



Cardiff Council Participation Strategy

Consultation and
Engagement



Importance of Participation

- Stronger, Fairer, Greener sets out a commitment to

*“Introduce a new **Community Participation Strategy**, amplifying the voices of people who are **currently less likely to get involved in the decision-making process.**”*

- The Local Government and Election Act (Wales) 2022 requires the Council to:

*“**Prepare and publish a public participation strategy** setting out how it will encourage local people to participate in its decision making.”*

Current Arrangements: Areas of Strength

- The **Cardiff Research Centre (CRC)** is the Council's corporate consultation and engagement team, managing projects and offering advice to internal service areas and external partners.
- CRC have an **established track record of high quality consultation and engagement** work, with all work:
 - Consistent with the Gunning Principles
 - Meeting the National Good Consultation Standards
 - Compliant with all relevant legislation
 - Meeting the Gunning Principles
- **Series of Core Surveys undertaken regularly** such as
 - Ask Cardiff
 - Budget Consultation
 - Child Friendly City Survey
- A Citizens Panel established to support engagement
 - Over **5000 active Members**
 - **63% reporting that the Panel was very good/good** compared to 3% poor/very poor.

Current Arrangements: Areas of Strength

- **Council Surveys are characterised by high response rate;**
 - The Ask Cardiff Survey 2022 received almost 4,000 responses
 - The Budget Consultation 2023/24 received almost 6,000 responses
 - The Child Friendly City Survey received 7,600 responses with good representation across age groups, geography, gender and ethnicity.
 - **Statistically significant sample size important.**
- **Comparator analysis with other major city positions Cardiff well:**
 - Looking at results for 2023/24 Budget consultations, Cardiff received more responses than all other local authorities in Wales (where results have been published):
 - Carmarthenshire received “over 2,000 responses”, followed by Newport, with “just under 1,800”
 - It also received the highest response of core cities across the UK
 - Leeds was the only core city to publish results, with 468 responses, down from 2,495 the previous year
- **Robust communication and engagement** infrastructure is in place
 - Council Social Media Platform with large number of followers
 - Network of Community Hubs and Libraries
 - Extensive partnership arrangements in place (e.g. with C3SC) to amplify reach

Current Arrangements: Areas of Strength

Practice with Service Areas: A number of teams across the Council work closely with CRC to maximise response rates

- **Tenants Survey**
 - CRC undertake annual Tenants Survey for the housing team, developing online and hard copy versions of the survey, arranging the random selection of respondents, and distribution of surveys. CRC monitor responses, and issue a reminder letter to those not returning a survey by the midway point.
 - Housing staff support promotion of the survey, with paper copies of the survey at all Hubs and Libraries that provide Housing Assistance, links to the survey on the Housing website, and support to complete surveys at the monthly Tenants coffee morning. Housing staff are advised who hasn't responded to the survey at the halfway point, and call a sample of tenants to complete the survey over the phone
 - All respondents are offered the chance to win a cash prize of up to £200
- **Waste Survey**
 - Communication and Enforcement Officers in the Waste team undertake face-to-face interviews for both city-wide and locality surveys, targeting areas known to have poor engagement, or distribute letters to service users, promoting the survey and encouraging participation.
- **Schools Organisation Programme**
 - CRC develop online surveys (with separate versions for adults and pupils) for the SOP team, who promote the surveys through the relevant school, passing on letters to parents, staff and governors, encourage staff to support pupils in completing the survey, and promote the survey through the school's social media accounts and newsletters.
 - CRC analyse results and prepare a report of the findings.

The Council also undertakes extensive statutory consultation

- Good processes in place to ensure statutory requirements are discharged
- Areas such as planning and licensing applications and school admission policy cases in point

