

County Conversation Consultation phase 2

The findings...

Consultation

When: 8 weeks, closing Friday 27th January

Who: General public and staff

Promotion: Denbighshire Website, press release, social media, Customer services, County Voice, Libraries and One-stop-shops, intranet and Chief Executives Message to staff.

Comments on how the consultation was carried out:

- All of the aspirations are important (12)
- Use more online resources to save money
- Not enough promotion

Responses

A total of 1526 responses were returned

- 1115 or 73% through the online survey
 - 126 of these came from Customer service advisors
- 411 or 27% came from libraries and one-stop-shops
- 6% in Welsh
- How did they hear about the survey?

Most Effective	Least Effective
Libraries & OSS (28%)	Local Press (2%)
Councils Website (23%)	County Voice (3%)
Email from DCC (23%)	Social Media (6%)

Demographics

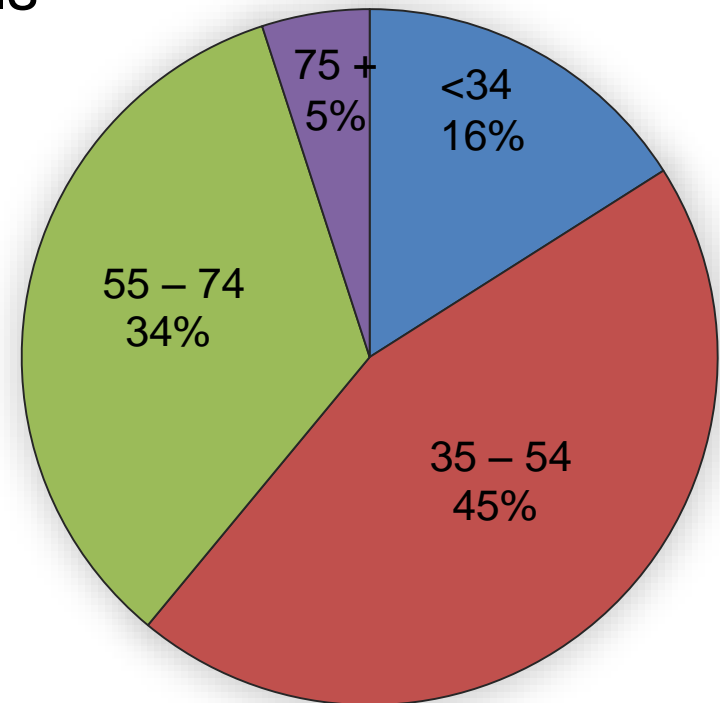
Age: 83% gave details of their age

Postcode: 70% gave postcode details

Responses came from 26 different postcodes. The most common were:

Postcode	Area	Number
LL15	Ruthin	227
LL18	Rhyl	195
LL16	Denbigh	179
LL19	Prestatyn	117
LL20	Llangollen	91
LL21	Corwen	79

Age of respondents



Scoring the aspirations

We asked people to choose a level of importance for each aspiration.

For the benefit of analysing the results, each choice was given a score which was then used to work out the mean score.

	Very Important	Quite Important	Not very important	Not at all important
Score	100	50	0	-50

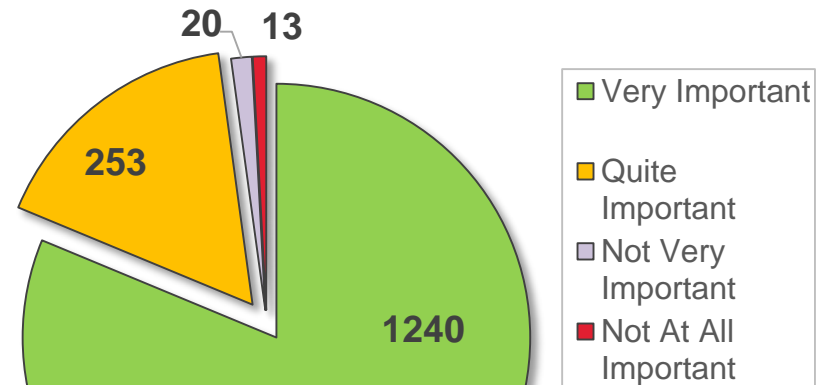
Aspiration 1:

A place where younger people will want to live and work and have the skills to do so.

