

Consultation for the Council Plan 2023 -2028: Feedback report

1. Summary

The purpose of this consultation was to obtain feedback from people living and working in Wrexham County Borough on our draft council plan for 2023-2028; in order to shape our Council Plan into a meaningful plan for everyone in our communities.

During the six week consultation period, a range of methods were used to engage with people, including an online and printed survey, in-person engagement sessions in the community and opportunities to contact us by email or by phone. The consultation was widely promoted, using a variety of ways to communicate with people.

Feedback from our consultation was analysed in detail and the findings used to inform and shape our Council Plan for 2023-2028.

The findings identified a number of cross cutting themes, which we have embedded into our Council Plan priorities and outcome statements. Feedback has enabled us to define our priorities, refine outcome statements under each priority and take into account the needs and aspirations of different groups of people and geographical areas in our County Borough. Feedback from this consultation will also help us to shape the ways in which we will measure progress against our new Council Plan over the coming five years.

We would like to thank everyone who helped us to arrange and promote community engagement opportunities, distributed leaflets and posters and helped us to promote the consultation. Most of all, we would like to thank everyone for their thoughts, ideas, insight and for sharing their lived experiences in their communities with us, helping us shape our plan so that it is something that can belong to us all.

Our Council Plan 2023-2028 was agreed by full Council in December 2023 and has now been published on the [council's website](#).

2. Introduction/Consultation purpose

The Council Plan is the way the council presents its well-being objectives and improvement priorities as required by law, and explains how the council's activities and programmes help to achieve the vision for Wrexham County Borough and Wales' Well-being Goals.

In the spring of 2023, Wrexham County Borough Council needed to develop a new council plan for the next five year period (2023- 2028).

People in our communities have the right to expect the council to consult on this plan and it is the duty of the council. More than this, we wanted people to get involved so that we could shape the Council Plan into something meaningful to us all.

After reviewing evidence, existing plans, and working with elected members, Wrexham County Borough Council identified six draft priorities and supporting outcomes, which we felt would help us deliver on the priorities we had identified.

We wanted our communities to get involved to help us shape these draft priorities and outcomes, so that the Council Plan can belong to us all and deliver on the things that will improve opportunities, well-being and equality for everyone in Wrexham.

3. Methodology

In undertaking this consultation, we used a range of methods to engage with people. We collected both quantitative data (where answers in response to a number of options for a question could be counted) and qualitative data (where we analysed what people had told us about their views and opinions).

We asked people whether they thought the draft priorities we had identified were the right ones for our Council Plan for 2023-2028 and then, taking each priority in turn, we asked people whether they thought that the outcomes we had identified would help us to achieve our priority. For each priority we asked people whether they thought there was anything important we had missed and whether they had any other feedback for us about the priority overall.

Some of the outcomes we identified under each priority were also equality objectives, to help us to ensure that everybody is treated fairly, and we clearly indicated which of our draft outcomes were also equality objectives ([objectives marked with an asterisk in section 5.2 below](#)).

We asked whether people thought our draft council plan priorities and outcomes overall would treat everybody fairly and whether there was anything we could do to make things fairer for groups or individuals. We also asked for ideas about how we could promote the use of the Welsh language and ensure the Welsh language would be treated as favourably as the English language in the delivery of our priorities.

We asked some optional questions of those completing our survey, so that we would be able to see where views differ and to ensure that services are delivered in a way that is fair to all.

To help us to improve any future surveys we undertake, we also asked some questions about how easy our survey was to complete and whether we asked the right questions.

In order to obtain this feedback, we developed an online survey, which we also offered as a printed copy, available in languages and formats other than Welsh and English on request. We also invited people to email us or to contact us by phone. We met with community groups and representatives both online and in-person.

We wanted to reach out to a wide range of people across our communities and we promoted our consultation widely, working with our communications and our creative and digital media teams to produce engaging press releases and blogs, attractive printed flyers

and other promotional materials. We worked alongside key officers and teams within the council and with a wide range of local contacts to reach out to people in our communities.

We wanted everybody in our communities to have the opportunity to get involved in the shaping of our new Council Plan, so that our final plan could reflect the rich diversity of the people and geographical areas included in our communities.

From our consultation, we obtained a rich resource of quantitative and qualitative feedback, which we analysed in detail.

4. What we did

Our consultation took place for six weeks between 1st February and 14th March 2023. During this time, people had the opportunity to take part in a survey online, to email, telephone, attend an engagement session in the community or complete a paper copy of the survey.

Our communications team promoted our consultation via online news channels, social media and community newsletters. Emails were sent to protected characteristic advocacy groups and groups representing stakeholders, for example local businesses, town and community councils, and our tenants' forum. We worked with our young persons' participation team to promote our consultation in youth settings and in schools. Information about our consultation was shared with councillors, staff, trade unions, and with partner agencies through Wrexham's Public Services Board.

We took posters, leaflets and / or paper copies of our consultation to warm spaces, libraries, leisure centres, schools, community shops and supermarkets, faith groups, drop in centres and community centres and we posted information on community noticeboards.

The leaflets and posters produced allowed people to scan a QR code to access the survey, promoted where to go online to find the survey, and provided a telephone number and email address and information about where to go in the community to access a printed survey or how to request one. Information was available in different formats and languages upon request and all online information was accessible and compatible with document readers.

We invited all town and community councils to host an engagement session or to let us know about existing groups we could visit in their community. We chatted with groups as we delivered the information and made arrangements for face to face engagement sessions at community groups all over the county, to take place in existing community sessions such as coffee mornings, exercise classes, art classes, drop-ins, warm spaces, community events, food clubs, faith groups. In total, we completed eleven engagement sessions with a variety of groups of people in a range of geographical areas of Wrexham County Borough, including both urban and rural settings. We completed a specific session with young people with the Senedd Yr Ifanc youth parliament. We were keen to visit people on their terms and in their places, to encourage them to have their say about council services.

We developed flash cards with our draft priorities on in words and pictures to use as conversation starters in groups - something tangible and hand held that people could look

at and discuss. We were able to access translation services at a refugee drop in session via a caseworker attending the group, which was very useful when discussing some areas in more depth, but was not needed by all participants.

5. Findings

5.1. Summary

285 individuals and 18 groups accessed the survey either online or by completing a printed copy, with 214 respondents answering at least one of the survey questions. Additionally, three emails were received.

Eight groups responding to our survey identified the communities they represented. These included:

- children and young people
- support groups for families and for older people
- local communities within Wrexham County Borough
- people from a range of nationalities
- statutory services concerned with health and well-being.

As part of our survey, groups were asked how many people they represented. Those responding to this question reported that they represented groups ranging from 1 – 3000 people.

We met with community groups:

- Bom Dia (Portuguese community) group
- Caia Food Club
- Glyn Ceiriog Warm Space
- Gresford coffee morning
- British Red Cross Wrexham drop in for asylum seekers and refugees
- Drop in group for Ukrainian refugees

We attended two large community events

- International Women's Day event Tŷ Pawb
- St David's Day city centre event

We also met with community representatives:

- Wrexham Town and Community Councils Forum
- Trade Union Representatives
- Wrexham Senedd yr Ifanc (youth parliament)
- North Wales Multicultural hub meeting

Community engagement enabled us to promote our consultation and to obtain feedback from a wide range of people living in rural and urban areas across Wrexham County Borough, and to understand the potential impact of our draft council plan upon the various groups in our communities.

Our findings overall

Overall, we found strong support for the six priorities proposed in our draft council plan. The feedback we have obtained by engaging with our communities has identified a number of key cross cutting themes, which have helped to shape and finalise our Council Plan for 2023-2028.

We are confident that this has assisted in ensuring that our final priorities and outcome statements, which include our strategic equality objectives (marked by an asterisk in this report), fully express the aspirations of the communities within our County Borough.

1) Key Cross cutting themes

There was general support for a focus on equality of opportunity and access for all. Key themes that emerged, which are inextricably linked with equality and fairness were:

- **Risks of digital exclusion** – this limits equality of opportunity, access and opportunities to be involved, and can impact on other issues people face.
- **The challenges facing those experiencing socio-economic disadvantage** – negatively impacting on the ability to access discretionary services, for example leisure, school transport, post 16 Welsh medium education; and the challenges of digital poverty.
- **Access to public transport / sustainable travel options** – to enable people to have fair access to education, employment, services and other communities.
- **Inequalities between rural and urban communities** – the need to ensure that there is equality of opportunity for those in rural communities in terms of service provision and access to services and to ensure this is reflected in the planning and modelling of services.
- **Improved planning and modelling of services** – the need to ensure we involve the right people in helping us plan our services, including input from people with lived experience of relevant issues, representative groups, etc. and ensuring people do not experience barriers in accessing these services.

2) Other cross cutting themes

- **Involvement** - ensuring that there are opportunities for people to get involved and have their voices heard, and that communications are accessible.
- **Welsh language** – specifically, less focus on bilingual approach (Welsh/English) – giving people the opportunity to opt out of bilingual

communications/correspondence and opt in to their language of choice, with a mind to the positive impact on financial and environmental resources.

- **Focus on communities** – improving ways to connect within communities.
- **Leadership** – the need for strong and unified leadership, ensuring that we are inclusive in our decision-making, and provide feedback on our progress.
- **Delivery of a cross-cutting decarbonisation strategy** - working with communities, stakeholders, partners and business to ensure that decarbonisation is a cross cutting priority across everything the council does externally and internally; including ensuring that economic development is compatible with a sustainable environment and the reducing of health inequalities.

3) Our performance management framework

In addition to helping to shape our Council Plan 2023-2028, feedback from this consultation will inform the development of our performance management framework, which will report progress against our Council Plan, ensuring that we are able to identify the extent to which we are achieving the outcomes in our plan.

5.2. How we shaped our final Council Plan

The findings from our public consultation fed back into further consultation with elected members.

Taking all our consultation together, feedback overall identified that the priority ‘Ensuring a Modern and Resilient Council’ should be a cross-cutting theme in our Council Plan. This is because progress and developments already made through the council’s Modern Ways of Working programme have been embedded within our operations and our ‘ways of working’ that support delivery of our services in a modern and resilient way.

Our priority - Ensuring a Modern and Resilient Council has therefore been refocused on ensuring that we have a skilled, diverse and sustainable workforce, supported by robust people management practices and an active approach to supporting employee well-being, in order to deliver our services.

As a result, in our final Council Plan this priority has been renamed - **Supporting a Highly Skilled and Engaged Workforce, Focussed on Delivering Services.**

Consultation also highlighted that some of the outcome statements within this priority were a better fit to support delivery of other council priorities.

The following outcome statements from our draft priority – Ensuring a Modern and Resilient Council, have therefore been embedded in our priority - Ensuring Wrexham is a Fair and Safe Place in our final Council Plan:

- Our customers are able to contact us easily, through digital systems which are built around their needs. Our services are inclusive and we ensure that we support those

customers who would like to use our digital services, as well as continuing to offer more traditional ways of contacting us, for those who need it.

- Wrexham is a place where everyone knows they can get involved to influence the planning and delivery of services. People are engaged, and consulted with on decisions which affect them, and where we can, we work to design and deliver services, and make things happen together.

Consultation with elected members following on from our public consultation, also identified the need to include in our Council Plan, a focus on the Streetscene Services provided by our Environmental & Technical Department. This to include a focus on ensuring that our streets and council-owned play areas are kept clean and attractive, all recycling and household waste is collected when it is presented correctly and ensuring that highway related assets are safe and fit for purpose.

The final priorities agreed upon for our Council Plan are:

- **Delivering Efficient Streetscene Services and Decarbonising our Environment**
- **Developing our Economy**
- **Ensuring Wrexham is a Fair and Safe Place**
- **Improving Education and Learning**
- **Promoting Health and Well-being (with a focus on social services and good mental health)**
- **Supporting a Highly Skilled and Engaged Workforce, Focussed on Delivering Services**

Within these priorities, outcome statements have been refined, additional outcomes incorporated and some outcomes moved to different priorities. This approach takes account of feedback from all those who participated in our public consultation and further subsequent consultation with elected members.

Taking each priority in turn, the graphs, tables and written analysis below illustrate and summarise what we found out in our public consultation when we asked people:

1. Whether they thought the draft priorities we had identified were the right ones for our council plan for 2023-2028.
2. Whether they thought the outcomes we had identified would help us to achieve our draft priorities.

The results of our public consultation also include an analysis of feedback received when we asked people whether they thought:

1. If there was anything important we had missed.
2. Whether they had any other feedback for us about the priority overall.

Quantitative (numerical) data received from survey responses is presented below in graphs and tables. Qualitative (written or verbal feedback of people's views and opinions received via our survey, in writing or from conversations with people in community groups) is included in our written analysis of feedback received, also included below.

Our analysis includes information about how further consultation with elected members subsequent to our public consultation, and overall consideration of all feedback received during the consultation period has shaped the detail of our final priorities and outcome statements.

Developing and Decarbonising our Environment

You told us:

“We need strong leadership and clear strategies for Net Zero and Biodiversity: an evidence based approach and regular communication of progress”

There was broad support for Developing and Decarbonising our Environment and strong agreement/agreement with the outcome statements proposed overall.

The need for strong leadership, effective strategy and clear action plans were key themes in feedback about this draft priority.

Feedback on our draft council plan identified the need to ensure that our decarbonisation strategy includes working with communities, stakeholders, partners and businesses. So that decarbonisation is a priority across everything the council does, both externally and internally.

We have committed ourselves in our Council Plan to ensuring that tackling climate change is integrated across our council services through our Decarbonisation Plan.

Looking at feedback from a variety of groups in our communities, we have been able to identify that:

- Many of the children and young people we engaged with thought that developing and decarbonising the environment is very important. They have a particular interest in working towards zero waste, and want to reduce the use of plastics and increase recycling of plastic packaging.
- Many of those who are disabled think that improved and cost-effective public transport is important as well as sustainable green travel plans and active travel routes. Some disabled people living outside of the city centre asked how this priority would apply to rural areas.
- Many people of all races and ethnic groups are concerned about waste in our environment and want recycling rates to improve. Many people recognise the beauty of our natural environment in North Wales and want to focus upon the development and biodiversity of our environment.
- Many of those facing socio-economic disadvantage understand the importance of decarbonisation, but don't see this as their top priority when struggling to purchase food and pay their bills. Recycling, tackling food waste and clothes swaps are seen by this group as positive activities supporting decarbonisation.

What difference has your feedback made?

As a result of feedback from our communities, the outcome statement in the draft council plan priority relating to using and maintaining land within the council's ownership for the benefit of biodiversity and decarbonisation has been broadened, to include reference to the land in the broader County Borough.

In our final Council Plan, this outcome statement now says:

Land Use: The council is committed to ensuring that land within the County Borough is used and maintained in a sustainable manner for the benefit of biodiversity and the decarbonisation agenda, through its own asset management and through its regulatory functions.

All feedback received will be used to inform the development of the performance framework; including outcome measures, supporting actions and measures, to inform areas of work and address concerns.

Further consultation with elected members subsequent to public consultation, highlighted the need to include within our draft Priority - Decarbonising the Environment; the delivery of our Environment & Technical Services Department's Streetscene services; with a focus on ensuring that our streets and council-owned play areas are kept clean and attractive, all recycling and household waste is collected when it is presented correctly and highway related assets are safe and fit for purpose.

