

CEREDIGION COUNTY COUNCIL

- Report to:** Cabinet
- Date of meeting:** 2nd November 2021
- Title:** Talking, Listening and Working Together – Draft Engagement Policy
- Purpose of the report:** To present the new draft Engagement Policy ‘Talking, Listening and Working Together’ for consideration by Cabinet.
- For:** **Decision.** To ensure that the Draft Engagement Policy is fit for purpose with regards to the Authority meeting its statutory engagement requirements including the Equality Act 2010 and the Well-being of Future Generations (Wales) Act 2015 and to seek the approval of Cabinet to go out to public consultation over the winter of 2021/22.

Cabinet Portfolio and Policy and Performance
Cabinet Member: Cllr Ellen ap Gwynn

BACKGROUND:

‘Talking, Listening and Working Together,’ Ceredigion County Council’s draft Engagement Policy sets out our corporate approach to engagement with the people of Ceredigion. By engagement we mean the ways in which we –

- **Inform.** To provide the public with balanced and objective information.
- **Consult.** To obtain public feedback on proposals.
- **Involve.** To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- **Collaborate.** To partner with the public in each aspect of the decision or service delivery, including defining the issue, developing alternatives and identifying and delivering preferred solutions.
- **Empower.** We will explore ways in which we can place the final decision making and service delivery in the hands of the public – to delegate.

The policy includes innovative ways to engage, including the use of online engagement platforms. The policy includes a toolkit of resources and techniques. The policy also includes an action plan which sets out better corporate management and control of engagement and accountability, for example via a corporate engagement timetable and annual reporting.

Wellbeing of Future Generations:

Has an Integrated Impact Assessment been completed? Yes

If, not, please state why

Summary:

Long term: Our engagement can include conversations about people’s long term ideas, needs and issues as well the

engagement that takes place over the short term. Good engagement with children and young people needs to happen in order that the needs of future generations can be met.

Collaboration: We are active partners in a range of engagement partnerships that exist or are becoming established. This will enable us to share best practice, resources and to carry out shared engagement activities.

Involvement: Involvement is synonymous with engagement. We aim to involve all relevant stakeholders. This could be people across Ceredigion or specific stakeholders, including people with the Protected Characteristics of the Equality Act and seldom heard groups. We will use the best method of engagement depending on the situation. We will engage in a timely way in which the views of stakeholders can influence outcomes and decisions. We will also provide feedback to stakeholders on any engagement that we carry out.

Prevention: Engaging with people and service users is a very effective way to identify, eliminate and reduce the effects of any problems or for people to be part of the solution in overcoming barriers. When engagement takes place at a very early stage this can prevent problems from happening at all.

Integration: Engagement is a cross-cutting theme in our Corporate Strategy. An aim of this Engagement Policy is to mainstream engagement across Ceredigion County Council. We will also work with other public bodies on the integration of the National Well-being Goals and Organisational Well-being Objectives through the Public Services Board.

Recommendation(s): That Cabinet agree the Draft Engagement Policy and approve that it can go out to public consultation over the winter of 2021-22

Reasons for decision: Our current Community Engagement Policy dates from 2012 and needs to be replaced to take account of new methods of engagement and recent legislation and guidance. There is also a need to take account of the increasing use of digital engagement.

Overview and Scrutiny:	and	The Draft Engagement Policy was presented to Corporate Resources Overview and Scrutiny Committee on the 14 th of October 2021.
Policy Framework:		Engagement is a cross-cutting theme in the Corporate Strategy.
Corporate Priorities:		As Engagement is a cross-cutting theme, all of the Corporate Priorities apply Boosting the Economy Investing in People's Futures Enabling Individual and Family Resilience Promoting Environmental and Community Resilience.
Finance and Procurement implications:	and	Estimated £2,000 per annum for a digital engagement platform, otherwise there are no financial implications as Engagement is mainstreamed across Council services.
Legal Implications:		Equality Act 2010 Well-being of Future Generations (Wales) Act 2015 Local Government and Elections (Wales) Act 2021 Any other legislation where engagement or consultation is specified.
Staffing implications:		Corporate Managers nominated as main points of contact in the action plan.
Property / asset implications:		None
Risk(s):		Legal challenge and risk to reputation if Ceredigion County Council does not carry out fair engagement and consultation.
Statutory Powers:		Equality Act 2010 Well-being of Future Generations (Wales) Act 2015 Local Government and Elections (Wales) Act 2021 Any other legislation where engagement or consultation is specified.
Background Papers:		Draft Engagement Policy 'Talking, Listening and Working Together'
Appendices:		
Corporate Officer:	Lead	Alun Williams, Corporate Lead Officer Policy, Performance and Public Protection
Reporting Officer:		Michael Smith, Engagement and Equalities Officer
Date:		8 th October 2021

Siarad, Gwranddo a Gweithio Gyda'n Gilydd

Polisi Ymgysylltu Drafft

Cyngor Sir Ceredigion

Yn dechrau 2022

Talking, Listening and Working Together

Draft Engagement Policy

Ceredigion County Council

From 2022



Author and service: MS, Policy and Performance

Date approved by Cabinet:

Integrated Impact Assessment:

Publication date:

Policy Review Date:

Contents	
Foreword	Page 3
Introduction	Pages 4 to 5
Ceredigion: Who we are, where we live and what we do as Ceredigion County Council.	Pages 6 to 7
Policy Aims	Page 7 to 8
Legislation	Pages 9 to 12
Ceredigion County Council Strategies and Plans	Page 12
National Principles and Standards	Pages 12 to 14
How we will carry out engagement with the people of Ceredigion	Pages 14 to 19
Engagement HQ and Have Your Say Ceredigion– an online platform of eight engagement tools.	Pages 20 to 21
Ceredigion County Council Engagement Toolkit	Page 22
Ceredigion County Council Engagement Policy Action Plan	Pages 23 to 25

Foreword

“It is vital that Ceredigion County Council engages effectively with the people of Ceredigion. This means that good engagement is the responsibility of everyone who works for the Council. Communication is two-way and it is important that we listen to and take on ideas from the public as well as giving out clear information. Our Engagement Policy sets out how we will do this. The policy is backed up by an action plan and also a range of resources for staff.

We are committed to engage effectively and this is underpinned by a range of legislation including the

- The Well-being of Future Generations (Wales) Act 2015
- Equality Act 2010,
- The Social Services and Wellbeing (Wales) Act 2015
- The Welsh Language Measure 2011
- Local Government and Elections (Wales) Act 2021

We will also follow best practice and national standards, for example the Children and Young People’s National Participation Standards and the National Principles for Public Engagement in Wales. We will continue to adopt new and emerging best practice, for example with digital engagement platforms and working on engagement with our partners on the Public Services Board. In terms of engagement, we are particularly keen to draw from experience and lessons learnt during the Covid-19 pandemic.

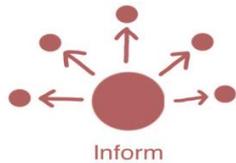
Most of all, I believe that this Engagement Policy will help us to set a firm foundation in the way that we engage with the people of Ceredigion. This means that engagement will be carried out at an early stage and throughout the process. It will be carried out over a reasonable period of time and will involve all people with an interest in the engagement, including marginalised groups of people or seldom heard voices. Engagement will bear influence on the decisions that we make. We will also provide feedback on all the engagement that we carry out.”

Councillor Ellen ap Gwynn
Leader, Ceredigion County Council

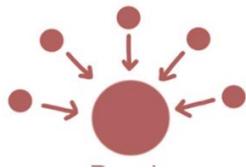
Introduction

This policy sets out our corporate approach to engagement with the people of Ceredigion. By engagement we mean the ways in which we –

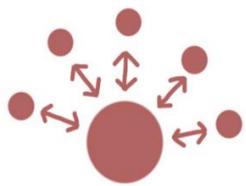
- **Inform.** To provide the public with balanced and objective information.



