 6.25 88% of respondents stated that labour market opportunities (and our role in stimulus) e.g. additional apprentices was very important (47%) or important (41%);
- 6.26 80% of respondents stated that business start-up support was very important (34%) or important (46%).

❖ **Wellbeing:**

- 6.27 46% of respondents stated that the council had performed OK in delivering support for older people;
- 6.28 47% of respondents stated that the council had performed OK in delivering homelessness support;
- 6.29 43% of respondents stated that the council had performed OK in delivering food poverty support;

- 6.30 49% of respondents stated that the council had performed OK in delivering council tax support for residents who had difficulty paying their council tax as a direct result of the pandemic i.e. council tax deferment or reduction scheme;
- 6.31 49% of respondents stated that the council had performed OK in delivering online and blended learning by schools;
- 6.32 The top three services selected to be prioritised for the future were support for older people (30%), followed by food poverty (25%) and then homelessness (19%);
- 6.33 48% of respondents stated that the council should continue to deliver services such as period dignity, domestic abuse support, flying start, school applications, reporting an issue such as fly tipping, youth justice and youth services remotely/online.

❖ **Customer face-to-face access:**

- 6.34 The most common methods for contacting the council in place of face-to-face services while Civic Offices have been closed were telephone (25%) followed by email (24%) and then website (24%);
- 6.35 25% of respondents rated telephone contact with the council as excellent (9%) or good (16%). 39% of respondents stated that they had not contacted the council in this way;
- 6.36 The most common services accessed over the past 12 months were recycling and waste (26%) followed by council tax (14%) and then highways (9%);
- 6.37 61% of respondents stated that it is a priority for the council to reopen the face-to-face channel to the public;
- 6.38 63% of respondents stated that they would prefer to access services in their local community rather than in Civic Offices.

❖ **Digitalisation:**

- 6.39 60% of respondents stated that they had accessed services online and a further 16% stated that someone had accessed services online on their behalf;
- 6.40 64% of respondents stated that they will continue to access services online and a further 24% stated that they have always preferred to access services online;
- 6.41 The most common responses to ‘What support would help you, or someone you know, to access more services online’ were improved internet access/Wi-Fi (22%) followed by digital champions in libraries (18%) and then printable ‘how to’ guides (16%);

- 6.42 51% of respondents stated that they have subscribed to weekly emails, 49% stated that they had not subscribed;
- 6.43 59% of respondents rated the information provided in the weekly emails as excellent (20%) or good (39%).

❖ **Investment in services:**

- 6.44 Respondents stated that the council should prioritise spending on regeneration projects (21%) followed by roads (19%) and then schools (13%).

❖ **Fees and charges:**

- 6.45 43% of respondents stated that the council should resume charges for services;
- 6.46 When asked 'Do you think there are there any other services the council could charge for to increase revenue' the most common responses were charge for car parking, followed by reassess current spending and then fines for littering and dog fouling, reduce the number of staff in the council and their pay and recycling and waste collection charges.

❖ **Council Tax levels:**

- 6.47 54% of respondents stated to keep council tax levels the same level and 29% of respondents were prepared to increase council tax by 3.5%.

❖ **The future:**

- 6.48 The three most popular long term priorities were make more efficiencies in-house i.e. review processes and rationalise the number of offices (30%) followed by encourage citizens to take more responsibility i.e. litter, graffiti etc. (18%) and then focus on economic growth i.e. supporting businesses (14%);
- 6.49 The three services that had been the most important to residents over the past 12 months were recycling and waste (28%) followed by highways and infrastructure improvements (17%) and then sport and recreational services (including parks, leisure centres and open spaces) (13%).

7. Question and analysis - consultation survey

The consultation contained 47 questions covering the following areas:

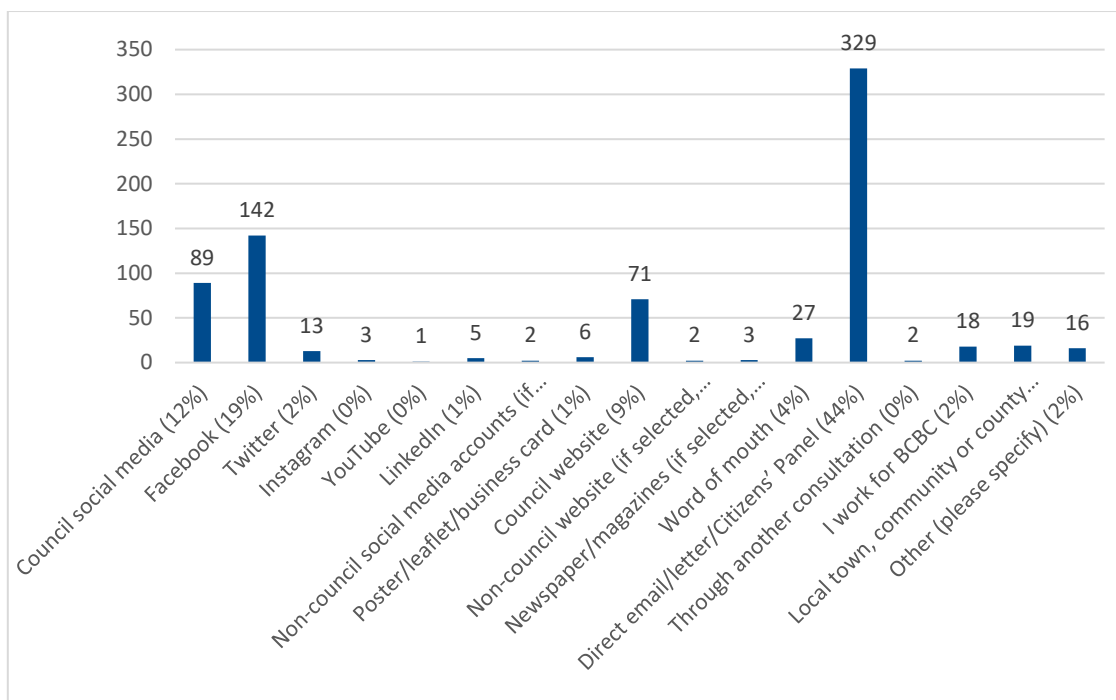
- ❖ Performance over the past 12 months;
- ❖ Support for Business, Tourism and the economy;
- ❖ Wellbeing;
- ❖ Customer face-to-face access
- ❖ Digitalisation;
- ❖ Investment in services:

- ❖ Fees and charges;
- ❖ Council Tax levels;
- ❖ The future.

7.1 About you

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

Respondents were able to select multiple responses, a total of 748 responses were received within this question.

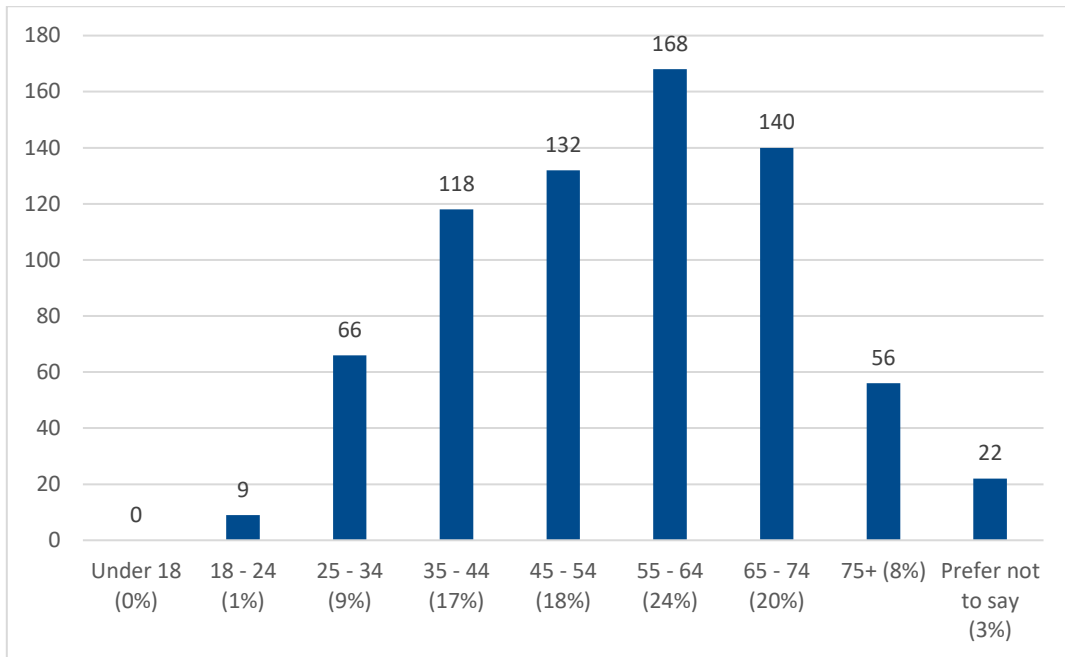


The most popular responses were:

- Direct email/letter/Citizens Panel (44%)
- Facebook (19%)
- Council social media (12%)

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

711 respondents provided their age group:

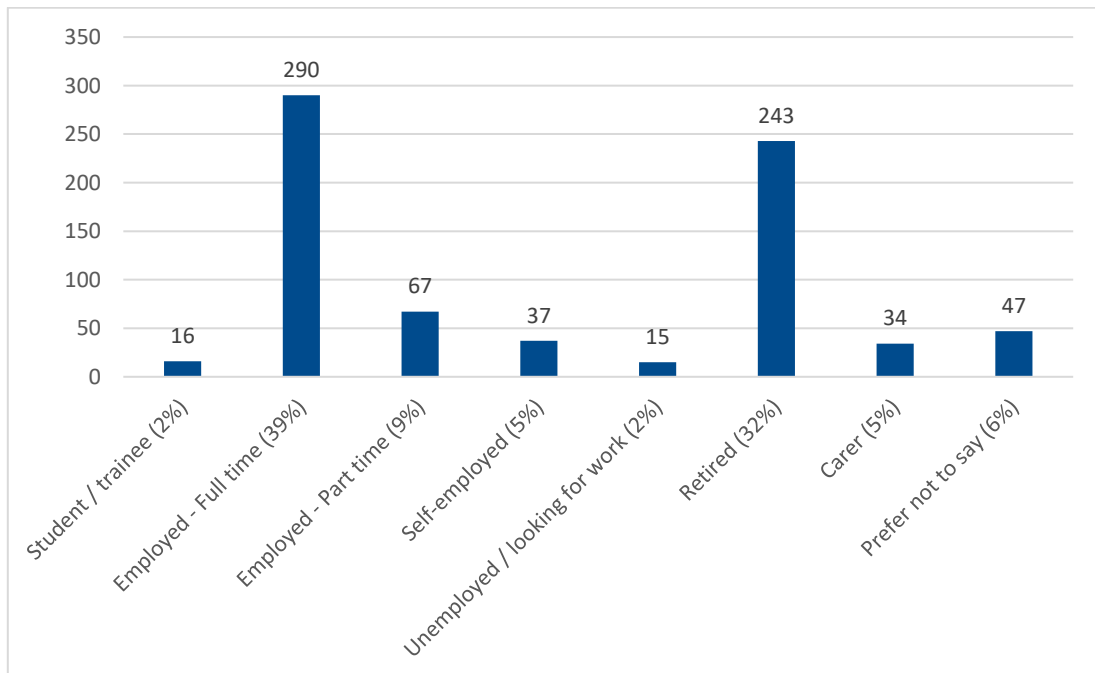


The most popular responses were:

- 24% of respondents were aged 55-64;
- 20% of respondents were aged 65-74;
- 18% of respondents were aged 45-54.

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

Respondents were able to select multiple responses, a total of 749 responses were received within this question.



The most popular responses were:

- 39% of respondents informed us that they were in full time employment;
- 32% of respondents informed us that they were retired;
- 9% of respondents informed us that they were employed part time.

7.2 Survey questions

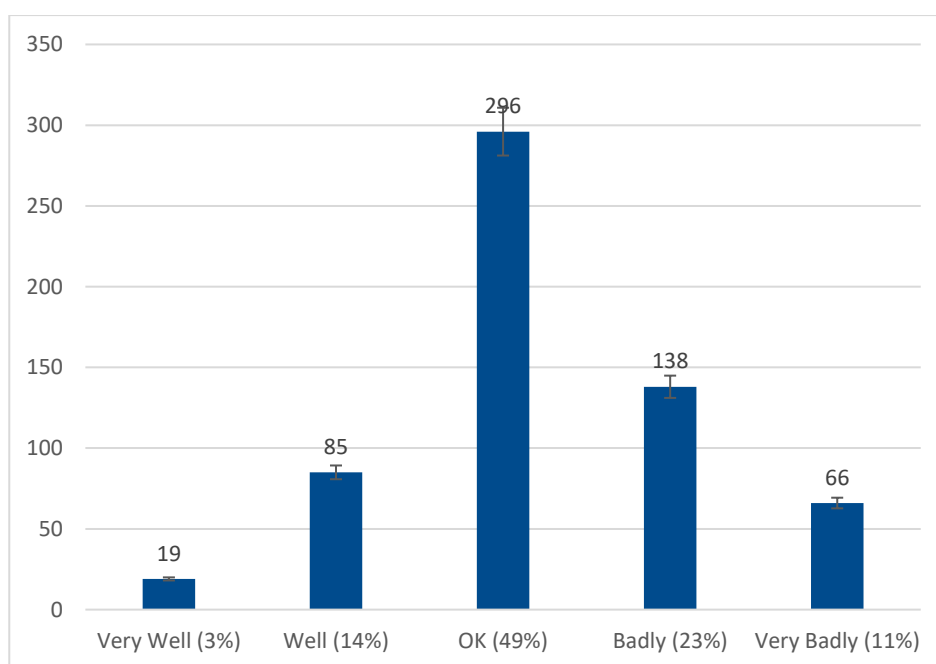
7.2.1 Performance over the past 12 months

7.2.1.1 How do you think we have performed over the past 12 months in meeting the following aims?

Respondents were asked to rate how well they thought the council had performed in a range of areas during the pandemic.

BCBC have helped to support communities and individual to create their own solutions and reduce dependence on the council.

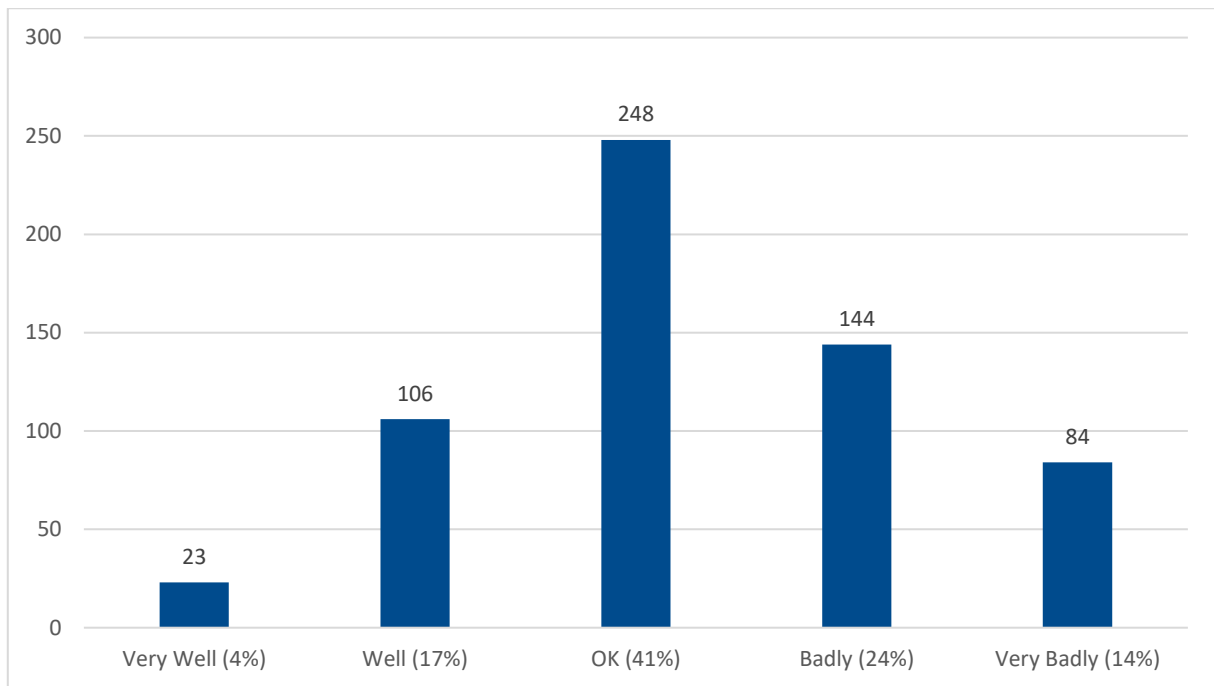
A total of 604 people responded to this question.



49% of respondents provided a neutral response (OK) to this question. 17% stated that BCBC had performed very well in this area (3%) or well (14%) during the pandemic. 34% stated that BCBC had performed badly (23%) or very badly (11%).

BCBC have focussed resources on communities and individuals with the greatest need.

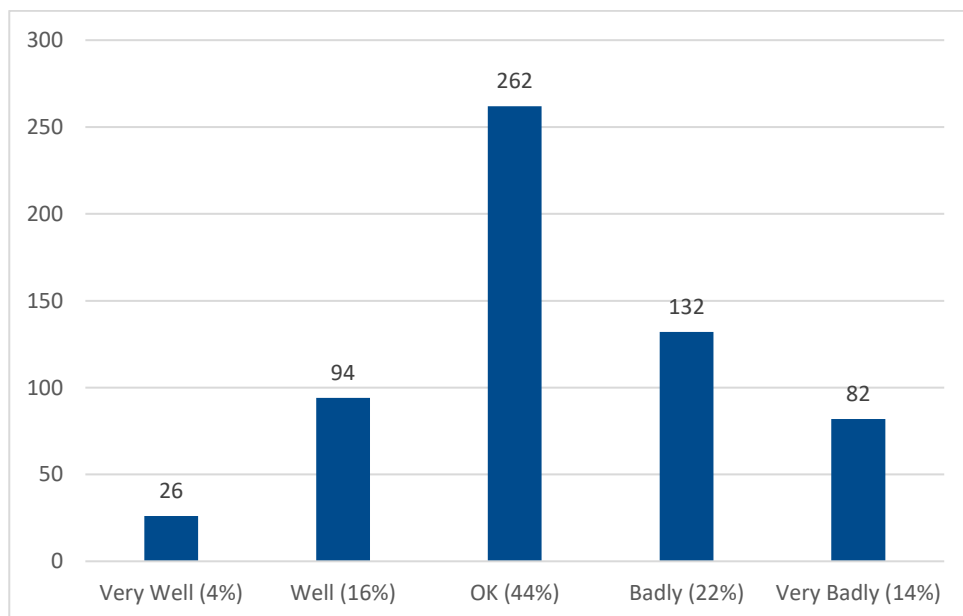
A total of 605 people responded to this question.



41% of respondents provided a neutral response (OK) to this question. 21% stated that BCBC had performed very well in this area (4%) or well (17%) during the pandemic. 38% stated that BCBC had performed badly (24%) or very badly (14%).

BCBC have worked with other organisations to identify and respond to local needs.

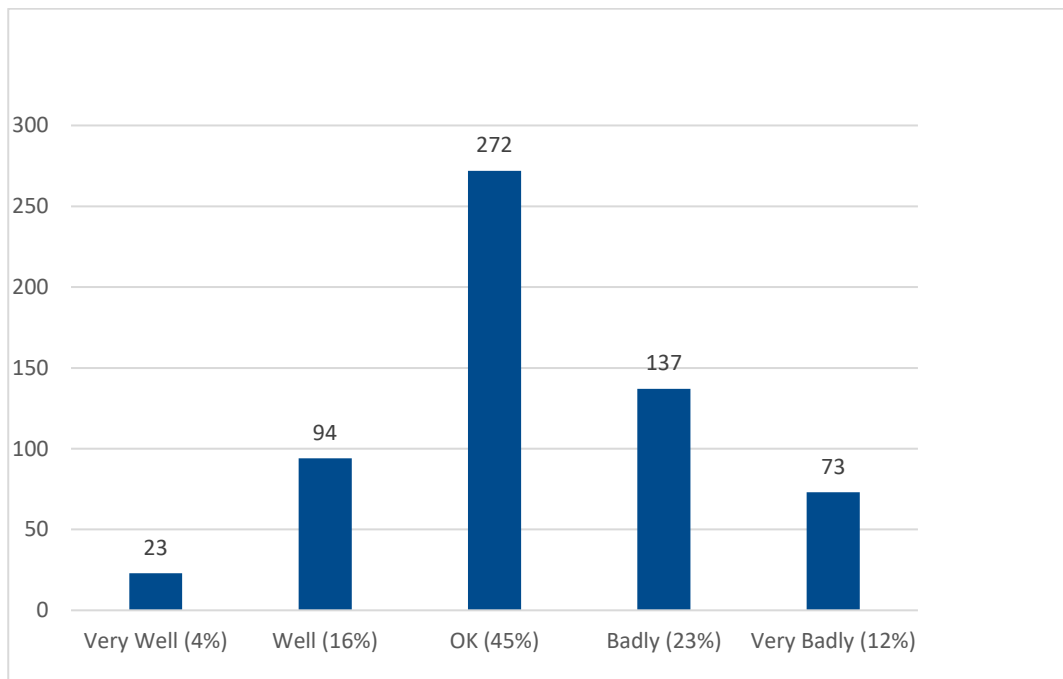
A total of 596 people responded to this question.



44% of respondents provided a neutral response (OK) to this question. 20% stated that BCBC had performed very well in this area (4%) or well (16%) during the pandemic. 36% stated that BCBC had performed badly (22%) or very badly (14%).

Despite being unsure about the future of public services BCBC have collaborated with others to provide services.

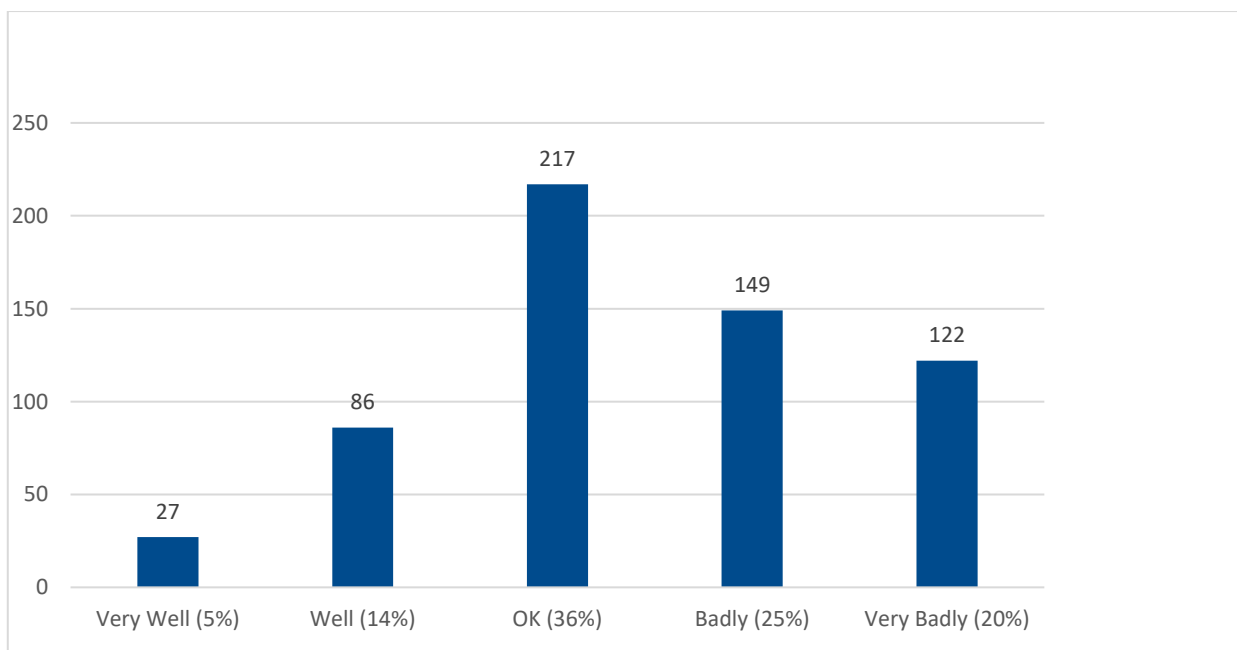
A total of 599 people responded to this question.



45% of respondents provided a neutral response (OK) to this question. 20% stated that BCBC had performed very well in this area (4%) or well (16%) during the pandemic. 35% stated that BCBC had performed badly (23%) or very badly (12%).

BCBC have worked as one Council in delivering services that you value in a timely and easy manner without the need to contact the council multiple times.

A total of 601 people responded to this question.

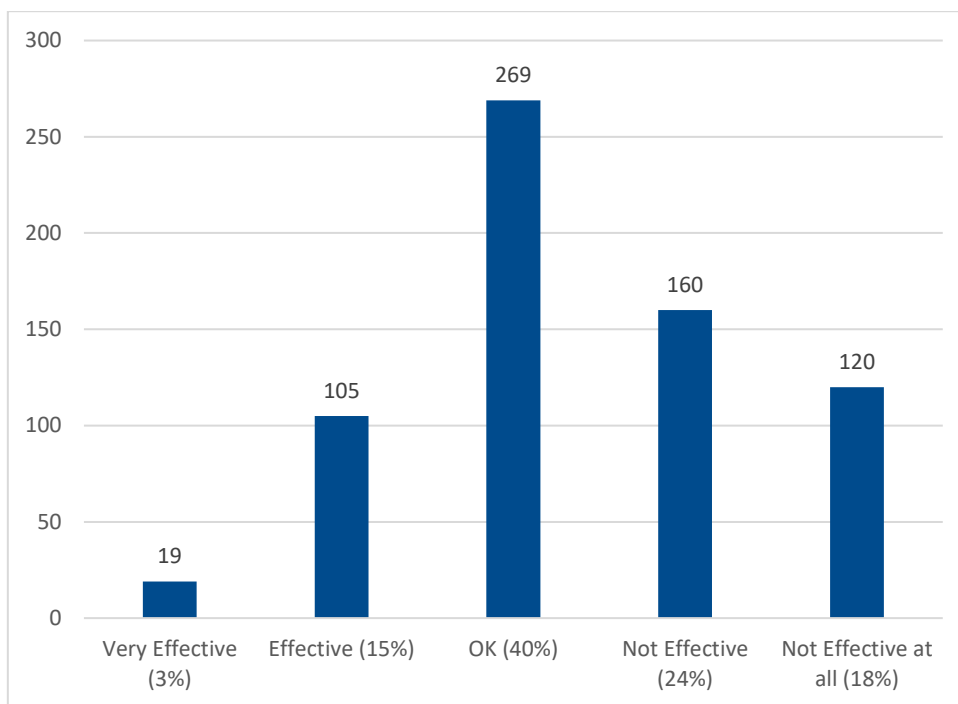


36% of respondents provided a neutral response (OK) to this question. 19% stated that BCBC had performed very well in this area (5%) or well (14%) during the pandemic. 45% stated that BCBC had performed badly (25%) or very badly (20%).

7.2.1.2 How effective do you think we have been in meeting our values over the last 12 months?

Fair

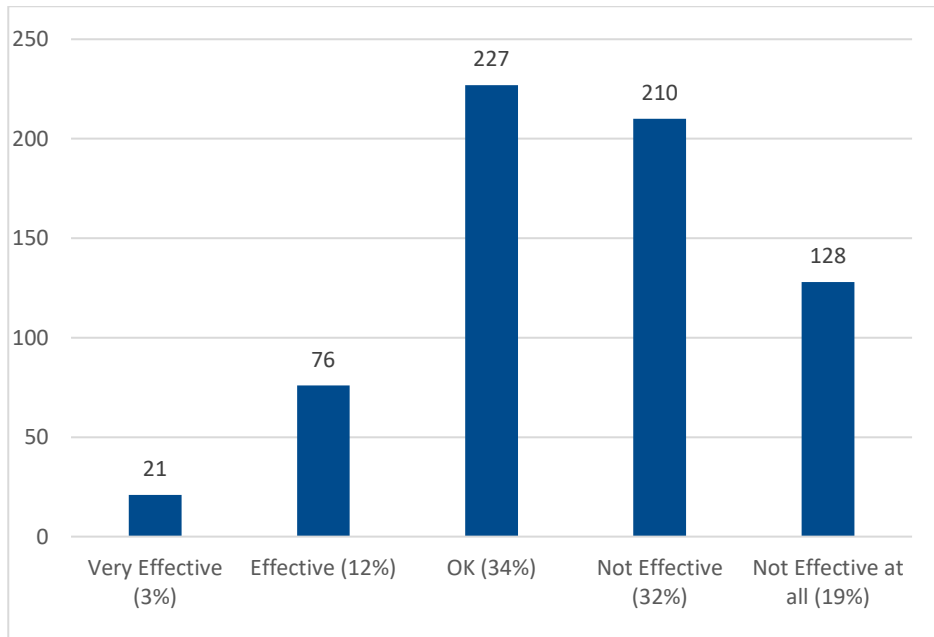
A total of 673 people responded to this question.



40% of respondents provided a neutral response (OK) to this question. 18% stated that BCBC had been very effective (3%) or effective (15%) in meeting this value over the past 12 months. 42% stated that BCBC had been not effective (24%) or not effective at all (18%) in meeting this value.

Ambitious

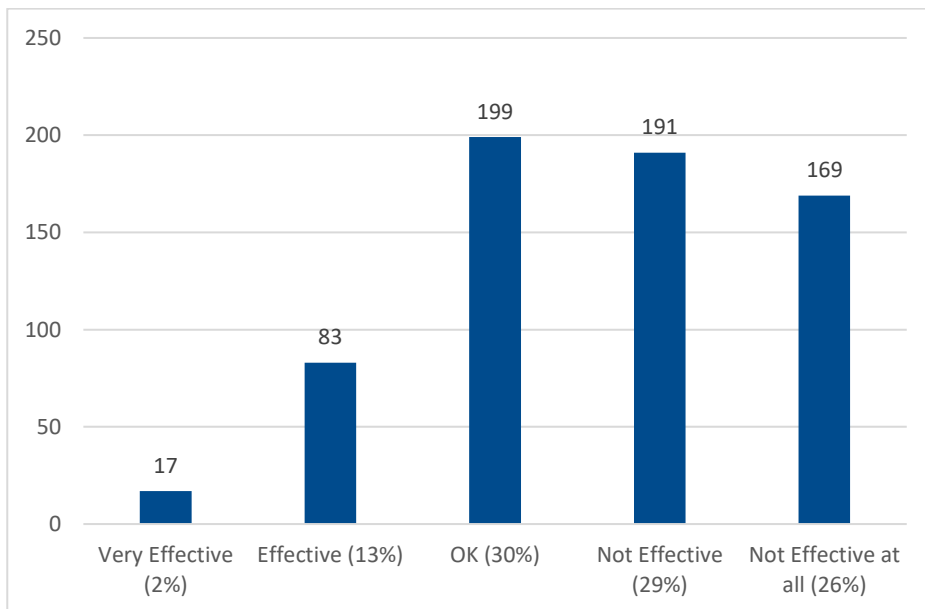
A total of 662 people responded to this question.



