

**Flintshire County Council**

**Engaging Today to Transform Tomorrow**

**Public Consultation Summary Report**

**November 2025**

## The purpose of the consultation

Flintshire County Council invited feedback on its new draft Consultation and Engagement Strategy - *Engaging Today to Transform Tomorrow* - to help develop what the final version of the Strategy looks like.

## When people could have their say

The consultation opened on Monday 29 September and closed on Sunday 9 November 2025.

## How people could have their say

The consultation was available online via the Councils website.

For those who were unable to complete the survey online support was available at all Flintshire Connects Centres.

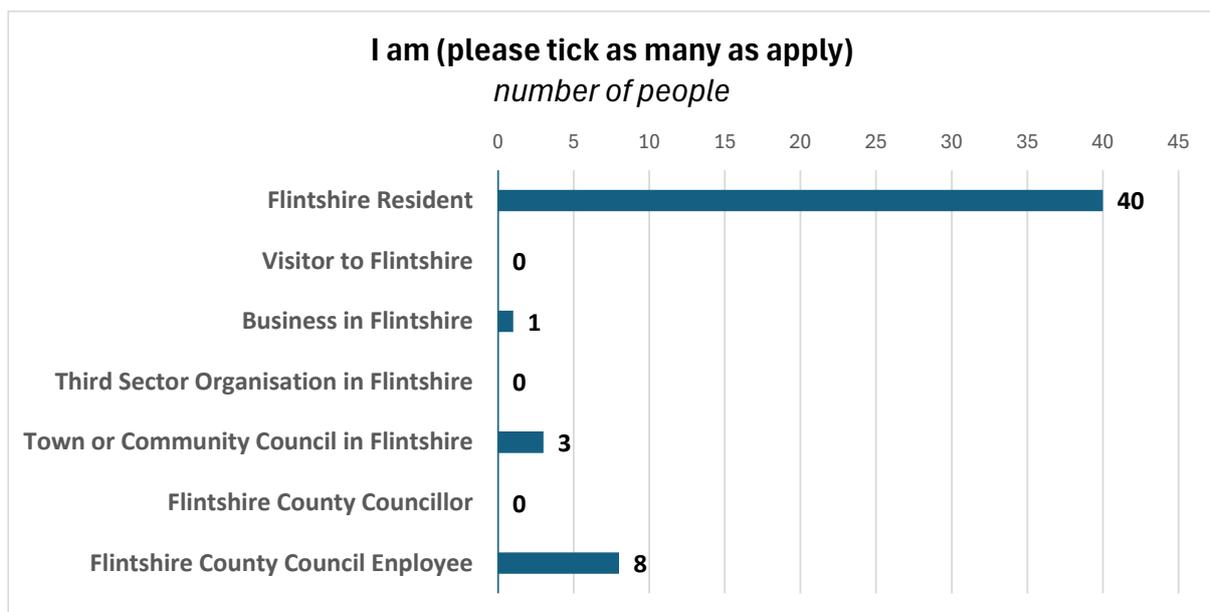
Support was also available on the Gwella Mobile Library Service on 30 September, 2, 15, 17, 22, 24 October and 4 and 6 November.

## The questions

Ten consultation questions were asked (see Appendix i) and were supplemented with the statutory equality monitoring question.

