

# Dyfed-Powys Youth Ambassadors

## Guidelines and Terms of Reference

Mae'r ddogfen hon ar gael yn y Gymraeg  
This document is available in Welsh



2025/26



Heddlu Police  
**DYFED  
POWYS**



Comisiynydd Heddlu a Throseddau  
Dyfed-Powys  
Police and Crime Commissioner



# Introduction

As the Police and Crime Commissioner for Dyfed-Powys (PCC) I am the voice of the public on all police and crime matters, and therefore seek to engage with all the communities I serve. As noted in the Police and Crime Plan 2021-25, I want to make every effort to ensure that young people's voices are heard.

I have a passion for building a strong relationship with young people and want to better understand the risk factors that lead young people to crime and disorder and help them make positive choices in life. Ultimately, the aim is to:

- Develop opportunities for young people to get involved and have their say on policing and crime in the communities they live in;
- Enable young people to influence and challenge decision-making;
- Better understand offender and victim profiles and those young people at risk within our communities;

Our Youth Ambassadors provide a platform for young people to influence the future of policing and crime prevention in their local areas.

The Ambassadors play a key role in our success: they challenge us, question us, support us and make sure that we keep our promises to children and young people of Dyfed Powys.

We trust our Youth Ambassadors to be honest with us; to say what they really feel about the issues affecting children and young people and about what we are doing to ensure Dyfed Powys becomes a Police Force where children's rights become a reality for all. A Police Force where all children and young people have an equal chance to be the best that they can be.

The aim of this booklet is to make sure you are clear about your role and what to expect from us. If there's anything that is not covered here, please just ask.

I am really looking forward to working with you. You can learn more about the team in this booklet.

**Dafydd Llywelyn**  
**Police and Crime Commissioner**



Comisiynydd Heddlu a Throseddu  
Dyfed-Powys  
Police and Crime Commissioner



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# What and How?

## What is a Youth Ambassador?

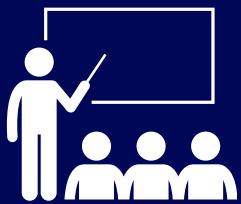
Youth Ambassadors give external support and advice to the Police and Crime Commissioner. They make sure the Commissioner is held accountable (delivers on promises) and is working in the most effective way.



The Youth Ambassadors are young people aged between 14 and 25 from across all areas of Dyfed-Powys. They are recruited by the Commissioner and **will raise local policing and crime issues with him and his Office**. It is intended that the ambassadors bring together a diverse cross-section of the youth population, and members will have a broad range of experiences and backgrounds.



There will be an annual recruitment campaign. However, the application process will be open all year round meaning that any young person who is interested in becoming a Youth Ambassador can apply at any point during the year.



We will arrange an Induction session for you to get to know other Ambassadors and give you the opportunity to learn more about your role. If you are joining later in the academic year, a 1:1 will be arranged with members of the OPCC to ensure that you have all of the information that you need



'Y Sgwrs': You will be given support to carry out a conversation we call "Y Sgwrs", to engage and consult with a much wider number of young people and gather their views on policing and crime issues.

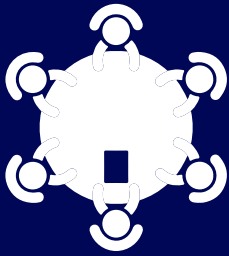


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# What and How?



An Ambassador is a representative of their community/school/college or youth group and will present the PCC and OPCC with local topics and issues from their friends and peers. The OPCC hold regular Community Engagement Days across Dyfed Powys, where we can visit a Youth Ambassador and their group. The Ambassador can shape the meeting to suit the needs of their community.



Towards the end of the Academic year, Youth Ambassadors will have an opportunity to feed back any findings or recommendations from their engagement with local groups to Dyfed-Powys Police, OPCC and youth agencies in our area. This can be done via a Recommendations Report, and/or event e.g Youth Conference.

## Why are Youth Ambassadors important?

Young people aged 14-25 experience crime more than any other age group. By harnessing their experience, police forces can become fairer, more accountable organisations in their own communities. The end goal is to help the PCC and Dyfed Powys Police improve their decision-making and increase accountability in a way that benefits everyone in the community.



