

‘You Said, We Did’ report: Our Wrexham, Our Future – ‘Your Voice Wrexham’ consultation for development of the Wrexham Public Services Board (PSB) Well-being Assessment

1. Background

To achieve the goal of making a positive difference to well-being for all, Public Services Boards must develop well-being plans every 5 years, informed by a well-being assessment.

Wrexham County Borough’s next Well-being Plan (for 2023-2028) will be published in May 2023. The Our Wrexham, Our Future consultation forms a key role in providing evidence for the well-being assessment and will directly influence the content of our well-being plan.

2. Consultation purpose

In order to assess well-being in each community and in their area as a whole, Public Services Boards use an extensive range of sources, including feedback which captures people’s opinions and perceptions as well as giving context to other available research and data.

The ‘Our Wrexham, Our Future’ consultation was undertaken via the ‘Your Voice Wrexham’ consultation portal. The consultation asked participants to reflect on Wales’ seven Well-being Goals and to think about how economic, social, environmental and cultural well-being could be improved within Wrexham County Borough in order to achieve these goals.

The seven Well-being Goals are shown in the table below:

Goal	Description
A Prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A Resilient Wales	A Wales which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example, climate change).
A Healthier Wales	A Wales in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A More Equal Wales	A Wales that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).
A Wales of Cohesive Communities	Attractive, viable, safe and well-connected communities.
A Wales of Vibrant Culture and Thriving Welsh Language	A Wales that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

Goal	Description
A globally responsible Wales	A Wales which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

3. Consultation method

The consultation was developed by Wrexham Council in conjunction with the Co-production Network for Wales, Senedd Y Ifanc (children and young people), and its Public Services Board partners. The consultation was published in Welsh and English on the ‘Your Voice Wrexham’ consultation portal: <http://www.yourvoicewrexham.net/>.

The consultation provided participants with the opportunity to take part in an online survey available for completion over a 6 week period between 20th September and 3rd November 2021. The survey was also made available in printed format. The survey included quantitative and qualitative questions about local well-being within Wrexham County Borough.

Respondents were asked to identify whether they were responding to the consultation as an individual or as a group. If the response was on behalf of a group some basic information about the group was requested. Optional standard equality monitoring questions for individuals were also included in the consultation.

The consultation was publicised by:

- Press release and blog article circulated to local media
- Social media campaign (Wrexham County Borough Council facebook and Twitter accounts)
- promotion in Wrexham County Borough Council Staff Bulletin
- Promotion on Wrexham Public Services Board website and request for publication on partner websites
- Direct email to those signed up to receive information about consultations via the Wrexham County Borough Council website ‘My Account’ functionality (1994 recipients)
- Direct email to Town and Community Councils
- Printed flyers publicising the consultation circulated to libraries, housing estate offices, key town centre locations, local community hubs, youth groups and other community groups across Wrexham County Borough.

Reminders about the consultation were sent to the press and published via social media halfway through the consultation period, with a final reminder one week before the closing date.

Focused efforts were made to reach those with protected characteristics under the Equality Act 2010 including:

- Direct email to over 100 contacts for groups representing people with protected characteristics;
- Promotion with young people supported by Wrexham County Borough Council’s Youth Service Participation Coordinator who shared the consultation with Senedd Y Ifanc members (who also had input into the consultation questions), Wrexham youth service staff, School Council links and headteachers;
- Promotion with school governing bodies and school governors;

- The Wrexham County Borough Council lead for Prevention and Service Development, Social Care Services, shared with all third sector links;
- Personal contact was made by Wrexham County Borough Council Community Cohesion Team with people from a range of diverse communities, with individuals supported to provide feedback;
- A visit was made to Wrexham's asylum seeker and refugee drop-in centre, with individuals supported to provide feedback;
- Online meetings were offered to the Public Services Board Covid Recovery Theme teams and a meeting took place with the Poverty and Inequality Theme team, with other Recovery Theme teams unable to meet with us provided with information and links to the consultation via email; and
- Meetings were attended with both the Caia Park Partnership Forum and the 'Christians Together in Wrexham' group.

Throughout the 6 week consultation period, the consultation working group met regularly to review the reach of the consultation.

The 'Your Voice Wrexham' consultation was carried out within the context of a wider consultation regarding local well-being carried out by the regional North Wales Public Services Board network, which included a 'Community Voices' workshop for groups with protected characteristics under the Equality Act 2010.

4. Consultation response

The consultation received 885 responses. 863 (97.5%) from individuals and 22 (2.5%) on behalf of groups/organisations.

These 885 responses represent a confidence level of 95% and a confidence interval of 3.28%, provided this sample of participants is representative of the whole population.

