



south ayrshire  
health & social care  
partnership

# Communications Strategy 2024-28

South Ayrshire Health and Social Care Partnership



[hscp.south-ayrshire.gov.uk](https://hscp.south-ayrshire.gov.uk)



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## Foreword

South Ayrshire Health and Social Care Partnership (HSCP) delivers a broad range of health, care and social work services across South Ayrshire. The HSCP depends on collaboration with the community and a range of partner organisations in the Third and Independent Sector to deliver its objectives. Only by working together can we achieve our vision of empowering communities to start well, live well and age well.

Effective communication is at the very heart of achieving our vision. A key objective of the [IJB's Strategic Plan 2021-31](#) is for the HSCP to be transparent and listen to our communities. This strategy sets out how we plan to use communications to keep our communities, our staff and our partners up to date with work being taken forward by the HSCP. This includes improving access to information, celebrating success, providing opportunity for engagement and raising awareness of the fantastic services and support available in South Ayrshire.

South Ayrshire has a unique demographic with an ageing population which can cause pressure on health and care provision. We are working closer with communities through our move to a locality model to help shape how we can improve outcomes based on the needs of our communities. We have also become an Age Friendly Community with the World Health Organisation. Our Ageing Well movement is a fantastic opportunity to shape our strategic direction to fit the needs of our communities.

The strategy provides the framework for our overall approach to communication – who we communicate with and how we do it – and largely focuses on reaching wide audience groups. Communications is the responsibility of all staff within the HSCP and we will be working with staff to help build skills and knowledge to ensure our organisation is supporting communities to get the right support, at the right time, in the right place.

This strategy is designed to support these activities in a clear, consistent and engaging way – ensuring we communicate effectively. I hope you find it a valuable and useful framework that supports both individual and collective efforts across the HSCP.



**Tim Eltringham - Director**

**South Ayrshire Health and Social Care Partnership**



# Strategic Context

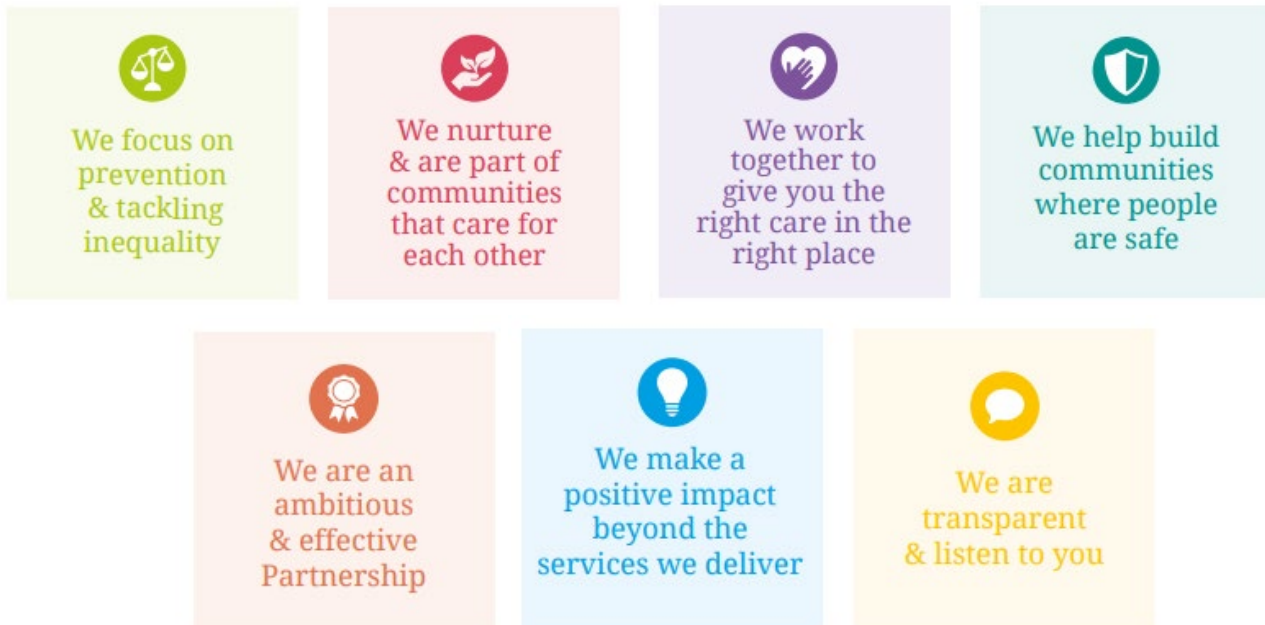
The purpose of this strategy is to set out practical steps, detailing our strategic approach to communications in South Ayrshire.

