



# Case study pro-forma

**Case Study Title**      One Conwy

**Partner Organisation (s)**      Conwy CBC, North Wales Police, North Wales Fire and Rescue, Betsi Cadwaladr University Health Board, Grwp Llandrillo Menai, Public Health Wales, Registered Social Landlords, One Voice Wales, Larger Town and Community Councils, Welsh Government

## 1. Brief Introduction

Conwy's previous Community Strategy set a long term Partnership vision for how Conwy planned to improve from 2004-2014. This Strategy is now 8 years old, but will be in existence until 2013. With this in mind the process of reviewing and updating the strategy began in earnest in 2010. The Welsh Government issued statutory guidance to support this process in 2009 under Part 2 of the Local Government Wales Measure.

This guidance recommended that those responsible for the Community Strategy 'should involve the community throughout the community planning process ... ensuring all involvement is continual and meaningful'.

In July 2011, The Welsh Government announced that all statutory plans/strategies should be integrated into one plan; draft guidance was issued in January 2012 to outline how this should be done. The guidance states:

The National Principles of Public Engagement produced by Participation Cymru are Welsh Government endorsed and we would anticipate that these would be the principles adopted whilst engaging with your communities' (Shared Purpose – Shared Delivery – consultation document – Welsh Government, 10 January 2012).

Community involvement has been at the heart of the development of 'One Conwy'.

## 2. Details of the issue addressed

**Issue: Scope of the Integrated Plan and how we ensure the consultation is meaningful for a range of people.** The sheer scope of the Integrated Plan made it difficult to consult with the public.

**Approach:** In order to engage effectively we broke the consultation into three 'themes'.

### First consultation: Outcomes

#### Where?

We chose to go out to speak with the public at existing events in the area as follows:

Event	No. of responses
Welsh Rally	50

CVSC AGM	10 – 15
Feel Good Friday (approx. 10 - 20)	10 – 20
Sunshine Ladies' Club (approx. 15 - 20)	15 – 20
Age concern forums (over 6 sessions)	30 +

## How?

People were shown the following list of outcomes and then asked to complete a short follow up survey, aiming to capture qualitative and quantitative data on their views about the current outcomes and how/ if they can, improve.

Outcomes before consultation	You said	Outcomes after consultation
People in Conwy have the opportunity to be educated and skilled to enable them to reach their full potential.	<b>- Too broad, generic or open.</b>  <b>- Too convoluted, complex or could perhaps be simplified</b>  <b>- Need to be clearer for children &amp; different age groups</b>	People in Conwy are educated and skilled
The people of Conwy have safe and appropriate housing with access to services.		People in Conwy live in safe and appropriate housing
People in Conwy are healthy, safe, active and independent.		People in Conwy are healthy and independent
Conwy has a thriving, sustainable and prosperous economy and is a great place to live, work or visit.		People in Conwy live in a county with a thriving economy
Conwy has an environment which is carefully managed so its potential is used to maximum effect for present and future generations.		People in Conwy live in a sustainable environment
Conwy is an easy place to get to, from and around.		This outcome was removed
Conwy is an informed inclusive and equal community where our language, culture and heritage thrive.		Split into two outcomes: People in Conwy live in county where heritage, culture and the Welsh language thrive and People in Conwy are informed, included and listened to

## 2<sup>nd</sup> Consultation: Indicators – how do we know we have made a difference?

### Where?

The consultation took place at public road shows, an online questionnaire and consultation at existing community meetings at Abergele and Llandrillo College.

Method	Number of respondents
Road shows	87
On-line questionnaire	475
Existing events	50
<b>Total</b>	<b>612</b>

## How?

The consultation asked people to select the best way to measure achievement of the Community Strategy outcomes (indicators). People were asked to select the top 5 measures from the following list and were given the opportunity to suggest their own measures. We used the sticky dot voting method for this.

Outcome	Suggested Indicators
<b>People in Conwy are educated and skilled</b>	The number of people aged 16-18 not in education, employment or training
	The number of young people who have the skills needed to start work
	The number of people aged 16-65 with no qualifications
	The number of people aged 16-65 who can read, write and deal with numbers
	Pupils achieving 5 or more GCSE grades A*-C or equivalent vocational qualifications
	The number of people who pass further qualifications once they finish school
	The number of children from less well off families who have the social and practical skills they need when they start school
	The number of young people from less well off families or who have been in care, who leave school without qualifications
	The number of schools/colleges judged to be at least acceptable in inspections
	The number of people taking part in voluntary placements
<b>People in Conwy live in safe and appropriate housing</b>	How many landlords ensure properties are safe and meet standards
	The number of homes completed that people can afford to live in
	How many people were stopped from becoming homeless
	The number of empty houses brought back into use
	The number of derelict/unsafe homes improved to an acceptable level
	How quickly homeless people are found somewhere to live
	The number of home fire safety checks completed
	The number of new homes within easy reach of services people need
	The number of accidental home fires and how many people are hurt
How quickly people get their housing and/or council tax benefit	
<b>People in Conwy are healthy and independent</b>	The number of people who are unable to work due to ill health
	The number of people hospitalised due to drugs, alcohol or other substances
	The number of people who have a healthy lifestyle – This was then categorised as follows: <ul style="list-style-type: none"> <li>• The number of people who are so overweight it could lead to them having a health problem</li> <li>• The number of people who smoke</li> <li>• The number of people who eat healthily</li> <li>• The number of people who drink more than they should</li> <li>• The number of people who are as active as they are able to be</li> </ul>
	The number of people who die from cancer
	The number of people who are able to manage their long term illness