*A **confidence level** is an expression of how confident a researcher can be of the data obtained from a sample. Confidence levels are expressed as a percentage and indicate how frequently that percentage of the target population would give an answer that lies within the confidence interval.*

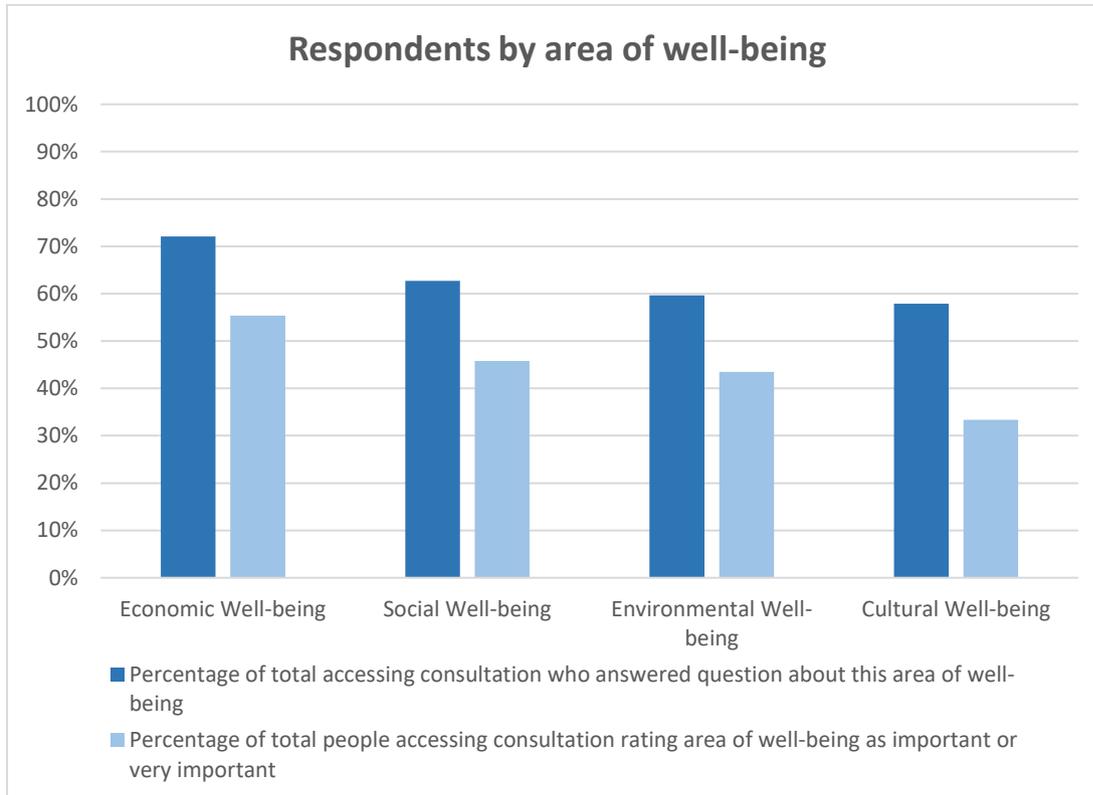
*A **confidence interval** is the margin of error that a researcher would experience if he or she could ask a particular research question, say, of every member of the target population and receive the same answer back that the members of the sample gave in the survey.*

In addition to responses inputted directly into Your Voice Wrexham by people responding online and those which were inputted manually from hard copy versions of the survey completed by respondents; one detailed written response including a range of research and analysis was received via email.

5. Overall summary

Respondents were asked to rate each area of well-being by importance, on a scale of 1-5, where 1 is not at all important and 5 is very important.

Of those who accessed the consultation, the graph below shows the percentage who responded regarding each area of well-being and the percentage of those who accessed the consultation rating each area of well-being as important or very important.



Area of well-being	Percentage of total accessing consultation who answered question about this area of well-being	Percentage of those who answered well-being question rating area of well-being important or very important	Percentage of total people accessing consultation rating area of well-being as important or very important
Economic Well-being	72.09%	76.80%	55.37%
Social Well-being	62.71%	72.97%	45.76%
Environmental Well-being	59.66%	72.92%	43.50%
Cultural Well-being	57.85%	57.62%	33.33%

