

**‘What’s Important to You?’ Consultation**  
**Informing Council Plan target setting for 2015/16**  
**Consultation period: 23 January 2015 – 20 February 2015**

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Introduction

On 23 January 2015, the ‘What’s Important to You?’ consultation began.

The purpose of this consultation was to understand whether the services offered by Wrexham County Borough Council are meeting the needs of the public, in order to assist the Council in determining which services to promote over the forthcoming year. It asked people how important they considered various services to be, and also how satisfied they were with current provision in that service area. As well as a survey, there was also a consultation event held with invited members of the public and representatives of Town and Community Councils.

The results of the consultation were used to feed into a Members workshop in early March 2015, where Members were considering performance targets for different service areas in the forthcoming year. Heads of Departments have also used the results to help them consider which services may need more focus on for the forthcoming year.

The consultation closed on 20 February 2015.

Response

The survey was available online and in paper format.

Emails were sent widely to publicise the consultation to a wide network.

There were regular posts on WCBC’s social media (both Twitter and Facebook) during the consultation period.

Invitations to attend the consultation event were sent to town and community councils and a number of representative forums across the County Borough.

We received 642 responses to the survey.

31 people attended the consultation event.

We received five letters/emails with comments related to the consultation.

We received 31 comments in response to our posts on social media.

Based on the estimated population of Wrexham being approximately 135,000; the statistical results of this survey have a confidence level of over 95%, and a confidence interval of less than 5%.<sup>1</sup>

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<sup>1</sup>**Confidence level** is how confident you can be of the data obtained. Confidence levels are expressed as a percentage and indicate how frequently that percentage of the target population would give an answer that lies within the confidence interval.

**Confidence interval** is the margin of error that you would experience if you asked the research question again. You would expect the answers you receive to fall within a % of the response you’ve recorded.

## Consultation Process

The primary method for gathering people's opinions was a survey, which was available both online and in paper format. Along with gathering demographic data (a breakdown of which can be found in Appendix 1), the survey was broken into four sections based on the strategic themes within the Council Plan: Economy, People, Place and Organisation. A number of objectives were then identified within each of these sections, and participants were asked to select a) how important they consider each of the objectives to be (Very Important, Important, Neither, Unimportant, or Very Unimportant), and b) how satisfied they are with current provision in this area (Very satisfied, Satisfied, Neither, Unsatisfied or Very Unsatisfied).

For each of the four sections within the survey, people were also given the opportunity to make any other comments they may have had.

A consultation event was held on 24 February 2015, and the evening consisted of two parts. Firstly 'You Said, We Did' feedback was given to participants about the 'Difficult Decisions' budget consultation carried out in September to October 2014; secondly participants were given the opportunity to contribute to the 'What's Important to You' consultation. This second part of the evening consisted of four stations being placed around the room (i.e. economy, people, place and organisation), with participants being free to move around from one station to the next. They were asked to contribute their opinions about current provision within the four themes, and also to make any suggestions for future improvements. At each station there was the opportunity for participants to speak directly with Lead Members, Heads of Department and other Senior Officers.

## Distribution and Promotion of Consultation

The survey was available online and in paper format in Wrexham Library, Guildhall reception and Contact Wrexham.

Emails were sent widely to publicise the consultation, including to all citizen's panel members, all secondary schools, the 'youth work in education' team and all LSB partner organisations. WCBC staff members were made aware of the consultation through regular updates in internal bulletins.

There were regular posts on WCBC's social media (both Twitter and Facebook) during the consultation period, including the use of graphics developed specifically for the consultation. Information was also placed on the 'Young Wrexham' website, and the Young Wrexham Twitter account.

Invitations to attend the consultation event were sent to: town and community councils, citizen's panel members, Senedd yr Ifanc, Wrexham Over 50s Forum, the tenants' forum, and the Equalities Impact Assessment group.

## Response

We received 642 responses to the survey

31 people attended the consultation event.

We received five letters/emails with comments related to the consultation.

We received 31 comments in response to our posts on social media.

