

Shaping Bridgend's Future 2022

Consultation Report

Date of issue: January 2023

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1. Overview

A public consultation was undertaken over a five-week period from **19th December 2022** to **22nd January 2023**. The consultation received **1,441** interactions from a combination of survey completions, engagements at drop in events, poll responses and ideas. 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.

Respondents could choose to answer all or some questions. All survey responses offered the option of anonymity. The council's standard set of equality monitoring questions were also included within the survey, in line with recommended good practice for all public-facing surveys carried out by the council.

3. Marketing 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, businesses, Bridgend Business Forum members, local media, town councils, school governors, Bridgend Community Cohesion and Equality Forum (BCCEF) members.

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 social media 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 14,666 followers on its English Twitter account and 364 on its Welsh Twitter account, 18,876 followers on its English Facebook page and 220 on the Welsh Facebook page, 3,155 followers on Instagram and 6,105 followers on LinkedIn and 171 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.

Twitter Impressions

Impressions on Twitter is a total number of the times a tweet has been seen.

Facebook Impressions: (Adverts)

The number of times that our adverts were on-screen.

An impression is counted as the number of times an instance of an advert is on screen for the first time. (Example: If an advert is on screen and someone scrolls down, and then scrolls back up to the same advert, that counts as one impression. If an advert is on screen for someone two different times in a day, that counts as two impressions.) This method of counting video impressions differs from industry standards for video adverts. With the exception of adverts on Audience Network, impressions are counted the same way for adverts that contain either images or video. This means that a video is not required to start playing for the impression to be counted.

In a few cases when it can't be determined whether adverts are on screen, such as on feature mobile phones, impressions are counted when adverts are delivered to devices.

Impressions aren't counted if they come from invalid traffic, we detect such as from non-human sources

Facebook Reach

The number of Accounts Centre accounts that saw our adverts at least once. Reach is different from impressions, which may include multiple views of our adverts by the same people.

- No. posts shared: 29
- Advert: 1

Platform	Reach	Impressions
Twitter		6973
Facebook	6,895	
FB Advert	44,360	188,262
Instagram	850	
Welsh Twitter		74
Welsh Facebook	40	

3.1.2. Website

Views

The number of app screens or web pages our users saw. Repeated views of a single screen or page are counted.

Users

Total number of unique users who logged an event

Page	Views	Users	Clicks
/my-council/consultations/budget-consultation-2022/	2442	1856	951
/fy-nghyngor/Ymgynghoriadau/Ymgynghoriad ar y gyllideb 2022	74	16	10

3.1.3. govDelivery

govDelivery is a digital communications platform that was introduced by the council in June 2020 to improve communication. It is currently used to issue council updates directly to residents' email inboxes in the language of their choice.

There are currently 35,630 English language and 252 Welsh language users who have subscribed to receive the council's weekly update emails.

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

English:

Bulletin Subject	Date Sent	Unique clicks	Total clicks
Latest news: Get your New Year off to a healthy start in Bridgend County Borough!	05/01/2023	51	60
Budget Consultation 2022	09/01/2023	215	266
Last chance to have your say on council's budget for 2023 -24	17/01/2023	1074	1232
Latest news: Last chance- residents urged to have their say on budget proposals!	19/01/2023	79	90
Latest news: Last chance- residents urged to have their say on budget proposals!	19/01/2023	167	188
Latest news: Have your say- budget consultation begins!	22/12/2022	425	495

Welsh:

Bulleting Subject	Date sent	Unique clicks	Total clicks
Y newyddion diweddaraf: Rhowch ddechrau iach i'ch Blwyddyn Newydd ym Mwrdeistref Sirol Pen-y-bont ar Ogwr!	05/01/2023	0	0
Ymgynghoriad ar y gyllideb 2022	09/01/2023	0	0

Bulleting Subject	Date sent	Unique clicks	Total clicks
Cyfle olaf i gael dweud eich dweud ar flaenoriaethau gwariant y cyngor 2023 - 24	17/01/2023	3	3
Y newyddion diweddaraf: Cyfle olaf - annog y trigolion i leisio eu barn ar gynigion y gyllideb	10/01/2023	0	0

3.1.4. Media and Publicity

A media release was issued on 19/10/22 to flag up the upcoming budget consultation.

<https://www.bridgend.gov.uk/news/council-leader-issues-stark-warning-ahead-of-budget-planning-process/>

The release was featured on Wales Online on the 21/10/22

<https://www.walesonline.co.uk/news/wales-news/we-inevitably-make-cuts-important-25321049>

A second media release was issued on 06/01/23 to highlight that the budget consultation was open and to encourage people to have their say.



MR 06 01 23 NF
FINAL Public urged to

<https://www.bridgend.gov.uk/news/public-urged-to-have-a-say-on-council-spending-priorities/>

The Glamorgan Gazette featured the full media release on page five, of the weekly printed newspaper on 12 January 2023.

3.1.5. Internal communications

Messages were included in staff bulletins to encourage staff to complete 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 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.

3.1.6. 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.



An awareness campaign was run on Bridge FM from the 6th to 21st January 2023, to promote the consultation. The radio campaign incorporated a total of 240 spots over a two-week intensive promotion post-Christmas.

Posters promoting the consultation including a QR code to take people to the landing page of the website were circulated at engagement drop in events. The poster included the topic areas of the budget consultation and the closing date, in both English and Welsh Language.

Three Infographics were produced including: 'How is my council tax spent', Breakdown of council funding and the council's budget. These infographics were displayed at drop

in events to provide people with further information and background of the council's Budget consultation.

LLUNIO DYFODOL PEN-Y-BONT AR OGWR

SHAPING BRIDGEND'S FUTURE

Dyddiad cau:
22 Ionawr 2023

Bob blwyddyn, fel rhan o'r broses pennu cyllidebau, mae'r cyngor yn ymgynghori gyda'r cyhoedd i ganfod eu barn ar beth ddylai fod yn feysydd o flaenoriaeth yn eu barn nhw wrth ddyranu'r gyllideb ar gyfer y flwyddyn ariannol newydd, ac i archwilio'r farn honno yn erbyn cyllid a ddarperir gan Lywodraeth Cymru.

Bydd y cyngor y wynebu her ariannol na welwyd ei thebyg dros y blynyddoedd nesaf, sy'n amcangyfrif bwlch hyd at £20m yn ystod y cyfnod ariannol 2023-2024.

Mae'r arolwg yn ymdrin â'r meysydd canlynol:

- Blaenoriaethu gwasanaethau'r cyngor
- Lefelau'r Dreth Gyngor
- Sut mae'r cyngor wedi perfformio dros y 12 mis diwethaf
- Digitalaiddio gwasanaethau'r cyngor

Dweud eich dweud:
www.bridgend.gov.uk/dyfodol

Closing date:
22nd January 2023




Every year, as part of the budget setting process, the council consults with the public to seek their views on what they consider should be the priority areas for allocating the budget for the forthcoming financial year, and to examine those views against funding provided by the Welsh Government.

The council faces an unprecedented financial challenge over the coming years, which estimates a funding gap of up to £20m in the 2023 - 2024 financial period.

The survey covers the following areas:

- Prioritising council services
- Council tax levels
- How the council has performed over the past 12 months
- Digitalisation of council services

Have your say:
www.bridgend.gov.uk/future

The council's budget

The council delivers or enables many hundreds of services across all the diverse communities within the county borough. These services are grouped together into four directorates.

EDUCATION & FAMILY SUPPORT

- School improvement
- Statutory Advice & Psychology
- School music service
- Support for children and learners with additional learning needs
- Youth offending service
- Inclusion
- Emotional Health & Behaviour
- Schools including teachers, maintenance, etc.

SOCIAL SERVICES AND WELLBEING

- Adult Social Care
- Adult Physical Disability/Sensory Impairment
- Adults Learning Disabilities
- Adult Services Management & Admin
- Adults Mental Health Needs
- Other Adult Services
- Prevention and wellbeing
- Recreation and sport
- Children's services

COMMUNITIES

- Regeneration and development
- Streetworks
- Highways And Fleet
- Transport & Engineering
- Parks & Open Spaces
- Street Scene Management & Admin
- Facilities management
- Strategic Asset Management
- Capital Design & Delivery

CHIEF EXECUTIVES

- Finance
- Internal Audit
- HR and Organisational Development
- IT
- Housing and Community Regeneration
- Legal Services
- Democratic Services
- Procurement
- Regulatory Services
- Registrars
- Equities
- Welsh language
- Council Tax and Benefits



How is my council tax spent?

<p>43%</p> <p>Education & Family Support</p> <ul style="list-style-type: none"> Schools School Transport Education Support Services 	<p>27%</p> <p>Social Services & Wellbeing</p> <ul style="list-style-type: none"> Children's Social Care Adult Social Care Healthy Living Service
<p>10%</p> <p>Communities</p> <ul style="list-style-type: none"> Waste and recycling Street Cleaning Highways 	<p>7%</p> <p>Chief Executives</p> <ul style="list-style-type: none"> Customer Services Finance/Legal Services Housing
<p>13%</p> <p>Council Wide Budgets</p> <ul style="list-style-type: none"> Capital Finance & costs Precepts and Levies Legal & Insurance costs 	




SHAPING BRIDGEND'S FUTURE

Breakdown of council funding

£459M

- Other Grants and Contributions: £20M
- Specific Grants: £11M
- Welsh Government Revenue Support Grant: £10M
- Fees Charges and Other Income: £6M
- Council Tax: £37M
- Non-Domestic Rates: £23M



3.1.7. Other promotional activities

Targeted letters and emails were sent to school governing bodies and leisure centres, equality groups, elected members and Bridgend Community Cohesion and Equality Forum members.