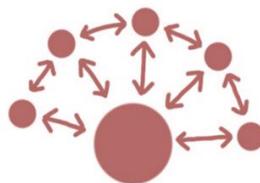
- **Consult.** To obtain public feedback on proposals.



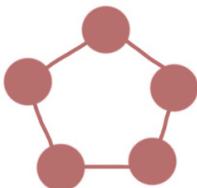
- **Involve.** To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.



- **Collaborate.** To partner with the public in each aspect of the decision or service delivery, including defining the issue, developing alternatives and identifying and delivering preferred solutions.



- **Empower.** We will explore ways in which we can place the final decision making and service delivery in the hands of the public – to delegate.



Inform

We want to ensure that the people of Ceredigion are kept well informed of our services and information. Informing is the way that we most commonly interact with the public. For example this can include informing people of services on our website and via social media.

Consult

We want people to have a strong voice and be able to effectively influence our decision making and consultations. We want to engage people in our decision making, especially where there are changes in services and in developing new policies. We frequently consult with the people of Ceredigion. Current examples can be seen on the consultations page of our website.

<http://www.ceredigion.gov.uk/your-council/consultations/>

Involve

We want to work with the people of Ceredigion and take into account their concerns and aspirations. We will do this in a variety of ways, including forums, user panels and gathering stories. An example of involvement is the Budget Challenge Online Simulator which helped to understand the views of the public when setting our budget.

Collaborate and Empower

Inform, consult and involve are the ways that we most commonly engage with the public. Over the course of this policy we will strive to increase and build on collaboration and empowerment. We want to collaborate with and empower the people of Ceredigion in the co-design, co-production and co-delivery of services. We have collaborated with people on a range of projects, for example the Clutter Free Ceredigion Campaign to keep our streets obstacle free. The community asset transfers of Tregaron and Llandysul Leisure Centres are examples of empowerment where the final decision and service delivery has been placed in the hands of the public.

Ceredigion: Who we are, where we live and what we do as Ceredigion County Council.



Ceredigion has a population of 73,000. Aberystwyth is the largest town with a population of around 16,200, followed by Cardigan 4,200 and Lampeter 3,000. Aberaeron, Llandysul and Tregaron are smaller towns. 62% of the population live in villages or scattered rural settlements. With 41 people per square kilometre, Ceredigion has the second lowest population density in Wales. Although being overall rural in nature, the towns are important centres for the wider population. Ceredigion also has a number of internationally significant bodies, for example Aberystwyth University, the Lampeter Campus of the University of Wales Trinity St David and the National Library of Wales.

The population is 97% white, with 47% able to speak Welsh. 21% of people have a long term illness or are disabled and 11% provide unpaid care. 15% of the population are children and young people under 16. 25% of the population is aged 65 or over. 3% are non-white.

Geographical communities. We may carry out engagement in a number of locations as well as across the county as a whole. This engagement could take place in our towns as well as the wider rural setting.

Communities of interest. We will also make sure that we engage with relevant communities of interest. This is where people have a shared characteristic, experience or interest, for example carers, disabled people or people from an ethnic minority.

Ceredigion County Council

Political

Ceredigion is made up of 40 electoral wards which are represented by 42 members (councillors) who are elected by the people of Ceredigion every 5 years. The Council has adopted the “Leader and Cabinet” style of governance. The Cabinet comprises the Leader of the Council and 7 Cabinet Members with a range of portfolios. There are also five thematic Overview and Scrutiny Committees.

Services

The council currently employs around 3,400 members of staff or the full time equivalent of about 2,400 staff across 12 Service areas.

- Schools and Culture
- Legal and Governance Services
- Finance and Procurement
- Democratic Services
- People and Organisation
- Porth Cymorth Cynnar, Community Wellbeing and Learning
- Porth Gofal, Targeted Intervention
- Porth Cynnal, Specialist Services
- Highways and Environmental Services
- Economy and Regeneration
- Customer Contact
- Policy, Performance and Public Protection

When we consider the above we can see that there is need to be inclusive across the wide range of people who live in Ceredigion and across the wide range of services that Ceredigion County Council delivers. This is why engagement is a cross-cutting theme in our Corporate Strategy 2017-22. The Corporate Strategy states that, *'Engagement – Our policies for the future will encourage collaboration and partnership working with all interested stakeholders. We consider effective interaction with our communities as an essential component to securing a healthy and vibrant society.'* **We will adopt this as Ceredigion County Council's Engagement Statement.**

It is important that we ensure that marginalised or seldom heard groups of people are involved in our engagement. Given the range and diversity of people with whom we need to engage, it is vital to carry out effective stakeholder analyses, (page 19).

Policy Aims

- 1. To mainstream effective engagement across Ceredigion County Council. This means making engagement the responsibility of everyone who works for us.**
- 2. To ensure that we engage with the people of Ceredigion in the best way.**
This includes –
 - Using the best engagement method for any given situation.

- Engaging at an early stage and for a sufficient period of time to enable a good response.
- Being inclusive and involving people from a wide range of backgrounds including marginalised and seldom heard groups of people.
- Offering information and engagement in an accessible way, via our internet site and also in other accessible formats on request, (for example Easy Read or large print).
- Providing information in children and young people’s formats when required. Children and young people have a right to information that is easy to understand and allows them to make an informed decision
- Making sure that engagement influences our decisions.
- Giving feedback following engagement.

3. To meet our statutory duties and responsibilities under legislation.

- The Well-being of Future Generations (Wales) Act 2015.
- The Equality Act 2010.
- The Welsh Language Measure 2011.
- The Social Services and Wellbeing (Wales) Act 2014.
- Local Government and Elections (Wales) Act 2021.
- We will also conform to any other legislation where there is a requirement to consult or engage.

4. To keep up to date with the latest innovations and best practice in the field of engagement and to revise this policy, our action plan and toolkit when required.

Gunning Principles

The **Gunning Principles** set out the legal expectations of what is appropriate consultation with an emphasis on ‘**fairness.**’ The principles can be used in court to determine whether a public body has shown fairness in its engagement, consultations and decision making. The principles also give a good practical framework for public engagement. Engagement must take place at an early stage and with enough information for people to consider. Engagement and consultations must also be available for a sufficient period of time. Information and results from the engagement must be able to influence the decision making process. The Gunning Principles underpin this Engagement Policy.

Gunning Principles are four principles for public engagement, with an emphasis on fairness.

Consultation must take place when the proposals are still at a formative stage.
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You must not have already made up your mind.

Sufficient reasons must be put forward to allow for **intelligent consideration** and response.

Have people been given the information and opportunity to influence?

Adequate **time** must be given for consideration and response.

Is the consultation long enough bearing in mind the circumstances?

The product of consultation must be **conscientiously** taken into account when finalising the decision.

Decision makers undertaking a process that demonstrates they were open to influence before decisions were made.

Legislation

The Well-being of Future Generations (Wales) Act 2015

The Act is about improving the social, economic, environmental and cultural wellbeing of Wales. To achieve this the Act includes five ways of working.

1. Long Term

'The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.' Our engagement can include conversations about people's long term ideas, needs and issues as well the engagement that takes place over the short term. Good engagement with children and young people needs to happen in order that the needs of future generations can be met.

2. Prevention

'How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.' Engaging with people and service users is a very effective way to identify, eliminate and reduce the effects of any problems or for people to be part of the solution in overcoming barriers. When engagement takes place at a very early stage this can prevent problems from happening at all.

3. Integration

'Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.' Engagement is a cross-cutting theme in our Corporate Strategy. An aim of this Engagement Policy is to mainstream engagement across Ceredigion County Council. We will also work with other public bodies on the integration of the National Well-being Goals and Organisational Well-being Objectives through the Public Services Board.

