

Organisational response

Report title: Setting of Well-being objectives – Denbighshire Council

Completion date: February 2023

Document reference: TBC

Ref	Recommendation	Organisational response Please set out here relevant commentary on the planned actions in response to the recommendations	Completion date Please set out by when the planned actions will be complete	Responsible officer (title)
R1	<p>Engagement with residents</p> <p>To improve how the Council draws on the views of the full diversity of residents when designing its wellbeing objectives, the Council should:</p> <ul style="list-style-type: none"> Proactively target seldom-heard residents and those with protected characteristics Look to increase the number of residents it engages with 	<p>In each Corporate Plan cycle, the development of our Well-being objectives is informed by our County Conversation consultation and engagement process. We then review our objectives annually through our Self-Assessment, which is again informed by user perspectives obtained through our annual Stakeholder Survey.</p> <p>The council has started to review its list of groups that support people with protected characteristics. This will be shared with the Strategic Equality and Diversity Group at their next meeting in April, and published on our website as a resource to use when carrying out consultation and engagement exercises.</p> <p>Engagement levels are a challenge, and we are not unique in that as a council. However, in the case of our annual Stakeholder Survey on the performance of the council's Well-being Objectives, we have recently seen an encouraging increase in the response rate as a result of running our survey over a longer period and persistent, targeted social media promotion.</p> <p>Our County Conversation exercises, and our ongoing Stakeholder Surveys, were and are all promoted through our libraries / One-Stop-Shops, receptions, etc, with paper copies available as well as online. In our County</p>	<p>May 2024 (for publication of contacts list)</p> <p>August 2024 (for publication of Self-Assessment and Stakeholder Survey data).</p> <p><i>Note: Next County Conversation will not take place until 2026.</i></p>	<p>Helen Vaughan-Evans, Head of Corporate Support Services; Performance, Digital and Assets</p>

Conversation exercises certain groupings of the population are targeted, utilising forums and media that they already are engaged in e.g. through our newsletter with housing tenants, the Ageing Well in Denbighshire network, and School Councils.

We will continue to work with our communication team to look at ways to increase numbers and diversity of respondents as is reasonable and proportionate to the capacity within the council to do so.