



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

6-monthly report - May to October 2022

### 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**

06/12/2022

## 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 disbanded in favour of a regional Communications and Engagement Group to take forward the work of the Gwent PSB. The group was coordinated by CCBC officers although Torfaen took management of the group from May 2022. However, CCBC officers have continued to provide support and advice to the group as well as work on its own local engagement activities. From the December 2022 meeting the Leader of CCBC will chair Gwent PSB meetings.</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	Officers are working under regionally agreed frameworks but Local engagement work is still being delivered by CCBC officers, especially during the 12-week consultation on the draft Gwent Well-being Plan. This ends on 31 <sup>st</sup>

	December 2022. The final plan is due to be published 5 <sup>th</sup> May 2023
Develop the Gwent PSB website	<p>The Gwent PSB Website went live in September 2021 and holds the Gwent PSB member profiles and meeting papers.</p> <p>The final local assessment of well-being, for Gwent (plus five local area plans for Caerphilly Borough) are hosted on the website.</p> <p>The draft Well-being plan was published on 1<sup>st</sup> October 2022 for its statutory 12-week consultation.</p> <p>The Caerphilly PSB website will host local performance reports until May 2023 – although this website will remain available until further notice.</p>
Reflect the new PSB and sign-post from the Caerphilly PSB website to the Gwent PSB website	Caerphilly PSB website will continue to reflect the work of the Caerphilly Local Delivery Group for Caerphilly We Want 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 2021. Local engagement events took place in each of the Local Authority Areas.
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	<b>Develop a meaningful long-term engagement and communications strategy</b>	<p>Engagement Strategy in place</p> <p>Branding Guidelines in place</p> <p>Social media guidelines in place</p> <p>Website updated to meet accessibility standards and these have been replicated on the Gwent PSB website</p>
B	<b>Identify, Map and Develop</b>	Going forward engagement activity will be

	<b>communication and engagement opportunities</b>	planned at a regional level and is being delivered both locally and regionally.
C	<b>Jointly communicate the positive messages about the county borough</b>	<ul style="list-style-type: none"> <li>· The responsibility for communication is shared by all Gwent PSB 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 18 months has concentrated on the development of the Gwent regional assessment for well-being as well as the consultation on the draft Gwent well-being plan from May 2023.</li> <li>· The Caerphilly Local Delivery Group and Gwent PSB will remain open and transparent through their websites and the sharing of all key documents.</li> </ul>

## Conclusion

The first Well-being Assessment was published in May 2022 and over the course of the last six months, Engagement activity has focussed on drawing up plans for the consultation on the draft Well-being Plan for Gwent. Engagement activity has been taking place at regional and local levels through a variety of ways to ensure that the views of communities and stakeholders will be reflected in the draft WB Plan. The Gwent Engagement and Communications group (set up under the Gwent PSB) has been managing and coordinating the activity across the partners and bring a degree of consistency to the process over what is now a very much wider geographical area.

Whilst engagement was a challenge for the Well-being Assessment during the pandemic period, we have been able to consult online and in person much more widely and in a greater variety of ways for the consultation on the draft Well-being plan. For example, we have :

- Held three in-person community events in the borough

- Two online community feedback events
- Staffed stalls at the 4 Caerphilly market events to encourage attendees to respond to the consultation
- Promoted an online questionnaire for residents to complete
- Sought the help of community and representatives of people with protected characteristics to hold sessions with groups of people to find out their views on the draft Well-being Plan

The Gwent PSB has determined that its own openness and transparency is important and has revised its terms and conditions to improve this. This now means that recorded versions of meetings will be available to view by the public as they will be published on YouTube with a link from the Gwent PSB website, from the December 2022 meeting onwards. The website also asks for the public to put forward questions for the PSB to consider. And a communications officer from one of the PSB partners is attending 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.