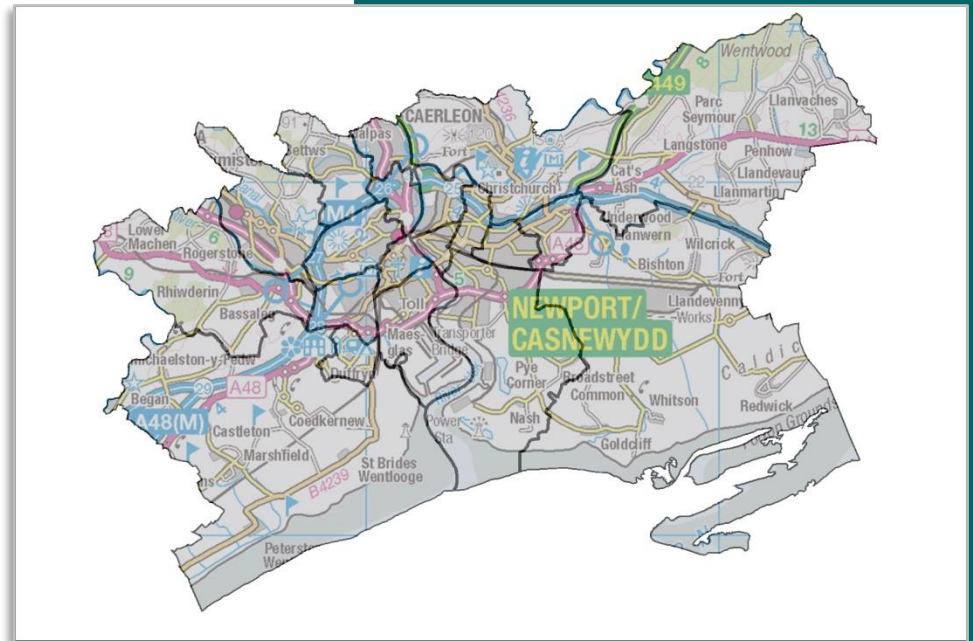


# Communication Plan 2019-20



## One Newport

### V1.0

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# Chapter 1: Introduction

Good communication is central to the success of the work of both the One Newport Public Services Board (PSB) and the wider partnership. The Communication Plan is One Newport's vision for how it plans to manage effective communication across the partnership to raise awareness of the work of the PSB and the Well-being Plan and enable transparency, engagement and involvement.

Within this document it sets out the following:

- Background;
- Partnership Delivery Structure;
- Audiences;
- Aims;
- Delivery & Monitoring; and
- Action Plan

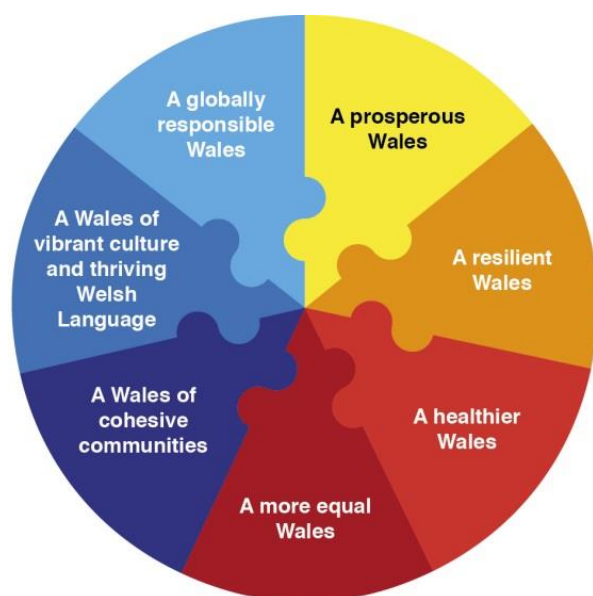
To support this a protocol (Appendix B) has also been developed between One Newport partners to ensure that communications professionals in each PSB organisation inform each other at the earliest opportunity of likely or actual relevant external communications activity and to enable the PSB to highlight the good partnership work being carried out across the city.