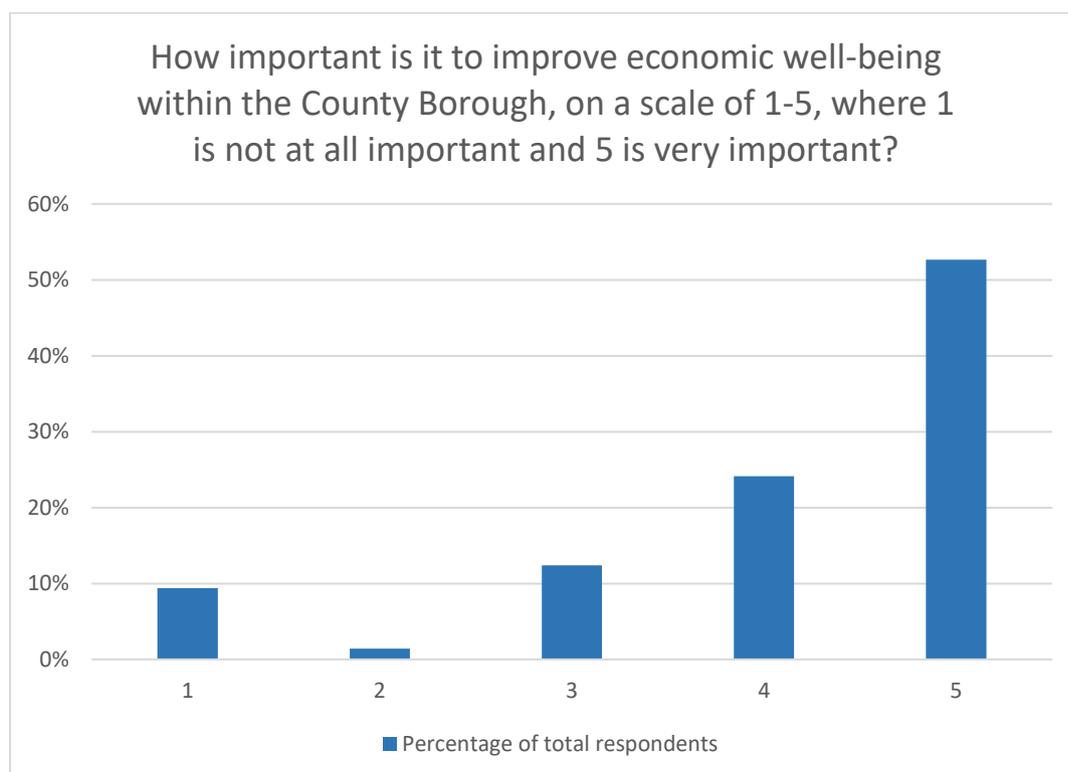
For each area of well-being, qualitative feedback has been analysed to identify frequently recurring themes.

- **Economic well-being:** Response themes focus upon the opportunities and challenges for those who live and work in Wrexham County Borough.
- **Social well-being:** Response themes demonstrate a desire for a greater sense of community in our County Borough, and a need for support for those who may be more vulnerable.
- **Environmental well-being:** Response themes include a range of environmental concerns and a focus upon the importance of green space for health and wellbeing.
- **Cultural well-being:** Response themes show a strong awareness of the richness and diversity of local culture within Wrexham County Borough and a desire to recognise and promote local culture.

6. Detailed results

Economic well-being

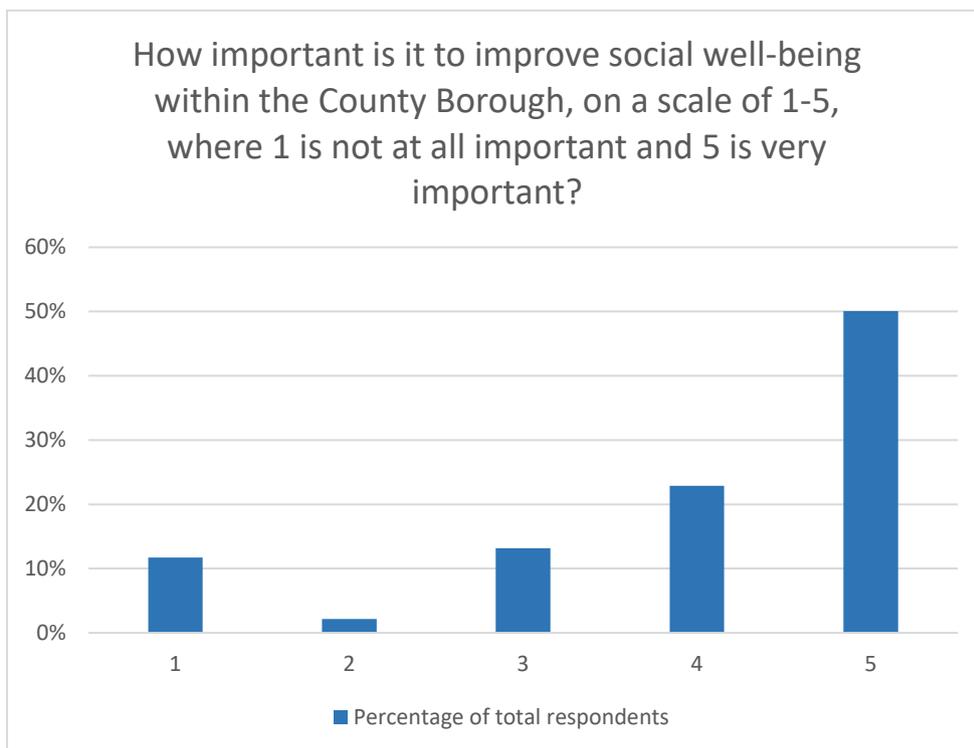
638 respondents, 72.09% of total respondents to the survey answered the question ‘How important is it to improve economic well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?’ Of those that responded to this question, 76.80% thought that this was important or very important.



