

Reflective Journal

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Introduction

This report will use Gibbs Reflective Cycle to produce a reflective journal throughout my placement at Pembrokeshire County Council (PCC).

Gibbs Reflective Cycle was developed by Professor Graham Gibb in 1988 that considers 6 stages of reflection;

1. Description
2. Feelings
3. Evaluation
4. Analysis
5. Conclusion
6. Action Plan

This method structures reflection into clear stages that consider all aspects of a situation, contributing to personal development and encouraging deeper thinking on how beneficial the placement was (Derby, 2024) (Edinburgh, 2024) (McLeod, 2025).

Stage 6 of this model will be carried out in the Critical Appraisal Report.

Before Placement

To find work placement, I emailed organisations that took my interest asking if they had any placement opportunities. Majority did not and some did not reply, leaving me feeling disheartened. PCC were willing to provide an opportunity for me; from this I forwarded my CV and agreement forms. I was given a brief description of what my role would be, however, was still waiting on the requirement manager confirm my role.

I completed my skills audit to understand what skill I need to develop during my placement. Followed by submitting my assignment 1 for this module.

After 2 weeks of waiting on an email to confirm my role I sent a follow up email asking for an update. I was then directed to the Regeneration manager who offered me a role, different to the one described in my first assignment.

In this new role I will help deliver regeneration in Haverfordwest through;

- Supporting project management activities across regeneration schemes
- Contributing to communications and marketing for regeneration projects
- Observing how regeneration initiatives are planned, delivered and promoted
- Experience the varied nature of regeneration work and to develop a broader understanding of how projects are delivered within a local authority.
- Work alongside a range of projects across the wider authority area.

During placement

Week one

I met with the Principal Place Regeneration Officer and two of her colleagues for coffee to meet the team and discuss the work placement. The meeting went well; it helped my confidence in a professional setting.

We discussed my work schedule; 2 and a half days a week for the month to reach 90 hours. I had to fill out forms before starting, I learnt about their work experience policies and how to complete a confidentiality agreement. I then awaited my start date as well as being supplied with a computer, ID card and parking permit.

My first day in the office involved looking around the building familiarise myself with fire exits, toilets, staff kitchen and departments within the office. We also went on a walk around Haverfordwest to look at building that are going to be repurposed, new signage and street enhancements. I was just working with the regeneration officer this day and had a video call with Regeneration Administer as an introduction and to discuss my two tasks for the next few days.

My tasks involved developing blurbs to accompany YouTube videos on their current regeneration projects and events and create a press release for their website launch. These blurbs were to be added to their new website as part of their promotion and marketing for the place regeneration department. This task was interesting as I learnt about current projects and how to navigate website development.

This week I also had a video call with the Regeneration Manager as an introduction where he asked me about my interests and aim of the work experience. I was nervous for this call, it went better than I thought, however I could have been more engaged and voiced my viewpoints better.

I also had mandatory online training on fire safety, data protection, manual handling and wellbeing to complete.

Week two

I continued my task on the press release, once that was completed this and the blurbs were both sent off for Welsh translation.

Had a video call with 'Heart of Pembs' event manager to chase up some information I needed for a new task, which involved collecting information about the new signage so that it could be posted on the website.

This week I was sat around a lot with nothing to do and it was difficult to ask for more tasks as my supervisor was often on a call, busy or wasn't checking in with me. I was given days to complete tasks that only needed a couple of hours, I think this happened

as they did not know what tasks would benefit me, making me realise i needed to speak up more on the times of tasks that would benefit me.

I did meet with the Community's Coordinators during this week, I enjoyed this meeting and felt supported by this team as they were really helpful with giving me information and told me to reach out if I need anything specific. I also invited to a stakeholder meeting for an upcoming event and site visits. I'm excited for some more productive work and more hands-on work.

One of the ladies said they are giving over tasks to me that they haven't gotten around to and can't really be bothered to do, which is not going to support my skills/goal development.

Week three

I attended a company coffee chat with different departments and chief executives to talk about new systems and give staff an opportunity to feedback on anything work related. It was helpful to network; however, the talks were not very relevant to me.

The task this week was to produce press release based on a current project using information from financial reports, project reports, spreadsheets and graphs. The writing by now was getting repetitive and I felt apprehensive to speak out.

I attended the key stakeholder meeting with a Regeneration Officer. It was interesting as I've never been to anything like that. I had the chance to network and understand the planning and resources needed for events. The meeting covered the event brief, different resources needed like traffic control and artists, shared feedback and contacts.

Week four

I completed the press release and tasks on new signage then completed feedback.

I researched the local community projects I was going to see for my last couple of days. I went to Saundersfoot, Amroth and Narberth one day and Haverfordwest, Milford and Hubberston the next.

These visits looked at community projects and talking to those involved about aims, processes and benefits the projects have brought to the area. This was insightful, impactful and nice to get out of the office.

I ended the week with saying goodbye and thanking everyone involved.

References

McLeod, S. (2025). *Gibbs Reflective Cycle*. Simply Psychology.

<https://www.simplypsychology.org/gibbs-reflective-cycle.html>

The University of Edinburgh. (2024). *Gibbs' Reflective Cycle*. The University of Edinburgh. <https://reflection.ed.ac.uk/reflectors-toolkit/reflecting-on-experience/gibbs-reflective-cycle>

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