## Background

The Well-being of Future Generations (Wales) Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. It is to ensure that public bodies listed in the Act think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach.

The Act sets out a “sustainable development principle” which is about how the public bodies listed in the Act should go about meeting their well-being duty under the Act.

The principle is made up of five ways of working that public bodies are required to take into account when applying sustainable development. These are: Long Term; Prevention; Integration; Collaboration; and Involvement.



The Act sets seven well-being goals:

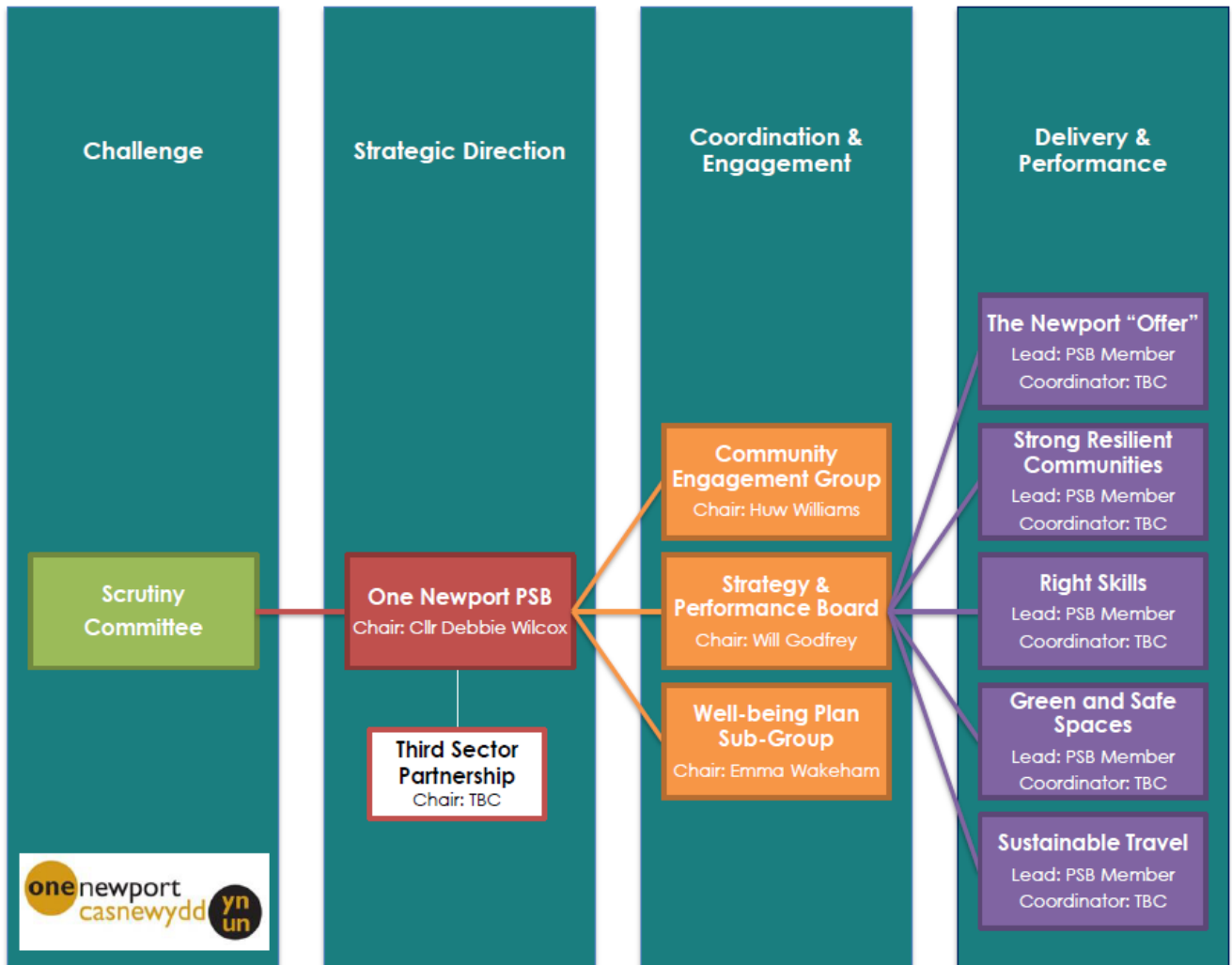
Together they provide a shared vision for the public bodies listed in the Act to work towards. The well-being goals must be considered as an integrated set of seven to ensure that the relevant links are made in the context of improving the economic, social, environmental and cultural well-being of Wales.

