

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 PSB social media identity is used by communications officers at PSB meetings. Aside from this it has not gained much traction. In itself this could be considered a failure, however, it supports the openness and transparency of the PSB, its meetings and activity. A request for questions from the public goes out prior to each meeting and social media is the way in which this offer goes out. See below for recommendations to the Gwent PSB	Possibly
The newly developed Caerphilly PSB website was launched in April and as at 7 June there have been 259 visits to the site by 179 different users	No

Evidence

Review and Update tasks

- **Hayley Lancaster from Caerphilly CBC** 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 staff from the PSB member organisations have continued to meet to discuss the profile of the PSBs activity and to share any engagement exercises that are relevant to partners.
- The Communications and Engagement Group met for the final time on the 9th of June, the reason for disbanding the group follows the decision to dissolve the Caerphilly PSB. The Gwent Communications and Engagement Group has been meeting since late March this year to take forward the necessary engagement activity for the Gwent regional assessment of well-being.
- The Gwent PSB was asked to consider its identity, openness and transparency through the G10 meeting on the 8th of June. This work, including a Gwent PSB website, will be developed in collaboration over the next few months and prior to the first meeting of the Gwent PSB in September.
- Welsh Government have agreed that the next annual report of the Caerphilly PSB, due by the beginning of July, can be extended to September to time with the proposed end of the Caerphilly PSB and the start of the Gwent PSB. Thereafter all annual reports will be at a Gwent level. The Caerphilly PSB annual conference that was scheduled for the 4th of July has been cancelled, due to Covid and because the Caerphilly PSB will likely cease to exist.
- The Gwent Communications and Engagement Group is looking at the development of a Gwent PSB identity and will be making recommendations to the Gwent PSB



Ref	Key Tasks Year 1-2	Progress Years 2-3
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	Communications and engagement forward work plans are shared at each meeting to consider where collaboration can add value. Quarterly updates are shared by partners.
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 PSB identity and branding in all partnership activity, and the request to board members to champion its use in their 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.

Guidance sought from the Public Services Board

The @CaerphillyPSB twitter account has been used very little since the last PSB meeting. Despite attempts over the past three years to increase use and develop an Engagement strategy, branding and social media guidelines the identity of the PSB is not well known by the general public. The views of the PSB are sought so that they can feed into the development of the Gwent PSBs identity.