Within the survey, people were asked to answer a number of questions about themselves. 90% of

people responding lived in Wrexham, 57% worked in Wrexham and 5% of respondents owned a business in Wrexham (note – respondents could select multiple answers to this question).

Seven of the responses received were submitted on behalf of groups (including one school and one youth group).

94% of responses were received from local residents, 30% from WCBC employees, and 1% from elected Members of WCBC, 1.5% from members of Town and Community Councils, and 4% from service providers (note – respondents could select multiple answers to this question).

Responses were received from all wards within the County Borough.

The age groups from which most responses were received were 35-44 and 45-54 (both 26%). 18% of responses were from 55-64, and 17% from age 25-34. Age categories with the lowest response rate were 65-74 (9%), 16-24 (4%), 75+ (1%) and under 16 (0.2%).

39% of responses were male, 61% were female, and 0.4% selected 'other'.

97% of respondents selected 'white' as their ethnic group.

A full breakdown of the 'About You' data can be found in Appendix 1.

## Results Summary

<b>Economy</b>			
<u>More jobs</u>			
Very Important or Important	96%	Very Satisfied or Satisfied	19%
Very Unimportant or Unimportant	2%	Very Unsatisfied or Unsatisfied	41%
<u>Helping businesses</u>			
Very Important or Important	88%	Very Satisfied or Satisfied	18%
Very Unimportant or Unimportant	2%	Very Unsatisfied or Unsatisfied	32%
<u>Attracting tourists and visitors</u>			
Very Important or Important	77%	Very Satisfied or Satisfied	28%
Very Unimportant or Unimportant	8%	Very Unsatisfied or Unsatisfied	30%
<u>Helping shop owners</u>			
Very Important or Important	92%	Very Satisfied or Satisfied	10%
Very Unimportant or Unimportant	2%	Very Unsatisfied or Unsatisfied	60%
<u>Attracting businesses</u>			
Very Important or Important	91%	Very Satisfied or Satisfied	13%
Very Unimportant or Unimportant	1%	Very Unsatisfied or Unsatisfied	41%

<b>People</b>			
<u>More people doing well at school</u>			
Very Important or Important	96%	Very Satisfied or Satisfied	41%
Very Unimportant or Unimportant	3%	Very Unsatisfied or Unsatisfied	30%
<u>Helping safeguard young people</u>			
Very Important or Important	89%	Very Satisfied or Satisfied	37%
Very Unimportant or Unimportant	4%	Very Unsatisfied or Unsatisfied	18%
<u>Fewer crimes</u>			
Very Important or Important	93%	Very Satisfied or Satisfied	29%
Very Unimportant or Unimportant	3%	Very Unsatisfied or Unsatisfied	37%
<u>Helping people live healthy lifestyles</u>			
Very Important or Important	73%	Very Satisfied or Satisfied	30%
Very Unimportant or Unimportant	11%	Very Unsatisfied or Unsatisfied	23%
<u>Healthy independent older people</u>			
Very Important or Important	92%	Very Satisfied or Satisfied	31%
Very Unimportant or Unimportant	3%	Very Unsatisfied or Unsatisfied	28%
<u>Welsh being spoken more often</u>			
Very Important or Important	36%	Very Satisfied or Satisfied	27%
Very Unimportant or Unimportant	34%	Very Unsatisfied or Unsatisfied	19%

<b>Place</b>			
<u>More homes that are affordable</u>			
Very Important or Important	72%	Very Satisfied or Satisfied	34%
Very Unimportant or Unimportant	12%	Very Unsatisfied or Unsatisfied	25%
<u>Ensuring new buildings are attractive and good quality</u>			
Very Important or Important	81%	Very Satisfied or Satisfied	37%
Very Unimportant or Unimportant	6%	Very Unsatisfied or Unsatisfied	22%
<u>More people happy in their neighbourhoods</u>			
Very Important or Important	88%	Very Satisfied or Satisfied	29%
Very Unimportant or Unimportant	3%	Very Unsatisfied or Unsatisfied	31%
<u>A 'green' county with a small carbon footprint</u>			
Very Important or Important	70%	Very Satisfied or Satisfied	37%
Very Unimportant or Unimportant	13%	Very Unsatisfied or Unsatisfied	19%