- 1240 or 81% choose Very important.
- 13 people choose Not at all important
- Every person surveyed answered this question

Rating	Number of people	Total Score
Very important	1240	124000
Quite important	253	12650
Not very important	20	0
Not at all important	13	-650
	Total score	136000
	Mean score	34000

Number of people for each rating



Mean score
34000

Comments received

Comments relating to Aspiration 1: A place where younger people will want to live and work and have the skills to do so.

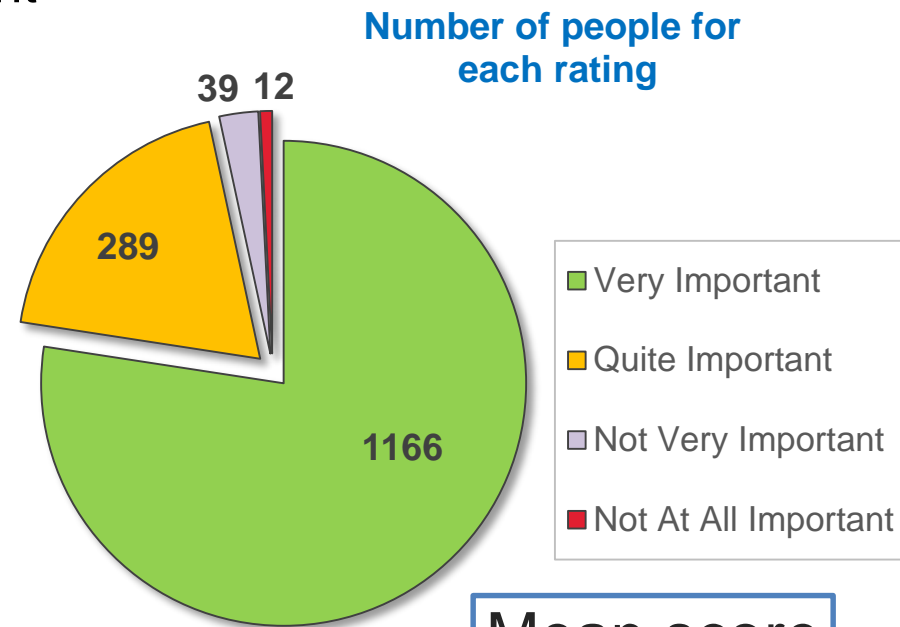
- 185 people commented on this aspiration.
 - DCC must encourage economic growth. The County must be attractive to business and manufacturing, increasing the number of skilled jobs available to local people (38)
 - More quality affordable housing for local people (21)
 - There must be better education in Denbighshire to ensure children have the skills for work (19)
 - More support for new and small business's (17)
 - More employment opportunities for young people (15)
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Aspiration 2:

Communities are connected and have access to goods and services locally, online or through good transport links.

- 1166 or 76% choose Very important.
- 12 people choose Not at all important
- 20 people did not give an answer for this question

Rating	Number of people	Total Score
Very important	1166	116600
Quite important	289	11450
Not very important	39	0
Not at all important	12	-600
	Total score	127450
	Mean score	31863



Mean score
31863

Comments relating to Aspiration 2: Communities are connected and have access to goods and services locally, online and through good transport links

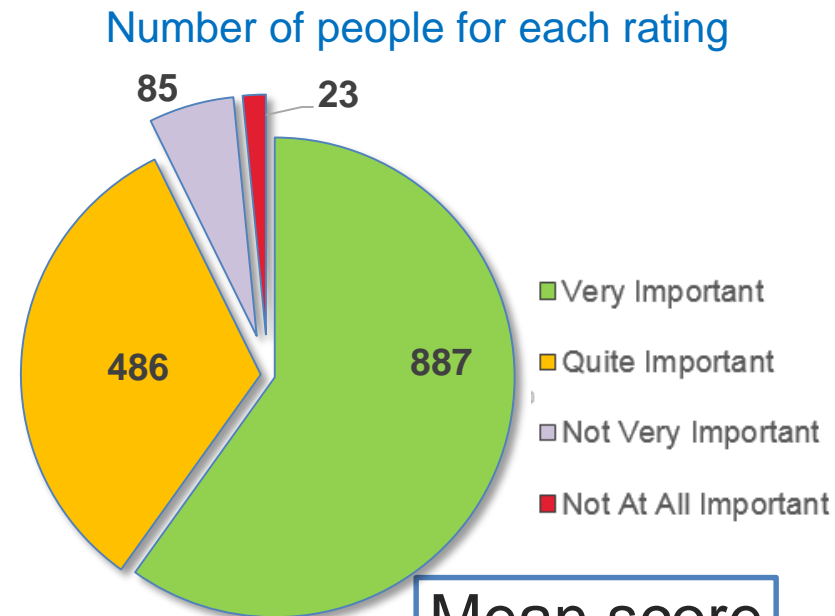
- 104 people commented on this aspiration.
- Improved transport links for all communities throughout Denbighshire (42)
- Communities must have good broadband and Wi-Fi services especially rural areas (19)
- The road network should be well maintained (12)
- Communities must have good mobile network coverage especially rural areas (8)

