

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

Agenda Item 08—E2

Date: 7th September 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 March PSB meeting @Caerphilly PSB . 10 tweets related to the agenda in Welsh and English, one thread for each. 24 retweets, 43 likes. Total Tweet impressions (no of times seen) 11,300. Total Tweet engagements (liked/shared/clicked through) 90. Interaction down from previous meeting as this was a week before lockdown. @Caerphilly PSB has not been used extensively in recent months	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
#CaerphillyWeWant has not been used extensively. The request is made for all partners to use it	Possibly

Evidence

Review and Update tasks

- **Chris Latham from Gwent Police** is attending today's meeting to manage the social media on behalf of the PSB.

Identify, Map and Develop communication and engagement opportunities

- The Communications and Engagement Teams from the PSB member organisations have continued to work to raise the profile of the PSB's activity. Unfortunately it has not been possible to run the annual 'Caerphilly We Want' event with partners and community groups this year due to the COVID situation.
- The Communications and Engagement Group have not met in person since October 2019 – the meeting scheduled for March 2020 was cancelled as many of those involved were diverted to COVID advice and awareness activity for communities, this has been done in partnership with a lot of joint messaging from Caerphilly CBC and the Integrated Well-being Networks run by Public Health Wales to help communities be resilient to the challenges COVID has brought.
- The annual report has been complete and will be presented at today's meeting. The video is structured around the 4 Positives and the Sway document is structured around the Action areas as last year.
- Prior to COVID, PSB meetings were opened to the public with an offer for members of the public to attend and ask questions of the PSB in person, or in writing. This is promoted via the PSB's website and via social media messaging.
- Guidance on using the PSBs social media identity has now been finalised. The document is available alongside this report.



Ref	Key Tasks Year 1-2	Progress Years 2-3
A	Develop a meaningful long-term engagement and communications strategy	<p>Engagement Strategy in place</p> <p>Branding Guidelines in place</p> <p>Social media guidelines in place—attached to this report</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>Throughout Covid, there has been a lot of joint messaging from Caerphilly CBC and the Integrated Well-being Networks run by Public Health Wales to help communities be resilient to the challenges COVID has brought.</p>
C	Jointly communicate the positive messages about the county borough	<ul style="list-style-type: none"> • Progress is slow. The role responsibility is shared by all partners • A renewed request to be made for communications officers to use the PSB branding where possible. • Access to the twitter account has been given to Policy Support Officers to generate more PSB twitter traffic.

Guidance sought from the Public Services Board

The @CaerphillyPSB twitter account has been used very little since the last PSB meeting in March due to Covid. We would request that all PSB members once again begin to use **#CaerphillyWeWant** 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 December meeting of the PSB - if possible from an organisation that has not previously taken up this role within the rota. CCBC, Gwent Police and SWFRS have so far covered these meetings.

Caerphilly Public Services Board

Using the Public Service Board identity and social media



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Introduction

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.

The following outcomes have been identified within the Delivery Plan for Communications and Engagement:

- That residents and stakeholders feel involved and informed and feel their views have been heard and reflected where possible. (E2.1 Outcome 1).
- That residents and stakeholders are aware of the PSB and its activities (E2.1 Outcome 2).
- Consistent and regular positive communications are shared by the PSB partners (E2.2 Outcome 1).

This guidance document is intended to be used alongside the Caerphilly Public Services Board [Brand guidelines](#) and [logo pack](#) to support the delivery of the above outcomes. It provides a reference tool for employees across all partner bodies of the Caerphilly Public Services Board on:

- The appropriate use of the Caerphilly Public Services Board identity in promoting collaborative work/projects.
- Promoting collaborative work through social media and
- Creating and managing social media content.

Appropriate use of the PSB identity

To ensure that residents and stakeholders are aware of the PSB and its activities, consistent, regular and positive messages showcasing collaboration should be shared by PSB partners.

The four statutory members of the Caerphilly Public Services Board responsible for carrying out their wellbeing duties under the Well-being Act are:

- Aneurin Bevan University Health Board.
- Caerphilly County Borough Council.
- Natural Resources Wales and
- South Wales Fire and Rescue Service.

Other invited members of the PSB are:

- Gwent Association of Voluntary Organisations (GAVO).
- Gwent Police.
- National Probation Service.
- Police and Crime Commissioner for Gwent.
- Public Health Wales.
- Wales Community Rehabilitation Company.
- Welsh Ministers.
- Town and Community Councils.