How important is it to improve economic well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?	Number of Respondents	Percentage of total respondents
1	60	9.40%
2	9	1.41%
3	79	12.38%
4	154	24.14%
5	336	52.66%
Total respondents	638	100.00%

Social well-being

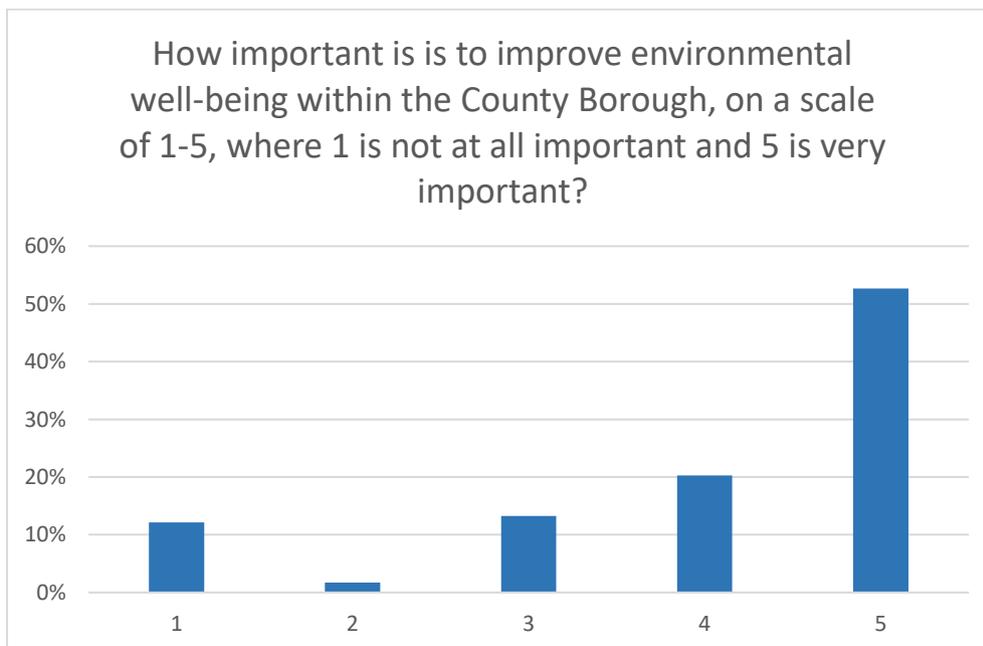
555 respondents, 62.71% of total respondents to the survey answered the question ‘How important is it to improve social well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?. Of those that responded to this question, 72.97% thought that this was important or very important.



How important is it to improve social well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?	Number of Respondents	Percentage of total respondents
1	65	11.71%
2	12	2.16%
3	73	13.15%
4	127	22.88%
5	278	50.09%
Total respondents	555	100%

