

**Public Opinion Survey 2018/19**

**Report**

**February 2019**

**Prepared For: Vale of Glamorgan Council**

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# 1. Executive Summary

## 1.1 Research Method

- 1005 interviews were undertaken with a representative sample of residents of the Vale of Glamorgan. Interviews were conducted in January and February 2019.

## 1.2 Council Services

- 87% were satisfied with the services provided by the Council.
- 98% were satisfied with the Vale of Glamorgan as a place to live.
- The most popular town centres to visit overall were Barry (Holton Road), Penarth and Barry (High Street), although, unsurprisingly the town centres that people visited most frequently were the ones closest to where they lived.
- When asked to rate the town centre that they visited the most, around six in 10 rated the range and choice of shops (60%), the overall attractiveness of the town centre (59%), and the town centre overall (57%) as very or fairly good. Just 22% rated parking as very or fairly good, with 75% rating this as either very or fairly poor.
- Almost everyone was satisfied with the heritage coast overall (99%) and the coastal paths in the Vale (99%).
- When asked about Barry Island, 94% were satisfied with the facilities and 93% were satisfied with Barry Island overall.
- Almost everyone said that they were either very or fairly satisfied with country parks (98%), open spaces (96%), parks (96%) and play facilities (92%).
- Satisfaction was highest with access to public transport (87% very or fairly satisfied), public transport information (83%), bus services (79%) and rail services (76%).
- Greatest dissatisfaction was with the condition of roads (81% very or fairly dissatisfied), the condition of pavements (78%) and road safety (60%).
- Around 9 in 10 residents were satisfied with all aspects of recycling and waste management, with the exception of cleanliness standards (65% satisfied)

## 1.3 Feeling of Safety

- When asked about feeling safe, most residents felt safe in all situations.

## 1.4 Communication with the Council

- In order to influence a decision made by the Council, just under a half (49%) would contact a local Council Officer. Just over a quarter (28%) said that they would not attempt to influence a Council decision.
- Almost three quarters (74%) disagreed that they could influence a decision made by the Council. Only 21% agreed that they could.

- 84% were satisfied with the overall communication from the Council. Lowest satisfaction was with emails (76% satisfied).
- 10% claimed to listen to Bro Radio at least once a week or more often.
- 68% had accessed the Council's website in the last year, although access was fairly infrequent (64% less than once a month).
- Awareness of services offered by the website ranged from 59% aware that they could pay council tax to just 9% aware that they could register to speak at a committee meeting.
- Despite this, 77% said that they would use the website to access these services now that they know they are available

## **1.5 The Council's Budget**

- Just 14% were fully aware of the Council's current budget situation and a further 43% were aware but not to the full extent.
- The preferred option for addressing the budget shortfall was to increase Council Tax to the Welsh average

## **1.6 The Council's Objectives**

- The vast majority were of the opinion that all objectives should remain

## 2. Approach to research

### 2.1 Research Objectives

The objectives of the research were to understand:

- overall satisfaction with the Council
- overall satisfaction with the Vale of Glamorgan as a place to live
- frequency of visiting town centres and how they are rated
- satisfaction with aspects of the County including parks and coastal areas
- satisfaction with public transport
- satisfaction with waste management and recycling
- feeling of safety
- satisfaction with policing
- communication with the Council
- use of the Council's website
- views on how the Council can address the budget shortfall
- views on the relevance of the Council's current objectives

Where possible results are compared with previous years to track any changes.

### 2.2 Research Method

The research method adopted for the 2018/19 survey mirrored that used in previous years to enable comparisons to be made with greater accuracy.

A total of 1005 interviews were undertaken with residents living in the Vale of Glamorgan Council Area. Residents who worked for the Council were excluded and only one resident per household was eligible to take part in the survey. Interviews were conducted so that they included a representation from each ward so that the sample mirrored, as closely as possible, the population of the Vale of Glamorgan. Interviews were conducted in January and February 2018.

Our sample distribution is shown in table 1 below.

**Table 1: Sample structure**

Ward	% of population	No of shifts/ sampling points	No. of interviews achieved	% of sample
Llantwit Major	8.4	6	90	9.0
Cadoc	7.9	6	90	9.0
Illtyd	6.5	5	75	7.5
Dinas Powys	6.2	4	60	6.0
Rhosee	5.5	4	60	6.0
St Augustines	5.1	4	60	6.0
Buttrills	5.0	3	45	4.5
Cowbridge	4.9	3	45	4.5
Baruc	4.9	3	45	4.5

Gibbonsdown	4.7	3	45	4.5
Plymouth	4.6	3	45	4.5
Cornerswell	4.2	3	45	4.5
Dyfan	4.1	3	45	4.5
Castleland	4.1	3	45	4.5
Court	3.7	3	45	4.5
Sully	3.6	2	30	3.0
Stanwell	3.5	2	30	3.0
St Athan	3.5	2	30	3.0
Wenvoe	2.1	1	15	1.5
St Brides's Major	2.1	1	15	1.5
Llandow/Eweny	2.0	1	15	1.5
Peterson-Super-Ely	1.8	1	15	1.5
Llandough	1.6	1	15	1.5
Total	100.0	67	1005	100.0

The Post Office Address File was used as the sampling source to select the required number of starting addresses for each ward at random. Once the sampling point addresses were selected, starting at each point, interviewers followed random routes to make contact with adults and interview them in accordance with pre-determined quota controls. Quotas were set on age, gender and social class. These were based on the profile of the actual population and are shown in Table 2 below.

**Table 2: Quota Controls**

Demographic	% of population	No of Interviews	% of sample
<b>Area</b>			
Barry	45	435	43
East	27	285	28
West	28	285	28
<b>Gender</b>			
Male	48	482	48
Female	52	523	52
<b>Age</b>			
16 – 34	27	272	27
35 – 54	38	382	38
55+	35	351	35
<b>SEG</b>			
AB	23	271	27
C1	31	340	34
C2	18	171	17
DE	27	189	19
<b>Total</b>	<b>100</b>	<b>1,005</b>	<b>100</b>

### 3. Research Findings

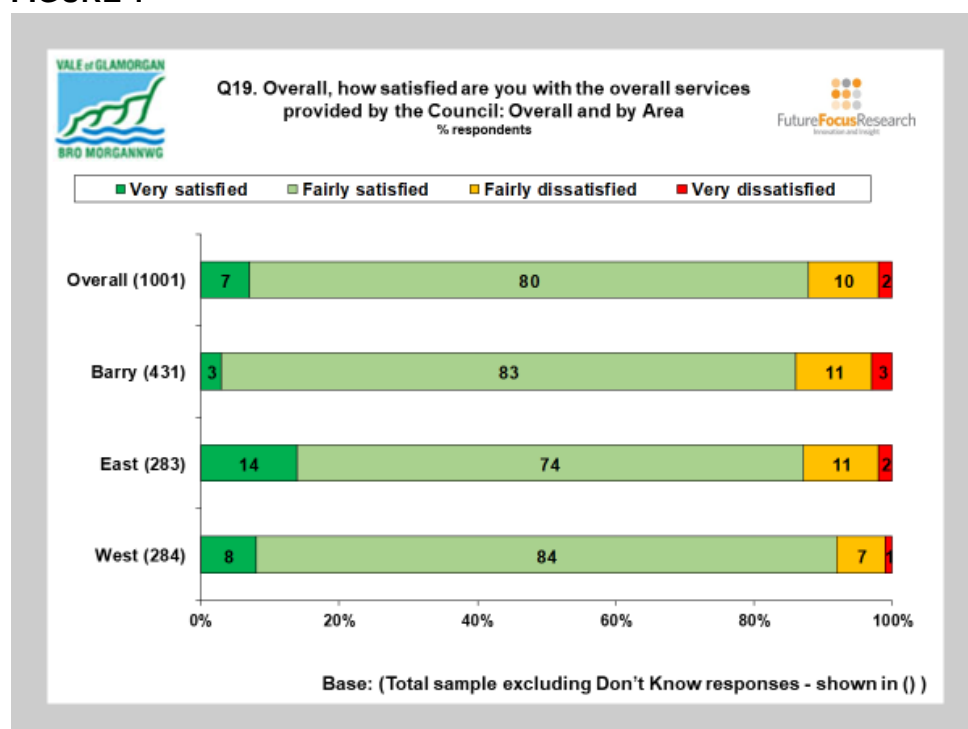
This section presents the results of the research. Where differences are apparent by area or demographics these have been highlighted in the reports. Comparisons with previous surveys have also been made where relevant and available.

#### 3.1 Council Services

##### 3.1.1 Overall Satisfaction with Council Services

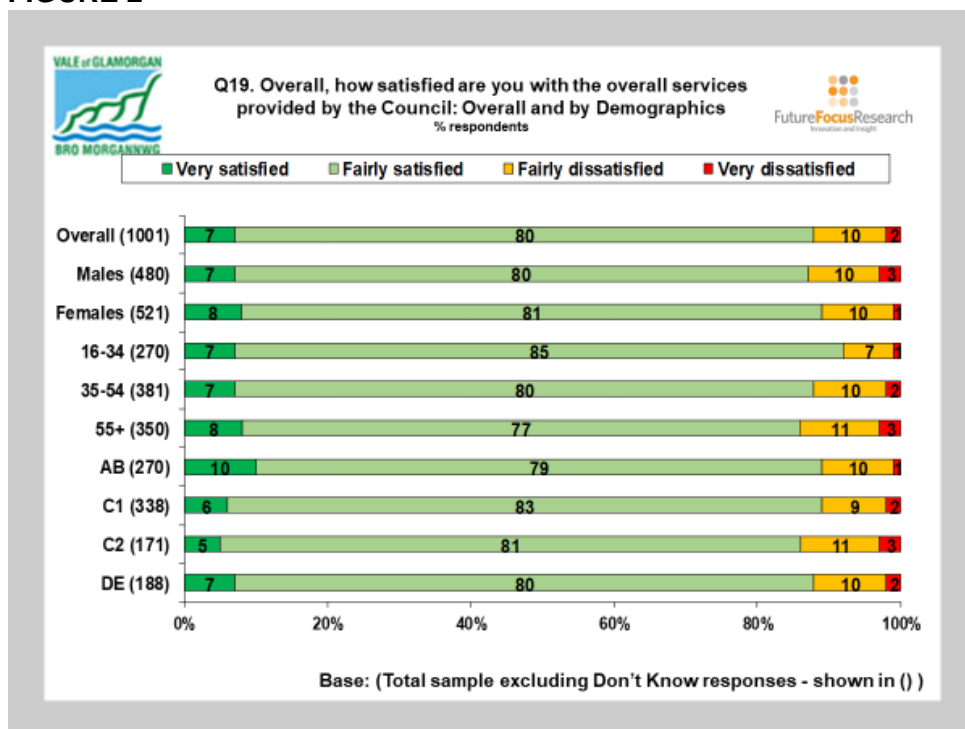
Overall, 87% were satisfied with the services provide by the Council. There was very little variation by area – ranging from 92% in the Western Vale to 86% in Barry. See figure 1.

**FIGURE 1**



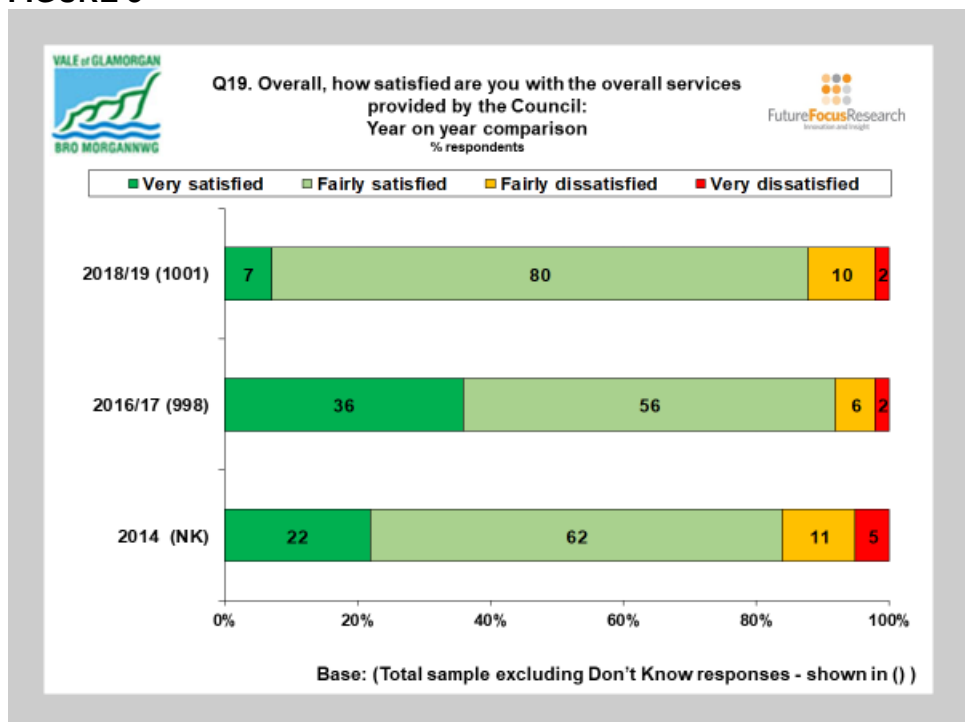
There was also very little variation by age, gender or SEG with satisfaction remaining high for all residents. The most satisfied were those aged 16 – 34 (92% very or fairly satisfied) and those aged 55+ were the least satisfied (85%). See figure 2.

FIGURE 2



A slightly lower proportion were satisfied with Council services in 2018/19 than in 2016/17 (87% compared to 92%), although this was still higher than in 2014. The biggest change was in the proportion stating that they were very satisfied (falling from 36% to 7%). See figure 3.

