



‘The Wrexham We Want’ – Phase 1

Gathering information about the things that matter to local people and ways to address them to feed into Wrexham’s Draft Well-Being Assessment



Effectively involving people and communities is at the heart of improving well-being now and in the future. Therefore, we have taken an 'engagement led' approach to producing our well-being assessment, which has enabled a rich understanding of local priorities and the options for addressing them.

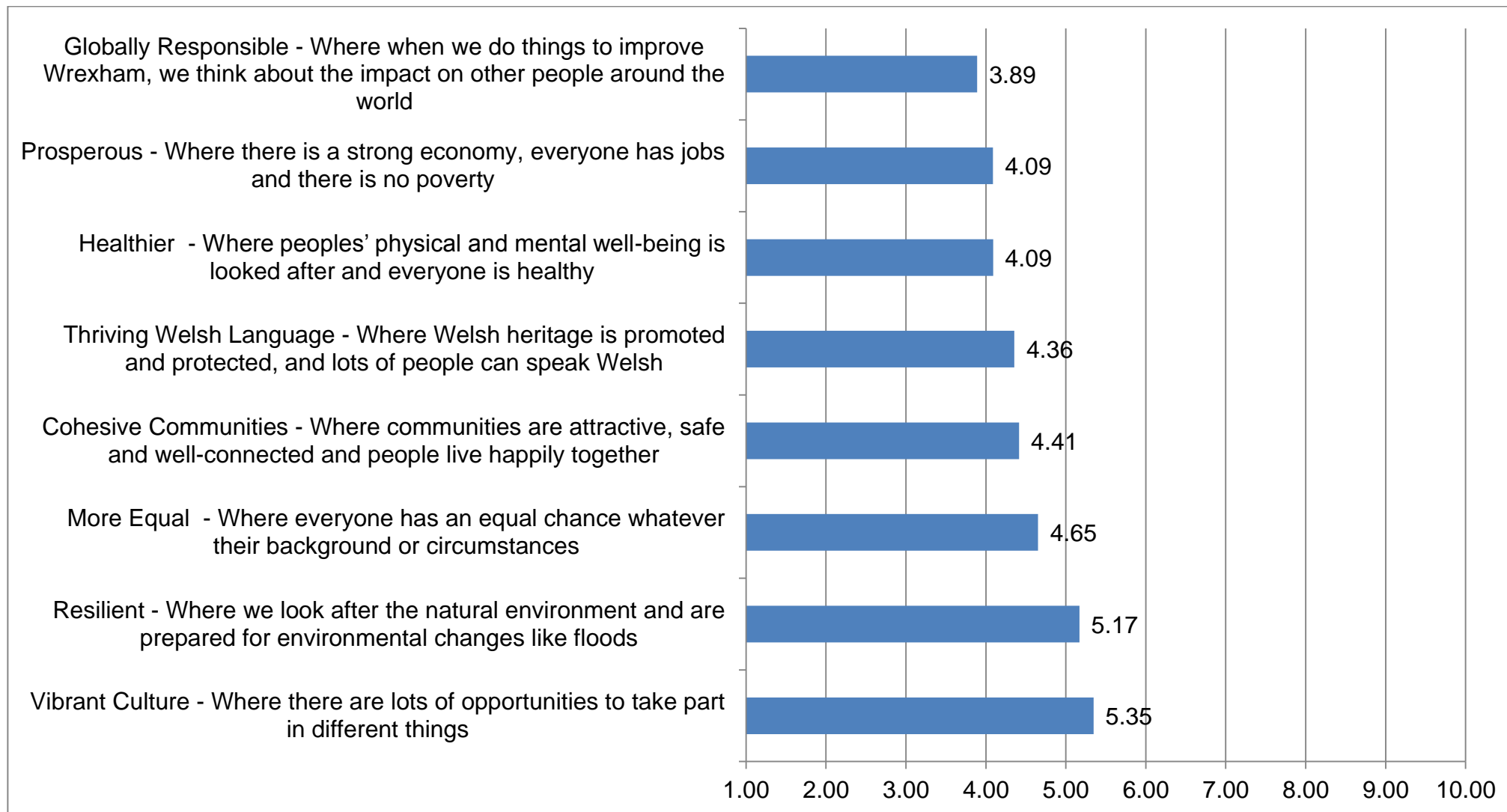
Phase one – gathering evidence to feed into the draft assessment, was carried out during September and October 2016. A variety of consultation methods were used to ensure the engagement was effective, meaningful, and involved a diverse range of people interested in achieving the well-being goals in Wrexham, including people with protected characteristics.

- A 'The Wrexham We Want' webpage was set up on the PSB website and online consultation hub, 'Your Voice Wrexham', to provide accessible information about the Act, and explain how people could get involved and share their views on the Wrexham they want for future generations.
- The engagement programme was widely promoted across PSB partner websites and buildings, via social media, through online and printed press, and where appropriate direct mail to key consultees and consultation groups.
- A single survey question was used asking 'What do you want Wrexham to be?' – 'I want a Wrexham where...' to pull people into the consultation, and gather aspirations from people who don't wish to take part in more detailed consultation.
- A detailed online and paper based survey was used to find out: how well we are perceived to be performing against the Act's seven well-being goals and five ways of working; what people's future aspirations are for Wrexham; what they think PSB partners need to do to make them a reality; and what they and their community can contribute to make them a reality. The survey also explored what the term community means to people and which communities they feel they belong to.
- Market stall events in the town centre, to gather views from the general public.
- A series of focus groups for people with protected characteristics and seldom heard groups.
- A professional stakeholders workshop for PSB partners, trade unions, voluntary organisations, private sector businesses, and Town and Community Councils.
- An All Member Workshop for Wrexham County Borough Councillors
- A young people's participatory project designed by the Senedd yr Ifanc (Wrexham Youth Parliament) was carried out to consult with young people.

The consultation received over 1240 responses in total. The results of this phase are summarised on the following pages of this report. These findings have been woven in throughout Wrexham's Well-Being Assessment under the heading 'What you have told us', to ensure a balanced and rounded assessment which reflects the things that matter to local people to improve well-being.

