



CWM TAF PUBLIC SERVICES BOARD - JOINT OVERVIEW & SCRUTINY COMMITTEE

Report Author Simon James – Chair,
Information, Communication and
Engagement / Involvement (ICE)
Group

Committee Date 24.01.2019

Update Report on the Work of the Information, Communication and Engagement (ICE) Group

1.0 SUMMARY OF THE REPORT

1.1 To provide the Joint Overview and Scrutiny Committee (Committee) with oversight of the role of and work undertaken by the Information, Communication and Engagement (ICE) working group for the Cwm Taf Public Services Board.

The most recent report from ICE, presented to the Strategic Partnership Board (SPB) at its meeting on the 8th January 2019 is attached at **Appendix 1**. This sets out progress made in respect of the ICE Group in this reporting year.

Members are asked to note that, due to the unexpected absence of the ICE Chair, the report was not considered in full at the January SPB and the recommendations within the report, including the ICE Terms of Reference and Strategy, will be submitted for approval at the February SPB.

The Newsletter was approved for publication due to the need to ensure the information contained was timely. In addition, the SPB had previously considered an earlier draft version.

Simon James, Chief Executive Officer of Interlink RCT, the Chair of ICE will present this report to Committee.

2.0 RECOMMENDATIONS

2.1 The Committee is requested to:

- i. Consider the recent Strategic Partnership Boards ICE report and appendices at **Appendix 1**, and provide any feedback ahead of approval at SPB in February 2019.
- ii. Identify any further information it would like to consider in support of the delivery of the Well-being Plan and the wider remit of the PSB in respect of Information, Communication and Engagement.

3.0 INTRODUCTION AND BACKGROUND

3.1 As Members are aware, the Cwm Taf Well-being Plan 2018-2023 was published on the 4th of May 2018 and contained four Objectives:-

- Thriving Communities
- Healthy People
- Strong Economy
- Loneliness & Isolation (cross cutting Objective)

The ICE Group was set up prior to the Well-Being Plan being published to ensure that these areas were being managed and led throughout the work of the PSB. Membership consists of information, communications and consultation/engagement officers from partner organisations.

The key purpose of the group is to:

- raise the profile of the PSB to increase awareness of its work;
- communicate its key objectives simply;
- involve the public in helping to identify solutions to the wider issues facing their community
- make effective use of and share the information we collect to improve public services

4.0 CURRENT POSITON

4.1 Since its inception the ICE Group have operated as one combined group of officers from information, communications and engagement backgrounds. They meet on a 6 -8 weekly cycle to consider and provide support to the work of the PSB and its Well-Being Plan in relation to the three areas.

A draft newsletter has been pulled together via the group and this was approved for publication at the January SPB.

Following a recent review of the group, it was proposed that the group restructure to focus on the key areas of expertise and work on a task and finish basis for key activities and priorities. This has formed separate work streams for :-

- Information and Data Lead by an officer from South Wales Police,
- Communications Lead by an officer from Public Health
- Engagement / Involvement – Lead by Simon James, the Chair of ICE.

It is envisaged that this will provide clarity for each of the groups and will be easier to support, in addition to increasing momentum against delivery.

These Leads will meet with working groups as required to drive delivery and will meet collectively as leads on an agreed basis to provide updates to SPB / PSB.

Based on this restructure, the Group have recently developed their Terms of Reference and a three year Strategy based on the new group structure and associated work streams. This is included in more detailed at **Appendix 1**.

5.0 FUTURE REQUIREMENTS

- 5.1 In light of the delivery of the Well-Being Plan being in its infancy and the agreement by partners to monitor and measure how we are doing things differently as a partnership, Data Cymru are supporting the SPB to develop an outcomes based evaluation framework to measure the difference made, moving in to Year 2.

The work of the ICE Group will be influenced and driven by the direction of the Plan and its proposed outcomes. There is also a Year 1 activities plan within the Strategy, which outlines initial actions in relation to Information, Communication and Engagement work streams.

6.0 NEXT STEPS

- SPB to approve the ICE Strategy and Terms of Reference
- Publication of the Newsletter before the end of January 2019
- Subject to approval, setting up of task and finish groups, for the three themes, to drive the activities plan and any new identified priorities from the PSB/SPB as they arise.