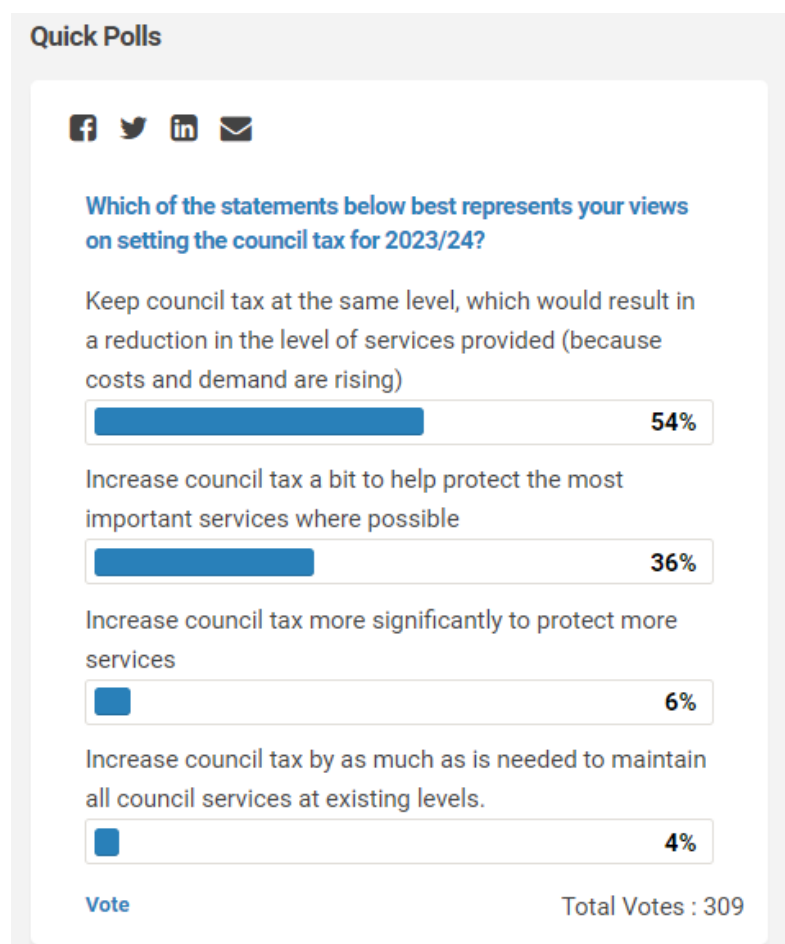
Details of the consultation were also sent to Halo who were asked to help raise the profile through their own organisation and its social media channels.

3.1.8. Other engagement tools

Quick Poll:

Our online engagement platform included a quick poll tool, where we asked residents their opinion on the setting of council tax for 2023/2024. This generated 309 quick responses, allowing people to engage quickly, if they did not want to participate in the survey.

The responses to the poll are shown below:



Idea tool:

An idea section was available on our engagement platform to encourage residents to contribute any ideas for Shaping Bridgend's future. This functionality also allowed other residents to like other people's ideas. There were 79 ideas posted in total. Below are the top five ideas - the full list of ideas can be found as Appendix 1 of this report.

Contribution	Likes	Comments
Idea: How about the Council getting owners to sort the dilapidated buildings out! York Tavern? Ranch? Or do we just have to watch the Town fall.	11	0
Idea: I understand Bridgend council tax is one of the highest in Wales but most of the area is in disrepair, please explain this	11	0
Idea: Bike lanes Description: Stop building bike lanes that nobody uses	10	5
Idea: Public toilets Description: All toilets should be open and FREE.	9	0
Idea: Rewire the Christmas Street lighting so it switches on/off with the street lights. Having it on 24 hours a day is a waste of power.	8	1

4. Response Rate

In total, there were 1079 responses to the online survey: from our standard, Citizen Panel, Easy read, large print and youth versions. This is an increase on the previous year's consultation, despite the period being only for five weeks.

5. How effective was the consultation?

The data collection methods, which include the online survey and a paper survey were developed using plain English to maximise understanding. These response methods were designed to give a consistency to the survey across multiple platforms.

6. Consultation Survey

6.1. Language used to complete the survey

Respondents to the consultation survey were initially asked in which language they would like to complete the survey. Overall, 99.5% of respondents selected English with 0.5% selecting Welsh.

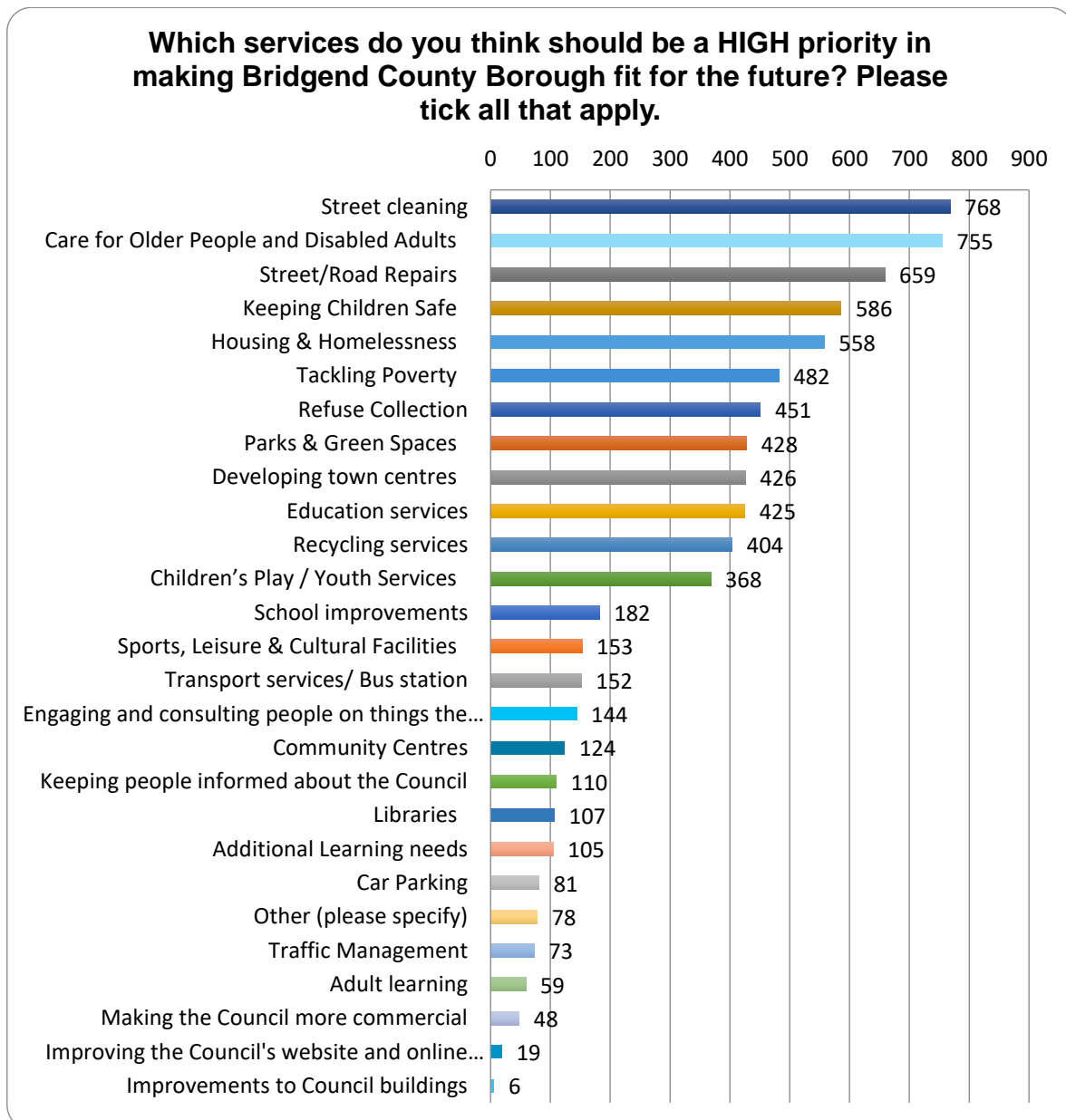
Language	#	%
English	1073	99.5%
Welsh	6	0.5%
Total	1079	100.0

7. Survey Questions and Analysis

This section outlines and analyses all questions asked in the online survey. The survey was split into 5 sections:

7.1. Prioritising council services.

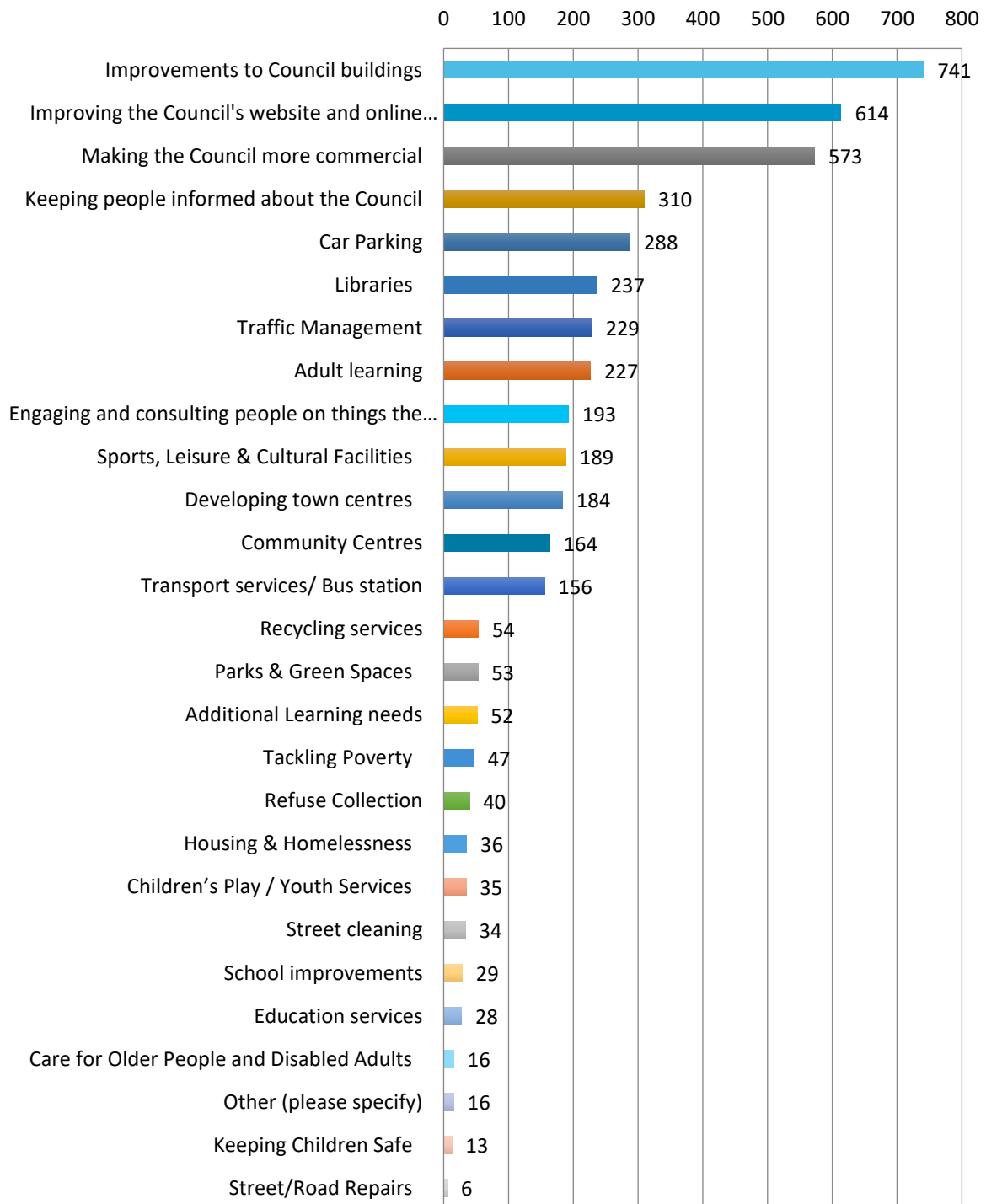
Due to the significant funding pressures in 2023-2024, it's unlikely that we will be able to provide the same number or level of services in the future. We want your views to help us understand what services are important to our residents.