The work of the South Ayrshire Health and Social Care Partnership (HSCP), as directed by the Integration Joint Board (IJB) will primarily be to plan, deliver, commission, and co-produce services locally, in a way that demonstrates effective progress against the National Outcomes for Adults and Older People, Children, Families and Justice. Details of these can be found in our [Strategic Plan 2021-31](#).

Effective communication will be fundamental to the attainment of the vision of the South Ayrshire Health and Social Care Partnership:

**“Empowering communities to start well, live well and age well.”**

The strategic objectives of the Integration Joint Board as set out in its current Strategic Plan are:



While the HSCP is ultimately here to serve the public and offer high quality services, we need to work with the community to achieve our objectives – together.

We hope the relationship between the HSCP and the community can allow us to harness, empower and build on the amazing resilience, spirit and mutual support. This is underpinned by South Ayrshire’s Wellbeing Pledge.

The Wellbeing Pledge was inspired by our engagement activity during the development of our Strategic Plan, reflecting the notion of two parties (public services and the community) contributing to a common goal.



This strategy document will set out the ways in which the HSCP will communicate, and the mechanisms that it will establish to ensure that this is effective, efficient, and equal and is done in a way that will assist us to deliver best value for the people of South Ayrshire.

Communications is everybody’s responsibility, it is the responsibility of the HSCP to empower our staff, our partners and our communities to ensure they are aware of, understand and are engaged with our services.

Taking a positive and proactive approach to communication ensures that information about what we do, why we do it and how we do it is provided in a clear and effective way.

It helps promote the services and activities available to people and communities and can help build trust and confidence in the Partnership, which – in turn – helps build positive relationships and improves reputation.

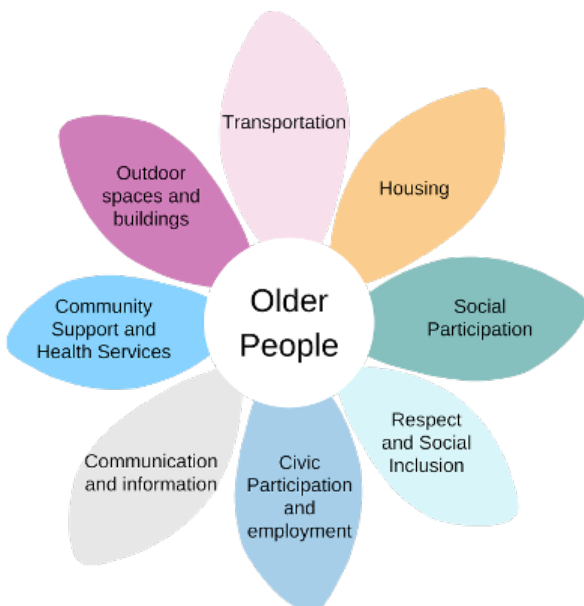
# Our Place, Our Population

South Ayrshire is a fantastic place to live, work and visit, benefitting from a range of natural assets, coastal attractions and a vibrant community.

We treat the unique makeup of our population as an asset and we place a real emphasis on supporting people of all ages to live life to the full, supporting people to live in a homely setting when they require social care support and providing support to people who care for their loved ones.

South Ayrshire is made up of six locality areas, each with their own dedicated Locality Planning Partnership (LPP). Our LPPs aim to ensure the voice of the local community is heard and helps to shape wellbeing, services and support based on the needs of each community:

- Troon and Villages
- Prestwick and Villages
- Ayr North
- Ayr South and Villages
- Maybole and North Carrick
- Girvan and South Carrick



We have a higher proportion of older people than the Scottish average, as well as significant economic inequalities which shape the way our public services are planned and delivered.

