

**MINUTES OF A MEETING OF THE CABINET HELD AT COMMITTEE ROOM A -
COUNTY HALL, LLANDRINDOD WELLS, POWYS ON TUESDAY, 16 OCTOBER
2018**

PRESENT

County Councillor M R Harris (Chair)

County Councillors A W Davies, MC Alexander, P Davies, J Evans, S M Hayes and R Powell

1. APOLOGIES

Apologies for absence were received from County Councillor Martin Weale.

2. DECLARATIONS OF INTEREST

There were no declarations of interest reported.

3. COMMUNICATIONS PLAN

Cabinet considered the draft Communications and Engagement Plan September 2018- September 2019, the new operating model contained therein, and the Gold and Silver communications and engagement campaign programme set out in the plan. The draft plan followed the Review of Communications and Engagement that took place earlier in the year.

It was agreed to use the phrase less often heard groups rather than hard to reach groups in the plan. It was further agreed to include at a later date a section on engagement with young people and an acknowledgement that the Council had formally adopted the United National Convention on the Rights of the Child (UNCRC). Subject to these amendments it was

RESOLVED	Reason for Decision
<p>To adopt the Communications and Engagement Plan as set out in Appendix 1 to the report including:</p> <ol style="list-style-type: none"> 1. New operating model 2. Campaign based approach (Gold and Silver campaign programme to be reviewed annually) 3. Promotion of self-serve options and internal re-launch of team 	<p>To provide a comprehensive response to the recommendations of the Communications and Engagement Review and provide a more strategic approach to communications and engagement.</p>

County Councillor M R Harris (Chair)