

# PROMO-CYMRU TEC MODEL:

TRANSFORMATION, ENGAGEMENT, COMMUNICATION

**ProMo-Cymru** works towards building positive change and lasting relationships between individuals, families and communities.

We provide innovative and creative solutions through meaningful conversations and digital technology. We believe in co-operation, communication and engagement, and have been doing it successfully for over 30 years.

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Company Reg No. 1816889

Charity No. 1094652



# ARE YOU ENGAGING WITH YOUR END USERS?

IN TODAY'S LANDSCAPE OF INCREASING CUTS AND DEMANDS, MANY SERVICES ARE FACING REAL CHALLENGES AROUND ENGAGING AND COMMUNICATING WITH THEIR TARGET AUDIENCE AND END USERS.

There is enormous potential for digital communications technology to transform how you reach and engage with your audience in a meaningful and sustainable way.

**ProMo-Cymru** can help facilitate, deliver and support innovative thinking and solutions to these barriers and challenges, enabling you to reach, listen to and engage in a dialogue with your audiences, provide pathways, preventative services and effective signposting.

## LEADING DIGITAL TRANSFORMATION IN WALES

**ProMo-Cymru** is at the forefront of evolving communications in a digital age. Over the past 20 years, our focus has been on co-producing successful digital projects that place citizens at the heart of the process.

**ProMo-Cymru** has worked hand-in-hand with Welsh Government and local authorities to conceive and deliver innovative methods of service delivery. We do this by offering the right information, advice and assistance; and by facilitating digital and face-to-face peer support and citizen engagement. Our projects also provide channels for people's voices to be heard and to inform the public sector of local need.

During a time when youth information was only available in paper format, we created TheSprout, a model to facilitate participative online youth information, in Cardiff. This model was then successfully replicated across all authorities in Wales.

In partnership with Welsh Government and other partners, we set up the Meic Helpline, the first advocacy-led helpline for young people in Europe, incorporating the use of multiple access points.

In 2014, learning from our previous projects, we developed FamilyPoint Cymru to provide help and support to families most in need in Wales.

More recently, we are working in partnership with Bridgend County Borough Council and others to deliver the Bridgend Voice & Choice service to support adults in accessing the appropriate advocacy services in the county.

With our track record of making a difference, let **ProMo-Cymru** lead your digital communications transformation.

# PROMO'S TEC MODEL:

## TRANSFORM, ENGAGE, COMMUNICATE

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RECENT WELSH GOVERNMENT LEGISLATION EMPHASISES THAT PUBLIC SECTOR BODIES NEED TO WORK BETTER WITH PEOPLE AND COMMUNITIES AND EACH OTHER, PREVENT PROBLEMS AND TAKE A MORE JOINED-UP APPROACH.

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**ProMo-Cymru** has devised a pioneering integrated digital communications model shaped by co-operative principles, one which we have successfully implemented through our projects such as TheSprout, Meic, CLIC, FamilyPoint Cymru and Bridgend Voice & Choice.

online chat) and social media that can be easily adapted for use with different audiences. We will create a bespoke model with the elements that you require.

**ProMo-Cymru** has the knowledge, skills and capacity to directly deliver the services you require, or supply complex multi-contact point integrated communication channels and helplines.

Our unique **TEC** model incorporates a website, an information, advice and assistance helpline (phone, text messaging,

### KEY FEATURES OF THE TEC MODEL



A platform for your key messages to be shared



A single point of contact to access services



A platform to engage with citizens and promote their voices



A client-focused approach to deliver solutions that meet your outcomes



A virtual call centre comprising telephone helpline, text service, online chat and email