34% of respondents provided a neutral response (OK) to this question. 15% stated that BCBC had been very effective (3%) or effective (12%) in meeting this value over the past 12 months. 51% stated that BCBC had been not effective (32%) or not effective at all (19%) in meeting this value.

Citizen focussed

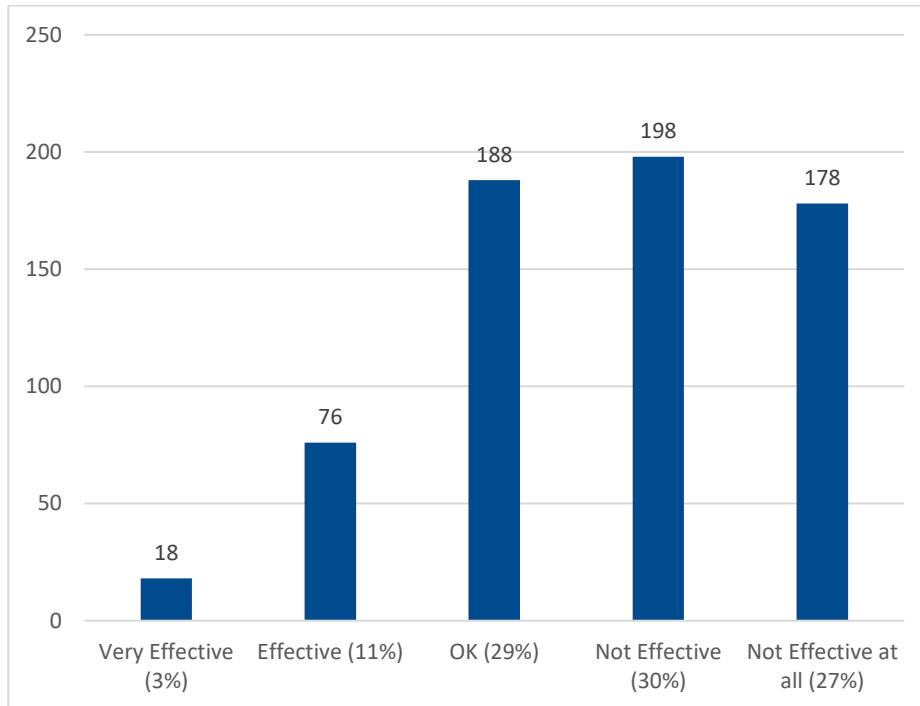
A total of 659 people responded to this question.



30% of respondents provided a neutral response (OK) to this question. 15% stated that BCBC had been very effective (2%) or effective (13%) in meeting this value over the past 12 months. 55% stated that BCBC had been not effective (29%) or not effective at all (26%) in meeting this value.

Efficient

A total of 658 people responded to this question.



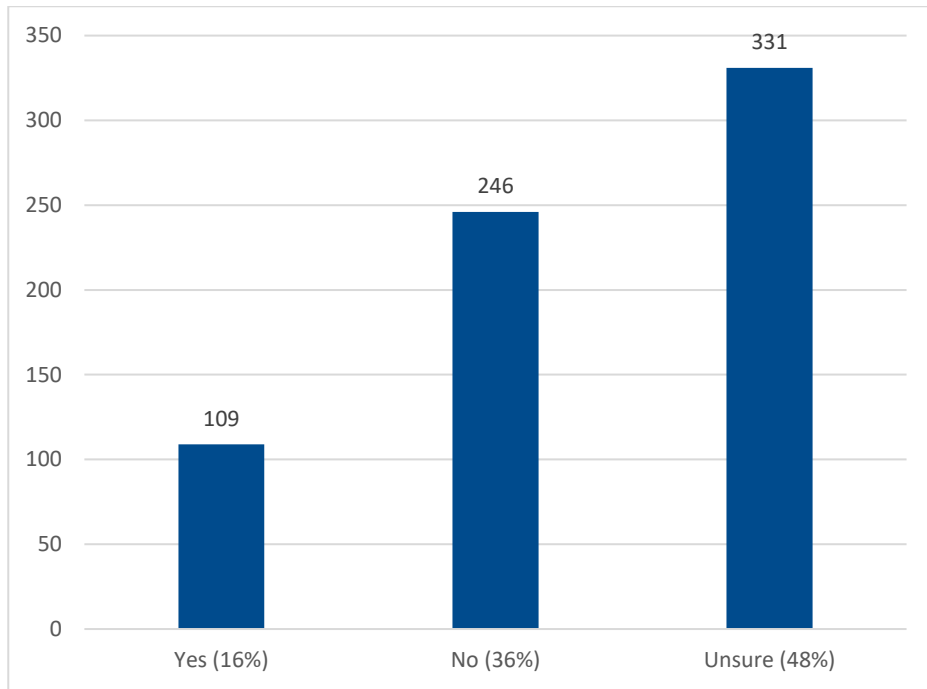
29% of respondents provided a neutral response (OK) to this question. 14% stated that BCBC had been very effective (3%) or effective (11%) in meeting this value over the past 12 months. 57% stated that BCBC had been not effective (30%) or not effective at all (27%) in meeting this value.

7.2.1.3 The council has three well-being objectives. We would like to hear your views on how you think the council have performed against each of these objectives.

Objective one: Supporting a successful sustainable economy. Do you think the council has achieved these aims?

Have we supported local people to develop skills to help them take advantage of opportunities to be more ambitious and help them succeed?

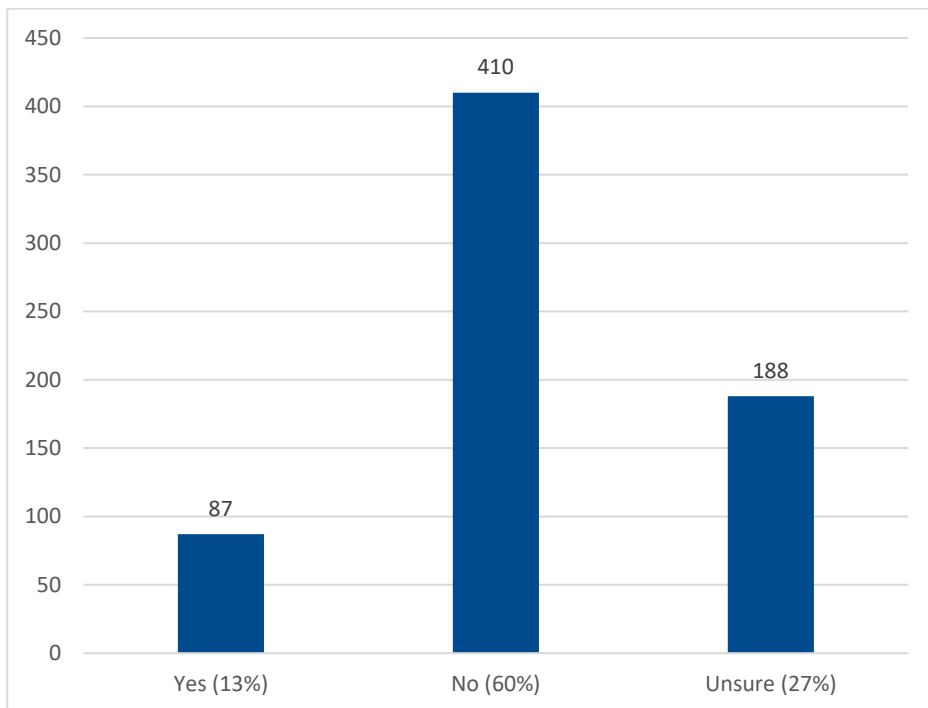
A total of 686 people responded to this question.



48% of respondents provided a neutral response to this question (unsure). 16% stated that the council had achieved this aim and 36% of respondents stated that the council had not achieved this aim.

Have we helped to create conditions for growth and enterprise to make Bridgend County an attractive place to do business?

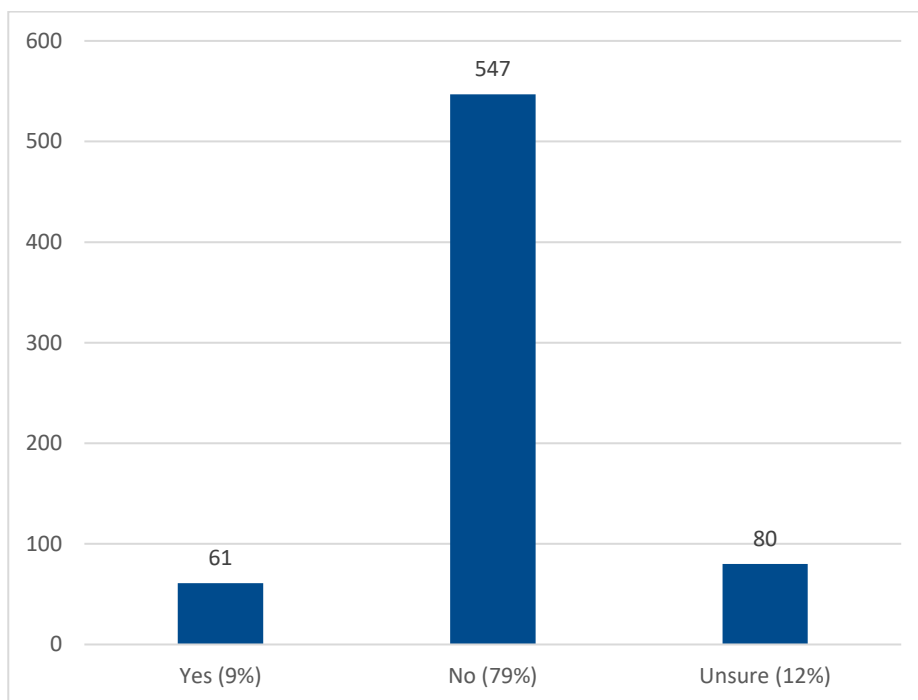
A total of 685 people responded to this question.



27% of respondents provided a neutral response to this question (unsure). 13% stated that the council had achieved this aim and 60% of respondents stated that the council had not achieved this aim.

Have we improved our town centres that make Bridgend County a great place to live, work and visit, improving the quality of life for citizens?

A total of 688 people responded to this question.

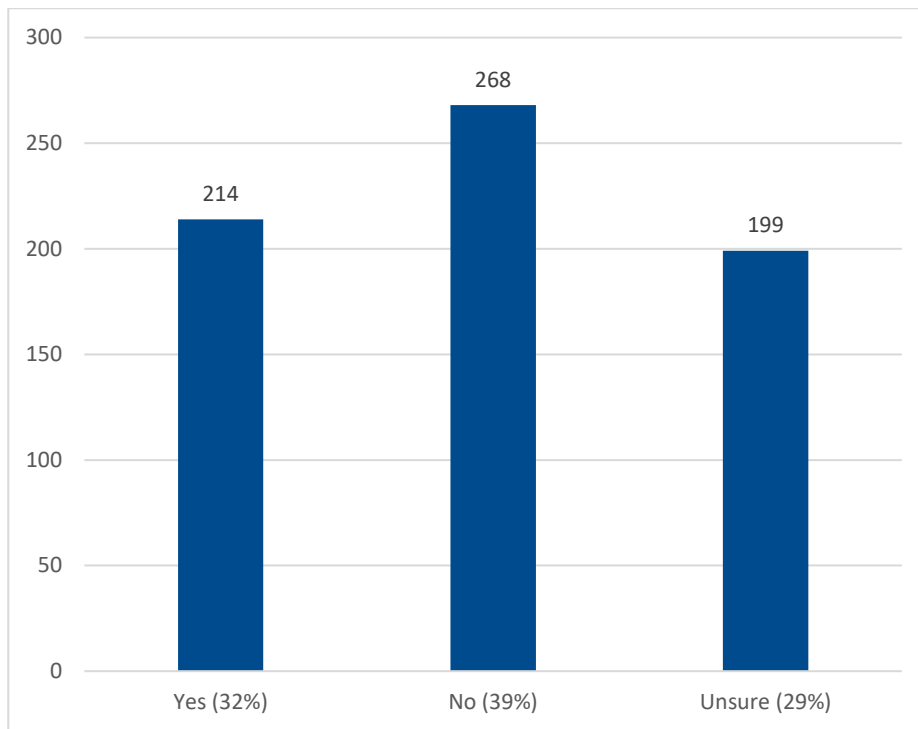


12% of respondents provided a neutral response to this question (unsure). 9% stated that the council had achieved this aim and 79% of respondents stated that the council had not achieved this aim.

Objective two: Helping people and communities to be more healthy and resilient.
Do you think the council has achieved these aims?

Have we given people more choice about how and when to access services, and provided access to information and advice?

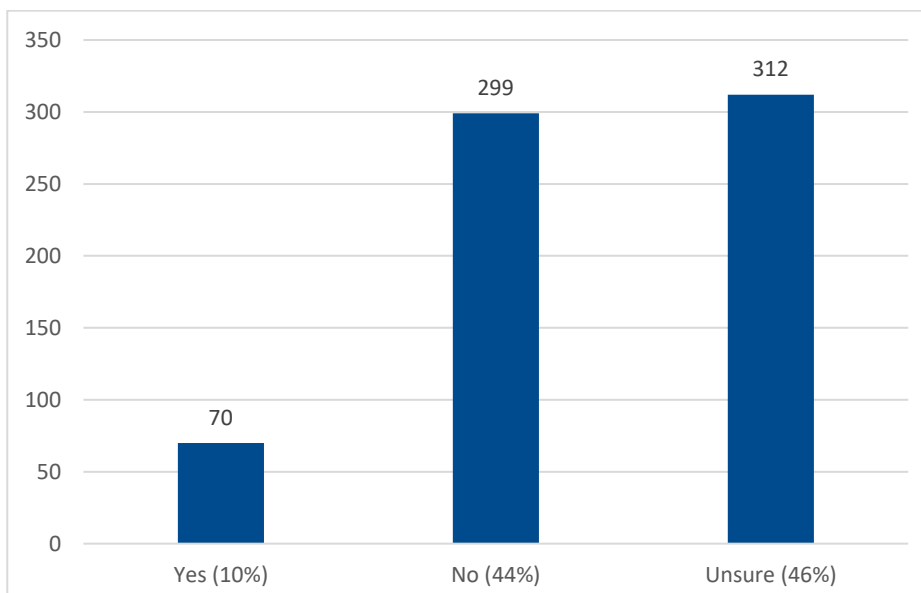
A total of 681 people responded to this question.



29% of respondents provided a neutral response to this question (unsure). 32% stated that the council had achieved this aim and 39% of respondents stated that the council had not achieved this aim.

Have we been able to reduce demand on services by helping the right people at the right time?

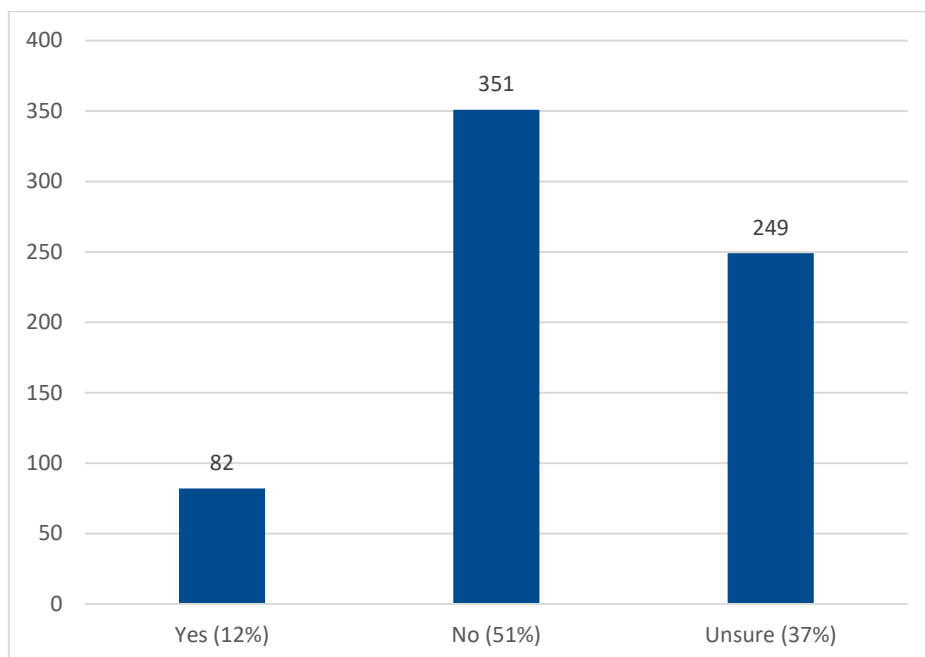
A total of 681 people responded to this question.



46% of respondents provided a neutral response to this question (unsure). 10% stated that the council had achieved this aim and 46% of respondents stated that the council had not achieved this aim.

Have we developed active, healthy and resilient communities by working in partnership with the third sector, town and community councils and community groups?

A total of 682 people responded to this question.

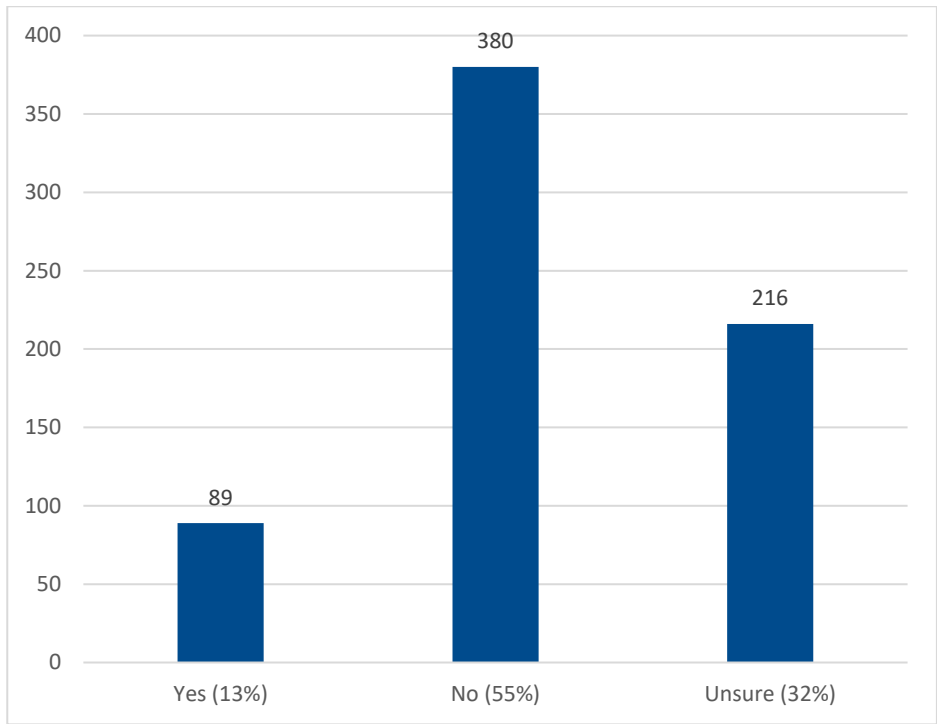


37% of respondents provided a neutral response to this question (unsure). 12% stated that the council had achieved this aim and 51% of respondents stated that the council had not achieved this aim.

Objective three – Smarter use of resources. Do you think the council has achieved these aims?

Have we use finances well?

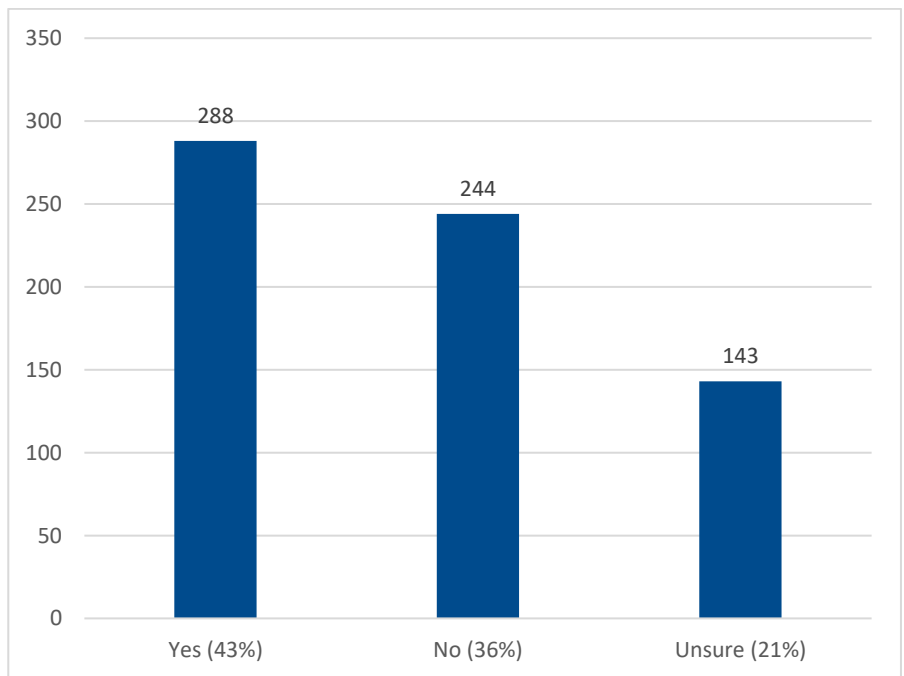
A total of 685 people responded to this question.



31% of respondents provided a neutral response to this question (unsure). 13% stated that the council had achieved this aim and 55% of respondents stated that the council had not achieved this aim.

Have we improved efficiency and access to services by promoting online services?

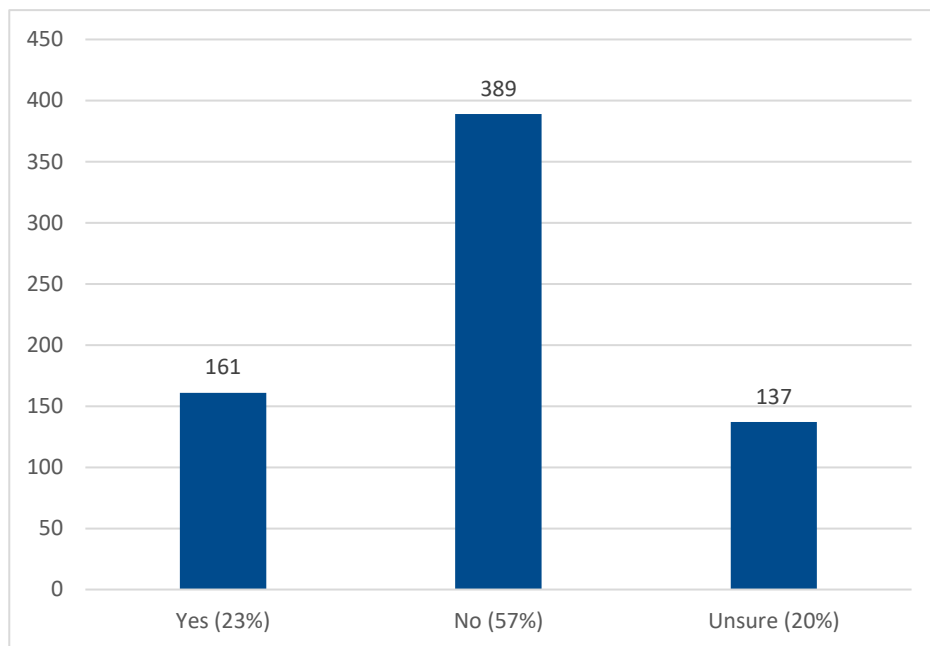
A total of 675 people responded to this question.



21% of respondents provided a neutral response to this question (unsure). 43% stated that the council had achieved this aim and 36% of respondents stated that the council had not achieved this aim.

Have we improved the community by being more environmentally aware (creating active travel routes, electric vehicle charging points, recycling etc)?

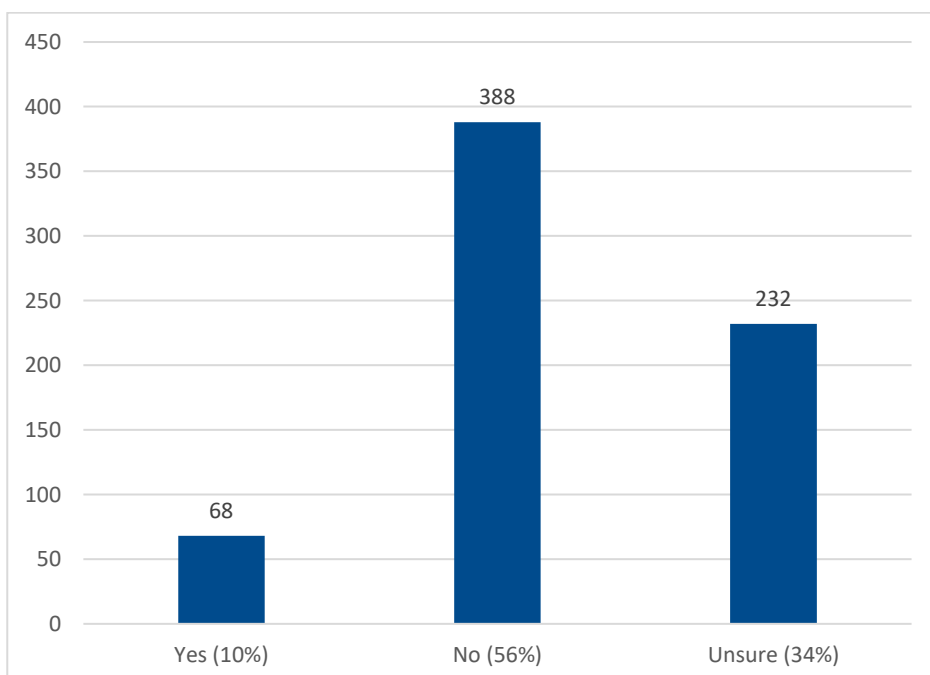
A total of 687 people responded to this question.



20% of respondents provided a neutral response to this question (unsure). 23% stated that the council had achieved this aim and 57% of respondents stated that the council had not achieved this aim.

Have we developed a culture that is good at responding to change?

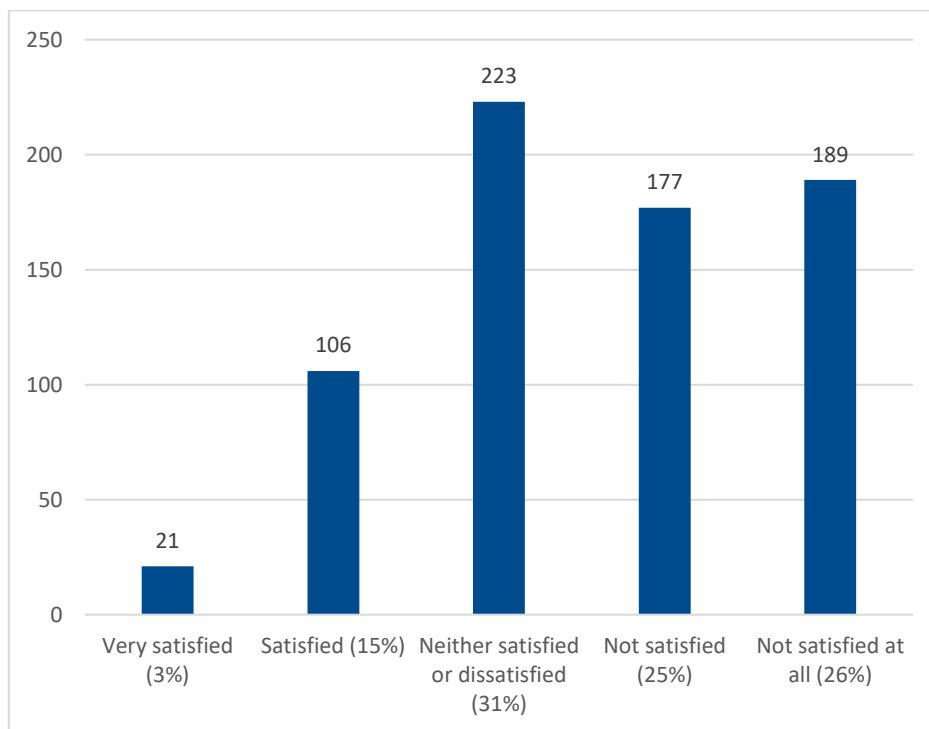
A total of 688 people responded to this question.



34% of respondents provided a neutral response to this question (unsure). 10% stated that the council had achieved this aim and 56% of respondents stated that the council had not achieved this aim.

7.2.1.4 Overall, how satisfied are you that the council have worked to improve services offered to its residents and visitors over the past 12 months?

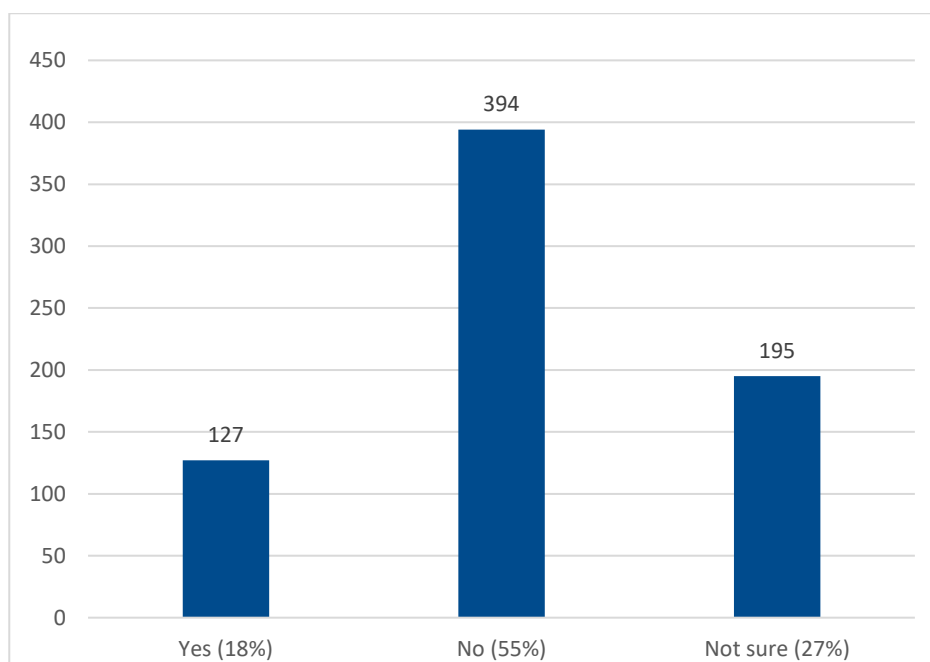
A total of 716 people responded to this question.