Simon James

Chair, Information, Communication and Engagement Group
Cwm Taf Public Service Board

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Cwm Taf PSB – Strategic Partnership Board

Update from Boards

Agenda No	SPBJAN19_7vi
Name of Board	Information, Communication and Engagement (Involvement) Group
Chair	Simon James
Current focus for the Board	<ul style="list-style-type: none"> • The Communication Lead and support team have been working on the Newsletter, ICE Strategy and Terms of Reference. and these are presented to SPB at Appendix 1, 2 and 3 as part of this update. • The Information and Intelligence work stream have focussed on the website and meeting the requirements of the Welsh Government funding bid that they have assumed responsibility for. Work is progressing with Data Cymru to make the 'Our information' sections of the website more user-friendly for the wider audience, and support an information, advice and assistance function. Work on developing a dashboard linked to the PSB performance monitoring framework will progress once measures are agreed. • Currently liaising with the Youth Forums for Merthyr and RCT to determine their requirements from the PSB at their joint meeting in March 2019. • At the ICE meeting on the 12th December 2018 it was agreed that the structure of the group would be amended. Each Lead will have a sub group to deliver against the information / data, communication and involvement requirements. This will allow the support team to directly support the working groups and provide further support and assistance to the Leads. • The Information and Intelligence work stream will continue to deliver against the relevant Welsh Government funding bid requirements and demonstrating delivery of objectives / performance against identified measures. • The Communication and Engagement / Involvement work streams will determine their requirements and this will be constructively challenged when the ICE leads meet with the support team prior to SPB updates. It is envisaged that they will include responsibility for news stories for publication on the website and newsletter, events and engagement calendars, any consultations / community events and to re-establish the network for sharing best practice. It will also include engagement and involvement of citizens, specifically young people

	<ul style="list-style-type: none"> • The ICE requirements moving forward will be determined at the same time as setting the delivery plans for 2019/20 onwards. • The 'News and Events' section continues to be updated with relevant updates supplied by partners, invitations to community events held linked to the Objectives – particularly the Community Zones work – and provides feedback and updates following the meet (e.g. Rhondda Fach greening project feedback)
	<ul style="list-style-type: none"> • Working with young people on animation of the Well-being of the Future Generations Act. This is now in draft format and will be presented to PSB in April. • Good news stories are covered in the newsletter set for publication in January.
Challenges for consideration by the SPB	<ul style="list-style-type: none"> • To be clear of the ICE requirements when setting the delivery plans from 2019/20 onwards. Including resource requirements re: marketing / publications, welsh language and a steer on the performance to be measured and reported. The latter will be discussed at the workshop with Data Cymru in the January SPB. • Agreement to publish the newsletter attached at Appendix 1, which is being re-submitted for points of accuracy only. It is noted that the reference to the Ministerial Visit will need to be updated to show 'former' Minister. If the newsletter is not published in January, the content will become out of date. • Consideration needs to be given to the translation requirements for the newsletter. • Consider the draft ICE strategy at Appendix 2. This will form the foundations for each of the ICE work streams. • Approve the ICE Terms of Reference – Appendix 3
Performance	No performance criteria to report.
Priorities for Next Quarter	<ul style="list-style-type: none"> • Embed the ICE strategy into the work plans of each of the ICE work streams. • Publish the newsletter and assist with the development of the Annual Report. It is intended that the quarterly newsletters will feed into the annual report from next year on. The Lead for the Annual Report will be invited to the next ICE Leads meeting. • To consider the Welsh Language requirements for the PSB any associated resource implications. Similarly consider the advertising / publication resource requirements. • The ICE leads are considering a project across all work streams re:community profiling. • Explore how to utilise social media, particularly '#ourcwmtaf' can be used to promote the PSB as part of the Communications Network remit.

	<ul style="list-style-type: none"> • Determining how we can make effective use of extra support available through Art of the Possible to act as a pathfinder to develop Cwm Taf capacity and approach to involvement. There is a danger of being criticised as a result of slow progress on meaningful and innovative involvement in the implementation of the plan. • Consider the next steps for involvement with the offer from Future Generations Commissioner to provide support on involvement, for example, on ACES / Loneliness and Isolation, using a citizen focused approach to assessing impact and where interventions can have the greatest impact. • To make progress on the Involvement approach to the Wellbeing Plan / Objectives. • Workforce Development / Awareness.
<p>Challenges to be escalated to PSB?</p>	<p><i>Nothing at this stage</i></p>

Our Cwm Taf



News from the Public Services Board
Autumn 2018



BWRDD
GWASANAETHAU
CYHOEDDUS
CWM TAF
PUBLIC
SERVICES
BOARD

Welcome to the first newsletter of the Cwm Taf Public Services Board.