<u>Fewer homeless people</u>			
Very Important or Important	83%	Very Satisfied or Satisfied	19%
Very Unimportant or Unimportant	4%	Very Unsatisfied or Unsatisfied	35%
<u>More rubbish recycled or composted</u>			
Very Important or Important	77%	Very Satisfied or Satisfied	57%
Very Unimportant or Unimportant	6%	Very Unsatisfied or Unsatisfied	14%
<u>Maintaining our highways</u>			
Very Important or Important	94%	Very Satisfied or Satisfied	21%
Very Unimportant or Unimportant	2%	Very Unsatisfied or Unsatisfied	57%
<u>Supporting public transport</u>			
Very Important or Important	80%	Very Satisfied or Satisfied	30%
Very Unimportant or Unimportant	4%	Very Unsatisfied or Unsatisfied	32%
<u>Warm, safe modern council houses</u>			
Very Important or Important	62%	Very Satisfied or Satisfied	28%
Very Unimportant or Unimportant	13%	Very Unsatisfied or Unsatisfied	16%

<b><u>Organisation</u></b>			
<u>More happy and satisfied Council customers</u>			
Very Important or Important	76%	Very Satisfied or Satisfied	31%
Very Unimportant or Unimportant	7%	Very Unsatisfied or Unsatisfied	33%
<u>Council services that compare well to the rest of Wales</u>			
Very Important or Important	80%	Very Satisfied or Satisfied	30%
Very Unimportant or Unimportant	6%	Very Unsatisfied or Unsatisfied	28%
<u>Local people who feel that the Council listens to them</u>			
Very Important or Important	86%	Very Satisfied or Satisfied	24%
Very Unimportant or Unimportant	4%	Very Unsatisfied or Unsatisfied	49%
<u>More staff who feel engaged</u>			
Very Important or Important	84%	Very Satisfied or Satisfied	26%
Very Unimportant or Unimportant	5%	Very Unsatisfied or Unsatisfied	37%

#### Priorities with Highest Importance Overall

- **Economy – More jobs and reducing unemployment** - 96% of people felt that this was either 'Very Important' or 'Important'
- **People – More people doing well at school** - 96% of people felt that this was either 'Very Important' or 'Important'
- **Place – Maintaining our Highways** - 94% of people felt that this was either 'Very Important' or 'Important'
- **People – Fewer Crimes** - 93% of people felt that this was either 'Very Important' or 'Important'
- **Economy – Helping Shop Owners** - 92% of people felt that this was either 'Very Important' or 'Important'
- **People – Healthy, independent older people** - 92% of people felt that this was either 'Very Important' or 'Important'

#### Priorities with Lowest Importance Overall

- **People – Welsh being spoken more often** – 34% of people felt that this was either 'Very Unimportant' or 'Unimportant'

- **Place – Warm, safe, modern council houses** - 13% of people felt that this was either 'Very Unimportant' or 'Unimportant'
- **Place – A green county with a small carbon footprint** - 13% of people felt that this was either 'Very Unimportant' or 'Unimportant'
- **Place – More homes that are affordable** - 12% of people felt that this was either 'Very Unimportant' or 'Unimportant'
- **People – Helping people live healthy lifestyles** - 11% of people felt that this was either 'Very Unimportant' or 'Unimportant'

#### Priorities with Highest Satisfaction Overall

- **Place – More rubbish recycled or composted** - 57% of people said that they were either 'Very Satisfied' or 'Satisfied' with service in this area
- **People – More people doing well at school** - 38% of people said that they were either 'Very Satisfied' or 'Satisfied' with service in this area
- **People – Helping safeguard young people** - 37% of people said that they were either 'Very Satisfied' or 'Satisfied' with service in this area
- **Place – Ensuring new buildings are attractive and of good quality** - 37% of people said that they were either 'Very Satisfied' or 'Satisfied' with service in this area
- **Place – A green county with a small carbon footprint** - 37% of people said that they were either 'Very Satisfied' or 'Satisfied' with service in this area