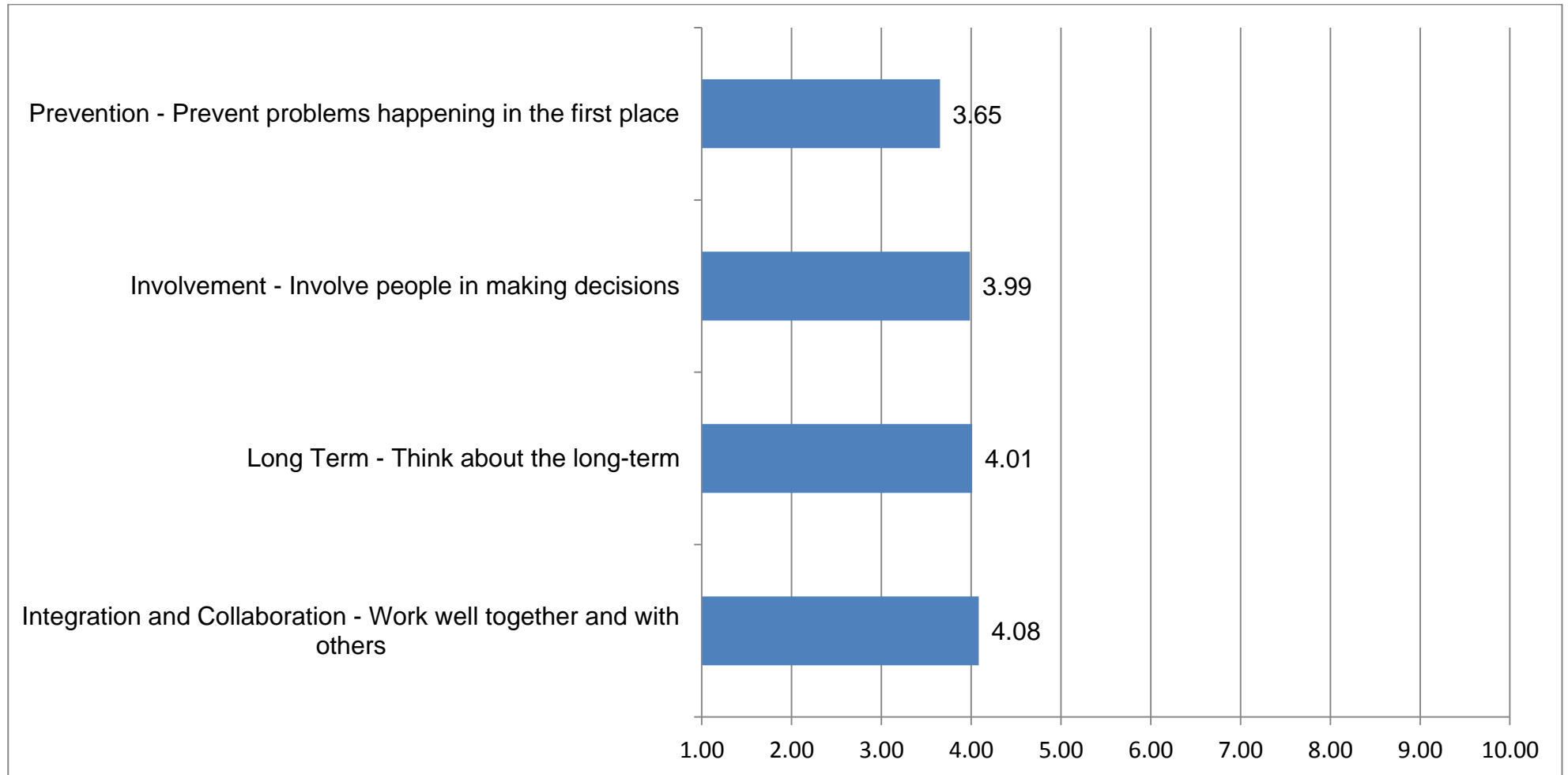
Section 1 – Well-Being Goals

Respondents were asked to say how strongly they agree that Wrexham is a place that reflects each of the well-being goals set out in the Well-Being of Future Generations Action (Wales), on a scale 1 to 10, where 1 is Strongly Disagree and 10 is Strongly Agree.



Section 2 – Ways of Working

Respondents were asked to say how strongly they agree that Wrexham public services practice each of the ways of working set out in the Well-Being of Future Generations Act (Wales), on a scale 1 to 10, where 1 is Strongly Disagree and 10 is Strongly Agree.



Section 3 – Future Aspirations

Respondents were asked ‘What would make Wrexham a better place for future generations?’. Overall 44 ‘future aspiration themes’ were identified across all the responses received. Those themes that came out as top priorities overall were:

Aspiration Theme	Brief description	Count
1. Thriving town-centre	Regenerate town-centre, reduce empty shops, increase variety of shops, improve layout and have a mixed economy	218
2. Tackle and reduce anti-social behaviour	Including drink, drugs, begging and homelessness	91
3. Listen to and act on public opinion	Listen to the wants and needs of local people, take into account the interests of whole County Borough, improve Councillors/Politicians/Political Structures	77
4. Make Wrexham attractive	Improve appearance and cleanliness	62
5. More ‘things to do’	Activities / events / festivals / cultural activities – and in particular for children and young people	47
6. Encourage community spirit and pride	Encourage community spirit, empowerment and a sense of pride	41
7. Improve public transport	Improve public transport - accessibility, availability and connections in and outside Wrexham	41

Section 4 – Making Aspirations a Reality: Barriers and Solutions

For each aspiration respondents were asked about:

- Barriers - ‘What do you think might stop, or get in the way of, this happening?, and;
- Solutions - ‘What do you think public services, and other organisations, need to do to help make this happen?’ and ‘What do you think you, and the people in your community, could do to help make this happen?’

The following table lists the barriers and solutions that were identified for all 44 aspiration themes. The far right column also identifies where particular groups that were consulted with raised an aspiration as a key issue for them.

