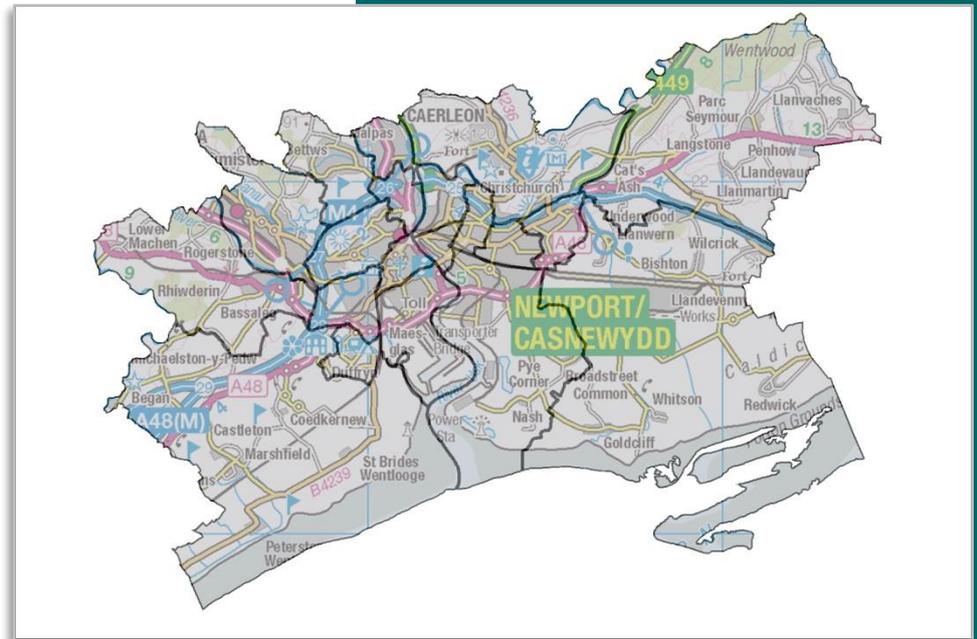


Communication Plan 2022-23



One Newport

V1.0



Feb 2022

Table of Contents

Chapter 1: Introduction.....	2
Background.....	2
Chapter 2: Plan & Partnership Delivery Structure	3
Partnership Delivery Structure.....	3
Chapter 3: Audiences.....	4
Chapter 4: Aims.....	5
Chapter 5: Delivery & Monitoring.....	6
Appendix A: Action Plan 2022-23	7
Appendix B: One Newport Comms Protocol	15
1. Context.....	15
2. Principles.....	16
3. Purpose.....	16
4. Lead organisation.....	16
5. External communications definition.....	17
6. Aims.....	17
7. Process.....	17
8. Branding.....	17
9. Key communications contacts.....	18

Chapter 1: Introduction

Good communication is central to the success of the work of both the One Newport Local Delivery Group 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 its work, the Well-being Plan and relationship to the Gwent PSB to enable transparency, engagement and involvement.

Within this document it sets out the following:

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

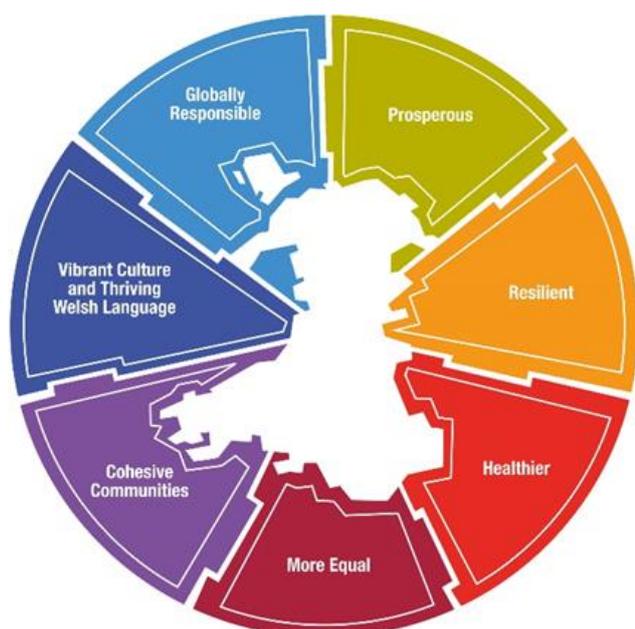
To support this a protocol (Appendix B) has also been developed between One Newport partners to ensure that communications professionals in each partner organisation inform each other at the earliest opportunity of likely or actual relevant external communications activity and to enable One Newport to 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:

