



‘The Wrexham We Want’ Phase 2

Gathering views about Wrexham’s Draft Well-being Assessment



Phase two - gathering feedback on the draft well-being assessment, was carried out during January and February 2017. A variety of consultation methods were used to engage with the diverse range of people interested in achieving the well-being goals in Wrexham, and ensure that we re-engaged with all those that had participated in phase one.

One of the key aspects of this phase was making the well-being assessment accessible for all. Therefore a summary well-being assessment was published (alongside the draft well-being assessment) to highlight the key issues and challenges identified across each of the well-being goals. People were also invited to respond either with open feedback, or they could be guided through the process via a survey which sought to find out whether the assessment had captured the things that really matter in Wrexham, whether there was anything missing, or anything that needed changing.

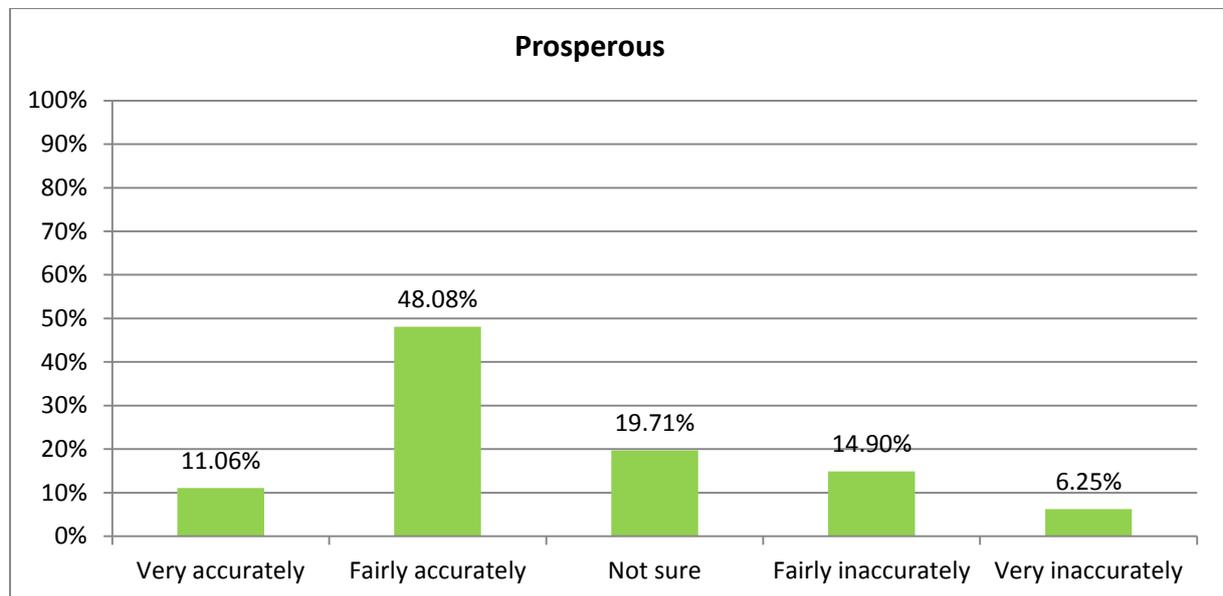
Phase two of the consultation received 366 responses, and the results are summarised on the following pages of this report. These findings have been used to make amendments to the Assessment before it has been finalised, to ensure that Wrexham's final Well-being Assessment presents an accurate picture.

For each section of the draft Well-being Assessment (i.e. the seven well-being goals), people were asked three questions:

- How accurately they felt the information presented reflects the County Borough
- Whether there was anything they felt needed to change about the particular section
- Whether there was anything they felt was missing from the particular section.

A Prosperous Wrexham

How accurately do you feel that the information presented in this section reflects how **prosperous** Wrexham County Borough is?



A number of respondents suggested ways in which Wrexham could improve to be more **prosperous**. Suggestions were:

IMPROVE	Count
Improve the town centre	11
Reduce antisocial behaviour	6
Listen to the public	5
Improve cleanliness in Wrexham	2
Improve education in Wrexham	2
Improve Wrexham's identity	2
Attract more private sector companies to Wrexham	1
Improve average weekly wages	1
Improve car parking in Wrexham	1
Improve public transport network in Wrexham	1
Improve road infrastructure in Wrexham	1
More support to help get young people into employment	1
Prioritise assets for growth	1
Prioritise health and social care	1
Stop wasting money	1
Make Wrexham prosperous	1
More 1 bed Council houses	1
Improve energy efficiency	1

Do you feel there is anything that needs to change in this section?

