



Delivery Plan 2018-2023

Enabler: E2 – Communications and Engagement

Context: 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.

We have had a wide range of feedback from residents and stakeholders regarding communications and engagement during the different phases of consultation to date. There were some consistent messages that lead to this Enabler being part of the Positive Change objective:

- “Barriers to working together – not everyone knows what other organisations are delivering in Caerphilly Borough”
- “Greater citizen engagement could be achieved and would build relationships and trust”
- “PSB partners often visit once and never again - please come back and give us feedback”
- “The only barriers are knowledge or lack of it”
- “Market good news to reduce fear”

For the purposes of this plan:

- **Engagement means:** Anything that we do that informs citizens about what we do, or involves citizens in the decision making process.
- **Communication means:** To give or exchange thoughts, information or the like, by writing, speaking etc.

Roles	Names
Lead PSB Member Champion	
Lead Officer (s)	Kathryn Peters
Policy Support Officer (s)	Mandy Keenan

Delivery Partners (List of groups and individuals involved in delivery and regular updates) Name Surname and Organisation	
Name	Organisation
Kathryn Peters	CCBC
Kate Tuck	Gwent Police
Emma Davies	SWFRS
Vicki Doyle	CCBC
Clare Ewings	CCBC Youth Participation
Claire Harding	ABUHB
Helen Jones	ABUHB
Gino Parisi	ABUHB
Clare Jones	CCBC Youth Forum and Junior forum
Michelle Jones	Parent Network

Mandy Keenan	CCBC
Hayley Lancaster	CCBC
Nick Lewis	Umbrella Cymru
Alison Palmer	GAVO
Zoe Rose	Probation Service
Nick Rutter	CCBC Digital Media
Liz Sharma	CCBC Consultation and Engagement
Jason White	Gwent Police
Jessica Tippins	OPCC
Chris Latham	OPCC
Helen Fletcher	NRW
Chris Hunt	Regional Community Cohesion Coordinator
Paul Conway	SWFRS
Lowri Jones	Menter Iaith
Dr Ralph Stevens	50 + Forum

Number	Priority Areas of Activity
E2.1	Develop and implement a meaningful, long term engagement and communications strategy to involve and inform stakeholders
E2.2	Jointly communicate the positive messages about the county borough to our residents, businesses and potential inward

investors.

Outcomes to be worked towards under this Action Area / Enabler (need to include local and national outcomes)	Measures for this Enabler
E2.1 Outcome 1: That residents and stakeholders feel involved and informed and feel their views have been heard and reflected where possible.	<ul style="list-style-type: none"> ➤ Event and consultation evaluation responses ➤ Social media reach and engagement ➤ All PSB minutes/documents and reports published ➤ Number of hits on website
E2.1 Outcome 2: That residents and stakeholders are aware of the PSB and its activities	<ul style="list-style-type: none"> ➤ Base line survey of awareness <ul style="list-style-type: none"> ○ .gov network ○ PSB website and social media ➤ Follow up surveys through the lifetime of the plan
E2.2 Outcome 1: Consistent and regular positive communications are shared by the PSB partners	<ul style="list-style-type: none"> ➤ Consistency and regularity of partner communications ➤ Jointly developed messages and campaigns ➤ Consistent use of PSB branding

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Priority Area of Activity	<ul style="list-style-type: none"> • E2.1: Develop and implement a meaningful, long term engagement and communications strategy to involve and inform stakeholders • E2.2: Jointly communicate the positive messages about the county borough to our residents, businesses and potential inward investors.
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Ref	Key Tasks	Task Lead	When will it be completed?		
			Short term 1 – 2 years	Medium term 3 – 4 years	Long term 5+ years
A	Review and Update tasks				
	<ul style="list-style-type: none"> A.1: Review / Update membership of group to also ensure representation from those with protected characteristics 	Elizabeth Sharma/ Chris Hunt/JT	✓		
	<ul style="list-style-type: none"> A.2: PSB needs to be seen as open and transparent. Consider open PSB meetings. 	Kath Peters	✓		
	<ul style="list-style-type: none"> A.3: Review the current PSB communications and engagement strategy to ensure it meets the needs of the Caerphilly PSB Well-being Delivery Plan. 	Kath Peters	✓		
	<ul style="list-style-type: none"> A.4: Review partner organisations' well-being objectives to identify communications and engagement priorities. 	Mandy Keenan and All Partners	✓		
	<ul style="list-style-type: none"> A.5 Review and ensure interface with national and regional strategic direction. Including City Deal/ Valley Task Force / Parliamentary Review of Health and Social Care 	Claire Harding CCBC Comms team		✓	
	<ul style="list-style-type: none"> A.6: Review standing/ annual conference structure and membership - PSB annual conference 	Alison Palmer & Vicki Doyle	✓		

