

Meeting of:	Cabinet
Date of Meeting:	Thursday, 25 June 2026
Relevant Scrutiny Committee:	No Relevant Scrutiny Committee
Item which the Chair has decided is urgent (Part I) (If yes, why)	Not applicable
Urgent Decision Procedure Used (15.14 of the Constitution) (If yes, why)	Not applicable
Item Type	Part I
Report Title:	Responding to the Results of the Let's Talk About Life in the Vale Survey
Portfolio Holder:	Cabinet Member for Community Engagement, Equalities and Regulatory Services
Strategic Leadership Team:	Director of Corporate Resources
Lead Officer:	Operational Manager – Communications, Participation, Equalities and Directorate Development

1.0 **What is this report about?**

- 1.1 Let's Talk about Life in the Vale is a survey exercise run by the Council in partnership with Data Cymru to understand residents' experiences of life in the Vale of Glamorgan and identify their priorities to inform future service delivery
- 1.2 The results of the survey have been considered in various forums and a number of conclusions drawn.
- 1.3 In response to these results several short-term priority actions are being addressed.
- 1.4 The Council's Public Participation Strategy has also been reviewed and updated to respond to the issues identified by the survey.
- 1.5 A new External Communications Strategy has been developed to respond to the issues identified in the survey.

2.0 What are the Recommendations?

	Recommendations – What and How?	Reason for Recommendation – Why?
2.1	To note the result of the Let's Talk About Life in the Vale Survey.	To ensure awareness of the opinions and perception of citizens of the Vale of Glamorgan as shared in the survey.
2.2	To endorse the improvement priorities as identified in paragraph 4.17, and the examples of ongoing work set out in paragraphs 4.24 – 4.34 as being consistent with the priorities of residents as expressed in the survey.	To ensure awareness of the work undertaken in the very short term, and that already underway, to address the findings of the survey.
2.3	To endorse the Vale 2030 Communications Strategy.	To ensure the Vale of Glamorgan Council is able to effectively communicate its work to citizens and increase awareness of how the Council operates and how citizens can influence decisions.
2.4	To endorse the Vale 2030 Public Participation Strategy.	To ensure the Vale of Glamorgan Council can continue to improve how and when it engages citizens and other stakeholders in decision making, and ensure the Council is better able to use the insight gathered from this work to respond to the views and needs of residents.

3.0 What is the background to this report?

- 3.1 In 2023 the Vale of Glamorgan Council worked with Data Cymru to develop a Residents' Survey to better understand local views and priorities. This was the first Let's Talk about Life in the Vale survey. Building on this approach, Data Cymru and the Welsh Local Government Association (WLGA) Improvement Team collaborated with Councils in Wales to create a national standard set of questions for everyone to use. This is known as the National Resident Survey (NRS).
- 3.2 In 2025 the Vale of Glamorgan Council ran the second Let's Talk about Life in the Vale Survey. This was made up of the NRS questions and additional questions to gather more insight into specific local priorities within the Vale of Glamorgan.
- 3.3 The Local Government and Elections (Wales) Act 2021 aims to provide local government with new ways to support and serve their communities and to reinvigorate local democracy in Wales. Part 3 of the Act places a duty on Local Authorities to promote and encourage participation in Council decision-making, including the publication of a participation strategy. The Vale of Glamorgan Council published its first Public Participation Strategy in 2022.

- 3.4 In 2024 following the first Let's Talk about Life in the Vale survey the Council reviewed its Public Participation Strategy and re-prioritised a number of actions within it. The delivery period for this strategy ended in 2025.
- 3.5 During the Council's Panel Performance Assessment in 2024/25 the panel observed the potential to do more to communicate the challenges the Council is facing and the need to maintain a delicate balance between keeping ambition high and being open about the challenges. The Council's Signalling Change plan was developed in response with an action to develop a new Communications Strategy aligned to Vale 2030.
- 3.6 In September 2025, the Resources Scrutiny Committee Task and Finish group began a piece of work to review the Council's approach to communications and in particular in responding to misinformation. The recommendations were endorsed by the Committee at its meeting on 25th March 2026, with the recommendations noted by Cabinet on 16th April 2026.

4.0 What issues are there to be considered?

- 4.1 It had always been intended to develop new complementary External Communications and Public Participation strategies in 2025/26 to better align these areas of the Council's work with the objectives and delivery timescales of Vale 2030. The establishment of a Task and Finish group by Resources Scrutiny Committee to review the Council's approach to communications offered the opportunity to better inform this work and give greater consideration to the views of Elected Members. The results of the Let's Talk about Life in the Vale survey then highlighted a number of issues that warranted serious consideration in shaping the strategies.
- 4.2 This report sets out how the proposed new Public Participation and External Communications strategies respond to these issues as well as others previously identified and enable the Council to meet its statutory requirements.
- 4.3 This report also sets out a number of actions that have been completed since the results of the survey were first received to improve how information relating to some services is provided online.

Let's Talk about Life in the Vale

- 4.4 There were a total of 2507 responses to Let's Talk about Life in the Vale in 2025.
- 4.5 The margins of error for each question range between 1.9% and 6.7% for all respondents with a confidence level of 95%. A sample with a margin of error below 5% is generally considered good, while a margin of error between 5% and 10% is generally considered to be acceptable. Therefore, for most respondents, the margin of error for each question indicates a good representation of the population, with two questions falling within the acceptable range.

- 4.6 The sampling method relied heavily on online engagement, which may have excluded some individuals who may not have access to the internet. A number of other means were available for citizens to complete the survey; however, some individuals may have been missed from the sample, potentially skewing the results. This is called sampling bias.
- 4.7 Since the survey is optional, self-selection bias may also be present. Self-selection bias is the potential introduction of inaccuracies due to the opinions of those willing to answer differing from the opinions of those not willing to answer.
- 4.8 The survey results enable us to draw a number of conclusions about citizens perspective of the Vale of Glamorgan as a place to live and a number of aspects of the Vale of Glamorgan Council's performance.
- 4.9 The full results report is included in Appendix A
- 4.10 The survey results show that residents consider the Vale of Glamorgan to be a good place to live. 64.09% of respondents are either very satisfied or very satisfied with their local area as a place to live. 83.34% of respondents would recommend the Vale of Glamorgan as a place to live.
- 4.11 More than half of respondents strongly or slightly agree with the following statements:
- People in their local area get on well and help each other (71.17%).
 - People in their local area pull together to improve their local area (51.55%).
 - They feel part of their local area (60.22%).
 - The air quality in their local area is good (53.3%).
 - There are enough green spaces in their local area (69.35%).
- 4.12 The survey results show that residents have a good opinion of a number of Council services. More respondents were either very or fairly satisfied with the provision of education (36.56%), waste management (54.66%) and leisure, cultural and tourism services (44.12%), compared to very or fairly dissatisfied.
- 4.13 However, this is not true of all areas of the Council's work. More respondents were either very or fairly dissatisfied with the provision of housing (28.47%), social services (21.40%), highways and transport (63.37%), environmental health and services (31.83%), planning and building control (47.49%) and economic development (49.15%), compared to very or fairly satisfied.
- 4.14 When asked to consider the Council's work overall, only a quarter of respondents are satisfied with how the Council runs things. 29.74% of respondents are very dissatisfied with the way the Vale of Glamorgan Council runs things, and 26.43% are fairly dissatisfied. This compares to 3.19% of respondents who were very satisfied and 22.08% who were fairly satisfied. A further 18.56% were neither satisfied nor dissatisfied.
- 4.15 The survey results show that the priorities set out in Vale 2030 still align with the concerns of residents. Since the 2023 survey and creation of the new corporate plan there has been an increase in the percentage of respondents who are very or fairly concerned about the

cost-of-living crisis from 2023 (77.95%) to 2025 (82.65%). This was also the case for the percentage of respondents who were very or fairly concerned about the nature emergency increasing from 64.48% (2023) to 64.99% (2025), employment opportunities increased from 47.68% (2023) to 54.43% (2025) and services and support for older people increased from 73.08% (2023) to 75.10% (2025). During the same period, the percentage of respondents in 2023 who were very or fairly concerned about services and support for children and young people (60.64%) and climate emergency (66.82%) has decreased in 2025 to 59.19% and 63.41% respectively.

- 4.16 The National Residents Survey allows for benchmarking with other participating Local Authorities in Wales (19 of 22 Councils in Wales in 2025). For the majority of questions this benchmarking data shows the results for the Vale of Glamorgan to be comparable with those of other Local Authorities. For example, 25.27% of respondents in the Vale of Glamorgan are fairly or very satisfied with how the Council runs things compared to 26.11% of all respondents from participating Councils. Where 45.81% of respondents in the Vale of Glamorgan felt the Council provided services of a high quality, the figure for all respondents was 47.47%.
- 4.17 While there are variations, the Vale of Glamorgan's results are not significantly different to those across all responding Local Authority areas. As the survey is run independently by participating Councils this variation could reflect differences in sample sizes and variations in sample type. What the results strongly suggest is that the Vale of Glamorgan is part of a national trend and a broader lack of satisfaction with Councils and trust in local democracy.
- 4.18 However, for a small number of questions respondents to the survey are significantly less satisfied with some aspects of our services. There are 6 questions where the difference was greater than 10%. These are:
- Percentage of respondents who found it very or fairly easy to contact local Councillor
 - Percentage of respondents who have tried to contact local Councillor
 - Percentage of respondents who know who their local Councillor is
 - Percentage of respondents who find applying for a school place fairly or very easy to do
 - Percentage of respondents who find requesting new/replacement bins fairly/very easy
 - Percentage of respondents who find contacting the Council is simple (slightly/strongly agree)
- 4.19 These findings will be used to inform among other things the Council's Annual Self-Assessment and circulated internally to ensure all future improvement work is scoped with these issues in mind.
- 4.20 Other issues raised are addressed directly in the new Communications and Participation strategies.

Resources Scrutiny Committee Task and Finish Review on Countering Misinformation

- 4.21 The Resources Scrutiny Committee's Task and Finish Review on Countering Misinformation examined how the Vale of Glamorgan Council can better understand, prevent and respond to false or misleading narratives that affect residents, services and democratic processes.
- 4.22 Drawing on Members experiences, expert evidence and training sessions provided by partner organisations such as Welsh Local Government Association (WLGA), the review concluded that misinformation, disinformation and malinformation present a real risk to community cohesion, public trust and the safety of both residents, staff and Elected Members.
- 4.23 The work highlighted the need to strengthen Members' confidence, improve dialogue with officers, provide clear factual resources when communicating with citizens, develop tailored training, and explore community-based approaches such as media-literacy initiatives and credible-messenger networks. It also identified opportunities for improving how the Council communicates with residents more generally, collaborative working with partners, and long-term improvements such as fact-checking protocols and updates to the Members' Code of Conduct.
- 4.24 The work of the committee has played a significant role in shaping the new Vale 2030 Communications Strategy.

Immediate response to the survey results

Street Scene

- 4.25 [In January 2026 Cabinet agreed a realignment of budgets in Neighbourhood Services to enable the creation of the new Street Scene team.](#)
- 4.26 This has established a more strategic, sustainable, and place-based approach to service delivery and will introduce a new focus on engagement in this area of our work as well as closer working with partners.
- 4.27 It also concentrates resources where there is greatest demand and footfall with a particular focus on our four main towns of Penarth, Barry, Llantwit Major and Cowbridge.
- 4.28 The work of the new service includes enhanced cleaning of public conveniences, reinstating town sweepers, gateway and sign cleaning, and a greater emphasis on weed removal in civic areas.
- 4.29 It will also provide enhanced engagement with stakeholders to ensure effective coordination of volunteer and other organisation contributions, enabling a service that is strategically aligned with our communities' demands.

Customer Contact investment

- 4.30 The Contact Centre is a critical front door for residents, particularly for those who are vulnerable, digitally excluded, in crisis, or seeking reassurance and support at important moments in their lives.

- 4.31 Contact One Vale continues to experience significant operational pressure arising from increasing demand, the breadth of services now delivered through the function and in response to operational changes and pressures in services across the Council.
- 4.32 To address this additional investment has been made into the Council's customer relations function this year and a wide-ranging programme of work is underway to improve customer's experience of contacting the Council. This was set out in full in the recent [Customer Relations Update to Resources Scrutiny Committee](#).

Priority Customer Contact Actions

- 4.33 The areas where responses for the Vale of Glamorgan are most significantly different from those across other participating Local Authorities (as set out in 4.17) all relate to the provision of information, primarily via the Council's website.
- 4.34 A piece of work has been undertaken to review the content and online processes relating to each of these questions and update this.
- 4.35 To inform this work our Communications and Digital teams have reviewed the current usage and user journey of these sections of the website and compared that with those of the Councils that received the most positive response to the same questions.

Vale 2030 Communications Strategy

- 4.36 A clear communications strategy is essential for the Council to successfully deliver Vale 2030. It ensures that the vision, well-being objectives and actions are consistently understood, supported and acted upon.
- 4.37 In order for the Council to deliver its Vale 2030 vision it must be able to explain what Vale 2030 is, why it matters, and how it benefits residents, partners and other key stakeholders.
- 4.38 With ever increasing demands on the Council's Communications team a clear strategy will also provide the organisation with clear priorities and enable resources to be allocated more effectively.
- 4.39 The proposed Vale 2030 Communications Strategy (Appendix B) establishes a framework for the organisation to communicate its work to citizens through a clear organisational narrative, a set of communications objectives, a set of communications principles, and by putting all of these in the context of the Council's corporate values. Actions are identified throughout the document which will enable improved ways of working.
- 4.40 The objectives and principles set out in the strategy respond to the issues identified by the Let's Talk about Life in the Vale survey and the Resources Scrutiny Committee Task and Finish group.

What we do and how we do it

- 4.41 The Council recognises that there is more to be done in order to help residents understand how the Authority works, the services it provides, and the impact these have on citizens' lives.
- 4.42 The Let's Talk survey shows that most respondents did not know what the Council is doing to address the climate emergency (54.82%), address the nature emergency (56.51%), support people to gain skills and employment (63.44%), provide services and support for children and young people (56.89%) and provide services and support for older people (52.08%). 49.97% of respondents stated that they don't know what the Council is doing to support residents during the cost-of-living crisis. Less than 20% of respondents suggested that they believed the Council was doing enough for any of the response options, with only 6.52% of respondents believing the Council were doing enough to support residents with the cost-of-living crisis.
- 4.43 In the report of the Taste and Finish Group Members emphasised the importance of ensuring the public receives accurate information and of strengthening the Council's own communication practices in order to reduce the spread and impact of misinformation.
- 4.44 The Vale 2030 Communications Strategy sets communicating *What we do and how we do it* as its first objective with the goal of increasing public and staff awareness of Vale 2030 and the Council's well-being objectives. By linking communications more clearly to outcomes, the strategy will help ensure key messages lead to real action that supports Vale 2030 objectives.

Participation in decision making

- 4.45 There is a natural overlap between the Council's communications and public participation work and the delivery of both strategies is entwined and so *Participation in decision making* is set as an objective with the goal of enabling residents, partners, and staff to actively participate in shaping decisions and services.
- 4.46 Only 19.82% of respondents to the survey thought that generally the Council takes residents' views into account when taking a decision. Clearly there is more to be done to communicate to citizens when and how their views are taken into account.
- 4.47 This may not always be through direct engagement on a decision. Increasingly the Council is able to use the insight that it gathers to inform more aspects of its work and by extension decisions. The Communications team will work with Democratic Services to ensure tools like the new committee report template, Scrutiny recommendations tracker and Council motions tracker are used to maximum effect.
- 4.48 Communications and Democratic services have also undertaken a significant amount of activity in the last 12 months in raising awareness of mediums for residents to be involved directly in the decision-making process, including but not limited to;
- Promotion of the newly developed Scrutiny Request for Consideration Form to enable residents to submit topics for Scrutiny to consider

- Development of a revised e-petition protocol to support residents in the petition process
- Frequent promotion of Council meetings via social media channels, including raising awareness of how residents can get involved in meetings; and
- Resident involvement within Task and Finish Scrutiny to provide their views and lived experiences.

Trust through transparency

- 4.49 Only 29.85% of respondents to the survey responded that they trusted the Council a fair amount or a great deal. Re-building public trust is vitally important.
- 4.50 The work of the Task and Finish Group and the observations of the Council's Communications identify a proliferation of misinformation about the Council and its work online and having a significant impact on undermining trust in the Authority.
- 4.51 Regular, open communication helps demonstrate progress and accountability, building public confidence. The strategy sets *Trust through transparency* as another objective with the goal of strengthen trust in the Council by communicating clearly, honestly, and regularly about progress and challenges
- 4.52 The Council will also be more proactive in responding to misinformation threats. In the Task and Finish Group Members found that the right type of engagement matters in these circumstances, and that there will be instances of misinformation where it will help to engage, and others where attempting to correct the 'bad information' may never be constructive, due largely to the external forces involved. Guidance for Councillors on when to respond or engage, and when to focus efforts in another area will be produced as part of this. There are models around this already available and in use, which could be adopted, or adapted for local use.

Supporting vulnerable citizens

- 4.53 Better enabling those who most need our help and support to be able to access it is one of the areas in which improved communication can have the most direct impact on improving outcomes for citizens. *Supporting vulnerable citizens* is proposed as an objective for this reason.
- 4.54 The Task and Finish group also identified the need to help to protect vulnerable residents, as well as colleagues within the Council from the harms that can be caused by 'bad information,' whether that be intentional information attacks, or the unintentional spread of incorrect views and opinions. Consideration will be given to how information circulating online can be viewed through the lens of vulnerable citizens in order to better gauge its likely impact.
- 4.55 Whilst group Members understood the approach currently being taken, they found there may be more that Councillors could contribute to in terms of wanting to protect vulnerable residents from information harms. The Communications team will seek to support this.

Pride in the Vale and a sense of place

- 4.56 In Vale 2030 the Council commits to strengthening the connections between people and places as a way of ensuring people's needs and aspirations are integral to everything we do. The importance of placemaking runs across all of the Council's activities. This is true also of how we communicate.
- 4.57 The survey shows residents of the Vale of Glamorgan are proud of the county as a place to live. In establishing *Pride in the Vale and a sense of place* the strategy will seek to build on this and demonstrate that the Council and its services are key in making the Vale of Glamorgan a great place to live, work and visit.

Vale 2030 Public Participation Strategy

- 4.58 Public participation can be any process that directly engages the public in how decisions are made and gives consideration to how the public inputs into making that decision. Public participation is a process, not a single event.
- 4.59 The Vale of Glamorgan Council published its first Public Participation Strategy in 2022. It set out how by being diverse in its engagement methods, using social media platforms, community connectors and face-to-face engagement effectively, and by taking an integrated approach to public participation the Council would provide as many stakeholders as possible the opportunity to participate and become involved in the decision-making process.
- 4.60 Since then the Council has launched a new online platform, Participate Vale, to provide stakeholders with a hub for involvement with decision making; established a two-yearly residents survey 'Let's Talk about Life in the Vale'; trialled various new methods of engaging people online; set-up a new internal officers network to better coordinate participation work and share best practice across the organisation; launched an e-petitions platform; and reviewed and updated the information we provide on how to get involved in decision making in the Vale of Glamorgan.
- 4.61 The proposed Vale 2030 Public Participation Strategy (Appendix C) has been developed to support the delivery of Vale 2030. It sets out how the Vale of Glamorgan Council will engage citizens and other individuals and groups in the Vale of Glamorgan to:
- Enable people to better influence decisions that affect them.
 - Increase the capacity and capability of our staff to work collaboratively with citizens and other stakeholders.
 - Improve the Council's ability to share (internally with our colleagues and externally with citizens and partners) what we have learned from our public participation work.
 - Strengthen trust, pride, and community cohesion.
 - Embed the Council's values of being Open, Ambitious, Together, and Proud.
- 4.62 To ensure consistency in how the Council presents all of its work the strategy is presented in the context of the same corporate narrative as the Vale 2030 Communications Strategy and shares some of the same objectives. Each objective is supported by a number of actions.

- 4.63 As with the Communications Strategy many aspects have been developed in direct response to the findings of Let's Talk about Life in the Vale.
- 4.64 The strategy also includes elements set out by Section 40 of the Local Government and Elections (Wales) Act 2021. The Act specifies that public participation strategies must include:
- ways of promoting awareness among local people of the Principal Council's functions
 - ways of promoting awareness among local people of how to become a Member of the Principal Council, and what membership entails
 - ways of facilitating access for local people to information about decisions made, or to be made, by the Principal Council
 - ways of promoting and facilitating processes by which local people may make representations to the Principal Council about a decision before, and after, it is made
 - arrangements made, or to be made, for the purpose of the Council's duty in section 62 of the Local Government (Wales) Measure 2011 (bringing views of the public to attention of Overview and Scrutiny Committees)
 - ways of promoting awareness among Members of the Principal Council of the benefits of using social media to communicate with local people.

What we do and how we do it

- 4.65 In the most recent Let's Talk about Life in the Vale survey 37.10% of respondents reported having attempted to influence a decision or decisions made by the Council compared to 62.90% who had not. Of those who have sought to influence a decision 57.62% signed a petition, 39.74% responded to a consultation, and 36.56% contacted their local Councillor (respondents could select more than one method). This shows clearly a significant number of residents wish to influence the decisions that affect them and actively seek to do so.
- 4.66 However, the results of the Council's public engagement work often reveal a lack of awareness as to which public services are delivered by the Council and which are the responsibility of other public bodies.
- 4.67 By setting this objective the Council aims to raise awareness of the Council's functions and how citizens can help shape these.

Participation in decision making

- 4.68 The Council enables citizens to participate in decision making by a number of mechanisms. Monitoring of the Council's previous Public Participation Strategy shows that engagement with these is increasing and more people are participating in decision making.
- 4.69 However, the perception of survey respondents of how the Council takes decisions does not reflect this. Only 19.92% of respondents to the survey felt that the Council takes residents' views into account when making a decision and only 20.54% that the Council acts on the concerns of local residents.
- 4.70 The survey does not provide qualitative information to explain why residents feel this way. It is, however, reasonable to draw the conclusion that the Council must find more ways of

enabling people to participate in decision making, and in a way where they are able to see the impact of their involvement. The Let's Talk about Life in the Vale survey results do tell us citizens' preferred methods of seeking to influence a decision and in delivering the Public Participation Strategy the Council will seek to develop methods in line with these.

- 4.71 Members engaged in the Task and Finish Group also wished for the Council to explore ways that healthy debate can be encouraged, in a way that protects our most vulnerable residents, whose voices can be harder to hear. Members also wanted to explore the possibilities around developing new ways to promote factual debate and conversations with our residents and others. Both of these will be considered as part of delivering this objective.
- 4.72 In setting this objective the strategy proposes to raise awareness among residents of how they can seek to influence decisions through the Council's public engagement and formal democratic processes and in line with the requirements of the Local Government and Elections Act to raise awareness of how to become a Member of the Council, and what membership entails.

Sharing our learning

- 4.73 Through its public participation, tenant and service user engagement, customer relations, and the understanding of local issues held by Elected Members the Council has access to a great deal of insight into the views and priorities of residents of the Vale of Glamorgan and what they think of Council services. The Authority must continue to improve how it shares this for a number of reasons.
- 4.74 Finding more effective ways of sharing this insight, and how it is being put to good use, will increase public confidence in the decisions the Council takes and the means by which it takes them.
- 4.75 More effectively sharing this insight internally will enable it to be used to maximum effect and ensure service user perspectives are always the starting point for service design and transformation.
- 4.76 By sharing this insight wherever possible with partners we can also help grow other organisations' understanding of what matters to citizens in the Vale of Glamorgan and in turn their effectiveness in addressing this.
- 4.77 The strategy proposes *Sharing our learning* as an objective in order to enable these improvements.

Trust through transparency

- 4.78 This objective closely aligns with *Sharing our learning* and focuses on making information about how decisions are taken more visible. Similarly to actions in the Vale 2030 Communications Strategy, it will be supported by closer working between the Council's Communications and Democratic Services teams to enable citizens to see where their views have shaped a decision.

- 4.79 The results of the Let's Talk Survey show that contacting their local Councillor is one of the preferred methods by which residents seek to influence decisions. The results also show that only 54.68% know who their Councillor is and only 28.07% of respondents say they understand Councillors' responsibilities. In response to this, in delivering this objective the Council will also look at better promoting and facilitating how citizens can make representations to their elected representatives.

Supporting vulnerable citizens

- 4.80 It is important to recognise that those who may be seldom heard are not by definition vulnerable. However, there can be a correlation between the two and this presents the risk that those most in need of Council services do not have the same opportunities to shape them as other citizens.
- 4.81 The proposed strategy establishes addressing this disparity as a priority. This work will build on work already underway as part of the Council's Strategic Equality Plan to develop a more effective Equalities Consultative Forum and better relationships with advocacy and third sector organisations.

Pride in the Vale and a sense of place

- 4.82 During the life of the previous Public Participation Strategy Council teams undertook considerable community level engagement as part of developing Placemaking plans for the Vale of Glamorgan's four towns. These plans now provide excellent sources of insight into what matters at a local level and into what aspects of local communities make citizens most proud.
- 4.83 The new Public Participation Strategy proposes to build on this insight to establish a greater shared understanding within the Authority of how our communities differ and what drives a sense of place and use this to ensure our services actively foster this.

5.0 How has evidence been used to inform the report, including the views of others?

- 5.1 As set out in sections 3 and 4 both the Vale 2030 Communications Strategy and Vale 2030 Public Participation Strategy have been informed by evidence and the views of others both directly through the Let's Talk about Life in the Vale survey and indirectly by responding to the views of Elected Members as put forward through the Task and Finish Group.

6.0 What are the next steps if the recommendations are approved?

- 6.1 Begin work to deliver the Vale 2030 Communications Strategy and the actions set out within it. Delivery of the strategy will be monitored as part of the Council's Annual Self-Assessment process and through reports to Cabinet as required.
- 6.2 Begin to deliver the Vale 2030 Communications Strategy and the actions set out within it. Delivery of the strategy will be monitored as part of the Council's Annual Self-Assessment process and through reports to Cabinet as required.

6.3 The results of the Let's Talk about Life in the Vale of Glamorgan will be shared with partners.

7.0 How does this report support Vale 2030 and Reshaping?

- 7.1 The Vale 2030 Communications Strategy and Vale 2030 Public Participation Strategy will enable the delivery the Vale 2030 Corporate Plan and the Council's Reshaping Strategy.
- 7.2 Both strategies are explicitly designed to support the achievement of the Council's five well-being objectives as set out in Vale 2030: creating great places, respecting the environment, giving everyone a good start, supporting those in need, and being the best Council we can be. They will provide the frameworks through which the Council communicates its priorities, engages with residents, and gathers insight to inform decision-making.
- 7.3 The Communications Strategy focuses on building awareness and understanding of the Council's vision, encouraging behaviour change, and strengthening trust through transparent and consistent messaging.
- 7.4 Alongside this, the Public Participation Strategy will ensure that residents, partners, and other key stakeholders are actively involved in shaping policies, services, and decisions that affect them.
- 7.5 Together, the two strategies create a continuous cycle of communication, engagement, and improvement: raising awareness of priorities, enabling participation in decision-making, capturing insight, and feeding this back into service design and delivery. This supports more responsive, evidence-led approaches to achieving the Council's long-term ambitions and strengthens public trust and accountability.
- 7.6 With regard to supporting Reshaping, the Public Participation Strategy embeds the systematic collection and use of resident insight, ensuring that service redesign is informed by lived experience and community need. This supports Reshaping's focus on delivering services that are better targeted, more efficient, and more sustainable.
- 7.7 The Vale 2030 Communications Strategy includes a strong focus on behaviour change, using structured approaches to influence how residents access and use services. This supports the shift towards prevention, early intervention, and more sustainable service models.
- 7.8 Both strategies emphasise trust through transparency, including explaining financial, legal, and operational constraints. This is critical in the context of reshaping services, helping residents understand the rationale behind difficult decisions and trade-offs, and building legitimacy for change.
- 7.9 Both the strategies also promote collaborative working with partners, community organisations, and residents, aligning with the Reshaping Strategy's emphasis on partnership delivery and co-production.

- 7.10 Both also have a focus on inclusion, including targeted work with under-represented and vulnerable groups, both strategies help ensure that reshaped services remain accessible and equitable.
- 7.11 Together the two strategies should ensure that transformation activity is not only delivered effectively, but is also understood, informed by residents, and supported by strong relationships with communities and partners. This integrated approach strengthens the Council's ability to deliver sustainable, high-quality services in the long term while maintaining trust, accountability, and community involvement.

8.0 How does this demonstrate the Five Ways of Working?

- 8.1 The Vale 2030 Communications Strategy and Vale 2030 Public Participation Strategy have been developed in line with the requirements of the Well-being of Future Generations (Wales) Act and demonstrate clear alignment with the five ways of working.
- 8.2 The two strategies provide a coherent and mutually reinforcing framework that embeds the five ways of working into how the Council communicates, engages, and makes decisions. They demonstrate a clear shift towards long-term, preventative, collaborative, and inclusive approaches that support the delivery of Vale 2030 and strengthen trust and relationships with communities.

Long-term

- 8.3 Both strategies are explicitly designed to support delivery of the Council's long-term vision set out in Vale 2030. They prioritise sustained engagement, ongoing campaigns, and continuous relationship-building with residents rather than one-off activities. This includes investment in long-term behaviour change, regular engagement mechanisms such as the Let's Talk about Life in the Vale survey, and continuous improvement through annual performance monitoring and evaluation.

Prevention

- 8.4 The strategies emphasise proactive and preventative approaches to both communication and engagement. The Vale 2030 Communications Strategy includes a clear commitment to anticipating issues, using horizon scanning, and applying behaviour change models to reduce demand and prevent problems from escalating. Similarly, the Public Participation Strategy focuses on early involvement in decision-making processes, enabling residents to shape proposals before decisions are finalised.

Integration

- 8.5 Both strategies are fully aligned with the Council's well-being objectives and are designed to act as enabling frameworks for delivery across all service areas. They share common themes and are explicitly linked to one another. This ensures that communication and participation activities are not undertaken in isolation but are integrated into the work of the Council.

Collaboration

- 8.6 A strong emphasis is placed on collaborative working across the Council, with partners, and with communities. Both strategies highlight the importance of working with Town and Community Councils, third sector organisations, community leaders, and other partners to co-produce solutions and amplify communications. Internally, they promote cross-organisational networks and shared ownership of communications and engagement, recognising that effective delivery requires input from all parts of the organisation.

Involvement

- 8.7 The Public Participation Strategy is centred on enabling residents to actively influence decisions that affect them, supported by a range of inclusive engagement methods and platforms such as Participate Vale. The Vale 2030 Communications Strategy complements this by ensuring residents understand how and when they can get involved, using accessible, clear, and targeted messaging. Together, they demonstrate a commitment to broadening participation, particularly among under-represented groups, and ensuring that involvement is meaningful, inclusive, and ongoing.

Resources

9.0 Finance

- 9.1 There are no direct financial implications as a result of this report. The cost of the Let's Talk about Life in the Vale survey was met from within existing Corporate Resources budgets.

10.0 Workforce

- 10.1 There are no direct workforce implications as a result of this report.

11.0 Legal and Equalities

- 11.1 **Does an Equalities Impact Assessment need to be completed? If not, why?** An Equalities Impact Assessment has been completed and is attached in Appendix.
- 11.2 The Council will continue to engage with individuals with protected characteristics and groups that advocate for them to ensure its insight is representative of all residents in the Vale of Glamorgan.
- 11.3 The Local Government and Elections Act and accompanying statutory guidance require the Council to take specific actions in publishing and delivering a public participation strategy, as set out in this report.

12.0 **Key Contacts**

12.1 **Who are the primary officers to contact with any comments and/or queries on the report?**

Lead Officer: Rob Jones, Operational Manager – Communications, Participation, Equalities and Directorate Development, rajones@valeofglamorgan.gov.uk	Democratic Services Officer Matt Swindell Cabinet and Committee Services Officer. miswindell@valeofglamorgan.gov.uk
--	---

Appendices

Appendix A – Let’s Talk About Life in the Vale results report.

Appendix B – Draft Vale 2030 Communications Strategy.


Appendix C – Draft Vale 2030 Public Participation Strategy.

Background Documents

[Task and Finish Review on Countering Misinformation, Resources Scrutiny Committee, Wednesday 25th March 2026](#)

Results from the Vale
of Glamorgan
resident survey

Produced by: Data Cymru¹ on behalf of the Vale of Glamorgan
Published: June 2026

 029 2090 9500

 enquiries@wlga.gov.uk

 www.data.cymru

Mae'r ddogfen hon hefyd ar gael yn Gymraeg
This document is also available in Welsh

¹ Data Cymru became part of the Welsh Local Government Association (WLGA) on 1 December 2025.

Contents

Results from the Vale of Glamorgan resident survey	1
Introduction.....	1
Respondents by area	4
About you	6
About your local area.....	5
About your local council	10
Interaction with the council.....	13
Participating in your community	22
About local democracy	28
Your local Councillor	30
Council	34
Health.....	39
Your priorities	40
Climate change	49
Modes of travel	51
Budget.....	54

Results from the Vale of Glamorgan resident survey

Introduction

In 2023, the Vale of Glamorgan Council worked with Data Cymru² to develop a Residents' Survey to better understand local views and priorities. Building on this approach, Data Cymru and the Welsh Local Government Association (WLGA) Improvement Team collaborated with all councils in Wales to create a national standard set of questions for everyone to use. This is known as the National Resident Survey (NRS).