CHANGE	Count
The town centre is not prosperous - too positive	17
More honest reflection of prosperity in Wrexham - too positive	9
More evidence of economic benefits of prison - could be considered a strain on services	7
More on employment - wages, full/part time working, unemployment	6
More evidence of the benefits of Glyndwr as an asset - currently poor performing	5
Identify the need to improve education in Wrexham to support the economy	4
Identify the need to reduce antisocial / drugs / homelessness behaviour to support the economy	3
More on how surrounding countryside / rural areas support the economy	3
Identify the need to improve the public transport network to support the economy	2
More evidence of economic benefits of the industrial estate	2
More on how businesses in Wrexham contribute to the economy	2
More on potential future growth of the Economy in Wrexham	2
Identify the need to improve the road infrastructure to support the economy	1
More on how advice services support the economy	1
More on how arts in Wrexham support the economy	1
More on the value of community groups as an asset	1
More on Wrexham people as an asset as a workforce	1
Too much emphasis on poverty	1
Include cost of living index	1
More of agriculture as an important sector of the economy	1
More on tourism as an important sector of the economy	1
Prioritise the number of challenges / issues	1
Too long	1

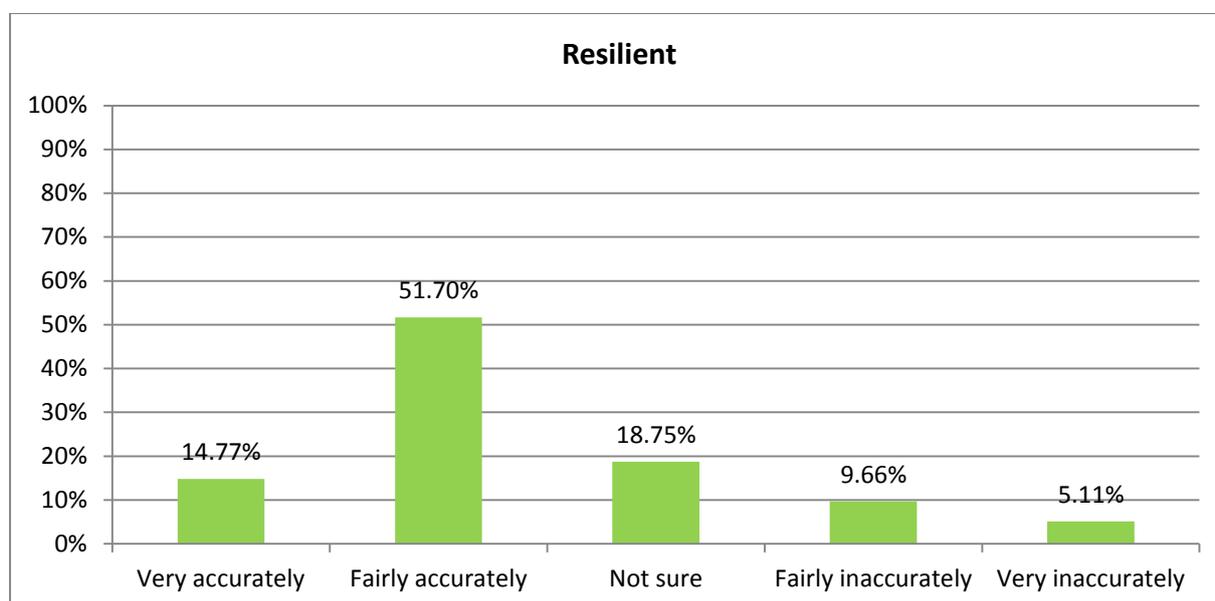
Do you feel that there is anything missing from this section?

MISSING	Count
Poor town centre / empty shops	6
Information on public transport	4
What action is going to be taken	2

Information on FE and adult education	2
Cultural aspects of the economy	2
More information on tourism	2
Employment information - low earners and unemployment figures	2
Information on pedestrian / cycle / road network	2
An evaluation of the information and priorities for improvement	1
Breakdown of people employed across different sectors	1
Challenges recruiting health and social care staff	1
Effects of immigration	1
Information on advice services	1
More information on economic impact of prison	1
Information on the socio-economic work of churches	1
Public perception of Wales	1
Information on antisocial behaviour	1
Honesty / transparency	1
Information on rural areas	1
Information on broadband speeds	1
Challenges recruiting teachers	1
Homeless figures	1
Information on regional links	1

A Resilient Wrexham

How accurately do you feel that the information presented in this section reflects how **resilient** Wrexham County Borough is?