### CORE PRINCIPLES OF THE TEC MODEL



#### ACTIVE ASSISTANCE

Focused on education, prevention, early-intervention and self-help



#### CO-DESIGN

Actively listening to and involving citizens in the design of the service



#### CITIZEN FOCUSED

Providing the right help at the right time in the way citizens want it

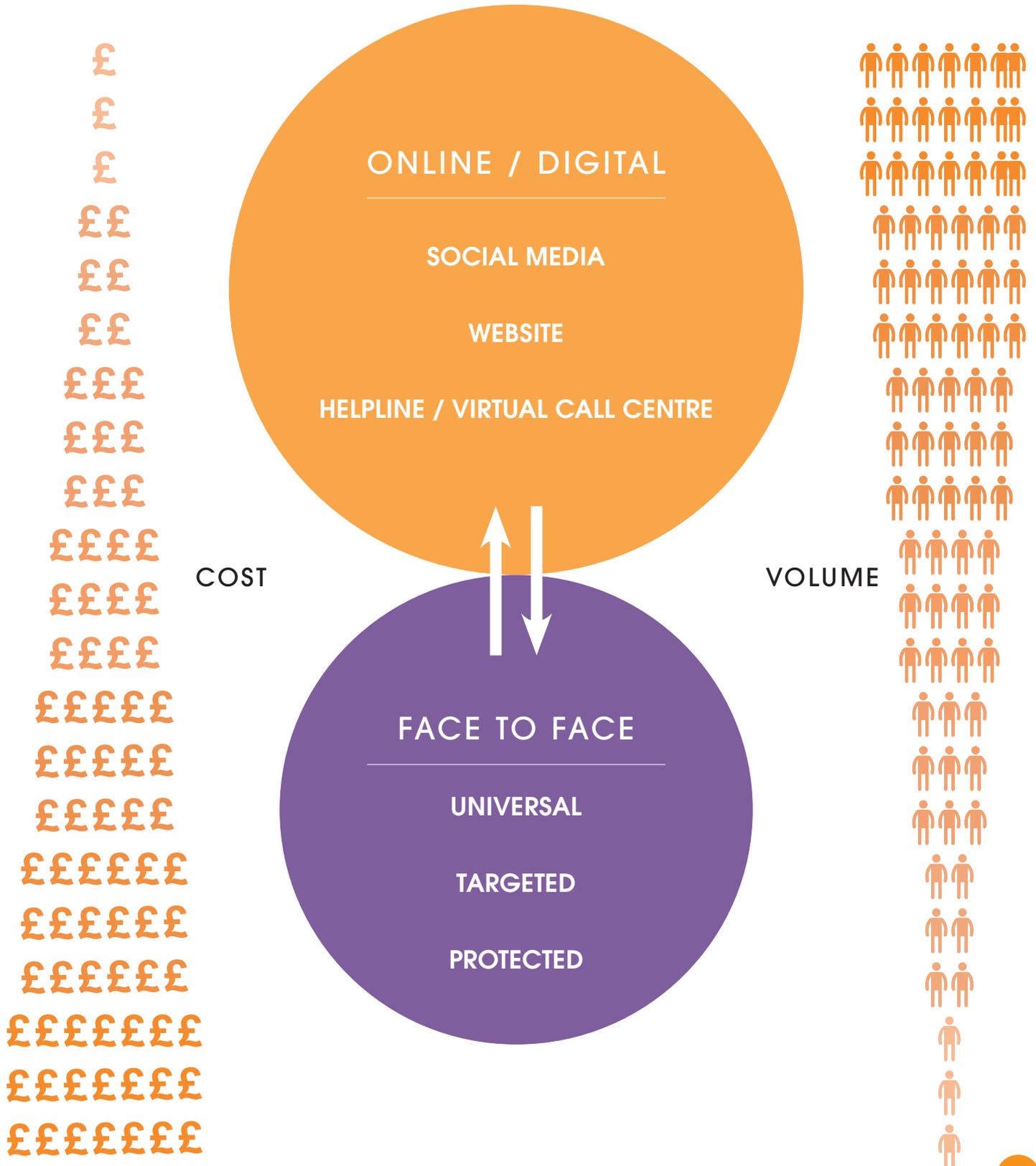


#### ACCESSIBILITY

Providing information in simple, concise Welsh and English

# TEC MODEL:

AN INTEGRATED COMMUNICATIONS APPROACH





**OUR OWN ENGAGEMENT STRATEGIES WITH FAMILIES WHO ARE DIGITALLY, GEOGRAPHICALLY OR SOCIALLY ISOLATED PROVIDE VALUABLE INSIGHTS INTO THE FURTHER BARRIERS AND CHALLENGES FACING THEM.**

# HELPING YOU TO IMPROVE OUTCOMES FOR CITIZENS

OUR INNOVATIVE TEC MODEL HAS BEEN DEVELOPED WITH A PARTICULAR FOCUS ON INCLUSION, ACCESSIBILITY AND REACH, AND HAS PROVEN PARTICULARLY EFFECTIVE AT REACHING AND ENGAGING WITH A WIDE, AND SELDOM HEARD AUDIENCE IN WALES.

