



Getting it Right (?)

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**Cyfarwyddwraig yng Nghmyru
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The CIEH internal drivers

- Influencing policy and decision making at all levels
- Raising the profile of the profession
- Providing a valued service to members



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The external drivers

- Welsh Assembly Government drivers

Health Challenge Wales, Wales Spatial Plan, Making the Connections, Excellence Wales, Sustainable Development Agenda, Wanless, Hampton, Beecham, LBRO

- Local Authority drivers

Community Strategies, Health Social Care and Well being strategies

- Reality Checks

Budget constraints, competing agendas, emerging Government of Wales Act 2006





Getting it Right – Merging the Drivers

We get it right when we manage to deliver something that

1. Hits one or some of the external drivers AND
2. Satisfies one or more of the internal drivers





How do we get it right ?– Being there

Why are we here?

- We want to be here
- We are on the way to somewhere else
- We think we ought to be here
- We are not sure if we want to be here
- We don't want to be here



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We want to be here

- We have identified the forum as being one of our major target groups – WAG Committees etc
- We have identified the group as being one through which we can work directly to influence the agenda
- The group is going to be long lasting and have a continuing influence
- Our omission from the group would send out seriously wrong messages



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We are on the way to somewhere else

- We are more interested in groups or sub-groups that this group may spawn than the main group, and we want to be involved with them
- The partners on the group are of more interest to us than the group itself, and we are using it to get to them
- This group is a stepping stone to another that can't be accessed other than through this one
- There is nowhere else more appropriate that we should be at the time





We think we ought to be here

- Whilst no immediately relevant, this group may go in a direction that would be of more interest to us, and we may be able to influence it to do so
- This group may be dangerous if we don't watch what it is doing
- We may not be able to afford to snub this group





We are not sure if we want to be here

- This group may have potential to be valuable, that is not immediately clear and we hold a watching brief
- We may not have the time to get involved with this group at other than a fairly superficial level
- If we don't watch this group it will turn into a major drain of our resources
- Our association with this group may turn out to be damaging to our reputation





We don't want to be here

- The group gets more kudos from our being there than we get value for our association with it
- Participation with the group is resource intense with no kick back for us
- There is no logical beneficial next step from this group
- Association with this group may be damaging to our reputation





How do we get it right?

- Need a steer – members generate the internal drivers
- Need to see and be willing to respond to the external drivers in sufficient time
- Need to let people into ‘our’ territory **and** need to get into theirs
- Need to share - ideas, resources and credit
- Need to deliver





Getting it right?

- Being where we want to be – Smoking in Public Places Committee, Welsh Consumer Council, HCW
- Being invited to join new groups that may have potential at the right level – PHIRN
- Our views being sought – DTI regarding LBRO in Wales, WAG regarding SPP Enforcement Provisions



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