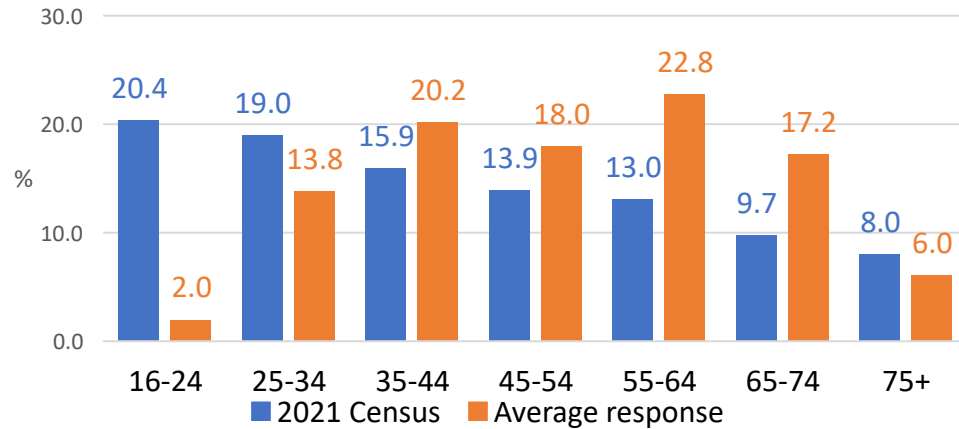
Identifying Areas of Improvement: Baseline Assessment

- **An analysis of major Council surveys was conducted** to develop a profile of survey respondents.
- Demographic data from 3 recent consultations- Ask Cardiff, Budget Consultation and the Waste Survey- were analysed and compared with Census data and Mid-Year Estimates to **identify *who and where* were responding to the surveys.**
- The Analysis confirmed areas of strength including:
 - Over 62,000 responses to consultations and surveys in 2021/22, up 40% since 2019.
 - Higher response rates than all other Welsh local authorities and core cities
 - A statistically significant response rate
- The analysis also revealed areas for improvement, with **a lower response rate evident for the following groups:**
 - Children and Young People
 - Older People (+ 75)
 - Black, Asian and Minority Ethnicity Communities
 - Lower socio-economic areas
 - People with a disability

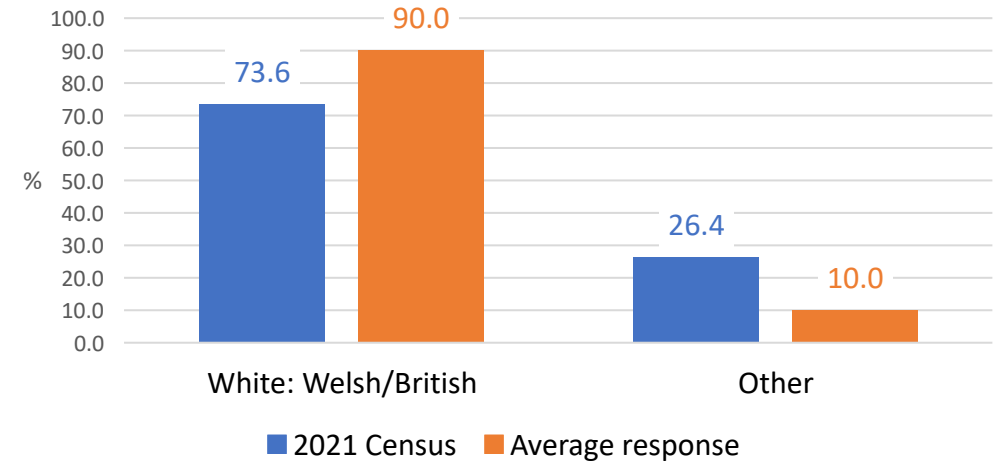
Identifying Areas of Improvement: Respondent Analysis