Recent Population Needs Assessments in Wales highlight that citizens continue to find it hard to find out about and to access services. Information is often presented in inaccessible language with complex entry points which creates confusion for the end users.

Our own engagement strategies with families who are digitally, geographically or socially isolated provide valuable insights into the further barriers and challenges facing them.

**ProMo-Cymru** aims to build on the success of our **prevention** and **early intervention** efforts, to provide the right response first time and to continue promoting and **facilitating citizen, family and community resilience**.

The **TEC** model is a prime tool to support emerging Welsh and local government initiatives such as the Childcare Offer, building resilient communities, developments around preventing Adverse Childhood Experiences (ACEs), related information and advice services and continued commitment to Flying Start and Families First, prevention co-production and prudent healthcare.

In the current and emerging context, we can play a vital role in helping you achieve the priorities of the Programme for Government: Taking Wales Forward 2016 – 2021 as reflected in:

*7 Well-being and 5 Sustainability Principles of the Future Generations Act 2015*

*Social Services and Well-being (Wales) Act 2014*

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# OUR SERVICES

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PROMO-CYMRU FOCUSES ON CREATING CLEAR INFORMATION AND COMMUNICATION PATHWAYS.

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## CONTENT CREATION

Creating bespoke, quality content to inform and engage with your end users, which can be managed through a content management system (CMS).



## DIGITAL COMMUNICATIONS AND MARKETING

Devising suitable digital marketing strategies utilising SEO, Google AdWords, content marketing, social media marketing to connect with the end users.



## BRANDING AND VALUES

Working with you and your end users to develop the right branding for your service, ensuring you clearly and convincingly communicate who you are and what you can offer.



## STRATEGIC COORDINATION AND MANAGEMENT

Providing seamless strategic coordination and management of service delivery to ensure your targets are achieved.



## CALL CENTRE WITH TRAINED ADVISORS

Staffed by a team of highly skilled advisors, providing information, advice and assistance to end users. Operating hours are flexible, depending on your needs.



### VIRTUAL CALL CENTRE TECHNOLOGY AND DATABASE DEVELOPMENT

Putting in place multi-channel cloud-based call centre technology offering security and flexibility, and a bespoke database management system to capture cases for monitoring and evaluation.



### ANALYTICS

Understanding how your communication tools are performing is key to informing ongoing developments. We will equip you with this information to help you track and evaluate your outputs.



### WEBSITE DESIGN AND DEVELOPMENT

Designing and developing websites, including SSL-secured sites, using a co-production approach to include features and functionalities to suit the needs of end users.



### CITIZEN ENGAGEMENT AND CONSULTATION

At **ProMo-Cymru**, everything starts with a conversation. We believe strongly in consulting and co-designing with our end users. This process ensures that we create services and products which are valued by our end users.

# TESTIMONIALS

"SOMETIMES YOU CAN ASK PROFESSIONALS AND THEY DON'T ALWAYS GIVE THE ANSWERS THAT YOU'RE LOOKING FOR OR IN WAYS YOU CAN UNDERSTAND. WE'RE LOOKING FOR STRAIGHT AND EASY INFORMATION WE CAN ACCESS."

**Grandparent from Ebbw Vale**

"CAN I FIRSTLY SAY THAT I HAVE JUST BEEN ON YOUR WEBSITE AND WHAT A BRILLIANT WEB PAGE IT IS AND THAT I WILL BE SIGNPOSTING A LOT OF MY CLIENTS TO IT?"

**Professional from Blaenau Gwent**

"CAN I ALSO SAY A HUGE THANK YOU FOR WRITING THIS ARTICLE (POST-NATAL DEPRESSION). I CHOKED UP READING THIS AND KNOW IT WILL MAKE A DIFFERENCE TO NOT ONLY MY FRIEND BUT TO SO MANY OTHER PEOPLE WHO ARE GOING THROUGH THE SAME THING. IT'S SO IMPORTANT THAT PEOPLE SHARE THEIR EXPERIENCES AND LEARN FROM ONE ANOTHER."