In 2023 South Ayrshire joined the [UK Age Friendly Community Network](#) which enables people to age well and live a good later life. To make these improvements, Age-friendly communities follow the World Health Organisation's 8 areas that support people to age well.

We are committed to building a grassroots movement to create opportunities for healthy ageing in South Ayrshire that is owned and supported by all sectors and partners - led by our local [Community Planning Partnership](#).

# Community Engagement

In preparing this Strategy we engaged with our staff, partners and community to get a better understanding of where we are with communications as an organisation and what is important to the communities we serve.

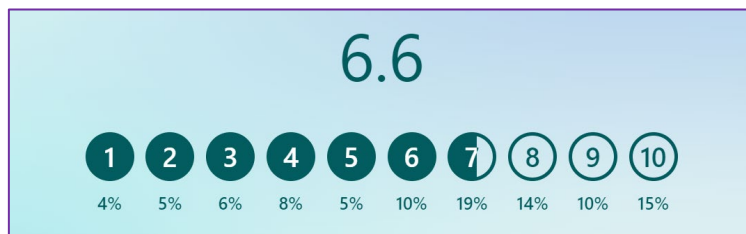
We have linked with staff groups, our strategic planning advisory group and partners for their thoughts on this strategy. We conducted an Equality Impact Assessment and also ran a communications survey to gather information related to this Strategy and Action Plan.

The online survey was shared through all communication channels and shared with partners to help open the opportunity to comment to the largest audience possible. The survey saw over 100 responses with an almost equal mix of responses from internal staff and external responses.

Below are some of the key findings from this survey.

## Awareness of South Ayrshire HSCP

The communications survey began by asking the question, “on a scale of 1-10, how confident are you in what the Health & Social Care Partnership is and what they are responsible for?” Responses to this question averaged at **6.6%**.



## Access to Information

**53** participants advised they get their information regarding the HSCP from digital platforms.

**27** get their information from NHS digital platforms.

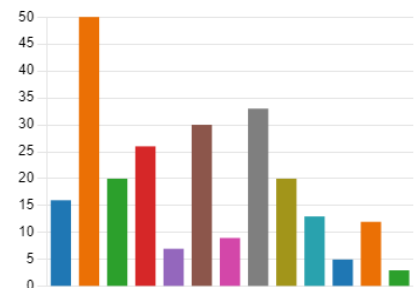
**31** from South Ayrshire Council digital platforms.