In 2025, the Vale of Glamorgan Council ran the NRS and added additional questions to gather more insight into specific local priorities within the Vale of Glamorgan. This report outlines the data collected from that survey.

The bilingual survey was conducted using an online survey tool (SmartSurvey) and was distributed via a publicly available link. The Vale of Glamorgan Council promoted the survey to residents through a variety of channels and methods, including:

- Media releases.
- Social media promotion, including social media adverts.
- Distributing leaflets and posters with QR codes to the survey at high footfall areas and events.
- Sharing a promotional toolkit with partners and colleagues to share within their own networks.
- Email.

The Vale of Glamorgan Council ran their survey from 8 September 2025 to 12 November 2025. 1,842 completed responses, 937 partial responses and 7 paper responses were received. However, some responses were removed based on the following criteria:

- **Not enough information provided**
A response was removed if a respondent had not completed any questions before the 'About you' section and had responded to fewer than four questions in the 'About you' section.
- **Partial response superseded by a complete response**
When using partial responses, it is important to ensure that individuals aren't counted twice, i.e. individuals have partially responded and then completed at a later time. To reduce the chances of this occurring, the postcode, IP address, age and sex of respondents was used to identify likely matches between completed and partial responses, and the partial response was discounted.

Table 1 provides a summary of the total number of responses removed during the cleaning process.

² Data Cymru became part of the Welsh Local Government Association (WLGA) on 1 December 2025.

Table 1: Number of responses removed by response type and reason for removal

	Completed	Partial	Total
Not enough information provided	0	210	210
Partial response superseded by a complete response	0	69	69
Total	0	279	279

Following the data cleaning process, the total number of responses was:

Table 2: Number of respondents by response type

Response type	Number of responses
Completed	1,842
Partial	658
Paper	7
Total	2,507

The core set of questions included in the NRS covers a wide range of topics which have been categorised into the following themes:

- About you (demographic questions)
- About your local area
- About your local council
- Interaction with the Council
- Participating in your community
- About local democracy.

The Vale of Glamorgan Council requested additional questions to be included in their survey which covers the following themes:

- Your local Councillor
- Council
- Health
- Your priorities
- Climate change
- Modes of travel
- Budget.

The survey included only closed questions. The only open text that the respondents could write was if they selected an "other" option. No analysis of text provided has been completed for this report.

Like any data collection instrument, surveys have limitations, and it is important that these are considered when interpreting the data. Below we highlight some of the potential limitations that might be associated with this survey:

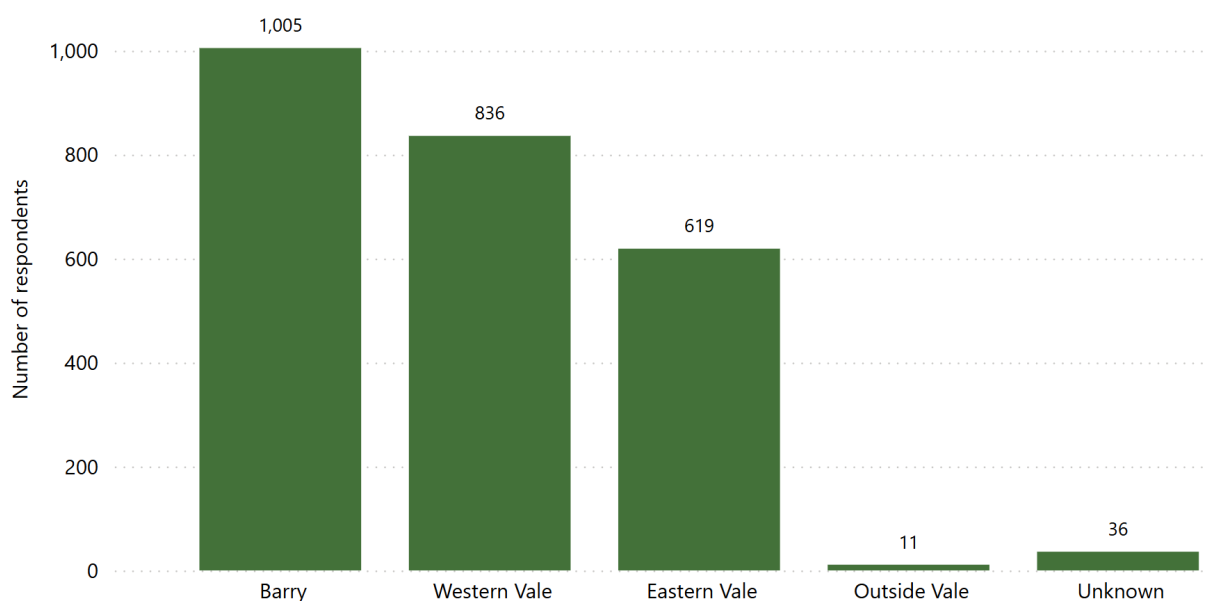
- For a sample to provide statistically robust data (i.e. represent the population), it needs to be large enough in relation to the population size. Analysts use a calculation, known as a margin of error³, to assess how much sampling error is present. Where possible we have provided a margin of error calculation to highlight the areas where the sample is less representative. As not all respondents completed every question, we will provide a sample size and margin of error calculation for each question.
- The margins of error for each question range between 1.9% and 6.7% for all respondents with a confidence level of 95%. A sample with a margin of error below 5% is generally considered good, while a margin of error between 5% and 10% is generally considered to be acceptable. Therefore, for most respondents, the margin of error for each question indicates a good representation of the population, with two questions falling within the acceptable range.
- The sampling method relied heavily on online engagement, which may have excluded some individuals who may not have access to the internet. As a result, some individuals may have been missed from the sample, potentially skewing the results. This is called sampling bias.
- Since the survey is optional, self-selection bias may also be present. Self-selection bias is the potential introduction of inaccuracies due to the opinions of those willing to answer differing from the opinions of those not willing to answer. A common side-effect of self-selection bias is the introduction of extreme results, i.e. those who have strong positive or negative opinions are more likely to want to submit their opinions.
- Surveys rely upon the respondent providing accurate information. Survey data should always be treated as opinion rather than fact.
- In 2023, The Vale of Glamorgan Council conducted a variation of the National residents' survey. Where appropriate, comparisons have been drawn between the findings of the two surveys. [Results from the 2023 survey can be found here.](#)
- When questions aligned directly between the two surveys, the results have been charted together to allow analysis of changes over time. In cases where direct comparison was not possible, reference to related findings, trends or themes that give useful context have been made, while acknowledging the limitations of comparability. Please note that when 2023 data is used, figures are shown to one decimal place. However, if direct comparisons are made between both years (2023 and 2025), figures are shown to two decimal places.
- Comparisons across surveys should be interpreted with caution, as they were conducted with different respondents. Any observed differences reflect changes in the survey-based estimates of overall opinion, rather than true changes in individual views or the entire population.

³ Margin of error is sometimes referred to as a confidence interval. When sampling you can't be error-free. The margin of error allows the researcher to understand how far away their sample is from the population. The lower the margin of error the closer the sample is likely to be to the population i.e. the less error that is present. A margin of error between 1% and 10% is generally classed as acceptable in research. A 1% margin of error with a 95% confidence level means that estimates calculated using the sample are 95% likely to be within 1% of the population figure.

Respondents by area

To begin the survey, it was mandatory that the respondents provide a postcode. Using the Office for National Statistics (ONS) postcode lookup, we mapped the postcode of each respondent to the 2021 Lower Super Output Area (LSOA), which allowed us to show the number of respondents by Community Area, LSOA and Welsh Index of Multiple Deprivation (WIMD) quintile. Empty postcode responses from paper surveys and entered postcodes that could not be linked with the ONS postcode lookup, were classified as “*unknown*”. The base (number of respondents) and margin of error given for each of the area charts has been calculated using the number of respondents who entered a postcode (whether we could match it with the ONS postcode lookup or not). We received 36 responses which had a postcode which we were not able to link to the ONS postcode repository, due to the data being in the wrong format.

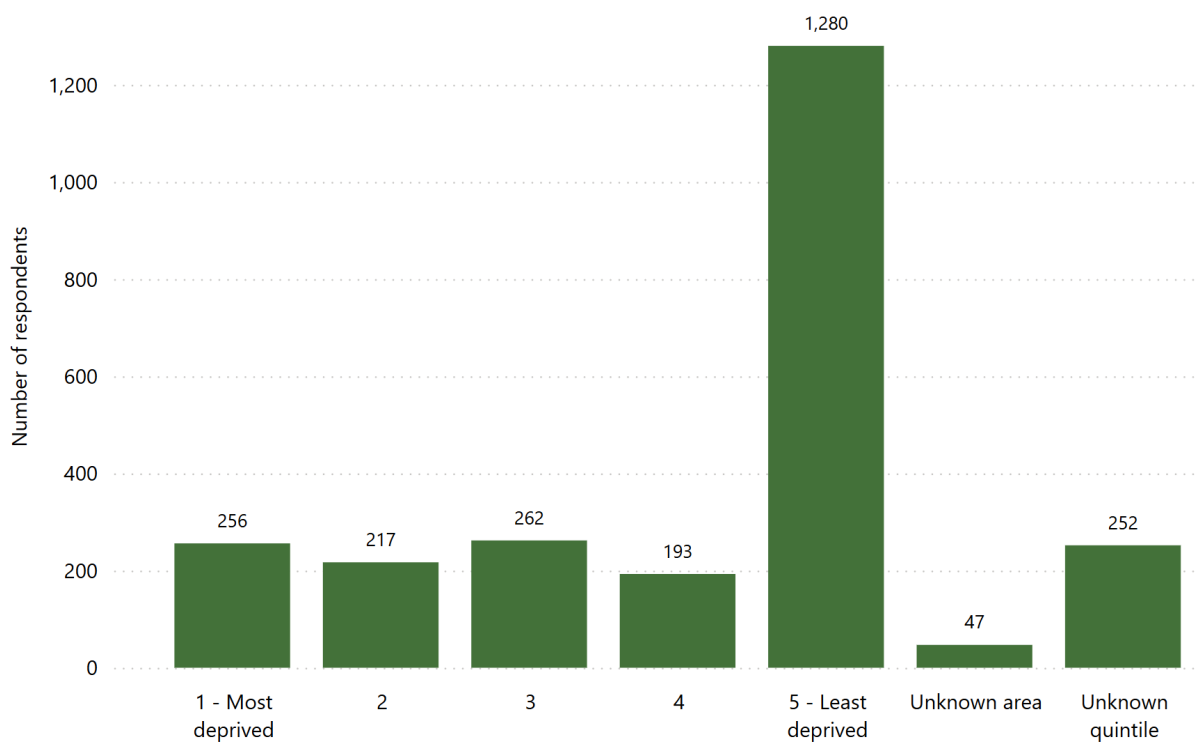
Figure 1: Number of respondents, by area (2025)



Base: 2,507; Margin of error: 1.9%

Figure 1 shows that more respondents were from Barry than any other area. In total, 2,460 respondents entered a postcode that we were able to successfully link to the Vale of Glamorgan.

Figure 2: Number of respondents, by Welsh Index of Multiple Deprivation (WIMD) quintile (2025)



Base: 2,507; Margin of error: 1.9%

The postcodes were mapped to 2021-based Lower Super Output Areas (LSOAs). However, the latest WIMD data (2019), is based on 2011 based LSOAs boundaries. Due to differences between the 2011 and 2021 LSOA areas, not all LSOAs were able to be successfully given a WIMD quintile. Those that we were not able to match have been classified as “*unknown quintile*” for reporting purposes. In addition, any postcodes that could not be linked to a Vale of Glamorgan LSOA were also classified as “*unknown area*”.

Figure 2 shows that the majority of respondents live in the least deprived WIMD quintile. This accounted for 51.06% of respondents that were able to be linked to an LSOA.

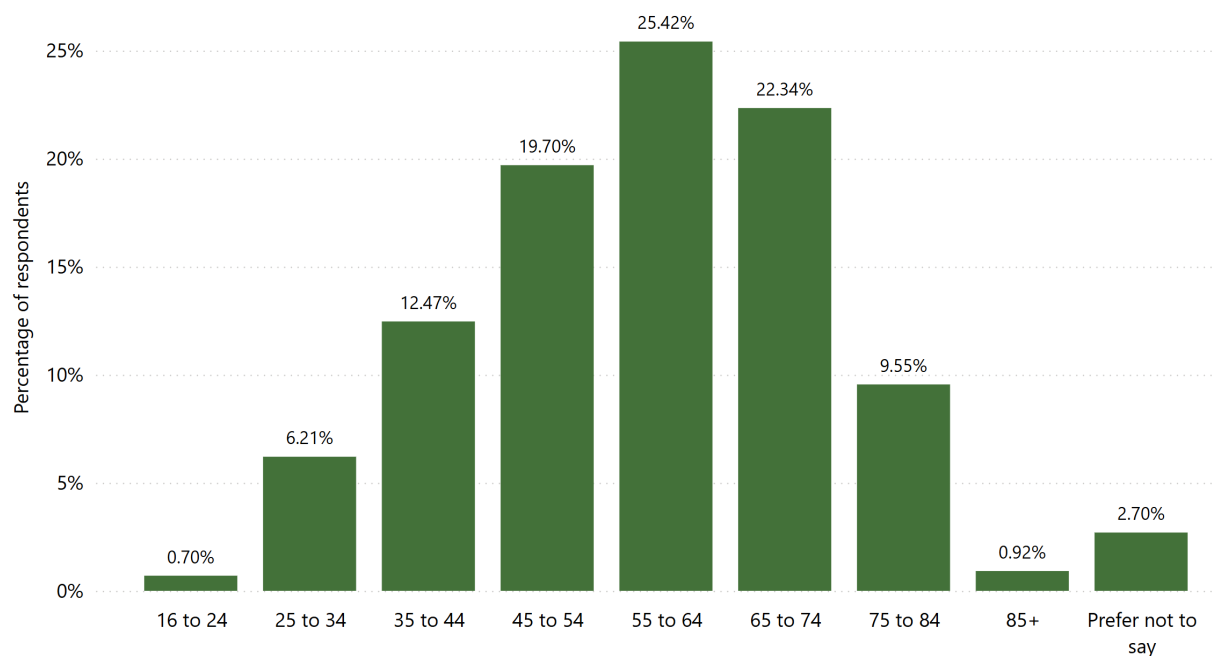
About you

As well as asking respondents to enter their postcode, questions were included to understand other key demographic information:

- Age
- Sex
- Gender identity
- Sexual orientation
- Nationality
- Ethnic group
- Disability
- Religion
- Welsh language
- Preferred language.

The results of these questions are summarised in the following charts.

Figure 3: What is your age? (2025)

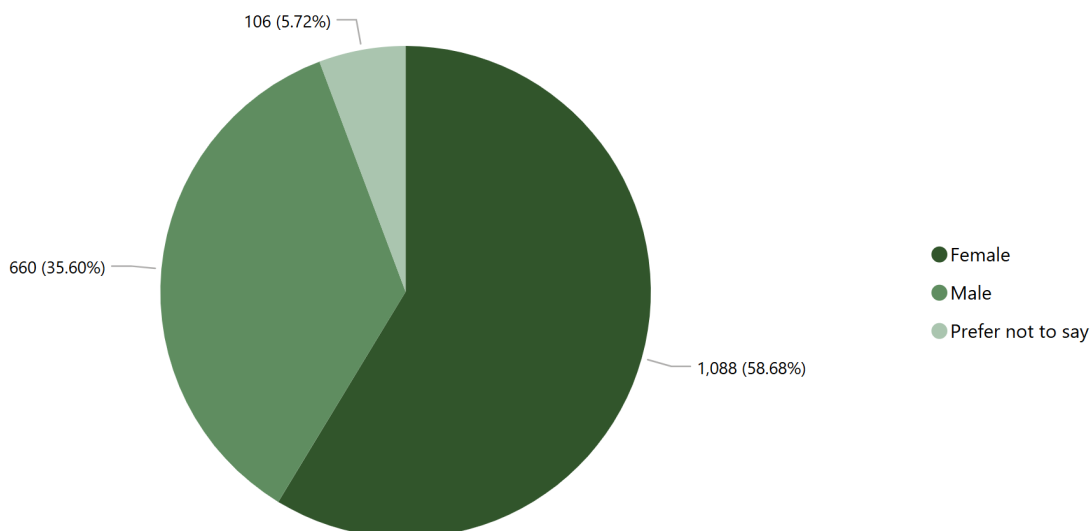


Base: 1,853; Margin of error: 2.3%

Figure 3: What is your age? shows that the age group with the highest number of respondents (25.42%) was 55 to 64 years. Around 2.70% of respondents preferred not to state their age. The fewest number of responses (0.70%) were from those in the 16 to 24 category, followed closely by (0.92%) in the 85+ category.

The 2023 survey results show a similar trend in the age of respondents. However, in 2025 the proportion of respondents aged 16-24 decreased to 0.7% compared with 2.2% in 2023.

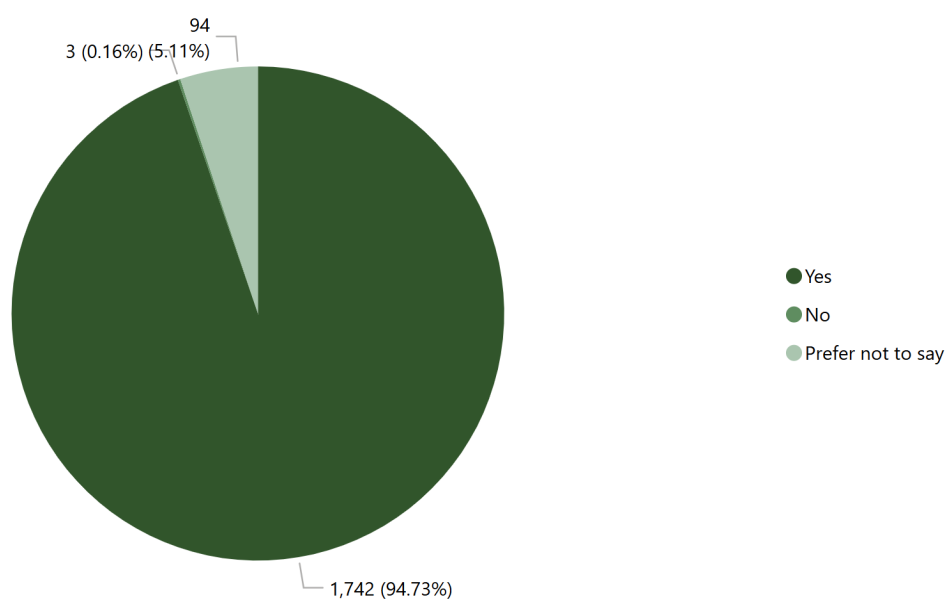
Figure 4: What is your sex? (2025)



Base: 1,854; Margin of error: 2.3%

Figure 4 shows that a higher proportion of respondents identified as female (58.68%) compared to male (35.6%). The remaining respondents (5.72%) preferred not to say. This is a similar trend to the 2023 survey, where 61.6% of respondents identified as female and 34.7% as male.

Figure 5: Is the gender you identify with the same as your sex registered at birth? (2025)



Base: 1,839; Margin of error: 2.3%

Figure 5 shows that the majority of respondents (94.73%) identify with the same gender as their sex registered at birth. Less than 1% indicated they do not, while 5.11% preferred not to say.

The respondents that answered “no” when asked if they identify with the same sex registered at birth were also asked “How would you best describe your gender identity?” Responses to this question included:

- Genderfluid
- Non-binary.

Figure 6: Which of the following best describes how you think of yourself? (2025)

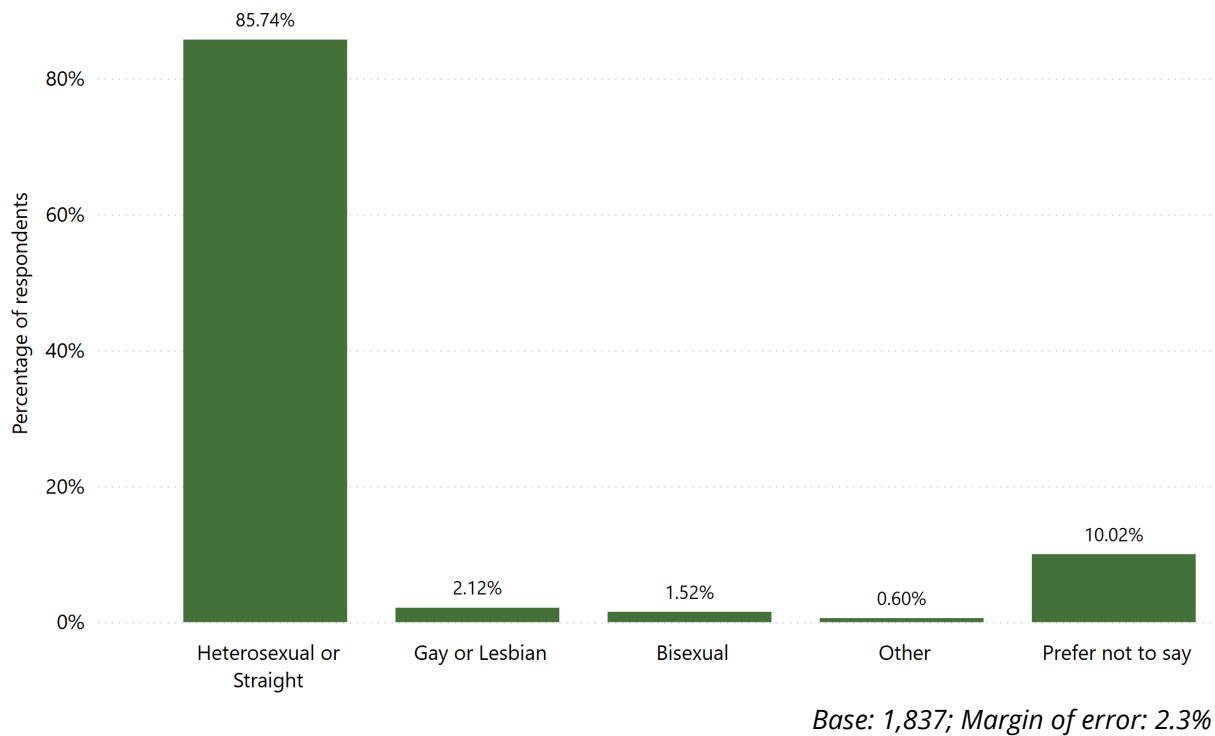
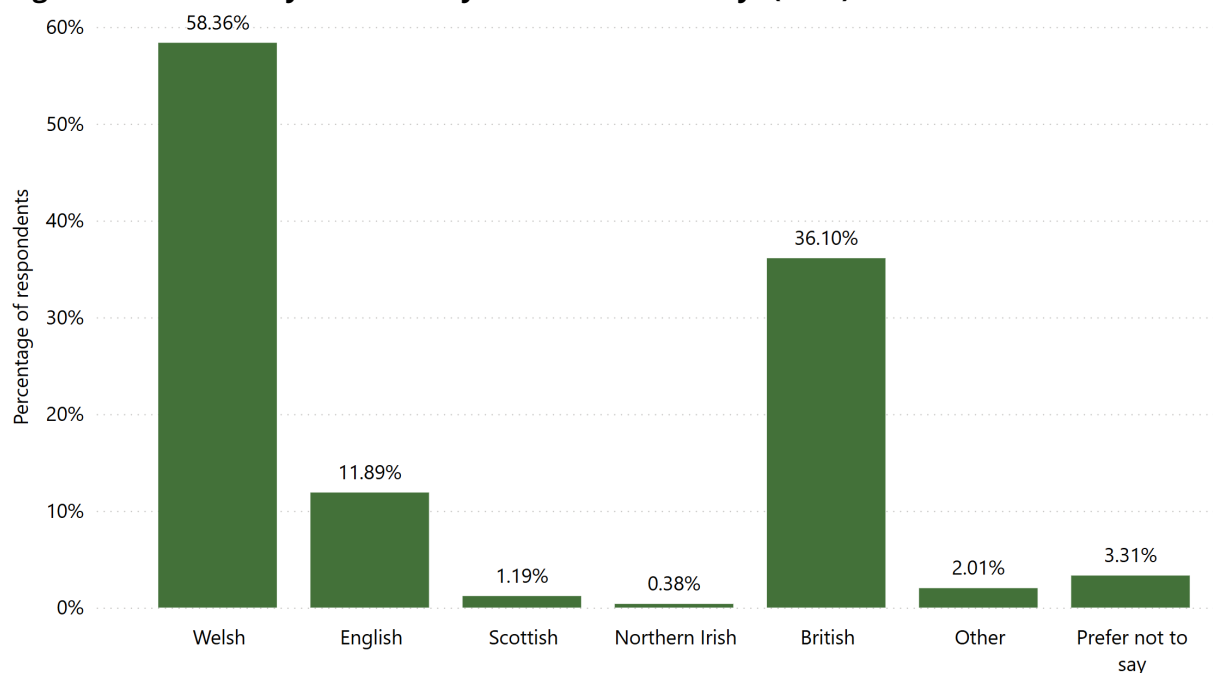


Figure 6 indicates that the majority of respondents (85.74%) identified as heterosexual or straight. 2.12% of respondents identified as gay or lesbian, which was the most common response of those who did not identify as heterosexual or straight. Around 10.02% stated they preferred not to say.

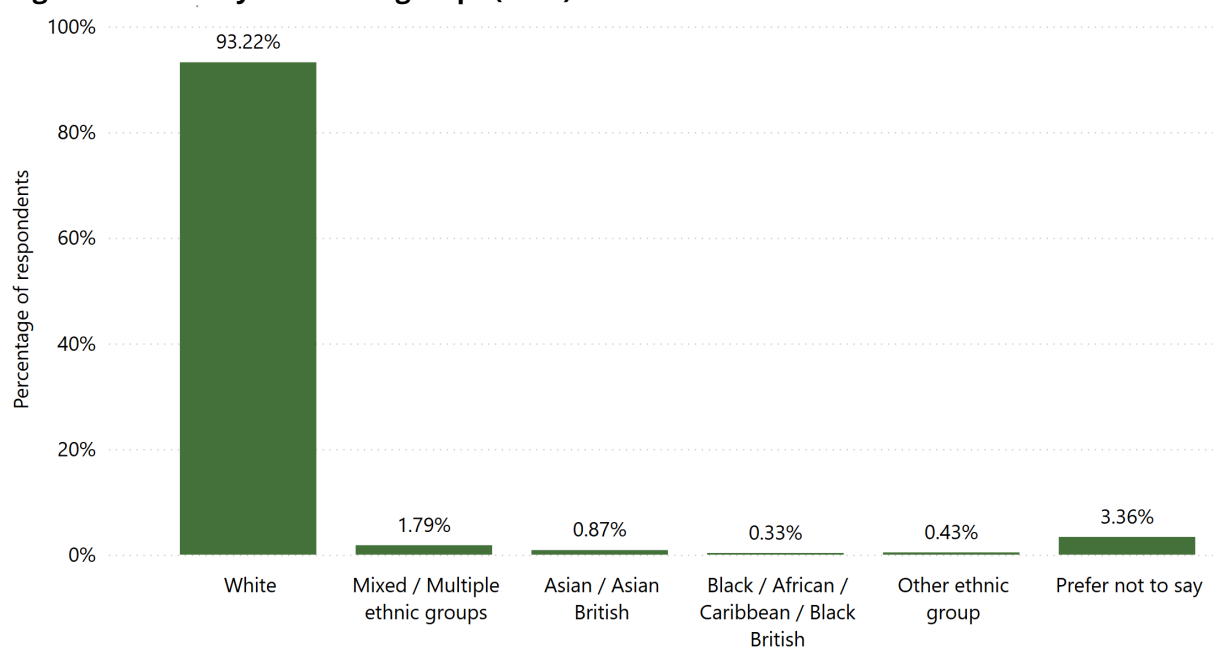
Figure 7: How would you describe your national identity? (2025)



Base: 1,842; Margin of error: 2.3%

Figure 7 shows that most respondents described their national identity as Welsh (58.36%) or British (36.10%). Some respondents stated English (11.89%) and around 3.31% preferred not to say. Respondents were able to select multiple options, so the percentages do not sum to 100.

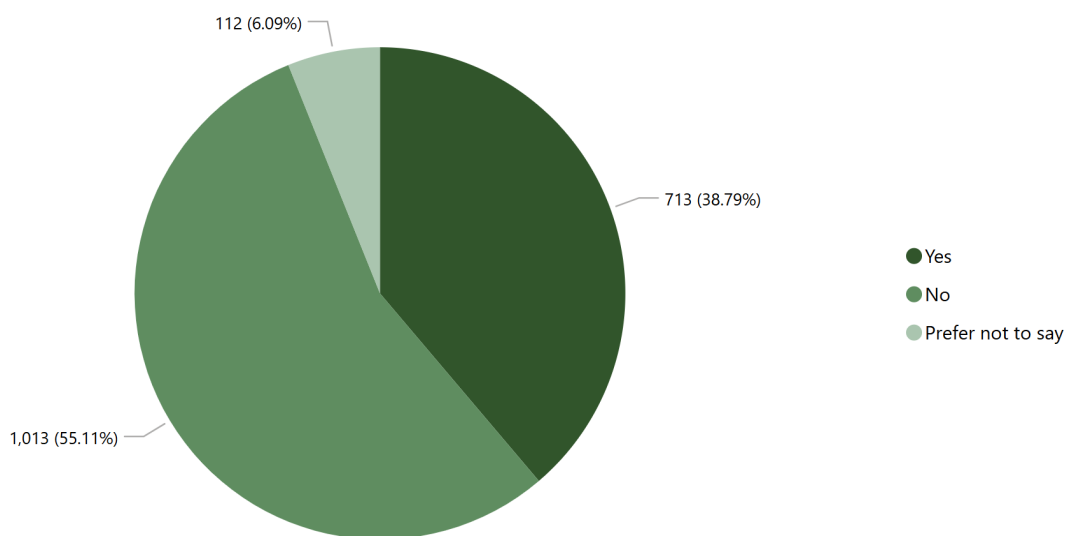
Figure 8: What is your ethnic group? (2025)



Base: 1,843; Margin of error: 2.3%

Figure 8 shows that the majority of respondents (93.22%) were white. 1.79% of respondents were mixed / multiple ethnic groups, which was the most common response of those who were not white. Around 3.36% preferred not to say.

Figure 9: Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (2025)

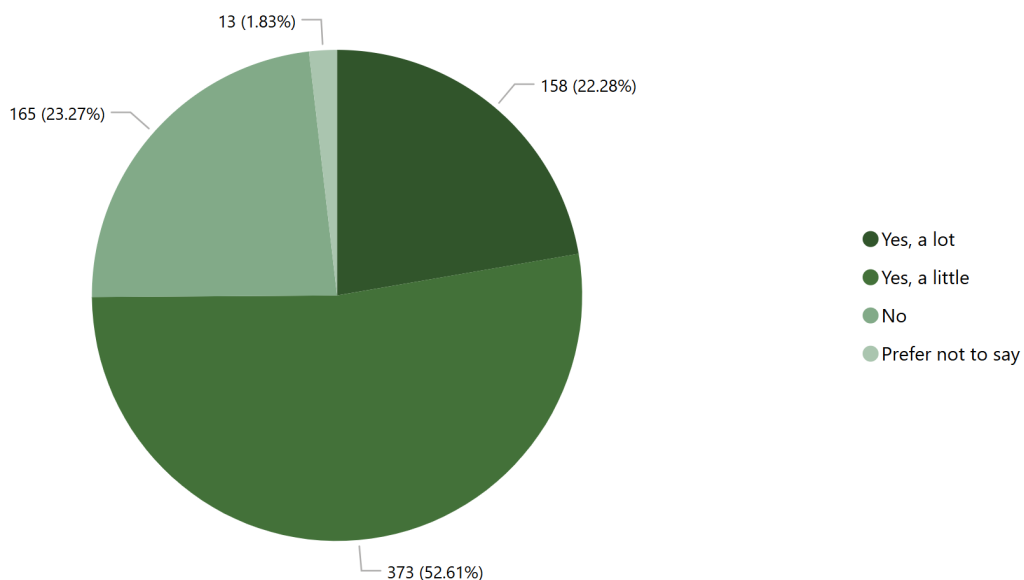


Base: 1,838; Margin of error: 2.3%

Figure 9 shows that most respondents (55.11%) reported not having a physical or mental health condition lasting or expected to last 12 months or more, while 38.79% said they do. Around 6.09% preferred not to say.

Those who responded “yes” were asked whether any of their conditions or illnesses (**Figure 9**) reduces their ability to carry-out day-to-day activities (**Figure 10**).