Environmental well-being

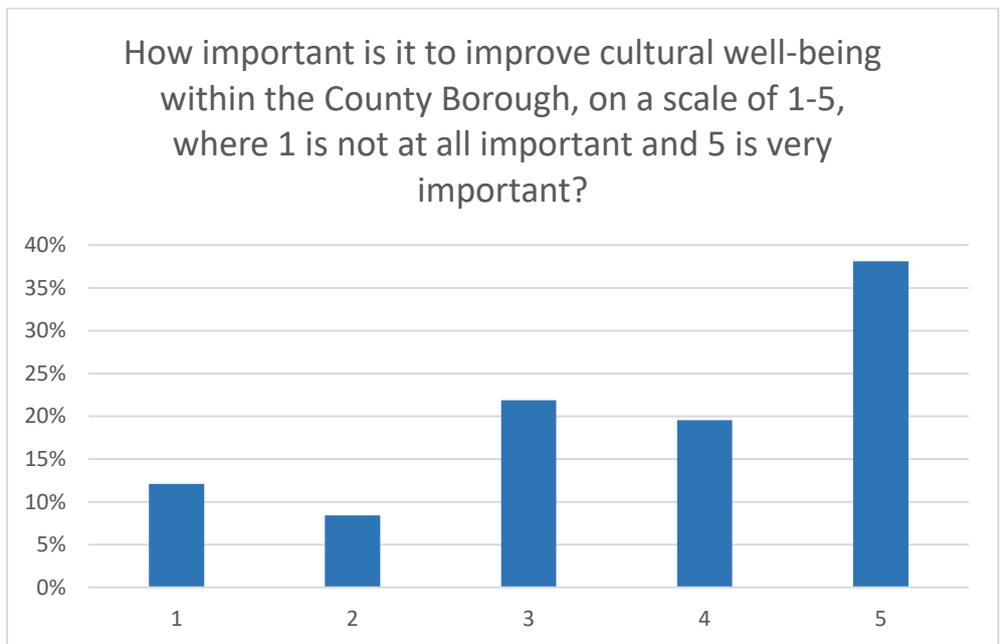
528 respondents, 59.66% of total respondents to the survey answered the question ‘How important is it to improve environmental well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?’ Of those that responded to this question, 72.92% thought that this was important or very important.



How important is it to improve environmental well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?	Number of Respondents	Percentage of respondents
1	64	12.12%
2	9	1.70%
3	70	13.26%
4	107	20.27%
5	278	52.65%
Total respondents	528	100%

Cultural well-being

512 respondents, 57.85% of total respondents to the survey answered the question ‘How important is it to improve cultural well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?’ Of those that responded to this question, 57.62% thought that this was important or very important.



How important is it to improve cultural well-being within the County Borough, on a scale of 1-5, where 1 is not at all important and 5 is very important?	Number of Respondents	Percentage of respondents
1	62	12.11%
2	43	8.40%
3	112	21.88%
4	100	19.53%
5	195	38.09%
Total respondents	512	100%

Qualitative feedback

An important part of our survey was obtaining qualitative feedback with regard to the following questions:

- What do you believe would improve economic well-being in our County Borough? *(For example, actions that could contribute to creating jobs, tackling poverty, growing businesses etc)*
- What do you believe would improve social well-being in our County Borough? *For example, actions that could contribute to a sense of belonging to a community, buildings healthy relationships with others etc.)*
- What do you believe would improve environmental well-being in our County Borough? *(For example, actions that could contribute to establishing sustainable lifestyles, protecting natural resource and eliminating pollutants and excessive waste).*
- What do you believe would improve cultural well-being in our County Borough? *(For example, protecting and promoting vibrant culture, heritage and the Welsh language.)*

Examples were included with the questions to help respondents in their understanding and visualisation of what we were asking them. The examples provided were developed by young people working together as members of Senedd Y Ifanc.

Methodology for analysing the qualitative data

Qualitative feedback was analysed to identify recurring themes included within the responses received.

Feedback for each area of well-being was analysed by officers working in pairs. The lead analyst reviewed and moderated the findings to ensure consistency of approach.

Qualitative findings

a) Qualitative question 1: What do you believe would improve economic well-being in our County Borough? (For example, actions that could contribute to creating jobs, tackling poverty, growing businesses etc)

462 respondents provided feedback in response to this question. A table showing the top 5 themes included in responses is provided below. Response themes focus upon the opportunities and challenges for those who live and work in Wrexham County Borough.

Theme Headline	Theme Description	Total responses
Support and encourage business and industry	Make the County Borough attractive to businesses and industry and provide facilities to support and encourage business	137
Provide support, advice, training and opportunities	Provide people with support, advice, training and opportunities appropriate to their needs	98
Improve look, feel and layout of Wrexham town centre	Improve the look, feel and layout/design of Wrexham town centre overall	88
Ensure good job opportunities	Ensure that a good range and quantity of well-paid, stable employment opportunities are available in the area	88
Reconfigure shopping opportunities	Reconfigure shopping opportunities to provide a better choice of shops within a smaller retail area	82

b) Qualitative question 2: What do you believe would improve social well-being in our County Borough? For example, actions that could contribute to a sense of belonging to a community, buildings healthy relationships with others etc.)

383 respondents provided feedback in response to this question. A table showing the top 5 themes included in responses is provided below. Response themes demonstrate a desire for a greater sense of community in our County Borough, and a need for support for those who may be more vulnerable.

