

MINUTES

“Bil Pob Plentyn Next Steps”

Joint CPG Workshop – Children and Families & Children in Our Care

Wednesday 9th July

10:30am – 11:30am, Teams

Attendance:

As appendix

Apologies:

Andrea Gordon Guide Dogs Cymru, Isata Kanneh Bevan Foundation, Rhiannon Beaumont-Walker TGP Cymru,

Introduction

JD shared that there are two placements in her office and checked that this was ok, it was agreed it was. JD asked if anyone wanted introductions but no one raised their hand. Eurgain Haf introduced herself from Save the Children. Euan Hails from Aneurin Bevan introduced themselves.

No long agenda today. A quick recap on the launch of Bil Pob Plentyn that was four weeks ago. Also looking at how we push this forward and get it into the next government for the next Senedd. Five minutes now on how the launch went from now.

HMJ shared that in a different meeting looking at horizon scanning with the election, Bil Pob Plentyn was shared as something that would need to be taken into account. Encouraging to hear that it is gaining traction.

Hugh Russell, CIW, attended the launch and wanted to say that the launch was excellent, brilliant and upspring, engaging document and that it's something to be excited about.

JD shared gratitude for attendance, contributors and panellists, a lot of social media and all round success. Please continue to promote it on social media. JD shared that they had mentioned it in the Senedd at least 3 times, and Sioned Williams had also mentioned it. Anything around child poverty or advocacy is related back to Bil Pob Plentyn. JD shared that she called again for a Minister for Babies, Children and Young People.

JD said to move on to how we continue to promote this. We would like to see it in all party manifestos. Recognising that individual organisations are developing their own manifesto and party interaction, and would like to see Bil Pob Plentyn referenced in it. JD asked for any thoughts.

Cecile Gwilym, really enjoyed the launch, great to see young people too. Question – Sioned was at the launch, wondered what other conversations you've had with any other parties?

JD – invited Buffy Williams, unfortunately unwell on the day, and Joel James, who was also unable to attend due to a dentist appointment.

Action – resend Bil Pob Plentyn to every Senedd member. Especially Buffy and Joel.

Tammi Owen – had a chat with parents supported by Cube and asked what would be helpful. Parents apprehensive, but asked if they could have a leaflet in their window – is this something that we could produce?

JD – PJ will work with myself on this to see if it's something we could produce, but we would need financial donations to produce it.

Tammi weighed in with further information and agreed it could go as an action point. HM offered her assistance.

HM asked via Teams if there was a way to reach out to Reform.

Action – Look at making an poster for this. It could list the main points, simplified, and have a QR code to an online link.

Sharon Lovell said thank you for such a great event. NYAS Cymru launching own manifesto and have incorporated the asks of Bil Pob Plentyn too, shared that this will not be shared with Reform. NYAS young people want to put on a hustings event too at some point, this could be something to look forward too. Cabinet Secretary shared a statement that there will be a National Youth Board for Wales.

Leo Holmes, EYW. Echo what Sharon said on how great it was and also thanked Janes team. Thinking how we can mobilise everyone's networks to pressure candidates, members etc, it might be interesting to have a template letter or email that we can send out to Members saying 'we're supporting Bil Pob Plentyn, here is a template letter you can send to your candidate/local member to support it as well'. Could link this with social media assets such as #isupportbbp. We will then send our manifesto alongside Bil Pob Plentyn as what we are support

JD asked Gaya, who works on social media, if we could develop further hashtags. Shared what we already have.

Action – look at a template letter that could be used as Leo suggested.

Amy Bainton, Barnardos – it is in our manifesto which is being launched in October. It was shared as a news story on our website, and we are raising it with every member we speak too. Reiterated the great idea for a poster.

Chat ideas – Euan Hails - Could we do a link for organisation (statutory/non statutory) websites and also in group members email signature lines?

Sean O'Neil, CIW– great event, great to see everyone supporting it. Its on our website, and shared with all our membership. We are working with our comms team to ensure we push it even further. We are also working on our manifesto which comes out next week. Part of our manifesto is having a clear pledge for candidates to demonstrate how they will be champions for children. Will also promote Bil Pob Plentyn alongside it. Think it could be a package alongside manifestos, we're keen to get this in front of all political parties. We will be addressing all candidates in each local area.

JD – pick up on one thing – the language that we've developed around the phrase 'babies, children and young people' is useful to keep repeating, it's really important. Its important that we use the same phrase over and over again. Frosty response from the FM yesterday in regards to my question. Keep calling for this Minister.

Steven Crane Jenkins, BASW – our manifesto is now completed and Bil Pob Plentyn is in that, agreed by special steering group in Wales. We're now engaging with political leads with

the parties. Made the point that there is no online portal specifically for Bil Pob Plentyn, could there be an online platform where everything sits? BASW has made the decision to engage with all political parties, but have found it very challenging to engage with Reform.