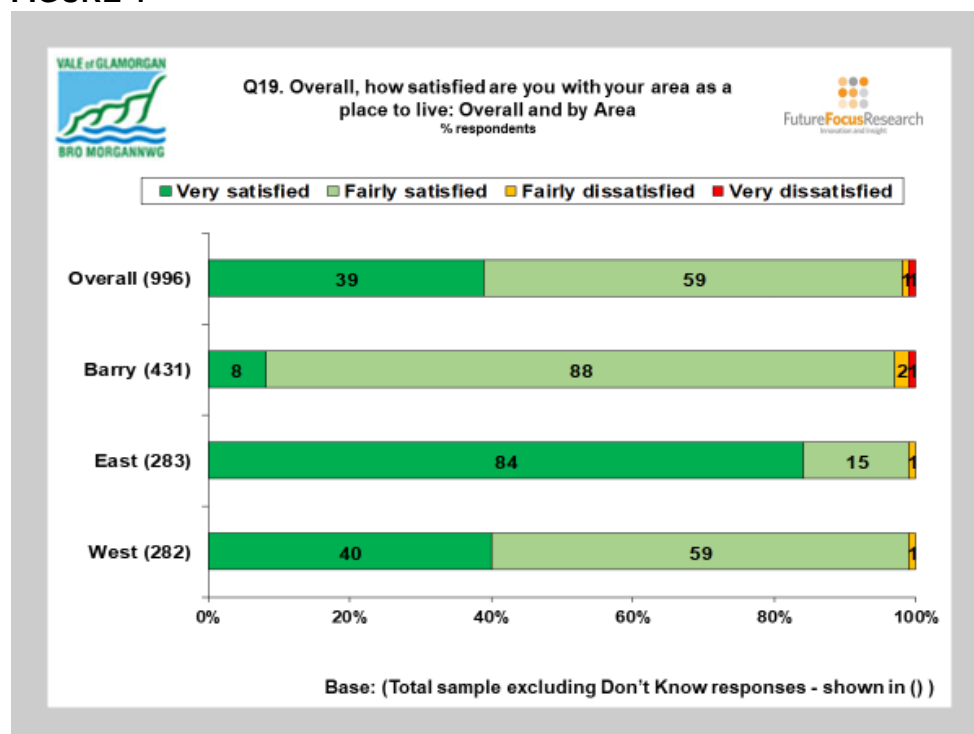
FIGURE 3



### 3.1.2 Vale of Glamorgan as a Place to Live

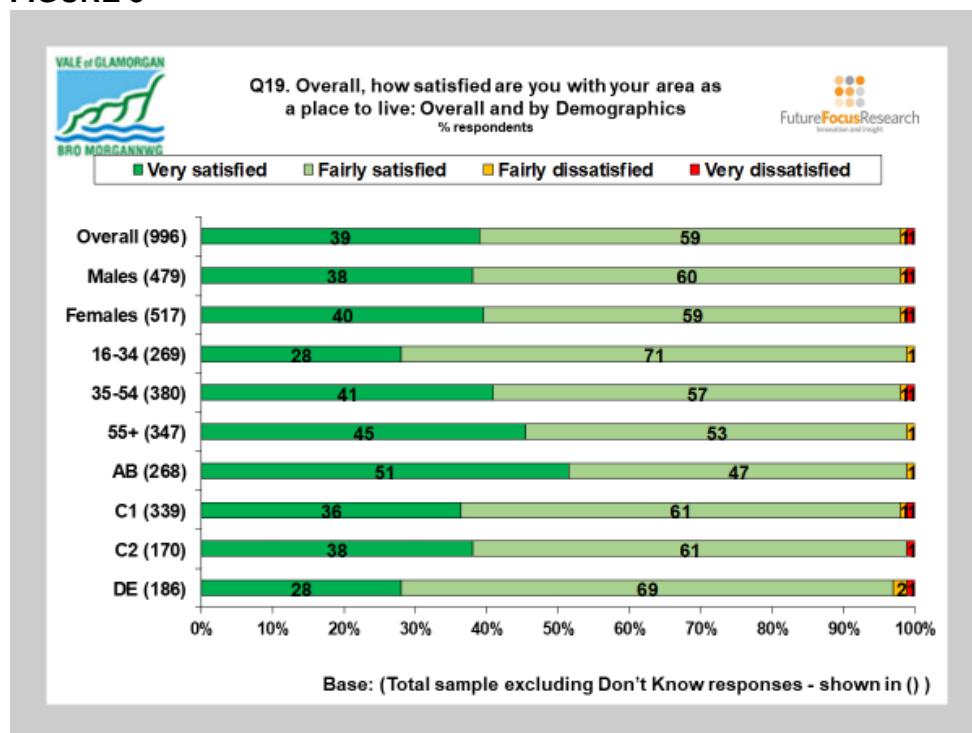
Almost everyone was satisfied with the Vale of Glamorgan as a place to live (98% very or fairly satisfied). Although overall satisfaction was extremely high in all areas, the percentage stating that they were very satisfied varied greatly by area from 8% in Barry to 84% in the Eastern Vale. See figure 4.

**FIGURE 4**



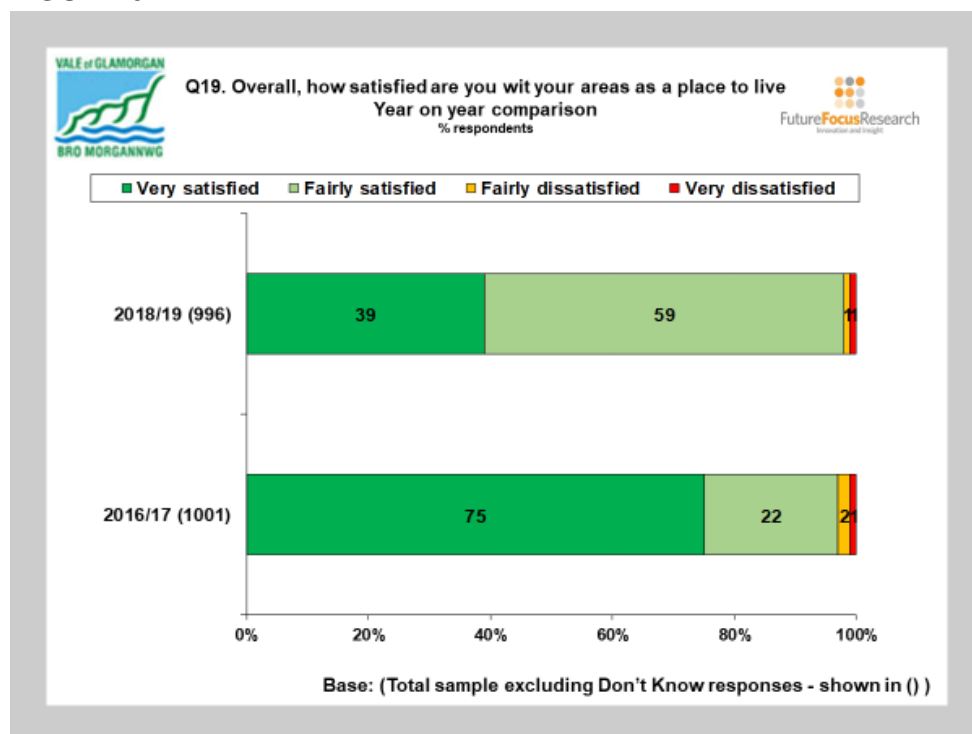
There was little variation by age, gender or SEG with overall satisfaction remaining high for all residents. However, the percentage very satisfied with their area as a place to live varied by age from 28% of 16 – 34 year olds to 45% of those aged 55+ and by SEG from 28% of DEs to 51% of ABs. See figure 5.

FIGURE 5



A similar proportion were satisfied with their area as a place to live in 2018/19 as in 2016/17 (98% very or fairly satisfied compared to 97%), although the percentage very satisfied has fallen from 75% to 39%. See figure 6.

FIGURE 6

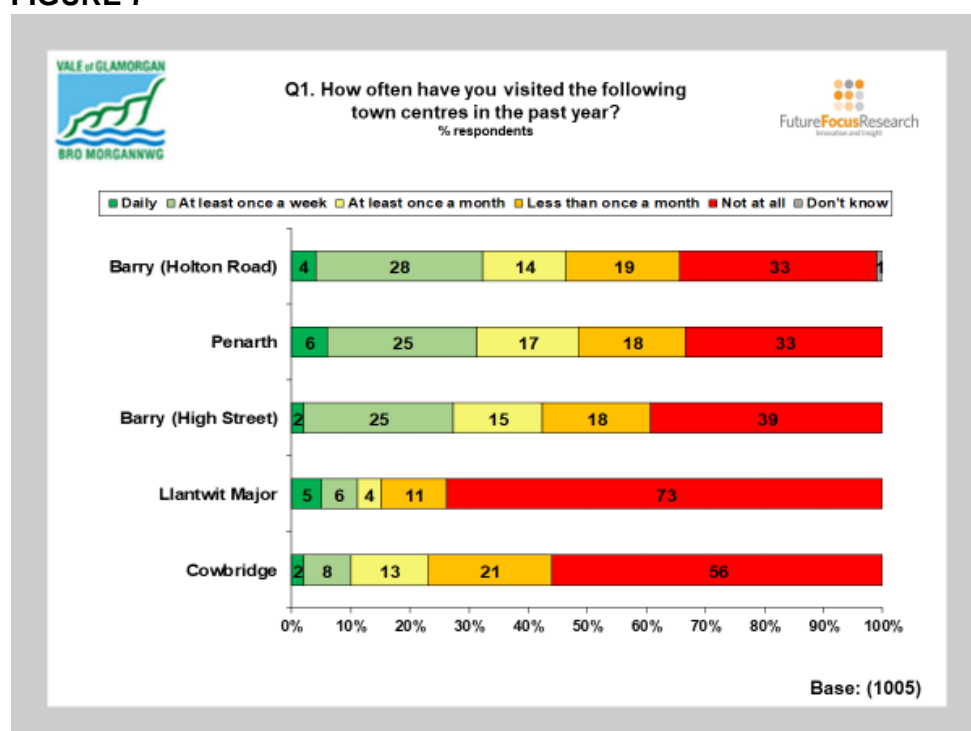


### 3.1.3 Town Centres

Residents were asked how often they visited each of the town centres. Barry Holton Road (32% once a week or more often), Penarth (31%) and Barry High Street (27%) were the most popular town centres overall. See figure 7.

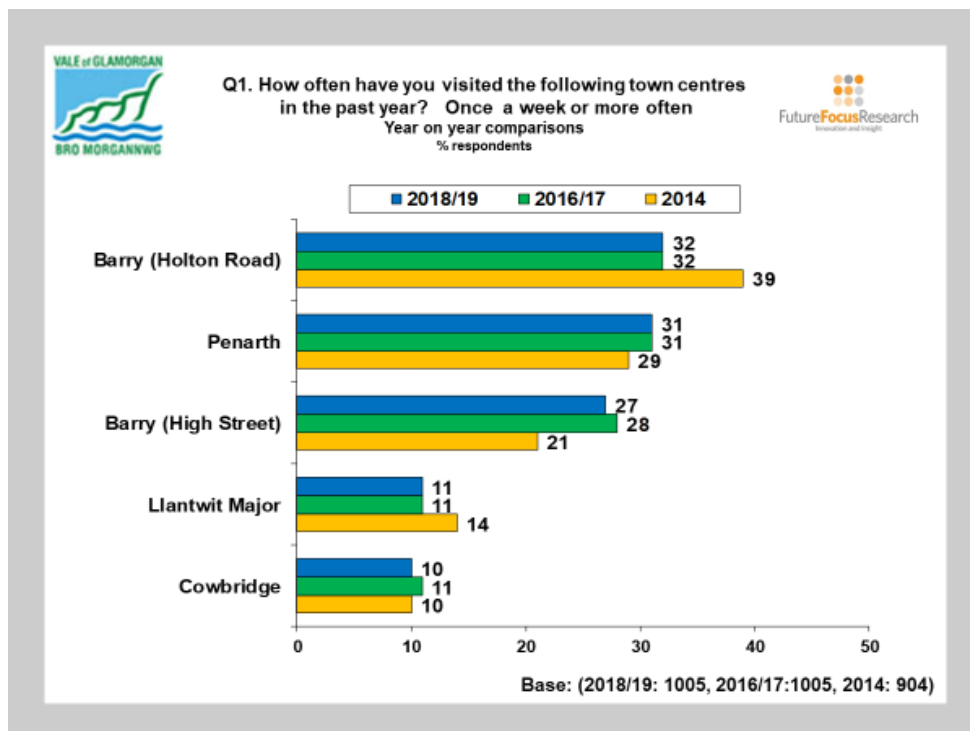
However, as expected, frequency of visits varied depending on where you lived. Those living in the Barry area were most likely to visit Holton Road (55% once a week or more often) and Barry Town Centre (46%), those living in the Eastern Vale were most likely to visit Penarth (70%) and those living in the Western Vale were most likely to visit Llantwit Major (37%) and Cowbridge (30%).

