

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

Date: 6th June 2019

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?
The Youth Forum continue to be the primary user of the #CaerphillyWeWant identity	
@CaerphillyPSB account not yet being used– social media accounts of partners mapped, guidance to be developed for staff	
Qualitative measures	
Baseline awareness survey responses received, survey to stakeholders and the public via social media– low awareness	
Questions for the PSB via social media circulated	
All March 2019 Papers on PSB website	

Evidence

Review and Update tasks

- Further report on publically open PSB meeting to be discussed. Consideration of ‘ownership’ of PSB communications.
- PSB Annual Conference Planning underway. Launch first annual report using Microsoft Sway, signing of the new Third Sector Agreement by PSB partners, and launch of on-line well-being assessment following work with Data Cymru–live evaluation of event planned.

Identify, Map and Develop communication and engagement opportunities

- Communications and Engagement Group have considered low awareness of the PSB among the public.
- Group agreed to focus on tangible projects that are more identifiable than the process work of the PSB to date. Support for action areas and their outputs. Policy support officers to have write access to the twitter account.
- CCBC Household survey due later this year. Already includes question on partnership activity for crime and disorder, suggestion to consider other well-being question (s)

Branding and Social Media

- Social media awareness survey circulated. Press picked up on the message which was shared 6200 times. However, low response rate to the survey. 23 stakeholders and 10 members of the public responded. Repeat survey in 18 months time– Summer 2020.
- Proposals to generate greater interest in the PSB, the ‘so what’ question should drive communication to ensure relevance.



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>Report on openness and involvement drafted for discussion at the June 2019 PSB.</p> <p>Partners are attending the quarterly collaboration meeting. SWFRS communication and engagement contact to be re-established.</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>Work to identify and develop opportunities for communication of the collaborative successes of other enablers, action areas and PSB partners is ongoing. Guidance for use of identify and responding to social media to be developed for partners, lead officers and policy support.</p>
C	Jointly communicate the positive messages about the county borough	<p>PSB identity has been used to promote the baseline awareness survey.</p> <p>PSB Website reviewed and updated. Improvements in bilingual pages.</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..