

1 **NEW** Head of Communications and Engagement

NEW **DEVELOPED** **1** Communications and Engagement Strategy with **7** workstreams

COMMS AUDIT

8 Workshops with colleagues in HQ, Dyffryn, Maindee, Merthyr Tydfil, Cardiff Central and Bridgend.

1 **NEW** Internal Communications Plan with **5** Objectives

- Hearts and minds
- Support and advice
- Campaigns
- Channels
- Measurement

4 Meetings with

- BBC WALES
- ITV WALES
- WALES ONLINE
- SW ARGUS

88% **AGREE** that they understand the changes we collectively make to be a healthy, efficient and effective Service

144 RESPONSES

CULTURE WE PUBLISHED..

- 10** SWFRS webpages
- 30** INTRANET pages

95% **UNDERSTAND** the part they play

KEY THINGS PEOPLE TOLD US:

- There is too much information on too many channels
- Colleagues want more positive news stories about the great work they are doing
- Managers wanted more support to cascade the key messages and updates to their teams.

78% **ARE PROUD** to work for the Service

90% **READ** the executive team weekly message

1 **TEAMS CALL TO ALL** HMICFRS UPDATE WITH EXEC LEADERS

CALL TO ALL (INCOMING)

MEDIA ENGAGEMENT JAN-JULY 2025

344 Media calls received

15 Interviews given

MEDIA AND COMMUNICATIONS



BREAKING NEWS: 17 CULTURE MEDIA RELEASES...8 MIDDLE LEADERS SESSIONS..