In addition to the well-being duty placed on listed individual public bodies, the Act also sets a well-being duty on specified public bodies to act jointly via public services boards (PSBs) to improve the economic, social, environmental and cultural well-being of their area by contributing to the achievement of the well-being goals.

# Chapter 2: Plan & Partnership Delivery Structure

## Partnership Delivery Structure

To support the function of the PSB a partnership structure has been established that shows how the PSB and its sub-groups link together and is displayed below:



As shown above each of the five interventions will have an Intervention Board which will be led (chaired) by a member of the PSB. Each intervention will also have a coordinator from one of the statutory organisations to support the lead. **However, the PSB will be collectively responsible for the delivery of the interventions and meeting the well-being objectives in the Well-being Plan.**

## Chapter 3: Audiences

We need to engage with a number of key stakeholder groups throughout the work of the PSB. It is vital that communication takes full account of the different needs of these groups and clear and regular channels of communication are established and maintained with each of them. Stakeholders can be divided into:

<b>Decision Makers</b>	Public Services Board Strategy and Performance Board Board Members from partner organisations
<b>Delivery Groups</b>	Intervention Boards Intervention Sub-Groups
<b>Interested Partners</b>	Staff within PSB partner organisations not currently directly involved in the delivery of the Well-being Plan Future Generations Commissioner
<b>Affected</b>	Members of the public in Newport Service users and carers

## Chapter 4: Aims

The aims of the communication plan are as follows:

- a) To ensure all stakeholders have the information they need to be able them to undertake their role in the partnership;
- b) To ensure all information is accurate, timely, consistent and up to date;
- c) To promote the Well-being Plan;
- d) To publicise regularly the work of the One Newport partnership and the Well-being Plan to partners and the wider public utilising a range of media and communication methods;
- e) To facilitate a process for partners to effectively communicate their activities when required;
- f) To treat the Welsh language no less favourably than the English Language;
- g) To keep Board Members within partner organisations updated about the work of the One Newport partnership and the Well-being Plan;
- h) To keep partners updated on:
  - The requirements of the Well-being of Future Generations (Wales) Act and the implications for the One Newport partnership;
  - Progress made by the Public Services Board to comply with the requirements of the Act and delivery of the One Newport Well-being Plan.

## Chapter 5: Delivery & Monitoring

The attached action plan will be reviewed by the Strategy & Performance Board during the year to ensure progress is on track.

<b>Strategy &amp; Performance Board Date</b>	<b>Deliverable</b>
<b>15 May 2019</b>	Agree proposed communication plan for 2019-20 Identify potential news stories and specific communications requirements
<b>21 August 2019</b>	Review action plan for 2019-20 Identify potential news stories and specific communications requirements
<b>20 November 2019</b>	Identify potential news stories and specific communications requirements
<b>26 February 2020</b>	Review action plan for 2019-20 Agree proposed communication plan for 2020--21 Identify potential news stories and specific communications requirements

## Appendix A: Action Plan 2019-20

The table below details the actions that will be undertaken to communicate the work of both the PSB and wider partnership along with progress on the well-being plan for Newport:

