



# Participation Strategy 2023



# Foreword

# Introduction

Under the Local Government and Elections (Wales) Act 2021, local authorities in Wales must publish a Participation Strategy which notes the ways that local people are encouraged to participate in the Council's decision-making process.

It is expected that the strategy will evolve and improve over time as good practices emerge and as further technological advances are made.

This Strategy outlines Cyngor Gwynedd's aim of encouraging people to participate in the decision-making process. In this strategy, we have attempted to explain how our objectives in terms of participation will make a genuine difference to the way we engage with people in Gwynedd. Within every objective, we have identified clear outcomes and actions.

This is our first strategy and its implementation will be kept under review.



# Our Duties in terms of Participation and Associated Policies

Our aim is to be open and responsive to the needs of the residents and communities of Gwynedd. This will give local people an opportunity to influence policies and services and to shape them. Our objective is to create a culture of partnership with the public which encourages expressing views and contributions.

We put the people of Gwynedd at the centre of everything we do and this strategy supports the objective by embedding public participation in the Council's decision-making processes. This is central to the ethos of the Well-being of Future Generations (Wales) Act 2015.

Participation entails sharing decisions with those who will be affected by the decisions, and it must be an integral part of our work. Our aim is to say what we intend to do, and to hear residents' opinion about the idea. Participation can include a wide range of different approaches and techniques, and the Council or residents can suggest them. It must be borne in mind that there is an opportunity to include formal arrangements such as consultations that are followed in fields such as planning and education.

The Local Government and Elections (Wales) Act 2021 places a number of duties on local authorities in terms of participation. Namely:



1

Promoting awareness of the functions that the Council deliver for local residents and businesses and for visitors.

2

Sharing information on how to become an elected Member or a Councillor, and what the role of a Councillor entails.

3

Ensuring that information on decisions that have been made, or which are to be made by the Council, are more easily accessible.

4

Offering and promoting opportunities for residents to provide feedback to the Council, including observations, complaints and other types of comments.

5

Promoting awareness of the advantages of using social media to communicate with residents for Councillors.

However, it does not mean that we agree with every comment expressed, and we must always act within restrictions such as the law and financial restrictions.

# Our Objectives

## 1. Promoting awareness of the functions that the Council deliver for local residents and businesses and for visitors.

Aim	What is already underway	Actions	Measures
<p>The aim of this objective is to share information about the Council's functions and services so that residents are informed about them. Sharing information about the Council's functions will help the public to consider and understand matters before giving their opinion or recommendations.</p>	<ul style="list-style-type: none"> <li>• The Council website.</li> <li>• Social Media.</li> <li>• Council Plan, the Council's policies and strategies are available for the public on the Council's website and are easy to read</li> <li>• Newyddion Gwynedd - newsletter for Gwynedd residents</li> <li>• Live-streaming Council meetings for the public to watch.</li> <li>• The Council's Committees agendas and minutes can be seen on-line.</li> <li>• Council Meetings</li> <li>• Cabinet Meetings</li> <li>• Consultations</li> </ul>	<ul style="list-style-type: none"> <li>• Review the content of the Council's website regularly to ensure that information is easily accessible</li> <li>• Ensure that the Council Plan supports engagement with the public by being accessible, timely and easy to read.</li> <li>• Review the content of the forward programme of the Full Council, Cabinet and Scrutiny regularly and publish them so that the information is available to the public.</li> <li>• Publish the guidelines of the constitution on the website so that residents are aware of the democratic arrangements of the Council.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of people who watch meetings including live meetings and archived ones.</li> <li>• Data on the number of people using the website</li> <li>• Satisfaction survey on the website</li> <li>• Responding to consultations.</li> </ul>



## 2. Sharing information on how to become a Councillor, and what the role of a Councillor entails.

Aim	What is already underway	Actions	Measures
<p>This objective focuses on encouraging people to become Councillors, representing people in their own communities and making decision on their behalf.</p> <p>It is important that a diverse range of people are Councillors, to represent the entire community and make decisions which are in everyone's interests.</p>	<ul style="list-style-type: none"> <li>• <a href="#">‘Being a Councillor’</a> page on the website and other relevant pages</li> <li>• Information on the website also includes information about the care reimbursements etc.</li> <li>• A full training programme to support Councillor throughout their time in the role</li> <li>• Regular Information Sessions and Area Forums for Councillors to ensure that they receive the latest information about developments and are included in them</li> <li>• A weekly electronic newsletter for Councillors</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that information for prospective councillors is available and fit for purpose;</li> <li>• Hold question and answer sessions for those considering being a Councillor before the put their names forward.</li> <li>• Consult with existing Councillors to assess how to improve the provision and attract more individuals from varied background to stand as Councillors.</li> <li>• Amend the ‘Being a Councillor’ webpage in order to include provisions which support the ability to fulfil the role</li> </ul>	<ul style="list-style-type: none"> <li>• Equality and diversity data for elected</li> </ul>