JD suggestion that look at by-election/local councillors standing for Reform and reach out to them through that platform. On the website idea, would love to have one, but we don't have one as a CPG group and don't have capacity as staff.

HMJ – It would be great to have something free standing. But perhaps we could have chat with Huw and Sean about having a page on the Children in Wales website dedicated to Bil Pob Plentyn.

HR – Happy to stick around and talk afterwards. Sean has posted the link in the chat that's the CIW news story

Action – Set up a time to have a conversation around an online platform via Children in Wales to host documents on Bil Pob Plentyn.

Rhian Croke, Children's Legal Centre Wales – great event and collaboration. Picked up by previous EU members. Another question, I'm concerned how we access and influence children around this campaign? Aware that reform are doing fantastically with the younger vote, and wondered how we would address the younger vote? Could we come together and do some TikTok shorts? We have a real moment and opportunity here. Would be interested in having further discussions.

JD you are right, young people are being targeted. They are key for this election. Gaya entered the chat, shared that our Instagram is being built on primarily with reels and could share that we are looking into other short videos.

Tammi echoed what Rhian was saying. In Barry we have our own podcast and recording studios that has all the equipment. I'm happy for this space to be used and offer the studio free of charge and can ask if the manager can donate some of their time. I would need ideas and people to use the facilities.

JD will have a chat with Gaya, that's an incredible offer, thank you.

Action – JD and Gaya will talk through new social media opportunities

HMJ – as we progress this work with social media and posters, possibly letters too, we could do a briefing to go alongside as well. We can't ask that your team do all that together, so perhaps we could put a working group together, perhaps including Sioned's Comms person as well? HMJ volunteers her help. HMJ asked if any organisations had stands at any upcoming summer events.

NSPCC are going to the Eistedfodd.

CIW will also have a presence at the Eistedfodd.

NYAS are having a stall at the Eistedfodd.

Adferiad will have a stall at the Eistedfodd.

Discussion held around the show and the options that were available to talk about Bil Pob Plentyn. Eistedfodd event with Jane speaking was shared as an idea.

ScoutsCymru shared that there is a Young Carers Festival. August 19th, 20th, 21st. Jane would like to attend.

Summary from Jane – hope to make these posters etc by the summer shows. Hustings, we could look at how we can bring together some ideas on hustings and a document. Bring together a template letter. Document will be reshared. Online content to be pushed forward. Events in the summer – Eisteddfod and Young Carers Festival. JD asked if there was anything else missed?

JD thanked everyone for their attendance. Brief meeting will happen after the Summer in October and then likely won't be another CPG after that on Bil Pob Plentyn with Senedd dissolving in March.

Jane, Phoebe, Helen Mary, Sean and Hugh stayed on the call to discuss online hosting. Suggestion of a Bil Pob Plentyn page on the Children in Wales Website. It would host the document, and it would have links to other pages/organisations sharing articles. HMJ asked Huw and Sean if they could go and talk to their Comms team. They are happy to do something and will chat to Comms team and come back with a proposal.

Following the meeting, details were passed on from Children in Wales for a contact for Reform UK should organisations wish to be in touch. They are:

Llyr Powell in the Reform Press Office at Llyr.powell@reformparty.uk.

Plans and Actions

- Resend Bil Pob Plentyn to every Senedd member. Especially Buffy and Joel.
- Look at making an poster for this. It could list the main points, simplified, and have a QR code to an online link. Phoebe to make a poster.
- Look at a template letter that could be used as Leo suggested.
- Email final digital copy of printed to all organisations on CPG list.
- Set up a time to have a conversation around an online platform via Children in Wales to host documents on Bil Pob Plentyn.
- JD and Gaya will talk through new social media opportunities
- Put a working group together to move this forward for a communications plan and the materials
- Tomos to liaise with Jane and other CPG members on an Eisteddfod talk – speak with Sharon Lovell about a panel discussion on the Friday.
- Phoebe to liaise with Kerrie from Scouts over Young Carers Festival.

Attendance

Jane Dodds MS

Phoebe Jenkins MS Support Staff

Rachel Beddoe – Children in Wales

Sean O'Neill – Children in Wales

Sharon Lovell - NYAS

Ash Lister – Action for Children

Steve Crane-Jenkins – BASW

Nadia Lovell - NYAS

Amy Bainton – Barnardos Cymru

Suzanne Griffiths – Foster Wales

Tammi Owen – The Cube Centre

Leo Holmes – Early Years Wales

Euan Hails – ABUHB

Eurgain Haf – Save the Children

Cherrie Bija – Faith in Families

Kerrie Gemmill – Scouts Cymru

Elizabeth Bryan – Fostering.net

Cecile Gwilym – NSPCC

Zuzanna Gwordz – NSPCC

Helen Mary Jones – Voices for Care

Hugh Russell – Children in Wales

Rhian Croke – Swansea University

Davina Carey-Evans – Family Fund

Darren Griffiths – RCPCH

Catherine Rees – Save the Children

Tamzin Covell – Fostering Network