4. Collaboration

'Acting in collaboration with any other person, (or different parts of the body itself), that could help the body to meet its well-being objectives.' We are active partners in a range of engagement partnerships that exist or are becoming established. This will enable us to share best practice, resources and to carry out shared engagement activities.

5. Involvement

'The importance of involving people with an interest in achieving the well-being goals and ensuring that those people reflect the diversity of the area which the body serves.' Involvement is defined as engagement. We aim to involve all relevant stakeholders. This could be people across Ceredigion or specific stakeholders, including people with the Protected Characteristics of the Equality Act and seldom heard groups. We will use the best method of engagement depending on the situation, (see pages 17 to 18 *'Ceredigion County Council's Levels of engagement'*). We will engage in a timely way in which the views of stakeholders can influence outcomes and decisions. We will also provide feedback to stakeholders on any engagement that we carry out.

The Equality Act 2010

The Act brought together and replaced previous anti-discrimination laws. Under the Act, Ceredigion County Council must involve and engage with people from the Protected Characteristics. The Protected Characteristics include

- Age
- Disability
- Gender reassignment
- Pregnancy and maternity
- Race – including ethnic or national origin, colour or nationality
- Religion or belief – including lack of belief
- Sex
- Sexual orientation
- Marriage and civil partnership' (in the elimination of discrimination in employment).

The engagement must take place when

- Setting equality objectives.
- Preparing or reviewing Strategic Equality Plans.
- Carrying out Integrated Impact Assessments.
- How our work contributes to meeting the General Duty of the Act.

The Equality Act 2010 introduced a General Duty on public sector organisations to have 'due regard' to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act

- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not by tackling prejudice and promoting understanding.

Ceredigion County Council's approach to ensuring equality, fairness and respect is set out in our Strategic Equality Plan, '*A Fair and Equal Ceredigion 2020-24.*'

The Welsh Language Measure 2011

In Wales, the Welsh language should not be treated any less favourably than the English language. People in Wales should be able to live their lives through the medium of the Welsh language if they choose to do so. The official languages of the Council are Welsh and English. When carrying out engagement we must work in accordance with the requirements of the Welsh Language Standards. This includes the delivery of engagement bilingually. During consultations, we will seek the public's views on any effects that decisions would have on the Welsh language and opportunities to use the Welsh language.

The Social Services and Wellbeing (Wales) Act 2014

The Social Services and Well-being (Wales) Act 2014 provides a legislative framework for care and support based on the principles of:

- Supporting people to achieve their own wellbeing.
- Putting people at the centre of their care and support and giving them a voice in terms of the support they receive.
- Involving people in the design and delivery of services.
- Developing services that help prevent, delay or reduce the need for care and support.
- Promoting not for profit delivery models.
- Collaboration across agencies in the provision of care and support.
- Promoting the integration of key services including services for older people with complex needs, children with complex needs, people with a learning disability and carers, including young carers.

Local Government and Elections (Wales) Act 2021

The Local Government and Elections (Wales) Act 2021 requires all principal councils to encourage participation by local people in decision-making made by the Council by developing an e-petition scheme, publishing an electronic postal address for each of our Members, by broadcasting proceedings at meetings which are open to the public and to enabling remote attendance at meetings. These aspects of the legislation will come into force from May 2022, and the Council is currently putting measures in place to meet all of these requirements, which will be finalised upon receipt of the Welsh Government guidance documents.

Other Legislation

When producing plans and strategies we may be required to consult and engage under a range of legislation, for example the Equality Act 2010 when producing our

Strategic Equality Plan or the Housing (Wales) Act 2014 when producing our Homelessness Strategy.

Ceredigion County Council Strategies and Plans

Ceredigion County Council Corporate Strategy 2017-2022

The Corporate Strategy has four priorities.

- 1. Boosting the Economy**
- 2. Investing in People's Future**
- 3. Enabling Individual and Family Resilience**
- 4. Promoting Environmental and Community Resilience**

Ceredigion County Council Corporate Communications Strategy 2019-2022

The strategy aims *'to provide effective communications with residents, customers, staff, members, partners and stakeholders that support corporate priorities.'* The strategy sets out our approach to effective communications and engagement. The Communications Team must be informed of all engagement. The Team will be able to promote engagement and assist with the production of communication and engagement plans if required.

Ceredigion County Council Children and Young People Participation Strategy 2018-2021

Our approach is based on the United Nations Convention on the Rights of the Child, (UNCRC). Article 12 of the UNCRC states, *'children have the right to say what they think should happen, when adults are making decisions that affect them, and to have their opinions taken into account.'*

The UNCRC is enshrined in the Rights of Children and Young Persons (Wales) Measure 2011. Ceredigion County Council decided in a meeting of full council to take account of the UNCRC in its decision making and to adopt the Children and Young People's National Participation Standards as a model of good practice when participating and engaging with children and young people.

National Principles and Standards

We will adopt the following National Principles and Standards into our engagement work and activities.

Children and Young People's National Participation Standards

1. Information

Children and young people have a right to information that is easy to understand and allows them to make an informed decision.

2. It's their choice

Children and young people have a right to be involved and work on things that are important to them.

3. No discrimination

Children and young people are all different and have a right to be treated fairly.

4. Respect

Children and young people have a right to have their say. Their opinions are important and will be respected.

5. They get something out of it

- Children and young people have a right to learn and be the best that they can be.
- They have a right to work with others and to make a difference.
- This involves them having positive experiences.

6. Feedback

Children and young people have a right to know what differences they have made and how their ideas have been listened to.

7. Working better for them

Those who make decisions that affect children and young people should put children's rights at the centre of everything that they do

For further details please click on the below link.

<http://www.childreninwales.org.uk/our-work/participation/participation-standards/>

The National Principles for Public Engagement in Wales

The Principles were developed by Participation Cymru and have been endorsed by the Welsh Government. Ceredigion County Council will take account of the Principles as best practice when carrying out engagement.

- 1. Engagement is effectively designed to make a difference.**
- 2. Encourage and enable everyone affected to be involved if they so choose.**
- 3. Engagement is planned and delivered in a timely and appropriate way.**
- 4. Work with relevant partner organisations.**
- 5. The information provided will be jargon free, appropriate and understandable.**
- 6. Make it easy for people to take part.**
- 7. Enable people to take part effectively.**

8. Engagement is given the right resources and support to be effective.
9. People are told of the impact of their contribution.
10. Learn and share lessons to improve the process of engagement.

For further details please click on the below link.

<https://participation.cymru/wp-content/uploads/2017/02/PC-National-Principles-Poster3.pdf>

Five Principles of Co-production

Co-production is an asset-based approach to public services that enables people providing and people receiving services to share power and responsibility, and to work together in equal, reciprocal and caring relationships. It creates opportunities for people to access support when they need it, and to contribute to social change. Co-production is underpinned by 5 principles:

1. Value all participants, and build on their strengths.
2. Develop networks of mutual support.
3. Do what matters for all the people involved.
4. Build relationships of trust; share power and responsibility.
5. People can be change makers, and organisations enable this.

For further details please click on the below link.

<https://copronet.wales/>

How we will carry out engagement with the people of Ceredigion.