As shown above, the top 3 services ranked as a high priority are: Street cleaning (768), Care for Older people and Disabled Adults (755) and Street/Road repairs (659).

There were 78 respondents that selected other.

Which services do you think should be a NOT be a priority in making Bridgend County Borough fit for the future? Please tick all that apply.



The top three services that were viewed to not be a priority were: Improvements to council buildings (741), improving the council's website and online services (614), and Making the Council more commercial (573).

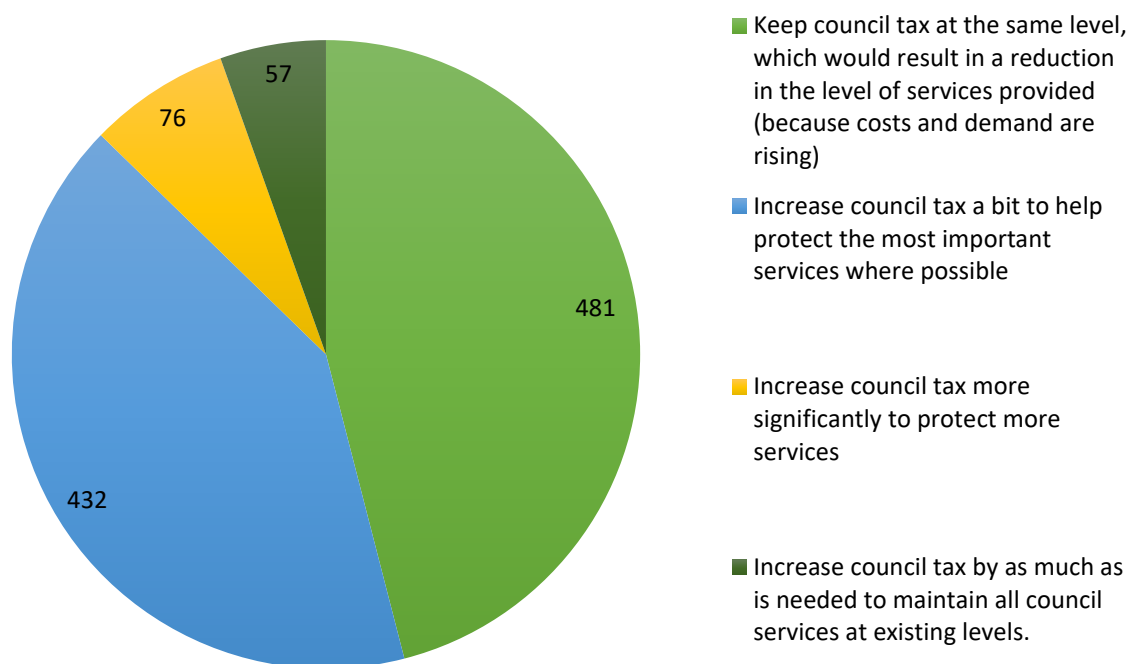
There were 16 respondents that selected other.

7.2. Council Tax levels:

Council tax raises around £87 million a year. In 2022/23, council tax income represents 27% of the Council's net revenue expenditure.

We are facing significant budget challenges over the next few years and may need to increase council tax to enable us to continue providing services

Which of the statements below best represents your views on setting the council tax for 2023/24?
(Please put a tick in one of the boxes below).

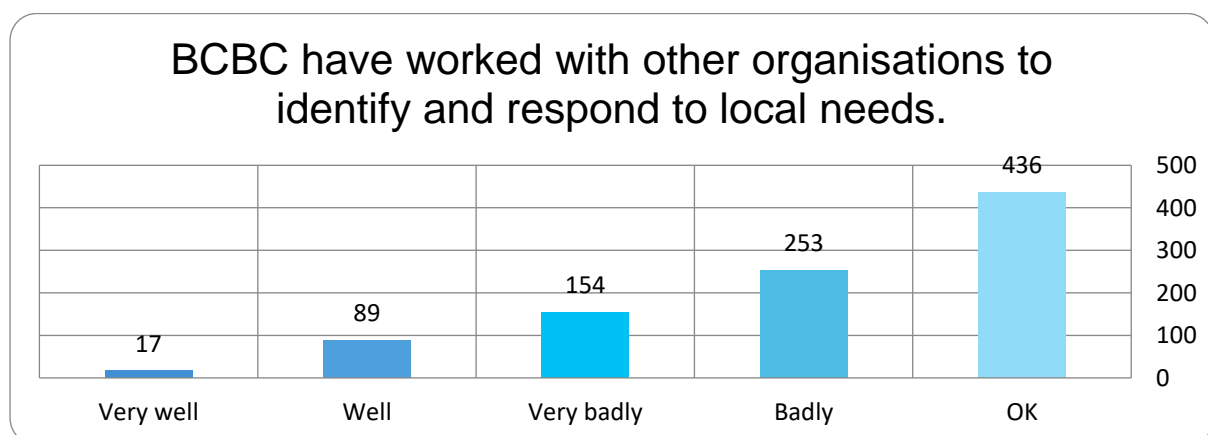
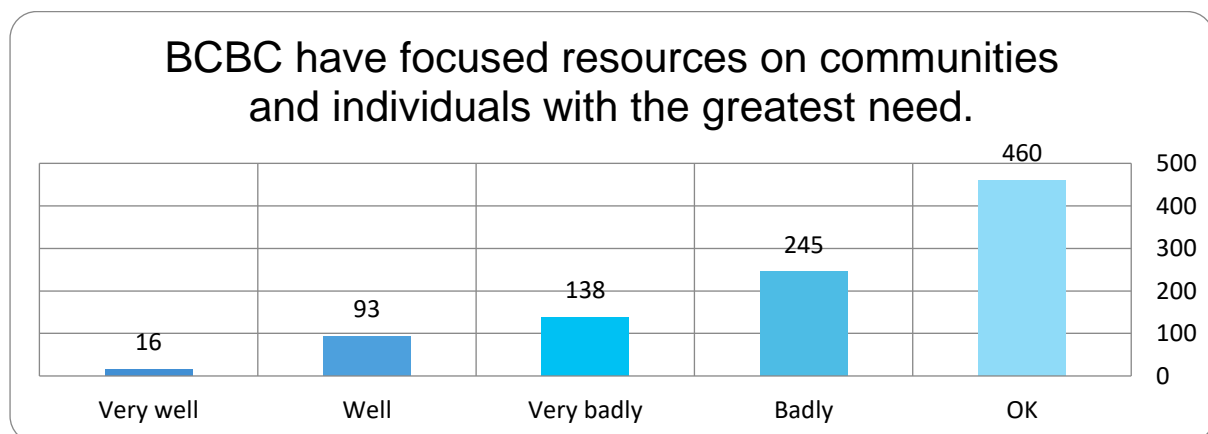
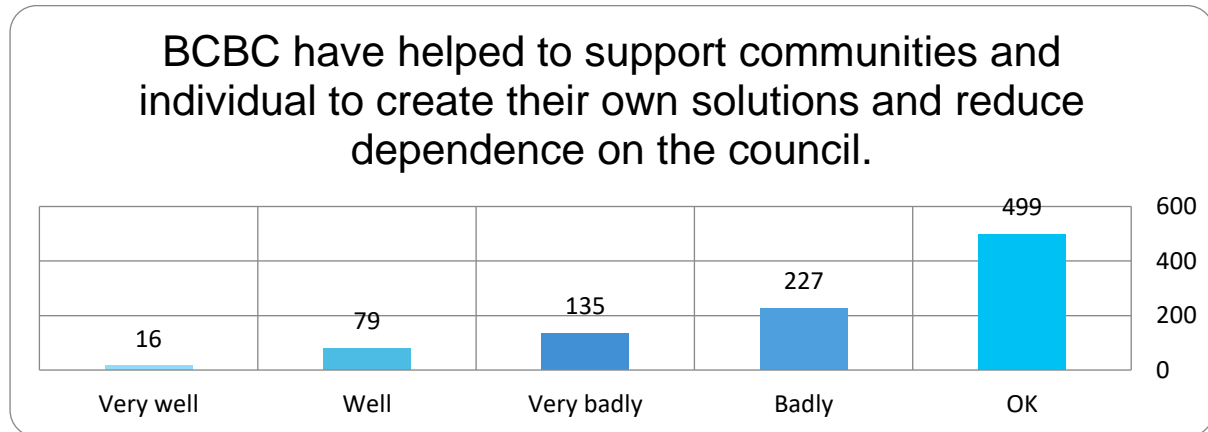


The highest number of responses were to keep council tax at the same levels (481) and reducing the level of services provided. Followed by 432 responses to increase council tax a bit to help protect the most important services, and 76 responses voted to increase council tax more significantly to protect more services. The lowest responses were for increasing council tax by as much as is needed to maintain all council services at existing levels.

