

# Maximising Inclusion Strategy

## Promoting awareness of, and encouraging participation in, Horizon's pre-application consultations on Anglesey.

### INTRODUCTION

The purpose of this document is to outline how Horizon Nuclear Power Wylfa Limited (Horizon) intends to reach out and engage with the diverse communities on Anglesey before, and during, its public consultation for a new nuclear power station on Anglesey. This document has a particular focus on those who traditionally do not, or find it difficult to, actively respond to formal consultations (sometimes referred to as 'hard or difficult to reach' groups).

This strategy sits alongside the Statement of Community Consultation (SOCC), which sets out how Horizon will consult with the local community on its proposals for a new nuclear power station at Wylfa (Power Station).

### GUIDANCE ON HARD TO REACH GROUPS

The Power Station is classified as a nationally significant infrastructure project under the Planning Act 2008 and therefore requires a development consent order, granted by the Secretary of State for the Department of Energy and Climate Change.

Under Section 47 of the Planning Act 2008, Horizon has a statutory duty to consult with the local community before submitting an application for a development consent order.

The Department of Communities and Local Government has published the Planning Act 2008 – Guidance on the Pre-Application process (April 2013) (DCLG Guidance) which states that “an inclusive approach is needed to ensure that different groups have the opportunity to participate and are not disadvantaged in the process” (para. 37). It is acknowledged that the local authority should “provide expertise about the make-up of its area, including whether people in the area might have particular needs or requirements, whether the authority has identified any groups as difficult to reach and what techniques might be appropriate to overcome barriers to communication” (para 27).

### APPROACH

Horizon is committed to a meaningful, inclusive and clear consultation.

This involves working with all the local communities, including marginalised individuals or groups, and ensuring that people (where possible) have equal opportunity to access information about the proposals and are able to respond to the consultation using an appropriate channel.

The overall objective is to engage with target groups on an ongoing basis but with particular focus before and during pre-application consultation periods to raise awareness and encourage participation. This strategy focuses on communities in consultation zone A due to their proximity to the site and the proposed development, although some activity will inevitably take place across zones B and C.

As part of the wider programme to identify relevant stakeholders, particular groups have been identified and prioritised as the Maximising Inclusion Strategy has been developed. These groups are made up of those who are most likely to face barriers to participating in the consultation process and be at a disadvantage because of socio-economic factors and/or access issues. It is considered that these groups could potentially be overlooked and unintentionally excluded in the absence of a specific strategy to encourage participation.

The key target groups for the Maximising Inclusion Strategy are:

- young people
- older people
- economically inactive people
- socially deprived communities
- disabled people and people with learning difficulties
- minority ethnic groups
- groups representing religions and other beliefs
- lesbian, gay, bisexual and transgender community
- holiday home owners.

The groups were selected in close collaboration with the Isle of Anglesey County Council (the Council), as recommended in the DCLG guidance. Initial meetings were held with the Council's Economic Development Department and Corporate Policy Group to seek advice on the types of groups that should be specifically targeted and the best ways to reach them. Based on the list supplied by the Council's Corporate Policy Group of relevant organisations that work with specific groups, a comprehensive list of 'gatekeepers' – i.e. organisations and individuals working with and/or representing the target groups – was created. Some of these organisations cover more than one target group.

Meetings were held with a number of gatekeeper organisations to seek advice on how Horizon might be able to utilise existing knowledge, networks and communication channels to raise awareness of its consultation within communities on Anglesey. These meetings were the first step in establishing lasting links and relationships with groups who actively support marginalised, disadvantaged or disengaged communities and individuals.

Horizon met with and sought advice from the following representative individuals/organisations:

- **Anglesey Federation of Young Farmers Clubs** – representing six young farmers clubs, and around 150 members aged 10-26 on Anglesey
- **Citizens Advice Bureau Anglesey** – the local Citizens Advice Bureau service providing specialist advice on welfare, benefits, finance, housing and employment issues
- **Môn CF (previously Communities First)** – a registered charity set up in 2012 merging the five former Communities First partnerships on Anglesey into one large organisation to support and improve living conditions and prospects in the most deprived wards on Anglesey
- **IoACC Older People's Strategy Officer** – responsible for ensuring equality, promoting the engagement of people aged 50+ and safeguarding their rights and wellbeing
- **IoACC Policy and Strategy Unit** – responsible for all Council-related consultations and community engagement, with increasing emphasis on 'hard to reach' groups
- **Regional Community Cohesion Coordinator** – based at IoACC, responsible for supporting community cohesion across Conwy, Gwynedd and Anglesey
- **IoACC Social Services** – responsible for the social welfare of people on Anglesey, including young and older people, mentally and physically disabled people
- **IoACC Youth Service** – the local authority's service to engage with and support young people especially in areas facing social deprivation and/or discrimination
- **Jobcentre Plus/Môn Menai Inactivity Project** – working with the unemployed and economically inactive, bringing together all the relevant support agencies
- **Llais Ni** – a project to empower young people and give them a chance to give their views on a range of topics relevant to them (there are five young people's forums on Anglesey)
- **Llwyddo'n Lleol ('Succeeding Locally')** – a project aimed at creating a culture of enterprise among young people on Anglesey, and promoting local career and business opportunities
- **Medrwn Môn** – an independent agency providing support and advice to a wide range of voluntary and community groups on Anglesey
- **Taran Disability Forum** – a social enterprise group working to provide disabled adults with training and employment opportunities
- **North Wales Police Diversity Officer** – responsible for the running of the North Wales LGBT Consultation Group
- **North Wales Regional Equality Network (NWREN)** – a charity working with service providers and service users to ensure equality of opportunity for all persons including those that fall within the protected characteristics as defined in the Equality Act 2010
- **Stonewall Cymru** – an all-Wales organisation that works in partnership with statutory bodies and other organisations to achieve legal equality and social justice for lesbian, gay and bisexual people in Wales
- **Community Voice** – a Lottery-funded project administered by Medrwn Môn designed to get local people more involved in designing and delivering services for their communities.