**Mum from Newport**

"EVERYTHING FROM EARLY YEARS TO HELPING CHILDREN WITH DEPRESSION WHEN OLDER. THE INFORMATION ON BUDGETING IS BRILLIANT ESPECIALLY WITH EVERYBODY TIGHTENING BELTS. I JUST FOUND THIS PAGE AND WITH 9 YEAR OLD TWIN BOYS WILL DEFINITELY BE USING THE INFORMATION AND RETURNING AGAIN AND RECOMMEND IT TO OTHERS AS WELL."

**Mum from Cardiff**

"PROMO-CYMRU IS INNOVATIVE, TECHNO SAVVY AND PLACES THE VIEWS OF YOUNG PEOPLE AND COMMUNITIES AT THE CENTRE OF THINKING."

**Simon Morris, Achievement Leader at Cardiff County Council**

# CASE STUDIES



## “I AM WORKING WITH A SYRIAN REFUGEE WHO NEEDS A PLACE TO STAY...”

A volunteer working with refugees called the helpline. He explained that he was supporting a young adult who was a Syrian refugee. Recently the man was granted the right to remain. He had moved from the provided accommodation during his assessment and was now sofa surfing. He also had no income. The man had applied for job-seeker’s allowance (JSA) but had no money while he waited for this to be approved. The caller wanted advice on what the next step was to access housing. The advisor contacted a local housing agency to get information on how best the person should proceed. The housing agency explained that the person needed to present as homeless and provide proof of his immigration status. The advisor fed this back to the volunteer who was grateful for the information and agreed to call the local service and advocate on behalf of the young man.

## “MY DAUGHTER HAS BEEN SEXUALLY EXPLOITED...”

A parent contacted the helpline with concerns about her teenage daughter. The daughter had been a victim of child sexual exploitation and has experienced significant trauma as a result. Under a voluntary care order, she had been placed in a specialist unit, and assessments commenced for learning difficulties and mental health issues. Following a review because of perceived lack of progress, assessments were halted and the young person was moved to a general unit without specialist support. Social Services were looking to apply to the courts for a full care order. The mum was unclear of the reasons for this and wanted to know what rights she and her daughter had in this situation. The advisor was able to support the parent by providing information around types of care orders and their use. The mother was also given details of a charity providing access to free legal support; an advocate was identified for the young person to ensure her voice was being heard and her rights were being met.



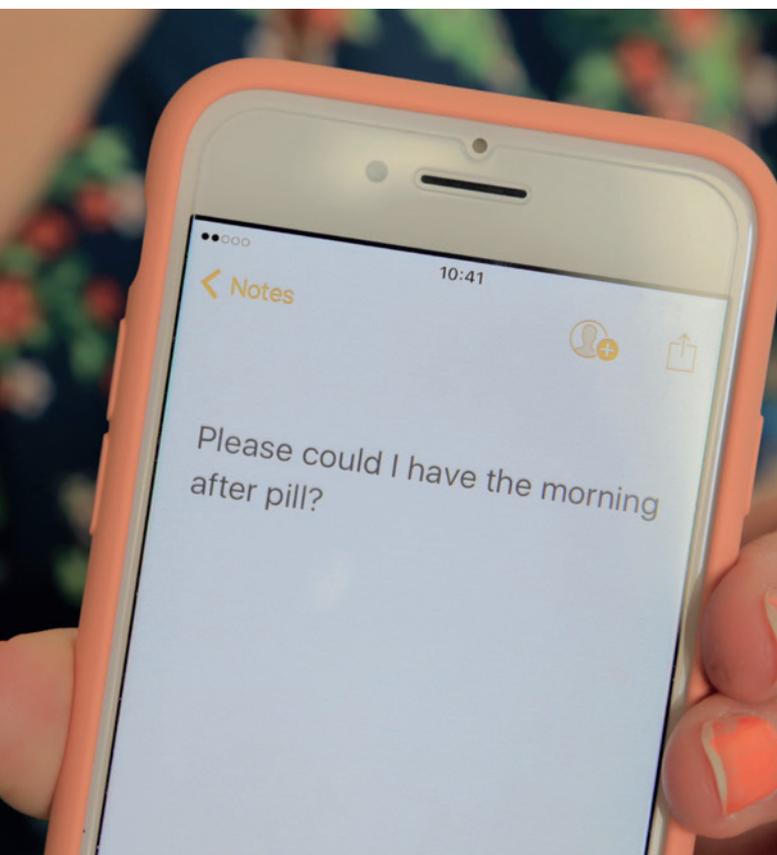
## “I NEED THE MORNING AFTER PILL BUT AM TOO EMBARRASSED ...”