A number of respondents suggested ways in which Wrexham could improve to be more **resilient**. Suggestions were:

IMPROVE	Count
Country parks / countryside / woodland should be improved	5
Brexit	3
Inequality between urban and rural areas	2
Renewable energy methods are expensive to establish	2
Supportive of principles of reducing climate change, but concern about costs of meeting targets	2
There should be greater support for farmers	2
The use of renewable energy sources, and more energy efficient things needs to be increased significantly	2
Criticism of Welsh Government	2
Criticism of arts hub	1
Criticism of Glyndwr	1
There should be improved systems for tackling flooding locally	1
More should be made of the heritage of Wrexham	1
There should be a greater focus on buying local produce	1
Waste and recycling should be improved	1
Criticism of the prison	1
Substance misuse	1
More should be done to encourage people into the countryside	1

Appearance of the town needs to be improved	1
Concern about building more houses	1
reducing carbon emissions for all households, not just council tenants	1
Reducing use of cars	1

Do you feel there is anything that needs to change in this section?

CHANGE	Count
more information needed	4
more information about countryside / country parks and woodland	4
The information presented is too positive	4
The information presented doesn't relate to the theme	3
Resilience of people needs to be mentioned within this theme	3
Brexit	2
There should be more balance between rural and urban issues	2
The information presented is too general / not entirely accurate	2
Criticism of Welsh Government	1
More information is needed on proposed actions / improvements	1
The assessment does not reflect my view of the local area	1
The assessment should be more open, honest and transparent	1
Concerns about student debt	1
Erddig should be mentioned	1
Greater attention to flooding issues	1
Supportive of principles of reducing climate change, but concern about costs of meeting targets	1
The Assessment is too long	1
The assessment needs more local information	1
The figures in the assessment need to be given more context	1
There should be more focus on future trends and predictions	1

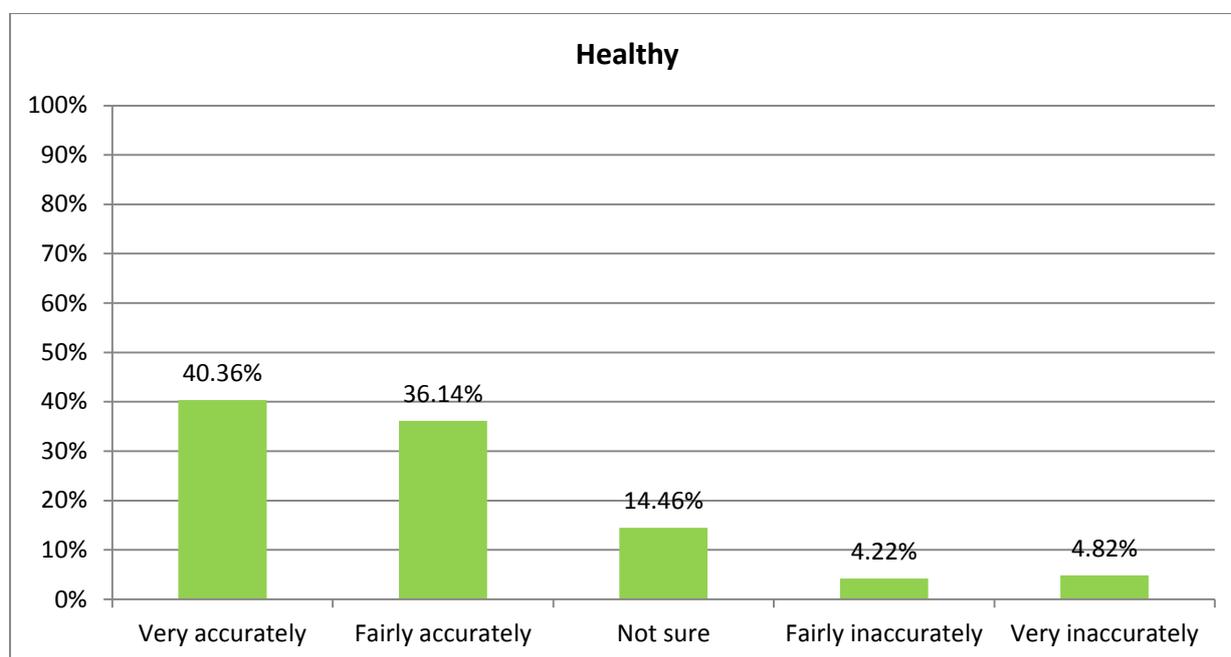
Do you feel that there is anything missing from this section?