	The number of people who see a doctor or another health professional because they have a mental health problem
	The number of young women under the age of 18 who become pregnant
	The number of babies born weighing less than 5.5lbs
	The number of people over the age of 65 who fall over
	The number of people who commit suicide
<b>People in Conwy live in a county with a thriving economy</b>	The number of lost jobs and new jobs created
	The number of people aged 16-65 claiming benefits
	The number of children who live in households where nobody works
	The number of people who are working and how much they earn
	The number of areas in Conwy which are amongst the most deprived in Wales
	The number of businesses in Conwy
	The number of people visiting Conwy and the amount they spend
	The number of people employed in tourism who work seasonally and all year round
	The number of businesses that can access broadband at an appropriate speed
	The number of towns which have reached the national standard for night time management
<b>People in Conwy live in a sustainable environment</b>	The amount of waste which is reused, recycled or composted
	The quality of our air, green spaces, rivers and beaches
	The number of houses that are energy efficient
	Reduction in everyone's carbon footprint
	The number of people who walk, cycle or use public transport for work
	The number of areas protected because of their environmental importance and any changes we see in those areas
	The number of journeys made on buses or trains
	The number of areas in Conwy at risk of flooding
	The number of new homes built
	The amount of waste which is reused, recycled or composted
<b>People in Conwy live in a county where heritage, culture and the Welsh language thrive</b>	The number of opportunities to access Welsh language education
	The number of people who say they can speak, read and write Welsh
	The number of services offered in Welsh
	The number of people under 25 who take part in activities in the Welsh language
	The number of visitors to museums, art galleries and historical monuments
	The number of children and young people who study Welsh history
	The number of people who visit libraries
	The number of people who contact archives to find out about local history

(See attached report for results)

### 3<sup>rd</sup> consultation: Actions

#### Where?

The consultation took place at public road shows (including rural and youth road shows), workshops with age concern forums, Llandrillo College, Council Members and Brynelian School. We also sent questionnaires and draft documentation out to over 150 groups to ensure all protected characteristic groups were informed and included. There was also an online questionnaire for the public to complete.

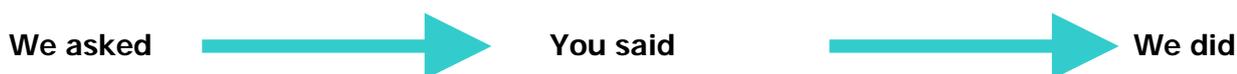
**Table 12: Showing the number of respondents to each of the consultation methods**

Method	Number of respondents
Rural Roadshows	15
Online Questionnaire	15
Age Concern Forums	25
Coleg Llandrillo Workshop	54
Brynelian workshops	60+
Play Consultation	10
Members Workshop	20
Mail-out to key organisations	20
LSB Partner Organisations	5
Other partnerships	4
<b>Total</b>	<b>227</b>

#### How?

The aim of this phase of the consultation was to get the public/partners opinion on what the Local Service Board can do to make the outcomes happen. These were then be used to inform the delivery plans for each outcome. We also asked what the citizens of Conwy can do to achieve the outcome. We did this in a number of different ways, depending on the audience.

#### Results



Outcome	Most popular 5 actions recommended	Included in action plan?
<b>1. People in Conwy are educated and skilled</b>	1. Provide more opportunities to improve basic skills	Yes
	2. More emphasis placed on extra curricular activities	Yes
	3. Provide more apprenticeships schemes	Yes
	4. Provide more opportunities to volunteer	Yes
	5. Improve graduate schemes in the area	Yes

<b>2. People in Conwy are safe and feel safe</b>	1. More visible policing	No	Specific to one organisation
	2. More CCTV	Yes	
	3. Provide children and young people with plenty of things to do outside schools	Yes	
	4. Tougher stance on bullying	Yes	
	5. More intergenerational work to improve relationships and prevent youth stereotyping	Yes	

<b>3. People in Conwy live in safe and appropriate housing</b>	1. More good-quality affordable homes available for first time buyers	Yes
	2. Reduce the number of houses of multiple occupation	Yes
	3. Smoke alarms should be mandatory and mains controlled	Yes
	4. Social Housing should be of a high standard	Yes
	5. Private landlords should keep houses in an appropriate condition	Yes
	5. Homeless people should be put in licensed properties (good quality housing)	Yes