The 'Cwm Taf PSB' is made up of organisations right across Merthyr Tydfil and Rhondda Cynon Taf including the health board, two local authorities, police, fire service, third sector, Natural Resources Wales and probation service. Instead of working separately we are all now working together far more closely to make sure we address some of the big challenges we face in our communities.



Professor Marcus Longley,
Chair, Cwm Taf Public
Services Board

The PSB was set up after the Well-being of Future Generations Act was passed by the National Assembly, and aims to change the way local public services are planned and delivered for the future. Wales is the first country in the world to introduce legislation to protect the next generation and all decisions we now take will have to consider the impact they have on our communities and our environment in the future.

The PSB's purpose is to ensure everyone works together to improve the well-being of our communities, through effective partnership working. The CTPSB's Well-Being Plan has four well-being objectives which are:

- Thriving Communities;
- A Strong Economy;
- Healthy People; and
- Tackling loneliness and social isolation (cross-cutting objective).

The work of the PSB must consider the well-being of the people of Cwm Taf now and those who will live and work here in the future. This will be achieved by ensuring that all the work of the PSB is carried out in line with the sustainable development principle of the Well-being of Future Generations (Wales) Act, which sets out five specific ways in which the PSB must go about meeting its duty.

The Our Cwm Taf quarterly newsletter will provide an update on how our organisations are working differently as partners and what the PSB is doing to make things better in your community.



Minister visits early years centre in Merthyr Tydfil to see how local organisations are working together to support families

The Minister for Children, Older People and Social Care Huw Irranca-Davies rolled up his sleeves and got stuck into the painting at Gurnos Community Centre in October as part of a Welsh Government visit to the early years centre!

The community centre offers a wide variety of activities for children and support for families with input from education, health visiting, third sector, midwifery and social services all under one roof and aims to be a one stop shop of support.

Cwm Taf is one of five Children First pioneer areas in Wales which aim to develop a new integrated model for early years provision. The approach involves professionals working together to ensure the right support is given to families when they need it, be it before birth or during the early years of school.

Partners including Merthyr Tydfil and Rhondda Cynon Taf councils; Cwm Taf University Health board, public health, and the voluntary sector are coming together to create 'vulnerability profiles' so that resources and teams around the family can be targeted in the right places.



RCT County Youth Forum to tackle bullying and mental health

Through RCT's County Youth Forum young people have decided that the two issues they were keen to tackle were bullying and mental health, and they have set up two sub groups to look into them.

Over the last year the young people have jointly gone through training including Young People's Mental Health First Aid training and Public Speaking training.

The young people wanted to create a resource that raised awareness of bullying and isolation and how this can have a damaging impact on young people's mental health. The main aim of the video is to promote the message of being kind and understanding of others and the battles that they face, as well as promoting where young people can access support.

The video will be a prompt for discussion in issue based sessions throughout youth clubs in RCT. The video will be supported by age appropriate resources both of which are being finalised currently with young people, with the resource being launched later this year.

Once launched, the video will be rolled out in youth clubs throughout RCT delivered by young people within the forum who have received training. The young people will be supported by Youth Engagement and Participation Service staff during each of these sessions and throughout the project.

Plans to create 'edible playgrounds' in Gurnos and Rhondda Fach!

Unfortunately eating the swings won't be part of this innovative idea, but planting and learning about gardening at dinner time could be on the agenda for some schoolchildren in the Cwm Taf area very soon!

In the two Cwm Taf Community Zones of Gurnos and Rhondda Fach, Natural Resources Wales is exploring options to 'green' the areas including tree planting, edible playgrounds, raised beds, green rooved shelters and wildflower planting for pollinators.

NRW will be liaising with local housing associations, voluntary groups and the local councils to scope suitable potential areas in which to start the projects. The edible playground initiative which NRW hopes local schools will be interested in developing has been introduced in some parts of England to encourage children to be active and take care of their local environment with great success – you can read more details here - <https://www.treesforcities.org/our-work/edible-playgrounds/hitherfield-primary-school>

Evidence shows that being outside and connecting with nature can provide many benefits including guarding against obesity; reducing the symptoms of stress and ADHD; minimising childhood short sightedness and promoting academic attainment.