**FIGURE 7**



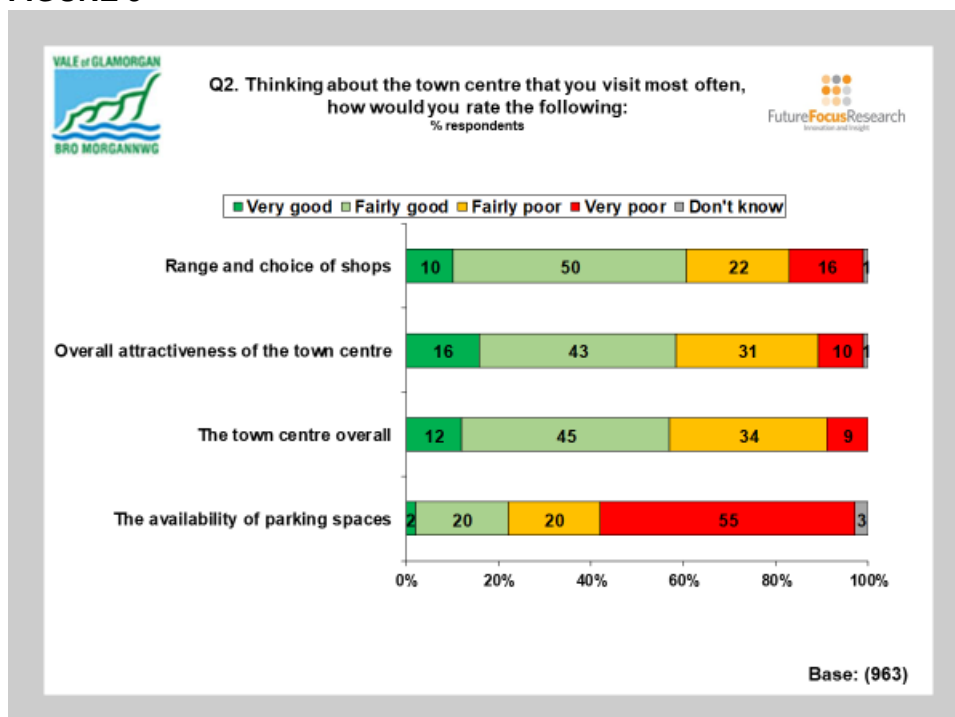
In comparison with 2016/17, residents visited all town centres with a similar level of frequency. See figure 8.

FIGURE 8



Those who had visited the town centres were asked to rate the one that they visited most often. Around six in 10 rated the range and choice of shops (60%), the overall attractiveness of the town centre (59%), and the town centre overall (57%) as very or fairly good. Just 22% rated parking as very or fairly good, with 75% rating this as either very or fairly poor. See figure 9.

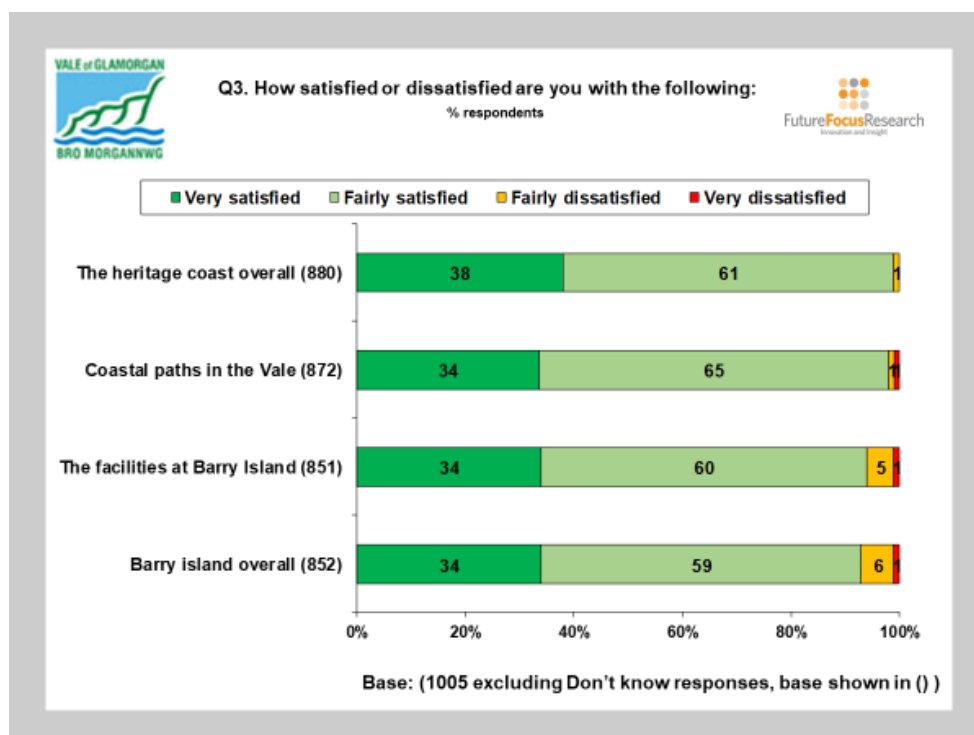
FIGURE 9



### 3.1.4 Heritage Coast

Residents were asked how satisfied they were with the heritage coast. Almost everyone (99%) were either very or fairly satisfied with the heritage coast overall and the coastal paths in the Vale (99%). Over 9 in 10 were also satisfied with the facilities at Barry Island (94%) and Barry Island overall (93%). See figure 10.

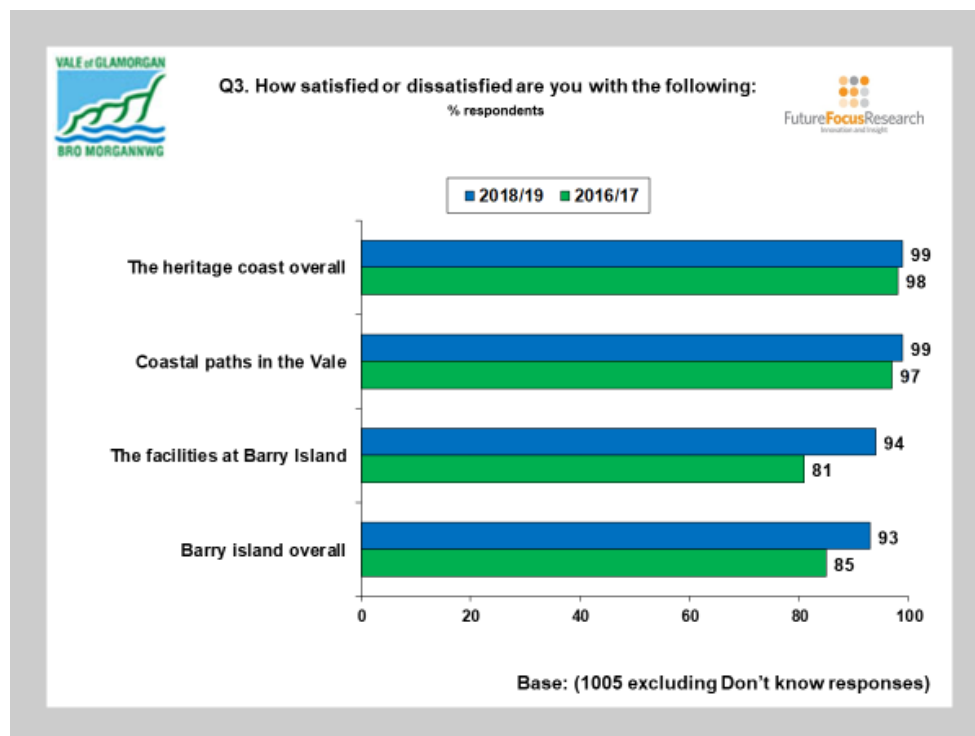
**FIGURE 10**



Whilst there were no differences by area or demographics with residents' satisfaction with the heritage coast overall or the coastal paths, there were slight differences when asked about Barry Island. Those living in the Western Vale were the least satisfied with the facilities at Barry Island (87% compared to 96% in Barry and Western Vale) and Barry Island overall (85% compared to 97% in Barry and Western Vale).

In comparison with 2016/17, satisfaction with costal paths and the heritage coast overall remained consistent. However, satisfaction with the facilities at Barry Island increased from (81% to 94%) and satisfaction with Barry Island overall increased from 85% to 93%. See figure 11.

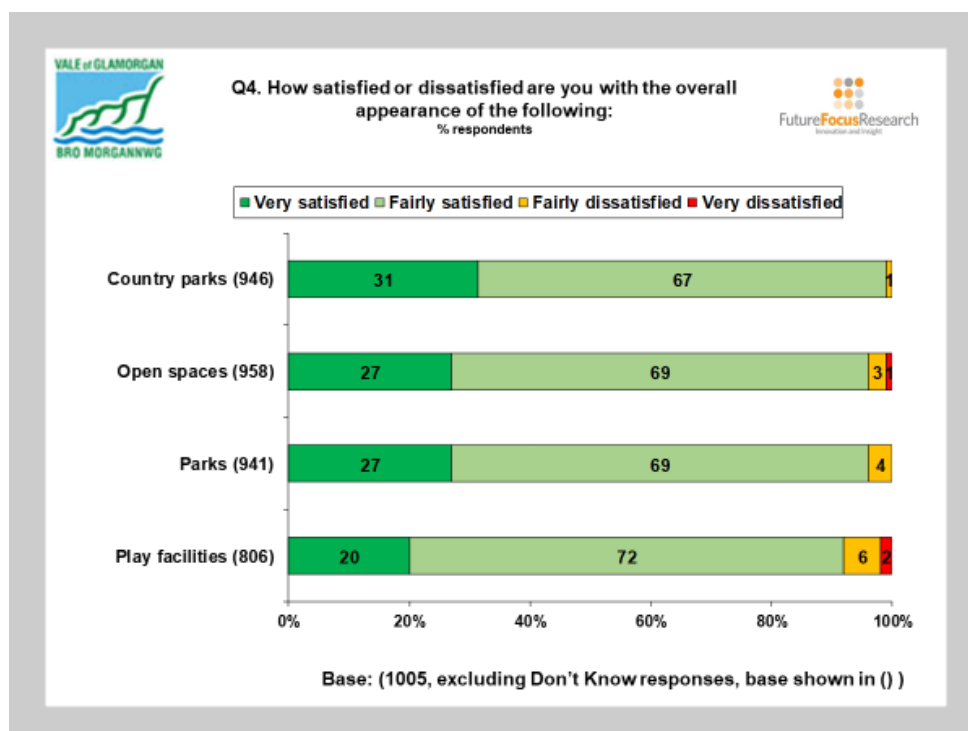
**FIGURE 11**



### 3.1.5 Parks and Open Spaces

Residents were asked how satisfied they were with parks and open spaces in the area. Almost everyone said that they were either very or fairly satisfied with all aspects – country parks (98% very or fairly satisfied), open spaces (96%), parks (96%) and play facilities (92%). See figure 12.

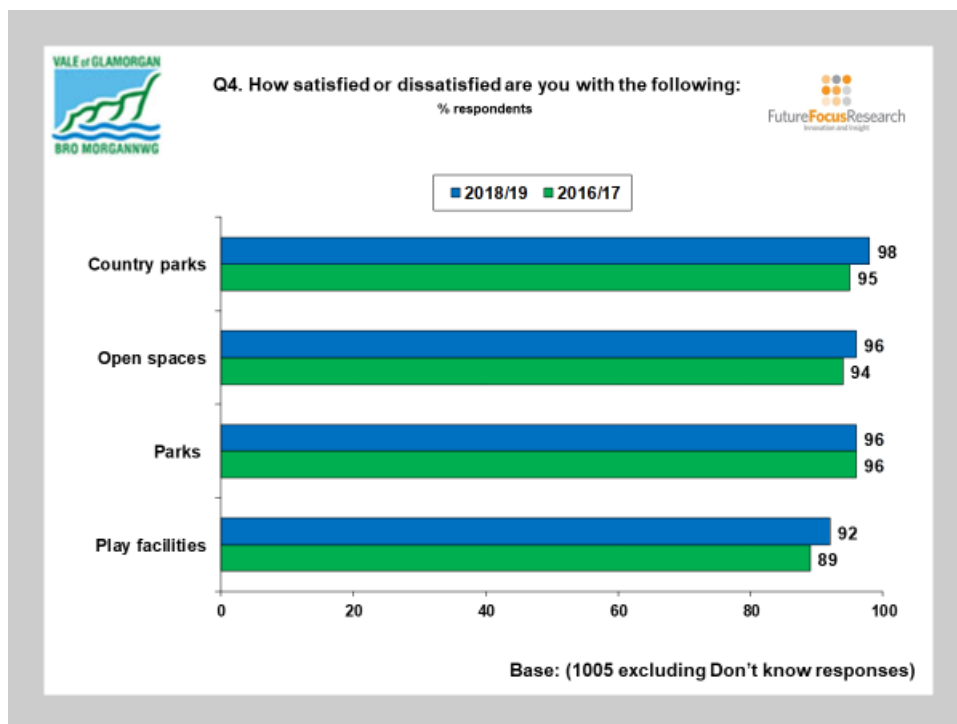
**FIGURE 12**



There were no differences by area demographics.

In comparison with 2016/17, satisfaction with costal paths and the heritage coast overall remained consistent. See figure 13.

**FIGURE 13**

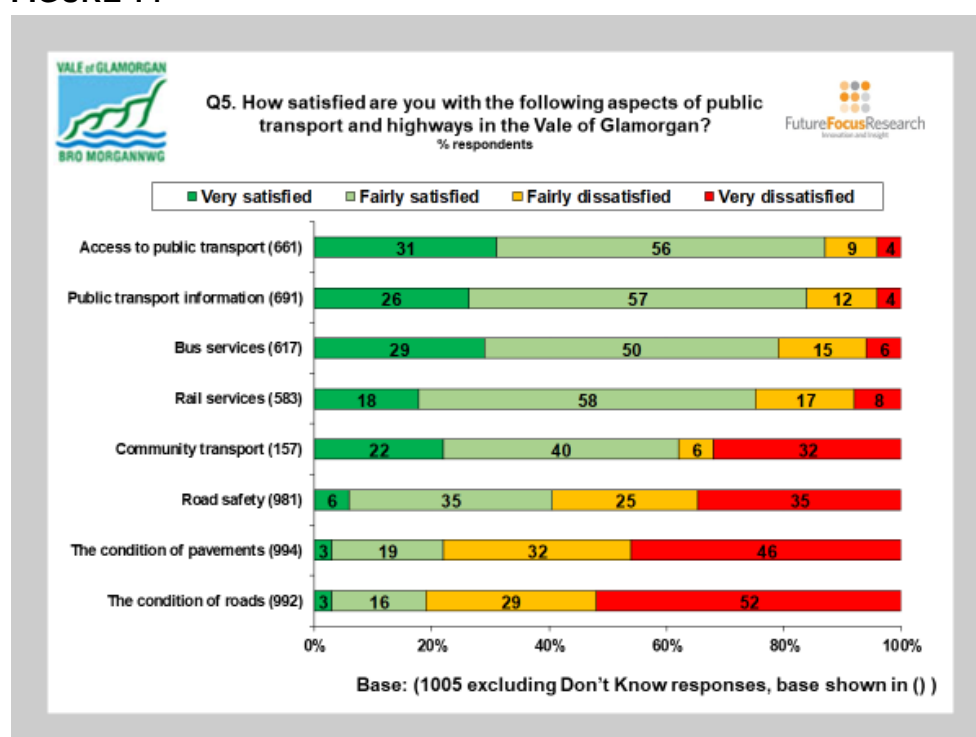


### 3.1.6 Transport and Highways

Residents were asked how satisfied they were with various aspects of public transport and highways. Satisfaction was highest with access to public transport (87% very or fairly satisfied), public transport information (83%), bus services (79%) and rail services (76%).