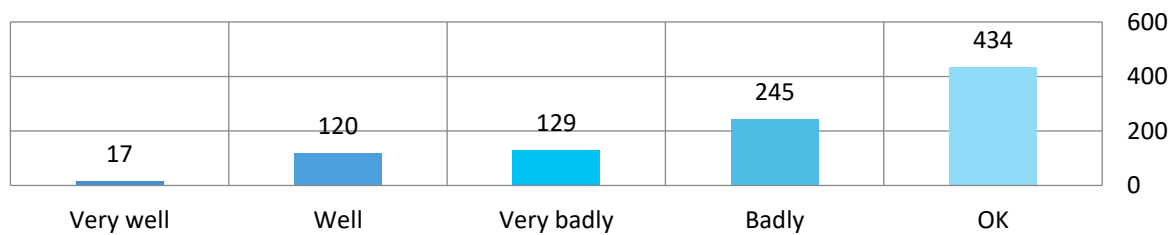
7.3. Performance over the past 12 months

A number of key principles underpin how Bridgend County Borough Council works. We aim to identify and meet local needs as best as we can.

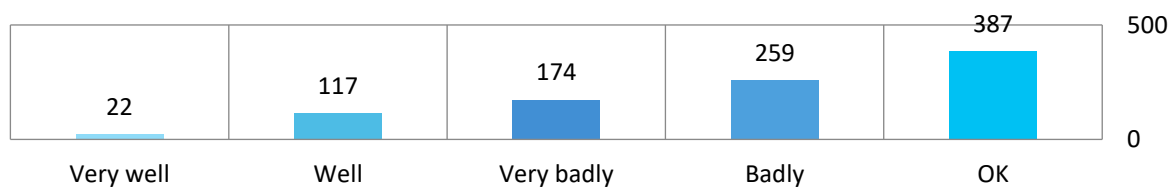
How do you think we have performed over the past 12 months in meeting the following aims?



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



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.



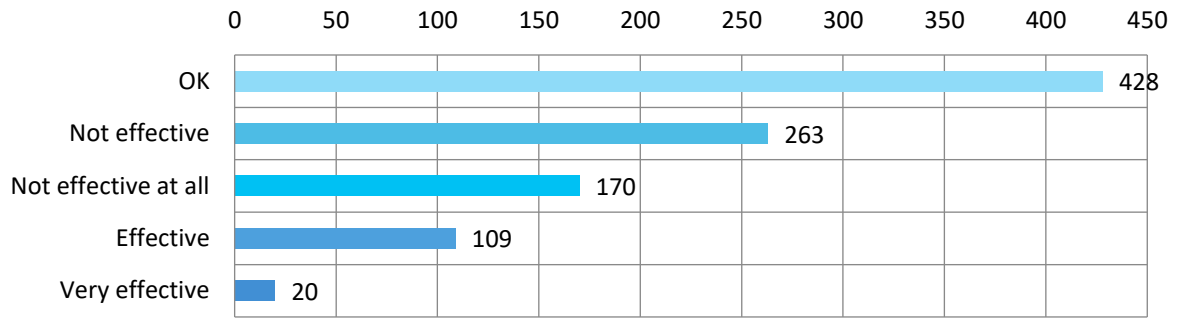
Our Values represent what we stand for and shape how we work.

Our Values are to be:

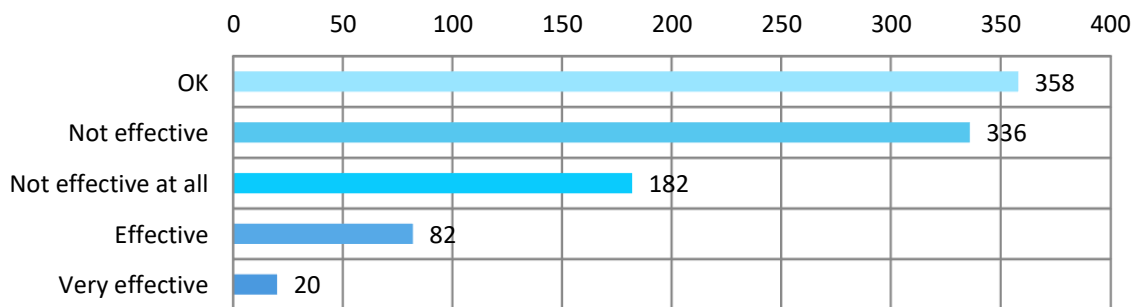
- **Fair** - considering everyone's needs and situation.
- **Ambitious** - always trying to improve what we do and aiming for excellence
- **Citizen-focused** - remembering that we are here to serve our local communities
- **Efficient** - delivering services that are value for money

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

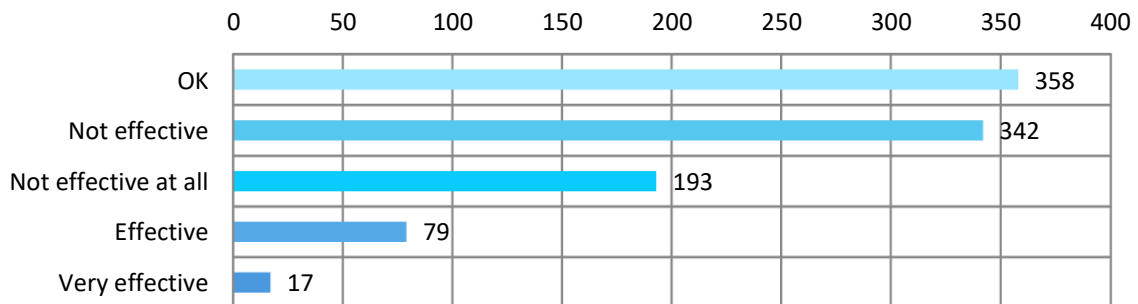
Fair

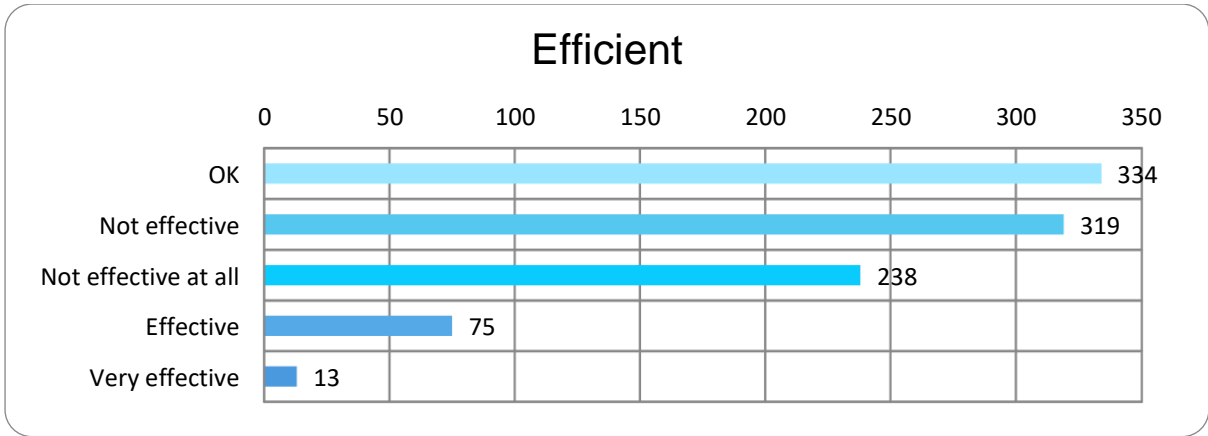


Ambitious



Citizen-focused



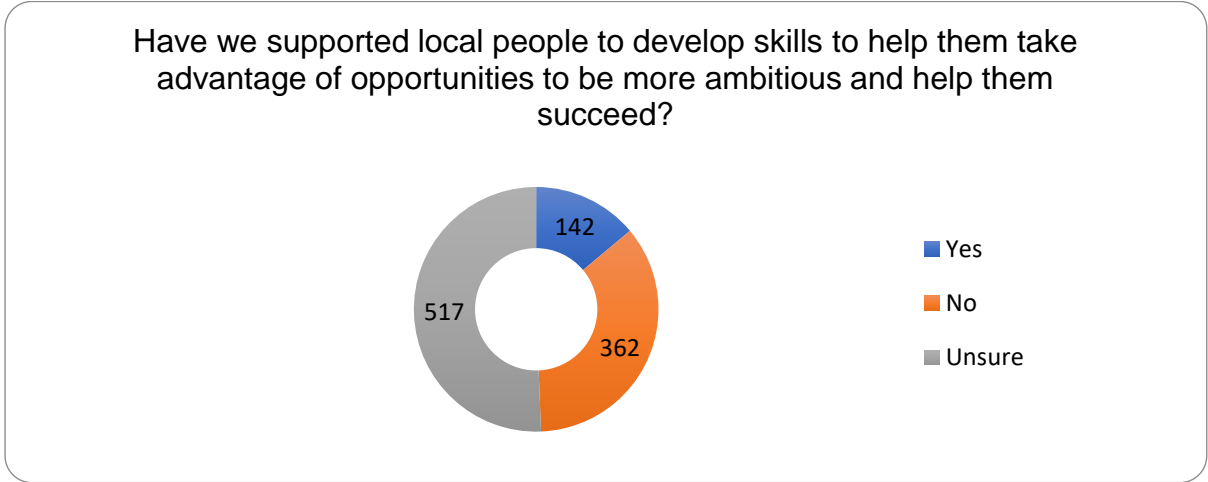


The council has three well-being objectives. We would like to hear your views on how you think the council have performed against each of these objectives.

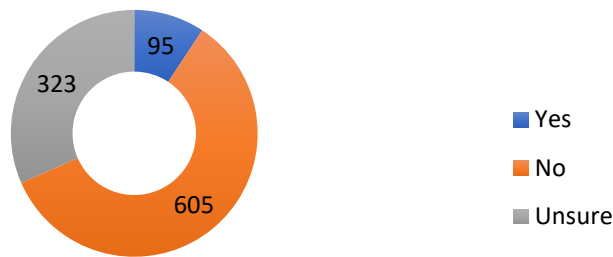
Objective one: Supporting a successful sustainable economy.

