

Meeting of South Ayrshire Health and Social Care Partnership	Performance and Audit Committee
Held on:	20th February 2024
Agenda Item:	12
Title:	HSCP Communications Strategy Update
Summary:	
<p>The purpose of this report is to provide an update to the Performance and Audit Committee of the intention to close the existing “HSCP Communications Strategy” to allow for a new Pentana item to be created in line with the new “SA HSCP Communications Strategy 2024-27”. This will reflect the current landscape of communications within the HSCP and allow for this to be regularly updated in line with progress of the newly developed strategy.</p>	
Author:	Kirsty Pyper, Communications Officer
Recommendations:	
<p>It is recommended that the Performance and Audit Committee:</p> <ul style="list-style-type: none"> i. Note the updates on the HSC Communications Strategy. ii. Agree that all actions can be closed and old Pentana record closed / archived. iii. Agree for the introduction of a new Pentana record for SA HSCP Communications Strategy 2024-27. 	
Route to meeting:	
<p>Communications Strategy has been approved to be progressed by DMT, SMT and SPAG. SPAG agreed to oversee the development of the strategy as meeting on 19/12/2023, they will receive regular updates on the progress of strategy development until the strategy is launched. This update is to ensure accurate record keeping for the new strategies progress.</p>	
Implications:	
Financial	<input type="checkbox"/>
HR	<input type="checkbox"/>
Legal	<input type="checkbox"/>
Equalities	<input type="checkbox"/>
Sustainability	<input type="checkbox"/>
Policy	<input type="checkbox"/>
ICT	<input type="checkbox"/>

COMMUNICATIONS STRATEGY UPDATE

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to provide an update to the Performance and Audit Committee of the intention to close the existing “HSC Communications Strategy” to allow for a new Pentana item to be created in line with the new “SA HSCP Communications Strategy 2024-27”.
- 1.2 This will reflect the current landscape of communications within the HSCP and allow for this to be regularly updated in line with progress of the newly developed strategy.

2. RECOMMENDATION

2.1 It is recommended that the Performance and Audit Committee:

- i. **Note the updates on the HSCP Communications Strategy.**
- ii. **Agree that all actions can be closed and old Pentana record closed / archived.**
- iii. **Agree for the introduction of a new Pentana record for the SA HSCP Communications Strategy 2024-27.**

3. BACKGROUND INFORMATION

- 3.1 Effective communication is at the very heart of achieving of the vision of the South Ayrshire Health and Social Care Partnership. A key objective of the IJB’s Strategic Plan is for the HSCP to be transparent and listen to our communities.
- 3.2 On 14th March 2018 the SA HSCP launched their first Communications strategy and created a “HSC Communications Strategy” Pentana record to track process of the actions associated with this strategy.
- 3.3 Work has continued to progress on actions linked to the communications strategy including the appointment of a dedicated Communications Officer in March 2021. With the Pentana record under the supervision of The Planning and Performance Senior Manager. Due a large number of staff changes within the Planning and Performance Team the regular review of this Pentana record has not been regularly actioned.
- 3.4 Work has been undertaken to develop a new Communications Strategy for the SA HSCP which is reflective of our current communications landscape and workforce. This strategy development has been approved by SMT and DMT and was approved for oversight at the SPAG which took place on 19/12/2023.
- 3.5 A new Pentana record is required to better reflect the actions identified in the new communications strategy. This will require the closure of the existing record to avoid duplication or confusion.

4. REPORT

- 4.1 In order to close the existing “HSCP Communications Strategy” Pentana record the existing actions had to be updated to reflect the current position.
- 4.2 Communications Officer has provided an accurate update for each item which was outstanding. All action updates for this Pentana record can be viewed in Appendix 1.
- 4.3 All items have now been marked as complete. Several of these items have been identified to be relevant for the new strategy as actions and therefore will be added to the new Pentana record if required. A summary table is provided below:

Status	Number
✓ Completed	10
▶ On target	0
⚠ Showing some concerns	0
● Not on target	0
⚙ Not due to start	0
Total	10

Next Steps

- 4.4 With the approval of PAC the exiting Pentana record will now be closed / archived.
- 4.5 A new action plan will be developed as part of the development of the new SA HSCP Communications Strategy. This action plan will be used to introduce a new Pentana Record for this strategy to allow for regular updates to be provided on progress.
- 4.6 This Pentana record will run for the period of the Strategy (2024-27) with all actions due to be complete before the end of this period. A new Pentana record will again be opened for the next strategy as it is developed.

5. STRATEGIC CONTEXT

This report focuses on the new SA HSCP Communications Strategy which is a key resource linked to the IJB Strategic Plan.

6. IMPLICATIONS

6.1 **Financial Implications**

- 6.1.1 There are no specific financial implications arising directly from the consideration of this report.

6.2 **Human Resource Implications**

- 6.2.1 There are no specific human resource implications arising directly from the consideration of this report.

6.3 **Legal Implications**

6.3.1 There are no specific legal implications arising directly from the consideration of this report.

6.4 Equalities implications

6.4.1 There are no specific financial implications arising directly from the consideration of this report. A full Equalities Impact Assessment was carried out on the SA HSCP Communications Strategy.

6.5 Sustainability implications

6.5.1 There are no specific sustainability implications arising directly from the consideration of this report.

6.6 Clinical/professional assessment

6.6.1 No assessment needed.

7. CONSULTATION AND PARTNERSHIP WORKING

7.1 The report has been prepared in consultation with relevant officers.

8. RISK ASSESSMENT

8.1 There are no immediate risks associated with the noting of this report. Approval of actions will ensure outdated action notes are correctly updated and all Pentana activity is reflective of the current landscape.

REPORT AUTHOR AND PERSON TO CONTACT

Name: Kirsty Pyper, Communications Officer
Email address: Kirsty.Pyper@south-ayrshire.gov.uk

BACKGROUND PAPERS

See below available as a separate document:

Appendix 1 – PAC Communications Strategy