To support outdoor learning in the Cwm Taf area NRW also has a range of curriculum linked learning resources available for schools including woodland based activities and messaging around waste, recycling and fly-tipping for inclusion in lesson plans. For more information please contact: education@naturalresourceswales.gov.uk





Just One Small Change can help you #FeelGreat!

Thousands of public and voluntary sector staff who work across Cwm Taf will be encouraged to take up the 'One Small Change' challenge in January.

The campaign which was piloted in Cwm Taf University Health Board in 2017 encourages staff to pledge to make just one small change to their daily lifestyle and commit to it for 30 days.

The change can be as simple as drinking more water every day, walking during every lunch break, swapping your coffee for decaf or doing some star jumps before your team meeting!

Cwm Taf Public Health Consultant Angela Jones said, "Being healthy and fit doesn't have to be hard work and by pledging just one small change to your daily life you can help improve your health and feel so much better.

Evidence shows however that small, incremental changes can have impact, particularly if those changes are instigated and owned by people themselves."

Porters David and Carl at the Royal Glamorgan Hospital in Llantrisant clocked up the miles as part of the #FeelGreat Challenge, recording the steps they did as part of their jobs on pedometers for 30 days as they aimed to improve their fitness regimes!

Other pledges from staff in the health board included cycling to work one day a week; doing the plank each morning and switching biscuits for fruit during the coffee break.

For more information about the campaign and to see if you could make one small change visit <http://cwmtaf.wales/feelgreat/>

Public sector bodies commit to the 'Employability Pledge'

Organisations across the public sector in Merthyr Tydfil and Rhondda Cynon Taf have joined forces to provide more opportunities for work and training for local people.

Whilst still in development the initiative is a key plank of the work of the Public Service Board and aims to ensure people have better access to job opportunities and training schemes in the health board, the two local authorities, police and fire services, as well as the environment body Natural Resources Wales.

The Pledge which has been signed by all of the main public sector bodies in the Cwm Taf area also aims to provide more professional development opportunities for existing employees and ensure the public sector is seen as an employer of choice.

More information will be available via the Public Service Board website www.ourcwmtaf.wales as the initiative is developed





RCT Youth Engagement and Participation Community Project

More than 40 young people from the Youth Engagement and Participation Service Ferndale and Treorchy Youth Clubs have joined forces to help improve the open spaces in their communities.

Working together with South Wales Police, RCT Parks and Environmental Services departments, they have spent their days at Darran Park painting benches, planting bee friendly flowers, weeding areas around the lake and some general tidying for members of the community to use and enjoy the area.

The Rhondda YEP Service staff were super proud of the young people's positive attitudes and their willingness and commitment to the project. They were amazed at the difference they made to the area.

Hayley Manns, YEP Service Community Youth Offer Coordinator said: "This project has been a great success. The young people have been working really hard to improve the area and really enjoying the days as a whole. We have been using our YEPS social media site www.wicid.tv to post updates and it has attracted a lot of positive attention from residents. The residents have stated that they are so pleased to see young people getting involved."

Tackling loneliness and isolation a major priority for the PSB

These case studies show how the Welcome Friends group is bringing elderly people together

Daphne aged 90, below, was referred by the Interlink coordinator and although being very mobile and independent, was extremely lonely and anxious about meeting new people. She did not have much support from family and was only on a nodding acquaintance with neighbours. She was introduced to a volunteer befriender and they immediately got on really well. She now receives weekly visits and phone calls and the volunteer enjoys her company as much as Daphne does. She was keen to attend our weekly social group in Pontyclun to play scrabble and meet other people but could not make that initial step on her own. Her volunteer brought her for the first time and she was made very welcome. Now she comes her own every week and has continued to have home support from her volunteer.



Carl, aged 75 pictured above right, was also referred by Interlink in need of support to get out during the day as he suffered memory problems and Parkinson's. He was introduced to Paul in July who started bringing him to the Welcome Friends group. He also enjoys short car trips in the local area and although his mobility is deteriorating he can still engage in conversation and playing board game. He now stays for lunch at the day centre and attends other activities there too. His wife is so grateful for the respite she is now able to enjoy knowing that Carl is in safe hands.