This means we will take steps to make the county borough a great place to do business, for people to live, work, study and visit, and to ensure that our schools are focused on raising the skills, qualifications and ambitions for all people in the county borough.

Do you think we've achieved these aims?



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



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?

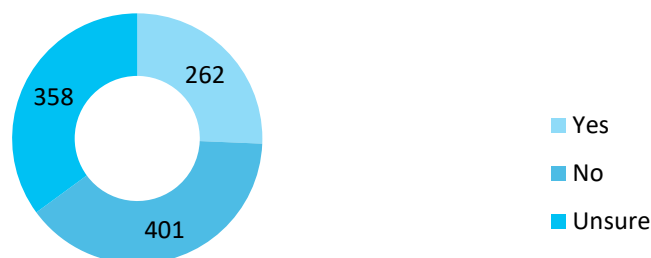


Objective two: Helping people and communities to be healthier and more resilient.

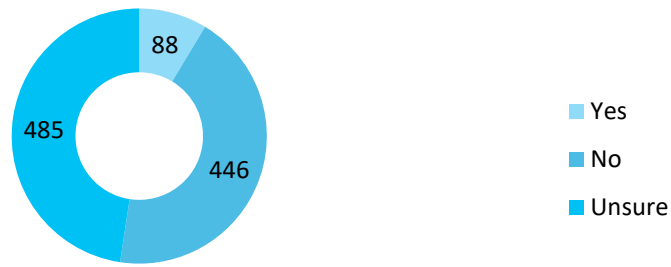
This means we will work with our partners, including the people who use our services, to take steps to reduce or prevent people from becoming vulnerable or dependent on the Council and its services. We will support individuals and communities to build resilience, and enable them to develop solutions to have active, healthy and independent lives.

Do you think the council has achieved these aims?

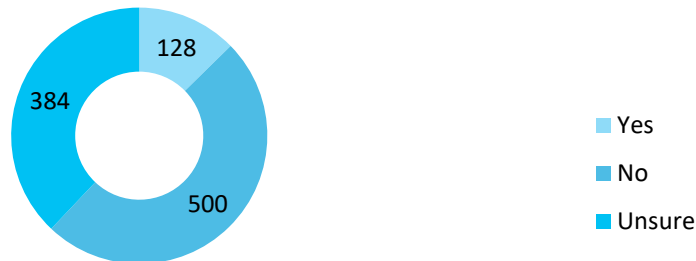
Have we given people more choice about how and when to access services, and provided access to information and advice?



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



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



Objective three – Smarter use of resources.

This means we will ensure that all of our resources (financial, physical, ecological, human and technological) are used as effectively and efficiently as possible and support the creation of resources throughout the community that can help to deliver the Council's well-being objectives.

Do you think the council has achieved these aims?

Have we used finances well?



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



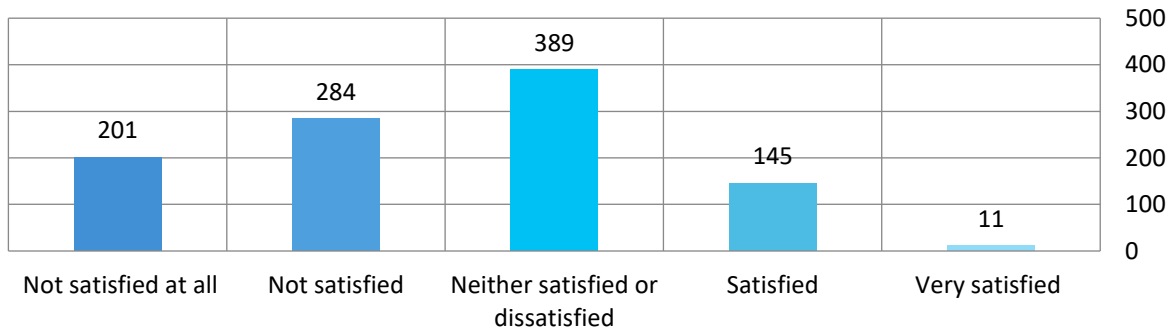
Have we improved the community by being more environmentally aware (creating active travel routes, electric vehicle charging points, recycling etc)?



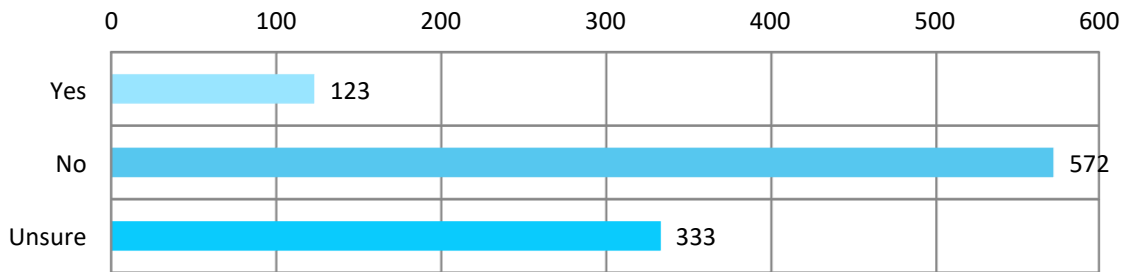
Have we developed a culture that is good at responding to change?



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



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

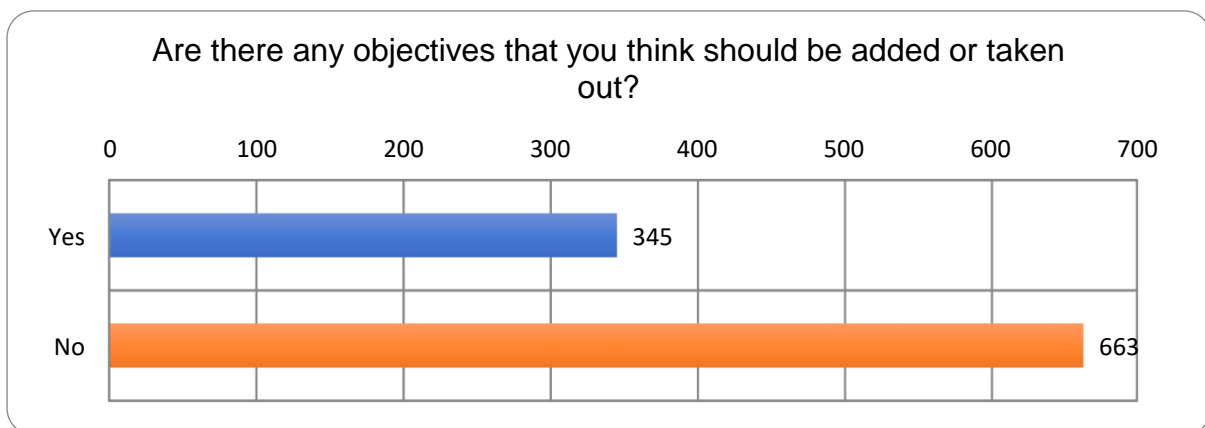
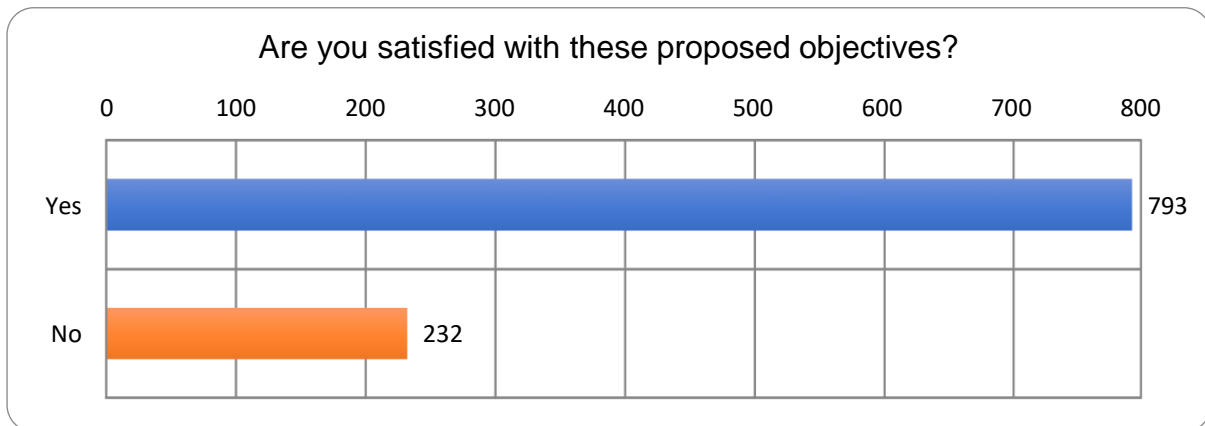


270 respondents provided a reason for their response to the above.

7.4. Future Council Objectives

The Council has reviewed performance and funding, looked at what is going on in the world and the priorities of partner organisations. For 2023-2028, we propose a larger number of narrower objectives. This would better reflect what we are doing as a Council and help us measure and communicate progress more effectively. These are:

1. A Borough where we protect our most vulnerable
2. A Borough with fair work, skilled, high-quality jobs and thriving towns
3. A Borough where we help people meet their potential
4. A Borough that is responding to the climate and nature emergency
5. A Borough where people feel valued, heard and part of their community
6. A Borough where we support people to be healthy and happy
7. A Borough with thriving Valleys communities