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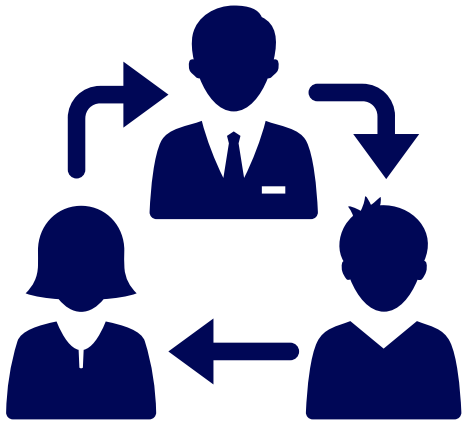
## Contact Points

- The running of the Ambassador scheme is co-ordinated within the PCC's office. Ambassadors will be provided with a single point of contact on joining the scheme, and will be kept updated of any changes.
- An induction meeting will be held, where all youth ambassadors are expected to join. There will be at least one member of staff at the induction meeting, plus the Commissioner.
- You can take part in your preferred language, whether that is in English or Welsh.
- You are expected to arrange transport to and from the any in- person meeting but the cost will be covered by us. We can try and cover public transport costs in advance, so that you aren't out of pocket.
- We understand that becoming a Youth Ambassador means taking time out of your schedule. As an appreciation of your time, members will be awarded a Tempo Time credit for each activity completed that is defined in the timetable. Tempo Time credits can be exchanged for a fun service or activity within your area

## Extra Opportunities....

- On occasions, you will be offered additional opportunities e.g. staff interviews, shadowing the Commissioner at meetings and events, attending Police Accountability Board meetings.
- You must check with your parent/guardian first and let your school/college/youth group know if you are taking part in any extra opportunities.
- The PCC can provide you with a covering letter, to support your attendance at any events.





# Role & Responsibilities

- Give advice to the Commissioner and the team
- Act as a critical friend by being kind to all other Ambassadors
- Keep meeting content confidential e.g. draft work plans
- Everyone should have a voice – make sure everyone's included, and look after each other
- Communication is really important
- Be polite and courteous at all times. No swearing or offensive behaviour of any kind.
- Interact in debates. Don't be afraid to speak out to your peers.
- Limited phone use (only when needed)
- Collect information from youth groups and peers
- Be optimistic and have fun!
- Be understanding of others' views and experiences.
- Listen to everybody's opinions and respect the views of others in a safe space environment.





# Communication

We will contact you mainly via email and may text or phone you about meetings and opportunities. In order to keep you safe, we have a few guidelines:

- We are a Monday to Friday, 9 a.m. - 5 p.m. service, which means we might not be available outside of these hours.
- If you need someone to talk to in a crisis, please contact Meic or Childline.



childline

ONLINE, ON THE PHONE, ANYTIME  
childline.org.uk | 0800 1111

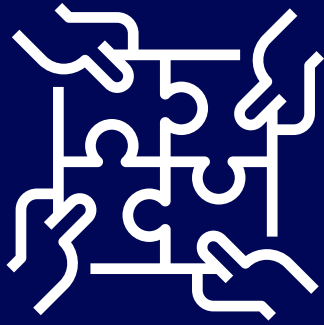
- We need to check with your parents/carers that they are happy for us to contact you about meetings and opportunities and to ask if they would like to be kept in the loop too.

## Social Media

You are free to talk about your role with the Youth Forum on social media, we just ask that you include in your bio something like 'Tweets are my own opinions'. We also ask that you make it clear you are a Youth Forum Ambassador, and not a member of staff.

You can follow us on Twitter, Facebook and Instagram @DPOPCC





# Working in partnership

The Youth Ambassadors will all represent schools/colleges/youth clubs/societies across the region. As well as taking part in discussions during meetings, the Ambassadors Scheme will be a way for the PCC to consult with young people on the ground on topical Police and Crime issues.

We also intend to engage at a strategic level with key youth work partners across Dyfed-Powys. In doing so, we hope to build meaningful relationships with our Youth partners across the region, and use this method of engagement to inform the work of the PCC, as well as means of sharing information and educating young people in a preventative way.

As we have identified several existing youth forums on a regional and county basis, e.g. local authorities' youth councils, student representative groups within schools and colleges, we envisage that the Ambassadors will engage with these existing forums as and when necessary. This could include having an input into their programme of events throughout the year, such as scrutiny activities on Policing and Crime issues, information sharing, and consultation on Policing and Crime issues.