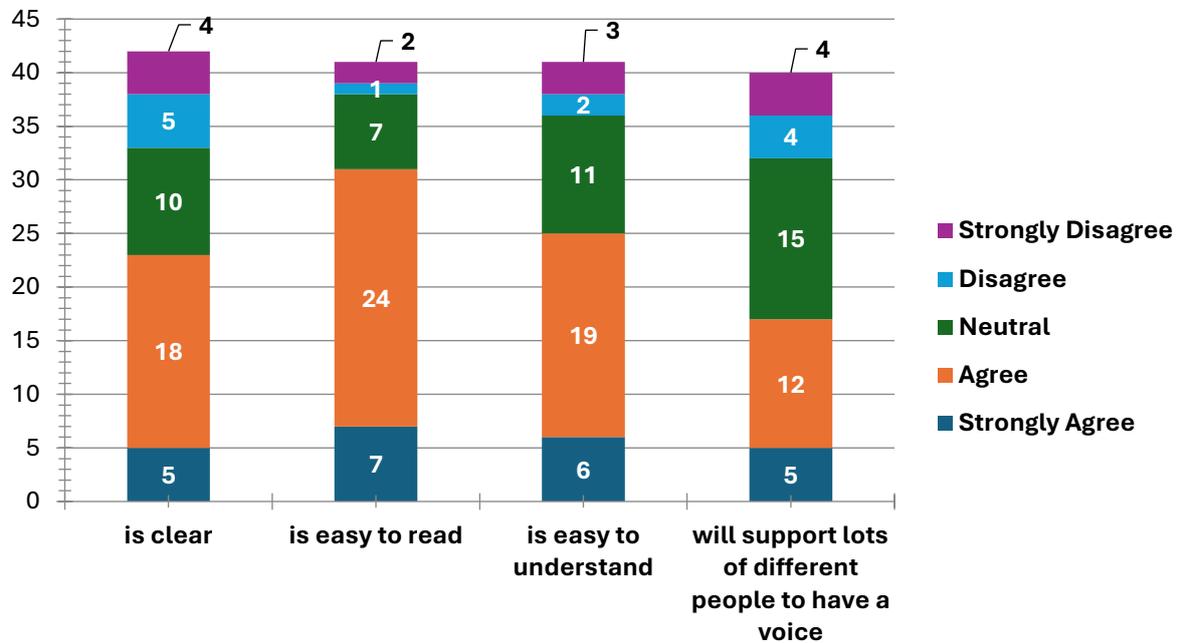
## Numbers of people taking part

A total of 43 people responded to the questionnaire. Not everyone who started went on to complete all questions. All responses received up to abandonment are included in this summary report.

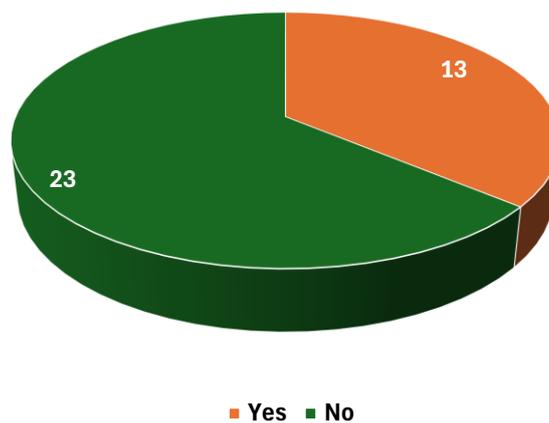


## What people told us

### Would you agree that our draft Consultation and Engagement Strategy .... (number of people)

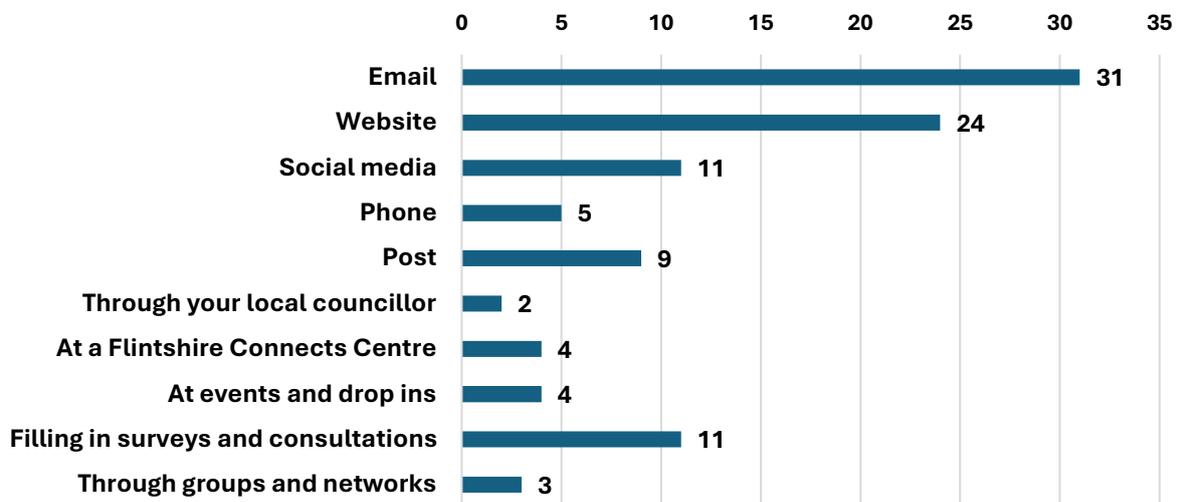


### Is there anything you think needs adding to the Strategy? number of people



**Which of the channels below do you prefer to use to tell us about the things that are important to you - you can tick more than one box**