#### Priorities with Lowest Satisfaction Overall

- **Economy – Helping Shop Owners** - 60% of people said that they were either 'Very Unsatisfied' or 'Unsatisfied' with service in this area
- **Place – Maintaining our highways** - 57% of people said that they were either 'Very Unsatisfied' or 'Unsatisfied' with service in this area
- **Organisation – Local People feel that the Council listens to them** - 49% of people said that they were either 'Very Unsatisfied' or 'Unsatisfied' with service in this area
- **Economy – More jobs and reducing unemployment** - 41% of people said that they were either 'Very Unsatisfied' or 'Unsatisfied' with service in this area
- **Economy – Attracting businesses** - 41% of people said that they were either 'Very Unsatisfied' or 'Unsatisfied' with service in this area

## **Qualitative Results**

Along with the statistical data, participants were asked to submit any other comments they had around the four themes of the consultation (i.e. economy, people, place and organisation). Comments were also received five letters/emails, and in social media. The written notes from the conversations taking place at the consultation event have also been included in this qualitative analysis.

### **Economy**

- Many of the comments received relate to the town-centre including: concerns about the location of Eagle's Meadow and its proximity to the rest of the town; concerns about the numbers of empty shops, and the quality of the shops we do have (e.g. pound shops and discount stores); and a feeling that people would rather use other nearby shopping locations than come to Wrexham (e.g. Chester, Oswestry)
- Many of the comments received relate to businesses; with a feeling that more needs to be done to attract new businesses to the area (in particular new, independent shops) e.g. rent reduction schemes
- Some of the comments received relate to car parking in Wrexham, with people expressing the opinion that car parking in Wrexham is too expensive, which deters people from visiting the town-centre
- A few of the comments received relate to the appearance of the town, with people stating that they feel the town is dirty and 'tatty'

### **People**

- Some of the comments received relate to health, with opinions expressed which stated that the Council should be protecting services which allow and encourage people to be more healthy (e.g. leisure centres) – as a population of unhealthy people will cost money in the long term. There was also some feeling that the responsibility to promote healthy lifestyles should not lie with the Council. Some people felt that this is the responsibility of the NHS, Local Health Board and individuals themselves to make better choices
- Some of the comments received relate to education including: concerns about the number of schools in Wrexham which have received concerning comments/reports from Estyn (in particular concerns about Wrexham secondary schools); concerns at the number of parents choosing to educate their children (predominantly secondary school age) out of County; and some comments which suggested there needs to be more vocational education available to pupils, which will result in employment
- A number of the comments received relate to the Welsh language, including: comments expressed which stated that people feel that in difficult financial times, the promotion of the Welsh Language should not be a priority; and a feeling that to produce everything bilingually is a waste of money and that the council should consider a way of asking people to 'opt' for the language of their choice
- A few of the comments received were about the importance of early intervention / prevention in order that we do not create a bigger need for services in the future (e.g. reduction in leisure services increasing number of people with health related issues in the future)

### **Place**

- Many of the comments received relate to transport including: some comments which stated that people find bus timetables and the different operators confusing, and that there is almost a 'postcode' lottery on what quality/frequency of bus service you get; comments which highlighted the importance of bus services for elderly people in particular; and some suggestions that the Council needs to do more to promote and encourage the use of public

transport (e.g. there are currently no timetables at bus stops – if people understood when they *could* get a bus, they would be more likely to use buses).

- Some of the comments received relate to planning, including the number and location of 'new housing developments'
- A few of the comments relate to education, particularly to the costs of transport to get to school and college
- A few of the comments relate to tourism, particularly the need to consider the views of visitors when making decisions about the town

## **Organisation**

- Some of the comments received relate to communications and customer service including: the need for Wrexham Council to better advertise and promote positive things about the Council (e.g. good news stories); dissatisfaction about the response received to complaints made to the Council; and some mixed feelings about the attitude and service provided by front line Council staff
- Some of the comments received relate to listening to the public including: some positive comments about the amount of consultation which the Council does; some concerns that no matter how often the public give their opinions the Council does not listen to them; and some suggestions that listening to public opinion and acting upon it may be a productive way for the Council to spend money effectively
- A few comments received relate to the management of Wrexham Council and a desire to see the number of managers, and their salaries reduced so that resources could be put to better use elsewhere
- A few comments received relate to comparisons with other local authorities and areas. There were mixed views expressed about whether or not it is useful to compare Wrexham with other areas: some people felt they did not care about how the situation here compares with elsewhere as it does not affect their lives, and others felt it was interesting to know how Wrexham is doing in comparison to other places

A detailed summary of all qualitative data can be found in Appendix 2. A full account of qualitative data is available on request.