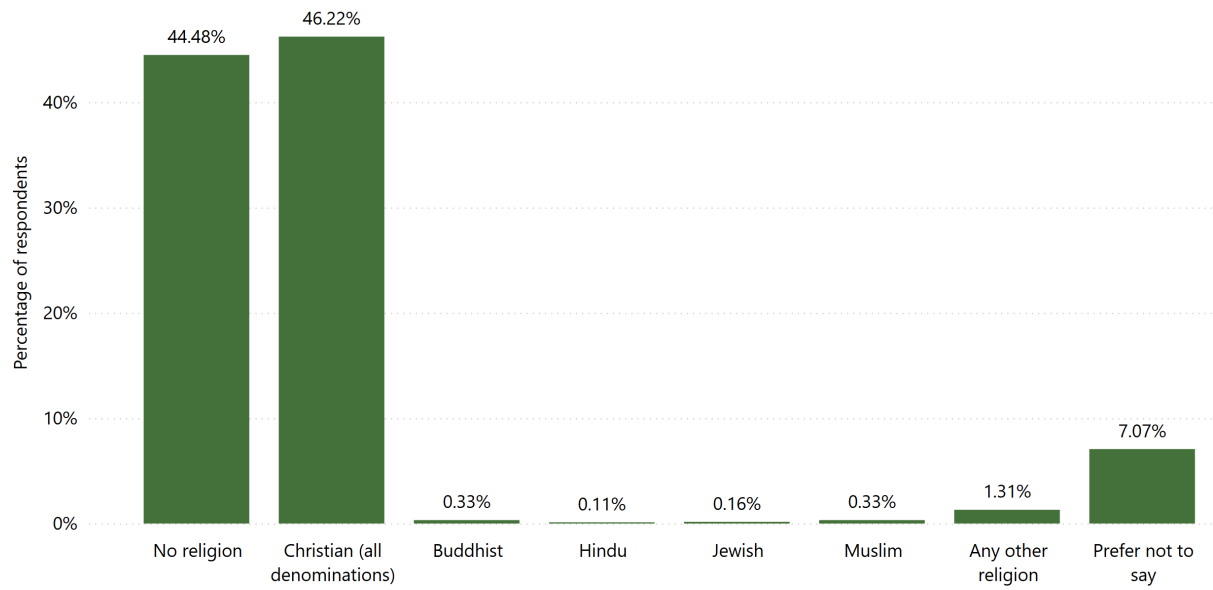
Figure 10: Do any of your conditions or illnesses reduce your ability to carry-out day-to-day activities? (2025)



Base: 709; Margin of error: 3.7%

Figure 10 shows that most (74.89%) respondents said that at least one of their conditions or illnesses reduces their ability to carry out day-to-day activities either a little (52.61%) or a lot (22.28%). 23.27% of respondents stated that their conditions or illnesses did not reduce their ability to carry-out day-to-day activities and 1.83% preferred not to say.

Figure 11: What is your religion? (2025)

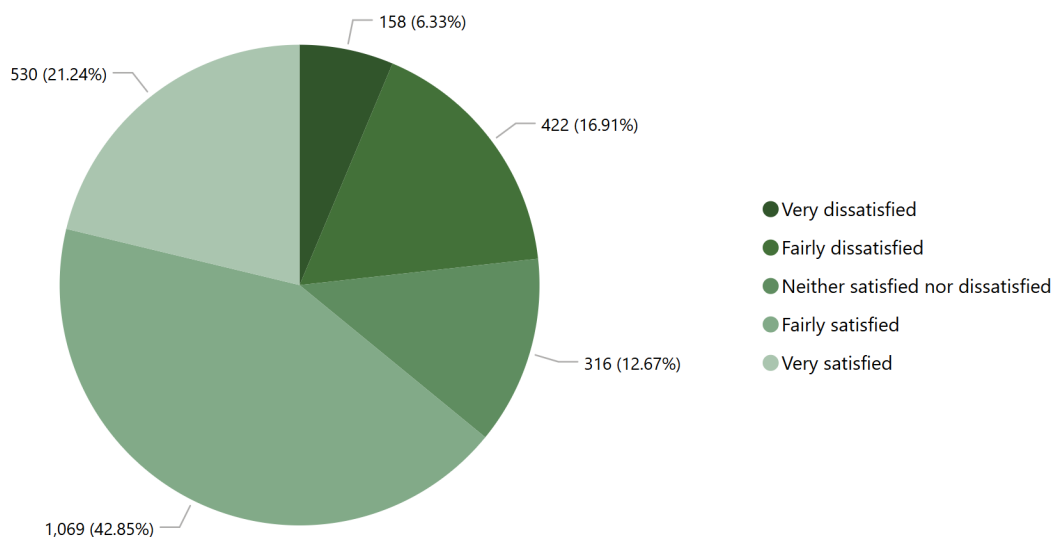


Base: 1,839; Margin of error: 2.3%

Figure 11 shows that 44.48% of respondents reported having no religion, Christian (all denominations) was the most common (46.22%). Around 7.07% of respondents preferred not to say.

About your local area

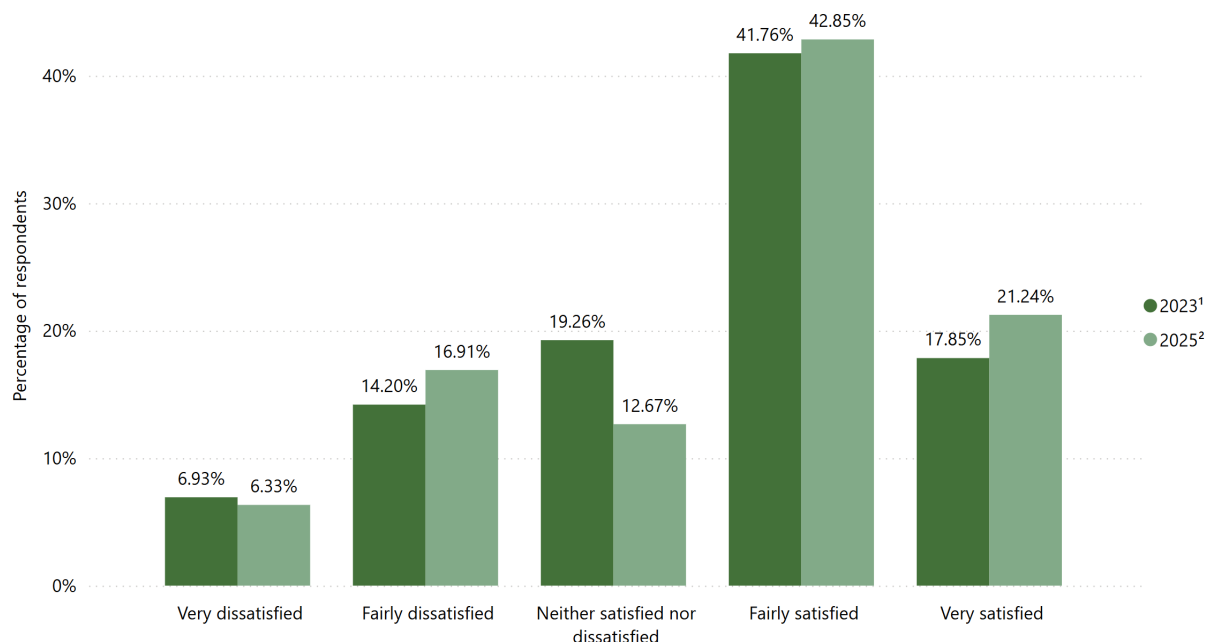
Figure 12: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (2025)



Base: 2,495; Margin of error: 1.9%

Figure 12 shows that 6.33% of respondents were very dissatisfied with the Vale of Glamorgan as a place to live, and 16.91% were fairly dissatisfied. This compares to 21.24% who were very satisfied and 42.85% who were fairly satisfied. A further 12.67% were neither satisfied nor dissatisfied.

Figure 13: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (2023 and 2025)



Base¹: 2,986; Margin of error¹: 1.8%
 Base²: 2,495; Margin of error²: 1.9%

Figure 13 compares how satisfied or dissatisfied respondents are with their local area in 2023 and 2025. The trend is similar across both years, with the most common response being fairly satisfied (41.76% in 2023 and 42.85% in 2025) with the Vale of Glamorgan as a place to live.

In 2023, 21.13% of respondents were either very or fairly dissatisfied, compared to 23.24% in 2025. 59.61% of respondents in 2023 were very or fairly satisfied, compared to 64.09% of respondents in 2025.

Figure 14: Please indicate to what extent you agree or disagree with the following statements (2025)

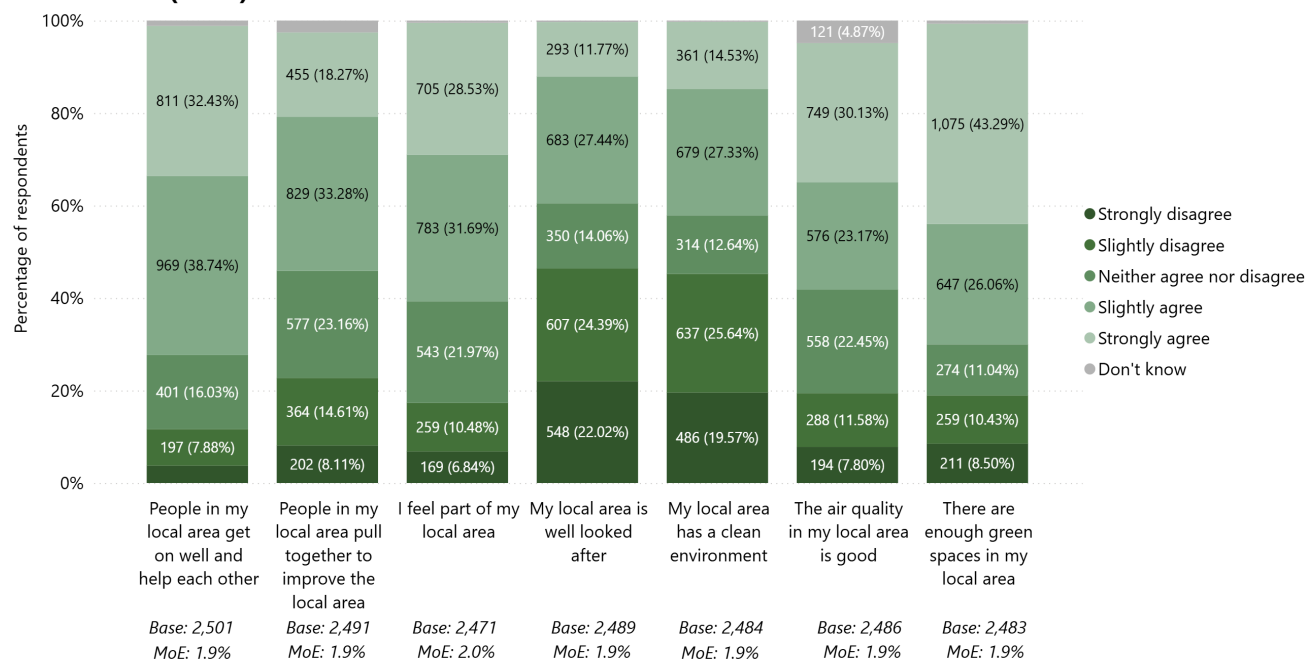
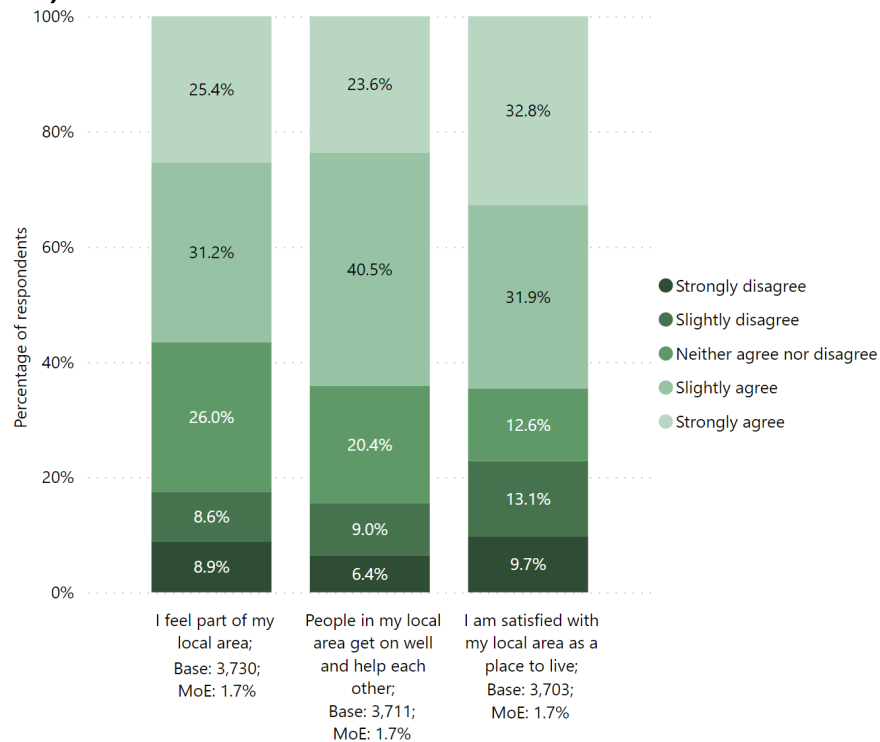


Figure 14 shows that more than half of respondents strongly or slightly agree with the following statements:

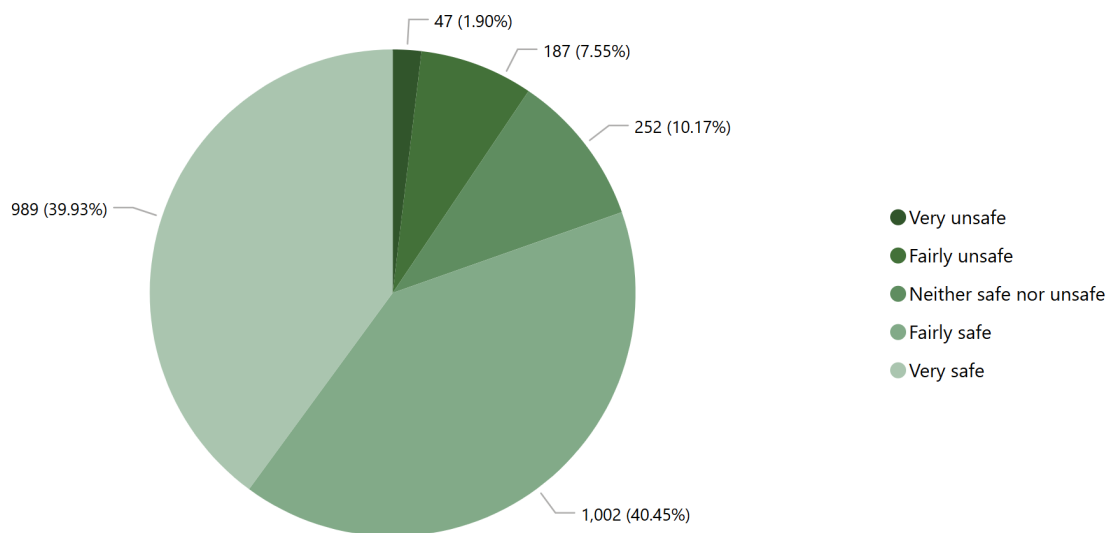
- People in their local area get on well and help each other (71.17%).
- People in their local area pull together to improve their local area (51.55%).
- They feel part of their local area (60.22%).
- The air quality in their local area is good (53.3%).
- There are enough green spaces in their local area (69.35%).

Figure 15: Please indicate to what extent you agree or disagree with the following statements. (2023)



In comparison, **Figure 15** shows that the 2023 survey reported 56.6% of respondents strongly or slightly agree that they feel part of their local area and 64.1% strongly or slightly agreeing that people in their local area get on well and help each other. However, it is worth noting that the 2023 survey did not include a “don’t know” option.

Figure 16: How safe or unsafe do you feel when outside in your local area during the day? (2025)

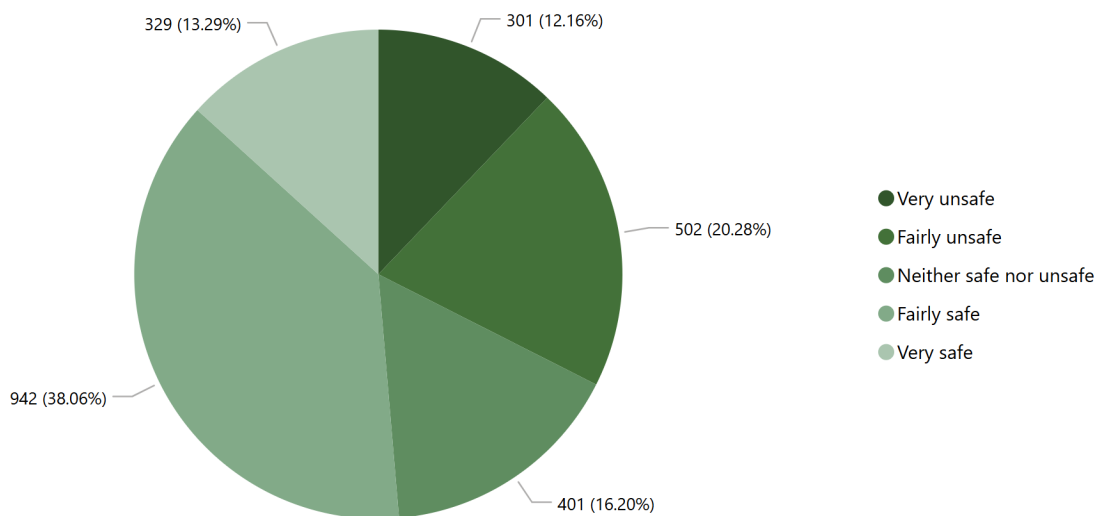


Base: 2,477; Margin of error: 2.0%

Figure 16 shows that the majority of respondents (80.38%) either feel very or fairly safe when outside in their local area during the day. This compares to 9.45% who stated that they feel very or fairly unsafe.

In the 2023 survey, respondents were asked how safe do they feel walking around their local area. 75.9% of respondents stated that they feel very or fairly safe and 13.2% stated that they feel very or fairly unsafe.

Figure 17: How safe or unsafe do you feel when outside in your local area after dark? (2025)

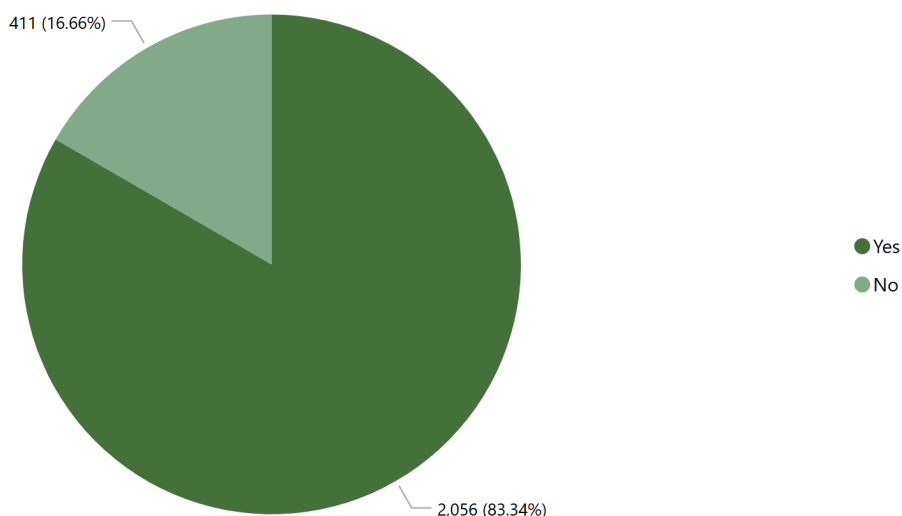


Base: 2,475; Margin of error: 2.0%

Figure 17 shows that 51.35% of respondents stated that they feel either very or fairly safe in their local area after dark. Around 32.44% of respondents reported feeling very or fairly unsafe in their local area after dark, with 12.16% of these stating they feel very unsafe.

Although the 2023 survey did not include a specific question about feeling safe or unsafe when outside in their local area after dark, respondents were asked if there were any other ways they feel unsafe. Some common themes that related to **Figure 17** included being out at night, mainly due to lack of streetlights, and specific mentions of the Barry area, especially at night.

Figure 18: Would you recommend the Vale of Glamorgan as a place to live? (2025)



Base: 2,467; Margin of error: 2.0%

Figure 18 shows that 83.34% of respondents would recommend the Vale of Glamorgan as a place to live, while 16.66% would not.

Figure 19: Would you recommend Vale of Glamorgan as a place to live? (2023 and 2025)

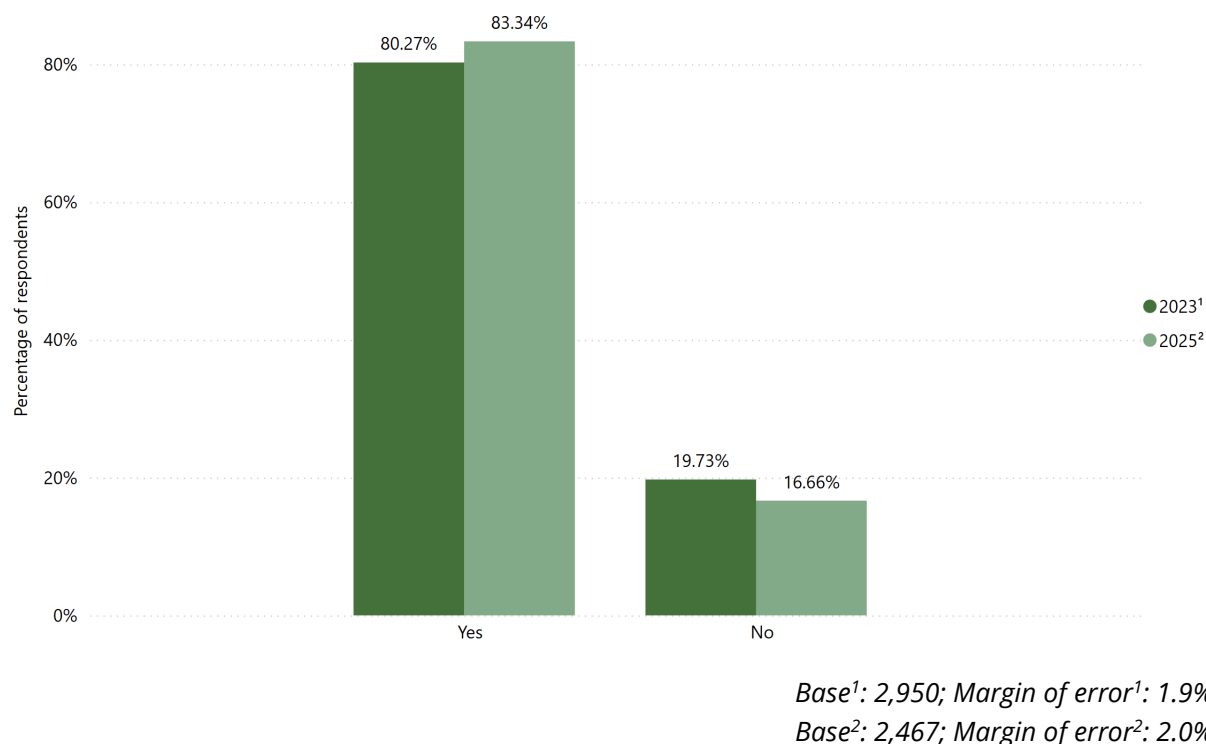
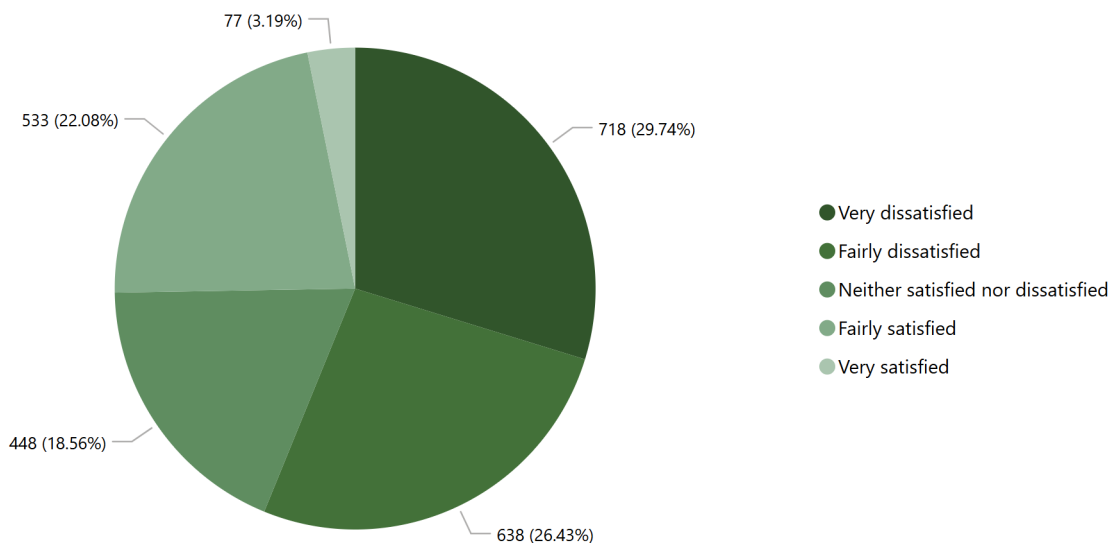


Figure 19 compares whether residents would recommend the Vale of Glamorgan as a place to live in 2023 and 2025. In both years, the majority of respondents would recommend the Vale of Glamorgan as a place to live, with a slight increase from 80.27% in 2023 to 83.34% in 2025. In contrast, 19.73% of respondents in 2023, said they would not recommend the Vale of Glamorgan as a place to live, compared to 16.66% in 2025.

About your local council

Figure 20: Overall, how satisfied or dissatisfied are you with the way the Vale of Glamorgan Council runs things? (2025)



Base: 2,414; Margin of error: 2.0%

Figure 20 shows that 29.74% of respondents are very dissatisfied with the way the Vale of Glamorgan Council runs things, and 26.43% are fairly dissatisfied. This compares to 3.19% of respondents who were very satisfied and 22.08% who were fairly satisfied. A further 18.56% were neither satisfied nor dissatisfied.

Figure 21: Generally, to what extent do you think the council... (2025)

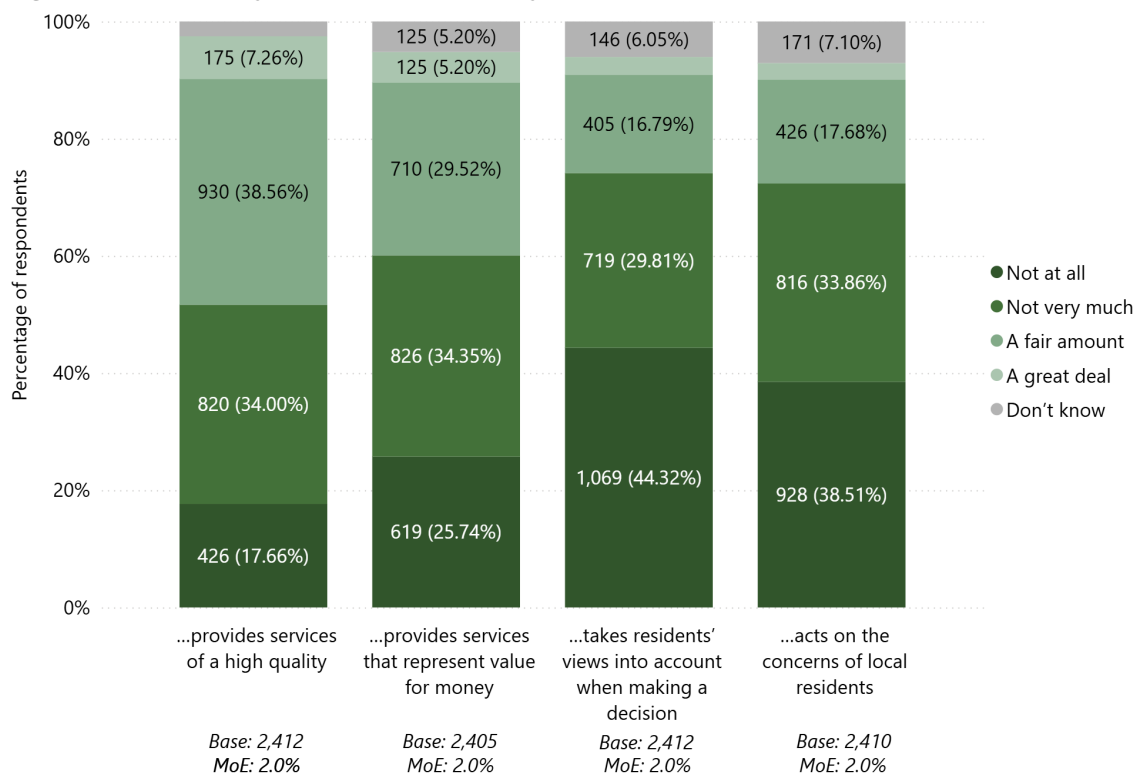
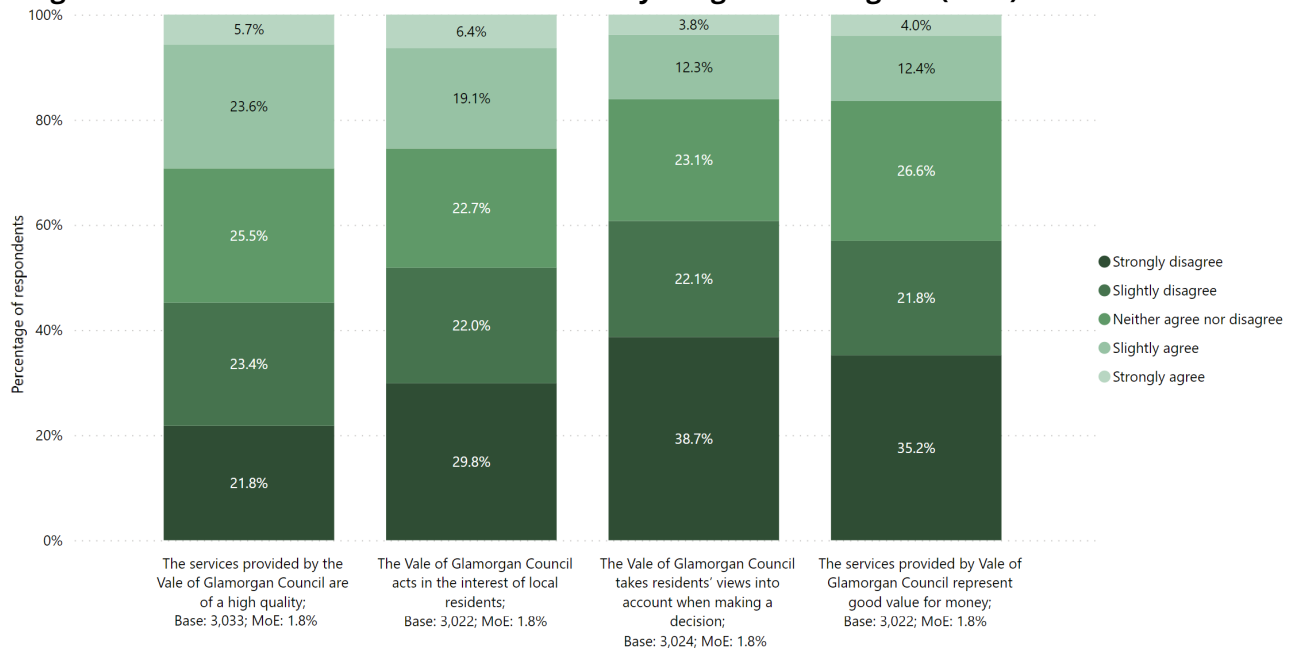


Figure 21 shows respondents' perceptions of the Council's performance in 2025. The percentage of respondents that indicated to what extent they think the council provides the following to a fair amount or a great deal were as follows:

- Services of a high quality (45.82%)
- Services that represent value for money (34.72%)
- Takes residents' views into account when making a decision (19.82%)
- Acts on the concerns of local residents (20.54%).

Figure 22: Please indicate the extent to which you agree or disagree: (2023)



In 2023, the respondents were asked about the same topics but were asked to what extent they agreed or disagreed with the above statements, therefore a direct comparison cannot be made. The 2023 survey did contain a neither agree nor disagree option, whereas the 2025 survey contained a "don't know" option.

Figure 22 shows that in 2023, the percentage of respondents that either strongly or fairly agree were as follows:

- Provide services of a high quality (29.3%)
- Provide services that represent good value for money (16.4%)
- Takes residents' views into account when making a decision (16.11%)
- Acts in the interests of local residents (25.5%).

