



CWM TAF PUBLIC SERVICES BOARD - JOINT OVERVIEW & SCRUTINY COMMITTEE

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

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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