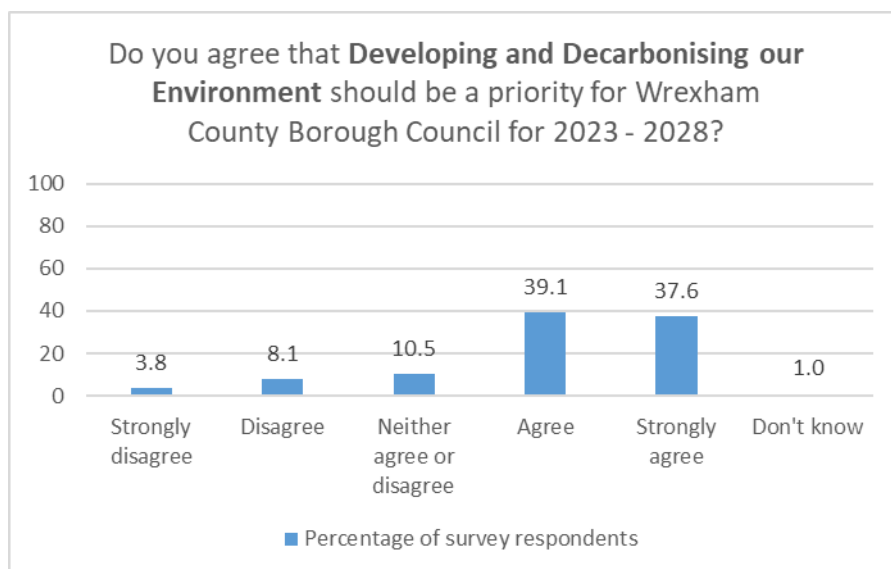
As a result, in our final Council Plan for 2023-2028, our Priority about the environment has become:

Delivering Efficient Streetscene Services and Decarbonising our Environment.

Feedback on the importance of sustainable transport options (in particular public transport and public transport in rural communities) in response to consultation about our draft priority: Developing the Economy, has resulted in our outcome statement about Wrexham's transport infrastructure being broadened and moved to be included in this Priority. The Outcome statement included in our Priority – Delivering Efficient Streetscene Services and Decarbonising our Environment is:

Wrexham's transport infrastructure meets the needs of its residents and the economy, with improved public transport services and sustainable options for travel and parking in and around the city centre, Wrexham Industrial Estate, and across the rural communities, and in support of Wrexham as a significant visitor destination.

Detailed findings for: Developing and Decarbonising our Environment



Do you agree that developing and decarbonising our Environment should be a priority for Wrexham County Borough Council for 2023 - 2028?	Number of survey respondents	Percentage of survey respondents
Strongly disagree	8	3.8
Disagree	17	8.1
Neither agree or disagree	22	10.5
Agree	82	39.1
Strongly agree	79	37.6
Don't know	2	1.0
Total	210	100.0

76.7% of survey respondents strongly agreed or agreed that developing and decarbonising our environment should be a priority for Wrexham County Borough Council for 2023 – 2028. There was broad support for this priority from people who had responded to the survey, representing a range of protected characteristics and geographical areas, both urban and rural, in Wrexham County Borough.

Developing and Decarbonising our Environment: Outcome - Wrexham becomes more resilient in planning for the effects of climate change

78.2% of people responding strongly agreed or agreed that this outcome would help us to develop and decarbonise our environment. Consistent and recurring themes in feedback were:

- **Build a practical approach to community involvement** - Demonstrate leadership, and build relationships by working with communities, stakeholders, partners and business.
- **Always use evidence based policy making** - Ensure all actions are informed by clear evidence, set targets and report progress on milestones.
- **Build a culture of education and learning** - Deliver a strategy to build capacity, knowledge and confidence, working with communities, stakeholders, partners and business.

Developing and Decarbonising our Environment: Outcome - The council acts through its planning and decision making, to progress towards Net Zero Carbon Emissions by 2030.

71.8% of people strongly agreed or agreed that this outcome would help us to develop and decarbonise our environment. The consistent and recurring theme in feedback for this outcome was:

- **An effective approach to planning to deliver our net zero targets** - Ensure the Council shows leadership with a clear strategy, a clear action plan, effective milestones and regular communication of progress.

Developing and Decarbonising our Environment: Outcome - The council is a strong community leader for environmental issues, working in partnership with others to reduce carbon.

60% of people responding strongly agreed or agreed that this outcome would help us to develop and decarbonise our environment. The consistent and recurring theme in feedback for this outcome was:

- **Build a practical approach to community involvement** - Demonstrate leadership, and build relationships by working in co-production with communities, stakeholders, partners and business.

Developing and Decarbonising our Environment: Outcome -The council has a modern and environmentally responsible transport fleet. Improved and sustainable green travel plans and active travel routes help to reduce emissions.

58.5% of people responding strongly agreed or agreed that this outcome would help us to develop and decarbonise our environment. The consistent and recurring theme in feedback for this outcome was:

- **A sustainable long term approach to public transport** - Ensure the Council shows leadership with a clear public transport strategy, an innovative action plan, effective milestones and regular communication of progress.

Developing and Decarbonising our Environment: Outcome - More council buildings are low or zero carbon.

58.9% of people responding strongly agreed or agreed that this outcome would help to develop and decarbonise our environment. There was no specific written or verbal feedback from people about this outcome.

Developing and Decarbonising our Environment: Outcome - The council works towards more responsible and sustainable procurement when buying goods; buying locally or regionally where possible.

68% of people responding strongly agreed or agreed that this outcome would help us to develop and decarbonise our environment.

In feedback, one person identified that we need to be clear what we mean by sustainability in procurement; i.e. whether we focus on the sustainable product first and then have a hierarchy based on local and regional, or whether we focus first on local and regional products and then on their sustainability.

Developing and Decarbonising our Environment: Outcome - Council owned land will be used to benefit biodiversity and decarbonisation

68.9% of people responding strongly agreed or agreed that this outcome would help us to develop and decarbonise our environment. The consistent and recurring theme in feedback for this outcome was:

- **A biodiversity and nature strategy is needed** - Ensure the Council shows leadership with a clear strategy, a clear action plan, effective milestones and regular communication of progress.

Developing and Decarbonising our Environment: Outcome - All households in Wrexham are supported to work towards zero waste.

66.2% of people responding strongly agreed or agreed that this outcome would help us to develop and decarbonise our environment.

The consistent and recurring theme in feedback for this outcome was:

- **A shared approach to waste** - Ensure the Council shows leadership with a clear waste strategy, an innovative action plan, effective milestones and regular communication of progress.

Developing the Economy

You told us:

“We need to regenerate the City Centre and surrounding areas, with more tourism, leisure and entertainment facilities and encourage inward investment”

There was broad support for this draft priority and strong agreement/agreement with the outcome statements proposed overall. Key themes in feedback were:

- Encourage inward investment
- Improve public transport, and also road and rail infrastructure
- Provision and regeneration for rural areas
- Consider the needs of those requiring public transport to access employment and education

- Regenerate city centre and surrounding areas
- More tourism, leisure and entertainment facilities
- Improve car parking provision in city centre
- Support development of employment opportunities and address skills gaps

Potential gaps identified in feedback were:

- The need for a focus on the needs of rural areas, regeneration and the promotion of rural Wrexham as a visitor location.
- Recognition of the lack of public transport as a barrier to accessing education and employment.
- Addressing the issue of car parking provision in the city as a barrier to retail and employment.
- Recognition of the need to support Eagles Meadow as part of Wrexham's overall Place Making Strategy.
- Active promotion of Wrexham as Welsh.
- Alignment with decarbonisation to ensure that economic development is compatible with a sustainable environment and reducing health inequalities.

Looking at feedback from a variety of groups in our communities, we were able to identify that:

- Many children and young people felt that the proposed outcomes listed under this draft priority would have a positive impact for them, particularly if young people are paid a living wage for their work once they enter the employment market.
- Most older people wanted to see more focus on culture and heritage in the city centre and across our County Borough and more promotion and support for tourism in the rural areas of our County Borough.
- Many of those with disabilities said that improved and cost-effective public transport links would help them to access retail areas in the city centre, rural attractions and other major cities such as Manchester and Liverpool.
- Many people from ethnic minority groups within our communities wanted more things to do in the evening, including more provision for young people. The contribution small traders make to our economy was especially valued by people from these groups.
- A strong theme from carers was the need for improved public transport, road and rail infrastructure. Many carers supported the development of employment opportunities and the addressing of skills gaps. Many of those who said they were carers also wanted more tourism, leisure and entertainment facilities.
- Many of those experiencing socio-economic disadvantage felt disadvantaged by the relocation of shops to satellite shopping parks due to the challenges of accessing these shopping parks by public transport. These people considered that better city centre planning was needed to provide a joined up and accessible shopping experience with less empty shops and the retention of community facilities.

- Many rural residents said they could be negatively impacted by this draft priority unless it included support for the rural economy.

What difference has your feedback made?

Feedback on the proposed outcomes under the draft priority: Developing the Economy, has resulted in a number of amendments to outcome statements for this priority in our final Council Plan.

Feedback relating to the need for more specific aims, and the importance of the cross-border economy and regional significance, resulted in amendments to the Outcome: The council will work in collaboration to improve the North Wales economy.

In our final Council Plan, this outcome statement now says:

Wrexham is effectively engaged locally, regionally and nationally, working in collaboration to build a more vibrant, well-connected, sustainable and resilient economy for North Wales, through the delivery of the North Wales Growth Deal and developing status within the Northern Powerhouse.

Feedback relating to private development, resulted in an amendment to the Outcome: Wrexham is promoted and recognised as a vibrant hub of industry and commerce, with the capacity to grow and develop.

This outcome now includes reference to influencing the conditions necessary to enable private development as the councils' role is often not direct.

In our final Council Plan, this outcome statement now says:

Wrexham is promoted and recognised regionally, nationally and internationally as a vibrant hub of industry and commerce, with the capacity to meet the demand for inward investment and create the conditions needed to support commercial development and for existing businesses to grow.

Feedback relating to transport infrastructure, has resulted in a greater focus on the importance of sustainable transport (and particularly public transport and public transport in rural communities) in supporting the economy. As a result, our outcome about transport infrastructure has been reworded.

In our final Council Plan, this outcome statement now says:

Wrexham's transport infrastructure meets the needs of its residents and the economy, with improved public transport services and sustainable options for travel and parking in and around the city centre, Wrexham Industrial Estate, and across the rural communities, and in support of Wrexham as a significant visitor destination.

As a result of sustainable travel infrastructure's close links with decarbonisation, this outcome has now been included in the Priority -Delivering Efficient Streetscene services and Decarbonising our Environment.

Feedback about our city centre has resulted in an amendment to our outcome statement about the city centre. This outcome statement now reads:

Wrexham has a concentrated, diverse and entrepreneurial City Centre with an appropriate mix of retail, residential and entertainment uses, through the implementation of an adopted Placemaking Plan, that will increase confidence for investors and entrepreneurs and support a reduction in empty properties.

Feedback around recognition of our rural communities, the role they place in visitor destinations and our Welsh identity, has resulted in an amendment to our outcome statement: Wrexham is a popular place to visit in North Wales and the North West of the UK, with a range of recognised attractions.

This outcome statement now includes reference to rural communities and our Welsh identity. The outcome statement in our final Council Plan is:

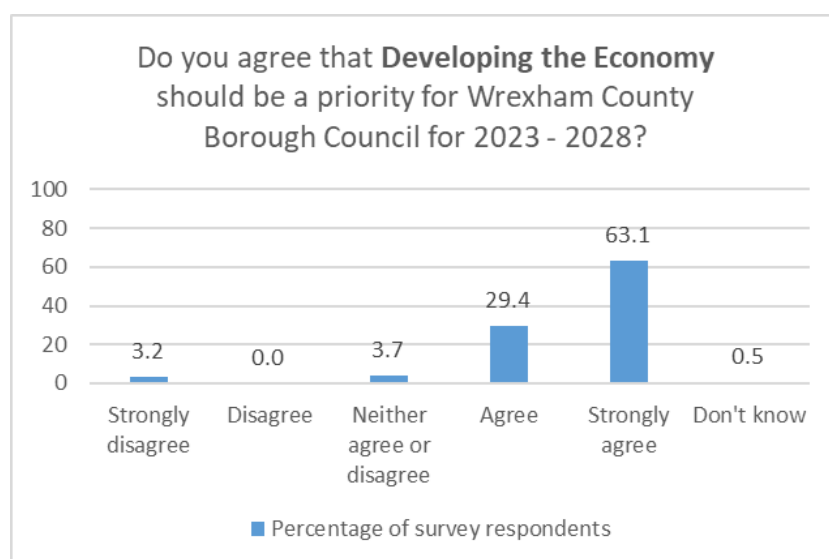
Wrexham County Borough has a high profile as a significant visitor destination in North Wales and the wider Mersey Dee Region. We are known for our cultural offer that spans both urban and rural communities (including World Heritage Site and Pontcysyllte Aqueduct), our football heritage, our Welsh identity and our ability to host large capacity events at the Racecourse complex, supported by the delivery of the Wrexham Gateway Masterplan.

Feedback around emerging technologies (including but not limited to green technologies) and physical access to workplaces in support of public transport, has resulted in an amendment to the outcome relating to employment, to include reference to emerging technologies and barrier to securing jobs. The outcome statement now reads:

There are high employment rates and a good supply of accessible, well paid jobs. Skills gaps are identified and addressed along with opportunities resulting from new and emerging technologies and markets. People who experience barriers are supported to secure jobs and access employment sites and there are improved pathways to employment for minority groups.

All feedback received will be used to inform the development of the performance framework; including outcome measures, supporting actions and measures, to inform areas of work and address concerns.

Detailed findings for Priority - Developing the Economy



Do you agree that Developing the Economy should be a priority for Wrexham County Borough Council for 2023 - 2028?	Number of survey respondents	Percentage of survey respondents
Strongly disagree	6	3.2
Disagree	0	0.0
Neither agree or disagree	7	3.7
Agree	55	29.4
Strongly agree	118	63.1
Don't know	1	0.5
Total	187	100.0

92.5% of survey respondents strongly agreed or agreed that Developing the Economy should be a priority for Wrexham County Borough Council for 2023–2028. There was broad support for developing the economy from people who had responded to the survey representing a range of protected characteristics and geographical areas, both urban and rural, in Wrexham County Borough.

Developing the Economy: Outcome - The council will work in collaboration to improve the North Wales economy.

82.6% of people responding strongly agreed or agreed that this outcome would help us to develop the economy.

Feedback was also received about the wording of this outcome statement, flagging the need to be specific about with who and how the council would ‘work in collaboration’, in order for the wording of the priority to be meaningful.

Developing the Economy: Outcome - Wrexham is promoted and recognised as a vibrant hub of industry and commerce, with the capacity to grow and develop.

77.7% of people responding strongly agreed or agreed that this outcome would help us to develop the economy. The consistent and recurring theme in feedback for both the outcomes above was:

- **Encourage inward investment** - Link up with Northern Powerhouse to encourage investment into the area as a partner. Ensure that businesses are encouraged to invest in the area including the reduction of business rates. Support to local businesses to encourage smaller and medium businesses to invest alongside third sector. Consider encouraging development in Eagles Meadow to create an entertainment hub.

Developing the Economy: Outcome - Wrexham's transport meets the needs of residents, visitors and the economy, with improved and sustainable ways of travelling in and around the city and the Wrexham Industrial Estate.

67% of people responding strongly agreed or agreed that this outcome would help us to develop the economy. The consistent and recurring themes in feedback for this outcome were:

- **Improve public transport and travel infrastructure** - Improve public transport, road and rail infrastructure across the County Borough including from and into rural areas, and to the North West of England and Shropshire to open up access to employment in and out of the area. Improved transport will support jobs growth and recruitment.
- **Provision & regeneration for rural areas** - More emphasis on regeneration of rural areas, rural areas promoted and invested into to support Wrexham as a tourism location. Transport in rural areas.
- **Addressing needs for public transport to access employment** – Addressing the needs of those groups who need public transport, including those who are elderly, disabled, those facing socio- economic disadvantage/poverty/low paid workers, post 16 school transport. Lack of active travel options for those who want to live more sustainably.