Greatest dissatisfaction was with the condition of roads (81% very or fairly dissatisfied), the condition of pavements (78%) and road safety (60%). See figure 14.

**FIGURE 14**



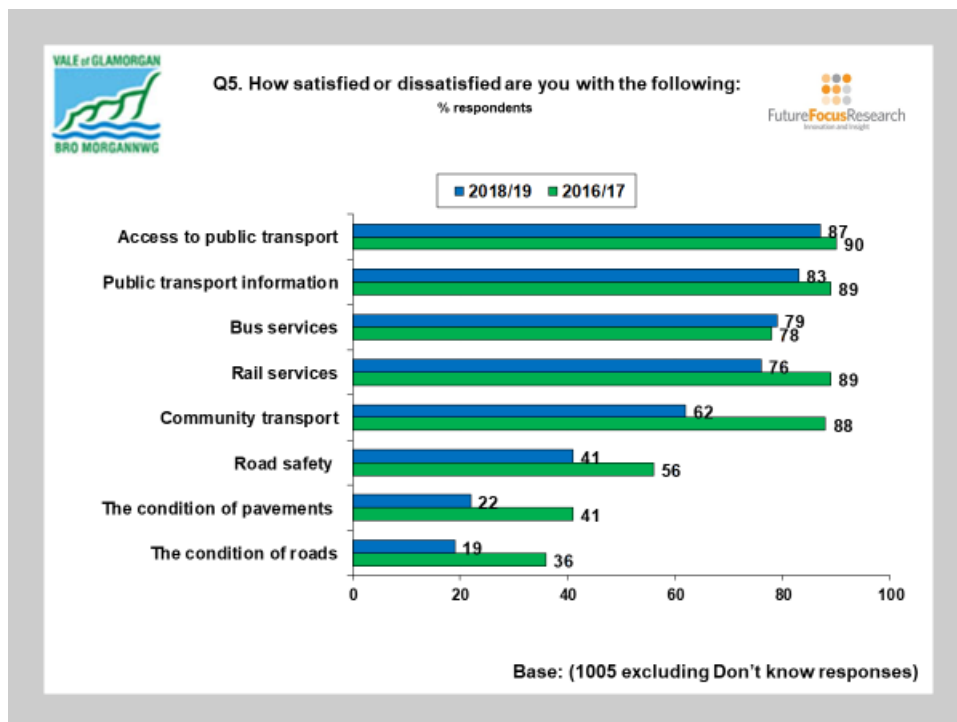
There were some differences by area. Those living in Barry were most likely to be dissatisfied with the condition of roads (90% dissatisfied compared to 71% in Western Vale and 77% in Eastern Vale), the condition of pavements (90% dissatisfied compared to 65% in Western Vale and 73% in Eastern Vale) and road safety (84% dissatisfied compared to 49% in Western Vale and 31% in Eastern Vale).

Those in Western Vale were least satisfied with bus services (72% compared to 80% in Barry and 86% in Eastern Vale)

DEs were most satisfied with public transport information (92%), access to public transport (93%) and bus services (87%).

In comparison with 2016/17, satisfaction had remained consistent with many aspects of public transport, however satisfaction with some aspects had fallen – community transport from 88% very or fairly satisfied to 62%, road safety from 56% to 41%, the condition of pavements from 41% to 22% and the condition of roads from 36% to 19%. See figure 15.

**FIGURE 15**

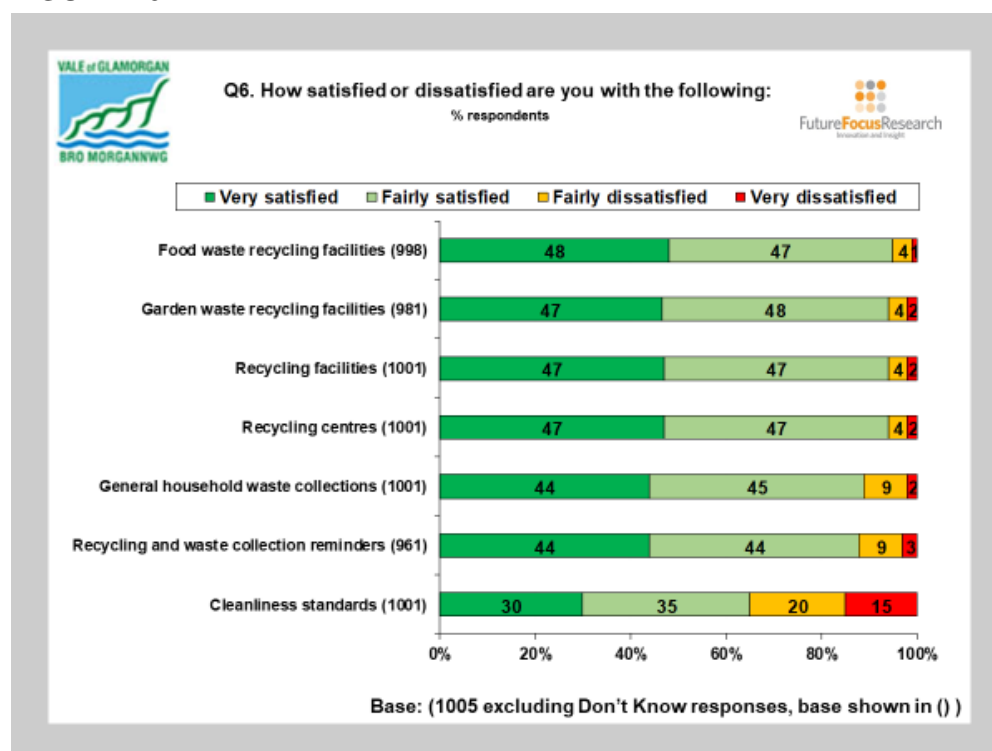


### 3.1.7 Recycling and Waste Management

Residents were asked how satisfied they were with various aspects of recycling and waste management services. Over 9 in 10 residents were satisfied with food waste recycling facilities (95% very or fairly satisfied), garden waste recycling facilities (95%), recycling facilities (94%) and recycling centres (94%).

Greatest dissatisfaction was with cleanliness standards (35% very or fairly dissatisfied). See figure 16.

**FIGURE 16**

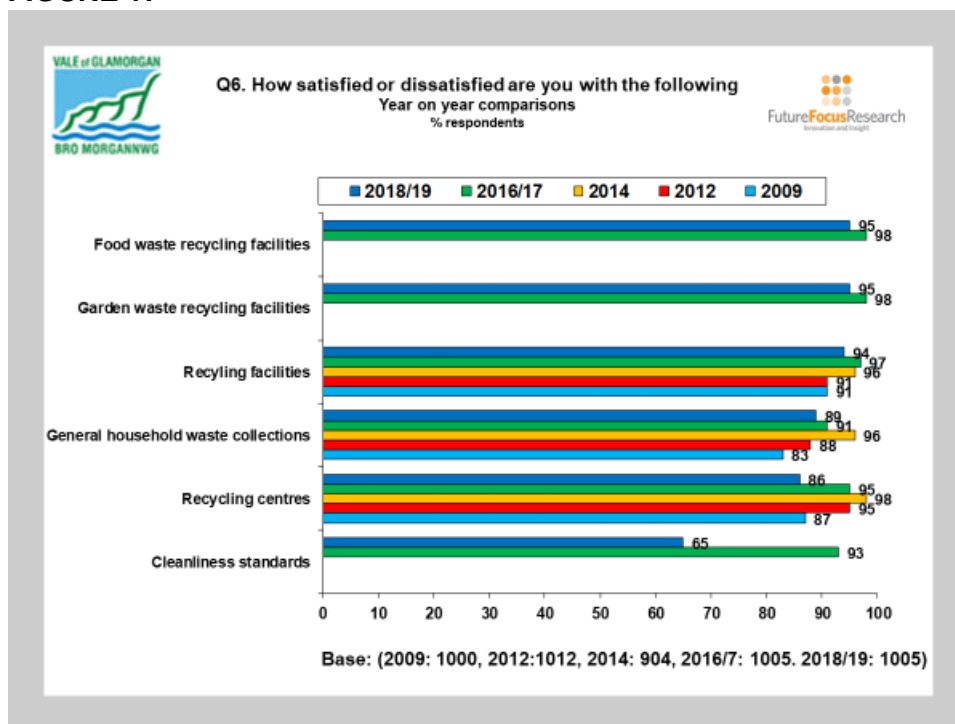


There were some notable differences by area. Those living in Barry were least satisfied with cleanliness standards (51% very or fairly satisfied compared to 64% in Western Vale and 88% in Eastern Vale), whilst those living in the Eastern Vale were the most satisfied (93%).

Those living in Western Vale were less satisfied with recycling centres (71% very or fairly satisfied compared to 92% in Barry and 94% in Eastern Vale) and recycling and waste collection reminders (78% very or fairly satisfied compared to 88% in Eastern Vale and 96% in Barry).

Satisfaction has remained consistent with last year for most aspects with the exception of cleanliness standards which fell from 93% very or fairly satisfied in 2016/17 to 65% in 2018/19 and recycling centres which fell from 95% to 86%. See figure 17.

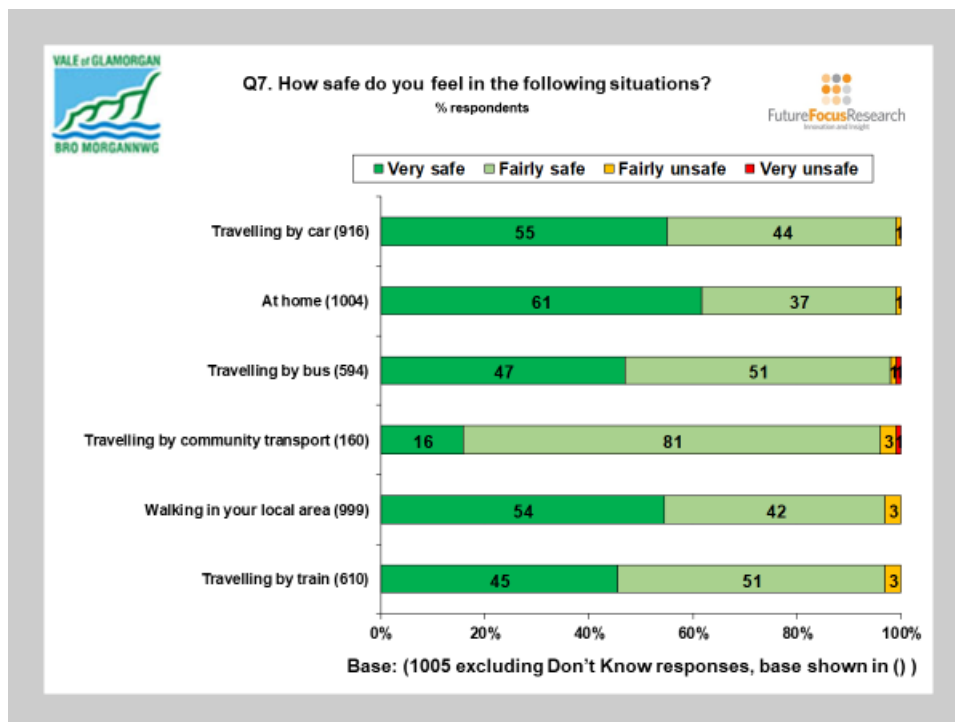
**FIGURE 17**



## 3.2 Feeling of Safety

Residents were asked how safe they feel in different situations. Most residents feel either very or fairly safe in all situations. See figure 18.

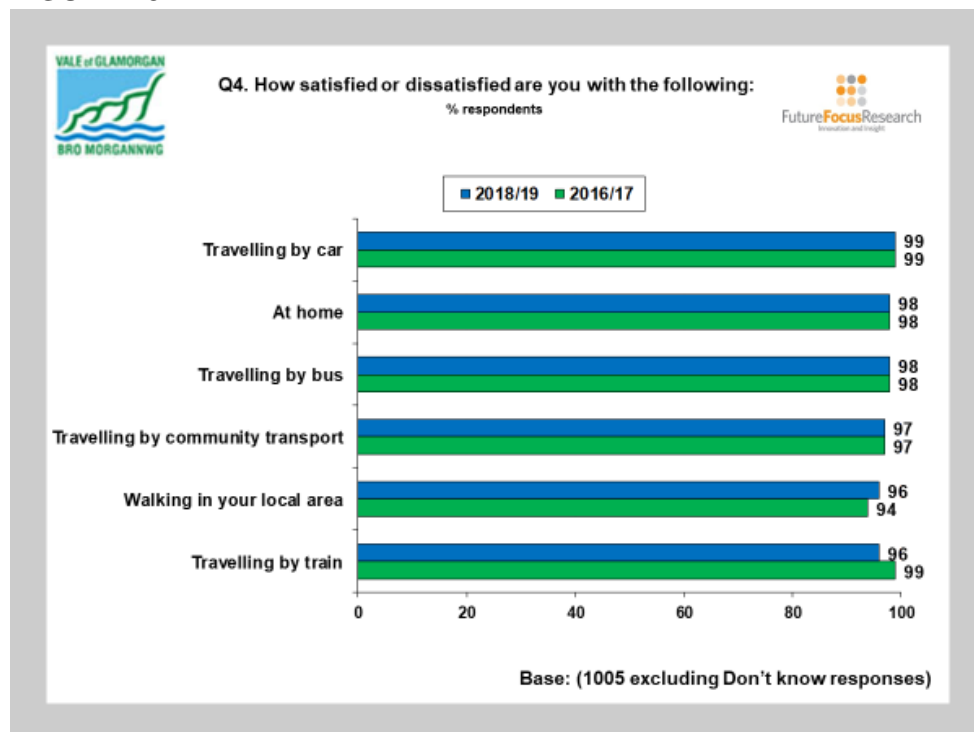
**FIGURE 18**



Those living in the Western Vale were more likely to feel unsafe walking in their local area (7% very or fairly unsafe compared to 3% in the Eastern Vale and 1% in Barry).

