

**Action Area: E 2 Communications and 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.

**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?
PSB annual conference evaluation responses and Snap Survey report embedded in Evidence section.	Yes
Digital Annual Report- impressions on Twitter 11,900 English/1,317 Welsh, total engagements 233 English/8 Welsh.	Yes
<b>Qualitative measures</b>	
Digital annual report on PSB website and shared via social media channels. CCBC Facebook (12/7/19) and PSB Twitter (9/7/19). Partners requested to share.	Yes

**Evidence**

**Review and Update Tasks (PSB action items)**

- PSB meetings are now publicised with a request for questions related to the agenda. 3rd September 2019 PSB is the first publically open meeting.
- Terms of reference of the PSB amended to allow members of the public to ask questions in person or in writing, dealt with at the discretion of the Chair.
- Caerphilly Communications Officer attending 7th October 2019 PSB to disseminate key messages from the Board. Rotational role.

**Identify, Map and Develop Communication and Engagement Opportunities**

- PSB annual report produced in a digital Microsoft Sway format. Generally very well-received. Positive comments from the Future Generations Commissioner and Wales Audit Office. Snap survey summary report gives qualitative responses. Some delegates would have preferred more interaction/workshops.
- Digital format will be used for the 2019/20 report– more proactive in gathering digital content throughout the year.
- New Third Sector Agreement signed by PSB partners. Well-being assessment on line showcased at PSB Conference, due to be launched in October.

**Branding and Social Media**

- Social media usage guidance for partner officers being developed to supplement existing branding guidance.



Ref	Key Tasks	Progress
A	<b>Develop a meaningful long-term engagement and communications strategy</b>	<p>PSB Annual conference took place on the 5th July. Attended by 84 delegates across the public, community and voluntary sector. Keynote address from the Future Generations Commissioner.</p> <p>PSB Twitter account is being used for direct messaging and to retweet the content of PSB members.</p>
B	<b>Identify, Map and Develop communication and engagement opportunities</b>	<p>Request to Lead Officers and Policy support to identify positive progress on the Well-being Plan throughout the year so that the 'So What?' stories can be generated.</p> <p>Arrangements made to gather digital content throughout the year.</p>
C	<b>Jointly communicate the positive messages about the county borough</b>	<p>Partner organisations have been asked to share PSB messages.</p>
<p><b>Guidance sought from the Public Services Board:</b></p> <p>Agree the rotational attendance of Communications Officers at PSB meetings. December 2019 PSB to be confirmed.</p>		

This report was generated on 20/08/19. Overall 24 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

**What are your views on the digital format for the "Annual Report 2018-19"?**



**Please provide any comments you have relating to the Annual Report format below:**

- Thought it was fresh and modern! Very digestible! I feel more people will 'read' it.

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- Easily accessed by all

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- Excellent way to present progress over the past year. More engaging than a written report, and brings the story to life.

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- I am really impressed by the interactive nature of the report, I particularly like multi layered approach supporting me to find related documents without leaving the report to google etc. My only comment would be I would have liked to see more interviews from real people, the comments from the parent in Lansbury were very powerful and shows the impact of the work carried out so far. Maybe some feedback from you

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- Format Satisfactory

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- It looked easy to navigate and would allow the reader to dip in and out as necessary

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- Great to see an innovative approach rather than a large report that is unappealing to people. Really succinct and informative.

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- I am really impressed with the use of Sway.

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- It was a thorough presentation of the report which was good to see whats been done. I would have ideally liked to see more of the future planning and how we can get involved with delivery. There were a lot of people from all sectors with money and resources that could work together on joint delivery going forward, and this conference could have been an opportunity to tap into that. Also in the video that was p

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- Different, but really good!

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- The breakdown in the video was unfortunate and it should be possible for the Council to overcome the laptop doing an update at such a critical time. However, I did also find the sound quality (probably the speakers - the hardware not the contributors) was poor and not helped by the acoustics in the building. I have nothing specifically against the format providing it contains matters of substance and evidence-b

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- The use of videos was very encaptivating.

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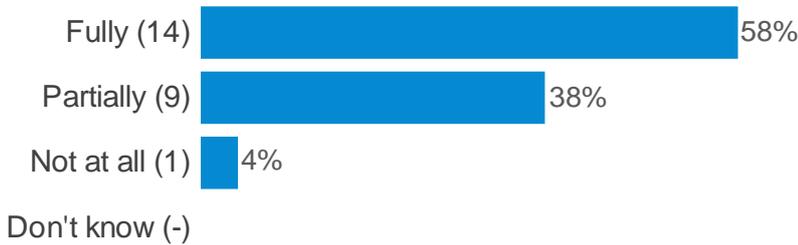
- Think the conference should be for a whole day with afternoon of workshops. No times for any questions and answer sessions with the speakers . We were just talked to.