When should the PSB identity be used?

Communications should focus on activities that have tangible outcomes i.e. things that are actually making a difference to local residents.

Activities that are considered suitable for promotion as PSB activities/projects include any collaborative activities that make a direct contribution to the outcomes of the Action Areas outlined within the Well-being Plan namely:

- a. Best start in life.
- b. Volunteering.
- c. Apprenticeships.
- d. Good health and Well-being.
- e. Safer communities.
- f. Resilient communities.
- g. Protect and enhance the local natural environment.

However, there needs to be flexibility in our approach relating to when and how to use the PSB identity.

Single member organisations may still wish to use the PSB identity for collaborative work they have initiated, or been involved in, that is not explicitly set out in the Well-being Plan as this would still be collaborative activity by PSB member organisations.

Any collaborative work between two or more partners should be considered for promotion using the PSB identity.

It is recognised that

- Cross-border organisations cannot always make use of the identity if the message relates to local work.
- Individual members will still wish to promote activities for their own organisational purposes and so the PSB identity should not supersede individual organisational identity.

<https://your.caerphilly.gov.uk/publicservicesboard/content/action-area-delivery-plans>

How should the PSB identity be used

The [Brand guidelines](#) provide a corporate identity and style guide for the Caerphilly Public Services Board and help develop a consistent, clear and professional identity for the board. The brand guidelines also outline appropriate use of joint branding where the priorities of partner organisations overlap with that of the PSB.

An agreed form of words has been developed for use to explain the aims and purpose of the Caerphilly Public Services Board in at the end of any partnership media content/releases:

The Caerphilly Public Services Board brings together a number of public bodies to work to improve the economic, social, environmental and cultural wellbeing of Caerphilly county borough.

The statutory organisations, Caerphilly County Borough Council, Aneurin Bevan University Health Board, South Wales Fire and Rescue Service and Natural Resources Wales are joined by a number of other organisations on the Public Services Board, including GAVO, Gwent Police, Public Health Wales and a number of others.

They are responsible, under the Wellbeing of Future Generations (Wales) Act for overseeing the delivery of the local Well-being Plan for the area 'The Caerphilly We Want 2018-2023.

For more information on the work of the Caerphilly Public Services Board, please visit <https://your.caerphilly.gov.uk/publicservicesboard>



Using social media to promote the work of the PSB

In addition to this guidance from the PSB, any officer using social media for the purpose of promoting the PSB should also ensure that they are in compliance with the social media policies and acceptable use guidance outlined by their respective partner organisation. Users must also adhere to the terms and conditions of the individual platform at all times when using social media.

Responsibility for generating and disseminating shared messages about collaborative working is shared across all partners with the lead for each action area.

Action Area Heads/Policy Officers

Topic	PSB Champion	Lead Officer(s)	Policy Support
Best start in life	Public Health Wales: Mererid Bowley – Deputy Director	Sarah Mutch, CCBC	Sian Wolfe-Williams, CCBC
a) Volunteering	Gwent Association of Voluntary Organisations: Martin Featherstone	Steven Tiley, GAVO	Alison Palmer, GAVO/ CCBC
b) Apprenticeships	Caerphilly County Borough Council: Christina Harrhy	Tina McMahon, CCBC	Vicki Doyle, CCBC
Good health and wellbeing	Aneurin Bevan University Health Board: Nick Wood	Ali Gough, ABUHB	Sian Wolfe-Williams, CCBC
a) Safer communities	Gwent Police: Chief Constable Pam Kelly	T/Chief Inspector Amanda Thomas	Natalie Kenny, CCBC
b) Resilient communities	Caerphilly County Borough Council: Christina Harrhy	Rhian Kyte, CCBC	Paul Cooke, CCBC
Protect and enhance the local natural environment	Natural Resources Wales: Steve Morgan	Donna Littlechild, NRW	Paul Cooke, CCBC

Lead organisations may choose to disseminate messages via their own social media channels but to ensure a consistent message and promotion of the PSB, all social media messages relating to the PSB should be bilingual (both languages can be included in one message or sent separately for longer messages) and make use of the following hashtags:

#caerphillywewant (English)

#ygaerffiliagarem (Welsh)

The PSB Twitter account @CaerphillyPSB is administered day-to-day by Caerphilly County Borough Council, however partner organisations will be afforded access to administrate the page as required, and in line with their own organisation's social media policies.