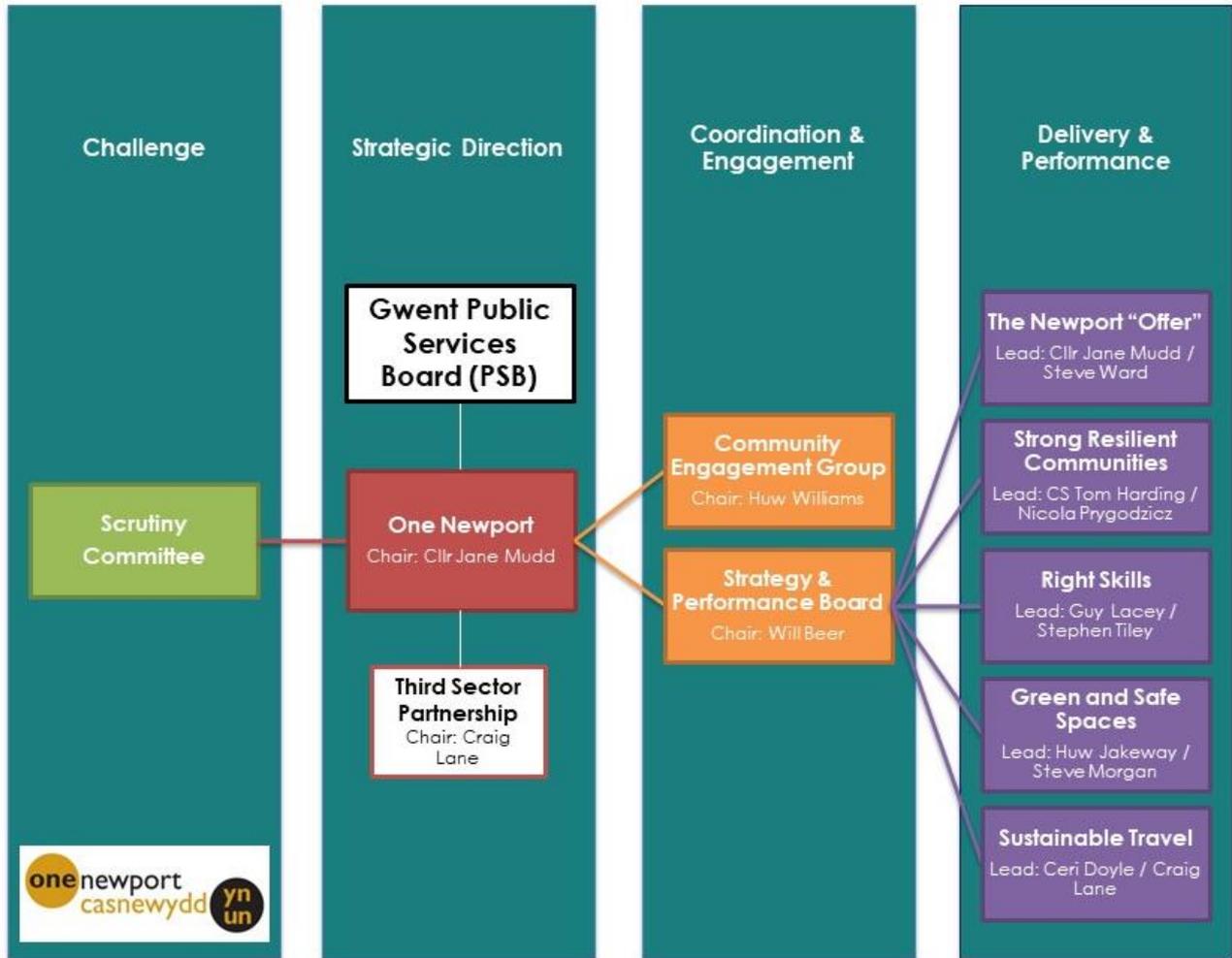
Together they provide a shared vision for the public bodies listed in the Act to work towards. The well-being goals must be considered as an integrated set of seven to ensure that the relevant links are made in the context of improving the economic, social, environmental and cultural well-being of Wales.