Census results are based on adults 16+ unless stated

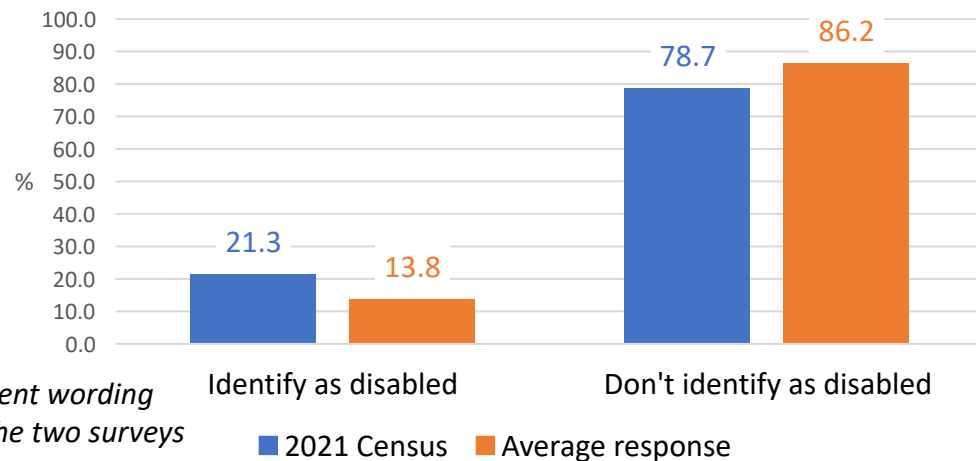
Representation by age group



Representation by Ethnicity

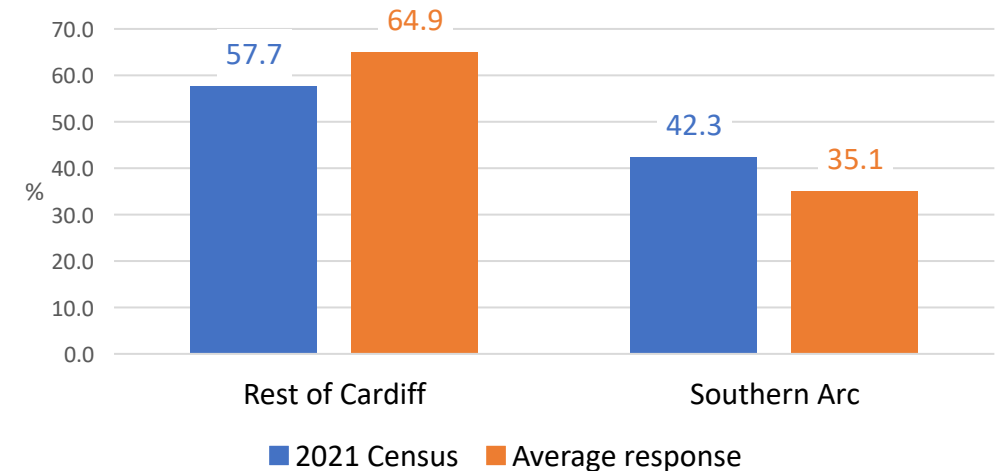


Representation by Disability



Note: different wording used over the two surveys

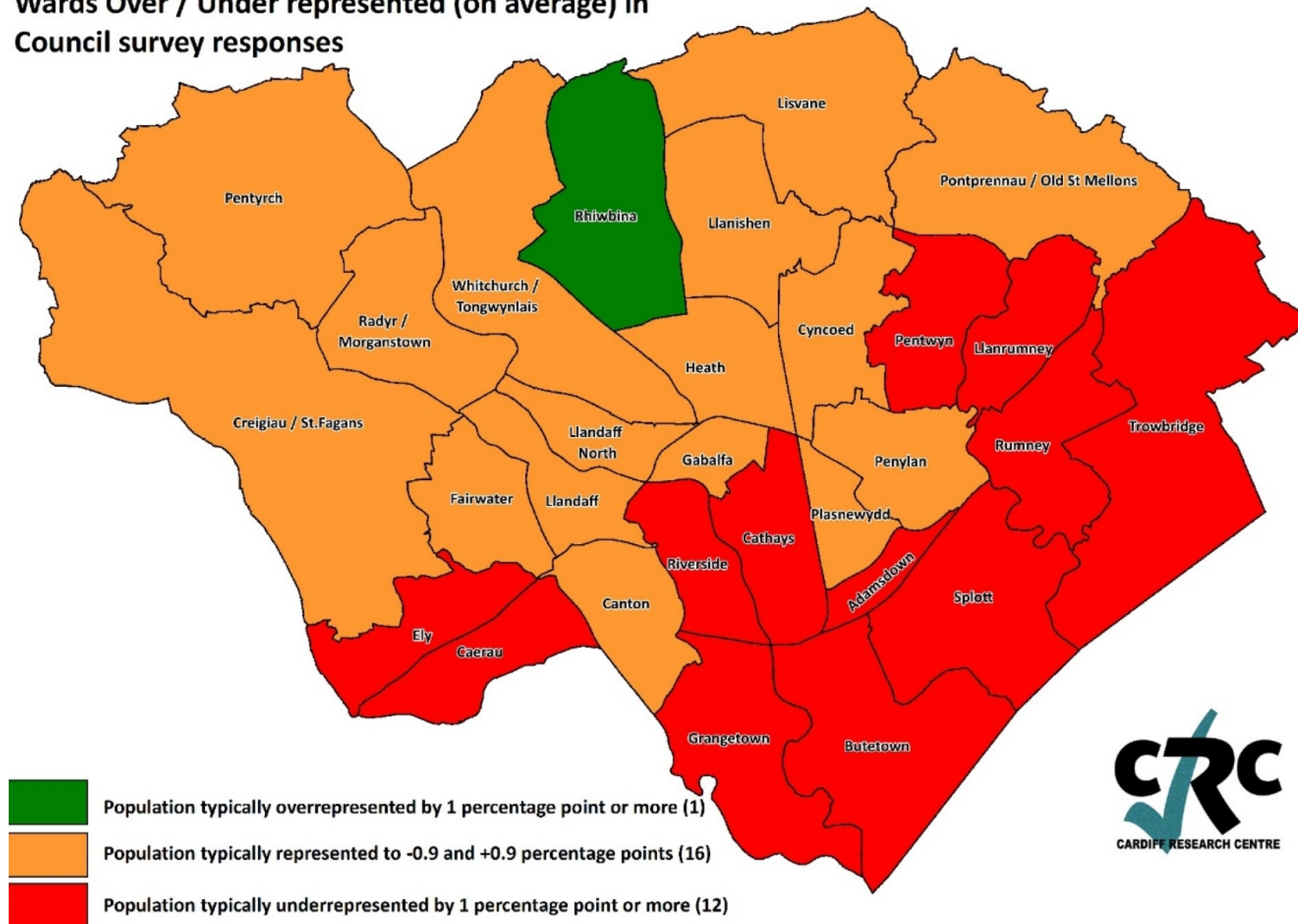