Day-to-day, requests for messages to be sent from the PSB should be directed to Liz Sharma **sharme@Caerphilly.gov.uk**
Kathryn Peters **peterk@caerphilly.gov.uk**

Whilst the PSB does not maintain a Facebook account, the use of appropriate local social media accounts of the key PSB partner organisations and other invited public bodies are encouraged to promote relevant messages.

When a pertinent message is generated by the PSB Twitter account @caerphillypsb, a request will be sent to all Communications and Engagement Group members requesting that they retweet the message and also share from individual organisations Facebook accounts.



Promoting the PSB via local partner accounts

Gwent Police

The local Twitter account for Gwent Police Officers within the Caerphilly Borough is:

@GPCaerphilly



Caerphilly County Borough Council

For Caerphilly County Borough Council the following account is managed the Communications team:

@caerphillycbc



GAVO

@GAVOHQ

(this is also the Facebook handle)

@GVolunteering



Creating and managing social media content

EQUALITIES AND WELSH LANGUAGE

All communication and engagement activity from the Public Services Board twitter account will comply with the requirements of statutory duties under equalities and Welsh language legislation. The Caerphilly Public Services Board is committed to representing the needs and aspirations of all sections of the community, and all communications output must reflect this.

- Messages generated by the PSB must be fully bilingual.
- If retweeting others' posts, ensure that both the English and Welsh versions are shared if available.
- If an individual contacts you in Welsh, you must reply in Welsh.

Whilst every effort will be made by partner organisations to tweet bilingually, those not covered by WelshLanguage legislation should follow their own policies on this matter.

CREATING CONTENT

As noted earlier, the social media policies and guidance from partner organisations must be adhered to. Some key points to consider when creating content are given below:

- Content published needs to be timely and relevant to your audience. In order to maintain an engaging and far reaching social media presence accounts should be updated on a regular basis. You should aim to publish a variety of content such as photographs, infographics, polls and videos.
- Your content should have a professional tone with correct spelling and grammar. Avoid the use of slang or 'text speak' and use emoji's sparingly.
- Do not post anything which could bring the PSB into disrepute.
- Ensure you protect the personal privacy of yourself, colleagues and members of the public. Do not post personal information in public, such as email addresses, private addresses or phone numbers.
- Where possible use a generic department email inbox and phone number.
- Avoid posting identical content in close proximity. As there are multiple administrators, please check that messages have not been tweeted/retweeted by colleagues.

Creating and managing social media content

- Do not promote any third party commercial / political interests in your posts.

When posting images, you must ensure you have the right to do so. Do not just take images from the internet without permission.

INTERACTING WITH YOUR AUDIENCE & DEALING WITH COMPLAINTS

- You are able to like / favourite positive comments made on your social media sites as well as commenting on conversations between other users. It is recommended to check the source account before sharing.
- You should acknowledge all genuine questions or interactions in a timely manner, ideally on the day they are received.
 - Where a response will require research or information from a member of staff which may take time, it is important to acknowledge the comment and let the user know you will reply to them when the information is available.
 - When responding to public posts, remember that all members of the public are able to view the response, including other staff, local councillors and members of the press.
 - If a comment is of a sensitive nature, you can take the conversation out of the public domain and to a private channel (direct message, phone call). It is important to acknowledge that you are dealing with the issue on the original post.
- It is not possible to avoid negative comments and criticisms. When possible acknowledge a complaint
- in the public domain and let the user know you have taken their feedback on board. If you require more information, or the complaint is of a sensitive nature, you can deal with the complaint through a private channel.
- On occasions you may feel you need to delete a comment made by a member of the public. You are able to do this if the comment is irrelevant, offensive, misleading, intended to deceive, threatening, abusive, obscene or promoting illegal activity.
- Personal information disclosed through social media channels should be treated in the same way as that received in any other format.
- When using photographs of individuals it is important to ensure you have their permission, and that the individuals are aware that the photograph will be used on social media.
- The PSB must always be politically neutral in its communications. Therefore, please do not use social media channels to promote party political messages or other content. This is a particularly sensitive issue in the run-up to any election.



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