31% of respondents provided a neutral response to this question. 18% of respondents stated that they were very satisfied (3%) or satisfied (15%) that the council have worked to improve services offered to its residents and visitors over the past 12 months. 51% of respondents stated that they were not satisfied (25%) or not satisfied at all (26%) that the council have worked to improve services offered to its residents and visitors over the past 12 months.

7.2.1.5 Do you think the council has responded well to the needs of the residents over the past 12 months?

A total of 716 people responded to this question.



27% of respondents provided a neutral response to this question (unsure). 18% stated that the council had responded well to the needs of the residents over the past 12 months and 55% of respondents stated that the council had not responded well to the needs of the residents over the past 12 months.

7.2.1.6 Please give reasons for your response.

363 comments made have been themed in the table below. Some comments contained multiple themes:

Theme	No.
Council tax is too high	91
Need to see improvements in the town centre	59
The council has responded well during the pandemic	37
Negative comments regarding recycling and waste	26
The council does not listen to residents	23
Standard of services provided has decreased	19
Positive comments regarding all services provided	19
Certain areas in the borough neglected	18
Negative comments regarding roads	14
Civic Offices should reopen	11
Negative comments regarding housing	10
Negative comments regarding Porthcawl regeneration	10
Negative comments regarding active travel links (cycle paths)	10
Negative comments regarding customer services	9
Negative comments regarding transport links	8
Negative comments regarding Bridgend town refurbishment	8
Too much money is being spent	5
Council needs to focus on becoming more eco friendly	4

The most common themes were council tax is too high, followed by need to see improvements in the town centre and then the council has responded well during the pandemic.

7.2.2 Support for business tourism and the economy

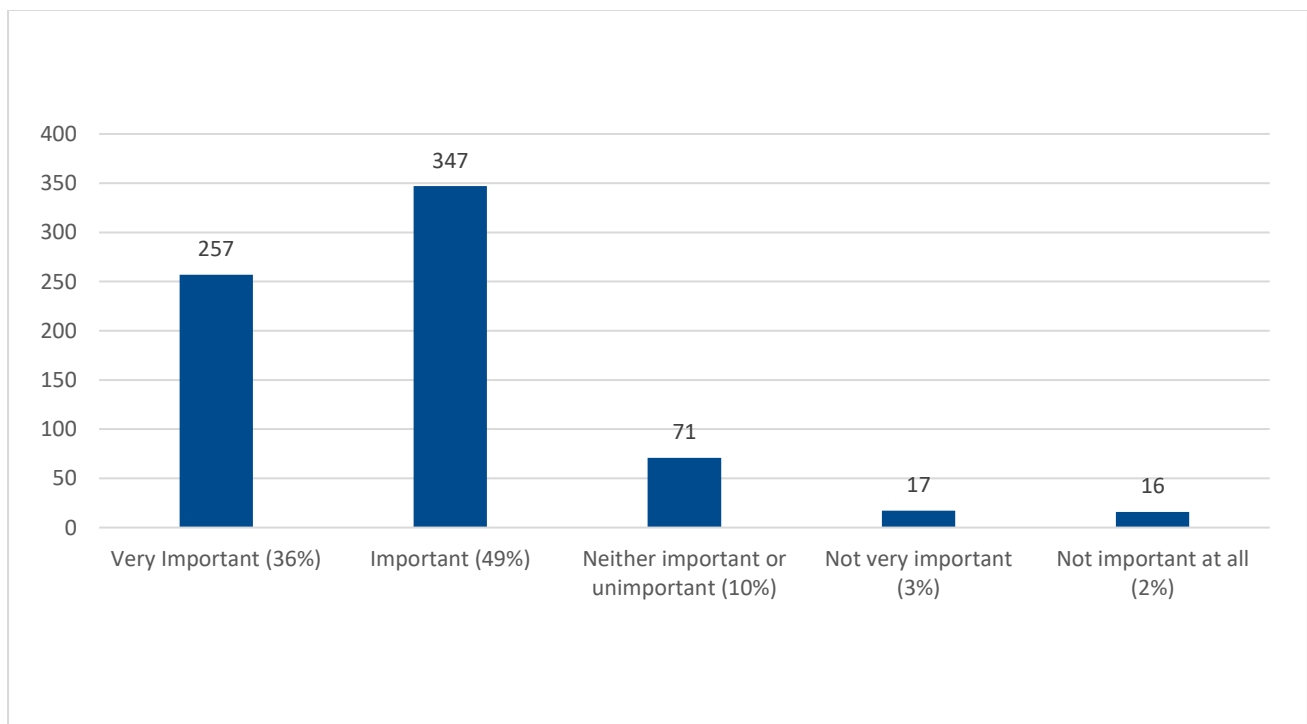
7.2.2.1 Supporting local businesses and the economy will be a priority for the future. What do you think are the most important factors the council should focus on?

Respondents were given information about the support that had already been provided to businesses throughout the Covid-19 pandemic.

Respondents were asked to rate the importance of a range of factors for the council to focus on when supporting businesses in the future from very important to not important at all on a five point scale.

Support for local businesses both in terms of financial support and preparation for when lockdown restrictions have been eased.

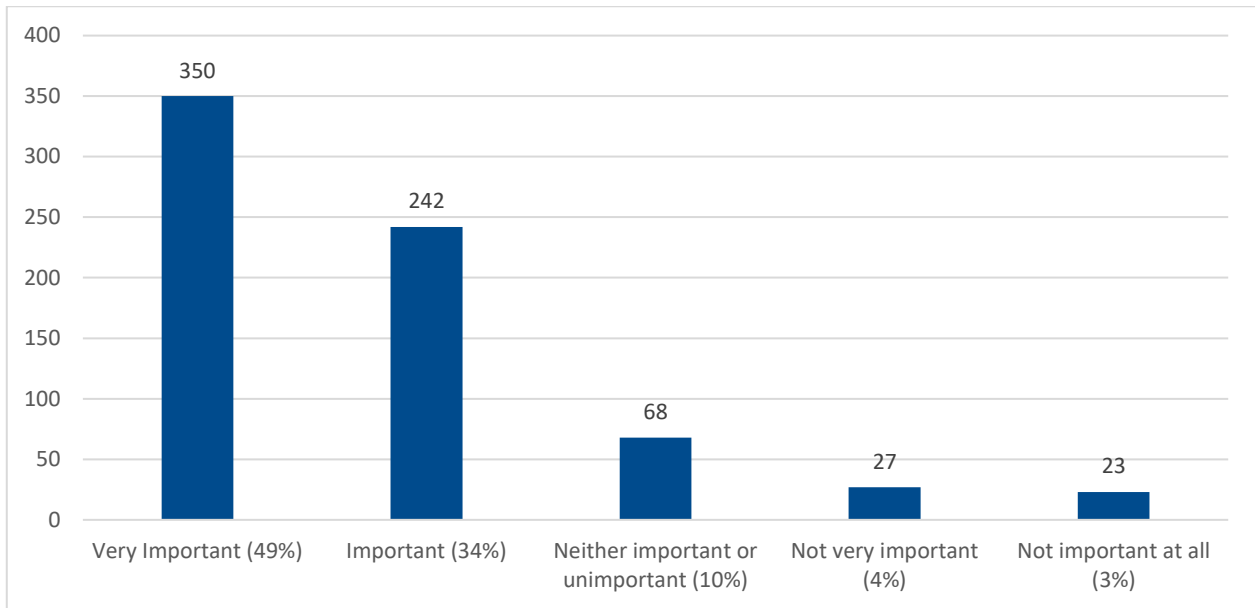
A total of 708 people responded to this question.



85% of respondents stated that support for local businesses was very important (36%) or important (49%). 10% of respondents provided a neutral response to this question and 5% felt that this was not very important (3%) or not important at all (2%).

Promote town centres as a place to visit

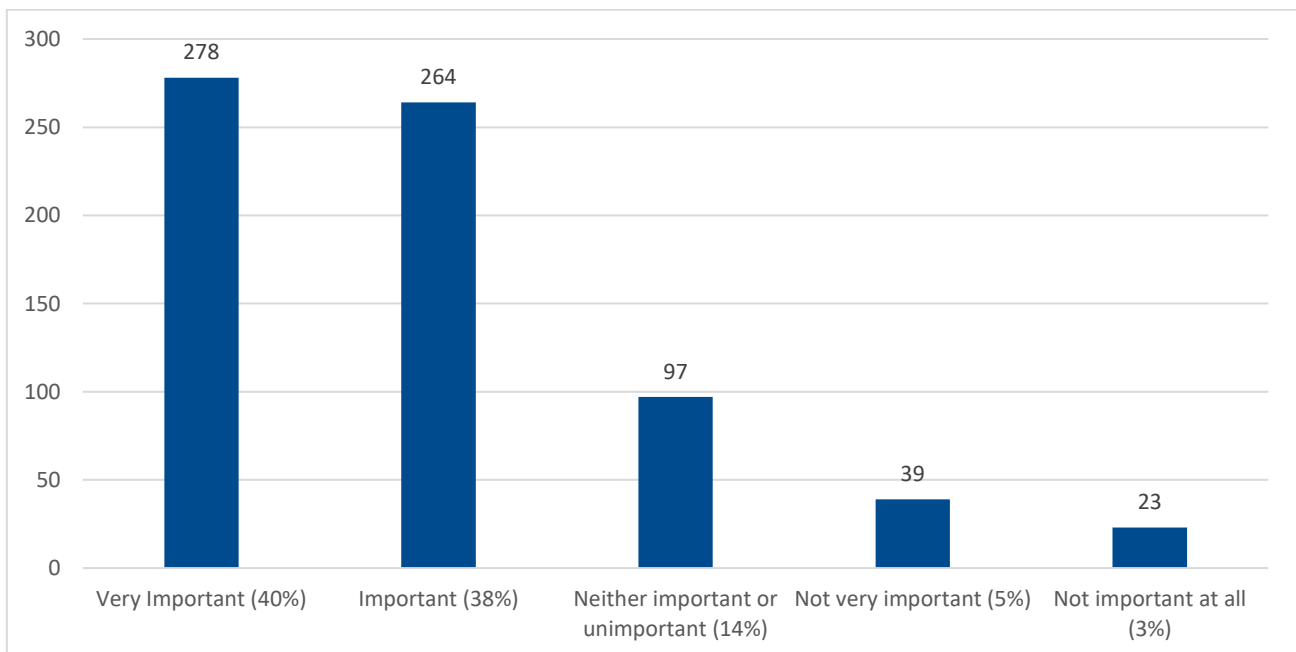
A total of 710 people responded to this question.



83% of respondents stated that promoting town centres as a place to visit was very important (49%) or important (34%). 10% of respondents provided a neutral response to this question and 7% felt that this was not very important (4%) or not important at all (3%).

Support the visitor economy activities and services in our tourist attraction areas, for example Porthcawl

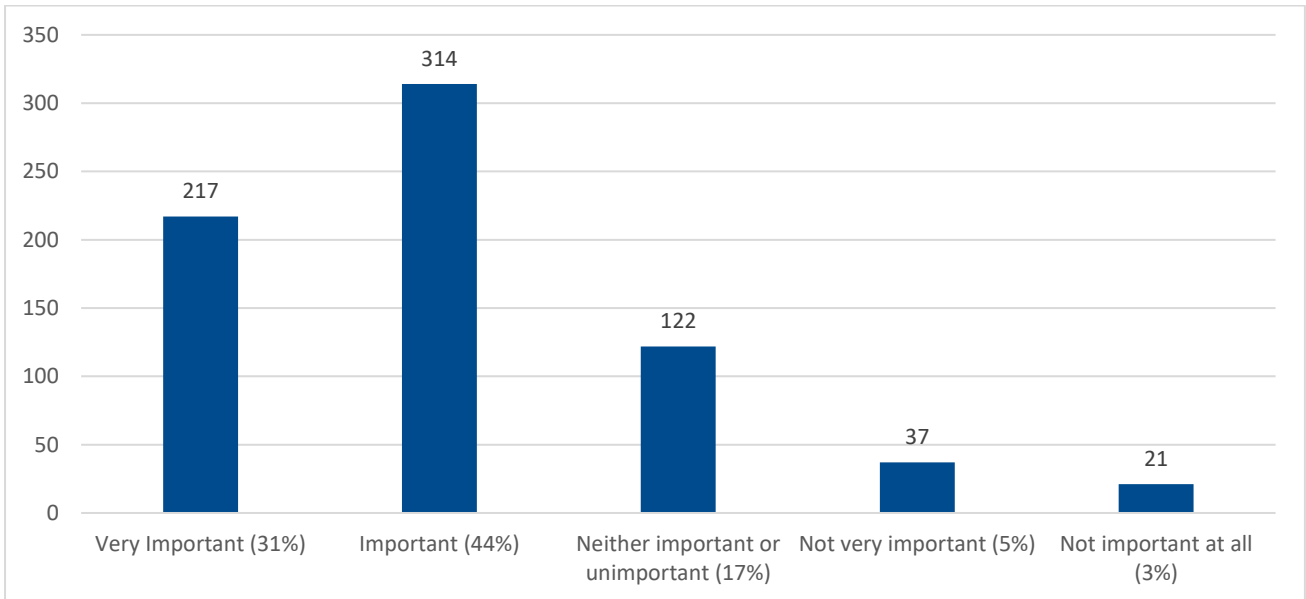
A total of 701 people responded to this question.



78% of respondents stated that support for the visitor economy activities and services in our tourist attraction areas was very important (40%) or important (38%). 14% of respondents provided a neutral response to this question and 8% felt that this was not very important (5%) or not important at all (3%).

Sustainability of culture and leisure venues – pubs and clubs and restaurants

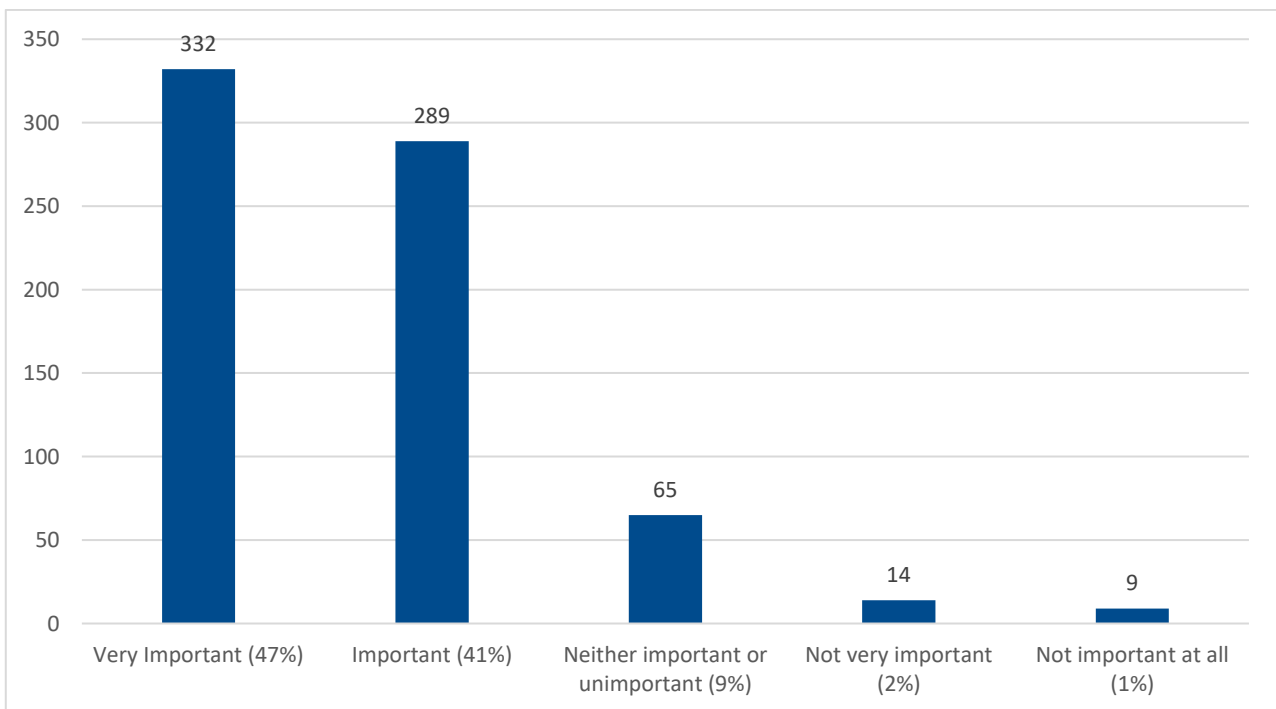
A total of 771 people responded to this question.



75% of respondents stated that sustainability of culture and leisure venues – pubs and clubs and restaurants was very important (31%) or important (44%). 17% of respondents provided a neutral response to this question and 8% felt that this was not very important (5%) or not important at all (3%).

Labour market opportunities (and our role in stimulus) e.g. additional apprentices.

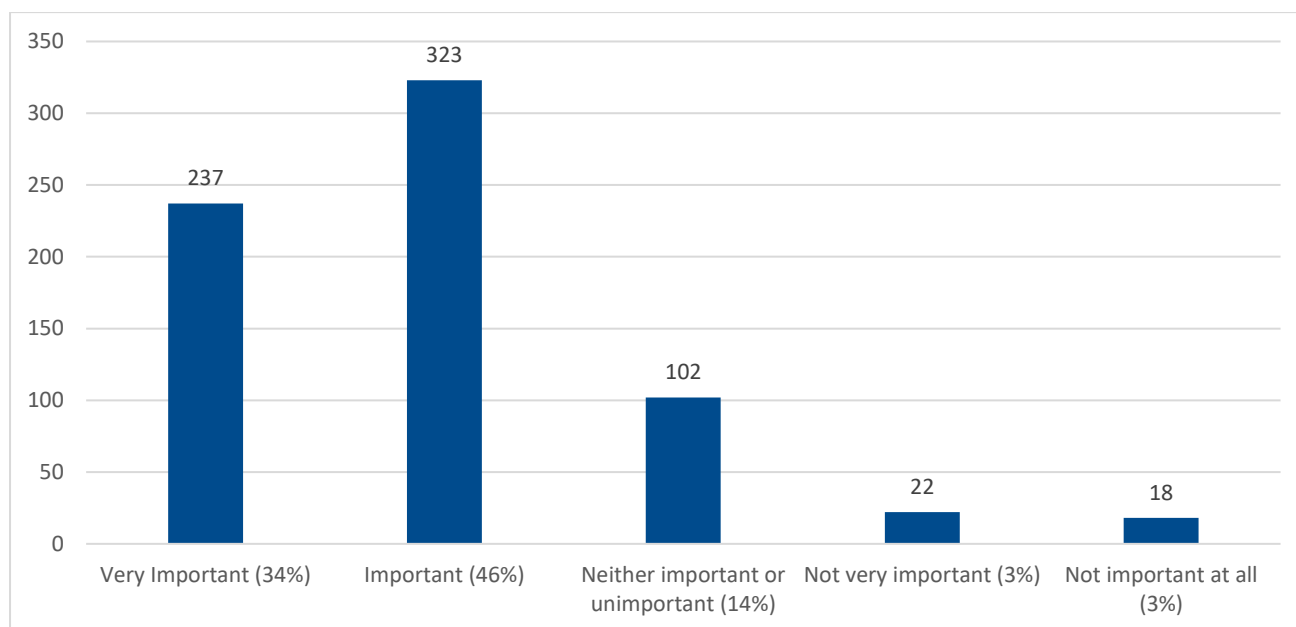
A total of 709 people responded to this question.



88% of respondents stated that labour market opportunities (and our role in stimulus) e.g. additional apprentices was very important (47%) or important (41%). 9% of respondents provided a neutral response to this question and 3% felt that this was not very important (2%) or not important at all (1%).

Business start-up support

A total of 702 people responded to this question.



80% of respondents stated that business start-up support was very important (34%) or important (46%). 14% of respondents provided a neutral response to this question and 6% felt that this was not very important (3%) or not important at all (3%).

7.2.2.2 Do you have any other ideas on how the council could support local businesses tourism and the economy?

254 comments made have been themed in the table below. Some comments contained multiple themes:

Theme	No.
Cut/reduce business rates	59
Improve the appearance of town centres	28
Offer free car parking	27
Give more support for start-ups / small businesses	24
More business support	20
Focus on becoming more eco friendly	16
Improve transport links across the borough	14
Involve the local community and support community clubs	12
Improve car parking facilities	11
Invest in improving empty properties	10
Less housing plans across the borough	6

Theme	No.
Bring in big, well known stores to town centres	6
More support for young people	5
More active travel cycling and pedestrian routes	5
Abandon Salt Lake car park plans in Porthcawl	4
Create more jobs within the borough	4
Relax Covid restrictions and lockdowns	4
More support for apprenticeships	2
Create more housing across the borough	2
More support for people with disabilities	1
More support for the homeless	1
Stop plans for cycling routes	1

The most common themes were cut/reduce business rates followed by improve the appearance of town centres and then offer free car parking.

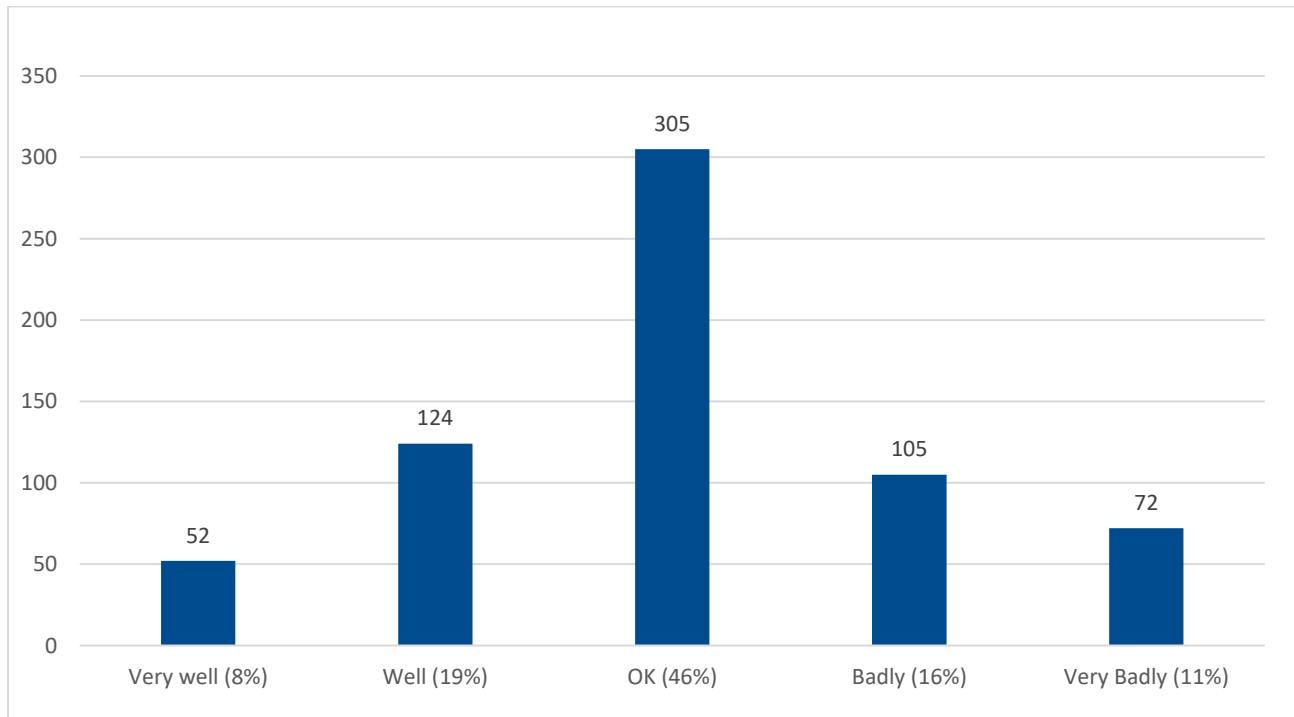
7.2.3 Wellbeing

7.2.3.1 How do you think the council performed when delivering these services?

Respondents were asked to rank performance of services from very well to very badly on a five point scale.

Support for older people (continue contact with the most vulnerable in our communities to ensure their needs are met)

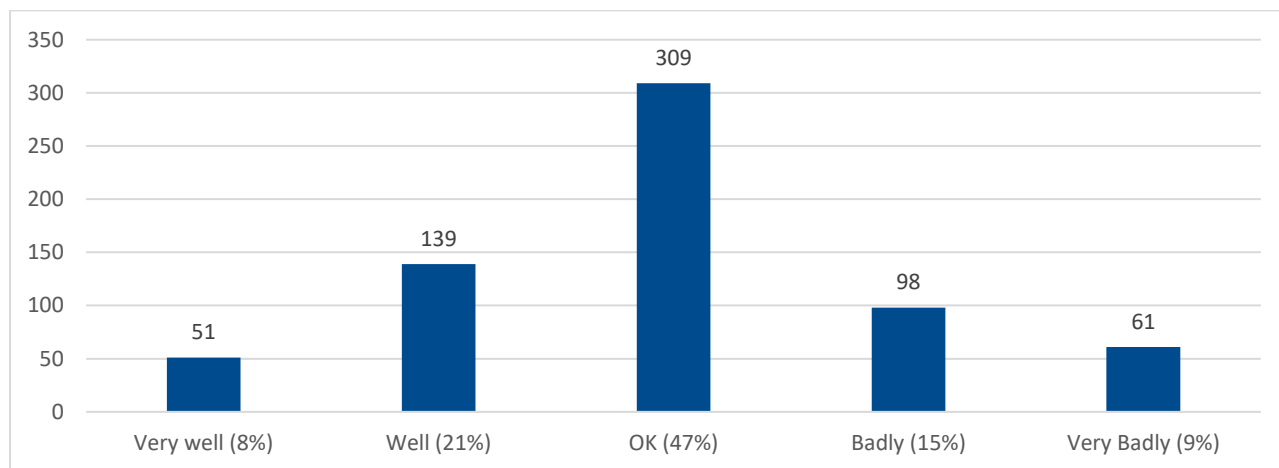
A total of 658 people responded to this question.



27% of respondents stated that the council had performed very well (8%) or well (19%) in delivering support for older people, 46% of respondents gave a neutral response (OK) to this question and 27% of respondents stated that the council had performed badly (16%) or very badly (11%) in delivering support for older people.

Homelessness (ensuring those who are homeless are kept safe as lockdown restrictions ease)

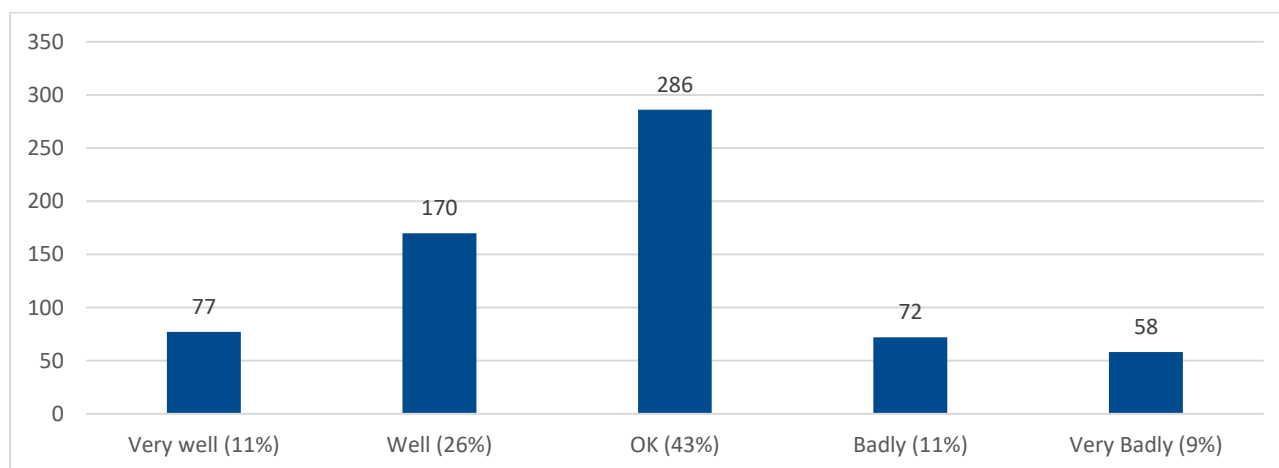
A total of 658 people responded to this question.



29% of respondents stated that the council had performed very well (8%) or well (21%) in delivering homelessness support, 47% of respondents gave a neutral response (OK) to this question and 26% of respondents stated that the council had performed badly (15%) or very badly (9%) in delivering homelessness support.

Food poverty – (for example should BCBC support and promote food banks and provide children eligible for free school meals with food parcels during school holidays)

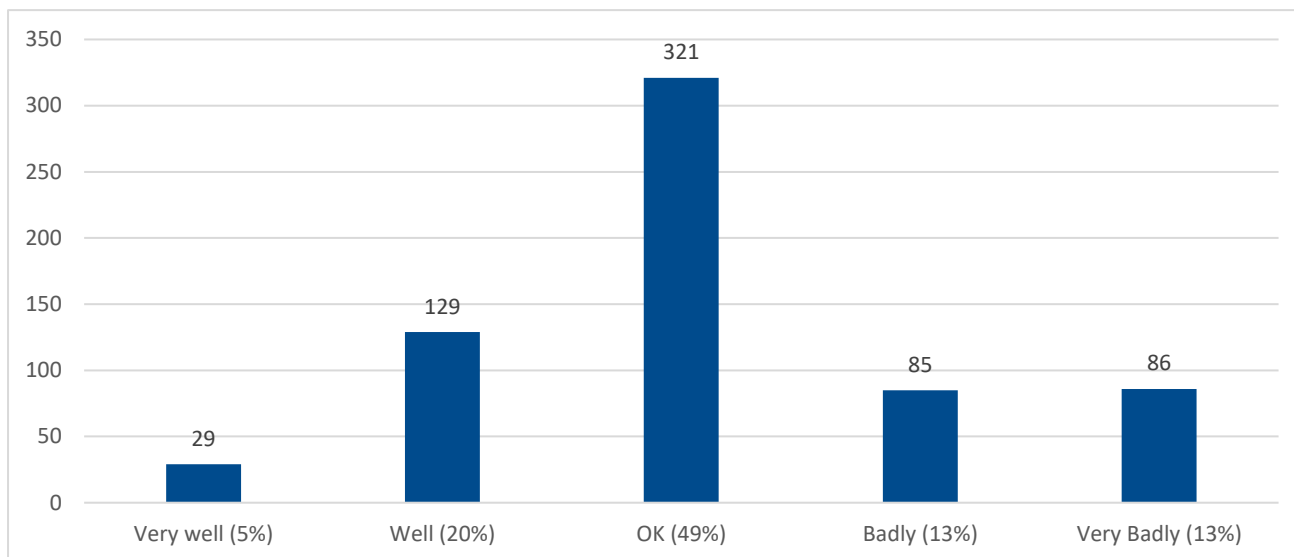
A total of 663 people responded to this question.



