

Meeting of South Ayrshire Health and Social Care Partnership	Integration Joint Board		
Held on:	12th June 2024		
Agenda Item:	10		
Title:	Communications Strategy 2024 - 2028		
Summary:			
The purpose of this report is to seek approval from the Integration Joint Board of the new South Ayrshire HSCP Communications Strategy 2024 - 2028.			
Author:	Kirsty Pyper, Planning and Performance Officer (Communications)		
Recommendations:			
It is recommended that the Integration Joint Board:			
<ul style="list-style-type: none"> i. Approve the Communications Strategy 2024-2028 and accompanying action plan. 			
Route to meeting:			
The development of the communications strategy was agreed within the Strategic Plan. The strategy timeline was agreed by the Directorate Management Team on 6 th September 2023.			
An initial update was provided to SPAG on 19 th December 2023 and a further update including draft strategy on 19 th March 2024.			
Directions:		Implications:	
1. No Directions Required	<input checked="" type="checkbox"/>	Financial	<input type="checkbox"/>
2. Directions to NHS Ayrshire & Arran	<input type="checkbox"/>	HR	<input type="checkbox"/>
3. Directions to South Ayrshire Council	<input type="checkbox"/>	Legal	<input type="checkbox"/>
4. Directions to both SAC & NHS	<input type="checkbox"/>	Equalities	<input type="checkbox"/>
		Sustainability	<input type="checkbox"/>
		Policy	<input type="checkbox"/>
		ICT	<input type="checkbox"/>

COMMUNICATIONS STRATEGY 2024-2028

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to seek approval from the Integration Joint Board of the new South Ayrshire HSCP Communications Strategy 2024-28.

2. RECOMMENDATION

2.1 It is recommended that the Integration Joint Board:

- i. Approve the Communications Strategy 2024-2028 and accompanying action plan.**

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 In preparing the Strategic Plan, the HSCP had to be innovative in its methods to engage meaningfully with communities and received support from partners to do this. Feedback on the HSCP's engagement with communities was gathered during the Strategic Plan consultation. A quarter of respondents felt that the HSCP engages poorly with communities. Suggestions to build on engagement so far included listening to people who use services and engaging face-to-face using a variety of communication methods.
- 3.3 Work has already taken place to improve the HSCP communications activities following the consultation period of the Strategic Plan, this has included the appointment of a dedicated Communications Officer for the organisation.
- 3.4 We have seen a significant improvement in our communications activities over the last 2 years. We now require to formalise our communications processes and embed priorities to the work being taken forward.
- 3.5 The HSCP previously developed a Participation and Engagement Strategy and a Communication Strategy which have been used as guidance documents for engagement and consultation work. South Ayrshire's Wellbeing Pledge emphasises the HSCP and communities working together to contribute to a common goal. The HSCP committed in the Strategic Plan to refresh our Communications and Participation and Engagement Strategies.
- 3.6 An Equality Impact Assessment has been undertaken as part of the strategy development process. This has been revisited at regular intervals during the strategy development process to ensure a fully inclusive approach.
- 3.7 The ongoing monitoring and review of the Communications Strategy 2024-28 will be undertaken between the IJB and the Performance and Audit Committee. Once agreed the action plan will be presented annually to both the IJB and the Performance and Audit Committee in line with similar strategies.

- 3.8 A separate South Ayrshire HSCP Engagement Plan document will be developed later in 2024. The current engagement plan is still fit for purpose but requires a refresh. This will be progressed once the new structure of locality teams are fully established, and Partnership Engagement Officers are once again at capacity.

4. REPORT

- 4.1 Communications strategy is a regular item on the Communications monthly update to the HSCP Directorate Management Team (DMT).
- 4.2 An initial draft of the strategy content was taken to SMT for comment and input on Thursday 25 March 2024.
- 4.3 There was input sought from the Communications Team within South Ayrshire Council who have previously agreed a new strategy specific to the Council. The HSCP communications officer engages regularly with both South Ayrshire Council and NHS Ayrshire And Arran Communications team to ensure good communication links are maintained and to work closer together on joint messaging where appropriate.
- 4.4 The HSCP Communications Officer met with the Pan Ayrshire Communications group (as chair) on Thursday 21st March 2024. Comments and input have been sought from all parties to ensure alignment with the other organisations strategies.
- 4.5 A Communications survey was developed and distributed in February 2024. This survey was open to both the general public of South Ayrshire as well as staff working in the South Ayrshire HSCP. This survey closed on Friday 15th March.
- 4.6 Feedback from this survey has been used to further develop the content of the Strategy, in particular looking at the Action Plan for 2024-28. A full analysis has been done and this is incorporated in the strategy document.
- 4.7 The survey also included questions specifically for SA HSCP staff (only asked when user indicated they were a staff member). These questions asked specifically about internal communications including, how we communicate, how often we communicate and areas for improvement. This will be fed into the Action Plan for the survey and will influence changes internally to ensure we are meeting the needs of our staff.
- 4.8 The draft strategy was circulated to the Strategic Planning Advisory Group for comments.

5. STRATEGIC CONTEXT

- 5.1 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.

6. IMPLICATIONS

6.1 Financial Implications

- 6.1.1 There may be financial implications of the Communications Strategy, but these implications will be brought to the IJB as appropriate.

6.2 Human Resource Implications

6.2.1 There are no HR implications to agreeing this report.

6.3 Legal Implications

6.3.1 There are no legal implications to agreeing this report.

6.4 Equalities implications

6.4.1 A full Equality Impact Assessment has been undertaken on this strategy and will be revisited throughout the strategy drafting process to ensure this is robust. This is included within the papers for the IJB meeting.

6.5 Sustainability implications

6.5.1 There are no sustainability implications to agreeing this report.

6.6 Clinical/professional assessment

6.6.1 The views of professional groups will be taken into account as the strategy is developed.

7. CONSULTATION AND PARTNERSHIP WORKING

7.1 A Communications Survey was issued out to staff, partners and the general public asking a series of questions to evaluate thoughts and opinions on communications at the moment and to advise on preferred routes for improvement in our communications activity. This survey closed on 15th March 2024 and feedback featured in the Strategy and informed the Action Plan aligned to this strategy.

7.2 There is ongoing conversation with colleagues in both South Ayrshire Council and NHS Ayrshire and Arran Communications teams.

7.3 Further feedback has been sought through established communications groups including the Pan Ayrshire Communications Group (including NHS Ayrshire & Arran, Fire & Rescue, Police Scotland) and the National HSCP Communications group.

8. RISK ASSESSMENT

8.1 There are no risks associated with this paper.

REPORT AUTHOR AND PERSON TO CONTACT

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APPENDICES

Appendix 1 - Draft Communications Strategy 2024 – 2028

Appendix 2 - Communications Strategy 2024 – 2028 Equalities Impact Assessment

2nd May 2024