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B	Identify, Map and Develop communication and engagement opportunities				
	<ul style="list-style-type: none"> B.1: Identify and map communications and engagement resourcing in each organisation to facilitate integrated and collaborative working in the future 	Mandy Keenan	✓		
	<ul style="list-style-type: none"> B.2: Identify and map how each partner plans comms and engagement (strategically) with a view to working in a more integrated way. Including methods / networks/ we already have for engaging. 	HL/ES	✓	✓	✓
	<ul style="list-style-type: none"> B.3: Identify and develop opportunities for communications of the collaborative successes of other enablers, action areas and PSB partners 	Kath Peters	✓		
	<ul style="list-style-type: none"> B.4: Recognise and ensure that involvement is a multi-directional process 		✓	✓	✓
	<ul style="list-style-type: none"> B.5: Identify how this enabler can support other action areas 	Kath Peters	✓		

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C	Develop Branding and Social Media opportunities				
	<ul style="list-style-type: none"> C.1: Make best use of PSB social media accounts and linkages to partners social media platforms 	Kath Peters Jessica Tippins Michelle Jones	✓	✓	
	<ul style="list-style-type: none"> C.2: Develop shared branding guidance for the PSB logo and ensure PSB partnership activity is branded accordingly 	Hayley Lancaster	✓		

Actual Risk	Risk Rating (Low / Medium / High)	How will you manage/mitigate this risk - what are you doing to reduce the risk and by when?	Risk Owner
We fail to engage all PSB partners in this action plan	Low	PSB members to ensure commitment to and engagement of specialist staff and their strategic boards	PSB
We fail to raise awareness of the Public Services Board and the outcomes and objectives of its action plans	Medium	To ensure the actions within the plan are completed and ensuring we follow the Nation Principles for Engagement	PSB & Comms group
We fail to communicate the positive messages about the borough	Medium	To ensure the actions within the plan are completed and ensuring we follow the Nation Principles for Engagement	PSB & Comms group

The Future Generations Framework should be used when developing and agreeing all content of this Delivery Plan. This framework helps translate the legal concepts (of the FG Act) into easily understandable and project focused prompts, which when followed will help design better / more robust principles. Following the framework prompts for each proposed area of activity / task will ensure :

- 1) the connections are made between the content of the Caerphilly County Borough Area Assessment of Local Well-Being 2017 and the Caerphilly Public Services Board Well-being Plan 2018-2023 and it's well-being objectives.
- 2) the Five Ways of Working are embedded to maximise contribution to the Seven Well-being Goals
- 3) early thinking to reflect and demonstrate change

<p>Well-being Objectives</p> <p>Check to see if there is a connection between your proposed activity / task and the relevant Public Bodies and/ or Public Services Board's Well-being Objectives and Plans</p>	<p>Initial Project Development</p> <p><u>Caerphilly PSB objectives</u></p> <p>Objective 1: Positive Change A shared commitment to improving the way we work together</p> <p>Objective 2: Positive Start Giving our future generations the best start in life</p> <p>Objective 3: Positive People Empowering and enabling all our residents to achieve their own potential</p> <p>Objective 4: Positive Places Enabling our communities to be resilient and sustainable</p> <p>Provide advice and templates to facilitate consistency for all PSB project communications and engagement</p> <p>Identify linkages and integration opportunities for shared communication</p>
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<p>Five Ways of Working</p> <p>Involvement:</p> <p>Collaboration:</p> <p>Integration:</p> <p>Long term:</p> <p>Prevention:</p>	<p>Initial Project Development</p> <p>Ensure all PSB partners and stakeholders have the opportunity to comment on the strategy and their comments are reflected in the final document Ensure we proactively communicate positive messages to residents and stakeholders Develop engagement practices that support and involve residents and stakeholders</p> <p>Ensure we have the right partners on the Communications & Engagement working group including residents and groups representing protected characteristics Develop a collaborative culture between PSB communications engagement specialists and resident groups and local networks</p> <p>Ensure the PSB strategy is reflective and supports the PSB partner Communications & Engagement plans Ensure the PSB communications are reflective and support the PSB partner communications</p> <p>Consider within the strategy how we will adapt and respond to the potential changes and development in communications methods and social media platforms Acknowledge that this group is newly formed and this type of culture change requires patience and persistence</p> <p>Ensure we review and where necessary improve our methods of communication and engagement to eliminate the current perception of poor communication Ensure we review and where necessary improve our methods of communication and</p>
<p>Seven Well-being Goals</p> <p>A Prosperous Wales:</p> <p>A Healthier Wales :</p> <p>A More Equal Wales:</p>	<p>Initial Project Development</p> <p>Developing a culture change that promotes positive image and stories that encourage inward investment</p> <p>Assisting Communities to understand what resources and services are there to support their own well-being and communities</p> <p>Assisting residents to feel connected and empowered within their communities</p>

<p>A Wales of Cohesive Communities:</p>	<p>Making sure everybody has an appropriate understanding of the PSB its activities and how they can get involved .If residents and communities feel involved and able to contribute, they will feel more connected and empowered within their community</p>
<p>A Wales of Vibrant Culture and Thriving Welsh Language:</p>	<p>Ensuring Welsh speakers have the opportunity to communicate in the language of their choice and all residents have access to information about cultural and recreational activities in the area.</p>
<p>A Globally Responsibly Wales:</p>	<p>We need to ensure that our communications and engagement activities are balanced against our responsibly to use sustainable materials and resources</p>