

Cardiff Council

# Participation Strategy



# Importance of Participation

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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.”*



# Structure of Participation Strategy

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- **Part One:** Consultation and Engagement to Promote Citizen Voice in Decision-Making
- **Part Two:** Promoting Participation in the Democratic Process



# 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 and over 3,000 in 2023
  - 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:**
  - For 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
- **Good Practice within service areas:**
  - Tenants survey; Waste Survey; Neighbourhood Regeneration, Bright Sparks, Age Friendly City, Child Friendly City.

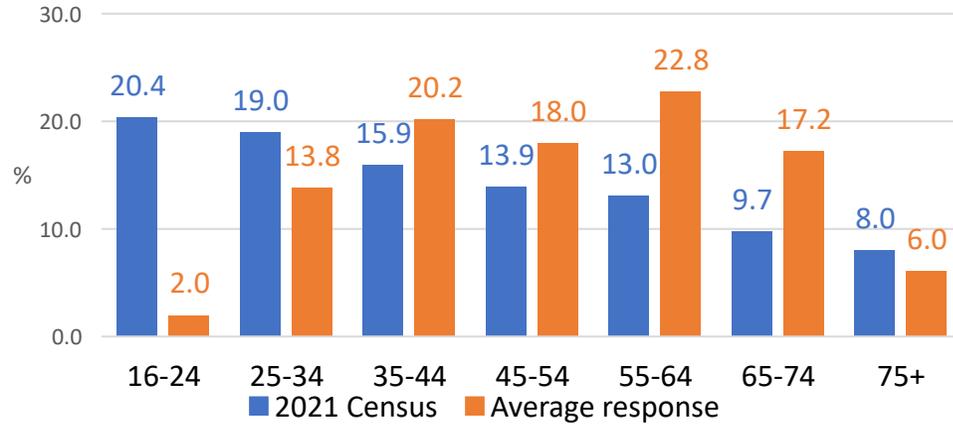
# Identifying Areas of Improvement:

- While corporate practice is good and there are areas of strength across services this was not always a consistent picture
- Citizen Panel feedback identified 'closing the feedback loop' as an area of improvement
- The Council has high quality citizen satisfaction data but the link to the Performance Framework could be strengthened.
- Alignment with public service partners could be improved – a real risk of consultation fatigue
- The Council should work more closely with community groups and leaders to promote and improve engagement
- **Though overall engagement rates were high, they were not representative of the city's diversity. An analysis of major Council surveys was conducted** to develop a profile of survey respondents. 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

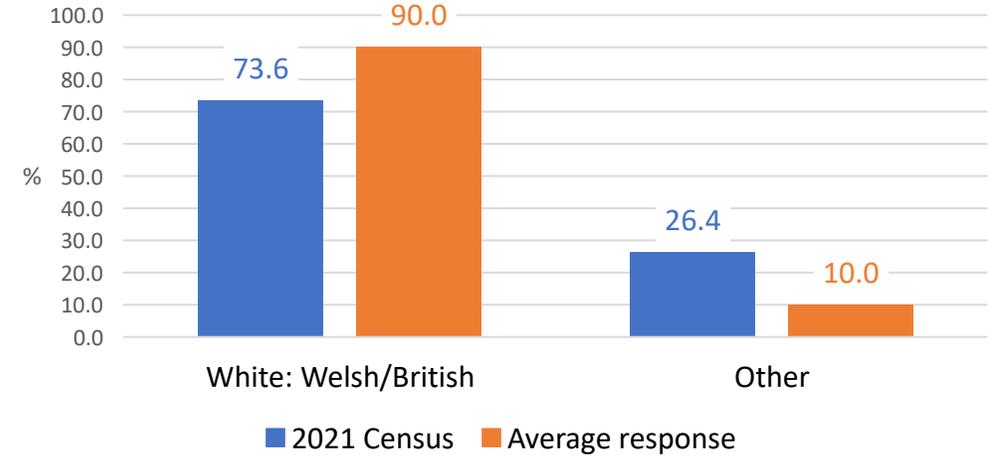
# Identifying Areas of Improvement: Respondent Analysis

