Cardiff Debate and Communications Group  
Notes of the Meeting  
24.03.15

Present
Rachel Jones (RJ), City of Cardiff Council  
Anne Wei (AW), Cardiff & Vale UHB  
Richard Moremon (RM), Cardiff & Vale UHB  
Chief Inspector Daniel Howe (DH), South Wales Police  
Sheila Hendrickson-Brown (SHB), C3SC  
Claire Griffiths (CG), City of Cardiff Council  
Stephen O’Reilly (SO), City of Cardiff Council

Apologies
Andrea Currie, City of Cardiff Council  
Philippa Fido, City of Cardiff Council  
Rhodri Kendall, South Wales Police  
Sam Easterbrook, The Sprout

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| 1. Purpose of the Group | • Group was established following suggestion at Cardiff CPB and Cardiff & Vale LSB  
• Purpose is to identify opportunities for joint consultation activity, Cardiff Debate promotion and development of new ways of working  
• Cardiff Debate is seen as Cardiff Partnership and separate (but linked) to core organisational comms activity  
• Also opportunity to raise awareness about collected budget challenges the city faces, including budget pressures |  |
| 2. Cardiff Debate | • Important to use Cardiff Debate to promote new ways of working but also raise awareness around public services (i.e. the ‘Did you know?’)  
• There is a lack of case studies across the city around good public services / partnership working and we need to build up a library which we can publicise (i.e. through Capital Times/twitter etc.) – need photos too!  
• It was agreed that the statistics and case studies should be structured around the 7 What Matters outcomes so we could use to inform/publicise the review of the strategy | • All to provide any statistics we can use to promote pressures e.g. 40% of those arrested in Cardiff’s NTE originate from Gwent.  
• All to provide any case studies on partnership working  
• RJ to provide template |
| 3. Ask Cardiff 2015 | • Previous survey and costings circulated | Group to consider if they would like any questions |
| 4. Social Media and Networks | **Cardiff Citizens Panel**  
- An overview was given on the Panel which will be ‘relaunched’ after Easter with a recruitment drive  
- Partners are able to make use of panel (with small charge to cover costs) | Group to consider their capacity to both use and promote the panel within their organisations and feedback at next meeting. |
|-----------------------------|-------------------------------------------------|-------------------------------------------------|
| **5. Ideas for future Campaigns / Events and development of Timeline** | **UN Public Services Day (Tuesday 23rd June 2015)**  
Group to undertake a joint campaign focusing on public services, potentially a one week campaign with focus of one day a week to a specific service, with the aim to identify:-  
- Key Projects  
- Public service heroes – and the difference they make to the community.  
- Other Ideas of elements to consider, Infographics, Stories –Characters, Stats.  
- Opportunities for Media coverage/BBC filming – RM to liaise with BBC |  
- Group agreed to generate ideas by mid-April – send to SO for collating (17/04/15).  
- RM to discuss idea with BBC |
| **6. AOB** | **Hyperlocal Useful links**  
- Awareness was raised about the ‘hyperlocal’ websites/twitter which exists such as @mywhitchurch, @mytongwynlais etc  
http://talkaboutlocal.org.uk/hyperlocal-cardiff/  
- The Council had also been approached about publicising a new local website promoting local info:  
https://www.streetlife.com/ |  
| **7. Next Meeting** | **Meetings to rotate between partners / also opportunity to visit new locations/examples of new service delivery (eg Ely Hub)**  
**Next meeting in Mid May 2015 – to be hosted by C&VUHB** |  
- C&VUHB to circulate dates |