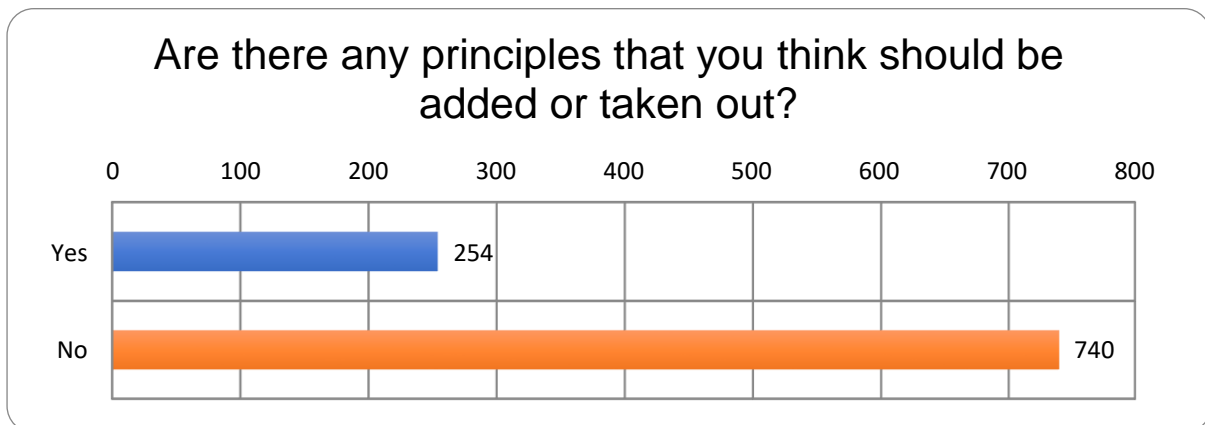
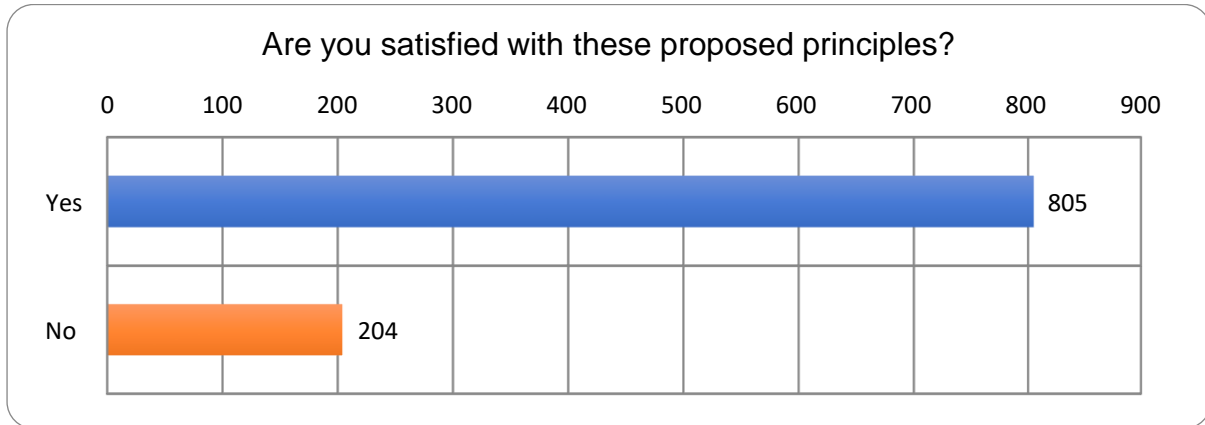


133 respondents that selected yes, provided a reason for their views.

We are also proposing some new principles to support these objectives. In the next 5 years, we will work with staff, trade unions, residents & businesses to transform the way we work, including:

1. Improving responsiveness to residents, making communication faster, more honest, and accessible

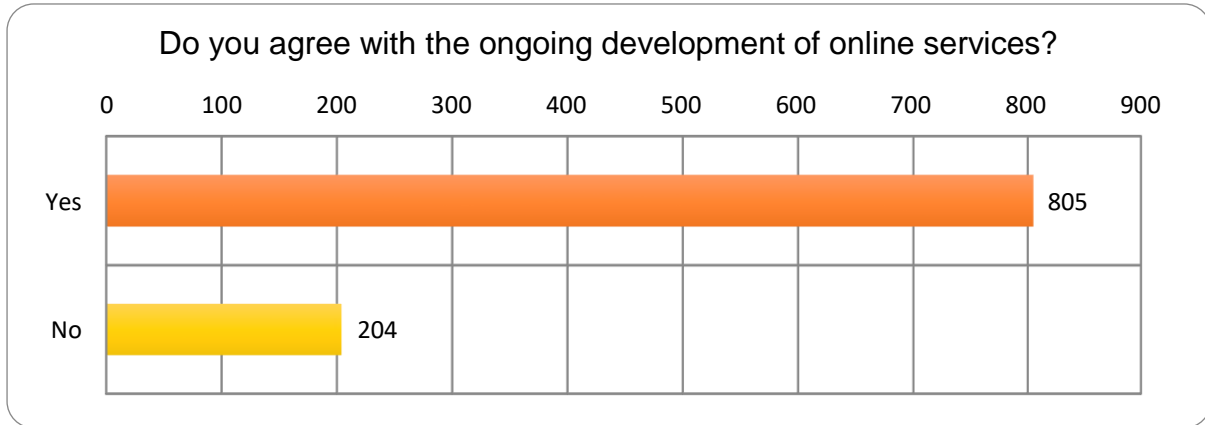
2. Supporting communities to create their own solutions & reduce dependence on the Council
3. Stopping or reducing services that aren't highly valued or well used
4. Using resources in more planned and efficient ways, focusing them on those in the greatest need
5. Acting as one council working with partner organisations for the good of communities



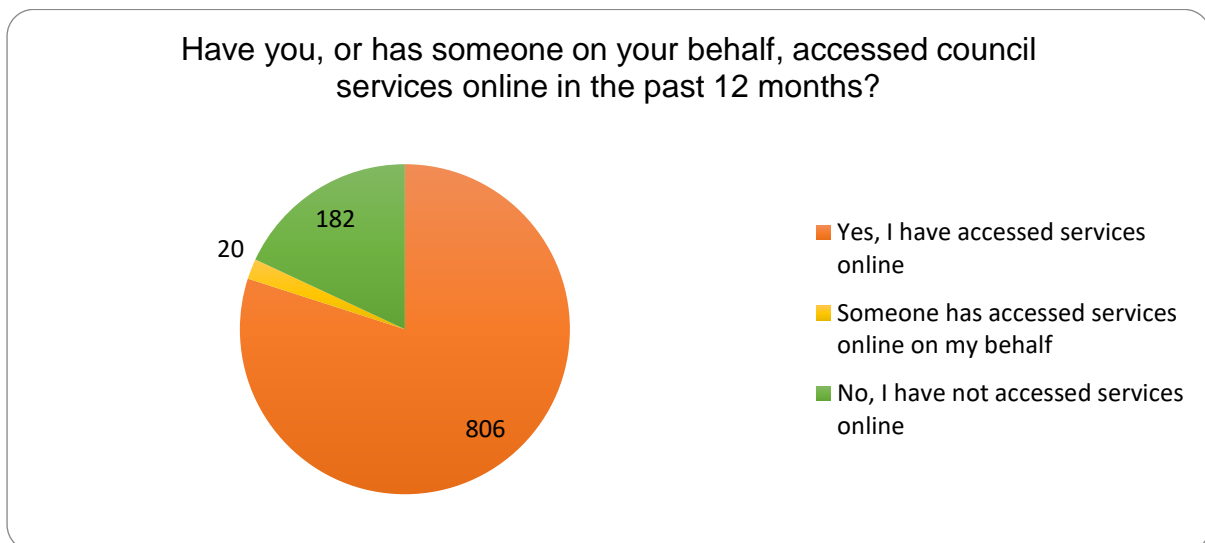
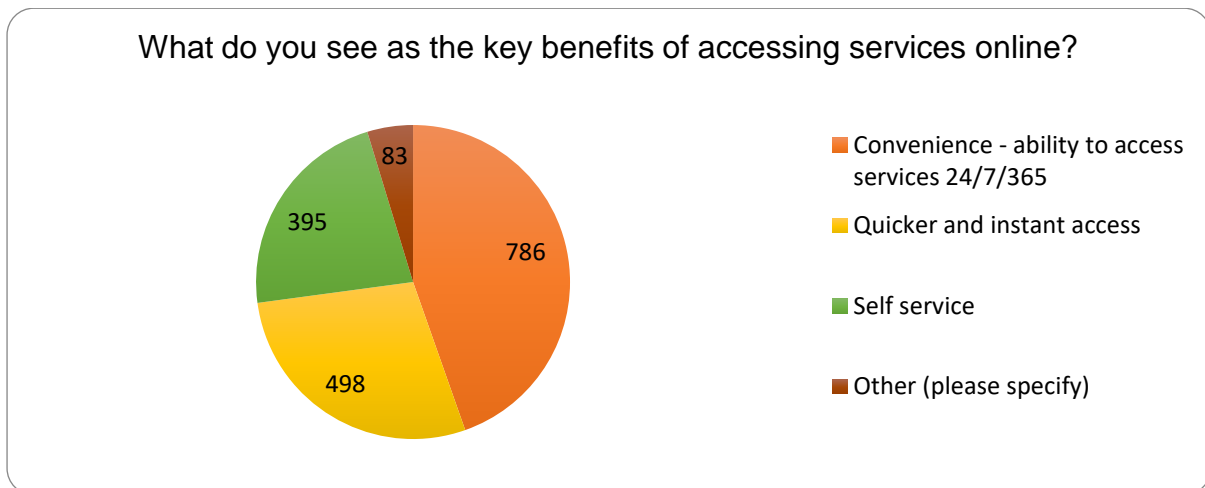
92 of the respondents that selected yes, provided a reason for their response.

7.5. Digitalisation of council services

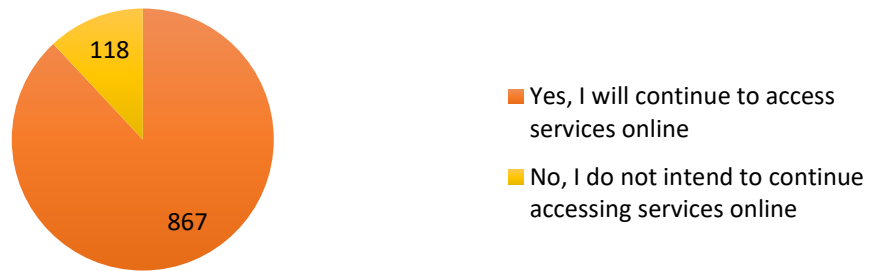
We have spent time over the past year developing more online services. We want to know your views on our digitalisation developments.



80 respondents that selected no, provided a reason for their choice.