Others said:

- Improve engagement (including with rural areas) to develop the vision for the County Borough. Promote Wrexham more, including activities and events taking place in the city.

Developing the Economy: Outcome - Our City Centre enables us to work, live, shop and enjoy a range of entertainment.

64.8% of people responding strongly agreed or agreed that this outcome would help us to develop the economy. The consistent and recurring themes in feedback for this outcome were:

- **Regenerate the city centre and surrounding areas** - Ensure a clear strategy to invest in the city centre, making it a clean, safe, thriving and inviting area and encouraging investment. Bring and invest in the retail offering, making this more accessible and joined-up, centralise entertainment facilities, creating an entertainment hub. Invest in Wrexham's markets.
- **More tourism, leisure and entertainment facilities** - Develop a central entertainment hub and tourist attractions. Make it more than just about football. Ensure entertainment and public spaces have the right amenities including public toilets.

Others said:

- Improve parking provision in the city centre to enable competition with out of town shopping areas.
- Encourage the development of Eagles Meadow as an entertainment and shopping centre.
- Preserve and regenerate vacant buildings in the city centre – make more use of existing buildings rather than erecting new buildings. Preserve historic buildings.
- Develop Wrexham's history and heritage.

Developing the Economy: Outcome - Wrexham is a popular place to visit in North Wales and the North West of the UK, with a range of recognised attractions.

63.4% of people responding strongly agreed or agreed that this outcome would help us to develop the economy. The consistent and recurring themes in feedback for this outcome were:

- **More tourism, leisure and entertainment facilities** - Develop a central entertainment hub and develop tourist attractions across the County, make it more than just about football. Ensure entertainment and public space have the right amenities including public toilets.
- **More promotion of Welsh and Wrexham as a Welsh place** – this includes Wrexham feeling more Welsh and more opportunities for Welsh speakers to use Welsh, resources to support the Welsh language and culture, support for cultural events, improved Welsh signage and shop frontage. Opportunities to promote Welsh on the world stage.
- **Provision & regeneration for rural areas** - More emphasis on regeneration of rural areas, promote and invest in rural areas to support Wrexham as a tourism location. Address transport needs in rural areas.

Others said:

- Develop Wrexham's history and heritage.

- Improve parking provision in the city centre. We need to be able to compete with out of town shopping areas.

Developing the Economy: Outcome - *There is plenty of well paid work available. Skills gaps are identified and addressed. People experiencing barriers and those in minority groups, are supported to be in employment.

59.3% of people responding strongly agreed or agreed that this outcome would help us to develop the economy. The consistent and recurring themes in feedback for this outcome were:

- **Support development of employment opportunities and address skills gaps -** Encourage more investment into the area, creating additional jobs and work opportunities. Provide greater support for people who are out of work, including opportunities to develop work-based skills. Use of the green agenda to develop new job opportunities. Provide support for people to develop skills in shortage areas or to progress in careers.
- **Those needing public transport to access employment –** Consider the needs of those groups who need public transport - disabled, socio-economic disadvantage/poverty/low paid workers, post 16 school transport.

Ensuring a Modern and Resilient Council

You told us:

“We need to make it easy for people to get in contact with the council and ensure there is provision for non-digital contact and communications. It is important to treat everyone fairly and everyone is heard”

There was broad support for this draft priority and strong agreement/agreement with the outcome statements proposed overall, other than the outcome: ‘Welsh language and culture is thriving within our workforce and our communities and is actively promoted and supported’- 44% agree or strongly agree; 24% disagree or strongly disagree.

This outcome relates to our duties under the Welsh Language Standards (Welsh Language Measure (Wales) 2011) which gives legal effect to the official status of the Welsh language standards on public bodies. It aims to ensure that in Wales, the Welsh language should be treated no less favourably than the English language. The council is bound by the Standards and their aims, and therefore no change has been made to this outcome.

A consistent and recurring overall theme in feedback about the draft priority: Ensuring a Modern and Resilient Council was:

- **Effective leadership by council –** Many people wanted local elected members to be in agreement as to the direction of the County Borough and councillors to be less involved in the day-to-day delivery of services. Many also thought that clear leadership is required by council officers to ensure a consistent approach across

departments in terms of delivering services and the modern ways of working programme.

Others said:

- **Improved efficiency** - The council should ensure efficiency across all service areas in the council. Duplication across departments wastes money and a more joined up approach is required. Systems need to be in place to measure the effect of changes implemented within the Council.
- **Staff training on communications and delivery of services is required** - Some commented that staff need training so that they fully understand how services should be delivered and are able to interact/help and support residents in a knowledgeable manner.

Potential gaps identified in feedback were:

- Consider linking with partner service providers to communicate and promote each others' initiatives and activities to offer a more resilient and sustainable approach.
- Ensuring inclusive services and retaining more traditional ways of contacting the council.
- Improving communication– non-digital means and a commitment to offering information in other minority languages.
- Consider specific reference to procurement to support the local economy.

Looking at feedback from a variety of groups in our communities, we were able to identify that:

- Many of the children and young people responding recognised the value of the council's digital systems, but felt these systems could be made more accessible; for example by being made simpler to understand, easier to navigate and more joined up. Feedback from the children and young people we engaged with acknowledged the needs of those who experience challenges in accessing the internet, and some suggested that internet hotspots could be provided in the city centre. Many of the children and young people agreed that more needs to be done to ensure that everybody knows they can get involved to influence the planning and delivery of services.
- Older people speaking languages other than Welsh or English, who were engaged with during this consultation, said that they struggle to communicate with the council and would like the support of staff who speak key languages (e.g. Portuguese, Polish), and the availability of technology to enable them to communicate with the council in their own language.
- Many older people would also like digital systems that are easy to use, and alternative ways to contact the council for those who are unable to use online services. Some older people have fed back that they sometimes miss out on

opportunities for social events which are only promoted online, and would like events to be promoted in community newsletters etc.

- A theme from those who are disabled was that they sometimes find digital systems difficult to use.
- Ethnic minority groups we engaged with said that they would like ways of communicating with the council in other languages or by the provision of translation facilities, and the provision of information in languages other than Welsh and English. Some in these groups also asked for more confident and friendly customer service.
- Many carers are keen to ensure good employment opportunities and support for employees within the council, some are concerned that there may be too much focus on the Welsh language.
- Some of the people facing socio-economic disadvantage we engaged with fed back that non-digital means of communicating with the council are important for those unable to access the internet.
- Others, especially rural residents, feel that the council needs to actively promote involvement opportunities via community newsletters etc. The council could also help to promote community initiatives that support people with the cost of living.
- Some respondents who are Welsh speakers have fed back that the option to communicate in Welsh with the council would be better facilitated by having more Welsh speaking employees. Some Welsh speakers also think that technology could be used more to support Welsh language communication within the council.

What difference has your feedback made?

Feedback highlighted the progress and developments we had already made through our Modern Ways of Working programme and recognised that while supporting the overall outcomes, these were cross cutting themes, embedded within our operations and our 'ways of working', that support delivery of our services in a modern and resilient way.

Consultation also highlighted that some of the outcome statements were a better fit to support the delivery of other Council Priorities.

The following outcome statements have been refined and have been embedded in our priority - Ensuring Wrexham is a Fair and Safe Place:

- Our customers are able to contact us easily, through digital systems which are built around their needs. Our services are inclusive and we ensure that we support those customers who would like to use our digital services, as well as continuing to offer more traditional ways of contacting us, for those who need it.
- Wrexham is a place where everyone knows they can get involved to influence the planning and delivery of services. People are engaged, and consulted with on decisions which affect them, and where we can, we work to design and deliver services, and make things happen together.

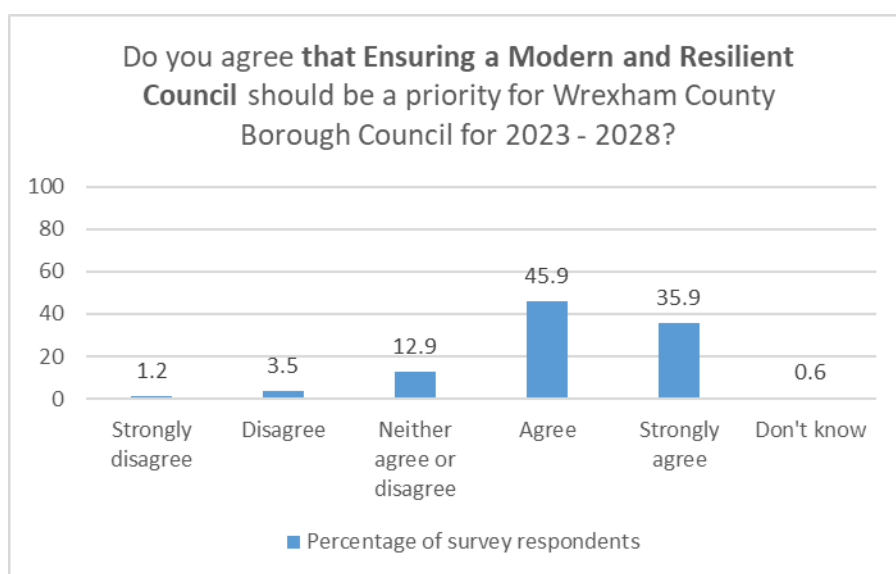
All feedback received will be used to inform the development of the performance framework; including outcome measures, supporting actions and measures, to inform areas of work and address concerns.

Following feedback, and further consultation with our elected members in the summer and autumn of 2023, this priority has been refocussed on ensuring that we have a skilled, diverse and sustainable workforce, supported by robust people management practices and an active approach to supporting employee well-being, in order to deliver our services.

As a result this draft priority has been replaced by the priority in our final Council Plan:

Supporting a Highly Skilled and Engaged Workforce, Focussed on Delivering Services.

Detailed findings for: Ensuring a Modern and Resilient Council



Do you agree that Ensuring a Modern and Resilient Council should be a priority for Wrexham County Borough Council for 2023 - 2028?	Number of survey respondents	Percentage of survey respondents
Strongly disagree	2	1.2
Disagree	6	3.5
Neither agree or disagree	22	12.9
Agree	78	45.9
Strongly agree	61	35.9
Don't know	1	0.6
Total	170	100.0

81.8% of survey respondents strongly agreed or agreed that Ensuring a Modern and Resilient Council should be a priority for Wrexham County Borough Council for 2023 – 2028.

There was broad support for this draft priority across people who had responded to the survey representing a range of protected characteristics and geographical areas, both urban and rural, in Wrexham County Borough.

Ensuring a Modern and Resilient Council: Outcome - The council works in a modern way to provide sustainable and efficient services.

70.6% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council.

The consistent and recurring theme in feedback for this outcome was:

- **Ensure we have good digital systems which are easy to use** - This includes technical solutions such as improving online systems such as 'My Account', the development of easier processes to report problems, integrated translation technology, quick resolutions to IT issues and more wi-fi hot spot locations.

Others said:

- **Maximise communication channels for all service areas** - This includes communicating and promoting partner and community initiatives and activities.

Ensuring a Modern and Resilient Council: Outcome - *People choose to work for the council. Working conditions are good, with modern workforce policy provisions.

62.5% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council. The consistent and recurring theme in qualitative feedback for this outcome was:

- **Ensure good employment opportunities and support for council employees** - This includes the vision that the Council is widely recognised as an 'employer of choice' and has good retention rates supported by:
 - Accessible but robust application process
 - Strong mental health and well-being support
 - Competitive and fair pay
 - Inclusive approach

Ensuring a Modern and Resilient Council: Outcome - *It is easy for people to contact us, however they need to do this. Digital systems are easy to use, we support those who can't go online to access services in other ways.

66.1% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council. Consistent and recurring themes in qualitative feedback for this outcome were:

- **Make it easy for people to get in contact with the council** - It is important that people feel they are able to contact all service areas across the Council. Feedback indicates that a proportion of the population still like to be able to contact the

Council face to face or speak to them over the telephone, especially those unable to interact digitally.

- **Make provision for non-digital interaction** - Ensure services make provision for those unable to interact with the council digitally.

In addition, some fed back the importance of the council promoting itself, its activities and any service changes non-digitally as well as digitally so that everyone is included and updated regarding changes to service provision. This includes the use of non-digital methods for engagement and consultation.

Ensuring a Modern and Resilient Council: Outcome - Our ICT systems enable us to deliver services consistently, safely and securely.

61.4% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council. There was no specific written or verbal feedback from people about this outcome.

Ensuring a Modern and Resilient Council: Outcome - Council offices are efficient, flexible and have a reduced carbon footprint.

50.6% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council.

Ensuring a Modern and Resilient Council: Outcome - *Welsh language and culture is thriving within our workforce and communities and is promoted and supported.

44.1% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council. Consistent and recurring themes in feedback for this outcome were:

- **Too much focus on the Welsh language** -Some expressed views that the amount of money spent on ensuring everything is bilingual creates waste and that giving residents the option to opt out would cut the cost of waste dramatically. Some felt that too much focus/emphasis on the Welsh language is holding back the development and economy of the area and that the 'Welsh Language essential' requirement in job adverts can be a barrier to recruitment.
- **Increased opportunities and funding for all to learn and practice speaking Welsh** - Some people said that the council should offer more and free opportunities for all to learn Welsh (adults, children, parents of children who attend Welsh medium schools) and support opportunities for them to practice in a social setting, as they felt the cost of courses can be prohibitive.

Others said

- **Increase focus on the Welsh language** - Some said that support for the Welsh language across the council is very important to ensure Welsh speakers are receiving an equal service.

- **Ensure residents have opportunity to communicate with council in Welsh and support Welsh across the council** - Some people wanted a council with more employees who speak Welsh and the ability to ensure that residents have the opportunity to communicate with the council in Welsh. Increased use of technology to support. Promote the option to communicate in Welsh with the council.

Ensuring a Modern and Resilient Council: Outcome - The council's finances are well managed and support our council priorities.

58.8% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council. One comment received fed back that an improved procurement strategy would ensure that more of the council's budget is retained within the local economy, boosting businesses, jobs and the County Borough's economy.

Ensuring a Modern and Resilient Council: Outcome - *Wrexham is a place where everyone knows they can get involved in the design and delivery of council services.

50.6% of people responding strongly agreed or agreed that this outcome would help us to ensure a modern and resilient council. Consistent and recurring themes in qualitative feedback for this outcome were:

- **Treat everybody fairly** – Some rural residents feel they are unrepresented and that there is too much focus on the city centre. They consider that Wrexham needs to embrace the rural areas and ensure they are included in all plans. Some people said that the council needs to represent the local community and its diversity and that commitment is needed to offering information, consultation and engagement in other local languages as well as Welsh and English.

Ensuring Wrexham is a Fair and Safe Place

You told us:

“It is important that there is fair and equal access to services for all”

There was broad support for this draft priority and strong agreement/agreement with the outcome statements proposed overall. Key themes in feedback were:

- Equality of opportunity and access for all - fair and sufficient service provision
- Need to ensure rural / outlying areas are not overlooked or excluded
- Need for sufficient and appropriate housing provision
- Need to feel safe in city centre and address crime and anti-social behaviour
- Promote inclusion and tolerance but ensure focus on minority groups is not at expense of equality of opportunity for all
- Support for cost of living crisis effects
- Public transport for fair access to services

It was also suggested that this draft priority should be reworded to give greater clarity and precision of meaning and to remove ambiguity.