37% of respondents stated that the council had performed very well (11%) or well (26%) in delivering food poverty support, 43% of respondents gave a neutral response (OK) to this question and 20% of respondents stated that the council had performed badly (11%) or very badly (9%) in delivering food poverty support.

Council tax support for residents who had difficulty paying their council tax as a direct result of the pandemic i.e. council tax deferment or reduction scheme.

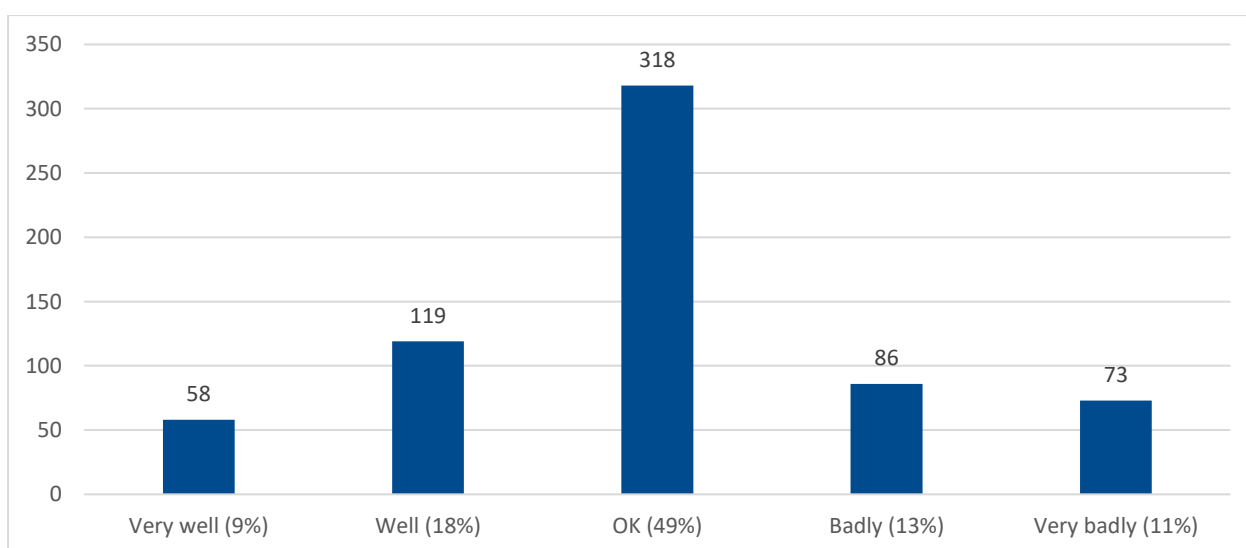
A total of 650 people responded to this question.



25% of respondents stated that the council had performed very well (5%) or well (20%) in delivering council tax support for residents who had difficulty paying their council tax as a direct result of the pandemic, 49% of respondents gave a neutral response (OK) to this question and 26% of respondents stated that the council had performed badly (13%) or very badly (13%) in delivering council tax support for residents who had difficulty paying their council tax as a direct result of the pandemic.

Online and blended learning by schools

A total of 1396 people responded to this question.

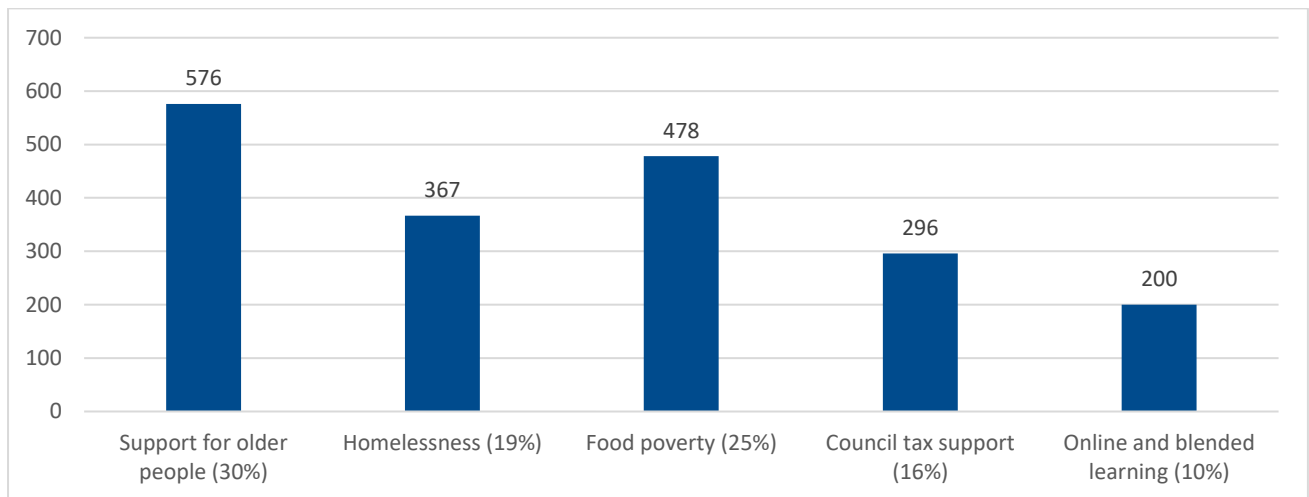


27% of respondents stated that the council had performed very well (9%) or well (18%) in delivering online and blended learning by schools, 49% of respondents gave a neutral

response (OK) to this question and 24% of respondents stated that the council had performed badly (13%) or very badly (11%) in delivering online and blended learning by schools.

7.2.3.2 Please tell us which of these services you think should be a priority for the future. Please choose the three that you think are the highest priority.

Respondents were able to choose multiple options (up to three services).



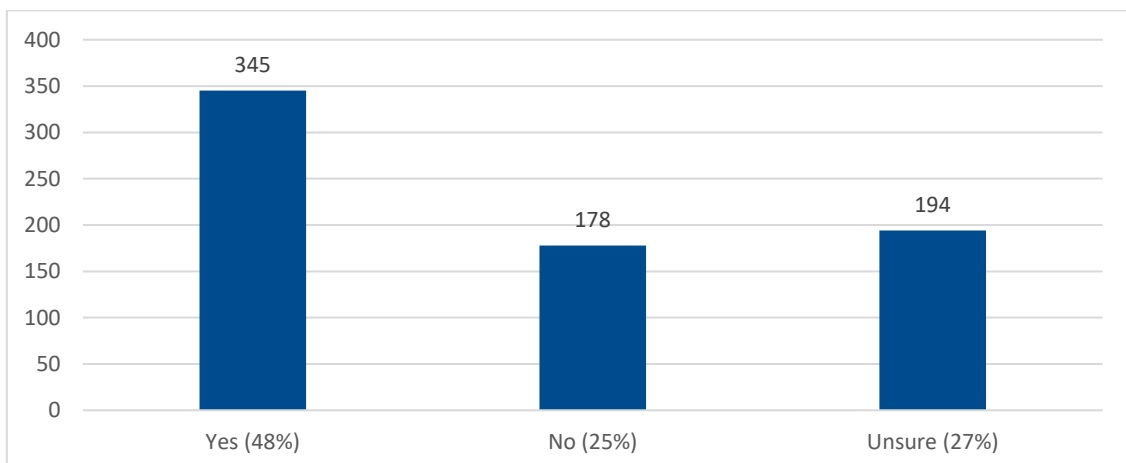
The three services selected as the priority for the future were:

- Support for older people (30%)
- Food poverty (25%)
- Homelessness (19%)

7.2.3.3 Over the past 12 months services such as period dignity, domestic abuse support, flying start, school applications, reporting an issue such as fly tipping, youth justice and youth services were adapted to online or remote delivery.

Do you think we should continue to deliver these services remotely/online?

A total of 717 people responded to this question.



48% of respondents stated that the council should continue to deliver these services remotely/online. 27% gave a neutral response (unsure) and 25% stated that the council should not continue to deliver these services remotely/online.

7.2.3.4 Please give reasons for your response:

293 comments made in response to this question have been themed in the table below:

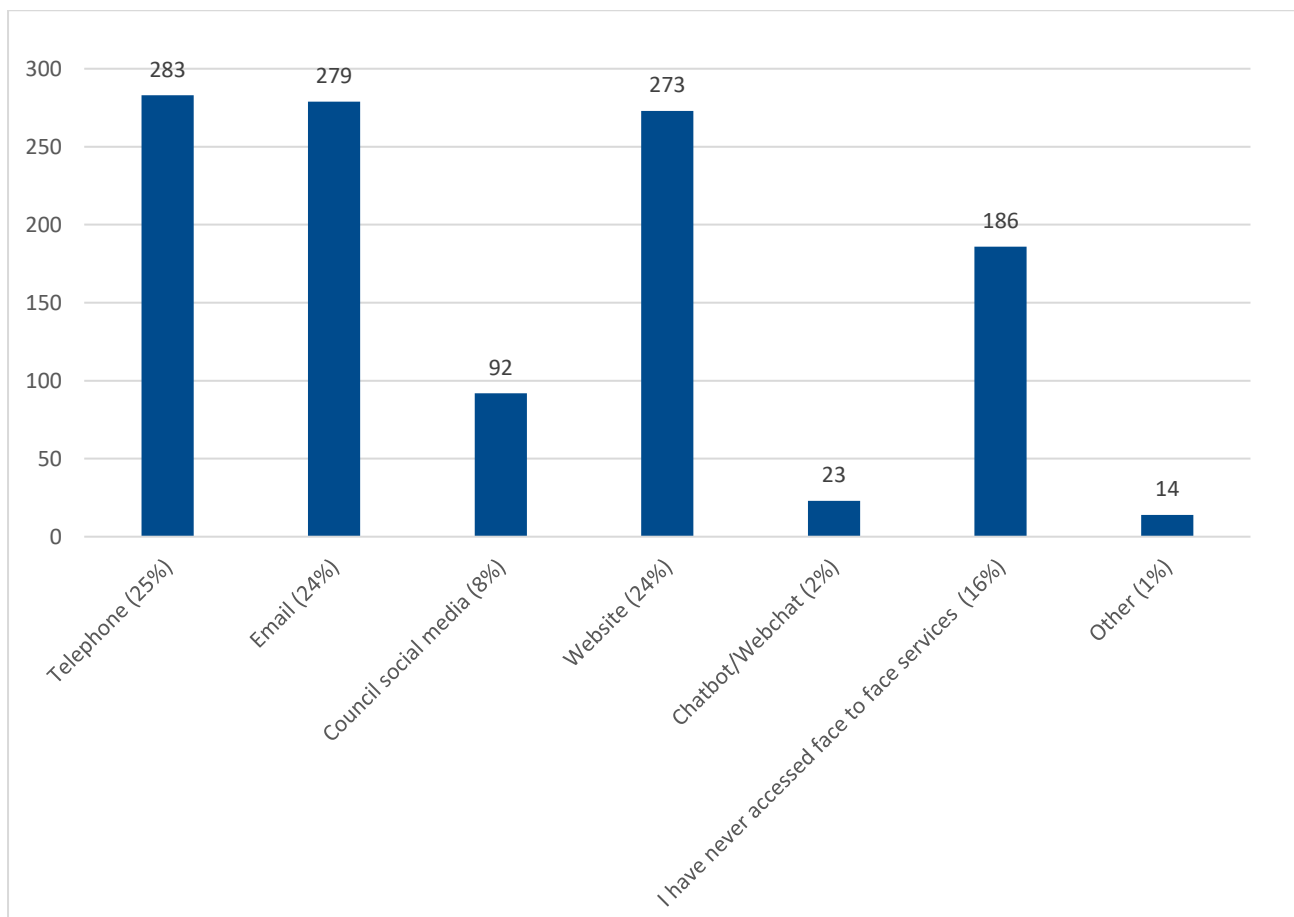
Theme	No.
Blended approach should be offered	98
Face to face is preferred	55
Not all residents have access to online services	48
Online is preferred	42
Allows council to save money	16
Privacy is needed for some services	11
Customer service is of a poor standard	10
Online services need to be improved	7
Each individual would need different access to services	6
Website needs improvement	1

The most common themes were blended approach should be offered followed by face-to-face is preferred and then not all residents have access to online services.

7.2.4 Customer face to face access

7.2.4.1 How have you accessed services in place of face-to-face services while Civic Offices have been closed?

Respondents were able to choose multiple options.



The most common methods for contacting the council in place of face-to-face services while Civic Offices have been closed were:

- Telephone (25%)
- Email (24%)
- Website (24%)

If other please specify:

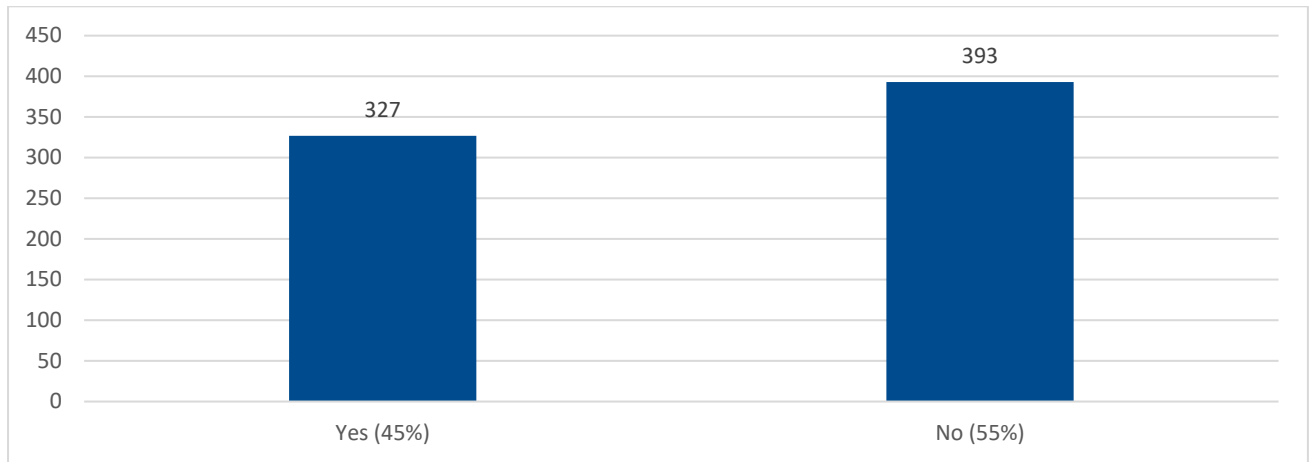
17 comments made in response to this question have been themed in the table below:

Theme	No.
I have not contacted the council	6
Social Media	3
Website	3
Post	2
Telephone	2
BCBC Employee	1

The most common themes were I have not contacted the council, followed by social media and website.

7.2.4.3 Have you contacted customer services since the council offices closed?

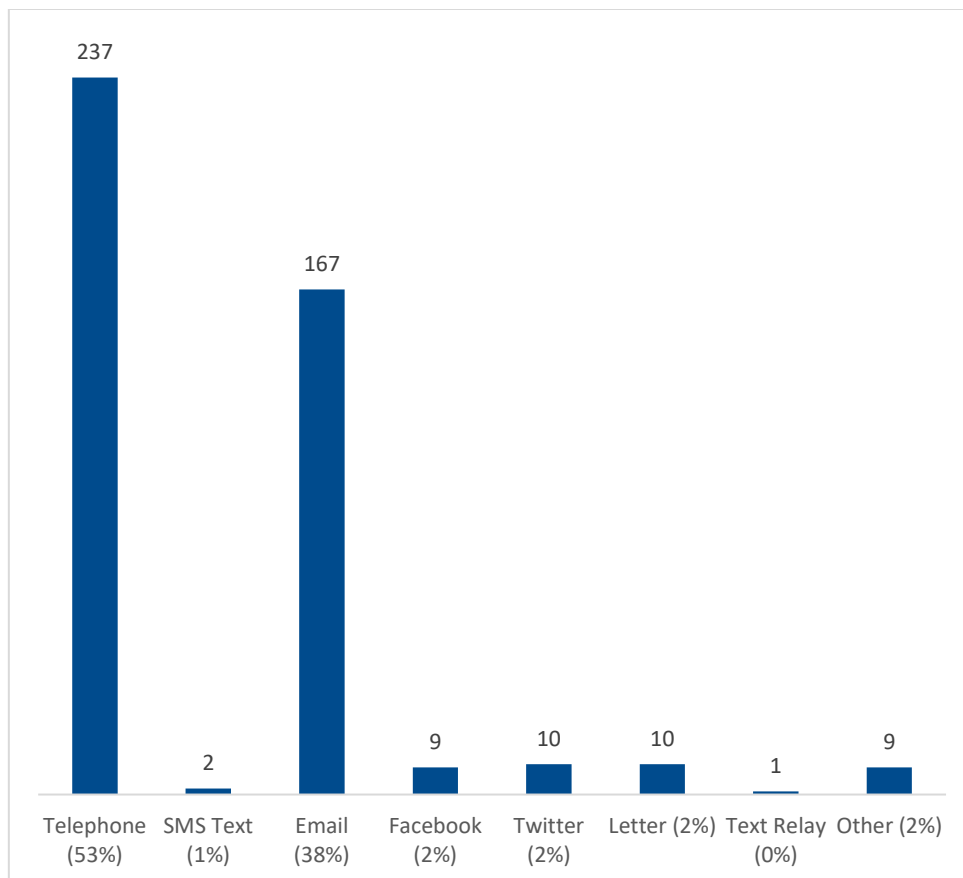
720 people responded to this question.



55% of respondents stated that they have not accessed customer services since the council offices closed. 45% stated that they had.

7.2.4.4 If 'yes', how did you contact customer services? Please select all that apply.

Respondents were able to choose multiple options.



Respondents who had accessed customer services had done this by:

- Telephone (53%)
- Email (38%)
- social media (Facebook and Twitter) (4.%)

If other please specify:

16 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

Theme	No.
No contact	7
Website	4
Telephone	3
Email	2
Chat Bot	1
Spoke to a councillor	1
Online portal	1

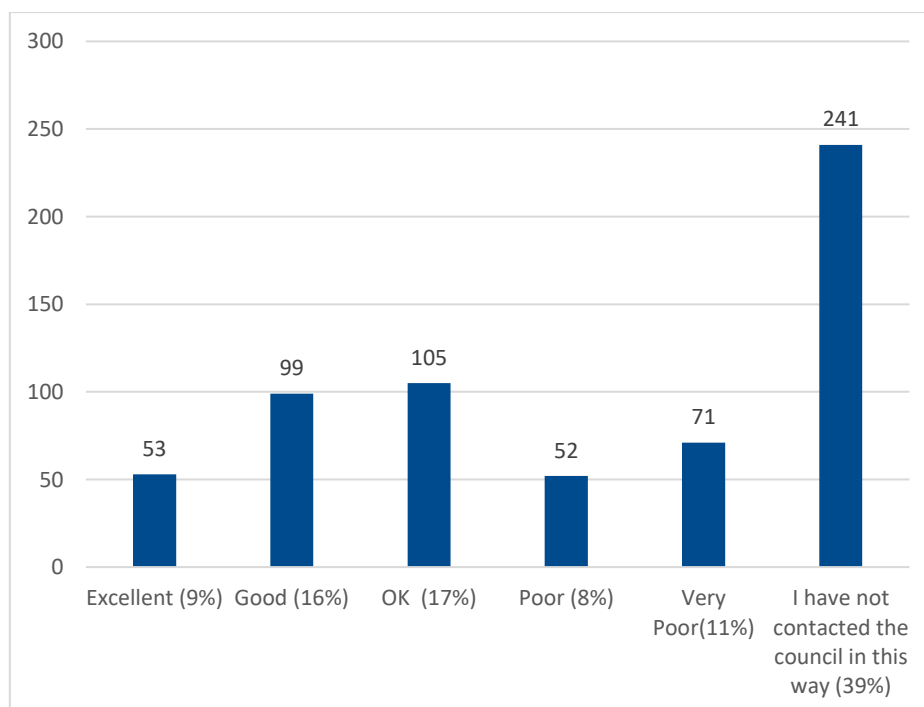
The most common themes were no contact, followed by website and then telephone.

7.2.4.5 How would you rate this contact?

Respondents were asked to rate contact from excellent to very poor on a five point scale.

Telephone

A total of 621 people responded to this question.

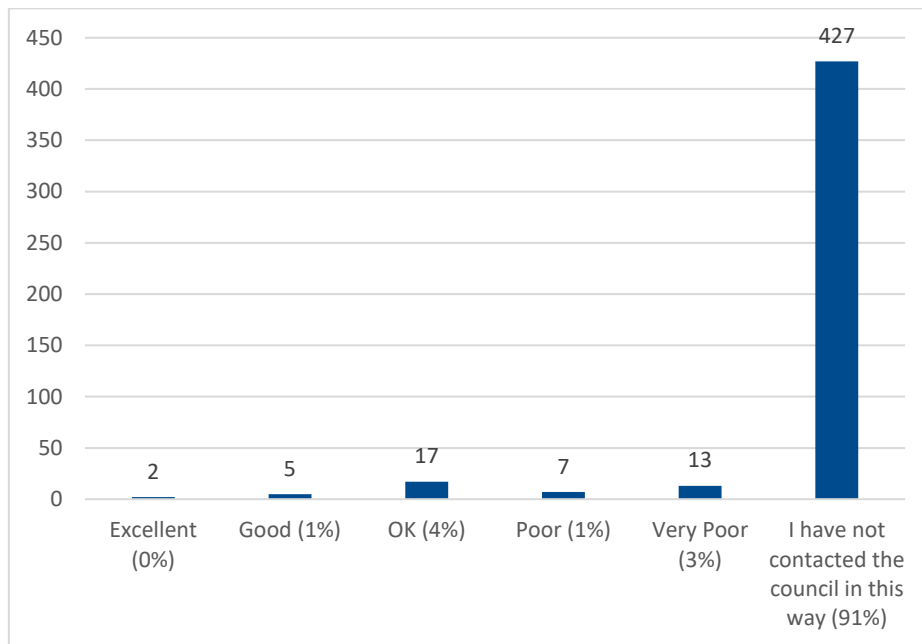


25% of respondents rated their telephone contact as excellent (9%) or good (16%). 17% of respondents gave a neutral response (OK), and 19% of respondents rated their telephone contact as poor (8%) or very poor (11%).

39% of respondents stated that they had not contacted the council in this way.

SMS Text

A total of 471 people responded to this question.

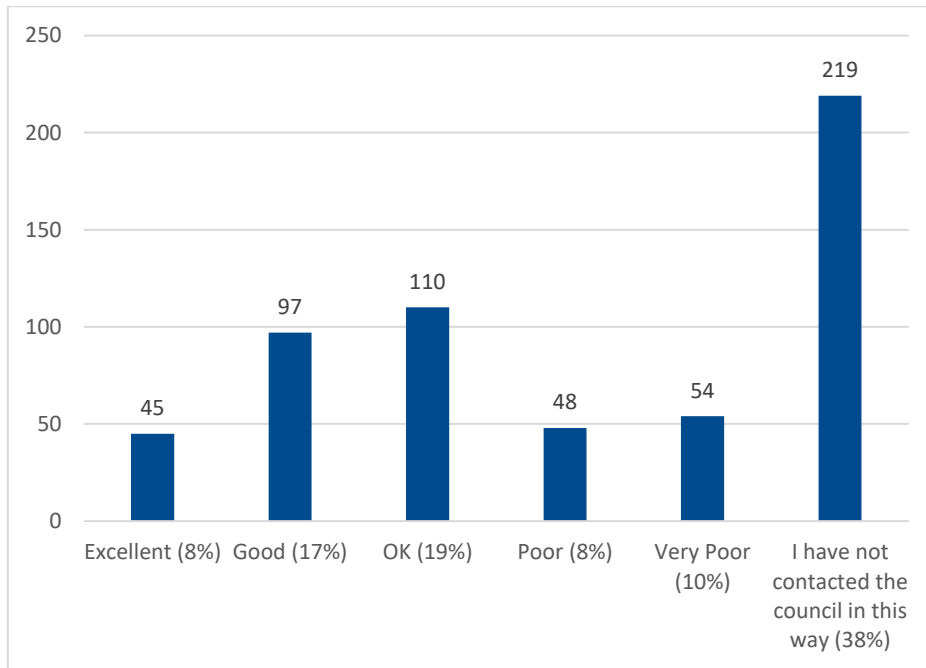


1% of respondents rated their SMS text contact as excellent (0%) or good (1%). 4% of respondents gave a neutral response (OK), and 4% of respondents rated their SMS text contact as poor (1%) or very poor (3%).

91% of respondents stated that they had not contacted the council in this way.

Email

A total of 573 people responded to this question.

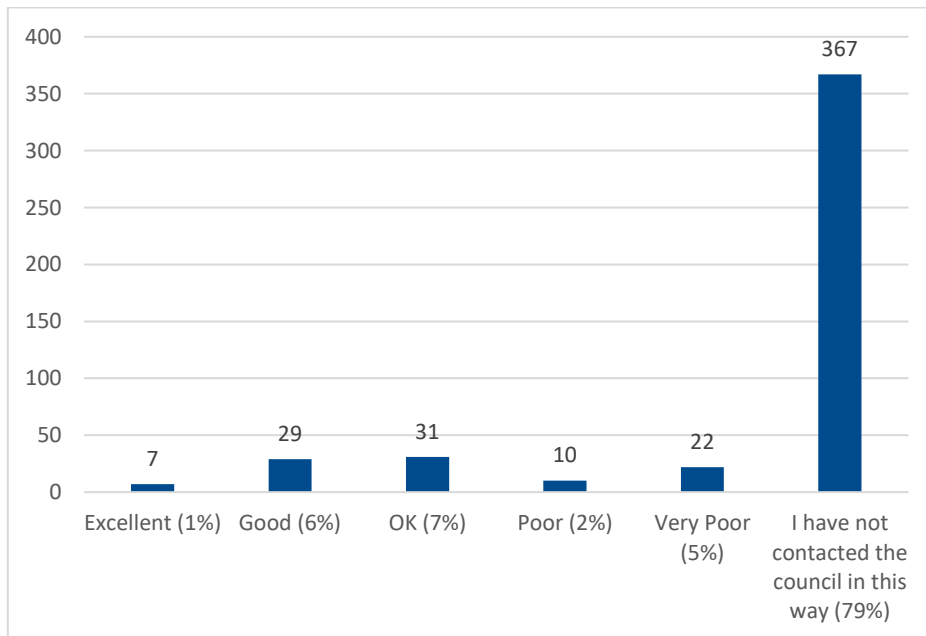


25% of respondents rated their Email contact as excellent (8%) or good (17%). 19% of respondents gave a neutral response (OK), and 18% of respondents rated their Email contact as poor (8%) or very poor (10%).

38% of respondents stated that they had not contacted the council in this way.

Facebook

A total of 466 people responded to this question.

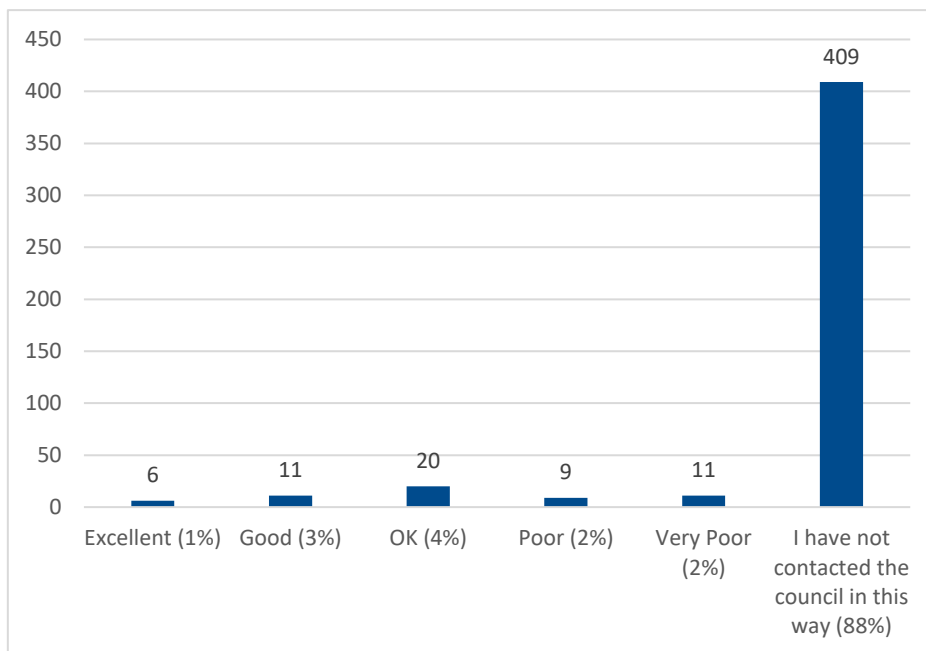


7% of respondents rated their Facebook contact as excellent (1%) or good (6%). 7% of respondents gave a neutral response (OK), and 7% of respondents rated their Facebook contact as poor (2%) or very poor (5%).

79% of respondents stated that they had not contacted the council in this way.

Twitter

A total of 466 people responded to this question.

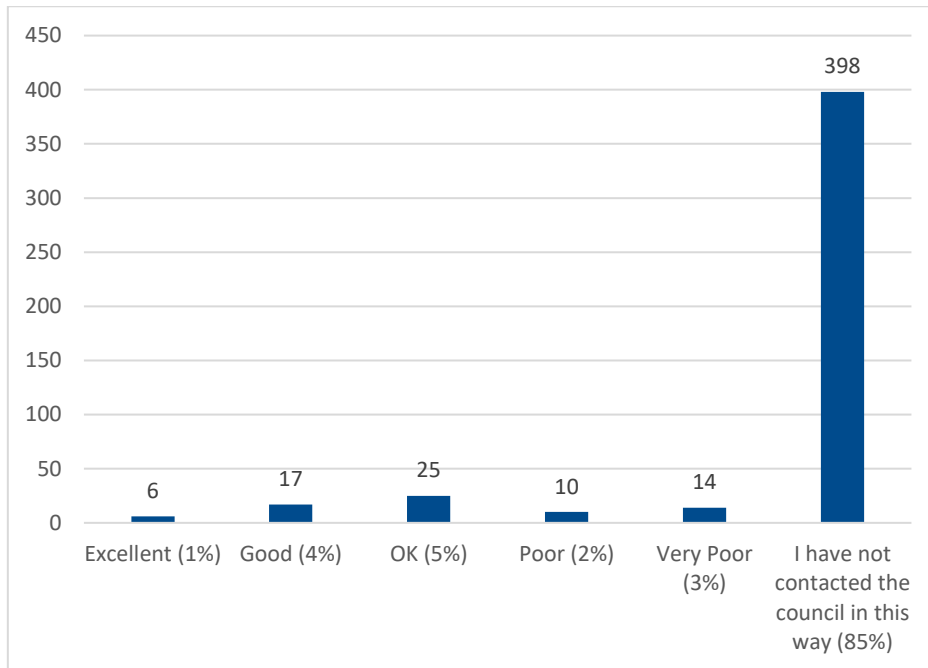


4% of respondents rated their Twitter contact as excellent (1%) of good (3%). 4% of respondents gave a neutral response (OK), and 4% of respondents rated their Twitter contact as poor (2%) or very poor (2%).