## Consultation Event

A consultation event was held on the evening of 24 February 2015. The purpose of the event was twofold: firstly to provide feedback to attendees on the outcomes of the 'Difficult Decisions' consultation (held in September to October 2014) and the consequent decisions made about the budget for 2015/16; and secondly to gather opinions for the 'What's Important to You' consultation. The intention of the second part of the evening was to complement the data gathered in the 'What's Important to You' survey; to gather more in-depth views and suggestions on the Council Plan priorities; and to gather opinions from specific community groups who may be less likely to take part in a survey.

The event consisted of a presentation from Heads of Department who each gave one example of a budget proposal from their department, the response contained in the consultation and the subsequent decision made about the proposal. Due to time constraints each Head of Department gave feedback on one budget proposal only, however participants were also provided with a hard copy of the 'Difficult Decisions - You Said We Did' report.

The second part of the evening consisted of four stations being placed around the room (i.e. economy, people, place and organisation), with participants being free to move around from one station to the next. They were asked to contribute their opinions about current provision within the four themes, and also to make any suggestions for future improvements. At each station there was the opportunity for participants to speak directly with Lead Members, Heads of Departments and other Senior Officers.

The event was attended by representatives from Town and Community Councils, who were invited to ensure that there was representation from different geographical locations in the county borough. The event was also attended by members of the public who are part of various 'forums' within the county borough. Representatives were invited from:

- 'People's Voice' (Council's Citizen's Panel)
- the Senedd Yr Ifanc (Youth Parliament)
- the Diversity Forum
- Wrexham Over 50's Forum
- the Tenants' Forum

Representatives attended from all of these forums except the Senedd yr Ifanc (who were unable to attend due to other commitments). The purpose of inviting all of these representatives was to ensure that we captured views from people who are reflective of the local population.

An agenda for the event can be found in Appendix 3.

The findings from the event have been analysed with the other qualitative data gathered for the consultation.

Feedback from participants showed that people were glad to be given the opportunity to voice their opinions. However, some participants expressed the opinion that they would have appreciated having more time during the event to voice their opinions and have more in-depth discussions about the Council Plan priority areas. The majority of people were keen to be involved in further WCBC consultations in the future.

## Appendix 1 - About You Data

I live in Wrexham	90%
I work in Wrexham	56.8%
I own a business in Wrexham	5.4%
Other	2.1%

\*\*Note – people could select multiple answers to this question\*\*

Please tell us which Wrexham Council services you have used in the last 12 months:	
Schools and/or colleges	33%
Libraries	41.6%
Community Centres	25.2%
Leisure Centres	39.3%
Housing Services	10.4%
Contact Centre (Lord Street)	23.7%
Website	77.2%
Building and Planning	15.1%
Business Support and Advice	3.8%
Refuse and Recycling	74.7%
Car Parks	75%
Social Care (Adults)	8.6%
Social Care (children and young people)	4.5%
Public Events	27.7%
Family Information Service	11.6%
Roads and Highways	54.3%
Licensing	5.1%
Parks and Country Parks	53.2%
Public Health	16.6%
Public Toilets	31.4%
Registry Office	5.6%
Shopmobility	1%
Youth Services	5.4%
Adult Education	7.3%
Other	2.2%

\*\*Note – people could select multiple answers to this question\*\*

If you are responding on behalf of a group, organisation or club please state the name and postcode in the box below.	7 group responses including 1 school and 1 youth group
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Are you ...	
A Local Resident	93.7%
An Employee of Wrexham County Borough Council	29.5%
An Elected Member of Wrexham County Borough Council	1%
An Elected Town or Community Councillor in Wrexham County Borough	1.5%
A Service Provider	4.2%
Other	1.3%

