



Aberporth Community Council Community Consultation Case Study

At a glance

Aberporth Community Council carried out a comprehensive consultation to involve residents in shaping the 2025–2026 budget.

The aim was to increase transparency around a proposed precept rise and identify community priorities.

Using surveys, public meetings, and digital outreach, the Council gathered insights to guide decisions and ensure the budget reflected local needs. The process strengthened trust and encouraged civic participation.

Look back on 2024.



This video was used on a big screen at the public meeting and on social media to inform and raise awareness of the council role in the community

Precept Information



Information around the precept and 2025–2026 budget was produced. This was shared at the community meeting, village noticeboards and on social media.

Challenges

Aberporth Community Council faced several engagement challenges:

Geographical Spread: Serving four distinct villages with different needs made equal representation essential.

Ageing Population: Many older residents faced accessibility issues, with some uncomfortable using digital tools or unable to attend in person events.

Limited Awareness: Many didn't understand the Council's role or responsibilities.

Communication Barriers: Clear, consistent messaging across multiple formats was vital, with all materials translated and available in Welsh.

Solutions

The Council took a multi-faceted approach to inform, engage, and gather feedback:

Informing the Community

They shared clear, accessible materials via newsletters, noticeboards, and social media, explaining the budget, the Council's role, and the proposed precept increase in simple terms.

Engaging Residents Across All Villages

Consultation included online surveys, paper questionnaires, drop-in events, and village meetings. Council members also attended local groups and gatherings to raise awareness, answer questions, and build trust.

Aberporth Community Council received support from Ceredigion Association of Voluntary Organisations on introducing Participatory Budgeting; a simple start to the process was to offer an opportunity to prioritise services that were most important to them.

Feedback

- Feedback was collected, analysed, and shared openly through community updates and council meetings.
- Key themes and priorities identified by residents were used to shape budget decisions and inform strategic planning.

The Council committed to ongoing dialogue, through regular newsletters

Council Branding for Clearer Communication

As part of the consultation process, the Council recognised the importance of creating a consistent and recognisable identity.

A simple, branded design based on the existing Council logo was developed to ensure all resources were easily identifiable; ensuring a cohesive look across all communications.

Face to Face

Community Consultation Event

Come and join us to find out what the council has planned for 2025 and help us to understand your priorities for the community. We really want to hear from you.

Aberporth Village Hall
Saturday, February 1st
2pm - 4pm

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A face to face community consultation event allowed the Council to answer questions directly, address concerns in real time, and engage with people who might not otherwise participate. The event included afternoon tea and cakes with activities to encourage families to attend.

Who does what?

Aberporth Community Council

What do we do?

- Maintenance of Public Areas including Dyffryn Garden and grass areas owned by Aberporth Village Hall
- Flower beds
- Care for dolphin, big ship and cenotaph
- Public Rights of Way & Footpath Trashing
- Provide Play areas at Brynglas, Parclyn and Aberporth School
- Maintenance of Parclyn Sports Field currently leased from the MOD
- Provide Defibrillators
- Offer Small Grants to support local Community Organisations
- Provide grants to help maintain cemeteries
- Christmas Trees
- Grant funded projects
- Organise events and trips
- Partnership working to provide Local Services and Support
- Biodiversity project
- Liaise with Ceredigion County Council on community concerns and issues

Aberporth Village Hall

Aberporth Village Hall is a registered charity and is managed by a board of trustees. The village hall can be contacted by emailing avhc.sec@outlook.com

The charity owns and has responsibility for: Aberporth Village Hall, Canolfan Dyffryn Play area, grass area and benches adjacent to Canolfan Dyffryn Car park, Land around the beaches including lower welfare park

Aberporth Village Hall run: Community Fridge, Warm Hub, Coffee mornings, Lunch Club, Dig Club, Gardening Club, Organize the carnival and Dydd Iau Mawr

Monthly meetings

The Community Council meets the 2nd Tuesday monthly (except for August) in Blaenmarch Chapel at 6.30pm

Hybrid meeting facilities are available and you can request a link to join or attend in person. Minutes of the meetings and information can be found on the Council website

If you need to bring anything to the attention of the council then please email the clerk at clerk@aberporthcommunitycouncil.gov.uk

Ceredigion County Council

As our local authority they have responsibility for: Highways, Streetlighting, Waste Collections, Planning, Schools, Beaches (inc lifeguard provision), Environment, Coastal path

From 2025 Aberporth Community Council will be accepting responsibility for maintaining bus shelters and grass areas. We will be working in partnership to ensure public toilet facilities remain open.

The community council raises its money through the precept and grant funding applications. An element of your council tax supports this work.

Early on in the consultation, it became clear that many residents were unsure about the distinct responsibilities of the Community Council, the County Council, and local village hall committee. This confusion often led to misplaced expectations or misunderstandings about who is accountable for certain services or decisions. An information sheet was created to inform residents on who does what.