Figure 23: Overall, how satisfied or dissatisfied are you with the council's provision of...(2025)

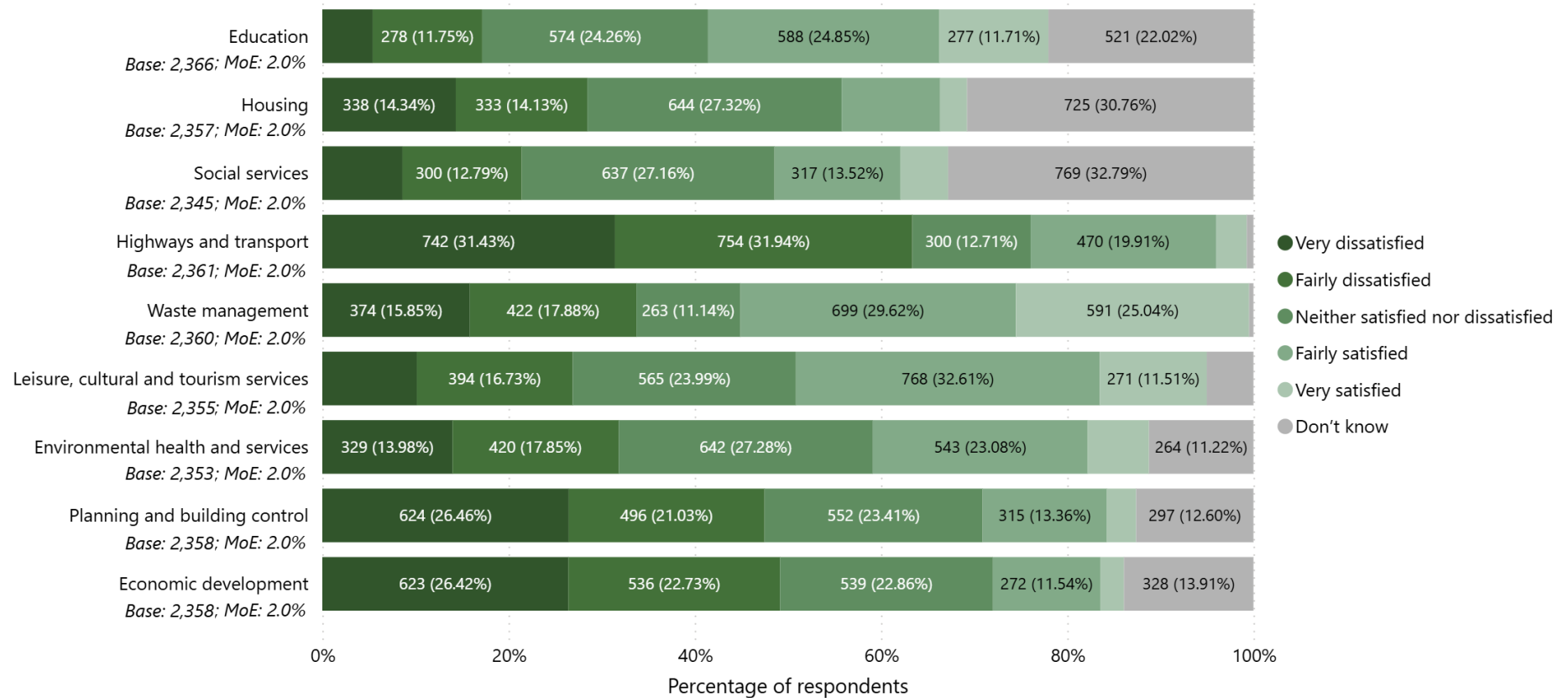
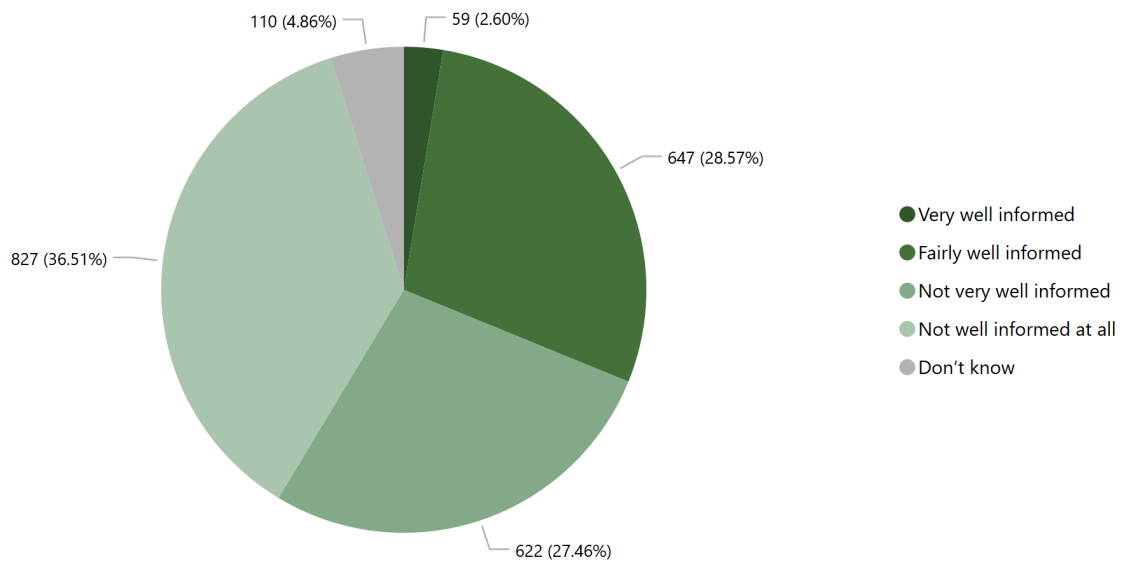


Figure 23 shows that more respondents were either very or fairly satisfied with the provision of education (36.56%), waste management (54.66%) and leisure, cultural and tourism services (44.12%), compared to very or fairly dissatisfied. More respondents were either very or fairly dissatisfied with the provision of housing (28.47%), social services (21.40%), highways and transport (63.37%), environmental health and services (31.83%), planning and building control (47.49%) and economic development (49.15%), compared to very to fairly satisfied. The majority of respondents stated that they were neither satisfied nor dissatisfied or didn't know about the council's provision of housing (27.32% and 30.76% respectively) and social services (27.16% and 32.79% respectively).

Interaction with the council

Figure 24: Overall, how well do you think your council keeps residents informed about the services it provides? (2025)



Base: 2,265; Margin of error: 2.0%

Figure 24 shows that 2.60% of respondents think that the Vale of Glamorgan Council keeps residents very well informed about the services it provides and 28.57% think that residents are kept fairly well informed. In comparison, 27.46% of respondents believe that the Vale of Glamorgan Council keeps residents not very well informed, while 36.51% think residents are not well informed at all. Additionally, 4.86% stated that they don't know.

Figure 25: To what extent do you agree or disagree with the below statements... (2025)

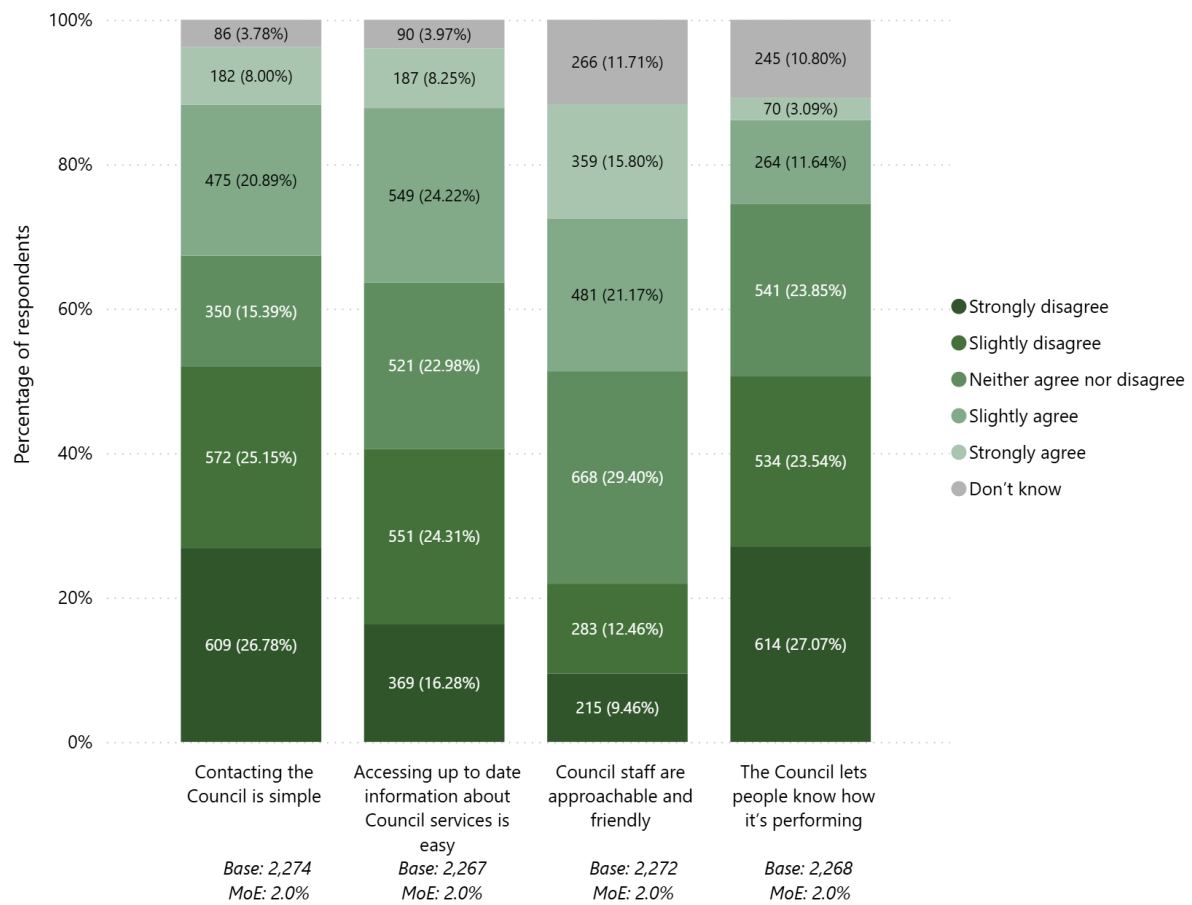


Figure 25 highlights respondents' views on council accessibility and communication. 28.89% strongly or slightly agree that contacting the council is simple, while 32.47% stated that they strongly or slightly agreed that accessing up to date information about council services is easy. A higher proportion, 36.97% strongly or slightly agree that council staff are approachable and friendly, whereas 14.73% believe the Council lets people know how it's performing.

More respondents stated that they strongly or slightly disagree that contacting the council is simple (51.93%), accessing up to date information about council services is easy (40.59%) and that the council (50.61%) compared to those that strongly or slightly agree. Less respondents, 21.92%, strongly or slightly disagree that the council staff are approachable and friendly compared to those that strongly or slight agree.

Figure 26: Do you think council services are available... (2025)

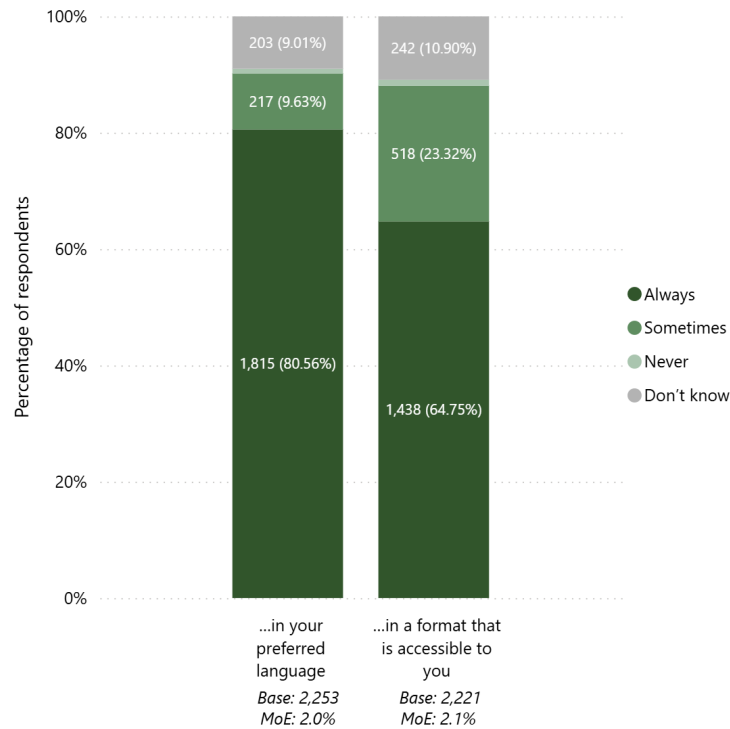
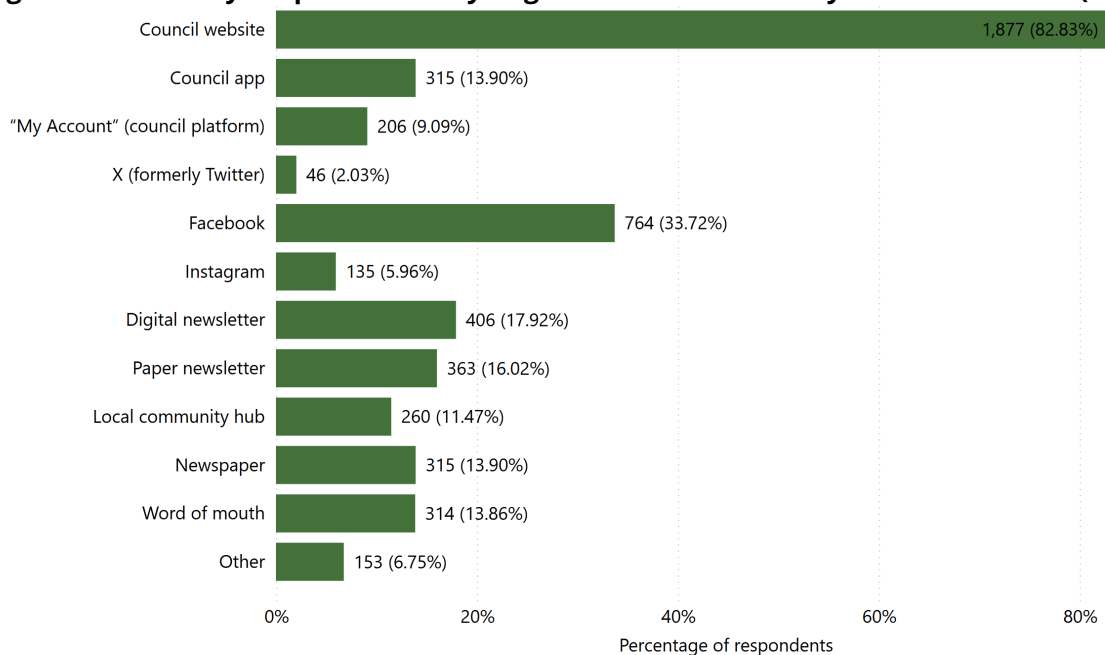


Figure 26 shows that the majority of respondents stated that council services are always provided in their preferred language (80.56%) and in a format that is accessible to them (64.75%). 9.63% stated that the council services are sometimes in their preferred language and sometimes in an accessible format (23.32%). This compares to 0.80% who stated that council services are never in their preferred language, and 1.04% said they are never in an accessible format.

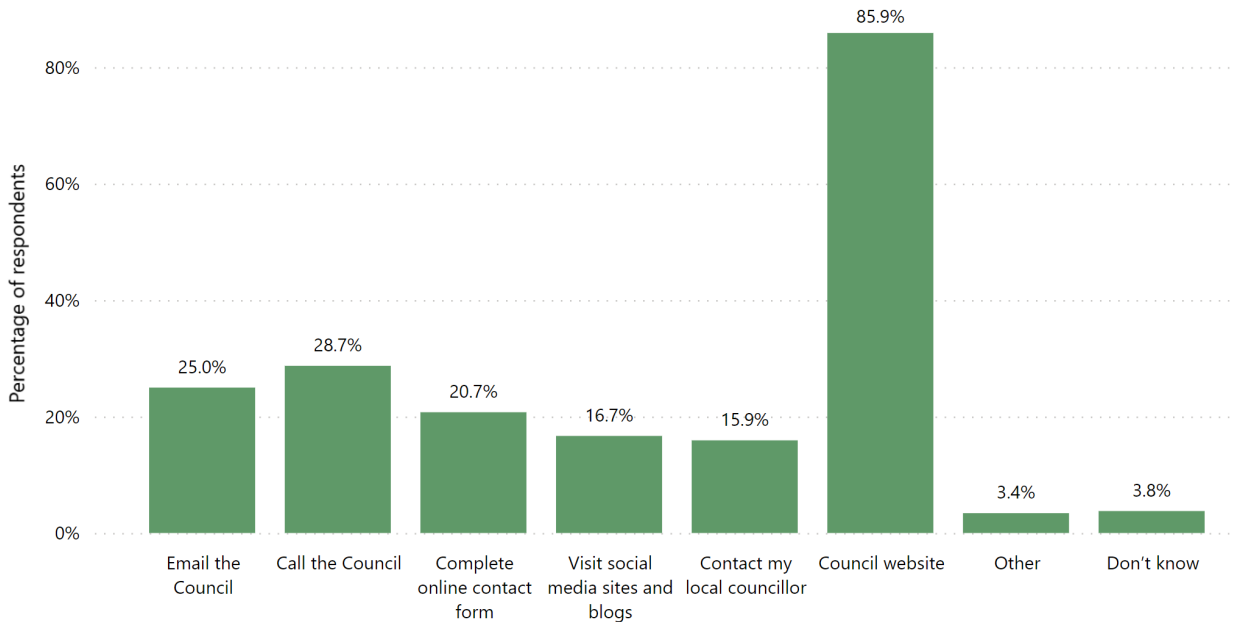
Figure 27: What is your preferred way to get information about your local council? (2025)



Base: 2,266; Margin of error: 2.0%

In **Figure 27** respondents could select up to three preferred sources for council information. The majority selected the council website (82.83%) as their preferred way to get information. Facebook was the next most preferred option (33.72%), while X (formerly Twitter) was least preferred, selected by only 2.03% of respondents. Additionally, 6.75% selected "other", with some common alternatives including phoning the council and email.

Figure 28: If you needed information about a council service how would you find it? (2023)



Base: 3,023; Margin of error: 1.8%

In 2023, respondents were asked how they would find information about a council service (Figure 28). Similarly to 2025, the council website was the preferred choice (85.9%), while social media and blogs, which were grouped together, were selected by 16.7% of respondents.

Figure 29: Tell us about your experience of the following council processes... (2025)

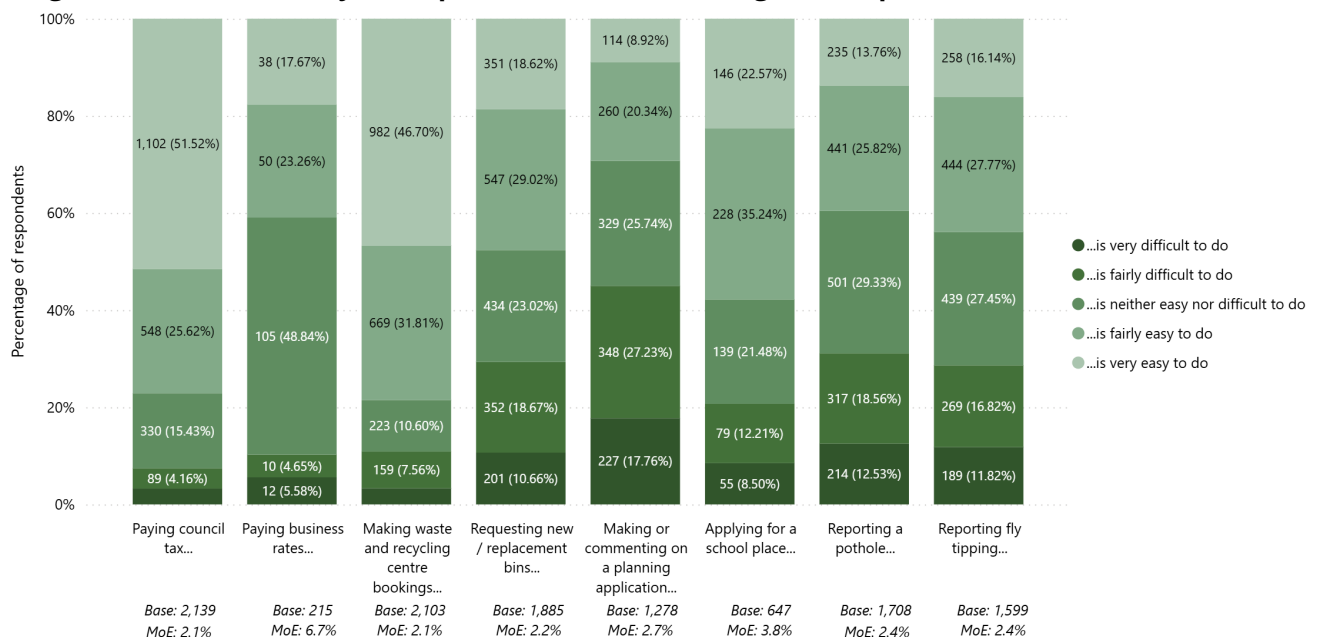


Figure 29 shows that the majority of respondents found the following experiences of council processes either very or fairly easy to do:

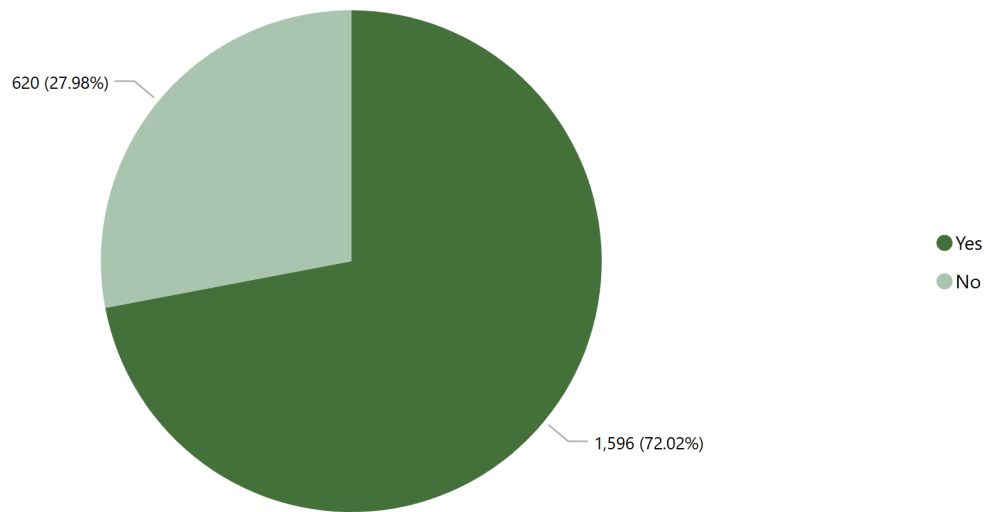
- Paying council tax (77.14%)
- Making waste and recycling centre bookings (78.51%)
- Applying for a school place (57.81%).

More respondents stated they found the following experiences either very or fairly easy to do compared to very or fairly difficult:

- Paying business rates (40.93%)
- Requesting new / replacement bins (47.64%)
- Reporting a pothole (39.58%)
- Reporting fly tipping (43.91%).

In contrast, more respondents stated that they found the experience of making or commenting on a planning application very or fairly difficult to do (44.99%) compared to very or fairly easy to do (29.22%).

Figure 30: Have you attempted to contact the Vale of Glamorgan Council in the last 12 months? (2025)

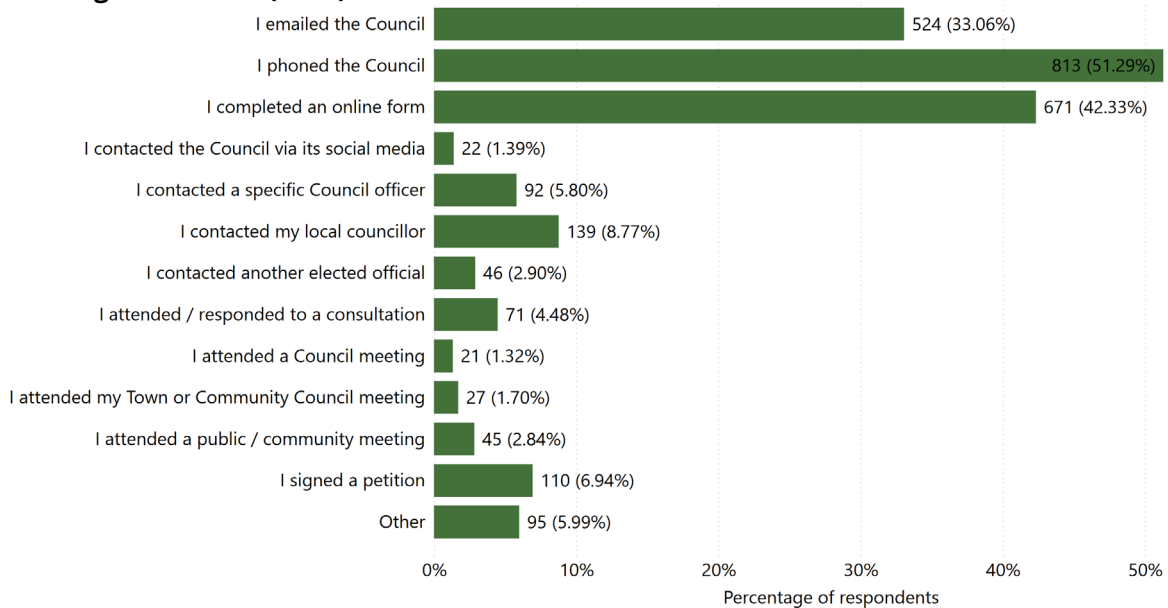


Base: 2,216; Margin of error: 2.1%

Figure 30 shows that 72.02% of the respondents stated that they have attempted to contact the Vale of Glamorgan Council in the last 12 months compared to 27.98% who stated they have not.

The respondents who answered “yes” were also asked two follow up questions. First, on the most recent occasion, how did you attempt to contact the Vale of Glamorgan Council? (**Figure 31**). Second, on that same occasion, regardless of whether the final outcome or decision was what they wanted - how satisfied were they with the way the Council handled their query? (**Figure 32**)

Figure 31: On the most recent occasion, how did you attempt to contact the Vale of Glamorgan Council? (2025)

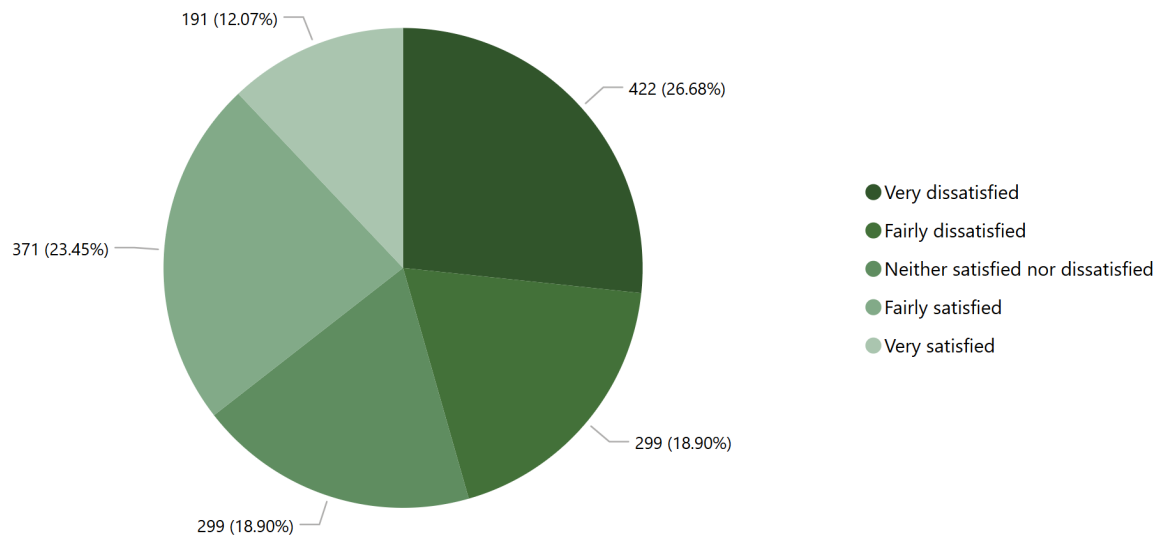


Base: 1,585; Margin of error: 2.4%

Figure 31 shows the most common ways used to attempt to contact the Vale of Glamorgan Council. The top three were phoning the Council (51.29%), completing an online form (42.33%)

and emailing the Council (33.06%). The least common ways included attending a Council meeting (1.32%), via social media (1.39%), and attending a town or community council meeting (1.70%). Additionally, 5.99% of respondents selected "other", with a common response being visiting the council offices in person. Respondents were able to choose as many options as applicable, so the percentages will not sum to 100.

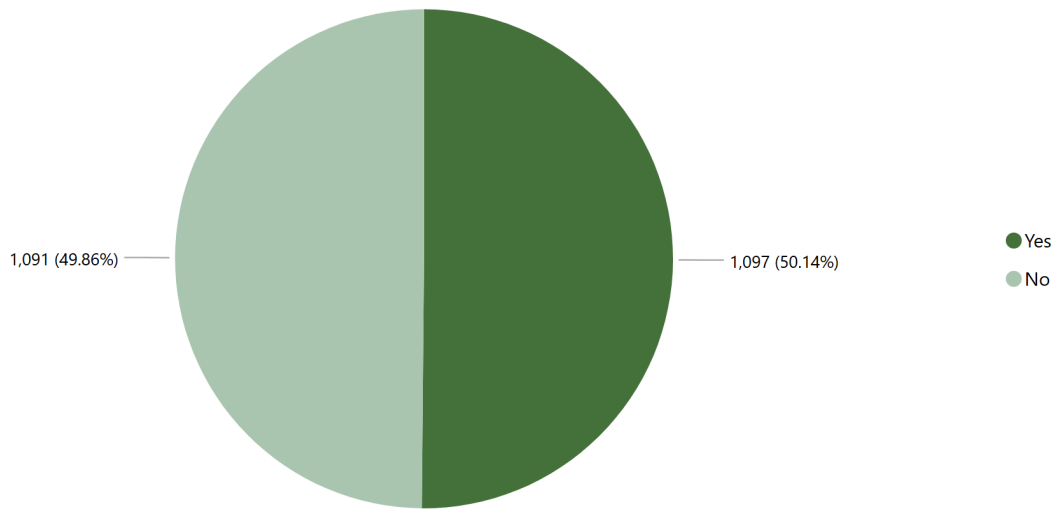
Figure 32: On the most recent occasion, even if the ultimate outcome or decision was not what you wanted, how satisfied were you with the way the Council handled your query? (2025)



Base: 1,582; Margin of error: 2.4%

Figure 32 shows that 35.52% of respondents were either very or fairly satisfied with the way the Council handled their query. This compares to 45.58% that were either very or fairly dissatisfied with the way the Council handled their query.

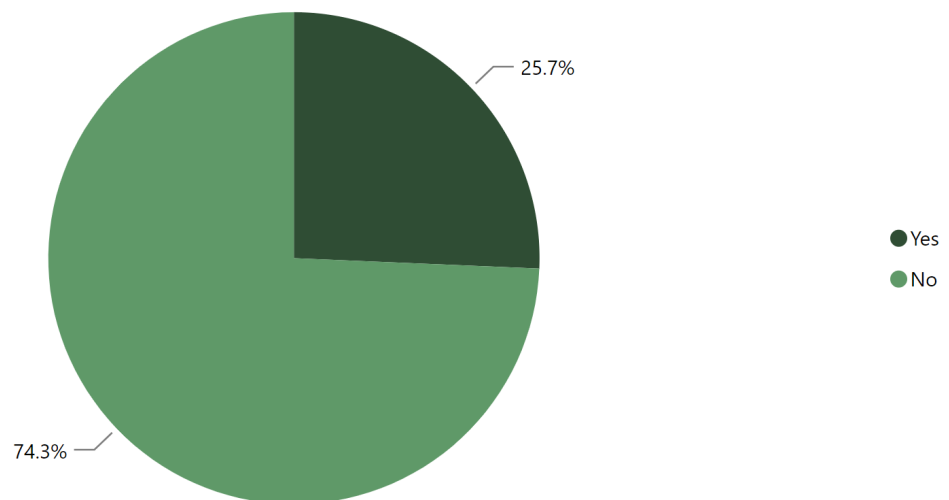
Figure 33: Are you aware that there are a number of council meetings that the public can attend in-person or online? (2025)



Base: 2,188; Margin of error: 2.1%

Figure 33 shows that just over half (50.14%) of respondents were aware that there are a number of council meetings that the public can attend in-person or online.

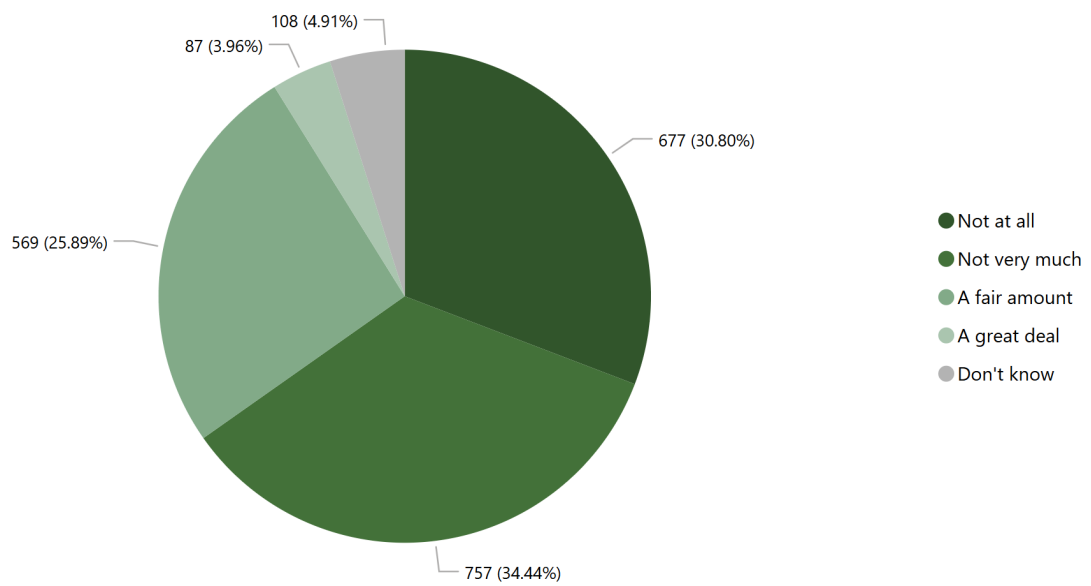
Figure 34: Have you ever attended a council meeting, or watched one online? (2023)



Base: 3,019; Margin of error: 1.8%

In 2023, respondents were asked if they have ever attended a council meeting, or watched one online. Of those surveyed, 25.7% reported having attended a council meeting before, while 74.3% said they had **(Figure 34)**.