## KEY CHALLENGES

The meetings held with 'gatekeeper' organisations enabled Horizon to gain a deeper understanding of the groups it aims to target through the Maximising Inclusion Strategy. They also highlighted a number of key considerations and challenges which Horizon will take into account when planning its consultation programme:

- Getting **young people** interested is particularly challenging, and any efforts to consult with them must be interactive, relevant and fun, involving less reading and writing than for adults. Online activities (including social media) are increasingly becoming the most effective way to communicate and raise awareness with young people.
- Many active and mobile **older people** get involved with activities run under the Council's Older People's Strategy and Agewell initiative. However there are many other older people who have health problems and who are housebound. Those receiving domiciliary care or who are in nursing homes generally have a high level of need and therefore it is harder for them to access consultation events.
- Around 36% of people on Anglesey are **economically inactive**, and there is a high level of illiteracy among adults. Furthermore, many people on Anglesey are not online. Consultation methods involving reading and writing, or requiring internet access, may therefore exclude some parts of the community. Support and guidance should be provided to assist participation.
- 2% of Isle of Anglesey's areas fall within the 10% most **socially deprived** in Wales, as identified by the Welsh Index of Multiple Deprivation 2011. These communities are often self-contained and disengaged.

- The term **'disabled'** encompasses a vast range of needs and access issues; this group is the least homogeneous and will call for a combination of methods and information formats in order to ensure full inclusion of people with different mental and physical disabilities.
- **Holiday home owners** are an important group in that they spend a lot of time on Anglesey and are likely to be impacted in some way by Horizon's proposals, but they are difficult to locate and therefore particularly hard to reach.
- Whilst 98% of people on Anglesey are from a white ethnic background (almost all of whom are also identified as British), according to 2011 Census figures, the number of people from **minority ethnic groups** is likely to increase due to migration trends. Those from minority ethnic backgrounds are often hidden in society and identifying cultural and language needs careful consideration.

## MOVING FORWARD

In planning its local community consultation programme, Horizon will consider the need to be as inclusive as possible and how best to maximise reach using existing communication channels. The principle of maximising inclusion will be followed throughout the planning and delivery of engagement activities and the consultation itself.

Many of the groups identified above will be targeted through the project's core engagement and communication activities, e.g. the Project Liaison Group (PLG), the newsletter, and monthly surgeries. In addition, Horizon will plan a detailed programme of activities which specifically aims to promote awareness of its consultation amongst potentially marginalised and excluded groups. This will be delivered before and during the first phase of consultation, and will broadly involve:

- Maximising the use of existing communication methods and networks with which people are already engaged, using online and offline communication channels which specifically target the identified groups (e.g. community and sector-specific newsletters, websites).
- Ensuring that all non-technical documents are bilingual (Welsh and English) and considering requests for consultation materials in different languages and formats, and making them available where appropriate.
- Delivering tailored presentations to representative forums and organisations to raise awareness of Horizon's proposals, increase understanding of, and encourage participation in, its consultation process.

- Attending events which specifically target the identified groups.
- Considering how best to establish dialogue with appropriate target groups through online media. Ensuring that a reasonable proportion of consultation exhibitions and drop-in surgeries are held in venues visited by target groups.
- Where appropriate, minimising the use of technical language and jargon in written consultation materials to ensure that basic messages reach all audiences regardless of age and literacy levels.
- Providing briefings and updates for relevant support agencies on the proposals, the consultation process and how to participate so that they are confident and able to inform and advise service users about the Horizon consultation and possible impacts of the development.
- Targeting holiday parks/second homes with tailored information to encourage seasonal visitors to sign up for future information about the consultation at their home address.
- Providing a staffed, dual language (English and Welsh) telephone helpline to deal with any queries about the project and the consultation process and give guidance on submitting feedback.
- Ensuring distribution of information materials (e.g. Horizon newsletter) and consultation advertisements covers grassroots locations and community groups.
- Ensuring that consultation venues are fully accessible, and that events are held in locations which are regularly attended by marginalised groups - including people in rural communities.
- Maintaining an ongoing dialogue with organisations representing and working with the identified target groups to monitor and review the inclusivity of engagement and consultation efforts.

Since the initial meetings listed earlier in this document, Horizon has progressed with detailed planning of the activities with a view to implementing the programme between August and December 2014.

This strategy will be reviewed ahead of the second stage of consultation to monitor its success in relation to the target groups outlined above. Findings from the first stage of consultation will be used during the planning of the second stage of consultation, and will feed into a revised Maximising Inclusion Strategy as appropriate.

<sup>1</sup>See [www.gov.uk/government/publications/guidance-on-the-pre-application-process-for-major-infrastructure-projects](http://www.gov.uk/government/publications/guidance-on-the-pre-application-process-for-major-infrastructure-projects)

<sup>2</sup>Source: Welsh Index of Multiple Deprivation 2011, Summary Report. Found at <http://wales.gov.uk/docs/statistics/2011/110831wimd11summaryen.pdf>

<sup>3</sup>Source: <http://wales.gov.uk/docs/statistics/2012/121217sb1262012en.pdf>