Overview

Ceredigion County Council's Engagement Policy adopts an approach of applying the best type of engagement according to the situation. This includes –

- **Informing**
- **Consulting**
- **Involving**
- **Collaborating**
- **Empowering**

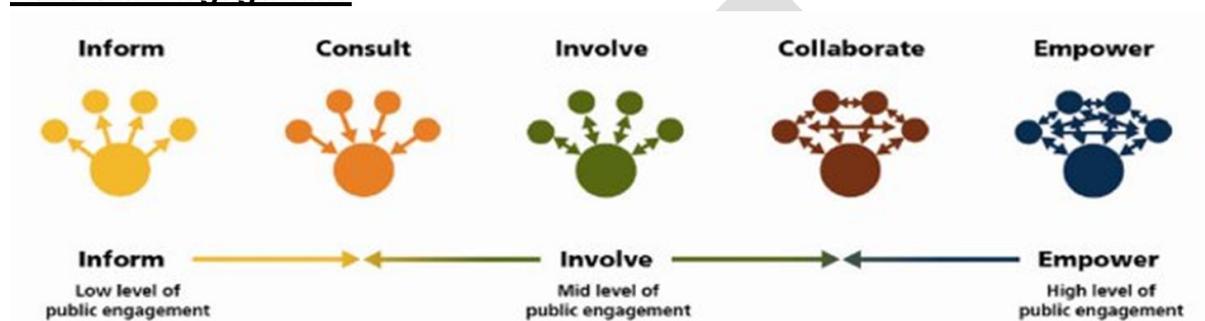
The practical application of this Engagement Policy is supported by a range of engagement information, guidance and techniques available for staff with our engagement toolkit on our intranet. We also employ an Engagement and Equalities Officer to support the delivery of the Engagement Policy and to give guidance and advice. In order to ensure the corporate management of engagement, at the first stage, all engagement proposals will need to be sent to the Engagement and Equalities Officer. An Engagement Action Plan will also be implemented, (see pages 25 to 27). This will include an engagement timetable for planned engagement and an

engagement annual report that will be submitted to Corporate Resources Overview and Scrutiny Committee and to Cabinet.

Levels of Engagement

We will engage with the people of Ceredigion in the best and most suitable way for any particular situation. The below model outlines our engagement approach. The model is based on the involvement principle of the Future Generations Commissioner for Wales. The ways in which we engage will vary. This will range from informing and consulting, through to involving, collaborating and empowering. The level of participation by the public increases across this range.

Levels of Engagement



The following table sets out the ways in which we will engage with the people of Ceredigion.

Ceredigion County Council's Levels of Engagement			
We will use the best engagement for the right situation.			
	Purpose	We will ...	Examples of methods most likely to be effective
Inform	To provide the public with balanced and objective information.	We will keep you informed. We will not withhold relevant information.	Website Social media Media campaigns Publications Awareness days Communications strategies
Consult	To obtain public feedback on proposals.	We will consult at the beginning of the process and at all relevant stages of the process.	Surveys Polls Formal consultation

		<p>We will keep you informed.</p> <p>We will listen to and acknowledge your concerns and aspirations.</p> <p>We will be open to your influence.</p> <p>We will provide feedback on how your input has influenced the outcome.</p>	<p>Roadshows</p> <p>Focus groups</p>
Involve	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	<p>We will keep you informed.</p> <p>We will work with you to take into account your concerns and aspirations.</p> <p>We will provide feedback on how your input has influenced the outcome.</p>	<p>Forums</p> <p>Ideas</p> <p>Places</p> <p>Stories</p> <p>Guestbook</p> <p>Questions</p> <p>User Panels</p>
Collaborate	To partner with the public in each aspect of the decision or service delivery, including defining the issue, developing alternatives and identifying and delivering preferred solutions.	<p>We will look to you for ideas and innovation in formulating solutions.</p> <p>We will incorporate your ideas and recommendations into the decision making process to the maximum extent possible.</p>	<p>Stakeholder groups</p> <p>Co-production</p> <p>Forums</p>
Empower	To explore ways in which we can place the final decision making and service delivery in the hands of the public.	We will work with you and support you through the process.	<p>Community Asset Transfers</p> <p>ABCD, Asset Based Community Development</p>

Adapted from the Future Generations Commissioner for Wales and the International Association for Public Participation's '*Spectrum of Public Participation.*'

Continuous and Specific Engagement

Engagement may take place for specific projects and consultations or may be continuous. For example, specific engagement includes formal consultations or grant-funded projects. Continuous engagement can be with stakeholder groups and is also being developed for digital platforms. Examples of groups with whom we continually engage include Ceredigion Disability Forum and Ceredigion Carers' Forum.

Digital platforms are an effective tool to undertake continuous engagement. There have been some very exciting developments in capturing people's stories and narratives in an accessible and appealing way. Public services in the region are collaborating in a trial of a digital engagement platform and are also sharing information to avoid duplication. This will mean working in a smarter way and avoiding overloading the public and community groups with engagement and consultations.

It is important to avoid **consultation and engagement overload**. Often people give up their free time and travel distances to attend engagement events. We or our public services partners may already have relevant data from previous engagement or surveys. We may also be able to utilise data and information from continuous engagement.

Stakeholder Analysis, Inclusion and Accessibility

Engagement may include all people who live or visit Ceredigion or may be with specific groups of people. **Stakeholders** are people who have an interest in the engagement that we are undertaking or who could be affected by any decisions that we make. Stakeholders can also include elected members and staff. Carrying out a **stakeholder analysis** will help to identify key stakeholders and their levels of influence, (please refer to toolkit resources on page 24). We will also ensure that engagement is **inclusive** across the diverse make up of our communities. We will include people with protected characteristics and marginalised or seldom heard people and communities in our engagement. The toolkit includes an '*Engagement with Services Users*,' document which lists a range of groups and organisations. We will also ensure that engagement is **accessible**, with alternative formats available on request, (for example Easy Read or large print).

Engagement with Elected Members

Elected Members are leaders within their communities and can provide important links to engage with a wide range of people. In addition to matters of interest to their wards, Elected Members may sit on a number of different Council Committees in addition to full County Council. Engagement will also take note of the portfolios of Cabinet Members.

Members of the public are able to suggest issues or topics for Overview and Scrutiny Committees to consider and are also able to make a request to speak at a Scrutiny meeting to present their views on an upcoming item. A [protocol](#) is in place which outlines this process.

Members of the public may also address the Development Control Committee on applications being considered. A [protocol](#) is in place which outlines this process

Engagement should, when relevant, take place with town and community councils.

Engagement with Elected Members should be via the appropriate Corporate Lead Officer. Members must be informed of all engagement or consultation and in particular any engagement or consultation that affects their wards or their responsibilities. Officers must follow protocol when engaging with Elected Members and also observe Pre-Election Protocol timescales.

Engagement with Staff

We employ around 3,400 people. Our staff have a very wide base of experience and come from a diversity of backgrounds. We engage with our staff by a number of means including staff news bulletins. A new intranet site has been developed which improves staff engagement and involvement. Human Resources directly engage with staff and unions on employment matters. Many of our staff live in Ceredigion and may be interested in any wider engagement or consultation that we undertake.

Integrated Impact Assessments (IIAs)

An Integrated Impact Assessment tool has been developed to inform effective decision making. The tool integrates

- Ceredigion County Council's Strategic Objectives.
- The Sustainable Development Principles and Wellbeing Goals of the Future Generations (Wales) Act 2015.
- The Equality Act 2010.
- The Welsh Language Measure 2011.
- The United Nations Convention on the Rights of the Child

The IIA tool sets out how we will take due regard, (give appropriate weight), to making decisions.

- We will consider relevant evidence in order to understand the likely or actual effects of policies or practices on those who are vulnerable within our communities.
- We will think about where we might be able to reduce negative impacts.
- We will identify missed opportunities and capitalise on positive impacts.
- We will consider the rights of the child when assessing impacts on the protected characteristic of Age.

Further details and guidance on our IIA toolkit can be found on our intranet site.

Brown Principles

Brown Principles can be used in court to determine whether a public body has shown '*due regard*' to legislation and relate closely to the IIA process. Following the principles is a good way of delivering best practice as well as helping to ensure that our engagement and decision making is legally robust.