Potential gaps for this draft priority were:

- Tackling anti-social behaviour more broadly and addressing the negative effect of anti-social behaviour on communities.
- Ensuring housing provision is supported by appropriate infrastructure and community resources.
- The need to ensure we undertake work to address any negative perceptions of the diversity in our communities.

Looking at feedback from various groups in our communities, we can identify that:

- Many of the children and young people engaged with agree with the proposed outcomes under this priority, and in particular would like our streets made safer for young women at night, with more safe spaces available for young people to gather in during the evenings.
- Some older teenage girls fed back that they would like somewhere in the city centre for girls to go where they can feel safe, especially in the evenings.
- A theme from older people responding was a concern that there should be sufficient and appropriate public and private sector housing provision for people.
- Many disabled people are concerned about the condition of private and public sector accommodation, safety on the streets and provision for those living in rural areas.
- Many of those from ethnic minority groups we engaged with were concerned about relationships between statutory bodies and communities, housing conditions (especially for refugees and asylum seekers) and affordable childcare.
- Many carers were concerned about sufficient and appropriate housing provision. Some carers would like to see more support for rural/remote communities. Some carers also have concerns for safety in Wrexham city centre.
- Many of those facing socio-economic disadvantage we engaged with said that they needed more support from the council to help them to manage the cost of living. This includes support with navigating the benefits system, the provision of multi-use community buildings and a multi-agency response to crime. Some identified that additional social housing is required to satisfy unmet need.

What difference has your feedback made?

- Overall, no significant changes were made to our outcome statements for this draft priority as a result of this consultation; however, in our final Council Plan, some wording has been revised to provide greater clarity. This includes reference to working in partnership with our public sector partners to deliver on some of the outcomes, such as feeling and being safe in the County Borough, and safeguarding people from exploitation and abuse.

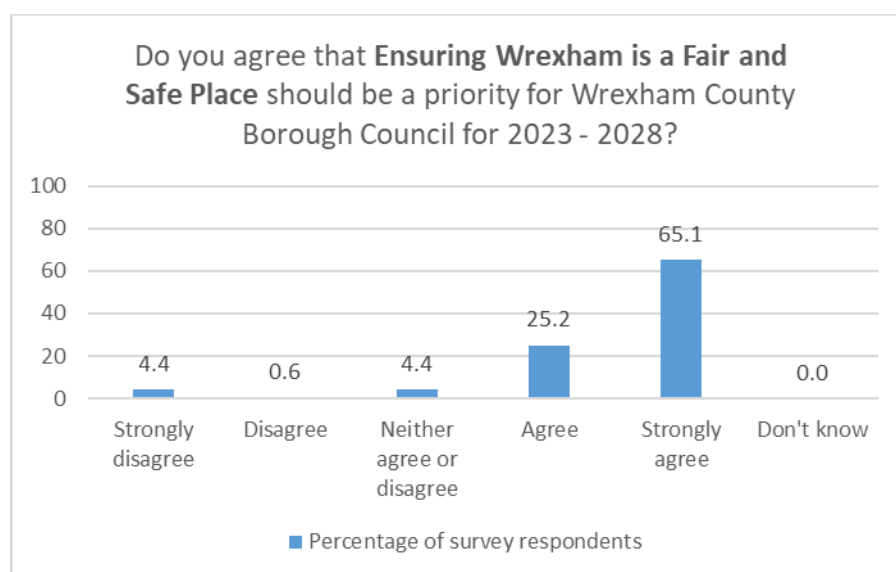
Feedback will be used to inform the development of the performance framework; including outcome measures, supporting actions and measures, to inform areas of work and address concerns. Alongside this feedback from the consultation will be used to inform development

at service level including the development of the Community Safety Partnership plan 2023-26 and supporting action plan.

Two outcomes from the draft Ensuring a Modern & Resilient Council priority (relating to digital services and involvement) have been included within this priority in our final Council Plan.

Issues around public transport a part of a sustainable transport infrastructure have been included in the priority: Delivering Efficient Streetscene Services and Decarbonising our Environment.

Detailed findings for: Ensuring Wrexham is a Fair and Safe Place



Do you agree that Ensuring Wrexham is a Fair and Safe Place should be a priority for Wrexham County Borough Council for 2023 - 2028?	Number of survey respondents	Percentage of survey respondents
Strongly disagree	7	4.4
Disagree	1	0.6
Neither agree or disagree	7	4.4
Agree	40	25.2
Strongly agree	104	65.1
Don't know	0	0.0
Total	159	99.7

90.3% of survey respondents strongly agreed or agreed that Ensuring Wrexham is a Fair and Safe Place should be a priority for Wrexham County Borough Council for 2023–2028. There was broad support for this draft priority across people who had responded to the survey representing a range of protected characteristics and geographical areas, both urban and rural, in Wrexham County Borough.

Ensuring Wrexham is a Fair and Safe Place: Outcome - Communities feel and are safer, with fewer people affected by crime, and improved support for victims of crime.

75.5% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place.

Consistent and recurring themes in feedback about this outcome were:

- **Enforce legislation/ address criminal behaviour** - Ensure that criminal and anti-social behaviour is dealt with promptly and appropriately, including enforcement action for issues such as anti-social behaviour, fly tipping, littering and speeding. Foster positive community relations with the police, with a visible police presence where necessary.
- **The need to feel safe in the city centre** - The city centre was not seen as a safe place by some due to perceived levels of crime and anti-social behaviour, lack of a visible police presence, and the lack of a sense of community around the city centre area.

Others said:

- Provide safe space for substance users, to promote harm reduction and encourage people away from detrimental environments and associates.
- Remove the Public Space Protection Order as it stigmatises and marginalises people with complex needs – more positive interventions are needed.
- Improve and maintain street lighting to improve safety after dark.

Ensuring Wrexham is a Fair and Safe Place: Outcome - *More people are kept safe from exploitation, violence and all forms of abuse.

71.4% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place. There was no specific written or verbal feedback from people about this outcome.

Ensuring Wrexham is a Fair and Safe Place: Outcome - *Our communities are welcoming. We promote and celebrate our communities' diversity and cultures and ensure appropriate access to all services for everyone.

71.2% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place.

The consistent and recurring theme in feedback about this outcome was:

- **Equality of opportunity for all/wider population** - Focus on minority /small groups or particular issues could lead to disadvantage (or a perception of disadvantage) for larger groups or the wider population.

Some said:

- **Focus on integration and the diversity of our communities should ensure that everybody is treated fairly** - This reflected differing perceptions of how it can be

ensured that all people in our communities are treated fairly and how divisions between people can be reduced.

Others said:

- **More work is needed to promote diversity in Wrexham and to support integration of cultures and tolerance for others' views.** This includes treating people with tolerance and compassion, recognising and accepting difference, celebrating diversity, preventing harassment and exclusion, and promoting better understanding.

Ensuring Wrexham is a Fair and Safe Place: Outcome - Those seeking sanctuary from war or humanitarian crisis are supported to build a sustainable future in the city.

73.2% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place. There was no specific written or verbal feedback from people about this outcome.

Ensuring Wrexham is a Fair and Safe Place : Outcome - Our council tenants can access appropriate quality housing supported by modern, efficient and responsive services.

67.3% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place.

The consistent and recurring theme in feedback about this outcome was:

- **Sufficient and appropriate housing provision** - Develop both public and private housing provision to meet a range of needs, including both family homes and smaller/ downsizing households. Ensure that housing provision is supported by appropriate infrastructure and community resources, and support tenants and landlords in all sectors to improve and maintain standards and promote sustainable tenancies.

Ensuring Wrexham is a Fair and Safe Place: Outcome - More people are living in better quality private and public sector accommodation, which complies with national housing standards and legislation.

69.3% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place.

The consistent and recurring theme in feedback about this outcome was:

- **Sufficient and appropriate housing provision** - Develop both public and private housing provision to meet a range of needs, including both family homes and smaller/ downsizing households. Support tenants and landlords in all sectors to improve and maintain standards and promote sustainable tenancies.

Ensuring Wrexham is a Fair and Safe Place: Outcome -People will be supported to find and remain in suitable accommodation, reducing homelessness and rough sleeping.

72.5% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place.

. Consistent and recurring themes in feedback about this outcome were:

- **Sufficient and appropriate housing provision** - Develop both public and private housing provision to meet a range of needs, including both family homes and smaller/ downsizing households. Support tenants and landlords in all sectors to improve and maintain standards and promote sustainable tenancies.
- **More support for homeless people** - Ensure that people who are homeless receive support that is appropriate to their needs and that statutory homelessness duties are met in accordance with current legislation and guidance.

Ensuring Wrexham is a Fair and Safe Place: Outcome - All communities and people experiencing poverty and challenges with the cost of living will have access to services which improve their quality of life.

72.7% of people responding strongly agreed or agreed that this outcome would help us to ensure that Wrexham is a fair and safe place.

The consistent and recurring theme in feedback about this outcome was:

- **Cost of living support** – Many people said there was a need for support with the cost of living crisis, including help for working households with incomes above the benefits threshold who are nonetheless struggling with cost of living pressures.

Improving Education and Learning (with a focus on secondary education)

You told us:

“Improving educational standards & opportunities is always going to be something to aspire towards, it is important to focus on life skills and employability for learners of all ages”.

There was broad support for this draft priority and strong agreement/agreement with the outcome statements proposed overall.

Key themes in feedback were:

- Improve quality of our school provision and access to the right provision for the learner
- Improved outcomes through improved secondary provision
- Improve provision for additional learning needs, more focus on additional learning needs
- Improve school transport (costs, post 16, Welsh medium) and transport for employment

- Improved outcomes through equal opportunities for all – access to the right provision
- Focus on life skills and employability and learners of all ages
- More emphasis on importance of primary school education
- More clarity in the outcome statements

Potential gaps identified in feedback were:

- More specific reference needs to be made to post 16 and adult learners in this priority.
- Be more specific about learners being able to access the right provision.
- Focus on additional learning needs.
- A feeling that this priority would benefit from being more specific – statements are too vague.
- The language used could be more accessible.

Looking at feedback from a range of groups in our communities:

Many of the children and young people engaged with agreed that proposed outcomes under this priority would have a positive impact for them. There was some feedback from children and young people that efforts to reduce inequalities in outcomes for learners could have a negative impact for some learners.

Learners from ethnic minority groups we engaged with identified a gap in provision to address the learning opportunities for those aged 25-40, including opportunities to gain skills and training.

Some of the people facing socio-economic disadvantage we engaged with identified a need for more youth clubs and activities for young people. Young people and their families have said that they also need support with managing the costs of further education.

The provision of free transport for the post 16 age group has been suggested in some feedback.

What difference has your feedback made?

- Feedback relating to the needs for more emphasis on the importance of primary school education resulted in a proposed amendment to the priority title to remove 'with a focus on secondary education'. The title of the priority in our final Council Plan has been amended to: Improving Education and Learning.
- Feedback relating to inclusion of skills for life and employment resulted in an amendment to the outcome about new skills, training and learning opportunities, removing the reference to 'Curriculum for Wales' which is specific to school age learners. In our final Council Plan, this outcome now reads:

Our learners are supported to be engaged and aspirational; making the most of new skills, training and learning opportunities for children and young people.

- Feedback relating to collaboration with partners resulted in an amendment to the outcome about resilience, health and well-being, to include the word 'collaboration'. In our final Council Plan, this outcome statement now reads:

Our learners actively contribute to their learning, have improved resilience, health and well-being and are supported by effective collaboration with our partners.

- Feedback relating to equal opportunities for all, resulted in an amendment to our outcome about improving educational outcomes and reducing inequalities in outcomes. In our final Council Plan, this outcome statement now reads:

* All learners are supported to improve their education outcomes, and inequalities in outcomes between different groups of learners will be reduced.

This is one of our strategic equality objectives, as indicated by the asterisk.

- Feedback relating to vague language in particular the phrase 'language of choice' resulted in an amendment to our outcome about education settings. In our final Council Plan, this outcome now reads:

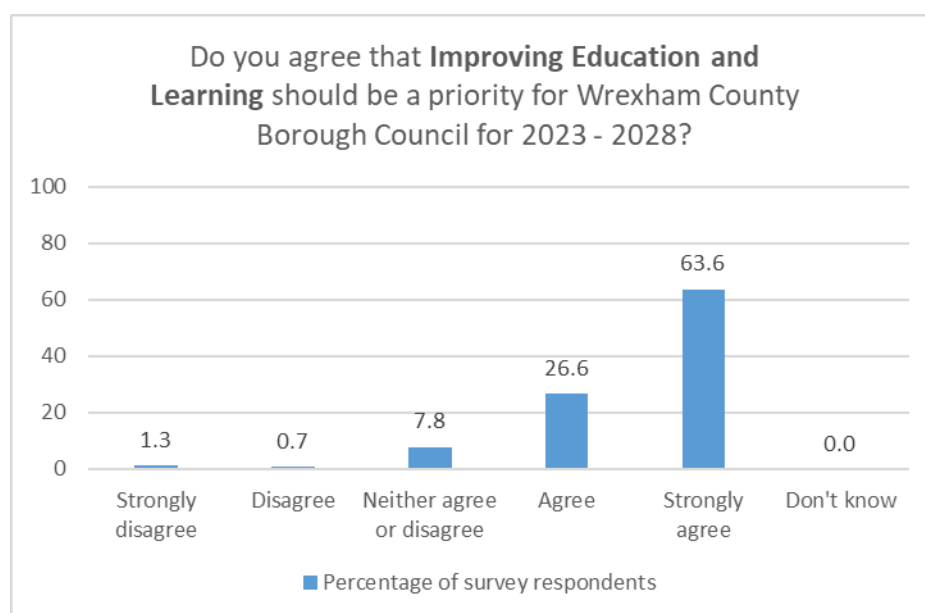
*Our learners have a positive learning experience through access to an environment that is accessible and fit for purpose and allows a choice of Welsh and English medium education.

This is one of our strategic equality objectives, as indicated by the asterisk.

- The need for more clarity in the outcome statements has been addressed, with the introductory paragraphs in the 'Improving Education and Learning' section of our final Council Plan providing further detail.

All feedback received will be used to inform the development of the performance framework; including outcome measures, supporting actions and measures, to inform areas of work and address concerns.

Detailed findings for: Improving Education and Learning



Do you agree that Improving Education and Learning should be a priority for Wrexham County Borough Council for 2023 - 2028?	Number of survey respondents	Percentage of survey respondents
Strongly disagree	2	1.3
Disagree	1	0.7
Neither agree or disagree	12	7.8
Agree	41	26.6
Strongly agree	98	63.6
Don't know	0	0.0
Total	154	100.0

90.2% of survey respondents strongly agreed or agreed that Improving Education and Learning should be a priority for Wrexham County Borough Council for 2023 – 2028.

There was broad support for this draft priority across people who had responded to the survey representing a range of protected characteristics and geographical areas, both urban and rural, in Wrexham County Borough.

Improving Education and Learning: Outcome - In order to support our economic and wellbeing ambitions for Wrexham, learners of all ages have improved outcomes, are able to achieve their potential and become active participants in their community.

82.3% of people responding strongly agreed or agreed that this outcome would help us to improve education and learning.