Josie is 85 years old (right) and was referred to Welcome Friends in mid July. She has severe mobility issues and poor sight following a stroke and has been housebound for some considerable time. She has carers calling throughout the day but spends long periods on her own. She is very chatty and loves making conversation. In early August, volunteer, Lana who has similar interests to Josie and they have quickly built up a positive relationship. Lana visits Josie twice a week.



With Lana's support, Josie was recently able to attend a lunch club. Josie's carers had made sure that she was ready in her wheelchair for the taxi to pick her up while Lana accompanied Josie on the journey to the venue. On returning home, Lana stayed with Josie until the carers arrived to move her from her wheelchair.

Josie had a wonderful afternoon and said it was lovely to get out of the house, have some company and be able to chat with all the people at the lunch. She hopes to be able to do it again sometime.

You can find out more information about the Welcome Friends group here <https://volunteeringmatters.org.uk/opportunity/welcome-friends-rhondda-cynon-taf/> or call Interlink RCT on 01443 846200

To find out more about the work of the Cwm Taf Public Services Board; and what's going on to improve your local community please visit www.ourcwmtaf.wales.



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Status: Draft

Approved by SPB: -

Approved by PSB: -

Date for review: 2020



CWM TAF PUBLIC SERVICES BOARD INFORMATION, COMMUNICATION AND ENGAGEMENT STRATEGY 2018-2020

AUTHOR

Felicity Waters, Head of Communications and Media, Cwm Taf University Health Board

WHAT IS THE PUBLIC SERVICES BOARD?

The Cwm Taf Public Services Board (CTPSB) is a revolution in the way our local public services such as local authority services, health, education, police, probation, fire and rescue, and the voluntary sector are planned and delivered.

The CTPSB is a joint Public Services Board covering Merthyr Tydfil and Rhondda Cynon Taf. The PSB has a duty under the Well-being of Future Generations (Wales) Act to coordinate the planning, commissioning and delivery of public services across organisational boundaries.

The PSB's purpose is to ensure everyone works together to improve the well-being of our communities, through effective partnership working. The CTPSB's Well-Being Plan has four well-being objectives, which were agreed based upon evidence from the *Cwm Taf Well-Being Assessment, March 2017* achieve this are:

- Thriving Communities;
- A Strong Economy;
- Healthy People; and
- Tackling loneliness and social isolation (cross-cutting objective).

The work of the PSB must consider the well-being of the people of Cwm Taf now and those who will live and work here in the future. This will be achieved by ensuring that all the work of the PSB is carried out in line with the sustainable development principle of the Well-being of Future

Generations (Wales) Act, which sets out five specific ways in which the PSB must go about meeting its duty. By working in these ways, public bodies can seek to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable Development Principle

Long term



The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

Prevention



How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration



Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

Collaboration



Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement



The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

The sustainable development principle is applicable to all work carried out by the PSB, including information, involvement and communication. As such, all activity conducted as part of any PSB work should employ these five ways of working.

The well-being objectives identified by the PSB as the focus of its work, together with the steps it will take to meet them will form the Cwm Taf Well-being Plan. All PSB work streams are conducted in support of achieving the PSB's well-being objectives and it is essential that any and all information, involvement and communications conducted in support of PSB work streams is designed and delivered to progress the work stream.

In addition to the Well-being of Future Generations (Wales) Act and accompanying guidance, the information, involvement and communications activities developed as part of all PSB work will be underpinned by relevant standards and sources of best practice (Appendix B).

INFORMATION, COMMUNICATION AND ENGAGEMENT

Information, communication and engagement mean the involvement of the people we work and live with in our communities and are key elements in the design and delivery of our services to improve the well-being of the people of Cwm Taf.

Using and sharing data and information, and communicating with the communities of Cwm Taf will be vital if the work of the PSB is to be understood and is to achieve its aim of changing the way we serve the public.

The PSB is made up of the senior managers and leaders of the public and voluntary sector organisations right across Merthyr Tydfil and Rhondda Cynon Taf. It aims to shift the focus from simply reacting to the problems faced by our communities to using evidence to help prevent them, and addressing more issues together rather in isolation.

This will involve working together with citizens, and within our own organisations, in a different way.

As a relatively new body, the profile of the PSB is still very low in Cwm Taf. The priority will be to ensure that not only do our communities know what the Public Services Board is and what it does, but that staff in our own organisations are also familiar with its aims, and overall intent to work collectively.