Figure 35: How much do you trust the Vale of Glamorgan Council? (2025)

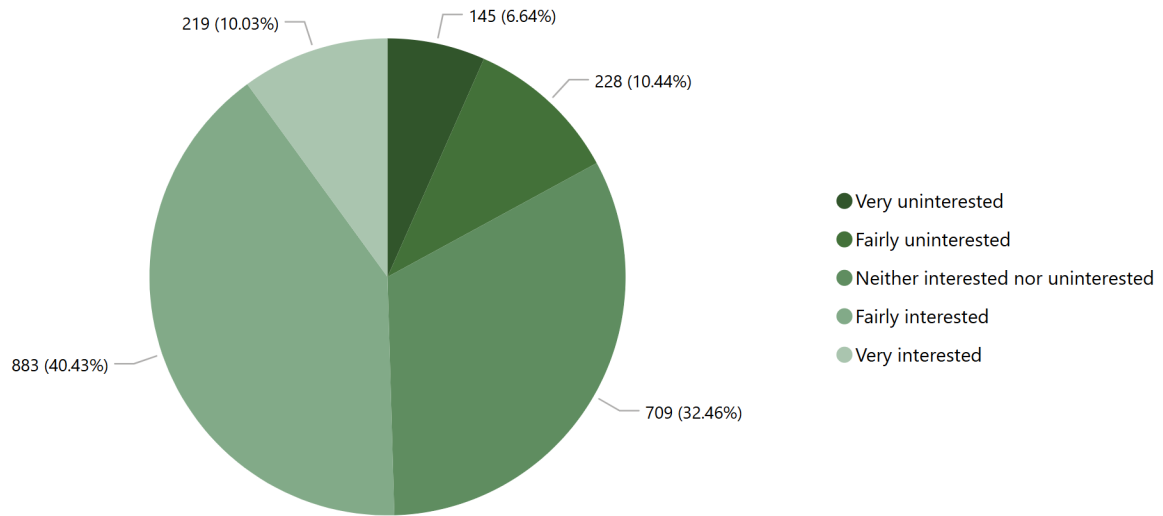


Base: 2,198; Margin of error: 2.1%

Figure 35 shows that 30.80% of respondents stated that they don't trust the Vale of Glamorgan Council at all, and 34.44% said that they do not trust them very much. This compares to 3.96% of respondents that stated they trust the Vale of Glamorgan Council a fair amount, and another 3.96% said they trust them a great deal. Additionally, 4.91% stated that they "don't know".

Participating in your community

Figure 36: How interested are you in participating in local community activities or events? (2025)

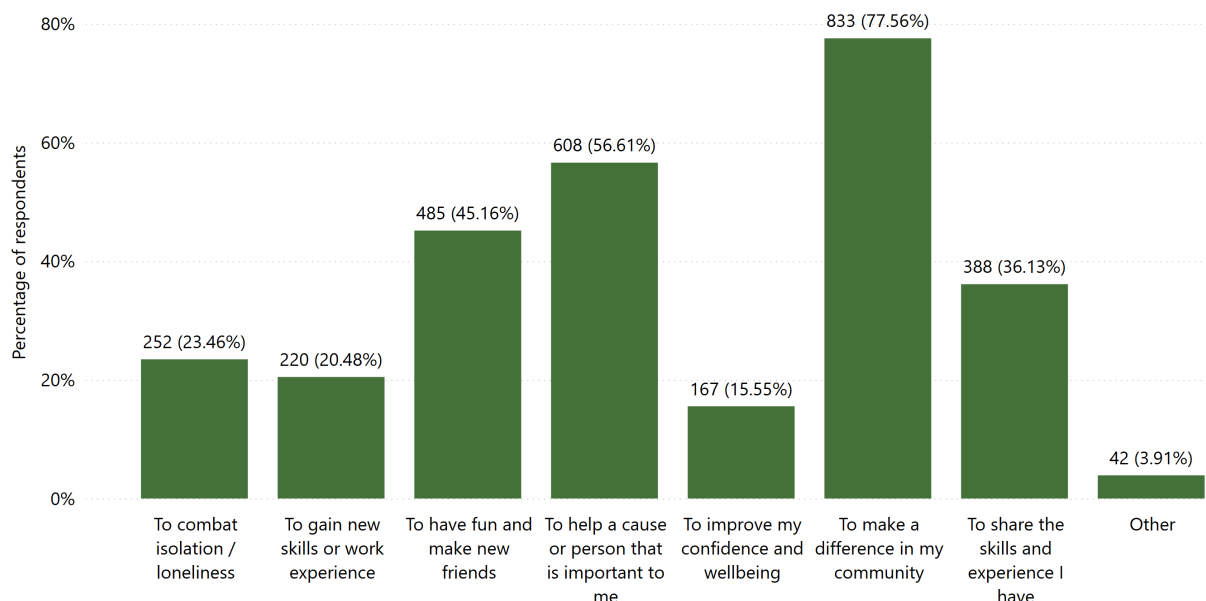


Base: 2,184; Margin of error: 2.1%

Figure 36 shows that just over half (50.46%) of respondents are either very or fairly interested in participating in local community activities or events. This compares to 17.08% of respondents who stated they were very or fairly uninterested. Additionally, 32.46% stated they were neither interested nor uninterested.

The respondents who answered "very interested" or "fairly interested" when asked how interested are you in participating in local community activities or events (**Figure 36**) were also asked "What motivates you to participate in the community?" (**Figure 37**). They were also asked "What types of activities are you most interested in participating in?" (**Figure 38**).

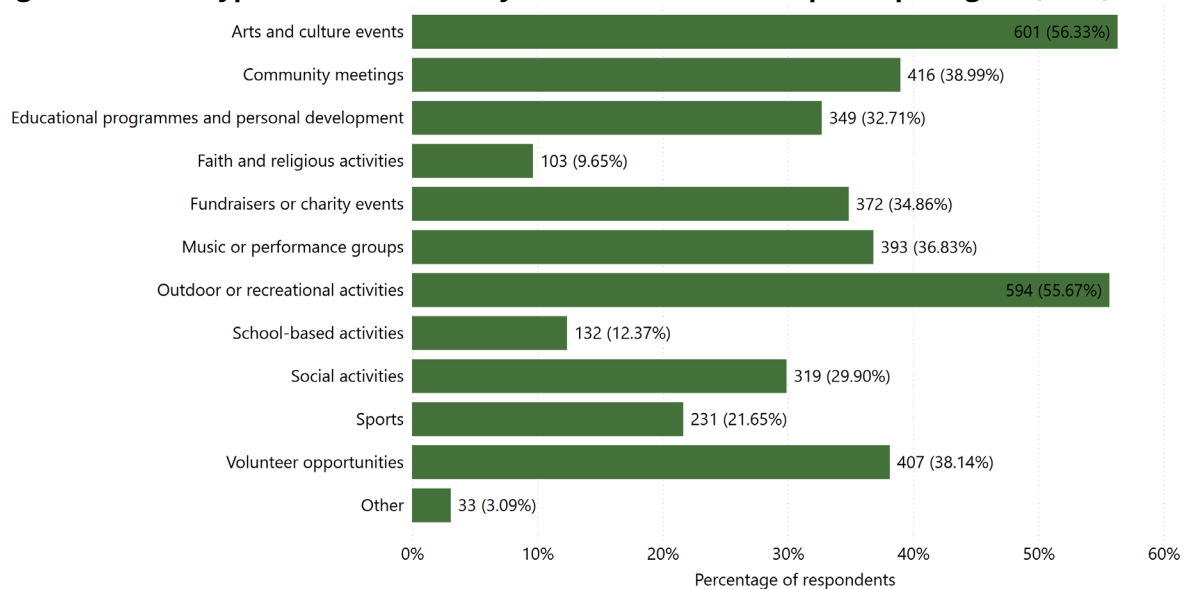
Figure 37: What motivates you to participate in the community? (2025)



Base: 1,074; Margin of error: 3.0%

Figure 37 shows that the most common motivation for respondents to participate in their community is a desire to make a difference in their community (77.56%). This is followed by a desire to help a cause or person that is important to them (56.61%) and a desire to have fun and make new friends (45.16%). Among the 3.91% who selected “other”, common themes included supporting their children, improving their environment they live in, and giving back to their community. Respondents were able to choose as many options as applicable so the percentages will not sum to 100.

Figure 38: What types of activities are you most interested in participating in? (2025)

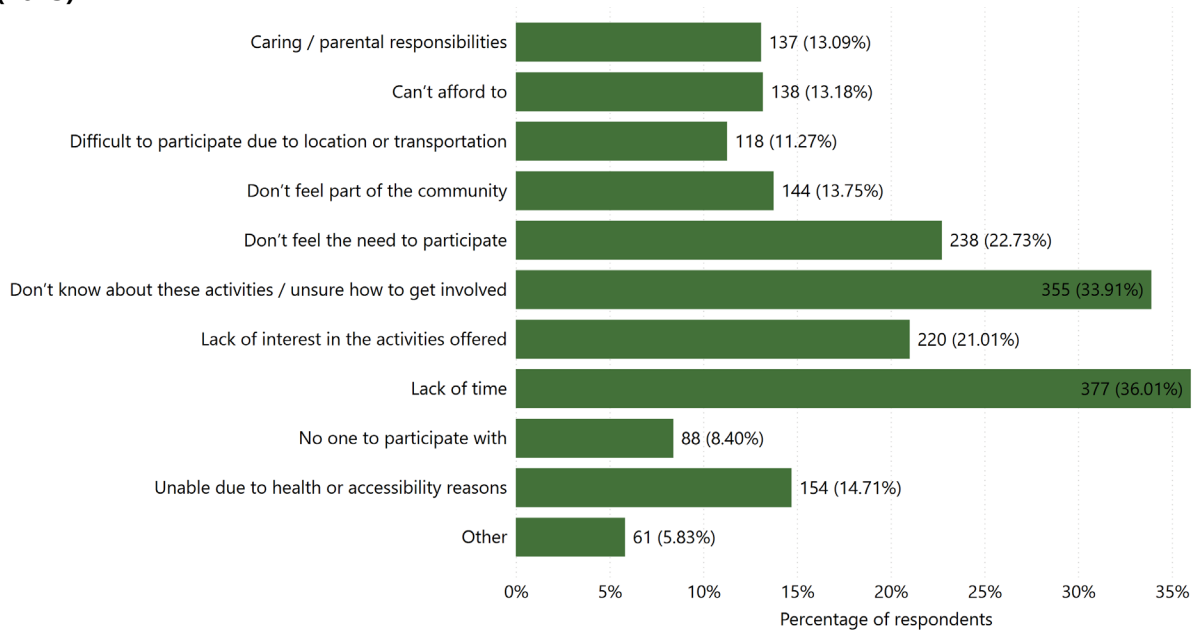


Base: 1,067; Margin of error: 3.0%

Figure 38 shows that respondents are most interested in arts and culture events (56.33%) and outdoor or recreational activities (55.67%). The least popular activities include faith and religious activities (9.56%), school-based activities (12.37%), and sports (21.65%). The other options were fairly evenly distributed ranging from 29.90% to 38.99%. Respondents were able to choose as many options as applicable so the percentages will not sum to 100.

The respondents who answered “very uninterested”, “fairly uninterested” or “neither interested nor uninterested” when asked how interested are you in participating in local community activities or events (**Figure 36**) were also asked “What are your main reasons for not participating in local community activities?” (**Figure 39**).

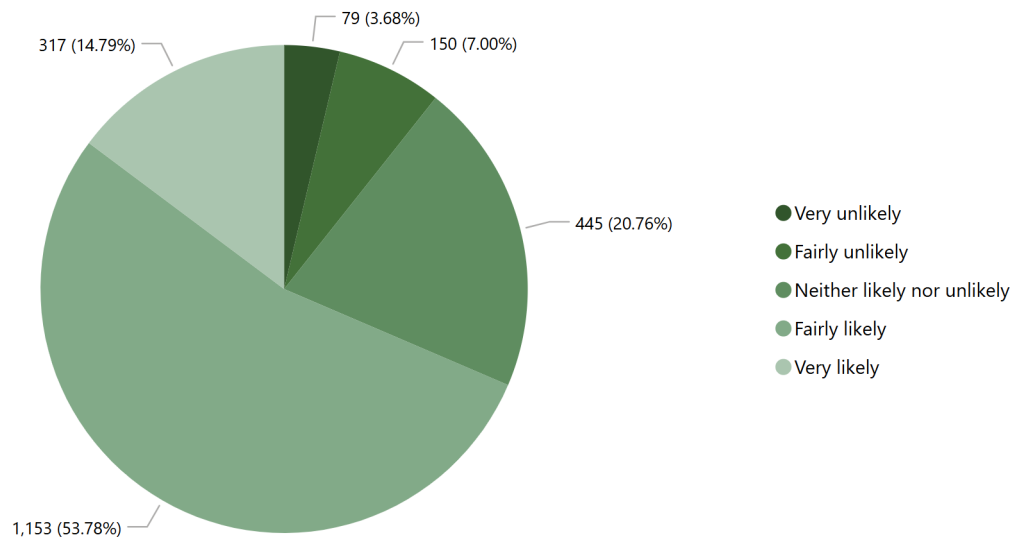
Figure 39: What are your main reasons for not participating in local community activities? (2025)



Base: 1,047; Margin of error: 3.0%

Figure 39 shows that the main reasons respondents do not participate in local community activities are a lack of time (36.01%) and not knowing about these activities / unsure how to get involved (33.91%). Other common reasons include not feeling the need to participate (22.73%) and a lack of interest in the activities offered (21.01%). The least common reasons were “*other*” (5.83%) and having no one to participate with (8.40%). The “*other*” reasons were fairly evenly distributed ranging from 11.27% to 14.71%. Common themes from the respondents that selected “*other*” included family commitments, activities not suitable for all residents, and already participating / volunteering elsewhere. Respondents were able to choose as many options as applicable so the percentages will not sum to 100.

Figure 40: How likely would you be to participate in activities in your local community if they were aligned with your interests? (2025)



Base: 2,144; Margin of error: 2.1%

Figure 40 shows that the majority of respondents stated that they would be very or fairly likely to participate in activities in their local community if they were aligned with their interests (68.57%). This compares to 10.68% of respondents who stated they would be very or fairly unlikely. Another 20.76% stated that they would be neither likely nor unlikely to participate.

The respondents who answered “*very likely*” or “*fairly likely*” when asked how likely would you be to participate in activities in your local community if they were aligned with your interests (**Figure 40**) were also asked “*Which of the following are you most interested in?*” (**Table 3**).

Table 3: Which of the following are you most interested in? (2025)

	1 Most interested	2	3	4	5	6	7	8	9 Least interested	Average rank*
Clean outdoor spaces	20.43%	26.19%	20.57%	12.74%	7.90%	5.84%	3.35%	1.57%	1.42%	3.09
Nature and wildlife	13.82%	12.46%	12.75%	11.75%	14.10%	14.03%	9.33%	8.05%	3.70%	4.42
Safe, friendly and inclusive community	18.79%	10.46%	9.82%	11.74%	11.03%	8.33%	11.10%	14.31%	4.41%	4.53
Active travel routes	17.79%	12.38%	11.46%	9.82%	10.39%	9.61%	8.90%	8.11%	11.53%	4.57
Community-run facilities	6.69%	11.53%	14.52%	18.65%	14.38%	12.95%	12.10%	6.90%	2.28%	4.58
Arts and culture	10.60%	8.40%	8.61%	7.9%	9.82%	11.81%	12.38%	11.81%	18.65%	5.54
Play areas / sports fields	4.84%	5.98%	9.40%	9.25%	8.90%	12.03%	16.01%	15.16%	18.43%	5.98
Educational opportunities	3.56%	4.48%	6.38%	9.61%	13.74%	13.38%	14.95%	18.43%	15.02%	6.08
Vibrant and engaged community	3.49%	8.11%	6.05%	8.54%	9.75%	12.03%	11.89%	15.66%	24.48%	6.22

Base: 1,405; Margin of error: 2.6%

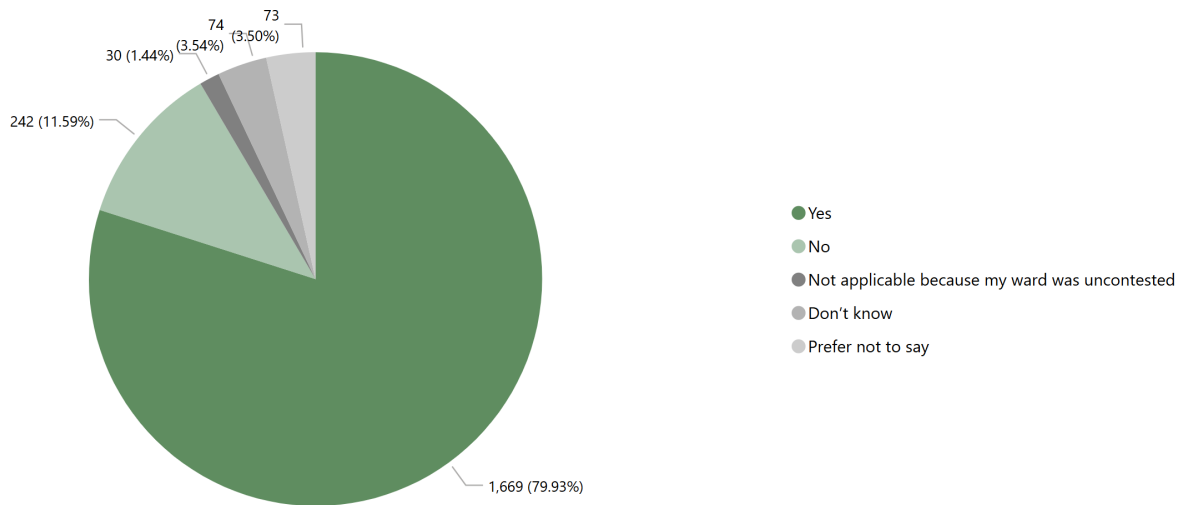
* The average used is the mean which is the sum of all ranks divided by the number of respondents.

Respondents were asked to rank nine types of activities by interest, with 1 being most interested and 9 being least interested. If the respondents did not rank all activities, the remaining options defaulted to their original order, which may introduce some bias toward earlier listed activities.

Table 3 shows the percentage of respondents that chose each rank for each type of activity. The final column includes the average rank for each activity, where a lower rank indicates higher interest. Respondents showed the greatest interest in clean outdoor spaces as the top priority (3.09) and was chosen by the highest proportion of respondents (20.43%) as their most preferred activity. Nature and wildlife had the next best average rank (4.42), however a higher percentage of respondents chose a safe, friendly, and inclusive community (18.79%) and active travel routes (17.79%) as their top activities. In contrast, the least favoured activity was building a vibrant and engaged community, which had the lowest interest with an average rank of 6.22.

About local democracy

Figure 41: Did you vote in your most recent council election? (2025)

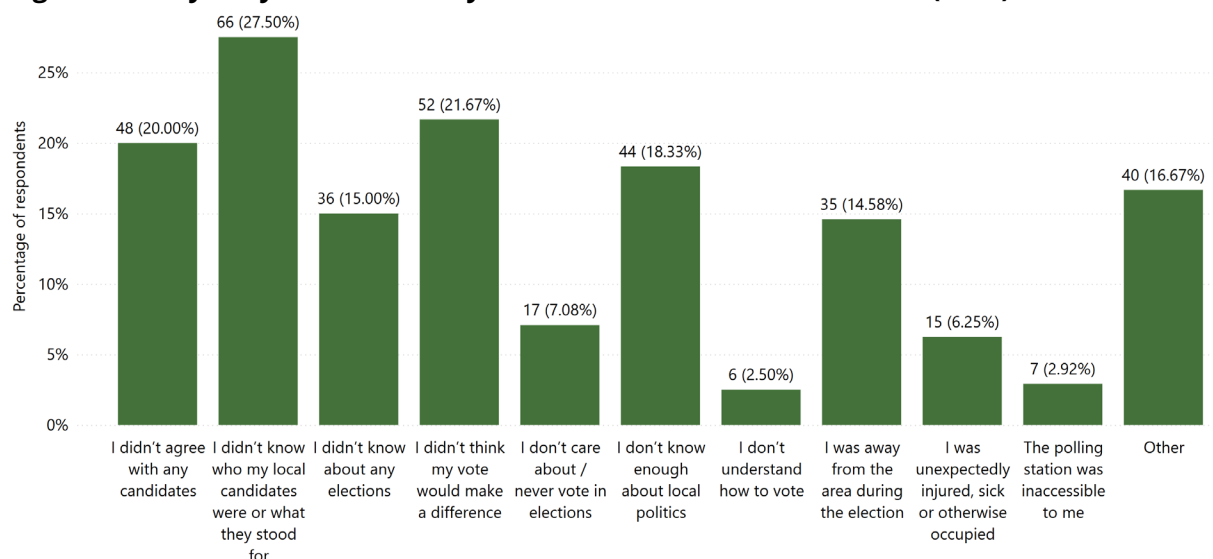


Base: 2,088; Margin of error: 2.1%

Figure 41 shows that 79.93% of respondents voted in their most recent council election compared to 11.59% who did not. 1.44% stated that this question was not applicable because their ward was uncontested, 3.54% stated that they don't know if they voted and 3.50% stated that they would prefer not to say.

The respondents who answered "no" when asked did you vote in your most recent council election (**Figure 41**), were also asked "Why did you not vote in your most recent council election?" (**Figure 42**).

Figure 42: Why did you not vote in your most recent council election? (2025)

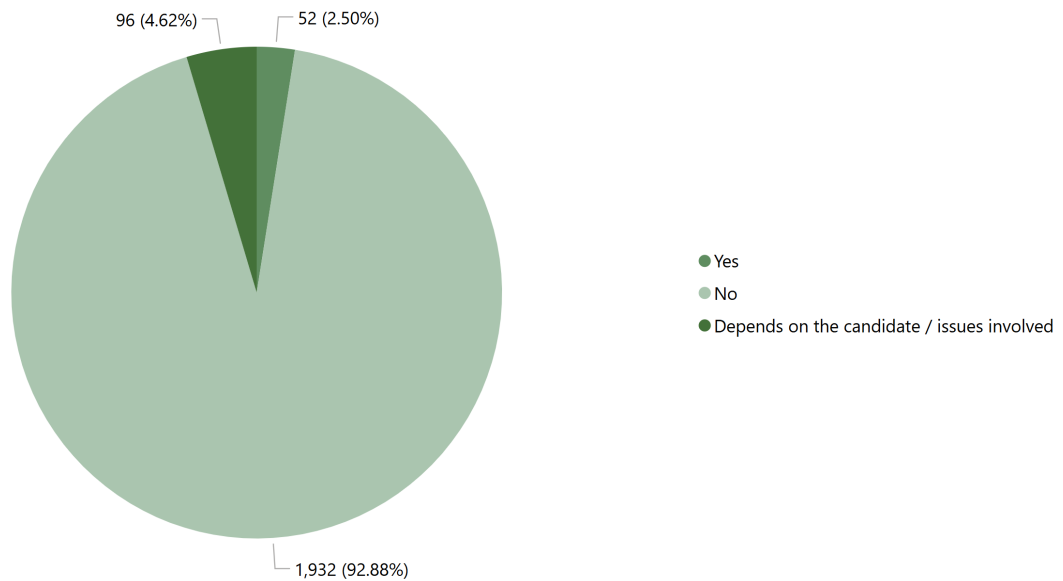


Base: 240; Margin of error: 6.3%

Figure 42 shows that 27.50% of respondents did not vote in their most recent council election because they didn't know who their local candidates were or what they stood for. The next most

common reasons included believing their vote would not make a difference (21.67%), not agreeing with any of the candidates (20.00%), and not knowing enough about local politics (18.33%). Of the 16.67% of respondents who stated "other", some common themes included recently moved to the area and therefore not being registered or living in the Vale of Glamorgan at the time, finding the forms too difficult to complete, and being too busy / not enough time. Respondents were able to choose as many options as applicable so the percentages will not sum to 100.

Figure 43: Do you get involved in campaigning for your local councillor? (e.g. canvassing or fundraising) (2025)

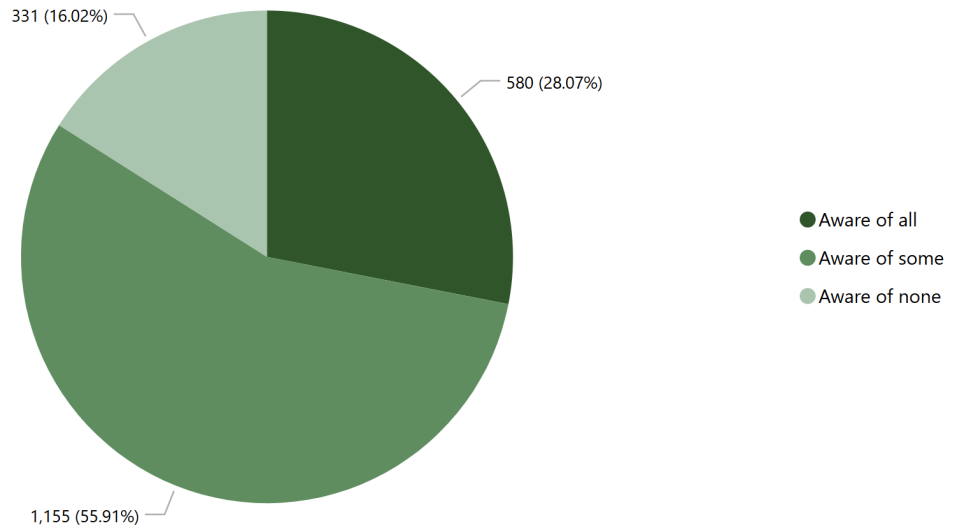


Base: 2,080; Margin of error: 2.1%

Figure 43 shows that the majority of respondents (92.88%) do not get involved in campaigning for their local councillor, compared to 2.50% that stated that they do. Another 4.62% stated that it depends on the candidate / issues involved.

Your local Councillor

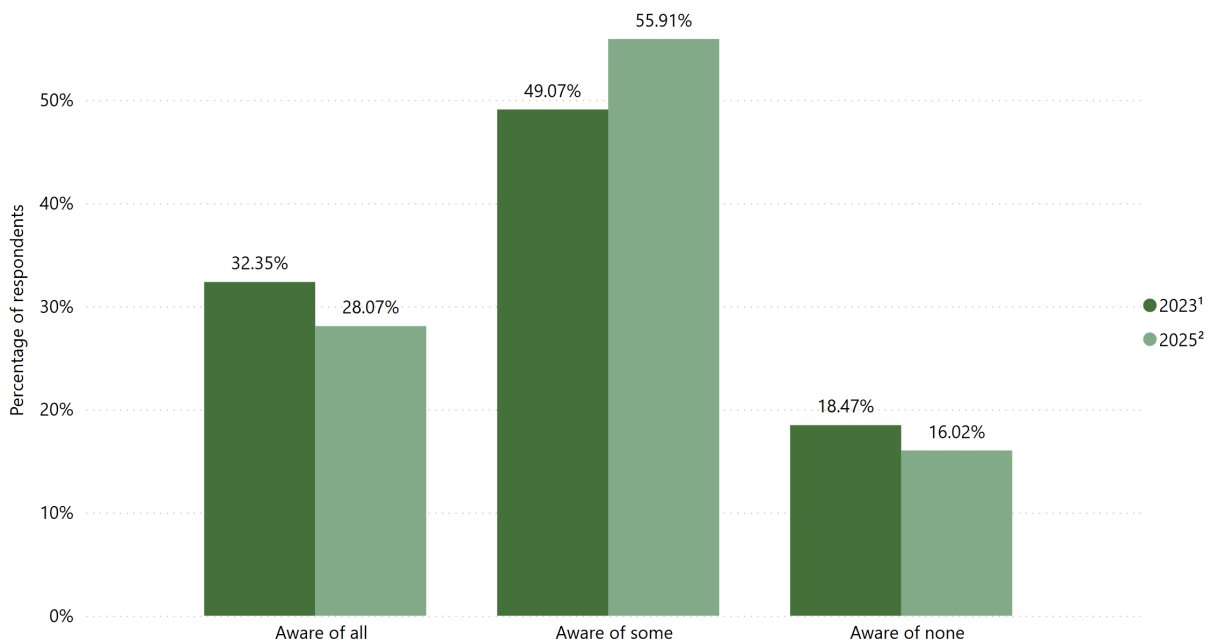
Figure 44: To what extent were you aware of the responsibilities of local councillors? (2025)



Base: 2,066; Margin of error: 2.1%

Figure 44 shows that majority of respondents (55.91%) were aware of some of the responsibilities of local councillors compared to 28.07% that were aware of all, and 16.02% that were aware of none.

Figure 45: To what extent were you aware of the responsibilities of local councillors? (2023 and 2025)

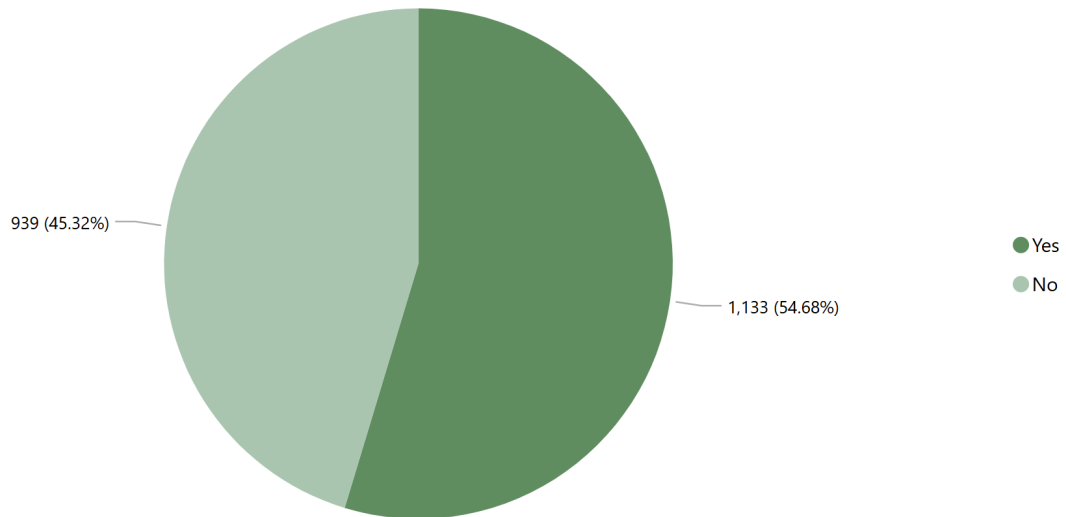


Base¹: 3,026; Margin of error¹: 1.8%

Base²: 2,066; Margin of error²: 2.1%

Figure 45 shows a similar trend between the 2023 and 2025 survey responses. In 2025, there was a slight decrease in the percentage of respondents who were aware of all local councillor responsibilities (28.07%) compared to 2023 (32.35%). More respondents in 2025 said that they were aware of some of the responsibilities of local councillors (55.91%) compared to 49.07% in 2023. There was a very slight decrease in the respondents who were aware of none of the responsibilities from 18.47% in 2023, to 16.02% in 2025.

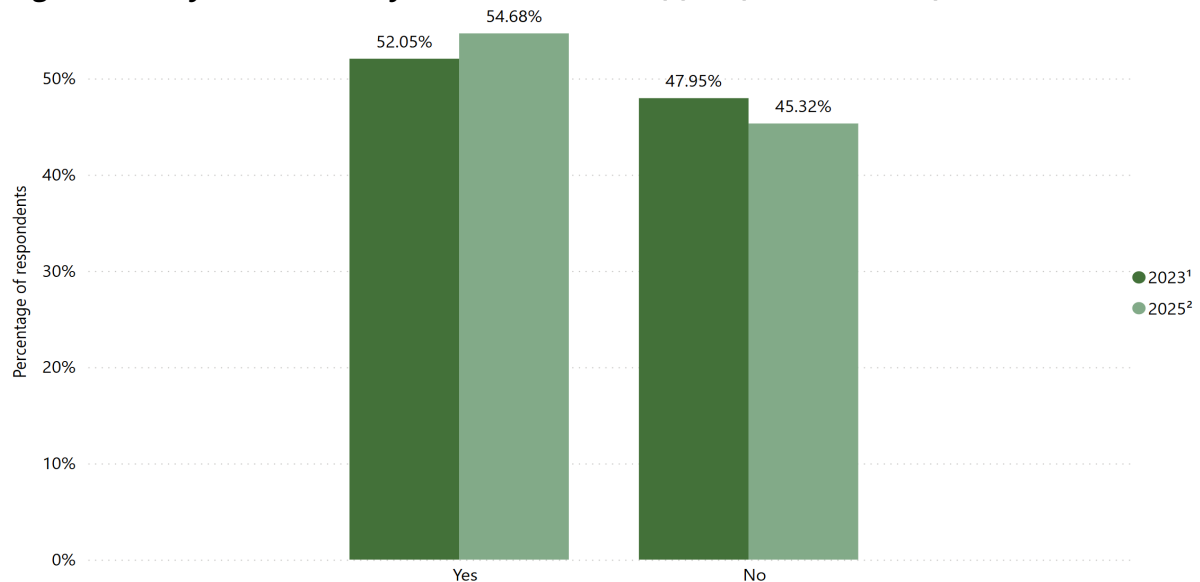
Figure 46: Do you know who your local councillor(s) is? (2025)



Base: 2,072; Margin of error: 2.1%

Figure 46 shows 54.68% of respondents know who their local councillor is compared to 45.32% who do not.