Representation by Geography



Identifying Areas of Improvement: Ward Analysis

Wards Over / Under represented (on average) in Council survey responses

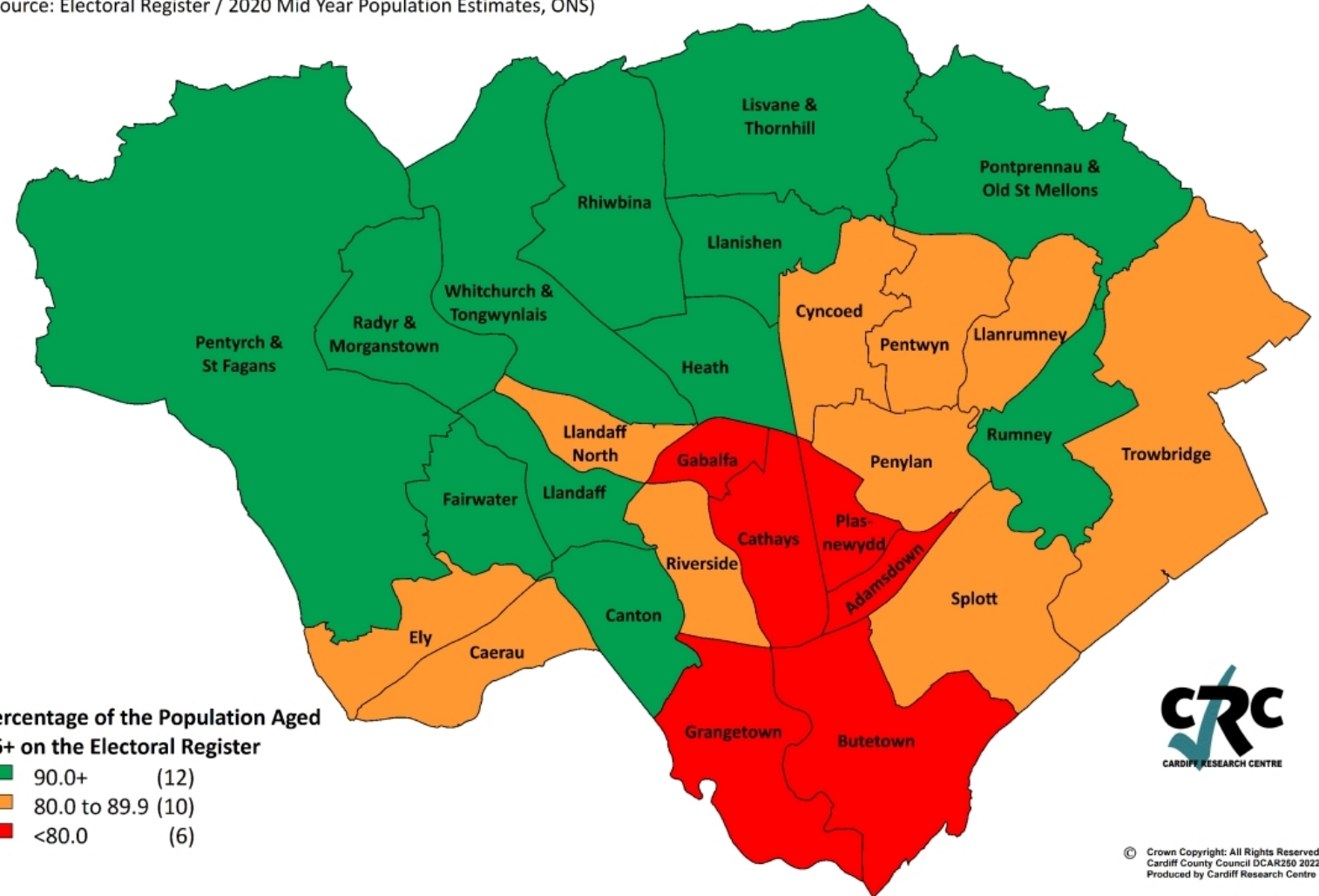
Ward	Under-representation
Cathays	-5.0%
Butetown	-1.8%
Adamsdown	-1.6%
Ely	-1.6%
Caerau	-1.3%
Grangetown	-1.3%
Llanrumney	-1.1%
Trowbridge	-1.0%