						<b>Status</b>	
						Green	On schedule or completed
						Amber	Behind schedule but still achievable
						Red	Well behind schedule and no plans in place
<b>Aim</b>	<b>Action</b>	<b>Audience</b>	<b>Timescale</b>	<b>Responsible Officer / Lead</b>	<b>Progress</b>	<b>Status</b>	
a) To ensure all stakeholders have the information they need to be able them to undertake their role in the partnership;	<b>Induction Pack</b> <ul style="list-style-type: none"> <li>Partnership Induction information pack up-to-date and made available to new members.</li> <li>Updated on website.</li> </ul>	Decision Makers / Delivery Groups	Annually	Policy, Partnership & Involvement Team			
			Annually	Policy, Partnership & Involvement Team			
	<b>Meeting Papers</b> <ul style="list-style-type: none"> <li>All meeting papers sent out to board / group members one week before the meeting.</li> <li>All meeting papers available online following the meeting.</li> <li>Link to terms of reference added to all meeting agendas.</li> </ul>	Decision Makers / Delivery Groups / Interested Parties	Ongoing	Policy, Partnership & Involvement Team			
			Ongoing	Policy, Partnership & Involvement Team			
	Ongoing		Policy, Partnership & Involvement Team				
	<b>Data</b> <ul style="list-style-type: none"> <li>Newport Well-being Profile and Community Profiles updated and available on Newport Atlas.</li> <li>Raise awareness of this resource.</li> </ul>	Decision Makers / Delivery Groups	Annually	Well-being Plan Sub Group			



Status	
Green	On schedule or completed
Amber	Behind schedule but still achievable
Red	Well behind schedule and no plans in place

Aim	Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
	<b>Performance Reports</b> <ul style="list-style-type: none"> <li>Update Delivery &amp; Performance Framework and publish to website.</li> <li>Intervention Dashboards and Annual Reports available on the website.</li> <li>Dashboards advertised across the partnership and via the NCC staff bulletin.</li> </ul>	Decision Makers / Delivery Groups / Interested Parties	Annually  Quarterly  Quarterly	Wayne Tucker  Wayne Tucker  Wayne Tucker		
	<b>Partnership Updates</b> <ul style="list-style-type: none"> <li>Issue a Summary of PSB Business following each meeting to raise awareness and understanding of the work of the PSB and aid transparency.</li> <li>Undertake information events.</li> </ul>	Decision Makers / Delivery Groups / Interested Parties	Quarterly	Nicola Dance / Wayne Tucker		
	<b>Contact Lists</b> <ul style="list-style-type: none"> <li>Review and update contact lists.</li> </ul>	All	Ongoing	Policy, Partnership & Involvement Team		
b) To ensure all information is accurate, timely, consistent and up to date;	<ul style="list-style-type: none"> <li>Continuously review and update the One Newport website with a view to ensuring the site more user friendly, easier to navigate and more engaging for stakeholders &amp; the general public.</li> </ul>	Decision Makers / Delivery Groups / Interested Parties	Quarterly	Wayne Tucker		

Status	
Green	On schedule or completed
Amber	Behind schedule but still achievable
Red	Well behind schedule and no plans in place

Aim	Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
	<ul style="list-style-type: none"> <li>Review and update Terms of Reference.</li> <li>PSB partners to adhere to the communications protocol</li> </ul>		Annually  Ongoing	PSB  Partner communications teams		
c) To promote the Well-being Plan;	<ul style="list-style-type: none"> <li>Develop an easy read version of the Well-being Plan to aid understanding and engagement with the plan.</li> <li>Promote the easy read version of the well-being plan.</li> <li>To be publicised via One Newport Bulletin / Staff bulletins / Newport Matters / Social Media / website as appropriate.</li> </ul>	Decision Makers / Delivery Groups / Interested Parties / Affected	September	Policy, Partnership & Involvement Team		
d) To publicise regularly the work of the One Newport partnership and the Well-being Plan to partners and the wider public utilising a range of media and communication methods;	<ul style="list-style-type: none"> <li>Press release / communication issued following each PSB meeting.</li> <li>Continue to increase social media communication and develop hashtags to increase social media performance</li> <li>Strategy &amp; Performance Board / Intervention Leads to identify specific projects / good news</li> </ul>	Newport residents and all stakeholders including Decision Makers / Delivery Groups / Interested Parties	As required  Quarterly  Quarterly	PSB  NCC Partnerships & Communications Teams  Strategy & Performance Board / Intervention Leads		