Census results are based on adults 16+ unless stated

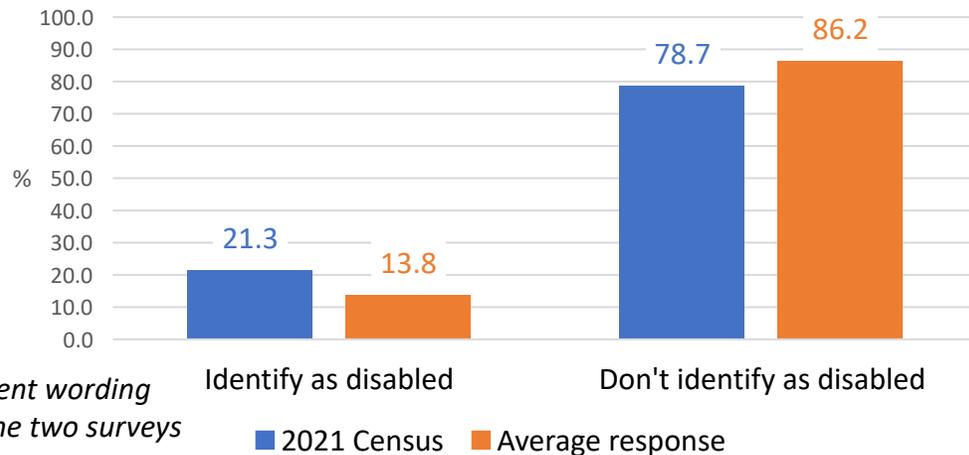
Representation by age group



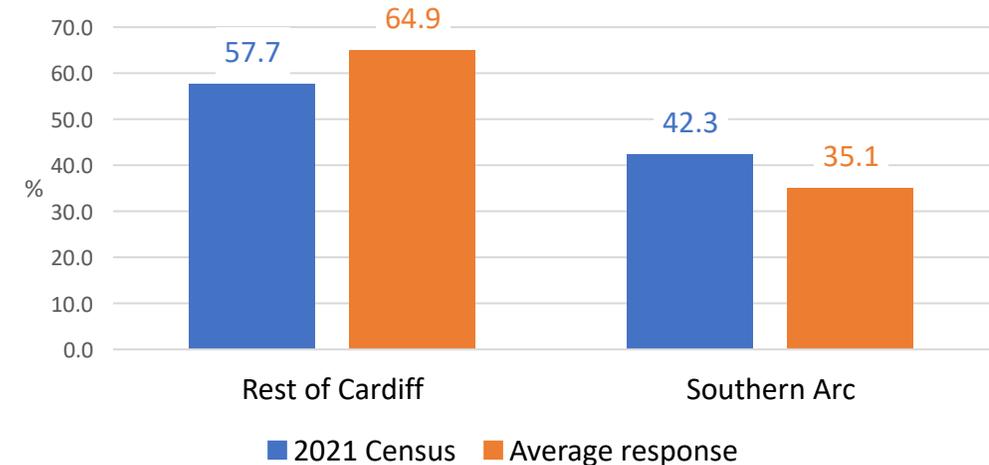
Representation by Ethnicity



Representation by Disability



Representation by Geography

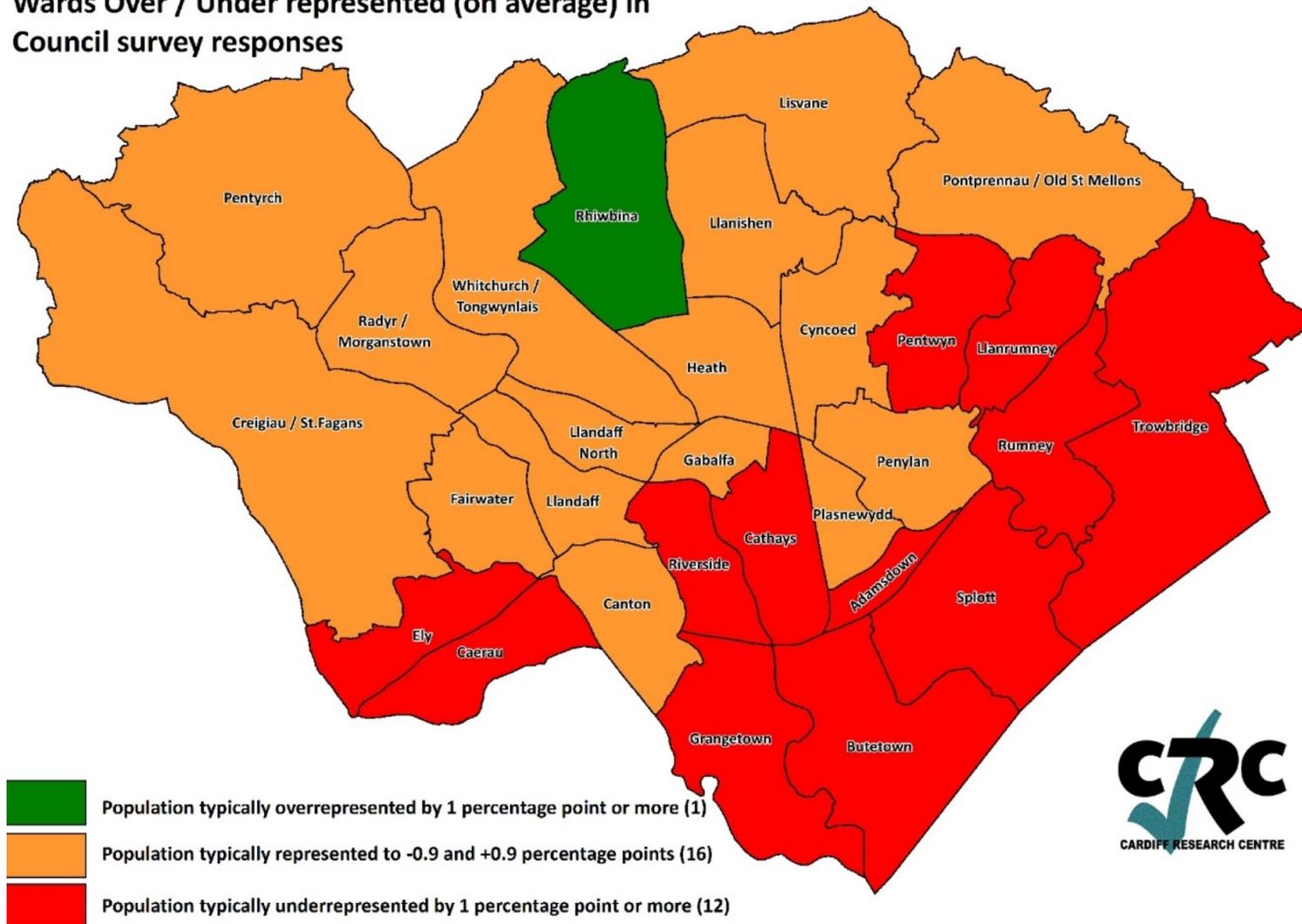


Note: different wording used over the two surveys

# 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%



# 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 **29 hours of engagement** 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
  - Members Engagement Workshop
  - Community Organisations
  - Representative Bodies
  - Staff Networks
  - Policy Review and Performance Scrutiny Committee: Policy Development Session

# Summary of PRAP Recommendations

- Steps to address low response rate from minority groups
- Steps to address low reading skills
- Proposals on communicating results and closing the feedback loop
- Build a broad coalition of stakeholder network
- Face to face Engagement with low-income groups

# Summary of Consultation Activity:

- Eleven-week public consultation which ran from Monday 24 July 2023 to Sunday 8 October 2023
- **Universal :**
  - Targeted online advertising aimed at seldom heard groups
  - Online and hard copies of the survey being made available in English, Welsh, Arabic, Polish and Bengali
  - Distributing copies in places of worship, including churches and mosques
  - Working with Community Inclusion Officers to identify local events, groups and network
  - Use of established fora and networks to promote the consultation including: Access Forum; Over 50s Forum; Youth Council and Panel
- **Targeted engagement:**
  - Hard copied provided to Councillors representing wards with historically low response rates
  - Direct engagement (including focus groups) with advocacy groups and representative organisations
  - The Consultation & Engagement team engaged directly with over 200 people from typically under-represented groups.
  - Sharing and promotion with Partner Organisations working with Seldom-heard groups
  - Employee Networks supporting through sharing and promoting: LGBTQ+; BAME; Disability Networks.

# Summary of Consultation Findings:

**Over 1,300 responses were received to the Participation Strategy consultation survey.**

- 60% were already a member of the Council's Citizens Panel;
- 19.4% - one in five - of respondents had never shared their views with the Council before.
- 99.2% felt that getting involved in shaping the delivery of services was important

## **Barriers to participation:**

- That people's views were not taken into account (34.1%)
- A lack of awareness of how to get involved (20.7%).

**Amongst those interviewed face-to-face, the biggest barriers to participation were**

- A lack of awareness of opportunities to have their say,
- A lack of time to get involved,
- A lack of belief that doing so would have an impact.