MISSING	COUNT
Greater attention to flooding issues	4
The assessment should be more open, honest and transparent	2
There does not seem to be enough vision for the future	2
Environmental inequalities haven't been addressed	1
Fracking should be mentioned in the assessment	1
Further detail needed around climate change	1
Lack of public / shared space in Wrexham	1
Local planning decisions should be referenced and improved	1

More accurate evidence needed	1
More attention should have been paid to the implications of Brexit	1
More information is needed about proposed actions and improvements	1
Parks are not highlighted enough within the assessment	1
Resilience of people should be referenced within this theme	1
The assessment needs to do more to identify current and future issues/challenges	1
The importance of farming has been understated	1
The threat to the natural environment from climate change	1
Should highlight the need for better public transport	1
Should highlight the need for more affordable housing	1

A Healthier Wrexham

How accurately do you feel that the information presented in this section reflects how **healthy** Wrexham County Borough is?



A number of respondents suggested ways in which Wrexham could improve to be more **resilient**. Suggestions were:

IMPROVE	Count
Accessibility of health services	9
Individuals need to take more responsibility for themselves and their health	5
Dissatisfaction with A and E services	4
Improved services for children and young people	4
Improved services for mental health and wellbeing	4
Access to leisure services is vital for health and wellbeing	3
Better support for carers	3
Better support for parents, and value placed on their role	2
there is a problem with the reduction of services	2
Financial constraints can lead to children not being given the best start in life	2
Homelessness in Wrexham needs to be reduced	1
Poor lifestyle choices leading to poor health	1
Reduce availability of unhealthy food options	2
Review night time economy	1
Concerns about services located in and around Rhosddu	1
Education needs to be improved to help people make healthy	1

choices	
Looking after people within their own communities	1
Preventative measures are the answer to improve health	1
Challenge to government cuts	1
concerns about decline in care for elderly people	1
improved use of technology across public services	1
There should be greater access to green spaces in the town centre	1

Do you feel there is anything that needs to change in this section?

CHANGE	Count
the assessment seems accurate	4
the information contained in the assessment is very concerning	4
There needs to be more suggested action contained within the assessment	2
Include information about cost of prescriptions	1
More information on new diseases	1
Should contain information about the overreliance on cars	1
The assessment does not reflect how bad Wrexham is in terms of this wellbeing goal	1
the assessment is too long	1
The assessment it too general	1
There should be more data from a local perspective	1
there should be more data from a health perspective	1

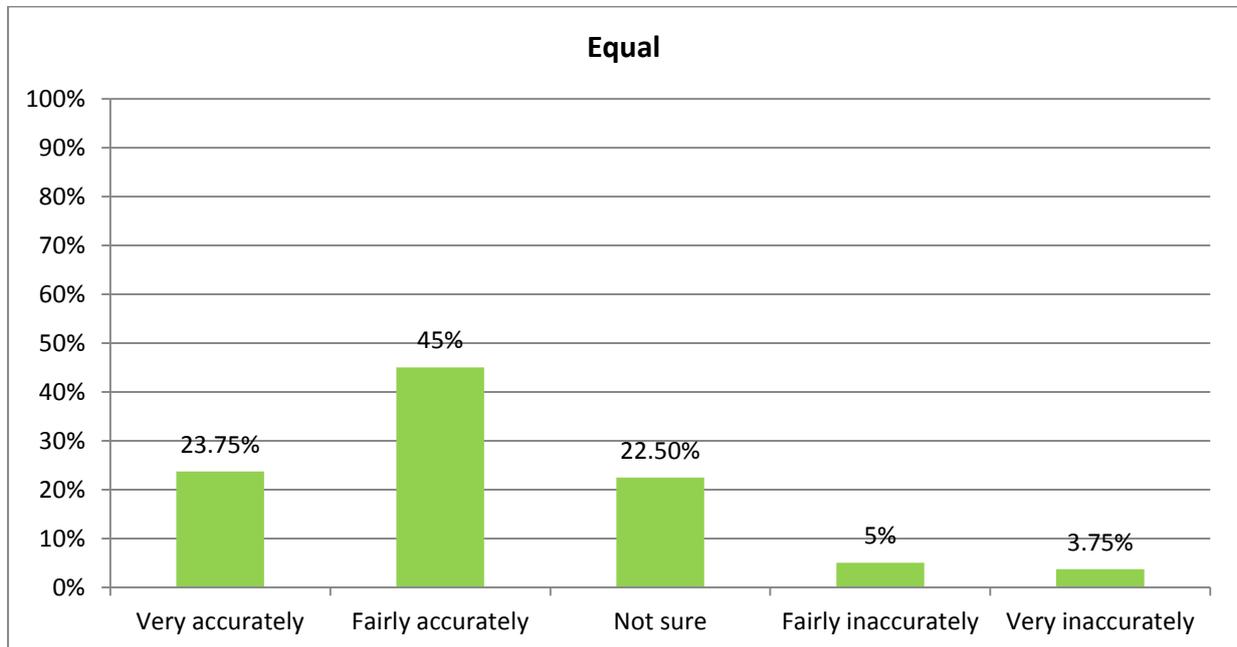
Do you feel that there is anything missing from this section?