*(number of people)*



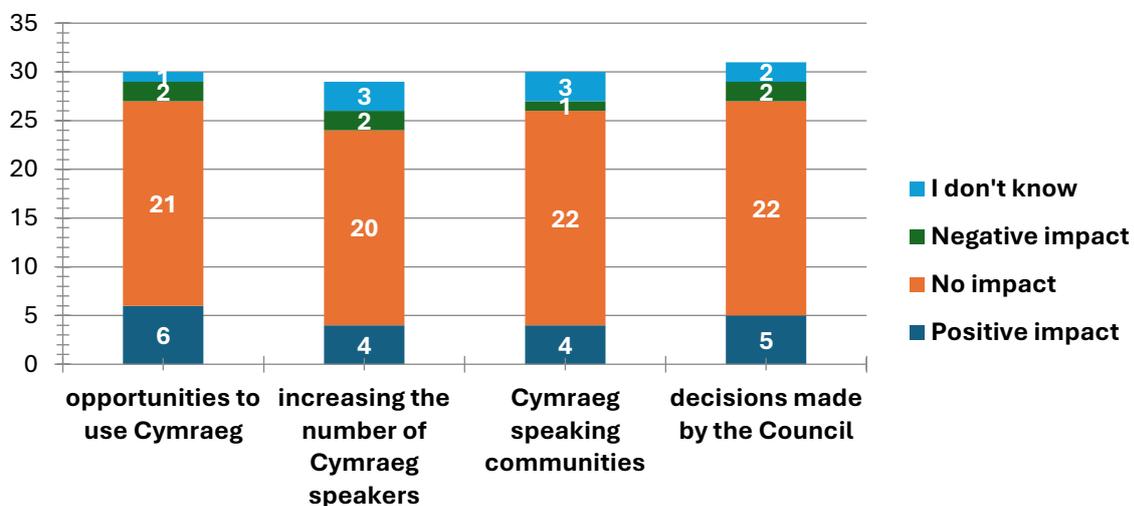
Other channels people identified they would like to use were:

- Citizens assemblies
- Postal
- AI driven polls

**Impact on the Welsh Language**

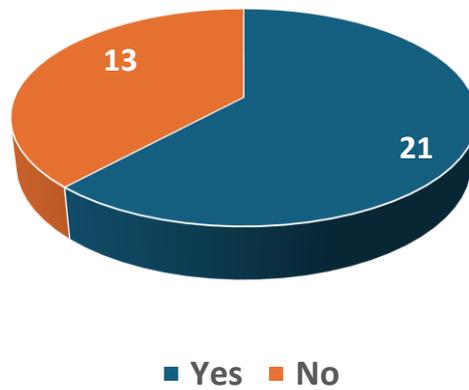
**Do you think the Consultation and Engagement Strategy could have a negative/positive or neutral impact on:**