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**Please provide any comments you have relating to the Annual Report format below:**

Very interactive and engaging

**Do you feel that today's Conference has achieved its aim?**



**Please give reasons for you response below:**

Great presentations - came away feeling I had learnt a lot. The team persevered through IT difficulties and their professionalism was appreciated as the video was very much worth the wait!

Covered all areas of the Wellbeing Plan very in depth and in a practical format.

Not sure if there was representation from the business sector?

Opportunities such as today may be seen by some as a waste of their time, however, where else do we get the opportunity to meet, discuss, plan and build relationships if opportunities like today are take away. I would say for myself, the families and 3rd sector organisations I represent, I found today a very positive opportunity that I don't get anywhere else. Th

Information interesting but no interaction between delegates and speakers.

For the most part the conference did provide sufficient time to network and speak with various sectors which for me was important. A good event and well organised.

I believe the contents of the Agenda and quality of the Speakers today were excellent

It's was an opportunity to make sure the people working in organisations that make up the board, that don't usually attend our board meetings were able to see what progress had been made not only in their areas but across all the well being plan objectives and i think the praise given for the work was well received. ALSO A CHANCE TO NETWORK.

Opportunity to network prior to, during and after the conference.

The networking afterwards was really useful and a lot of good came of it, but the conference delivery could have been an opportunity for interaction with the various sectors to help solve problems or address issues that the PSB are having trouble with.

The Conference achieved the aim to deliver information to partners, but did not provide a complete opportunity for sharing information as there was no opportunity for attendees to participate.

^^through^^ : Something seems to be missing in the above paragraph. There was insufficient evidence to make an objective assessment of what progress/achievements had been made. Where I have had feedback over many months relates to the programme in Lansbury Park. The comments would not bear out the glowing terms in which it was presented at the meeting.

Some of the speakers in the video spoke in Welsh, and as we were sat at the back of the room we could not read the subtitles. I also felt that it would have been beneficial to have round table discussions at the end of the event.

I am unclear about how we can contribute to the overall aims and if there is any funding available for projects.

**Please give reasons for you response below:**

Believe the PSB needs more effective engagement and communication with stakeholders. No handouts or slides given. No mention of the information being emailed over to participants. Handouts of the assessment criteria would have been helpful. I would mention the IT problems. Why was there no speaker or presentation given by the Aneurin Health Board?

I wasn't aware of many business reps at the event

**Please provide any suggestions for future content, format and venue below:**

Perhaps a case study on a area/initiative that showcases examples of collaboration. The venue was great but hopefully their sound system is updated asap!

Useful to hear feedback on the progress from the Commissioner.

Maybe it would be a useful exercise to introduce some of the 3rd sector organisations that are working tirelessly to support the statutory services workloads and are key to the delivery of all plans across the borough. Particularly as during the previous budget cuts much of the reduction in LA services was and will be picked up by third sector organisations.

1. Make it interactive. I caught a few people sleeping. All presentations, which while interesting, lose momentum when there's no break in between for an activity. 2. No chance for a discussion - so many people had questions. 3. No one knew who anyone was - badges are difficult to read. Would have been nice for breakout groups or speed networking to meet people 4. Why did the speakers disappear before the lunch/networking? (we are all busy but this was impolite unless totally unavoidable). Only one remained - so how will they know what the publ

Venue was super and the refreshments and lunchtime buffet excellent.

I think these Conferences should continue in the future as they provide a very valuable update. Also it gives all Partners the opportunity to Network with each other The Third Sector Partnership Agreement 2018 -2023 under lines this importance

NOTHING needs to change

Maybe next year, as an avid user of twitter, could we have hashtags to use to promote and support the event.

More interaction and discussion to inform the PSB. Maybe a way that we can meet and speak directly to those in the PSB in small groups and get an idea of how it practically operates.

There should be a "workshop" element of the event in future - attendees need to be able to engage effectively. The conference, while entertaining and interesting amounted to being talked at for over 2 hours. Having IT issues near the start resulted in an early coffee break, so the audience had to sit and listen from 11am to 12.30pm, with no chance to ask any questions or get involved.

Provide some very specific examples of what has been done. Complex new programmes and ways of working cannot run smoothly. It would be good to hear some specifics of what has been learned, where targets have been missed and how they will be redressed. Time for Q&A. Networking is fine but does not allow the audience to hear others views.

Venue was lovely, however there were a few technical issues.

It would be useful to find out what future plans for projects in order to identify links with other organisations.

Perhaps venue should be altered to Ynys Hywel Conference at Cwmfelinfach next year.

Perhaps wider comms to encourage business reps?