Aspiration Themes	Count	Barriers	PSB Solutions	Community Solutions	Key groups
Thriving town-centre (Regenerate town-centre, reduce empty shops, increase variety of shops, improve layout and have a mixed economy)	218	<ul style="list-style-type: none"> - Poor planning - Lack of vision and innovation - Not listening to what the public want - Business rates being too high - Landlords not caring shops are empty and untidy - Town image being deprived, depressed and unattractive to businesses - No money and no public sector investment in the town - People going to neighbouring towns such as Chester and Shrewsbury for a better experience 	<ul style="list-style-type: none"> - Reducing business rates - Negotiating with landlords to reduce rent/offer incentives - Encouraging large shops back into the town-centre - Turning Eagles Meadow into a leisure and entertainment complex rather than retail - Working with local people and listening to their ideas to come up with a long-term vision for the town centre - Having more police presence to make it feel safer 	<ul style="list-style-type: none"> - Continue to visit the town and shops/support events - Get involved in improving the town centre 	<ul style="list-style-type: none"> - Physical Disability – Shopmobility users - Informal carers group - Portuguese community - Health focus group – Individuals and Friends of Ruabon - Stakeholder workshop - Wrexham County Borough Council Members workshop - Young people - Welsh Language

			<ul style="list-style-type: none"> - Learning from other small towns such as Mold and Oswestry 		
<p>Tackle and reduce anti-social behaviour (Including drink, drugs, begging and homelessness)</p>	91	<ul style="list-style-type: none"> - Lack of visible policing in the town-centre - Lack of resources to tackle the issues - Not treating this as a priority - Other areas closing homeless shelters generating an influx of homeless people into Wrexham 	<ul style="list-style-type: none"> - Improving the balance between supporting those with mental health/drug addictions and meeting the needs of the general public - More police presence and more CCTV - Public organisations working together to tackle the anti-social behaviour issues - Providing support to those with mental health issues 	<ul style="list-style-type: none"> - Report issues more often - Pay more Council tax for more police presence to help address this 	<ul style="list-style-type: none"> - Informal carers group - Wrexham VIVA LGBT+ - Young people - Welsh Language
<p>Listen to the wants and needs of local people (Take into account the interests of whole County Borough, improve/change Councillors, politicians, and political structures/processes)</p>	77	<ul style="list-style-type: none"> - Councillors having too much power and perceived negative attitude - Not providing enough opportunities for people to have their say - Not listening to what people have to say which puts people off engaging again - Difficulties reaching seldom heard groups and the representativeness of these groups - Difficulties engaging 	<ul style="list-style-type: none"> - Extending decision making powers beyond the Council's Executive Board - Improving political representation - Political parties working more closely together to benefit the County as a whole - Engaging more and listening and acting on people's views - Funding for more officers - Lobbying national Government 	<ul style="list-style-type: none"> - Get their voice heard at every opportunity - Vote at the elections - Be more politically aware and hold politicians to account 	<ul style="list-style-type: none"> - Alzheimer's Society – Dementia Friendly Wrexham - BAWSO - Stakeholder workshop - Young people

		people who don't want to engage	- A joined up approach to engagement across public organisations		
Make Wrexham attractive (Improve appearance and cleanliness)	62	<ul style="list-style-type: none"> - Lack of people and money to do this - Not perceived to be a priority - Public disregard and motivation to make it better 	<ul style="list-style-type: none"> - More enforcement of issues contributing to the appearance of the town centre, such as litter - Pubs/landlords taking more responsibility for areas outside their premises - People doing community service/ involved with probation services/ unemployed helping - Increasing people's sense of pride and responsibility for the area 	<ul style="list-style-type: none"> - More individuals could do to take responsibility - Cleaning events/working parties in the town and communities (supported by the Council) 	<ul style="list-style-type: none"> - Informal Carers group - North Wales Regional Equality Network – Minority Ethnic Elders Advocacy - Welsh Language
More things to do (Activities, events, festivals, cultural activities – and in particular for children and young people)	47	<ul style="list-style-type: none"> - There is not enough money to provide more - Short-sighted - not investing in activities for children and young people - Some members of the public have negative attitudes around change/new things 	<ul style="list-style-type: none"> - Keeping facilities such as libraries and youth clubs open - Public organisations supporting art and culture - Existing facilities could be used to hold activities and ensure they are well publicised - Lobbying the Government for more funding 	<ul style="list-style-type: none"> - People should volunteer more - Fundraise and contribute more - Pay more Council tax to ensure activities could take place - Better support community activities - More positive attitude towards new activities and events taking place 	<ul style="list-style-type: none"> - Informal carers group - Portuguese community - Wrexham VIVA LGBT+ - Health focus group – Individuals and Friends of Ruabon - Young people - Welsh Language

<p>Encourage community spirit, empowerment and a sense of pride</p>	<p>41</p>	<ul style="list-style-type: none"> - Bureaucracy and legislation (e.g. health and safety and people not knowing what 'allowed' to do) - A feeling of general apathy and lack of pride amongst people in Wrexham 	<ul style="list-style-type: none"> - Learning from other areas who have a strong sense of community spirit - Providing information for communities on what they could do - Providing mentors and champions in each community to help – perhaps from the PSB organisations or businesses 	<ul style="list-style-type: none"> - Volunteer more, help out local people who need it (e.g. older people living in their own homes) - Attend meetings to help develop and deliver plans to improve their areas - Find information, help and support available to do this 	<ul style="list-style-type: none"> - Health focus group – Individuals and Friends of Ruabon - Stakeholder workshop - Wrexham County Borough Council Members workshop - Welsh Language
<p>Improve public transport (Accessibility, availability and connections in and outside Wrexham)</p>	<p>41</p>	<ul style="list-style-type: none"> - A lack of money to invest in improving services - The Council's role in ensuring that all areas of the borough are connected 	<ul style="list-style-type: none"> - Lobbying MPs/AMs for more funding - Private operators and the Council working more closely together to ensure that no communities are 'cut off' 	<ul style="list-style-type: none"> - Use the public transport when it was improved/ available - Attend public meeting and send petitions to operators and the Council 	<ul style="list-style-type: none"> - Wrexham Over 50s forum - Alzheimer's Society – Dementia Friendly Wrexham - Visually Impaired Support Group - Wrexham VIVA LGBT+ - Health Focus group – Individuals and Friends of Ruabon - Stakeholder workshop - Wrexham County Borough Council Members Workshop - Young people - Welsh Language