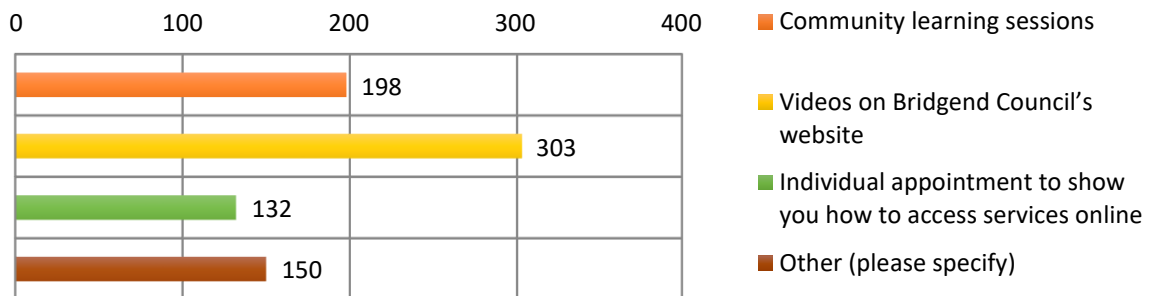


Do you intend to continue accessing services online?



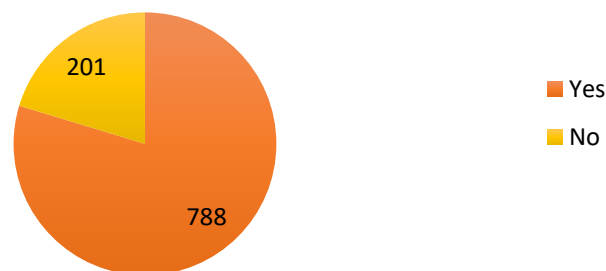
42 respondents that selected no, left a further response.

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

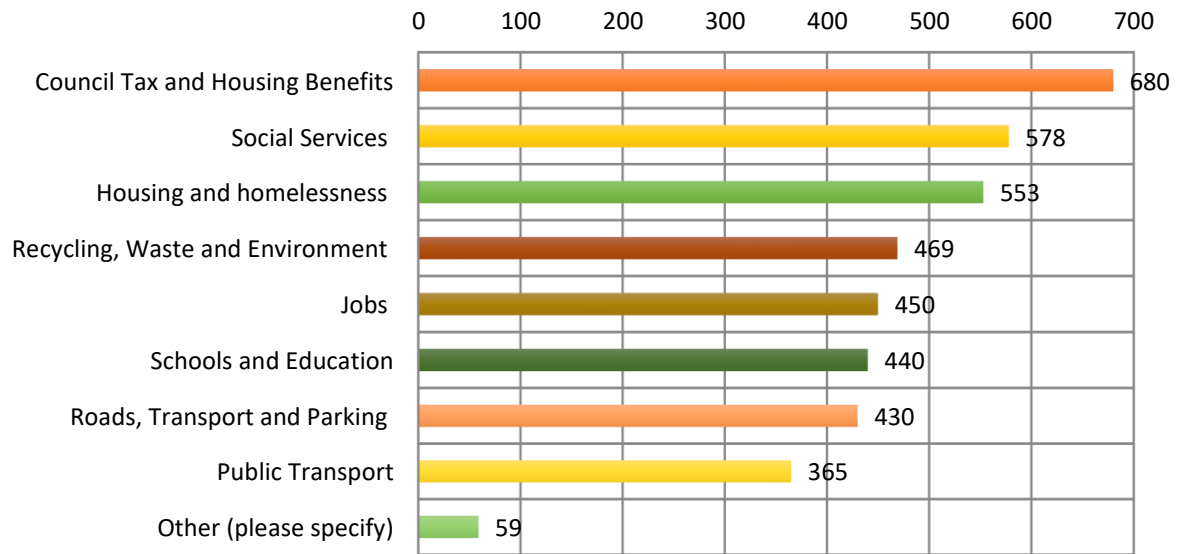


118 respondents stated other council services they would like to access online.

Would you support the development of community hubs so those residents who choose not to access council services digitally, can access these services within their local communities?



What key services do you think would be beneficial to offer support and guidance with in community hubs?



As shown, the top three services ranked are: Council Tax and Housing benefits, Social Services and Housing and Homelessness.

119 respondents left a further response for this question.

8. Equalities Monitoring

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

Responses to this question are themed into the table below.

Theme	Number of responses
No impact	145
N/a	20
Unsure of relevance / question	18
Everyone should be treated equal	17
Disability	12
Age	10
Gender	5
Accessibility	4
Pressure of speaking Welsh / too forced	4
Too much emphasis on minorities	3
Rights need to be protected	3
Sexuality	2
Religion /belief	2
No mental health provisions	2
Prefer not to say	2
Make communities more inclusive	2
Council tax too high	2
Medical conditions	2
Welsh Language should be encouraged	2
Individual circumstances/beliefs not covered by the act	2
Ethnicity	1
Need more support	1
Not having adequate parks affects children	1
Unpaid carers	1
Marital status	1
Maternity	1
No other options of the survey	1
Re-introduction of Shopmobility Scheme	1

Question: 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?

Responses to this question are themed into the table below.

Theme	Number of responses
Welsh Language is important / should be supported and protected	36
Should have choice to opt into one language for correspondence to save printing / money	31
No impact	27
Welsh Language has high expense	21
Too much emphasis on the Language / forced	19
Welsh Language is a waste of time / resources	18
Encourage and more support for Welsh Language in education	16
Not sure of proposals / question	16
No comment / N/A	15
Little of the population in Bridgend speak Welsh	15
Offer free Welsh courses / easy access	13
No interest in Welsh Language	8
Not a priority area	7
The council offers welsh language platforms	6
Non-Welsh speakers do not get the same opportunities / Treated less favourably	5
Proposals have no significance for the Welsh language	4
People are not interested in learning the Welsh Language	4
More Welsh speaking staff	2
Negative impact	2
Digitalisation can help with Welsh Language	2
School transport to Welsh Schools are not supportive	2
It is a legal obligation	2
Proposal must be inclusive	1
Reduce Council Tax	1
Do not receive clear communication in either Languages	1
All languages should be respected	1
Prefer not to say	1
Welsh Language should be used for cultural and artistic purposes only	1
Use Welsh key words in public spaces to help people use the language	1
No access to Welsh Survey	1
Street names should remain in Welsh	1

Question: 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.

Responses to this question are themed into the table below.

Theme	Number of responses
Not a priority	27
Protect and promote Welsh language	22
Waste of money	20
Personal choice	19
No comment	18
Not sure	18
Previously answered	14
Capture language choice	9
Pressured to use Welsh	8
Make learning more accessible	8
Improvements needed on current Welsh options	8
Needs to be optional	8
Creates Barriers & division	7
Free Welsh lessons	6
Visibility of Welsh speakers	4
Working well currently	3
Teach as first language in schools	3
Basic learning	2
Opportunities to learn Welsh in workplace	2
Subtitles should be available	2
Other foreign languages should be considered	1

9. Conclusion

The consultation has previously run for 8-12 weeks. Despite this year's consultation period being five weeks (over the Christmas period), we had a good overall response.

A total of 1079 survey responses were received, demonstrating an increase of 44% on last year's survey completions.

The consultation received a total of 1,441 interactions from a combination of survey completions, engagement at various meetings, social media engagement and via the authority's Citizens' Panel. This represents an increase of 29% on last year's overall interactions.

Using statistical analysis, based on a confidence level of 95% a sample of 1079 survey completions is considered to be robust to a maximum standard error of $\pm 2.97\%$. Therefore, we can be 95% confident that the responses are representative of those that would be given by the total adult population, to within $\pm 2.97\%$ of the percentages reported.

Due to the short consultation period, face to face meetings were reduced. The consultation and engagement team attended 3 drop-in sessions in Bridgend, Porthcawl and Maesteg.

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 protected characteristics identified within the Equality Act, Socio-economic Duty and the impact on the use of the Welsh language have been considered in the preparation of this report. As a public body in Wales, the Council must consider the impact of strategic decisions, such as the development or the review of policies, strategies, services and functions. This is an information report, therefore it is not necessary to carry out an EIA in the production of this report. It is considered that there will be no significant or unacceptable equality impacts as a result of this report.

This report is to be shared with Cabinet in order to inform the Medium-Term Financial Strategy for 2023-2024 onwards.

Appendix 1 – Ideas submitted by citizens as part of the 2022 budget consultation

Contribution	Likes	Comments
Idea: How about the Council getting owners to sort the dilapidated buildings out! York Tavern? Ranch? Or do we just have to watch the Town fall.	11	0
Idea: I understand Bridgend council tax is one of the highest in Wales but most of the area is in disrepair, please explain this	11	0
Idea: Bike lanes Description: Stop building bike lanes that nobody uses	10	5
Idea: Public toilets Description: All toilets should be open and FREE.	9	0
Idea: Rewire the Christmas Street lighting so it switches on/off with the street lights. Having it on 24 hours a day is a waste of power.	8	1
Idea: Give residents a choice to receive communication in English or Welsh. What a waste of our tax money.	7	2
Idea: Reduce wastage first eg superfluous expenses for councillors, overseas trips etc and pinpointing obvious local government wastage.	7	0
Idea: Review the funding spent on promoting the Welsh Language Description: Look at duplication involved in doubling paperwork in English and Welsh.	6	1
Idea: Turn off the lights in the multi storey car park during the day. The stairs obviously need lighting but not the car parking areas.	6	0
Idea: Allow cars to enter and park for a short time in Bridgend town centre to use local shops and support small businesses.	5	1
Idea: Please listen to those who have voted	5	0
Idea: Complete a thorough survey of your residents' thoughts	5	0
Idea: Change back to wheely bins. They are a greener choice to continuous use of blue plastic bags which cost more, rip easily cause rats and litter Description: Change back to wheely bins!	5	0
Idea: 58% in this survey have voted NO to a rise in council tax this year. BCBC should NOT be raising council this year. Don't ignore this result! Description: Follow the results of this survey on council tax!	3	2
Idea: Bridgend bus station Description: The time table need to be added to the station, all seats should be replaced so people with arthritis can sit on them in the winter. Smoking at the station should be banned.	3	0
Idea: Welsh language Description: Offer free Welsh courses in Bridgend instead all we can learn is Spanish or German neither are useful.	3	0