- A Members' Intranet which is full of current information for Councillors
- Publishing Councillors' allowances on the Council website
- Strategic Equality Plan.
- [The Council's Diversity in Democracy Statement.](#)
- Descriptions of Councillors' roles on the Members' intranet
- Implementing hybrid meetings which allow Councillors to attend Council meetings and to participate in them from any location with an internet connection



### 3. Ensuring that information on decisions that have been made, or which are to be made by the Council, are more easily accessible

Aim	What is already underway	Actions	Measures
<p>This objective focuses on encouraging and enabling individuals to contribute to fields which affect them, if they so wish.</p> <p>This could be as an individual or as part of a group or community, with their views respected and appreciated.</p>	<ul style="list-style-type: none"> <li>• Website - democracy section on the website where residents can see meeting agendas and minutes, or search for decisions.</li> <li>• Consultation and surveys on the website as they arise.</li> <li>• Social Media - to receive any update on the Council's work.</li> <li>• Newyddion Gwynedd</li> <li>• The Council works with specific groups to ensure that information about decisions is shared, and that a range of viewpoints are heard e.g. Note Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to develop our methods of engaging with the residents of Gwynedd.</li> <li>• Build on the use of technology to increase the reach of engagement e.g. using public Wi-Fi to promote surveys.</li> <li>• We will create an action plan in order to develop clear arrangements on how the public can contribute their comments on key decisions (before and after making them) over the next year.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of people who watch meetings including live meetings and archived ones.</li> <li>• Participation rates in consultations and surveys.</li> </ul>



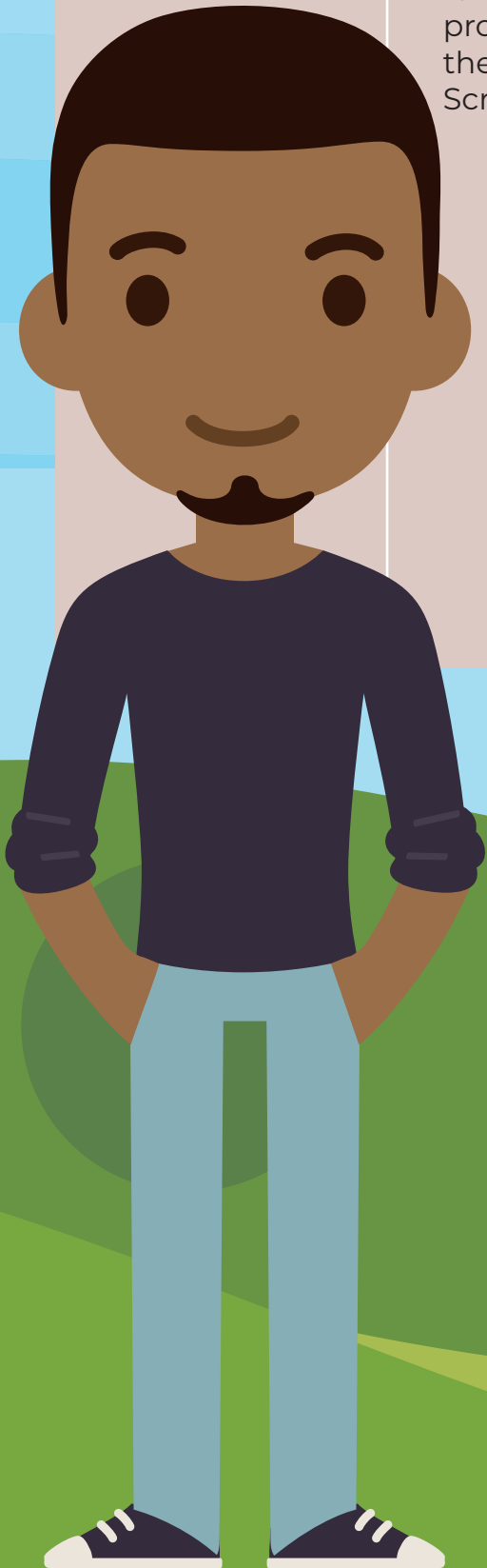
- The Council has regular mechanisms to engage with the public including on-line surveys.
- Publish the forward programme of the Cabinet, Scrutiny and Council.



#### 4. Offering and promoting opportunities for residents to provide feedback to the Council, including observations, complaints and other types of comments.