\*\* Note – people could select multiple answers to this question \*\*

What is your age?	
Under 16	0.2%
16 – 24	3.7%
25 – 34	17.1%

35 – 44	25.5%
45 – 54	25.5%
55 – 64	17.6%
65 – 74	9.2%
75+	1.1%

Please tell us which ward you live in:			
Acton	4.9%	Borras	6%
Bronington	1.1%	Brymbo	4.7%
Bryn Cefn	1.1%	Brynyfynnon	1.1%
Cartrefle	1.1%	Cefn	2.2%
Ceiriog Valley	0.9%	Chirk North	1.6%
Chirk South	0.2%	Coedpoeth	5.1%
Erddig	2%	Esclusham	3.1%
Garden Village	3.6%	Gresford East/West	2.2%
Grosvenor	0.7%	Gwenfro	0.4%
Gwersyllt East/South	4.4%	Gwersyllt North	2.2%
Gwersyllt West	2.7%	Hermitage	1.6%
Holt	0.2%	Johnstown	2.4%
Little Acton	1.6%	Llangollen Rural	1.8%
Llay	3.6%	Maesydre	1.1%
Marchweil	2.7%	Marford and Hosely	2.2%
Minera	1.6%	New Broughton	2.2%
Offa	7.6%	Overton	1.6%
Pant	0.2%	Penycae	2.2%
Penycae and Ruabon South	1.3%	Plas Madoc	0.2%
Ponciau	1.8%	Queensway	0.7%
Rhosnesni	2.4%	Rossett	1.3%
Ruabon	2%	Smithfield	1.1%
Stansty	1.1%	Whitegate	0.9%
Wynnstay	1.1%	I do not live in Wrexham	2.2%

What is your gender?	
Male	39.1%
Female	60.5%
Other	0.4%

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?	
Yes, limited a lot	3.3%
Yes, limited a little	9.9%
No	83%
Prefer not to say	3.7%

What is your religion?	
Christian (All Denominations)	59.4%
Buddhist	1.6%
Hindu	0
Jewish	0.5%
Muslim	0

Sikh	0
Any Other Religion	1.8%
No Religion	36.8%

What is your ethnic group?	
<b>White</b>	<b>97.4%</b>
White/English/Scottish/Northern Irish/British	98.4%
Irish	0.5%
Gypsy or Irish Traveller	0
Any other white background	1.6%
<b>Mixed / Multiple Ethnic Groups</b>	<b>0.4%</b>
White and Black Caribbean	0
White and Black African	100%
White and Asian	0
Any other mixed / Multiple Ethnic Background	0
<b>Asian / Asian British</b>	<b>0</b>
Indian	0
Pakistani	0
Bangladeshi	0
Chinese	0
Any other Asian Background	0
<b>Black / African / Caribbean / Black British</b>	<b>0.4%</b>
African	50%
Caribbean	50%
Any other Black/African/Caribbean background	0
<b>Other Ethnic Group</b>	<b>1.8%</b>
Arab	0
Other	100%

What is your marital status?	
Married	60.9%
Civil Partnership	3.4%
Single	28.3%
Other	7.5%

Are you currently pregnant, or have you been pregnant or taken maternity leave in the last year?	
Yes	3.9%
No	92.4%
Prefer not to say	3.7%

Do you look after or give help or support others because of long term physical or mental ill health/disability; or problems related to old age?	
Yes	26.3%
No	71.6%
Prefer not to say	2.1%

What's your preferred language?	
English	92.8%
Welsh	5.2%
Other	0.2%
Prefer not to say	1.8%

Which of these activities best describes what you are doing at present?	
Employee in full time job	55.8%
Employee in part time job	13.5%
Unemployed	0.9%
Full time education (school, college or university)	2.7%
Permanently sick/disabled	1.8%
Retired	13.9%
Self-employed (full or part time)	4.9%
Looking after the home	3.4%
Doing something else	1.6%
Prefer not to say	1.6%