In comparison with 2016/17, feeling of safety remained consistent. See figure 19.

**FIGURE 19**

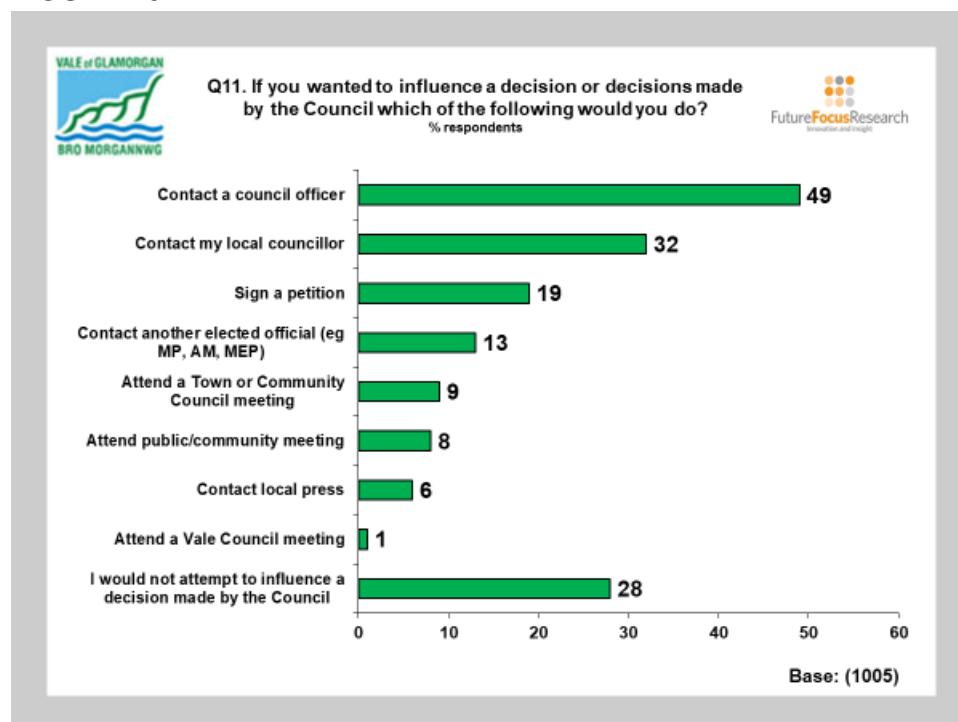


### 3.3 Communication with the Council

#### 3.3.1 Influencing Decisions Made by the Council

Residents were asked how they would go about influencing a decision made by the Council should they wish to do so. Just under a half (49%) would *contact a Council Officer*, and a further 32% would *contact their local councillor*. Other methods were mentioned including *sign a petition* (19%) and *contact another elected official* (13%). Just over a quarter (26%) said that they would not attempt to influence a decision (28% in 2016/17). See figure 20.

**FIGURE 20**



Those living in Barry were most likely to contact a council officer (54%) as were ABs (53%) and C1s (52%).

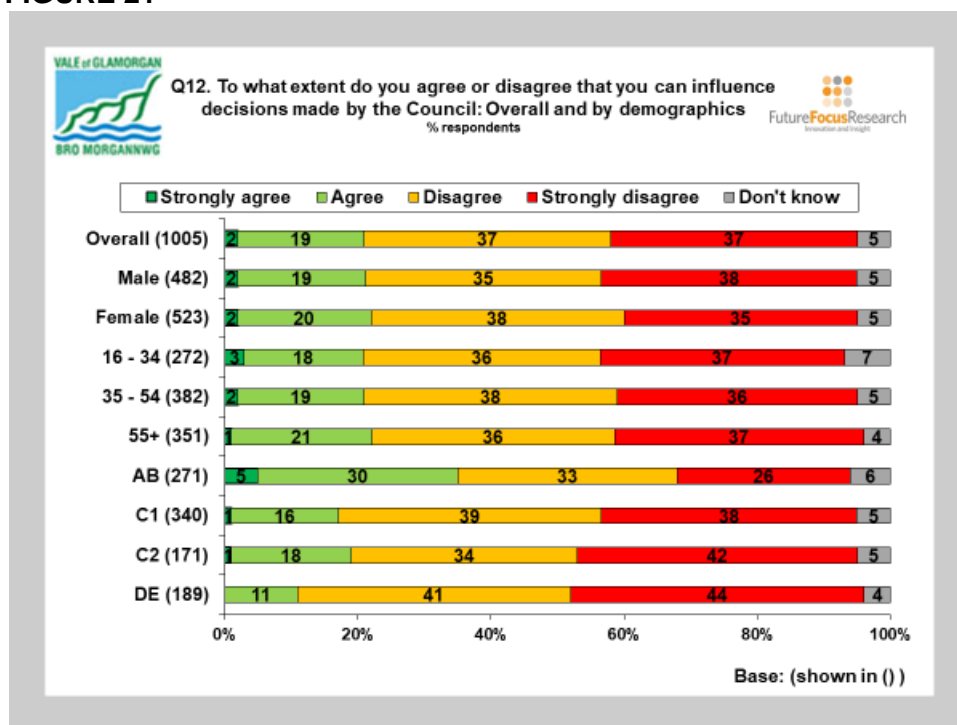
Residents from the Eastern Vale were most likely to contact their local councillor (43%) as were those aged 55+ (37%) and ABs (48%).

Those living in the Western Vale were least likely to say that they would not attempt to influence a decision (15%) as were ABs (18%).

Only 1 in 5 residents (21%) agreed that they could influence decisions made by the Council. Almost three quarters (74%) disagreed.

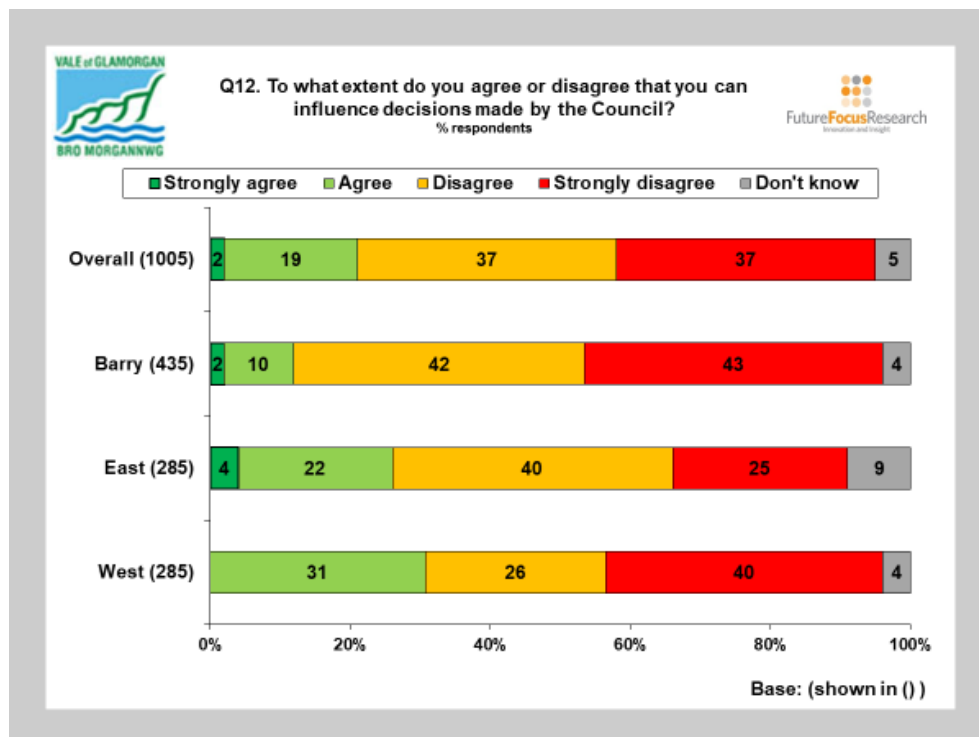
Those of social grade AB were most likely to agree (35%) and DEs were least likely (11%). See figure 21.

**FIGURE 21**



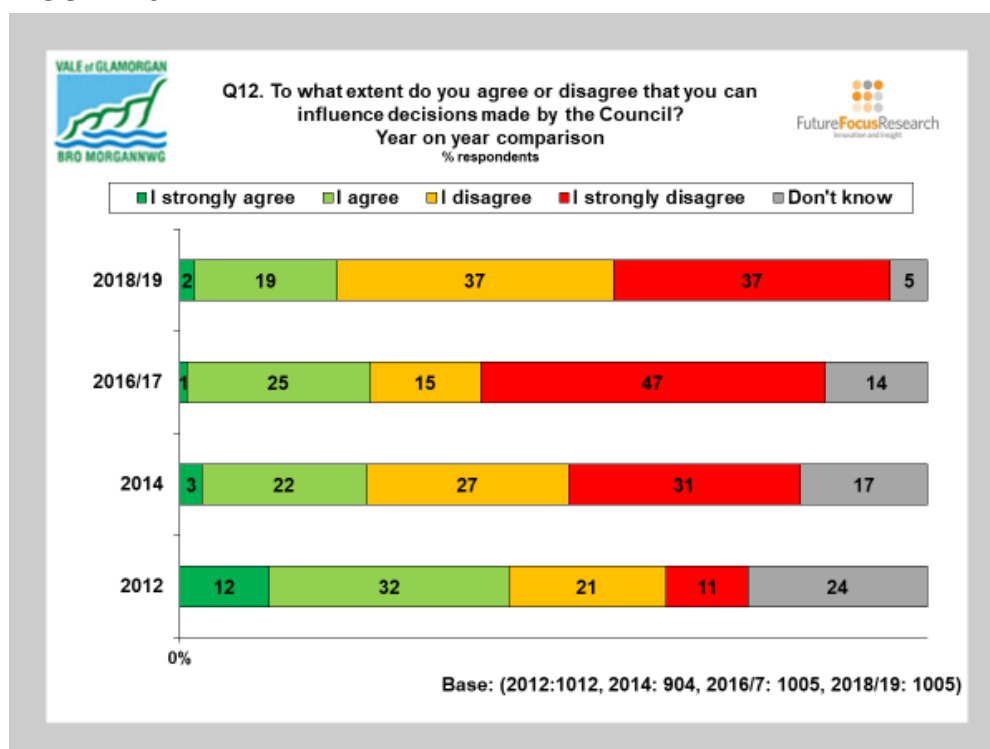
Those living in Barry were least likely to agree (12%), and those living in the Western Vale were the most likely (31%), followed by those in the Eastern Vale (26%). See Figure 22.

FIGURE 22



The proportion of residents agreeing that they can influence decisions made by the Council has decreased slightly since 2016/17 from 26% to 21%. See figure 23.

FIGURE 23



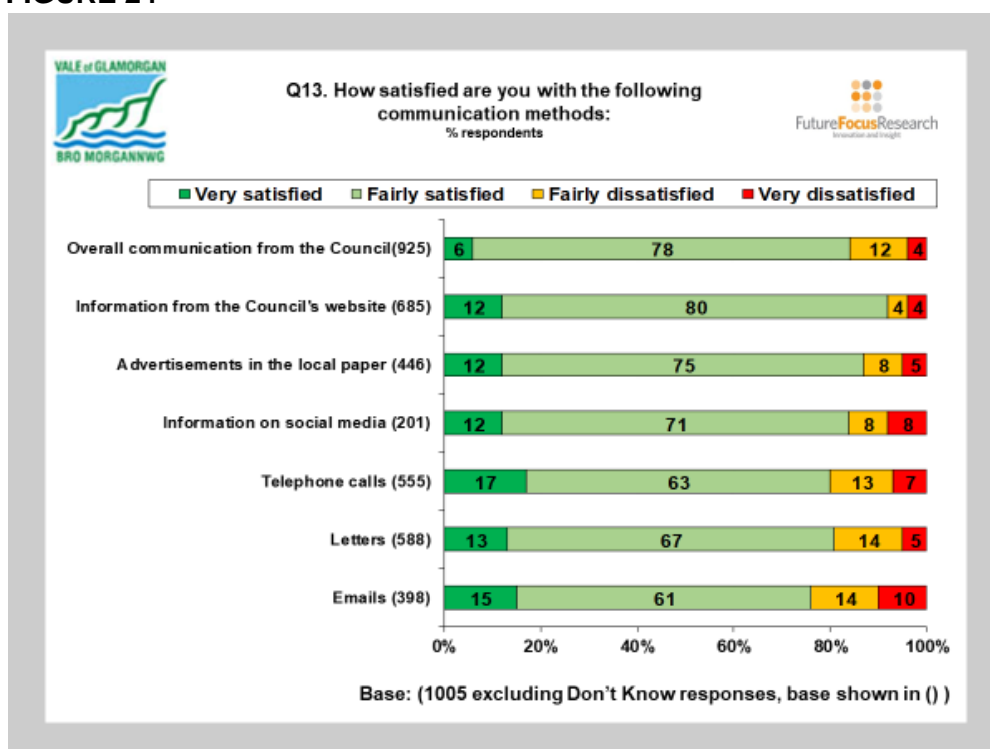
### 3.3.2 Satisfaction with Communication Methods

Whilst 84% were satisfied with the overall communication from the Council, 1 in 6 (16%) expressed dissatisfaction (either very or fairly).

