

Item: 14

Title: Communication Strategy

Gweithredu / Action required	For consideration and approval by Board
Amseru / Timing	Routine - July 2024
Argymhelliad / Recommendation	Consideration and approval
Risg / Risk	<p>As part of the objectives set out in our strategic plan, we commit to communicating the impact of our work in Llais, using new tools, and launching impactful campaigns to share our story.</p> <p>The risk of not doing so is that the reputation of the organisation is negatively impacted, undermining the progress we can make in Llais to meet our remit.</p> <p>In not raising awareness of the organisation, this would undermine our function as a citizens voice body.</p> <p>There is a duty upon Llais within the Quality and Engagement Act to '<i>promote public awareness of its general objective and of its functions</i>' failure to do this effectively would cause reputational damage.</p>
Cyllid / Finance	The strategy underpins the development of the communication plans, which will be adapted to ensure we operate within budget.
Amcan Cynllun Corfforaethol / Corporate Plan Objective	Strategic Plan 2024-2027 Objective 5: Grow and improve as an organisation: We will introduce a communication and PR strategy to increase awareness and understanding of our services, influence, build trust and gain recognition of our role within health and social care.

	<p>Annual business Plan 2024/2025 Objective</p> <p>5 Grow and improve as an organisation:</p> <p>Introduce a new communication and PR strategy that will up how we talk about what we do, use new tools and launch impactful campaigns to share our story far and wide. We will tell you about our impact more often, we want to show how we're making a difference in health and social care.</p>
<p>Cydraddoldeb / Equality</p>	<p>The Communication Strategy considers accessibility of the organisation's communication and ensures compliance with the Welsh Language Standards.</p>
<p>Cyfathrebu / Communications</p>	<p>Please tick one of the following boxes if this activity will have an impact on:</p> <p>Internal: our people <input checked="" type="checkbox"/></p> <p>External: our customers/partners/stakeholders <input checked="" type="checkbox"/></p> <p>External: our organisation's reputation <input checked="" type="checkbox"/></p>
<p>Cymeradwyaeth / Approval/Clearance</p>	<p>Board</p>
<p>Trafodaethau/ Penderfyniadau Blaenorol / Previous discussions/decisions</p>	<p>Previous discussion in Board session on 22/05/2024.</p> <p>This version approved by Alyson Thomas.</p>
<p>Awdur/ Cyflwyno / Author/presenting</p>	<p>Emma Porter-Weeks / Ben Eaton</p>
<p>Dyddiad / Date</p>	<p>15/07/2024</p>
<p>Cefndir / Background</p>	
<p>The Communication Strategy sets out our strategic intent for Llais communications for the period 2024-2027.</p> <p>It has been developed and informed by engagement with people and communities, our staff and volunteers, our stakeholders and what we have learned over our first year of operation.</p>	

The Communication Strategy will underpin the ongoing work of developing the internal and external communication plan, which will consider and deliver an effective programme of how we can communicate impact, and with an emphasis on “closing the loop” with people and communities so they are aware what impact their involvement has had on services.

The Strategy and Plans will also prioritise communication with underrepresented groups so that Llais communicates in a way that works best for all areas of Wales.

Manylion / Detail

The Strategy is attached for your consideration.

Overview.

Four strategic pillars have been identified, which differ for internal and external communication, acknowledging the different needs of our people in Llais and our external audiences.

Our content, and the details of the communication plans will be based around these pillars:

EXTERNAL COMMUNICATION

Trust - Llais is a trusted, independent, and reliable source of information.

Inspiration Llais works in a way that motivates others to step forward and join the National Conversation.

Awareness - Llais is the go-to for people with comments about health and social care services and the people of Wales understand who we are and what we do.

Community - Llais is here for everyone and works on a local, regional, and national basis to serve the people of Wales

INTERNAL COMMUNICATION



Eich llais mewn iechyd | Your voice in health
a gofal cymdeithasol | and social care

Engage - We want our people to be fully involved with Llais, acting as strong ambassadors, and contributing their thoughts and ideas to our work.

Recognise – We want our people to feel appreciated and motivated to work hard for Llais

Improve – We want our people to find ways of working that drive improvements and excellence

Unite – We want our people to feel part of one, connected organisation, creating a clear, shared Llais culture

The Board are asked to consider the Strategy and confirm if they are happy to move forward with the content.