Aspiration 3:

The Council and Communities work together to overcome challenges; devising and delivering joint solutions

- 887 or 58% choose Very important.
- 23 people choose Not at all important
- 45 people did not give an answer for this question

Rating	Number of people	Total Score
Very important	887	88700
Quite important	486	24300
Not very important	85	0
Not at all important	23	-1150
	Total	111850
	Mean	27963



Mean score
27963

Comments relating to Aspiration 3: The Council and Communities work together to overcome challenges; devising and delivering joint solutions

- 163 people commented on this aspiration.
 - Contacting the Council should be easier and communication should be listened to and acted upon. (41)
 - Hold more public meetings, involves more face to face communication (13)
 - Too much consultation is electronic which misses huge amounts of the population as not all of the population has internet access. (11)
 - Public services and communities must work together and have better communication links and more involvement in decision making (12)
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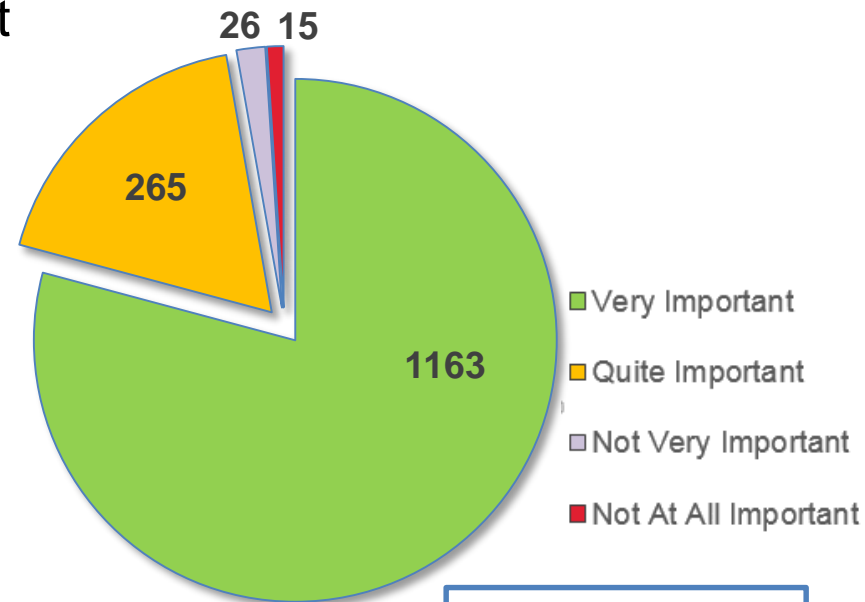
Aspiration 4:

People can live independent and fulfilled lives in strong, caring, safe and resilient communities.

- 1163 or 76% choose Very important.
- 15 people choose Not at all important
- 57 people did not give an answer for this question

Rating	Number of people	Total Score
Very important	1163	116300
Quite important	265	13250
Not very important	26	0
Not at all important	15	-750
	Total	116875
	Mean	29219

Number of people for each rating



Mean score
29219

Comments relating to Aspiration 4: People can live independent and fulfilled lives in strong, caring, safe and resilient communities

- 196 people commented on this aspiration.
- Improved sports facilities will benefit health and wellbeing
- Care and support for older people needs improving
- support high quality youth centres, young people need somewhere to go
- support community facilities