Improve education and prospects (Children and young people are the Future Generation)	34	<ul style="list-style-type: none"> - Low expectations of Wrexham schools - Lack of commitment, focus, long-term planning and lack of funding - Too much focus on Welsh Language 	<ul style="list-style-type: none"> - Make education the top priority - Raise children and young people's aspirations - Learn from other areas - Accept the super-school model doesn't work 	<ul style="list-style-type: none"> - Better parenting, campaign to LEA for improvement - Support LEA improvement plans and projects 	<ul style="list-style-type: none"> - Portuguese community - BAWSO - Wrexham VIVA LGBT+ - Stakeholder workshop - Wrexham County Borough Council Members workshop - Young people - Welsh Language
Improve car parking (Cost, access, availability)	32	<ul style="list-style-type: none"> - Council/ private car park owners profiteering 	<ul style="list-style-type: none"> - Revise car parking charges - Compare to other towns and ensure competitive rates - Encourage people into the town centre - Revitalise the town centre 	<ul style="list-style-type: none"> - Campaign for change/lower car park charges - Visit town centre more - Use car parks more 	<ul style="list-style-type: none"> - Physical disability – Shopmobility users
More investment in health services (including social care, mental health and for those in need)	30	<ul style="list-style-type: none"> - Lack of funding/ budget cuts - Demand outstripping supply - Lack of shared long-term vision - Over reliance on the voluntary sector 	<ul style="list-style-type: none"> - All partners working together more - Consult service users on changes needed - Provide good, accessible, appropriate services - Provide more preventative services 	<ul style="list-style-type: none"> - Have a say in consultations - Support health causes 	<ul style="list-style-type: none"> - Wrexham Over 50s Forum - Alzheimer's Society – Dementia Friendly Wrexham - Health focus group – individuals and friends of Ruabon - Wrexham County Borough Council Members workshop - Young people - Welsh Language
A safe place	29	Barriers and Solutions not identified for this theme			<ul style="list-style-type: none"> - Informal carers - Portuguese community

					<ul style="list-style-type: none"> - BAWSO - Wrexham VIVA LGBT+ - Welsh Language
More jobs and better job prospects	29	<ul style="list-style-type: none"> - Poor economy - Wrexham's reputation doesn't attract business - Lack of skills locally - Lack of support for those looking for work 	<ul style="list-style-type: none"> - Attract new businesses and employers to Wrexham - Improve the town and encourage people to the area - Improve skills and employability - Better use of resources in this area 	<ul style="list-style-type: none"> - Support people who want to work - Help improve the image of Wrexham - Establish businesses in Wrexham 	<ul style="list-style-type: none"> - Portuguese community - Wrexham County Borough Council Members workshop - Young people - Welsh Language
An innovative and strategic Council that puts citizens wants and needs first	29	Barriers and Solutions not identified for this theme			
Preserve and invest in parks, play areas and green spaces	28	<ul style="list-style-type: none"> - Lack of consultation to find out what people want in parks - Lack of facilities to cater for different ages - Lack of community pride 	<ul style="list-style-type: none"> - Consult and involve people in the development and use of parks, play areas and green spaces 	<ul style="list-style-type: none"> - Get involved and give ideas for how to invest and improve parks, play areas and green spaces 	<ul style="list-style-type: none"> - Wrexham VIVA LGBT+ - Welsh Language

Use empty shops for something else	25	<ul style="list-style-type: none"> - New developments outside town centre - High rents/rates - Private landlords - Lack of money - Poor town reputation - Poor planning decisions - Lack of vision for the town 	<ul style="list-style-type: none"> - Retain and encourage businesses back to the town centre - Lower rates and rents - Involve and listen to local people - More innovative ideas to bring people to the town such as street festivals - Make the town clean and attractive - Better partnerships across public and private sector 	<ul style="list-style-type: none"> - Support local shops - Promote the town to others - Help keep the town clean and tidy - Get involved and give ideas - Ensure Councillors and public bodies take views on board 	
Return to market town	24	<ul style="list-style-type: none"> - Lack of funding - Lack of vision - Rates and rents 	<ul style="list-style-type: none"> - Work together more - Involve and consult people more - Have a long-term vision and strategy - Improve transport to the town 	<ul style="list-style-type: none"> - Get involved - Be supportive - Organise events - Community pride 	
Support the homeless and reduce homelessness	24	<ul style="list-style-type: none"> - Lack of funding - Homeless receiving negative press - Lack of preventative services 	<ul style="list-style-type: none"> - Holistic joined up support - More preventative services - More targeted policing - Acknowledge problem and make it a priority 	<ul style="list-style-type: none"> - Support - Fundraise - Volunteer - Campaign 	<ul style="list-style-type: none"> - Informal carers group - Welsh Language
Develop, embrace and promote Welsh language, culture and heritage	23	<ul style="list-style-type: none"> - Funding - Lack of drive and motivation - Lack of imagination 	<ul style="list-style-type: none"> - Work together more - Draw in more funding to support Welsh culture 	<ul style="list-style-type: none"> - Share ideas - Encourage people to embrace their Welsh heritage 	<ul style="list-style-type: none"> - Welsh Language

Reduce business rates and rents	23	<ul style="list-style-type: none"> - Greed - Increasing rates and rents - Other nearby towns more popular 	<ul style="list-style-type: none"> - Reduce rents and rates - Improve bus services to town centre - Listen to the public - Encourage people into the town 	<ul style="list-style-type: none"> - Visit the town more 	<ul style="list-style-type: none"> - Informal carers group - Wrexham County Borough Council Members Workshop
Preserve local heritage and buildings	22	<ul style="list-style-type: none"> - The Council - Planning 	<ul style="list-style-type: none"> - Listen to local people - Look how others do preserve local buildings heritage - Highlight characterful buildings in the town 	<ul style="list-style-type: none"> - Lobby - Campaign - Have your say 	
More visible policing	21	<ul style="list-style-type: none"> - Lack of money - Lack of resources - Cutbacks from Welsh Government - Lack of long-term thinking - Too much paperwork 	<ul style="list-style-type: none"> - More joined up work between all partners - More vigilance - Make policing the number one priority - Resist cutbacks/ ensure funding 	<ul style="list-style-type: none"> - Report crimes and anti-social behaviour - Commit less crime - Support additional funding for policing - Lobby politicians 	<ul style="list-style-type: none"> - North Wales Regional Equality Network – Minority Ethnic Elders Advocacy - Health Focus Group – Individuals and Friends of Ruabon - Welsh Language
Attract more businesses	19	<ul style="list-style-type: none"> - Welsh Government, the Council - Poor town image - Rates and rents - Economic downturn 	<ul style="list-style-type: none"> - Promote Wrexham as a place - Clean up the area and make it attractive - Provide grants to businesses - Reduce business rates - Strong public/private sector partnership - Pull in funding from Welsh Government 	<ul style="list-style-type: none"> - Look after the local environment - Be skilled employees - Open local businesses 	<ul style="list-style-type: none"> - Portuguese community - North Wales Regional Equality Network – Minority Ethnic Elders Advocacy - Stakeholder workshop - Welsh Language
Better recycling opportunities / waste management	18	Barriers and Solutions not identified for this theme			