**17** advised they would not know where to get information.

### Where do you currently go to find out more about health and social care services in South Ayrshire?

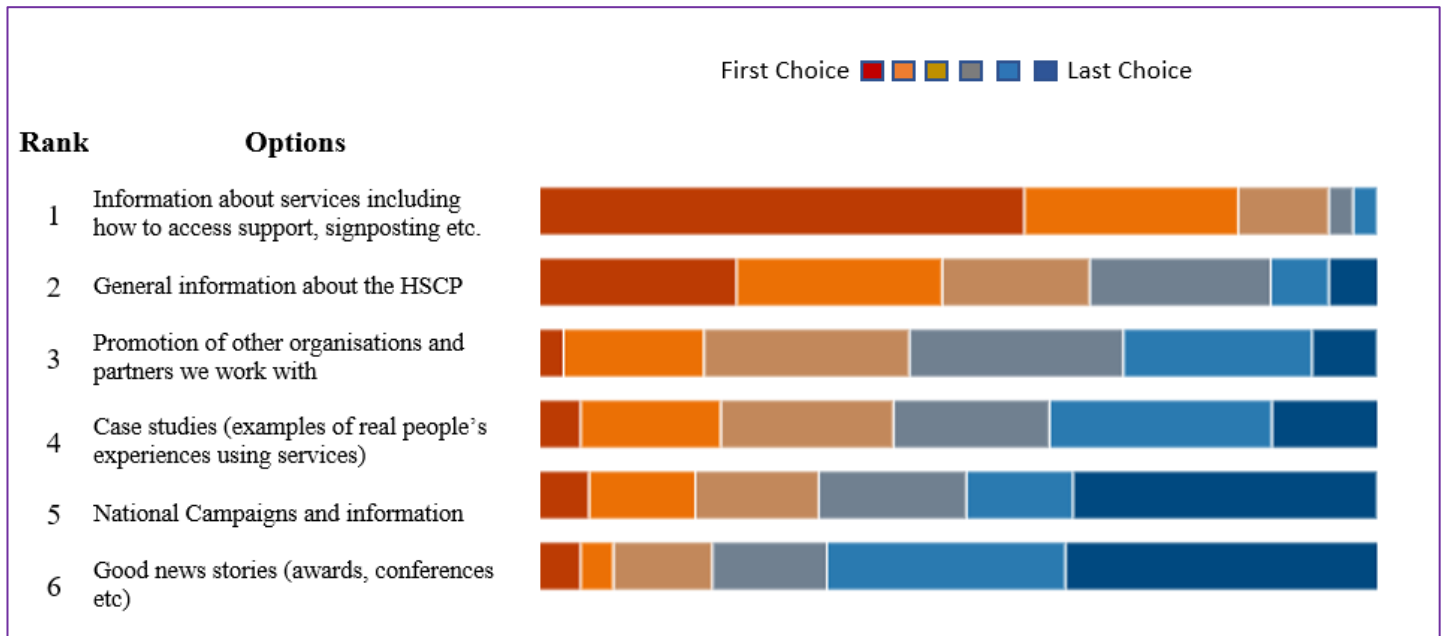
[More Details](#)

I would not know where to get i...	16
South Ayrshire HSCP digital plat...	50
South Ayrshire HSCP non-digital...	20
NHS Ayrshire & Arran digital pla...	26
NHS Ayrshire & Arran non-digit...	7
South Ayrshire Council digital pl...	30
South Ayrshire Council non-digi...	9
Search Engines such as Google	33
Local GP Practice	20
Other health professional (e.g: d...	13
Local Press / Radio / TV	5
Family members or friends	12
Other	3



On average **58%** of participants felt they would be most interested in receiving information about services and how to access supports.

Good news stories were the 6th choice for **37%** of participants and only **5%** felt this is what they would be most interested in.



The survey moved on to ask how participants would like to hear about HSCP services, news and updates.

**66** people's preference would be social media and **57** voted for digital platforms such as the HSCP website.

The least popular answer was in person (**22**) and other options (**6**)

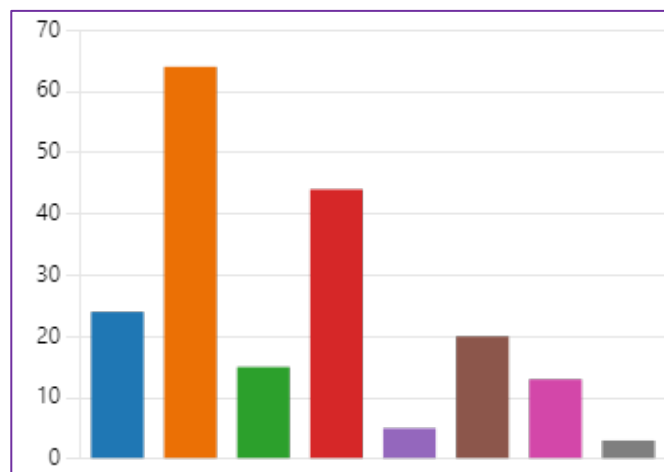
Participants were asked if they used any of the digital platforms for the HSCP and Facebook was selected as the most used platform with **64** accessing the HSCP this way and **44** used the public HSCP website.

**24** used X (formerly Twitter)

**20** used Apps, **15** used LinkedIn

**5** used NearMe.

**13** advised they did not use any digital platform.





# Roles and Responsibilities



Effective communication can only be achieved when everyone takes ownership for their role and responsibilities. All staff within the HSCP have a role to play in communication activities.