88% of respondents stated that they had not contacted the council in this way.

Letter

A total of 470 people responded to this question.

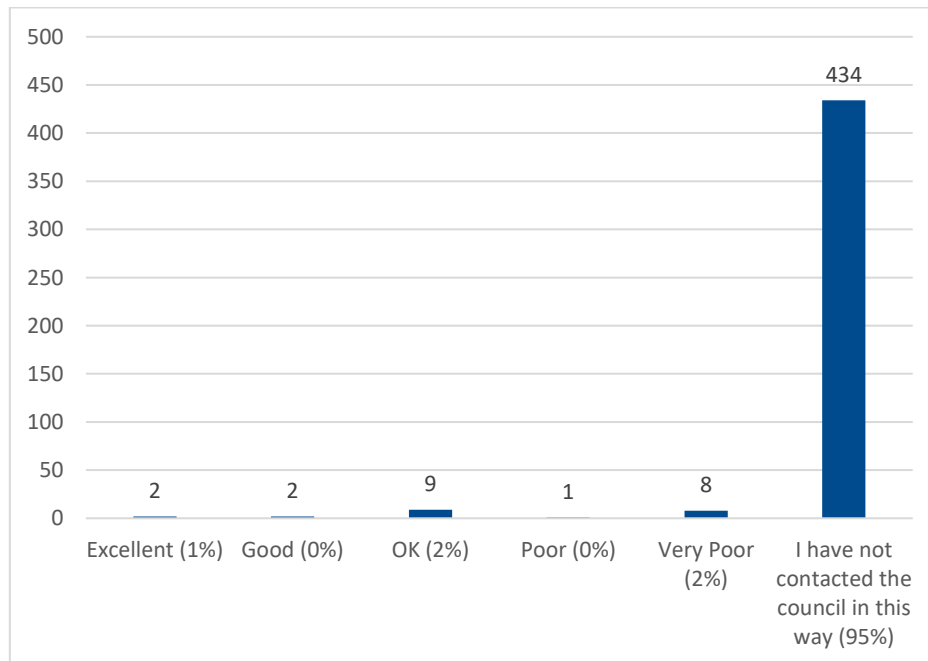


5% of respondents rated their letter contact as excellent (1%) of good (4%). 5% of respondents gave a neutral response (OK), and 5% of respondents rated their letter contact as poor (2%) or very poor (3%).

85% of respondents stated that they had not contacted the council in this way.

Text Relay

A total of 456 people responded to this question.

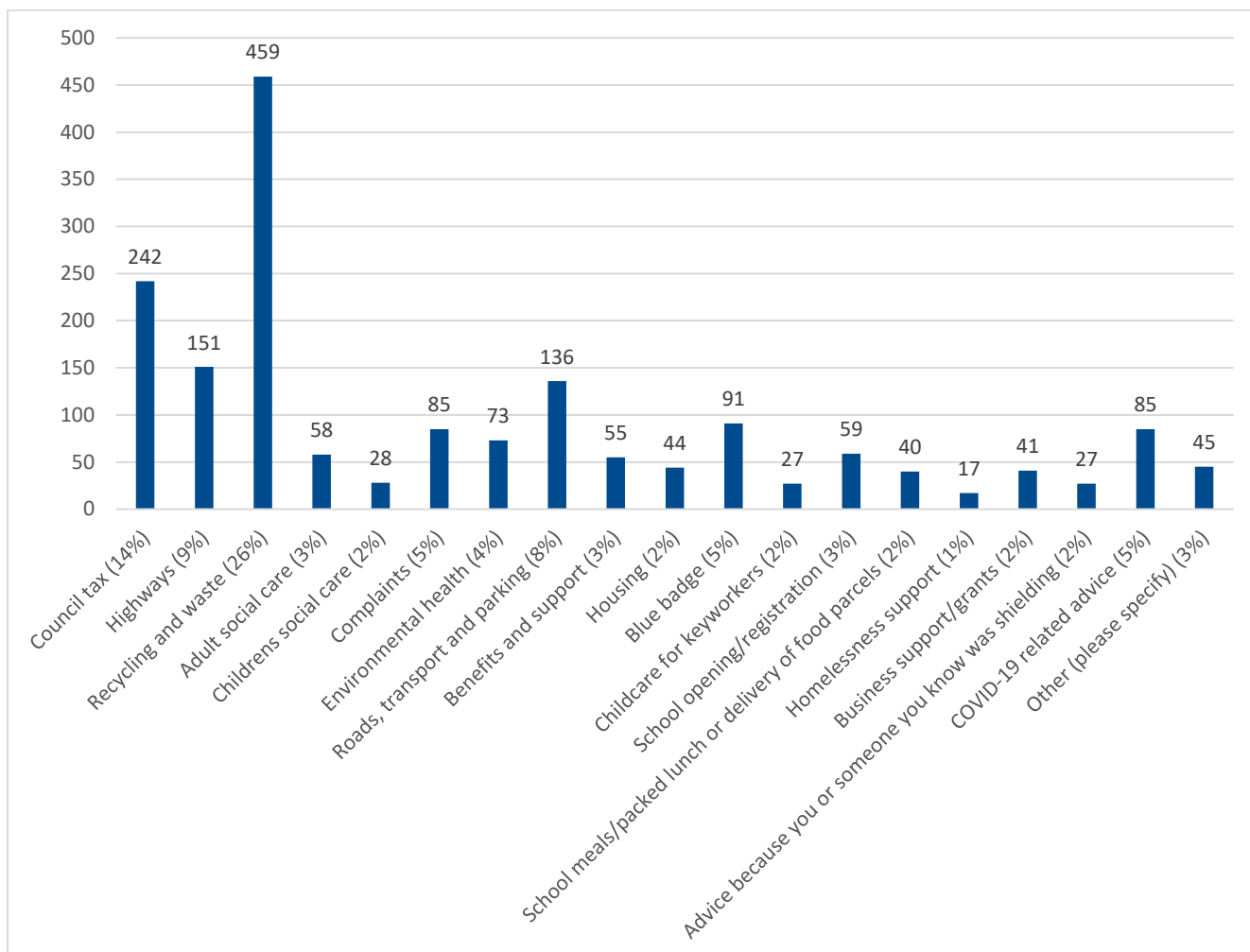


1% of respondents rated their Text Relay contact as excellent (1%) of good (0%). 2% of respondents gave a neutral response (OK), and 2% of respondents rated their Text Relay contact as poor (0%) or very poor (2%).

95% of respondents stated that they had not contacted the council in this way.

7.2.4.6 Have you, or someone you know, accessed any of the following services over the past 12 months?

Respondents were able to choose multiple options.



The most common services accessed over the past 12 months were:

- Recycling and waste (26%)
- Council tax (14%)
- Highways (9%)

If other please specify:

40 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

Theme	No.
Planning	8
Not contacted	7
Recycling and waste	4

Theme	No.
Adult social services	2
Business support	2
Covid support	2
Fly tipping	2
Licensing	2
Registrars	2
School transport	2
Bereavement	1
CAT Transfers	1
Data privacy	1
Electoral services	1
Footpaths	1
Equalities	1
Community learning	1
Auxiliary support	1

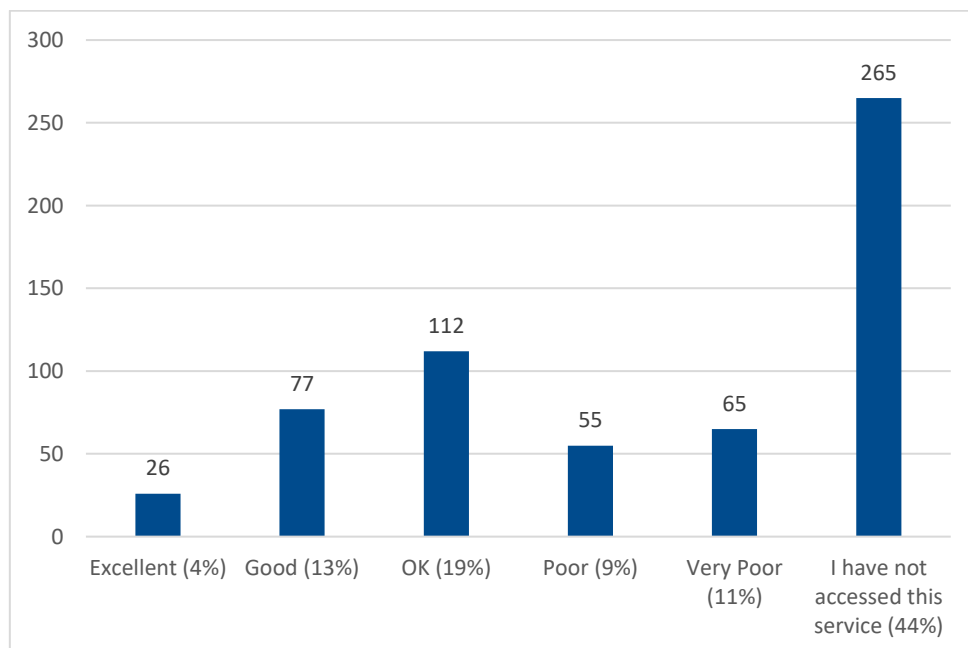
The most common themes were planning, followed by not contacted and then recycling and waste.

7.2.4.7 How would you rate access to these services?

Respondents were asked to rate access to services from excellent to very poor on a five point scale.

Council tax

A total of 600 people responded to this question.

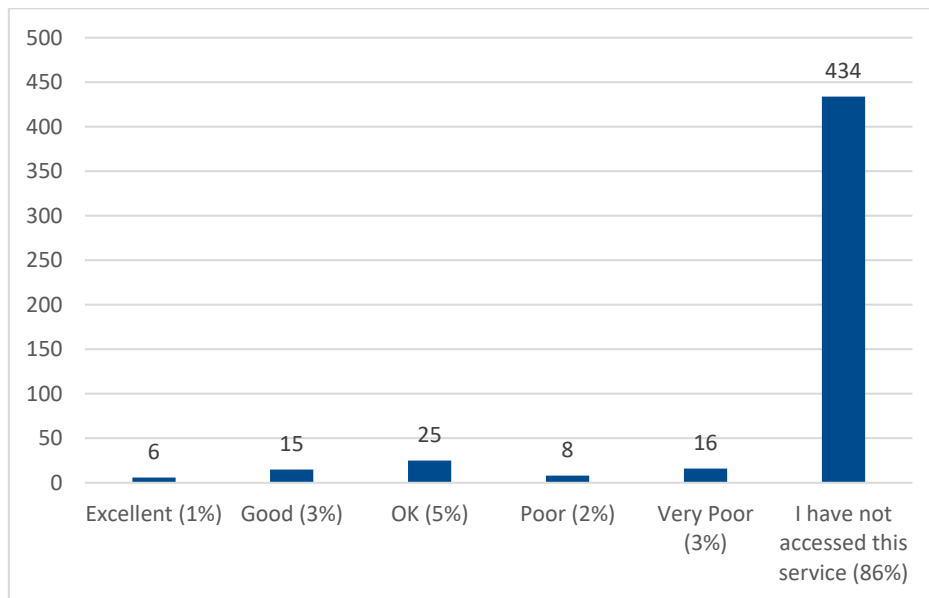


17% of respondents rated their access to council tax services as excellent (4%) or good (13%). 19% of respondents gave a neutral response (OK), and 20% of respondents rated their access to council tax services as poor (9%) or very poor (11%).

44% of respondents stated that they had not contacted this service.

Highways

A total of 504 people responded to this question.

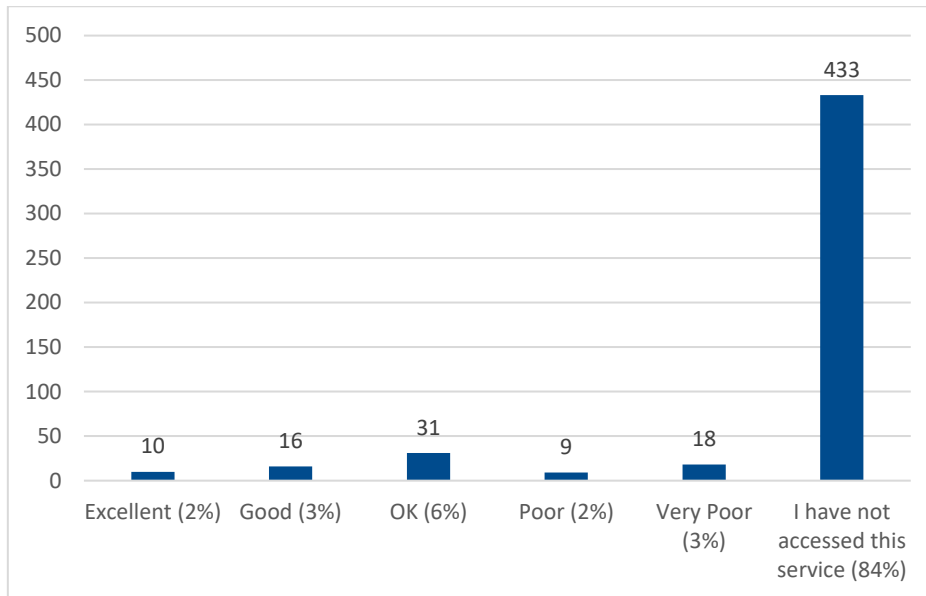


4% of respondents rated their access to highways services as excellent (1%) or good (3%). 5% of respondents gave a neutral response (OK), and 5% of respondents rated their access to highways services as poor (2%) or very poor (3%).

86% of respondents stated that they had not contacted this service.

Recycling and waste

A total of 517 people responded to this question.

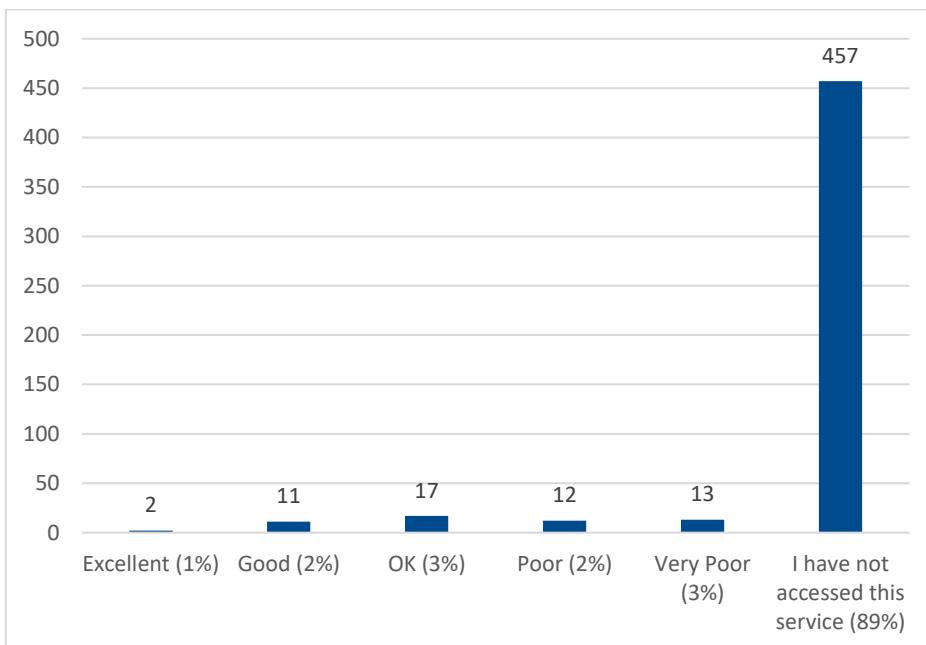


5% of respondents rated their access to recycling and waste services as excellent (2%) or good (3%). 6% of respondents gave a neutral response (OK), and 5% of respondents rated their access to recycling and waste services as poor (2%) or very poor (3%).

84% of respondents stated that they had not contacted this service.

Adult social care

A total of 512 people responded to this question.

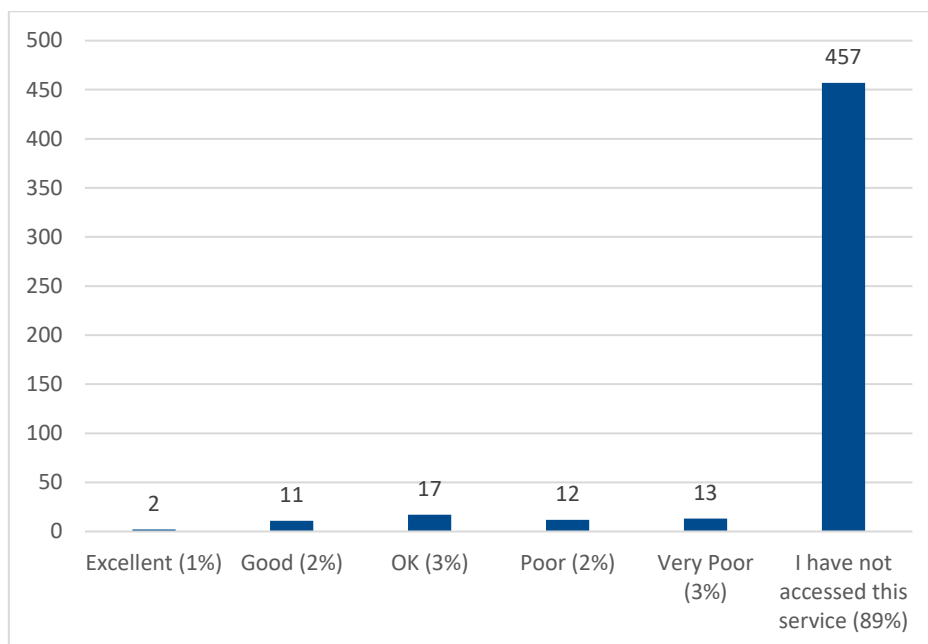


3% of respondents rated their access to adult social care services as excellent (1%) or good (2%). 3% of respondents gave a neutral response (OK), and 5% of respondents rated their access to adult social care services as poor (2%) or very poor (3%).

89% of respondents stated that they had not contacted this service.

Childrens social care

A total of 512 people responded to this question.

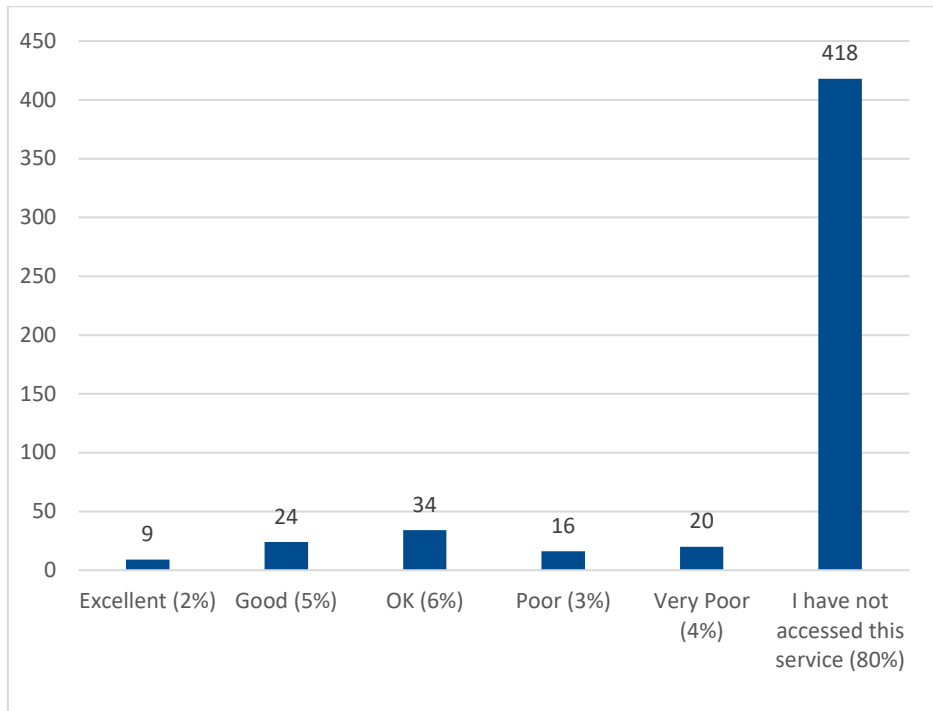


3% of respondents rated their access to Childrens social care services as excellent (1%) or good (2%). 3% of respondents gave a neutral response (OK), and 5% of respondents rated their access to Childrens social care services as poor (2%) or very poor (3%).

89% of respondents stated that they had not contacted this service.

Complaints

A total of 521 people responded to this question.

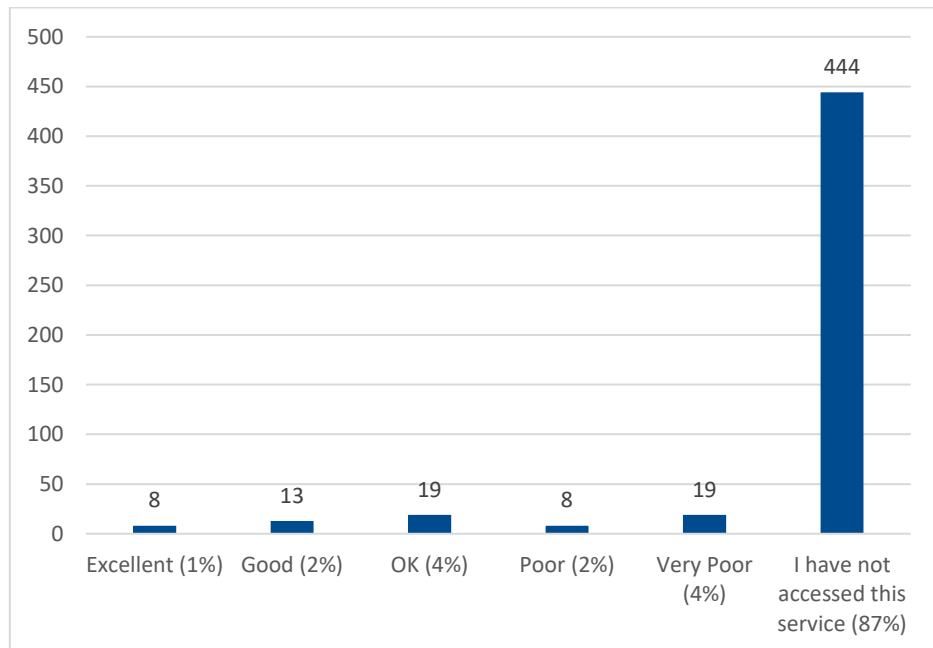


7% of respondents rated their access to complaints services as excellent (2%) or good (5%). 6% of respondents gave a neutral response (OK), and 7% of respondents rated their access to complaints services as poor (3%) or very poor (4%).

80% of respondents stated that they had not contacted this service.

Environmental health

A total of 511 people responded to this question.

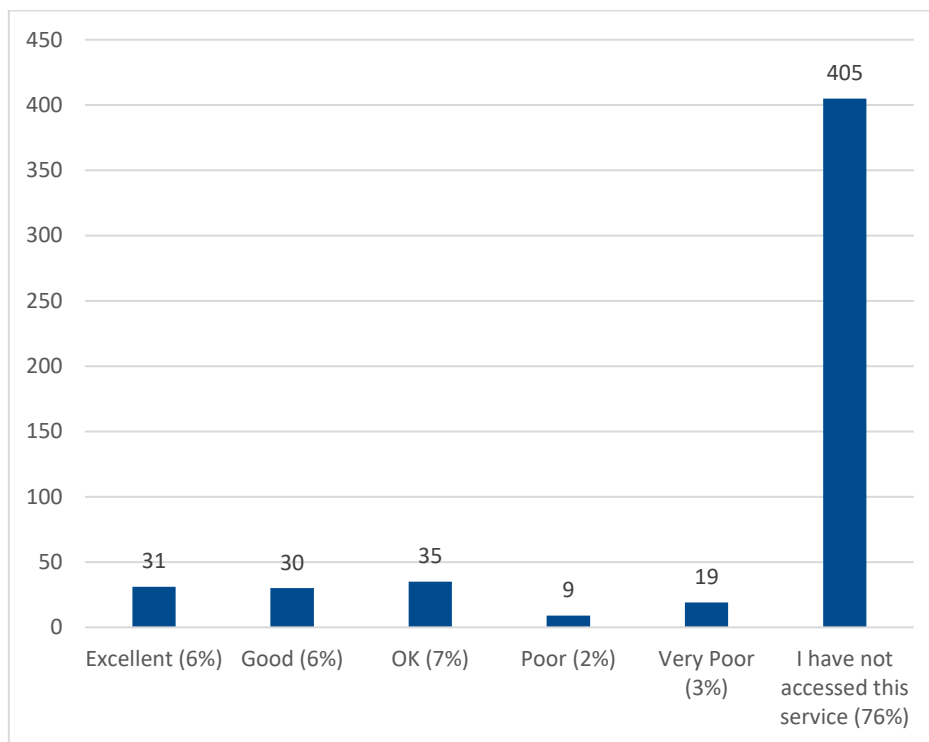


3% of respondents rated their access to environmental health services as excellent (1%) or good (2%). 4% of respondents gave a neutral response (OK), and 6% of respondents rated their access to environmental health services as poor (2%) or very poor (4%).

87% of respondents stated that they had not contacted this service.

Roads, transport and parking

A total of 529 people responded to this question.

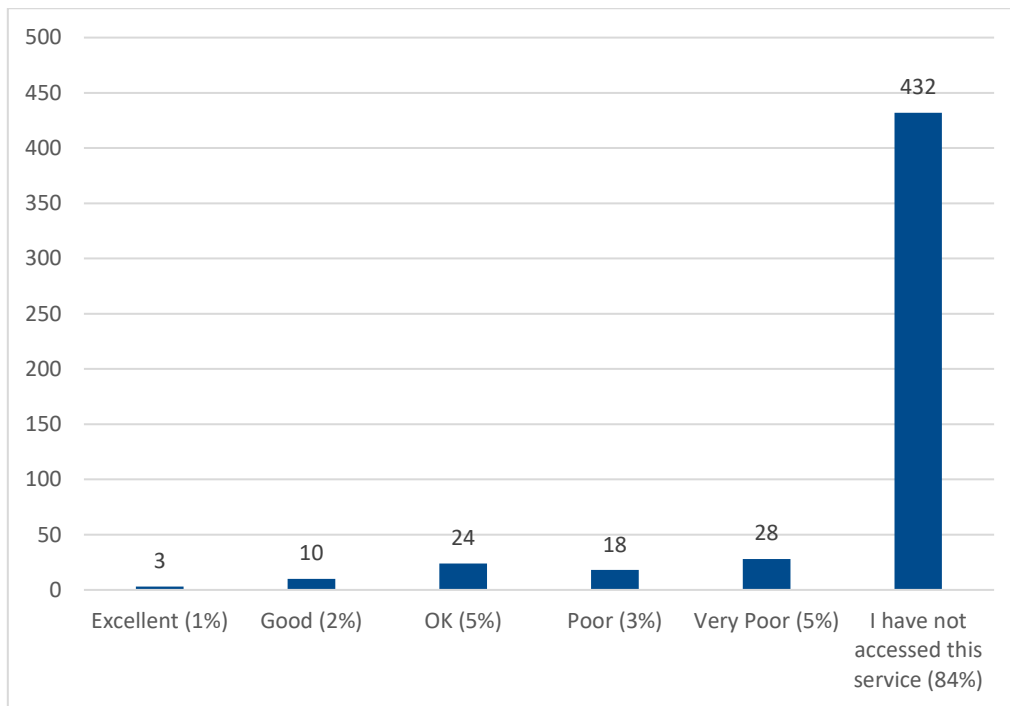


12% of respondents rated their access to roads, transport and parking services as excellent (6%) or good (6%). 7% of respondents gave a neutral response (OK), and 5% of respondents rated their access to roads, transport and parking services as poor (2%) or very poor (3%).

76% of respondents stated that they had not contacted this service.

Benefits and support

A total of 515 people responded to this question.

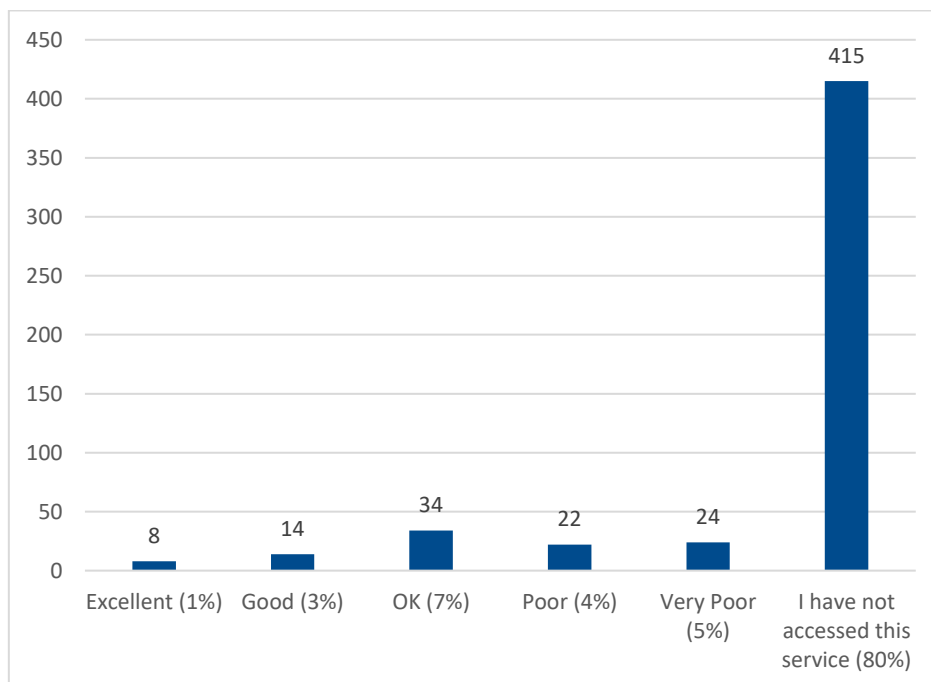


3% of respondents rated their access to benefits and support services as excellent (1%) or good (2%). 5% of respondents gave a neutral response (OK), and 8% of respondents rated their access to benefits and support services as poor (3%) or very poor (5%).

84% of respondents stated that they had not contacted this service.

Housing

A total of 517 people responded to this question.