Brown Principles and Due Regard
Knowledge Are the decision makers aware of their duty to have due regard?
Sufficient Information Do the decision makers have sufficient information to allow intelligent consideration?
Timeliness Was the IIA carried out while the proposal was under consideration before any final decision had been made?
Real Consideration (decision making) Has there been conscientious consideration?
Accountability (no delegation) Public bodies are responsible that third parties carrying out functions on their behalf comply with IIAs.
Monitoring and Review Do the aims of the IIA continue beyond the planning and decision making phases through to implementation, monitoring and review?

Evaluation, feedback, drawing conclusions and making recommendations

We will feedback the results of our engagement. This could include publishing reports on our website and providing direct feedback to groups or organisations involved in our engagement. The feedback will summarise an evaluation of our engagement and also demonstrate how the engagement influenced and was taken into account with our decision making. There are resources within our toolkit to help evaluate feedback, draw conclusions and make recommendations based on evidence from engagement.

Engagement and Equality Policy Officer

The officer provides policy advice, support and research on engagement and equalities. This includes developing and overseeing a consistent approach to engagement across the sections of Ceredigion County Council, in line with the requirements of the Well-being of Future Generations (Wales) Act 2015. Other main responsibilities include overseeing a framework of engagement groups and the Integrated Impact Assessment process. Equalities duties include ensuring compliance with the Public Sector Equality Duty and co-ordinating the production and monitoring of our Strategic Equality Plan and Equality Objectives

Have Your Say Ceredigion / EngagementHQ

During 2021/22, Ceredigion County Council is carrying out a trial of a web-based engagement platform, Engagement HQ. This is potentially an attractive and accessible way for us to inform, consult, and involve the people of Ceredigion in engagement and consultation. If the trial is a success, there will be the potential option to continue with the engagement platform. Engagement HQ comprises eight engagement tools for community engagement which are listed below.

For further details please click on the below link.

<https://www.bangthetable.com/engagementhq-community-software/>

We have utilised the Engagement HQ software to build our own online engagement platform. Dweud Eich Dweud Ceredigion / Have Your Say Ceredigion. To visit these sites please click on the following links.

- <https://haveyoursay.ceredigion.gov.uk/>

[Dweud Eich Dweud Ceredigion](#)

The following tools are available on EngagementHQ.



Forums

The Forum tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.



Ideas

Ideas provides 'virtual' post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them the most, helping to align priorities with what matters most to the community.



Places

Place is a simple way to gather community feedback and ideas directly on a map. Participants drop a 'pin' in the areas of concern, add photos and then fill in a quick survey.



Stories

When we tell or hear a story, neuroscience tells us that we experience things on a higher level. Stories helps a community better understand, empathise and relate to others as well as to project goals.



Guestbook

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is available.



Questions

Questions is an issues management and communications risk mitigation tool. It is a managed space for communities to ask questions and for us to respond either publicly or privately.



Polls

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the poll results, piquing interest and giving real-time insight.



Surveys

The surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.

Resources and Toolkit

This Engagement Policy is backed up by a toolkit for staff on our internal website. The toolkit contents are outlined in the table overleaf. Staff may click [here](#) to access the toolkit.

Ceredigion County Council Engagement Toolkit							
Levels of Engagement							
Inform	Consult	Involve	Collaborate	Empower			
Website Publications Media campaigns Social media Awareness days Communications strategies	Surveys Polls Formal consultation Roadshows Focus groups	Forums Ideas Places Stories Guestbook Questions User panels	Stakeholder groups Co-production Forums	Community asset transfers ABCD, asset based community development			
Engagement HQ - eight tools for community engagement							
1 - Forums	2 - Ideas	3- Places	4- Stories	5- Guestbook	6- Questions	7- Polls	8 - Surveys
Stakeholder Analysis							
Ceredigion equality data			Engagement with service users, (key contact list).			Influence matrix	
Integrated Impact Assessments (IIAs)							
IIA tool			IIA guidance for managers				
			IIA guidance for elected members				
Equality and Diversity Monitoring							
Guidance notes		Equality and diversity monitoring form			Ceredigion equality data		
Evaluation, Conclusions, Recommendations and feedback							
Participation Cymru Evaluation Toolkit - Drawing conclusions, making recommendations and giving feedback							
Other Guidance							
Accessible formats guidance				Engagement and Consultation Checklist			
Consultation Documents and Welsh Language Standards Requirements							
Links to external information and guidance							

Action Plan

We will implement our Engagement Policy via the below action plan.

Ceredigion County Council Engagement Policy Action Plan			
Action	Outcome	Timescale	Responsibility
E1. All corporate managers will be the main points of contact for each section of the County Council.	To effectively co-ordinate engagement across the sections of the County Council.	Ongoing and starting Summer 2022	Corporate Managers
E2. Inform the Engagement and Equalities Officer before starting any engagement.	To give a corporate understanding and management of all engagement.	Ongoing and starting summer 2022	Section Engagement Single Points of Contact
E3. Engagement Timetable	To know when all planned engagement is taking place and to make any strategic adjustments if required. Incorporate engagement into Business Plans.	Live list. All planned engagement to be submitted to the Engagement and Equalities Officer.	Engagement and Equalities Officer following information received from Section Engagement Single Points of Contact
E4. Engagement Annual Report	To produce an annual report on our engagement and to submit to Corporate Resources Overview and Scrutiny Committee and Cabinet before publishing on our public website.	Summer each year for a report on the previous year, commencing 2022.	Engagement and Equalities Officer following information received from Section Engagement Single Points of Contact
E5. Integrated Impact Assessments.	Appropriate and timely engagement is carried out that can influence decisions and changes in policy.	Ongoing	Managers responsible for carrying out IIAs.

Action	Outcome	Timescale	Responsibility
<p>E6. When carrying out engagement we, will take account of and implement best practice by following:</p> <p>Our Engagement Policy</p> <p>Our Engagement Toolkit</p>	<p>To ensure that the best type of engagement is applied depending on the situation.</p> <p>The engagement is carried out at a formative stage and throughout the process to relevant stakeholders.</p> <p>The engagement can bear influence and is taken into account by decision makers.</p>	Ongoing	Managers responsible for carrying out the engagement.
<p>E7. For major projects and campaigns we will produce a Communications and Engagement Plan</p>	<p>Key messages are disseminated at the right time to the right audience.</p>	Ongoing	Managers responsible for carrying out the engagement and the Communications Team.
<p>E7. We will provide feedback to stakeholders who have participated in our engagement and publish the results on our website</p> <p>This will also include an evaluation of the engagement, conclusions and recommendations.</p>	<p>Stakeholders, participants and the public can see the results of engagement and how the engagement was taken into account and influenced decisions.</p> <p>Engagement is evaluated and conclusions and recommendations are made.</p>	Ongoing	Managers responsible for carrying out the engagement.

Action	Outcome	Timescale	Responsibility
<p>E8. Improved Opportunities for Engagement.</p> <p>We will develop improved opportunities for engagement including:</p> <p>Developing continuous engagement methods for example story gathering and stakeholder forums.</p> <p>Developing use of digital platforms</p> <p>Building on collaboration with partners</p> <p>Building and maintaining a key engagement list of groups and organisations</p> <p>Keeping up to date with the latest engagement guidance and techniques.</p>	<p>Ceredigion County Council continues to improve engagement and is up to date with the latest guidance and best practice.</p>	<p>Ongoing</p>	<p>Engagement and Equalities Officer</p>
<p>E.9 An engagement toolkit for staff is kept up to date and available on our internal website.</p>	<p>Ceredigion County Council have the best information and resources available to carry out effective and good engagement.</p>	<p>Ongoing</p>	<p>All Ceredigion County Council staff involved in engagement.</p>



Cyngor Sir Ceredigion County Council - Integrated Impact Assessment (IIA)

An integrated tool to inform effective decision making



This **Integrated Impact Assessment tool** incorporates the principles of the Well-being of Future Generations (Wales) Act 2015 and the Sustainable Development Principles, the Equality Act 2010 and the Welsh Language Measure 2011 (Welsh Language Standards requirements) and Risk Management in order to inform effective decision making and ensuring compliance with respective legislation.