MISSING	Count
There needs to be greater action contained within the assessment	5
Needs more information on children and young people's health / health services	3
Substance misuse	2
Education	2
General feeling of concern	1
More information is needed within the assessment	1
Assessment is accurate	1
People need to take responsibility for their own physical health	1
Seldom heard groups need to be better represented	1
There needs to be more information about giving every child the best start in life	1

These issues are wider than Wrexham and therefore may not be possible to tackle	1
Wrexham needs to have higher aspirations	1
Mental health and wellbeing should be a greater focus	1
Policing / crime	1
The assessment contains a lot of information but doesn't necessarily seem to assess the current position in Wrexham	1

A More Equal Wrexham

How accurately do you feel that the information presented in this section reflects how **equal** Wrexham County Borough is?



A number of respondents suggested ways in which Wrexham could improve to be more **equal**. Suggestions were:

IMPROVE	Count
Lack of suitable / affordable housing	5
Provision of services for older people	3
Supporting people with substance misuse issues	3
Appropriate use of land for development	2
Homelessness	2
Removal of some services from young people will put them at a disadvantage	1
Should be more focus on benefits and employment	1
Improve the town centre - providing more living space	1
Role of education in tackling inequality	1
Supporting people into employment	1
There is a lack of opportunities in Wrexham	1
Tackle and reduce antisocial behaviour in the town centre	1
There needs to be more about the impact of family and upbringing	1

Do you feel there is anything that needs to change in this section?

CHANGE	Count
Questioning use of free school meals as an indicator	5
The assessment is missing any suggestion of action or improvement	3
The assessment does not acknowledge the role that parenting plays in children and young people's education	2
The assessment needs more on crime and ASB	2
The assessment needs to do more to acknowledge the changing demographics of the population of Wrexham	2
There should be a greater definition of the terms being used in the assessment	2
References to homelessness imply antisocial behaviour	1
Make more land available for development	1
Mental illness	1
More information about Council housing	1
More information needed	1
Reference to veterans does not seem to fit in this section	1
Should be more focus on benefits and employment	1
The assessment should acknowledge the inequality between different geographical areas	1
This is an accurate assessment	1
This section is too general	1
Lack of pride in the area	1
Lack of suitable housing	1
There is too much 'opinion' within the assessment	1
We should be more aspirational	1

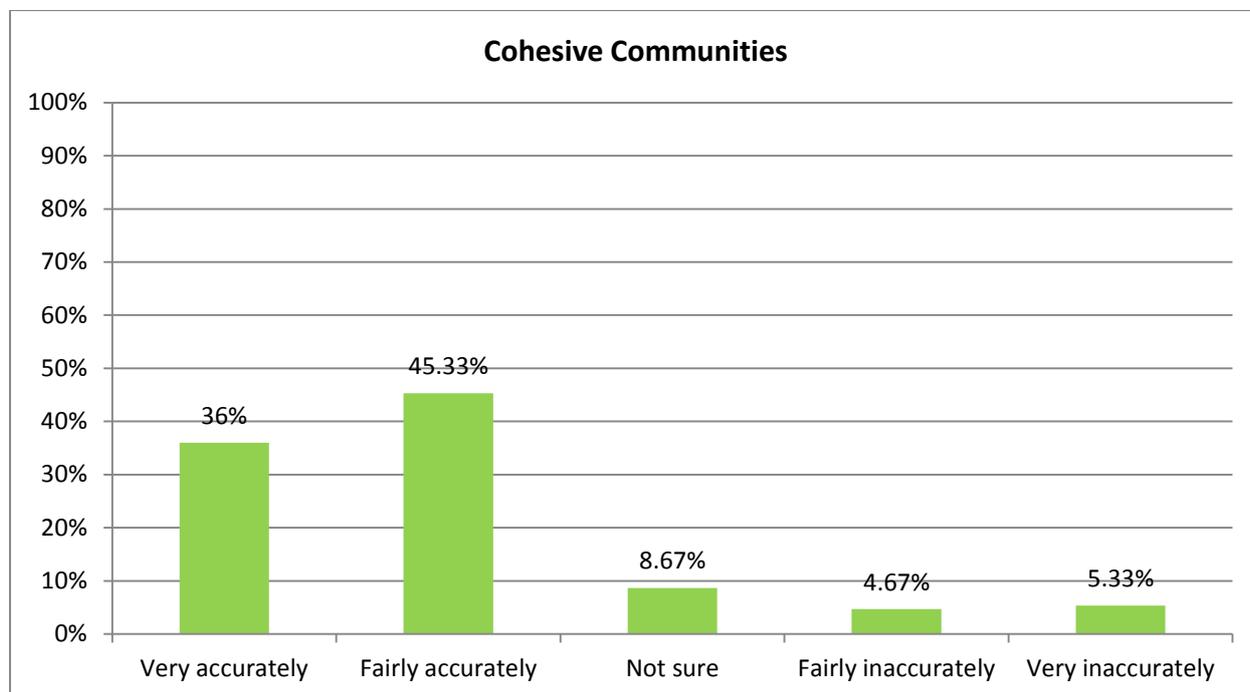
Do you feel that there is anything missing from this section?