Figure 47: Do you know who your local councillor(s) is? (2023 and 2025)

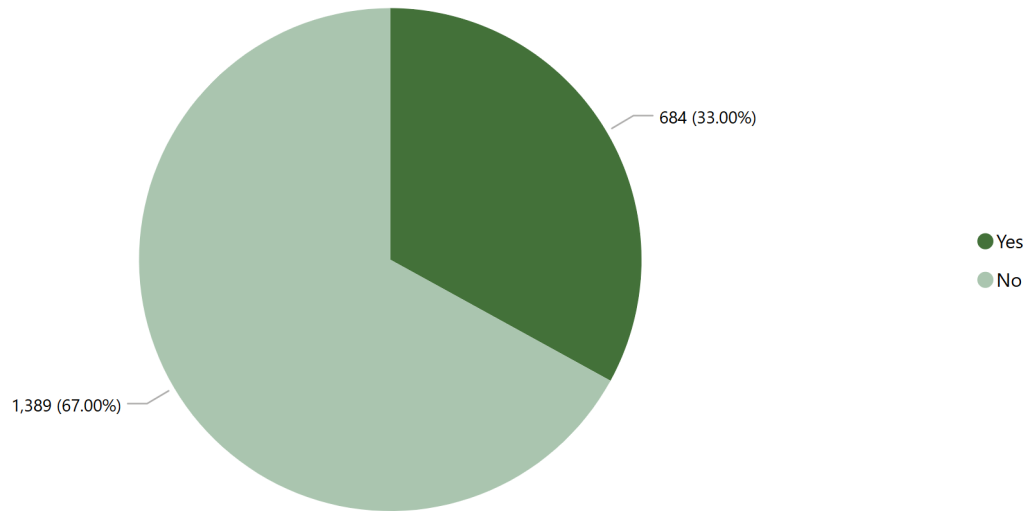


Base¹: 3,026; Margin of error¹: 1.8%

Base²: 2,072; Margin of error²: 2.1%

Figure 47 shows very similar responses between both years, with a slight increase in 2025. The latest survey, 54.68% of respondents reporting knowing who their local councillor is, compared to 52.05% in 2023.

Figure 48: Have you ever tried to contact your local councillor? (2025)

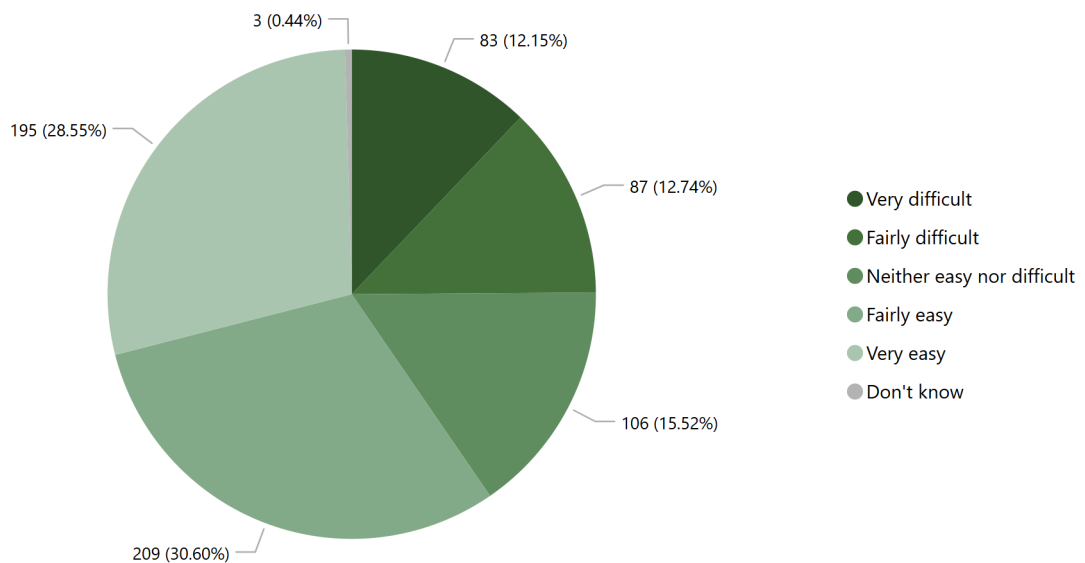


Base: 2,073; Margin of error: 2.1%

Figure 48 shows that 33.00% of respondents have tried to contact their local councillor compared to 67.00% who have not.

The respondents who answered “yes” when asked have you ever tried to contact your local councillor (**Figure 48**) were also asked “How easy was it to contact your local councillor?” (**Figure 49**).

Figure 49: How easy was it to contact your local councillor? (2025)



Base: 683; Margin of error: 3.7%

Figure 49 shows that majority of respondents stated that it was either very or fairly easy to contact their local councillor (59.15%). This compares to 24.89% who stated that it was either very or fairly difficult to contact their local councillor. In addition, 15.52% stated it was neither easy nor difficult and 0.44% stating they don't know.

Figure 50: What is your preferred way of getting in touch with your local councillor? (2025)

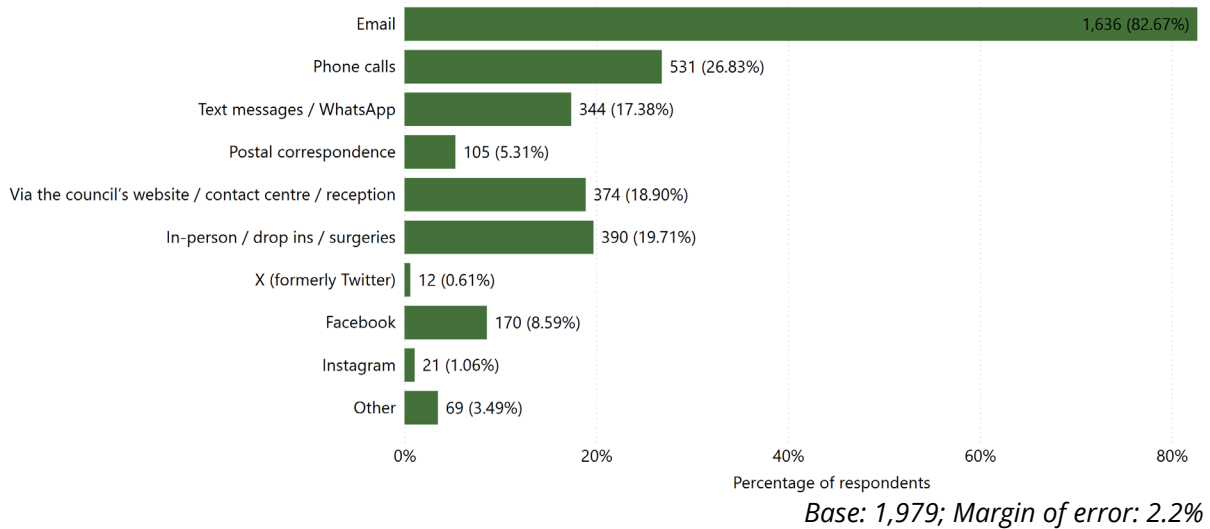
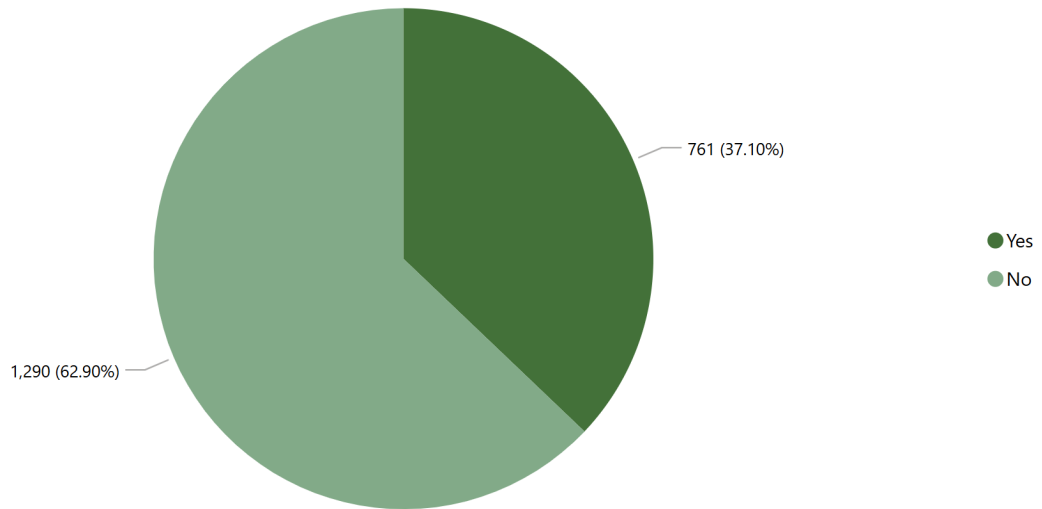


Figure 50 shows that email is the most preferred method of getting in touch with local councillors, selected by 82.67% of respondents. Other notable methods include phone calls (26.83%), in-person visits (19.71%), contact via the council's website or reception (18.90%) and text messages / WhatsApp (17.38%). Social media platforms and postal correspondence were the least favoured, with X (formerly Twitter) at just 0.61% and Instagram at 1.06%. Respondents were able to choose as many options as applicable so the percentages will not sum to 100.

Council

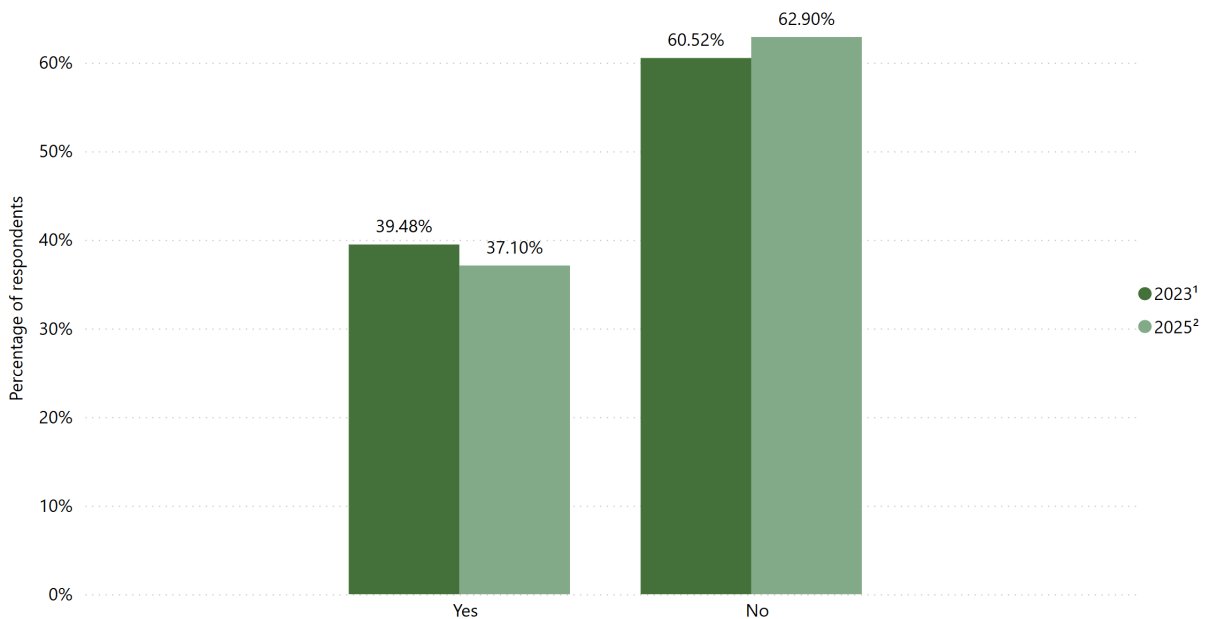
Figure 51: Have you ever attempted to influence a decision or decisions made by the council? (2025)



Base: 2,051; Margin of error: 2.1%

Figure 51 shows that 37.10% of respondents have attempted to influence a decision or decisions made by the council compared to 62.90% who have not.

Figure 52: Have you ever attempted to influence a decision or decisions made by the council? (2023 and 2025)

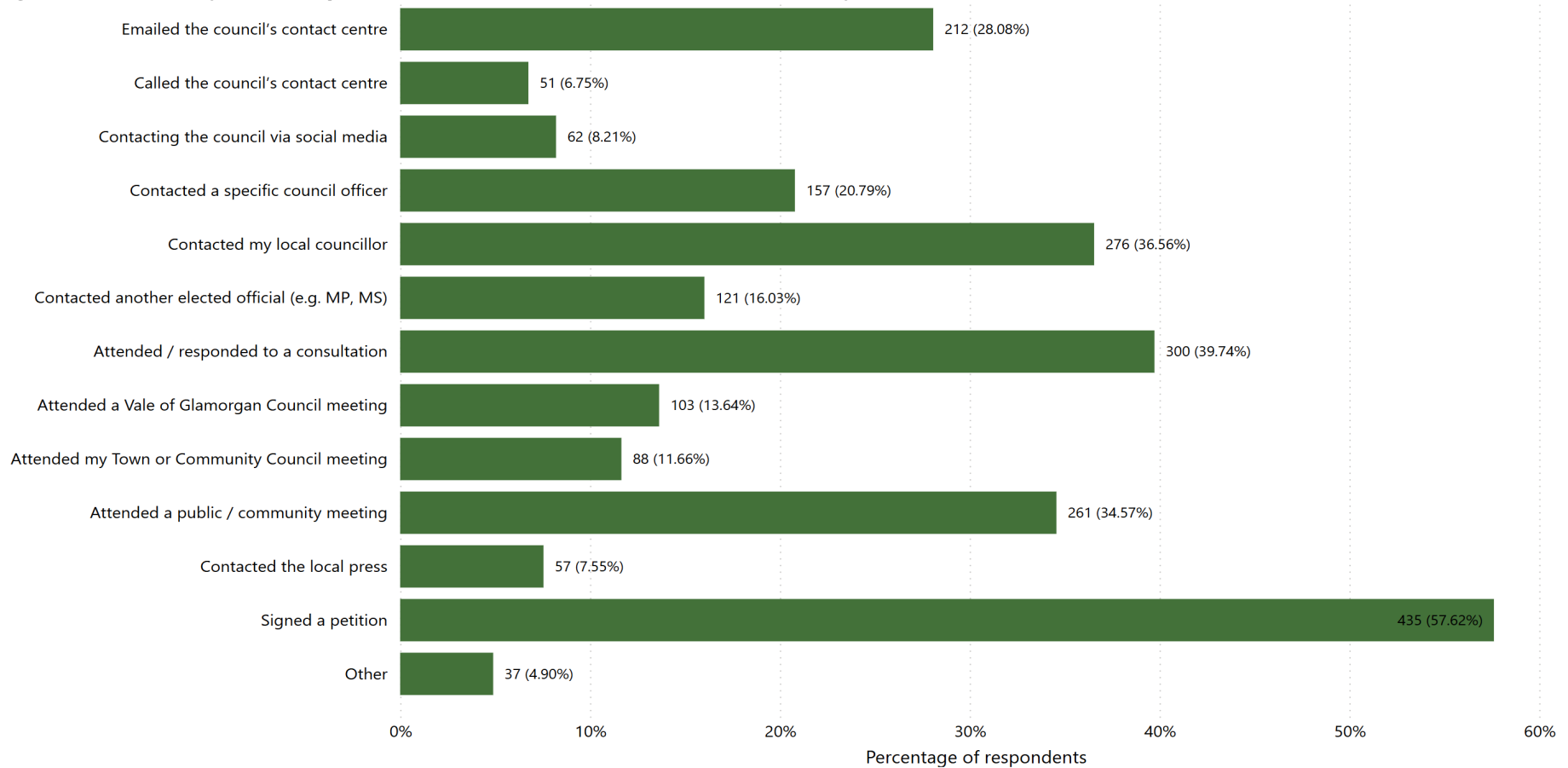


*Base¹: 3,012; Margin of error¹: 1.8%
Base²: 2,051; Margin of error²: 2.1%*

Figure 52 shows similar responses between the 2023 and 2025 surveys, with 39.48% of respondents indicating that they have attempted to influence a decision or decisions made by the council in 2023 and 37.10% in 2025. In contrast, 60.52% in 2023 and 62.90% in 2025 indicated that they have not.

The respondents who answered “yes” to have you ever attempted to influence a decision or decisions made by the council (**Figure 51**), were also asked “*How did you attempt to influence a decision or decisions made by the council?*” (**Figure 53**).

Figure 53: How did you attempt to influence a decision or decisions made by the council? (2025)

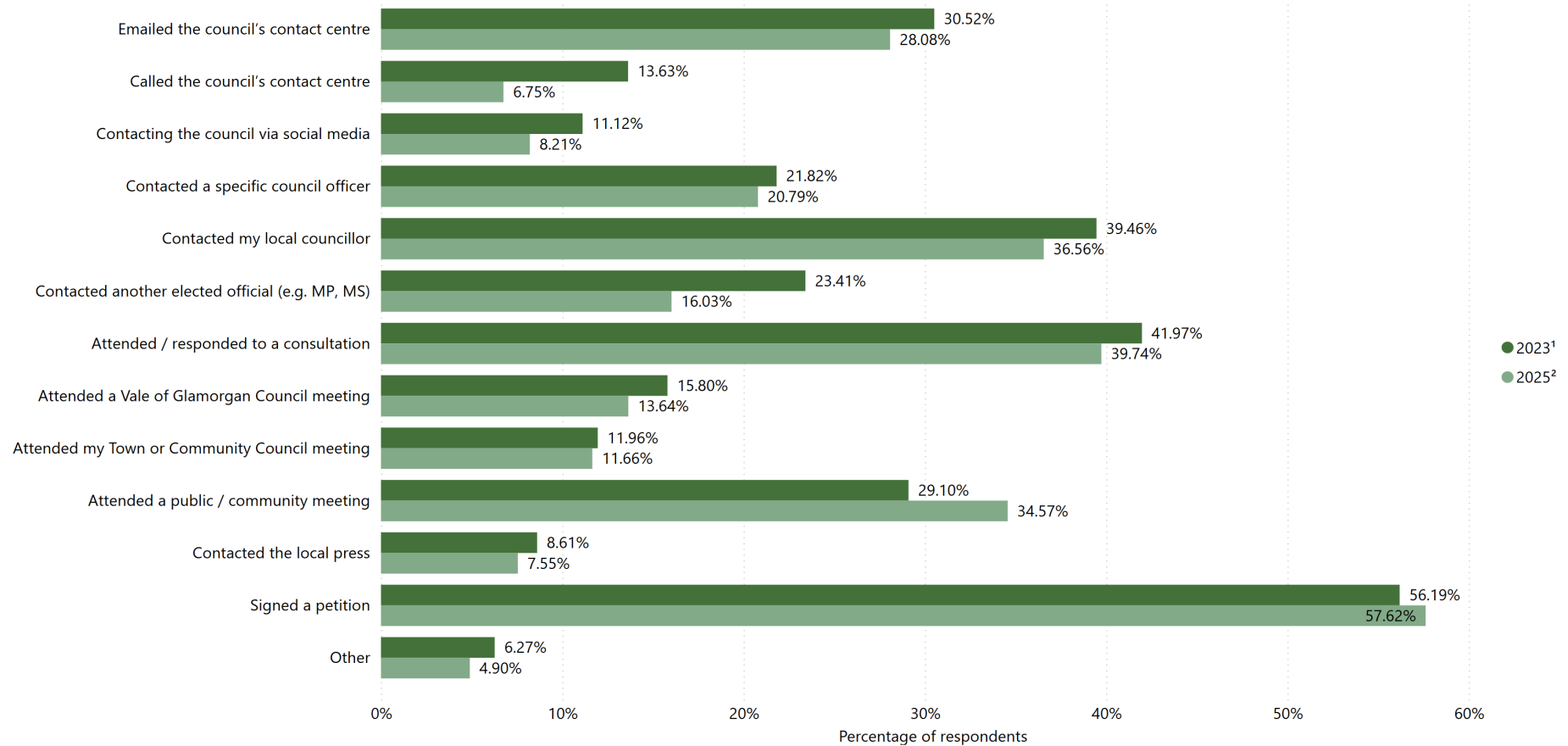


Base: 755; Margin of error: 3.6%

Figure 53 shows that 28.08% of respondents attempted to influence a decision or decisions made by the council by emailing the council's contact centre. This compares to 6.75% who called the council's contact centre and 8.21% who contacted the council through social media. 20.79% of respondents contacted a specific council officer, while 36.56% contacted their local councillor and 16.03% contacted another elected official. 39.74% attended or replied to a consultation, 13.64% attended a Vale of Glamorgan Council meeting, 11.66% attended their Town or Community Council

meeting and 34.57% attended a public / community meeting. A further 7.55% contacted the local press and 4.09% used another method. The most common way that respondents stated they have attempted to influence a decision or decisions made by the council was through signing a petition (57.62%). Additionally, 4.90% of respondents stated that they had tried to influence the council in other ways, some common themes included, protests and demonstrations and responding to planning applications.

Figure 54: How did you attempt to influence a decision or decisions made by the council? (2023 and 2025)



Base¹: 1,196; Margin of error¹: 3.0%
 Base²: 755; Margin of error²: 3.6%

Figure 54 compares how residents attempted to influence decisions made by the council in 2023 and 2025. Overall, levels of engagement remained consistent across most categories, though several notable shifts are evident.

Petitions and consultations

- Signing a petition continued to be the most widely used method. Participation rose slightly from 56.19% in 2023 to 57.62% in 2025.
- Attending or responding to a consultation remained a common approach, although usage decreased from 41.97% in 2023 to 39.74% in 2025.

Direct contact with Officials

- Contacting a local councillor decreased from 39.46% in 2023 to 36.56% in 2025, though it remained one of the most frequently used methods.
- Contacting another elected official experienced the largest decline, falling from 23.41% in 2023 to 16.03% in 2025.
- Contacting a specific council officer also decreased slightly, from 21.82% in 2023 to 20.79% in 2025.

Council communication channels

- Emailing the council's contact centre fell from 30.52% in 2023 to 28.08% in 2025.
- Phone contact showed one of the most significant decreases, dropping from 13.63% in 2023 to 6.75% in 2025.

Community and media engagement

- Attendance at public or community meetings increased notably, rising from 29.10% in 2023 to 34.57% in 2025.
- Contacting the council via social media decreased from 11.12% in 2023 to 8.21% in 2025.
- Contacting the local press also decreased slightly, from 8.61% in 2023 to 7.55% in 2025.

Health

Figure 55: How would you describe your mental and physical health? (2025)

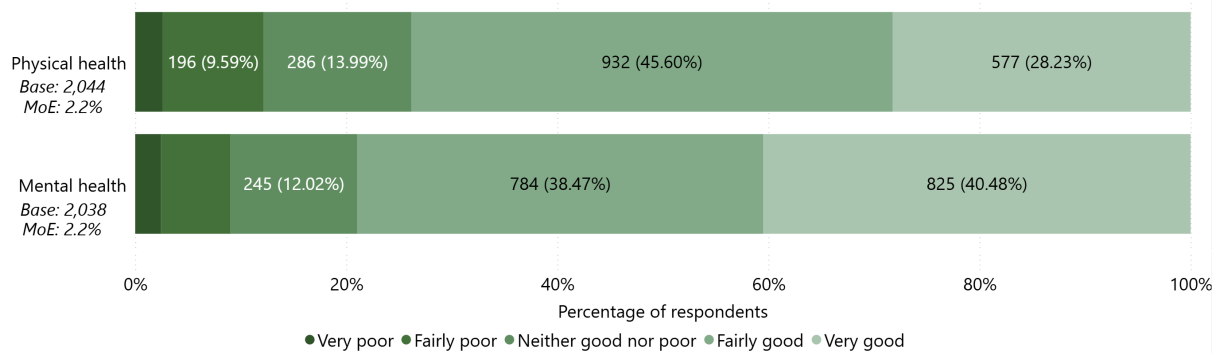
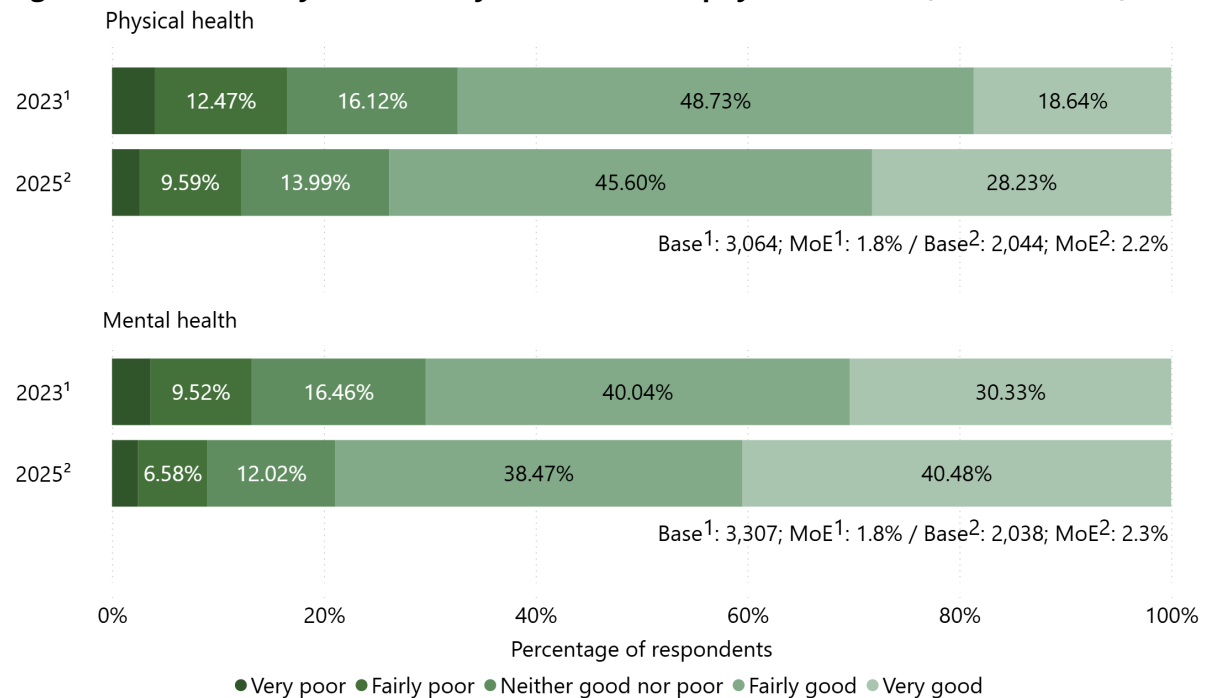


Figure 55 shows that majority of respondents would describe their physical health as very or fairly good (73.83%) compared to 12.18% who would describe their physical health as very or fairly poor. Similarly, the majority of respondents would describe their mental health as very or fairly good (78.95%) compared to 9.03% who would describe their mental health as very or fairly poor.

Figure 56: How would you describe your mental and physical health? (2023 and 2025)



The data from **Figure 56** shows that respondents in 2023 and 2025 described their physical and mental health in very similar ways, though with slight improvements over time. In 2023, 67.37% of respondents reported their physical health as very or fairly good, rising to 73.83% in 2025. A comparable trend is seen in mental health, with 70.37% of respondents rating their mental health positively in 2023, compared to 78.95% in 2025.

Your priorities

Table 4: Please rank the following by how important they are to you... (2025)

	1 Most important	2	3	4	5	6	7	8	9	10	11 Least important	Average rank*
Easily access care and healthcare services when my family or I need them	45.99%	25.13%	11.72%	5.49%	4.01%	2.27%	2.01%	1.48%	1.27%	0.26%	0.37%	2.31
Live in a neighbourhood that is clean and tidy	8.76%	18.47%	20.11%	18.10%	15.57%	8.18%	4.27%	2.69%	1.85%	1.53%	0.47%	3.94
Buy or rent a good quality home	25.65%	15.94%	9.50%	5.38%	5.12%	5.22%	5.33%	5.28%	7.18%	7.97%	7.55%	4.71
Access to regular recycling and waste collections	5.91%	7.28%	10.24%	13.46%	15.30%	15.78%	15.36%	9.55%	4.12%	2.11%	0.90%	5.28
Enjoy the natural environment	0.95%	4.75%	9.71%	14.99%	16.20%	18.84%	12.88%	10.82%	6.02%	3.38%	1.48%	5.74
Travel using well maintained public highways	2.90%	6.81%	9.82%	11.82%	12.93%	12.98%	13.56%	13.61%	8.17%	4.27%	2.59%	5.89
Shop for food and everyday items within my local area	3.54%	5.12%	6.76%	8.39%	9.56%	10.72%	11.83%	10.35%	8.55%	9.45%	15.73%	6.90
Access good quality local nurseries and schools for my children or those in my community to attend	3.59%	10.08%	12.30%	7.07%	4.80%	3.91%	5.01%	6.65%	8.18%	12.61%	25.80%	7.08
Things to keep me fit and healthy for free or at a price can afford	1.27%	3.22%	4.80%	6.49%	7.07%	9.60%	14.62%	16.94%	19.68%	12.45%	3.85%	7.23
Take part in formal learning to help gain new skills	1.00%	2.16%	3.80%	6.44%	5.70%	6.49%	7.92%	10.77%	17.20%	20.53%	17.99%	8.09
Engage with arts, cultural or heritage events for free or at a price I can afford	0.47%	1.06%	1.27%	2.48%	3.75%	6.02%	7.23%	11.87%	17.26%	25.44%	23.17%	8.81

Base: 1,895; Margin of error: 2.2%

* The average used is the mean which is the sum of all ranks divided by the number of respondents.

Respondents were asked to rank 11 services and facilities by how important they are to them, with 1 being most important and 11 being least important. If the respondents did not rank all services and facilities, the remaining options defaulted to their original order, which may result in some bias towards earlier listed services and facilities.

Table 4 shows the percentage of respondents that chose each rank for each type of services and facilities. The final column includes the average rank for each service / facility, where a lower rank indicates higher importance. The ability to easily access care and health services emerged as the most important factor, receiving both the best average rank (2.31) and was chosen by the highest proportion of respondents (45.99%) as the most important service. The second most frequently chosen top priority was the ability to buy or rent a good quality home (25.65%). However, when considering average rankings, living in a neighbourhood that is clean and tidy (3.94) was rated as the second most important overall. The least important service / facility was the opportunity to engage with arts, cultural, or heritage events (8.81), which placed bottom of the average ranking among all categories.

