



Overview of consultation practice and development 2019 - 2020



Gweithio dros Gaerdydd, gweithio gyda'n gilydd
Working for Cardiff, working together



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Feedback from Scrutiny

Common themes from committees include:

- Reaching 'seldom heard' groups
- Plain English
- Informed judgement vs information overload
- Pre-publication testing and scrutiny



Overview of consultation programme September 2019-January 2020



Overview of consultation programme September 2019-January 2020

Ask Cardiff 2019:



- Annual residents' survey seeking views on life in the city and levels of satisfaction with a range of public services
- Launch on 16th September and live for ten weeks, closing early November
- Range of trend data and questions on topics of interest
- Condensed to 35 focused questions (reduced from over 100 questions in previous years!)
- Testing suggests that the survey takes approximately 10 minutes to complete



Overview of consultation programme September 2019-January 2020

Child Friendly Cities Survey:

- Live from 16th September to 25th October
- Every school in Cardiff is invited to take part
- Pilot delivered to 4 schools and survey revised to reflect pupil and teacher feedback
- Two versions available- suitable for either a primary or secondary school setting
- Recommendation that pupils will take part in the survey during a designated lesson (e.g. PSHE), with teaching staff on hand to encourage participation, help with understanding concepts and answering pupils' questions



Overview of consultation programme September 2019-January 2020

Child Friendly Cities Survey:

Understanding the views and experiences of young people in Cardiff, covering a range of topics including:

- Children's Rights
- Education & Skills
- Participation
- Your Neighbourhood
- Crime
- Youth Services
- Hubs/Libraries
- Leisure & Parks
- Physical Activity
- Health & Well-being



Overview of consultation programme September 2019-January 2020

Budget Consultation 2020-2021:

- Will launch in December 2019 and be live until January 2020
- Electronic survey distributed by social media and email, paper copies at libraries and hubs
- Supplemented by face to face engagement with a number of engagement events to target underrepresented groups and geographies.

Changes for Cardiff

Consultation on
Cardiff Council's
2019/20
Budget Proposals

Consultation will be open until the 2nd January 2019

@CardiffCouncil
#Cardiffbudget

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Uchelgais Prifddinas
Capital Ambition

CARDIFF
CAERDYDD

Meir i' ddarllen heu a gwl yn Gymraeg / This document is available in Welsh.



Reviewing consultation practice: where we are now



Reviewing consultation practice: where we are now

High response rate to our consultations compared to other core cities and authorities of comparable population size

Comparative response rate to annual residents surveys

	2016/17	2017/18	2018/19
Birmingham	1639	639	-
Bristol	1,259	696	-
Cardiff	3,348	2,520	2,937
Edinburgh	1,086	1,983	1,356
Liverpool	1,403	-	-
Newcastle	881	690	690
Swansea	771	670	-

Comparative response rate to Budget Consultation 2019/2020



Reviewing consultation practice: where we are now

Hybrid of delivery and outreach methods including:

Digital by default – primary method is the use of online surveys- supplemented with a range of engagement activities to encourage response from underrepresented groups

- Targeted focus groups
- Street surveys by venues with high footfall
- Collaboration with partner organisations to reach underrepresented groups



Reviewing consultation practice: where we are now

Balancing Gunning Principles with accessibility and survey length

- Refining consultation documents to be sharper, shorter and more focused on the issues that matter
- Must be compliant with Gunning Principles



Developing consultation practice: proposals for enhancing consultation during 2019-2020



Developing consultation practice: proposals for enhancing consultation during 2019-2020

Pre-publication testing and scrutiny

Child Friendly Cities Survey: Pilot delivered with 4 schools

Internal volunteers testing group: A representative group of council staff who test surveys pre-publication and provide feedback



Developing consultation practice: proposals for enhancing consultation during 2019-2020

Improve response rate from young people

Up to 16 years: Child Friendly Cities survey invites every school in Cardiff (Primary & Secondary) to take part- providing a broad evidence base of young people's experiences within Cardiff

16-25 years: Stalls at Freshers Fairs, Cardiff & Vale College and venues offering youth provision to promote Ask Cardiff



Developing consultation practice: proposals for enhancing consultation during 2019-2020

Improve response rate from other under-represented groups

- Engagement work will be prioritised in the Southern Arc for the first half of the Ask Cardiff & Budget 2020-2021 consultation periods.
- Profile of respondents will be analysed during a **mid-point review** after surveys have been live for four weeks
- Targeted and responsive focus groups designed and scheduled at mid-point to reach underrepresented groups based on analysis



Developing consultation practice: proposals for enhancing consultation during 2019-2020

Improve response rate from other under-represented groups

'Smart' targeted ads promoting surveys to particular demographics and post-codes: frequently reviewed to be responsive



Developing consultation practice: proposals for enhancing consultation during 2019-2020

Improve response rate from other under-represented groups

Key organisations have been contact to help promote the Ask Cardiff Survey & Budget Consultation, including:

- Faith networks and places of worship
- Women's networks
- Disability groups
- C3SC, Race Equality First, EYST and others



Developing consultation practice: proposals for enhancing consultation during 2019-2020

Promoting representation on Cardiff Citizens' Panel

Targeted recruitment stalls at events with high footfall with new engaging branding

Look out for the Cardiff Research Centre at:

- Multicultural Mela
- Emergency Services Fun Day
- Freshers' Fairs at Cardiff Universities

Join the **Cardiff Citizens' Panel** and have your say on the future of your city!



WHAT IS CARDIFF CITIZENS' PANEL?

Cardiff's Citizens' Panel is a forum of residents who advise the council on local policy to shape our city's future.



WHY JOIN CARDIFF CITIZENS' PANEL?

- ✓ Represent your Community
- ✓ Make your voice heard
- ✓ Shape Cardiff's future



Developing consultation practice: proposals for enhancing consultation during 2019-2020

‘Be an Influencer’ communications campaign

- 10 x 15 second videos on why Cardiffians should make their voice heard
- Real Cardiff residents explain their motivation to participate and shape their city
- Targeted ads promoting live consultations



Next steps...

- Ask Cardiff & Child Friendly Cities surveys: Launch today, close 24th November and 25th October respectively, Budget Consultation launches in December, closes January
- Consultation review with Policy Review and Performance Scrutiny Committee – 16th October
- Mid-point review for Ask Cardiff and Budget Consultation
- Evaluation of methods- January 2020
- Comprehensive report for members: Results from Ask Cardiff, CFC, Budget 2020/2021
- Feedback to participants ‘closing the loop’ – ‘*you said, we did*’: by letter, Citizens’ Panel Newsletter, comms via social media channels



Questions and feedback