Consistent and recurring themes in feedback about this outcome were:

- **Focus on skills for life and employment** – Many people wanted educational provision in Wrexham to provide the tools for learners to succeed in the future, alongside subjects that better align to the working world. Many also wanted improved provision of post 16 learning, including an improvement in the availability and scope of apprenticeships and subjects that align with skills shortages in Wrexham. Others commented on the importance of literacy and numeracy for all learners.
- **Focus on learners having equal opportunities to improve outcomes for all** - This means ensuring that all learners have access to the same opportunities and right provision for their ability, including underperforming groups and more able and talented learners. Many people wanted more focus on raising aspirations across all groups of learners, including disengaged learners, through the promotion of a variety of pathways to employment. Others said we should reduce barriers to learning including recovery from the impact of covid-19 and improving transition between stages of education to ensure successful integration.
- **Improve quality of provision in Wrexham, with better performing schools** – Many of those responding wanted Wrexham to have good performing schools and fewer schools in statutory categories. Others said we should improve the quality of provision offered. This includes encouraging quality leaders and educators into the area, and retaining skilled practitioners. Alongside this, appropriate funding should be provided to resource improvements.

Improving Education and Learning: Outcome - Our learners are supported to be engaged and aspirational; making the most of new skills, training and learning opportunities offered by the new Curriculum for Wales.

76.6% of people responding strongly agreed or agreed that this outcome would help us to improve education and learning.

Some said:

- **Primary education building strong foundations** - Some said that primary education should be given the same status as secondary education within the priority, ensuring a focus on the whole journey of the learner. Primary education should provide the tools and skills to ensure learners can access secondary education and are motivated and ready to learn.

Improving Education and Learning: Outcome - Our learners attend school on a regular basis with more children and families supported at an earlier stage, to increase attendance, improve safeguarding and reduce exclusions.

74.2% of people responding strongly agreed or agreed that this outcome would help us to improve education and learning. There was no specific written or verbal feedback about this outcome.

Improving Education and Learning: Outcome - Our learners actively contribute to their learning, have improved resilience, health and well-being and are supported by effective partnership working.

75.0% of people responding strongly agreed or agreed that this outcome would help us to improve education and learning.

Some said:

- **Improve partnership and collaboration** - Some thought that there should be more partnership and collaboration work between services, including partners such as health and police. These people said that better links to communities are needed, in order to establish community based schools that meet the needs of the local communities and work with parents as partners, supporting them to support their children.

Improving Education and Learning: Outcome - *Our learners are supported to improve their education outcomes and inequalities in outcomes between different groups of learners will be reduced.

71.0% of people responding strongly agreed or agreed that this outcome would help us to improve education and learning.

Consistent and recurring themes in feedback about this outcome were:

- **Focus on learners having equal opportunities to improve outcomes for all** - This means ensuring that all learners have access to the same opportunities and the right provision for their abilities, including those in underperforming groups and more able and talented learners. There should be greater focus on raising aspirations across all groups of learners including disengaged learners through the promotion of a variety of pathways to employment. Barriers to learning should be reduced. This should include continued recovery from the impact of covid-19 and improved transition between stages of education, to ensure successful integration.
- **Improve provision for those with additional learning needs** - Ensuring that those with additional learning needs are provided with the right support and tools to succeed. This includes children and young people who need support to improve basic skills. Schools should be funded to provide the support that learners with additional learning needs require to allow them to equally participate in education, including funding of teaching assistant support and early support and intervention.

Others said:

- **Reduce the impact of poverty on educational outcomes** - Ensure all learners have equal access to education and the costs of schooling. Reduce the impact of poverty on education outcomes and remove the barriers to learning that arise from living in poverty.

Improving Education and Learning: Outcome - *Our learners have a positive learning experience through access to appropriate, flexible and accessible education settings through the language medium of their choice.

71.2% of people responding strongly agreed or agreed that this outcome would help us to improve education and learning.

Consistent and recurring themes in feedback about this outcome were:

- **Improve provision for those with additional learning needs** - Ensuring that all children are provided with the right support and tools to succeed. This includes children and young people who need support to improve basic skills. Schools to be funded to provide the support that learners with additional learning needs require, to allow them to equally participate in education. This should include funding of teaching assistant support and early support and intervention.
- **Improved offer and quality of teaching of Welsh language in schools** - Improve educational offer / opportunities for learning through the medium of Welsh.

Others said:

- The wording of this outcome is too vague to know what is meant.
- Is offering all education through the language medium of choice realistic?
- **Improve buildings and the accessibility of education settings** - Improve long term investment in educational estate, ensuring provision meets demand and buildings are fit for purpose and meet accessibility requirements, ensuring they are inclusive for all. Ensure future demand can be met in areas with an increase of housing developments.

Promoting Good Health and Well-being (with a focus on social services and good mental health)

You told us:

“The well-being of children is paramount. Adverse experiences in early years can be very difficult to overcome later in life”.

There was broad support for this draft priority and strong agreement/agreement with the outcome statements proposed overall.

Key themes in feedback about this draft priority were:

- Improve quality of provision of social services
- Support is needed to recruit and retain good social care and care staff so that we can deliver the services we aspire to
- Better access to good quality services and the same service offer wherever you live (in particular rural areas) or whichever language you speak (non- English / Welsh)
- Improved access to services to support mental health

- Better support and respite available to carers
- Focus on prevention and early help vital to prevent the need for more help later
- Include aim of addressing recruitment and retention issues
- Include partnership working
- Recognition of differing needs
- Recognition of the need for good services in all geographical areas of Wrexham
- Generally reference to the wider well-being agenda – with recognition of the impact of green spaces and other aspects of life which impact upon well-being

Potential gaps identified in feedback were:

- Possibly consider broadening the outcome statement for outcome:
 Looked after children and young people have access to good, stable placements which allow them to thrive and achieve the outcomes they want;
 to include 'long term' and then also to include access to supported/independent living places.
- Consider revising outcomes to include aim of addressing recruitment and retention issues.

Looking at feedback from a range of groups in our communities, we can identify that:

- Many of the children and young people we engaged with agreed that this priority has a positive impact for themselves. They support the need for long term and stable foster care placements and social worker stability.
- Many adults and older people expressed concern for the physical and mental health of children and young people.
- Some people from ethnic minority groups talked about the need for cultural sensitivity to give people the confidence to talk about their physical and mental health and well-being and to enable them to find ways to express their needs.
- Some people from ethnic minority groups also placed an emphasis on the availability of reasonably priced out of school activities for children.
- Many carers would like to see improved quality and consistency of social care provision and improved pay and conditions for staff. Some carers would like social care staff recruitment and retention issues to be addressed. Other carers emphasised the importance of working together in co-production to develop policies and strategies.
- Some experiencing socio-economic disadvantage identified that specific support is needed for groups such as the elderly and parents of looked after children.

What difference has your feedback made?

- Feedback has resulted in an amendment to outcome 'Fewer children need to be looked after by the council due to good preventative services and early help for families'. In our final Council Plan, this outcome now reads:

There are fewer children that need to be looked after by the council as a result of effective prevention and early-intervention services reducing the need for further intervention.

- Feedback relating to the need for long term foster care placements, has resulted in an amendment to the outcome statement around placements for looked after children and young people, to include the term 'long term'. In our final Council Plan, this outcome statement now reads:

Looked after children and young people have access to stable, long term foster care and supported lodging placements (with increased in-house provision), and have good experiences within these placements allowing them to thrive and achieve the outcomes they want.

- Feedback relating to the recognition of differing needs and the importance of partnership working, has resulted in an amendment to our outcome statement about people receiving the right care and support, to include the wording 'support for their needs' and 'effective partnership working'. In our final Council Plan, this outcome statement now reads:

People are receiving the right care and support for their needs, in the right place and at the right time, through improved care at home, reablement and occupational therapy capacity (with reduced waiting times for occupational therapy assessment), achieved through effective partnership working.

- Feedback relating to partnership working has also resulted in an amendment to our outcome around mental health and well-being, to include 'services partnerships'. In our final Council Plan, this outcome now reads:

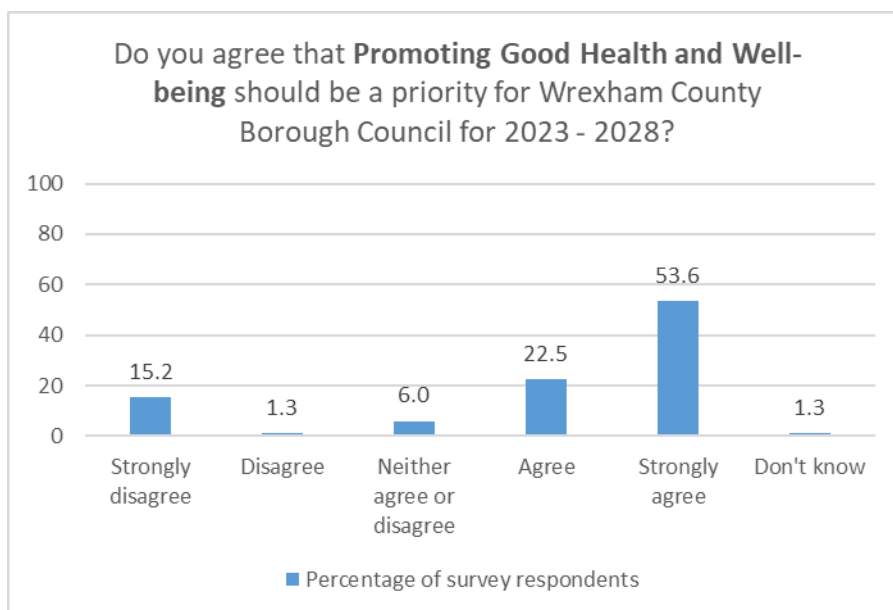
*Children and adults are supported to have good mental health and well-being, by public services partnerships and communities working together. There is a focus on mental health support provided through prevention and early help mental health services with the aim of reducing demand for services later on.

This is one of our strategic equality objectives, as indicated by the asterisk.

- Feedback relating to recognising different needs, has resulted in an amendment to our outcome about all people having access to the right levels of care and support. In our final Council Plan, this outcome statement now reads:

All people have access to the right level of care and support for their needs, through the provision of consistent and good quality social care services, supported by the Social Care Improvement Board.

All feedback received will be used to inform the development of the performance framework; including outcome measures, supporting actions and measures, to inform areas of work and address concerns.



Do you agree that Promoting Good Health and Well-being (with a focus on social services and good mental health) should be a priority for Wrexham County Borough Council for 2023 - 2028?	Number of survey respondents	Percentage of survey respondents
Strongly disagree	23	15.2
Disagree	2	1.3
Neither agree or disagree	9	6.0
Agree	34	22.5
Strongly agree	81	53.6
Don't know	2	1.3
Total	151	100.0

76.2% of survey respondents strongly agreed or agreed that Promoting Good Health and Well-being (with a focus on social services and good mental health) should be a priority for Wrexham County Borough Council for 2023 – 2028.

There was broad support for this draft priority from people who had responded to the survey representing a range of protected characteristics and geographical areas, both urban and rural, in Wrexham County Borough.

Promoting Good Health and Well-being (with a focus on social services and good mental health): Outcome - Fewer children need to be looked after by the council due to good preventative services and early help for families.

74.0% of people responding strongly agreed or agreed that this outcome would help us to promote good health and well-being. The consistent and recurring theme in feedback about this outcome statement was:

- **Focus on prevention and early help** - providing services and support at an early stage to try to help prevent the need for other or more help later on.

Promoting Good Health and Well-being (with a focus on social services and good mental health): Outcome - Looked after children and young people have access to good, stable placements which allow them to thrive and achieve the outcomes they want.

80.3% of people responding strongly agreed or agreed that this outcome would help us to promote good health and well-being. The consistent and recurring theme in qualitative feedback about this outcome statement was:

- **Improved quality of provision of social services** – The need for improved quality of social care provision and processes, with improved timely interventions; ensuring people have access to the right care when needed. Good quality social work focused on the outcomes of the service users.

One person said that foster placements need to be long term as well as stable.

One person commented that supported / independent living places for young people are limited but vital.

Promoting Good Health and Well-being (with a focus on social services and good mental health): Outcome - People receive the right care and support, through improved support in their own homes.

75.2% of people responding strongly agreed or agreed that this outcome would help to promote good health and well-being. Consistent and recurring themes in qualitative feedback about this outcome statement were:

- **Improved quality of provision of social services** - improved quality of social care provision and processes, with improved timely interventions, ensuring people have access to the right care when needed. Good quality social work focused on the outcomes of the service users.
- **Improved pay and conditions for staff, address recruitment and retention issues** - there is a recognition that the social care and care workforce is difficult to recruit to, and that more needs to be done to recruit and retain these vital staff if our services are to be of the standard we want.

Others said:

- **More partnership working** - work more effectively with partners to deliver better services and outcomes for the people in our community, including the development of teams that incorporate other public services and voluntary sector provision.
- **Improved services for all protected characteristics** - improved services and access to services for all of those with a protected characteristic. Ensuring our workforce

understands the impact of different protected characteristics on how they deliver services.

Others also said:

- **Provide good services in all geographical areas of Wrexham** - equal access to good services, support and help regardless of where a person lives in the county borough, in particular rural areas.

Promoting Good Health and Well-being (with a focus on social services and good mental health): Outcome - *Children and adults are supported to have good mental health and well-being, supported by everyone working together, with a focus on prevention and early help.

77.1% of people responding strongly agreed or agreed that this outcome would help us to promote good health and well-being. The consistent and recurring theme in qualitative feedback about this outcome statement was:

- **Improved services and access to services to support mental health**

Promoting Good Health and Well-being (with a focus on social services and good mental health), Outcome - All people have access to the right levels of care and support.

80.4% of people responding strongly agreed or agreed that this outcome would help us to promote good health and well-being. Consistent and recurring themes in qualitative feedback about this outcome statement were:

- **Improved quality of provision of social services** - improved quality of social care provision and processes, with improved timely interventions, ensuring people have access to the right care when needed. Good quality social work focused on the outcomes of the service users.
- **Improved pay and conditions for staff, address recruitment and retention issues** - there is a recognition that the social care and care workforce is difficult to recruit to and that more needs to be done to recruit and retain these vital staff if our services are to be of the standard we want.

Others said:

- **More partnership working** - work more or more effectively with partners to deliver better services and outcomes for the people in our community, including the development of teams that incorporate other public services and voluntary sector provision.
- **Improved services for all protected characteristics**- improved services and access to services for all of those with a protected characteristic. Ensuring the workforce understands the impact of different protected characteristics on how they deliver services.

Others also said:

- **Provide good services in all geographical areas of Wrexham** - equal access to good services, support and help regardless of where a person lives in the county borough, in particular rural areas.

Promoting Good Health and Well-being (with a focus on social services and good mental health): Outcome - *We make certain our social care services are what people need, by listening to the people who use our services.

75.7% of people responding strongly agreed or agreed that this outcome would help us to promote good health and well-being. There was no specific written or verbal feedback about this outcome statement.

Promoting Good Health and Well-being (with a focus on social services and good mental health): Outcome - Children, adults and families are safeguarded by Social Care and statutory partners

76.0% of people responding strongly agreed or agreed that this outcome would help us to promote good health and well-being. There was no specific qualitative feedback about this outcome statement.

All feedback received will be used to inform the development of the performance framework; including outcome measures, supporting actions and measures, to inform areas of work and address concerns.