Raising the profile of the Public Services Board will be important for the delivery of the *Cwm Taf Well-Being Plan, May 2018*, so the public understands what it means for them and who is leading it. This will involve joint working of communications leads of all member organisations with a commitment to share information and news on the new Cwm Taf PSB website and cross promote the portal to all our stakeholders.

While a general awareness raising campaign is needed about the PSB itself, more targeted communications and involvement will also be required to reflect the Objectives of the Well-Being Plan that are focussed on specific communities.

This Information, Communication and Engagement Strategy will outline how the PSB and the individual organisations that are part of it can:

- raise the profile of the PSB to increase awareness of its work;
- communicate its key objectives simply;
- **involve the public** in helping to identify solutions to the wider issues facing their community
- making effective use and sharing the information we collect to improve public services

Involvement should follow the practice of co-production, where appropriate. This means that individuals and communities are offered opportunities at all stages of design, development and delivery to contribute and help shape projects and services.

Channels for information sharing, involvement and communication

- The 'Our Cwm Taf' website
- Existing public services workforce
- Events in local communities, businesses, schools, colleges etc
- Websites and intranets of each member organisation
- Social media channels within each member organisation
- TV screens to broadcast key information within each member organisation eg. 22 patient information screens Cwm Taf University Health Board sites
- Local media
- Networks of the Local Assembly Members and MPs

INCLUDING EVERYONE

Involving, communicating and information sharing must be inclusive, taking account of as wide a range of stakeholders as possible, allowing all to have an opportunity to be meaningfully involved.

The completion of a formal Equality Impact Assessment is not required under the Well-being of Future Generations (Wales) Act. Regardless, all PSB involvement and communications must adhere to best practice principles (Appendix B), in order to ensure that all members of all communities, as far as possible, have the opportunity to be a part of the conversation. This includes those with specific protected characteristics. The targeting of involvement and communications at particular audiences and stakeholders may mean the development of specific products and/or activities.

INFORMATION COMMUNICATION AND ENGAGEMENT (ICE) GROUP

The ICE Group is responsible for advising and supporting the PSB work with regards to all information, involvement and communications.

All PSB partners are required to support their staff to participate in PSB information, communications and engagement activities, as members of ICE Group, as appropriate.

MONITORING AND EVALUATION

All information, involvement and communications activities must be monitored and evaluated effectively. The ICE Group will support the ongoing development and delivery of information, involvement and communications throughout the work of the PSB and will work with the Objective leads to monitor progress and adapt accordingly.

As and when activities relating to each area is complete, feedback should be provided to the ICE Group on the outcomes and lessons learnt (using the Participation Cymru evaluation form). Key lessons learnt and support with ongoing work must also be provided to the ICE Group, as appropriate.

ROLES AND RESPONSIBILITIES

In order to ensure compliance with this strategy, **members of the PSB** will:

- Promote and champion PSB objectives and any information, involvement and communications activities relating to them;
- Champion and prioritise a co-productive approach to information sharing, involving and communicating with communities and other stakeholders;
- Develop information sharing, involvement and communications skills within their individual organisations, as appropriate;
- Be the link between the PSB and their individual organisation in order to maintain effective information, involvement and communications;
- Recognise each other's different constraints such as the resources and timescales;
- Receive regular updates from the ICE Group (via the SPB) and provide appropriate advice, assistance and recommendations as appropriate;
- Promote the PSB to the staff within their own organisation, providing regular updates and links to Our Cwm Taf website
- Commit resources, including staff time, to support information, involvement and communications activities as appropriate.

In order to ensure compliance with this strategy, **Objective leads** will:

- Promote and champion PSB work and any information, involvement and communications activities relating to them;
- Champion and prioritise a co-productive approach to involving and communicating with communities and other stakeholders;
- Complete a PSB Information, Involvement and Communications Activities Plan, embedding the principles outlined in this strategy;
- Seek the advice, assistance and recommendations of the ICE Group;
- Ensure all relevant information, involvement and communications activity is carried out under the appropriate PSB branding;
- Seek the support of the lead organisations' information, involvement and communications officers, to provide relevant messages. These can then be shared with other PSB organisations, (subject to ICE Group approval);

- Manage all information, involvement and communications activity effectively, making appropriate strategic engagement links;
- Contribute to the facilitation of information, involvement and communications as appropriate;
- Provide regular updates to the ICE Group and receive additional guidance as appropriate;
- Measure impact and evaluate information, involvement and communications activity at the end of each project and report to the ICE Group on lessons learnt;