Better promotion of the town and surrounding areas	17	<ul style="list-style-type: none"> - Lack of funding - Lack of commitment - Not listening to the public 	<ul style="list-style-type: none"> - More funding - More publicity - Capitalise on being the North Wales capital - Work together 	<ul style="list-style-type: none"> - Stop complaining - Be part of the solution - Support local events, parks, beauty spots 	<ul style="list-style-type: none"> - Welsh Language
Better cycle paths and pedestrian routes	17	<ul style="list-style-type: none"> - Lack of funding, vision, ambition in this area 	<ul style="list-style-type: none"> - Work together - Give more responsibility to the community - Put health and well-being higher up the agenda - Enforce traffic laws and discourage car use - Invest in greener transport - Improve cycle infrastructure 	<ul style="list-style-type: none"> - Drive less, walk and cycle more - Create interest groups - Create community groups 	<ul style="list-style-type: none"> - Stakeholder workshop
Improve the availability and accessibility of health care	16	<ul style="list-style-type: none"> - Local health board - GPs - A & E - Money 	<ul style="list-style-type: none"> - Attract health care professionals to the area - Reduce waiting time - Have more flexible opening hours - Lobby Welsh Government for support 	<ul style="list-style-type: none"> - Select and access correct services - Respect and appreciate services 	<ul style="list-style-type: none"> - Wrexham Over 50s Forum - Health focus group – Individuals and Friends of Ruabon - Wrexham County Borough Council Members workshop - Young people - Welsh Language
Everyone has equal opportunities to thrive	13	Barriers and Solutions not identified for this theme			
Improve community cohesion and promote diversity	13	<ul style="list-style-type: none"> - Prejudice - Discrimination 	<ul style="list-style-type: none"> - Be more inclusive 	<ul style="list-style-type: none"> - Be more inclusive 	<ul style="list-style-type: none"> - Portuguese community - BAWSO - Wrexham VIVA LGBT+

Better roads / streetlights / verges etc	12	<ul style="list-style-type: none"> - Lack of investment - Poor planning - Lack of funding 	<ul style="list-style-type: none"> - Review traffic management - Better planning - More funding - Prioritise busiest areas 	<ul style="list-style-type: none"> - Make voices heard - Report problems 	
There is more housing - and it is affordable	11	<ul style="list-style-type: none"> - Lack of vision - Lack of funding - Prioritisation process 	<ul style="list-style-type: none"> - Better partnerships between public, private and third sector - Put pressure on Welsh Government to help 		
More investment in / across public services	8	<ul style="list-style-type: none"> - Central Government - Lack of money 	<ul style="list-style-type: none"> - Prioritise essential services - More investment 	<ul style="list-style-type: none"> - Lobby government 	<ul style="list-style-type: none"> - Wrexham Over 50s Forum - Informal carers group - North Wales Regional Equality Network – Minority Ethnic Elders Advocacy - Visually impaired support group - Health focus group – Individuals and friends of Ruabon - Stakeholder workshop
Praise for the Council	8	Barriers and Solutions not identified for this theme			
Health - prevention and more activities / opportunities to be healthy	7	Barriers and Solutions not identified for this theme			
Environmentally friendly	6	Barriers and Solutions not identified for this theme			<ul style="list-style-type: none"> - Stakeholder workshop - Welsh Language

Improve strategy for change	6	<ul style="list-style-type: none"> - Money - Council/Councillors - Politicians/Welsh Government/Central Government 	<ul style="list-style-type: none"> - Prioritise - Vision - Plan - Involve - Invest 	<ul style="list-style-type: none"> - Lobby - Campaign - Get involved - Have a say - Support initiatives 	
Consider Wrexham County as a whole (Not just town-centre and deprived areas)	5	<ul style="list-style-type: none"> - Town centric - Councillors focus on their own wards 	<ul style="list-style-type: none"> - More independent Councillors - Dedicated out of town representatives - Spread money and facilities equally across all areas 	<ul style="list-style-type: none"> - Be more engaged in local politics - Pull together and campaign over local issues - Get involved and support local community initiatives and facilities 	
No poverty	5	Barriers and Solutions not identified for this theme			
Less HMOs	4	Barriers and Solutions not identified for this theme			
There is adequate fire and rescue services	4	Barriers and Solutions not identified for this theme			<ul style="list-style-type: none"> - Portuguese community
Encourage and support Third sector	3	<ul style="list-style-type: none"> - Tendering processes 	<ul style="list-style-type: none"> - Support third sector more - More partnership working 	<ul style="list-style-type: none"> - Volunteer 	<ul style="list-style-type: none"> - Stakeholder workshop - North Wales Regional Equality Network – Minority Ethnic Elders Advocacy
Help Wrexham AFC	2	Barriers and Solutions not identified for this theme			
More integrated working between public services	2	<ul style="list-style-type: none"> - Different agendas, practices, targets 	<ul style="list-style-type: none"> - Adopt common approach - Work together for a better Wrexham 	<ul style="list-style-type: none"> - Be involved in the community to help relieve pressures on public services 	<ul style="list-style-type: none"> - Informal Carers Group - BAWSO - North Wales Regional Equality network – Minority Ethnic Elders Advocacy

					<ul style="list-style-type: none"> - Health focus group – Individuals and Friends of Ruabon - Stakeholder workshop - Welsh Language
Should be more dog friendly	2	Barriers and Solutions not identified for this theme			
Other (single / unclear answers)	96	Barriers and Solutions not identified for this theme			