5.3. Equality monitoring data

Protected characteristics under the Equality Act 2010 are:

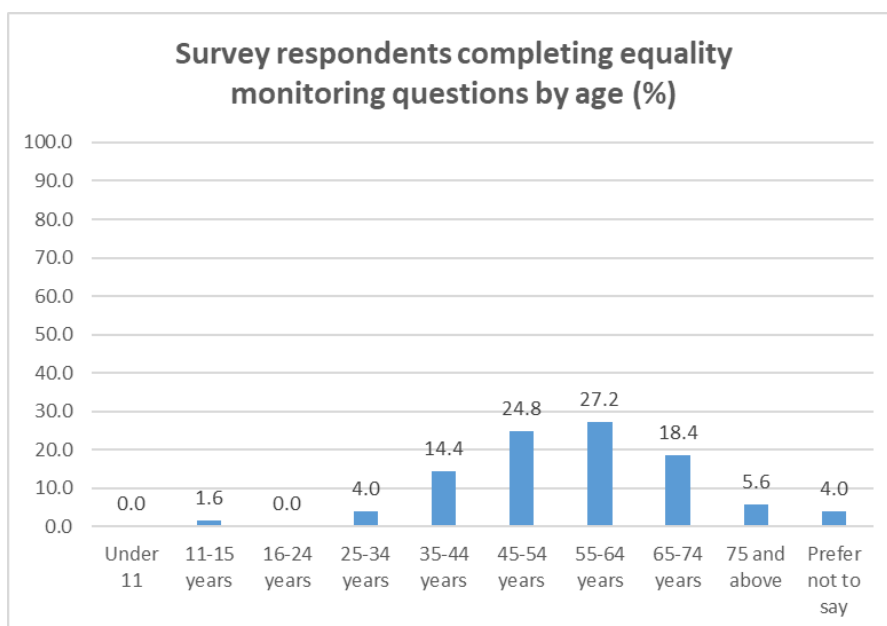
- Age
- Gender reassignment
- Sex
- Race – including ethnic or national origin, colour or nationality
- Disability
- Pregnancy and maternity
- Sexual orientation
- Religion or belief – including lack of belief

Additionally, the socio-economic duty requires Local Authorities in Wales, when taking strategic decisions, to have due regard to the need to reduce the inequalities of outcome resulting from socio-economic disadvantage.

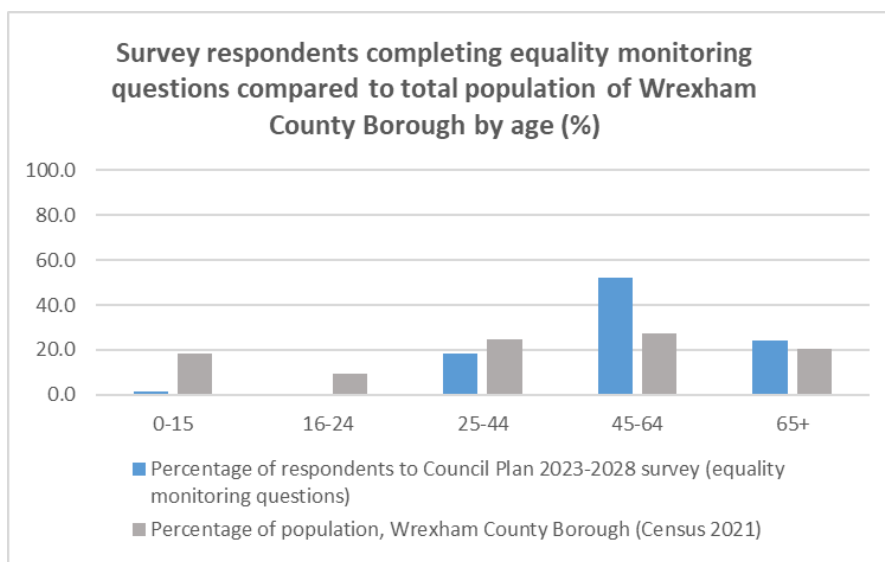
125 respondents chose to answer the 'about you' section of our survey, which contained equality monitoring questions included to assist us in identifying where views differ and to ensure that services are delivered in a way that is fair to all.

Engagement with community groups and representatives enabled us to extend our reach to groups under-represented within the online survey cohort.

5.3.1. Age



What is your age?	Number of survey respondents (equality monitoring questions)	Percentage of survey respondents (only includes those who completed equality monitoring questions).
Under 11	0	0.0
11-15 years	2	1.6
16-24 years	0	0.0
25-34 years	5	4.0
35-44 years	18	14.4
45-54 years	31	24.8
55-64 years	34	27.2
65-74 years	23	18.4
75 and above	7	5.6
Prefer not to say	5	4.0
Total	125	100.0



Age	Percentage of respondents to Council Plan 2023-2028 survey (equality monitoring questions)	Percentage of population, Wrexham County Borough (Census 2021)
0-15	1.6	18.42
16-24	0.0	9.4
25-44	18.4	24.7
45-64	52.0	27.2
65+	24.0	20.3

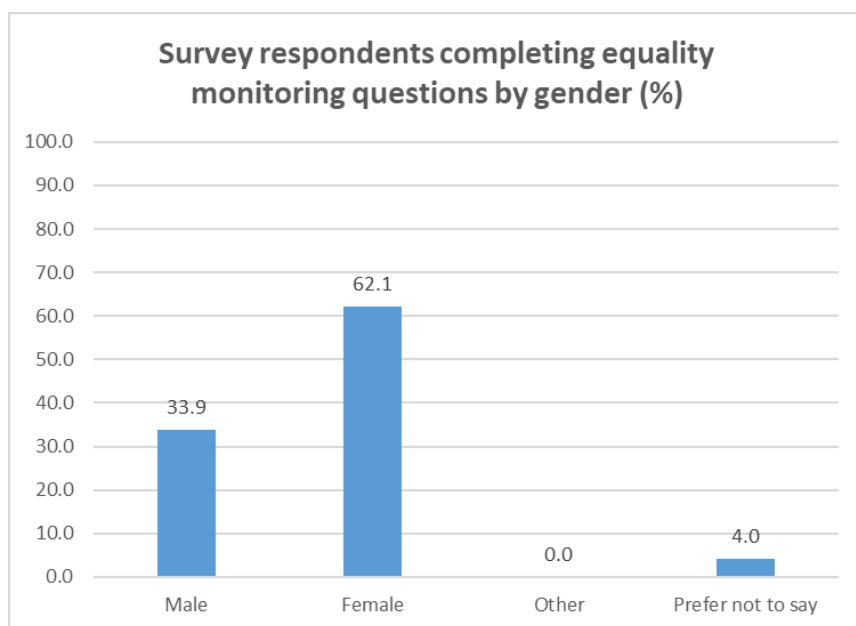
Based on the responses of those who responded to the equality monitoring questions included in our survey, the tables and graphs evidence that our survey under-represented those in the young age groups and over-represented those aged between 45 and 64.

Engagement with the Senedd Yr Ifanc Youth Parliament and with community groups enabled us to obtain feedback from under-represented younger people, and additional feedback from older people.

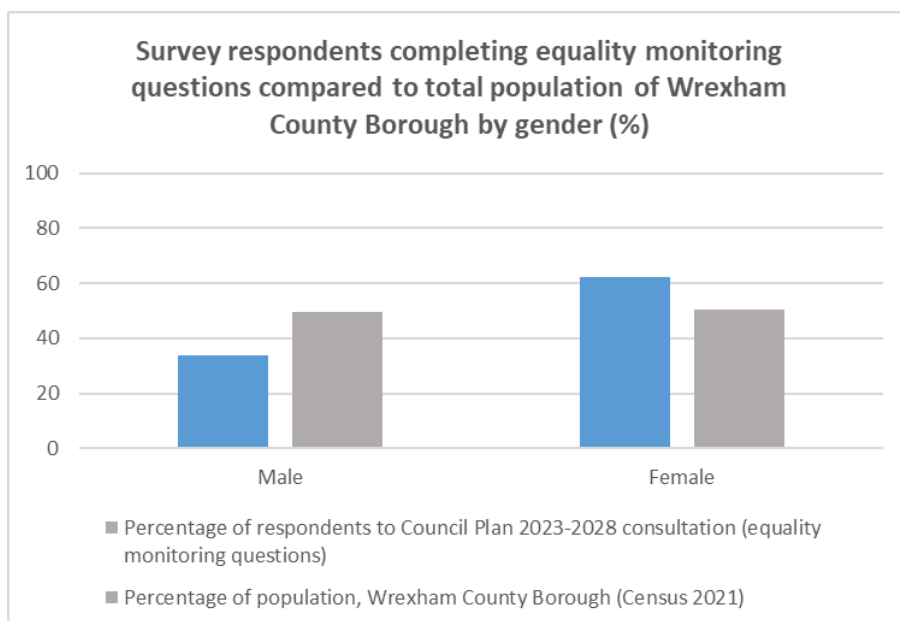
5.3.2. Gender Reassignment

One respondent to our survey indicated that their gender identity had changed from that assigned at birth. In response to the 2021 Census question about gender identity, 0.4% of the population of Wrexham County Borough responded that their gender identity was different from their sex registered at birth.

5.3.3.Sex



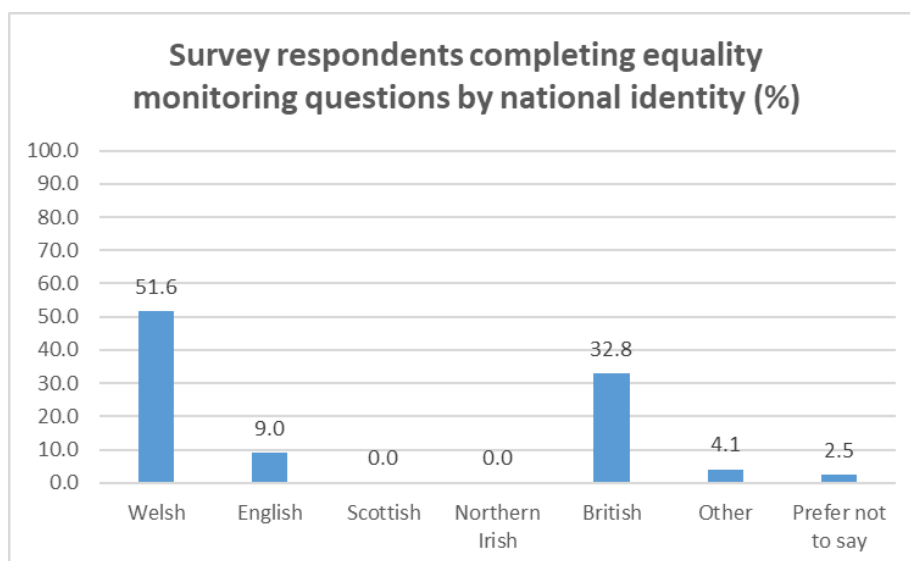
What is your gender?	Number of survey respondents (equality monitoring questions)	Percentage of survey respondents (only includes those who completed equality monitoring questions).
Male	42	33.9
Female	77	62.1
Other	0	0.0
Prefer not to say	5	4.0
Total	124	100.0



Gender	Percentage of respondents to Council Plan 2023-2028 survey (equality monitoring questions)	Percentage of population, Wrexham County Borough (Census 2021)
Male	33.9	49.5
Female	62.1	50.5

Based on the responses of those who responded to the equality monitoring questions included in our survey, our survey data shows that a greater percentage of females than males in the population of Wrexham responded to our survey. A similar pattern emerged when we engaged with community groups, with the exception of the Community Councillors’ forum, where more males than females were represented.

5.3.4. Race – including ethnic or national origin, colour or nationality

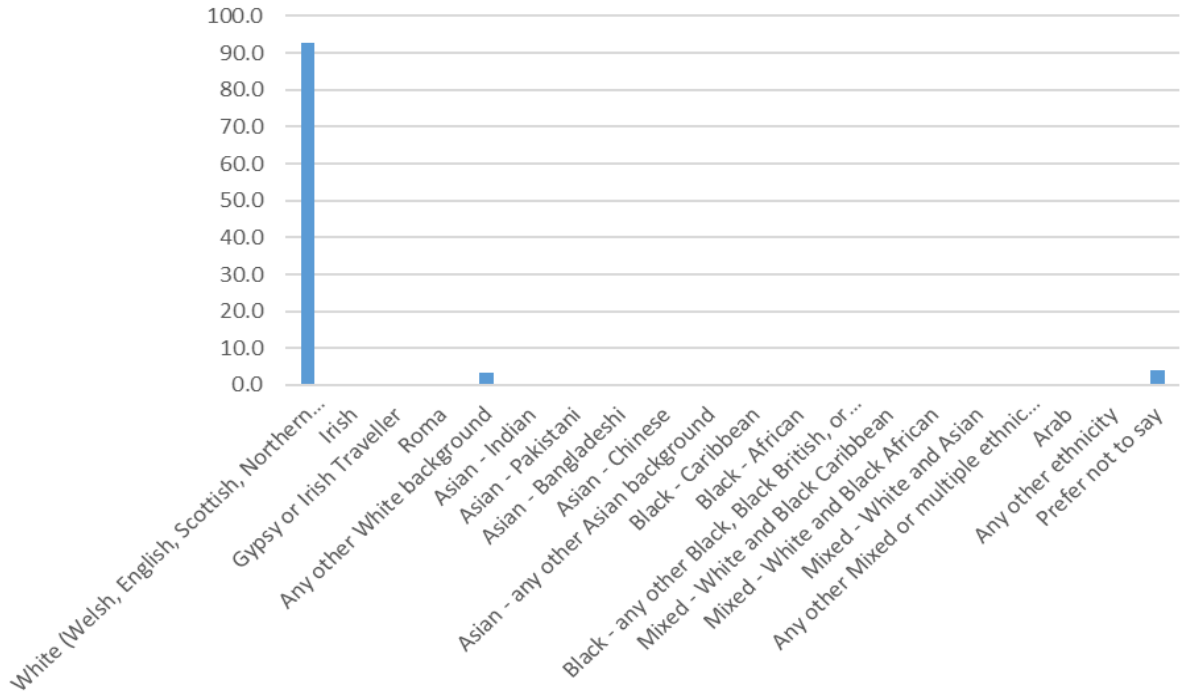


How would you describe your national identity?	Number of survey respondents (equality monitoring questions)	Percentage of survey respondents (only includes those who completed equality monitoring questions).
Welsh	63	51.6
English	11	9.0
Scottish	0	0.0
Northern Irish	0	0.0
British	40	32.8
Other	5	4.1
Prefer not to say	3	2.5
Total	122	100.0

Census 2021 data for the population of Wrexham County Borough is not comparable, as the question about National Identity in the 2021 Census allowed respondents to select more than one national identity.