Information from the Council's website gained the highest level of satisfaction (92% very or fairly satisfied).

Satisfaction was lowest for emails (24%) dissatisfied (either very or fairly). See figure 24.

**FIGURE 24**

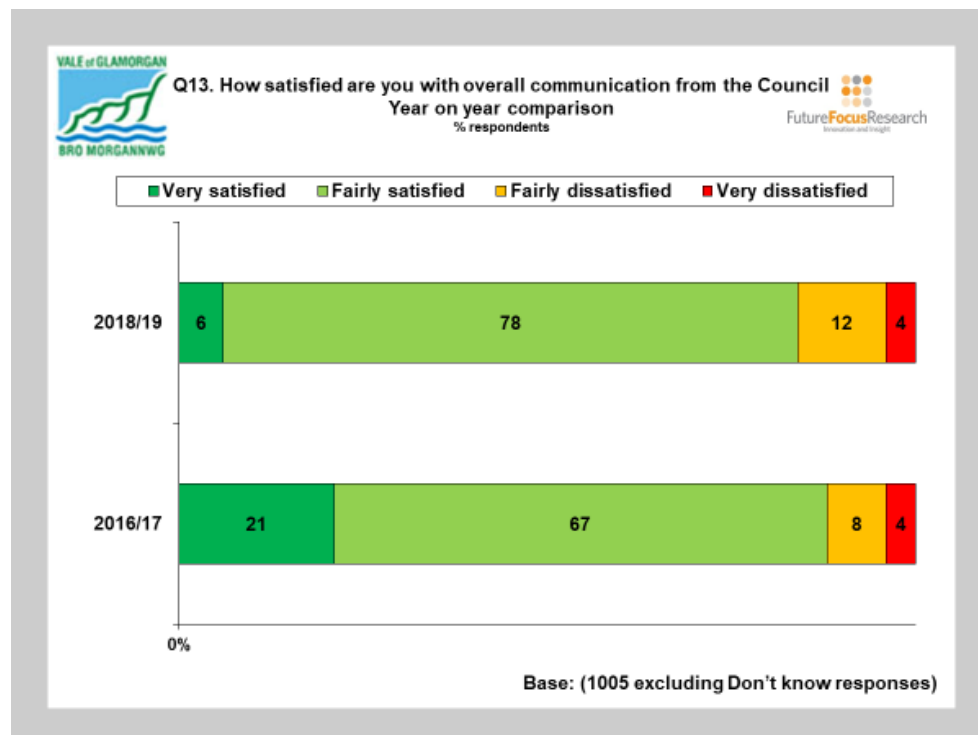


Those living in Western Vale and Barry were most satisfied with overall communication with the Council (88% and 87%) as were females (87%) and those aged 16 – 45 (87%).

Those living in Eastern Vale were least satisfied (76%).

The proportion satisfied with overall communication from the Council has fallen slightly from 88% in 2016/17 to 84% in 2018/19. See figure 25.

**FIGURE 25**



Satisfaction with all aspects of communication have fallen since 2016/7:

- information from the Council's website (from 97% to 92%)
- information on social media (from 92% to 83%)
- advertisements in the local newspaper (from 90% to 87%)
- letters (from 88% to 80%)
- telephone calls (from 86% to 80%)
- emails (from 87% to 76%)

### 3.3.3 Bro Radio

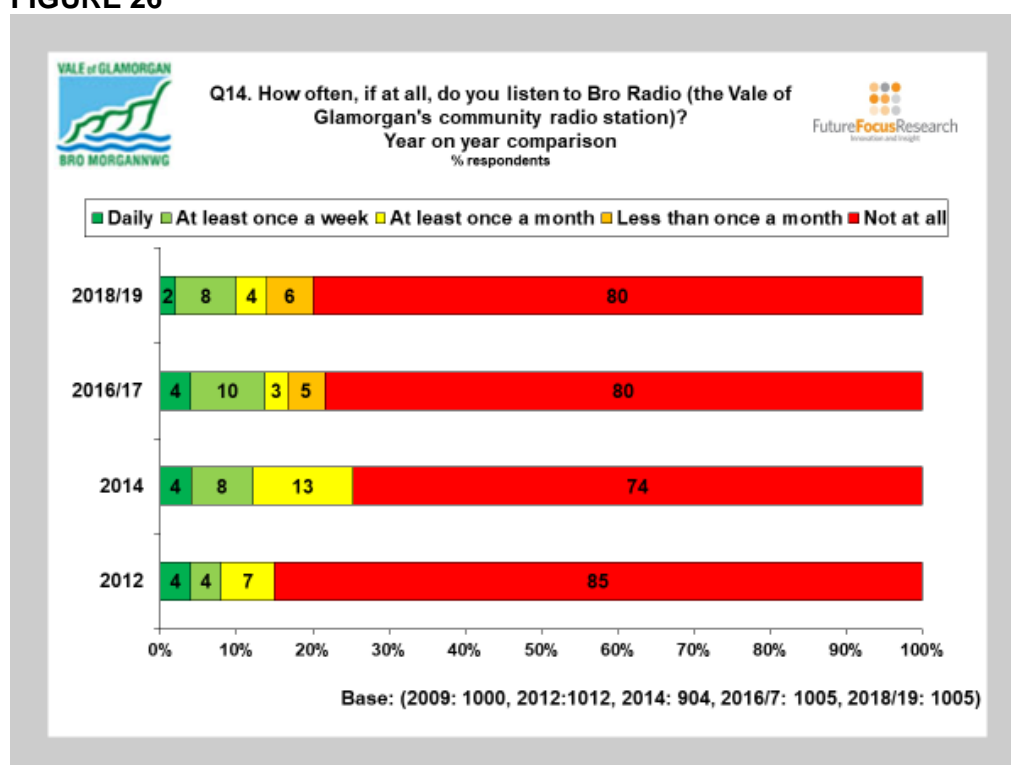
1 in 10 residents (10%) said that they listen to Bro Radio at least once a week or more often (2% daily).

Those most likely to listen to Bro Radio at least once a week were those living in the Western Vale (14%), those aged 16 – 34 (16%) and C2s (13%).

Just 2% of those living in Eastern Vale listened to Bro Radio at least once a week.

The frequency with which residents listen to Bro Radio is slightly lower than in 2016/17 (14%). See figure 26.

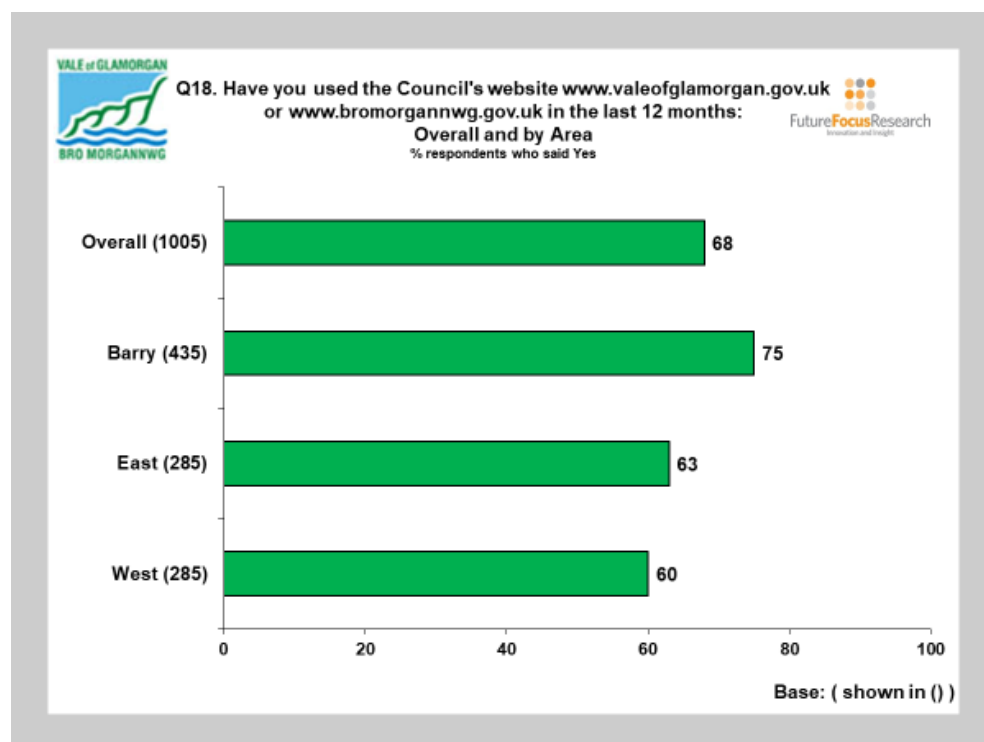
**FIGURE 26**



### 3.3.4 Accessing the Council's Website and Online Services

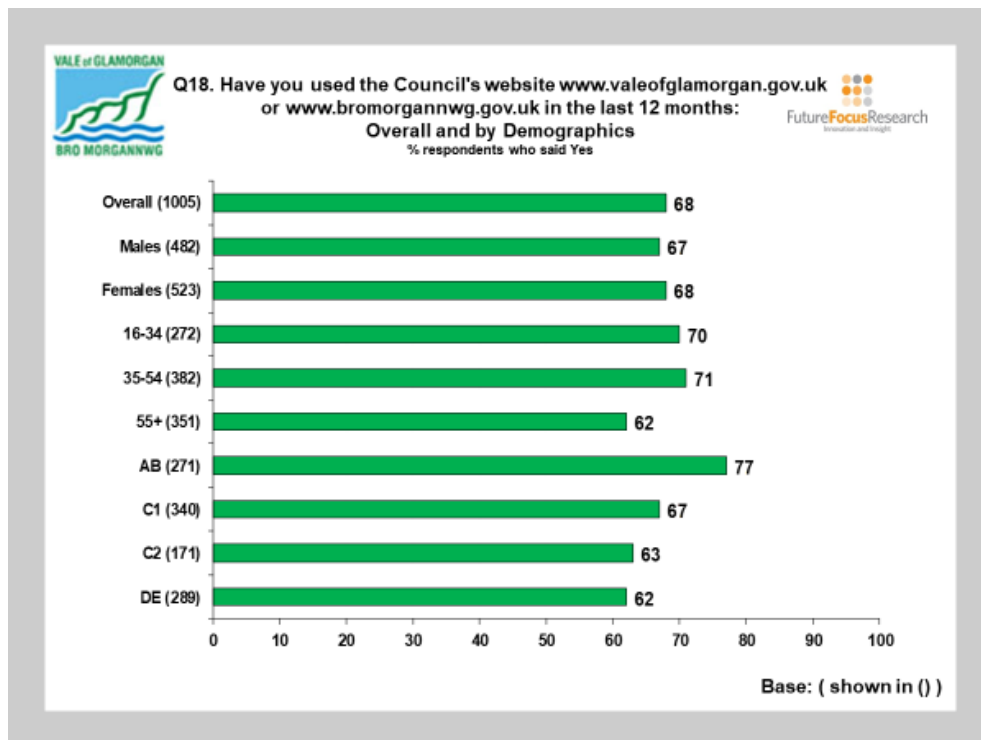
Over two thirds of residents (68%) had accessed the Council's website in the last 12 months. 67% said they had visited the English site and 1% had visited the Welsh site. Access to the website varied by area from 75% of those in Barry to 60% of those living in the Western Vale. See figure 27.

**FIGURE 27**



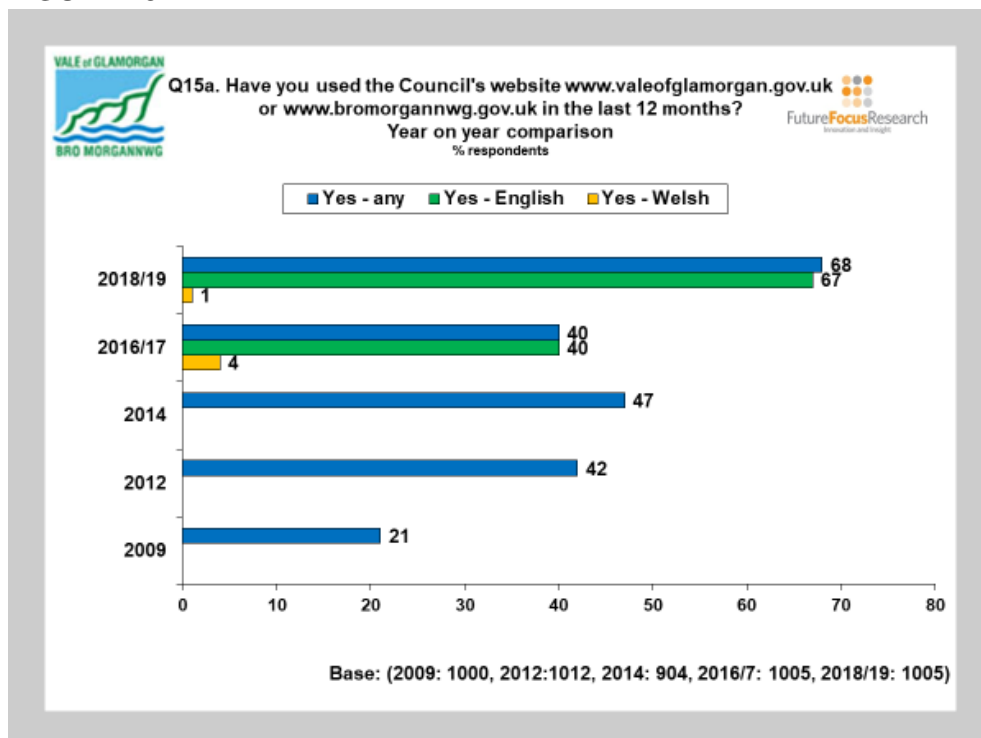
There were differences by age, with those aged 55+ less likely to have accessed the website than other age groups (62%). The likelihood of accessing the website decreased with social grade from 77% of ABs to 62% of DEs. See figure 28.