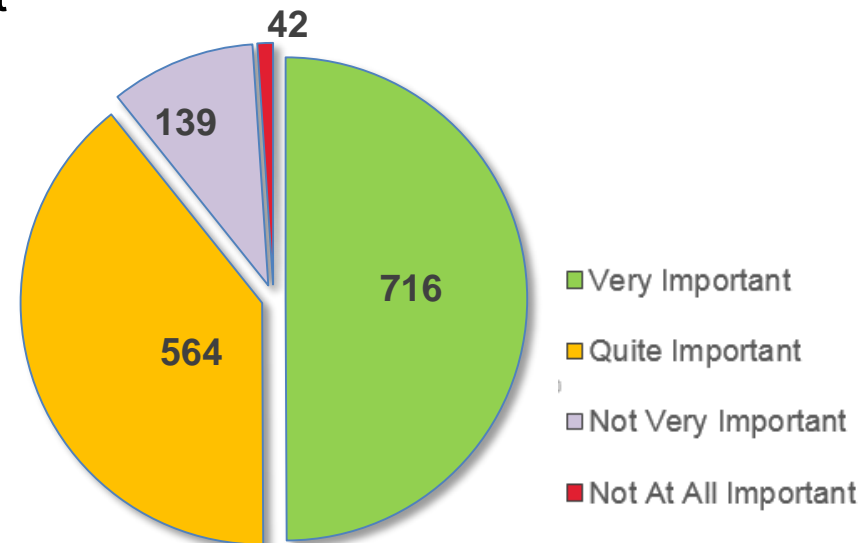
Aspiration 5:

Events bring people together, creating active communities and helping business to prosper.

- 716 or 47% choose Very important.
- 42 people choose Not at all important
- 65 people did not give an answer for this question

Rating	Number of people	Total Score
Very important	716	71600
Quite important	564	28200
Not very important	139	0
Not at all important	42	-2100
	Total	97700
	Mean	24425

Number of people for each rating:



Mean score
24425

Comments relating to Aspiration 5: Events bring people together, creating active communities and helping business to prosper

- 25 people commented on this aspiration.
- There are not enough family events in communities (6)
- Better communication and promotion of events in Denbighshire is required (6)
- More events should be held to encourage visitors (3)

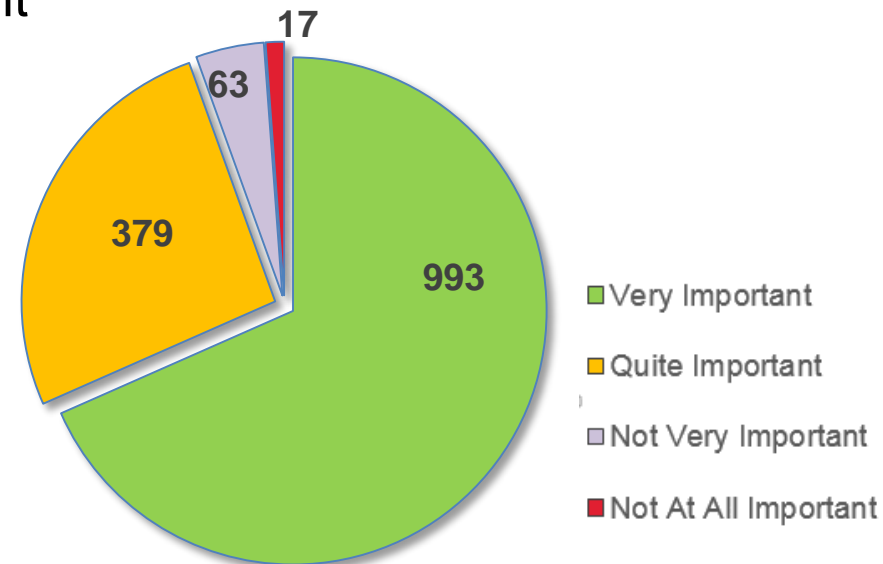
Aspiration 6:

An attractive and protected environment that supports communities' wellbeing and economic prosperity.