*(number of people)*

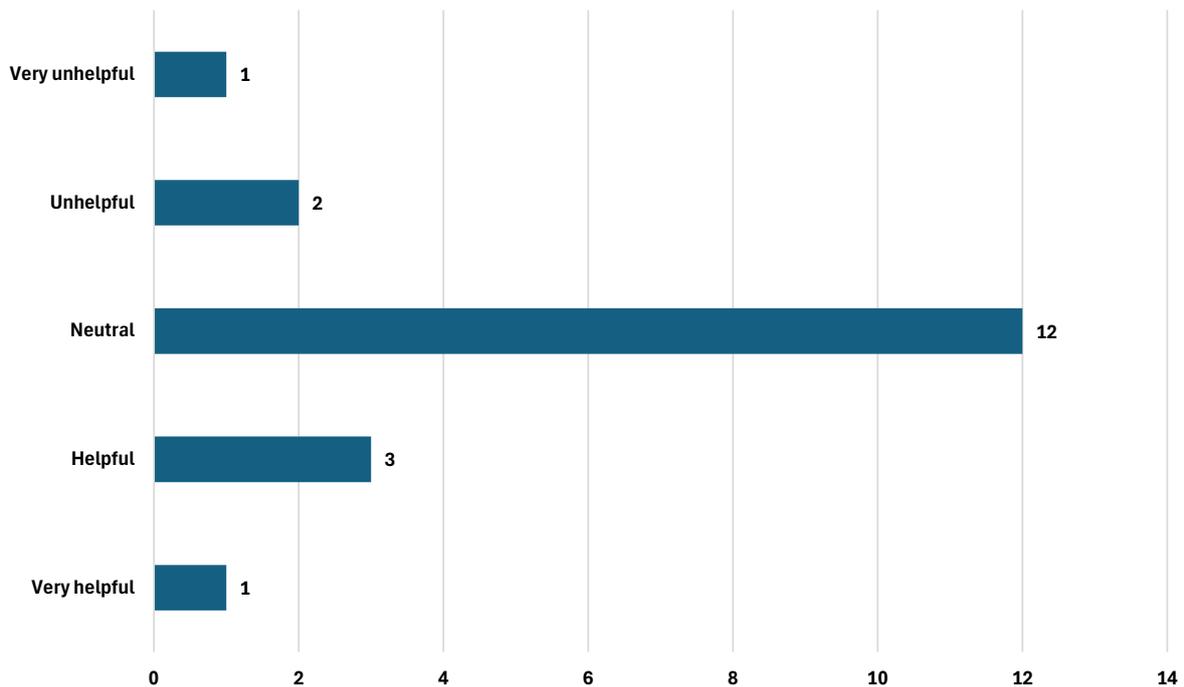


## Consultation and Engagement Hub

**Have you visited the Councils online  
Consultation and Engagement Hub?**  
*number of people*



**How helpful did you find the Consultation and Engagement Hub?**  
*number of people*



In addition to the quantitative responses outlined above, people could also tell us more about why they answered the way they did. These responses are detailed below, alongside recommendations for action.

**Disagree that the strategy is clear, easy to read, easy to understand or will support lots of different people to have a voice.**

	<b>Feedback</b>	<b>Proposed Response.</b>
1	<p>It does not seem to be a strategy just a statement-saying you will do all these things to communicate but not what you will do or change what you will prioritise. For example if you have a petition over a certain amount will that change decisions? If not how do residents change decisions between elections?</p>	<p>Feedback suggests that too much emphasis is being placed on the word 'Strategy' and historically what this means.</p> <p>Recommend changing the perception from 'strategy' to 'approach' placing the emphasis more on what people can expect.</p> <p>We do say in the document:</p> <p><i>"The feedback you give us will be considered and used to help inform the decisions we make and where we can't act on things you tell us we will be clear about why."</i></p> <p>Suggest change to:</p> <p><i>The feedback you give us will be considered and used to help inform the decisions we make. It's not always possible for us to act on what people tell us, sometimes there are other factors we need to consider, for example what the law says we must do. Where this happens we will tell you about it and be clear about why we can't do it.</i></p>
2	<p>I disagree because, the recent decision to allow the 300 property development in Hawarden did not involve or engage with the residents of Hawarden &amp; Ewloe. In fact, one councillor openly admitted that he had not read any of the emails he received from residents. Another councillor was forced into making an apology about his abusive language used towards the residents.</p>	<p>Planning specific, unhappy with the outcome of a new development. No further action.</p>
3	<p>It should be clearer on commuters, not on just the methods. When will you commit to consult, how, how long for, and how will</p>	<p>Every consultation is different – statutory/non statutory – target audience – etc. so it's not possible to be prescriptive about the detail.</p>