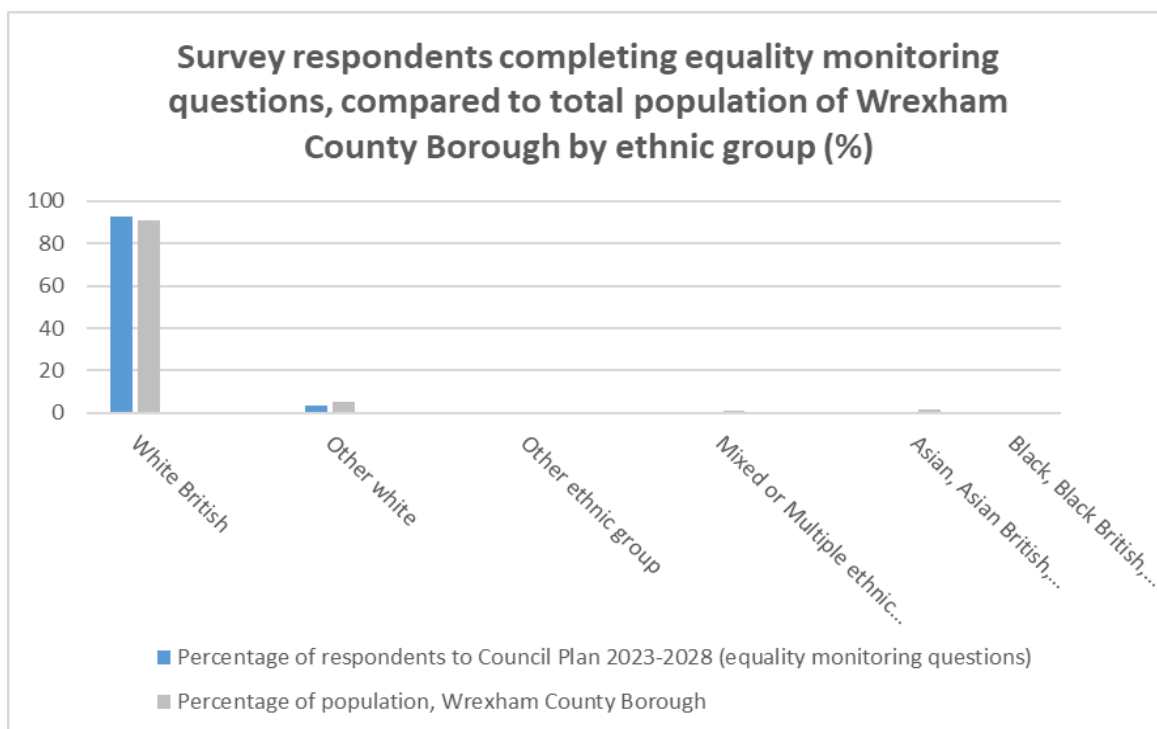
92.6% of survey respondents who responded to the question in our survey ‘What is your ethnic group?’ identified their ethnic group as White (Welsh, English, Scottish, Northern Irish or British). 3.3% said they were of ‘Any other White background’ and 4.1% preferred not to say.

Survey respondents completing equality monitoring questions by ethnic group (%)



What is your ethnic group?	Number of Respondents	Percentage of Respondents completing equality monitoring questions
White (Welsh, English, Scottish, Northern Irish or British)	113	92.6
Irish	0	0.0
Gypsy or Irish Traveller	0	0.0
Roma	0	0.0
Any other White background	4	3.3
Asian - Indian	0	0.0
Asian - Pakistani	0	0.0
Asian - Bangladeshi	0	0.0
Asian - Chinese	0	0.0
Asian - any other Asian background	0	0.0
Black - Caribbean	0	0.0
Black - African	0	0.0
Black - any other Black, Black British, or Caribbean background	0	0.0
Mixed - White and Black Caribbean	0	0.0
Mixed - White and Black African	0	0.0
Mixed - White and Asian	0	0.0
Any other Mixed or multiple ethnic background	0	0.0
Arab	0	0.0
Any other ethnicity	0	0.0
Prefer not to say	5	4.1
Total	122	100.0

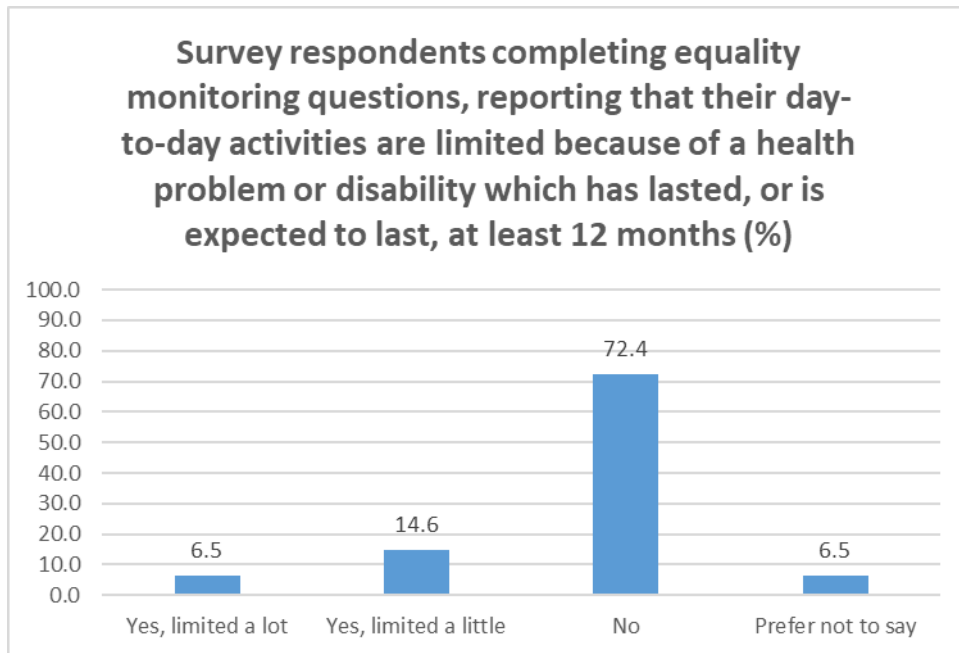
2021 census data reported that the White British ethnic population made up 90.7% of the population, with all other ethnicities together accounting for 9.3% of the population.



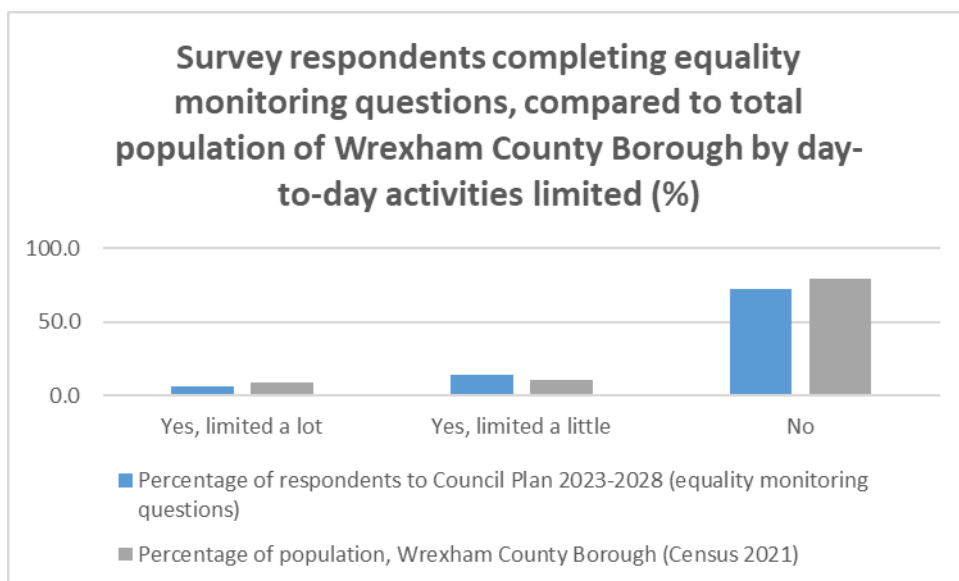
Ethnic group (Census 2021)	Percentage of respondents to Council Plan 2023-2028 survey (equality monitoring questions)	Percentage of population, Wrexham County Borough (Census 2021)
White British	92.6	90.7
Other white	3.3	5.2
Other ethnic group	0.0	0.6
Mixed or Multiple ethnic group	0.0	1.2
Asian, Asian British, Asian Welsh	0.0	1.6
Black, Black British, Black Welsh, Caribbean or African	0.0	0.7

Community engagement carried out for this consultation included engagement with members of the Portuguese community, refugees and asylum seekers from Ukraine, Syria, Afghanistan and Iraq and engagement with members of the North Wales multicultural hub, which included representatives of the British, Portuguese, Polish, African and Asian communities.

5.3.5. Disability



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 survey respondents (equality monitoring questions)	Percentage of survey respondents (only includes those who completed equality monitoring questions).
Yes, limited a lot	8	6.5
Yes, limited a little	18	14.6
No	89	72.4
Prefer not to say	8	6.5
Total	123	100.0



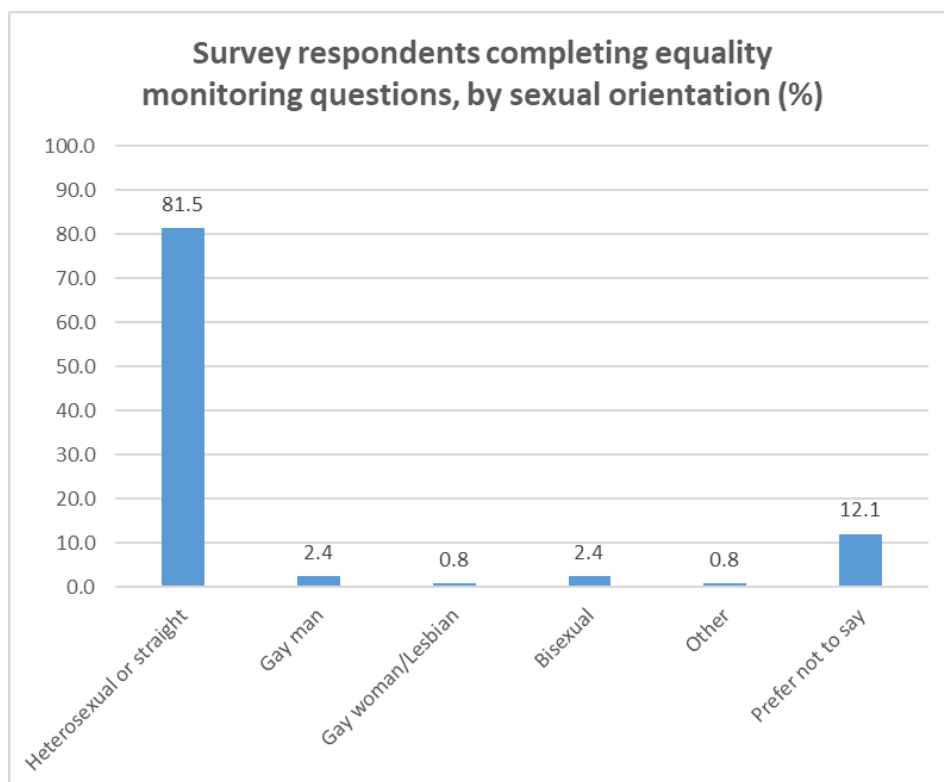
Day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?	Percentage of respondents to Council Plan 2023-2028 survey (equality monitoring questions)	Percentage of population, Wrexham County Borough (Census 2021)
Yes, limited a lot	6.5	9.3
Yes, limited a little	14.6	11
No	72.4	79.6

The percentage of people reporting that their day-to-day activities were limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months was broadly similar for respondents to our survey when compared to the general population.

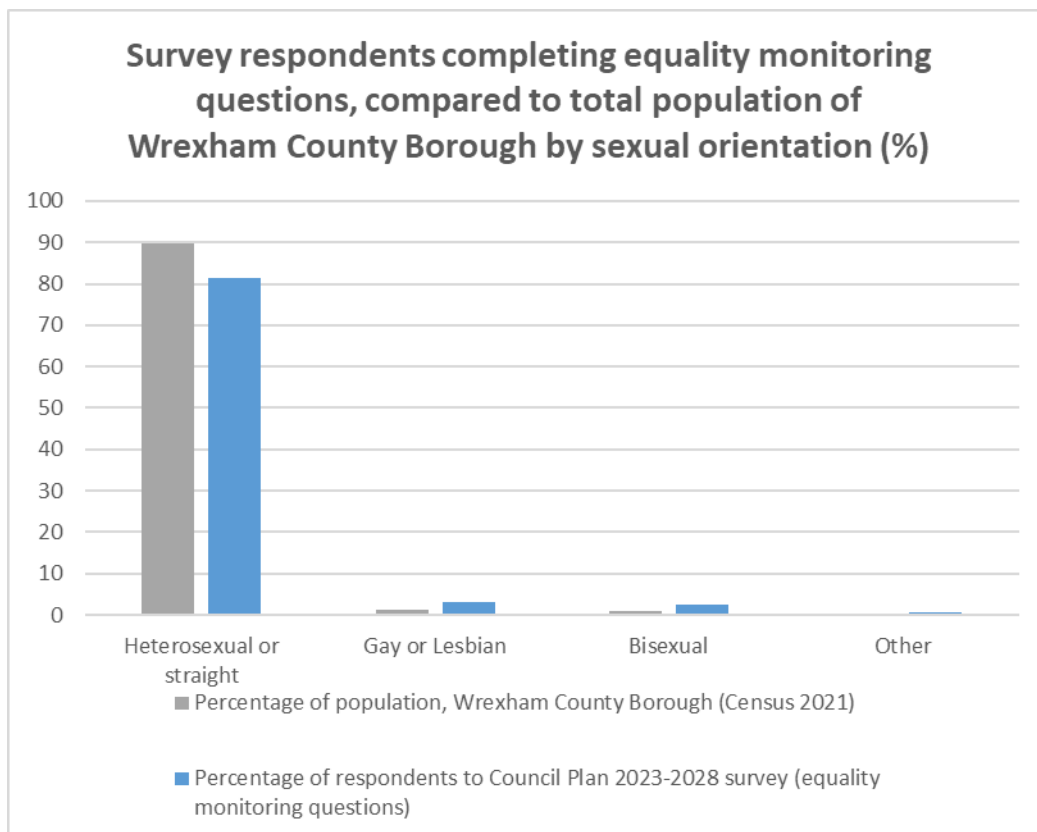
5.3.6. Pregnancy and maternity

One respondent reported that they were pregnant at the time when our survey took place.

5.3.7. Sexual orientation



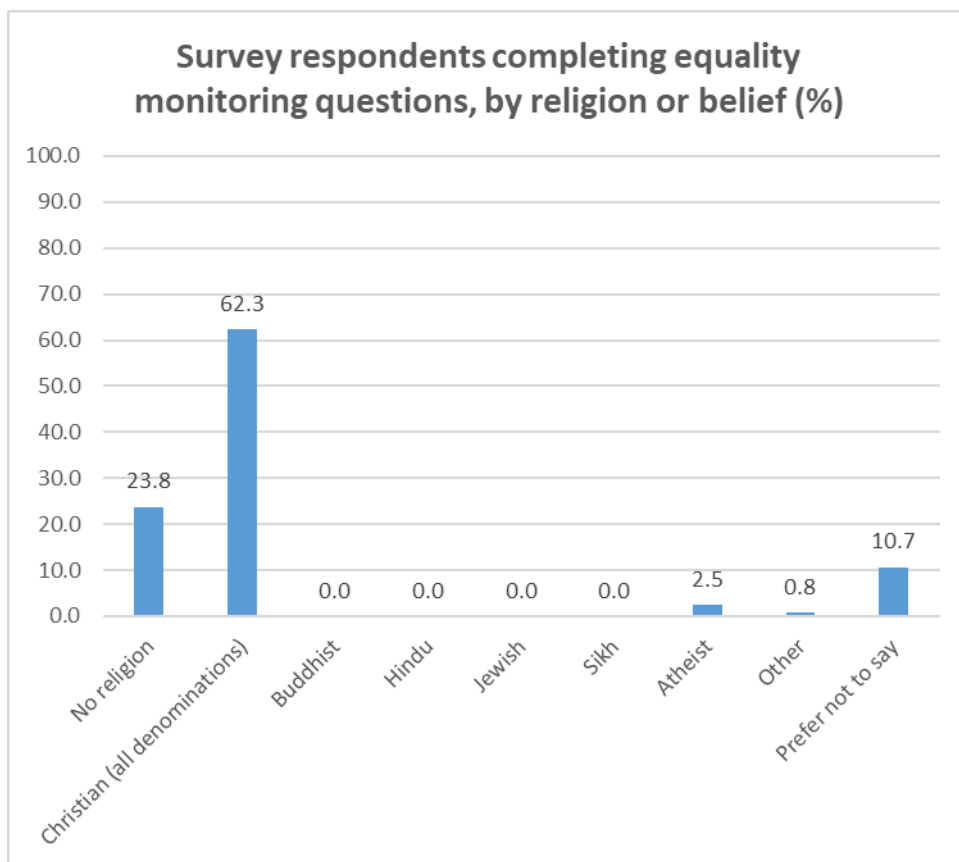
Which of the following best describes how you think of yourself?	Number of survey respondents (equality monitoring questions)	Percentage of survey respondents (only includes those who completed equality monitoring questions).
Heterosexual or straight	101	81.5
Gay man	3	2.4
Gay woman/Lesbian	1	0.8
Bisexual	3	2.4
Other	1	0.8
Prefer not to say	15	12.1
Total	124	100.0