Theme Headline	Theme Description	Total responses
Provide opportunities for more community projects and events	Increase in the number of community projects and affordable events in the Borough. Promote local involvement and volunteering in delivering these events to bring people together. Provide opportunities for communities to apply directly for funding to finance future events.	135

Theme Headline	Theme Description	Total responses
Focus on community cohesion	Invest more in improving community cohesion, including through the use of education. Use of community projects to encourage integration of minority groups and engagement with wider community. Encourage more people to invest time into being part of the Wrexham community. Develop a sense of belonging for all communities to be a part of the Welsh Culture.	78
Improve community areas	Investment in safe community spaces for all ages. Promote and maintain parks and play areas and encourage people of all ages to use green spaces. Provide free parking in parks and more free sporting facilities. Protect our green spaces.	57
Investment in supporting elderly and most vulnerable	Invest in ensuring our vulnerable people have the tools to succeed and the opportunity to have fulfilling lives. Invest in projects to develop the skills of those out of work and increase support for those suffering with health issues, including mental health issues. Ensure there is additional funding for young people with additional learning needs and emotional issues, investment in social care and education services with a multi-agency approach. Focus on social problems and socially deprived areas using examples from other countries.	53
More vibrant Borough and town centre	Make Wrexham a more attractive place to live and encourage people into the town centre to socialise and invest in local business. This could include a larger indoor market/food court and more alternative eating establishments. Create a sense of pride in Wrexham and attract more well paid jobs into the area.	52

- c) **Qualitative question 3: What do you believe would improve environmental well-being in our County Borough? (For example, actions that could contribute to establishing sustainable lifestyles, protecting natural resource and eliminating pollutants and excessive waste).**

373 respondents provided feedback in response to this question. A table showing the top 5 themes included in responses is provided below. Response themes include a range of environmental concerns and a focus upon the importance of green space for health and wellbeing.

Theme Headline	Theme Description	Total responses
Promote and improve re-use and recycling	Better kerbside recycling of more products including soft plastics. Recycling bins in public places. Promotion of re-use. Sanctions for not recycling. Eliminating charge for green waste recycling. Reducing single use plastics	150
Retain, protect, promote and improve access to green space.	Less building on green space, particularly in the town centre. Use of brownfield sites where possible before considering green space. Good access to green space for well-being, developing skills and promoting community cohesion. Protecting country parks and AONB (Areas of Outstanding Natural Beauty). Promote local green spaces and walking routes to reduce car travel and make areas more accessible to all. Encourage more biodiversity.	109
Educate and promote the benefits of promoting a good environment, leading by example.	Educating young people, promoting the benefits of promoting the environment and reducing carbon emissions to all. Organisations leading by example.	97
Work to eliminate pollutants	Work with business and industry to control / eliminate pollutants, clean up river pollution, historic polluted sites	53
Better access for all to Green energy	Better access for all to green energy solutions such as solar, electric vehicles. Better access to electric car charging points	50

d) Qualitative question 4: What do you believe would improve cultural well-being in our County Borough? (For example, protecting and promoting vibrant culture, heritage and the Welsh language).

342 respondents provided feedback to this question. A table showing the top 5 themes included in responses is provided below. Response themes show a strong awareness of the richness and diversity of local culture within Wrexham County Borough and a desire to recognise and promote local culture.

Theme Headline	Theme Description	Total responses
More support for the Welsh language/culture	More support for the Welsh Language and culture – Improved opportunity to learn Welsh with the community, opportunities to use the language in social settings and the workplace, and use in street names and signage	126

Theme Headline	Theme Description	Total responses
More community events	More community Events – investment in regular cultural events such as food festivals and live music	72
Promote local and Welsh history and culture	Promote local history and culture – supporting and signposting local history groups and teaching local history in schools	70
Preservation and promotion of cultural assets and heritage	Preservation and promotion of cultural assets – such as old buildings and industrial landscapes. Promoting these destinations	52
Recognition and support for other cultures	More recognition for other cultures that have settled in the area. Wrexham is a diverse county, recognition should be given. Opportunities for people to participate and celebrate their own culture, support for community cohesion	48