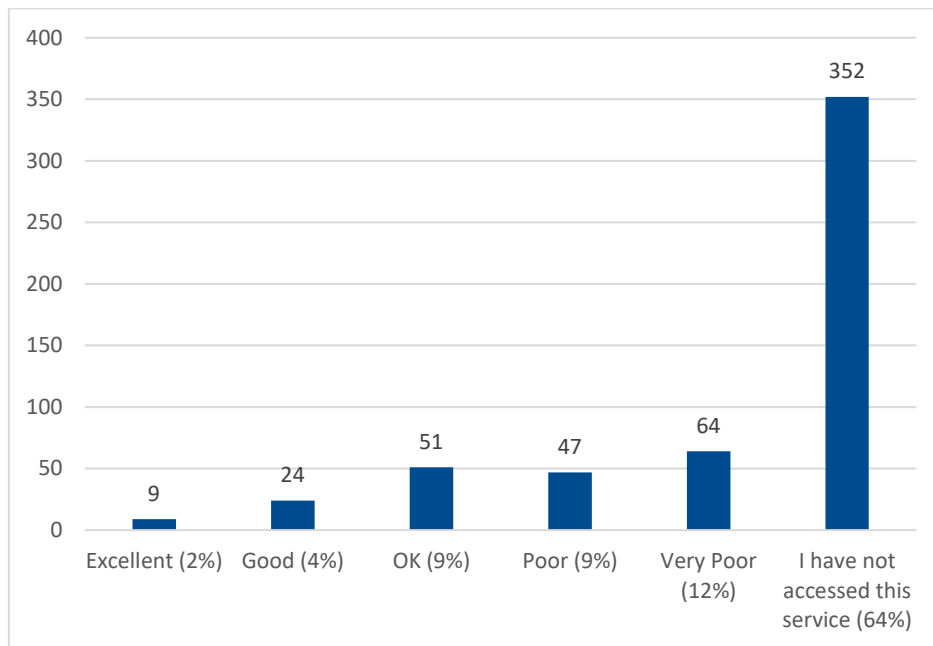


4% of respondents rated their access to housing services as excellent (1%) or good (3%). 7% of respondents gave a neutral response (OK), and 9% of respondents rated their access to housing services as poor (4%) or very poor (5%).

80% of respondents stated that they had not contacted this service.

Blue Badge

A total of 547 people responded to this question.

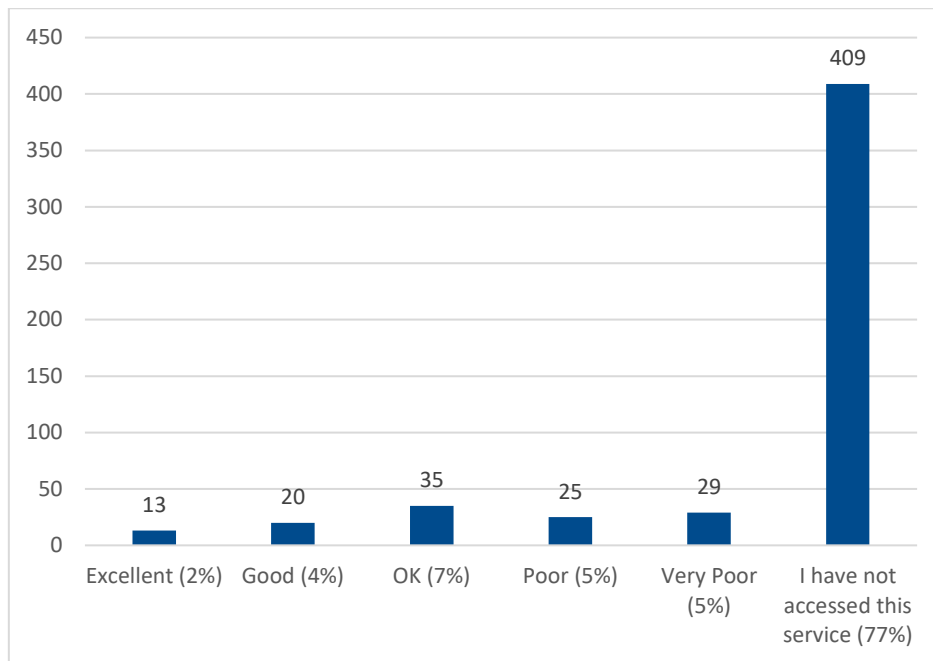


6% of respondents rated their access to Blue Badge services as excellent (2%) or good (4%). 9% of respondents gave a neutral response (OK), and 21% of respondents rated their access to Blue Badge services as poor (9%) or very poor (12%).

64% of respondents stated that they had not contacted this service.

Childcare for keyworkers

A total of 531 people responded to this question.

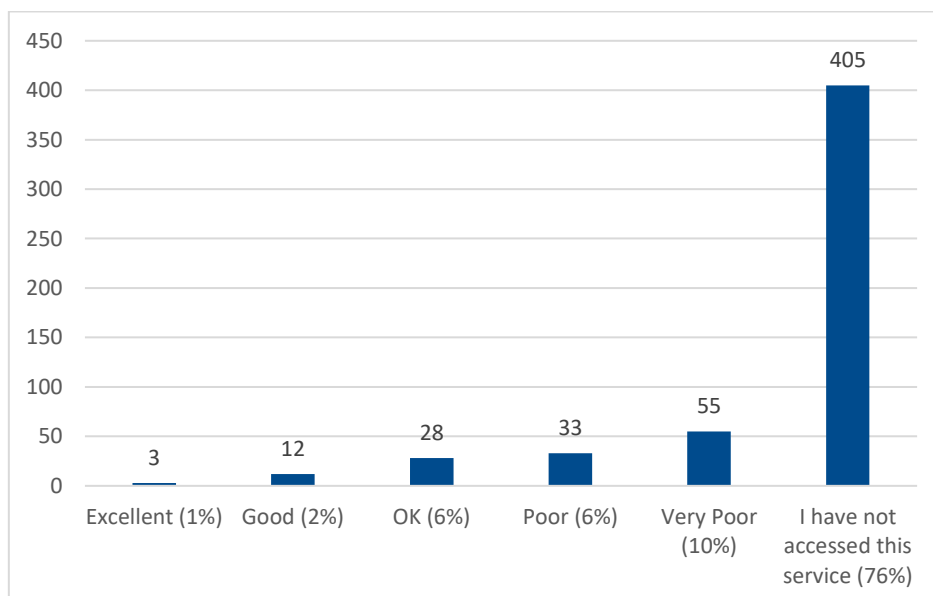


6% of respondents rated their access to childcare for keyworkers services as excellent (2%) or good (4%). 7% of respondents gave a neutral response (OK), and 10% of respondents rated their access to childcare for keyworkers services as poor (5%) or very poor (5%).

77% of respondents stated that they had not contacted this service.

School opening/registration

A total of 536 people responded to this question.

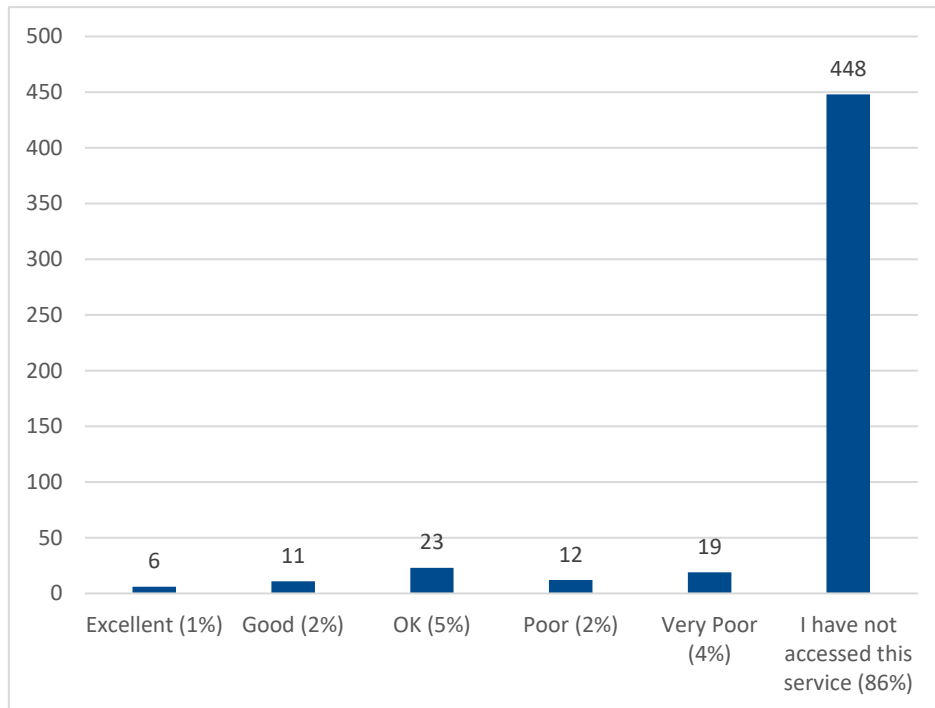


3% of respondents rated their access to school opening/registration services as excellent (1%) or good (2%). 6% of respondents gave a neutral response (OK), and 16% of respondents rated their access to school opening/registration services as poor (6%) or very poor (10%).

76% of respondents stated that they had not contacted this service.

School meals/packed lunch or delivery of food parcels

A total of 519 people responded to this question.

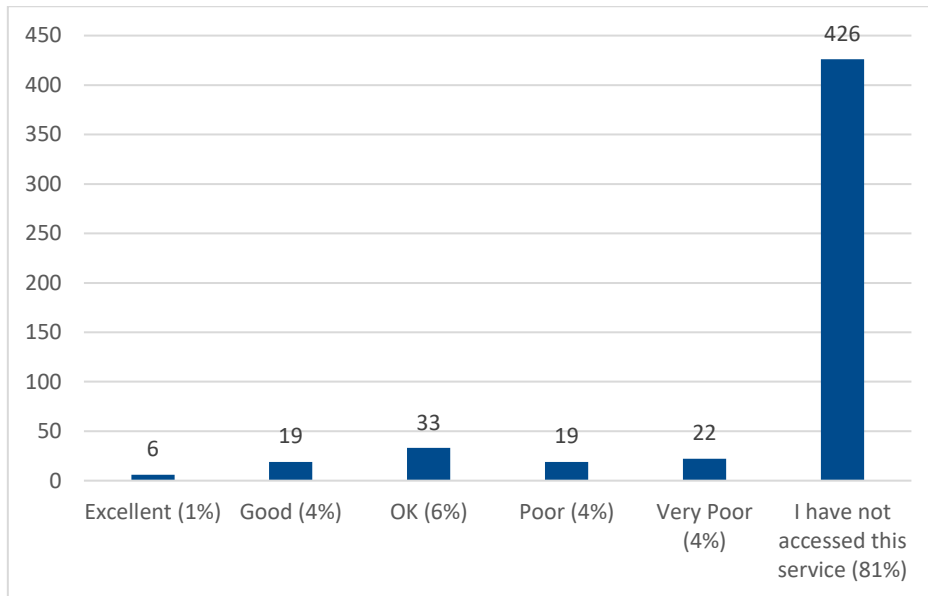


3% of respondents rated their access to school meals/packed lunch or delivery of food parcels services as excellent (1%) or good (2%). 5% of respondents gave a neutral response (OK), and 6% of respondents rated their access to school meals/packed lunch or delivery of food parcels services as poor (2%) or very poor (4%).

86% of respondents stated that they had not contacted this service.

Homelessness support

A total of 525 people responded to this question.

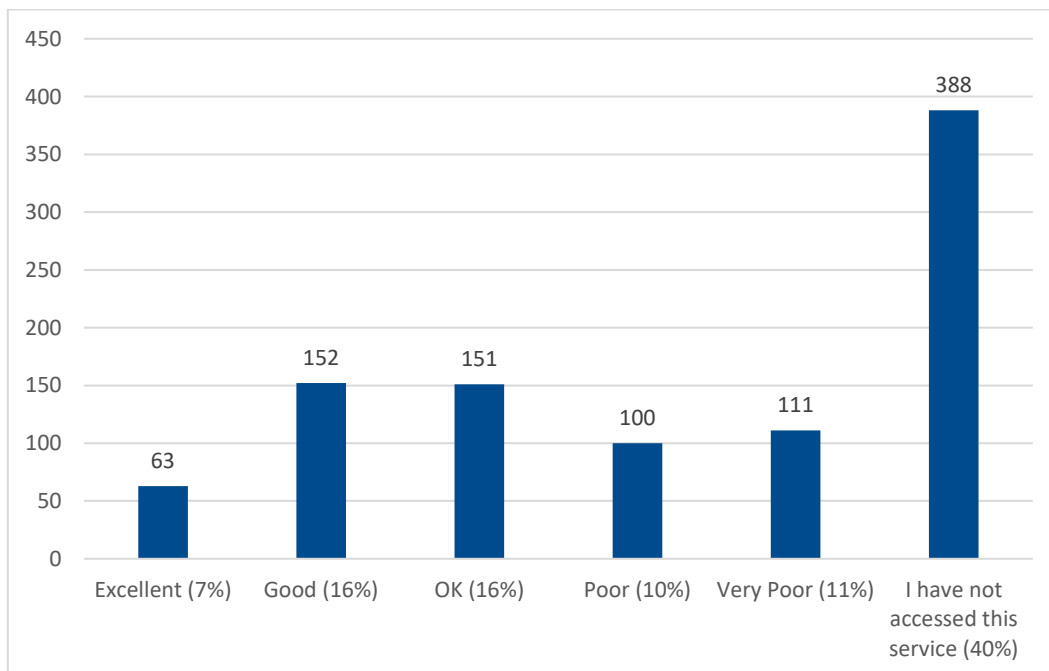


5% of respondents rated their access to homelessness support services as excellent (1%) or good (4%). 6% of respondents gave a neutral response (OK), and 8% of respondents rated their access to homelessness support services as poor(4%) or very poor (4%).

81% of respondents stated that they had not contacted this service.

Business support/grants

A total of 965 people responded to this question.

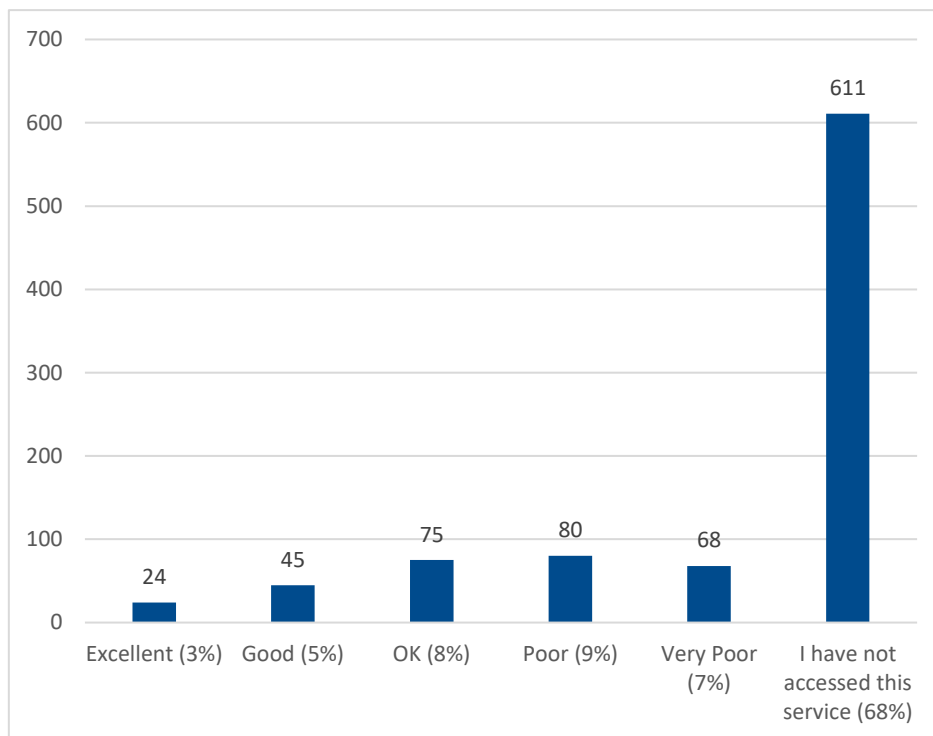


23% of respondents rated their access to business support/grants services as excellent (7%) or good (16%). 16% of respondents gave a neutral response (OK), and 21% of respondents rated their access to business support/grants services as poor (10%) or very poor (11%).

40% of respondents stated that they had not contacted this service.

Advice because you or someone you know was shielding

A total of 903 people responded to this question.

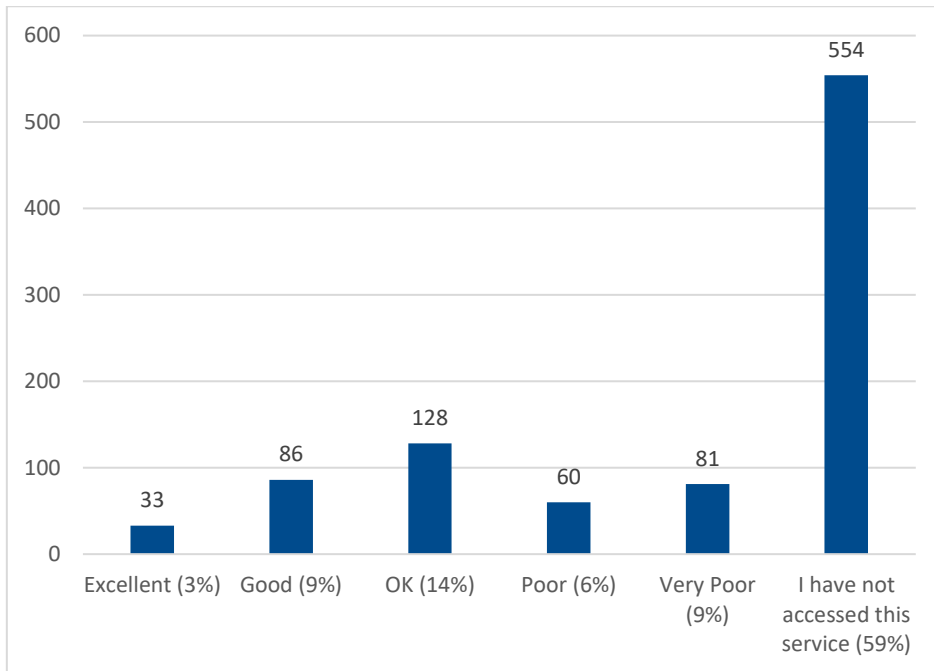


8% of respondents rated their access to advice because you or someone you know was shielding services as excellent (3%) or good (5%). 8% of respondents gave a neutral response (OK), and 16% of respondents rated their access to advice because you or someone you know was shielding services as poor (9%) or very poor (7%).

68% of respondents stated that they had not contacted this service.

COVID-19 related advice

A total of 942 people responded to this question.

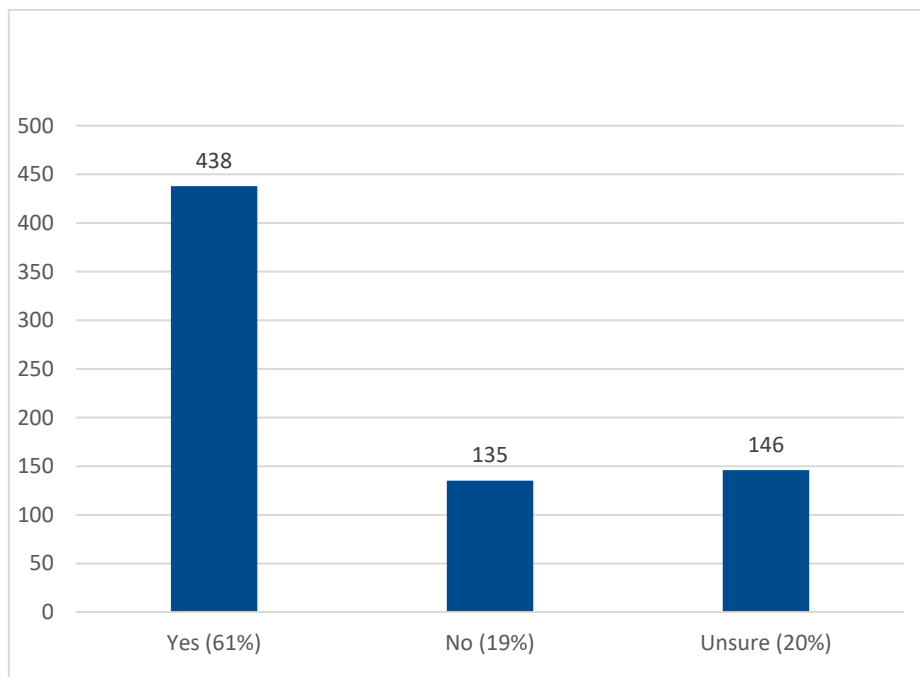


12% of respondents rated their access to COVID-19 related advice services as excellent (3%) or good (9%). 14% of respondents gave a neutral response (OK), and 15% of respondents rated their access to COVID-19 related advice services as poor (6%) or very poor (9%).

59% of respondents stated that they had not contacted this service.

7.2.4.8 Since closing our face-to-face channel for customers in Civic Offices, we have continued to provide services over the telephone, email and online. Do you think it is a priority for the council to reopen the face-to-face channel to the public?

A total of 719 people responded to this question.



61% of respondents stated that it is a priority for the council to reopen the face-to-face channel to the public, 20% gave a neutral response (unsure) and 19% stated that it is not a priority for the council to reopen the face-to-face channel to the public.

If yes, which services do you feel you need to be able to access face to face?

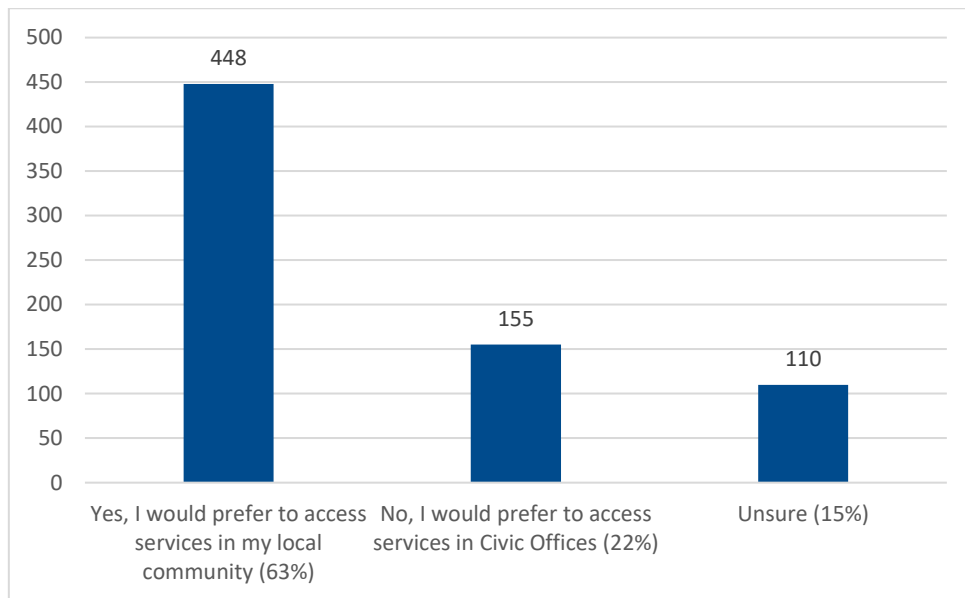
312 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

Theme	No.
All services should resume	175
Services that are dependent on the individual	37
Housing	16
Benefits	14
Customer Services (Front desk)	13
Council Tax	11
Recycling & Waste	7
Homelessness Support	7
Support for vulnerable people	5
Blue badge	4
Elderly support	5
Community Learning	4
Environment	3
Majority of services	5
Roads	3
Adult Social Care	2
Domestic Abuse	2
Children's Social Care	1
Complaints	1
Flying Start	1
Parking	1
Planning	1
Safeguarding	1

The most common themes were all services should resume, followed by services that are dependent on the individual and then housing.

7.2.4.9 If unable to support residents over other channels i.e. telephone, online, emails etc., do you think the council should offer face to face contact in local communities (such as libraries or community centres) rather than in Civic Offices?

A total of 713 people responded to this question.

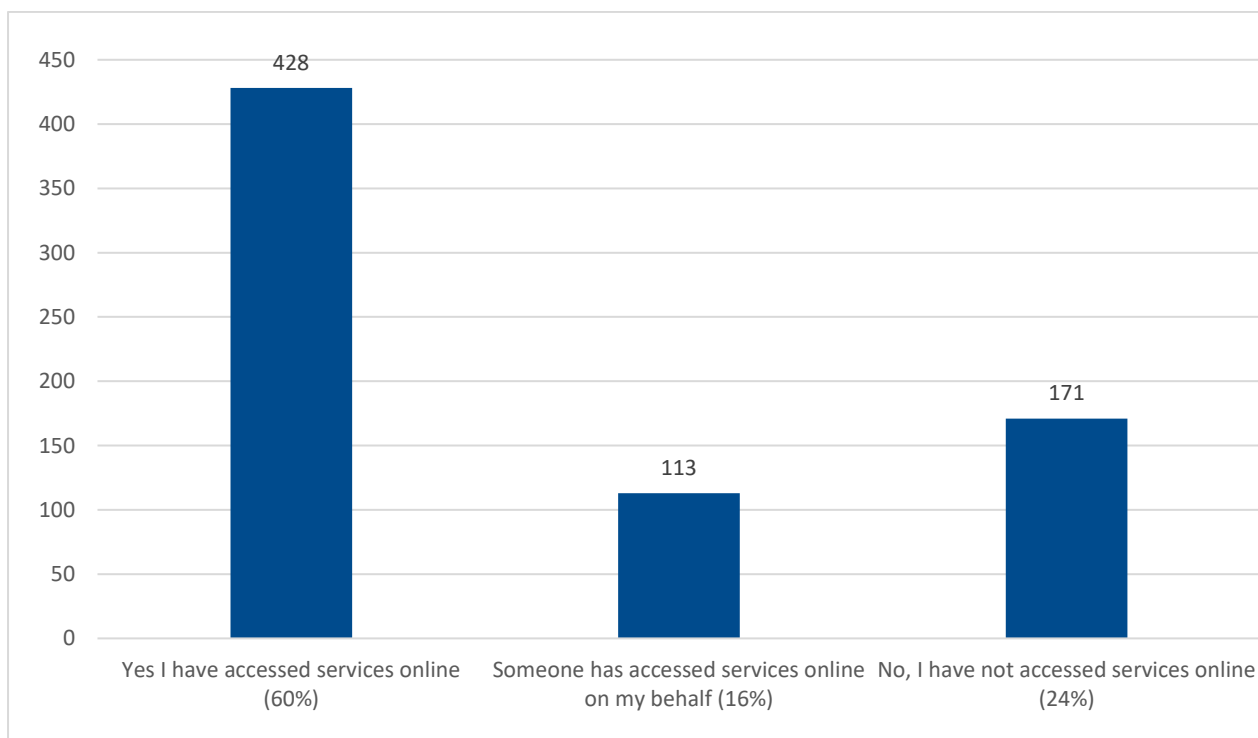


63% of respondents stated that they would prefer to access services in their local community, 22% stated that they would prefer to access services in Civic Offices and 15% of respondents provided a neutral response (unsure).

7.2.5 Digitalisation

7.2.5.1 Have you, or has someone on your behalf, accessed council services online in the past 12 months?

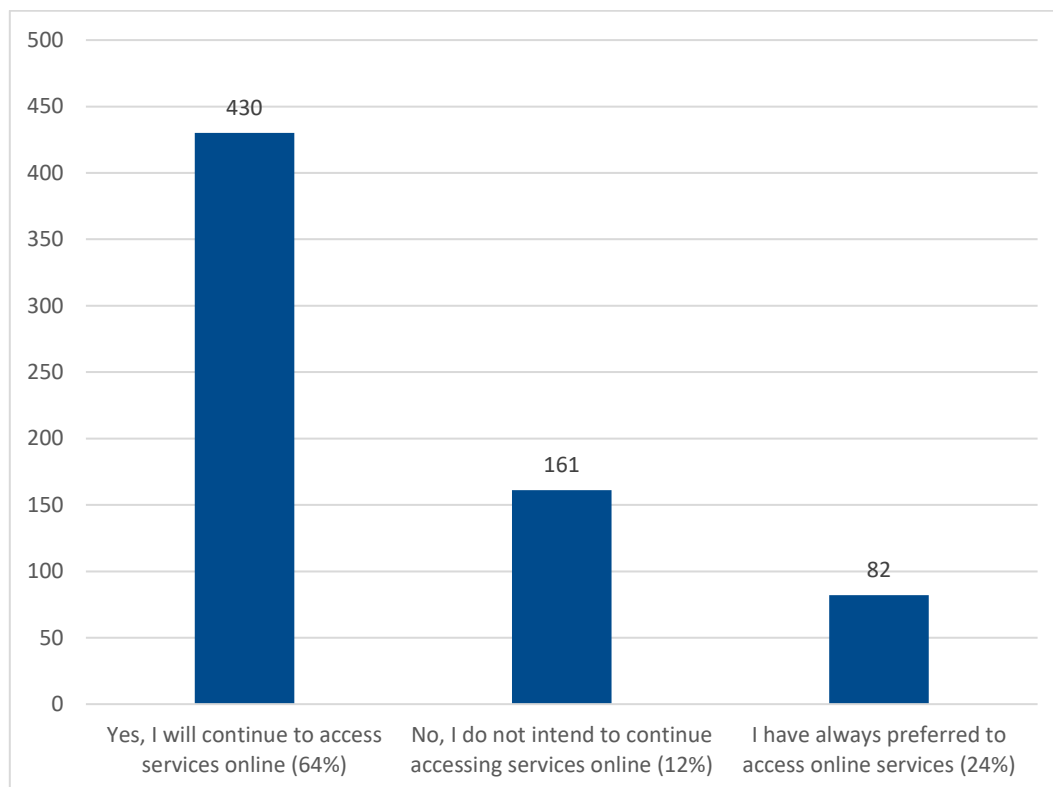
A total of 712 people responded to this question.



60% of respondents stated that they had accessed services online and a further 16% stated that someone had accessed services online on their behalf. 24% of respondents stated that they had not accessed services online.

7.2.5.2 Do you intend to continue accessing services online?

A total of 591 people responded to this question.



64% of respondents stated that they will continue to access services online and a further 24% stated that they have always preferred to access services online. 12% of respondents stated that they do not intend to continue to access services online.

If 'no, I do not intend to continue accessing services online', please tell us why if yes, which services do you feel you need to be able to access face to face?