## The Communications Officer

The Communications Officer will support the delivery of this strategy. The Communications Officer provides a professional communications, design and media relations service. They:

- Develop, maintain and grow our network of corporate social media channels, monitoring feedback and engagement.
- Support services in the development of communications plans and in developing and promoting engaging content.
- Manage media relations.
- Provide a professional media handling and liaison service.
- Provide a professional in-house design service.
- Coordinate advertising on behalf of services, including developing copy, proofreading and design work.
- Create in-house videos, including scripting, building and editing.
- Manage internal communications channels.
- Carry out evaluation and analysis including audience insights and campaign evaluations.

## Employees

Employees are encouraged to be effective ambassadors for their team, service, the HSCP and the local area by keeping themselves up to date with what's happening across the organisation.

- Employees who can, are encouraged to follow HSCP updates, and interact and engage with feedback opportunities such as I-Matter and other staff surveys.
- Follow the HSCP on social media where they can.
- Engage with opportunities to hear about what's happening across the HSCP.
- Highlight opportunities to share good news from their service to the Communications Officer at the earliest opportunity.
- Ensure all media activity is directed through the Communications Officer.

## Service Leads

Service Leads must:

- Take a strategic approach to communications about their services, identifying high level communications messages, plans and campaigns on a yearly basis, in line with the service planning process.
- In conjunction with service communications campaigns, provide regular information for the public, staff and Elected Members about the work of their teams, share their good news stories and provide timely information about projects, service delivery or changes.
- Work with the Communications Officer to ensure that communications campaigns about their service are effectively implemented and evaluated.
- Maintain their service's web pages and ensure the content is accurate, up to date and engaging.
- Manage any niche social media accounts administered by their service effectively and in line with agreed media and social media protocols.
- Ensure all written communications issued by their service are clear, written in Plain English and jargon-free e.g. letters / emails to customers.
- Ensure employees in their teams have access to information about what's happening in their team, service and across the HSCP.

## Elected Members

Elected Members are encouraged to make use of the internal and external communication channels available to them. These include the Elected Member Weekly Information Note; The Core; Elected Member Briefings; and the HSCP's corporate social media channels.

Members are also encouraged to actively share the HSCP's messages with their constituents as appropriate.

## Portfolio Holders

Councillors who hold a Cabinet Portfolio are encouraged to support the promotion of work undertaken by the services within their portfolio area.

# Communication Standards



Through implementation of this strategy, we will deliver a co-ordinated, managed and consistent approach to communications. This strategy will allow us to uphold, promote and embed approaches, standards and governance for effective communications.

It is important that a standard is set for all communications activities to ensure they are effective, accessible and appropriate. All our communications activities will be:

<b>Clear</b>	Jargon-free, in plain English and tailored to the needs of the targeted audience.
<b>Concise</b>	Relevant and easy to understand.
<b>Consistent</b>	Building awareness of who we are and what we do.
<b>Accessible</b>	Use styles, formats and materials that are accessible and appropriate to the needs of the audience.
<b>Timely and accurate</b>	Support transparency, accountability and fairness.
<b>Two-way</b>	Work as a conversation with means for people to actively contribute at all levels and across the organisation.
<b>Evidence-based</b>	Research, statistics and case studies will provide real-life examples of how we are making a difference and tell the HSCP's story in an effective and compelling way.

# Strategic Goals



As part of this strategy, we have identified four strategic goals based on the needs and wants of our local community which are aligned to the objectives of our strategic plan.

## **Awareness Raising.**

- Raise awareness and understanding of the Health and Social Care Partnership including our vision for health and social care services. Supporting the development and promotion of our shared culture, values and behaviours.
- Provide information about our services and activities, increasing recognition for services provided by the HSCP.

## **Communicating with our whole community.**

- Improve accessibility standards across communications platforms to ensure we are accessible to all, including offline considerations for member of the public who are not online.
- Support the promotion of engagement activities with the public including consultation opportunities for all strategies and changes within the HSCP.

## **Working together to improve access to services and support.**

- Support the development of a single point of contact service which allows easy access to services, support and community groups in one place. This will include a website, telephone line and in-person hubs developed in partnership with Community Planning Partners.
- Promote services and support provided by the HSCP through all communications channels and support partners to share messaging.

