



## Caerphilly Public Services Board Well-being Plan Performance Report

7 monthly report Oct 2021 – April 2022

### E1 – Communication and Engagement

**Positive Change** – A shared commitment to improving the way we work together

**Positive Start** – Giving our future generations the best start in life

**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** – Enabling our communities to be resilient and sustainable

**Kathryn Peters**

15/06/2022

## 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 and already signposts to the merged Gwent PSB website
Support the local assessment of well-being engagement exercises i.e. social media survey, hard copy forms, engagement events and focus groups	A Gwent wide Engagement exercise ran on-line from mid-August to end of September. Local engagement events took place in each of the Local Authority Areas. Engagement and Communications Planning for the Well-being Plan is well underway and will contain local as well as Gwent wide activities
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 was drafted into the consultation local assessment of well-being in time to be presented to the Gwent PSB meeting on 7 <sup>th</sup> Dec 2021

## 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 and these have been replicated on the Gwent PSB website
B	Identify, Map and Develop communication and engagement opportunities	Going forward engagement activity will be planned at a regional level and delivered both locally and regionally.

C	Jointly communicate the positive messages about the county borough	<ul style="list-style-type: none"> <li>• The responsibility for communication is shared by all partners. As the work of the Caerphilly PSB to deliver the “Caerphilly We Want” Well-being Plan 2018-2023 comes into its final year of delivery, the role of the Gwent PSB has taken precedence. Therefore, the communications and engagement activity over the past year has largely been around the development of the Gwent regional assessment for well-being as the precursor to the new Gwent well-being plan from May 2023.</li> <li>• It is vitally important that the Caerphilly Local Delivery Group and Gwent PSB remain open and transparent through their websites and the sharing of all key documents.</li> </ul>
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## Conclusion

Over the course of the first six-months of 2021, PSB partners across the region were involved in public and stakeholder engagement in their local communities to understand the conditions for well-being required in the region. Engagement activity took place at regional and local level to ensure that the views of communities and stakeholders were reflected in the assessment of well-being. To achieve this a new formal group was set up under the Gwent PSB, the Communications and Engagement Group, to manage and coordinate the activity across the partners and bring a degree of consistency to the process over what is now a very much wider geographical area.

[Chapter 3](#) of the local assessment of well-being describes the process employed, the outputs and how they have fed into the main document. While engagement was a challenge during the pandemic period, when physical meetings were restricted, the outputs have provided a rich source of information to inform the assessment.

The Gwent PSB has determined that its own openness and transparency is important and is revising its terms and conditions to improve this. If approved, at the June 22, meeting this will mean making meetings open to the public, providing recordings of its meetings on the website and allowing questions from the public. A communications officer from one of the partners will attend each PSB to live tweet proceedings.



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.