MISSING	Count
There should be more mention of suggested actions and improvements	3
Affordable / suitable housing	3
Better demonstration of the links between some of the issues identified	1
It would be useful to assess the generational effect on poverty	1
Questioning how the content and focus of the assessment was decided	1
Questioning the use of free school meals as a measure	1
The assessment should just be a statement of facts, and not offer opinion or interpretation	1
The assessment should make clear where the evidence has come from	1

There is no mention of inequality in access to green spaces and parks	1
There needs to be an acknowledgement of people helping themselves more	1
There should be reference to the inequality in opportunities and aspiration amongst different people in Wrexham	1
Role of education in tackling inequality	1
There should be an assessment of poverty which compares different protected characteristics	1

A Wrexham of Cohesive Communities

How accurately do you feel that the information presented in this section reflects how **cohesive communities** in Wrexham County Borough are?



A number of respondents suggested ways in which Wrexham could improve to be more **cohesive**. Suggestions were:

IMPROVE	Count
Improve town centre	8
Improve street cleanliness	6
Make Wrexham attractive	4
Reduce antisocial behaviour	4
Improve public transport	3
Improve local infrastructure	2
More council / social housing	2
Improve road repairs	2
Improve broadband and mobile signal	1
Improve Council leadership	1
Prison is a good idea	1
Protect Wrexham's heritage	1
Reduce LDP restrictions	1
Improve secondary education	1
Bring back community based services	1
Improve volunteering opportunities	1

Improve public engagement	1
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Do you feel there is anything that needs to change in this section?

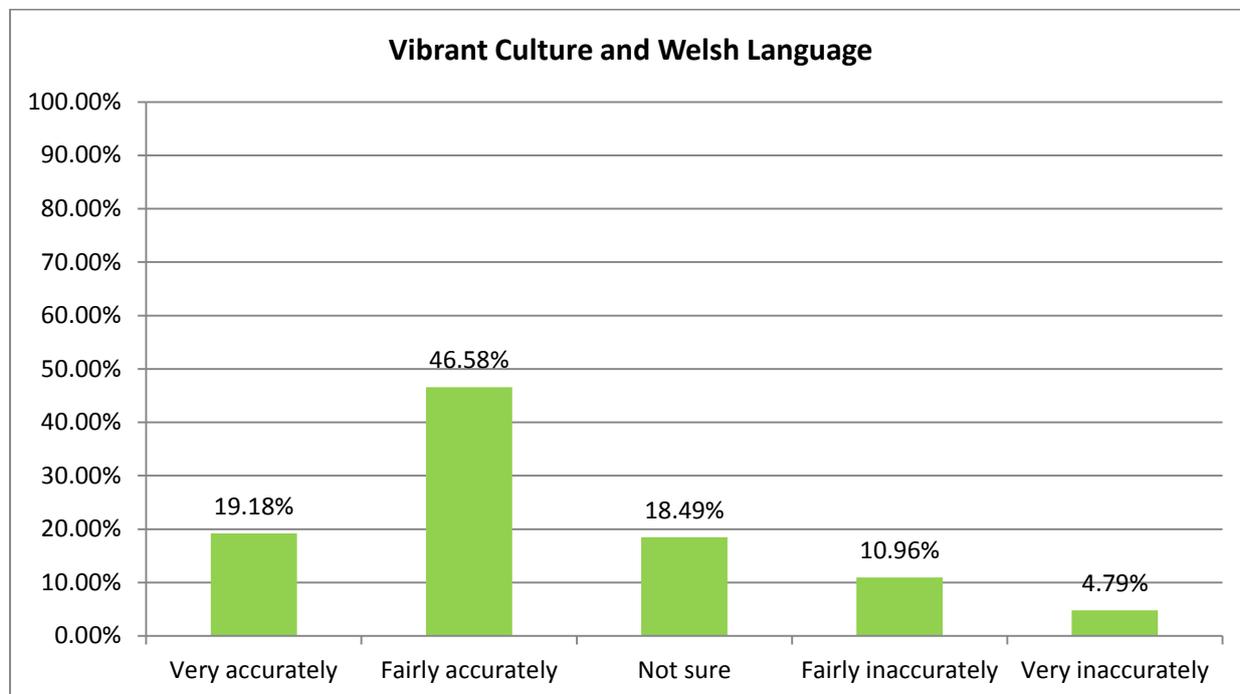
CHANGE	Count
More information on street cleanliness	6
More information on antisocial behaviour	5
More information voluntary services	3
More information on public transport	3
More information on broadband and mobile signal	2
Domestic Violence doesn't fit in this section	1
List of challenges in section too varied	1
More about lack of pride in the community	1
More information on harmony amongst different ethnic communities	1
More information on affordable housing	1
More on how issues are going to be tackled	1
More on potential negative social impacts of the prison	1
Remove the word 'prisoners' - not the correct term to use	1