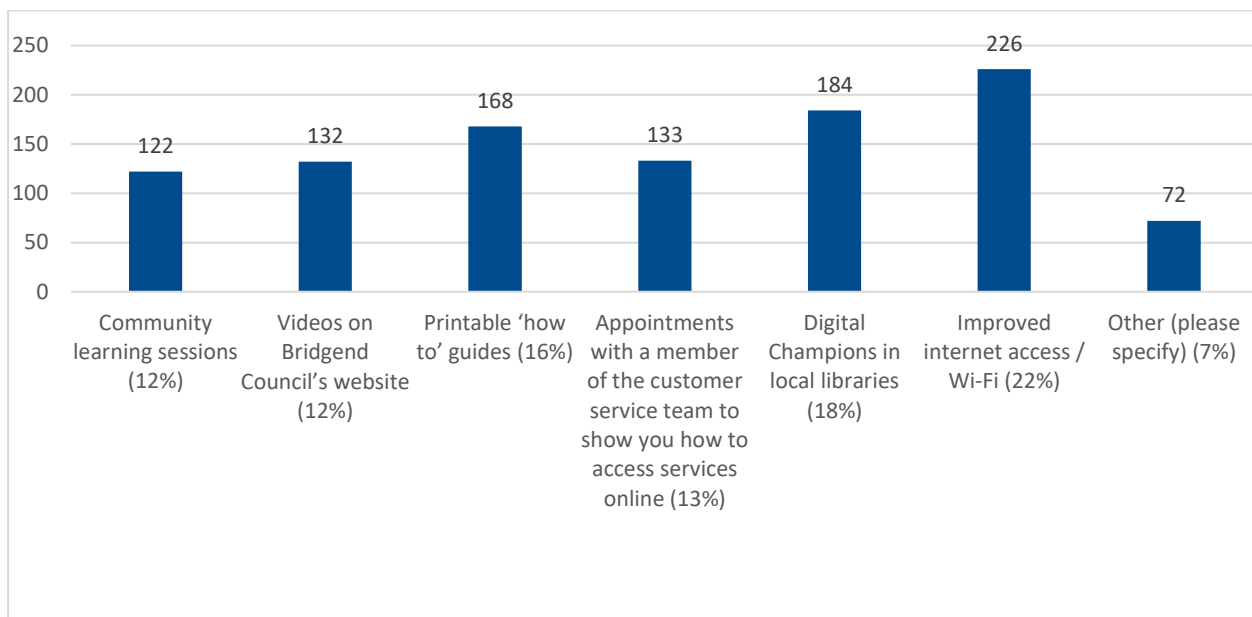
99 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

Theme	No.
Prefer face to face interaction	38
Negative experience with customer services	27
Not confident with using computers	13
Negative experience with website	7
No access to a computer	7
Prefer using telephone services	5
Prefer to use other / multiple methods of contact	4
Digital Champions used	3

The most common themes were prefer face to face interaction, followed by negative experience with customer services and then not confident with using computers.

7.2.5.3 What support would help you, or someone you know, to access more services online?

Respondents were able to select multiple responses, a total of 1037 responses were received within this question.



The most common responses were:

- Improved internet access/Wi-Fi (22%)
- Digital champions in libraries (18%)
- Printable 'how to' guides (16%)

If other please specify:

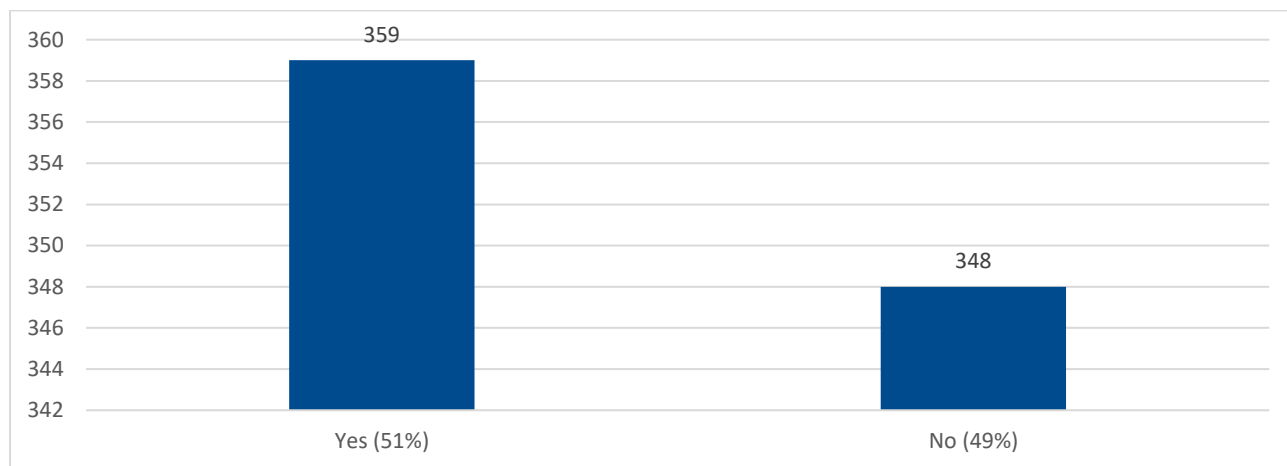
51 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

Theme	No.
More face to face support	24
Website needs to be improved	10
Less spending of money	3
More support from customer services	3
Digital self service hubs	3
Provide more training and 'how to' guides	3
More telephone support	2
Support for sign language	1
Videos on the BCBC website	1
Support for language translations	1
Provide free internet in all homes	1

The most common themes were more face to face support followed by website needs to be improved.

7.2.5.4 During the past 12 months, we have launched a new digital communication platform to send weekly emails to those residents who have subscribed. Have you signed up to receive these weekly emails?

A total of 707 people responded to this question.



51% of respondents stated that they have subscribed to weekly emails, 49% stated that they had not subscribed.

Respondents who stated 'no' to this question were asked why not?

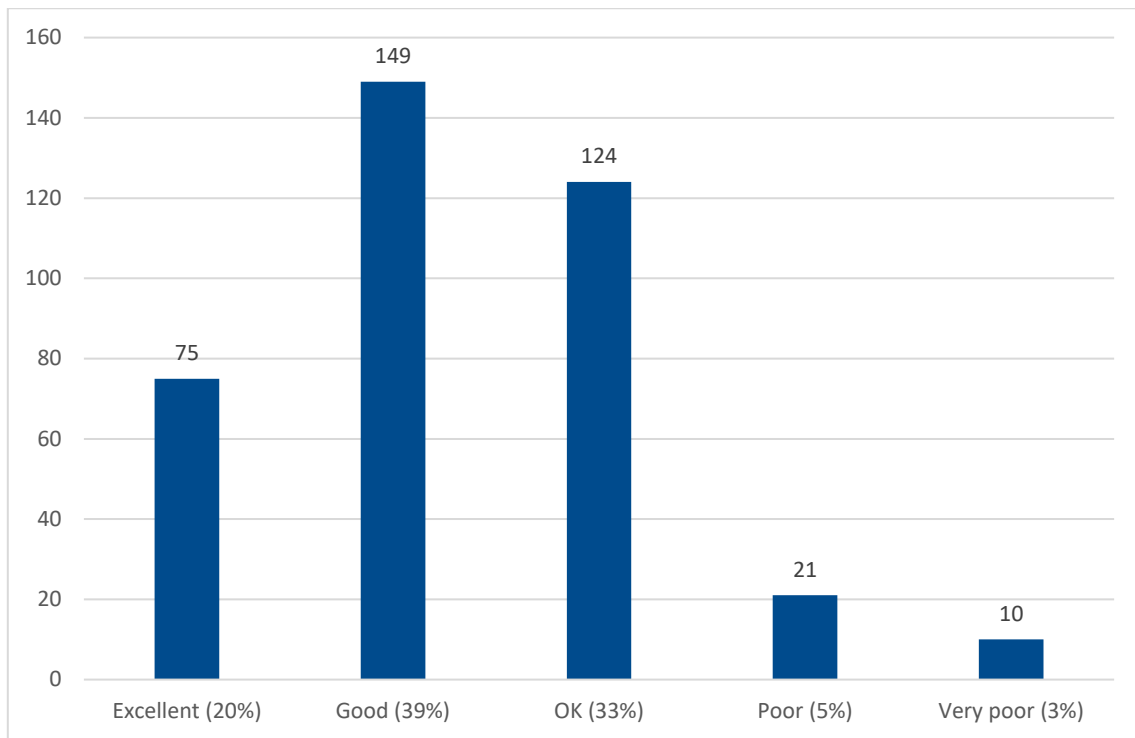
182 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

Theme	No.
Was not aware of weekly newsletter	112
Latest news is received elsewhere	18
Too many emails being received	13
No internet access	11
No computer access	11
News is not relevant	9
News is not interesting	9
No email access	2
Not been in contact with council	1

The most common themes were was not aware of weekly newsletter, followed by latest news is received elsewhere and then too many emails being received.

Respondents who stated 'yes' to this question were asked to rate the information provided:

A total of 384 people responded to this question.

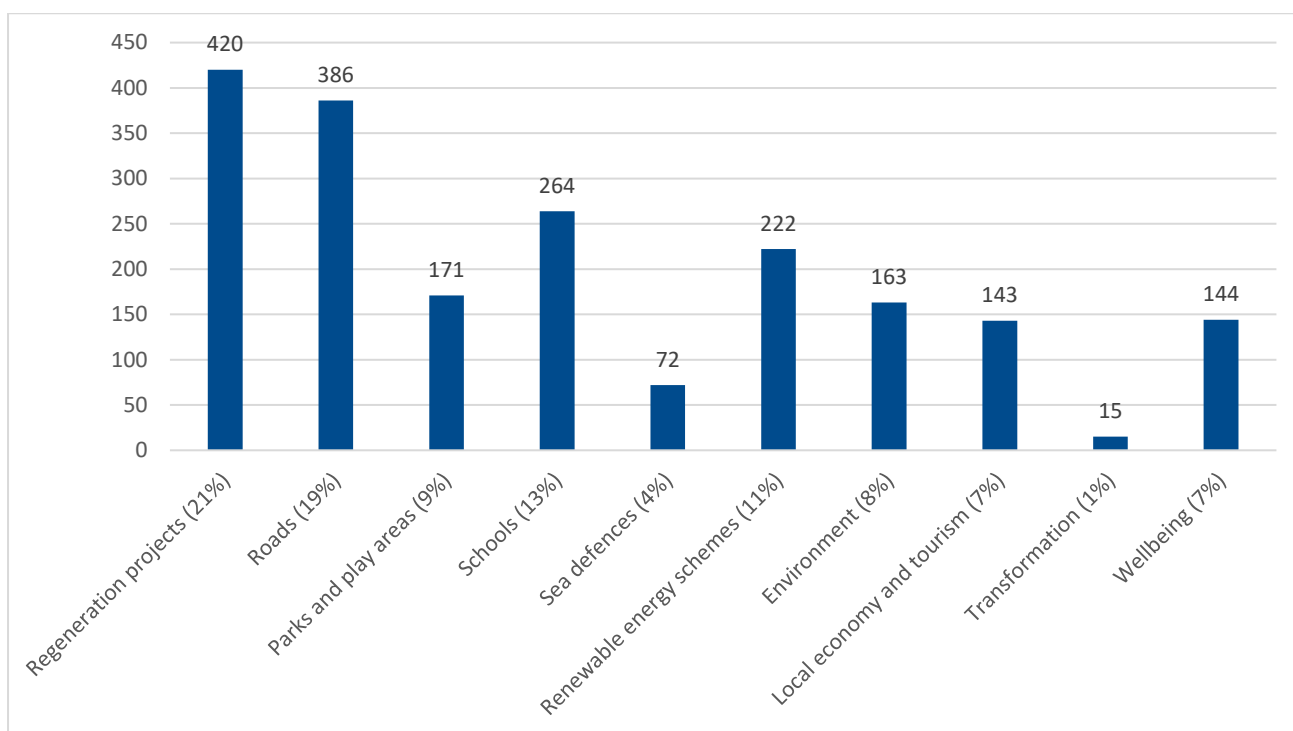


59% of respondents rated the information provided as excellent (20%) or good (39%). 33% of respondents gave a neutral response (OK), and 8% of respondents rated the information provided as poor (5%) or very poor (3%).

7.2.6 Investment in services

7.2.6.1 Where do you think the council should prioritise this spending? Please choose the top three that you would prioritise.

Respondents were able to select multiple responses, a total of 2000 responses were received within this question.



Respondents stated that the council should prioritise spending on:

- Regeneration projects (21%)
- Roads (19%)
- Schools (13%)

7.2.6.2 Do you have any other recommendations for future investment?

195 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

Theme	No.
Make Bridgend an eco-friendlier place to live	28
Stop plans for active travel routes	21
Improve public transport links	19
Invest in appearance of town centres	17
Improve roads and footpaths	14
Improve waste & recycling	11
Improve schools and their transport	11
Involve the community in future projects	8
Invest into empty properties in the town centres	8
Reduce council tax	7
Decrease the pay of councillors and reduce the number of them	7
Invest in recreational facilities across the borough	7
Keep spending of public money in Bridgend	7
Attract new businesses to Bridgend town centre	6
Improve active travel routes	6
Improve car parking facilities across the borough	5
Reduce the number of new houses being built	5

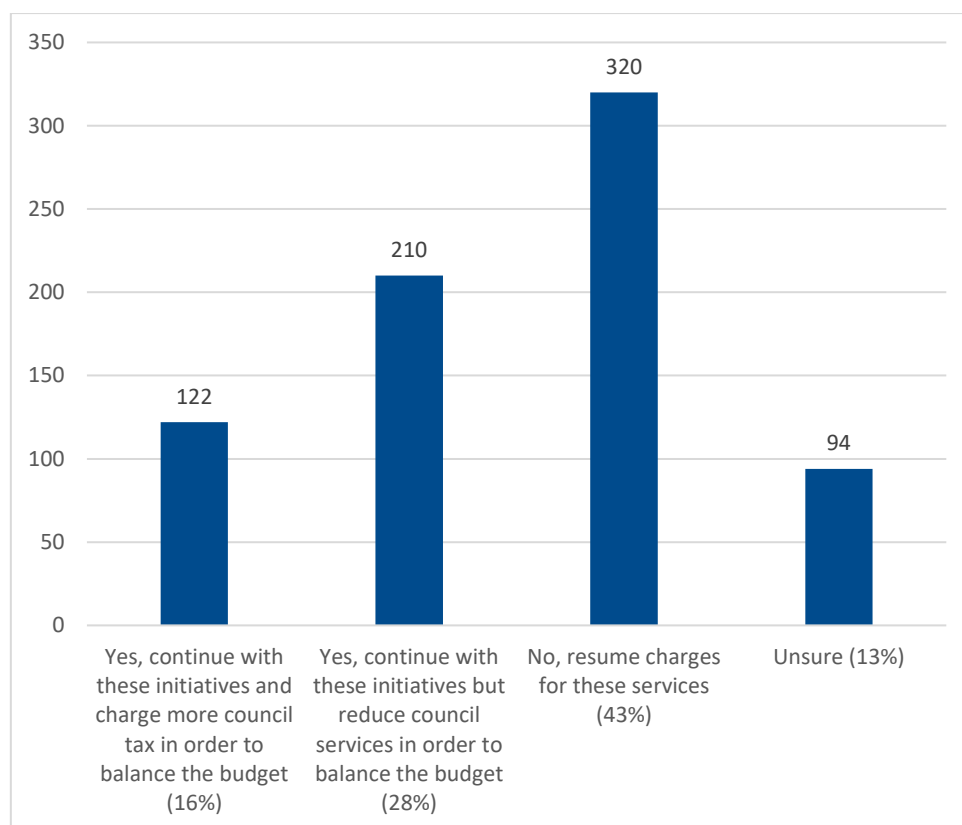
Theme	No.
Improve support for mental health services	4
Invest more support for small businesses	4
Reduce the number of councillors	2
Rent out Civic offices to businesses	2
More outdoor areas across the borough	2

The most common themes were make Bridgend an eco-friendlier place to live followed by stop plans for active travel routes and then improve public transport links.

7.2.7 Fees and charges

7.2.7.1 Do you think the council should continue with these initiatives, which could mean either an additional rise in council tax or a reduction in council services in order to balance the budget?

A total of 746 people responded to this question.



43% of respondents stated that the council should resume charges for services. 28% stated that the council should continue with these initiatives but reduce council services to balance the budget and 16% stated that the council should continue with these initiatives and charge more council tax in order to balance the budget. 13% of respondents stated that they were unsure.

7.2.7.2 Do you think there are there any other services the council could charge for to increase revenue?

151 comments made in response to this question have been themed in the table below, some comments contained multiple themes:

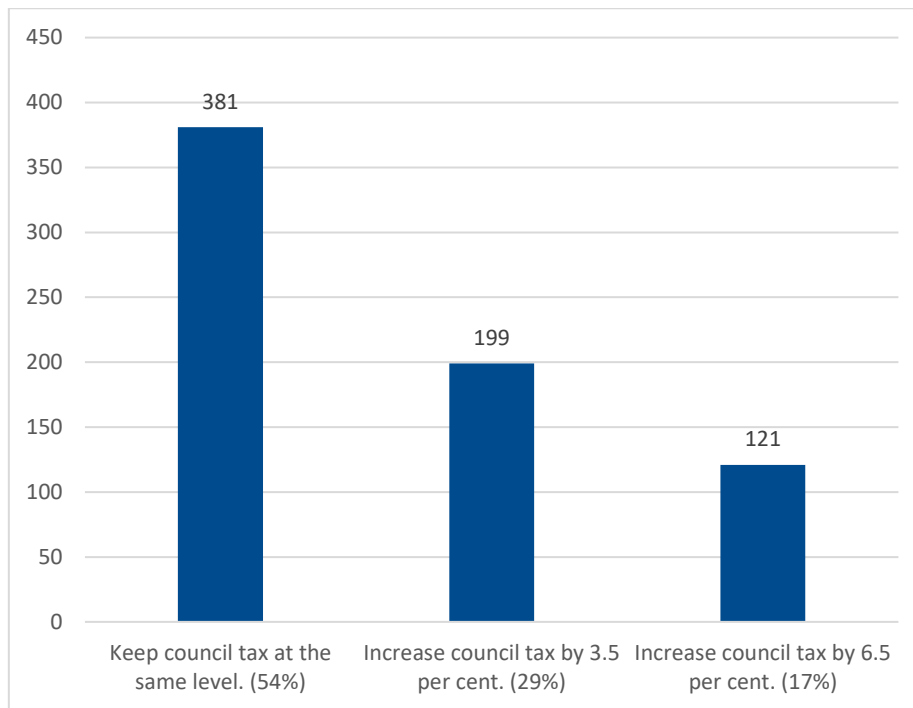
Theme	No.
Charge for car parking	33
Reassess current spending	14
Fines for littering and dog fouling	13
Reduce the number of staff in the council and their pay	13
Recycling and waste collection charges	13
Reduce number of councillors and their pay	12
Assessment of internal costs	7
Hire out council owned spaces	6
More charges for business owners	5
License to own a dog	4
Fines for illegal parking	4
Use of community facilities	4
Charge for all services	4
Library services	3
Renovate empty properties	3
School transport	3
Pest control	3
Employment of wardens for certain services	3
Bus passes	2
Charges for health services	2
Charge for road services	1

The most common themes were charge for car parking, followed by reassess current spending and then fines for littering and dog fouling, reduce the number of staff in the council and their pay and recycling and waste collection charges.

7.2.8 Council tax levels

7.2.8.1 Which of the statements below best represents your views on setting the council tax for 2022/2023?

701 people responded to this question.

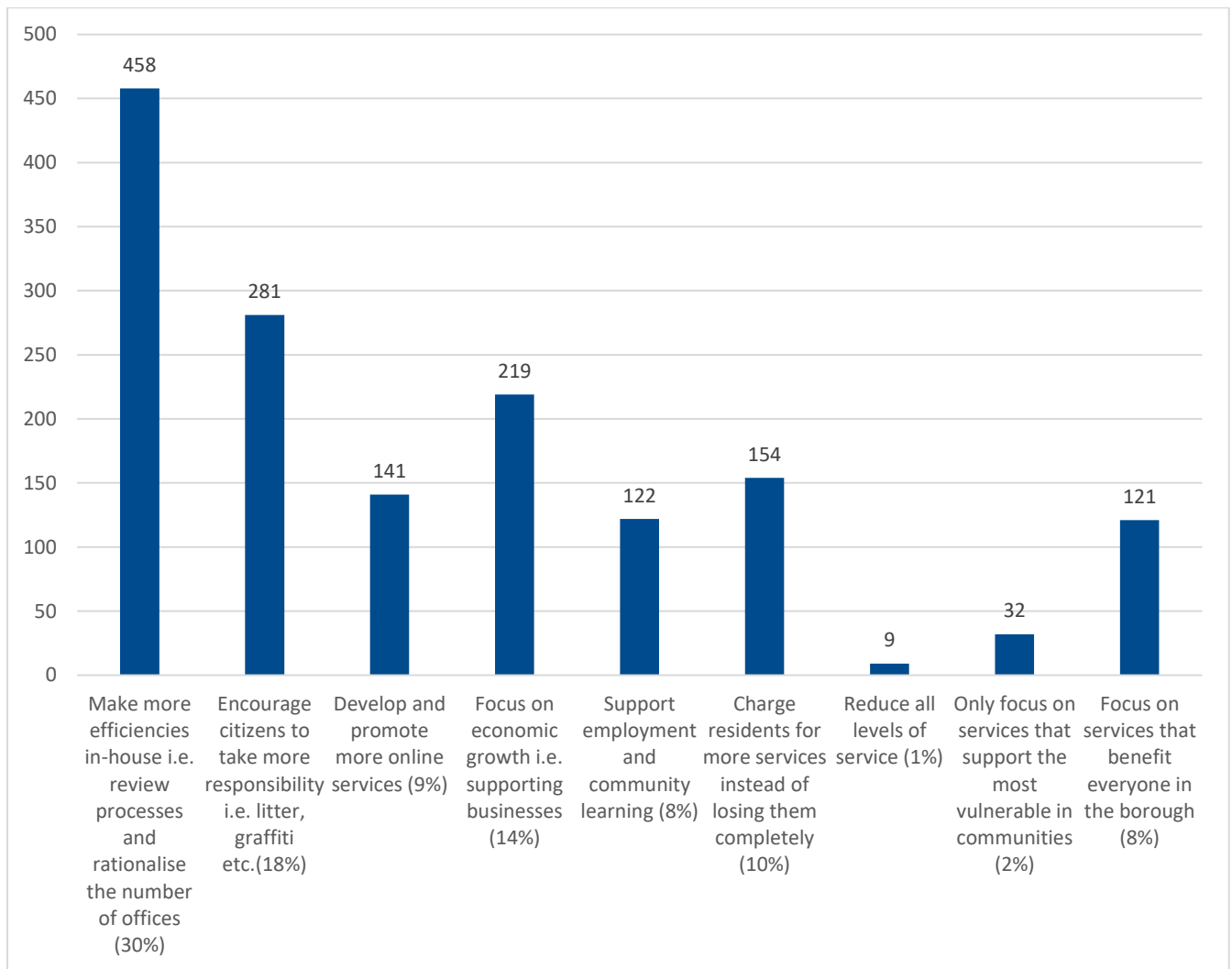


- 54% of respondents stated to keep council tax levels the same level.
- 29% of respondents were prepared to increase council tax by 3.5%.
- 17% of respondents were prepared to increase council tax by 6.5%.

7.2.9 The future

7.2.9.1 Given the changing nature of how services are delivered, what do you think our long term priorities should be for the future? Please choose up to three services

Respondents were able to select multiple responses, a total of 1537 responses were received within this question

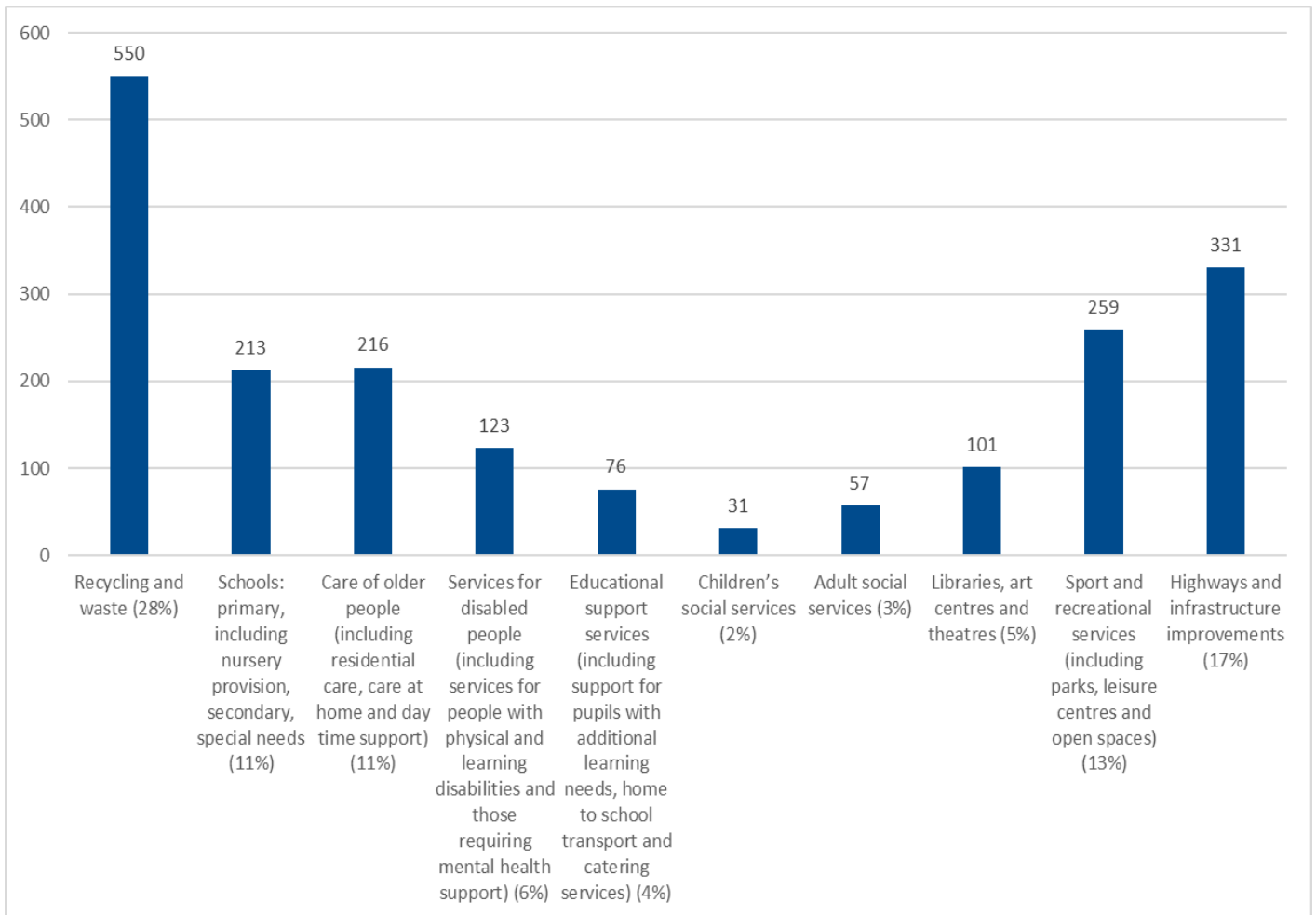


The three most popular long term priorities were:

- Make more efficiencies in-house i.e. review processes and rationalise the number of offices (30%)
- Encourage citizens to take more responsibility i.e. litter, graffiti etc. (18%)
- Focus on economic growth i.e. supporting businesses (14%)

7.2.9.2 Which of these services have been the most important to you during the past 12 months? Please choose the three services that have been the most important to you.

Respondents were able to select multiple responses, a total of 1957 responses were received within this question



The three services that had been the most important over the past 12 months were:

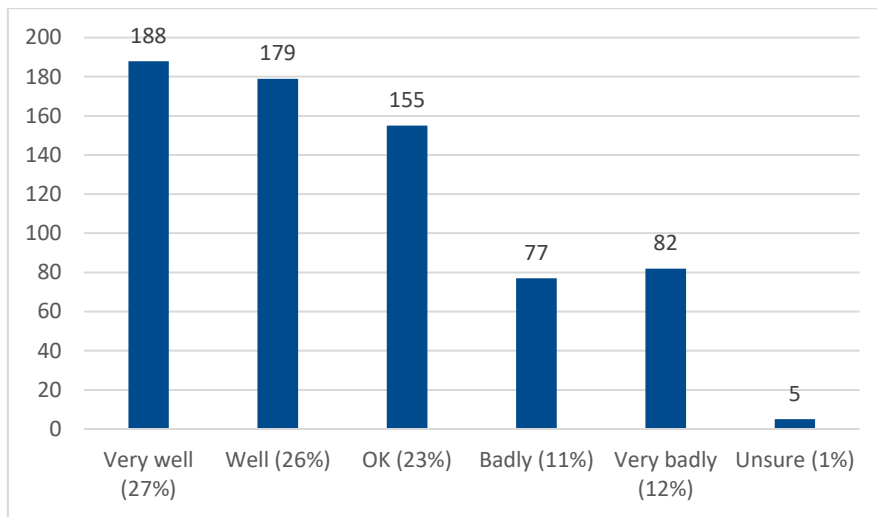
- Recycling and waste (28%)
- Highways and infrastructure improvements (17%)
- Sport and recreational services (including parks, leisure centres and open spaces) (13%)

7.2.9.3 Please tell us how you think the council have performed when delivering these services over the past 12 months

Respondents were asked to rate performance in delivering services from very well to very badly on a five point scale.

Recycling and waste

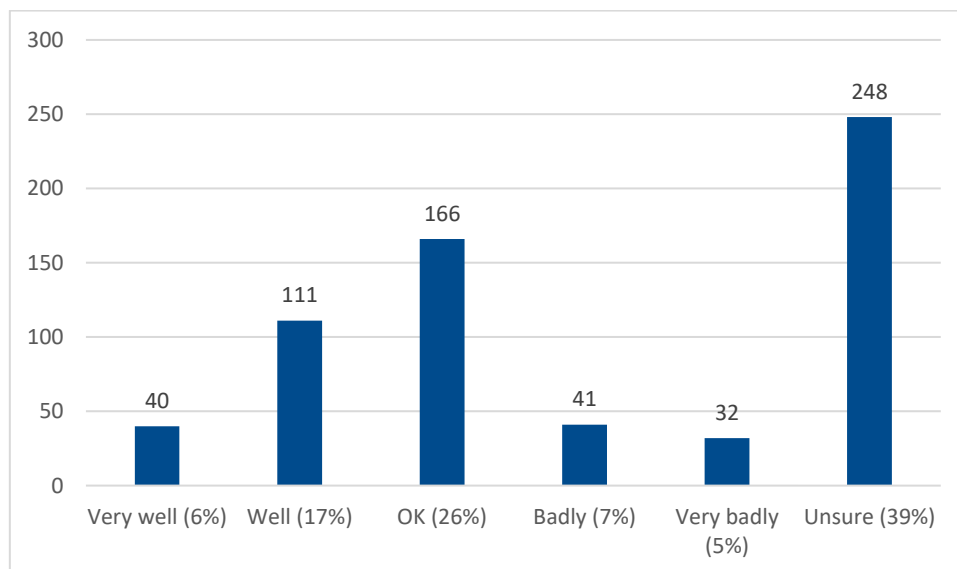
A total of 498 people responded to this question.