Section 5 – Protected Groups

A series of focus groups were held for people with protected characteristics and seldom heard groups to ensure we involved the diverse range of people interested in achieving the well-being goals in Wrexham. The following table lists the aspirations, barriers and solutions identified by each of these groups:

Group/Workshop	Aspirations	Barriers	PSB Solutions	Community Solutions
Wrexham Over 50s Forum (12 attendees)	<ul style="list-style-type: none"> - Better support/social care for those in need - more support services and activities, especially for those with mobility issues - Improved public transport to rural areas - More respite to relieve carers - Adequate emergency services 	<ul style="list-style-type: none"> - Funding/budget cuts - Not listening to residents views - Digital exclusion - Lack of communication across public services and with the public 	<ul style="list-style-type: none"> - Organisations should listen more and be more transparent - Encourage more people to volunteer - Allow their employees to participate in community projects during work hours 	<ul style="list-style-type: none"> - People and communities should be more active, volunteer, lobby, feedback, be open to new ideas and try more to involve everyone (especially young people) in community events and plans
Physical disability – Shopmobility users (9 attendees)	<ul style="list-style-type: none"> - Town-centre –more shops that are easily accessible from the Shopmobility centre location - More disabled parking is needed 	<ul style="list-style-type: none"> - The Council - The high business rates and rents on shops 	<ul style="list-style-type: none"> - Organisations could provide more bus services - Make it easier to get bus passes/blue badges 	<ul style="list-style-type: none"> - Individuals need to make their views known more and be allowed to speak at Council meetings
Informal carers group (6 attendees)	<ul style="list-style-type: none"> - The town-centre appearance and lack of shops needs to be improved - More things for families to do - Less crime - More opportunities for the homeless - A better public sector infrastructure 	<ul style="list-style-type: none"> - Short-sightedness by the Council - Lack of funding - Rents being too high on shops 	<ul style="list-style-type: none"> - The Council should think longer-term - Public services and organisations should work better together and involve communities 	<ul style="list-style-type: none"> - Communities/individuals should get involved more - Help the third sector be more involved - Help to change people’s perceptions of homelessness

<p>Portuguese community (60 attendees)</p>	<ul style="list-style-type: none"> - More jobs need to be available - Supporting young people to access jobs - Having information and support available to set up businesses - Having more shops and them being open later - More things to do – especially in the evenings - Language - not much information translated into Portuguese and more accessible and frequent English lessons - Everyone should have equal opportunities to thrive and migrants should not be discriminated against - More support to firefighters - More stadiums - More arts schools 	<ul style="list-style-type: none"> - Impact of Brexit on immigrants' future and especially an increase in racism and hate crime. - Lack of tolerance of other people 	<ul style="list-style-type: none"> - Organisations make sure they treat and support people equally - Do more to create more jobs - Offer better support for working parents - Have better translation facilities available - Information in a variety of languages on public services 	<ul style="list-style-type: none"> - Individuals and communities should join up, support, cooperate and help each other more - People should be more tolerant and understanding
<p>Alzheimer's Society – Dementia Friendly Wrexham (5 attendees)</p>	<ul style="list-style-type: none"> - People should be more aware of dementia as this would enable people to help and treat people with this illness in the right way - Public transport - villages / rural areas should not be isolated - More support / respite should be available for carers - Health professionals need to be more aware of memory loss issues when 		<ul style="list-style-type: none"> - Organisations should improve signposting and signage (particularly in the town-centre) - Ensure transport services are dementia aware - Facilitate dementia training for staff who work in public organisations, shops and restaurants. 	

	working with people with dementia			
BAWSO (18 attendees)	<ul style="list-style-type: none"> - Eradicate discrimination, harassment and racism, particularly in schools. - Everyone should be treated the same and have equal opportunities to thrive regardless of their ethnic origin - Children in schools receiving support 	<ul style="list-style-type: none"> - Brexit - Discrimination - Language issues 	<ul style="list-style-type: none"> - Organisations should work more in partnership - The needs of BME people should be more recognised in policies - Training for staff on attitudes/ behaviours and cultural differences should be provided 	<ul style="list-style-type: none"> - Individuals and communities should encourage each other to be more involved and be more active and involved themselves
North Wales Deaf Association (5 attendees)	<ul style="list-style-type: none"> - Deaf awareness - British Sign Language (BSL) to be more visible - More information available to them in their own language or interpreters 	<ul style="list-style-type: none"> - Lack of information - Groups working in isolation - Money 	<ul style="list-style-type: none"> - Organisations should invest more money (e.g. for training and to teach children in schools BSL) - Have greater deaf awareness for public organisations 	<ul style="list-style-type: none"> - Deaf community work together, share ideas and support each other
North Wales Regional Equality Network – Minority Ethnic Elders Advocacy (30 attendees)	<ul style="list-style-type: none"> - Keeping the environment clean and tidy - New local businesses should be supported - More police presence 	<ul style="list-style-type: none"> - Budget cuts/lack of funding - Public attitudes - Unhealthy behaviours - Lack of respect - Lack of police 	<ul style="list-style-type: none"> - More joined up work with third sector organisations - Engage more with communities - Frontline staff should ask if people need translation 	<ul style="list-style-type: none"> - People should be more community minded - They could set up neighbourhood watch schemes - Unemployed people should do voluntary work
Visually impaired support group (15 attendees)	<ul style="list-style-type: none"> - Being able to go out alone to socialise / work - Better availability of public transport and public facilities - Awareness-raising of the needs of visually impaired people 	<ul style="list-style-type: none"> - Services are not joined up - Limited access to health-care - Lack of funding - People are not treated as individuals 	<ul style="list-style-type: none"> - Organisations should provide more local facilities (e.g. health services) - Provide better/more accessible information on public transport - Do more to understand the range of support needs 	<ul style="list-style-type: none"> - Communities could look after a network of public toilets - Use community facilities more in order to sustain them - Run more befriending schemes