As well as attending community events arranged by partners, the OPCC will also work alongside the Ambassadors throughout the year and will be able to consult with young people on specific topics during the Summer Shows, such as the Royal Welsh Show, Pembrokeshire Agricultural Show and the Urdd Eisteddfod, when hosted in the region.

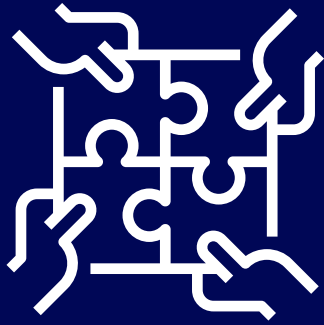


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# Working in partnership

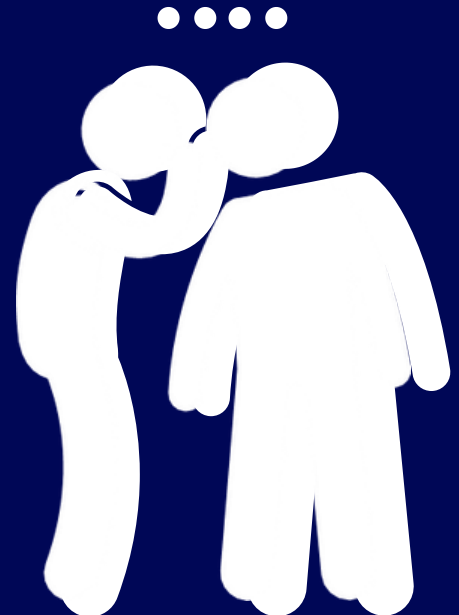
## Reaching Under-represented Groups

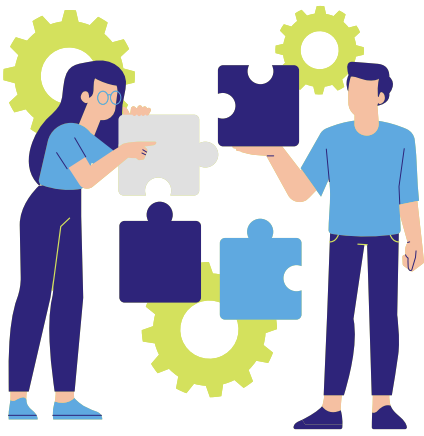
As well as engaging with young people through partners, we will also be seeking to engage with young people who regularly get missed from decision-making processes, namely young offenders or vulnerable young people. Through working with specific partners within Dyfed-Powys Police (e.g. SchoolBeat, Cadets) as well as partners such as Youth Justice Teams/Youth Offending Teams and Targeted/Detached Youth Workers, the OPCC intends to tailor bespoke ways of engaging with these under-represented youth groups; hopefully empowering them to ensure that they understand their rights in relation to Policing and Crime issues, ensure that their voice is being heard, and their opinion is fed-back to the PCC to influence his decision-making process on Policing and Crime issues.

## Impartiality and Confidentiality

During the course of their duties, Ambassadors may hear of/deal with confidential information about individuals and police matters. They are therefore asked to sign a Code of Conduct on joining the Scheme. Ambassadors should be aware that the improper disclosure of information acquired during a panel meeting may attract civil or criminal proceedings.

Ambassadors should also notify the OPCC if they are arrested or charged with a criminal offence, or are under investigation. They may be suspended from undertaking further volunteering duties pending the outcome of any proceedings.