FIGURE 28



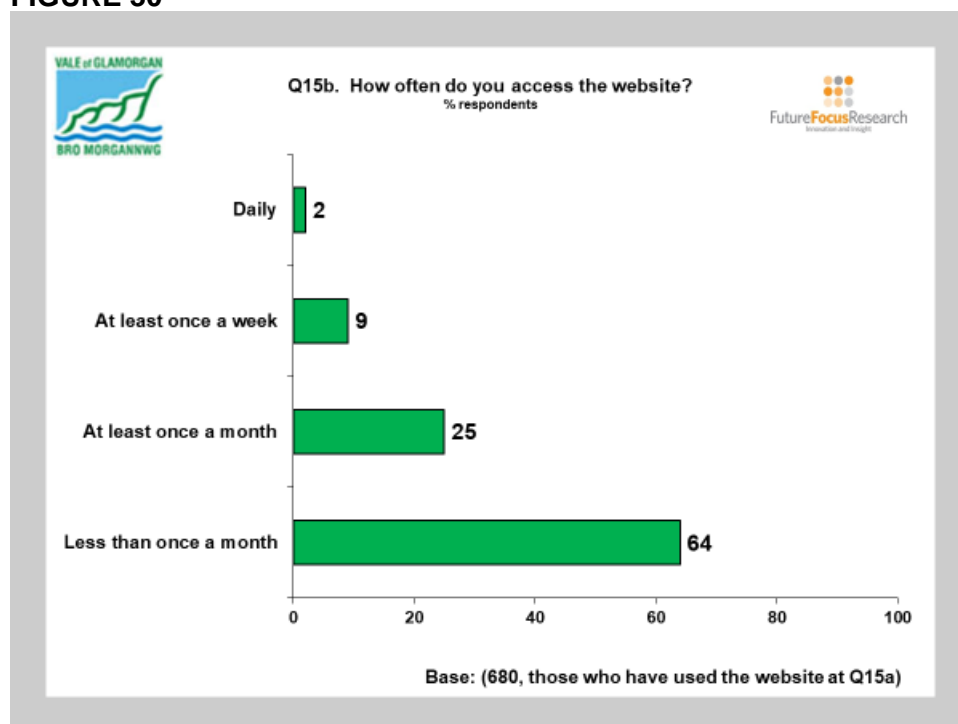
The percentage accessing the website has increased significantly since 2016/7 from 40% to 68%. See figure 29.

FIGURE 29



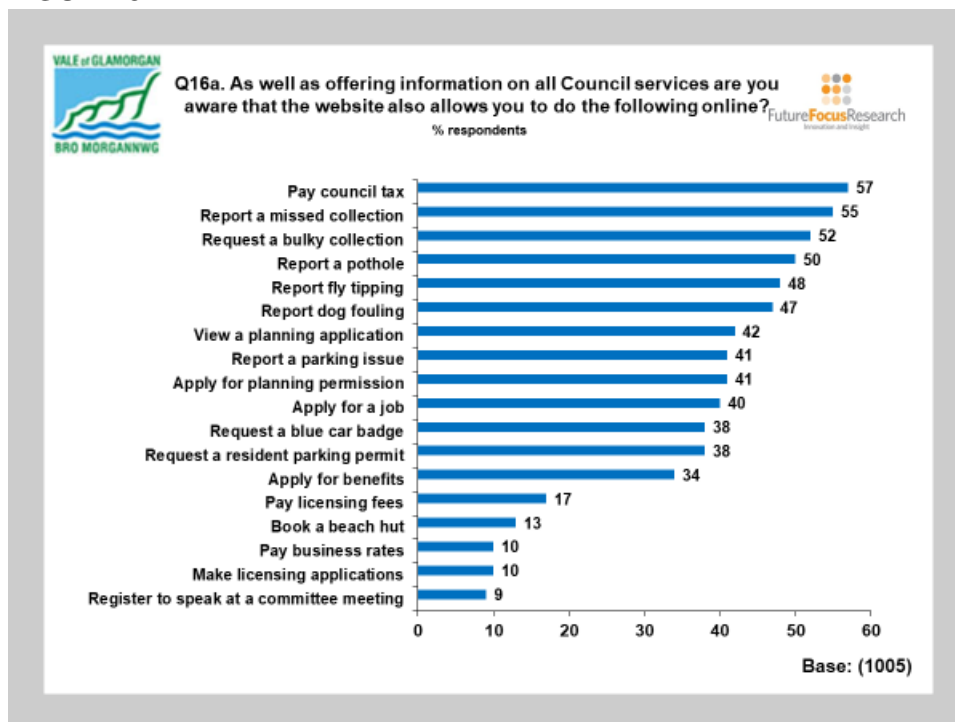
When asked how often they accessed the website over a third (36%) of respondents accessed it less than once a month. However, just over 1 in 10 residents (11%) claimed to access the website once a week or more often. See figure 30.

**FIGURE 30**



Respondents were asked whether they were aware of a number of services offered by the Council's website. Awareness was highest for *pay council tax* (57%), *report a missed collection* (55%), *request a bulky collection* (52%) and *report a pothole* (50%). Awareness was lowest for *register to speak at a committee meeting* (9%), *make licensing applications* (10%) and *pay business rates* (10%). See Figure 31.

FIGURE 31



Over three quarter (77%) said that they would use the website to access these services now that they know they are available. Those who said they wouldn't use the website gave the following reasons:

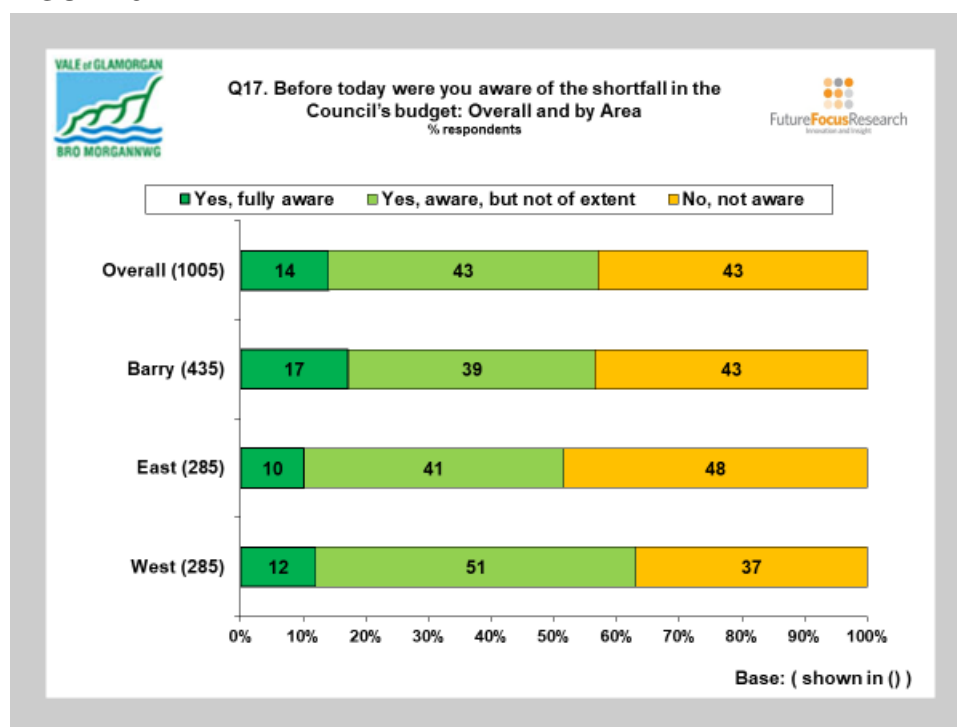
- No access to a computer/internet/email
- Prefer to speak to someone
- Easier/quicker to phone

### 3.4 The Council's Budget

Residents were asked whether they were aware of the Council's need to find around £14m worth of savings in 2019/20. Just 14% were fully aware, and a further 43% were aware but not of the extent of the saving. Just over 4 in 10 (43%) were unaware.

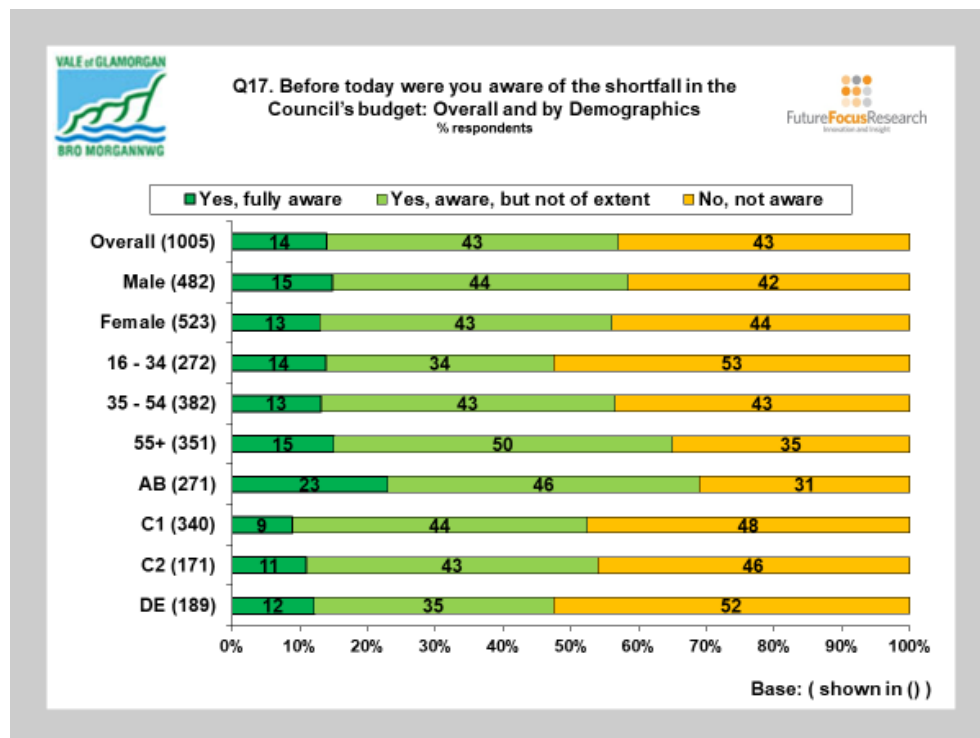
Those living in Barry were most likely to be aware (17%) and those in the Eastern Vale the least likely (10%). See figure 32.

**FIGURE 32**



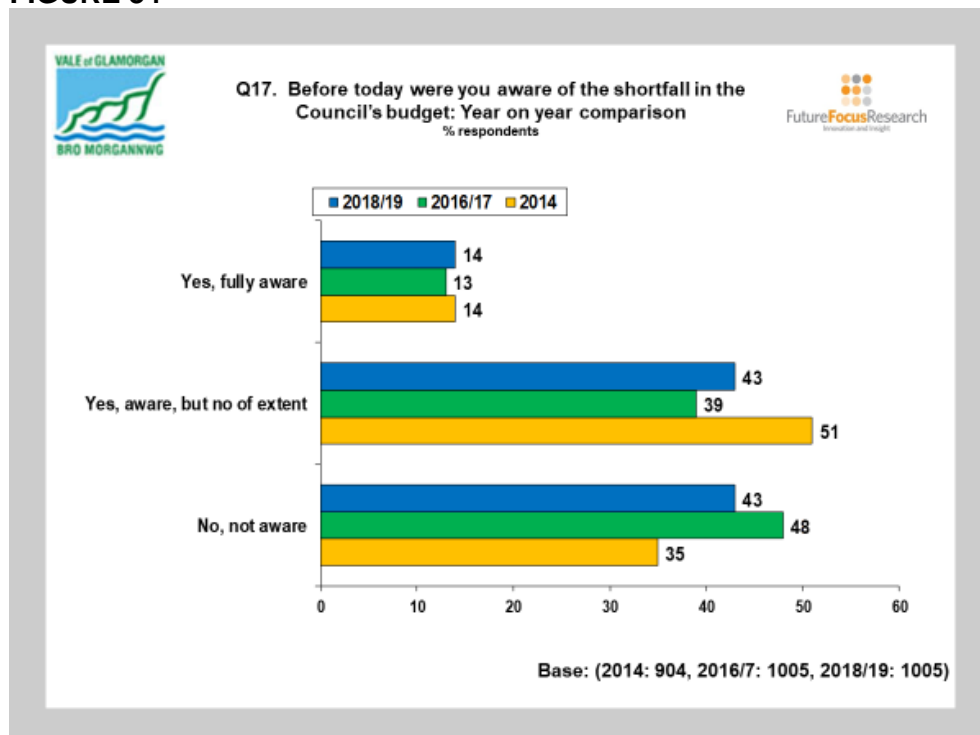
ABs were also most likely to be aware (23%). See figure 33.

FIGURE 33



In 2016/17, a similar proportion of residents were fully aware of the Council's budget shortfall (13% fully aware). See figure 34.