	you use responses in your decision making?	We do say that we will start conversations early. Recommend adding red text:  “We will start conversations as early as possible <b>to give people enough time to take part</b> , so the views and opinions we collect can influence the decisions we make.”
4	Statistics are all well and good in the right place and when used constructively. However, not sure what the point of it is in this case except more talk and spending money that could be better spent to improve things that are in plain sight. We are already able to put our views and requests into the Council. I report things and often nothing gets done without matters being chased up. Multi occupancy could prove problematic but the Council is still looking at it.	Retain the stats but make smaller and condense so they do not look to overpower the whole document.  Under the heading What Flintshire Looks Like recommend adding the text:  <i>By law the Council has to reach out to different groups people inviting them to have their say on things that matter to them.</i>
5	From the document I have no idea what your strategy is. It just seems to be a breakdown of demographics of Flintshire residents	As 4 above plus amend front page:  Button graphic top right – stop it repeating on all pages and amend to be a clear document title with the text:  <b>Engaging Today to Transform Tomorrow</b>  <i>Flintshire County Council’s approach to Consultation and Engagement.</i>
6	I've clicked on QR code on your poster and come to questionnaire and haven't got a clue what this is about	This was an error which was corrected within a couple of hours of the survey going live. The link to the draft strategy was missing.
7	Talking to people from Flintshire Council are always very polite, but from then it will be hit or miss if anything is done.	
8	Not sure it reflects on Flintshire today	Census 2021 is the most reliable, consistent certified data. No changes recommended.
9	I think the layout could be improved with clearer headings. I wouldn't call this a strategy - not 100% sure what it is. Just a document with stats.	As comments 1, 4 and 5 above with additional tidying of front page.

10	It isn't necessarily clear that the document isn't a direct call to action, and more a preparatory document. It feels that should be clearer at the start. It looks appealing otherwise.	As comments 1, 4, 5 and 9 above.
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### **Anything that needs adding to the strategy.**

11	Once you have the information from your constituents what will you do with it-what is threshold to cause a change in policy? Otherwise why bother! Only benefit is you can say you asked as required, while wasting constituents time.	Every consultation is different and it's the quality and validity of the points being put forward, not necessarily the volume of responses, that will determine how and when we can do things differently.  See reference 1 above.
12	A promise to listen to and act upon the professional advice regarding developments.	See reference 2 above.
13	Commitments to consult. Impact of consultation on decision making	See references 1 and 3 above and 26 below.
14	We are in hard times so every penny must count, don't waste our hard earned cash on consultations and engagement, as previously stated we are already able to contact the council, but your engagement can be lacking, as often nothing gets done without chasing things up. Perhaps a better start would be to tell those who contact you, within a reasonable time:-  What you intend to do about a matter  What you are doing about the matter  Or  Why you are unable to do anything and how they can take the matter further.  Ask people direct questions if you must, although recognising the truth in some of the answers may prove unpalatable.  Questions like:-	Cross over here with Customer Services Strategy and Budget setting processes.  Feedback to be passed over to relevant services for consideration.  Recommend no changes other than those stated elsewhere in this summary.

	<p>1. How would you improve council expenditure?</p> <p>2. How would you improve its performance?</p> <p>If there are only 11.6 are Welsh speakers in Flintshire and not all of these resident's have it as a first language, ask them.</p> <p>2. Do you want your Council correspondence in English or Welsh?</p> <p>Add their preference to your data base, for future use. Alternatively send all correspondence in English with a covering note that if future correspondence is required in Welsh you will amend your records accordingly. Paper and printing costs could be cut substantially.</p> <p>My opinion is as all residents in Flintshire should speak English or Welsh or be learning one of them.</p> <p>3. Should Councillors and Community Councillors be paid?</p> <p>My opinion is they should only be recompensed for the expenses they incur. I use my money to plant and maintain flower tubs in the community and will continue to do so as long as I am able, regardless of any remuneration received.</p>	
15	A strategy ?	Covered in references 1 to 10 above
16	An explanation of what it is	Covered in references 1 to 10 above
17	Adequate but simple notes	Covered in references 1 to 10 above
18	Send leaflets out to all households in Flintshire.	This is more applicable to the section how people want to get involved. Post is already identified as an option.
19	More up to date details, seems very out of date	See reference 8 above.
20	An actual strategy	Covered in references 1 to 10 above