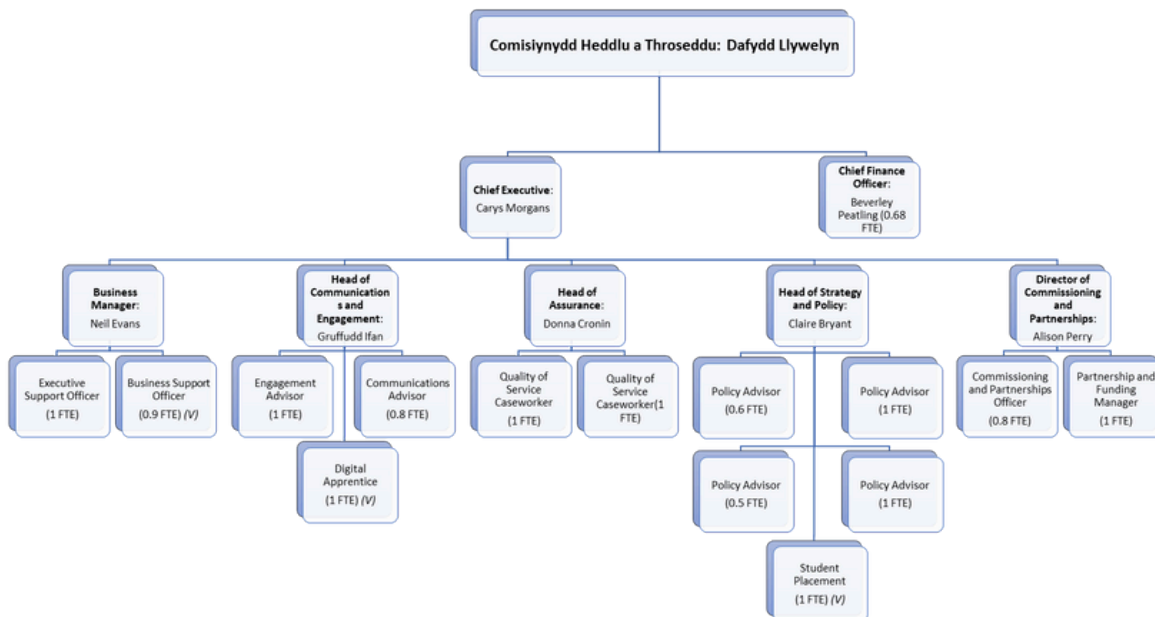


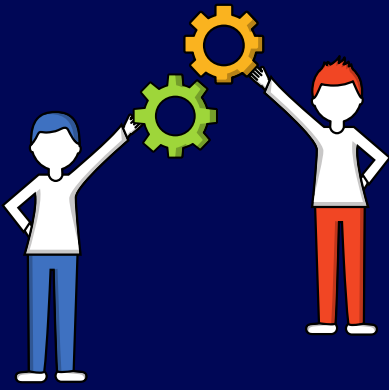


# Our Office

You may see us refer to our office as OPCC. which stands for Office of Police and Crime Commissioner.

Here is our latest office structure.





# Our Promise

## We Promise To.....

- Listen to your opinions and feedback about how we have taken on your ideas
- Keep you safe
- Help you to develop your skills e.g. expressing ideas, confidence
- Respect you and take you seriously
- Keep parents/carers up to date with information (for ages 16 and under)
- Keep schools up to date if you're missing school time

## We Ask You To...

- Let staff know if you can't attend any meeting or event
- Respond to emails, texts and phone calls in between meetings and events
- Tell a member of staff if you need to leave the venue
- Arrange your own transport to the meetings and events
- Let us know if you have involvement with other organisations e.g. Young Wales
- Let us know if your contact details change
- Let us know if you decide you don't want to take part anymore

## Making it work

This is a list of things previous forum members said make our meetings' work':

- Confidentiality
- Inclusive
- Equal
- Freedom of speech/voice opinion
- Be involved
- Accessibility
- Simple language
- Informal
- Respecting other views-constructive criticism
- Happy environment
- Communication
- Open environment
- Attendance punctuality
- Silent phones



To learn more about your rights and the 42 articles spoken about here, follow this QR code

[www.childcomwales.org.uk](http://www.childcomwales.org.uk)

# Our Children's Charter

Children have all the rights listed in the United Nations Convention on the Rights of the Child.

Here are just a few that we support through our work...



**You have the right to:**

## Have rights!

Anyone under the age of 18 has these rights, no matter how young.



Articles 1, 2 & 6

## Be listened to

All young people have the right to be listened to and taken seriously.

Articles 12 & 30

## Get help and support

If you need any of our services, we will make sure that we are there for you.

Articles 3, 23, 24, 25, 27, 39, 40 & 41

## Be respected

We will respect your language, religion, beliefs and family background.

We will treat you as an individual.

Articles 7, 8, 14, 16, & 37



## Ask for information

We will answer your questions, honestly and in a way that you can understand.

Article 13, 17



## Be safe and protected

We will do everything we can to protect you from harm and to help you feel safe.

Articles 11, 19, 20, 21, 33, 34, 35 & 36