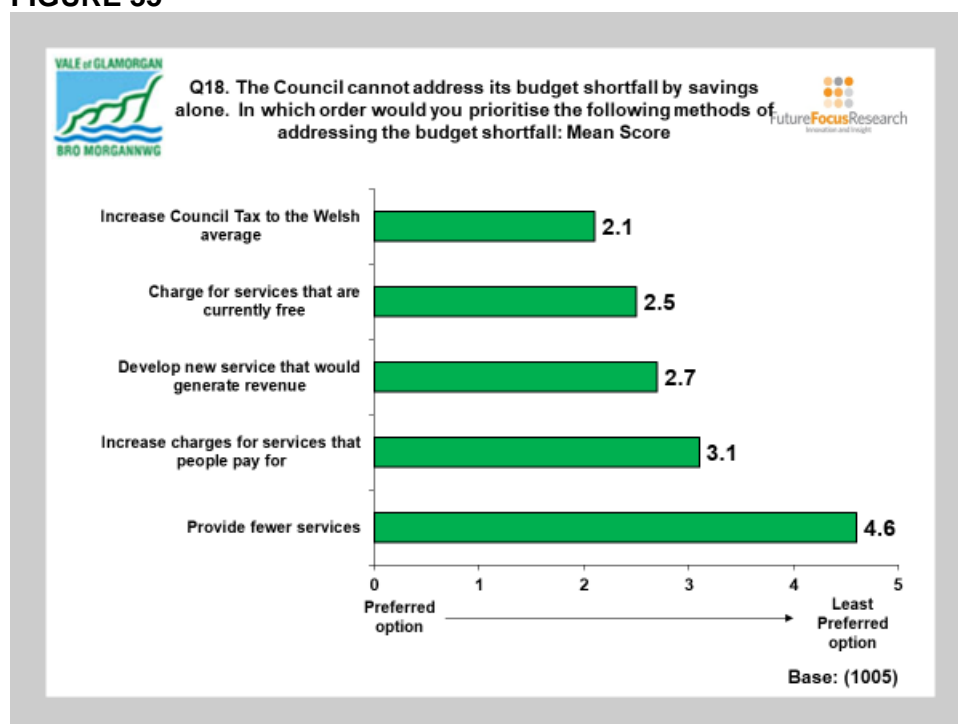
FIGURE 34



Residents were asked to prioritise a list of methods with which the Council could address the budget shortfall from 1 to 5 (1 being the most preferred to 5 being the least preferred). Results are presented as a mean score which shows the closest the mean score is to 1 the more preferred the option was amongst residents.

The following chart shows that the preferred option was to *increase Council Tax to the Welsh average* (with a mean score of 2.1). The least preferred option was to *provide fewer services* (with a mean score of 4.6). See figure 35.

**FIGURE 35**



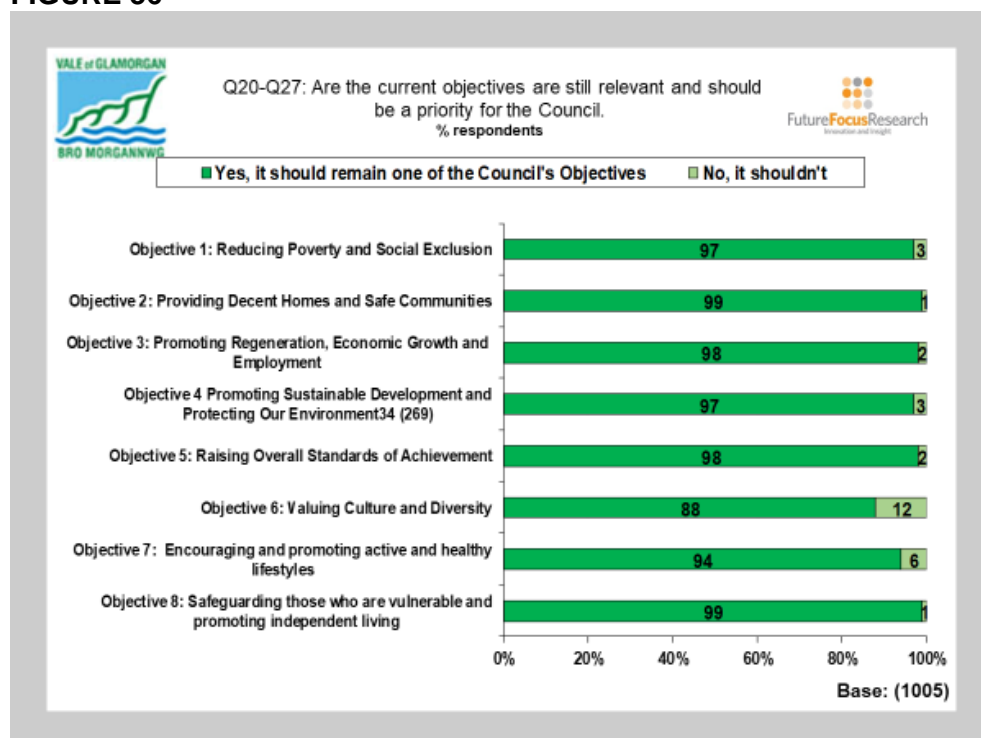
In 2016/17 the preferred option was to *develop new services that would generate revenue* with a mean of 1.3.

Those living in Barry were most likely to be in favour of increasing Council Tax to the Welsh average with a mean of 1.4.

### 3.5 The Council's Objectives

Respondents were given a list of the Council's objectives and were asked whether it should remain as an objective or not. The vast majority were of the opinion that all objectives should remain. The Objective attracting the highest percentage saying that it should not remain was Objective 6: Valuing Culture and Diversity (12%). See figure 36.

**FIGURE 36**



Objective 6 was least favoured by people in the Eastern Vale with 22% of them believing that it should not be an objective.

Over a quarter (26%) felt that there were other issues that the Council should be focussing on in the next 5 years. These main mentions were:

- Transport infrastructure
- Roads and pavements
- Parking (both resident and town centre)

## Appendix 1 – Questionnaire

### APPROACH PERSONS AGED 16 YEARS AND OVER SAY:

Good morning/afternoon. My name is..... from Future Focus Research. We are calling on behalf of the Vale of Glamorgan Council (SHOW LETTER) who are conducting a public opinion survey with its' residents. Can you spare 10 minutes to answer some questions?

All your responses will be confidential and the council will not see any of your individual answers. Are you happy to take part?

Yes Continue with questionnaire

No END questionnaire

Can I just ask do you work for the Vale of Glamorgan Council?

Yes END questionnaire No Continue with questionnaire

### WARD

1. Baruc
2. Buttrills
3. Cadoc
4. Castleland
5. Cornerswell
6. Court
7. Cowbridge
8. Dinas Powys
9. Dyfan
10. Gibbonsdown
11. Illtyd
12. Llandough
13. Llandow/Ewenny
14. Llantwit Major
15. Peterson-Super-Ely
16. Plymouth
17. Rhoose
18. St Athan
19. St Augustines
20. St Brides's Major
21. Stanwell
22. Sully
23. Wenvoe

### GENDER

1. Male
2. Female

### AGE

1. 16 - 34
2. 35 - 54
3. 55+

## SOCIAL GRADE

Interviewer to probe for occupation, qualifications etc for establish social grade

1. AB
2. C1
3. C2
4. DE
5. Unknown / Refused

## TOWN CENTRES

Q1a. How often have you visited the following town centres in the past year:

SHOWCARD Q1a

	Daily	At least once a week	At least once a month	Less than once a month	Not at all	Don't know
Barry (Holton Road)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barry (High Street)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Penarth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cowbridge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Llantwit Major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q1b. Which of the town centres would you say you visit most often?

1. Barry (Holton Road)
2. Barry (High Street)
3. Penarth
4. Cowbridge
5. Llantwit Major
6. None

Q2. Thinking about the town centre that you visit most often, how would you rate the following:

SHOWCARD Q2

	Very good	Fairly good	Fairly poor	Very poor	Don't know
Range and choice of shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall attractiveness of the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The availability of parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The town centre overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## BARRY ISLAND AND THE HERITAGE COAST

Q3. How satisfied or dissatisfied are you with the following: SHOWCARD Q3

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Don't know
The facilities at Barry Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barry island overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coastal paths in the Vale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The heritage coast overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## PARKS AND GARDENS

Q4. How satisfied or dissatisfied are you with the overall appearance of the following: SHOWCARD Q4

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Country parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## PUBLIC HIGHWAYS AND TRANSPORT

Q5. How satisfied are you with the following aspects of public transport and highways in the Vale of Glamorgan? SHOWCARD Q5

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Public transport information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The condition of roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The condition of pavements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## RECYCLING AND WASTE COLLECTION

Q6. How satisfied or dissatisfied are you with the following:  
SHOWCARD Q6

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Recycling facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food waste recycling facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Garden waste recycling facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General household waste collections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling and waste collection reminders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## COMMUNITY SAFETY

Q7. How safe do you feel in the following situations?  
SHOWCARD Q7

	Very safe	Fairly safe	Fairly unsafe	Very unsafe	Don't know
At home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking in your local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travelling by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travelling by car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travelling by train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travelling by community transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8. How satisfied are you with policing in your local area?  
SHOWCARD Q8

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. Don't know

Q9. Would you feel confident to report an incident to South Wales Police?

1. Yes
2. No

Q10. Do you know what the role and responsibilities of your Police and Crime Commissioner are?

1. Yes
2. No

## COMMUNICATION WITH THE COUNCIL

Q11. If you wanted to influence a decision or decisions made by the Council which of the following would you do?

SELECT ALL THAT APPLY

SHOWCARD Q11

1. Contact a council officer
2. Contact my local councillor
3. Contact another elected official (eg MP, AM, MEP)
4. Contact another elected official (eg MP, AM, MEP)
5. Contact local press
6. Attend a Vale Council meeting
7. Attend a Town or Community Council meeting
8. Attend public/community meeting
9. Sign a petition
10. I would not attempt to influence a decision made by the Council

Q12. To what extent do you agree or disagree that you can influence decisions made by the Council?

SHOWCARD Q12

1. I strongly agree
2. I agree
3. I disagree
4. I strongly disagree
5. I don't know

## COMMUNICATION FROM THE COUNCIL

Q13. How satisfied are you with the following communication methods:

SHOWCARD 13

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Letters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telephone calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on the Council's website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements in the local paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall communication from the Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14. How often, if at all, do you listen to Bro Radio (the Vale of Glamorgan's community radio station)?

SHOWCARD Q14

1. Daily
2. At least once a week
3. At least once a month
4. Less than once a month
5. Not at all

## ACCESSING SERVICES ONLINE

Q15a. Have you used the Council's website in the last 12 months?

1. Yes, I have used [www.valeofglamorgan.gov.uk](http://www.valeofglamorgan.gov.uk)
2. Yes I have used, [www.bromorgannwg.gov.uk](http://www.bromorgannwg.gov.uk)
3. No

Q15b. If yes, how often do you access the website?

SHOWCARD Q15b

1. Daily
2. At least once a week
3. At least once a month
4. Less than once a month

Q16a. As well as offering information on all Council services are you aware that the website also allows you to do the following online?

TICK AS MANY AS APPLY (ALL THAT THEY WERE AWARE OF)

SHOWCARD Q16a

1. Pay council tax
2. Pay business rates
3. Pay licensing fees
4. Request a bulky collection
5. Request a blue car badge
6. Request a resident parking permit
7. Book a beach hut
8. Register to speak at a committee meeting
9. Report a pothole
10. Report a missed collection
11. Report fly tipping
12. Report dog fouling
13. Report a parking issue
14. Apply for planning permission
15. View a planning application
16. Apply for a job
17. Apply for benefits
18. Make licensing applications

Q16b. Now that you are aware that these services are available online, would you use the Council's website to access these services rather than contacting us by phone or in person?

1. Yes
2. No

## RESHAPING SERVICES - THE BUDGET

Q17. The Vale of Glamorgan Council projects that it needs to find around £14m worth of savings in 2019/20. That is approximately a 6% reduction of its current budget. Before today were you aware of this shortfall?

1. Yes, I was fully aware
2. Yes I was aware, but not of the extent
3. No, I did not know the Council faced this

Q18. The Council has already had to take a number of difficult decisions to identify where savings can be made and this process will continue. The Council cannot address its budget shortfall by savings alone. In which order would you prioritise the following methods of addressing the budget shortfall? (1- 5, where 1 should be done first)

SHOWCARD Q18

1. Increase Council tax to the Welsh average
2. Charge for services that are currently free
3. Increase charges for services that people pay for already
4. Develop new services that would generate revenue
5. Provide fewer services

Q19. Overall, how satisfied are you with the following:

SHOWCARD Q19

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Services provided by the Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Vale of Glamorgan as a place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## CORPORATE PLAN 2020-2025

READ OUT: The Council has a duty to prepare a plan which sets out a vision for the future for the Vale of Glamorgan. Included in the plan are 8 objectives which set out how this vision will be achieved. The following questions are to ascertain whether the current objectives are still relevant and should be a priority for the Council.

Q20. Objective 1: Reducing Poverty and Social Exclusion – This means everyone has a decent standard of living and feels part of the community e.g. by working with local businesses and communities and by providing advice and support to families on low incomes

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

Q21. Objective 2: Providing Decent Homes and Safe Communities - This means everyone has somewhere decent to live and that they feel safe e.g. dealing with anti-social behaviour

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

Q22. Objective 3: Promoting Regeneration, Economic Growth and Employment – This means taking steps to attract investment, jobs and visitors to the area and improving our roads and the local environment e.g. town centres, Barry Waterfront

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

Q23. Objective 4 Promoting Sustainable Development and Protecting Our Environment – This means promoting cycling and improving access to public transport, looking after our beaches and reducing waste e.g. by ensuring the Local Development Plan provides a framework for sustainable development in the Vale.

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

Q24. Objective 5: Raising Overall Standards of Achievement - This is about improving our schools and helping citizens of all ages to achieve e.g. by modernising our schools and providing adult learning opportunities

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

Q25. Objective 6: Valuing Culture and Diversity - This is about recognising the diversity in our local communities, promoting the Welsh Language and recognising the importance of culture e.g. promoting the arts and delivering a wide range of services through our libraries.

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

Q26. Objective 7: Encouraging and promoting active and healthy lifestyles - This is about providing opportunities for leisure activities and promoting healthier lifestyles e.g. the importance of play and our parks

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

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Q27. Objective 8: Safeguarding those who are vulnerable and promoting independent living -This means providing quality social care services for people, whether elderly or younger, who may need a bit more help and support e.g. by improving access to services and closer working with health services

Should this remain as one of our objectives?

1. Yes, it should remain one of the Council's Objectives
2. No, it shouldn't

Q28. Having reviewed the Council's current objectives, do you think there is anything else that the Council should be focussing on in the next 5 years?

1. Yes, what is that?
2. No

THANK AND CLOSE AND GIVE THANK YOU NOTE