Do you feel that there is anything missing from this section?

MISSING	Count
Reference road repair /congestion issues	3
Scale of antisocial behaviour problem	3
Reference to poor public transport	2
Reference potential negative impacts of the prison on services	2
Who is responsible and accountable for each challenge	1
Reference to how unattractive town centre is	1
Prioritisation of challenges	1
Reference effects of migration on population profile	1
Reference reductions in community based services	1
Reference the Welsh speaking community	1
Information on public engagement	1

A Wrexham of Vibrant Culture and Thriving Welsh Language

How accurately do you feel that the information presented in this section reflects how **culturally vibrant** Wrexham County Borough is, and how well the **Welsh language** is able to thrive here?



A number of respondents suggested ways in which Wrexham could improve to be more **culturally vibrant**, and to support the **Welsh Language** to thrive.

Suggestions were:

IMPROVE	Count
Other things should take priority over Welsh Language	16
Other issues should take priority over culture	15
The Council do not listen to what people in Wrexham want	3
There should be greater promotion of the cultural opportunities within Wrexham	3
Volunteering	3
There are issues of concern regarding Welsh Education in Wrexham	3
There is lots going on in Wrexham and people should be more positive about it	2
Wrexham does not need to be a cultural place - we should be more clear about identity	2
There is a lack of variety and quality in the night time economy	1
There should be more opportunities to learn and practice speaking Welsh	1

Welsh language should be better supported and promoted	1
Welsh speakers can struggle to find employment	1
Wrexham does not need to be a cultural place - we should be more clear about our identity	1
People should not be made to feel bad for not being able to speak Welsh	1
The council do not listen to what Wrexham people want	1
There are other languages in Wrexham which are more important than Welsh	1
There is lots going on in Wrexham and people should be more positive about it	1
There should be greater opportunities to engage with leisure and cultural opportunities	1
Wrexham does not have the sense of pride required to achieve the changes needed	1
Lack of funding / cuts in funding are having a detrimental impact on language and cultural opportunities	1
The amount of money spent on the Welsh language is not appropriate and should be significantly reduced	1

Do you feel there is anything that needs to change in this section?

CHANGE	Count
The assessment does not include enough statistical evidence	2
There needs to be more recognition of the other languages spoken in Wrexham	2
There should be more focus on culture than language	2
Questions about the accuracy and reliability of the data within the assessment	1
Should include information about local sports teams	1
The information presented seems to imply that the reality is more positive than it is	1
There should be a reference to other languages spoken in Wrexham	1
There should be evidence about how much Welsh is spoken in Wrexham	1
There should be greater focus on the 'culture' aspect of this priority	1
The low levels of Welsh language in Wrexham should not be presented as a problem	1