Status	
Green	On schedule or completed
Amber	Behind schedule but still achievable
Red	Well behind schedule and no plans in place

Aim	Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
	<p>stories from performance reports.</p> <ul style="list-style-type: none"> <li>• Publish first Well-being Plan Annual Report 2018-19 identifying highlights of the year.</li> <li>• To be publicised via One Newport Bulletin / Staff bulletins / Newport Matters / Social Media / website as appropriate.</li> <li>• Develop innovative and engaging methods of communicating progress on well-being plans in annual reports, using Welsh Government regional support funding for PSBs</li> </ul>		Ongoing	Wayne Tucker  Intervention co-ordinators		
e) To facilitate a process for partners to effectively communicate their activities when required;	<ul style="list-style-type: none"> <li>• Issue a regular Bulletin with information from partner organisations.</li> </ul>	Decision Makers / Delivery Groups / Interested Parties	Monthly	Wayne Tucker  Partners to provide news stories		
f) To treat the Welsh language no less favourably than the English Language;	<ul style="list-style-type: none"> <li>• Develop a One Newport Welsh Language website.</li> <li>• Translate Annual Report, and updated Newport Community Well-being Profile.</li> </ul>	Decision Makers / Delivery Groups /	TBA  As required	Policy, Partnership & Involvement Team Wayne Tucker		

Status	
Green	On schedule or completed
Amber	Behind schedule but still achievable
Red	Well behind schedule and no plans in place

Aim	Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
	<ul style="list-style-type: none"> <li>Translate articles in One Newport Bulletin.</li> <li>Translate additional partnership reports when required.</li> </ul>	Interested Parties	Monthly As required	Wayne Tucker Policy, Partnership & Involvement Team		
g) To keep Board Members within partner organisations updated about the work of the One Newport partnership and the Well-being Plan;	<ul style="list-style-type: none"> <li>Briefing to cabinet member / board members of partner organisations as required.</li> </ul>	Decision Makers	Quarterly	Policy, Partnership & Involvement Team		
h) To keep partners updated on: <ul style="list-style-type: none"> <li>The requirements of the Well-being of Future Generations (Wales) Act and the implications for the One Newport partnership;</li> <li>Progress made by the Public Services Board to comply with the requirements of the Act and</li> </ul>	<ul style="list-style-type: none"> <li>Provide information about the Act in the Induction Pack.</li> <li>Provide information about the Act on the One Newport Website.</li> <li>To be publicised via the One Newport Bulletin / Staff bulletins / Newport Matters / Social Media as appropriate.</li> </ul>	Decision Makers / Delivery Groups / Interested Parties	As required	Policy, Partnership & Involvement Team		

Status	
Green	On schedule or completed
Amber	Behind schedule but still achievable
Red	Well behind schedule and no plans in place

Aim	Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
delivery of the One Newport Well-being Plan.						

## Appendix B: PSB Comms Protocol

This is a communications protocol between the partners of One Newport.

- |                                       |                                |
|---------------------------------------|--------------------------------|
| 1. Context                            | 6. Aims                        |
| 2. Principles                         | 7. Process                     |
| 3. Purpose                            | 8. Branding                    |
| 4. Lead organisation                  | 9. Key communications contacts |
| 5. External communications definition |                                |

### 1. Context

One Newport is the city's public services board (PSB) where local public, private and third sector organisations work towards improving the economic, social, environmental and cultural well-being of the city. PSBs were established by the Well-being of Future Generations (Wales) Act 2015.