53% of respondents rated performance in the delivery of this service as very well (27%) or well (26%). 23% of respondents provided a neutral response to this question (OK) and 23% of respondents rated performance in the delivery of this service as badly (11%) or very badly (12%). 1% of respondents stated that they were unsure on the delivery of this service.

Schools: primary, including nursery provision, secondary, special needs

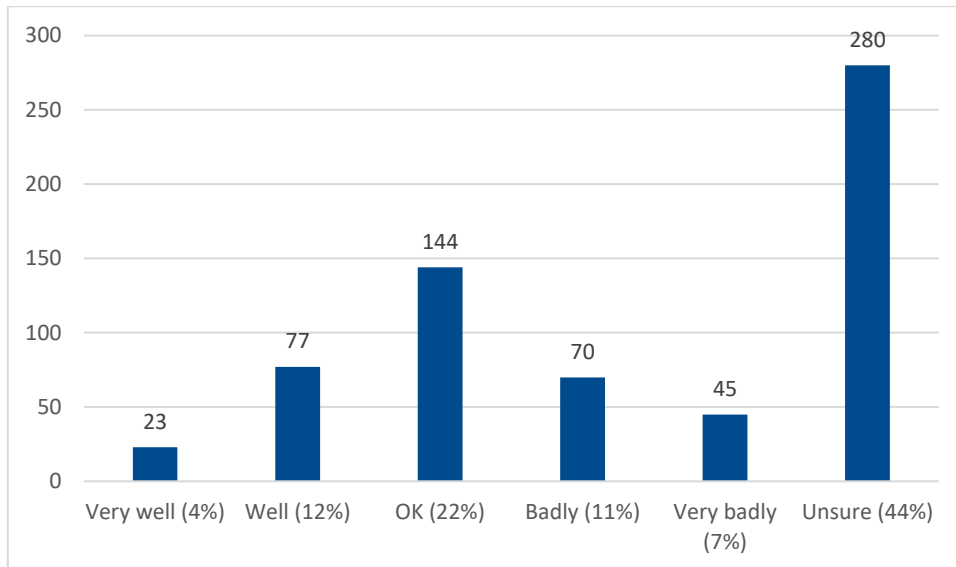
A total of 638 people responded to this question.



23% of respondents rated performance in the delivery of this service as very well (6%) or well (17%). 26% of respondents provided a neutral response to this question (OK) and 12% of respondents rated performance in the delivery of this service as badly (7%) or very badly (5%). 39% of respondents stated that they were unsure on the delivery of this service.

Care of older people (including residential care, care at home and day time support)

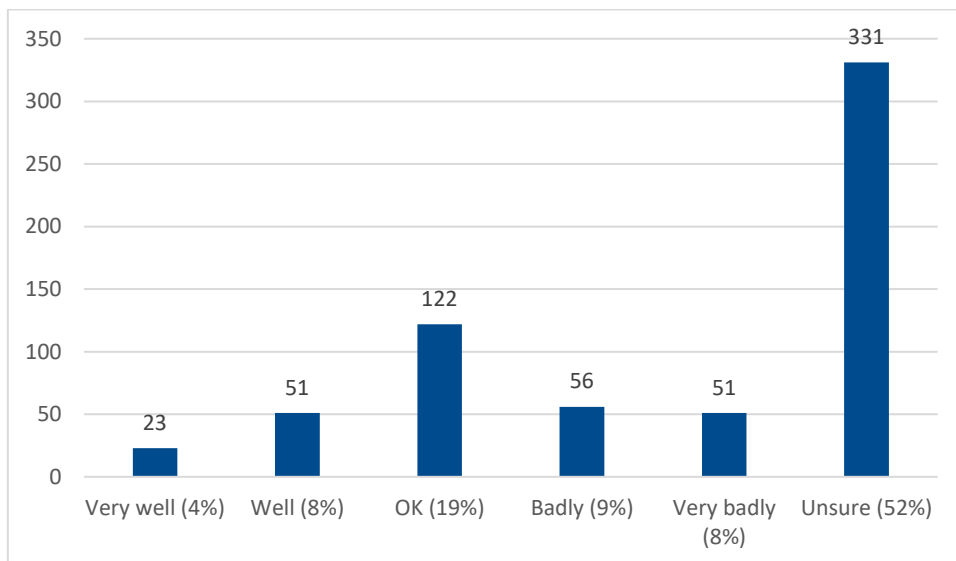
A total of 639 people responded to this question.



16% of respondents rated performance in the delivery of this service as very well (4%) or well (12%). 22% of respondents provided a neutral response to this question (OK) and 18% of respondents rated performance in the delivery of this service as badly (11%) or very badly (7%). 44% of respondents stated that they were unsure on the delivery of this service.

Services for disabled people (including services for people with physical and learning disabilities and those requiring mental health support)

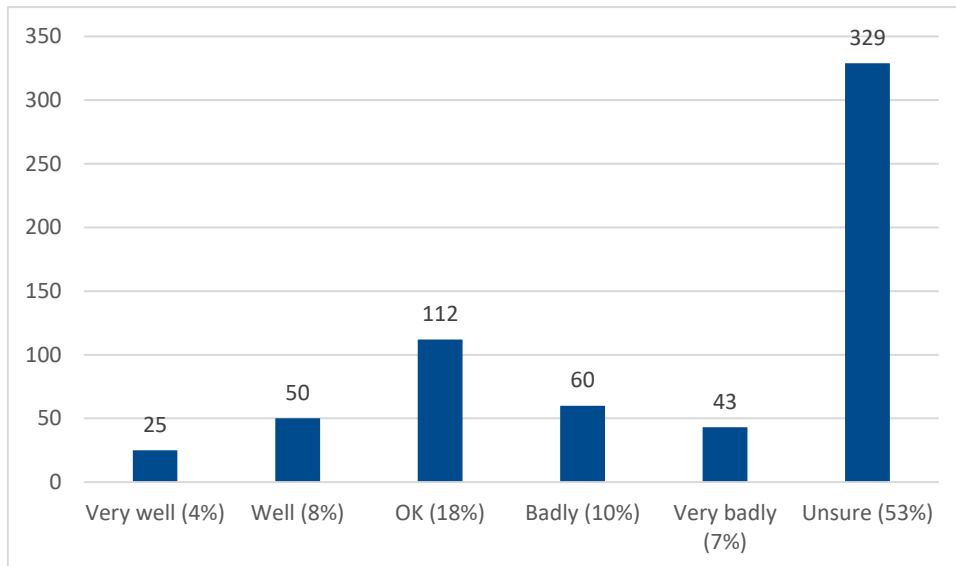
A total of 634 people responded to this question.



12% of respondents rated performance in the delivery of this service as very well (4%) or well (8%). 19% of respondents provided a neutral response to this question (OK) and 15% of respondents rated performance in the delivery of this service as badly (9%) or very badly (8%). 52% of respondents stated that they were unsure on the delivery of this service.

Educational support services (including support for pupils with additional learning needs, home to school transport and catering services)

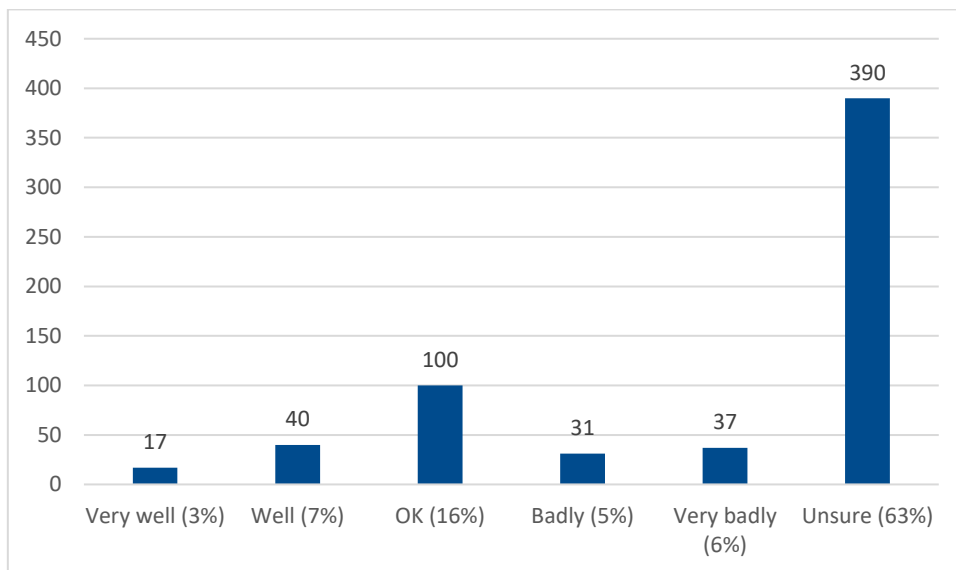
A total of 619 people responded to this question.



12% of respondents rated performance in the delivery of this service as very well (4%) or well (8%). 18% of respondents provided a neutral response to this question (OK) and 17% of respondents rated performance in the delivery of this service as badly (10%) or very badly (7%). 53% of respondents stated that they were unsure on the delivery of this service.

Children’s social services

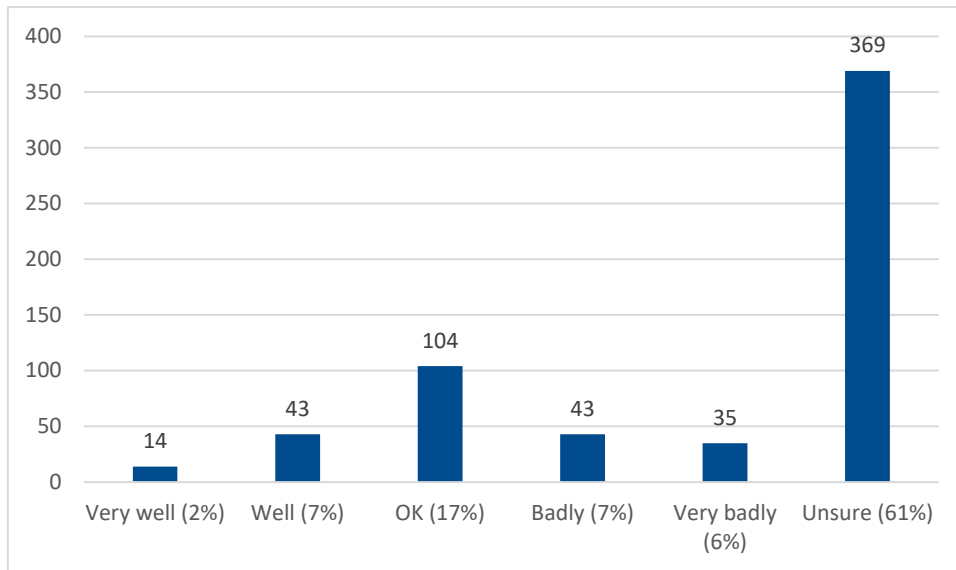
A total of 615 people responded to this question.



10% of respondents rated performance in the delivery of this service as very well (3%) or well (7%). 16% of respondents provided a neutral response to this question (OK) and 11% of respondents rated performance in the delivery of this service as badly (5%) or very badly (6%). 63% of respondents stated that they were unsure on the delivery of this service.

Adult social services

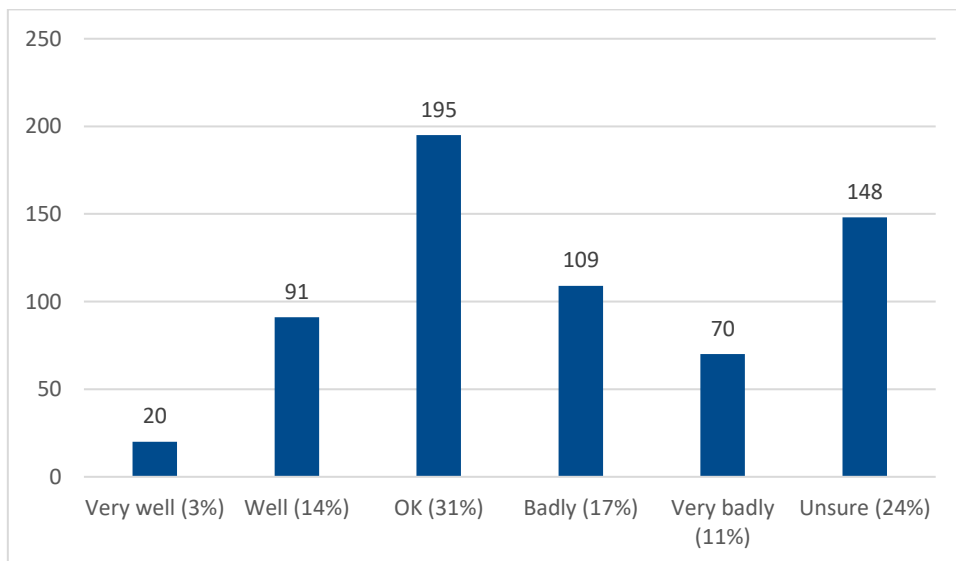
A total of 608 people responded to this question.



9% of respondents rated performance in the delivery of this service as very well (2%) or well (7%). 17% of respondents provided a neutral response to this question (OK) and 13% of respondents rated performance in the delivery of this service as badly (7%) or very badly (6%). 61% of respondents stated that they were unsure on the delivery of this service.

Sport and recreational services (including parks, leisure centres and open spaces)

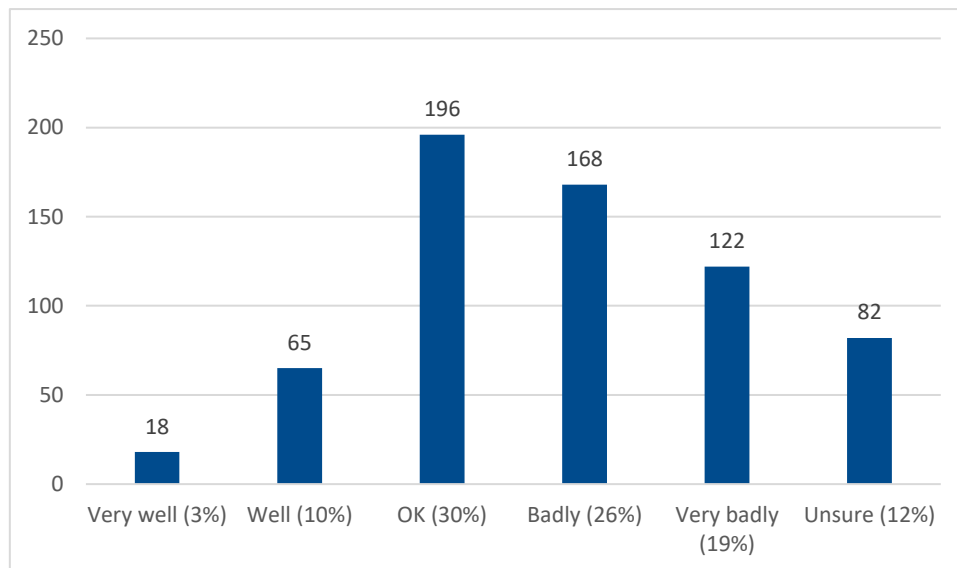
A total of 633 people responded to this question.



17% of respondents rated performance in the delivery of this service as very well (3%) or well (14%). 31% of respondents provided a neutral response to this question (OK) and 28% of respondents rated performance in the delivery of this service as badly (17%) or very badly (11%). 24% of respondents stated that they were unsure on the delivery of this service.

Highways and infrastructure improvements

A total of 651 people responded to this question.



13% of respondents rated performance in the delivery of this service as very well (3%) or well (10%). 30% of respondents provided a neutral response to this question (OK) and 45% of respondents rated performance in the delivery of this service as badly (26%) or very badly (19%). 12% of respondents stated that they were unsure on the delivery of this service.

7.2.9.4 Are there any other services you think the council should prioritise for the future?

182 comments made in response to this question have been themed in the table below. Some comments contained multiple themes:

Theme	No.
Focus on environmental issues	32
Improve social care services	30
Improve highways	28
Improve recycling and waste management	17
Improve the town centres	16
Cut council salaries and rethink the budget	11
Improve communication with residents & improve community facilities	11
Reduce council tax	8
Improve public transport	6
Improve education facilities	5
Improve school transport	5
Improve job prospects	4
More support for the homeless	4
Improve support for businesses	3
Improve accessibility	2
Offer free Welsh lessons to all residents	1

The most common themes were focus on environmental issues, followed by improve social care services and then improve highways.

7.2.9.5 What do you think we should consider when setting our medium and long term funding priorities?

480 comments made in response to this question have been themed in the table below. Some comments contained multiple themes:

Theme	No.
Concentrate on environmental issues	75
Make council spending more efficient	65
Reduce council tax payments	47
Improve town centres	43
Improve health and social services	34
Provide more business support	23
Improve the roads	23
Create more employment in the area	20
Improve education services	20
Provide more affordable housing	19
Improve waste and recycling	16
Stop building new houses	14
Improve public transport	14
Cutback on councillors and council staff	14
Focus on what people really want	13
More sport, recreation and community activities	13
Regenerate older / empty buildings	11
Sell off council buildings if staff are working from home	10
Involve local residents for input	5
Improve the poorer areas	4

The most common themes were concentrate on environmental issues, followed by make council spending more efficient and then reduce council tax payments.

7.2.10 Any other comments

7.2.10.1 Do you have any other comments to make to help Shape Bridgend's Future?

Finally, respondents were asked if they had any further comments that they would like to make. 263 comments were made in response to this question and have been themed in the table below. Some comments contained multiple themes:

Theme	No.
Improve town centres	57
Give the same amount of support to all boroughs	28
Make council spending more effective	28
Focus on environmental issues	23

Theme	No.
Reduce council tax	17
Council needs a re-model	14
Focus on what residents actually want	14
Improve waste and recycling	10
Stop building new housing	10
Provide business support	9
Improve roads and road safety	9
More police presence	8
Council needs to be honest and transparent	7
Improve community facilities	6
Improve public transport links	5
Showcase and promote the county's heritage	4
Continue with good work	4
Improve social care for residents	4
Keep politics out of decision making	3
Keep council staff working from home	2
Bring back face to face support	2

The most common themes were make improve town centres, followed by give the same amount of support to all boroughs and make council spending more effective and then focus on environmental issues.

8. Equalities monitoring

8.1 How would these proposals affect you because of your: Gender, Age, Ethnicity, Disability, Sexuality, Religion / belief, Gender identity, Relationship status, Pregnancy, Preferred language?

168 comments made in response to this question have been themed in the table below. Some comments contained multiple themes:

Theme	No.
No affect	94
Disability	20
Age	16
Equality	11
Council tax too high	5
Preferred language - English	5
Too much emphasis on minorities	5
Gender	4
Welsh language should be encouraged	3
Affected	2
Marital status	2
Poverty	2
Sexuality	2
Ethnicity	1

Theme	No.
Mental health	1
No support for LGBTQ+	1
Provide training to staff	1
Reduce council staff wages	1
Religion /belief	1

The most common themes were no affect, followed by disability and then age.

8.2 We would like to know your views on the effects that the proposals would have on the Welsh language, specifically on opportunities for people to use Welsh and on treating the Welsh language no less favourably than English.

What effects do you think there would be?

How could positive effects be increased, or negative effects be mitigated?

193 comments made in response to this question have been themed in the table below. Some comments contained multiple themes:

Theme	No.
Waste of money	37
Protect and promote Welsh language	22
Should be given the option of preferred language	22
Don't know	20
No negative effects	19
Not interested	18
More opportunity for learning welsh (more welsh schools, adult classes)	16
It is treated equally by BCBC	11
Should be equal	10
English should be prioritised	9
Switchboard preferred language should be earlier	7
Welsh is treated more favourably	5
Not a welsh speaker	1

The most common themes were waste of money, followed by protect and promote Welsh language and should be given the option of preferred language and then don't know.

8.1 Please also explain how you believe the proposals could be formulated or changed so as to have positive effects or increased positive effects on opportunities for people to use the Welsh language, and on treating the Welsh language no less favourably than the English language, and ensure there are no adverse effects on opportunities for people to use the Welsh language.

177 comments made in response to this question have been themed in the table below:

Theme	No.
Prefer not to say / don't know	37
Waste of money / time	37

Theme	No.
More opportunity for learning Welsh (more Welsh schools, Welsh prioritised in English school, adult classes)	35
Should be given the option of preferred language	26
No negative effect	21
Should be equal	7
Protect and promote Welsh language	6
Welsh is treated more favourably	5
It is treated equal by BCBC	2
Charge for Welsh language material	1

The most common themes were prefer not to say/don't know and waste of money/time followed by more opportunity for learning Welsh (more Welsh schools, Welsh prioritised in English school, adult classes) and then should be given the option of preferred language.

9. Social media, email letter and telephone responses

During the consultation period there were 96 interactions on our social media channels, 41 of which were in response to the social media polls.

55 social media comments and seven emails have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
More support is needed for older people	10
More food poverty support is needed	8
Reduce council tax	7
Homelessness support	5
Cut management positions over 50k/reduce wages	4
Council tax support	3
Questioning Cardiff City Deal funding	3
Roads and streets are not maintained	3
The council does not listen	3
Request for paper survey(s)	2
Issues about home to school transport	2
Spend more on parks	1
Porthcawl regeneration needed	1
Plant more trees	1
Stop building on green sites	1
Cut less grass	1
No change to council tax	1
Repair Garw Valley seniors boys and girls club	1
Need improved refuse collections	1
I have seen improvements to the town centre	1
Query about how to complete the survey online	1
Unable to respond to survey	1
Request to attend community group	1
Council tax should not be spent on the Police and Crime Commissioner	1

Theme	No.
Recycling centres and waste collections have improved	1

The most common themes were more support is needed for older people, followed by more food poverty support is needed and then reduce council tax.

10. Bridgend People First Engagement

The Consultation and Engagement Team attended a People First Engagement session on 3 November 2021, comments made during the session are detailed in the table below:

Comments:
Prioritising services:
BCBC should prioritise spending on roads, then the environment and then renewable energy
We should not be charged to use public toilets
The bus station and the toilets need to be updated
We need more seating to encourage the use of outdoor spaces
We worry about litter in rivers, it will affect fish, ducks and make water dirty to swim in.
Solar panels and windfarms are important for the environment
Parks and playing fields should be made safer so they can be used all year round
There should be more seating and benches for disabled people to rest
Roads are bumpy and full of potholes
There should be more crossings on roads
The town centre is scruffy and needs to be tidied up with a better choice of shops
Disabled people should have access to all public facilities for free
People with drug and alcohol problems should be helped
Online services:
I would go to a course if it was someone, I knew running it. I would be uncomfortable otherwise.
I worry about safeguarding if it is based in the community.
I am shy when I meet new people so would be shy if it was a trainer I did not know.
Some people just don't have phones that are internet compatible.
I don't have the same computer that might be used to teach me – this could be confusing.
I would like to use accessible services like text to speak – is this something they could teach?
If leaflets were produced it might mean I can't understand it so I might need someone to phone me and explain.
I wouldn't mind someone coming to my house to teach me if I knew them or they had an ID badge.
If online champions were in libraries, they are not private places so I would be worried about people overhearing my private information.
There are not enough people working at the libraries which might mean staff are not available when I need them.
WIFI and online connections can make things very difficult – I worry about being disconnected during a very important meeting.

When places use different online systems like zoom or teams It makes it hard because I only know how to use zoom and teams can be confusing.

11. Town and Community Council meetings and Elected Member's online workshops

The Consultation and Engagement Team attended nine Town and Community Council online meetings and engaged 18 BCBC members during two online workshops. Comments that were made during the meetings/workshops were noted and are detailed in the table below:

Theme	No.
Keep council tax at the same level and provide more info about council tax on website	8
We need a new way to open and access services - bring services to the community	7
Communication/contact with BCBC has been difficult during Covid - improve switchboard and waiting time	6
Need more investment in roads	6
Not enough support for businesses in 2021 - business and tourism should be the responsibility of Welsh Government	3
We need a new way to open and access services - bring services to the community	3
Too much pressure on town and community councils – feels like double tax	3
Council tax is increasing but with no extra services	3
Prioritise support for older people, food poverty and homelessness	3
Huge increase in member referrals, overwhelmed by community who cannot contact the council	3
Reductions show BCBC in a negative light and residents see more things due to being home	3
Be transparent on the amount of grant funding that comes in	3
Hidden services have a bigger budget, people who don't use services don't know	2
Increase council tax by 6.5 per cent.	2
Survey does not allow to answer questions separately	1
Support for older people has been very good.	1
Lack of public transport	1
Keep free car parking offer for town centres, a phased rental income and not charging for pitch and pavilion hire without any extra costs	1
Need investment in sea defences	1
Reduce staffing within the council	1
Need to reinstate Porthcawl buses	1
Need investment in new schools	1
Would be useful to have separate surveys for separate wards – local issues	1

The most common themes were keep council tax at the same level and provide more info about council tax on website, followed by we need a new way to open and access services - bring services to the community and then communication/contact with BCBC has been

difficult during Covid - improve switchboard and waiting time and need more investment in roads.

12. Youth Council meeting

The Consultation and Engagement Team attended the Youth Council online meeting. Comments that were made during the meeting were noted and are detailed in the table below:

Theme	No.
We developed a Youth Survey as we want to hear what young people think	
The survey should be emailed and done in schools	2
With regards to performance over the past 12 months, how well do you think that the Council have done?	
BCBC have supported and worked with communities and schools	5
Support for Business, Tourism and the Economy will be a priority for the future. Which of these do you think are most important?	
Help and support businesses which will lead to more jobs	2
No place to spend money so residents go out of county	1
Wellbeing Services developed during Covid. What 3 services do you think are the most important to focus on?	
Continuation of online & blended learning	4
BCBC have supported and worked with communities and schools	2
Food poverty due to increase of bill and job loss	2
Lack of youth support for wellbeing, covid, homelessness	1
Do you think it is important to start face to face services again?	
Needs to be more accessible to all	3
Customer face to face should reopen	2
no appointment	1
Do you think that the Council should offer face to face contact in local communities? Libraries, community centres, etc. instead of Civic?	
Should be able to access services in the community and Civic Offices	2
Ensure location is accessible	1
Digital support is needed	1
What are the most important areas for the council to invest in?	
Renewable energy	3
Wellbeing	2
Schools, as they are over capacity	1
Money into the town centre	1
Sea defences	1
Which services are most important to you?	
Unaware of youth page/chatbot	4
Wellbeing information should be provided in schools	4
Youth are unaware that BCBC want to engage with them	2
Disability services are not available	1
Schools	1

The most common themes were BCBC have supported and worked with communities and schools, BCBC should continue with online and blended learning and young people were unaware of youth page/chatbot and wellbeing information should be provided in schools.

13. Conclusion

13.1 Performance over the past 12 months:

- Overall respondents stated that the council had not been effective in meeting its values over the past 12 months;
- Overall respondents did not feel that council had met its strategic aims over the past 12 months;

13.2 Support for Business, Tourism and the economy:

- Overall respondents stated that support for local businesses, the promotion of the town centres and supporting the visitor economy and the sustainability of culture and leisure venues was important or very important;
- Respondents also stated that labour market opportunities and business start-up opportunities were important or very important;

13.3 Wellbeing:

- Overall respondents stated that the council had performed OK in delivering wellbeing services over the past 12 months;
- The top three services to be prioritise for the future were support for older people, followed by food poverty and then homelessness;
- The majority of respondents stated that the council should should continue to deliver services such as period dignity, domestic abuse support, flying start, school applications, reporting an issue such as fly tipping, youth justice and youth services remotely/online;

13.4 Customer face-to-face access:

- The most common methods for contacting the council in place of face-to-face services while Civic Offices have been closed were telephone followed by email and then website;
- The majority of respondents stated that it is a priority for the council to reopen the face-to-face channel to the public;
- The majority of respondents stated that they would prefer to access services in their local community rather than in Civic Offices;

13.5 Digitalisation

- The majority of respondents stated that when Civic Offices reopen they will continue to access services online, a further 24% of respondents stated that they always preferred to access services online;
- When asked what would help you or someone you know access services online the majority stated improved internet access/Wi-Fi followed by digital champions in libraries and then printable 'how to' guides;
- The majority of respondents stated that had signed up to govDelivery, when asked to rate the content of the weekly emails 20% stated excellent and a further 39% stated good;

13.6 Investment in services:

- Respondents stated that the council should prioritise spending on regeneration projects followed by roads and then schools;

13.7 Fees and charges:

- The majority of respondents stated that the council should resume charges for services that have not been charged for during the pandemic;
- When asked 'Do you think there are there any other services the council could charge for to increase revenue' the most common responses were charge for car parking, followed by reassess current spending and then fines for littering and dog fouling, reduce the number of staff in the council and their pay and recycling and waste collection charges.

13.8 Council tax levels

- When asked to select which statement best represents your views on setting the council tax for 2022-2023 the majority of respondents (54%) stated to keep council tax levels the same level and 29% of respondents were prepared to increase council tax by 3.5%.

13.9 The future

- When asked 'What do you think our long term priorities for the future should be' respondents selected make more efficiencies in-house i.e. review processes and rationalise the number of offices followed by encourage citizens to take more responsibility i.e. litter, graffiti etc. and then focus on economic growth i.e. supporting businesses;
- The three services that had been the most important to residents over the past 12 months were recycling and waste followed by highways and infrastructure improvements and then sport and recreational services (including parks, leisure centres and open spaces).

13.10 Summary

Due to the impact of the Covid-19 pandemic the response to the consultation demonstrated a significant decrease on previous years, with engagement being focussed online and with limited face to face interactions and events within the community.

A total of 747 survey responses were received, this demonstrates a decrease of 47% on last year's survey completions.

The consultation received a total of 1,115 interactions from a combination of survey completions, engagement at various meetings, social media engagement and via the authority's Citizens' Panel. This represents a decrease of 39% on last year's overall interactions.

The consultation and engagement team attended 17 online and face to face meetings during the live period resulting in 275 face to face interactions with people in online events. This represents an increase of 37% on last year.

Using statistical analysis, based on a confidence level of 95% a sample of 747 survey completions is considered to be robust to a maximum standard error of $\pm 3.58\%$. Therefore, we can be 95% confident that the responses are representative of those that would be given by the total adult population, to within $\pm 3.58\%$ 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 46.42% and 53.58%.

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.

The Consultation Team would like to thank Bridgend People First and Bridgend Youth Council for their support in developing the easy read and youth versions of the consultation.

An Equality Impact Assessment will be carried out in order to assess the impact of these proposals.

This report is to be shared with Cabinet in order to inform the MTFs for 2022-2023 onwards.