



Caerphilly Public Services Board Well-being Plan Performance Report

6 monthly report April – Sept 2021

E1 – Communication and Engagement

Objective 1: Positive Change – A shared commitment to improving the way we work together

Objective 2: Positive Start – Giving our future generations the best start in life

Objective 3: 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.

Objective 4: Positive Places – Enabling our communities to be resilient and sustainable

Kathryn Peters

18/10/2021

Performance Levels

Performance measures where identifiable	Is there a risk this will not be achieved?
E1.1 – Use of the Caerphilly PSB social media identity	Yes- Gwent PSB identity will now take precedence
E1.2 – Use of the Caerphilly PSB website	Not able to record visitor numbers

Quantifiable measures	Is there a risk this will not be achieved?
<p>The Caerphilly Communications and Engagement Group has disbanded in favour of a regional Communications and Engagement Group to take forward the work of the Gwent PSB. The group is currently chaired and supported by CCBC officers.</p> <p>The group is supporting the regional engagement activity to feed into the local assessment of well-being by May 2022.</p>	<p>Will report to the Gwent PSB in time. However, the PMF is yet to be set and so updates will continue to be provided to the Caerphilly LDG on regional work.</p>

Evidence

Priority	Comment
Merge the work of the Caerphilly PSB in terms of communication and engagement into the work of the Gwent PSB	Local engagement work is still being delivered by CCBC officers but working under regionally agreed frameworks.

Develop the Gwent PSB website	Website is live and published. Now hosting the Gwent PSB member profiles and meeting papers. In time it will host the local assessment of well-being, well-being plan and performance reports for Gwent level projects. The Caerphilly PSB website will host local performance reports until 2023.
Reflect the new PSB and sign-post from the Caerphilly PSB website to the Gwent PSB website	Caerphilly PSB website will reflect the work of the Caerphilly- Local Delivery Group
Support the local assessment of well-being engagement exercises i.e. social media survey, hard copy forms, engagement events and focus groups	Engagement exercise ran on-line from mid-August to end of September. Local engagement events in each of the 5 community planning areas, session with Youth Forum and 50+ forum and one primary school. Dedicated session offered with Town and Community Councils 27 th October.
Draft the global engagement chapters and the community area chapters for the regional local assessment of well-being.	Output from the local and regional engagement exercises to be drafted into the consultation local assessment of well-being in time for the December 7 th PSB.

Key Tasks

Ref	Task	Progress
A	Develop a meaningful long-term engagement and communications strategy	Engagement Strategy in place Branding Guidelines in place Social media guidelines in place Website updated to meet accessibility standards
B	Identify, Map and Develop communication and engagement opportunities	Going forward engagement activity will be planned at a regional level and delivered locally.
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 • Despite the repeated request to partners to use the Caerphilly PSB identity and branding in all partnership activity, and the request to board members to champion its use in their

		<p>own organisations, this has not happened in practice. While this is disappointing it is probably reflective of the fact that the PSB as a body has very little resonance with the public and internally within members organisations for staff who are not directly involved in delivery. However, it is vitally important that the residual Caerphilly PSB and new Gwent PSB remain open and transparent through their websites and the sharing of all key documents.</p>
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Conclusion

Contribution to the 7 Well-being goals: A prosperous Wales, A resilient Wales, A healthier Wales, A globally responsible Wales.

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.