If you or your household receives any financial support, please indicate what type	
Housing Benefit	10.3%
Job Seekers Allowance	1.9%
Income Support	8.4%
Council Tax Benefit	20.6%
Working Tax Credit	24.3%
Disability Allowance	26.2%
Carers Allowance	15%
Pension Credits	5.6%
Other	13.1%
Prefer not to say	26.2%

Which of the following best describes your current housing/accommodation status?	
Owner – no mortgage	30.6%
Owner – mortgage or loan	45.9%
Renting from the Council	7.3%
Renting from housing association or trust	1.8%
Renting from private landlord	6.4%
Living with parent/guardian	4.6%
Other	0
Prefer not to say	3.7%

## Appendix 2 - What's Important To You? - Qualitative data

There were a number of ways in which qualitative data was generated for the 'What's Important to You?' consultation:

1. **Survey** – respondents were given the option to make comments on each of the Council Plan priority themes (i.e. Economy, People, Place, Organisation).
2. **Events** – participants were asked to contribute to discussions about each of the four Council plan priority areas, and to note what they thought about current provision, and any suggestions they had for improvements in the future.
3. **Emails and letters** – five letters/emails were received in response to the consultation.
4. **Social Media** – 31 comments were received on social media in response to posts about the consultation.

Common themes and opinions have been identified within the data. These are detailed below.

<b>Economy</b>	
Theme/Code Heading	Number of comments
Town Centre	50
Businesses	34
Visitors and/or Tourism	15
Jobs and Employment	12
Car Parking	14
Reputation and identity of Wrexham	11
Events and marketing	6
Governance	6
History/Heritage	6
Appearance of the town	4
What's Important to You? Consultation	3
This should not be the responsibility of WCBC	2
Poverty	2
Immigration	2
<i>Other</i>	18

<b>People</b>	
Theme/Code Heading	Number of comments
Health	24
Education	24
Welsh language	14
Leisure	11
Children and Young People	11
Crime	7
Older People	9
Social Care	8
This should not be the responsibility of WCBC	6
What's Important to You? consultations	6
Communities	5
Governance and management of the Council	5
Early intervention / prevention	2
Housing and Planning	2
Immigration	3
Transport	2
Listening to the public	1
Poverty	1
<i>Other</i>	17

<b>Place</b>	
Theme/Code Heading	Number of comments
Transport	53
Housing	28
Highways	25
Environmental concerns	17
Refuse and Recycling	12
Planning	11
Homelessness	10
Communities	6
Crime	5
Education	3
Fairness and Equality	3
What's Important to You? consultation	4
Immigration	2
Listening to the public	3
Tourism	3
Governance	1
<i>Other</i>	11

<b>Organisation</b>	
Theme/Code Heading	Number of comments
Communications and customer service	29
Listening to the Public	19
Governance	13
Staff Morale	9
Criticism of staff	7
Management	6
Comparisons with other local authorities/areas	5
What's Important to You? consultation	4
Do not treat the public as customers	2
<i>Other</i>	17

## **Appendix 3 – Consultation Event Agenda**

### **Consultation Event – 24 February 2015**

#### Agenda

- 6.00pm - Arrivals and Registration
- 6.15pm - Welcome and Introductions
- 6.20pm - 'Difficult Decisions' You Said, We Did feedback
- 6.50pm - Introduction to 'What's Important to You?'
- 7.00pm - 'What's Important to You?' consultation session
- 7.45pm - Brief feedback from session
- 8.00pm - Closing remarks
- 8.15pm - Event Ends

### **Digwyddiad Ymgynghori - 24 Chwefror 2015**

#### Rhaglen

- 6.00pm - Cyrraedd a chofrestru
- 6.15pm - Croeso a Chyflwyniadau
- 6.20pm - 'Penderfyniadau Anodd' Adborth Dywedoch chi, Gwnaethom ni
- 6.50pm - Cyflwyniad i 'Beth sy'n bwysig i chi?'
- 7.00pm - Sesiwn Ymgynghori 'Beth sy'n bwysig i chi?'
- 7.45pm - Adborth byr o'r sesiwn
- 8.00pm - Sylwadau i gloi
- 8.15pm - Diwedd y Digwyddiad