A young person contacted the helpline worried that she might become pregnant after having unprotected sex. The young person wanted to get the morning after pill but was too embarrassed to go and get it. The advisor discussed options around where this could be obtained and gently challenged the young person around the consequences of not taking any action. The young person decided she would go to the pharmacy. The young person continued texting the advisor on her way there but when she got there she was too embarrassed to ask at the counter. The advisor explained professional boundaries and suggested that the young person write a note on their phone and show it to the pharmacist if she didn't want to say the words out loud. The young person agreed to do this. She re-contacted the helpline and shared that the technique had been successful and the pharmacist had been really supportive and helpful.



## “MY NEWBORN IS SERIOUSLY ILL AND MY FAMILY NEEDS FINANCIAL HELP...”

A father whose sixth child was born prematurely contacted the helpline. The child had serious health issues and had to be in hospital quite a distance from them for a long period of time. The family was in receipt of benefits and struggling to cope financially because of this emergency situation. The father explained that someone had mentioned in hospital that they might be entitled to the discretionary assistance fund. The father rang the discretionary assistance fund helpline but was advised to contact the job centre. Advisor offered to advocate on caller's behalf. Advisor phoned the discretionary fund helpline and explained situation. They told advisor that based on the information, it was likely that the caller would be entitled to the emergency assistance fund. Advisor then re-contacted our caller and passed this information on and offered support if required in the future.



## “MY FRIEND IS IN AN ABUSIVE RELATIONSHIP ... ”

The friend of a new mother contacted the helpline for advice. She said her friend might be suffering from postnatal depression (PND), and in what she believed to be an abusive relationship. Advisor discussed the situation with caller and suggested things she could do to support her friend. For example, encourage her to speak to her Health Visitor/GP about the PND. Advisor also discussed if she thought the friend and her three children were safe. The caller stated that she did not think they were safe as the partner was controlling and abusive, though not violent. Advisor also suggested that the friend could contact the Health Visitor and speak to them about her concerns but did explain that this might result in that information being passed on to Children’s Services. Finally, the advisor suggested that if she thought the children were at risk they should contact Children’s Services straight-away.

## “WHAT ARE MY RIGHTS AS A FATHER?”

Call from a father asking how to obtain parental responsibility (PR). His son moved in with him recently as his mother couldn’t cope with his behaviour. The son was born before 2003 so the father needs to apply for PR. His son said he wanted to go back to live with his mother. The father said his son was involved in risky behaviour (smoking cannabis, drinking alcohol and truancy) and didn’t get on with his mother’s partner (they have had fights), so he didn’t think he should go back there. The father had been in touch with the school. The school had no concerns about his behaviour but his son was under-achieving. The advisor discussed exploration of issues with the son, maintaining communication with the school, contacting Families First, and provided contact details of other support services.



## “I AM WORRIED SOMEONE MIGHT POST MY NAKED PICTURES ONLINE ... ”

A young person contacted the helpline via instant message in a very distressed state. She said she had sent compromising images to a person over social media who was now asking her to send more, stating that if she didn’t comply then these images would be made public. The advisor spent a long time discussing possible options and outcomes although the young person was very nervous to take any action in case their pictures were published. The advisor explored what might happen if she didn’t tell anyone what was happening. Eventually the young person agreed to contact the Child Exploitation and Online Protection Centre (CEOP) to report the situation. The advisor talked her through the process and remained on line with her while she did this. They also discussed the option of the young person telling her parents so that they could support them and take further action if needed. She agreed to do this and thanked the advisor for the help.



## WHAT NEXT?

**ProMo-Cymru** understands the realities, challenges and limitations of working in a landscape of significant change, reduced budgets, competing priorities and increasing demands.

We would like to request a meeting with you so we can listen to your needs and demonstrate how our approach can help meet your outcomes and objectives.

For more information, please contact:

**Marco Gil-Cervantes**  
Chief Executive, ProMo-Cymru

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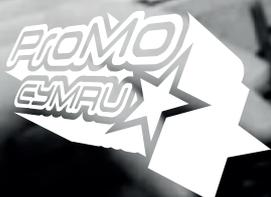
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