- 993 or 65% choose Very important.
- 17 people choose Not at all important
- 74 people did not give an answer for this question

Rating	Number of people	Total Score
Very important	993	99300
Quite important	379	18950
Not very important	63	0
Not at all important	17	-850
	Total	117400
	Mean	29350

Number of people for each rating



Mean score
29350

Comments relating to Aspiration 6: An attractive and protected environment that supports communities' wellbeing and economic prosperity

- Promote Denbighshire's natural heritage, environment, culture and resources to improve tourism and the local economy (13)
 - Educate people to protect the natural environment (14)
 - Green fields should be protected and not developed (13)
 - Promote and support access to the Countryside for physical and mental health (8)
 - More should be done to attract businesses to town centres (15)
 - Clean streets and pavements (13)
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The results

Most Supported: Aspiration 1

“A place where younger people want to live & work” with 81% of people believing that this aspiration is very important

Least Supported: Aspiration 5

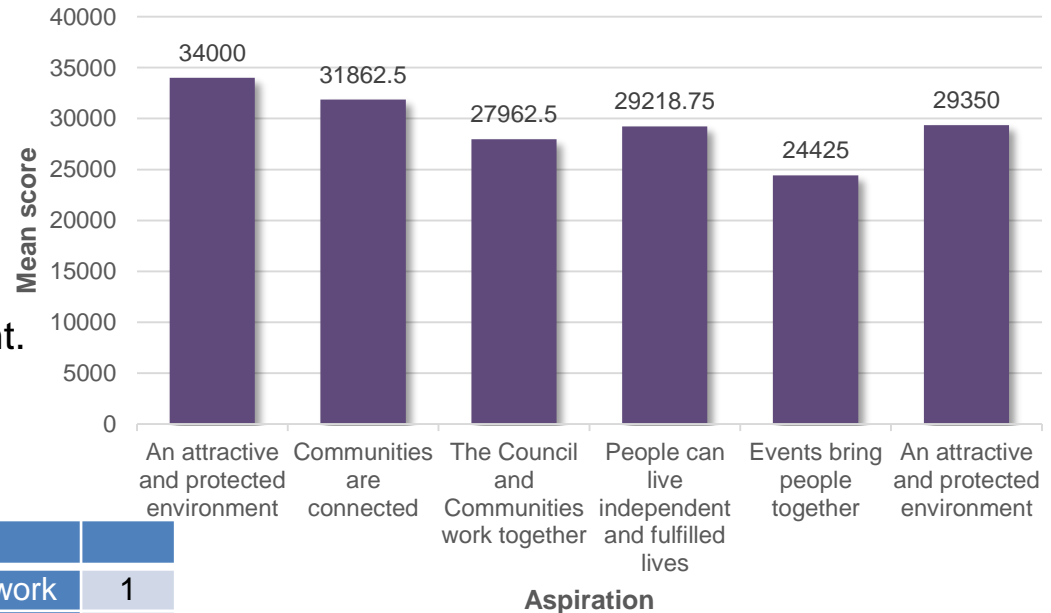
“ Events bring people together” was the least supported. 47% choose very important.

469 or 31% of respondents thought that

Every aspiration was “Very Important”

Aspiration	
Asp. 1: A place where younger people want to live & work	1
Asp. 2: Communities are connected	2
Asp. 6: An attractive and protected environment	3
Asp. 4: People can live independent and fulfilled lives	4
Asp. 3: The Council and Communities work together	5
Asp. 5: Events bring people together	6

Mean score for each aspiration



Aspirations by age

- The overall results from all age groups were broadly the same.
- There was most support for Aspiration 1 (A place where young people want to live and work) and least support for Aspiration 5 (Events bring people together), apart from:
- Those aged 55+ gave slightly more support for Aspiration 4 (independent living) compared with other groups.
- However the other Aspirations followed closely behind in terms of their rankings.

Other comments

- Support the arts which play a role in improving the wellbeing for people of all ages. (9)
- The Welsh language should be strengthened, promoted and protected (8)
- Reduce parking fees and fines (8)

Citizens' Panel

- 177 people said that they would like to be part of a citizen's panel.
- 30 of these heard about the survey via a direct email form the Council.
- 155 of these people stated a post code and from this we can see the spread of the volunteers for the citizen's panel.

Corwen (12), Llangollen (5), Prestatyn (18), Rhyl (30),
St Asaph (7), Denbigh (19), Ruthin (28), Wrexham (2), Holywell (1),
Mold (2) & Chester (2)