Aim	What is already underway	Actions	Measures
<p>This objective focuses on participation, which is much more than seeking people's views on a particular matter.</p> <p>Participation involves encouraging people to take part in community and political activities using different engagement methods.</p>	<ul style="list-style-type: none"> <li>• Website - <a href="#">Complaints and Feedback Page</a></li> <li>• Gwynedd on-line Selfservice</li> <li>• <a href="#">Praise, Concerns and Complaints Policy</a></li> <li>• Consultation and surveys</li> <li>• Newyddion Gwynedd</li> <li>• Democracy section on the website where residents can see meeting agendas and minutes, or search for decisions.</li> <li>• The Council works with specific groups to ensure that information about decisions is shared, and that a range of viewpoints are heard.</li> </ul>	<ul style="list-style-type: none"> <li>• Report to the Cabinet on complaints and feedback received from residents.</li> <li>• Develop a better understanding of the demography of residents who provide feedback regularly, so that any gaps in representation can be identified.</li> <li>• Measure the progress of implementing this strategy in a timely manner and report to the relevant committee.</li> <li>• Developing a Petitions Scheme.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of comments, complaints and praise received</li> <li>• Participation rates in consultations and surveys</li> <li>• Monitor equality and diversity data involving residents who have provided feedback</li> <li>• Participation and engagement levels in terms of the scrutiny process;</li> <li>• Number of responses to consultations</li> <li>• Number of people who watch meetings including live meetings and archived ones on the website</li> <li>• Number of petitions submitted on-line</li> </ul>

- Page to Submit Matters to be Scrutinised on the website
- An opportunity for the public to submit a question to the Full Council
- Publish the forward programme of the Cabinet and Scrutiny.
- We will create an action plan in order to develop clear arrangements on how the public can contribute their comments on key decisions (before and after making them) over the next year.
- Promote our current arrangements for the public to submit a question to the Full Council or a matter to be scrutinised
- Identify feedback and participation in decisions in our decision-making arrangements.



## 5. Promoting awareness of the advantages of using social media to communicate with residents for Councillors.

Aim	What is already underway	Actions	Measures
<p>This objective recognises that social media is a place where councillors share political information and engage with other councillors and residents.</p> <p>Social media have the potential to improve democracy by facilitating open and honest conversations and by enabling Councillors to communicate directly with residents.</p>	<ul style="list-style-type: none"> <li>• Social Media Training - and how to use it safely.</li> <li>• Welsh Local Government Association</li> </ul> <p style="padding-left: 40px;">A Guide for Councillors - 'Improving Digital Citizenship - Research and Best Practice'</p> <p style="padding-left: 40px;">Social Media Guidelines</p> <p style="padding-left: 40px;">Councillors' guide to handling intimidation</p>	<ul style="list-style-type: none"> <li>• Induction for new Councillors following an election and by-election</li> <li>• Training Councillors and continuing to adapt the training to respond to how the world has changed.</li> <li>• Hold additional sessions if the need arises as a result of a review of personal training by Councillors.</li> </ul>	<ul style="list-style-type: none"> <li>• % in terms of completing training modules</li> <li>• % in terms of attendance at relevant Seminars and training for Members</li> </ul>



# Consultation Arrangements

A Consultation is held as part of the work of developing this Strategy in order to ensure that we are aiming for the right objectives, and in the best possible way for Gwynedd residents. We will report on the results of this consultation in the final version of the Strategy.

# The Results of the Consultation

A consultation was held as part of the work of developing this scheme.  
(Insert comments from the consultation following the consultation)



# Definitions

These working definitions are informed by the 'Practitioners' Guide for Public Engagement;' (Participation Cymru, 2012).

**Engage / Engagement:** An active and participatory process in which people can influence policies and services and shape them which includes a wide range of different approaches and techniques.

**Consultation:** A formal process in which policy makers and service providers ask for the views of the public, groups and interested individuals.

**Participate / Participation:** People being actively involved with policy makers and service planners from the early stages of planning and reviewing policies and services.

# Additional Information

- Petitions scheme
- Guide on the Democracy Process (to be developed)
- Guide to the Constitution
- Public Engagement Strategy when Scrutinising
- Give your Views page
- Comments, Praise and Complaints Policy
- Contacting your Local Councillor



# Partnership Arrangements

Cyngor Gwynedd is a key partner of the Gwynedd and Môn Public Services Board.

The Public Services Board was set up in the wake of the Well-being of Future Generations Act (Wales) 2015 (Sharing a Purpose: Sharing a Future) in order to ensure sustainable developments while fulfilling the seven well-being aims.

The sustainable development principle considers the five ways of working that public bodies must implement to show that they apply the principle.

Members include representative of private, public and voluntary sectors in Gwynedd and Môn. The PSB is committed to seeking the views of residents on all policies and decisions made, and how we can make improvements in the future.

Gwynedd and Môn Public Services Board ([llesiangwyneddamon.org](http://llesiangwyneddamon.org))

# Relevant Legislation and Policy

- Council Plan
- Well-being of Future Generations Act 2015
- Local Government and Elections (Wales) Act 2021
- Welsh Government Equality and Inclusion Programme
  - Welsh Government - Strategic Equality Plan 2020-24
  - Welsh Government (Senedd according to the report) Diversity in Local Government Survey, Nov 2018
  - Action Plan: Year 1 - 2020-2021 - Diversity and Inclusion Strategy for Public Appointments in Wales
- Participation Cymru – National Principles for Public Engagement in Wales
- Children and Families (Wales) Measure 2010
- National Participation Standards in Wales