

Peredur Owen Griffiths MS
Chair of Finance Committee
Senedd Cymru
Tŷ Hywel
Cardiff Bay
CF99 1SN

19 October 2021

Dear Peredur

Following our appearance at your Committee on 8 October, I am writing to provide you with further information to add to the responses we provided during the meeting. The information is set out in the attached annex.

We would like to thank the Committee for its scrutiny. The Commission's approach is always to try to operate with openness, transparency and clarity. So if there is anything else that we can provide you with to assist the Committee, please do not hesitate to let me know.

Yours sincerely



Ken Skates

cc Senedd Commissioners, Manon Antoniazzi, Nia Morgan

Croesewir gohebiaeth yn Gymraeg neu Saesneg / We welcome correspondence in Welsh or English



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Senedd Commission: Additional information following 8 October 2021 appearance at Finance Committee

The Senedd Commission's plans to reach out to cohorts that do not traditionally engage with the Senedd.

Engaging with those who do not usually take an interest in our work is one of the main priorities for our communications and engagement teams. During the pandemic we have had to move much of our engagement work online and turn to virtual meetings and education sessions.

The number of people taking part in each engagement session has increased from an average of 34 per session pre pandemic, to 72 per session from April 2021. As we increasingly return to face-to-face engagement we will also ensure we maintain the quality of the virtual engagement work, which has already reached more people who would not normally be interested in our work.

We will shortly be holding our second set of Welsh Youth Parliament elections in November 2021, where 285 young people will be standing for election. Those elected will work with other young people across Wales to discuss and debate issues important to them.

We know that social media offers great opportunities to reach out to younger, as well as more disengaged, voters and we have strengthened our teams to improve our work in this area. Over the past year we've seen a 20% increase in followers across our social media platforms and we will be placing more emphasis on reflecting the lived experience of those who give evidence to committees. This "case-study" approach will improve engagement as well as increase interest in our work.

We will also be investing in online engagement tools which will make it far easier for the public to take part in committee inquiries, which we see as the driver to much of our engagement and communications work. Officials are also actively involved in working with committees to look for opportunities to involve young people in their work.