In order to ensure compliance with this strategy, **members of the ICE Group** will:

- Promote and champion PSB objectives and any information, involvement and communications activities relating to them;
- Champion and prioritise co-production when informing, involving and communicating with communities and other stakeholders;
- Provide the PSB (via the SPB) with regular updates on engagement and communication activity;
- Advise project leads on completing a PSB Information, Involvement and Communications Activities Plan, including designing and developing activity which embeds the principles of this strategy;
- Provide ongoing advice, assistance and recommendations on information, involvement and communications activity, contacts, resources and strategic links;
- Collate impact and evaluation reporting of all PSB information, involvement and communications activity and monitor lessons learnt;
- Review this strategy and update as appropriate.

**CWM TAF PUBLIC SERVICES BOARD
ICE KEY ACTIVITIES 2018-2019**

Key activity	Method	Channels	Leads	When
PSB profile raising	<p>Explaining in very simple terms what the PSB is.</p> <ul style="list-style-type: none"> * Who is on it and how does it work? * What is its purpose? * What does it mean for the public? * Explain what the workstreams are and what they hope to achieve * Explain how the public can be involved in the work of the PSB * Promote and encourage attendance at PSB engagement events 	<p>Social media; TV screens and websites of all individual PSB organisations</p> <p>Press release for media using a case study of a project where organisations have worked together and achieved a positive outcome</p> <p>Our Cwm Taf website</p> <p>Work with young people on 'young person's PSB'.</p> <p>Easy read version developed and promoted with People's First.</p>	<p>Comms leads to draft key messages/ members of the Information, Communications and Engagement Group (ICE) to cascade through their organisations</p> <p>All ICE Group leads to contribute to content of quarterly newsletter.</p>	<p>Throughout the year.</p>

<p>Page 7 of 10</p>	<p>* Promotion of the Our Cwm Taf video clip</p> <p>*Profiles of the organisation leads on the PSB – who are they and what role does their organisation play on the PSB</p> <p>Publication of quarterly newsletter Partners' Events calendar on Our Cwm Taf website.</p>			
<p>Key activity</p>	<p>Method</p>	<p>Channels</p>	<p>Leads</p>	<p>When</p>
<p>Publication of the Wellbeing Plan</p>	<p>Key aims to be extracted and promoted in simple language i.e. The Public Services Board has published a Wellbeing Plan for Cwm Taf with the aim of tackling poverty and improving wellbeing through organisations working together and targeting their efforts in identified communities.</p>	<p>All channels including media Spokespeople for interviews</p>	<p>Comms leads to draft press release/ key messaging around the publication.</p>	<p>May 2018</p>

Key activity	Method	Channels	Leads	When
	Piloted in Cwm Taf – plan to roll it out across PSB organisations ICE group support leads to develop ICE Strategy for each Wellbeing Objective.			January 2019
Key activity	Method	Channels	Leads	When
Thriving Communities: Place based approach – focus on a community intervention that could be shared			PSB /SPB needs to draft a delivery plan identifying what each organisation is doing in the 2 communities for initial targeted intervention	
Key activity	Method	Channels	Leads	When
Healthy People: One Small Change – healthy behaviours campaign	ICE group support leads to develop ICE Strategy for each Wellbeing Objective.			January 2019.
Key activity	Method	Channels	Leads	When

Strong Economy	ICE group support leads to develop ICE Strategy for each Wellbeing Objective.		As above	
Key activity	Method	Channels	Leads	When
Tackling Loneliness and Isolation	ICE group support leads to develop ICE Strategy for each Wellbeing Objective.			
Promotion of PSB website	Production of content by each PSB organisation to populate the website – these need to be examples ideally of where they have worked with partners for the benefit of the community ICE group support leads to develop ICE Strategy for each Wellbeing Objective.	This content can be turned into press stories/ social media content highlighting the collaborative work of the PSB	Comms leads and members of the Information, Communication and Engagement Group	Throughout 2018
Key activity	Method	Channels	Leads	When
The Cwm Taf workforce	ICE group support public services to come together to develop understanding of 5 ways of working in relation to the Wellbeing Objectives		As above – tangible actions to develop the workforce in each of the 2 pilot areas need to be agreed by the PSB/SPB.	