1. PROPOSAL DETAILS: Policy change

Proposal Title	Talking, Listening and Working Together – Engagement Policy of Ceredigion County Council
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Service Area	Policy and Performance	Corporate Lead Officer	Alun Williams	Strategic Director	Barry Rees
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Name of Officer completing the IIA	Michael Smith	E-mail	Michael.Smith2@ceredigion.gov.uk	Phone no	01545 570881
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Please give a brief description of the purpose of the proposal

This policy sets out our corporate approach to engagement with the people of Ceredigion. By engagement we mean the ways in which we –

- **Inform.** To provide the public with balanced and objective information.
- **Consult.** To obtain public feedback on proposals.
- **Involve.** To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- **Collaborate.** To partner with the public in each aspect of the decision or service delivery, including defining the issue, developing alternatives and identifying and delivering preferred solutions.
- **Empower.** We will explore ways in which we can place the final decision making and service delivery in the hands of the public – to delegate.

The policy includes innovative ways to engage, including the use of online engagement platforms. The policy includes a toolkit of resources and techniques. The policy also includes an action plan which sets out better corporate management and control of engagement and accountability, for example via a corporate engagement timetable and annual reporting.

Who will be directly affected by this proposal? (e.g. The general public, specific sections of the public such as youth groups, carers, road users, people using country parks, people on benefits, staff members or those who fall under the protected characteristics groups as defined by the Equality Act and for whom the authority must have due regard).

Everyone with whom the County Council carries out engagement.

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VERSION CONTROL: The IIA should be used at the earliest stages of decision making, and then honed and refined throughout the decision making process. It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable development, Welsh language and equality considerations wherever possible.

Author	Decision making stage	Version number	Date considered	Brief description of any amendments made following consideration
Michael Smith	Scrutiny	1	14/10/21	<i>This will demonstrate how we have considered and built in sustainable development throughout the evolution of a proposal. Have you considered and applied the sustainable development principle and Well-being Goals?</i>

COUNCIL STRATEGIC OBJECTIVES: Which of the Council's Strategic Objectives does the proposal address and how?

Boosting the Economy	<p>Engagement is a cross-cutting theme in our Corporate Strategy 2017-22. The Corporate Strategy states that, <i>'Engagement – Our policies for the future will encourage collaboration and partnership working with all interested stakeholders. We consider effective interaction with our communities as an essential component to securing a healthy and vibrant society.'</i></p> <p>Therefore engagement needs to be mainstreamed into the four strategic objectives of the Council</p>
Investing in People's Future	
Enabling Individual and Family Resilience	
Promoting Environmental and Community Resilience	

NOTE: As you complete this tool you will be asked for **evidence to support your views**. These need to include your baseline position, measures and studies that have informed your thinking and the judgement you are making. It should allow you to identify whether any changes resulting from the implementation of the recommendation will have a positive or negative effect. Data sources include for example:

- *Quantitative data - data that provides numerical information, e.g. population figures, number of users/non-users*
- *Qualitative data – data that furnishes evidence of people's perception/views of the service/policy, e.g. analysis of complaints, outcomes of focus groups, surveys*
- *Local population data from the census figures (such as Ceredigion Welsh language Profile and Ceredigion Demographic Equality data)*
- *National Household survey data*
- *Service User data*
- *Feedback from consultation and engagement campaigns*



- *Recommendations from Scrutiny*
- *Comparisons with similar policies in other authorities*
- *Academic publications, research reports, consultants' reports, and reports on any consultation with e.g. trade unions or the voluntary and community sectors, 'Is Wales Fairer' document.*
- *Welsh Language skills data for Council staff*

2. SUSTAINABLE DEVELOPMENT PRINCIPLES: How has your proposal embedded and prioritised the five sustainable development principles, as outlined in the Well-being of Future Generations (Wales) Act 2015, in its development?

Sustainable Development Principle	Does the proposal demonstrate you have met this principle? If yes, describe how. If not, explain why.	What evidence do you have to support this view?	What action (s) can you take to mitigate any negative impacts or better contribute to the principle?
Long Term Balancing short term need with long term and planning for the future.	Our engagement can include conversations about people's long term ideas, needs and issues as well the engagement that takes place over the short term. Good engagement with children and young people needs to happen in order that the needs of future generations can be met.		
Collaboration Working together with other partners to deliver.	We are active partners in a range of engagement partnerships that exist or are becoming established. This will enable us to share best practice, resources and to carry out shared engagement activities.		
Involvement Involving those with an interest and seeking their views.	Involvement is synonymous with engagement. We aim to involve all relevant stakeholders. This could be people across Ceredigion or specific stakeholders, including people with the Protected Characteristics of the Equality Act and seldom heard groups. We will use the best method		

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An integrated tool to inform effective decision making



	<p>of engagement depending on the situation. We will engage in a timely way in which the views of stakeholders can influence outcomes and decisions. We will also provide feedback to stakeholders on any engagement that we carry out.</p>		
<p>Prevention Putting resources into preventing problems occurring or getting worse.</p>	<p>Engaging with people and service users is a very effective way to identify, eliminate and reduce the effects of any problems or for people to be part of the solution in overcoming barriers. When engagement takes place at a very early stage this can prevent problems from happening at all.</p>		
<p>Integration Positively impacting on people, economy, environment and culture and trying to benefit all three.</p>	<p>Engagement is a cross-cutting theme in our Corporate Strategy. An aim of this Engagement Policy is to mainstream engagement across Ceredigion County Council. We will also work with other public bodies on the integration of the National Well-being Goals and Organisational Well-being Objectives through the Public Services Board.</p>		

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3. WELL-BEING GOALS: Does your proposal deliver any of the seven National Well-being Goals for Wales as outlined on the Well-being of Future Generations (Wales) Act 2015? Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal. We need to ensure that the steps we take to meet one of the goals aren't detrimental to meeting another.			
Well-being Goal	Does the proposal contribute to this goal? Describe the positive or negative impacts-	What evidence do you have to support this view?	What action (s) can you take to mitigate any negative impacts or better contribute to the goal?
3.1. A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs.	Mainly neutral, but there will be a positive impact if good engagement is carried out with local businesses and stakeholders.		
3.2. A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change).	Mainly neutral, but there will be a positive impact if good engagement is carried out with stakeholders.		
3.3. A healthier Wales People's physical and mental wellbeing is maximised and health impacts are understood.	Mainly neutral, but there will be a positive impact if good engagement is carried out with stakeholders.		
3.4. A Wales of cohesive communities Communities are attractive, viable, safe and well connected.	Good engagement will improve trust in the Local Authority from Community members and improve community cohesion.	The cohesion indicator of feeling able to participate and be involved in local decision-making.	Implement the Engagement Policy to improve community cohesion.
3.5. A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental well-being.	Mainly neutral, but there will be a positive impact if good engagement is carried out with stakeholders.		