Table 5: Average rank* for how important each of the following are to residents... (2023 and 2025)

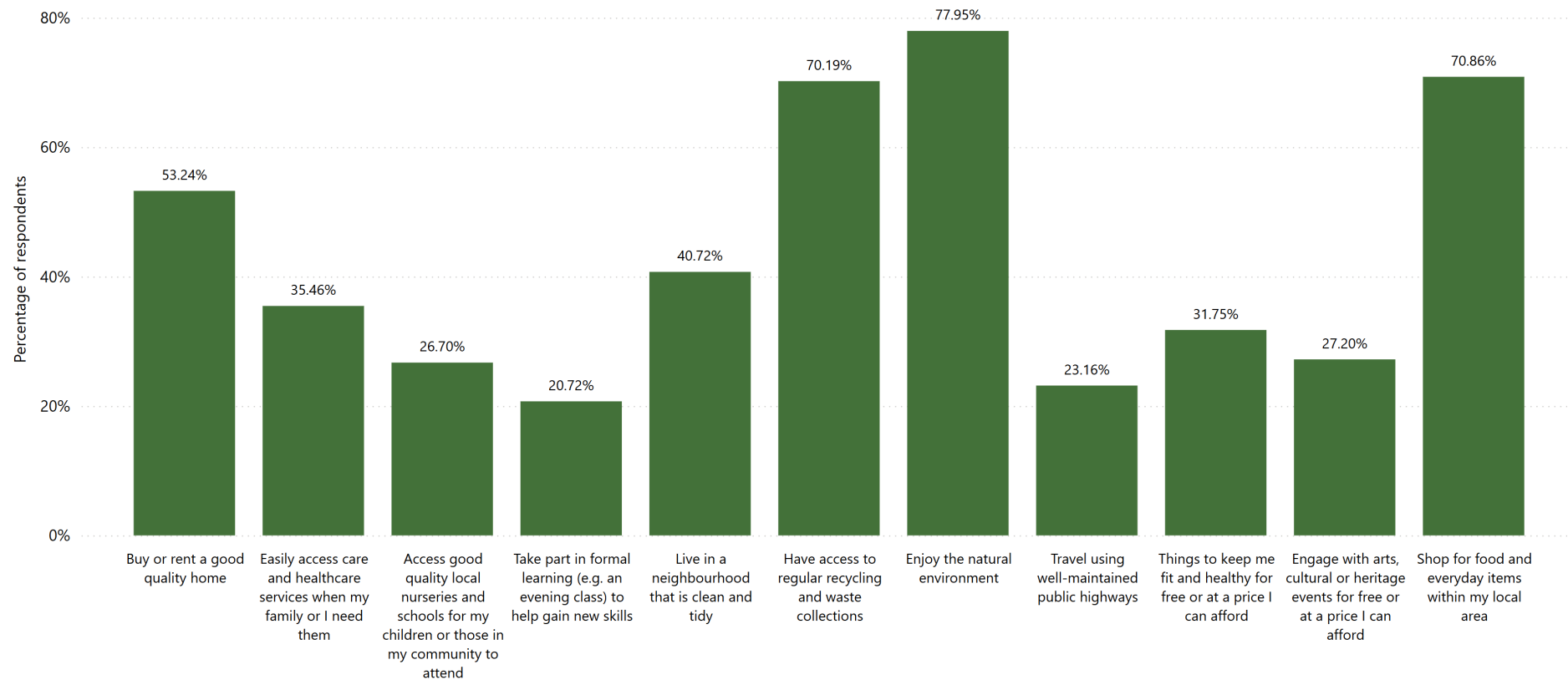
	2023 ¹	2025 ²
Easily access care and healthcare services when my family or I need them	2.56	2.31
Live in a neighbourhood that is clean and tidy	4.22	3.94
Buy or rent a good quality home	4.87	4.71
Access to regular recycling and waste collections	5.50	5.28
Enjoy the natural environment	5.47	5.74
Travel using well maintained public highways	5.57	5.89
Shop for food and everyday items within my local area	6.40	6.90
Access good quality local nurseries and schools for my children or those in my community to attend	6.83	7.08
Things to keep me fit and healthy for free or at a price can afford	7.36	7.23
Take part in formal learning to help gain new skills	8.40	8.09
Engage with arts, cultural or heritage events for free or at a price I can afford	8.82	8.81

Base¹: 3,194; Margin of error¹: 1.8%
Base²: 1,895; Margin of error²: 2.2%

* The average used is the mean which is the sum of all ranks divided by the number of respondents.

Table 5 compares the average rank for responses between 2023 and 2025 when respondents were asked to rank 11 services and facilities by how important they are to them, with 1 being most important and 11 being least important. Although there are some slight differences between the average ranks for each services / facility, the order in which they have been ranked hasn't changed. Being able to access care and healthcare services still ranked the highest, 2.56 in 2023 and 2.31 in 2025 and being able to engage with arts, cultural or heritage events for free or at a price they can afford remained the lowest ranked, 8.82 in 2023 and 8.81 in 2025.

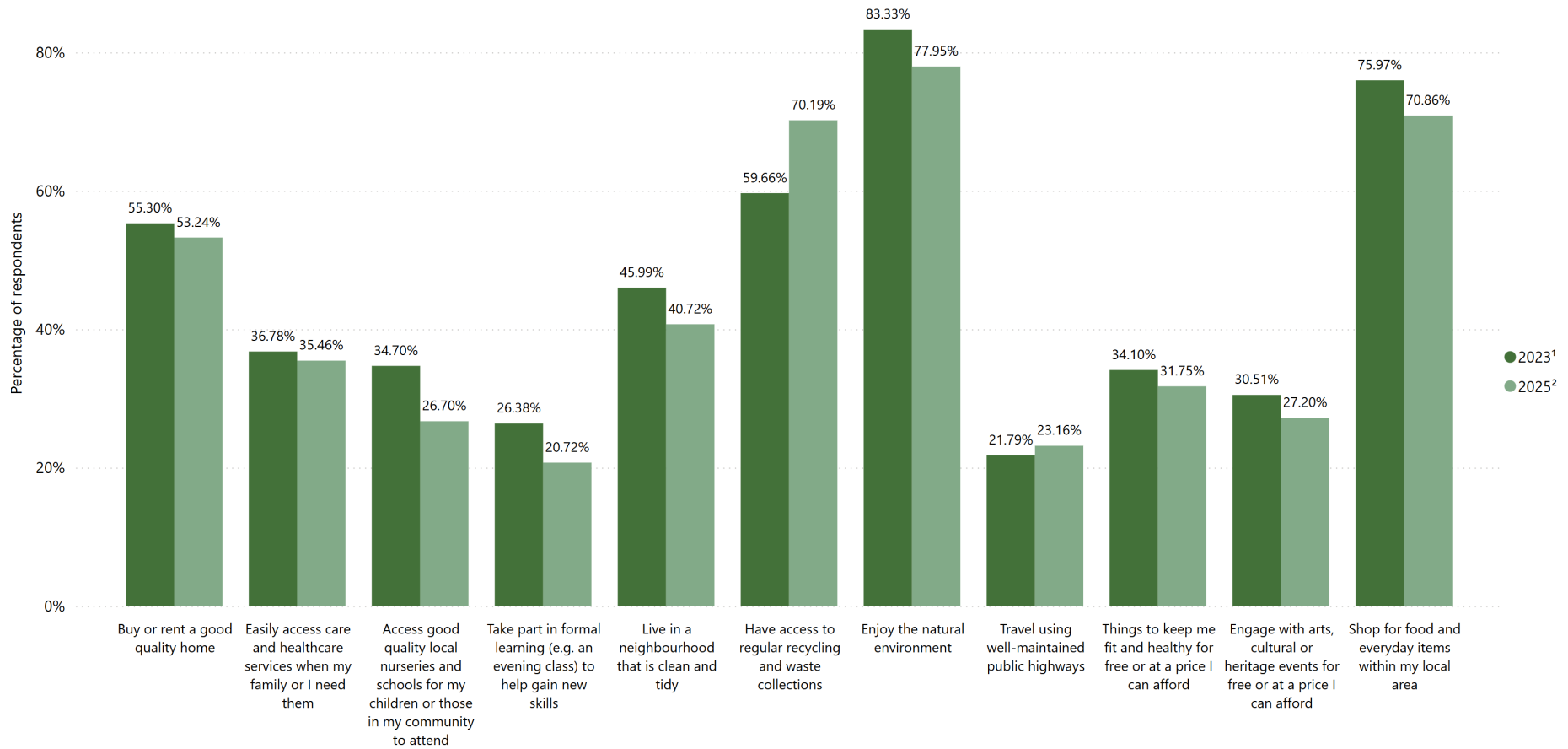
Figure 57: Which of the following are you able to do in the Vale of Glamorgan? (2025)



Base: 1,805; Margin of error: 2.3%

Figure 57 shows which services or facilities, from a given list, respondents believed they were able to do in the Vale of Glamorgan. The list provided was the same list that respondents were asked to rank in the previous question (Table 4). Respondents were able to choose as many options as applicable so the percentages will not sum to 100. Being able to enjoy the natural environment (77.95%), shop for food and everyday items within my local area (70.86%) and have access to regular recycling and waste collections (70.19%) were the top three responses. The least common responses were being able to take part in formal learning to help gain new skills (20.72%) and travel using well-maintained public highways (23.16%).

Figure 58: Which of the following are you able to do in the Vale of Glamorgan? (2023 and 2025)



Base¹: 3,029; Margin of error¹: 1.8%
Base²: 1,805; Margin of error²: 2.3%

Figure 58 compares what the residents stated they were able to do in the Vale of Glamorgan in 2023 and 2025. The top three responses have remained the same across both years, but a notable change is the percentage increase in respondents who have stated that they have access to regular recycling and waste collections, increasing from 59.66% (2023) to 70.19% (2025). Being able to travel using well-maintained public highways continued to be one of the least common responses in both years but did see a slight increase in 2025 (23.16%) compared to 21.79% in 2023. Apart from the two previously mentioned responses that showed an increase in the percentage of respondents, all other options saw a decrease. The largest decrease was in access to good quality local nurseries and schools for their children or those in their community to attend, which decreased from 34.70% in 2023 to 26.70% in 2025.

Figure 59: How concerned are you about... (2025)

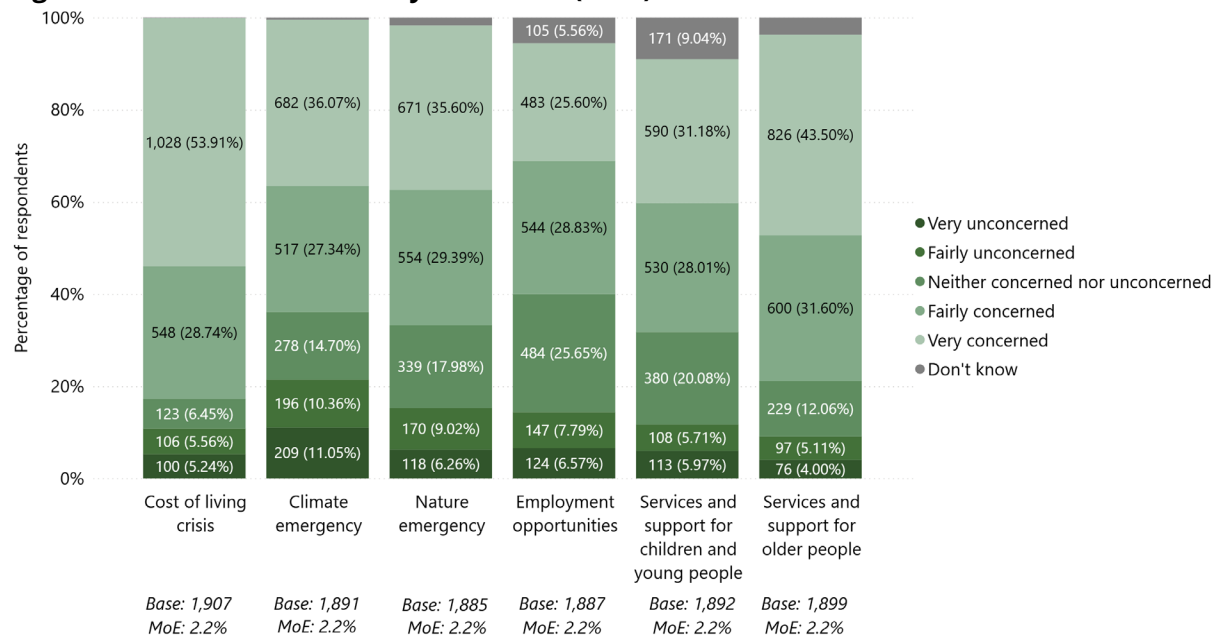
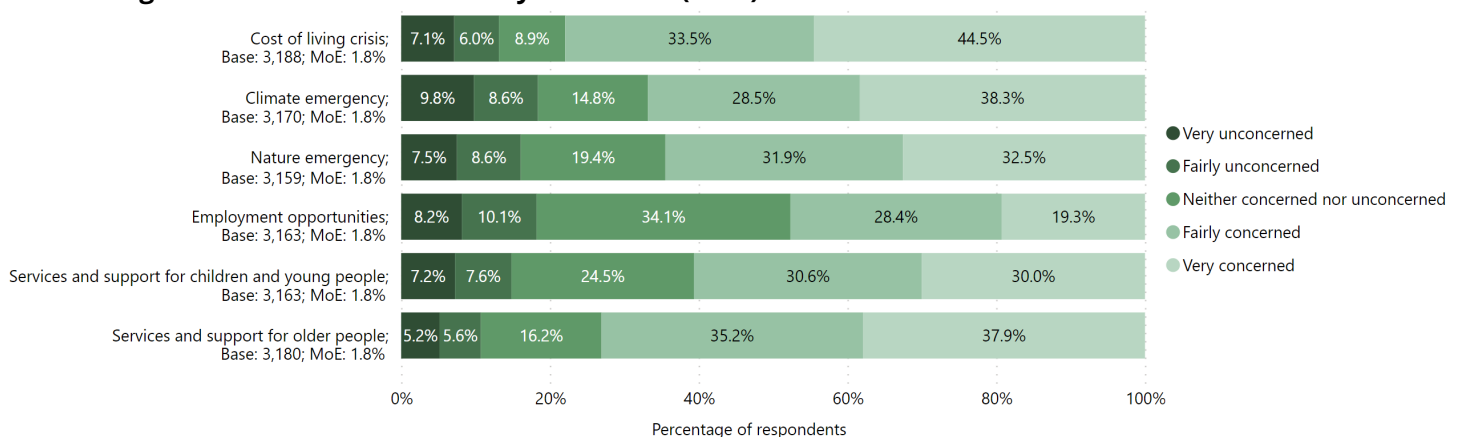


Figure 59 shows that the majority of respondents were very or fairly concerned about the cost of living crisis (82.65%), climate emergency (63.41%), nature emergency (64.99%), employment opportunities (54.43%), services and support for children and young people (59.19%) and services and support for older people (75.10%).

Figure 60: How concerned are you about... (2023)



Respondents were asked the same question in the 2023 survey (Figure 60), however, the “Don’t know” option was an addition to the 2025 survey so this would need to be considered when comparing the both years.

There has been an increase in the percentage of respondents who are very or fairly concerned about the cost of living crisis from 2023 (77.95%) to 2025 (82.65%). This was also the case for the percentage of respondents who were very or fairly concerned about the nature emergency increasing from 64.48% (2023) to 64.99% (2025), employment opportunities increased from 47.68% (2023) to 54.43% (2025) and services and support for older people increased from 73.08% (2023) to 75.10% (2025). The percentage of respondents in 2023 who were very or fairly concerned about services and support for children and young people (60.64%) and climate emergency (66.82%) has decreased in 2025 to 59.19% and 63.41% respectively.

Figure 61: Do you think the council are doing enough to... (2025)

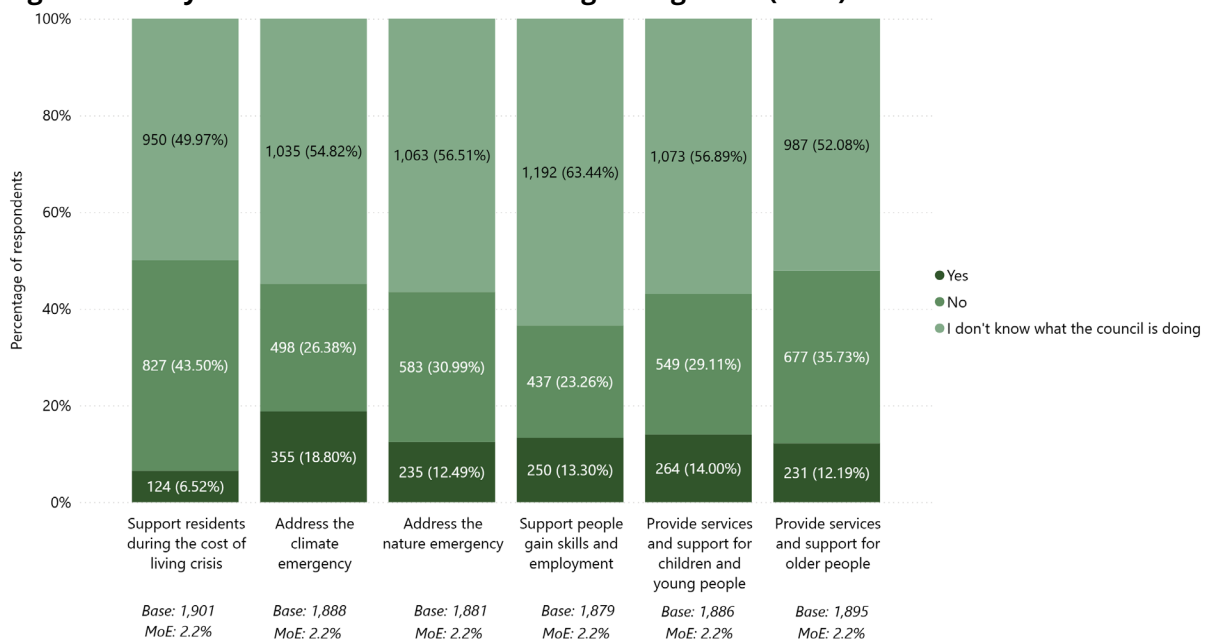


Figure 61 shows that most respondents did not know what the council is doing to address the climate emergency (54.82%), address the nature emergency (56.51%), support people to gain skills and employment (63.44%), provide services and support for children and young people (56.89%) and provide services and support for older people (52.08%). 49.97% of respondents stated that they don’t know what the council is doing to support residents during the cost of living crisis. Less than 20% of respondents suggested that they believed the council was doing enough for any of the response options, with only 6.52% of respondents believing the council were doing enough to support residents with the cost of living crisis.

Figure 62: Do you think the council are doing enough to...(2023 and 2025)

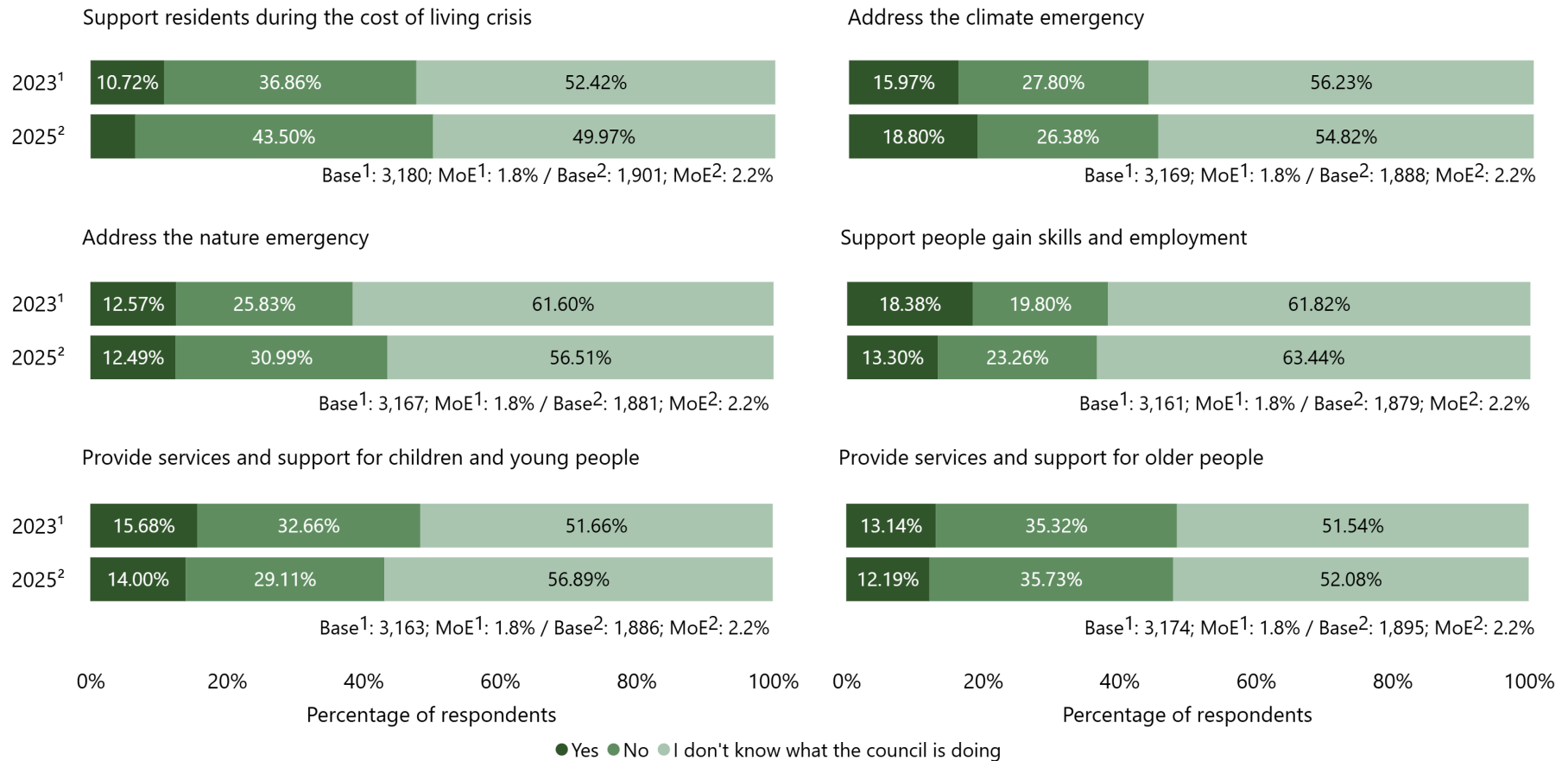
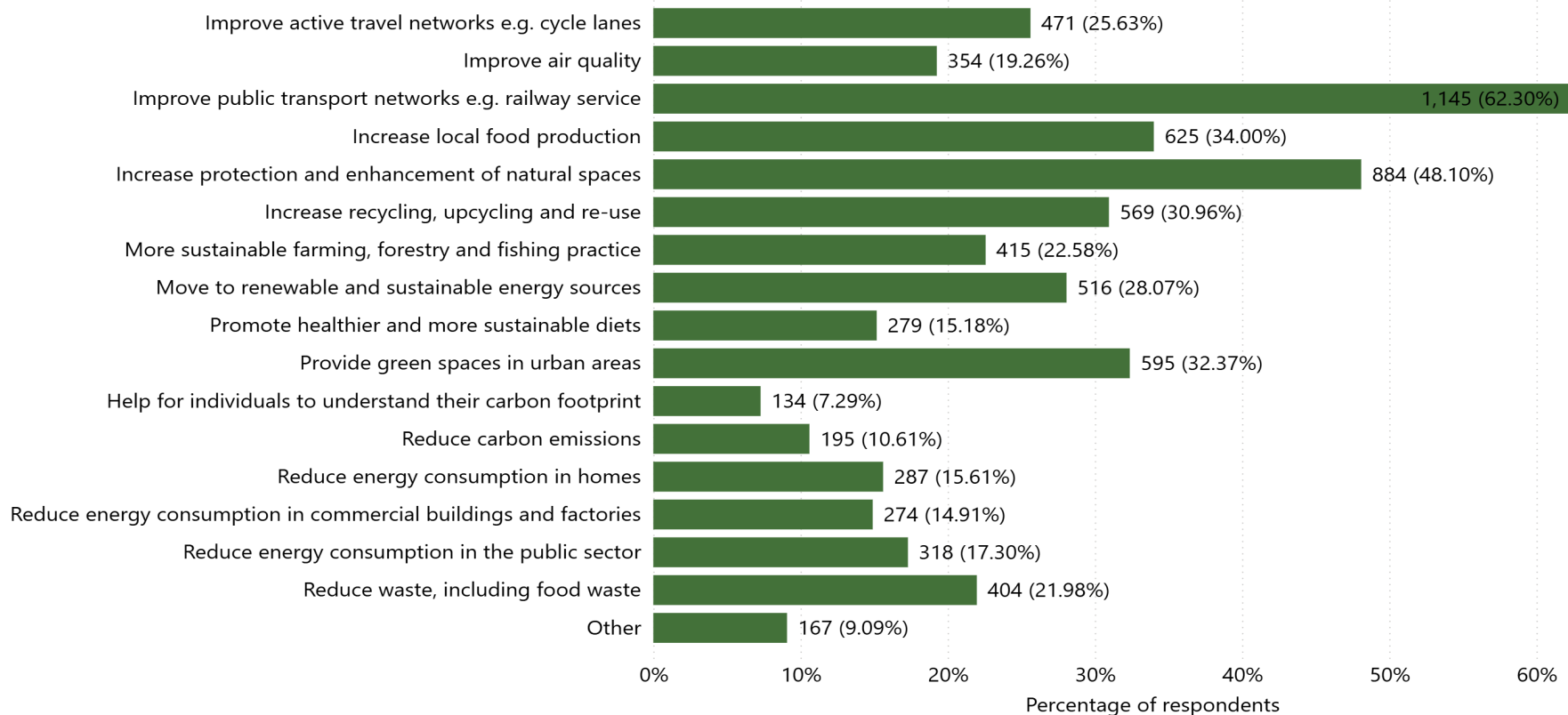


Figure 62 compares respondents' perceptions of the council's efforts across different areas in the 2023 and 2025 surveys, showing broadly consistent patterns with some notable changes. The percentage of respondents who believe the council are not doing enough to support residents during the cost of living crisis has increased from 36.86% in 2023 to 43.50% in 2025. A similar increase has been seen in the percentage of respondents who believe the council are not doing enough to address the nature emergency, which has increased from 25.83% in 2023 to 30.99% in 2025. There was a slight increase in the percentage of respondents from 2023 (15.97%) to 2025 (18.80%) who believe the council are doing enough to address climate issues. The most common response for both years remained that respondents don't know what the council is doing.

Climate change

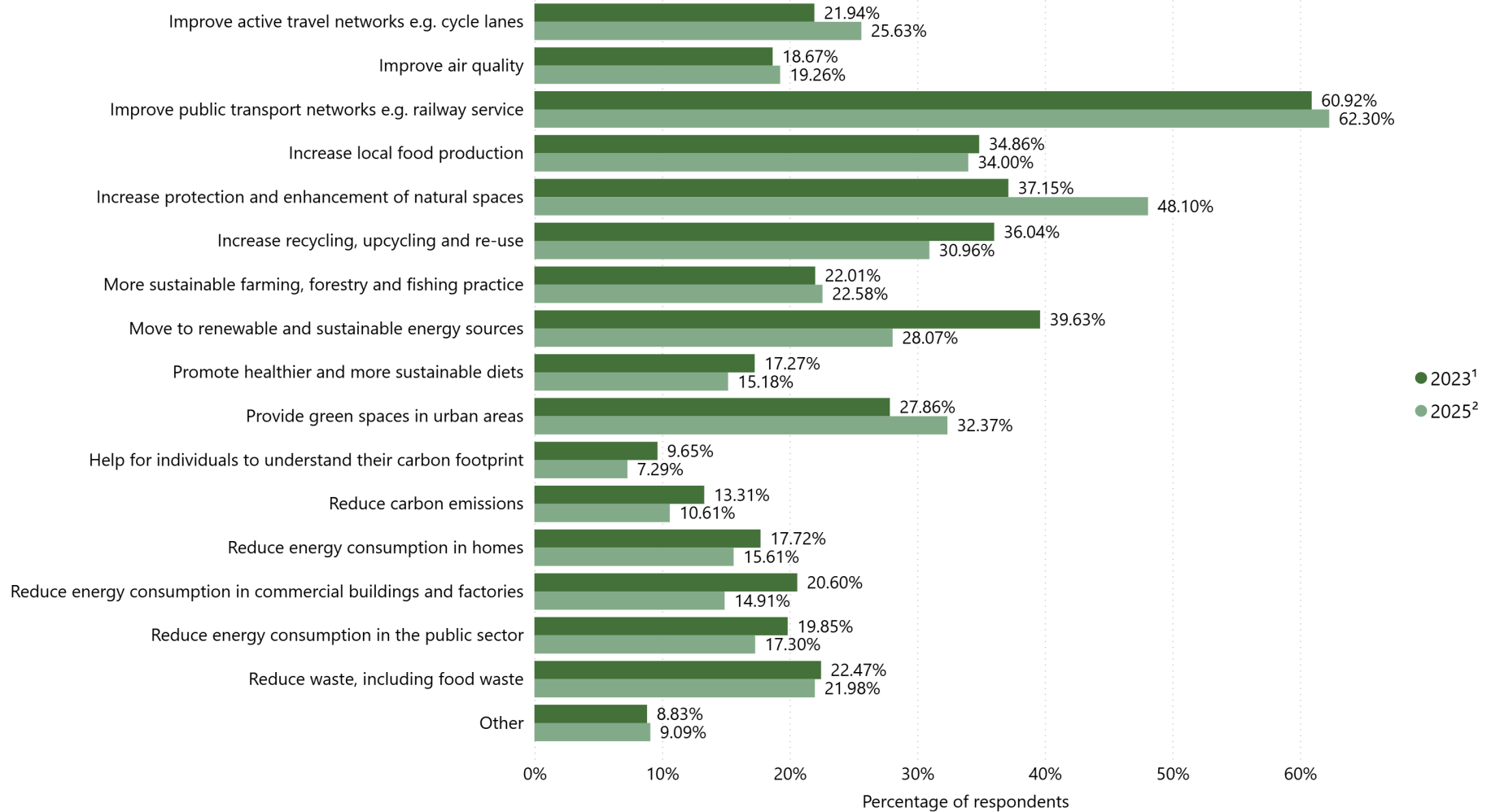
Figure 63: Which action(s) would you like to see taken to address climate and environmental issues? (2025)



Base: 1,838; Margin of error: 2.3%

Figure 63 shows the percentage of respondents by actions they would like to see taken to address climate and environmental issues. Respondents were able to select up to five options for this question so the percentages may not sum to 100. The most common choice was to improve public transport networks, with 62.30% of respondents selecting this option. The least common choice (7.29%) was help for individuals to understand their carbon footprint.

Figure 64: Which action(s) would you like to see taken to address climate and environmental issues? (2023 and 2025)



Base¹: 3,058; Margin of error¹: 1.8%
 Base²: 1,838; Margin of error²: 2.3%

Figure 64 compares the actions respondents in the 2023 and 2025 surveys would like to see taken to address climate and environmental issues. Improving public transport networks has remained the most common action, increasing slightly from 60.92% in 2023 to 62.30% in 2025. Increase protection and enhancement of natural spaces, along with providing green spaces in urban areas have seen the most notable increase. In contrast, the most significant decrease was for moving to renewable and sustainable energy sources, which decreased from 39.63% in 2023 to 28.07% in 2025. Helping individuals understand their carbon footprint remained the least common option in both years.

Modes of travel

Figure 65: Do you use any of the following public or active transport options to travel in the Vale of Glamorgan? (2025)

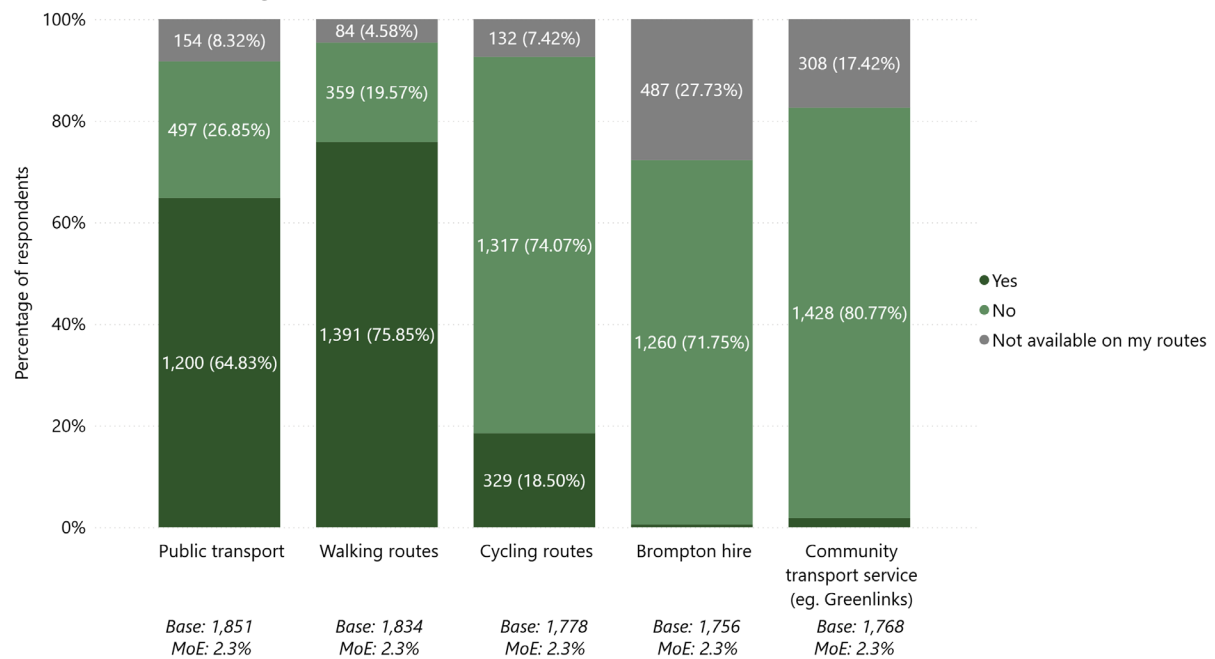


Figure 65 shows that the majority of respondents stated that they use public transport (64.83%) and walking routes (75.85%) as public or active transport options to travel in the Vale of Glamorgan. This compares to the majority stating that they do not use cycling routes (74.07%), Brompton hire (71.75%) and community transport services (80.77%) as public or active transport options to travel in the Vale of Glamorgan. Other respondents stated public transport (8.32%), walking routes (4.58%), cycling routes (7.42%), Brompton hire (27.73%) and community transport services (17.42%) were not available on their routes.

