

**Caerphilly Public Services Board Well-being Plan**  
**Six Monthly Performance Report**

**Agenda Item 03—E2**

**Date: 13th March 2020**

**Enabler: E2 Communications & Engagement**

**Contribution to the 4 Well-being Objectives:**

**Positive Change —**

**Positive Start —**

**Positive People —** Effective communication and engagement is crucial in supporting the Caerphilly Public Services Board in striving towards achieving its vision and is fundamental to the “Involvement” element of the sustainable development principle.

**Positive Places —**

**Contribution to the 7 Well-being Goals:**

Effective communication and engagement is intrinsic to the development of a prosperous Wales, a resilient Wales, a healthier Wales, a more equal Wales, a Wales of cohesive communities, a Wales of vibrant culture and thriving Welsh language, and a globally responsible Wales

Performance measures where identifiable	Is there a risk this will not be achieved?
Communications from last PSB meeting <b>@Caerphilly PSB</b> . 9 tweets related to the agenda in Welsh and English, one thread for each. 41 retweets, 69 likes. Total Tweet impressions (no of times seen) 24,776. Total Tweet engagements (liked/shared/clicked through) 188 Continuing slow burn, but definite value shown in doing it– openness and transparency.	No
PSB website not yet able to record number of users. Website provider is being re-commissioned by CCBC. New contract should allow this.	No
<b>#CaerphillyWeWant</b> is has not been used extensively. The request is made for all partners to use it	Possibly

**Evidence**

**Review and Update tasks**

- Chris Seal, Lead Digital Communications Officer with the South Wales Fire and Rescue Service, is attending todays meeting to manage the social media on behalf of the PSB

**Identify, Map and Develop communication and engagement opportunities**

- Communications and Engagement Group have not met since the last PSB due to availability– the next meeting is on the 17th March 2020. The group has agreed that quarterly meetings do add value and enable cross-organisation discussion to take place.
- Preparation for the annual report is underway, SWAY will be used as last year. Five days of filming have been commissioned to provide the digital content which will follow the 4 well-being objectives– Positive Change, Positive Start, Positive People, Positive Places. This includes filming at Coleg Y Cymoedd (Apprenticeships), Northern Resource Centre and Hafod Deg, Integrated Children's Centre St James, CCBC Chief Executive, 50+ Forum Chatty Café, CCBC Leader and PSB Vice Chair Nick Wood, Volunteering in action.
- Branding and Social Media**
- Guidance on using the PSBs social media identity has been developed and reviewed by the Communications and Engagement Group. To be circulated at next meeting.
- Request to be made again for communications officers to use the PSB branding where possible.



Ref	Key Tasks Year 1-2	Progress Years 2-3
A	<b>Develop a meaningful long-term engagement and communications strategy</b>	<p>Engagement Strategy in place</p> <p>Branding Guidelines in place</p> <p>Social media guidelines to be finalised shortly</p>
B	<b>Identify, Map and Develop communication and engagement opportunities</b>	<p>Communications and engagement forward work plans are shared at each meeting to consider where collaboration can add value. Quarterly updates are shared by partners.</p> <p>Annual report discussed at the last two Lead officer meetings to identify areas for filming and digital content.</p>
C	<b>Jointly communicate the positive messages about the county borough</b>	<p>Progress is slow. The role responsibility is shared by all partners</p>

**Guidance sought from the Public Services Board**

The **#CaerphillyWeWant** twitter account has not been used as much as it could. We would request that PSB members begin to use this for all work that is within their champion area. Tagging in the personal and organisational accounts to tweets from the last PSB meeting had generated more traffic.

Offer needed on a communications and engagement officer to attend the June meeting of the PSB.