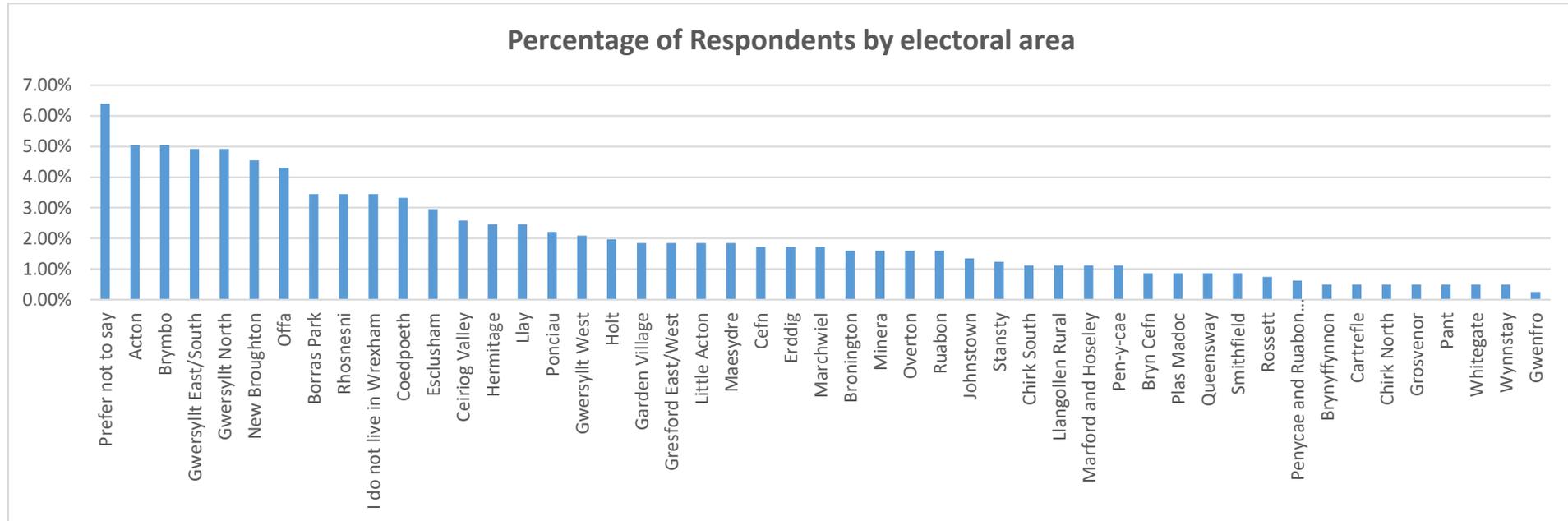
7. Profile of respondents

Groups

The 13 groups responding to the survey who provided information about their group or community represented a range of interests including early years and schools, community councils and local community groups, a health team working with community groups, and other community support groups.

Individuals

Individuals responding represented all of the Wrexham County Borough's Electoral Divisions, although some Divisions were more strongly represented than others:



Please tell us which County Borough Electoral Division you live in	Number of Respondents	Percentage of Respondents
Prefer not to say	52	6.40%
Acton	41	5.04%
Brymbo	41	5.04%
Gwersyllt East/South	40	4.92%
Gwersyllt North	40	4.92%
New Broughton	37	4.55%
Offa	35	4.31%
Borras Park	28	3.44%
Rhosnesni	28	3.44%
I do not live in Wrexham	28	3.44%
Coedpoeth	27	3.32%
Esclusham	24	2.95%
Ceiriog Valley	21	2.58%
Hermitage	20	2.46%
Llay	20	2.46%
Ponciau	18	2.21%
Gwersyllt West	17	2.09%
Holt	16	1.97%
Garden Village	15	1.85%
Gresford East/West	15	1.85%
Little Acton	15	1.85%
Maesydre	15	1.85%
Cefn	14	1.72%
Erddig	14	1.72%

Please tell us which County Borough Electoral Division you live in	Number of Respondents	Percentage of Respondents
Marchwiell	14	1.72%
Bronington	13	1.60%
Minera	13	1.60%
Overton	13	1.60%
Ruabon	13	1.60%
Johnstown	11	1.35%
Stansty	10	1.23%
Chirk South	9	1.11%
Llangollen Rural	9	1.11%
Marford and Hoseley	9	1.11%
Pen-y-cae	9	1.11%
Bryn Cefn	7	0.86%
Plas Madoc	7	0.86%
Queensway	7	0.86%
Smithfield	7	0.86%
Rossett	6	0.74%
Penycae and Ruabon South	5	0.62%
Brynyffynnon	4	0.49%
Cartrefle	4	0.49%
Chirk North	4	0.49%
Grosvenor	4	0.49%
Pant	4	0.49%
Whitegate	4	0.49%
Wynnstay	4	0.49%
Gwenfro	2	0.25%
Total	813	100%

8. Equality monitoring

Standard equality monitoring data has been analysed in order to ensure that we are involving all those who use our services, including those with protected characteristics under the Equality Act 2010, in our decision making processes.

495 respondents chose to answer one or more of the equality monitoring questions included in the consultation.

What is your age?

