

Consultation and Engagement Strategy - 2013 to 2017

Vision 'An organisation that seeks to understand people's experiences, needs and preferences, listens and considers what they have to say, and uses what they learn to help shape Council services, so that people have a say in local decisions that affect them'

Inform

We will provide relevant and accessible information that clearly defines what can and cannot be changed and allows open and transparent consultation and engagement

Research

We will use information such as national datasets and local customer information, to inform the development and delivery of services, policies and decisions

Consult

We will seek views on a particular topic or issue to inform the development and delivery of services, policies and decisions

Collaborate

We will build relationships and ongoing dialogues with communities to explore, understand and resolve issues together

Empower

We will support people to get involved and develop expertise to enable communities to influence decisions and where possible take some decisions themselves

Why?

- To enable citizens to influence decisions and increase public engagement and confidence in local government
- To provide evidence to inform decision making and promote better use of resources and more efficient, cost effective services based on need
- To increase public understanding about the current financial climate and difficult decisions that need to be made, and involve citizens in shaping future services
- A priority across Welsh Government plans and policies, and in 'Our Wrexham Plan' and the Council Plan
- Highlighted as an area for improvement for the Council by regulators

Where are we now?

Only 25% of people in Wrexham feel they can influence decisions affecting the local area (National Survey for Wales 2012/13)

50% of people in Wrexham would like to be more involved in decisions affecting the local area (National Survey for Wales 2012/13)

"The Council should listen to [local people] and take notice of what they hear" (Key issues for Wrexham survey respondent 2012)

"The Council should improve the effectiveness of public engagement and develop a more coherent approach" (Wales Audit Office)

What will we do?

We will improve our understanding of people's needs, views and experiences, through consultation and engagement, and use this information alongside other evidence, to inform the design and delivery of effective and efficient services, within current financial constraints. To do this we will:

- Embed a culture of consultation and engagement across all Members and Officers
- Develop a coherent and coordinated approach to consultation and engagement across the organisation
- Ensure effective and inclusive consultation and engagement exercises that set reasonable expectations about what can and cannot be changed as a result
- Improve analysis, interpretation and sharing of information to inform decision making
- Increase the impact of findings on decision making to shape services based on need and promote better use of resources
- Improve evaluation and feedback on consultation and engagement activities so people understand how views have influenced decisions and if not why not
- Collaborate with partners across Wrexham and North Wales

What will success look like?

- An increase in the percentage of local people responding to the National Survey for Wales who feel they can influence decisions affecting the local area

25%

(More than 25% of survey respondents)