## Any other feedback on the strategy

21	This document is much easier to read and understand compared to other lengthy documents produced by council services.	
22	Just more money being wasted asking questions about what we want, but to what end?	
23	It is positive to see the Council doing something more modern. It is far more engaging this way.	
24	See above, no idea what it is. Poor advertising	As per 6 above
25	Like to know how many people actually reply to these as a percentage reflects the percentage of those who answered the question not a true reflection of the feeling of Flintshire residents	

## Feedback received from COT on 18 September

26	Measurements – how we measure the outcomes and how that can be reflected in the Strategy.	<p>Recommend adding an addition section with the text below:</p> <p><b>What success will look like</b></p> <p>There are many different measures of success which will be measured in different ways.</p> <p>How well we are:</p> <ul style="list-style-type: none"> <li>• increasing opportunities for people to get involved in a way that meets their needs.</li> <li>• increasing public confidence so that more people get involved.</li> <li>• engaging people to improve understanding (on both sides) before we ask for feedback.</li> <li>• being clear about why we are asking for feedback and how it can make a difference.</li> <li>• reaching lots of different / the right groups of people.</li> <li>• making it easy and accessible for people to get involved.</li> <li>• making changes / improving things as a result of what people tell us.</li> <li>• learning from what we do to improve how we do things in the future.</li> </ul>
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## Welsh Language Impacts

27	The policy could have a positive impact on decisions made by the council, if, and it is a big if, they follow their strategy.	Recommend no change to current wording.
28	You should commit to equality of consultation in Cymraeg. For example, if you hold a face to face session it should be bilingual.	Covered in reference 4 above.
29	Coming from England at seven I went to a Welsh primary school and had to communicate in Welsh from day one; by eleven I had a passable understanding of Welsh and spoke a little. I have not used Welsh since leaving primary school, although I did go to night classes a few years ago. My brothers and sisters all started their education in Welsh primary schools and went to Welsh medium secondary schools but again their Welsh is no longer used. Flintshire is not an area where Welsh is spoken extensively and from my experience unless Welsh is used widely on a daily basis, Flintshire's residents money is being thrown away.	
30	What is the overall purpose of speaking more welsh - is it opportunities in education, or the workplace ? You need to define what benefits you are trying to gain for the community as a whole rather than just improving percentages at a high cost and no gain	See reference 4 above.
31	Political activist drien by self advancement	
32	Schools are pushing Welsh ot more now but I don't think it will make much difference to the way of life in Flintshire	
33	This is really unclear what you are trying to achieve	Covered in reference 4 above.

## Feedback on our Consultation and Engagement Hub

34	Unclear what was being consulted on - eg TROs are not there. Put everyone on the hub.	No action to be taken TROs have their own section on the Consultation and Engagement Hub – visible from the home page.
35	You need to provide clearer information on what you are trying to achieve through the different engagement - you aren't providing enough informaton for people to be able to make informed contributions.	The Strategy should address this.
	It should show results when you did not listen	<p>This is currently a shortcoming with many closed consultations still showing as awaiting outcomes.</p> <p>In following the Strategy this should improve the quality of information we provide.</p>
	<p>Use one place for all consultations and allow you to subscribe for new consultations/updates.</p> <p>Publish consultation responses and what you did in response to them.</p>	<p>Current technology does not provide this functionality.</p> <p>In following the Strategy this should not only improve the quality of information we provide but also the timeliness.</p>

## **The consultation process and which groups of people took part**

### **Who could get involved:**

Available online the consultation was open to everyone.

Elected members, town and community councils, the Council's workforce, professional, community and equality networks, social media and the press.

### **How people were engaged:**

Targeted communications requesting support to amplify our communications were sent by email to:

- FCC Councillors
- Town and Community Councils
- Professional networks / service user groups:
  - Housing tenants
  - Older people
  - Young people
  - Families
  - Voluntary and charitable organisations
  - Businesses
  - Equality groups

Communications were also issued through:

- Council's website – a main banner on the home page and through the consultation and engagement hub
- A main banner on the Council's Infonet (intranet)
- Workforce News emails
- Social Media
- Press release