<p>Wrexham VIVA LGBT+ (8 attendees)</p>	<ul style="list-style-type: none"> - More things to do for young people - especially in the evenings, as without it young people tend to 'get into trouble' - Safe activities/space for young people - especially at night and in particular for young LGBT people - Awareness in schools of LGBT issues - Public transport needs to be cheaper - There needs to be better employment opportunities 	<ul style="list-style-type: none"> - Bigots - Money - Religion - Ideology - People not understanding the need to change / not wanting to change 	<ul style="list-style-type: none"> - Schools need to deal with bullying properly - Better support for transgender young people, - More awareness from health professionals of how to support them - More Child and Adolescent Mental Health Services (CAMHS) available - All organisations should 'chip in' to pay for youth centres to prevent young people being involved in anti-social behaviour and crime and therefore save money in the long-run 	<ul style="list-style-type: none"> - Young people have a part to play in educating each other - they could be peer educators/mentors
<p>Health focus group – Individuals and Friends of Ruabon (7 attendees)</p>	<ul style="list-style-type: none"> - More community work and projects - More visible policing/PCSOs. Better public transport - More things to do - Health services outside normal working hours - More local shops in the town-centre 	<ul style="list-style-type: none"> - Too much housing planned for the infrastructure to support this - Health service costly and wasted money through misdiagnosis and free prescriptions - Shops were not in the town-centre 	<ul style="list-style-type: none"> - More funding is required - Better planning is needed - Public services should communicate more with each other - Organisations should only consult if they are going to act on and respond to the queries 	<ul style="list-style-type: none"> - A collective community is needed - Community Councils could join up with each other to do this - Contact the local newspaper to raise issues - Keep the volunteer-run local newsletter going

**Welsh Language
Focus Group**
(9 attendees)

<ul style="list-style-type: none"> - Accessible Welsh language education for all ages - Childcare available through medium of Welsh - Bilingual Services - Bilingual signs – Welsh first - Local businesses and companies promote ‘Welshness’ - Live life through the medium of Welsh - Wrexham a prominent town in North Wales and popular tourist destination - S4C and others coming to Wrexham - More large scale events - More shops and local businesses in the town - Plenty of jobs - Good local transport network - A safe place and communities – sufficient police and reduced homelessness and drug use - Equal access to best health care - A healthy, green, tidy environment 	<ul style="list-style-type: none"> - Lack of money - Poverty - Lack of long term planning based on demand - Lack of planning around individuals - Lack of cooperation between services - Competing priorities - Lack of preventative services - Lack of Welsh Language support for learners and children - Lack of Welsh speakers applying for jobs - Lack of public awareness of Welsh culture and language - Lack of true meaning of bilingualism - Welsh language not mainstreamed - Bilingualism not the ‘norm’ - Lean towards the English border rather than into Wales - Lack of awareness of statutory requirements - Negative town image - Crime – punishment over encouragement - Pollution 	<ul style="list-style-type: none"> - Stop changing targets - Look at the reasons why things aren’t working - More freedom to plan budgets locally - More money going to the right place - Improved partnership working between public bodies - Public bodies pooling budgets and planning over the long-term - Employers and education work together to prepare people for work - More apprenticeship opportunities - Create exciting and attractive identity for Wrexham - Make Wrexham North Wales’s premier town 	<ul style="list-style-type: none"> - Volunteering - Standing as councillors (AMs MPs) - Looking after the environment (e.g. litter picking groups) - Starting local businesses - Use of social media to promote collaboration - Develop communities that look out for each other - Create communities that utilise people’s skills to help others to learn - Comic Con – brings people into the town helping to raise its profile and boost the economy - Community Councils (e.g. needs fed to the Council who then share them with other partners in order to plan and deliver) - Create a situation where the community’s aims are heard by the Council - Take part in Council and other consultations - Vote
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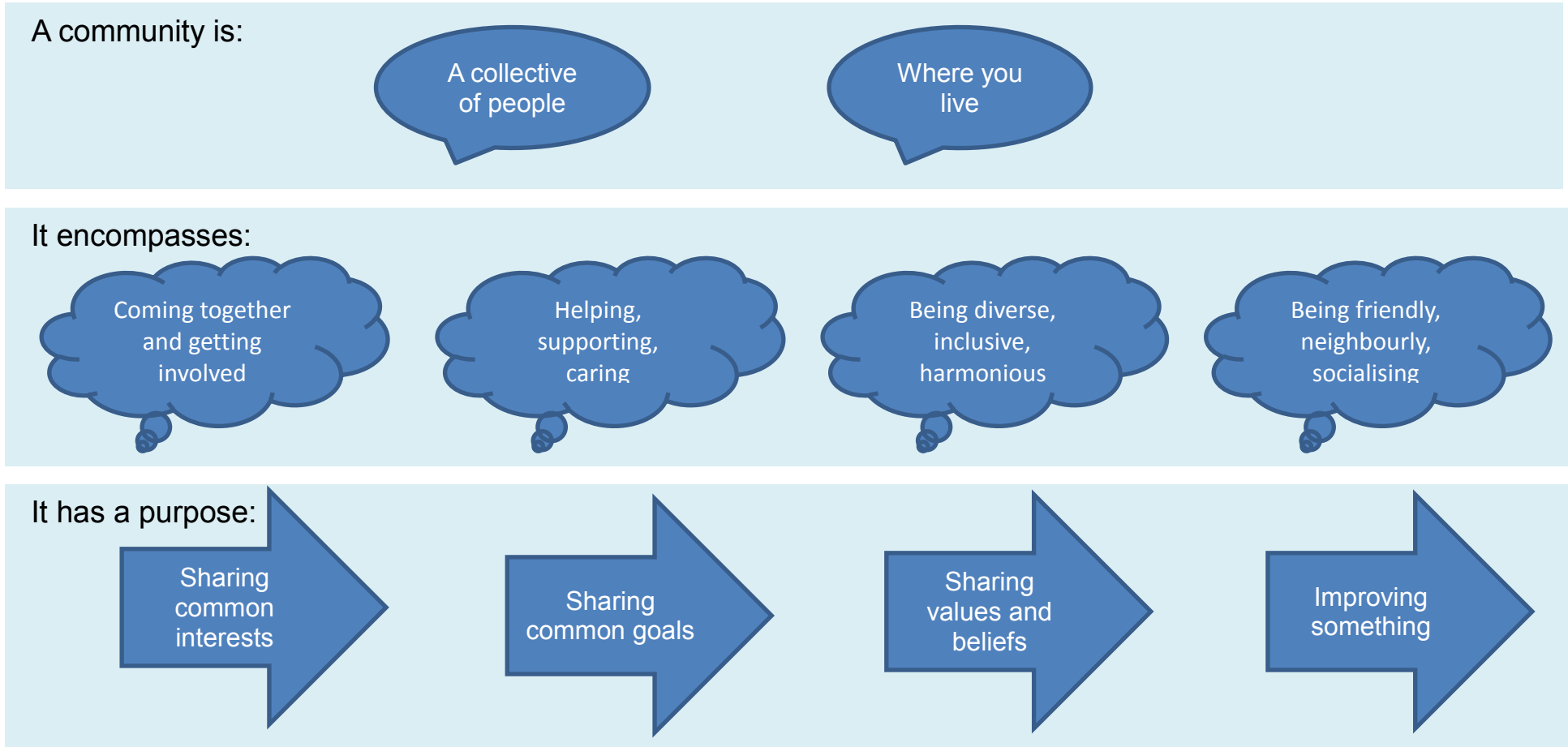
<p>Stakeholder workshop (33 attendees)</p> <p>Representatives from Community Councils, Trade Unions, Town-Centre Forum, Wrexham Industrial Estate Forum and Wrexham PSB</p>	<ul style="list-style-type: none"> - Attracting more businesses - A thriving town-centre - A sense of community and pride - Good quality education and opportunities for young people when they leave school - A cohesive provision of services - A focus on prevention / early intervention - Engagement with communities - Green travel - Reducing the carbon footprint - Self-reliance – people taking responsibility for themselves - Integration and better partnership working 	<ul style="list-style-type: none"> - Overarching funding issue - No overarching strategy for the area / public organisations - Not being aware of conflicts or opportunities to better join things up - Lack of time for organisations to think and discover what others are doing - Difficulties of data sharing across organisations - Too influenced by PIs and national targets - Encouraging local people to be active - Consulting with people who do not want to be consulted with - Engaging young people - Getting people to take responsibility for themselves and their communities - Austerity hitting poorest people the hardest - Demographics – aging population – less people contributing financially 	<ul style="list-style-type: none"> - Better coordination of activities across all sectors – private, public, third and communities - Better coordination of funding / reduction in grant limitations - PSB to look at how to pool some resources to do targeted work / prevention / early intervention / sustain successful short-term projects - Better communication with the public - Celebrate / promote what we are good at and the benefits of the County Borough 	
<p>Wrexham County Borough Council Members Workshop (26 attendees)</p>	<ul style="list-style-type: none"> - Attract more businesses and create more employment opportunities for local people Ensure that training/courses were available to give people the right skills - Health services should be 	<ul style="list-style-type: none"> - Government policy / Welsh Government detached from local opinion - Financial restraints – uncertainty of financial settlement - Negative attitude of AMs - Clash of each partner 	<ul style="list-style-type: none"> - Lobby Welsh Government – longer-term funding commitments / to be strategic and not interfere with local delivery - Develop Wrexham’s self-confidence 	<ul style="list-style-type: none"> - People to take personal responsibility - Volunteer - Lobby Welsh Government - Be community champions - Share best practice amongst communities / Community Councils