# Consultation Findings: Response

**Finding:** Importance of face-to-face engagement with key groups

**Response:** Focus on key groups | Strengthened Links with EIAs

**Finding:** Supporting Community Groups & Organisations to Promote Engagement Activity

**Response:** Pilot Participation Fund

**Finding:** Consultation Fatigue

**Response:** Adopting a more targeted approach, with focus on service user and impacted groups | Join up with PSB

**Finding:** Closing the Feedback Loop

**Response:** Develop a feedback programme to share findings and outcomes with consultees (promoting consultation finding, consultation feedback newsletter)

**Finding:** Accessibility

**Response:** regular programme of engagement with representatives of the D/deaf community & blind or partially sighted | Develop guidance on accessible communication and information

**Finding:** Plain Language

**Response:** Ensuring reading age of 11 (top end o primary school)

# Action Plan: Improved Corporate Practice

- 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.
- Closing the feedback loop
- Strengthening citizen voice in the Council's Planning and Performance Framework
  - Including intelligence received from surveys, engagement activity, customer feedback, compliments and complaints.
- Identifying all appropriate Council and partners buildings/services where surveys can be promote
- Continued engagement with ward Councillors
- Strengthening the link between Impact Assessments (EIAs, CRIAs, WLIAs) and engagement activity, ensuring a more informed programme of work.

# Action Plan: Improving Engagement with Under-represented People and Communities

## **Children and Young People**

- Commit to undertaking regular Child Friendly City Survey
- 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.

## **Older People (+ 75)**

- Work closely with the Age-Friendly Cardiff team, encouraging promotion of surveys and consultations to older residents e.g. distributing hard copies to care homes and day centres; increasing participation in citizens' panel; using hubs and community groups for older people.

## **Black, Asian and Minority Ethnicity Communities**

- 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, for example Women Connect First Wales World Café.
- Publish corporate consultations and others (where appropriate) in community languages (beginning with Arabic, Polish, and Bengali) and work with community groups and leaders to promote these.

## **People with a disability**

- Work through employee network and community/infrastructure groups.
- 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.
- Develop specific engagement programme with D/deaf community and those with visual impairments.

# Investment in Face-to-Face Engagement

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- Feedback demonstrates that interviews and focus groups critical for engaging with seldom heard groups.
- Share Prosperity Funding has therefore been utilised to enhance face to face engagement
- Ability to speak community languages notably useful in increasing take-up of the Ask Cardiff survey in its last few weeks.



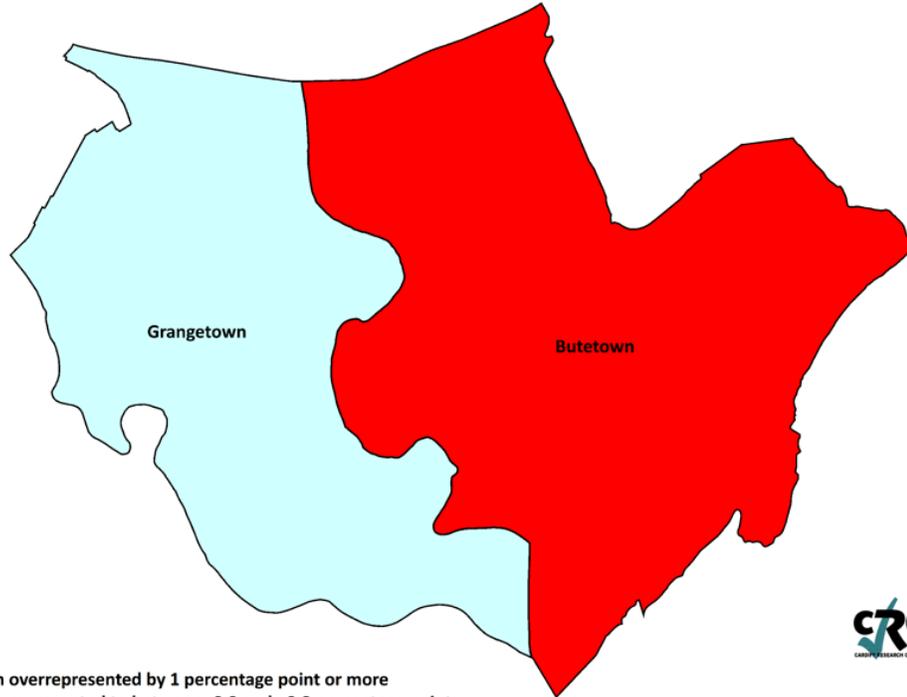
# Improvement actions already delivering increases in respondents:

Budget Consultation		
	2022/23	2023/24
Identify as a disabled person	182	522
Over 75s	68	226
LGBTQ+	154	503
Black, Asian and Minority Ethnic	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...