Cyngor Sir Ceredigion County Council - Integrated Impact Assessment (IIA)

An integrated tool to inform effective decision making



<p>3.6. A more equal Wales People can fulfil their potential no matter what their background or circumstances.</p> <p><i>In this section you need to consider the impact on equality groups, the evidence and any action you are taking for improvement.</i> <i>You need to consider how might the proposal impact on equality protected groups in accordance with the Equality Act 2010?</i> <i>These include the protected characteristics of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or beliefs, gender, sexual orientation.</i> Please also consider the following guide:: Equality Human Rights - Assessing Impact & Equality Duty</p>	<p>Describe why it will have a positive/negative or negligible impact.</p> <p><i>Using your evidence consider the impact for each of the protected groups. You will need to consider do these groups have equal access to the service, or do they need to receive the service in a different way from other people because of their protected characteristics. It is not acceptable to state simply that a proposal will universally benefit/disadvantage everyone. You should demonstrate that you have considered all the available evidence and address any gaps or disparities revealed.</i></p>	<p>What evidence do you have to support this view?</p> <p><i>Gathering Equality data and evidence is vital for an IIA. You should consider who uses or is likely to use the service. Failure to use <u>data</u> or <u>engage</u> where change is planned can leave decisions open to legal challenge. Please link to involvement box within this template. Please also consider the general guidance.</i></p>	<p>What action (s) can you take to mitigate any negative impacts or better contribute to positive impacts?</p> <p><i>These actions can include a range of positive actions which allows the organisation to treat individuals according to their needs, even when that might mean treating some more favourably than others, in order for them to have a good outcome. You may also have actions to identify any gaps in data or an action to engage with those who will/likely to be effected by the proposal. These actions need to link to Section 4 of this template.</i></p>																
<p>Age Do you think this proposal will have a positive or a negative impact on people because of their age? (Please tick ✓)</p> <table border="1" data-bbox="76 994 786 1469"> <thead> <tr> <th></th> <th>Positive</th> <th>Negative</th> <th>None/ Negligible</th> </tr> </thead> <tbody> <tr> <td>Children and Young People up to 18</td> <td style="text-align: center;">✓</td> <td></td> <td></td> </tr> <tr> <td>People 18-50</td> <td style="text-align: center;">✓</td> <td></td> <td></td> </tr> <tr> <td>Older People 50+</td> <td style="text-align: center;">✓</td> <td></td> <td></td> </tr> </tbody> </table>		Positive	Negative	None/ Negligible	Children and Young People up to 18	✓			People 18-50	✓			Older People 50+	✓			<p>The Engagement Policy will have an overall positive impact. The rights of children and young people and the Children and Young People's Participation Standards are mainstreamed in the policy.</p> <p>Overall the policy will improve engagement with the people of Ceredigion, including older people. Care needs to be taken to ensure that the digitally excluded can still participate.</p>	<p>Ceredigion has one of the highest proportions of older people in Wales.</p> <p>25% of people in Ceredigion are of pensionable age, (2011 Census).</p>	<p>Implement the policy to drive improvements in engagement.</p> <p>Provide children and young people's formats when required.</p> <p>Prevent digital exclusion, for example provide paper copies on request or assisted digital services.</p> <p>The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.</p>
	Positive	Negative	None/ Negligible																
Children and Young People up to 18	✓																		
People 18-50	✓																		
Older People 50+	✓																		

Cyngor Sir Ceredigion County Council - Integrated Impact Assessment (IIA)

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Disability Do you think this proposal will have a positive or a negative impact on people because of their disability? (Please tick ✓)				The Engagement Policy will have an overall positive impact. The policy includes the provision of alternative formats on request, for example large print or Easy Read. Care needs to be taken to ensure that the digitally excluded can still participate.	21% of people living in Ceredigion have a limiting long term illness, (2011 Census).	Implement the policy to drive improvements in engagement. Provide alternative formats on request. Prevent digital exclusion, for example provide paper copies on request or assisted digital services. The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.
Hearing Impairment	Positive	Negative	None/ Negligible			
	✓					
Physical Impairment	Positive	Negative	None/ Negligible			
	✓					
Visual Impairment	Positive	Negative	None/ Negligible			
	✓					
Learning Disability	Positive	Negative	None/ Negligible			
	✓					
Long Standing Illness	Positive	Negative	None/ Negligible			
	✓					
Mental Health	Positive	Negative	None/ Negligible			
	✓					
Other	Positive	Negative	None/ Negligible			
Transgender Do you think this proposal will have a positive or a negative impact on transgender people? (Please tick ✓)				Overall the policy will improve engagement with the people of Ceredigion, including the protected characteristic of transgender.		Implement the policy to drive improvements in engagement. The policy is inclusive and sets out stakeholder analysis supported by equality data, an
Transgender	Positive	Negative	None/ Negligible			
	✓					

Cyngor Sir Ceredigion County Council - Integrated Impact Assessment (IIA)

An integrated tool to inform effective decision making



						influence matrix and a contact list.
Marriage or Civil Partnership Do you think this proposal will have a positive or a negative impact on marriage or Civil partnership? (Please tick ✓)				Overall the policy will improve engagement with the people of Ceredigion, including the protected characteristic marriage or civil partnership.		Implement the policy to drive improvements in engagement. The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.
Marriage	Positive	Negative	None/ Negligible			
	✓					
Civil partnership	Positive	Negative	None/ Negligible			
	✓					
Pregnancy or Maternity Do you think this proposal will have a positive or a negative impact on pregnancy or maternity? (Please tick ✓)				Overall the policy will improve engagement with the people of Ceredigion, including the protected characteristic of marriage or civil partnership.		Implement the policy to drive improvements in engagement. The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.
Pregnancy	Positive	Negative	None/ Negligible			
	✓					
Maternity	Positive	Negative	None/ Negligible			
	✓					
Race Do you think this proposal will have a positive or a negative impact on race? (Please tick ✓)				Overall the policy will improve engagement with the people of Ceredigion, including the protected characteristic of race.	Race includes nationality, ethnicity and culture. 3% of people living in Ceredigion are from a non-white background, (2011 Census).	Implement the policy to drive improvements in engagement. The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.
White	Positive	Negative	None/ Negligible			
	✓					
Mixed/Multiple Ethnic Groups	Positive	Negative	None/ Negligible			
	✓					

Cyngor Sir Ceredigion County Council - Integrated Impact Assessment (IIA)

An integrated tool to inform effective decision making



	Positive	Negative	None/ Negligible		
Asian / Asian British	✓				<p>4% of people in Ceredigion were born in an EU Country. This is greater than the Welsh national average of 3%. ONS, (Population of the UK by country of birth and nationality June 2018)</p> <p>Gypsies and Travellers are an ethnicity under the Equality Act 2010.</p> <p>Ceredigion is also home for a number of people who arrived under the Syrian Refugee Resettlement Programme.</p>
Black / African / Caribbean / Black British	✓				
Other Ethnic Groups	✓				

Religion or non-beliefs Do you think this proposal will have a positive or a negative impact on people with different religions, beliefs or non-beliefs? (Please tick ✓)				Overall the policy will improve engagement with the people of Ceredigion, including the protected characteristic of transgender.		Implement the policy to drive improvements in engagement. The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.
Christian	Positive	Negative	None/ Negligible			
	✓					
Buddhist	Positive	Negative	None/ Negligible			
	✓					
Hindu	Positive	Negative	None/ Negligible			
	✓					
Humanist	Positive	Negative	None/ Negligible			
	✓					
Jewish	Positive	Negative	None/			

Cyngor Sir Ceredigion County Council - Integrated Impact Assessment (IIA)

An integrated tool to inform effective decision making



			Negligible			
	✓					
Muslim	Positive	Negative	None/ Negligible			
	✓					
Sikh	Positive	Negative	None/ Negligible			
	✓					
Non-belief	Positive	Negative	None/ Negligible			
	✓					
Other	Positive	Negative	None/ Negligible			
	✓					

Sex Do you think this proposal will have a positive or a negative impact on men and/or women? (Please tick ✓)				Overall the policy will improve engagement with the people of Ceredigion, including the protected characteristic of sex.	50% of people in Ceredigion are male and 50% are female, (2011 Census).	Implement the policy to drive improvements in engagement. The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.
Men	Positive	Negative	None/ Negligible			
	✓					
Women	Positive	Negative	None/ Negligible			
	✓					

Sexual Orientation Do you think this proposal will have a positive or a negative impact on people with different sexual orientation? (Please tick ✓)				Overall the policy will improve engagement with the people of Ceredigion, including the protected characteristic sexual orientation.		Implement the policy to drive improvements in engagement. The policy is inclusive and sets out stakeholder analysis supported by equality data, an influence matrix and a contact list.
Bisexual	Positive	Negative	None/ Negligible			
	✓					
Gay Men	Positive	Negative	None/			



			Negligible			
	✓					
Gay Women / Lesbian	Positive	Negative	None/ Negligible			
	✓					
Heterosexual / Straight	Positive	Negative	None/ Negligible			
	✓					

Having due regards in relation to the three aims of the Equality Duty - determine whether the proposal will assist or inhibit your ability to eliminate discrimination; advance equality and foster good relations.