Contribution	Likes	Comments
Idea: Bring Youth Clubs Back Description: It would be great to see more youth clubs around the valleys for teens ages 11+ not all kids are into sports so it would be nice to have somewhere to go for the kids to just hang out in a safe environment, where they can be themselves and also gain invaluable social skills to guide them into adulthood. I loved the youth club we had in Maesteg Comp around 2000/2002	3	0
Idea: Do not allow new housing/ tennis development on island farm. We do not have enough GPs/ schools or dentists for this development Description: Stop new housing development at Island Farm .	3	0
Idea: End free bus passes Description: Implementation of a nominal charge per journey. £1.00	2	4
Idea: Major upgrades to roads, in valleys and not just Bridgend	2	1
Idea: End free NHS prescriptions Description: To help contribute towards funding the NHS, introduce a nominal fee per prescription.	2	1
Idea: Stop holding onto so much money in reserve. Look at good practice in other councils in Wales - Cleaner, better maintained authorities.	2	1
Idea: Buses Description: Bridgend needs a new bus company, the current company refuses to operate a normal service.	2	0
Idea: Cut at least half of Christmas lights and street lights	2	0
Idea: Create adventure tourism Description: Benchmark against Neath Port Talbot's Mountain bike scene near Glyncorrwg and promote exciting adventures etc. I have just googled the MTB scene within BCBC and note a couple of trails... Why do i know more about NPTH's MTB scene than what is in my own county. NPT is now having a forest holiday village. What does BCBC have...a few caravan parks. Can BCBC get with the times. I wish BCBC had more dynamic leaders.	2	0
Idea: Stop Giving cash to the Cardiff City deal!	2	0
Idea: Celebrate culture, language and heritage of Bridgend better Description: Do more to celebrate the culture, heritage and language of Bridgend. Offer free Welsh language activities and events. The council should also remain fully bilingual - and all communications should be produced equally in both languages. After all, what else do we have going for us if we lived in a dire, cultureless, monolingual society?	2	0
Idea: Maesteg to Bridgend cycle path needs to be built, Garw and Ogmere valleys both have a path that leads straight to Bridgend. Why not Llynfi?	2	0
Idea: Encourage more children into sport instead of roaming the streets Description: More needs to be done to offer high quality sporting	2	0

Contribution	Likes	Comments
facilities and to encourage our youngsters into team sports and achieving through sporting excellence		
<p>Idea: Design a better survey and reveal how much it actually cost 'the public' to conduct it.</p> <p>Description: As it is nonsense. I can complete/submit it multiple times if I want. You also use coercive tactics to manipulate answers (Q3) and ask us to rate your performance at Q4/Q5 but give no option to indicate that we have absolutely no idea (i.e. your comms are bad and so we don't know)! This will skew response data so how does this realistically help to shape 'our' future? I'm sorry, but if you are going to send out news emails continuously telling us how broke BCBC are (like it's our fault) then expect some backlash.</p> <p>Transparency in terms of where your millions go exactly and clear, directional aims and objectives to tackle this are what we need (a well thought out plan, backed up by the evidence). We're all doing more with way less now; why not BCBC too?</p>	1	0
<p>Idea: Invest more in clean renewable energy; Plastic roads; turning every other street light off between hours such as 5pm-7pm;</p> <p>Description: Protected green spaces with planting more trees and encouraging biodiversity; free local transport; greener houses and infrastructure.</p>	1	0
<p>Idea: Set up a fraud investigation team</p> <p>Description: Set up a team to claw back money from people fraudulently claiming benefits and covid loans this would also provide extra income for the council and gain back taxpayers money for use in the local area.</p>	1	0
<p>Idea: Accessible changing facilities for adults and young people</p> <p>Description: Bridgend and Porthcawl both need accessible changing facilities for adults and young people not just for babies, the one in McArthur Glenn is great for everyone who needs it, there isn't one anywhere else. Make places accessible for everyone.</p>	1	0
<p>Idea: Switch the traffic lights off on some of the borough roundabouts such as the one's by Dunelm, B&Q and the M4 between 9pm and 6am.</p>	1	0
<p>Idea: Switch off the lights</p> <p>Description: Why not switch off the lights in the unused multistorey car park next to Asda and the lights off at the Rhiw multistorey when not in use.</p>	1	0
<p>Idea: Solar panels</p> <p>Description: Add solar panels to every existing council owned property to reduce the carbon footprint and insist that all new builds (irrespective of residential or commercial) have solar panels fitted as part of the building control requirements.</p>	1	0
<p>Idea: Increase formal learning opportunities for people in their communities, recognising that its hard for people to afford transport costs</p> <p>Description: Learn where you live</p>	1	0

Contribution	Likes	Comments
Comment: I do think that eligibility for a bus pass should be linked to your state pension age. Would help target resources more effectively.	0	0
Comment: I think the eligibility criteria is already linked to the state pension as it is now. By introducing a nominal charge to those eligible would surely help reduce or contribute towards the subsidy paid to the bus companies hence reducing the burden on the tax payer.	0	0
Comment: I agree. The money would be better spent on road repairs.	0	0
Comment: Build them and people will use them, but they have to be built properly, in appropriate areas and looked after	0	0
Idea: Community Service, Description: What happens to the people who are punished by the courts to do community service, surely, they could be used by the council or charities to pick up litter, cut grass, paint etc. Use them to actually help the community.	0	1
Comment: have heard of some that are assigned to work in charity shops for no pay - enforced volunteering - for their set number of hours	0	0
Comment: What your saying is disabled people have to pay and yet again OAP's get everything for free.	0	0
Comment: What a silly remark. There's so much more of other things we could do to save money. Having everything bilingual would save us money.	0	0
Comment: I'm a Welsh speaker and I pay council tax and contribute to Bridgend's economy - why shouldn't I receive correspondence in Welsh by my council?	0	0
Comment: A more appropriate cycle lane scheme would be from Maesteg to Tondy. Currently there is no footpath along the only road yet there are several bus stops.	0	0
Comment: I would say to just maintain roads and paths to a sufficient standard should be the minimum we should expect.	0	0
Comment: I'd love to see safer routes for cyclists.	0	0
Comment: With a three-mile distance to be eligible for school transport, safe cycle routes would help.	0	0
Comment: The cost of sending everything out in English and Welsh is extortionate. This idea of choice should be put into practice. At least use one sheet of paper and print on the back instead of doubling up and sending different sheets of paper in English and Welsh- it is an appalling waste of paper.	0	0
Comment: Isn't there free parking in the multi storey - or was that just for Christmas.	0	0
Comment: I agree but would suggest the exceptions are children up to 16, pregnant women and those over 65 and on benefits, as I believe is the case in England.	0	0
Comment: Perhaps consider using small solar panels.	0	0
Comment: We're lucky in Wales, we get a pass at 60 and it covers the country. Not the case in England. I tend to agree that a small charge would help things.	0	0

Contribution	Likes	Comments
Comment: Agree broadly speaking. I've just moved from Rhondda and find services very different in Bridgend, some better, some worse.	0	0
Comment: I'm not one of the 58%. If you want better services, I think there has to be a small increase.	0	0
Comment: Many other councils across Wales and the UK charge far less council tax and seem to manage. BCBC council tax is one of the highest in Wales and across UK. Anyone who requests a hike in council tax is likely exempt or gets a discount. BCBC residents can't go on like this -massive rises year on year. Having experienced living in council areas elsewhere in Wales and in England Bridgend has ridiculously high council tax charges and for what? RCT still give out wheely bins instead of spending a fortune on useless blue bags as has been mentioned in another comment and as for council tax the whole rebranding system across Wales caused a massive hike in council tax compared to England. There is no need for the extortionate rate BCBC residents are paying! Finally council tax pays for street lighting, bins etc. Everyone gets the same service whether you are 4 people living in a 2 bed terrace or 4 people in a 4 bed detached so I have never understood why rates are different .	0	0
Idea: sell off surplus office space, (not to Auction), scrutinise procurement, more charging points for E vehicles, reinstate bus subsidies, Description: The Council needs to be more efficient in its procurement, and in its development of greener options, Merge with another council, increase shared services	0	0
Idea: Repair and upgrade pavements in North Cornelly Description: Remove the grass verges on pavements in the whole area. If they were tarmacked and repaired instead of turning to a sea of mud when cars are parked on them. This would avoid having to pay contractors to mow them and would therefore eventually save a lot of money. It would also enhance the area by having decent pavements to walk on as a lot of them are in a terrible state of repair.	0	0
Idea: After Bank Holiday and subsequent delay for refuse and recycle collections simply adopt the new day for subsequent collections.	0	0
Idea: Connect villages with reliable public transport that runs in sync with workforce needs Description: Public transport for working people	0	0
Idea: Garw valley cycle path is in poor state, impacting our ability to use it safely year-round as both leisure and transport route Description: Renovate and improve cycle paths that are in disrepair to increase active travel opportunities	0	0
Idea: Environmental Health Description: Provide an appointment service for those that are employed	0	0

Contribution	Likes	Comments
<p>Idea: Remove car parking charges in Bridgend and Porthcawl Town Council car parks, reinstate the Tourist information centres to Towns and Pines</p> <p>Description: Remove parking charges and reinstate Tourist information Centres In Bridgend , Porthcawl, Maesteg and the Pines!!</p>	0	0
<p>Idea: Exec bonus/salary to be scaled based on performance and effectiveness</p> <p>Description: For an exec to receive full salary/bonus they need to deliver on targets, initiatives and service improvements. Poor performance followed by a golden handshake is costly.</p>	0	0
<p>Idea: Increase use of digital services and modernise legacy and manual systems</p> <p>Description: Chatbots, AI, data analysis for example mean we can do more with less. Look to reduce technical debt and increase use of digital capability to extend and optimise services.</p>	0	0
<p>Idea: Porthcawl resident</p> <p>Description: Parking space zones in and around town centre like Suffolk place park avenue examples of free parking for the people who walk 5min than part with a pound</p>	0	0
<p>Idea: FREE Mental health counselling</p> <p>Description: Mental health counselling is hard to get and long waiting times when you have a breakdown you need help quickly if not it can end in Suicide.</p>	0	0
<p>Idea: We need to get back to face to face communication</p> <p>Description: everything having to be done online is very very difficult for people with learning disabilities and dyslexia. My son had an in-depth mental health assessment over the phone they can't see the body language given the signs of distress.</p>	0	0
<p>Idea: Don't rely on online communication not everyone has a mobile or email especially the elderly who are used to face to face communication</p>	0	0