APPENDIX B: LIST OF STANDARDS WHICH UNDERPIN THIS STRATEGY

- Participation Cymru's [National Principles for Public Engagement in Wales](#);
- Children and Young People's National Participation Standards (2016); and The [United Nations Convention on the Rights of the Child](#);
- The Older People's Commissioner's [Best Practice Guidance for Engagement and Consultation with Older People on Changes to Community Services in Wales](#);
- The [Equality Act \(2010\)](#); and
- Other local and national good practice in engagement and communications.

DRAFT



Document Name: Information, Communication and Engagement Terms of Reference

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Information, Communication and Involvement (Engagement) Group

Terms of Reference January 2019

BACKGROUND

The Information, Communication and Involvement (Engagement) 'ICE' group has been created by Cwm Taf Public Services Board (PSB) and Strategic Partnership Board (SPB) in response to the requirements of the Well-being of Future Generations Act. Originally established as the Public Engagement Group, the 'PEG', the group was revised and reconfigured to reflect the broader need to communicate with and inform, as well as be informed by, our communities.

PURPOSE OF THE ICE GROUP

ICE is made up of the three composite strands of Information, Communication and Involvement (Engagement) with assigned roles and responsibilities:



APPROACH

The approach and work of ICE will be iterative and fluid, adapting to reflect the changing needs and priorities emerging from our communities as well as the Public Services Board.

In all approaches, ICE will adopt and adhere to the five ways of working as set out in the Well-being of Future Generations Act – thinking long term, acting to prevent, considering how to integrate, acting to collaborate and ensuring involvement for the people of Cwm Taf. The group will also support the PSB's contribution to the seven well-being goals.

The group will draw on the expertise of its members to maximise opportunities for the PSB to inform, communicate and involve.

MEMBERSHIP

The chairs of the Information and Intelligence workstream, the Communications network and the Engagement (Involvement) group will meet with the PSB support team, in line with SPB meetings. The collective ICE group must be chaired by the lead/Chair from one of the three composite strands who attends SPB and provides a board update.

The wider group, including members of the subgroups, will meet twice a year.

Membership of the ICE sub-groups should reflect that of the PSB partnership with attendees from (at a minimum):

Cwm Taf Health Board/Public Health team
Interlink
Merthyr Tydfil County Borough Council
Natural Resources Wales
Rhondda Cynon Taf County Borough Council
South Wales Fire and Rescue
South Wales Police
VAMT

Appropriate colleagues should attend the subgroups as the representative for their organisation, i.e. a member of the communication team should be involved in the comms network, the engagement team in the involvement group and data/performance in the information and intelligence workstream.

ICE will be supported by the Data and Communications/Engagement leads from within the PSB Support Team.

ROLES AND RESPONSIBILITIES

ICE will create a sustainable partnership through:

Information	Communication	Involvement
Establishing and demonstrating the conditions for continuous improvement in practice and performance		
Supporting and facilitating the sharing of good practice, expertise and resources for the benefit of all stakeholders across Cwm Taf.		
Increase the emphasis on, and value of, a Cwm Taf identity		
Supporting the co-ordination and publication of key strategies and plans		
Supporting and demonstrating (progress on) objectives	Capturing and communicating the work of the PSB	Advocating and championing involvement and co-production through on-going conversations
Providing a reporting mechanism and repository against common priorities and targets	Promoting success stories	Signposting to community groups to best involve and capture citizen voice
Establishing and demonstrating the conditions for continuous improvement in practice and performance	Exploring opportunities and methods to communicate with our communities	Ensuring involvement is done across the board, including with seldom heard groups.

Inform and help to drive operational decision making		
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GOVERNANCE AND ACCOUNTABILITY

Meetings between the sub-groups leads will be held every six-eight weeks as needed. In the period between meetings, communication and directions will be provided through email, and the Chair, or representative.

ICE agendas and papers will be shared with the group in advance of the meetings taking place to allow members of the group to comment. Requests for additional items will also be sent.

The group will be directed by the SPB, for the work it undertakes. Updates on ICE’s activity and progress will be provided to SPB as a board update. Any challenges or requests for support will also be escalated to SPB for resolving or decision as appropriate, and the group requests clear steer also be filtered back from SPB.

The Terms of Reference for the group will be reviewed in line with a change of ICE Chair and those of the Strategic Partnership Board.

ALIGNMENT TO OTHER BOARDS

The workstream will support and align to the strategic principles and aims of the wider PSB and Cwm Taf partnerships.

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