Feedback

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Community Engagement Survey Report

Understanding Community Awareness, Priorities & Communication Needs

The budget proposals for 2025-2026 resulted in the need for the council to increase its precept by 25%. It was important to the community council that the community were informed of the reasons behind this uplift and to give them an opportunity to let us know their priorities.

This survey report is providing feedback to the community, informing you of our findings and the council's action plan to move forward on the outcomes.

Community Awareness of the Council

- 78% of respondents are aware of the Community Council but feel they could be better informed.
- Only 22% feel well informed about council activities.

Community Opinion on Value for Money

- 57% say value is acceptable but could improve.
- 20% are not happy with the value provided.
- 14% are unsure and want more information.

Community Priorities Survey

- 40% of respondents chose Purchase of Parclyn Field as their #1 priority.
- Other Strong Priorities:
 - Public Toilets - 20%
 - Play Provision - 20%
 - Maintenance of Public Areas & Bus Shelters - 20%

Strategic Action Plan

Based on community feedback, the Council will focus on:

- Secure & Develop Parclyn Field
- Phased improvement plan
- Central community space
- Secure & Improve Public Toilets
- Approve asset transfer
- Partner for funding
- Maintain Public Spaces & Bus Shelters
- Cleaning and maintenance plan
- Enhance Play Areas
- Involve families & young people
- Seek external funding
- Support Age-Friendly Initiatives
- Improve accessibility
- Expand senior programs
- Provide Cost of Living Support
- Promote resources
- Integrate support into wellbeing work

Communication & Engagement Improvements

- Regular Newsletters: Printed & digital, with updates and minutes
- Improved Social Media: Informative posts
- Public Noticeboards & Flyers: Visible and consistent updates
- Face-to-Face Opportunities: Drop-ins, coffee mornings, Community events
- Youth Engagement: Youth Council, school partnerships

Providing community feedback on the consultation results and action plan helped raise awareness of the council's work, enhancing its public profile, and building trust. The feedback report demonstrates transparency, shows that community input is valued, and will hopefully encourage greater engagement in future initiatives.

Impact

What Happened Next? Council listened, then acted:

- Launched a new easy-read digital and print newsletter
- Set up a new older residents group: Forever Young
- Used reserves to buy the sports field outright — avoided borrowing
- Entered into an SLA with the County Council to save toilets
- Working on a joint grant application for improved community facilities

Community Feedback:

- "Invest in the community play areas"
- "Improving toilet facilities"
- "Meeting groups to make new friends"
- "better communication with residents; monthly news page"
- "more bins on the access to the coastal path to cope with busy periods"

Completing some quick wins demonstrated that the council was listening and responsive to community input. By taking some small, visible actions the council was able to build momentum and trust.

What worked well?



Multi-format approach — reached more people

- ✓ Informal public event made the council more accessible and approachable
- ✓ Short, simple explanations helped demystify council processes
- ✓ Door-to-door and targeted visits reached the 'silent majority'
- ✓ Feedback showed increased trust and better understanding of the councils work

What would they do differently?



- ✦ Shorten the survey answer requirements— more tick box / number priorities instead of requesting their ideas / opinions as these text boxes tended to be left blank
- ✦ Have a method of recording conversations / verbal responses and comments
- ✦ Involve youth groups earlier in distribution
- ✦ Consider focus groups to develop further engagement

Key Learning



- 🗣️ Communicate early and often
- 📍 Go where people are — don't wait for them to come to you
- 📋 Make surveys short, visual, and easy to complete
- 💡 Use engagement to build long-term trust, not just one-off approval
- 👉 Transparency leads to support — and even solutions



Funding & Powers

Community and Town Councils in Wales recognise that meaningful community engagement is a vital part of ensuring local services reflect the needs and priorities of residents. This includes consulting communities on matters such as well-being, service delivery, and budget planning, including the setting of the precept.

The Governance and Accountability for Local Councils in Wales: A Practitioners' Guide recommends that councils engage in open and inclusive consultation processes to promote transparency, build public trust, and inform sound decision-making.

All community councils in Wales need specific legal powers that enable them to provide various services and support for their local communities. These powers, granted by legislation, allow councils to undertake a wide range of activities and initiatives to improve the well-being and quality of life for residents. Powers and justifications can differ, and councils should consider their specific circumstances.

For advice and guidance, councils may wish to contact their One Voice Wales Development Officer.

admin@onevoicewales.wales

The Future

- The Council has applied to the Welsh Government Democratic Engagement Fund to boost youth involvement and run workshops to co-design the future of the sports field.
- They're also working on a joint bid to fund a family breakfast club over the summer and provide fresh produce via the Community Fridge project.
- Other priorities include identifying funding to improve play facilities and partnering with Ceredigion County Council to upgrade public toilets.

Want to Find Out More?

For more information on the One Voice Wales Cost-of-Living Crisis project contact the team at:



CoLC@onevoicewales.wales



<https://bit.ly/3KYHftK>



[One Voice Wales Website](#)