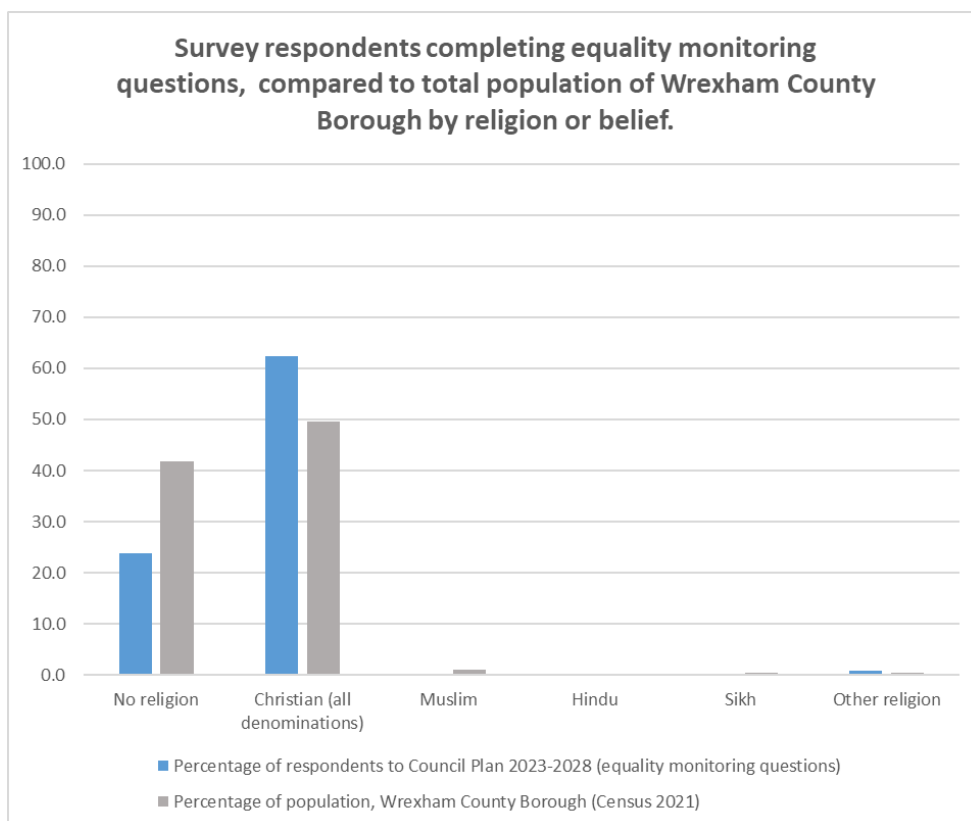
Which of the following best describes how you think of yourself?	Percentage of respondents to Council Plan 2023-2028 survey (equality monitoring questions)	Percentage of population, Wrexham County Borough (Census 2021)
Heterosexual or straight	81.5	89.62
Gay or Lesbian	3.2	1.31
Bisexual	2.4	0.95
Other	0.8	0.22

The graph and tables above identify that those of different sexual orientations within Wrexham County Borough are represented in feedback in response to our survey.

5.3.8. Religion or belief – including lack of belief



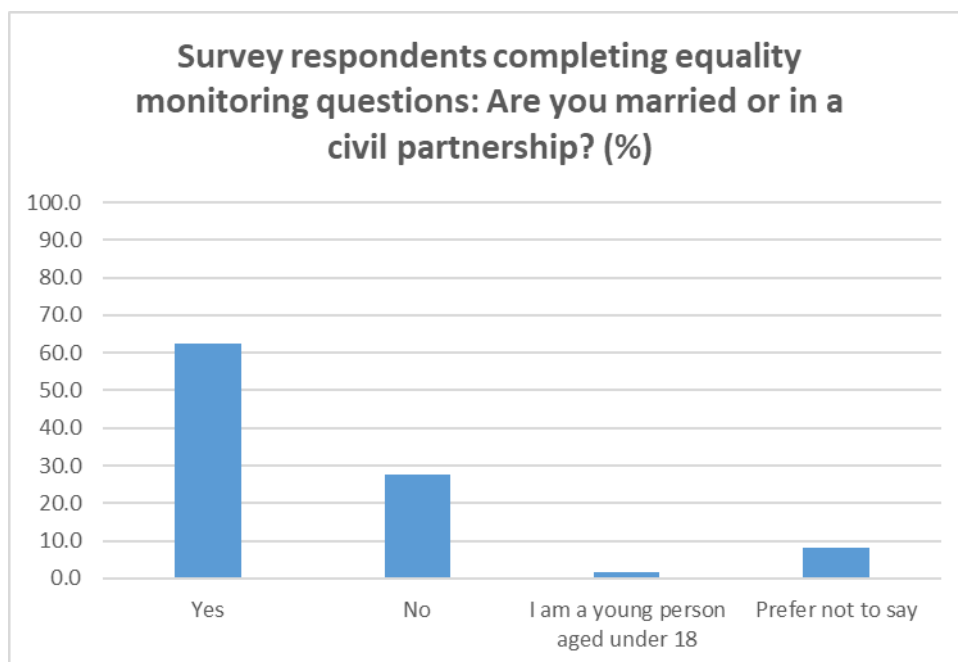
What is your religion or belief?	Number of survey respondents (equality monitoring questions)	Percentage of survey respondents (only includes those who completed equality monitoring questions).
No religion	29	23.8
Christian (all denominations)	76	62.3
Buddhist	0	0.0
Hindu	0	0.0
Jewish	0	0.0
Sikh	0	0.0
Atheist	3	2.5
Other	1	0.8
Prefer not to say	13	10.7
Total	122	100.0



What is your religion or belief?	Percentage of respondents to Council Plan 2023-2028 survey (equality monitoring questions)	Percentage of population, Wrexham County Borough (Census 2021)
No religion	23.8	41.8
Christian (all denominations)	62.3	49.5
Muslim	0	1.1
Hindu	0	0.2
Sikh	0	0.4
Other religion	0.8	0.4

Community engagement for this consultation included engagement with people from a range of cultural backgrounds. Whilst we did not specifically ask people about their religion or belief when undertaking community engagement, it is reasonable to assume that those we engaged with would have held a range of religious beliefs.

5.3.9. Marriage and civil partnership



Are you married or in a civil partnership?	Number of survey respondents (equality monitoring questions)	Percentage of survey respondents (only includes those who completed equality monitoring questions).
Yes	77	62.6
No	34	27.6
I am a young person aged under 18	2	1.6
Prefer not to say	10	8.1
Total	123	100.0

The Census 2021 asked a more detailed question about marital/civil partnership status than our survey. Data is not directly comparable, however does indicate that around 45.8% of the overall population of Wrexham County Borough were married or in a civil partnership and around 54.1% of the population not married or in a civil partnership at the time of the Census.

5.3.10. Socio-economic deprivation

In our survey, two questions were asked about receipt of financial benefits, responses to these questions were likely to indicate if people were experiencing socio-economic deprivation:

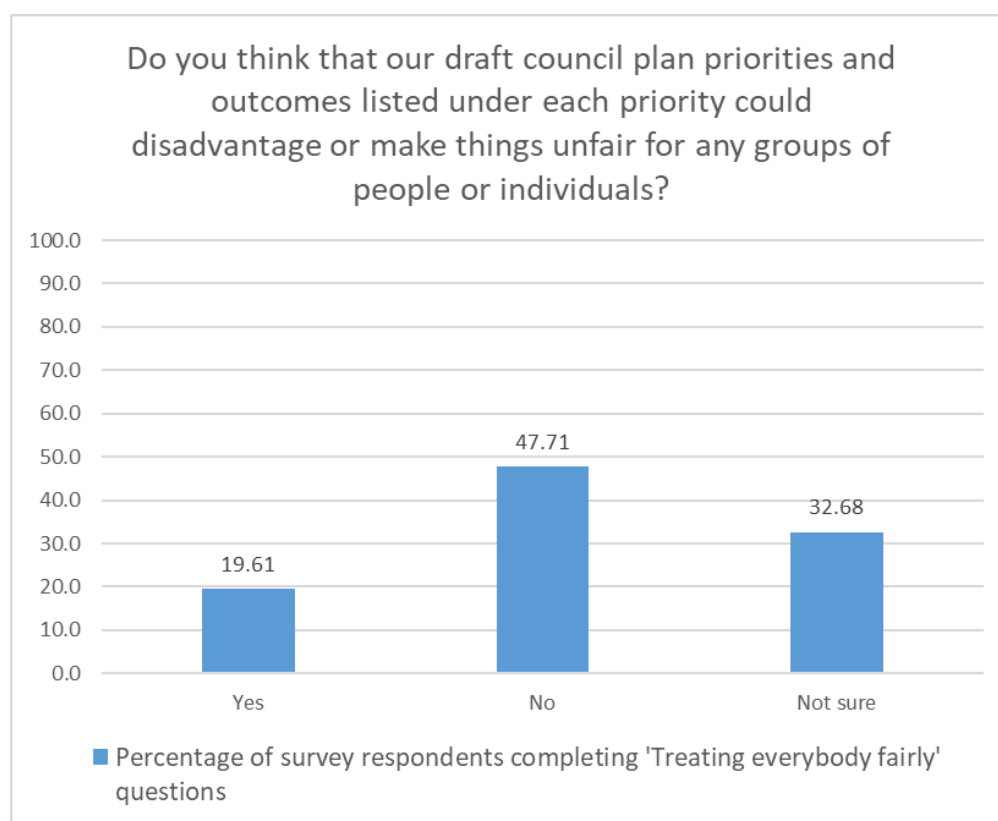
1. Do you or your household receive any means tested benefits (For example: Universal Credit, Pension Credit, Job Seekers Allowance, Tax Credits, Carers Allowance, Council Tax Reduction Scheme)?
2. Do you or anyone living in your household receive disability benefits (For example: Disability Living Allowance, Attendance Allowance, Personal Independence Payment, Armed Forces Independence Payment, Constant Attendance Allowance, War Pension Mobility Supplement)?

Five survey respondents answered 'Yes' to both of these questions. Additionally, we engaged with people who had lived experience of socio-economic deprivation at Warm Spaces, a Food Club and at Refugee drop-in's.

5.4. Treating everybody fairly

As a strong and inclusive community leader, we want to ensure that all people who live in Wrexham County Borough are supported to achieve their potential, prosper and achieve a high standard of well-being. We also have duties under the Equality Act and the Welsh Language Standards, to ensure that everybody is treated fairly and also that we consider the impact of all of our decisions on people's opportunities to use the Welsh language.

In addition to analysing how feedback differed based on age, gender and other equality characteristics, in our online survey, we asked some specific questions to obtain feedback about how fair people thought our draft council plan priorities and outcomes were.



Do you think that our draft council plan priorities and outcomes listed under each priority could disadvantage or make things unfair for any groups of people or individuals?	Number of survey respondents ('Treating everybody fairly')	Percentage of survey respondents completing 'Treating everybody fairly' questions
Yes	30	19.6
No	73	47.7
Not sure	50	32.7
Total	153	100.0

19.6% of survey respondents thought that our draft council plan priorities and outcomes listed under each priority could disadvantage or make things unfair for some groups or people or individuals, and 32.7% of people responding to this question were not sure.

Consistent and recurring feedback from those who thought some could be disadvantaged, was that

- A focus on minority/small groups or particular issues could lead to disadvantage (or perception of disadvantage) for larger groups or the wider population.
- Those who live in rural communities are disadvantaged by lack of equal access to services.
- Others said that those with those with mental health or long term physical health conditions and their carers, vulnerable adults and looked after children could be disadvantaged, also those who need public transport and those from ethnic minority groups whose first language is neither English or Welsh.

People felt that the way the council delivers its priorities could be made fairer by:

- General support for a focus on equality of opportunity and access for all
- Focus on improving ways to connect within and between communities
- Ensuring that all people have the opportunity to be involved with the council and that the council listens and is responsive
- More funding for social care

Others said the council should focus on preventative services and support, improve public transport and active travel options, make provision for those who are digitally excluded and make good use of emerging technology.

Thinking about the impact of our decisions on people's opportunities to use the Welsh Language:

- Some people thought that there should be more promotion of Welsh and Wrexham as a Welsh place.

Others suggested:

- Less focus on promotion of the Welsh language and a feeling that whilst Welsh should be supported, this should be in proportionate; with some concern about the resources allocated to Welsh language provision
- The offer and quality of Welsh language teaching in schools should be improved
- The opportunity for opting out of bilingual communications and more opportunities to communicate with the council in Welsh
- Co-production of strategies and plans with Welsh speakers and learners.

The findings of these specific questions about treating everybody fairly, and consideration of the impact of all of our decisions on people's opportunities to use the Welsh language; have fed into the cross-cutting themes identified from our consultation as a whole and have helped us to deliver a council plan which is committed to achieving better and fairer outcomes for all.

5.5. Survey quality monitoring questions

At the end of our online and printed survey, we asked five brief questions about people's experience of completing our survey. We found that over 80% of those who took part in our survey and who completed survey quality monitoring questions found the survey very easy or quite easy to complete.

We also asked people whether they thought we had asked the right questions about our Council Plan 2023-2028. Just under 47% of those who responded to this question thought we had asked the right questions, whilst 53% were not sure or said 'no'.

When we asked people if we had been clear in what we were asking, 68% of those who responded to this question said 'Yes', and 32% said 'no' or 'not sure'.

This feedback will be analysed and taken into account for future surveys, so that we can be more confident that we are asking people the right questions in a way which is clear to everybody.

6. Conclusions

Our consultation has enabled us to understand the key themes which people in our communities think are really important. Things like fair and equal access to services for all, the opportunity for everyone to get involved in the design and delivery of council services, strong leadership, building connections between communities and the embedding of our Decarbonisation Plan. These and other cross-cutting themes have been now woven through our new Council Plan. Detailed feedback, ideas and views have been passed on to the relevant departments and services for further consideration.

Our consultation has helped us to make amendments to outcomes where needed to ensure clarity and focus. We have also been able to understand what things are important to different groups in our communities. Additionally, a number of respondents have made specific helpful suggestions, which have been passed to the relevant departments.

We continue to work to balance the amount of information we need to provide to people in a consultation such as this to make it meaningful for people who would like to feedback to us, alongside the need to make our consultations easy to understand and respond to.

Our survey gave us the opportunity to reach out widely to people across our County Borough, and we also engaged with people in their own community groups. We found this community engagement was an invaluable part of the consultation process, which we would like to build upon in the future if resources allow.

We would like to thank everyone who helped us to arrange and promote community engagement opportunities, distributed leaflets and posters and helped us to promote the consultation. Most of all, we would like to thank everyone for their thoughts, ideas, insight and for sharing their lived experiences in their communities with us, helping us shape our plan so that it is something that can belong to us all.

Our Council Plan 2023-2028 was agreed by full Council in December 2023 and has now been published on the [council's website](#).