Figure 66: Do you use any of the following public or active transport options to travel in the Vale of Glamorgan? (2023 and 2025)

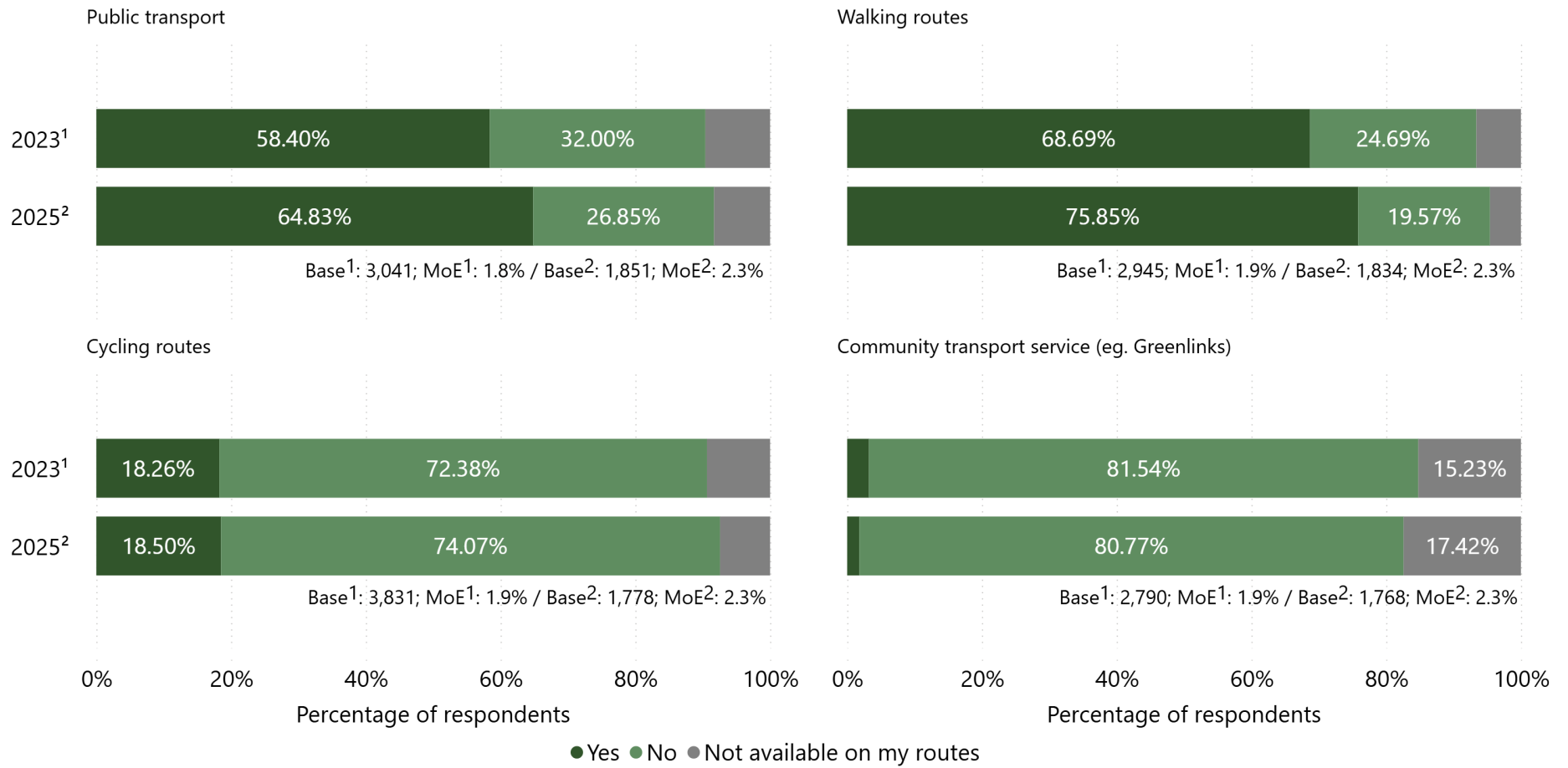


Figure 66 compares which public or active travel options the respondents in 2023 and 2025 used to travel around the Vale of Glamorgan. Public transport usage increased slightly from 58.40% in 2023 to 64.83% in 2025, while walking routes increased from 68.60% in 2023 to 75.85% in 2025. Cycling routes remained fairly consistent, with only a slight increase in the percentage of respondents who stated they do not use them in 2025 (74.07%), compared to 2023 (72.38%). Community transport services have seen a small increase in the percentage of respondents who stated that these were unavailable on their routes, increasing from 15.23% in 2023 to 17.42% in 2025.

During the 2023 survey, Ovo bike hire and Ovo e-bike hire were available in the Vale of Glamorgan, but by 2025 these had been replaced by Brompton bike hire, making direct comparisons difficult. In 2023, it is worth noting that 76.0% (Ovo bike hire) and 75.6% (Ovo e-bike hire) of respondents stated that they did not use either as a form of public or active travel option to travel in the Vale of Glamorgan, with 21.4% (Ovo bike hire) and 22.0% (Ovo e-bike hire) stating that they were unavailable on their travel routes. This was a similar trend in 2025 for Brompton bike hire, with 71.51% stating that they didn't use it and 27.73% stating that it was unavailable on their routes.

Budget

Figure 67: In order to meet cost pressures and deliver a balanced budget please state to what extent you agree or disagree with the following actions... (2025)

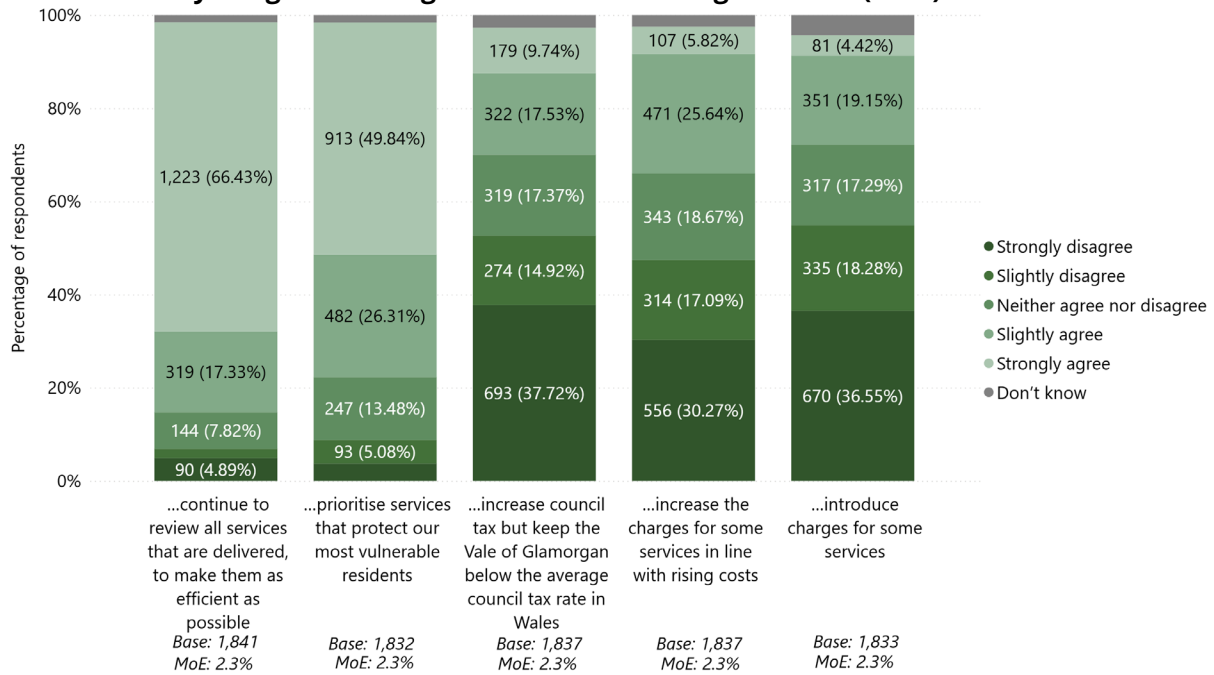


Figure 67 shows that the majority of respondents strongly or slightly agree that in order to meet cost pressures and deliver a balanced budget the council should continue to review all services that are delivered, to make them as efficient as possible (83.76%) and prioritise services that protect our most vulnerable residents (76.15%). The majority of respondents stated that they strongly or slightly disagree that the council should increase council tax but keep the Vale of Glamorgan below the average council tax rate in Wales (52.64%) and introduce charges for some services (54.83%). Additionally, 47.36% stated that they strongly or slightly disagree that the council should increase charges for some services in line with rising costs, compared to 31.46% who strongly or slightly agree.



Vale 2030 Communications Strategy

2026 - 2030



Introduction 2

Our story..... 2

Vale of Glamorgan Council: Working Together for a Brighter Future..... 2

Our values..... 4

Our objectives..... 4

Our audiences..... 5

Our communications principles 6

Evaluation 9

Delivery..... 12

DRAFT



Uchelgais | Ambitious



Balchder | Proud

1



Agored | Open



Cydweithio | Together



Introduction

This communications strategy has been developed to support the delivery of Vale 2030. It sets out how the Vale of Glamorgan Council will use its communications mechanisms to:

- Build understanding and support for the Council's well-being objectives.
- Enable behaviour change that helps people access the right services at the right time.
- Strengthens trust, pride, and community cohesion.
- Embed the Council's values of being Open, Ambitious, Together, and Proud.

Our story

Vale of Glamorgan Council: Working Together for a Brighter Future

The Vale of Glamorgan is an area of vibrant communities, economic potential, and breathtaking natural beauty.

It is a fantastic place to live, work and visit, and we are ambitious and determined to make our county even better.

We want all residents to have quality homes in safe neighbourhoods, to access inviting open spaces and benefit from thriving town centres. By investing in regeneration, infrastructure, schools and housing, we aim to build communities that foster well-being and economic opportunity.

As stewards of a rich and diverse natural landscape, we recognise our responsibility to protect the environment for future generations. That commitment to sustainability is reflected in a bold target to become a net-zero carbon organisation by 2030 and contribute to a net-zero Wales by 2050.

We believe that strong communities start with empowered individuals. From early childhood to adulthood, we will provide opportunities for growth, learning, and well-being as our schools, community services, and support programmes work alongside families to ensure that every child and young person has the best possible foundation for their future.

2



Uchelgais | Ambitious



Balchder | Proud



Agored | Open



Cydweithio | Together

Reducing inequality is at the heart of all we do. We are dedicated to supporting vulnerable people and families through integrated social care, housing support and community services. By working together with partners, we strive to ensure that everyone has access to the support they need to lead safe and fulfilling lives, that a decent standard of living is enjoyed by all, and that we can support people out of poverty.

We want the Vale to be a welcoming place for everyone regardless of age, sex, disability, ethnicity, religion, or sexual orientation.

Our vision 'Strong Communities with a Bright Future' guides everything we do, shaping policies and initiatives that reflect the needs and aspirations of our residents and through our Vale 2030 plan, we have a blueprint to deliver meaningful change.

To achieve our vision, we must continuously improve as an organisation. That means being innovative, transparent, and financially responsible, ensuring that our services are efficient, responsive, and accessible to all. By embracing digital transformation and enhancing community engagement, we will strengthen our relationship with residents and deliver services that truly meet their needs.

We cannot achieve our ambitions alone. Our success relies on strong partnerships with residents, businesses, community groups, and government agencies as we work together to better the place we all call home. It is through collaboration, collective effort and ongoing dialogue that we can bring about real improvements and continue to shape a brighter future for the Vale.

There will be challenges as we push to do more with diminishing resources, but with a spirit of cooperation, solidarity, and shared sense of pride, we are confident these obstacles can be overcome.

By listening to our residents, responding to challenges, and seizing new opportunities, we will build an inclusive, resilient, and forward-thinking Council that delivers for everyone.

The Vale of Glamorgan is a place of opportunity, and together, we will ensure that its future is one of prosperity, sustainability, and well-being for all.

Our values

Our values are open, together, ambitious and proud and we are committed to ensuring that these are reflected in how we work. In the context of our communications this means:

Ambitious – we show we are at the forefront of the sector, are working to address what matters to people, and are taking decisions for the benefit of future generations

Proud – we celebrate our successes, the people who made them possible, and the people whose lives they improve; we celebrate the Vale of Glamorgan as a county of sanctuary and a great place to live, work and visit.

Together – we show ourselves working with and for others - sometimes we will be leading, sometimes we will be supporting; we lend our voice to amplify the work of our partners; we communicate in plain language, bilingually, and using a consistent tone of voice.

Open – we are open to doing things differently and changing how we communicate to reflect what people tell us; we are honest about the challenges we face; we show people how and when they can influence decisions, and explain why not when they can't.

Our objectives

Vale 2030 is an ambitious and exciting five-year plan for change. It sets out how, by working with our communities and partners, the Council will deliver our five well-being objectives:

- **Creating great places to live, work and visit**
- **Respecting and celebrating the environment**
- **Giving everyone a good start in life**
- **Supporting and protecting those who need us**
- **Being the best Council we can be**

To support the delivery of these we are setting ourselves five communications objectives.



Uchelgais | Ambitious



Balchder | Proud



Agored | Open



Cydweithio | Together

All of our communications work will contribute to these.

What we do and how we do it - Increase public and staff awareness of Vale 2030's vision and well-being objectives and how they are being delivered.

Content examples: Vale 2030 launch, Annual Self-Assessment engagement

Participation in decision making - Enable residents, partners, and staff to actively participate in shaping decisions and delivering services.

Content examples: Updates about Council meetings, including how to participate, 'You said, we did' pieces showing final designs and outcomes following consultation

Trust through transparency – Strengthen trust in the Council by communicating clearly, honestly, and regularly about progress and challenges. To build trust we must help citizens understand constraints (financial, legal, technical). This builds legitimacy in our messaging and challenges misinformation.

Content examples: Budget engagement and explainers, Annual Self-Assessment

Supporting vulnerable citizens – Ensure those most in need of our services are aware of how they can access the right support, either from us or our partners.

Content examples: Highlighting entitlements (eg. CTRS), Cost of Living web pages

Pride in the Vale and a sense of place – Foster a sense of pride and belonging within in the Vale's communities, with a focus on improving well-being and social cohesion, and establish the Council as an important aspect of this.

Content examples: Street Scene team promotion

Our audiences

We must communicate with a very wide range of audiences using a variety of different channels to achieve the objectives we have set. An extensive stakeholder mapping exercise has been undertaken to enable us to consider who we need to speak to and how at the start of each piece of communications work. These audiences include:

Primary: Vale residents (with tailored focus on young people, older residents, families, people in poverty, under-represented groups), staff (inc. schools), elected members

5



Uchelgais | Ambitious



Balchder | Proud



Agored | Open



Cydweithio | Together

Supporting: community councils, voluntary and community sector organisations, partner organisations, Welsh Government, media.

Influencers: Local community leaders, grassroots organisations, businesses, regional networks.

Our communications principles

To ensure consistency with the values in Vale 2030 and the five ways of working in the Well-being of Future Generations Act these principles will guide all of the Council's communications. These are cross-cutting values that apply to the whole Council and set the standards we all work to. This section also shows the actions we will take to help us improve how we communicate and meet the standards we've set.

Preventative and proactive

- Anticipate issues before they become problems.
- Plan for long-term change in behaviour; avoid reactive, one-off communications.
- Provide timely and plentiful information about changes in services.
- Use communications to help people avoid crises (e.g. information about help, early interventions).

Actions:

Develop effective horizon scanning processes to better plan our communications work.

Enhance our work planning arrangements to align individual campaigns to longer term change agendas.

Apply COM-B model more consistently in campaign planning.

Develop a new Crisis Communications Plan to ensure systems are in place to effectively manage communications during serious incidents

Open and transparent



Uchelgais | Ambitious



Balchder | Proud

6



Agored | Open



Cydweithio | Together

- Be upfront about what the Council can and cannot do, about the trade-offs in decision making, and the risks, costs, and timescales of the projects our teams work to deliver.
- Share progress regularly, both successes and areas where things are behind.
- Publish data, performance metrics, and community feedback so it is clear how we are assessing ourselves.

Actions:

Establish a year-round budget campaign to better share how we use public money and gather a wider range of insight to support our annual budget consultation.

Give more regular updates on the progress of big projects, particularly regeneration schemes.

Deliver the recommendations of the Resources Committee task and finish group on tackling misinformation.

Publish engagement guidelines for social media so citizens know when we will and won't respond to comments.

Inclusive and accessible

- Use accessible language. Avoid jargon.
- Use multiple channels and formats (print, digital, social media, face-to-face) to reach our audiences, with a focus on including those with low digital access and younger people.
- Proactively reach out to those communities that most need our support.

Actions:

Establish a consistent tone of voice for the Council and develop the guidance and tools to enable colleagues to work in line with this.

Use Vale Connect more effectively to share news and updates and cross promote council services.

Establish a new social media channel strategy with the objective of widening the demographic profile of our audience.

7



Uchelgais | Ambitious



Balchder | Proud



Agored | Open



Cydweithio | Together

Collaborative

- Involve internal and external stakeholders (including elected members) and use their insight wherever possible in planning communications.
- Work with community organisations, voluntary sector, business, schools, and other local partners to co-produce campaigns.
- Make it easier for these same stakeholder partnerships to amplify messages and leverage trust.

Actions:
Establish new internal networks to enable a broader range of colleagues to feed into communications planning.
Develop internal content production training workshops to enable more colleagues to capture their work and its impact.
Consider developing Information Community Champion advocates (T&F).
Consider partnering with independent local media and influential community leaders through joint-working opportunities (T&F).

Long-term and sustainable

- Ensure that communication campaigns are designed with sustainability in mind (both environmental, and in terms of ongoing engagement).
- Invest in building trust and relationships, with citizens and influencers, over time.

Actions:
Partner with like-minded organisations, for example Welsh Government, schools, public and third sector organisations, and local media to counter information threats (T&F).

Consistent and coherent

- Ensure consistency of messaging across Council services, and with partners.
- Use communication as a tool to knit together different objectives (e.g. climate, health, economy, inequalities) rather than treating each as a standalone goal



Actions:
Develop a content planning tool to ensure all communications output supports delivery of the corporate narrative.
Explicitly link individual projects and pieces of work to our wellbeing objectives when communicating these.
Create a toolkit for Elected Members on the topic of countering misinformation (T&F).
Strengthen and promote opportunities for improved dialogue between Elected Members and Officers for the sharing of related information and advice (T&F).

Proud

- Make it clear when services are provided by the Vale of Glamorgan Council
- Celebrate local heritage, culture, identity (Welsh language, biodiversity, communities).
- Celebrate diversity and different lived experiences.
- Recognise and value partners, volunteers, staff.

Actions:
Find more ways to show our colleagues delivering our services
Better coordinate campaign work with other regional partners to amplify support for key awareness days.
Develop new brand guidelines to ensure greater consistency across all council work and services.

Evaluation

The objectives set out within the Public Participation and Communications Strategies are underpinned by a performance measures framework that moves beyond measuring activities to assessing outcomes and impact. A combined set of performance measures will be used to monitor delivery of both strategies. These



will measure both the performance of the Communications team and the Council as a whole.

We measure how successfully the Communications team is operating through:

- social media reach, engagement and changes in followers
- media coverage, reach and sentiment
- responses to our public engagement campaigns
- website traffic and content performance
- growth in email subscribers and open rate
- feedback on communication effectiveness, e.g. staff networks and citizen focus groups

We will measure how well the Council as a whole is delivering on the ambitions of this strategy by building an understanding and tracking the extent to which:

- the communications of the Vale of Glamorgan Council are trusted and people believe what we tell them
- people understand our messages and they are accessible by everyone
- communities believe that the council understands their needs
- behaviour change

Across all objectives, performance measures are structured to capture three key dimensions:

- **Reach and participation:** the extent to which residents are aware of, engage with, and take part in Council activities.
- **Influence and behaviour change:** the extent to which communications and engagement shape decisions, improve service access, and change behaviours.
- **Trust and confidence:** the extent to which residents feel the Council understands their needs and acts in their best interests.

For example, objectives focused on raising awareness of Council services will be assessed not only through campaign reach and engagement, but by improvements in residents' understanding of services and reductions in avoidable contact.

Objectives relating to participation in decision-making will be measured through the scale and diversity of participation, alongside the extent to which engagement



demonstrably informs decisions and participants feel their views have influenced outcomes.

Where the focus is on sharing learning and insight, performance measures will assess how effectively engagement feedback is captured, analysed, and applied in decision-making processes, including evidence of its use in Cabinet reports and service planning (Directorate Plans).

For transparency and trust, measures will track changes in resident perception, specifically whether communities believe the Council understands their needs and makes decisions in their best interests, alongside sentiment and the accessibility of information.

Objectives centred on supporting vulnerable and under-represented groups will be evaluated through participation rates from these groups and improvements in awareness and take-up of services, reflecting both equity of access and impact.

Finally, objectives linked to pride in the Vale and sense of place will be measured through resident sentiment and engagement with place-based initiatives, capturing the broader contribution of communications and participation to community cohesion and well-being.

Collectively, these measures will be monitored and reported through the Council's corporate performance framework and the Annual Self-Assessment, ensuring a clear line of sight between engagement activity, insight generation, decision-making, and improved outcomes for residents.

Actions:
Apply Government Communication Service (GCS) evaluation cycle principles across campaigns.
Work closely with services to establish outcome measures as well as communications metrics for campaign evaluation
Explore sentiment analysis tools for improved assessment of content performance.
Establish medium term measures for trust and accessibility



Delivery

To deliver the ambitions set out in this strategy we will need to make the best use of the Council's communications channels. To help do this we will set ourselves standards to work to. These will be set out in our Social Media Content Manifesto, Media Relations Protocol, Serious Incident Protocol, and our Web Strategy. All of these will be reviewed and updated in line with Vale 2030.

The Communications team manage the Council's communications channels and produce the majority of the content used on these. However, effective communication requires a commitment at all levels of the organisation. In the Vale responsibilities for communications are split across the following groups.

Leadership: SLT and Cabinet lead on developing and agreeing strategic messages.

Communications Team: Responsible for content planning, development and delivery; upholding corporate standards; training and support for colleagues.

Chief Officers: Embed communications planning into project management.

Partners: Co-create and amplify messages.

Staff: Act as frontline communicators to the public.

The delivery of this strategy will be formally monitored using the Council's wider performance management framework.





Vale 2030 Public Participation Strategy

2026 - 2030



Introduction 2

Our story..... 3

Vale of Glamorgan Council: Working Together for a Brighter Future..... 3

Our values..... 4

Our objectives and actions 5

Evaluation 8

Delivery..... 9

DRAFT



Uchelgais | Ambitious



Balchder | Proud

1



Agored | Open



Cydweithio | Together



Introduction

The Vale of Glamorgan Council published its first Public Participation Strategy in 2022. In our first strategy we set out how by being diverse in our engagement methods, using social media platforms, community connectors and face-to-face engagement effectively, and by taking an integrated approach to public participation we would provide as many stakeholders as possible the opportunity to participate and become involved in the decision-making process.

Since then we have launched a new online platform, Participate Vale, to provide stakeholders with a hub for involvement with decision making; established a two-yearly residents survey 'Let's Talk about Life in the Vale'; trialled various new methods of engaging people online; set-up a new internal officers network to better coordinate participation work and share best practice across the organisation; launched an e-petitions platform; and reviewed and updated the information we provide on how to get involved in decision making in the Vale.

We first reviewed and updated our strategy in 2024, re-prioritising some actions in response to the results of the first Let's Talk about Life in the Vale survey. We are now doing so again to take into account the results of the most recent survey and better align our approach to public participation with the Council's new Vale 2030 strategy.

This updated public participation strategy has been developed to support the delivery of Vale 2030. It sets out how the Vale of Glamorgan Council will engage citizens and other individuals and groups in the Vale to:

- Enable people to better influence decisions that affect them.
- Increase the capacity and capability of our staff to work collaboratively with citizens and other stakeholders.
- Improve the Council's ability to share (internally with our colleagues and externally with citizens and partners) what we have learned from our public participation work.
- Strengthen trust, pride, and community cohesion.
- Embed the Council's values of being Open, Ambitious, Together, and Proud.

In addition to this section 40 of the Local Government and Elections (Wales) Act 2021 requires local authorities in Wales to prepare and publish a public



participation strategy setting out how it will encourage local people to participate in its decision-making process. This strategy also sets out how the Council will meet its participation duty under the Act.

Our story

Vale of Glamorgan Council: Working Together for a Brighter Future

The Vale of Glamorgan is an area of vibrant communities, economic potential, and breathtaking natural beauty.

It is a fantastic place to live, work and visit, and we are ambitious and determined to make our county even better.

We want all residents to have quality homes in safe neighbourhoods, to access inviting open spaces and benefit from thriving town centres. By investing in regeneration, infrastructure, schools and housing, we aim to build communities that foster well-being and economic opportunity.

As stewards of a rich and diverse natural landscape, we recognise our responsibility to protect the environment for future generations. That commitment to sustainability is reflected in a bold target to become a net-zero carbon organisation by 2030 and contribute to a net-zero Vale by 2050.

We believe that strong communities start with empowered individuals. From early childhood to adulthood, we will provide opportunities for growth, learning, and well-being as our schools, community services, and support programmes work alongside families to ensure that every child and young person has the best possible foundation for their future.

Reducing inequality is at the heart of all we do. We are dedicated to supporting vulnerable people and families through integrated social care, housing support and community services. By working together with partners, we strive to ensure that everyone has access to the support they need to lead safe and fulfilling lives and that a decent standard of living is enjoyed by all.

We want the Vale to be a welcoming place for everyone regardless of age, sex, disability, ethnicity, religion, or sexual orientation.

Our vision 'Strong Communities with a Bright Future' guides everything we do, shaping policies and initiatives that reflect the needs and aspirations of our



Uchelgais | Ambitious



Balchder | Proud

3



Agored | Open



Cydweithio | Together

residents and through our Vale 2030 plan, we have a blueprint to deliver meaningful change.

To achieve our vision, we must continuously improve as an organisation. That means being innovative, transparent, and financially responsible, ensuring that our services are efficient, responsive, and accessible to all. By embracing digital transformation and enhancing community engagement, we will strengthen our relationship with residents and deliver services that truly meet their needs.

We cannot achieve our ambitions alone. Our success relies on strong partnerships with residents, businesses, community groups, and government agencies as we work together to better the place we all call home. It is through collaboration, collective effort and ongoing dialogue that we can bring about real improvements and continue to shape a brighter future for the Vale.

There will be challenges as we push to do more with diminishing resources, but with a spirit of cooperation, solidarity, and shared sense of pride, we are confident these obstacles can be overcome.

By listening to our residents, responding to challenges, and seizing new opportunities, we will build an inclusive, resilient, and forward-thinking Council that delivers for everyone.

The Vale of Glamorgan is a place of opportunity, and together, we will ensure that its future is one of prosperity, sustainability, and well-being for all.

Our values

Our values are open, together, ambitious and proud and we are committed to ensuring that these are reflected in how we work. In the context of our public participation work this means:

Ambitious – we hold ourselves to the high standards set out in this strategy and for responding to what matters to communities in the Vale.

Proud – we celebrate the people who help shape our decisions and the people whose lives they improve; we celebrate what we achieve together and feed this back to those that were involved.

Together – we design our services and take decisions collaboratively, either through direct engagement with communities or by making use of the insight already available to us.

Open – we are open to doing things differently and change how we work and actively look for new and innovative ways in engage people in decision making; when engaging with communities we are honest about the challenges we face, what they can influence, and the likely impact of decisions before they are taken.

Our objectives and actions

Vale 2030 is an ambitious and exciting five-year plan for change. It sets out how, by working with our communities and partners, the Council will deliver our five well-being objectives:

- **Creating great places to live, work and visit**
- **Respecting and celebrating the environment**
- **Giving everyone a good start in life**
- **Supporting and protecting those who need us**
- **Being the best Council we can be**

To support the delivery of these we are setting ourselves new public participation objectives.

All of our public participation and engagement work will contribute to these. For each objective we have also set ourselves a number of actions to undertake during the life of the strategy. These actions build on the progress made through delivering our first Public Participation Strategy. Four actions have been carried forwards from our previous strategy to this one.

These objectives also align with those set out in our Vale 2030 Communications Strategy.

This strategy focuses on the areas we have targeted for improvement but we will of course continue to ensure we get the basics right. We will seek to apply the Gunning Principles, the National Principles for Public Engagement in Wales, and the Five Ways of Working as set out in the Well-being of Future Generations Act to all of our work.



Uchelgais | Ambitious



Balchder | Proud



Agored | Open



Cydweithio | Together

What we do and how we do it - raise awareness among local people of the Council's functions; promote awareness among members of the Council of the benefits of using social media to communicate with local people

Actions:
Deliver recommendations of scrutiny task and finish group on communications and misinformation
Develop an ongoing campaign to help citizens better understand which public services are delivered by the Council and how they can influence these.
Develop ways in which all Council colleagues can more effectively share and advocate for the work of the Council, especially those that have regular face to face contact with citizens.

Participation in decision making - raise awareness among local people of how they can seek to influence decisions through the Council's public engagement and formal democratic processes; raise awareness among local people of how to become a member of the Council, and what membership entails

Actions:
Develop a wide-ranging and ongoing campaign to promote the existing participation mechanisms, as well as those that will be developed in future
Explore ways that healthy debate can be encouraged, in a way that protects our most vulnerable residents, whose voices are too seldom heard (T&F)

Sharing our learning – improve how we share the insight we gather from our public participation work with citizens so that they can see the impact of their contribution; with partners so they can grow their own understanding of what matters to our communities; and with colleagues to ensure all decisions and service design are insight led.

Actions:
Find ways to link in with town and community councils, third sector organisations and other community leaders (community connectors) to reach more people



Better link the Council's customer contact platforms with public participation activities to capture and respond to all ad-hoc feedback and pertinent questions

Establish a Council-wide standard for providing feedback to participants in public engagement activities at regular points throughout the life of a project

Explore the development of qualitative insight dashboards using AI tools so we can better collate and understand feedback given through open survey questions and at in-person events

Trust through transparency – improve access for local people to information about decisions made, or to be made, by the Council; promote and facilitate processes by which local people may make representations to the Council about a decision before, and after, it is made

Actions:

Develop methods to better brief and engage councillors at the outset of participation activities to enable them to work as better advocates for both residents and the Council itself

Develop Participate Vale to enable citizens to easily track decisions and their impact

Make all Equality Impact Assessments easily accessible to citizens and partners on the Council's website

Supporting vulnerable citizens – ensure those most in need of our services are enabled to shape how these are accessed and delivered

Actions:

Identify more touchpoints with seldom heard groups to enable colleagues and partners (including community groups) to better advocate for those with lived experience

Find more opportunities for peer-led engagement

Pride in the Vale and a sense of place – use the Placemaking plans that have been developed for each of the four towns in the Vale as key sources of insight into what matters to communities at a local level.



Uchelgais | Ambitious



Balchder | Proud



Agored | Open



Cydweithio | Together

Actions:
Develop community level insight dashboard to share participative insight internally

Evaluation

The objectives set out within the Public Participation and Communications Strategies are underpinned by a performance measures framework that moves beyond measuring activities to assessing outcomes and impact. A combined set of performance measures will be used to monitor delivery of both strategies. These will measure both the performance of the Communications team and the Council as a whole.

We measure how successfully the Communications team is engaging people in decision making through:

- response rates to our public engagement activities
- social media engagement and sentiment
- Participate Vale website traffic and content performance
- growth in Participate Vale email subscribers and open rate
- feedback on effectiveness from communities and our partners

We will measure how well the Council as a whole is delivering on the ambitions of this strategy by building an understanding and tracking the extent to which

- communities believe that the Council understands their needs
- communities believe that the Council takes decisions in their best interests

Actions:
Establish a basket of medium-term measures for trust

Across all objectives, performance measures are structured to capture three key dimensions:

- Reach and participation: the extent to which residents are aware of, engage with, and take part in Council activities.
- Influence and behaviour change: the extent to which communications and engagement shape decisions, improve service access, and change behaviours.



- **Trust and confidence: the extent to which residents feel the Council understands their needs and acts in their best interests.**

For example, objectives focused on raising awareness of Council services will be assessed not only through campaign reach and engagement, but by improvements in residents' understanding of services and reductions in avoidable contact.

Objectives relating to participation in decision-making will be measured through the scale and diversity of participation, alongside the extent to which engagement demonstrably informs decisions and participants feel their views have influenced outcomes.

Where the focus is on sharing learning and insight, performance measures will assess how effectively engagement feedback is captured, analysed, and applied in decision-making processes, including evidence of its use in Cabinet reports and service planning (Directorate Plans).

For transparency and trust, measures will track changes in resident perception, specifically whether communities believe the Council understands their needs and makes decisions in their best interests, alongside sentiment and the accessibility of information.

Objectives centred on supporting vulnerable and under-represented groups will be evaluated through participation rates from these groups and improvements in awareness and take-up of services, reflecting both equity of access and impact.

Finally, objectives linked to pride in the Vale and sense of place will be measured through resident sentiment and engagement with place-based initiatives, capturing the broader contribution of communications and participation to community cohesion and well-being.

Collectively, these measures will be monitored and reported through the Council's corporate performance framework and the Annual Self-Assessment, ensuring a clear line of sight between engagement activity, insight generation, decision-making, and improved outcomes for residents.

Delivery

The delivery of this strategy will be formally monitored using the Council's wider performance management framework.



The Council will monitor progress against the actions in this strategy every year and include details of the progress made and any challenges in the Council's Annual Self Assessment Report.

This will enable any areas of development to be reflected in the forthcoming year's Annual Delivery Plan and or the Council's Directorate Plans.

DRAFT