3.6.2. How could/does the proposal help advance/promote equality of opportunity?

You should consider whether the proposal will help you to: ● Remove or minimise disadvantage ● To meet the needs of people with certain characteristics ● Encourage increased participation of people with particular characteristics

The Engagement Policy aims to be inclusive and accessible and therefore will promote equality of opportunity.

3.6.3. How could/does the proposal/decision help to eliminate unlawful discrimination, harassment, or victimisation?

You should consider whether there is evidence to indicate that: ● The proposal may result in less favourable treatment for people with certain characteristics ● The proposal may give rise to indirect discrimination ● The proposal is more likely to assist or impede you in making reasonable adjustments

The Engagement Policy will help to reduce discrimination, harassment and victimisation by supporting inclusivity and accessibility across the protected characteristics.

3.6.4. How could/does the proposal impact on advancing/promoting good relations and wider community cohesion?

You should consider whether the proposal will help you to: ● Tackle prejudice ● Promote understanding

If people feel that their voices are heard and that they are able to influence decision making, this will contribute to a sense of belonging and higher levels of community cohesion.

Having due regard of the Socio-Economic Duty of the Equality Act 2010.

Socio-Economic Disadvantage is living in less favourable social and economic circumstances than others in the same society.

As a listed public body, Ceredigion County Council is required to have due regard to the Socio-Economic Duty of the Equality Act 2010. Effectively this means carrying out a poverty impact assessment. The duty covers all people who suffer socio-economic disadvantage, including people with protected characteristics.



3.6.5 What evidence do you have about socio-economic disadvantage and inequalities of outcome in relation to the proposal?

Describe why it will have a positive/negative or negligible impact.

The Engagement Policy will help to promote participation and aims to include all stakeholders including people at a socio-economic disadvantage.

What evidence do you have to support this view?

People being effectively involved in decision making will help to drive improvements which would have a positive impact on socio-economic factors.

What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?

Boosting positive impacts through working to increase participation, inclusivity and accessibility.

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3.7. A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh Language are promoted and protected. <i>In this section you need to consider the impact, the evidence and any action you are taking for improvement. This in order to ensure that the opportunities for people who choose to live their lives and access services through the medium of Welsh are not inferior to what is afforded to those choosing to do so in English, in accordance with the requirement of the Welsh Language Measure 2011.</i>				Describe why it will have a positive/negative or negligible impact.	What evidence do you have to support this view?	What action (s) can you take to mitigate any negative impacts or better contribute to positive impacts?
Will the proposal be delivered bilingually (Welsh & English)?	Positive	Negative	None/ Negligible	The Engagement Policy will be available bi-lingually.	Engagement is mainstreamed across Ceredigion County Council and will be delivered bilingually.	The delivery of engagement bi-lingually will contribute to a positive impact on the Welsh Language.
	✓					
Will the proposal have an effect on opportunities for persons to use the Welsh language?	Positive	Negative	None/ Negligible	The Engagement Policy will not alter the linguistic nature of the community. In terms of fostering good relations and building community cohesion, an increase in social connectivity as a result of good engagement could lead to an increased opportunity for people to use the Welsh Language in a social setting.	Community cohesion theory on connectivity, (for example Cattle's concept of parallel lives).	Increased social connectivity would have a positive impact.
	✓					

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	Positive	Negative	None/ Negligible			
Will the proposal increase or reduce the opportunity for persons to access services through the medium of Welsh?	✓			Engagement and participation will be available bilingually.	The delivery of services bi-lingually will contribute to a positive impact on the Welsh language.	The delivery of services bi-lingually will contribute to a positive impact on the Welsh language.
How will the proposal treat the Welsh language no less favourably than the English language?	✓			The Engagement Policy will be available bi-lingually.	Engagement is mainstreamed across Ceredigion County Council and will be delivered bilingually.	The delivery of engagement bi-lingually will contribute to a positive impact on the Welsh language.
Will it preserve promote and enhance local culture and heritage?	✓			The Engagement Policy applies across all service areas. Fostering good relations can increase a sense of belonging that can relate to culture and heritage.	National Indicators on a sense of belonging, National Survey for Wales.	No negative impact.



4. STRENGTHENING THE PROPOSAL: If the proposal is likely to have a negative impact on any of the above (including any of the protected characteristics), what practical changes/actions could help reduce or remove any negative impacts as identified in sections 2 and 3?

4.1 Actions.

What are you going to do?	When are you going to do it?	Who is responsible?	Progress

4.2. If no action is to be taken to remove or mitigate negative impacts please justify why.
(Please remember that if you have identified unlawful discrimination, immediate and potential, as a result of this proposal, the proposal must be changed or revised).

4.3. Monitoring, evaluating and reviewing.
How will you monitor the impact and effectiveness of the proposal?

The Engagement Policy Action Plan includes an annual reporting process.

5. RISK: What is the risk associated with this proposal?

Impact Criteria	1 - Very low	2 - Low	3 - Medium	4 - High	5 - Very High
Likelihood Criteria	1 - Unlikely to occur	2 - Lower than average chance of occurrence	3 - Even chance of occurrence	4 - Higher than average chance of occurrence	5 - Expected to occur
Risk Description	Impact (severity)		Probability (deliverability)		Risk Score
The Engagement Policy is not adopted.	3		1		4

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Does your proposal have a potential impact on another Service area?			
The proposal is cross-cutting across all service areas.			

6. SIGN OFF			
Position	Name	Signature	Date
Service Manager	Diana Davies	<i>Diana Davies</i>	22-09-2021
Corporate Lead Officer	Alun Williams	<i>Alun Williams</i>	22-09-2021
Strategic Director	Barry Rees	<i>Barry Rees</i>	1/10/2021
Portfolio Holder	Cllr Ellen ap Gwynn	<i>Ellen ap Gwynn</i>	1/10/2021

Cyngor Sir CEREDIGION County Council

REPORT TO: Cabinet

DATE: 2 November 2021

LOCATION: Virtual Meeting

TITLE: Talking, Listening and Working Together – Draft Engagement Policy

PURPOSE OF REPORT: To provide feedback from the Corporate Resources Overview and Scrutiny Committee held on 14 October 2021

BACKGROUND:

At its 14th October meeting, Members of the Corporate Resources Overview and Scrutiny Committee considered the Talking, Listening and Working Together – Draft Engagement Policy.

'Talking, Listening and Working Together,' Ceredigion County Council's draft Engagement Policy sets out the Authorities corporate approach to engagement with the people of Ceredigion.

Following discussion, Committee Members were asked to consider the following recommendation:

RECOMMENDATION (S):

- To receive and endorse 'Talking, Listening and Working Together' the draft Engagement Policy of Ceredigion County Council before going out to public consultation over winter 2021-22; and
- To make recommendations as appropriate when the report is presented to Cabinet on the 2nd of November 2021.

Following consideration, Members agreed to recommend that Cabinet receive and endorse 'Talking, Listening and Working Together' the Authority's draft Engagement Policy prior to public Consultation during Winter 2021-22.

The Chairman thanked the Leader of the Council, Councillor Ellen ap Gwynn for presenting the report and thanked Michael Smith, Engagement and Equalities Officer, for providing an informative report.

Councillor Ivor Williams
Chairman of the Corporate Resources Overview and Scrutiny Committee