

Appendix C

Communications Plan

Purpose

The purpose of this plan is to set out how Cyngor Gwynedd will communicate information clearly, consistently and in a timely manner with all relevant stakeholders, so that Response Plan objectives are met.

The scheme aims to contribute towards restoring public and stakeholder trust and confidence in the Council and Ysgol Friars operates. The Council will meet these goals by:

- Identifying the key stakeholders;
- Coordinate communications with key stakeholders and partners;
- Provide accurate and up-to-date information for all relevant milestones;
- Provide information in response to developments.

Responsibility lies with those in all parts of the the organisation to submit relevant information to the Communications Plan, and the role of the central Communications Service is to advise and provide support regarding the most suitable methods of communication.

Work programme

In addition to providing regular updates, it is anticipated that specific communications plans will need to be drawn up over the coming months for individual phases during the recovery process. It is expected that these steps will include the following:

- Child Practice Review (CPR) – the Council must be ready to respond to any announcements from the Safeguarding Board and, in due course, the publication of the final report;
- Changes at Ysgol Friars – for example the appointment of an interim headteacher who will start work after Easter 2025;
- Publication of results of other investigations.

Communication stages

Stakeholders / Audience	What	Whose responsibility	How	When
Victims and their families	Share information regarding the Response Plan and providing answers to any questions	North Wales Safeguarding Board / Chair of the Child Practice Review Panel / Wales Victim Contact Scheme to liaise between Cyngor Gwynedd and the victims and to provide guidance on the appropriate steps	Cyngor Gwynedd to act in accordance with the guidance received from the North Wales Safeguarding Board / Chair of the Child Practice Review Panel / Wales Victim Contact Scheme, and that they receive information in a way of their choosing.	As needed
Ysgol Friars	Updating pupils / parents	School leadership. Communications Service to support as needed	In accordance to the school's usual practice – pupil meetings, email / text message to parents etc	<ul style="list-style-type: none"> • Regular updates • Timely additional updates as needed
	Updating Governors	School leadership / Education Department	<ul style="list-style-type: none"> • In-person meetings • Email updates as needed 	
	Updating staff	School leadership / Chair of Governors / Education Department		
Cyngor Gwynedd Cabinet	Regular updates	Chief Executive / Corporate Director / Relevant Head of Department	<ul style="list-style-type: none"> • In-person briefings • Email updates as needed if an urgent issue arises 	Monthly / as needed
Cyngor Gwynedd elected members	Regular updates	Leader and relevant Cabinet Members / Chief Executive / Corporate Director / Relevant Head of Department Communications Service to support and advise as needed	<ul style="list-style-type: none"> • Email update • Members' Bulletin • Briefing (Teams) 	Monthly / as needed

Audience / stakeholders (who)	What	Whose responsibility	How	When
Cyngor Gwynedd Staff	Updates as needed	Chief Executive Communications Service to support and advise as needed	<ul style="list-style-type: none"> • Chief Executive's Bulletin • Chief Executive's live Q&A sessions • Managers' and team leaders' Network • Managers to cascade information to staff 	
Members of Parliament / Senedd Members representing constituencies within Gwynedd	Regular updates	Leader / Chief Executive Communications Service to support as needed	<ul style="list-style-type: none"> • Email / Briefings 	Monthly/ As needed
Other schools in the county	Regular updates	Head of Education / Education Cabinet Member	<ul style="list-style-type: none"> • Email / Headteachers' meetings 	As needed
Gwynedd residents in general	Updates as needed	Leader Chief Executive Communications Service	<ul style="list-style-type: none"> • Press releases • Responding to questions / requests from the press • Publish updates on the Council's website • Link to relevant information on Council social media when appropriate • Via local Members 	As needed
Press – proactive communications	Regular updates	Communications Service Leader Chief Executive Relevant Cabinet Member	<ul style="list-style-type: none"> • Press releases • Make arrangements to share information when it is appropriate and timely to do so 	As needed
Press – reactive communications	As needed	Communication Service Leader Chief Executive	<ul style="list-style-type: none"> • Keep a record of press queries and coordinate responses 	As needed

		Relevant Cabinet Member		
Audience / stakeholders (who)	What	Whose responsibility	How	When
Neighbouring councils (pupils from other counties)	Updates as needed	Chief Executive / Leader	<ul style="list-style-type: none"> • Share information with leaders and chief executives from the other authorities 	As needed
Key partners <ul style="list-style-type: none"> • Welsh Government • Children's Commissioner for Wales 	Updates as needed	Chief Executive / Leader	<ul style="list-style-type: none"> • Meetings • Email updates 	As needed