Correlation with Electoral Register

Percentage of Population Aged 16+ on the Electoral Register by Ward, November 2022

(Source: Electoral Register / 2020 Mid Year Population Estimates, ONS)



Broad alignment with areas of the city with lower number of residents on the electoral register

Identifying Areas of Improvement: Review of Practice

- Feedback from Survey Respondents consistently point to a requirement to promote the impact of consultation – ‘You said, we did’
- Some inconsistent practice across Service Areas
 - Accessibility of survey software
 - Survey and consultation methodology not always robust
- Citizen Voice needs to feature more consistently across the Council’s performance framework

Driving Improvement: Stakeholder Engagement Programme

- An **extensive stakeholder mapping exercise was undertaken** to identify the community groups, community champions and organisations which could help identify barriers and improve participation rates for the identified groups.
- Over **25 hours of engagement** was been undertaken to understand how the council can better reach out to groups who historically have not engaged in consultations.
- **Officers engaged with key stakeholders**- identified through the mapping exercise- in virtual meetings, by email, and calls to discuss key issues and barriers to engagement for groups highlighted in the benchmark analysis.
- **Key Stakeholder** included:
 - Local Ward Councillors
 - Community Organisations
 - Representative Bodies
 - Staff Networks
 - Policy Review and Performance Scrutiny Committee

Strengthening Corporate Practice

In order to Strengthen Corporate Practice we propose to;

- Ensure high standards of Consultation and Engagement across all service areas by
 - Sharing Advice and Guidance with all services areas setting out the requirements of good consultation practice.
 - Developing a Consultation Log so that details of all Consultation and Engagement activity can be caught on a corporate register.
- Improve Feedback with Survey Respondents and the wider public to demonstrate that views are being heard by
 - Developing a new design template and brand for the Cardiff Research Centre, focused on improving the presentation of information
 - Providing guidance on how to communicate the impact of the consultation.
 - Producing a periodic consultation feedback newsletter, providing details of the impact of the consultation – we would need timely support from Service Areas to advise on how consultation results will be used to feed this back to respondents
 - Develop feedback based on responses by Ward to be more relevant to residents *[Note, CRC does not currently have capacity to prepare / distribute feedback as we would like, and would need additional support to undertake this work]*
- Review and improve the use of perception data in the Council's Planning and Performance Framework:
 - Review citizen perception data collected in service areas
 - Create new 'Citizen perception' section of Directorate Delivery Plans ensuring that all Directorates have identified core citizen perception data sets
 - Publish Annual citizen perception report by Wellbeing Objective (alongside Annual Wellbeing Report) using PSB report as the model

Strengthening Participation: Corporate Practice

In order to Strengthen Corporate Practice we propose to;

- Further develop our consultation infrastructure by:
 - Identifying all appropriate Council and partners buildings/services where surveys can be promoted
 - Developing a Consultation Directory where all organisations, charities or venues wishing to promote Council surveys can register their interest
 - Agreeing basic steps for appropriate frontline staff to promote surveys, including the preparation of short, simple script for frontline staff
- Improve promotion of survey results and enhance the impact of survey intelligence by:
 - Improving the presentation of survey and consultation results using an interactive dashboard (PowerBi)
 - Feeding back 'good news' stories from actions taken following key consultations.
 - Improving the way key consultation findings are shared and promoted with the public, with a focus on making locally relevant findings available to local stakeholders.

