

Caerphilly Public Services Board Well-being Plan
Quarterly Performance

Date: 5th March 2019

Enabler: E2 Communications & Engagement
Contribution to the 4 Well-being Objectives:
Positive Change —
Positive Start —
Positive People — Effective communication and engagement will be 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 are using #CaerphillyWeWant more readily 8 tweets since start of 2019	Green
@CaerphillyPSB account not yet being used	Yellow
Qualitative measures	
Baseline awareness survey issued -responses by 13th	
Brand guidelines and logo pack circulated to partners	
All December 2019 Papers on PSB website	

Evidence

Review and Update tasks

- Group have met and discussed the ‘questions for the PSB’ social media messages. Decided that these should better relate to the agenda to gain interest
- Work continuing to review Annual Conference structure and membership. Speakers confirmed. To be discussed by PSB.

Identify, Map and Develop communication and engagement opportunities

- Mapping of social media accounts underway– next task is to develop guidance for staff who manage accounts so that they can deal with questions aimed at the PSB
- Forward Work Programmes of Partners shared, including regular diarised activity

Branding and Social Media

- Logo pack and brand guidelines circulated electronically and on the closed Facebook page
- #CaerphillyWeWant hash tag is beginning to be used more frequently by groups like the Youth Forum at events



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>Two reports on openness and transparency have been received by the PSB. A further report is due in June 2019 to consider whether the meetings can be open to the public</p> <p>Partners are attending the quarterly collaboration meeting</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.</p> <p>Work to identify and develop opportunities for communication of the collaborative successes of other enablers, action areas and PSB partners is ongoing but links need to be made more closely.</p>
C	Jointly communicate the positive messages about the county borough	<p>PSB identity has been used to promote the baseline awareness survey with all partners asked to retweet</p> <p>Assisting SWFRS to recruit on call firefighters using CCBC channels and linking to the #CaerphillyWeWant handle.</p> <p>PSB Website reviewed and updated. Improvements in bilingual pages.</p>

Guidance sought from the Public Services Board

The @caerphillypsb twitter account has not been used. We will aim to increase the content/messages and would request that PSB members do the same.