They must work in accordance with the sustainable development principle and achievement of the seven wellbeing goals by:

- Assessing the state of the city's economic, social, environmental and cultural well-being;
- Setting local objectives that are designed to maximise their contribution within the city to achieving those goals; and
- Taking all reasonable steps to meet those objectives.

The PSB has published [Newport's Well-being Plan 2018-2023](#). Effective and regular communication is essential for aiding public understanding of the Plan and what difference it is making. The Plan has five cross-cutting interventions as follows:

- The Newport Offer
- Strong Resilient Communities
- Right Skills
- Green and Safe Spaces
- Sustainable Travel.

## 2. Principles

Each of the PSB partners has distinct functions, services and priorities. However, by visibly working together to improve life in the city, they can improve another's reputation and give each organisation's messages greater reach. A co-ordinated approach to external communications is therefore beneficial to all parties.

The respective communications professionals at each of the PSB partners should therefore work together to ensure an informed approach to external communications activity. This includes working together on issues that separate organisations may have disagreements upon. In these circumstances, communications teams will keep each other informed in advance, whenever possible.

The protocol will see PSB partners sharing information with other partners in a timely and coordinated manner. However, given the reactive nature of much communications work, there will need to be some degree of flexibility in relation to this protocol.

## 3. Purpose

The purpose is to ensure that communications professionals in each organisation inform each other at the earliest opportunity of likely or actual relevant external communications activity. This is to provide clarity between the partners and ensure external communications are:

- Effective;
- Cohesive; and
- Informed.

It also allows the PSB to highlight the good partnership work being carried out across the city. The protocol does not restrict any organisation's key messages or unnecessarily influence their output. It will also allow partners to share information and approaches prior to the release of any conflicting or potentially damaging stories.

## 4. Lead organisation

For corporate / organisational PSB business or where there is no identified lead organisation, Newport City Council will take the lead on communications on behalf of the PSB. This would also include overall strategies as identified by the Intervention Boards or the Strategy and Performance Board.

In relation to specific projects / initiatives, the communication lead will be taken by the organisation leading that activity. In line with this protocol, they will be responsible for appropriately reflecting the PSB and take responsibility for consulting with the communications departments of other PSB partners for approval / quotes / information / sharing as appropriate.

## 5. External communications definition

This protocol covers proactive and reactive external communications by the PSB. This protocol defines external communications as:

- Press releases and written statements for the media
- Interviews on issues relevant to the PSB
- Opinion pieces on issues relevant to the PSB
- Publicity materials
- Social media content
- Website content

## 6. Aims

The communications teams at each of the PSB bodies will aim to:

- Enhance the quality, accuracy and effectiveness of external communications
- Facilitate a joint approach to managing these external communications that involve more than one partner
- Promote one another's key messages, news and campaigns
- Highlight the positive work of partnership working in Newport
- Improve working relationship between the bodies and showcase success stories
- Protect and promote the reputation of all partner organisations
- Minimise the possibility of any conflicting messages

## 7. Process

It will be the responsibility of the project/initiative leads to make initial contact with their communications professionals at the earliest opportunity and brief them. Each partner will keep others informed on a 'no surprises' basis, particularly when dealing with sensitive or reputational issues.

When issuing relevant external communications, partners will share information or other support in a timely manner. Communications representatives from each PSB organisation shall meet regularly to discuss strategies, develop joint key messages and discuss challenges facing them. All partners will share contact details for a main communications contact should they need to liaise with them outside normal working hours.

## 8. Branding

The One Newport logo should be used on all designed publicity materials that features the work of the PSB.

## 9. Key communications contacts



Organisation	Main contact	Contact details
Newport City Council		
Gwent Police		
Aneurin Bevan UHB		
Natural Resources Wales		
South Wales Fire and Rescue Service		
Police and Crime Commissioner		
Probation Service		
Welsh Government		
Public Health Wales		
Coleg Gwent		
University of South Wales		
GAVO		
RSLs (represented by Newport City Homes)		
Youth Council		
Newport Live		
Newport Third Sector Partnership (represented by Citizens Advice Bureau)		