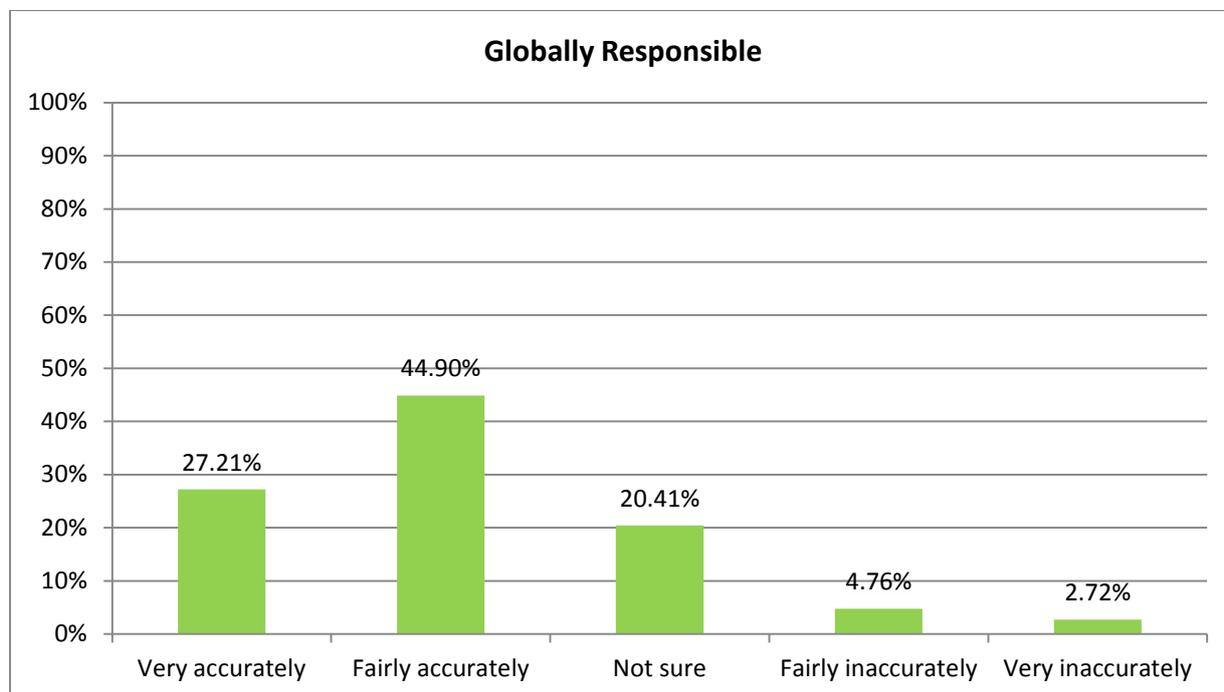
Do you feel that there is anything missing from this section?

MISSING	Count
More reference should be made to other languages spoken in	2

Wrexham	
More information on public parks	1
The assessment is a fair reflection of culture and language in Wrexham	1
The data should be used to forecast levels of Welsh language in the future	1
There should be more within the assessment about the improvements or actions which will be taken	1
There should be reference to leisure and library services	1
There should be reference to local sports clubs	1
There should be reference to the plans for development of tourism around Trevor	1
There should be reference to young people's opportunities to engage with language and culture	1

A Globally Responsible Wrexham

How accurately do you feel that the information presented in this section reflects how **globally responsible** Wrexham County Borough is?



A number of respondents suggested ways in which Wrexham could improve to be more **globally responsible**. Suggestions were:

IMPROVE	Count
Criticism of current waste collection services	5
Town centre should be improved	5
Criticism of Council	5
Criticism of the arts hub	2
Increased promotion and amount of recycling	2
The importance of listening to what the public wants and needs	2
There is a need for more affordable housing	2
Praise for recycling in Wrexham	2
There should be more schemes for homeowners to support them to become more energy efficient	1
Increase education about recycling	1
All public services need to be improved for the benefit of Wrexham	1
Criticism of Glyndwr	1
Money saving suggestion	1
People can't afford to eat healthily	1

Political motivation seems to come before the wants and needs of the public in Wrexham	1
Praise of Wrexham	1
There are good schemes in place to promote health and wellbeing	1
There are problems with rural roads	1
There needs to be more of a sense of pride amongst people in Wrexham	1

Do you feel there is anything that needs to change in this section?

CHANGE	Count
Concern about the wording of the wellbeing goal	1
Criticism of this section	1
Impact of poor public transport on increased use of cars	1
More information needed about performance of current schemes	1
Should include reference to fair trade town	1
Something about manufacturers' responsibilities in terms of recycling	1
We should focus on local need before worrying about global	1
World heritage sites	1

Do you feel that there is anything missing from this section?

MISSING	Count
The assessment should include more information about suggested actions and improvements	4
The assessment is too complex and inaccessible	2
Focus should be on economy	1
The need for improved public transport	1
It is more important to focus on local issues first, before worrying about global issues	1
More needs to be done to understand the inequalities which exist for those with protected characteristics	1
Not enough representation from rural areas	1
Reference to national issues which have an impact on Wrexham	1
The assessment gives an accurate picture of Wrexham	1
The assessment is tokenistic	1
The assessment is too statistical	1
The assessment presents a more positive picture than the reality	1
The assessment should highlight the inequality between North and South wales	1

The information contained in the assessment is too general	1
There should be a focus on personal safety	1
The assessment does not tell us anything we didn't already know	1
The wellbeing goals are not well enough defined	1
There should be information about the markets of Wrexham as an asset to the town	1

Overview