<b>5. People in Conwy live in a county with a thriving economy</b>	1. Assist small businesses so they don't go out of business	Yes
	2. Support entrepreneurs to set up and maintain a business	Yes
	3. Improved graduate schemes	Yes
	4. Provide voluntary work to those on job seekers allowance	Yes
	5. Lower business tax	No   National agenda

<b>6. People in Conwy live in a sustainable environment</b>	1. Provide more opportunities to recycle locally	No   Conwy CBC is looking at this
	2. Better sustainable transport options – improve public transport	Yes
	3. More litter patrols	Yes
	4. Educate primary age children about conserving energy	Yes
	5. New homes should not be built in areas at risk of flooding	Yes

<b>7. People in Conwy live in a county where heritage, culture and the Welsh language thrive</b>	1. Encourage and promote the use of the Welsh language	Yes
	2. Offer transport to performances, particularly for older people	No   Financial constraints
	3. Maintain existing buildings/monuments of historical interest	Yes
	4. Ensure there are more local performances	No   This will be passed onto the arts development officer
	5. Promote local activities in a variety of different ways	No   This is 'business as usual'

<b>8. People in Conwy are informed, included and listened to</b>	Make sure information is current and updated regularly	Yes
	Involve communities before decisions have been made, not afterwards	Yes
	Councillors should make better face to face contact in their communities	No   Couldn't be included due to the election
	Everyday information should be easy to find	Yes
	Social media should be used for the public to 'have their say'	Yes

### 3. Actions/approach taken

#### 4. Benefits such as: improvements to service, improved dialogue about funding and service planning between third sector organisations and local authorities, in-kind support arrangements etc

The benefits of investing so much time and resources into public engagement throughout the production of the Integrated Plan has meant that the strategy really does reflect the views of the public. This is much more meaningful than putting a final draft on our website and asking people to comment.

#### 5. Sustaining and or building on the benefits realised

The production of an Engagement strategy to support the Integrated plan will ensure there is a continued citizen's voice. We will also be reporting on our performance (to the public) on an annual basis.

#### 6. How do you feel the approach met the National Principles for Public Engagement in Wales?

- **Engagement is effectively designed to make a difference** – 80% of the public's views included in One Conwy
- **Encourage and enable everyone affected to be involved, if they so choose** – over 150 questionnaires were sent to protected characteristic groups, consultation with older people via the Age Concern Forums, school and college workshops, Learning Disability Groups, as well as an online questionnaire. Advertisements were placed in the local press and fliers and posters were widely distributed across the county.
- **Engagement is planned and delivered in a timely and appropriate way** – The consultation process was planned over a 12 month period and the public were given ample time to respond. Engaging with the public in three stages has enabled us to fully incorporate the public's viewpoint at every stage of the strategy's development.
- **Work with relevant partner Organisations** – One Conwy Community Strategy Project Team (Consisting of North Wales Police, North Wales Fire and Rescue Service, Registered Social Landlords, Health Board as well as Local Authority Officers) were heavily involved in the development of the consultation process and the drafting of the strategy.
- **The information provided will be jargon free, appropriate and understandable** Throughout the consultation process we have kept any consultation material clear and concise using the crystal mark guidelines. We have also used different communication approaches with different groups e.g. informal chats with Age Concern Forums, fun interactive workshops with schools etc.
- **Make it easier for people to take part**  
To make it easier for hard to reach individuals to have their say we have gone out into communities working with existing groups.
- **Enable people to take part effectively**  
We have tailored our consultation approaches to suit different types of groups/ ages etc. The interactive workshop we held for school children would not have been an effective way of interacting with older people.

- **Engagement is given the right resources and support to be effective**
  - To make this consultation process as meaningful as possible we have had to commit a significant amount of staff resources. We have also committed £3500 to pay for publicity, printing etc.
- **People are told the impact of their contribution**
  - We have made a commitment to tell the community what difference they have made. We have recorded all the comments received and will let the consultative groups know how their comments have been integrated into the strategy. All the consultation reports will be included in the Community Involvement Database. This report will be expanded upon once feedback has been provided.
- **Learn and share lessons to improve the process of engagement**
  - All the feedback received will be entered into the Community Involvement Database and will be available for other LSB members to learn from.

## 7. How would you rate your approach to the project against the National Principles for Public Engagement in Wales?

### Evaluation

1= very poor: 2 = poor: 3 = average: 4 = good: 5 = excellent

Principle	Evaluation
Engagement is effectively designed to make a difference	5
Encourage and enable everyone affected to be involved, if they so choose	4
Engagement is planned and delivered in a timely and appropriate way	5
Work with relevant partner organisations	4
The information provided will be jargon free, appropriate and understandable	4
Make it easier for people to take part	4
Enable people to take part effectively	4
Engagement is given the right resources and support to be effective	2
People are told the impact of their contribution	3
Learn and share lessons to improve the process of engagement	4

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