Strengthening Participation: Improving Engagement by Ward

Analysis and Assessment:

- The map shows the average engagement rates by ward with the Southern arc generally characterised by low response rates.
- The Southern Arc accounts for 42.3% of the population of Cardiff, but has a typical response rate of 35.1%

Proposed Improvement Actions:

- Continued engagement with ward Councillors
- Developing a Consultation Directory where all organisations, charities or venues (particularly in low response wards) wishing to promote Council surveys can register their interest
- Continued use of post-code targeted social media
- Further develop reach into local online community groups
- Increase the use of face to face engagement to supplement survey work.
- Enhance local community engagement on all major regeneration projects.

Strengthening Participation: Older People (+ 75)

Analysis and Assessment:

- The levels of engagement drops for those over 75 years old
- Residents aged 75 or over account for 8.0% of the population of Cardiff, but only account for 6.0% of responses to the surveys analysed

Proposed Improvement Action:

- Work closely with the Age-Friendly Cardiff team, encouraging promotion of surveys and consultations to older residents, distributing hard copies to care homes and day centres
- Improving feedback of results for this group

Strengthening Participation: Improving Engagement with Children and Young People

Analysis and Assessment:

- Poor engagement levels of under 24s
- Residents aged 16-34 account for 38.6% of the population of Cardiff, but only make up 15.8% of respondents to the surveys analysed

Proposed Improvement Action:

- Commit to undertaking the Child Friendly City Survey on a bi-annual basis
- Develop the new Youth Citizen Panel to work with the Council to respond to major surveys
- Where appropriate develop Child Friendly consultations and surveys.
- Discuss with Universities and Students Union options for improved engagement with students.

Analysis and Response: Minority Ethnicity Groups

Analysis and Assessment:

- Particularly low response rates from Asian heritage groups, as well as Black African heritage groups.
- Lower rates of engagement from minority ethnicity groups across the board compared to White groups.
- Respondents from a White British background over-represented by 8.2%, with under-representation notable amongst those from Asian Indian (1.8%), Asian Pakistani (1.5%) and Black African (1.1%) backgrounds

Proposed Improvement Action:

- Work with staff Black Asian & Minority Ethnic Network, and external organisations including C3SC, Diverse Cymru, Race Equality First, Women Connect First to promote surveys and feedback results.
- Increase the use of face to face engagement and group engagement to supplement survey work.
- Publish corporate consultations and others (where appropriate) in community languages (beginning with Arabic, Polish, and Bengali).

Analysis and Response: People who identify as Disabled

Analysis and Assessment:

- Large under representation of people who identify as disabled within consultation responses compared to the census.
- *It should be noted that the council's surveys and consultations ask if the respondent identifies as a disabled person. However, the Census 2021 asked respondents "*Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?*". If they answered yes, they were then asked "*Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?*", which respondents could answer either "a lot" or "a little".
- A fifth (21.3%) of Cardiff residents reported having a health condition lasting or expected to last 12 months or more, 13.8% of respondents to the surveys analysed identified as disabled.

Proposed Improvement Action:

- Review how software and technology could improve access for, and engagement with, those with disability.
- Rebranding of the Cardiff Research & Engagement Centre Reports to ensure that the colour scheme support accessibility.
 - For example, 8% of the population are colour blind and have difficulty differentiating between certain colours.

Improvement actions already delivering increases in respondents: Budget Consultation Results

	2022/23	2023/24
Identify as a disabled person	182	522
Over 75s	68	226
LGBTQ+	154	503
BAME	154	540
Most deprived (20%)	194	461

- Statistically significant sample sizes being achieved for each demographic group and income quintile
- Opportunity to embed new practice and enact new improvement actions identified...

Questions?