444 respondents (51.4% of individuals who accessed the consultation), responded to the question 'What is your age'

Response	Number of Respondents	Percentage of Respondents
Under 11	2	0.45%
11-17	56	12.61%
18-24	10	2.25%
25-34	30	6.76%
35-44	61	13.74%
45-54	99	22.30%
55-64	82	18.47%
65-74	72	16.22%
75+	21	4.73%
Prefer not to say	11	2.48%

What is your gender?

441 respondents (51.1% of individuals who accessed the consultation) responded to the question 'What is your gender?'

Response	Number of Respondents	Percentage of Respondents
Male	179	40.59%
Female	243	55.10%
Other	4	0.91%
Prefer not to say	15	3.40%

Would you describe your gender as the same you were assigned at birth?

436 respondents (50.5% of individuals who accessed the consultation) answered the question, 'Would you describe your gender as the same you were assigned at birth.'

Would you describe your gender as the same you were assigned at birth?	Number of Respondents	Percentage of Respondents
Yes	420	96.33%
No	4	0.92%
Prefer not to say	12	2.75%

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

435 respondents (50.4% of individuals who accessed the consultation) answered the question 'Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?'

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?	Number of Respondents	Percentage of Respondents
Yes, limited a lot	37	8.51%
Yes, limited a little	69	15.86%
No	313	71.95%
Prefer not to say	16	3.68%

Do you look after, give help to or support others because of long term physical or mental ill health/disability; or problems related to old age?

432 respondents (50.1% of individuals who accessed the consultation) answered the question ‘Do you look after, give help to or support others because of long term physical or mental ill health/disability; or problems related to old age?’

Do you look after, give help to or support others because of long term physical or mental ill health/disability; or problems related to old age?	Number of Respondents	Percentage of Respondents
Yes	124	28.70%
No	285	65.97%
Prefer not to say	23	5.32%

How would you describe your National Identity?

435 respondents (50.4% of individuals who accessed the consultation) answered the question ‘How would you describe your National Identity?’

How would you describe your National Identity?	Number of Respondents	Percentage of Respondents
Welsh	257	59.08%
English	44	10.11%
Scottish	3	0.69%
Northern Irish	0	0.00%
British	115	26.44%
Other	10	2.30%
Prefer not to say	6	1.38%

What is your preferred language?

435 respondents (50.4% of individuals who accessed the consultation) answered the question ‘What is your preferred language?’

What is your preferred language?	Number of Respondents	Percentage of Respondents
English	395	90.80%
Welsh	20	4.60%
Other	7	1.61%
Prefer not to say	13	2.99%

What is your ethnic group?

440 respondents (51% of individuals who accessed the consultation) answered the question 'What is your ethnic group?'

What is your ethnic group?	Number of Respondents	Percentage of Respondents
White	408	92.73%
Mixed/multiple ethnic groups	5	1.14%
Asian/Asian British	2	0.45%
Black/African/Caribbean/Black British	1	0.23%
Other ethnic group	4	0.91%
Prefer not to say	20	4.55%

What is your religion or belief?

425 respondents (49.2% of individuals who accessed the consultation) answered the question 'What is your religion or belief?'

What is your religion or belief?	Number of Respondents	Percentage of Respondents
No religion	187	44%
Christian (all denominations)	204	48%
Buddhist	1	0.24%
Hindu	1	0.24%
Jewish	0	0.00%
Muslim	1	0.24%
Sikh	0	0.00%
Any other religion	10	2.35%
Prefer not to say	21	4.94%

Are you currently pregnant or have you been pregnant, or taken maternity leave in the last year?

428 respondents (49.6% of individuals who accessed the consultation) answered the question 'Are you currently pregnant or have you been pregnant, or taken maternity leave in the last year?'

Are you currently pregnant or have you been pregnant, or taken maternity leave in the last year?	Number of Respondents	Percentage of Respondents
Yes	6	1.40%
No	406	94.86%
Prefer not to say	16	3.74%

Which of the following best describes how you think of yourself?

427 respondents (49.5% of individuals who accessed the consultation) answered the question 'Which of the following best describes how you think of yourself?'

Which of the following best describes how you think of yourself?	Number of Respondents	Percentage of Respondents
Heterosexual or straight	364	85.25%
Gay or Lesbian	8	1.87%
Bisexual	17	3.98%
Other	7	1.64%
Prefer not to say	31	7.26%

9. Next steps

The feedback from this consultation will be used along with a wide range of other information such as data, evidence and research, to inform Wrexham Public Services Board's well-being assessment which will be published in May 2022.

We will use the findings of our well-being assessment as the basis for developing a new PSB well-being plan, which we will consult on and publish by May 2023.