<p>Young people (340 responses)</p>	<p>more accessible at a local level for people and when villages expand the health provision should do so too</p> <ul style="list-style-type: none"> - Improving public transport and ensuring all areas have connections to the town/hospital etc. - Good quality education - A sense of community - More and better housing - A thriving town-centre <ul style="list-style-type: none"> - An improved town centre, with better facilities for young people - Education which teaches young people more practical skills and financial education for their future - More job opportunities and promotion of opportunities for those aged under 25, and better careers advice and guidance in schools - A bus station where they feel safe - More reliable and affordable public transport - More events and facilities for young people within 	<p>organisations priorities</p> <ul style="list-style-type: none"> - Town- centre shops owned by distant landlords / myth the Council own them all - Business rates are too high - Low wages paid - For jobs based at the industrial estate you need a car to get to them - Hard to retain quality Heads in schools - College admissions focus on academic qualifications and not vocational - Not spending enough on health prevention - People expecting public services to do everything for them <p>n/a</p> <ul style="list-style-type: none"> - Teaching standards and methods - Limited funding to train for chosen career - Substance misuse, anti-social behaviour, cleanliness <p>n/a</p> <p>n/a</p>	<ul style="list-style-type: none"> - Give power to communities / encourage community ownership / enable local delivery and action to be taken - Deliver on the town-centre masterplan - Gain buy-in and commitment from private sector to improve the town - Bring policy to stop the dissolution of communities <p>n/a</p> <p>n/a</p> <ul style="list-style-type: none"> - Improving education will improve employment - Better security in bus station <p>n/a</p>	<p>n/a</p>
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	<ul style="list-style-type: none">- their communities- More awareness and education about the UNCRC- More involvement of young people in formal and informal decision making.	<p>n/a</p> <p>n/a</p>	<ul style="list-style-type: none">- Improved PSE teaching in schools <p>n/a</p>	
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Section 6: Communities

Respondents were asked what the term 'community' means to them. The diagram below summaries the responses received:



The strongest themes that came across in respondents' answers were 'a collective of people', 'people coming together and getting involved' and 'the area close to where they live'. Some respondents also associated 'Wrexham' with the term community, but to a lesser extent. Interestingly 'helping, supporting, caring and looking after one another', 'being diverse, inclusive, cohesive and harmonious' and

'being friendly, neighbourly and socialising and taking part in activities' were cited as important facets of a community, along with 'sharing common interests', 'sharing common goals', 'sharing similar values, and beliefs' and 'wanting to improve something'.

Respondents were also asked which communities they feel they belong to. This question also allowed an open answer. The strongest theme that came across in respondents answers was the 'village' where they lived and other nearby villages. A large number of respondents also felt they belonged to 'Wrexham' as a whole. On the other hand a smaller number of respondents felt more of a sense of community with their 'immediate neighbourhood/neighbours'. It is important to note that a large number of respondents also said that they didn't feel they belonged to any community, as they felt the sense of community has been lost. Interestingly some respondents also cited 'work' and 'clubs and associations' they are part of, as types of communities they feel they belong to.