## **Celebrating success and sharing good practice.**

- Promote the HSCP and build a positive reputation and image. Raise awareness of, acknowledge, promote and celebrate successes of the HSCP.
- Assist in developing, sharing and promoting best practice.

## Action Plan 2024 – 28

Awareness Raising			
Priority / Aim	Action	Lead	Enabling Services
Raise awareness, understanding of and engagement with the Health and Social Care Partnership.	Increase followers by 10% and across corporate social media and digital communication channels by increasing in-house promotion of teams, events, campaigns and activities.	Communications Officer	All Employees Service Leads Partners
	Services to review corporate and service web pages to ensure they are up to date; informative and engaging / easy to navigate.	Service Leads	Communications Officer
Provide information about our services and activities, increasing recognition for services provided by the HSCP.	Increase in-house posts on our social media channels by 10%. Utilising this information for sharing through all communications channels where appropriate.	Communications Officer	All Employees Service Leads Partners

Communicating with our whole community			
Priority / Aim	Action	Lead	Enabling Services
Improve accessibility standards across communications platforms to ensure we are accessible to all, including offline considerations for member of the public who are not online.	Establish a working group to review HSCP accessibility standards and introduce champions to support the implementation of accessibility in all areas of work.	Communications Officer	Service Leads All Employees Sensory Team Learning Disability Team
Support the promotion of engagement activities with the public including consultation opportunities for all strategies and changes within the HSCP.	Ensure all strategies and changes are communicated to all relevant parties with promotion of all consultations shared widely to communities.	Communications Officer	All HSCP Services

## Working together to improve access to services and support

Priority / Aim	Action	Lead	Enabling Services
Support the development of a single point of contact service which allows easy access to services, support and community groups in one place.	Support the creation of a new public facing website to host joint content, including promotion and maintenance of this site to ensure this is fit for purpose and is regularly maintained.	Community Planning Partnership	Service Leads VASA Communications Officer
	Support the promotion of the telephony and hub services introduced.	Communications Officer	Community Planning Partnership Service Leads VASA
Promote services and support provided by the HSCP through all communications channels and support partners to share messaging.	Support the promotion of partner messaging through all communications channels.	Communications Officer	Pan Ayrshire Communications group VASA All Partners

## Celebrating success and sharing good practice

Priority / Aim	Action	Lead	Enabling Services
Assist in developing, sharing and promoting best practice.	Host the annual Wellbeing Pledge Showcase as an opportunity for staff, partners, community groups and the public to come together to network and share good practice.	Communications Officer	Community Planning Partnership All Employees All Partners
Promote the HSCP and build a positive reputation and image. Raise awareness of, acknowledge, promote and celebrate successes of the HSCP.	Identify and promote opportunities for HSCP teams to present work at conferences and events.	Communications Officer	All Employees Service Leads

## Measurement and Evaluation

It's vital to assess how effective – or not – our communications activities are and whether they meet the objectives and outcomes we want to achieve.

There are a number of methods which can be used to give a sense of the impact communication campaigns are making. This can be done by evaluating performance, feedback and sentiment. A number of ways we can do this include:

- Social media analytics.
- Website statistics.
- Media coverage.
- Two-way feedback received.
- Engagement with activity (e.g. numbers of people attending events).
- Impact on behaviour change through review of performance data reported by service leads.

All communications activities will be evaluated continually to ensure they meet the needs of the target audiences. We will strive to identify new and improved ways of reaching out to our staff, partners and community to ensure they are as informed as possible. Any improvements identified will be incorporated into subsequent versions of both this Strategy and related action plans.

Progress on the Communications Strategy Action Plan will be reported on an annual basis to the HSCP Performance and Audit Committee and Integration Joint Board.

This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات ناپینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੇਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸਣਨ ਵਾਲੇ ਰਪ ਵਿਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਦਿੱਤੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie, w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

**To request alternative formats or for more information on the strategy, please contact South Ayrshire Health and Social Care Partnership's Planning and Performance Team.**

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Telephone: 01292 612665**