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 One Newport a partnership structure has been established that shows how the One Newport 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 One Newport. Each intervention will also have a coordinator from one of the statutory organisations to support the lead. **However, One Newport 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 One Newport. 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:

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

Chapter 4: Aims

The communication plan will aim to:

- a) Highlight the work of the One Newport partnership, Well-being plan and Gwent PSB to partners and the wider public to raise awareness and understanding;
- b) Keep Board Members within partner organisations updated about the work of the One Newport partnership and the Well-being Plan;
- c) Facilitate a process for partners to effectively communicate their key messages, news, campaigns and showcase their success stories;
- d) Ensure all information is accurate, timely, consistent, effective and up-to-date;
- e) Treat the Welsh language no less favourably than the English language;
- f) Ensure all stakeholders have the information they need to enable them to undertake their role in the partnership;
- g) 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 One Newport to comply with the requirements of the Act and delivery of the 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.

Strategy & Performance Board Date	Deliverable
16 February 2022	Update on communication activity during 2021-22 Agree draft communication plan for 2022-23 Identify potential news stories for communication
May 2022	Identify potential news stories for communication
August 2022	Review action plan for 2022-23 Identify potential news stories for communication
November 2022	Identify potential news stories for communication
February 2023	Review action plan for 2022-23 Agree draft communication plan for 2023-24 Identify potential news stories for communication

Appendix A: Action Plan 2022-23

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

						Status	
						Green	On schedule or completed
						Amber	Behind schedule but still achievable
						Red	Well behind schedule and no plans in place
a) Highlight the work of the One Newport partnership, Well-being plan and Gwent PSB to partners and the wider public to raise awareness and understanding							
Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status		
One Newport Bulletin <ul style="list-style-type: none"> Publish regular One Newport Bulletins with content from partner organisations. 	All	At least once a month	Wayne Tucker				
Social Media <ul style="list-style-type: none"> Continue to increase social media communication. Develop and utilise hashtags to promote social media posts where appropriate. Increase social media follows. Ongoing review of social media usage stats. 	All	Ongoing	Wayne Tucker / other Policy, Partnership & Involvement (PPI) Team members with access				
Annual Report <ul style="list-style-type: none"> Publish 4th Well-being Plan Annual Report 2021-22. Develop innovative & engaging methods of communicating progress on well-being plans / annual reports, using Welsh 	All	October 2022	Wayne Tucker				
	All	Ongoing	Intervention co-ordinators				

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

a) Highlight the work of the One Newport partnership, Well-being plan and Gwent PSB to partners and the wider public to raise awareness and understanding

Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
Government regional support funding for PSBs.					
New Stories <ul style="list-style-type: none"> Identify regular news stories highlighting the work of One Newport. 	All	Ongoing	Intervention Boards & Strategy and Performance Board		
Case Studies <ul style="list-style-type: none"> Highlight the positive work through development of case studies. 	All	Ongoing	PPI Team		
Reports <ul style="list-style-type: none"> Intervention Dashboards available on the website and advertised across the partnership. 	All	Quarterly	Wayne Tucker		
Gwent PSB <ul style="list-style-type: none"> Share news from the Gwent PSB with the local partnership and public 	All	Ongoing	Wayne Tucker		

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

b) Keep Board Members within partner organisations updated about the work of the One Newport partnership and the Well-being Plan

Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
<ul style="list-style-type: none"> Brief Cabinet member / board members of partner organisations as required. 	Decision Makers	Quarterly	PPI Team		

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

c) Facilitate a process for partners to effectively communicate their key messages, news, campaigns and showcase their success stories

Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
<ul style="list-style-type: none"> Co-ordinate content for Bulletin from partners. Act as a central point for the circulation of information. 	Decision Makers / Delivery Groups / Interested Parties	As required	Wayne Tucker		

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

d) Ensure all information is accurate, timely, consistent, effective and up-to-date

Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
<p>Website</p> <ul style="list-style-type: none"> Continuously review and update the One Newport website. Ensure the site is user friendly, easy to navigate and engaging for stakeholders & the general public. Ensure relevant content is available via the website. 	Decision Makers / Delivery Groups / Interested Parties	Quarterly	Wayne Tucker		
<p>Communications Protocol</p> <ul style="list-style-type: none"> One Newport partners to adhere to the communications protocol. 	Decision Makers / Delivery Groups / Interested Parties	Ongoing	Partners' communications teams		

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

e) Treat the Welsh language no less favourably than the English language

Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
<ul style="list-style-type: none"> Develop a One Newport Welsh Language website. Translate the Annual Report. Translate articles in the One Newport Bulletin. Ensure posted Tweets are bilingual. 	All	Ongoing	PPI Team		
		Annually	Wayne Tucker		
		As required	Wayne Tucker		
		As required	PPI Team		

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

f) Ensure all stakeholders have the information they need to enable them to undertake their role in the partnership

Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
Partnership Updates <ul style="list-style-type: none"> Produce a Summary of Business for One Newport following each meeting to raise awareness and understanding. 	Decision Makers / Delivery Groups /	Quarterly	Nicola Dance		

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

f) Ensure all stakeholders have the information they need to enable them to undertake their role in the partnership					
Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
<ul style="list-style-type: none"> Set up the summary of business in Microsoft Sway and publish on the website. 	Interested Parties		Wayne Tucker		
Meeting Papers <ul style="list-style-type: none"> All meeting papers sent out to board / group members one week before the meeting. All meeting papers available online following the meeting. Review and update terms of reference (ToR). Link to ToR added to all meeting agendas. 	Decision Makers / Delivery Groups / Interested Parties	Ongoing	PPI Team		
		Ongoing	Wayne Tucker		
		Annually	PPI Team		
		Ongoing	PPI Team		
Data <ul style="list-style-type: none"> Support Gwent Well-being Assessment and update local area community profiles ensuring they are available online. Make available relevant published data to partners including local consultation data. 	Decision Makers / Delivery Groups	Annually	PPI Team alongside Gwent Teams		
		As required	PPI Team		
Performance Reports <ul style="list-style-type: none"> Update Delivery & Performance Framework and publish to website. 	Decision Makers /	Annually	Wayne Tucker		

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

f) Ensure all stakeholders have the information they need to enable them to undertake their role in the partnership					
Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
<ul style="list-style-type: none"> Intervention Dashboards developed for interventions. 	Delivery Groups / Interested Parties	Quarterly	Intervention co-ordinators		
Induction Pack <ul style="list-style-type: none"> Partnership Induction information pack up-to-date and made available to new members. Updated on website. 	Decision Makers / Delivery Groups	Annually	PPI Team		
		Annually	Wayne Tucker		
Contact Lists <ul style="list-style-type: none"> Review and update partnership contact lists. 	All	Ongoing	Wayne Tucker		

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

g) 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 One Newport to comply with the requirements of the Act and delivery of the Well-being Plan.**

Action	Audience	Timescale	Responsible Officer / Lead	Progress	Status
<ul style="list-style-type: none"> • Provide links to information about the Act in the Induction Pack. • Provide information on the Act on the One Newport website. • Include how One Newport / Strategy & Performance Board reports comply with the Act and 5 Ways of Work. • Promote the Future Generations Commissioner Newsletter and any published documents / reports. 	Decision Makers / Delivery Groups / Interested Parties	As required	Wayne Tucker Wayne Tucker PPI Team Wayne Tucker		

Appendix B: One Newport 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 local delivery group (sub-group of the Gwent Public Services Board) 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.

One Newport 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 One Newport 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 One Newport 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 One Newport 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 One Newport 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 One Newport business or where there is no identified lead organisation, Newport City Council will take the lead on communications on behalf of One Newport. 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 One Newport and take responsibility for consulting with the communications departments of other One Newport partners for approval / quotes / information / sharing as appropriate.

5. External communications definition

This protocol covers proactive and reactive external communications by One Newport. This protocol defines external communications as:

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

6. Aims

The communications teams at each of the One Newport 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 One Newport 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 One Newport.

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		
Public Health Wales		
Coleg Gwent		
University of South Wales		
GAVO		
RSLs (represented by Newport City Homes)		
Youth Council		
Newport Live		
Newport Third Sector Partnership (rep by CAB)		