

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 @Caerphilly PSB . 16 tweets related to the agenda in Welsh and English, one thread for each. 2 retweets , 5 likes, 4 new followers engaged. Tweet impressions English- 2,682, Welsh– 1,968. Tweet engagements English- 49, Welsh–	No
Qualitative measures	
PSB website not yet able to record number of users. Website provider is being re-commissioned by CCBC. New contract should allow this.	No
#CaerphillyWeWant is still used primarily by the	No

Evidence

Review and Update tasks

- Chris Latham, Communications and Engagement Officer with the Office of the Police and Crime Commissioner, is attending today's meeting to manage the social media on behalf of the PSB

Identify, Map and Develop communication and engagement opportunities

- Communications and Engagement Group have considered low awareness of the PSB among the public. Asked to consider the ‘so what’ stories about collaboration across more than one partner, or work directly in the well-being plan. Asked to consider using the PSB identify as part of any messages.
- Group informed that a call-off contract is in place with a videographer to gather digital content throughout the year to enable the digital annual report. Leads meeting informed of the same. Next PSB conference booked for 30th June 2020 at Llancaiach Fawr.
- CCBC Household survey has been postponed until the 4th quarter. It already includes questions on partnership activity for crime and disorder, the questions will be reviewed this year.
- 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 finalised at next meeting. Guidance links to previously agreed branding guidelines.



Ref	Key Tasks Year 1-2	Progress Years 1-2
A	Develop a meaningful long-term engagement and communications strategy	<p>Engagement Strategy in place</p> <p>WIMD release for Lansbury Park discussed at the Communications and Engagement Group. Request that partners organisations were lined up to respond to any press enquiries. Update that the rankings showed an improvement in the St James 3 position. Positive content from BBC Wales who did a press feature on the area. Gwent Police officers interviewed, one story linked to partnership working and Coalition for Change, other linked to CCBC investment in the area.</p>
B	Identify, Map and Develop communication and engagement opportunities	<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>New member of the Group from the Integrated Well-being Network in attendance.</p>
C	Jointly communicate the positive messages about the county borough	<p>Videographer call-off contract in place. Aiming to film and the Northern Resource Centre as part of this.</p>

Guidance sought from the Public Services Board

The **#CaerphillyWeWant** twitter account has not been used other than by the Caerphilly Youth Forum. We would request that PSB members begin to use this for all work that is within their champion area.

Offer needed on a communications and engagement officer to attend the March meeting of the PSB. Request to be made to Sam Gill at SWFRS.