# Improvement actions already impacting response rate in pilot areas:

Over/Under Represented Ward Map - Ask Cardiff 2022

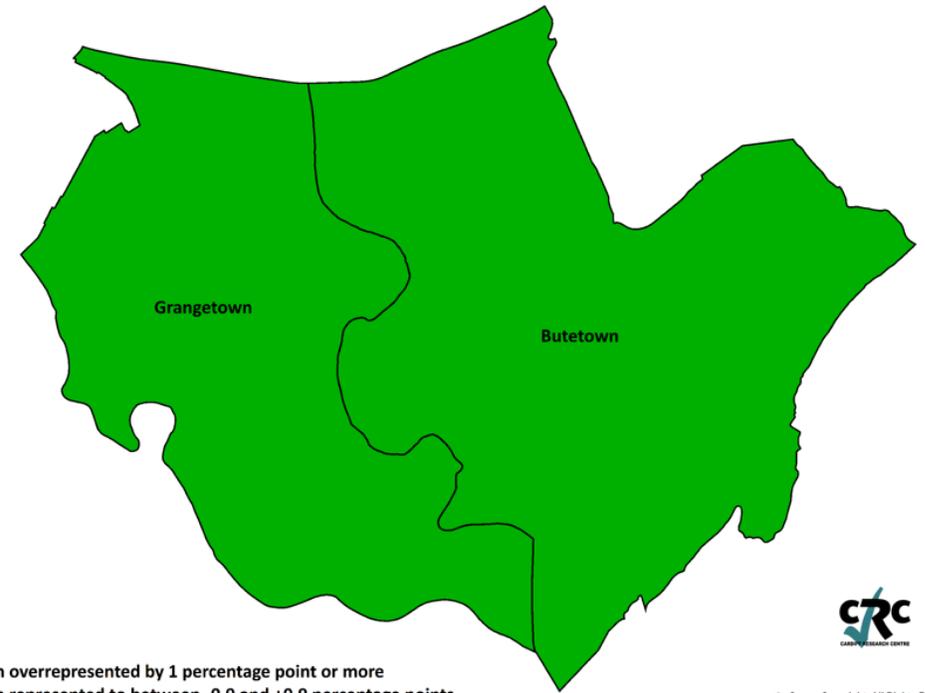


- Population overrepresented by 1 percentage point or more
- Population represented to between -0.9 and +0.9 percentage points
- Population underrepresented by 1 percentage point or more

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Over/Under Represented Ward Map - Participation Strategy Consultation 2023



- Population overrepresented by 1 percentage point or more
- Population represented to between -0.9 and +0.9 percentage points
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# Improvement actions already impacting response rate with pilot groups:

Ask Cardiff		
	2022	2023
<b>Black, Asian and Minority Ethnic</b>	148	305

# Democratic Engagement - Key Consultation Responses

- Responses to the Democratic Engagement questions was generally lower than responses to other parts of the survey.
- Respondent awareness of:

Councillors	54.9% (with 69.6% knowing where to find relevant information)
Scrutiny committees	21.50%
Petition Scheme	13.00%
Democracy Portal (useful)	73.0% (with 52.8% saying that they were likely to use it use it)
Better promotion of the opportunities to get involved and share their views	50.10%
Social media	Unlikely to use but with Facebook being the preferred initial option.

# Democratic Engagement – Improving Awareness

**Developing a communications plan to promote awareness of Democratic arrangements.**

- Co-ordinating with Corporate Communications
- Creation of Democracy Facebook page
- Identifying appropriate and accessible content for Democracy Portal.
- [Democratic Awareness Videos](#) online



# Democratic Engagement – Improving Engagement

## Social Media Training for Elected Members

- Outline of content considered by Democratic Services Committee

## Mentoring training and opportunities

- Women's Equality Network Wales
- Electoral Reform Society Cymru
- Race Council Cymru
- EYST Wales (Ethnic Youth Support Team)
- Cardiff Youth Council



# Democratic Engagement – Diverse Communities

## Democracy Ambassador Programme (DAP)

- 9 schools signed up with more interested in participating
- Pilot Democracy Session held in October with Lord Mayor and local Members

## Under-represented groups and diverse communities

- Engagement plans being developed and progressed in a phased approach



# Democratic Engagement – Diverse Council Declaration

## High standards of Support provided to Elected Members

- Draft WLGA self-assessment considered by Democratic Services Committee
- Enhance awareness of roles and functions of Council and Elected Members

## Review Schedule of Remuneration

Encourage and enable people from under-represented groups to stand or office



# Democratic Engagement – Elected Member Support

**Member involvement will be essential to deliver the intended outcomes:**

Member support requested for:

- the Democracy Ambassador Programme (DAP)
- Identifying and providing content for the portal and social media platform (non-political).
- Promotion of portal and social media
- Mentoring and Shadowing



# Questions

